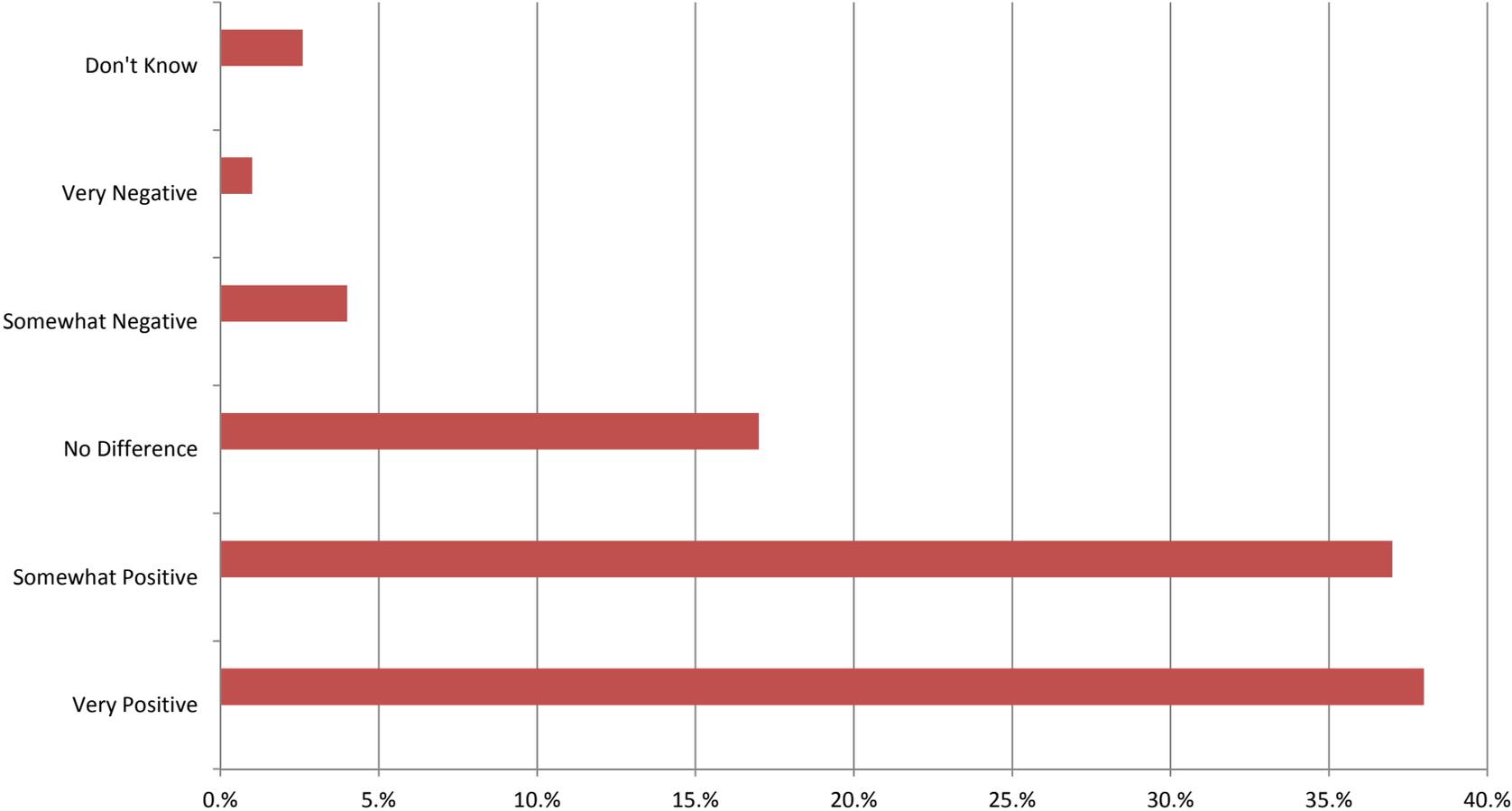


The Richard Stockton College of NJ
University Status Task Force
Prospective Students Survey

March 23, 2013

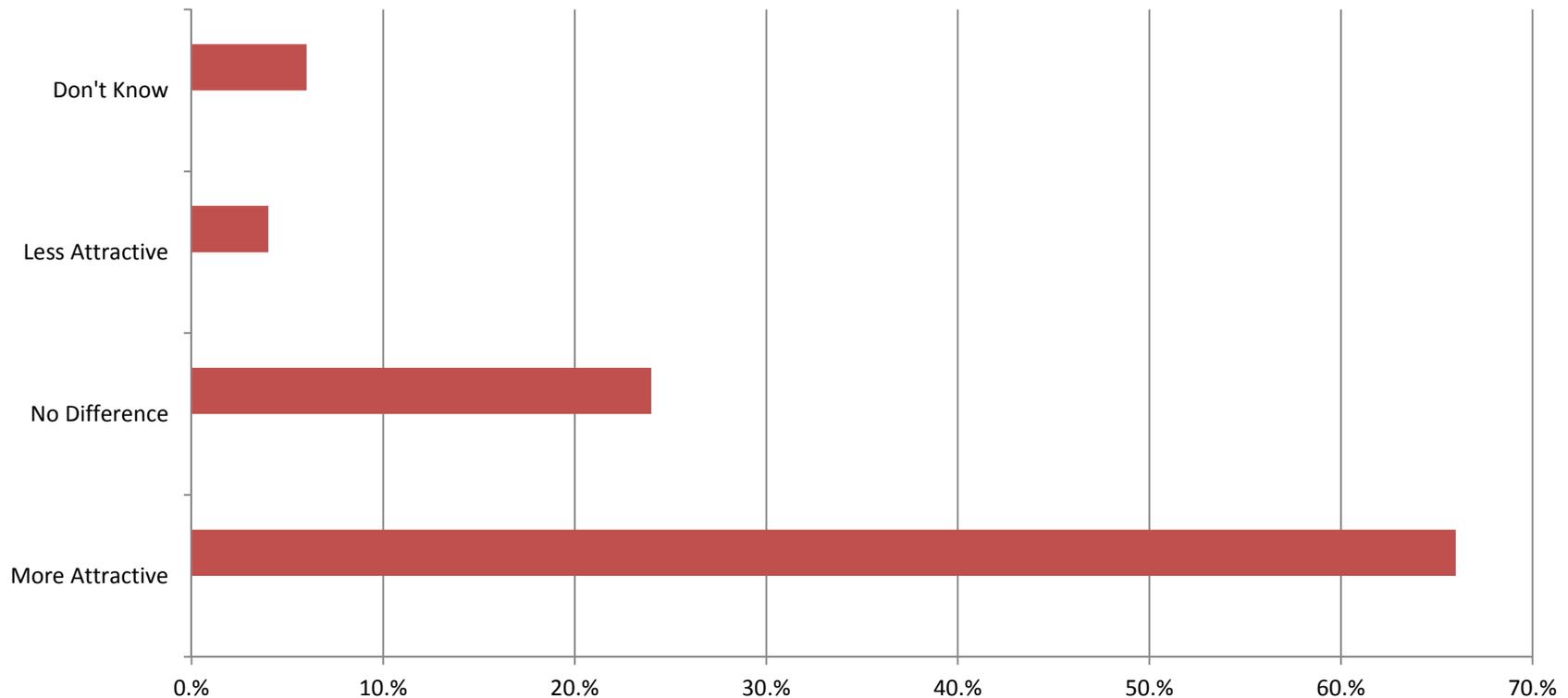
N=493

Q1. From your perspective, what would be the general impact if Stockton moved to university status?



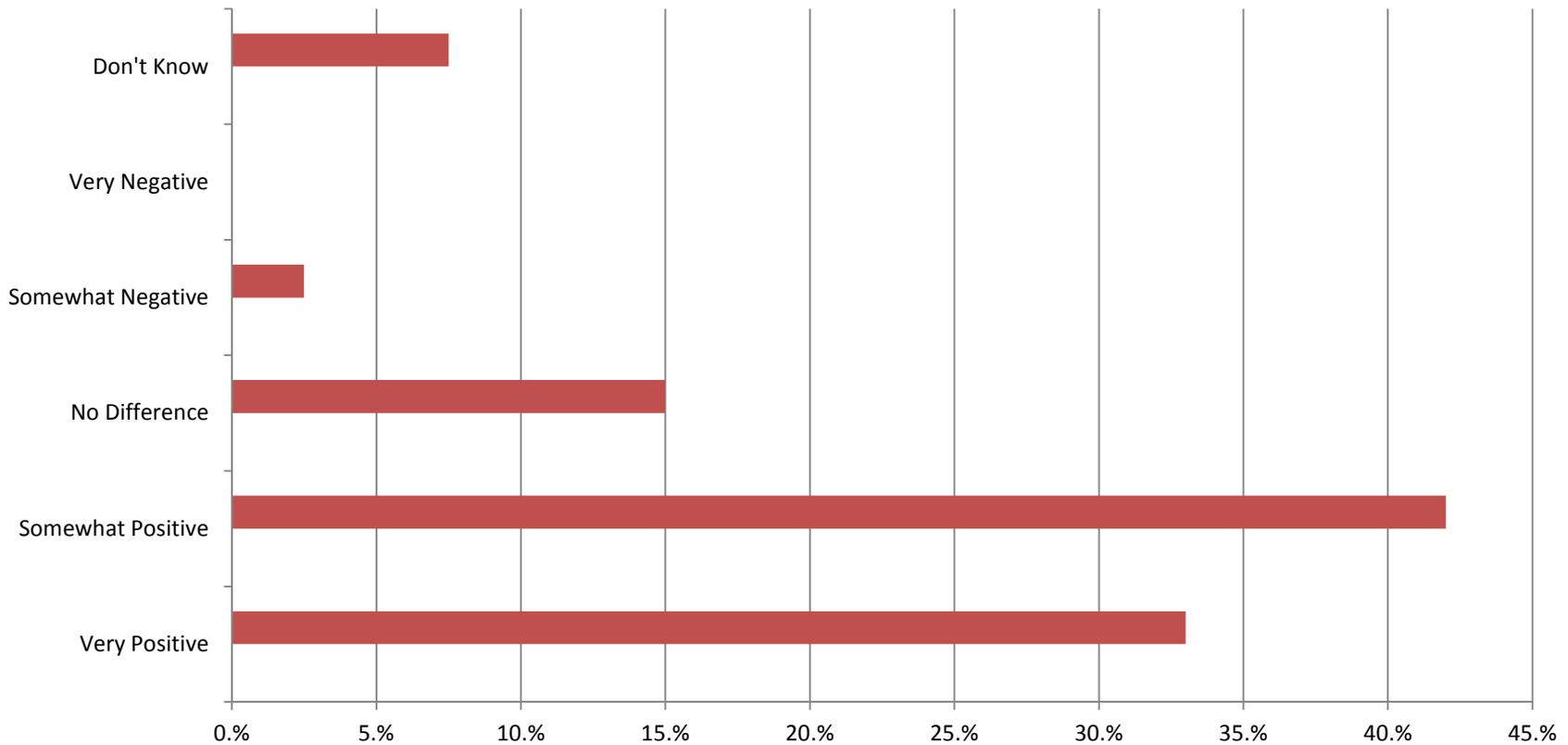
75% of the students responding saw a positive impact on the college based on the move to university status.

Q2. Do you believe that Stockton would be more or less attractive to prospective students if it changed from a college to a university?



66% of the students responding believe the college would be more attractive to prospective students based on the move to university status.

Q3. What would be the impact on our graduating students' employability if we were a university?



75% of the students responding believe university status would increase their employability.

Student Written Comments

Note: Comments that focused on any of the three questions in the survey are omitted since the respondents already communicated their perspective, e.g., “university status would be a good thing”).

The comments below brought out significant new information. Frequency of response in parentheses.

- The tuition would go up/Would tuition go up? (10)
- Did not want to see bigger classes/Like the current size (5)
- It would be harder to get accepted (3)
- Would get more funding (1)
- More attractive to science majors (1)
- Transferring into a university would definitely be better (1)
- There are so many schools that have “college” in the title that are better than universities (1)