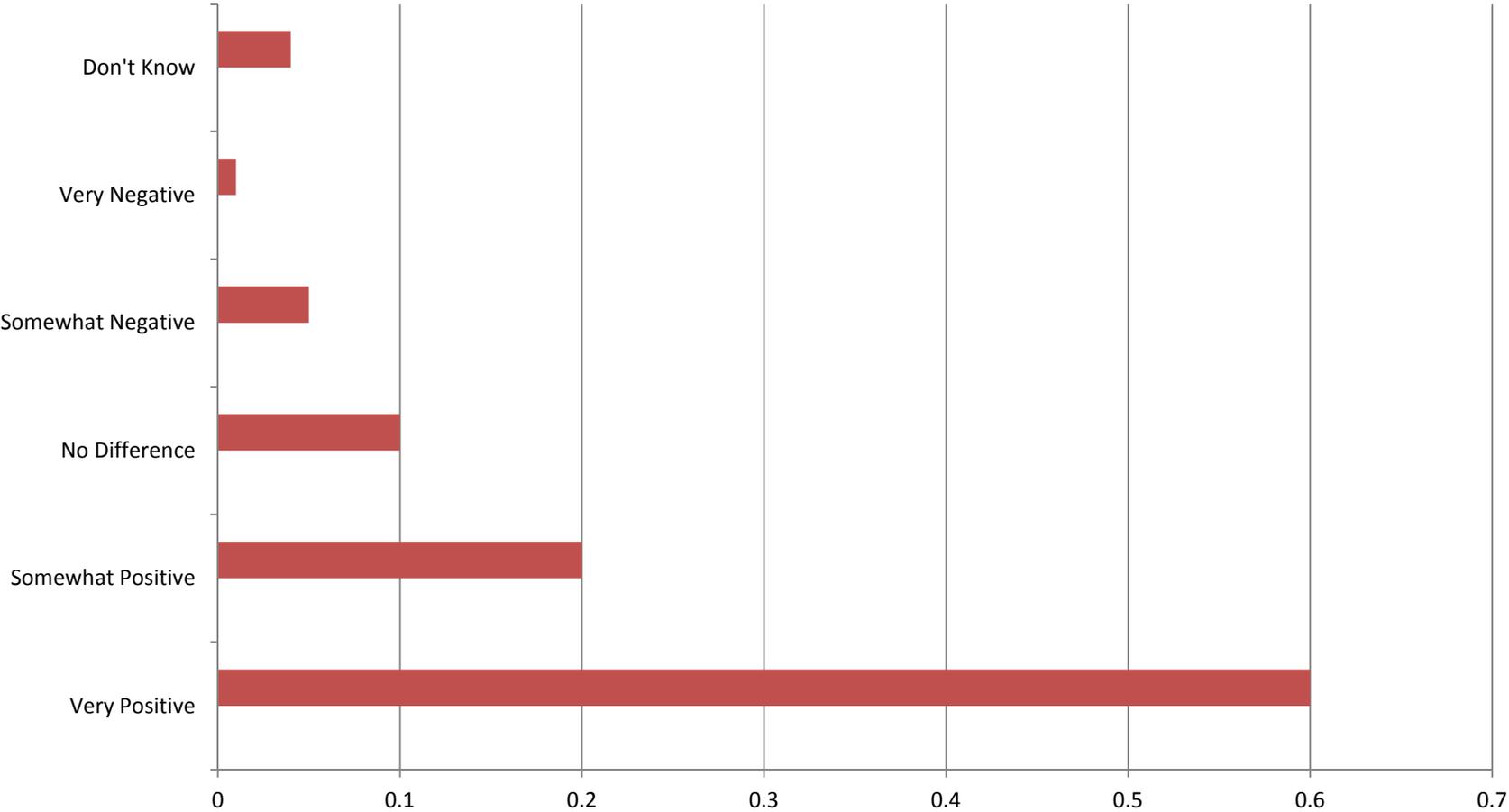


The Richard Stockton College of NJ
University Status Task Force
Parent/Adult Survey

March 23, 2013

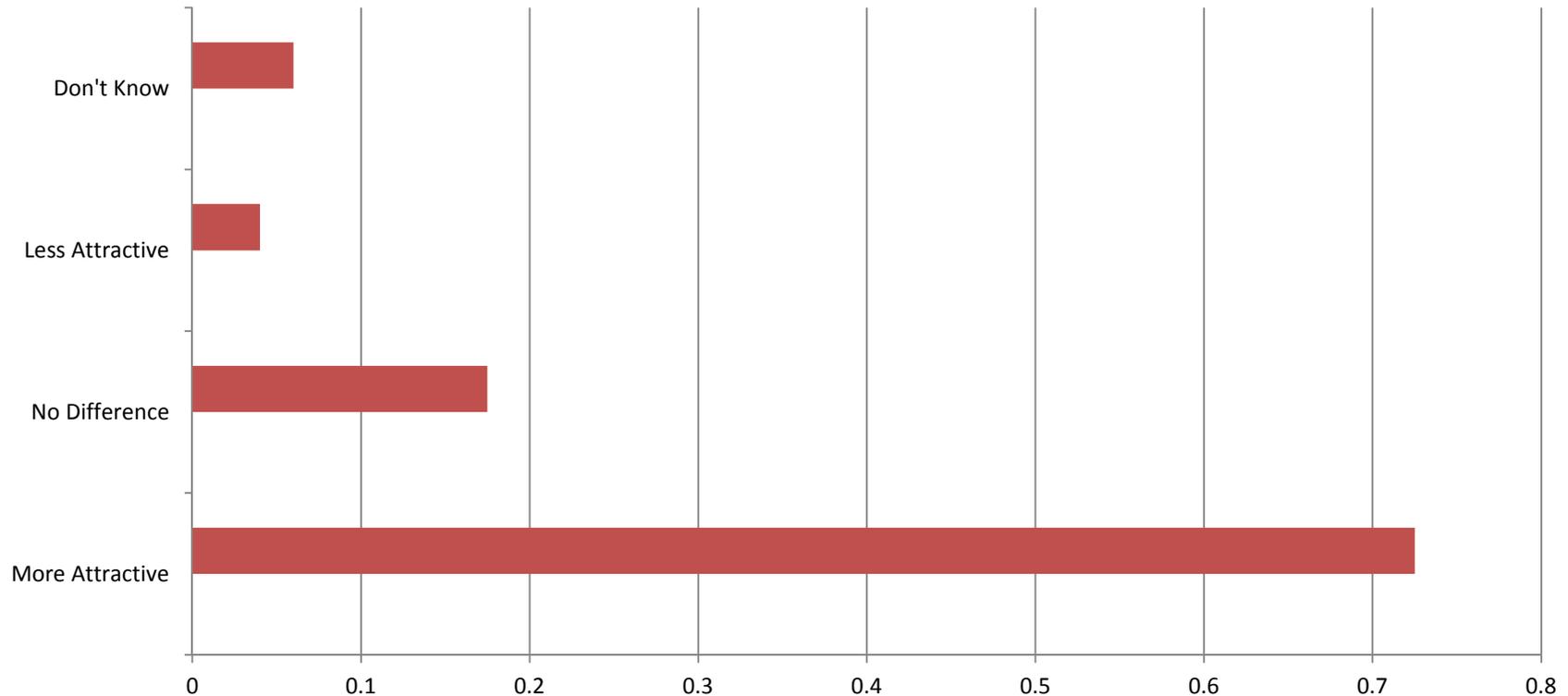
N=120

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



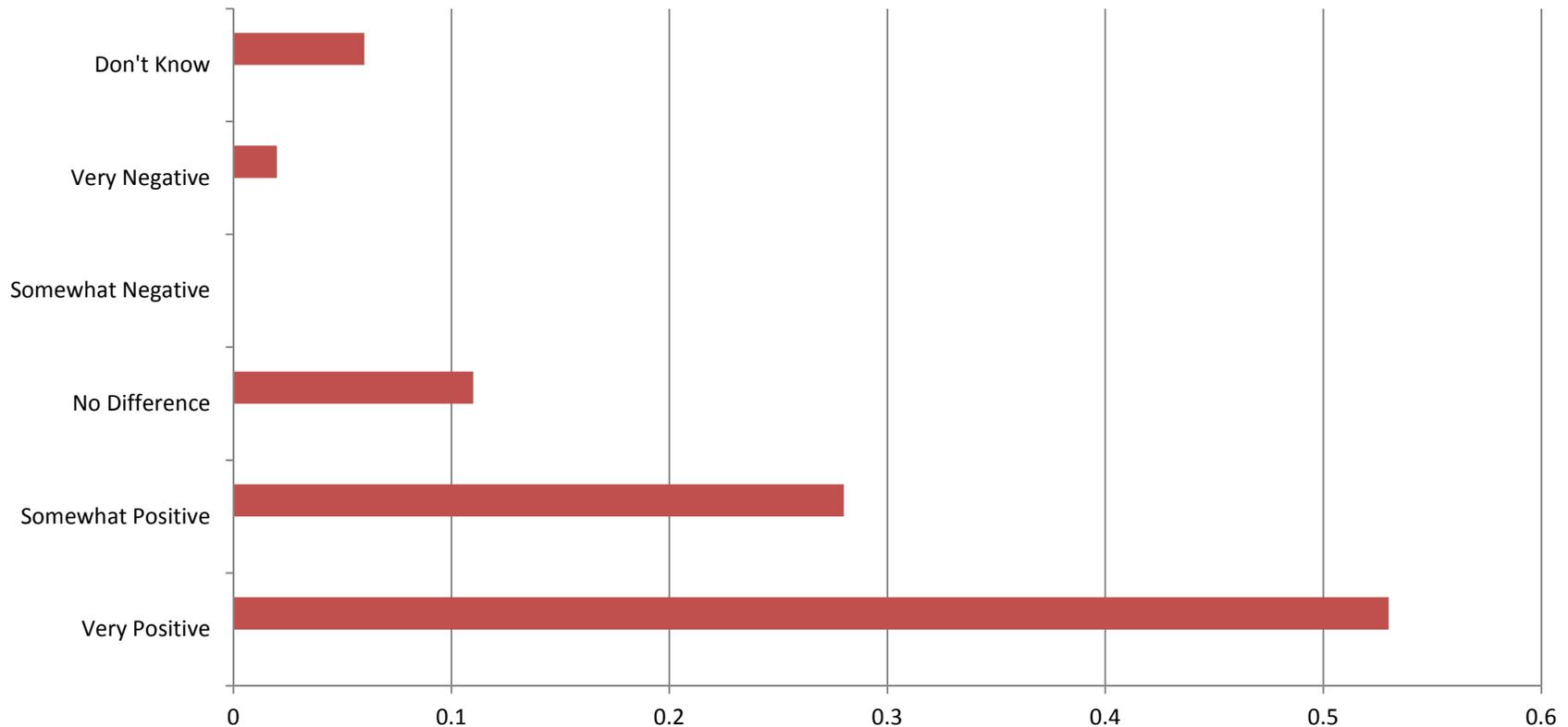
80% of the parents/adults responding saw a positive impact on the college based on the move to university status.

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



72.5% of the parents/adults 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?



81% of the parents/adults responding believe university status would increase the employability of graduating students.

Parent/Adult 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.

- Impact on tuition?/Fear of higher tuition! (8)
- Don't see the point (4)
- Don't lose the “distinctive” status (3)
- Would lead to more course offerings (1)
- College is better because it is smaller in size(1)