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## **UW Outreach School's State of Wyoming Survey 2005**

Report to

**University of Wyoming Outreach School**

by

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**Wyoming Survey & Analysis Center  
University of Wyoming**

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## UW Outreach School's State of Wyoming Survey 2005

In the fall of 2004 the University of Wyoming Outreach School enlisted the Wyoming Survey & Analysis Center (WYSAC) to develop and to conduct a state-wide survey of Wyoming households. The objective was to assess how well the University of Wyoming connects with the citizens of the state through various university academic and non-academic programs, offerings and services. This report summarizes the results of the study.

### Methods

The research made use of focus groups and a telephone-interview questionnaire. Five focus groups, the locations for which were chosen by the UW Outreach School, were conducted throughout Wyoming. The focus groups were conducted to gauge the Wyoming public's level of awareness of what the University has to offer, as well as to provide direction to the drafting of the questionnaire used in the state-wide telephone survey.

The telephone survey questionnaire was developed by the Wyoming Survey & Analysis Center in consultation with several university units and made extensive use of information gathered from focus group discussions. After final approval of the questionnaire by the Outreach School, the Survey Research Center (SRC) of WYSAC prepared the survey for Computer-Assisted Telephone Interviewing. Random Digit Dialing (RDD) phone numbers were used for the sample of Wyoming households. RDD has the benefit of improving population coverage by including unlisted numbers in the telephone sample.

Experienced SRC telephone interviewers administered the telephone survey in June 2005. Most interviews were attempted Monday through Thursday between 6 p.m. and 9 p.m., and additional daytime calling, including Sunday afternoons, made up the rest of the calling schedule. Up to 18 call attempts were made to eligible phone numbers before such numbers were dropped from the call list. 'Soft' refusals (e.g. potential respondent reached at an inconvenient time, hang-ups, and other failed interviews that were not outright rejections) were called a second time in an attempt to complete an interview. A total of 1007 interviews were completed. A random sample of this size yields a margin of error of about plus or minus 3 percentage points with 95% confidence.

### Organization of this report

**Section I** presents a brief discussion of some key findings for the sample as a whole, followed by several graphs showing the demographic characteristics of survey respondents.

**Section II** displays cross-tabulations of survey responses to relevant items by seven background/demographic characteristics of the surveyed respondent (sex; income; age; education; whether or not a household member was a UW employee within the past year; whether or not a household member has taken a UW class for credit within the past year; and whether or not the

household contains a UW alumnus). All cross-tabulation results were tested for statistical significance, and only those for which the appropriate test for statistical significance was positive ( $p < 0.05$ ) are presented.

**Section III** presents the raw frequency counts and percentage distributions of responses to all items on the questionnaire, with verbatim wording in the order the questions were asked. Missing values such as “Don’t know” and “No response” are excluded from the percentage calculations. On “Check all that apply” items, percentages may total more than 100.

**Section IV** presents the results of the focus groups. This section is based on the summaries of the focus groups prepared by Lynn Jones.

**Appendix A** contains verbatim responses to the open-ended survey question (Q33) inviting additional comments on how the University of Wyoming connects with people in the state.

**UW Outreach School's State of Wyoming Survey 2005**  
**Section I: Key findings**

### Survey Findings

The table below (Table I.1) displays the top choice(s) for the various survey questions asked of respondents. These questions are all “check all that apply” questions, meaning that the survey respondent was free to choose as many responses as appropriate. Where a single response was clearly the dominant choice, only this response is displayed. Where response choices were chosen with nearly equal frequency, all such responses are displayed. (For complete listings, see Section III.) Results are in descending order, with the University program with the highest degree of community connection (sports/athletics) appearing first. .

**Table I.1: Top response choices to survey questions.**

<b>Q5: Sports / athletics connections</b>	
Read about sports in newspaper, magazine, newsletter	<b>56.7%</b>
Tune-in game or coach's show on TV or radio	<b>50.4%</b>
<b>Q19: Communications used (non-sports)</b>	
Wyoming Public Radio or NPR	<b>40.9%</b>
Radio / TV News	<b>40.5%</b>
<b>Q21: Communications sent to or received from UW offices of...</b>	
Admissions	<b>12.3%</b>
Alumni Association	<b>11.7%</b>
<b>Q17: Off-campus cultural services</b>	
Interlibrary loan, other library services	<b>11.0%</b>
<b>Q11: Agriculture services</b>	
Cooperative Extension Service	<b>10.1%</b>
<b>Q15: Cultural Services for the general public</b>	
Concerts / musical performances	<b>9.1%</b>
Libraries	<b>8.8%</b>
Student Union	<b>8.7%</b>
<b>Q13: UW health care programs</b>	
Family Practice Residency...Casper; Cheyenne; Pine Bluffs	<b>5.7%</b>
<b>Q9: Academic events / programs for kids</b>	
Science Fair	<b>4.6%</b>
<b>Q1: Off-campus classes</b>	
UW internet courses;	<b>3.8%</b>
Community College UW Classes, other than Casper College	<b>3.8%</b>
<b>Q7: UW sports clinics</b>	
Football or basketball camp	<b>3.7%</b>
<b>Q3: Non-credit short courses or workshops</b>	
(All choices < 2%)	--

As can be seen in Table I.1, sports and athletics are clearly the most widely used offerings by the University of Wyoming for connecting with state residents, with over half of respondents stating that they follow UW sports through some form of media (print media being a slight favorite over radio and television). The next most secure connection between the University and state residents is also through media: Wyoming Public Radio (WPR) and other radio and television news, through which state residents acquire non-sports related University information. WPR was also mentioned frequently by participants in the focus groups (see Section IV), and in open-ended responses on the telephone survey (Appendix A).

Other connections between the University and state residents that more than 10% of survey respondents claimed to use include: communication with the UW Admissions and Alumni Association offices; interlibrary loan or other off-campus library services; and the on-campus public services of concerts and musical performances, libraries, and the Student Union. All other services and programs offered by the University of Wyoming were used by less than 10% of those responding to the survey.

In addition to whether certain programs and services are used, also important to an assessment of University and community connections is the degree to which consumers of the various programs and services are satisfied with them. Several survey questions asked respondents to rate their levels of satisfaction with or enjoyment of various offerings by the University of Wyoming. For those respondents who partook of the UW offerings listed (in descending order of satisfaction), the following percentages of survey respondents were *very satisfied* or *somewhat satisfied* with them:

- 95.8% with non-credit classes.
- 92.8% with sports clinics and camps for school kids.
- 92.0% with University academic events and programs for school kids.
- 91.0% with off-campus cultural services.
- 90.1% with on-campus cultural services for the general public.
- 88.4% with U.W. health related programs.
- 88.1% with how well University offices have communicated with the public
- 87.6% with off-campus classes.
- 84.2% with U.W. agricultural services.
- 83.7% with UW sports and athletics (based on respondents who said that, in the last year, their household enjoyed UW sports and athletics either *very much* or *somewhat*).
- 79.2% with U.W.'s use of media to communicate with state residents.

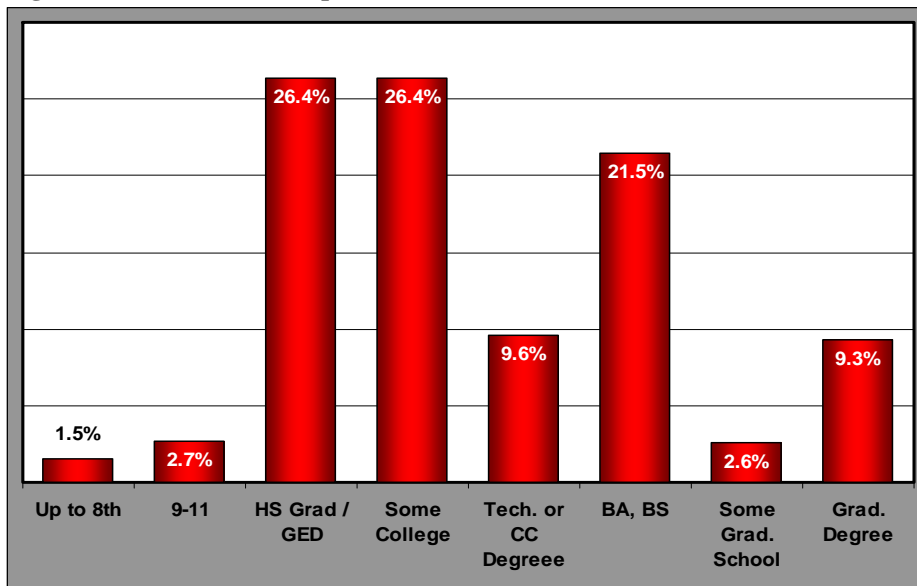
While satisfaction with UW’s use of media for communication is high in absolute terms, its relatively low position in the above list is consistent with complaints on this score that were voiced in the focus groups and in the open-ended responses.

**Survey Demographics**

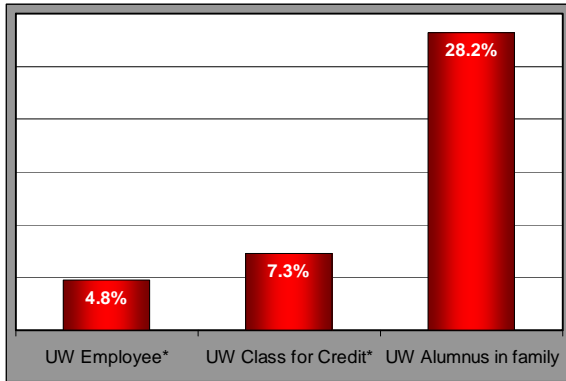
The following figures and table show the breakdown of survey respondents by several demographic variables. These are displayed in the order in which the demographic question was asked in the survey.

Notable in these results is the fact that the modal survey respondent was female, and over 50 years of age. Since appropriate survey methods were used to provide an unbiased sample, the heavy representation of women and older respondents can be attributed to their greater willingness to participate in a survey that was introduced as dealing with UW’s connections with state residents. Interest in that topic is likely to be lower among individuals who themselves feel less connected, perhaps including more young people and men. To that degree, the survey responses may somewhat overstate the absolute level of connectedness. However, the relative levels of connectedness and satisfaction with one or another UW program are probably not much affected.

**Figure I.1: Education of respondent.**

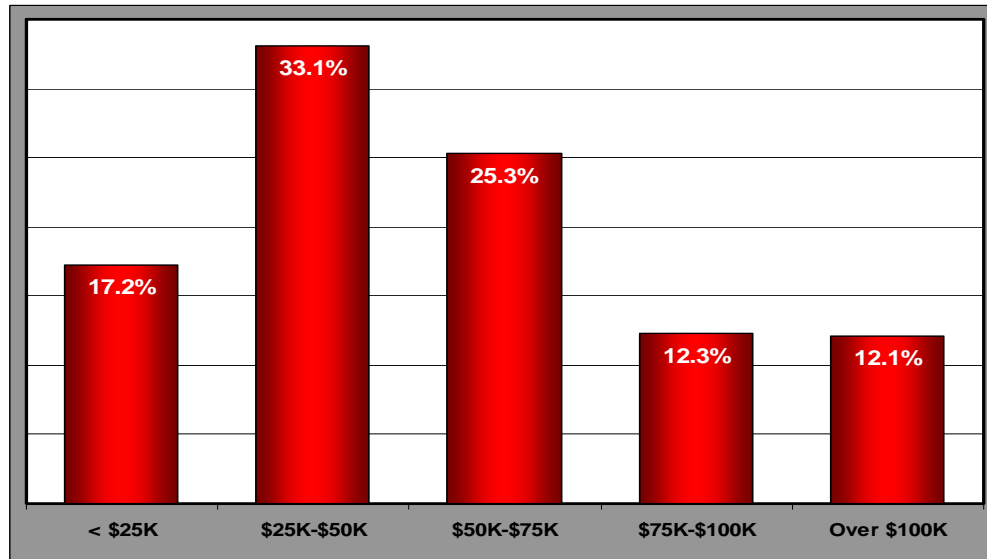


**Figure I.2: Respondent household relationship to UW.**

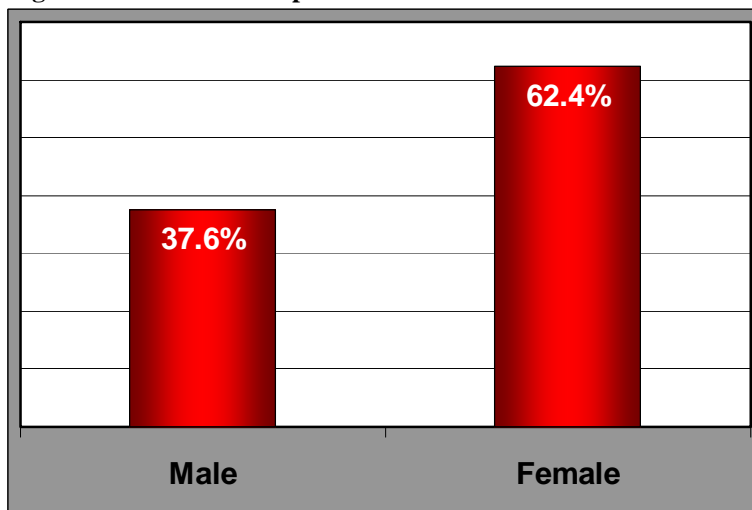


\*Past 12 months.

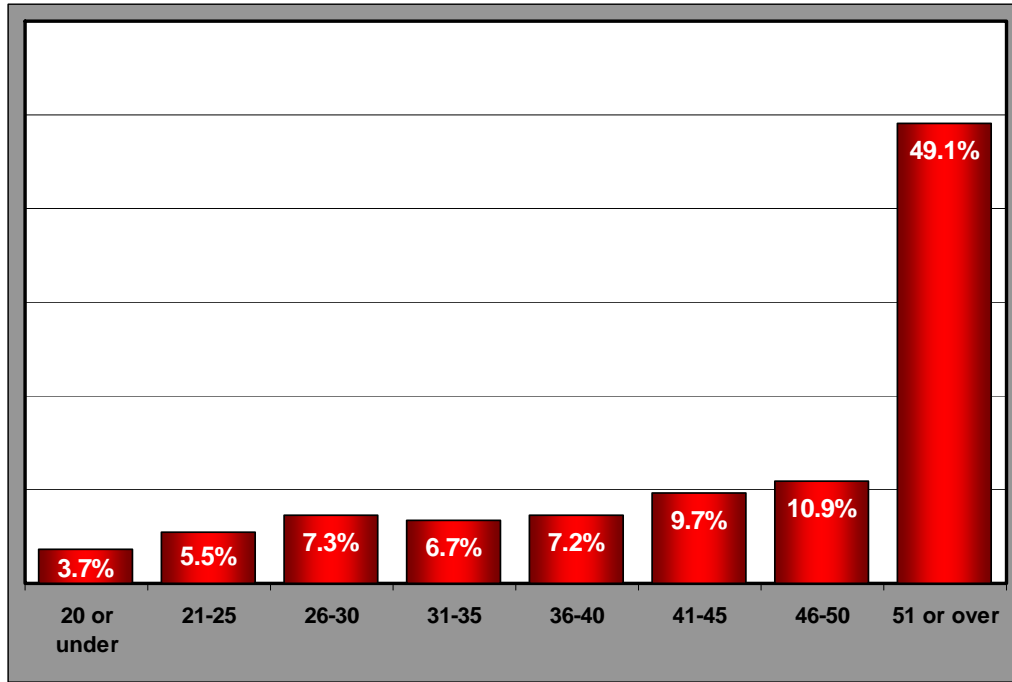
**Figure I.3: Household income of respondent.**



**Figure I.4: Gender of respondent.**



**Figure I.5: Age of respondent.**



**Table I.2: County of respondent.**

Albany	6.0%
Big Horn	2.8%
Campbell	7.2%
Carbon	3.2%
Converse	2.7%
Crook	1.3%
Freemont	7.6%
Goshen	2.8%
Hot Springs	1.0%
Johnson	1.3%
Laramie	14.5%
Lincoln	3.8%
Natrona	12.1%
Niobrara	1.1%
Park	5.1%
Platte	3.0%
Sheridan	6.9%
Sublette	1.7%
Sweetwater	6.4%
Teton	3.5%
Uinta	3.4%
Washakie	1.5%
Weston	1.4%



<p style="text-align: center;"><b>UW Outreach School's State of Wyoming Survey 2005</b> <b>Section II: Cross-tabulations</b></p>
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The tables on the following pages (Tables II.1 – II. 4) present all statistically significant ( $p < .05$ ) cross-tabulations between various background variables and survey questions. Where both variables in a cross-tabulation are rank-ordered or dichotomous, the chi-square test for linear trend was performed; otherwise, the overall Pearson chi-square test was used. Virtually all cross-tabulations that exhibited statistically significant results for either test were significant for both tests. All displays in table cells are significant for both statistical tests with the following exceptions: if a notation is *italicized*, this indicates that the item is significant for the trend test only; if a notation is underlined, this indicates that the item is significant by the overall Pearson test only.

Individual cells indicate in which direction the statistically significant trend progresses for the categories of the respective background variables. For example, for the background variable “income,” if respondents in the upper income categories chose a particular response item at generally higher percentages than respondents in lower income categories, the cell for that cross-tabulation will present the trend as  $H > L$ , where H = higher incomes and L = lower incomes. Column headings for particular background variables provide keys for cell notations. A single cross-tabulation contains the cell notation MIXED (Table 3), indicating that while the cross-tabulation was statistically significant for the Pearson test only, it did not exhibit a pattern that can be succinctly summarized.

By far, the background variables yielding the highest number of statistically significant cross-tabulations concern whether or not a household contains UW employees, or UW alumni. Not surprisingly, where UW employees or UW alumni were in respondent households, there was a higher percentage of use of UW services and programs. Also showing a number of statistically significant cross-tabulations were the categorical variables of education and income. As either income or education increases there is a correspondingly higher percentage of using UW services and programs.

**Table II.1: Statistically significant cross-tabulations between survey questions 1, 5 and 6, and background variables.<sup>1</sup>**

	Q23: Education (L = lower; H = higher)	Q27: UW Employee* (Y = yes; N = no)	Q28: UW class for credit, Laramie campus*	Q29: Degree from UW**	Q32: Income***	Q34: Sex (M = male; F = female)
<b>Q1: In the past 12 months, taken any of the following off-campus classes from UW?</b>						
UW Correspondence			Y > N			
UW Internet courses		Y > N	Y > N			
Compressed video		Y > N	Y > N	Y > N		
Audio tele-conference			Y > N			
<b>Q5: In the past 12 months, done any of the following to keep up with UW sports?</b>						
Attend a live UW sporting event / coach's live meeting	H > L	Y > N		Y > N	H > L	
Tune-in game/ coach show, TV or radio	H > L	Y > N		Y > N	H > L	
Read about UW sports in print media	H > L	Y > N		Y > N	H > L	
Get UW sports info. from the Internet	H > L	Y > N		Y > N	H > L	M > F
Participate in Cowboy Joe Club	H > L	Y > N		Y > N	H > L	
<b>Q6: Over the past 12 months, would you say you enjoyed (UW sports)...</b>						
Very much				Y > N		

\*Household, within past 12 months.  
 \*\*Household and/or immediate family.  
 \*\*\*Household.

<sup>1</sup> Individual cells indicate in which direction the statistically significant trend progresses for the respective background variables. Thus, "H>L" means that more respondents in the higher categories (higher income, or higher levels of education) responded positively to the question than those in the lower categories; "Y>N" means more positive responses from those with a UW alumnus or UW employee in the household than from those without; "M>F" likewise means more positive responses from males than from females.

**Table II.2: Statistically significant cross-tabulations between survey questions 7, 8, 9, 11, 13 and 15 and background variables.<sup>1</sup>**

	Q23: Education (L = lower; H = higher)	Q27: UW Employee* (Y = yes; N = no)	Q29: Degree from UW**	Q32: Income ***	Q34: Sex (M = male; F = female)
<b>Q7: In the past 12 months, has anyone in your household participated in any of the following UW clinics or camps for school kids?</b>					
Football or basketball camp				H > L	
<b>Q8: Household's satisfaction with UW sports clinics and other camps for school kids, over the past 12 mo.</b>					
Very Satisfied					F > M
<b>Q9: In the past 12 months, participated in the following UW academic events or programs for school kids?</b>					
Science fair held at UW			Y > N		
<b>Q11 In the past 12 months, has anyone in your household made use of any of these services from UW?</b>					
Coop. Extension Service or its educators and specialists	H > L		Y > N		
4-H Youth Development		Y > N			
<b>Q13. In the past 12 mo., anyone in household made use of the following health-related programs from UW?</b>					
Family Practice Residency Programs in Casper, Cheyenne, or Pine Bluffs		Y > N			F > M
<b>Q15: In the past 12 months, has anyone in your household made use of any of the following?</b>					
Libraries on campus	H > L	Y > N	Y > N	H > L	
Student Union	H > L	Y > N	Y > N	H > L	
American Heritage Center		Y > N	Y > N		
Art Museum		Y > N	Y > N	H > L	
Anthro., Geological, or Insect Museums		Y > N	Y > N		
Planetarium		Y > N	Y > N		
Concerts or musical performances	H > L	Y > N	Y > N	H > L	
Plays, theater or dance performances		Y > N	Y > N		
Movies on campus		Y > N			
Visiting performers		Y > N	Y > N		
Visiting speakers		Y > N	Y > N		

\*Household, past 12 months

\*\*Household and/or immediate family.

\*\*\*Household.

<sup>1</sup> Individual cells indicate in which direction the statistically significant trend progresses for the respective background variables. Thus, "H>L" means that more respondents in the higher categories (higher income, or higher levels of education) responded positively to the question than those in the lower categories; "Y>N" means more positive responses from those with a UW alumnus or UW employee in the household than from those without; "M>F" likewise means more positive responses from males than from females.

**Table II.3: Statistically significant cross-tabulations between survey questions 17, 18 and 19 and background variables.** <sup>1</sup>

	Q23: Education (L = lower; H = higher)	Q27: UW Employee* (Y =yes; N = no)	Q29: Degree from UW**	Q30: Age	Q32: Income ***
<b>Q17. And in the past 12 months, has anyone in your household made use of any of the following off-campus cultural services from UW?</b>					
Centennial Singers		Y > N	Y > N		
Interlibrary loan or other off-campus library services		Y > N	Y > N		
<b>Q18. How would you rate your household's satisfaction with UW's off-campus cultural services, over the past 12 months?</b>					
Very satisfied			Y > N		
<b>Q19. In the past 12 months, has anyone in your household made use of any of these ways that UW communicates with people around the state?</b>					
Wyoming Public Radio or NPR	H > L	Y > N	Y > N		H > L
UWTV			Y > N		
"UWYO" magazine or other alumni publications	H > L	Y > N	Y > N		H > L
UW website	H > L	Y > N	Y > N	L > H	H > L
"Branding Iron" or other student publications	H > L	Y > N	Y > N	MIXED	H > L
Newspaper articles or news releases	H > L	Y > N	Y > N	H > L	H > L
Radio or television news	H > L	Y > N	Y > N		H > L
UW admissions publications or events		Y > N	Y > N		
Agricultural bulletins	H > L	Y > N	Y > N		
Newsletters or brochures	H > L	Y > N	Y > N		H > L
"Bulletin" or Course Directory	H > L	Y > N	Y > N		
Other UW information sources			Y > N		

\*Household, past 12 months.

\*\*Household and/or immediate family.

\*\*\*Household.

<sup>1</sup> Individual cells indicate in which direction the statistically significant trend progresses for the respective background variables. Thus, "H>L" means that more respondents in the higher categories (higher income, or higher levels of education) responded positively to the question than those in the lower categories; "Y>N" means more positive responses from those with a UW alumnus or UW employee in the household than from those without; "M>F" likewise means more positive responses from males than from females.

**Table II.4: Statistically significant cross-tabulations between survey questions 20 and 21 and background variables.**<sup>1</sup>

	Q23: Education (L = lower; H = higher)	Q27: UW Employee* (Y =yes; N = no)	Q29: Degree from UW**	Q32: Income ***
<b>Q20. How would you rate your satisfaction with how UW has used these means of communicating with your household over the past 12 months?</b>				
Very satisfied			Y > N	
<b>Q21: In the past 12 months, has anyone in your household sent or received any communications with UW offices like the following?</b>				
Registrar's office	H > L	Y > N	Y > N	H > L
Admissions	H > L	Y > N		H > L
Student Affairs		Y > N	Y > N	H > L
Graduate School		Y > N	Y > N	
Research office		Y > N		
Financial Aid		Y > N	Y > N	
UW Foundation		Y > N	Y > N	H > L
Alumni Association	H > L	Y > N	Y > N	H > L
Associated Parents of UW			Y > N	
UW administrative boards or committees		Y > N		
Other UW offices			Y > N	

\*Household, past 12 months.

\*\*Household and/or immediate family.

\*\*\*Household.

<sup>1</sup> Individual cells indicate in which direction the statistically significant trend progresses for the respective background variables. Thus, "H>L" means that more respondents in the higher categories (higher income, or higher levels of education) responded positively to the question than those in the lower categories; "Y>N" means more positive responses from those with a UW alumnus or UW employee in the household than from those without; "M>F" likewise means more positive responses from males than from females.

**UW Outreach School's State of Wyoming Survey 2005  
Section III: Complete frequency distributions**

**Respondents = 1007**

**Hello, my name is [First Name]. I'm calling from the Wyoming Survey & Analysis Center, and I'm NOT soliciting anything. Your phone number was randomly drawn for an opinion poll about services that the University of Wyoming provides around the state. The survey only takes about 10 minutes. WOULD YOU BE ABLE TO HELP ME OUT WITH THIS?**

[If needed:] This is NOT a fund-raising call, and we will not give any identifying information about you or your household to anyone. We need to hear from all kinds of people around the state, whether you know much about the University or not.

[Only if asked:] The survey is sponsored by the Outreach School at the University of Wyoming.

[If Yes] **First I need to confirm. Is this a private household in Wyoming?**

[If needed:] Private household means a residence where one or more individuals or families live. It could be a house, an apartment, or a mobile home, but not a business where nobody lives.

[If Yes] **That's great! We will keep all your answers completely confidential.**

**Also, I need to ask if I am speaking with someone 18 or older.**

[If Yes] **The purpose of the survey is to find out some of the different ways that people around the state might connect with the University of Wyoming. For example, besides classes taught on the campus in Laramie, the University also offers classes elsewhere in the state.**

**1. In the past 12 months, has anyone in your household taken any of the following off-campus classes from UW?**

*(Read choices; check all that apply.)*

	Frequency	Valid Percent
UW correspondence courses	21	2.1
UW Internet courses	38	3.8
Compressed video classes	21	2.1
Audio tele-conference classes	12	1.2
Classes at UW Casper College Center (NOT Casper College classes)	19	1.9
UW classes taught on any other community college campus	38	3.8
Other off-campus UW classes	17	1.7
(No, none of the above)	896	90.1
Total Valid	995	
(Don't know)	12	
Total	1007	

➤ *Skip to question 3.*

➤ *Skip to question 3.*

**2. We'd like to know how you rate your household's satisfaction with off-campus classes from UW. In general, would you say that over the past 12 months you were ...**

*(Read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	52	53.6
Somewhat satisfied	33	34.0
Neither satisfied nor dissatisfied	9	9.3
Somewhat dissatisfied	1	1.0
Very dissatisfied	2	2.1
Total Valid	97	100.0
(Don't know)	2	
System Missing	908	
Total Missing	910	
Total	1007	

**3. There are also some short courses and workshops that are taught on-campus in Laramie, but not for degree credit. In the past 12 months, has anyone in your household taken any of the following at UW?**

*(Read choices; check all that apply.)*

[If needed]: Elderhostel is a summer on-campus educational program for senior citizens.

	Frequency	Valid Percent
Elderhostel	1	.1
Non-credit conferences or workshops at UW	13	1.3
Other non-credit classes or short courses	12	1.2
(No, none of the above)	980	97.6
Total Valid	1004	
(Don't know)	3	
Total	1007	

➤ Skip to question 5.

➤ Skip to question 5.



**4. How would you rate your household's satisfaction with non-credit classes from UW, over the past 12 months? Would you say ...**

*(Read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	17	70.8
Somewhat satisfied	6	25.0
Neither satisfied nor dissatisfied	1	4.2
Somewhat dissatisfied	0	0.0
Very dissatisfied	0	0.0
Total Valid	24	100.0
System Missing	983	
Total	1007	

**5. Some people connect with the University of Wyoming through sports or athletics. In the past 12 months, has anyone in your household done any of the following to keep up with UW sports?**

*(Read choices; check all that apply.)*

	Frequency	Valid Percent
Attend a live UW sporting event or a coach's live meeting	274	27.2
Tune-in a UW game or coach's show on TV or radio	508	50.4
Read about UW sports in a newspaper, magazine or newsletter	571	56.7
Get UW sports information from the Internet	178	17.7
Participate in Cowboy Joe Club activities	69	6.9
Other UW sports connections	38	3.8
(No, none of the above)	334	33.2
Total Valid	1007	
Total	1007	

➤ Skip to question 7.

**6. And we'd like to ask in general about your household's enjoyment of UW sports and athletics. Over the past 12 months would you say you enjoyed them ...**

*(Read first 4 choices.)*

	Frequency	Valid Percent
Very much	338	52.0
Somewhat	206	31.7
A little	73	11.2
Not at all	33	5.1
Total Valid	650	100.0
(Don't know)	19	
(No answer)	4	
System Missing	334	
Total Missing	357	
Total	1007	

**7. Besides varsity sports for University students, UW puts on some sports clinics for school kids. There are also some UW camps that are not about sports. In the past 12 months, has anyone in your household participated in any of the following UW clinics or camps for school kids?**

*(Read choices; check all that apply.)*

	Frequency	Valid Percent
Football or basketball camp	37	3.7
Wrestling or swimming camp	3	.3
Athletic trainer camp	1	.1
Cheerleading camp	3	.3
Music or band camp	8	.8
Science camp or engineering summer program	6	.6
Upward Bound program on campus	4	.4
Summer High School Institute	2	.2
Daniels Fund program	3	.3
Other UW camps for kids	21	2.1
This household has no kids	590	58.8
(No, none of the above)	341	34.0
Total Valid	1004	
(Don't know)	3	
Total	1007	

➤ Skip to question 11.

➤ Skip to question 9.

➤ Skip to question 9.

**8. And how would you rate your household's satisfaction with UW sports clinics and other camps for school kids, over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	36	51.4
Somewhat satisfied	29	41.4
Neither satisfied nor dissatisfied	4	5.7
Somewhat dissatisfied	1	1.4
Very dissatisfied	0	0.0
Total Valid	70	100.0
(Don't know)	2	
(No answer)	1	
System Missing	934	
Total Missing	937	
Total	1007	

**9. In the past 12 months, has anyone in your household participated in any of the following UW academic events or programs for school kids?**

*(Read choices; check all that apply.)*

	Frequency	Valid Percent
Science fair held at UW	19	4.6
Wyoming History Day	17	4.1
Geography Bee	3	.7
Math contest at UW	5	1.2
Concurrent enrollment, UW credit in high school	11	2.7
Other UW academic events for kids	9	2.2
(No, none of the above)	361	87.8
Total Valid	411	
(Don't know)	2	
(No answer)	4	
System Missing	590	
Total Missing	596	
Total	1007	

➤ Skip to question 11.

➤ Skip to question 11.

➤ Skip to question 11.

**10. How would you rate your household's satisfaction with UW's academic events and programs for school kids over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	32	64.0
Somewhat satisfied	14	28.0
Neither satisfied nor dissatisfied	4	8.0
Somewhat dissatisfied	0	0.0
Very dissatisfied	0	0.0
Total Valid	50	100.0
System Missing	957	
Total	1007	

**11. The University also provides a number of services related to agriculture. In the past 12 months, has anyone in your household made use of any of these services from UW?**

*(Read choices; check all that apply.)*

	Frequency	Valid Percent
Cooperative Extension Service or its educators and specialists	101	10.1
Agricultural Experiment Stations or their research	34	3.4
4-H Youth Development	42	4.2
The Soil Testing Lab or State Veterinary Lab	17	1.7
"Master Gardener" horticulture program	38	3.8
"Steer a Year" program	7	.7
Coursework in the College of Agriculture	6	6
Other UW agricultural services	18	1.8
(No, none of the above)	830	82.7
Total Valid	1004	
(Don't know)	3	
Total	1007	

➤ Skip to question 13.

➤ Skip to question 13.

**12. And how would you rate your household's satisfaction with UW's services for agriculture over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	105	61.8
Somewhat satisfied	38	22.4
Neither satisfied nor dissatisfied	25	14.7
Somewhat dissatisfied	2	1.2
Very dissatisfied	0	0.0
Total Valid	170	100.0
(Don't know)	4	
System Missing	833	
Total Missing	837	
Total	1007	

**13. In the past 12 months, has anyone in your household made use of the following health-related programs from UW?**

*(Read choices; check all that apply)*

[If needed:] The Family Practice Residency Program in Cheyenne is also called the Family Practice Center; in Casper it is called the Community Health Center, and in Pine Bluffs it is called the Tri-County Medical Center.

	Frequency	Valid Percent
Family Practice Residency Programs in Casper, Cheyenne, or Pine Bluffs	57	5.7
Speech and Hearing Clinic	23	2.3
Wyoming Institute for Disabilities	12	1.2
"WAMI" medical education program	11	1.1
Center for Rural Health Research	5	.5
Early Childhood Endorsement program	12	1.2
Coursework in the College of Health Sciences	10	1.0
Other UW health programs	18	1.8
(No, none of the above)	874	87.8
Total Valid	995	
(Don't know)	11	
(No answer)	1	
Total Missing	11	
Total	1007	

➤ Skip to question 15.

➤ Skip to question 15.

➤ Skip to question 15.

**14. How would you rate your household's satisfaction with UW's health-related programs over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	68	56.7
Somewhat satisfied	38	31.7
Neither satisfied nor dissatisfied	10	8.3
Somewhat dissatisfied	4	3.3
Very dissatisfied	0	0.0
Total Valid	120	100.0
(Don't know)	1	
System Missing	886	
Total Missing	887	
Total	1007	



**15. The university campus in Laramie has a lot of cultural services that are available to the general public, not just UW students. In the past 12 months, has anyone in your household made use of any of the following?**

*(Read choices; check all that apply.)*

	Frequency	Valid Percent
Libraries on campus	89	8.8
Student Union	88	8.7
American Heritage Center	45	4.5
Art Museum	64	6.4
Anthropology, Geological, or Insect Museums	42	4.2
Planetarium	43	4.3
Concerts or musical performances on campus	92	9.1
Plays, theater or dance performances on campus	66	6.6
Movies on campus	23	2.3
Visiting performers	40	4.0
Visiting speakers on campus	52	5.2
Campus tours	29	2.9
Other on-campus UW cultural services	13	1.3
(No, none of the above)	806	80.6
Total Valid	1000	
(No answer)	7	
Total	1007	

➤ Skip to question 17.

➤ Skip to question 17.

**16. Over the past 12 months how satisfied has your household been with UW's on-campus cultural services for the general public?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	118	61.8
Somewhat satisfied	54	28.3
Neither satisfied nor dissatisfied	19	9.9
Somewhat dissatisfied	0	0.0
Very dissatisfied	0	0.0
Total Valid	191	100.0
(Don't know)	3	
System Missing	813	
Total Missing	816	
Total	1007	

**17. And in the past 12 months, has anyone in your household made use of any of the following off-campus cultural services from UW?**

*(Read choices; check all that apply.)*

[If needed:] We've already talked about Outreach classes and the Agricultural Extension, so we won't include those here.

	Frequency	Valid Percent
Art Mobile	11	1.5
Centennial Singers	49	6.7
Visiting speakers from UW	47	6.5
Symphonies in Casper or Cheyenne	29	4.0
Teton Music Festival	28	3.8
Interlibrary loan or other off-campus library services	80	11.0
Other off-campus UW cultural services	5	.7
(No, none of the above)	557	76.5
Total Valid	728	
(Don't know)	1	
System Missing	278	
Total Missing	279	
Total	1007	

➤ Skip to question 19.

➤ Skip to question 19.

**18. How would you rate your household's satisfaction with UW's off-campus cultural services, over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	95	56.9
Somewhat satisfied	57	34.1
Neither satisfied nor dissatisfied	14	8.4
Somewhat dissatisfied	0	0.0
Very dissatisfied	1	.6
Total Valid	167	100.0
(Don't know)	3	
(No answer)	1	
System Missing	836	
Total Missing	840	
Total	1007	

**19. In the past 12 months, has anyone in your household made use of any of these ways that UW communicates with people around the state?**

*(Read choices; check all that apply.)*

[If needed]: We've already talked about sports communications, so we won't include those here.

	Frequency	Valid Percent
Wyoming Public Radio or NPR	410	40.9
UWTV	71	7.1
"UWYO" magazine or other alumni publications	178	17.7
UW website	209	20.8
"Branding Iron" or other student publications	103	10.3
Newspaper articles or news releases	380	37.9
Radio or television news	406	40.5
UW admissions publications or events	85	8.5
Agricultural bulletins	75	7.5
Newsletters or brochures	174	17.3
"Bulletin" or Course Directory	119	11.9
Other UW information sources	36	3.6
(No, none of the above)	337	33.6
Total Valid	1003	
(Don't know)	4	
Total	1007	

➤ Skip to question 21.

➤ Skip to question 21.

**20. How would you rate your satisfaction with how UW has used these means of communicating with your household over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	307	47.7
Somewhat satisfied	203	31.5
Neither satisfied nor dissatisfied	126	19.6
Somewhat dissatisfied	4	.6
Very dissatisfied	4	.6
Total Valid	644	100.0
(Don't know)	20	
(No answer)	3	
System Missing	340	
Total Missing	363	
Total	1007	

**21. We're almost done now. The University has a lot of different offices that communicate with the public. In the past 12 months, has anyone in your household sent or received any communications with UW offices like the following?**

*(Read choices; check all that apply.)*

[If needed]: We've already talked about athletics and the academic colleges and departments, so we won't include those offices here.

	Frequency	Valid Percent
Registrar's office	111	11.1
Admissions	123	12.3
Student Affairs	65	6.5
Graduate School	40	4.0
Research office	23	2.3
Financial Aid	87	8.7
UW Foundation	60	6.0
Alumni Association	117	11.7
Associated Parents of UW	25	2.5
UW administrative boards or committees	24	2.4
Other UW offices	46	4.6
(No, none of the above)	724	72.6
Total Valid	997	
(Don't know)	10	
Total	1007	

➤ Skip to question 23.

➤ Skip to question 23.

**22. And how would you rate your satisfaction with the way those UW offices have communicated with your household over the past 12 months?**

*(If needed, read first 5 choices.)*

	Frequency	Valid Percent
Very satisfied	155	57.6
Somewhat satisfied	82	30.5
Neither satisfied nor dissatisfied	21	7.8
Somewhat dissatisfied	7	2.6
Very dissatisfied	4	1.5
Total Valid	269	100.0
(Don't know)	4	
System Missing	734	
Total Missing	738	
Total	1007	

**23. For research purposes, I'll finish up with a few background questions. What is the highest level of education you have completed?**

*(If needed, read choices.)*

	Frequency	Valid Percent
Up to 8th grade	15	1.5
9th to 11th grade	27	2.7
High school graduate or GED	265	26.4
Some college	265	26.4
Degree from a technical school or community college	96	9.6
University degree (BA, BS)	216	21.5
Some graduate school	26	2.6
Graduate degree (MA, JD, PhD, MD, etc.)	93	9.3
Total Valid	1003	100.0
(Don't know/Not sure)	1	
(No answer/Refused)	3	
Total Missing	4	
Total	1007	



**24. And what is your marital status?***(If needed, read choices.)*

	Frequency	Valid Percent
Single	181	18.1
Married or domestic partner	648	64.7
Separated, divorced, widowed	172	17.2
Total Valid	1001	100.0
(Don't know/Not sure)	2	
(No answer/Refused)	4	
Total Missing	6	
Total	1007	

**25. Including yourself, how many adults, age 18 or older, currently live in your household?**

	Frequency	Valid Percent
1	228	22.6
2	624	62.0
3	120	11.9
4	30	3.0
5	3	.3
6	1	.1
13	1	.1
Total Valid	1007	100.0
Total	1007	

*If no kids, skip to question 27.*

**26. How many children under 18 currently live with you?**

	Frequency	Valid Percent
0	105	25.2
1	122	29.3
2	119	28.5
3	46	11.0
4	14	3.4
5	6	1.4
6	4	1.0
7	1	.2
Total Valid	417	100.0
System Missing	590	
Total	1007	

**27. In the past 12 months has anyone in your household been employed for pay by the University of Wyoming?**

	Frequency	Valid Percent
Yes	48	4.8
No	956	95.2
Total Valid	1004	100.0
(Don't know)	2	
(No answer)	1	
Total Missing	3	
Total	1007	

**28. In the past 12 months has any member of your household taken a UW class for academic credit on the campus in Laramie?**

	Frequency	Valid Percent
Yes	73	7.3
No	932	92.7
Total Valid	1005	100.0
(Don't know)	1	
(No answer)	1	
Total Missing	2	
Total	1007	

**29. Does any member of your immediate family hold any degree from UW?**

[If needed]: Immediate family includes everyone who lives in this household, plus your spouse, father, mother, brothers, sisters, sons, or daughters, whether they live in this household or not.

	Frequency	Valid Percent
Yes	282	28.2
No	717	71.8
Total Valid	999	100.0
(Don't know)	6	
(No answer)	2	
Total Missing	8	
Total	1007	

**30. What is your age?**

	Frequency	Valid Percent
20 or younger	36	3.7
21-25	54	5.5
26-30	72	7.3
31-35	66	6.7
36-40	71	7.2
41-45	95	9.7
46-50	107	10.9
51 or older	483	49.1
Total Valid	984	100.0
(Don't know/ Not sure)	2	
(No answer/ Refused)	21	
Total Missing	23	
Total	1007	

**31. What do you consider your own racial or ethnic category?***(If needed, read choices.)*

	Frequency	Valid Percent
Hispanic	30	3.1
White, non-Hispanic	913	93.1
Black or African American	3	.3
Asian or Pacific Islander	1	.1
American Indian or Alaska Native	13	1.3
Mixed ethnicity	16	1.6
Other (What?)	5	.5
Total	981	100.0
(Don't know/Not sure)	5	
(No answer/Refused)	21	
Total	26	
Total	1007	

**32. My last question is about household income. I am going to read a list of income ranges. Please stop me when you hear the one that best describes your household's total income before taxes for the past year.**

	Frequency	Valid Percent
Less than \$25,000	156	17.2
\$25,000 to \$50,000	300	33.1
\$50,000 to \$75,000	229	25.3
\$75,000 to \$100,000	111	12.3
Over \$100,000	110	12.1
Total Valid	906	100.0
(Don't know/Not sure)	25	
(No answer/Refused)	76	
Total Missing	101	
Total	1007	

**33. Those are all the questions I have. Do you have any comments you'd like to add about how the University of Wyoming connects with people in the state?**

➤ See Appendix A for complete text listings.

**34. Respondent's Sex.**

*(Code without asking.)*

	Frequency	Valid Percent
Male	377	37.6
Female	626	62.4
Total Valid	1003	100.0
Can't Tell	4	
Total	1007	

<p style="text-align: center;"><b>UW Outreach School's State of Wyoming Survey 2005</b> <b>Section IV: Focus group results</b></p>
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### **Methods**

Five focus groups were held for the University of Wyoming's Outreach School from March 17, 2005 through March 31, 2005 in the cities of Casper, Cheyenne, Gillette, Evanston and Jackson. A subcontractor for WYSAC, Nexa LLC, organized and conducted the focus groups and delivered paraphrased transcripts from each of the sessions. Participant names were kept confidential.

Focus group participants who responded to newspaper advertisements placed in each of the cities' local newspapers were selected, mainly on a first-come, first-serve basis. Potential participants were offered a cash incentive of fifty dollars if selected to participate. In an attempt to promote a balance of genders in each of the focus groups, a list of potential participants for each focus group was accumulated before final participant selections were made. Where the majority of the early participant candidates were of one gender, a few of the opposite gender were advanced to a higher place in the order of selection. In the case of the Evanston focus group, there was no surplus of candidates, and therefore no gender balancing could be implemented. This resulted in a mixture of seven males and one female for that group.

The compositions of the groups in Jackson and Evanston differed from the other three sites. Jackson's consisted of "imported workers" less than thirty years of age, none of whom was a Wyoming native. Evanston's group participants, by contrast, were described by Nexa as long-resident, outspoken community leaders. No distinctive group characteristics were recorded at the other three sites.

A total of fifty participants attended the five groups (26 females and 24 males), with both genders being represented in each group. In the four groups in which ages were recorded, the participants ranged from 19 years of age to 65, with an average age of just under 40. Three of the groups each hosted the largest number of participants with 11, while the smallest group hosted eight.

### **Organization of this section**

This section consists of three separate subsections. First, a brief summary of participants' commonly expressed opinions specifically related to the Outreach School is presented. The second subsection covers more general highlights and themes from the answers to the standardized list of questions asked at all of the focus group sessions. Where relevant, selected comments from the open-ended question on the telephone survey (presented in full in Appendix A) are also mentioned. Finally, details are presented on each focus group, as provided by Nexa.

### **Outreach School synopsis**

The Outreach School generally garnered positive comments, followed by a flurry of pleas and suggestions for a wider variety of subjects or degree programs, as well as greater access to popular classes that fill quickly. The Education and Nursing programs were frequently singled out, with the Nursing school winning praise for quality and lower marks for its perceived dearth of openings. Participants were often aware that courses were available over the internet, and that nearby community colleges had ties to the Outreach School. Many participants expressed approval for their community colleges, along with a desire for less confusion regarding the transferability of those credits to UW programs, both Outreach and on-campus. The most popular request was for the Outreach School to offer as many degrees and courses as the brick and mortar University. Perhaps a close second in the quantity of requests was for easier access to courteous and knowledgeable University personnel over the phone.

### **Participant responses by question**

#### **Are you aware of any programs or services the University of Wyoming offers?**

The public radio station, Small Business Development Center, Small Business Innovative Research, library, online programs, various departments with bachelors and graduate degree offerings, athletics, the Western Interstate Commission for Higher Education, and nearby Agriculture Extension Research Stations, were all frequently mentioned across multiple focus groups. The frequent mention of Wyoming Public Radio (WPR) by focus group participants was echoed in the telephone survey, in which WPR received the highest proportion of responses (40.9%) to the question about non-sports communications used. WPR also received several positive comments in the open-ended responses on the telephone survey, such as "I look forward to listening to it every day."

With regard to the Outreach School specifically, participants noted the Outreach campus in Cheyenne as well as Mining Safety and Health Administration and other continuing education courses offered in Gillette. Awareness of online course offerings and extension courses was asserted in each of the focus groups. Participants made favorable note of the credit counseling provided through the extension office, UW online and other long distance learning programs, compressed video courses, the recent increase in what is now being offered online, and information available at the local county library regarding these offerings.

#### **What programs or services are provided in your geographic area?**

All five of the groups acknowledged the nursing program within the Outreach school, and several mentioned courses, bachelors' degrees, and masters' degrees offered by UW through their nearby community college. Next to nursing and masters' degree programs, the education program was also commonly mentioned. Many groups remarked that UW advice about financial aid and veterans' benefits was locally available.

Several people in the Casper group were well aware of the UW Casper College classes and of Outreach programs in general. The elementary education program was mentioned by name. Members also made mention of the ETC program (outreach to high school and middle school students), honor camps for high school students, Agriculture extension, and the UW Family Practice Center.

The Cheyenne group participants listed the Outreach program available through the Laramie County Community College, as well as the education, MBA and other graduate degree programs they believed were offered there. Several members expressed frustration with their inability to transfer credits from LCCC to UW programs. In addition to Outreach, members recalled using the website for cultural events, the multicultural newsletter, SAGE, and the Engineering Department for information and to help solve problems with accidents.

The Evanston group was very quick to note the Outreach, online, and compressed video courses before acknowledging any other UW programs in their area. The criminal justice program was singled out as having a vague tie to Evanston in particular. Participants also asserted that the applied technology courses at the community college were sourced from UW. Beyond Outreach, Evanston members reported using UW statisticians for statistical analysis of crimes and highway safety, the online library, the law library, the bookstore, and interns from the nursing program.

Gillette participants commented upon the presence of vocational programs such as VICA, the waiting list to get into the nursing program, and a general feeling that there was "limited enrollment" available for Gillette residents in UW Outreach programs. Interestingly, one participant said that the Outreach program "needed a new building," possibly because the new community college site with its Outreach facilities was only just completed or nearly completed at the time this focus group was conducted. Other UW programs and services used included the SHARES program for buying food, the Cowboy Joe Club, and the veterinary lab.

Jackson participants noted the free ESL (English as a Second Language) program, and the presence of LSAT (Law School Aptitude Tests) online. One participant recognized UW as being involved in the Teton Science School. Those in the Jackson group did not name any specific Outreach program, although they did observe the presence of Outreach school information at the county library.

### **In what areas does UW provide services to you?**

Participants described numerous services, often as advisory services or academic programs for formal credit. With respect to advisory programs, participants reported observing UW's involvement with AMK ranch lectures in Jackson, broadcast athletic events, WIND (Wyoming Institute for Disabilities), MAMTC (Mid-America Manufacturing Technology Center), the Entomology Department, SBDC/SBIR, SAGE TRIO, the online library, and many others. (For a more complete listing of the programs that participants named, please see this question in the paraphrased transcripts that follow.)



The Outreach School received competition from many other programs in responses to this question, but was acknowledged in a general way one or more times by each group. Courses offered to high school students through UW were mentioned for the first time. Focus group participants, however, largely took this as an opportunity to praise the Agriculture Extension program, Master Gardeners, other agriculture-related activities for youth, lectures on the topic of agriculture, institutions providing advice for small business entrepreneurs, UW sports, and, perhaps most often of all, the public radio station.

**What is the nature of the contact? How did you get connected to those programs or services? Where were those programs or services delivered?**

With specific reference to the Outreach school, participants often said that they made contact through enrolling in a campus or online class, reading a newspaper ad, speaking with UW advisors, email, telephone and, quite frequently, the website. General responses were very similar in content, but added local chambers of commerce, other nearby educational institutions such as high schools, standard mail and newsletters, and advertisements viewed at movie theaters. Respondents also frequently reported attending UW's brick and mortar campus. Again, the public radio station was referenced frequently across all the groups. In addition to those sources mentioned above, programs and services were sometimes delivered in person, such as through direct contact with a UW professor, alumnus, or "word of mouth."

**How satisfied or dissatisfied were you with that experience?**

This question provoked a torrent of responses from participants, extending well beyond discussion of Outreach programs. Among the satisfaction issues that concerned the University as a whole, multiple participants were very satisfied with the athletic program as entertainment, help they received through SBDC/SBIR, public radio, and numerous agriculture-related services such as the extension stations, 4-H, and the veterinary lab. Participants were consistently dissatisfied with University telephone information services, the transferability of community college credits, non-athletic events promotion, and the University's perceived image as a party school of last resort. Numerous other comments are listed for each focus group in the paraphrased transcripts that follow. For example, the focus groups in Evanston and Jackson mentioned poor communications with their respective regions. This concern foreshadowed some similar comments that were made in response to the open-ended question on the telephone survey; one telephone respondent stated, "They really don't connect with the far western side of the state."

There were several Outreach topics that consistently garnered comments. These included the positive effect the presence of Outreach programs had for people in the area, dissatisfaction with the diversity and availability of Outreach course offerings, pessimism regarding the difficulty of getting into the nursing program, unhappiness with the necessity of having to attend the brick and mortar campus to complete most degree programs, consternation with UW's perceived low acceptance of transfer credits, and both positive and negative anecdotal experience with individual courses or programs.

Many participants across all the groups were grateful that UW's Outreach school offered courses in their region, and some of those commenting voiced contentment with the offerings that were available. This was also evident from the open-ended question on the telephone survey, which drew comments such as "I am really happy that they have them (outreach programs) available." In most instances, however, positive comments about outreach in the focus groups were then followed by—or instigated—complaints. The majority of those complaining were disappointed that the variety of courses was insufficient, the availability of open slots in desired classes scarce, or the ability to complete bachelors' or masters' degrees through distance learning too limited. Here too, there were similar comments in the open-ended responses on the telephone survey. Some participants in the Evanston focus group felt a greater affinity with universities in Utah, and felt underappreciated by the University of Wyoming. Several participants reported higher satisfaction with the distance learning programs at Brigham Young University, the University of Phoenix, and the University of Wisconsin than with UW, and they often cited course and degree diversity in their arguments. Similarly, one of the telephone respondents stated "They have lots of outreach programs in Gillette, but they are from other universities and not from UW."

Respondents singled out several specific programs for criticism, including the teacher re-certification program, computer courses at the lifelong learning center that were considered too remedial, and bureaucracy-related frustration with the Early Childhood Education program and Middle School Accreditation. At least one participant despaired that the College of Business's MBA program was too difficult to complete through distance learning.

Participants were unimpressed with two areas of UW communications. On a topic that indirectly involves the Outreach school, some participants expressed dissatisfaction with what they said was uninformative content in the University's advertising (particularly television ads), which they felt compared unfavorably with the community colleges' advertising. As one of the telephone respondents put it, "There seem to be many programs that I know nothing about. I don't know if they send out fliers." Another said "The Outreach School needs to do more advertising in Cheyenne and elsewhere. They are letting a whole market slip by them because they do not offer enough programs." In addition, focus group participants took issue with the difficulty of receiving authoritative and consistent answers from University personnel regarding policy and procedures. They complained that information was often contradictory or unavailable, especially when communicated in person over the phone.

There were a few requests that individual programs be offered through distance learning, such as wildlife-related bachelor's degree, teacher certification, or masters' degree programs as a whole. However, the spirit of most comments coalesced into a demand that almost any course or program that is offered at the brick and mortar university should also be offered through a distance learning program.

### **Do you feel connected (engaged) or linked to the UW? Is the UW doing its job "engaging" the state?**

Responses to this question were generally split, with two categories of responses from those who felt connected, and two other categories from those who did not feel that way. UW alumni felt

connected to the University through UW direct mail and connections to other alumni. Participants who were using a UW service through the SBIR or SBDC also felt a strong, positive connection. There were many members who were not alumni and felt estranged from UW. This group complained that UW made no effort to reach out to potential continuing education students, instead focusing on recruiting high school students. They felt a stronger connection to their community colleges, especially through direct mail publications such as course catalogs. The fourth category included expressions of a regional disconnect with UW generally, and while this was most forcefully pressed in the Evanston group, it was also present in the Casper group. As previously mentioned, the Evanston group said that they felt intentionally snubbed by the University. The Casper group, however, spent time describing the geographically provincial “fiefdoms” in Wyoming and the importance of “being local.” They complained that Casper College was held in poor regard by UW and that students who went to UW from the Casper area often came back disillusioned.

### **What kind of services or resources do you expect in your community from a university?**

Two issues emerged in this discussion: those that related directly to the University itself and those involving its relationship with the community. On the University as such, participants again repeated the need for more long distance learning opportunities, greater access to online courses, a more certain method for predicting which community college or other courses would transfer to UW, more vocational or technical courses, a “catch-all” 800 number for enrollment and business questions, and an improved web site with carefully maintained hyperlinks. One participant also suggested that a science camp for youth similar to the University of Vermont’s should be explored.

With regard to the University’s relationship to communities, requests were for greater contact in many different forms. There was popular support in many of the groups for cultural events in communities performed by visiting University musical groups, theater troupes, and perhaps a mobile museum. Although many alumni had previously shared that they received plentiful direct mailings from the University, the other participants felt that UW’s mailings were too sparse, should include job listings, and should be available in local libraries. Within the Casper group, some members argued for UW to take stronger stands on political issues (“stand in the heat”), rather than play what they purported to be the role of an aloof bystander. Several members in the Casper and the Jackson groups advocated the idea of a University television channel.

### **How does your community “connect” to the UW programs and services? How often?**

Answers to this question followed a pattern according to the method of communication: those who connected to the University electronically did so quite often, while those who utilized a University service through an institution usually did so according to a set periodic schedule (weekly, monthly, or quarterly). Electronic connections included those who checked the University web page for academic (Outreach) or athletic information, those who listened to the public radio station often, and those who followed UW athletics through other radio or television stations. Electronic connections were almost universally described as daily. Institutional connections included those who sought advice from the SBIR, SBDC, agriculture extension

programs, MAMTEC, or Master Gardener programs. Alumni cited periodic contact from the University through mail, and parents listed annual recruitment of their high school children as a form of connectedness.

**How could the UW increase or strengthen that link to your community, and how could they entice the community to use more of their programs or services?**

Much of the feedback on these questions related to advertising. Participants suggested more advertising in newspapers, on television, in posters, through the public radio station, and in newsletters, catalogs and other publications. Although UW was often complimented for effective advertising of athletic events, advertising for cultural events and other forums was felt to be lacking. The majority of the groups had participants who said that UW's publications suffered in comparison to the catalogs and annual reports they received from their community colleges. Some members were disappointed that the public radio station (very popular across all groups) was not being used to promote the University itself. In multiple groups, members voiced the opinion that UW's perception as a "party school" or "fallback school" was a dominant one, and that advertising should be tailored to promote UW's nationally competitive academic programs and recognition as a "best buy" in news magazines. Many participants, especially in Jackson, professed ignorance of the University's programs, and complained that its identity was defined for them by negative media stereotypes echoing the Matthew Shepard incident or a binge drinking and party school image.

Members also encouraged UW personnel to appear on local television news shows and morning talk shows, to give lectures in communities outside Laramie, and to hold meetings across the state in order to share knowledge or get input from the public on a variety of issues. Participants felt that both recruiting and mentoring of high school students and incoming freshmen should be increased with more participation of UW alumni, faculty, and staff. A few participants offered that UW should create think tanks or utilize its faculty as a "brain trust" in order to foster economic development, solve problems, or establish a national reputation for the University as a leader in a particular field.

**Any other comments you would like to make on the UW programs and services?**

There were few comments in this section that had not already been suggested. However, one idea that resonated with some group members was to do more to extol the heritage of UW's more famous (or unsung) alumni, such as W. Edwards Deming or Gerry Spence. Another complaint that surfaced frequently was the lack of information and helpful advice regarding financial aid. Lastly, a change that many requested was more customer friendly, knowledgeable and personal service from UW staff over the telephone.

## March 17, 2005 Cheyenne Focus Group

### Demographics of Group

Identifier	Gender	Age	Profession
R	Male	58	Telephone Rep
V	Female	53	Coordinator After School Programs
A	Female	46	Librarian
J	Female	47	Safety Officer
Cr	Male	34	Full Time Student at LCCC
N	Male	21	Newspaper Distributor
M	Male	25	Student at LCCC
L	Female	19	Art Student at Other University
C	Male	33	Graduate Student at UW
-	N/A	N/A	Unidentified participant
(S)	N/A	N/A	Several participants

### 1. Are you aware of any programs or services the UW offers?

- V: Alumni services.
- J: Outreach in Cheyenne.
- A: NPR.
- (S): Family Clinic
- A: Outreach campus in Cheyenne/Pine Bluffs.
- J: I utilize the Engineering College, they are very knowledgeable. I use them for materials testing and the science behind transportation accidents.
- A: Summer programs for high school students.
- : Transitional services for low income students.
- A: Museums; Art, Anthropology, Geology.
- V: Sports programs; volleyball, basketball, soccer, track, swimming, wrestling.
- V: Multicultural programs; outreach to various races for higher education opportunities.
- M: Degree programs like law and medicine.
- C: The vet program; they transfer credits from the LCCC equestrian program.
- V: Colleges of law, engineering, arts and sciences, health, education.
- J: Are you talking about any program, not just student education?
- (Leader): Yes.
- Cr: The Art Department.
- A: Theatre, art and symphony programs.
- V: Bulletins sent out from various colleges, like "The Blackboard" from education. This bulletin is sent to graduates from the Education Department.
- : First generation financial assistance, as well as other types of assistances such as tutoring, mentoring, gas money and stipends.
- V: Fire in the sky.
- J: Coach's dinner.
- M: Cowboy Joe Club.

### 2. What UW programs or services are provided in your geographic area?

- V: UW Family practice.

- J: Outreach at LCCC.  
 V: The nursing program is here in Cheyenne and I think there are Outreach programs for education.  
 M, Cr, J: MBA available at LCCC, I think you can get a couple of Masters Degrees through Outreach  
 M: But not all credits transfer.  
 J: Some graduate level courses are offered in Cheyenne.  
 M: Out of state colleges will accept more credits from LCCC than UW.  
 J: Credit transfer seems to be a matter of who you know, not what you know.  
 A: NPR.  
 J: Online library.  
 M: Is the UW library WYLDCAT or FERRET?  
 Cr: Support programs for state and federal government programs (like interns).  
 Cr, M: SAGE TRIO, it is amazing what they offer, mentors, tutors, laptops, grants. They also help you focus on a degree appropriate for your skill.  
 N: Outward Bound; a financial aid for UW and LCCC.  
 M, A, Cr: ACES, it is an adult career center.  
 Cr: Agriculture projects and the Game and Fish programs.  
 V, A: Round top Agricultural/Horticulture center.  
 A: Internships with state and county agencies.  
 J: City and County Health Unit has interns from UW.  
 R: Student teachers in the school system.

### 3. In what areas does the UW provide services to you?

- A: NPR.  
 J: Web site for cultural events.  
 V: Sporting events.  
 M: I was on the crew that redid the stadium.  
 V: Newsletters, like the Department of Education.  
 J: I get the newsletter from the Arts and Sciences College.  
 A: I get the SBDC newsletter.  
 V: I get the Multicultural Newsletter; it is from the multicultural studies program.  
 M: I get emails from the coordinator at LCCC informing me about UW programs.  
 V: Dr. Deloras Cordona, Dean of Multicultural Affairs send emails about programs to minorities around the state.  
 J: I use the Engineering Department for information and to help solve problems with accidents.  
 R: I am a landlord; UW supplies me with students/tenants.  
 Cr: Student supports series at LCCC. I've used SAGE and Outreach programs.  
 C: Outreach education.  
 V, L, A, J, M: We've attended cultural programs such as arts, entertainment, symphonies and plays.  
 -: Geology museum.  
 J: Outdoor programs.  
 A: Happy Jack ski area, doesn't UW maintain that?

**4. What was the nature of the contact?**

- M: Brochures, advisors.  
 L: Friends who attend UW.  
 M: Former students.  
 R: High School counselors and teachers and junk mail.  
 Cr: Internet, the website.  
 J: UW undergraduates.  
 M: NPR, on the summit it is the only radio program you can get.  
 A: I scanned the radio and found NPR.  
 A: The website is easy to surf.  
 L: Admission counselors.  
 M: LCCC and LCCC advisors.  
 M: UW advisors.  
 C: I see an ad about once a month for UW.  
 V: We took a trip to UW with high school students; it was a good program for the kids. Do they still do that?  
 R: My family went to UW so that's how I know about many of the programs. I also heard about programs at sports clinics and my high school coaches.  
 M: I've seen some TV commercials.  
 A: It's the only game in town. I have had more visits from them than out of state schools.  
 M: Even though it is the only school in the state, I don't know much about it.  
 C: They see us as a captive audience.  
 M, C: They act as if we have no choices.  
 J: I found UW to be a friendly campus.

**5. How did you get connected to those programs or services?**

- : The radio for NPR.  
 M, J: I go to campus.  
 V, C: All education issues in the state revolve around UW. When you are involved in education, you hear about UW.

**6. Where were those programs or services delivered?**

- V: I picked up the pamphlet.  
 J: Brochures in the mail.  
 M: Online courses and in person.  
 J, C, M: The program was delivered through LCCC.  
 V: Staff members of UW approached me.  
 J: Job.

**7. How satisfied or dissatisfied were you with that experience?**

- J: I am always satisfied with the Engineering Department and cultural events.  
 C: The online courses are satisfying.

- A: NPR is great.
- V: Newsletters are good, they do a good job of keeping Alumni posted.
- J: They hound me for money a lot with phone calls.
- M: I am not satisfied with the information. It doesn't spark my interest. Other colleges do a better job. LCCC does a better job of advertising themselves and they already have me. UW advertising is 'old and stale.' For as long as I have been in school, I should know a lot more about UW.
- V, J: The Cowboy Joe advertisement this fall got old. The football coach singing?!
- L: The ad was very repetitive.
- J: I was pleased with the quality of education I received in the A&S College...
- : ...And in the Engineering College.
- R: I am pleased with the quality of education in the College of Law.
- M, V: Lower tuition is needed.
- V: Most people can't go to the coach's dinner, it is just too expensive.
- L: I was disappointed with the Art Department, it was small and doesn't have the level of education I was expecting as a visual artist. (This person was studying animation)
- V, R, J: The parking is a nightmare.
- J, M: The old campus is pretty.
- R: They want to cut down the trees in Prexy's pasture that disappoints me.
- M: The renovations they are proposing are very expensive.

**8. Do you feel connected (engaged) or linked to the UW? Is the UW doing its job "engaging" the state?**

- N, M, V: No.
- V: They make more of an effort to engage former students and current students than the general public.
- A, J: You are as connected as you want to be.
- M: Their target demographics are not appropriate; they target high school students and that isn't the only group looking at furthering their education.
- J: When I was in school in 94-99 more that 30% of the students were non-traditional, they aren't being targeted by UW.
- M: I wonder how many non-traditional students are even approached by UW.
- L: UW is a joke to high school students, they see it as a dead end school, if you can't go somewhere else 'there's always UW'. Wyoming has a serious brain drain when it comes to high school students. High School students aren't paying attention to UW recruitment.
- J: CSU is struggling with high tuition costs and academic standards.
- M: I think UW enrollment level is dropping.
- Cr: And at the same time the community college enrollments are increasing.
- : I heard they passed a bill that all high school students with good grades in Wyoming can go to UW.
- R: Conditions of engagement depend on what you want, if you want kids in college you need to engage them.



**10. How does your community “connect” to the UW programs and services?**

- J: Cheyenne connects with UW.  
 M: I know two Sheridan residents who drive to UW to get Master’s degrees.  
 Cr: People here drive over for games.  
 R: Teachers take advantage of UW for programs and recreation.  
 M: Cheyenne uses the medical residency program.  
 A: Cheyenne provides jobs for graduates with the state government agencies.

**11. How often does your community use a UW service or program?**

- Cr, J, M: People often take advantage of the medical residency program.  
 A: I listen to NPR every day.  
 -: Many people go ‘over the hill’ for games, Cheyenne has many sports fans.  
 JV, M, V: We listen to broadcasts of the games.  
 R: I connect with the university by collecting rent from students/tenants once a month.  
 A: Parents go over frequently to visit kids.

**12. How could the UW increase or strengthen that link to your community?**

- J: Better advertisement of the cultural events, we get short notice about programs.  
 Cr: If I knew more about what was going on, I would participate more.  
 M, J, L, Cr: LCCC does a better job of advertising. LCCC wins awards with their publication (the Talon). UW should advertise in the newspaper (Tribune), the ‘trader’ and in the LCCC paper.  
 M: UW needs more presence in Cheyenne, with real PR people.  
 Cr, M, J: Posters at City Hall, libraries and the grocery stores would make a difference.  
 V: They should take advantage of TV and radio morning talk shows.  
 Cr, M: LCCC has Channel 11 or even commercial TV.  
 N: More flyers about groups would be good, posters about chess groups, peer mentoring, counseling; there is a lot UW has that no one knows about. Put them outside grocery stores, restaurants, gas stations, places where young people go.  
 V: Churches are a good idea for posters.  
 M: UW just doesn’t have a strong presence here.  
 -: Why not put cultural events in the news, as a press release, ahead of time.  
 N: Give out prizes or food at promotional events; kids and young adults love that kind of thing.  
 V: UW just doesn’t have a presence here.  
 L: They do a very good job of advertising sporting events, everything else is lost.  
 M: As far as degrees and programs, I have no idea what they offer.

**13. How could they entice the community to use more of their programs or services?**

- : I would be interested if I just knew what was there.  
 N: Door prizes.  
 V: Food is always a good idea.  
 M: They should sponsor events in Cheyenne.  
 A: I listen to NPR. UW runs NPR. When do they advertise themselves?

- J: The music program does tell about groups coming to the area.
- N: I would like to have guest speakers (UW professors) here in Cheyenne maybe at the civic center.
- : There is such short notice of events. The librarian at school sends out emails about interesting speakers, but it is usually too late to change plans.
- J: You have to dig for information at UW; they need to make it easier to find out about programs and services.
- M: I get calls from many recruiters, but none from UW. (M is a non-traditional student at LCCC)
- A: Other colleges recruit more aggressively than UW at the high school.
- L: Many colleges from out of state kept calling me to recruit me. I didn't call anyone, my teacher did. The other schools were that interested. (High school art student)

#### **14. Any other comments you would like to make on the UW programs and services?**

- : It would be nice to see the professors in class more often. They are so busy pursuing grants and research they are hardly in classes. I think they spend about 65% percent of the time doing research.
- J: It is especially true of entry level courses, you see the TA more than the professor. Sophomore classes and higher you have more interaction with the professor.
- Cr, M: That is why I like a community college, there is more interaction with your professor. You are a name and not a number.
- J: I had a self designed degree, I liked that, I could choose my classes more to my needs.
- : UW needs to bridge the gap to community colleges. Junior colleges bend over backward to work with UW, UW doesn't seem to reciprocate. "The bridge (to the community colleges) is there, UW just isn't going to walk across it."
- L: I want to be a name, not a number. When there is a lecturer in a large class I just can't focus, I don't learn that way.
- M: Many people can't learn without a little one on one.
- C: The advertisements for cultural events need to be better; they just don't catch people's attention.
- J: I found my experience on campus frustrating. My professor gave me wonderful support, but he just gave me no clue as to what I needed to do (academically and registration wise) to get into the classes.
- Cr: UW isn't funding the right programs. SAGE TRIO is great; they need more programs like that.
- J: The transition from community college to university is difficult because the University isn't clear about what you need, and what will transfer.
- Cr: That's where SAGE comes in; they help with those types of issues.
- Cr, M: But the way we found out about SAGE is through other students, it isn't advertised well.
- M: It needs to be in a visible location.
- N: I've heard complaints about the dorm rooms; they are just like prison cells. They have curfew and restrictions like that.
- Cr: The 80's were pretty wild in Laramie, that's probably why they monitor the dorms like that.
- J, L, M, A: UW has an image of a drinking/party school.
- A: As a parent, the drinking image is a concern. I am not sure if I want to send my child there.

- R: All the programs there seem to need money. The current advertising isn't bringing in the money they need and they are increasing tuition. The staff gets high salaries, but they need to spend the money to support the students.
- Cr: The focus of UW is too broad.
- M: The sports are great, but it seems they aren't focused on education.
- R: They spend their money differently than the private sector. Most businesses would be bankrupt if they spent the way UW does. Where does UW spend all that money if everything is suffering?

## March 19, 2005 Casper Focus Group

### Group Demographics

Identifier	Gender	Age	Profession
S	Female	41	Radiological Nurse
M	Female	33	Director of Children's Program
P	Male	57	High School Teacher
J	Male	57	Office Clerk
A	Male	34	Small Business Owner
R	Female	33	Grade School Teacher
B	Male	57	Delivery Truck Driver
K	Female	38	School District Employee
D	Female	50	Reading Program
L	Female	51	CC Student and State Employee
C	Male	54	Computer Professional
-	N/A	N/A	Unidentified participant
(S)	N/A	N/A	Several participants

### 1. Are you aware of any programs or services the UW offers?

- : NPR.
- (S): Master Gardener.
- B: SBIR.
- D: UW at Casper College.
- : The creative writing class, the 'Mirror'.
- J: Basic education at the University.
- J: They do some research.
- S: They have an astronomy grant.
- J, B, M, L: Schools of nursing, agriculture, education, dance, engineering (specifically petroleum engineering).
- J: Sports (wrestling, basketball, football, rodeo).
- R: UW extension "The Jolly Bakers."
- B: Research centers, USDA, grasshopper research.
- R: UW online.
- J: UW Law School (specifically Jerry Spence).
- S: Business school (including the proposed one in Jackson).
- : EOC (Education Opportunity Center).
- B: SBDC; they work with the Wyoming Business Council. The market research group
- : USDA grasshopper research.
- P: The museums: art, anthropology, geology.
- B: The performing arts center, specifically the dance department.
- J: Music department.
- : Television.
- J: UW symphony.
- L, P, B, M: Casper community health center/family practice.
- B, P: Vet center, Game and Fish research (specifically the level 3 lab that studies brucellosis).
- : Journalism.
- S: Nice increase in what is offered online.

- M: Consumer Sciences.
- R: PTSB, early childhood education endorsement, middle school endorsement and library endorsement.
- J: The statistical analysis program.
- M: Sociology, psychology programs.
- S: The speech pathology department, they have a master's degree program.
- P: The rodeo team, they are pretty well known.
- : The library.
- : MAMTEC.
- : UW science camp in Centennial.

## 2. What UW programs or services are provided in your geographic area?

- (S): UW Casper college classes.
- (S): Master Gardener program.
- (S): UW Family practice center.
- (S): NPR.
- J: Nursing.
- (S): Agriculture Extension.
- (S): UW Outreach.
- : Elementary education programs.
- (S): SBDC.
- : SBIR.
- B: MAMEC.
- : WYLDCAT.
- M: Social work with UW/Casper College.
- S: ETC it is a community service outreach to high schools and middle schools.
- M: Honor camps for high school students, like the High School Institute.
- P: The KEY program for Casper 5-6<sup>th</sup> grade students, Knowledge Enrichment for Youth.
- R: I think the KEY program is just Casper College.
- : Educational talent search.
- : Natrona County School District SALSA program.

## 3. In what areas does the UW provide services to you?

- B: I use the family practice.
- A: SBDC.
- B: SBIR.
- R: The internet.
- L: WIND.
- : UW/ Casper College.
- : UW Online.
- : ETS (BTS?).
- S: Master Gardeners.
- : UW Conferences and Institutes.
- : UW market research center

- M: WYSAC.
- D: Agriculture Extension.
- B: MAMTEC.
- R: Online Library.
- B: Entomology Department.
- D: Attending sports event; basketball, football and soccer.
- : ECE Childhood education.
- (S): NPR.
- : Conferences and Institutes.
- R: Early Childhood endorsement.
- : Entomology Department.

#### **4. What was the nature of the contact?**

- : Research.
- : I attended a sporting event.
- : Enrolled in program.
- : Training.
- : I used their services.
- (S): I used the medical services.
- : UW Online/webpage.
- P: I had trouble with the Entomology department. Their research suggested my product didn't work and my business failed.
- J: I use WYLDCAT.
- B: I listen to NPR.
- S: I use Master Gardeners to find out what is wrong with my plants.
- : I used their library.

#### **5. How did you get connected to those programs or services?**

- (S): Casper Star.
- (S): Through work.
- (S): Medical referral.
- (S): High School connections.
- (S): CAEDA Casper Area Economic Development Association.
- : Word of mouth, through a friend.
- : Through the Internet.
- P: Wyoming Business Council.
- A: Radio.
- L: Brochures.
- R: A bulletin at the school where I teach.
- L, B: Direct mail.
- : Television.
- (S): Ads at the movie theatre.

**6. Where were those programs or services delivered?**

- P: Casper College.  
 A: Home, School District, Laramie (at a camp), the Extension service at Poplar.  
 -: Extension Service at the Fairgrounds.  
 C: Family practice center.  
 B: In the car (NPR).  
 B: In my office.  
 B: CAEDA/SBDC office.  
 S, B, L: Parkway Plaza meetings and conferences.  
 -: Through the staff at Conferences and Institutes.

**7. How satisfied or dissatisfied were you with that experience?**

- B: Satisfied with MAMTEC.  
 B: I had UW look at an insecticide I developed. After cursory testing they decided it wasn't any good and published the results. I asked them to study it more, especially when other universities had shown some interest as well as contradictory results, but they wouldn't. It caused my business to fail.  
 -: I think their research is satisfactory.  
 J: The campus has a friendly atmosphere.  
 S: I hope the UW/Casper College continues to expand.  
 Most: Very happy with NPR.  
 R: There is a lot of run around with the early childhood education program. It results in a lot of wasted time.  
 -: It is the same with the middle school accreditation, there is too much running around for answers.  
 D: I like the Hole in the Wall website.  
 R: I can't get on that program.  
 B: The SBDC office is great.  
 J: Sports program is nice, it is good to see athletes who win and have high GPAs. Our athletes actually have degrees; they are good role models for the high school kids.  
 J: I am happy with the family practice center.  
 -: Sometimes the interns at the family practice can be hit or miss, but if you don't like the one you get, they will find another one for you.  
 K: I am dissatisfied with the number of online classes. There should be more.  
 B, S: It is difficult for us to get to Laramie, we need more classes available here.  
 All: I am dissatisfied with having only one four year college.  
 M: I switched my masters program to University of Maryland. The Business College at UW makes their masters program too long and too difficult.  
 S: How does UW make sure their courses are accredited?  
 B: I like the SBIR program and staff.  
 J: UW should promote themselves at programs/fairs around the state, like the health fair.

**8. Do you feel connected (engaged) or linked to the UW? Is the UW doing its job “engaging” the state?**

J: I feel connected to UW by newsletters from the Department of Education and the Alumni publication.

J, M, P, B: Yes.

A: I feel connected through the SBDC; it is my first stop for information.

J: You have to want to be engaged to be engaged. I know they are there.

K: No, I don't feel involved. I am not getting the information that I need to feel engaged. Powell sends out course listings and I read them. I don't get any information from UW.

(S): I don't get a UW catalog in the mail.

S: UW does serve Casper but it would be nice if they would get more information to Casper residents.

-: I don't think the average person feels involved with UW. The university needs to find a way to 'touch' them. There is not enough engagement to get you involved.

K: They have a half page ad at the back of the Casper College's flyer. UW should take the initiative to catch our attention, to reach us.

-: They need to follow the lead of the community colleges; they get program information out to everyone better.

J: UW may be Wyoming friendly but it is not friendly to Cheyenne and Casper.

J: Students from Casper went to UW, quit and came home. They don't feel comfortable at UW.

(S): Wyoming is like many states, it is provincial, it is like Italy in the Middle Ages. The importance of being a local is big here. Sometimes being a local is a very narrow definition.

C: UW graduates have disdain for Casper college graduates.

B: We are so provincial; each town is like its own city state.

P: Wyoming is like its own fiefdom.

S: I disagree; there is a commonality in Wyoming, except in Teton County. The University could do more to engage people outside Laramie.

S, M, P: We get graduate newsletters.

D: People are just not connected. I had no clue as to some of the programs we have talked about today. Maybe it is just because I never needed them. A lot more could be done to let people like me know about them.

P: Who knows about these programs? I used to go to the library to look for information about these types of programs now I go to the SBDC.

-: We need more information about UW for people coming into the state especially young kids.

-: The SBIR is incredible; they have huge amounts of information.

-: There needs to be a trail, an easy trail to find what you need.

**9. What kind of services or resources do you expect in your community from a university?**

R: I expect an EOS, Educational opportunity center.

-: I like having a SAGE TRIO.

S: At the high school people and kids there need to know what UW has to offer and how to connect to the things they need or are interested in.

(S): It needs to be affordable, especially for natives of the state.



- L: They need to focus on non traditional students, it is hard for them to afford school, but the numbers of non traditional students is increasing.
- L, B, M: There needs to be more technical/vocational courses. How about a BS in welding?
- S: Nanotechnology is cutting edge. It doesn't have to be just in California, bring the technology here and build an economy on it.
- B: Yes, it would be good to end the boom/bust cycle in Wyoming economics and relieve the reliance on minerals for the economy here.
- J: It would be great to have an 800 number for enrollment and business questions.
- : The web needs work; the hyper links to Laramie take you nowhere.
- : On-line connects with non traditional students. We work and can't go to Laramie for classes. We use the web often. It is disappointing that we can't get a degree on line without going to Laramie. It isn't feasible for us to leave our job to finish a degree. The on campus residency requirement works against us.
- P: The University of Phoenix is where a lot of people are going to get around that residency requirement. We are a rural state; on line technology would be a great tool.
- B, L, S: UW is where we would like to get our degree but we can't leave our jobs, University of Phoenix is expensive but we can get our degrees here and it has an incredible selection of courses.
- (S): We think about University of Phoenix for a way to get a degree here in Casper. But we would like to have our degrees from UW.
- L: Once you call University of Phoenix they call right back and stay in touch, they want our business. UW doesn't do that.
- A: UW should have a mentoring program for business, well just about anything. They have the brainpower.
- P: The environment, tourism, petroleum engineering are major issues in this state. No one from UW weighs in on Wyoming problems. They need to get off their duffs and stand in the heat of the issues. I am tired of paying taxes for this brain trust and getting nothing back to help with the state's issues.
- B: UW is Wyoming's brain trust, they should engage in conversation and discussion.
- B, D: There is always a huge risk in Wyoming to when you take sides on an issue.
- P: We could put our money in our graduate students to get discussion, they aren't as vulnerable.
- P, B: Whenever there is a political hot button UW doesn't do anything, they just sit in the corner and quietly take notes.
- S: I would hope that at UW you could hear both sides that would result in an honest evaluation of issues.
- A: UW would have to make it clear that the administration would stand behind the professors when they speak out. They need to know they have backing before they will talk.
- S: It is like the Harvard example, the professor who said the thing about girls and hard science. They need to know that they won't be abandoned just because their research doesn't say what we want to hear.
- J: We want them to take sides but without the threat of a chopping block.

### **10. How does your community "connect" to the UW programs and services?**

- S: TV.
- (S): Casper College/UW connection.

- D: Direct mail.  
 -: Alumni news.  
 -: Alumni word of mouth.  
 P, L: Seminars and training.  
 B: Various agencies, Agricultural Extension, SBDC, SBIR, Medical Facilities, BMC.  
 C: Internet.  
 -: Sports events.  
 -: The high school.  
 -: My son was highly recruited in high school, once his name was out many people called, including UW.  
 J: UW doesn't make a push to connect with Casper; you don't see any posters advertising UW in the high school.  
 D: UW needs to recruit the parents; they are the ones with the money.  
 J: I have a daughter. I want her to go to UW but the University of Oregon sent us applications for grants and loans. I never saw anything from UW.  
 P: I haven't heard a word from UW about my high school student.  
 B, L: UW is fed from the community colleges.  
 (S): I would expect a central information office, a 1-800 number with someone who could coordinate and route you to the right place. One place you could get the information you need. "If you want to know about UW call this number", it should have information about all the colleges as well as basic information for prospective students.  
 P: UW should try to attract students good at sports and with high GPAs.

### **11. How often does your community use a UW service or program?**

- (S): Daily, many of them connect online.  
 J: Personally I connect with UW minimally.  
 J: People who use the library use the internet to connect with UW.  
 B: I use the business services monthly.  
 P: I think Casper uses the extension service daily.  
 B: MAMTEC, conferences, televised video, and people use these programs monthly.  
 (S): Many people use the family practice center.  
 (S): Many people also use the Master Gardener program.

### **12. How could the UW increase or strengthen that link to your community?**

### **13. How could they entice the community to use more of their programs or services?**

- Everyone: The 800 number with a central hub/a central source of information; that would be a great way to strengthen the link between UW and Casper.  
 P: Better links on the web.  
 (S): I want to speak to a human when I call the University with a question.  
 M: Don't rely on the high school counselors to promote UW.  
 J: You should start recruiting at the junior high level.  
 L: Take what is working for other universities and make it work for UW in terms of reaching out to Casper.

- B, P: A traveling recruitment team, maybe not representatives from each college, but people who have the answers or know where to get them.
- J: Missoula has a traveling children's theatre that comes to Casper. They are reaching out to very young children *and* their parents. They answer questions about the university while they are here. They are recruiting believe me. Parents volunteer to house the company while they are here, UW could do the same.
- S: Increase the presence at UW/CC what is the problem? Why can't they expand the services here?
- P, B, L, S, M, D: Why can't there be another four year college in the state?
- M, D: Casper College is a feeder for UW, why can't UW reciprocate some way?
- J: Diluting what UW can offer by spreading it too thin is a concern if there was a second four year college.
- C: UW reputation is not what it should be. This is even true on a nationwide level.  
(*Much agreement.*)
- : UW is perceived as a party school.
- C: Students coming from UW are well prepared. This isn't stressed in their advertising.
- D: The commercial for the bowl game had our dance team; we look like a party school, not a serious academic school. USC advertisement made them look like a serious, academic university, UW had a great creative dance team, but this is a chance to reach a national audience, we didn't come across as a university that is concerned with academics.
- P: The engineering and geology colleges are excellent.
- L: We don't put the information out that says we are a really great school.
- J: The Wall Street Journal and US News both said we are one of the "best buys" in education, we need to get that out in the public.
- B: Why didn't we capitalize on that?
- P: Our graduate school is also rated highly, but again there is no information out there about it.
- (S): The Playboy party school image is very strong.
- B: We need to advertise what is real, not what is 'sexy'.
- M: The beer garden on campus sends the wrong message in light of the image of the party/beer drinking school. UW should be proactive and not allow drinking on campus.
- B: There are more and more non-traditional students going back to school. Working adults don't need the beer gardens.
- B: They should have more of these focus groups.
- (S): I agree. I learned about many more programs from UW than I was aware of.
- : It gives feedback to the university. It would be nice if we could hear what the university says to our ideas, if they would close the feedback loop.
- C: There are a lot of programs I heard about today that I didn't connect with UW.
- (S): Agree.

#### **14. Any other comments you would like to make on the UW programs and services?**

- J: There is a program called 'Voices of Wyoming' there was nothing about UW and the graduates from there. Take Mr. Deming for example, nobody knows about him but he was incredible, his work on efficiency/quality control made Toyota what it is.
- : UW should do a show on NPR about the history of the university, as well as one on what it offers.

- : They could do something on K2 News.
- : They could do a promotional video on UW and send it to schools or run it on PBS.
- : Maybe they could do those 15 second "Do you know" ads about UW. They should use various mediums.
- L: They should have alumni speaking or maybe highlight alumni that were highly successful
- J: What is their goal? Is it 40,000 students? We like a small university, there are benefits in being small, and they should promote that.
- B: There is so much history in this state, trails, federal government issues (national parks etc.) They could have a traveling history/theatre group. That would connect with many age groups in the state.
- B: What are they doing to increase the link? What is the ad department doing?
- S: There is \$400 million available for education. A lot could be done to let the world know UW is a world class institution.
- C, B: They should take a more active role in directing where Wyoming is going and how we are going to get there.
- S: Coalbed methane is big in Gillette right now. UW should take the lead in this, now we are getting experts from out of state. We should be the experts.
- B: There is a girl in Gillette who has some fascinating research on coalbed methane. Is UW recruiting her? They should be. We shouldn't let that kind of knowledge go out of state.
- B: UW should be recruiting in junior high, by high school many kids have already made up their minds.
- B, F, M: Traveling museums would be great. The art, anthropology and geology museums could have small traveling museums. Even the archives have some great stuff that would interest people around the state.
- : Living history/theatre productions would be great, especially if the participants could answer questions about UW afterward.
- : The children's theatre from Missoula gets great support from the parents and community, it is very good PR.
- : The Denver Museum has 'lock ins' where the kids and some adults actually camp in the museum. Talk about a great adventure. UW could do that with the geology museum.
- : If the kids get excited, the parents and grandparents listen.
- : They need to acknowledge the age crossover for outreach programs,
- : They should have information hubs at the elementary, junior high and high schools throughout the state.
- : They should coordinate with other UW programs to be more cost effective. That way they use our resources to get the best leverage.

## March 28, 2005 Gillette Focus Group

### Group Demographics

*(age and occupational data not recorded for this group)*

Identifier	Gender
Mg	Female
J	Female
B	Female
Sar	Female
Sta	Female
Ste	Female
Ja	Female
N	Male
M	Male
Ry	Male
R	Female
-	N/A
(S)	N/A

### 1. Are you aware of any programs or services the UW offers?

R: Just the classes online and on the Laramie campus.

J: There are video classes.

Sta: There are continuing education courses and MSHA (mining safety and health administration).

Many others were aware of the MSHA program.

J: Competitive WCA vocational training, the rodeo team, the livestock judging team, FFA.

Ste: Cooperative education at the courthouse (homemaking), cooperative extension.

J: 4-H, SBDC, SBIR.

Ry: Sports intramural, soccer, swimming, and softball.

-: Football, basketball, rugby.

-: Degree programs, like the law degree.

J: Master Gardeners.

Ja: Credit counseling through the extension office.

Ry: Student religious groups.

-: Fraternities, sororities.

M: Scholarships.

Ja: We didn't hear anything at the high school; UW didn't come to talk with us. I plan to start school this fall at the community college here.

J: The UW/school programs are hard to learn about, they are often just rumors that you have to track down.

M: The Vet/GI bill and financial aid associated with that.

Ry: UW offers master's programs in law and engineering.

Sar: I look at the jobs on the website.

J: They offer on the job training.

M: ROTC.

-: I think they have a program to train construction to single mothers.

-: UW has various research programs.

-: They offer internships.

## 2. What UW programs or services are provided in your geographic area?

Mg: UW offers financial aid to students here, including the GI bill. They also have advisors who help with financial aid here.

Ry: They are at the Gillette campus. They offer a number of two year programs and a program to help you get your GED.

M: They offer classes in workplace safety.

J: UW has a cooperative extension unit here; they have credit courses, the 4-H program, Master Gardeners and the county extension agent.

-: They are involved in the diesel mechanic school here.

Sta: There is limited enrollment ability for Gillette residents who want to take courses through UW.

Ja: They need a new building.

R: They don't have classes here to get a BS; you have to go somewhere else to get your degree.

Sar: The VICA regionals are here, I think UW is involved in that. (VICA is a vocational training competition). There is a nursing program here through UW but the waiting list is long. The nursing program may be offered just through Gillette College, I am not sure.

Ja: The SBDC and SBIR have offices here.

J: UW has good starter classes for college here, like math and English courses.

M: The counselors here tell you the credits you get at Gillette College will transfer to UW, they have the same number in the books, but it isn't always the case.

J: The Gillette College teachers get free tuition from UW.

Ry: UW has a GED program for single moms.

Many: No, I think that is just offered from Gillette/Sheridan College.

## 3. In what areas does the UW provide services to you?

Sar: NPR and the SBDC.

Ja: The SBDC and the Master Gardeners.

R: What is the Master Gardener program?

*(Numerous people are aware of the program and respond.)*

J: I use the 4-H program, the extension program and the SHARES program. (SHARES is a co-op type buying group for food).

M: I am using the financial aid available through the GI Bill to go to UW this fall.

Ste: I am involved in the FFA.

N: I haven't heard of any of these programs, but I am new here.

Ja: Is Casper College part of UW?

M: I get brochures and material about UW.

(S): I get calls from the Cowboy Joe Club.

J: I've sent stuff to the state vet lab.

-: I know that Gillette calls advisors from UW when they need help.

J: I have used the credit services at the extension office.

-: I have used advisors to help with getting into UW.

#### 4. What was the nature of the contact?

(S): I went for help with small business planning with the SBDC and SBIR. I received brochures from the SBDC.

(S): They sent us information about events.

(S): We have gone to entertainment programs sponsored by UW.

Ste: I have called the Master Gardeners and they come out and help me with my plants.

M: I am going back to school with the financial aid they helped me line up.

Ja: I am involved with 4-H, livestock judging and the 4-H carnival. I also deal with UW at the FFA state championships.

M: I had knowledge that the brochures I need were out there. I called an advisor that would be the nature of the contact I suppose.

Ja: I have had FFA training at UW to help with livestock judging.

Sta: The Master Gardeners are great; I had them help me identify trees in my yard.

-: They have monthly meetings. You can ask them questions, they will come out to your place and help with plant problems.

-: I called the advisors for information.

#### 5. How did you get connected to those programs or services?

J,Ste: I feel pretty connected through FFA, 4-H and school programs.

-: I use the Internet for information about UW and the SBDC.

-: Word of mouth about UW programs is pretty good in Gillette.

-: I learned about the SBDC via word of mouth.

-: I just went and looked for information about the programs I was interested in.

-: I picked up brochures.

Ja: We have a number of recruiters who come up, my brother is on the Gillette campus so he tells me about things UW offers. I had to do some footwork to find the extension offerings.

(S): NPR and the web site are pretty good.

-: I found NPR through a radio scan.

Sta: NPR has some great programs.

Ja: I found out about the Master gardener program through the newspaper. I found out about the state vet lab through a local clinic.

Sar: I went to the 4-H carnival, it wasn't very big.

Ja: I heard about the SBDC through word of mouth.

Sar: I went on a net search for the SBDC here; I was familiar with one in Michigan.

J: The SBIR runs ads in the paper, both the Casper Star and the Sundance paper.

-: I read articles in the paper about programs from UW.

#### 6. Where were those programs or services delivered?

Sar: NPR in the car and at home.

J: At the fairgrounds and the complex.

Sta: The Master Gardeners are often at the community gardens.

- : In your business.
- : The Master Gardeners are involved in the community garden.
- Sar: SBDC was at the bank but is now at 201 Lakeway.
- : E-mail.
- : In the mail.
- : The veterinarian.
- : Referrals.
- : They call and ask for money over the telephone.
- J: At the high school.
- : On the Internet.
- : GPA (Gillette Public Access).
- : Here at the focus group.
- : Word of mouth.
- (S): We have had contacts at the Laramie summer camps for kids (music, sports).

### **7. How satisfied or dissatisfied were you with that experience?**

- (S): The SBDC “They are awesome”.
- : SBIR.
- N: I know that the wildlife program I am interested in is not offered as an outreach program.
- J: There isn’t enough information at the high school. They should have a table there year round.
- Sar: There are limited graduate programs here.
- : I don’t know what programs at the Gillette campus are UW and what are Gillette College.
- ST: How about a UW campus at Gillette? Most of us use the Gillette campus because we can’t go to Laramie for classes.
- : The Master Gardeners are great.
- : NPR is great.
- : The state vet lab is good.
- (S): There is a problem with transferring credits. I would have to take numerous classes over if I went to UW.
- Ja: The 4-H program is extremely political; I am definitely not satisfied with that program.
- Ja: The credit counselor at the extension office is great.
- R: I liked the brochure. It is colorful and “happy” it is easy to read and effective.
- Sar: I didn’t like the UW phoning me and asking for money. I have only been in the state for about three months!
- (S): I feel that the FFA and 4-H programs are good both in training the adults and teaching the children.
- : We need more degree programs here in Gillette. I can’t drive to Laramie to take classes. I would like to pursue a graduate degree but my life is here; my family, my job, my home. It is cost prohibitive for me to go elsewhere.
- S: Expanding the online courses would be a wise choice for UW. I am taking online courses from University of Wisconsin. They don’t charge out of state tuition for online courses. I am getting a MLS (masters of library science) through them.
- : UW doesn’t even offer that program.
- (S): They need to offer more financial aid to students and make it easier to find.



**8. Do you feel connected (engaged) or linked to the UW? Is the UW doing its job “engaging” the state?**

Sta: I would feel more engaged if the football team was better.

Many laugh.

-: Not very.

Overall the participants said they weren't connected.

-: I didn't even know the programs (NPR and SBDC) I am using were related to UW until tonight.

**9. What kind of services or resources do you expect in your community from a university?**

-: More distance learning opportunities.

(S): Especially when the state only has one four year university.

Many agree.

-: We can't drive there; we need the University to offer courses to us here. Including more advanced degrees.

Sar: I don't even know if UW offers any PhD's.

M: A dorm for students attending UW/Gillette College at the campus in Gillette would be helpful. Housing is hard to find here and it is expensive. It would also be helpful for the University to coordinate with the Community Colleges so credits would easily transfer.

Many agree.

Sar: There is a program in Michigan called 'MARCO'. You sit down with counselors when you begin your studies at a community college and the college/university agree and guarantee that the courses you take will transfer. They follow you and track your coursework so there is no guess work, or frustration.

-: I think UW should have more of a presence at the high school, a table or something that is visible and always present. If the high school counselors don't promote UW then none of the kids are going to find out about it. When I was there no one told us about financial aid or programs UW offers.

-: The counselors here don't promote UW. UW stops in at the high school one time a year.

R: In Florida when you get a two year degree at a community college, you are guaranteed admissions to the University of Florida. It would be nice if UW were to offer that type of guarantee.

N: Colleges are expanding their horizons elsewhere; they are looking at alternatives to traditional classroom studies. Some give credit for field and on the job experience, Does UW offer this? We just don't know. The OMEGA University in Pennsylvania offers credit for an intensive course with Tom Brown who teaches tracking and 25 other universities accept those credits. It is an excellent course for people like me who are interested in wildlife biology.

-: The Baker College has a great business program; I have been looking into that one.

-: Gillette has condensed classes and accelerated classes. Those work great for people who work.

- Ste: We have a strong 4-H program but it needs to be more visible, young kids need to know it exists and that it is not just for farm kids.
- : The selection of courses UW offers here should be more broad and varied.
- Sar: It would be nice to have more of the cultural events UW offers offered here, things like theatre and music. High school kids could see what they could learn by going to UW.
- : A broader variety of BA's available in Gillette.
- : It would be nice to have more cultural events, like music theatre or a traveling museum from UW with geology, art etc. They could highlight it at programs like the fair.
- N: The research that UW conducts should not just be in Laramie, they should have research in the field and let communities know what they are doing in the area.

### **10. How does your community "connect" to the UW programs and services?**

- (S): On the Gillette campus
- J: At the high school.
- Ja: Some business agencies (SBIR and SBDC).
- : Through the Internet.
- : I think it depends on people's interest and type of work. Here in Gillette we have such a strong mineral presence it influences interaction with UW.
- Ste: Through the cooperative extension.
- Ry: I know a lot of long term students 'lifers' they tell me about UW.
- Sa: Through Alumni.
- : Through sports and sports fans.
- Ja: The Chamber of Commerce refers people to the SBDC. Department of Family Services refers people to services by UW.
- : The Community Development Center has vision and hearing screenings offered by UW.
- : The radio.

### **11. How often does your community use a UW service or program?**

- Sar: With NPR it is daily.
- (S): Annually.
- Sar: The SBDC gets a lot of calls.
- (S): I think Gillette uses UW services as needed.
- Ja: With things like 4-H it depends on the point you are in your life. Young children and their parents are pretty involved but the rest of the community doesn't know much about it.
- : I use the Master Gardener program monthly or at least quarterly.
- Ja: I get the SBIR and SBDC newsletter.
- Ja: I get SHARES monthly (food cooperative).

### **12. How could the UW increase or strengthen that link to your community?**

- Sar: NPR could use a stronger signal.
- Sta: I think they should strengthen their presence at the high school, both with students and parents.

- N: I think they should survey people in the areas and find out exactly what each community would like to see.
- (S): Gillette campus sends out an annual report. It has services and new classes. Maybe UW could incorporate their classes in that.
- : There is no information about camps UW offers; they should make a point of getting that information out both camps for students and adults (teacher recertification etc.)
- : If they advertise in the paper it should be an insert, not just an ad.
- : They should telephone perspective students.
- : Why don't they use billboards?
- Ste: When I first heard "Go Pokes" I didn't know what they were talking about. I'm new here, how would I know that 'pokes' are connected to UW and why would you call cowboys 'pokes'?
- : They need to work on their image. Take 4-H for example; it needs to be more relevant to all people, they shouldn't just target agricultural folks, it has many applications for city kids too.
- Sar: I agree, 4-H has this image of jeans and belt buckles, it shouldn't be so limited. You should market more to everyone. 4-H now is very eclectic.
- : They could send college students to the high schools, especially if the college students were from Gillette. That person would be easier for the students to approach and would help answer basic questions. Take me for example; I didn't know that when a class met TR that it was Tuesday and Thursday. The college kids could give the high school students great advice.
- Ry: I agree anything UW could do to make the initial steps a prospective student has to take easier is going to help UW. I am thinking about the non-traditional student as well. UW needs to be more welcoming to them. My mother would like to go back to school but it is just too intimidating.
- : UW needs to do some strong marketing as to what they offer and what they are capable of doing for Wyoming citizens.
- : UW needs to make a point of making people aware those programs like the SBDC is connected to UW.
- (S): UW should think about branch extensions, we have families and yet are students, we can't move. UW needs to coordinate classes for residents who want to stay in Wyoming; specifically stay where they are already established.
- (S): They have an attitude about being the only university in Wyoming. That's fine if they will address concerns from people/students living away from Laramie.
- Many: Spearfish College (Black Hills College) offers in-state tuition to students from Gillette, it is closer and kids like the fact it is only one and a half hours away. They cater to our students.
- (S): They need a stronger link to Gillette. They should try posters and student brochures in the post office, the high school and the library.
- (S): They should announce meetings with the community "Come and meet UW" or something where there would be a real person.
- : When someone calls to request a catalog they should be talking to a real person.
- : Yes and that initial contact and information packet should be followed with other calls. UW needs to be more aggressive when it comes to recruiting.

- Sar: They should assign an undergraduate from the college that a prospective student is interested in to call them to mentor them and to chat. Then if the person comes to campus they have a 'friend' that can help orient them.
- (S): It does have the attitude of being 'the only show in town'. That puts people off. It is as if they feel they have you hooked and you are stuck with them.
- Sta: There are more and more universities out of state that are offering Gillette residents in-state tuition.
- UW has reciprocal in state tuition exchange with other universities. We would like to know more about those programs.

### 13. How could they entice the community to use more of their programs or services?

- : Offer more scholarships.
  - : Offer more classes and programs in Gillette.
  - : Make access to UW offerings easier.
  - : Better communication from UW to Gillette would be good.
  - : It would be nice to have a closer university presence, not necessarily just an outreach program, but more like a branch of the University; a real setting.
  - : More awareness of the outreach programs would be great.
  - : I don't mind the outreach program, if I just knew what they offered.
  - : More networking with the community colleges.
  - : Clearer communication with community colleges about what credits will transfer.
- Many agree.
- : An alumni group in the area. The group could sponsor events at the high school, recruit sports potential, recruit kids for classes and other activities. The alumni could be on the watch for children in the community who are outstanding in a specific area.
- Ja: The University needs to have a program to keep people in the state; maybe the program would be financial. Somehow they need to educate people who have buy in to the state; people who are established here and want to stay and improve their education.
- : There is that new bill about free tuition for Wyoming high school graduates who have a good GPA.
  - : They need to develop programs that encourage people to stay in the state; programs that center on businesses the state already has.
  - : Yes there should be more natural resource classes, more classes dealing with mineral development. That could dovetail with a job placement in fields that Wyoming businesses can offer. It would be nice to see more business internships.
  - : UW is a high ranking university in some publications, but it doesn't seem to convey that image.
  - : No, the image everyone hears about is the Playboy "top 10 party school".
  - : The UW programs like CPA and law are nationally ranked but nobody knows about them.
  - : It isn't represented well, information is hard to find. For residents it's as if they think "they are coming already, why waste the energy".
- Sa: I'm pretty new to the state, I am sure UW has good programs, but which ones? How do I found out about them?
- : I did a web search for information about the UW agricultural department; I didn't get any hits on the first pages.

- : I did a search on "UW" I didn't get any hits on the University of Wyoming.
- : I searched under agricultural careers/agriculture colleges; I got no hits for UW.
- : There is that mentality up here that follows with the Playboy party school theme; when all else fails, go to UW.
- : I think UW needs to address parental concerns; I have one child but I can't find any information about UW scholarships, it is also far away from home; I want to know my kid is safe and not drinking.
- : It definitely has a problem with the wrong representation i.e. party school.
- (S): I went to a football game there, the drinking was unbelievable, it scared me.

#### **14. Any other comments you would like to make on the UW programs and services?**

- : Bring back the 'brown and gold'.
- : Transfer more credits.
- : Make more brochures available.
- : Have more personal contact.
- : Since UW is the only university in the state, make more programs available off campus, and have branches around the state.
- : Have more scholarships available, or make the scholarships currently available more visible.
- : Lower tuition.
- (S): Develop more job placement opportunities.
- : Work on image.
- : Hold focus groups every six months.
- : Have people present in the communities that can ask us what we want and answer questions.
- : Tell communities outside of Laramie what UW has to offer but not just at the high school. Try community trade fairs, home shows and other venues. Even a booth at Wal-Mart might work.
- : A booth at the library would be good.
- : Offer a booth in Gillette once a month.
- : What about people in jail? Does UW offer anything to them?
- (S): More e-mails to interested parties. Like the University of Phoenix.
- : Flyers or inserts in the newspapers.
- : What about a 'buy one get one' offer. There are a number of parents up here who spend money for their kids to go to school, but they are interested in classes. The kids come first in their mind but the parents are established residents that want to stay in Wyoming.
- : The UW could have an ad in the newspaper or yearbook at the high school.
- : They should advertise programs and cultural events they are bringing here, but at least two weeks in advance.
- : The distance between UW and Gillette work against the feeling of community and connectedness. They should work on bringing more UW programs here.
- : They need more visibility in Gillette.

**March 30, 2005**  
**Jackson Focus Group**

All participants were non-native to Wyoming

**Group Demographics**

Identifier	Gender	Age	Profession
K	Female	24	Nurse
L	Female	23	Real Estate
Ra	Female	54	Publisher
M	Male	19	Retail
E	Female	24	Legal Assistant
Su	Female	27	Legal Assistant
A	Female	65	Retired Teacher
Sa	Female	22	Newspaper Employee
D	Male	25	Motel Employee
Mk	Male	43	Retail Manager
T	Male	25	Wildlife Management Employee
-	N/A	N/A	Unidentified participant
(S)	N/A	N/A	Several participants

**1. Are you aware of any programs or services the UW offers?**

- K: The School of Nursing.  
 D: WICHE program for doctors and the Law School.  
 A: The future business school here in Jackson.  
 T: They have a degree in wildlife biology.  
 L: CWC.  
 T: The Teton library has information about the Outreach School and online courses.  
 Su: They have an agriculture extension research station in Afton.  
 D: Some of the social workers I work with have degrees from UW.  
 A: They have a geology department.

**2. What UW programs or services are provided in your geographic area?**

- K: The Nursing Program.  
 T: They are pretty well known in the area.  
 L: I remember the logo in the newspaper.  
 A: They have free ESL (English as a second language) program.  
 Sa: Is Wyoming Central College part of UW?  
 T: They have the LSATs online.  
 T: They are involved with the Teton Science School.  
 A: They have the AMK ranch on Jackson Lake. They do talks there in the summer.

**3. In what areas does the UW provide services to you?**

- D: I use books from the Law School.

- D: I read about their research and I listen to NPR.  
 R: I know about the course listings in the paper.  
 A: Some of the AMK lectures are good.  
 K: I tried to take an online course through them, but they didn't offer what I needed.  
 -: They didn't have a large listing of online courses. I was looking for statistical and biochemistry courses.  
 K: There are some UW nurses at the hospital.  
 L: I listen to the basketball games on the radio.

#### 4. What was the nature of the contact?

- L: I was listening to the radio.  
 -: Sometimes they have information in the newspaper.  
 Su: I talked with someone at Careers Services in the Law School.  
 T: I saw booklets at the Teton Library.  
 II: Internet  
 R: I saw them at the Global Change Symposium at the Wort Hotel. They seemed pretty good with their PR; they circulated well and gave out handouts (but no course listings). They should have had a sign up sheet for call backs.  
 D: I know some alumni

#### 5. How did you get connected to those programs or services?

- (S): Internet research  
 (S): Word of mouth  
 -: I just happened upon the brochures  
 Mk: My guidance counselors gave me information about UW (at a school back east).  
 -: Radio  
 Su: I learned about programs when I looked into reciprocity with other schools  
 D, A: I found out about UW when I looked into the WAMMI program

#### 6. Where were those programs or services delivered?

- Mk: Through the pharmacy department of a school back east  
 -: Word of mouth by alumni of UW  
 A, R: I go to lectures presented by UW professors  
 L: I saw an advertisement in the paper

#### 7. How satisfied or dissatisfied were you with that experience?

- Mk: The literature I got about UW was appealing but I wasn't ready to go to school.  
 -: I am satisfied with my interaction with the law school.  
 -: I agree the law school has a good reputation.  
 K: I am dissatisfied with the low number of online courses.  
 D: I am not impressed with the website.

- R: The brochures they handed out at the conference were nice, four color brochures, but it was not a good use of resources. A smaller one-color, two page handouts would have worked for most of the people.
- A: I am interested in the proposed business school I keep hearing about in the Jackson paper.
- R: But is it going to be a real school, with a real campus?
- A: I think that will depend on how much money it gets funded for.
- D: How big will that school be?
- R: I heard they will offer a MBA program.
- (S): There has been a lot of talk about the school; some residents are for it some against.
- (S): It will mean more people and more traffic.
- (S): It is a funding issue; the University's money is already stretched pretty thin.
- (S): We have heard they want to put it here because they think it will bring in more contributions for UW.
- (S): Professors will not be able to live here; you couldn't attract good professors when so much of their salaries will be eaten up by cost of living expenses.
- (S): NPR is awesome, it is better than Idaho's NPR.

**8. Do you feel connected (engaged) or linked to the UW? Is the UW doing its job "engaging" the state?**

*(Unanimously):* No

- : Well I guess I would say minimally
- Su: No, I do feel connected.
- : There are some alumni I talk with, I feel connected a little that way
- : Even with stuff in the paper I don't feel connected. I'm done with college.

**9. What kind of services or resources do you expect in your community from a university?**

- L: More graduate classes to finish programs people have started.
- : Free internet access
- M, D, A: Branch out education to other areas; spread the ability to take classes to other rural areas.
- : NPR connects us to research the University is doing.
- A: I expect sports programs; we just get little articles in the paper like 'Pokes do good'. It would be nice to see the athletes here motivating the kids to participate in sports at the high school level.
- K: It would be nice to see a complete course catalog at the library. The catalogs are stolen all the time or pages are torn out. In particular it would be nice to see the undergraduate classes online.
- R: Harvard has a newsletter with jobs, museum offerings, courses lectures and adult continuing education courses. UW should try something like that.
- R: UW should be more community oriented.
- A: Some of the people are saying that newsletters exist, but many of us don't know about them. Maybe the library would be a better place for that type of information.
- K: I would like to see traveling art, theatre, museum programs from UW.
- M: The University of Vermont has an alpine tundra science camp/youth hostel. I think UW would be able to do something like that.



- T: They should have science outreach programs with all the geology and wildlife the state has.
- A: I think they should have options for continuing education programs for teachers here in Teton County. It is so beautiful, teachers could learn about science, natural resources etc. I would also like to see a better selection of information about UW at the library.
- D: Schools/Universities stand out in certain areas. Does UW have an area they stand out from other universities? If so, why don't they point it out?
- : UW just doesn't seem to be advertised well.
- : I didn't see any outreach to schools in the east, do they just advertise to schools in Wyoming?
- (S): You hear a lot about University of Montana, but you never hear about UW.
- : Isn't Wyoming the smallest state? Where would they find the money to promote themselves back east?
- : Most students I know from where I was were recruited from Arizona and New Mexico.
- : States have pride in their schools; Jackson doesn't seem to have pride in UW sports or students.
- T: Jackson has many people from other places; maybe that's why we don't know much about UW.
- Ra: UW should recruit through their alumni, many other colleges do that. Alumni meet with other people interested in UW it give the university a face. It is hard to know what you are looking at when you just get an application from a prospective student, likewise they may not know how to approach the university. Universities back east really push the estate planning thing; it is always in their publications.
- A: I don't much about the alumni and their associations at UW, but they should meet with and recruit students at the high school.
- D, A: The whole thing with changing the school colors, it seems as though UW is struggling with its image.
- T: The cowboy thing seems to be an old image.
- : I've never seen a TV ad for UW
- Mk: They are involved in community service projects like the blood drives and clean ups. If they aren't they should be.
- Mk, Sa, A: We like the idea of a university TV channel.

### 10. How does your community "connect" to the UW programs and services?

*(We pretty much covered this in question 4.)*

- : The library
- : NPR
- : Word of mouth

### 11. How often does your community use a UW service or program?

- : It is hard to connect with UW. The state is big and we are far from Laramie
- : It is a struggle to communicate with UW.
- : There is no large metropolitan area to focus on in the state. That makes it hard to connect with the university.

- : Most of the people in Jackson area from back east, they don't have the connection with the UW; they connect more with colleges closer to their hometowns.
- : UW has a weak extension/branch program here. We need an extension of the university.
- T: They missed their chance with hooking some of the kids who moved here from the east. They should catch their eye in high school.
- Ra: Many people here are from states like Vermont, Massachusetts, and New York. They aren't used to driving the way people from Wyoming seem to be. They get on the net before they go anywhere. They shop on the Internet, in Utah and Idaho.
- A: I am sure the football games are televised, people here just aren't going to drive to Laramie for a game; well maybe some of the die-hard alumni will. The games should be televised so they are available to people in Wyoming who might watch them. It may develop a sense of connectedness. People may think 'hey I live in Wyoming; I wonder how good the team is.'

## **12. How could the UW increase or strengthen that link to your community?**

- : Advisors who can tell you what UW has to offer.
- : Use the library to set up an extension room, have lectures and a traveling museum. Here we could use real estate courses. UW should stay topical; they should have courses dealing with issues in Wyoming.
- : Personally I would like to know how money is spent by the UW, specifically in regards to their lecture series.
- : I think video tapes from the museum program explaining Wyoming history and culture would be a great idea.
- : I would like to know what taxes support UW (others say mineral taxes).
- Ra: Northwest College advertises work-study and internship programs. As well as students who took courses there and where they are now. UW should find where their students excel, the programs that are working and they should milk that.
- : They should offer more occupational training.
- : University of New Hampshire is small but it is famous for its 'think tank'. A university doesn't have to be big to be noticed, it just has to highlight what it has to offer.
- : Does UW have an honors program?
- : It seems like UW is a "back-up" plan for a lot of people that is to say they think 'if I don't get in where I want to go, I will go to UW'. It is a 'safety school'.
- : UW needs to work with parents to educate them about why they would want to send their kids there.
- Ra: There was a university in Connecticut that put a second campus in a low income area. Many of the residents there wanted to be in the nursing program but the main campus' program was too full. The new campus specialized in nursing and occupational therapy. Before long it was the priority campus to take those classes. It was because of the waiting list at the main school that it was started 'you can go to our other campus or you can go out of state'. The new campus said 'we know you are coming and will save a space for you'. Then they started having a great basketball team, now they have two strong points.
- : We barely know the cowboys but most of us have heard of Yukon College. It is true that good sports programs make kids want to go to a college.

- : I would focus on programs with a high rate of return. High number of graduates (especially graduates who are successful i.e. employed) means a higher level of endowments. I would pare down the areas that aren't revenue producing.
- M: The extension of UW here is in Alpine, that is a lower income area. Alpine could use the intellectual development so it is good that the university is located there. UW should reach back to the Jeffersonian concept that if farmers were educated, the community is better, and then the nation is better. Many people from low income areas don't feel like they will fit in at college, they just won't go. But going to college makes you a wiser person and a better member of the community.
- Ra: In Maryland there were areas that wanted a college but the state wouldn't spend the money in the area. So the areas created their own colleges.
- : Rock Springs has an extension school but who wants to go there?
- S: UW should try to connect with residents in Jackson, all residents; high schoolers and adults. They should try to connect through events like sports, arts, science and music.
- R: There was a college in Mass who wasn't known for anything, and then they became the host for the Special Olympics. They had big name women come and host the event and got a lot of good press. Then they were known for something.

### **13. How could they entice the community to use more of their programs or services?**

- : I don't know enough in general about UW. I would like to know UW's selling points.
- : The distance and geography are a problem with the link between Jackson and UW.
- S: The only press I see about UW is negative, the business school controversy, the controversy over funding, Matthew Shepard. There is nothing positive I see about UW.
- : Yeah that Dateline program about Matthew Shepard did UW/Laramie no favors.
- : The program just upheld the stereotypes people have about Wyoming.
- R: We have therapeutic riding programs, the ski patrol, the women's ski school here; UW should try to connect with programs here. It would give them a more positive reputation.
- A: Gerry Spence has a school in Dubois for lawyers; UW should reach out to his existing program and work together with him.
- M: The association would probably help UW attract more law students.
- : Jackson has the highest number of non-profits per capita; UW should court the area here for potential funding.
- : UW should have an expanding world view, that's the trend other colleges are taking. Travel programs are great.
- : UW should have a strong emphasis on local interest and current issues affecting the state; that being said it should consider out of country courses. Wyoming has a strong agricultural background, why not have classes like range management in Argentina, or business courses related to farming/ranching in other countries?

### **14. Any other comments you would like to make on the UW programs and services?**

*(No comments)*

## March 31, 2005 Evanston Focus Group

Identifier	Gender	Age	Profession
J	Male	54	Police Force
D	Male		School District
Ri	Male		Business Owner
Ro	Male		Engineering, Instructor at Community College
Rt	Female		Legal Assistant
M	Male		Economic Development
K	Male		Nurse, Part Time Student
Ji	Male		Psychiatric Technician
-	N/A	N/A	Unidentified Participant
(S)	N/A	N/A	Several Participants

### Demographics of Group

J M, 54 Police force  
 D M, 43 School district  
 Ri M, 58 Business owner  
 Ro M, 40 Engineering, Instructor at community college  
 Rt F, 35 Legal assistant  
 M M, 44 Economic development  
 K M, 34 Nurse, part time student  
 Ji M, 46 Psychiatric technician

### 1. Are you aware of any programs or services the UW offers?

J: I know about the criminal justice program offered through outreach.  
 K: I know about the online, long distance courses UW offers.  
 Ji: I know about the lifelong learning programs and the applied technology courses.  
 -: Compressed video courses.  
 R: I am aware of the language courses, and the concurrent enrollment for high school students.  
 Ro: I know that UW offers a MS in business, an MBA, but I am not aware of an engineering master. There doesn't seem to be any outreach in the areas of engineering.  
 D: I know about continuing education for teachers.  
 K: I know about the school of nursing, they have a program where RNs can get a BSN.  
 M: There is the county extension office. They offer BS and BA's on campus for many degrees.  
 (S): I know about football, baseball, track and many athletic programs at UW.  
 -: The law school  
 -: They have technical schools were they offer classes in welding and mechanics.  
 -: There is the Wyoming motor testing center, MAMTEC is another program  
 -: The geology museum and department  
 -: Experimental farms  
 -: They have interns that work for the Game and Fish, the vet lab tests for brucellosis.  
 Ji: There is the experimental farm.  
 M: I know they are looking for a new president.  
 Ji: They have that wildlife area, Sybille.  
 D: They have in school teaching programs for teachers, and student teachers in the public schools.  
 -: The Engineering Department

- (S): They teach surveying to crews  
 -: They have an animal husbandry research area south of Laramie  
 -: Forestry programs  
 -: Law programs  
 -: The library  
 -: They also have access to the library online; it is called WYLDCAT or FERRET.  
 -: NPR  
 -: ROTC  
 -: A variety of graduate programs, both masters and PhD's  
 -: They had a computer science program but they discontinued it.  
 -: The atmospheric program  
 Ro: They have 'King and Queen' Aire aircraft.  
 -: They do forensic testing of wildlife  
 J: They have a big telescope south of town  
 -: Their programs are pretty good  
 -: They have a very good art program  
 -: There is the theatre department  
 -: There are a number of sororities and fraternities on campus  
 -: They have a new student union and other new facilities  
 -: The Cowboy Joe Club  
 Rn: The hexapod lab  
 -: Their cultural events.  
 -: There is business outreach, including the SBDC.  
 -: They are building a new conference center.  
 -: There is the energy institute.  
 -: NPR.  
 Rn: They loaned a statistic professor to the Governor to fill a key position (Dr. Ula). He is helping build an energy direction for Governor Freudenthal.  
 -: I know they don't focus on programs to keep graduates in state  
 K: They also have the WICHE program  
 -: I know that the UW is funded by the legislature  
 -: I know that UW is a land grant university  
 -: I know that UW employees have better/special benefits compared to other state employees

## 2. What UW programs or services are provided in your geographic area?

- Ji: The criminal outreach program offers an outreach here.  
 R: They have a number of outreach courses here.  
 K: They have online courses.  
 D: They offer compressed video courses here.  
 J: They have language courses and they offer concurrent enrollment for high school students.  
 R: They offer applied technology courses here at the community college.  
 M: They have the county extension agent here and a strong Cowboy Joe presence. There is a big turn out for Cowboy Joe events; they raise a lot of money here. They have a Cowboy Joe summer golf tournament here.  
 R: They broadcast sports on the radio.

- Rn: The mayor here is very supportive of UW. He is an alumni of the of law school. The Wyoming Motor Testing Center will come here for energy audits and help with energy issues of businesses.
- M: They offer interns for the Chamber of Commerce.
- K: They have a presence at the high school.
- Rn: The SBDC representative comes here. There is a Board of Trustee member here in town; she is very easy to talk to. They offer some masters programs at the community college.
- Rt: I use the law books at the library, they are supplied by UW. I also use the outreach library.
- (S): We listen to NPR.
- K: They send representatives to the high school for recruiting every other year.
- D: They send out student teachers.
- : They offer a number of master's degrees here.
- M, Rt: They have artwork and theatre exhibits that travel through town.
- K: They have 'paid interns', students who get paid for their internships with businesses and offices.
- K: They have the TRIO program here, they help with financial aid.
- R: There is the FAFSA program, it is financial aid and I think it comes from UW. The checks are from UW anyway.
- Ji: They have an advisor that works with veterans, he is good.

### 3. In what areas does the UW provide services to you?

- (S): The Alumni magazine
- D: I get the teacher newsletter.
- Rn: I get the engineering newsletter.
- Ji: They provide an employment pool for jobs we have here in Evanston.
- K: They provide academic advisement for people here.
- M: They sports programs, I am interested in the sports and the coaches and teams will stop here on their way to games west of here.
- : The coaches and athletic directors come here.
- Ji: I am involved in the criminal justice outreach program.
- J: I will be entering the graduate program this fall.
- Ji: I listen to NPR.
- K: I work with interns in the nursing program.
- M: I use the SBDC
- J: I work with the statisticians for statistical analysis of crimes and highway safety. I also use the Game and Fish for reports relating to crimes.
- D: We get student teachers from UW and our high school students get concurrent enrollment for college courses.
- Ji: I use the online library.
- M: I use the UW website.
- R: I consult law books that UW put in the library here.
- Ji: I get books for my courses through the UW bookstore.
- K: I watch televised sports programs; I think they are on ESPN.
- : I listen to KFBC, the cowboy sports network.

**4. What was the nature of the contact?**

- : Life long learning center.
- : Online courses.
- : Alumni.
- : Newsletter.
- : Direct mail.
- : I dealt with them at Sheridan College.
- : Phone calls and e-mails.
- R: Tailgate parties.
- : Radio and TV broadcasts.
- : Internet.
- : In person at the library.
- : NPR.
- : Publications.

**5. How did you get connected to those programs or services?**

- : Word of mouth.
- : The browser I used, pulled it up on the Internet.
- (S): I went to the campus.
- : I graduated from UW.
- : Personal phone calls.
- : Mail.
- : Radio.
- : I heard about UW at elk camp.
- : Surveys.
- : I am hearing about programs I didn't know were from UW at this focus group.
- : Newspaper ads.
- : Chamber of Commerce.

**6. Where were those programs or services delivered?**

- : The mailman, he brought the mailed brochures.
- : Face to face.
- : Advertising on the radio and in the newspaper.
- : Message boards.
- : E-mail.
- : Internet.

**7. How satisfied or dissatisfied were you with that experience?**

- Rt: I was incredibly dissatisfied. I paid for classes at the life long learning center; UW was the provider for these classes. I signed up for beginner and advanced computer courses (specifically QuickBooks). The classes were too basic with instructions like 'move the mouse to the box in the top right hand corner and click'. I demanded my money back.

- (S): The athletic recruitment for UW in this area is incredibly dissatisfying. We are dissatisfied with the attitude UW has that kids who are from Wyoming will automatically go to UW out of loyalty. We've seen very good athletes here told that they should just go to Wyoming and after they played for a year the coaches would decide if they would be given a scholarship. We believe that when two kids of equal ability approach UW for an athletic scholarship that the coaches will give the money to out of state kids thinking the Wyoming kid will go to UW out of loyalty. The Wyoming kids should be offered the money first, they are from Wyoming. As it is numerous kids from here go out of state, to colleges where they are offered scholarships. Our kids would rather go to UW but get the cold shoulder; they go where they can get scholarships.
- D: Teachers here are dissatisfied with UW teacher recertification. We can't get recertification here in Evanston from UW; we end up going to BYU because they offer online courses for recertification.
- Rn: I am dissatisfied with the lack of an Electrical Engineering master's program online. Taking the basic courses online wouldn't be a problem. I have brought this to the attention of the powers that be at UW but I get no response.
- (S): They don't honor their own credits. Whenever you try to transfer credits from a community college (within the state) there are always problems.
- : You get different answers to the same question, even in the same department! It is very frustrating.
- (S): There are so many varied answers when you talk with people at UW it is hard to know what to do.
- : I found it to be too much red tape; there are just too many hoops to jump through to get the information you need.
- Rn: I am dissatisfied with the ability of UW to keep graduates in state. The degrees at UW are designed to send kids out of state. The UW needs to develop programs that feed into businesses and industries within Wyoming. The Governor has a study group that hired three professors. The university is hiring five new professors but are they in areas that will benefit Wyoming, or train our kids for jobs in state? We need to educate our kids so they can stay in state.
- : I was disappointed with the Business School, they are impossible
- : I am disappointed that they killed the petroleum engineering department.
- : Why not try to teach courses relevant to Wyoming, like mining engineering, or electrical engineering.
- : Pacific Power won't even try to recruit here; they do not feel the electrical engineering department is valid.
- : There is a lack of coordination between UW and the community colleges. Even the programs they teach are not coordinating with business or government contracts.
- : Eliminating the Special Education certification violates the NCLB.
- D: With the 'no child left behind' program there is an increased need for certification, but UW is not working with the school districts to provide that certification.
- : I am satisfied with the updated web site.
- Rn: I am not satisfied with the web site, it is not often updated and it has incorrect information. I am satisfied with the Wyoming Motor Testing Unit. They are very supportive of energy issues. Victor Presnski and Dr. Ula are especially helpful. They do excellent energy classes for businesses.



M: I think the SBDC does a good job. Bill is our contact with the SBDC he does a good job.

Ji: I am glad UW does offer classes here.

(S): Everyone says Wyoming needs more nurses, but the nursing program is very hard to get into.

Rn: The Extension service here is good, they helped my identify insects I was having trouble with.

K: I am dissatisfied with the nursing program in that there are so many people wanting into the program and so little slots available for students.

(S): The Cowboy Joe Club does a great job out here. "We love Glenn."

-: As far as the online programs that are available, I am happy with the ones they offer. I just wish they would offer more.

-: I am satisfied with the courses they offer here, but I wish they would send up a program of the courses offered here.

(S): The local Board of Trustee here is very active in the community and responds to your questions in a timely manner. She actually solicits your input.

-: The UW Outreach advisor "Colms" here is good.

Rt: I am dissatisfied with the way they treat some employees. They shouldn't give the shaft to someone one year away from retiring. They terminated his position.

*(Others agree)*

M: When the UW lost their mill levy they just let this guy go, he was one year away from retiring, he lost everything; his retirement, his benefits, everything. It seemed pretty low down.

-: He was offered the option of resigning or being fired. The community has a lot of questions about this action.

Rn: Some of the correspondence with the UW has been very condescending. President Dubois sent me a letter that was simply unacceptable.

(S): There is a condescending attitude from UW about Evanston in particular; like we are more associated with Utah than Wyoming. We certainly don't feel that way. They treat us like their bastard child. It is as if Rock Springs is where the map ends.

(S): Utah gives students from Evanston lowered out of state fees.

D: Bill Burby (?) in the Department of Education is good.

Rn: Why does UW continue to pull professors out of the same narrow background of education? Why do they keep dropping courses/programs relevant to Wyoming? UW has a narrow focus with no emphasis on the needs of the state. Three percent or less of the state (and US) is based on agriculture, but we have this cowboy perception. Why not emphasize what we need, not perpetuate the agriculture/cowboy image.

-: We need to focus on business not agriculture.

D: I think they need to revamp the teacher certification. Teachers coming out of college need to be able to teach in this century. We are seeing new teachers who are unable to function with the technology needed for teaching.

-: It would be good to see a cooperative program where students in college could work in the field and get paid; a type of internship that would help keep kids here and pay them as well.

-: I think there is a problem with sending students away for medical training. When they leave, they don't come back. The new doctors will stay where the money is.

Rn: Why did UW kill the petroleum engineering program? I don't believe it was the economy and now we could use them.

- M: UW athletes and cheerleaders used to stop here for pep rallies on their way to games in Utah. It was a great way to recruit kids from here, but they don't do that anymore.
- D: They also used to have a preseason game in Green River that was good PR for UW.
- : We have not veterinary program but we have the facilities.
- M, Rn: Sports are always a good way to reach people here. We find it frustrating that we support UW but Utah comes to watch/recruit our high school athletes.
- : There is no baseball program.
- Rn: I used to get the UW Engineering's Departments 'white papers'. They solicited responses and I thought that was a good way to communicate with UW. Now I would like to know what happened to the white paper and what happened to the responses.
- : I want to know why UW asks for responses when no information comes back to the people surveyed.
- : I would like to see changes at UW based on input from surveys.
- : I would like to see expanded programs in the Outreach program including more business, education, engineering, law enforcement, law and nursing programs.
- : I think UW should focus on Wyoming needs; UW is a great resource to take the drivers seat on economic development in the state. We are seeing an increase in elderly residents with no social facilities to support them. Dubois said 'it was not UW's role to help the state move forward' but I disagree. We have one university; if they can't help us move forward, what are they there for? Now all they seem to do is educate our children in such a way as to make them move out of state to look for work.
- : It would be nice to see the university decentralized; specifically decentralizing the programs.
- : If a program is available at UW it should be available in Wyoming through outreach or online.
- : If you can't have a class online, then there could be an exception.
- : There are more online classes offered here through the University of Phoenix than through UW.
- : I don't understand why there is no continuing education for real estate through UW.
- : Stanford University was hired to do a previous survey for UW; don't they have people in state that can do surveys?
- : UW shouldn't give contracts to out of state firms. They should try to do business in state.
- : UW should take the lead and use resources they have to help commerce and industry in the state.
- : Why isn't the Business School more active in the state?
- : 'Wyoming Futures' was great, where did it go?
- : UW does all these surveys but where are the results?

**8. Do you feel connected (engaged) or linked to the UW? Is the UW doing its job "engaging" the state?**

- : I could take it or leave it.
- : Bottom line I couldn't afford it.
- : I grew up in Wyoming and went into the Navy, when I came home I wasn't considered a resident of the state. I owned some land in Idaho so I went there.
- (S): I feel connected and loyal to UW.

- (S): I feel I am loyal to UW but I don't feel that loyalty is reciprocal.  
 -: I left because I felt disjointed. I didn't come back for awhile. It would be easier to go elsewhere, I am an adjunct professor elsewhere but I want to be involved with college education in Wyoming.  
 (S): We want to be loyal; UW just shoves us away like a beat dog.  
 -: We feel we are getting pushed around by UW especially in areas of athletics and education.

**9. What kind of services or resources do you expect in your community from a university?**

- : I expect everything (academically) that is on campus, to some extent.  
 -: The community colleges and UW don't coordinate; we should be like California where community colleges are branch colleges. The university and community colleges should be coordinated.  
 -: I think UW should make its presence know better as far as Evanston and Bridger Valley are concerned. Small communities in the state have no clue what UW has to offer, or where to start asking questions.  
 -: I think a university should coordinate with economic development, business, and commerce and industry agencies, especially the Business school.  
 -: I feel like UW is 50 years behind the times, well at least 10 years.  
 -: UW could e-mail commerce and industry people and ask if they needed help. If they didn't, they could drop off the list serve.

**10. How does your community "connect" to the UW programs and services?**

*(Answered in question 4)*

**11. How often does your community use a UW service or program?**

- (S): Every day.  
 -: Online.  
 -: I go online to 'Go Wyo, go' everyday.  
 -: Every other day, maybe.  
 -: Maybe every other month.  
 -: I am enrolled in the outreach school.  
 -: I think the community's involvement is program specific.

**12. How could the UW increase or strengthen that link to your community?**

- : A better presence in the community.  
 -: Better communication.  
 -: UW should try to be more involved in the community. They need a physical presence monthly as well as more newspaper articles that beg questions and ask for input.  
 -: UW needs a less elitist attitude; they should put aside differences and work with communities, colleges and people that were antagonized in the past.  
 (S): UW should pay more attention to individuals who call, there should be a 'how may I help you' attitude at the UW end of the phone; they should be more customer oriented, because every citizen in Wyoming is their customer.

- : People feel that UW has a 'we're not here for you; you are here for us' attitude. UW should be there for every citizen in the state.
- : UW needs to be more user friendly.
- : They need a far reaching goal. If they have one they need to let the people of Wyoming know what it is.
- : More newspaper articles.
- : Question and answer forums once a month.
- : Better PR.
- : The need to help move Wyoming and 'education' forward.

### 13. How could they entice the community to use more of their programs or services?

- : Let us know what programs are available.
- : Become more user friendly.
- : Become more affordable; we have a lot of people in the state who make minimum wage. In Uinta County alone we have 50% of the population who make less than \$25,000.00 a year.
- : UW needs to make assistance to financial aid easier.
- : Wyoming has a huge disparity in income; we have people in the service industry making less than a living wage and people in oil and government agencies making considerably higher wages. Wyoming needs to give people on the lower level of the income spectrum a chance to move up. It would be nice to see a sliding fee scale for residents in the state.
- Rn: It would be nice to see a periodic online survey with updates. A connection for student to find/track careers paths would be good, even an improved general webpage. UW could send e-mails to people tailored to what interests they have.
- Rk: A teleconference of 'Wyoming Futures' done by UW.
- : How to entice me? Make more programs available.
- : Create more individualized programs.
- : I would like to see a partnership with Wyoming business and professional groups (law enforcement groups, petroleum groups, chamber of commerces', etc.). Have meetings like we have here called 'third night'.
- (S): One time a year UW should host an open house here, like our Bar Association night (they give free legal advice); UW could come here and help out with finding money, grant writing, and filling out paperwork needed to attend UW.
- : It would be nice to have traveling professors from UW, especially in fields like business. A whistle stop tour if you will.
- : It would be good to see UW more involved in economic development.
- : The UW "brain pack" should be available to everyone in the state.
- : Some type of interaction with people and businesses in the state that shows a sign, that says 'We are UW not *Chevron*' a way for Wyoming residents to relate to the University by saying 'they are interested in me'.
- : They need more brand recognition with information availability and a person to contact. The call should be a real person who can direct you to the professor, department or program you are interested in.
- : We are involved in urban renewal here. We didn't get any information from UW not even a reply, when we asked for help. Utah State sent students though.
- J: They should have an annual/biannual career fair, like a health fair here in Evanston.

**14. Any other comments you would like to make on the UW programs and services?**

- : It would be nice to see them react to the comments we give.
- : We wish them the best. We are here at the focus group because we care.
- : Why don't we educate people for good wage jobs in Wyoming?
- : People could and would stay here for less money but we still need to make a living wage.
- : UW could spearhead economic development in Wyoming. UW could utilize the skills we have.
- : There is a disconnect between UW and the workforce; they need to work on that.

## Appendix A

### **Do you have any comments you'd like to add about how the University of Wyoming connects with people in the state?**

- Anthropology or geology classes for someone with very little time who lives between Cheyenne and Laramie. Announcing anthropology or geology digs in the state.
- As a taxpayer, I don't like the fact that we pay to train all of these students and then they just end up leaving the state. I'm not saying that we don't need a college, but it doesn't need to be so involved. It's like having a Chevy plant in your state. You produce all of these Chevys but then they just end up being sent to Brazil. It's like paying to have the privilege to make those Chevys.
- Better reception of NPR in Evanston, Wyoming.
- Compressed video classes and internet classes are not available enough for the summer.
- Connect more with high schools. Offer UW classes that give college credits to high schools.
- Could do better in connecting with the people of the state.
- Dissatisfaction with the teachers' education office. They have really messed stuff up with my student placement.
- Do more advertising so that people know what services are available.
- Does a good job at what they are doing.
- Does a good job.
- Does a very good job with communicating with the people of the state.
- Doing a great job, and they do keep us informed. Agricultural outreaches are very helpful. We're very satisfied.
- Dual credit opportunities for high school students online.
- Evanston is 300 miles away so it is hard to go all the events that are offered at the UW campus.
- Even though I haven't been very active with UW, I have been in times past, and I really love UW, especially the cultural services.
- Gets to Dubois pretty well.
- Glad that they have classes in Casper.
- Go pokes!
- Great institution, and I enjoy the sports and think they are doing a great job!
- Great university. Wish there was more people at the university and more things for young people to do!
- Having the Petroleum Engineering undergraduate school is a good thing. Sports is not as important as the academic and research aspects.
- Heard it was a really nice school and I might send my son.
- I am an alumni and I have been very pleased with the communication methods they have. They should have more outreach classes.
- I am proud that we have those services in Wyoming.
- I believe they do good.
- I did attend an event where Joe Glenn spoke, and enjoyed him very much.

- I disagree that UW spends so much money on athletics. They need to spend more money on agriculture for farmers and ranchers.
- I don't get the sense the University of Wyoming connects or reaches out to public. More outreach classes, general education, and publicize events on campus outside of campus.
- I don't think they connect well in the extreme distances from Laramie. I don't feel that they are very responsive because they are the only university in the state. I've heard that transfers from Powell can go to other schools outside the state and have more credits accepted than if they transferred to UW.
- I feel since I've been in Cheyenne that the brochures are very informative and thorough, that the survey people do a great job, and that they are very courteous and nice.
- I get credits from the outreach school and my wife gets credits from the continuing education program, but those aren't ever on campus.
- I got a lot of wonderful ideas from the list of outreach programs. I also teach for a college.
- I got an outstanding education at the University of Wyoming.
- I guess the only thing that we wish we could do is log into the university website from my own home.
- I have heard good things about it.
- I have heard very good reports about Wyoming. We moved here from Missouri and have just heard wonderful things about it.
- I haven't heard about anything about it, so maybe they need to advertise some more.
- I haven't heard anything bad about it.
- I know a lot of people who do go to Laramie and I've heard a lot of good things about it from my peers.
- I know that we have a community center for arts and they are doing a good job with that in the Teton community. They should organize their job fairs better at UW.
- I know they are very active and everything I've heard has been great!
- I like the university!
- I like your surveys because I always answer them, and they put their information out at the campuses and out at the high schools. They are good at getting it out there for everybody and with scholarships, which is good for Wyoming because I think the kids from the ranches need a college education.
- I love the university and Wyoming.
- I love UW! They do a good job!
- I really do appreciate the NPR programming, because we are so rural.
- I really don't know how to get in touch with financial aid or loans or grants, but my wife and I would sure like to go back to school.
- I really enjoy public radio. I look forward to listening to it every day.
- I taught at the University of Texas and I get more information from that university, but I have not got anything from UW.
- I think it does a good job. My daughter got to get a degree when she lived in Rock Springs and this is really handy. This sort of thing that couldn't have happened a number of years ago.
- I think it does all right, but it is a long way from Buffalo. It would be nice if it was in the middle of the state, but then again, it would be nice if Cheyenne were in the middle of the state, too.

- I think it is a good school. They've got some good things going there. I would back them 100%.
- I think it is very positive and so I am pleased with what I have heard.
- I think it is well connected to the state.
- I think it's a wonderful university and hopefully both my son and daughter will find it beneficial.
- I think it's pretty good. I think the University of Wyoming is coming up in scale and is pretty well liked.
- I think it's great. My son took some classes.
- I think that the survey is a neat idea.
- I think that they are doing better. They have lots of outreach programs in Gillette, but they are from other universities and not from UW. Most people have got their degrees from other universities and this might be because UW is too slow.
- I think that they are trying hard, but they need to have more emphasis on academics instead of sports.
- I think that UW is a great place and I hope to send my kids there.
- I think the university does a great job.
- I think the university is wonderful, especially the outreach programs. I am really happy that they have them available.
- I think they are doing something very positive. One thing I think that they need to look at though is the coed dorm situation. I think they need to go back to gender-specific living quarters. Also, I think they need to focus on in-state students that want to pursue higher education.
- I think they are doing their best.
- I think they are doing too much for sports and not enough for all of the other things. I think they go out too much for the sports.
- I think they do a good job and they should keep it up.
- I think they do a good job of getting the word out.
- I think they do a good job, I'm proud of the university. I have no complaints.
- I think they do a good job. [3]
- I think they do a pretty good job. [2]
- I think they do a really good job. Our local radio station does a good job of keeping us informed about what is going on around the UW area.
- I think they have a pretty good program down there.
- I think they have improved since the old days.
- I think they really do a pretty good job with everything. I check the newspapers to check their progress.
- I think you did a fabulous job with this survey.
- I think you do very well. I see what you do, and it is getting better all the time. I am impressed with the American Heritage department.
- I thought the school was a wonderful school back in the 40's and I've heard that it still is. I would be an advocate for anything to do with it.
- I use the interlibrary loan when I use any of these services.
- I wish I didn't have to go out of state to get my master's in social work.



- I wish they had more classes to offer through outreach. I want a degree in medical administration but I can't do that. But I've received help finding online colleges.
- I wish they would offer more education classes up in Worland.
- I work at Casper College and have a vested interest in the relationships between the university and the community college system. I think they are working together better than in the past because of Dr. Dubois.
- I would like for the University of Wyoming to recruit Wyoming students for sports.
- I would like it if the College of Education would work in conjunction with the outreach school. They need to get into the 21st Century.
- I would like to see more music clinics.
- I would like to see more university sports on TV. I feel that very few games are televised from UW compared to other universities.
- I'd like to hear more information on the summer programs for kids.
- I'd like to see more online programs available.
- I'm from Riverton and I'd like to see them put something here where you could get a 4 year degree and be centrally located.
- I'm still irritated that the NPR over in Rock Springs still hasn't gotten fixed. Complaints to fix this situation have done nothing.
- I'm very thankful for the health related ways that the university communicates with people.
- Information is readily available. Even though I have not pursued them I know they are there.
- It does a good job.
- It has helped with business here. Everyone was very helpful and friendly when I contacted UW, who contacted someone, who then sent some information to me about a specific question.
- It helps teenagers to meet people from other places.
- It really helps some people. It seems like any field you want to know about UW teaches. I think they use a lot of tax dollars on recreation and athletics. I enjoyed the classes I took at UW.
- It seems like the people in the northern end of the state are totally ignored by the university. Maybe there should be another university so that people in the northern part don't have to go to Montana.
- It seems like they are on the right track and in tune with the state, unlike some other colleges. Keep up the good work.
- It seems you guys have a lot of influence around the state.
- It's too bad that sports have taken over so much of education, but it is one of those things that is a necessity. And I'd like to see the legislature get Wyoming higher on the pay scale so they can recruit professors.
- I've been trying to get my law degree and the only place to get it is in Laramie. I'm not willing to sell my house and quit my job to relocate. I'd like to see correspondence or online courses.
- I've only been here for a year so it's a little hard to answer.
- I've taken some classes and workshops to keep my teaching certification current, but not any recently. The ones I took did a good job.
- Keep it conservative.

- Kids' program is really nice.
- Laramie is so small that their outreach programs are their strongest.
- Like to see more communications from the athletic department, concerning sports.
- Like to see more grants, more non-athletic, and the nursing program expanded.
- Lot of politics.
- Lower tuition so that they have better opportunity to help everyone.
- Make it easier to find rooms and locations. Do better work for maps for every building on campus. It is hard for people who did not attend UW to find buildings and rooms.
- Maybe if a class schedule for undergrad was sent to my home.
- More agriculture newsletters sent out on upcoming events about agriculture.
- More exposure to the state at large.
- More games on TV.
- More online classes available. Not enough education classes available online.
- More online health care classes, better correspondence.
- More outreach and graduate schools that meet technical and educational requirements for counselors, teachers, nurses, psychologists, engineers and doctors. More technical assistance for medical and other laboratories.
- Moved here a while ago and I think NPR is the greatest.
- My biggest quarrel with the university is that it is the only state that only has one 4 year school. The students don't have any choice other than to go out of state.
- My children have had a good education from the university.
- My grandchildren attend the University of Wyoming and they think it is alright.
- My wife is currently attending a conference for sign language interpreters in Seattle because no such conference is available in Wyoming. In my dealings with the university there seems to be some problems with documents being sent to multiple departments.
- Need more racial categories and recognition for other countries.
- No, because I am really not that informed about the university.
- Offer a lot of good stuff for people.
- One thing on campus that made me disgruntled was the sports rifle program that was cancelled because of political ethical decisions. If they would re-instate the sports rifle program for the ROTC then I would rethink about participating and donating to the university.
- Our TV coverage in Jackson is limited and we don't get much news about UW and Wyoming.
- Send out brochures.
- Send out more reading stuff to households with information on how to attend the university.
- Some of the stuff like the planetarium and museums I was not aware of.
- Sometimes it is hard to find things that are in the outreach bulletin and the course bulletin. It would be nice to have everything listed in one place.
- The American Heritage Center has been very impressive in the way it connects with me through email, telephone and mail.
- The only problem that I have with the way the university connects with people is that the graduate school uses a CD instead of a hard copy bulletin and sometimes this can be a hassle.
- The only service I used was the horticultural and I was very pleased with it.

- The outreach school needs to do more advertising in Cheyenne and elsewhere. They are letting a whole market slip by them because they do not offer enough programs.
- The university does a good job and has out grown over the years.
- The university does not do a sufficient job of reaching the rural communities. I don't support the university through the Cowboy Joe Club, but they come around with little phone things, and don't work on communication with the whole state. They want donations from the alumni, and I'm sick of people thinking they can just give a phone call for a donation, and the university does too much of that. It doesn't seem like the American way to me.
- The university is doing well in connecting with people around the state.
- The UW agriculture extension office is doing a lousy job.
- There needs to be more county agents for the agriculture programs.
- There needs to be more guidance with the outreach school. When I call Wyoming offices about questions things are handled very well, but the Casper extension is very difficult to work with.
- There seem to be many programs that I know nothing about. I don't know if they send out fliers? I just found out that at LCCC there are UW courses. I guess I'm finding out as my son grows older. I would to see more information on the different programs, especially the guest speakers and performers on campus.
- There should be more UW outreach presence in Jackson Hole.
- They are improving, and are good as is.
- They are not reaching people in Riverton, so the outreach center is not doing its job.
- They can be so much better if they tried. They should have more outreach programs such as electrical and other types of licenses. They should try to reach all the parts in the Wyoming. They are too Laramie centric. They should have more videoconference classes through our community colleges, and then they would be able to earn more money through people like me.
- They do a good job, but we just haven't had much association with them.
- They do a good job. [3]
- They do a great job. My daughter works in the UW extension office and she's happy with everything.
- They do a pretty good job, but they have no competition.
- They do a really good job, especially on the agriculture end of things. I'm just not very familiar with it.
- They do a very good job. I love the sports that they have on campus.
- They do pretty well!
- They do very well.
- They don't really connect with the far western side of the state.
- They have been doing a wonderful job.
- They need to look at connecting better with the community colleges around the state. They need to put more programs in the colleges, specifically education programs. We have to go out of state to get our bachelors' degrees if we can't come down to Laramie.
- They should try to communicate with smaller towns around the state such as Lander, Gillette, and other such towns.
- They were helpful with my son's education.

- They're doing a great job. There is always room for improvement though I'm sure.
- Think they do a good job and provide a good education to the state. I support them to the best of my financial ability.
- Think they do a pretty decent job. My son got a good education there.
- This survey was the first time I've heard of the Outreach School.
- Tough because it is a widespread state. University is not so focused on placing teachers.
- Undergrad and master's from Texas. I thought that was a great university; however, University of Wyoming is superior to the aforementioned school. Because one, the quality of professors and two, it's not just a number (personal investment).
- University does a great job communicating with people in the state. If they want the information they don't have to look too hard to get it.
- University is doing a great job with communicating with people.
- University is doing an excellent job.
- University of Wyoming is such a conservative college.
- University provides good education, great campus and courses, and sports are fun to watch.
- UW is a great school.
- UW needs to make a better effort to reach out to central and western Wyoming. In Riverton, the office needs to expand its presence and UW needs to recognize that people need UW services in smaller towns. UW athletics are doing well, but coaches, especially men's basketball, need to be held to a high standard. UW youth programs need to be affordable for working families in Wyoming. Prices should be curbed and more outreach should be put forward to keep Wyoming's athletes in Wyoming. The Riverton UW office has done a really good job helping non-traditional students, specifically [name deleted], and her efforts are appreciated. The outreach school needs to expand its course offerings so that non-traditional students can finish their degrees in a reasonable amount of time.
- Very satisfied as student and alumnus.
- Very satisfied with UW music but would like to hear more classical and jazz music played.
- We enjoyed the graduation ceremony and our son enjoys going to UW.
- We have not been involved that much with the university.
- We know they are there when we need them.
- We live in a small town, and there is no place near by to go to participate in any of these services/activities.
- We live in Rawlins and the radio stations don't carry UW games like they are supposed to. You should please let the sports department know that we can't get the games here in Rawlins so that they can fix that.
- We really don't know what goes on in Laramie, especially if you don't get the Star Tribune here in Casper.
- We really enjoy the university. We are very satisfied with them and what they have to offer.
- We were wondering about whether the general public actually had access to the university's libraries, and we were actually surprised about how little we knew about UW activities. We know very little about UW and have very little communication with them.
- We'd love to have some more programs come outside of Laramie, but we live in a small town and that is the way it is.
- We've been happy; our children who have graduated from here have been very successful.
- Wish it was closer so I didn't have to drive clear across the state.

- Wish there were more girls' camps that would come up here that would be affordable to the kids.
- Wish there were more programs closer to the northwest corner of the state, principal's endorsement program, etc., so that you didn't have to travel all the way to Laramie to complete.
- With job that I have, there are a lot of people taking classes in Rock Springs and the university is not very cooperative. They are not very easy to work with. Sometimes Utah is easier to work with in these classes than Wyoming.
- Wonderful for the people who attend and the kids.
- Would like to receive information about financial aid.
- Would like to see the community and the university work together better.
- WYO Weekend. Family Weekend.
- Wyoming TV and NPR are great.
- You guys do a pretty good job!