This survey was announced on the listserv twice and in classes. Of 486 students, 92 completed it (19 percent response rate). We offered those who completed it to be entered into a drawing for three $50 UA Bookstores gift cards, and 76 of the students chose to include their emails. Duplicate IP addresses where checked for multiple responses from the same machine (four machines had multiple responses, but they were all different and from different people).

Results:

1. How satisfied are you with your education in the School of Journalism?
   
<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>very satisfied</td>
<td>67%</td>
</tr>
<tr>
<td>a little</td>
<td>24%</td>
</tr>
<tr>
<td>neutral</td>
<td>8%</td>
</tr>
<tr>
<td>not much</td>
<td>1%</td>
</tr>
<tr>
<td>very dissatisfied</td>
<td>0%</td>
</tr>
</tbody>
</table>

2. Why did you become a journalism major? What attracted you to the program/degree?

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like writing</td>
<td>42</td>
</tr>
<tr>
<td>Curious about the world</td>
<td>14</td>
</tr>
<tr>
<td>Change the world</td>
<td>9</td>
</tr>
<tr>
<td>Broadcast</td>
<td>7</td>
</tr>
<tr>
<td>Sports</td>
<td>7</td>
</tr>
<tr>
<td>Want to travel</td>
<td>7</td>
</tr>
<tr>
<td>High school paper</td>
<td>6</td>
</tr>
<tr>
<td>Versatile degree</td>
<td>6</td>
</tr>
<tr>
<td>Love news</td>
<td>4</td>
</tr>
<tr>
<td>Principles-democracy</td>
<td>4</td>
</tr>
<tr>
<td>Jour 105 inspired</td>
<td>4</td>
</tr>
<tr>
<td>Popular-upbeat program</td>
<td>3</td>
</tr>
<tr>
<td>Renee</td>
<td>3</td>
</tr>
<tr>
<td>Science info</td>
<td>2</td>
</tr>
<tr>
<td>Friends did it</td>
<td>2</td>
</tr>
<tr>
<td>Superman/Spiderman</td>
<td>1</td>
</tr>
</tbody>
</table>

3. Why did you choose the University of Arizona and not another university (e.g., ASU)?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Tucson</td>
<td>20</td>
</tr>
<tr>
<td>Like the campus/Tucson</td>
<td>18</td>
</tr>
<tr>
<td>Well-respected school</td>
<td>17</td>
</tr>
<tr>
<td>Family of Wildcats</td>
<td>12</td>
</tr>
<tr>
<td>Scholarship</td>
<td>11</td>
</tr>
<tr>
<td>Away from parents, but not too far</td>
<td>7</td>
</tr>
<tr>
<td>Affordable</td>
<td>5</td>
</tr>
<tr>
<td>Don't want to live downtown PHX</td>
<td>3</td>
</tr>
<tr>
<td>Print orientation</td>
<td>2</td>
</tr>
<tr>
<td>Diversity workshop</td>
<td>1</td>
</tr>
</tbody>
</table>
4. Do you plan to go into journalism as a career?
   Yes 80%  No 20%

5. What do you plan to do?
   Journalism 23
   Features/mag 12
   Broadcast 12
   Sports 9
   PR 8
   Foreign reporting 6
   Other 6
   Don't know 6
   Science jour 3
   Photo 3

6. Have you done or do you intend to do at least one professional internship in journalism?
   Yes 89%  No 11%

7. What classes would you like to see added to the curriculum?
   Broadcast 13
   Sports 11
   Advanced photo 8
   Multimedia 7
   Pop culture-fashion 6
   Advanced features 6
   Interviewing 5
   PR 4
   Advanced entrepreneurial 4
   Social media 3
   Radio 3
   Investigative reporting 3
   Medical journalism 2
   Data 2
   Global 1
   Business writing 1
   Travel 1
   Professionalism 1
   Crime reporting 1
   Current events 1
   Opinion 1
   Web design 1
8. What other suggestions do you have for the curriculum? What are we missing? What could we do better?

- More multimedia/broadcast: 11
- Better teachers: 3
- Multimedia too fast: 2
- More student collaboration: 1
- More professional help: 1
- Raise story quota - too easy: 1
- Too much work: 1
- More electives: 1
- Have Fred Brock teach more: 1

9. Would you consider taking 1-credit classes offered in five-week modules, three per semester, on a variety of specialized topics that could vary, such as intensive workshops on InDesign, data visualization, business reporting, or other topics/skills?

- Yes: 86%
- No: 14%

10. What topics would you like taught? Other suggestions?

- Broadcast: 5
- Biz reporting: 5
- Interviewing: 4
- Photo: 3
- FinalCut: 3
- Social media: 2
- PhotoShop: 2
- Health reporting: 1
- Infographics: 1
- Resumes: 1
- InDesign: 1
- Professionalism: 1
- Editing: 1
- Political reporting: 1
- Coding: 1
- Records requests: 1
- Long-form writing: 1

11. Currently the school offers summer Study Abroad courses to earn up to 6 journalism credits and up to 8 foreign language credits (maximum 11 in 5 weeks) in Costa Rica (environmental journalism and ethics) and Italy (Jour 203 photojournalism and advanced photojournalism). We also have a winter study abroad program in Oman. Will you participate in any of these opportunities in the future? If so, which ones?

- 27 said they won't do Study Abroad, mostly because of the expense. Many didn't answer.
- Of those indicating interest:
  - Italy: 19
  - Costa Rica: 18
  - Oman: 14
12. What other places and course offerings would be of interest to you for studying abroad summers or winters?

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>11</td>
</tr>
<tr>
<td>England</td>
<td>8</td>
</tr>
<tr>
<td>France</td>
<td>8</td>
</tr>
<tr>
<td>SE Asia</td>
<td>8</td>
</tr>
<tr>
<td>Greece</td>
<td>7</td>
</tr>
<tr>
<td>Europe</td>
<td>5</td>
</tr>
<tr>
<td>South America</td>
<td>5</td>
</tr>
<tr>
<td>Australia</td>
<td>5</td>
</tr>
<tr>
<td>Middle East</td>
<td>5</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>4</td>
</tr>
<tr>
<td>India</td>
<td>3</td>
</tr>
<tr>
<td>Africa</td>
<td>3</td>
</tr>
<tr>
<td>Russia</td>
<td>2</td>
</tr>
<tr>
<td>U.S. cities</td>
<td>2</td>
</tr>
<tr>
<td>Portugal</td>
<td>1</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1</td>
</tr>
<tr>
<td>Germany</td>
<td>1</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>1</td>
</tr>
<tr>
<td>Cuba</td>
<td>1</td>
</tr>
<tr>
<td>Qatar</td>
<td>1</td>
</tr>
<tr>
<td>Morocco</td>
<td>1</td>
</tr>
</tbody>
</table>

13. Would you ever consider enrolling in winter or summer classes?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>74%</td>
</tr>
<tr>
<td>No</td>
<td>26%</td>
</tr>
</tbody>
</table>

14. Why or why not?

**Why NOT summer?**

- Need a break: 7
- Too expensive: 7
- Gotta work: 3
- Too intense/harder: 3
- Would rather Study Abroad: 2
- Scholarship doesn't cover: 2

**Why DO summer?**

- Get ahead and get out: 25
- Catching up: 11
- Easier to focus on 1 class: 4
- Double major easier: 3
- Cheaper: 1
15. What classes (some online, some in person) would you like to be offered summer sessions? Jour 205? Jour 306? Others?

- **Jour 205**: 11
- **Jour 306**: 6
- **Jour 320**: 4
- **Jour 203**: 3
- **Jour 307**: 3
- **Jour 424**: 3
- **Jour 413**: 2
- **Jour 105**: 1
- **Jour 490**: 1
- **Jour 411**: 1
- **Jour 428**: 1

16. If offered, would you take Editing (Jour 320) in Chandler, Ariz., this summer?

- **Yes**: 20% (15)
- **No**: 80%

17. Are there other classes you would take in Chandler this summer, if offered? Which ones?

- **Jour 439**: 3
- **Jour 307**: 2
- **Jour 205**: 2
- **Jour 411**: 2
- **Jour 413**: 2
- **Jour 306**: 1
- **Jour 308**: 1
- **Jour 424**: 1

18. Do you follow the School of Journalism on Facebook?

- **Yes**: 58%
- **No**: 42%

19. Why or why not? Is there anything we can do to improve our posts – information you would like to see posted or not posted?

- Didn't know it was there: 19
- Like it: 12
- Classmate work: 10
- School news: 9
- Not on Facebook: 9
- Alumni news: 4
- Internship info: 4
- More posts wanted: 3
- Scholarships: 2
- Club news: 1
- Job postings: 1
- Class offerings: 1

20. Do you read the weekly journalism listserv email messages?

- **Yes**: 90%
- **No**: 10%
21. Do you participate in school clubs (e.g., SPJ, NAHJ)?
   Yes  39%  No  61%

22. Why or why not?
   No time  26
   Great for making friends  15
   Haven't heard about them  9
   Don't see benefits  4
   Not planning on going into journalism  2
   Intimidating  1
   Disorganized  1
   Don't want to pay dues  1

23. What year are you?
   Freshman  18%
   Sophomore  14%
   Junior  31%
   Senior  33%
   Graduate student  4%

24. Do you have any other suggestions or comments to improve your education in the School
    of Journalism? What does the director need to know to make things better?
   Great program  16
   Great teachers  5
   Great adviser  3
   Update courses - too print-oriented  3
   More prof-student mentoring  3
   Need more advisers  2
   More Honors offerings  2
   More rigor  1
   Fewer afternoon classes  1
   More PR  1
   More socials  1