



Quality, Affordability, And Access

Americans Speak on Higher Education

Key Findings from Surveys and Focus Groups
Conducted May 2003 by
Hart – Teeter



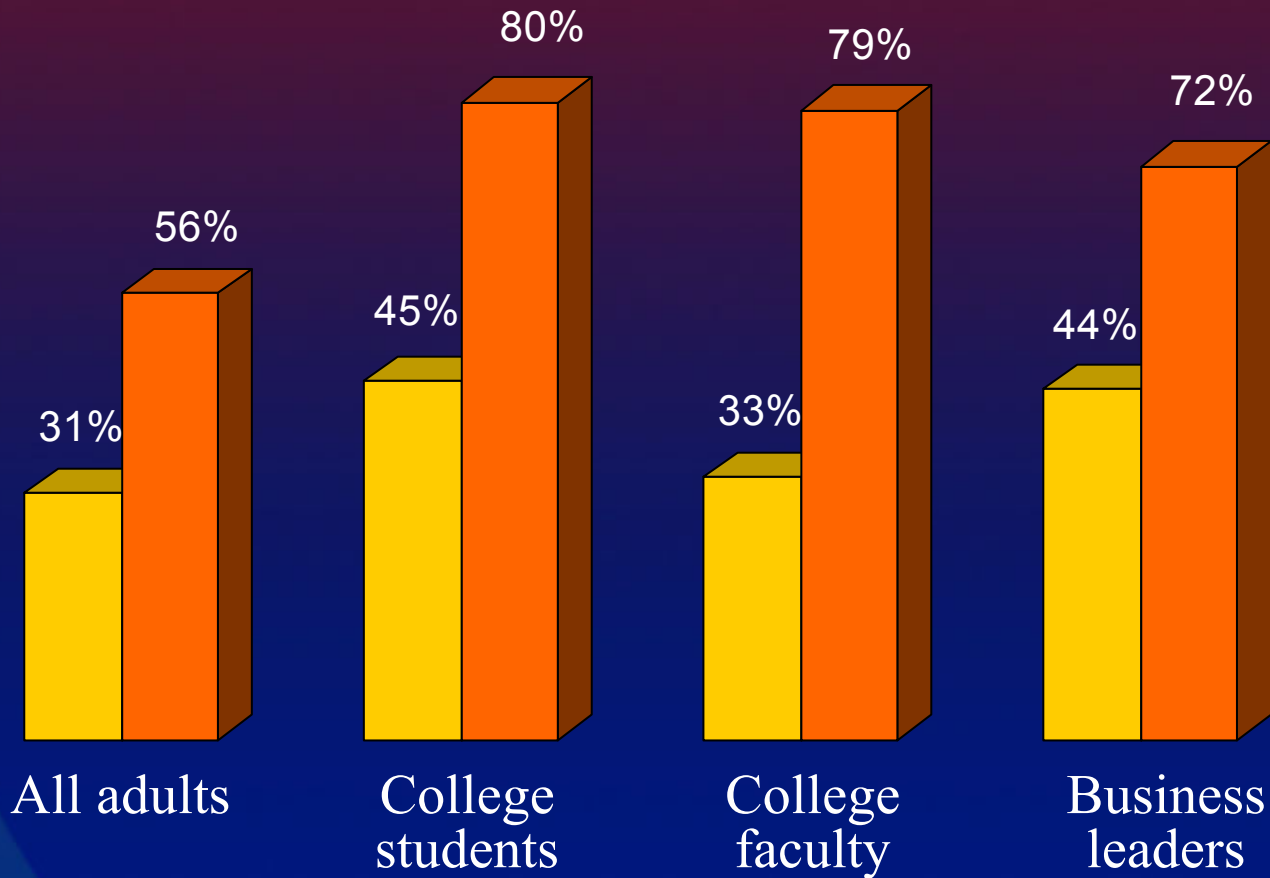
Methodology

- Separate surveys conducted May 8–15, 2003, among:
 - 1,003 adults nationwide
 - 321 college/university students
 - 408 college/university faculty (deans, professors)
 - 302 business leaders
- Six focus groups (in Los Angeles, Boston, and nationwide by telephone), one group each among:
 - Parents
 - Business leaders
 - College/university students
 - College/university faculty
 - College/university administrators
 - School of Education faculty and administrators



Grading The Education System

- Give K-12 schools nationwide an "A" or "B"
- Give colleges/universities nationwide an "A" or "B"



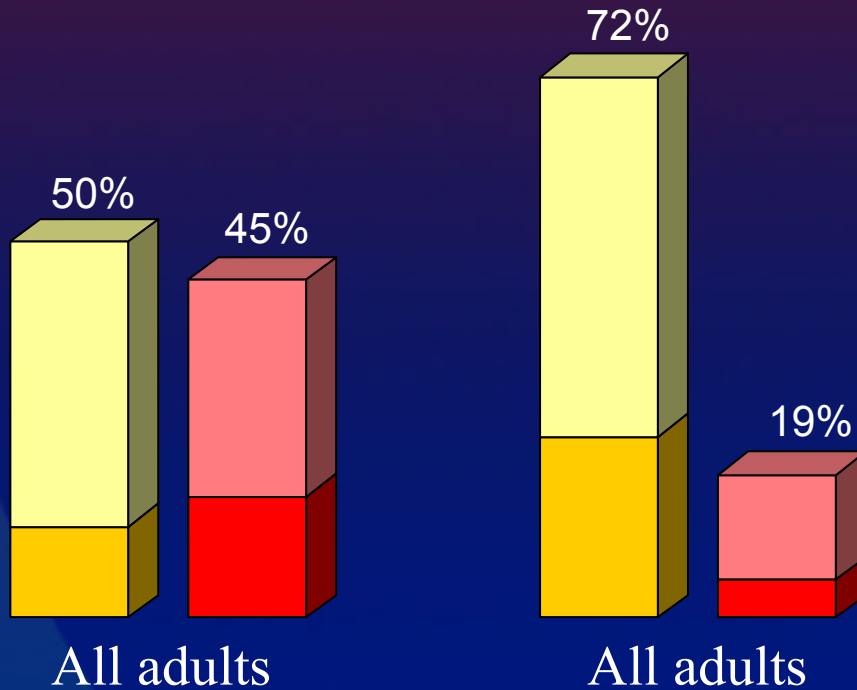


Assessments Of K-12 And Higher Ed

- Works well
- Needs complete overhaul
- Needs some changes/basically keep
- Needs major changes

K-12 Education

Higher Education



| Works well/some changes | | |
|-------------------------|-------------|------------------|
| | <u>K-12</u> | <u>Higher Ed</u> |
| College students | 58% | 89% |
| College faculty | 61% | 90% |
| Business leaders | 75% | 88% |



Low Awareness Of National K-12 Education Reform

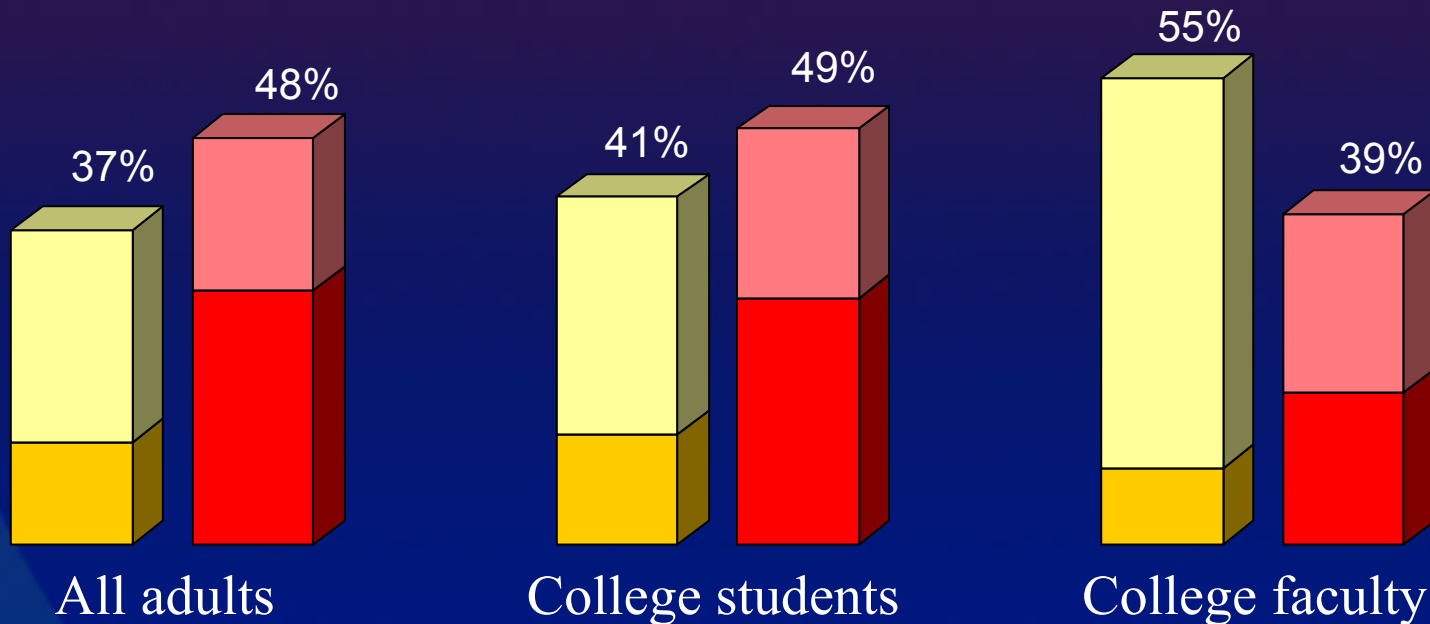
Where do things stand with education reform at national level?

■ Reforms are leading to changes

■ Bill passed/no changes yet

■ Lot of talk/no action

■ President/Congress proposals-no action



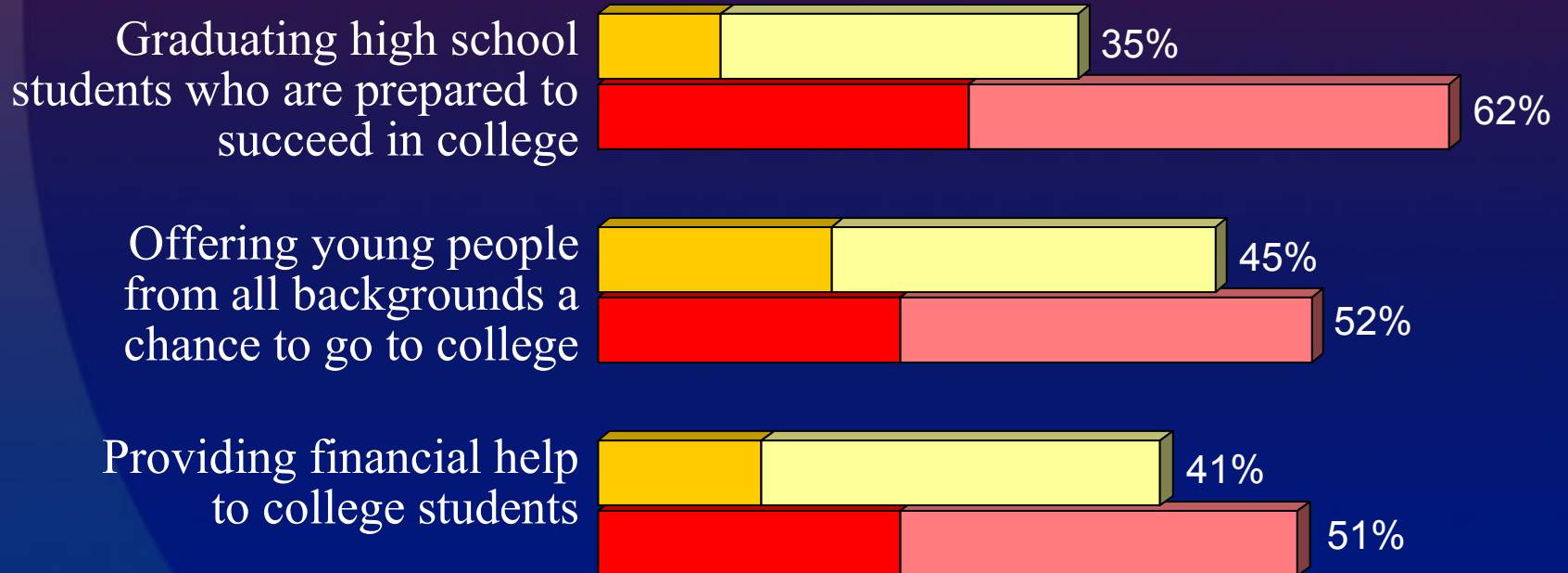


Challenges To Higher Education: *Student Preparedness, Access, Affordability*

How is the nation's education system doing in selected areas?



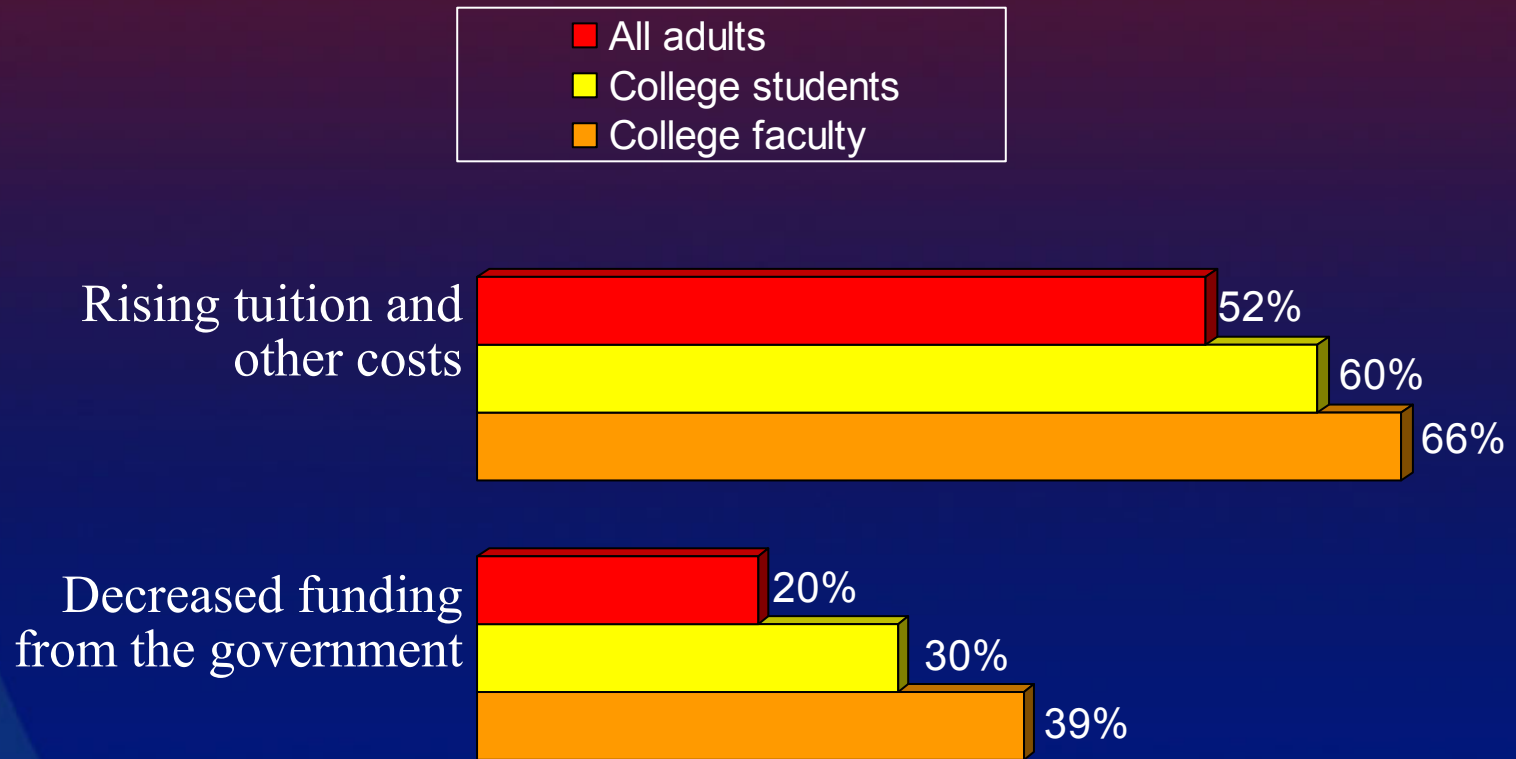
All adults





Rising Tuition Is Biggest Problem Facing Higher Education

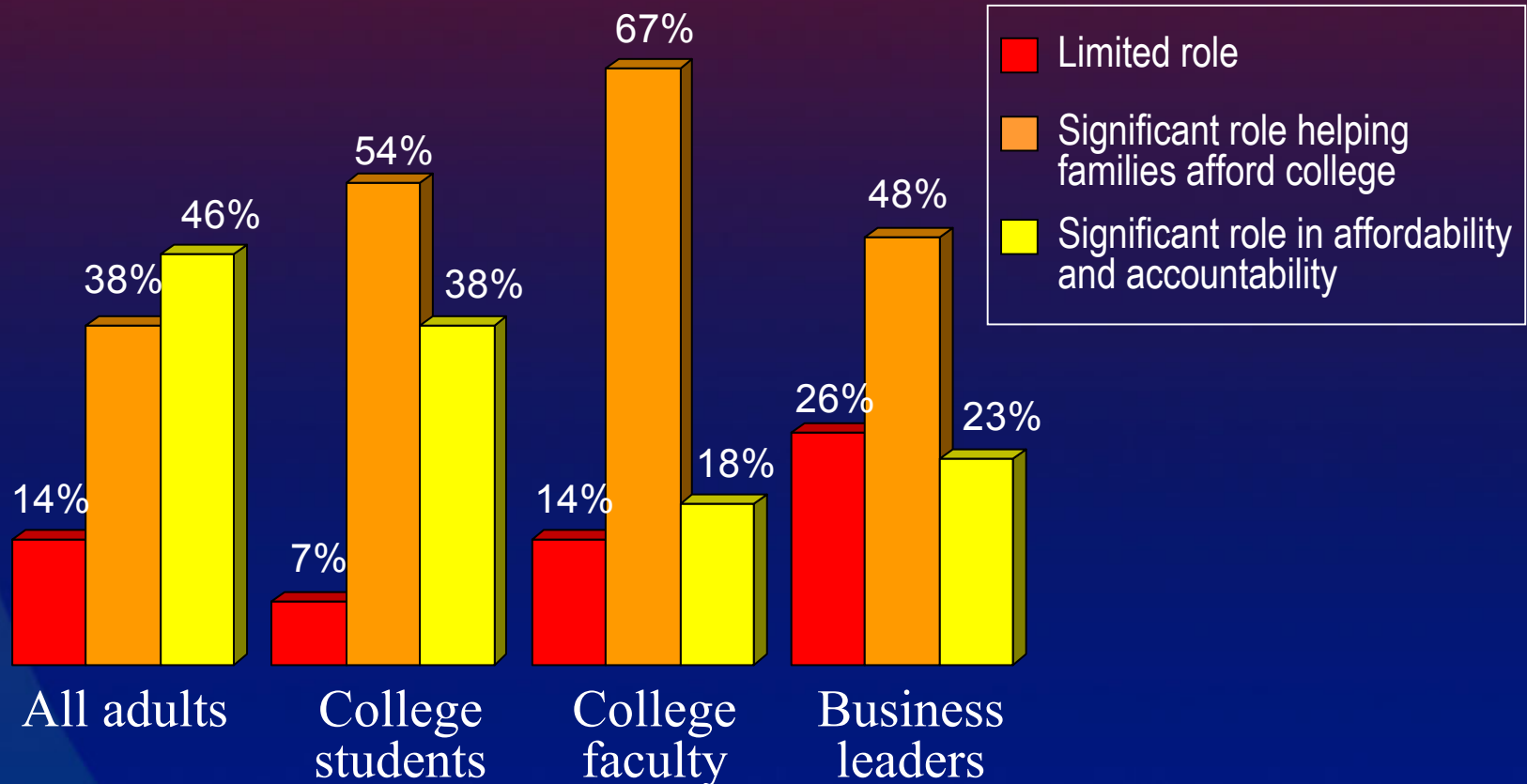
What are the biggest problems facing colleges/universities?





Significant Role In Higher Ed For Federal Government

What should be federal government's role in higher education?





Support For Increased Financial Aid To Students

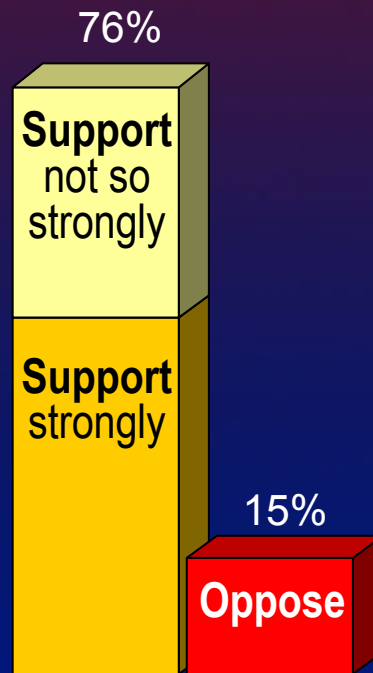
- ✦ 72% of adults favor increasing tax credits for families sending children to college, even if it means an increase in taxes.
- ✦ By 73% to 18%, adults prefer the government's providing more funding to help students and families afford college, rather than directing financial assistance to colleges and universities.
- ✦ More than half the public (58%) believes financial assistance should be based on need; 28% of adults think it should be based on achievement.
- ✦ 74% of adults favor placing federal limits on college tuition to keep increases in line with inflation.



Strong Support For Higher Education Act

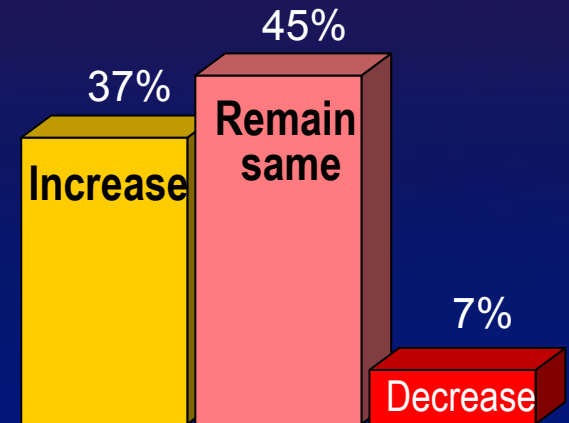
Higher Education Act Reauthorization

One of the major ways the federal government supports college-level education is through the Higher Education Act. . . . the government provides funds for student aid programs . . . aid to colleges and universities and support services for disadvantaged students. A major objective of the law is to increase access to college and university for all students. Do you support or oppose continuation of the Higher Education Act when Congress reviews the Act later this year?



All adults

Higher Education Act Funding Levels



All adults



Higher Education Accountability: *Public Focus On Quality, Not Spending*

Should colleges/universities be held more accountable?



More important to hold colleges/universities accountable for:

| | <u>All adults</u> | <u>College students</u> | <u>College faculty</u> |
|-----------------------------|-------------------|-------------------------|------------------------|
| How they spend federal aid | 24% | 25% | 23% |
| Quality of education | 52% | 62% | 56% |
| Some of both | 22% | 13% | 17% |



Key Points

1. Education remains a national priority.
2. Higher ed: lower the ladder, not the standards.
3. Rising tuition is the top higher ed concern.
4. Information gap on education reform
5. The bar is being raised for education.



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