

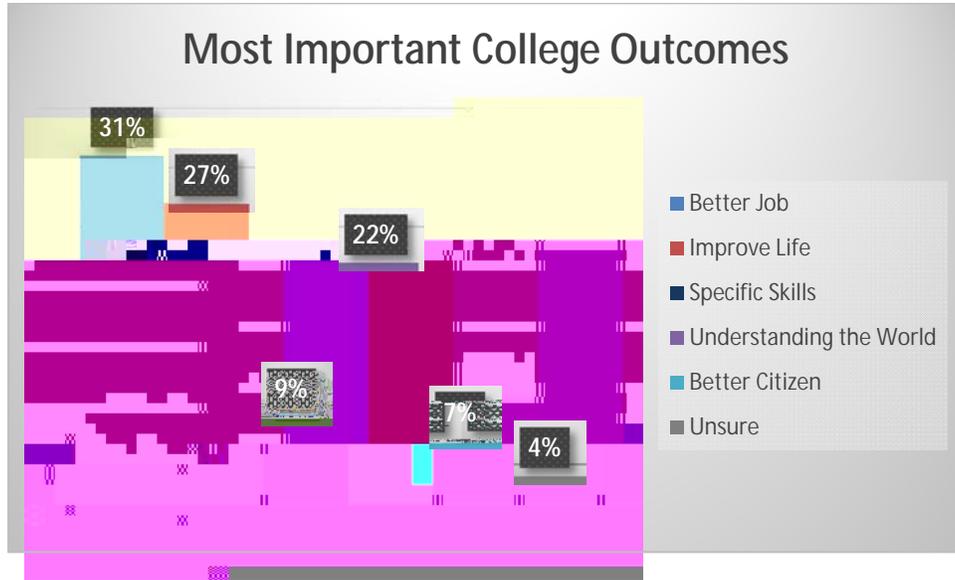
# **Stockton Poll: NJ Residents Say College Is Worth It But Have Ideas for Improvement**

Higher Education Strategic Information and Governance (HESIG) project

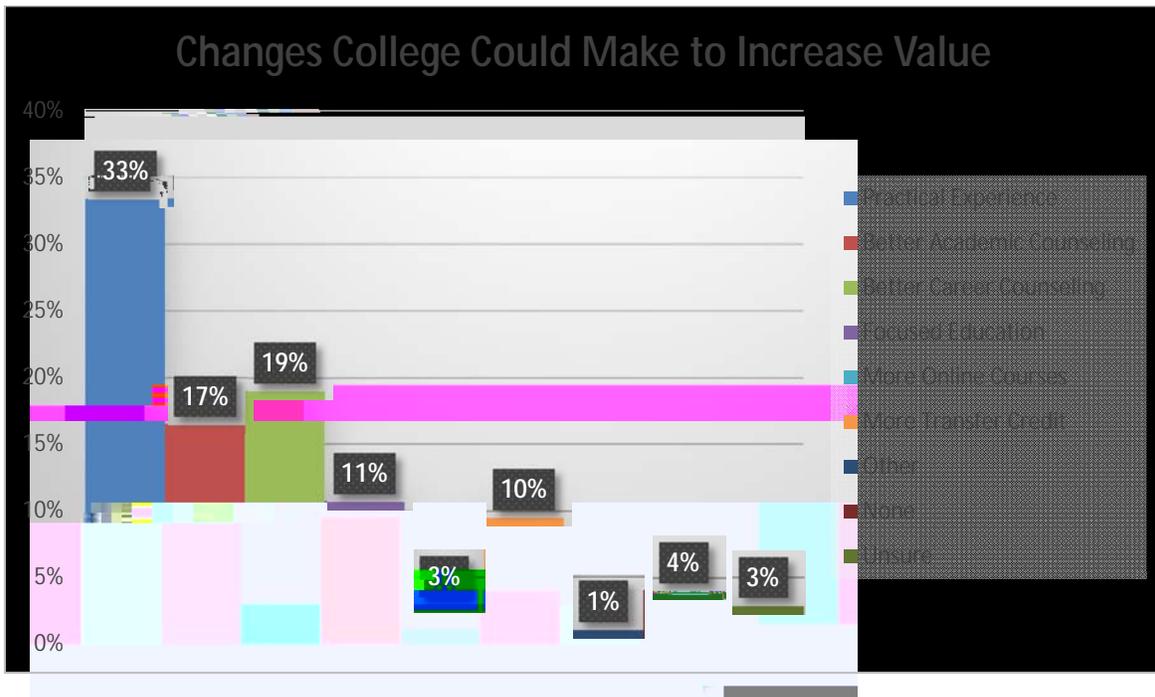
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value, even with their consistent concerns about college affordability,” stated Darryl G. Greer, Ph.D., Senior Fellow for Higher Education Strategic Information and Governance.

“However, they have specific ideas about what students and colleges need to do to increase value - principally, to partner with business to create more practical in-college experiences, such as internships,” said Dr. Greer.



“This study gives our citizens, and policy makers, significant positive feedback and hope for the future of college opportunity in the Garden State. It confirms prior Stockton research, and recent national studies by Pew, Gallup and others, that citizens view college opportunity as key to individual prosperity. And it gives us a deeper understanding of what needs to be done to make college more valuable in serving individual and state needs,” explained Dr. Greer.



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**Some poll highlights include:**

Quality: 77 percent say NJ colleges are good or excellent; 86 percent say four-year colleges are seen as having the highest quality, contrasted to two-year and online colleges.

Value: 90 percent of those who attended college find that the value of college is worth the cost. Top college outcomes include: getting a better job (31 percent) and improving the quality of life (27 percent).

Best way to increase college value: respondents' top answers were for colleges to provide more practical experiences, such as internships (33 percent); and for students to find more work and internship experiences (29 percent).

Top responses for helping to reduce time to finish a degree include: easier credit transfer (34 percent), and more information about jobs and careers (25 percent).

Need for change: 87 percent say that major or some change is needed in the way colleges do business, to increase value.

Who should be responsible for changes: 50 percent of respondents say that colleges working with businesses should take responsibility for change in practices to increase value, favored over colleges in partnership with government (35 percent), or colleges alone (12 percent).

Most important skills: problem solving (82 percent); writing (81 percent); and communicating (80 percent); are viewed as among the most important skills and abilities gained from college.

Reason for choosing a college: location (25 percent); program offering (24 percent); price (20 percent); and quality (14 percent); were cited in order of influence on the decision to choose a particular college.

“This study confirms advice from two executive roundtables held earlier this year at Stockton and New Jersey City University, and tells us that

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The Educational Testing Service (ETS) Center for Advocacy and Philanthropy ([www.ets.org](http://www.ets.org)) provided grant support of the roundtables and the poll, as part of “Finding Solutions, Building Public Trust in An Era of Change.”

## **Methodology**

Interviews were conducted at the William J. H