



UW-River Falls External Stakeholder Survey Report

David Trechter

**Survey Research Center Report 2007/17
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Executive Summary

The Survey Research Center (SRC) sent questionnaires to 505 people with whom UW-River Falls' faculty and staff have worked in recent years; 204 returned the survey. Key results of this survey include:

- CAFES, Outreach, and CEPS appear to have particularly active programs with external audiences.
- The University's outreach program, while focused on the 5-county St. Croix River Valley, reaches well beyond our immediate region. 70% of the external stakeholders who reported working with faculty and staff from CAFES reside outside the 5-county region. 40% of the respondents were alumni of UW-River Falls, indicating that we are successful at retaining contact with our graduates
- For all services received from UW-River Falls faculty and staff (consulting/research, training/education, facilitation, and linkage to students), at least 98 percent of all respondents said they were either "satisfied" or "very satisfied."
- Roughly one-third of the contacts between UW-River Falls faculty and staff and external stakeholders involved 5 or fewer interactions, one-third involved 6-10 interactions, and the final third more than 11 interactions.
- Nearly 60% of the contacts between UW-River Falls and faculty and staff involved 5 or fewer days of work but about one-quarter involved more than 10 days of work.
- Nearly 40 percent of respondents classified the involvement of UW-River Falls' faculty and staff with their organizations as "very extensive."
- 95% of survey respondents said that UW-River Falls is "important" or "very important" to their organization and 99% said the University is "important" or "very important" to the region.
- UW-River Falls also benefits from the experience and knowledge of our external partners; nearly half said they had given a guest lecture on campus.
- Our external partners support us by donating money and equipment (35%), writing letters of support (37%), hiring our interns (46%), and our graduates (52%).

The picture that emerges from this survey is of a university that is deeply engaged with its external stakeholders, a university whose services are highly valued, and whose existence is seen as critical to the region. The numeric results and the open-ended comments are powerful affirmations of our efforts to work with the broader community.

Survey Methods

In September 2007 the Survey Research Center at UW-River Falls sent surveys to 505 individuals identified as having had contact with someone from the University. Two weeks after the initial mailing, a second questionnaire was sent to non-respondents. Two hundred and four surveys were returned for a 40 percent return rate.

Who is Working with External Stakeholders?

The first question asked the respondent to identify the person or office on campus with whom they had worked during the past few years. In some instances, respondents identified individual faculty members (e.g. Dr. Gregg Hadley, a Statewide Cooperative Extension Specialist in Agricultural Economics was identified by 27 respondents as someone with whom they had worked) and sometimes by office (the “Teacher Education” Department was identified by 26 respondents). In many instances, respondents identified multiple University contacts from various parts of campus.

Table 1 summarizes the number of individuals or offices identified by external respondents by College or other administrative unit. The categories are not mutually exclusive; for example, an Outreach program involving the program manager for CAS was allocated to both CAS and Outreach/Extension. CAFES and CEPS stand out as Colleges having extensive contacts with external audiences. Likewise, Outreach and Cooperative Extension are, as would be expected, extensively engaged with off-campus stakeholders. The “Other” category includes Chancellor Betz and other University administrators, Career Services, Internship Offices, Admissions, and so on. Appendix A contains a complete list of individuals and groups cited by respondents and the number of times they were identified as a UW-River Falls contact.

Table 1: Number External Contacts by College/Organizational Unit					
CAFES	CEPS	CBE	CAS	Outreach/Extension	Other
84	65	15	16	69	43

With Whom Are We Working?

Table 2 indicates that two-thirds of the external contacts who responded to this survey live in Wisconsin and slightly more than one-quarter are in Minnesota. Interestingly, 5 percent of all respondents are from some place other than these two states.

The fact that UW-River Falls has an impact well beyond our immediate region is confirmed by the fact that nearly half of all respondents said that they reside somewhere other than the 5-county, lower St. Croix River Valley that is our base. There is considerable variation across colleges in terms of the range of counties from which they draw external constituents. Nearly 70% of external stakeholders who reported working with faculty and staff from CAFES came from outside the immediate 5-county region – they tend to be distributed throughout Wisconsin

and beyond. For CEPS, slightly less than 40 percent of their off-campus collaborators come from outside the five-county region and are heavily concentrated in the Twin Cities. In contrast, only 7% of those saying they work with faculty and staff from CBE and none of those working with CAS reported residing outside of the immediate region.

Table 2: Some Characteristics of UW-River Falls' External Stakeholders						
a. In what state are you/ your org located	MN	WI	Other (KS, IL, MD, OH, IA, MO, VA)			
	28%	67%	5%			
b. In what county are you/your org. located	Pierce	St. Croix	Polk	Chisago (MN)	Washington (MN)	Other
	12%	23%	5%	1%	11%	48%
c. Which best describes your organization	Non Profit	Local Govt	State Govt	Business /Ag	Education	Other
	13%	11%	4%	27%	42%	3%
d. Are you an alumnus of UW-River Falls	Yes		No			
	41%		59%			

The greatest concentration of respondents in terms of the type of organization was education (42% of all respondents). More than one-quarter of respondents are involved in business or agriculture. Slightly more than 10 percent are involved in non-profits (13%) or government (15%).

Finally, slightly more than 40% of all respondents are alumni of UW-River Falls. This indicates that we have been very successful at retaining contact with our graduates.

Types of External Services Provided and Quality Assessments

Respondents were asked to identify the types of contacts they had with UW-River Falls personnel and to rate their level of satisfaction with the services the University provided (Table 3). More than two-thirds of the 163 respondents who answered this question indicated that their University contact had provided them with a link to students. These links would include contacts with potential employees, internships, and service learning experiences. More than half responding to the question cited links with the University involving consulting and research (52%) and training and education (60%)

Many of those citing “other” types of services from the University include working with student interns, joint service on committees, co-sponsorship of events, or working with staff to hold an event on campus.

Table 3: Types of Services Received from UW-River Falls and Level of Satisfaction with Those Services							
Service received from UW-River Falls			My level of satisfaction with services received				
Service received	N	Yes	N	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a. Consulting/Research	150	52%	79	73%	25%	0%	1%
b. Training/Education	140	60%	85	81%	19%	0%	0%
c. Facilitation	132	38%	54	81%	19%	0%	0%
d. Link with students	163	69%	112	72%	26%	1%	1%
e. Other (comments)	66	42%	39	69%	26%	3%	3%

Table 3 indicates that external stakeholders with whom we've interacted have, almost universally, been satisfied with the services they received. The "N" in this portion of the table refers to the number rating their level of satisfaction with the particular service (e.g. 79 rated their satisfaction with the consulting or research services received from UWRF). With respect to all of the services about which we asked (consulting/research, training/education, facilitation, and links with students), a minimum of 98% said they were satisfied or very satisfied.

Typical comments by respondents to this survey include:

"UWRF is a tremendous asset to the St. Croix Valley region. I am enthused by the direction the faculty and administration are taking to connect with the community and to lead through example on sustainable futures"

"Agstar (Financial Services) has had a great relationship with UWRF. I see that continuing with the quality ag program that you have."

"Our organization has worked with several colleges and their intern programs. We have been most impressed with the organization and process of the UWRF intern program and their students. We have been provided with excellent interns, very impressive!"

"It has been a very good and beneficial relationship. Working with UW staff has been excellent. They truly value and appreciate our organization. They are very respectful and accommodating."

"Interactions with University partners have all been very beneficial for my organization providing community access to university intellectual resources, student experiences and sharing university programs/speakers. Student organizations have been most helpful in presenting children's programming here and in sharing some of their experiences (international travel, disaster relief, etc) with the community through us."

"Professional and collegial. UWRF provides real outreach to its community."

A complete list of comments about our external stakeholders' opinions of UW-River Falls is included in Appendix B.

Depth of Engagement with External Stakeholders

Table 4 indicates that a substantial proportion of the contacts UW-River Falls faculty had with external stakeholders were of relatively short-term duration; roughly one-third were in contact with the University employee 5 or fewer times and nearly 60% worked with the campus representative for 5 or fewer days. However, many of these collaborations involve a substantial number of contacts (nearly one-third involved more than 10 contacts) and work days (a quarter involved more than 10 days of work from the University employee).

Table 4: Depth of Engagement by UWRF Personnel with External Stakeholders										
		N	1 - 5	6 – 10	11 – 20	20+				
a. Approximately how many times did you have contact with the person(s) or departments mentioned in Question 1?		190	34%	35%	13%	18%				
b. Approximately how many days of work did the person(s) department(s) mentioned in Question 1 provide?		177	58%	18%	9%	16%				
c. On a scale of 1 to 10, with 1 being almost none and 10 being very extensive, I would rate the involvement of the person(s) or department(s) in Question 1 with me/my organization as										
Almost None		N=194					Very Extensive			
1	2	3	4	5	6	7	8	9	10	
2%	6%	7%	8%	13%	11%	14%	15%	14%	9%	

In part c of Table 4, the SRC considers ratings between 1 and 3 to indicate relatively minor involvement, 4- 6 moderate involvement, and 8 – 10 extensive involvement. These results indicate that University personnel are deeply engaged in the external organizations they serve. Only 15% would be classified as minor involvement, 46% as moderately involved and 38% as extensively involved. CEPS faculty and staff are substantially more likely to be identified as extensively involved with their off-campus partners. Given that many respondents identified the teacher education as their contact with UW-River Falls, these ratings may reflect the student teacher program.

Assessment of Overall Importance of UW-River Falls

Table 5 indicates that our external constituents value the University, both for their own organization and for the region as a whole. More than 90 percent said that UW-River Falls was important or very important to their organization and the region more generally.

Table 5: Overall Importance of UW-River Falls					
	N	Very Important	Important	Unimportant	Very Unimportant
a. to me/my organization	198	52%	43%	5%	0%
b. to the region generally	195	61%	39%	1%	0%

While only 16 respondents identified CAS as their point of contact with the University, they placed great importance on that contact. Eighty-one percent said their CAS contact was “very important” to their organization.

Benefiting from Our External Community

UW-River Falls not only provides services to external constituencies, we also reach out to them to benefit from their experience as guest lecturers, their donations, and as organizations in which we place interns and employees. Table 6 indicates that nearly half of the 150 respondents who answered the question indicated that they had provided a guest lecture for the University. More than one-third have written a letter of support on our behalf and/or made a donation to UW-River Falls. Finally, approximately half of the respondents have provided jobs for our graduates or internships for our students prior to graduation. The types of services included in the “other” category in Table 6 include: supervising student teachers and social worker or counseling students, serving on college advisory boards or University committees, and collaborating on grants.

Table 6: Services Provided to UWRF by External Stakeholders		
I have provided the following services to UW-River Falls	N	Yes
a. Guest lecture	150	47%
b. Wrote letter of support (e.g. for grant, to legislature, etc.)	150	37%
c. Donated money or equipment to university	150	35%
d. Hired UW-River Falls students as interns	152	46%
e. Hired UW-River Falls graduates as employees	147	52%
f. Other (Comments)	95	73%

Conclusions

The results of the SRC survey of external constituents reveal that:

- CAFES, CEPS and Outreach/Extension are the portions of the University that appear to have the most extensive off-campus networks. Both of these colleges serve substantial numbers of partners outside this immediate region.
- UW-River Falls is involved with external stakeholders in a variety of capacities (research/consulting, teaching/education, facilitation, and providing a link to our students).
- The recipients of those services are almost universally satisfied with what we do with and for them.
- Many faculty and staff, particularly those in CEPS, commit substantial numbers of days to the off-campus organizations with which they work.
- UW-River Falls is judged to be important or very important to both the individuals/organizations with whom we work and to the region more generally – the work done by faculty and staff in CAS with external stakeholders is valued particularly highly.
- UW-River Falls has benefited from the experiences and expertise our external partners share in guest lectures and from the financial, in-kind and political support they provide.
- Approximately half of respondents to this survey reported that they had hired interns or graduates of UW-River Falls.

In sum, the results of this survey portray a university that is heavily involved with off-campus collaborators, is providing services that they highly value, and is benefiting from the expertise and support of our off-campus friends.

Appendix A: Listing of University Personnel and Groups Identified by External Contacts

Person	Citations
Gregg Hadley	27
David Trechter/Survey Research Center	16
Kelly Cain	10
Don Betz	9
Linda Jacobson	8
Brenda Boetel	7
Mark Kinders	7
Larry Baumann	6
Steve Kelm	6
Tim Buttles	5
Barb Nemecek	5
Ruth Kalms	5
Katrina Larsen	4
Jim Graham	4
Nate Splett	4
Gary Onan	4
Dennis Cooper	4
Kristen Allen	4
Jennifer Borup	4
Mark Gillen	4
Mark Harris	4
Sarah Smits	4
Margaret Phinney	4
Mary Manke	4
Connie Foster	4
Alicia Acken Cosgrove	4
Lewi May	3
Robin Murray	3
Theresa Kruiuzenga	3
Bill Campbell	3
Laura Walsh	3
Mary Halada	3
Dean Gallenberg	2
Brian Smith	2
Dennis Cosgrove	2
Tamia Trulson	2
Steve DeWald	2
Terry Brown	2
Dale Braun	2
Amber Tubre	2
Hillree Hamilton	2
Michael Miller	2
David Pepi	2
Neil Kraus	2
Kurt Leichtle	2
Ellen Schultz	2
George Hanson	2

Person	Citations
Terry Crotty	2
Bill Cordua	1
Mike Middleton	1
Ian Williams	1
Stan Schraufnagel	1
Eric Sanden	1
Steve Carlson	1
Peter Rayne	1
Phil George	1
Gerald Mateson	1
Dewy Wachholz	1
Lynn Jermal	1
Brian Huffman	1
Melissa Wilson	1
Valerie Denner	1
Sue Tarr	1
Faye Perkins	1
Dee McCollum	1
Suzanne Hagen	1
David Rusterholz	1
Jeff Rosenthal	1
Brad Mogen	1
Julie Terpstra	1
Claire Kilian	1
James Pratt	1
Alice Myklebust	1
Keven Severson	1
Gretchen Link	1
Amy Lloyd	1
Beth McCloud	1
Mona Johnson	1
Valerie Denner	1
Brian Schultz	1
Jeff Beroff	1
Corey Mohan	1
Gorden Hedahl	1

Group	Citations
CAFES	84
Outreach/Extension	69
CEPS	64
Teacher Education	26
CAS	16
CBE	15
Survey Research Center	14
Other Administrative Offices	13
Career Services	9
Social Work	9
Agricultural Education	6
Communicative Disorders	5
Agricultural Economics	4
Alumni Office	3
Counseling	3
Dairy Science	3
Athletics	2
Music	2
Plant Science	2
Chancellor's Office	1

Appendix B: External Stakeholder Comments On Their Relationship with UWRF

Negative Comments
I have attempted to involve CAFES in a foreign cultural experience (Puentes) with marginal success
Our business interaction with UWRF has been awful at best. Little or no response to requests and poor sense of urgency when contacted
Difficulty with professionalism with XXXXXXXX (CEPS).
The problem with UWRF was the office which handles room reservations, conference plans etc. Their service was poor, unclear, not timely and just plain difficult. That office left a less than positive impression.
Neutral Comments
Many relationships that cause set backs in progress at UWRF; new people with different agendas. I enjoy working with UWRF
Continued/More coordination without education rep Carrie Slag and Fairview so that we can meet/interview all interns before committing
Need more ties to my business.
We are working on some joint projects for summer 2008
We have provided opportunities for students to do things here; the University has provided speakers and discussion leaders, program presenters. Contact and involvement has varied depending on which group we're working with.
You may contact me for internship opportunities for students in February for summer programs at registration
As future needs dictate, we may be looking for interns.
I have not been contacted by a member of the staff. I simply email job announcements to the staff for posting
Positive Comments
Outstanding partnership/work with Katrina Larsen and Amber Tubre. Good communication with Teri and Connie
I will continue being a resource for UW River Falls education (secondary ed) students and Tesol Ed students
The Survey Research Center is truly an asset to the area and UW-River Falls should continue to support this type of resource for local organizations
I enjoy working with UWRF, it plays an important role in regional development
Excellent institution always willing to help with projects and open to serving the community
RF students make great employees
Nice working with you!
I am continually impressed by the quality of students and staff at UWRF
Our organization has worked with several colleges and their intern programs. We have been most impressed with the organization and process of the UWRF intern program and their students. We have been provided with excellent interns. Very impressive!
They are great people. We work together on Ag Ed interns
Great university to work with
Looking toward a growing relationship in the future
Working with Dr. Baumann and Dr. Rayne was great. They were very helpful to our clientele.
We had a one time interaction with the Survey Center. We were satisfied overall and would recommend them to others, but have had no ongoing relationship
Very professional. Focused on what the workplace needs
I think Mark Gillen is responsive, thoughtful and well organized

Positive Comments (Continued)

Very pleasant and pleased.

It is nice to have Extension Specialists at River Falls to serve the (unknown)

Keep up the good work

Provides good information regarding the general ag markets and conditions. Very high quality students and/or employees

I think our relation to UWRF is vital. We would like to grow this relationship and hope to at some point have the Dean of College of Ag and others come to visit our bull stud and learn more about commonite reds and meet with other staff.

Great job

Our school has benefited from our partnership and has had overwhelmingly positive experiences with the PST students

Great organization and professional down to earth people to work with

The Falcon Tutor program is great! Thanks for hosting our middle school students on campus

The Education Department at River Falls is excellent, especially the reading department directed by Dr. Phinney. In addition the Education Dept prepares their students so well, due to multi-experiences with various teachers at various grade levels.

It has been very positive

Gregg Hadley provided information at a training seminar we held for farmers on their use of financial information. It was excellent!

I have a great relationship with UWRF and want it to continue!

I have been very happy with the services provided by UWRF faculty and students. This statement is true for all three people listed in question (Trechter, Cain, Acken-Cosgrove)

Great university!

It has been a very good and beneficial relationship. Working with UW staff has been excellent. They truly value and appreciate our organization. They are very respectful and accommodating.

We have served as a school that has provided many student teachers a field experience. We are very impressed with the level of preparedness the student teachers have exhibited.

I would like to see a partnership greatly expanded.

Interactions with University partners have all been very beneficial for my organization providing community access to university intellectual resources, student experiences and sharing university programs/speakers. Student organizations have been most helpful in presenting children's programming here and in sharing some of their experiences (international travel, disaster relief, etc) with the community through us.

Good job. Great School!

Keep turning out the well educated students.

Enjoy the expertise

The UWRF Communicative Disorders Dept has been a valuable asset to the school district of Hudson!

My primary relationship is through Extension Specialist Gregg Hadley and his excellent work.

I would like to see UWRF extend to the public more PR for themselves esp. to the high schools. Local high schoolers "bad mouth" the University because of its proximity. I think it is a great school with lots to offer.

I believe it is very important for UW Extension to have a State Specialist presence in UW River Falls. This relationship enhances professional development opportunities for county based faculty, as well as interact with and serve local citizens

We are so fortunate to have UWRF in our region and we so appreciate their involvement with the St. Croix River Valley and tourism

Positive Comments (Continued)

I have worked with student teachers and pre-student teachers for over 12 years of my 18 years of teaching. I have always felt that the candidates have been outstanding and very helpful in improving and complementing our program.

Excellent - PST program

Professional and collegial. UWRF provides real outreach to its community

We feel we have an excellent relationship at all levels

Being located in the same community with UWRF has benefited our business in numerous ways.

We have enjoyed a good symbiotic relationship with staff, students, and graduates. The University also connected us to a number of our vendors.

Teacher candidates are well prepared for the classroom

UW-River Falls student teachers are the best prepared for their own classroom because they have the opportunity to spend the most time "practicing" teaching in a classroom setting. Most student teachers have only 6-8 weeks

The people supervising the student teachers at the University level do an outstanding job. Very committed.

Kurt Leichtle has done a wonderful job at involving teachers of western Wisconsin with opportunities to learn American history and techniques

We work closely with field experience placements for education students

We have more UWRF grads than any other institutions. Practical production ag grads are extremely important to the well being of Wisconsin ag. Interaction with admin could be increased. The Dean must know the WI ag industry.

Any department I contact gives prompt direction and service

UWRF is an untapped resource for the region. I'm certain that there are multiple opportunities that we have not taken advantage of that would be beneficial to the students and general public. Fantastic asset. The University is always willing to assist. Participation at our events is great.

I have had very useful and positive relationships with many people at UWRF while functioning as a Representative of the River Falls Community Arts Base, River Falls Peace and Justice, Pierce County Democrats and as an artist in my own right

UWRF is a large college setting with a private college feel. Students in education coming from the program, have been nurtured in a family way

Great interaction and a willingness to invite alumni into their organization

UWRF is a tremendous asset to the St. Croix Valley region. I am enthused by the direction faculty and administration are taking to connect with the community and to lead through example on sustainable futures

The UW Extension appointments are extremely important to this area.

Nice to see an open inclusive energetic change on campus and with UWRF leadership.

Agstar has had a great relationship with UWRF. I see that continuing with the quality ag program that you have

It's been wonderful and I hope to continue the relationship

I really value the relationship our district has with UWRF and I hope it will continue to grow.

The City of St. Croix Falls, WI finds UWRF's resources a value

Appendix C: External Stakeholder Comments On Their Relationship with UWRF

External Stakeholder Survey

You have been identified as a person or organization with whom someone from the University of Wisconsin at River Falls has worked in the recent past. In order to serve external constituents such as yourself better, UW-River Falls is seeking your input. Please take a few moments to complete the following questionnaire and return it in the enclosed postage-paid envelope. Your responses will be anonymous. We hope to hear from you by **September 28, 2007**.

1. During the past few years, with whom from UW-River Falls have you worked (e.g. Dr. Jane Doe, the Career Services Office, or the Teacher Education Department)?

See Comments

2. Please fill in the appropriate bubble in the following table to indicate if the person(s) or department(s) identified in Question 1 have provided you with the following services and, if you've received them, how you would rate your level of satisfaction with those services:

Service received from UW-River Falls			My level of satisfaction with services received				
Service received	N	Yes	N	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a. Consulting/Research	150	52%	79	73%	25%	0%	1%
b. Training/Education	140	60%	85	81%	19%	0%	0%
c. Facilitation	132	38%	54	81%	19%	0%	0%
d. Link with students	163	69%	112	72%	26%	1%	1%
e. Other (comments)	66	42%	39	69%	26%	3%	3%

3. Please fill in the bubble that best describes the level of involvement of the person(s) or department(s) identified in Question 1 with your business or organization:

	N	1 - 5	6 - 10	11 - 20	20+
a. Approximately how many times did you have contact with the person(s) or departments mentioned in Question 1?	190	34%	35%	13%	18%
b. Approximately how many days of work did the person(s) department(s) mentioned in Question 1 provide?	177	58%	18%	9%	16%

- c. On a scale of 1 to 10, with 1 being almost none and 10 being very extensive, I would rate the involvement of the person(s) or department(s) in Question 1 with me/my organization as

Almost None										N=194										Very Extensive									
1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
2%	6%	7%	8%	13%	11%	14%	15%	14%	9%	2%	6%	7%	8%	13%	11%	14%	15%	14%	9%	2%	6%	7%	8%	13%	11%	14%	15%	14%	9%

4. Overall, I'd rate the importance of UW-River Falls

	N	Very Important	Important	Unimportant	Very Unimportant
a. to me/my organization	198	52%	43%	5%	0%
b. to the region generally	195	61%	39%	1%	0%

5. Which of the following services have you provided to UW-River Falls (fill in appropriate bubble):

I have provided the following services to UW-River Falls	N	Yes
a. Guest lecture	150	47%
b. Wrote letter of support (e.g. for grant, to legislature, etc.)	150	37%
c. Donated money or equipment to university	150	35%
d. Hired UW-River Falls students as interns	152	46%
e. Hired UW-River Falls graduates as employees	147	52%
f. Other (Comments)	95	73%

6. Is there anything else you'd like to say about your/your organization's relationship with UW-River Falls?

See comments

7. Please tell us about yourself/your organization (fill in appropriate bubble):

a. In what state are you/ your org located	MN 28%	WI 67%	Other _____ 5%			
b. In what county are you/your org. located	Pierce 12%	St. Croix 23%	Polk 5%	Chisago (MN) 1%	Washington (MN) 11%	Other _____ 48%
c. Which best describes your organization	Non Profit 13%	Local Govt 11%	State Govt 4%	Business /Ag 23%	Education 42%	Other _____ 8%
d. Are you an alumnus of UW-River Falls	Yes 41%	No 59%				