

Research Reports

Institutional Assessment
Boise State University

Boise State's Integration with Ada and Canyon County

Research Report 2004-03

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June, 2004

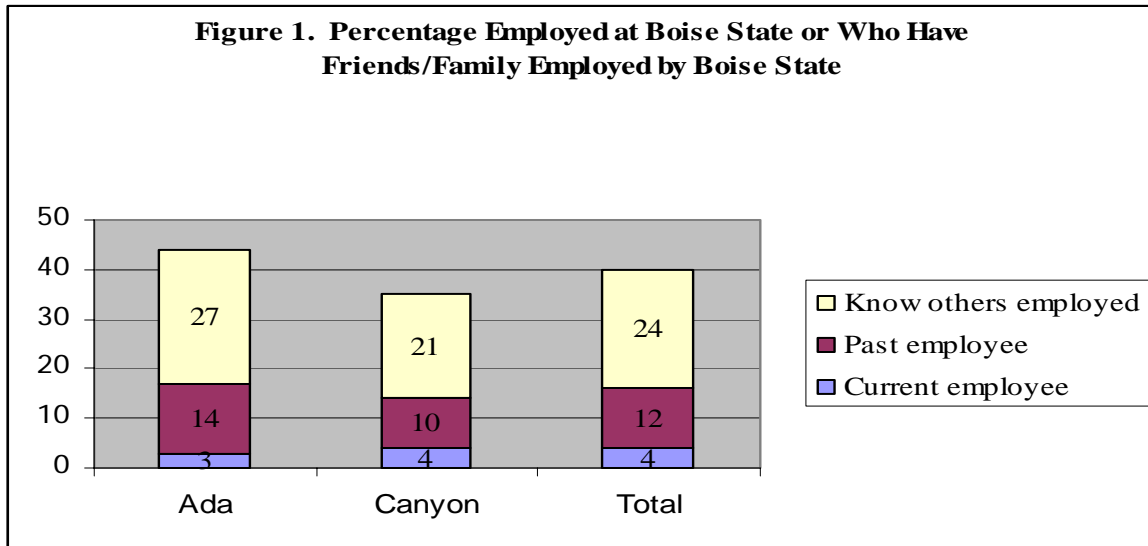
Boise State provides a variety of opportunities to people living in Ada and Canyon Counties. Beyond taking classes and earning degrees, residents may find jobs or attend conferences and workshops, lectures, sporting events, concerts and performances in the musical, dramatic and dance arenas.

In order to discover how widely Boise State services are being utilized, a phone survey of 400 Ada and Canyon County residents was commissioned. The survey was conducted by McFain and Associates using a random digit dial procedure in December of 2003. Surveys were completed by 200 Ada and 201 Canyon County residents. Within each county, the 95% confidence level was attained with a ± 6.9 point margin of error. The survey overall had a 95% confidence level with a ± 4.9 point margin of error. A post-stratification based on county, gender, and education level was also completed that provided a margin of error for selected items and accounted for some of the differing characteristics (including size) of the two counties. In this way, better estimates were obtained of what the responses might have been if the survey had been given to everyone in Ada and Canyon counties instead of the sample of 400.

Table 1 provides some basic demographic information on the respondents in each county. Note that compared to Ada county respondents, Canyon county respondents were more likely to have children in the household, be Hispanic, and have a household income of less than \$20,000. Canyon county respondents were less likely to have a college degree and to earn more than \$70,000 annually. These demographic characteristics undoubtedly influenced survey responses.

BOISE STATE AS EMPLOYER:

As shown by Figure 1, about one in six of Ada County respondents and one in seven of Canyon County respondents indicated that they either currently worked at Boise State or had worked there. Many (38% of Ada respondents and 29% of Canyon respondents) also had family or friends who worked at Boise State.



These results are probably higher than would be expected if surveying the entire population. See Table 2 for details on an estimate of the percentage currently employed by Boise State.

BOISE STATE AS EDUCATOR:

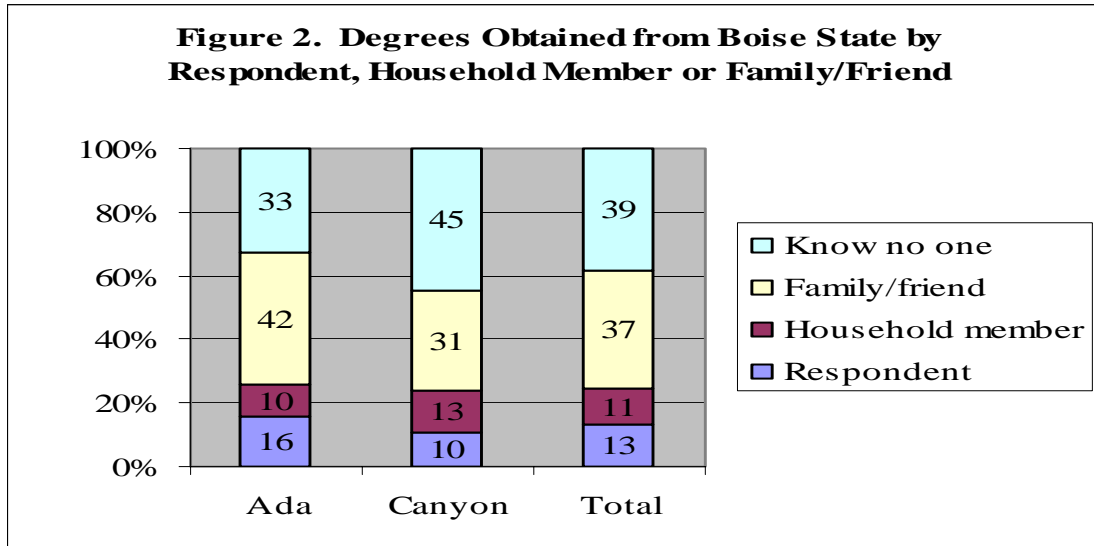
Boise State serves as a provider of education in several ways. Of course, Boise State offers degrees, and every year many community members complete their degrees at Boise State. In addition, however, some community members take regular classes without ever intending to obtain a degree. The goal may be everything from personal enrichment to career change or advancement. Others sign up for shorter workshops for similar reasons.

Respondents were asked if they had received a degree from Boise State, if another household member had received a degree, and if family or friends who were not household members had received degrees. A similar set of questions was asked about taking courses and workshops at Boise State. In this way, an estimate of Boise State's "sphere of influence" could be obtained.

A total of 17% of Ada respondents and 11.5% of Canyon respondents indicated that they had a degree from Boise State, while 33% of Ada and 31% of Canyon respondents' households had degrees from Boise State. In addition, 66% of Ada respondents and 52.6% of Canyon respondents had family or friends with degrees from Boise State.

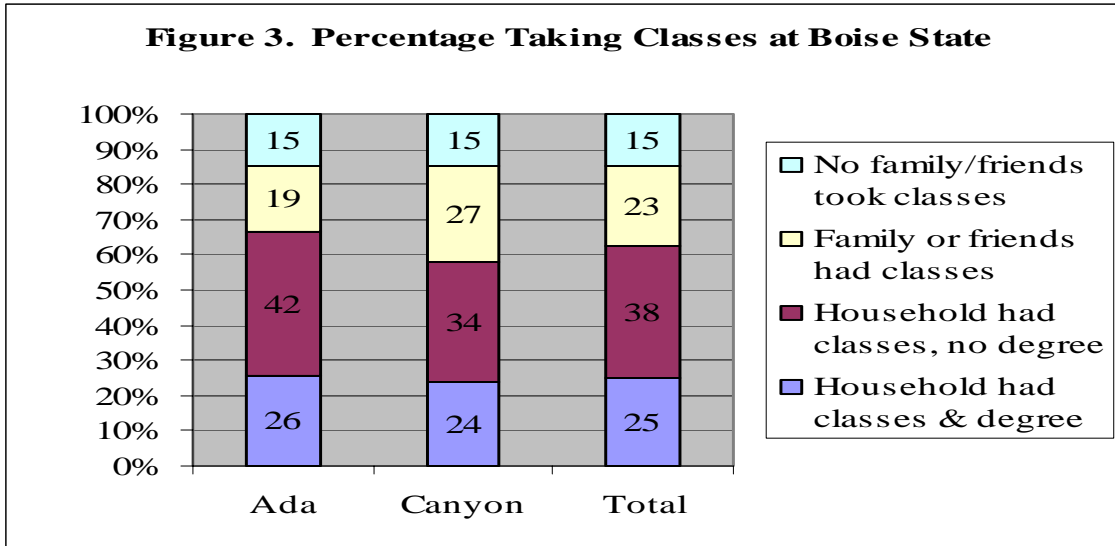
Figure 2 provides an estimate of the "sphere of influence" for obtaining degrees from the university. The data are cumulative and hierarchical, e.g., 13% of the respondents had degrees from Boise State, while 24% (13% + 11%) of households had degrees from Boise State. In addition, 37% of the respondents had family or friends with degrees, even though no one in the immediate household had received a degree from Boise State. Note that only a third of Ada county respondents and 45% of Canyon country respondents knew no one with a degree from Boise State. Again, we should be cautious with these

findings since post-stratification indicated that the percentage earning a degree from Boise State was probably over-estimated (see Table 2). When we look at the raw data from respondents, it appears that about 13-14% had degrees from Boise State, but when the responses are adjusted for county, gender, and education, it appears more likely that about 9% of the population had degrees from Boise State. Other percentages should also be adjusted accordingly.

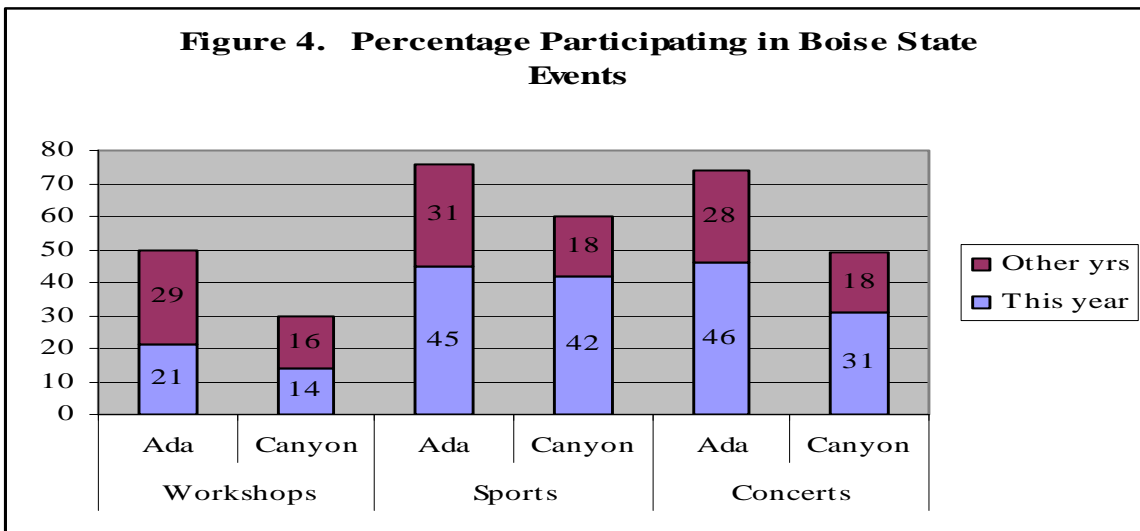


When asked if they had attended classes at Boise State, 42% of Ada respondents and 34% of Canyon respondents replied that they had. Over two-thirds (68%) of Ada and over half (58%) of Canyon respondents' households had members who had enrolled at Boise State (when those who received a degree are also counted). In addition, over 80% of respondents in both counties had family or friends who attended Boise State.

Figure 3 should be read similarly to Figure 2. That is, about 25% of households had members who attended classes and eventually earned degrees. An additional 38% of the respondents indicated that someone in their household had taken classes, but did not receive a degree. Thus, 63% (25% + 38%) of the households surveyed had attended classes at Boise State. Only about one in seven respondents (15%) neither had household members who took classes nor had friends or other family members who enrolled at Boise State. Unlike the responses to employment and earned degrees, the weighted results for class attendance indicate that these percentages are probably a good estimate of the population.



Some respondents also attended shorter educational activities. Half (50%) of Ada and 31% of Canyon County respondents' households had attended a conference or workshop at Boise State, with over 40% of the group indicating they had attended within the past year (see Figure 4). In addition, 40% of Ada and 18.5% of Canyon respondents' households had attended a lecture at Boise State. About half had attended a lecture within the past year. Re-analysis of the percentage who indicated that they had attended a workshop in the past year showed that the results changed very little when adjusting for gender, education, and county and are a good estimate of the population as a whole.



BOISE STATE AS ENTERTAINER:

Even if community members do not attend classes at Boise State University or work there, they may still consider the University as a place for entertainment. Activities can

range from sporting events to cultural events such as concerts, musical performances, dramatic performances, dance performances, and lectures. Respondents were asked about their attendance at a variety of events and the frequency that they had attended such events in the past year.

Respondents were most likely to come to Boise State for athletic events, though attendance at cultural events (e.g., concerts, theatre, dance) was close behind. A total of 76% of Ada respondents and 60% of Canyon respondents said they had attended a sporting event at Boise State. Figure 4 illustrates that the attendance of Canyon County residents at athletic events is recently increasing; about the same percentage of Ada and Canyon residents said that they had attended in the past year, while prior years' attendance was dominated by Ada county residents.

Cultural events such as concerts, musical or dance performances, or the theatre were also very popular with 74% of Ada and 49% of Canyon respondents reporting that they had attended such an event at Boise State. Almost two-thirds said they had attended in the past year, regardless of whether they were located in Ada or Canyon County.

In addition, about 28% of respondents reported attending a lecture with about 14% attending in the past year. Ada county respondents were more than twice as likely to attend as Canyon country residents. About 10% recalled attending other events at Boise State, mostly within the past year. About half recalled spending money beyond the price of admission when they came to an event at Boise State.

Weighted results were similar to the original data for all the entertainment questions studied (see Table 2). Therefore, the results reported for the respondents are likely to be similar to what would be found if they surveyed all residents in the two counties.

OVERALL RATINGS OF BOISE STATE:

At the end of the phone interview, respondents were asked to rate their overall experience with Boise State University on a scale of 1-10 where "1" was negative and "10" was positive. Ratings were quite positive overall with 85.3% of Ada respondents and 85.9% of Canyon respondents providing ratings that fell on the positive side of the scale (6 or above). The average rating was 7.9 for Ada and 7.83 for Canyon respondents, indicating little difference in perceptions of the university whatever respondents' county of residence.

SUMMARY AND CONCLUSIONS:

Based on these survey results, it appears that residents of Ada and Canyon counties are benefiting from opportunities Boise State provides in the areas of employment, education, and entertainment. Though perhaps overestimated, about 25% of respondents' households had degrees from Boise State and over 60% had enrolled at the university. Surprisingly, numbers were quite similar for Ada and Canyon counties in the area of education. About two-thirds had attended athletic events, and 60% went to cultural

events. Ada County had higher attendance patterns at athletic and cultural events compared to Canyon County, perhaps indicating that distance is a factor when deciding about entertainment.

Survey results showed that Boise State had touched almost every respondent in some way—whether through education, employment or entertainment. Surely, this is evidence that Boise State is fulfilling its commitments to the community. A community without Boise State University would be one with much reduced employment, educational, and entertainment opportunities.

Table 1. Demographic Information on Respondents

Percentage who:	Ada	Canyon	Total Group
Live alone	15.5	12.4	14.0
Have children living in the household	38.0	55.7	46.9
Have four or more in the household	29.0	39.3	34.1
Are female	60.0	60.2	60.1
Are Hispanic	3.6	9.5	6.6
Are currently a student at a college, university, or vocational/technical program	9.0	13.4	11.2
Work outside the home	56.5	62.2	59.4
Have less than a high school education	5.5	9.5	7.5
Have a Bachelors degree	27.1	16.4	21.8
Have a Masters degree or higher	18.1	7.0	12.5
Have an annual household income under \$20,000	16.1	23.2	19.9
Have an annual household income above \$70,000	29.5	14.7	21.5

Table 2. Comparison of Weighted and Unweighted Results for Selected Survey Variables

The respondent:	Original Results	Weighted Results ¹			Population Estimates for Ada and Canyon ²		
		Mean or percent	SEM ³	95% CL ⁴	Average	Lower limit	Upper limit
Was currently Employed ⁵	3.5%	2%	1%	0-4%	7,119	2,656	11,582
Earned degree	14.3%	9%	2%	5-13%	29,216	19,958	38,473
Attended classes ⁶	38.6%	36%	3%	30-42%	101,246	83,603	118,890
Attended workshops in the past year	17.5%	18%	2%	14-22%	54,626	39,548	69,704
Attended sporting events in the past year	43.9%	46%	3%	40-52%	143,278	124,986	161,569
Attended arts events in the past year	39.1%	38%	3%	32-44%	117,633	99,303	135,963
Attended lectures in the past year	14.4%	15%	2%	11-19%	46,410	32,957	59,863
Attended other events in the past year	7.6%	10%	2%	6-14%	30,438	17,057	43,818
Spent money	51.4%	50%	3%	44-56%	155,868	136,368	175,368
Overall experience with Boise State⁷	7.86	7.77	0.142	7.49-8.05	--	--	--

¹ Post-stratification based on county, gender, and education level

² Population estimates based on 2000 census data and post-stratification

³ "SEM" is the abbreviation for "Standard Error of the Mean"

⁴ "CL" is the abbreviation for "Confidence Level"

⁵ Full- or part-time employees; student employees not included

⁶ Excludes those with a degree from Boise State

⁷ Based on a 1-10 scale where higher numbers were more positive