2018-19 Wilder School
Public Policy Poll
Higher Education & Workforce

PRESENTATION TO
STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
OCTOBER 30, 2018
Office of Public Policy Outreach (OPPO)

• OPPO is part of the Center for Public Policy in the L. Douglas Wilder School of Government and Public Affairs at VCU.

• Conducts Wilder School Public Policy Poll, including education questions, twice a year.

• Continues legacy of the Commonwealth Education Poll and Dr. William C. Bosher.

• Website: www.oppo.vcu.edu
SUMMER 2018 PUBLIC POLICY POLL

• Representative random sample of adult Virginians (N-802)
• Margin of error is +/- 3.49%
2018 Wilder School Public Policy Poll

Demographics
- Male/Female
- White/Minority
- Age
- Household Income
- Party ID
- Parent of K-12
- Parent of VA college student

Regions
- Northern
- Northwest
- South Central
- Tidewater
- West
WORK FORCE DEVELOPMENT

• In Colleges and Universities
• In Public High Schools
Cost of College

Do you agree/disagree that . . . Are worth the cost?

- Two-year community colleges
  - Strongly agree: 52
  - Somewhat agree: 28
  - Somewhat disagree: 10
  - Strongly Disagree: 8

- Four-year public colleges or universities
  - Strongly agree: 28
  - Somewhat agree: 38
  - Somewhat disagree: 16
  - Strongly Disagree: 16

- Four-year private colleges or universities
  - Strongly agree: 16
  - Somewhat agree: 33
  - Somewhat disagree: 24
  - Strongly Disagree: 24

L. Douglas Wilder School of Government and Public Affairs
Office of Public Policy Outreach

VCU
## Perceptions - Performance in Readying Students

Overall, do you think [the public high schools/the colleges and universities] in Virginia are doing a good job or a bad job in the following areas? (Percent saying Good Job)

<table>
<thead>
<tr>
<th>Area</th>
<th>Public High Schools</th>
<th>Colleges/Universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Producing graduates in scientific fields</td>
<td>57</td>
<td>75</td>
</tr>
<tr>
<td>Preparing students for the workforce needs of the future</td>
<td>49</td>
<td>61</td>
</tr>
<tr>
<td>Developing students’ writing and communication skills</td>
<td>47</td>
<td>63</td>
</tr>
<tr>
<td>Providing the skills useful in obtaining a job</td>
<td>45</td>
<td>66</td>
</tr>
<tr>
<td>Preparing students to be engaged citizens</td>
<td>45</td>
<td>61</td>
</tr>
</tbody>
</table>
Perceptions of Student Readiness

Thinking about students and their future, please tell me how much you agree or disagree with each of the following statements.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly/Somewhat Agree</th>
<th>Strongly/Somewhat Disagree</th>
<th>DK/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School grads - ready for world of work</td>
<td>22</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td>High School grads - ready for college</td>
<td>48</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Comm. College grads - ready for world of work</td>
<td>58</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Comm. College grads - ready for 4-Yr school</td>
<td>78</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>4-YR College grads - ready for world of work</td>
<td>53</td>
<td>42</td>
<td></td>
</tr>
</tbody>
</table>
SCHOOL SAFETY

- Perception of Safety on Va. Campuses
  - Trend
  - By Age
  - By Region
  - By Education Level
- K-12 - Approach to improving safety
Are Virginia Campuses Safe?

76% Say public schools in their community are Very Safe or Safe

73% Say college and university campuses in Virginia are Very Safe or Safe
Are College/University Campuses in Virginia...?

Based on what you know, how safe are college and university campuses in Virginia?

![Graph showing trends in perceived safety of college and university campuses in Virginia from 2013 to 2018.

- Very Safe/Safe
- Not Very/Not at All Safe
- Don’t Know/Refused

2013: Very Safe/Safe (70), Not Very/Not at All Safe (25), Don’t Know/Refused (4)
2014: Very Safe/Safe (66), Not Very/Not at All Safe (32), Don’t Know/Refused (2)
2015: Very Safe/Safe (67), Not Very/Not at All Safe (30), Don’t Know/Refused (3)
2016: Very Safe/Safe (74), Not Very/Not at All Safe (24), Don’t Know/Refused (2)
2017: Very Safe/Safe (69), Not Very/Not at All Safe (27), Don’t Know/Refused (5)
2018: Very Safe/Safe (73), Not Very/Not at All Safe (22), Don’t Know/Refused (6)
Campus Safety Perceptions by Age

Based on what you know, how safe are college and university campuses in Virginia?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very Safe</th>
<th>Safe</th>
<th>Not Very Safe</th>
<th>Not at All Safe</th>
<th>Don’t Know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>20</td>
<td>53</td>
<td>16</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>18-34</td>
<td>29</td>
<td>58</td>
<td>9</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>35-44</td>
<td>34</td>
<td>39</td>
<td>15</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>45-64</td>
<td>12</td>
<td>56</td>
<td>16</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>65 and over</td>
<td>11</td>
<td>53</td>
<td>24</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

Campus Safety Perceptions by Region

Based on what you know, how safe are college and university campuses in Virginia?

<table>
<thead>
<tr>
<th>Region</th>
<th>Very Safe</th>
<th>Safe</th>
<th>Not Very Safe</th>
<th>Not at All Safe</th>
<th>Don’t Know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>20</td>
<td>53</td>
<td>16</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Northern VA</td>
<td>27</td>
<td>60</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>South Central</td>
<td>20</td>
<td>57</td>
<td>14</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>West</td>
<td>21</td>
<td>52</td>
<td>19</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Northwest</td>
<td>19</td>
<td>40</td>
<td>26</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Tidewater</td>
<td>11</td>
<td>47</td>
<td>25</td>
<td>12</td>
<td>5</td>
</tr>
</tbody>
</table>

L. Douglas Wilder School of Government and Public Affairs
Office of Public Policy Outreach
Campus Safety Perceptions by Education Level

Based on what you know, how safe are college and university campuses in Virginia?

- **All**
  - Very Safe: 20
  - Safe: 53
  - Not Very Safe: 16
  - Not at All Safe: 6
  - Don’t Know/Refused: 6

- **College Degree**
  - Very Safe: 22
  - Safe: 58
  - Not Very Safe: 12
  - Not at All Safe: 2
  - Don’t Know/Refused: 6

- **Some college**
  - Very Safe: 24
  - Safe: 42
  - Not Very Safe: 21
  - Not at All Safe: 6
  - Don’t Know/Refused: 6

- **H.S. or less**
  - Very Safe: 14
  - Safe: 54
  - Not Very Safe: 17
  - Not at All Safe: 9
  - Don’t Know/Refused: 6
Preferred Approach to School Safety?

Which do you most agree with, even if neither is exactly right:

- We should address school safety issues with additional security measures
- OR We should address school safety issues through the mental health system.

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2016</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional security measures</td>
<td>41</td>
<td>56</td>
<td>54</td>
</tr>
<tr>
<td>Mental health system</td>
<td>36</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Both [Volunteered]</td>
<td>20</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>4</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>
Mental health as core mission for schools?
Public schools should see providing mental health services for students as a core part of their mission

![Bar chart showing responses to the question about mental health as a core mission for schools. The chart compares responses across different income brackets: All adults, Under $50,000, 50k to under $100,000, and Over $100,000. The responses are categorized into Strongly agree, Somewhat agree, Somewhat disagree, and Strongly disagree. The chart indicates a majority of respondents, regardless of income bracket, strongly agree or somewhat agree that mental health services are a core part of their mission.](chart.png)
2017-18 Wilder School Public Policy Poll

WINTER POLL
Conducted Dec. 8-26, 2017
Representative random sample of 788 adult Virginians
Margin of error is +/- 3.49%

Breakdowns available by:
- Sex, White/Minority, Age, Household Income, Party Identification
- Parent of public school student/VA college student
- Regions (Northern, Northwest, West, South Central, Tidewater)
OVERVIEW

• Funding Higher Ed
• Performance - Higher Education
• Workforce Development
Support for education funds vs. other programs

Percent willing to pay more taxes to keep funding the same for . . .

<table>
<thead>
<tr>
<th>Program</th>
<th>Willing</th>
<th>Not Willing</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Services</td>
<td>70</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Programs for workforce training*</td>
<td>67</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Public Schools</td>
<td>66</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Public Safety**</td>
<td>65</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Programs for aid to low-Income families</td>
<td>59</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>53</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Universities and higher education</td>
<td>49</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

*New in 2016-17; **New in 2017-18; in prior years “Prisons” also included – ranged from 21%-27% Willing
2017-18 Wilder School Public Policy Poll - Topline Question 5a – 5f
Willing to pay higher taxes to . . .?
Increase funding for public higher education institutions

<table>
<thead>
<tr>
<th>Category</th>
<th>Willing</th>
<th>Not Willing</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>43</td>
<td>51</td>
<td>0</td>
</tr>
<tr>
<td>Minority</td>
<td>61</td>
<td>33</td>
<td>0</td>
</tr>
<tr>
<td>White</td>
<td>36</td>
<td>59</td>
<td>0</td>
</tr>
<tr>
<td>Democrat</td>
<td>65</td>
<td>31</td>
<td>0</td>
</tr>
<tr>
<td>Independent</td>
<td>40</td>
<td>49</td>
<td>0</td>
</tr>
<tr>
<td>Republican</td>
<td>22</td>
<td>75</td>
<td>0</td>
</tr>
</tbody>
</table>

2017-18 Wilder School Public Policy Poll-Topline Question 9
Support for increased funding
Higher education vs. K-12

Percent willing to pay more taxes to increase funding for . . .

Public Schools
- Willing: 52
- Not Willing: 41

Universities and higher education
- Willing: 43
- Not Willing: 51

*New in 2016-17; **New in 2017-18; in prior years “Prisons” also included – ranged from 21%-27% Willing
2017-18 Wilder School Public Policy Poll - Topline
Question 5a – 5f
Willing to pay higher taxes to increase funding for public higher education institutions?

- Willing: 43%
- Not willing: 5%
- Don’t Know: 51%

2017-18 Wilder School Public Policy Poll - Topline Question 10a
Willingness falls if no strings attached

[asked of 43% willing] If funding had no specification for how it should be spent, still willing to pay higher taxes?

- Not willing: 51
- Don't know: 10
- Willing (still): 43
- Now not willing: 33
Willingness increases to ~60% if funding dedicated to in-demand graduates

[asked of 51% not willing] If funding could only be used for graduates in fields demanded by employers, now willing to pay higher taxes?

- Willing: 43
- Don't know: 5
- Not Willing (still): 34
- Now willing: 17
Willingness increases to ~64% if funding dedicated to reducing in-state tuition

[asked of 51% not willing] If funding could only be used for reducing tuition for in-state students, now willing to pay higher taxes?

- 43% Now willing
- 51% Not Willing (still)
- 30% Don’t know
- 21% Willing

2017-18 Wilder School Public Policy Poll- Topline Question 10c
PERFORMANCE
Perceived efficiency in Higher Ed vs. other programs

Percent saying use of taxpayer funds is . . .

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Efficient</th>
<th>Efficient</th>
<th>Not too efficient</th>
<th>Not at all efficient</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety**</td>
<td>5</td>
<td>46</td>
<td>25</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Universities and higher education</td>
<td>4</td>
<td>38</td>
<td>28</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>1</td>
<td>38</td>
<td>31</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Public Schools</td>
<td>3</td>
<td>31</td>
<td>38</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Workforce training and development</td>
<td>3</td>
<td>30</td>
<td>34</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Programs for aid to low-Income families</td>
<td>2</td>
<td>26</td>
<td>38</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Mental Health Services</td>
<td>2</td>
<td>17</td>
<td>43</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

0%  20%  40%  60%  80%  100%

Very Efficient  Efficient  Not too efficient  Not at all efficient  Don't Know

2017-18 Wilder School Public Policy Poll - Topline Question 8a – 8f
Perceptions of Student Readiness

Thinking about students and their future, please tell me how much you agree or disagree with each of the following statements.

- High School grads - ready for world of work: Strongly/Somewhat Agree 22, Strongly/Somewhat Disagree 73
- High School grads - ready for college: Strongly/Somewhat Agree 48, Strongly/Somewhat Disagree 47
- Comm. College grads - ready for world of work: Strongly/Somewhat Agree 58, Strongly/Somewhat Disagree 36
- Comm. College grads - ready for 4-Yr school: Strongly/Somewhat Agree 78, Strongly/Somewhat Disagree 16
- 4-YR College grads - ready for world of work: Strongly/Somewhat Agree 53, Strongly/Somewhat Disagree 42

2017-18 Wilder School Public Policy Poll - Topline Question 11a-11e
Wilder School Public Policy Poll

• What questions do you have?

• What questions should we consider asking about in next year’s poll?
CENTER FOR PUBLIC POLICY

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• Twitter: @CPPatVCU
• Facebook: www.facebook.com/CPPatVCU