

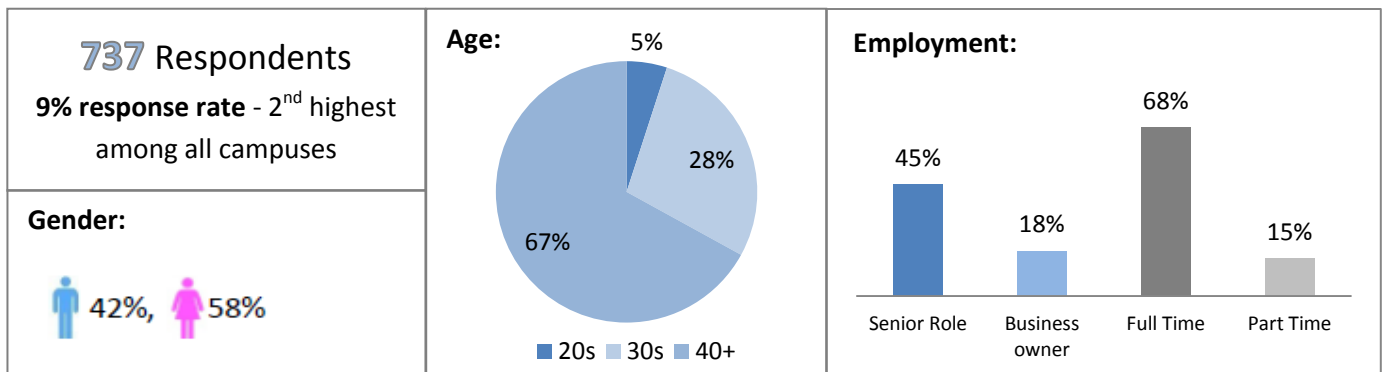
AAUC Perception Study: 2014

Executive Summary for UCSF

PURPOSE & METHODOLOGY

The purpose of the study was to identify current perceptions and benchmarking data, with regards to the UC system. Both online and phone surveys were used to gather data. Each campus provided a random sample of 10,000 undergraduate and graduate alumni. UCSF provided e-mail addresses and phone numbers for degreed and trainee alumni.

PROFILE OF UCSF RESPONDENTS:



KEY TAKEAWAYS

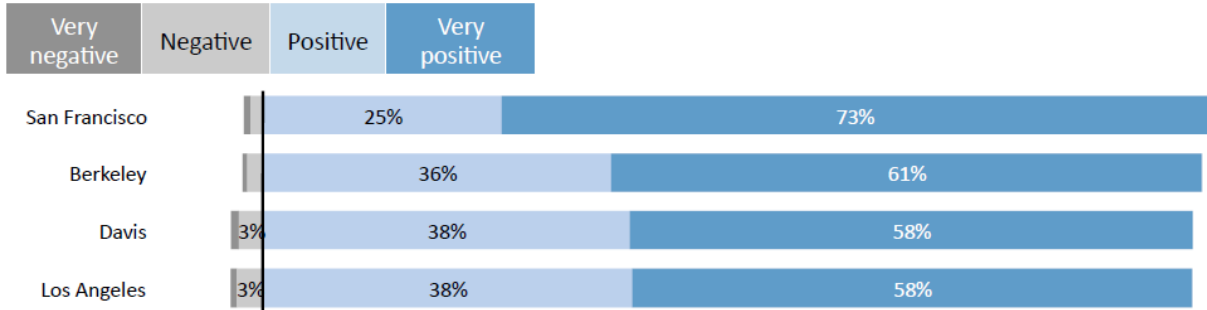
- Quality:** UCSF alumni have the most positive opinion of their campus among all UC schools, with over 71% of UCSF alumni having a “*very positive*” opinion. They believe the quality of their school is most impacted by top-ranked programs in medicine, distinguished faculty, and breakthrough research. In fact, they rate the biggest campus strengths as research, faculty and academics.
- Value:** 61% of UCSF alumni strongly agree that UC is a good value, which is an 8% increase from 2012. More alumni from UCSF and Berkeley strongly agree with this statement than any other campus.
- Diverse Strengths:** When UCSF alumni were asked to rate their campus’ greatest strengths, UCSF showed more diversity in strengths compared to most campuses. UCSF was one of only 3 schools in which more than 50% of alumni rated “*successful alumni*” as a greatest strength, along with UCLA and Berkeley. UCSF was the only school to rate “*strong public service mission*” as a greatest strength. Other strengths include strong hospitals, strong medical programs, and student research.
- Tuition Costs:** The overall perception among all alumni is that the UC system is becoming more unaffordable, with 81% of respondents agreeing or strongly agreeing to the statement “*tuition increases are making UC unaffordable for too many Californians.*” Indeed, UCSF alumni ranked cost as the top campus weakness.

- **Accessibility:** 59% of all alumni agree or strongly agree that UC is committed to making a degree attainable to low-income families. While most are impressed by the new scholarship programs and commitment to low-income students, they do not believe it is enough. They cite lack of awareness, information and retention policies, as well as high cost of living as contributing factors to this.
- **Alumni Engagement:** There is an overall lack of interest in participating in UC activities across all campuses, with current engagement much lower than desired engagement. UCSF ranks 5th in engagement behind UCLA, Merced, Berkeley, and Davis. 18% of UCSF alumni are currently moderately to very engaged, while 37% desire to engage more.
- **Net Promoter Score (NPS):** The average NPS, or alumni loyalty metric, for all campuses is 49%, an 11% decrease since 2012. The average Net Promoter Score as been declining across all campuses since 2012. However, the NPS for UCSF is high at 56%, the second highest behind UC Berkeley at 58%.

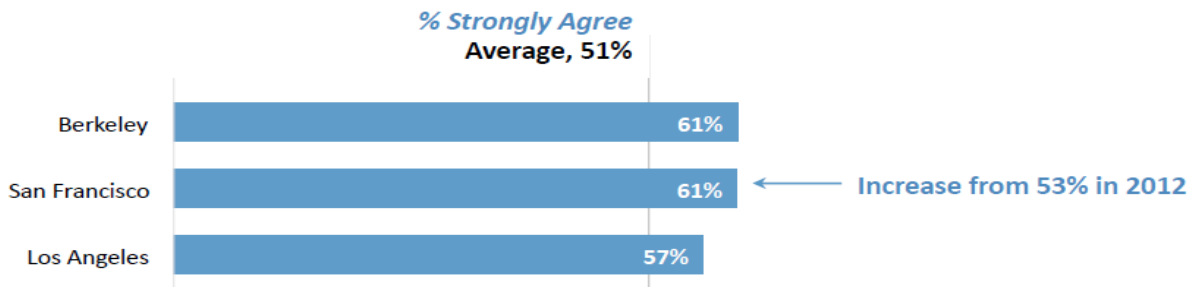
Highlight of Key Questions and Results

Q. How would you describe your opinion of [your affiliated campus]?

Opinion of Specific Campus (benchmarking)

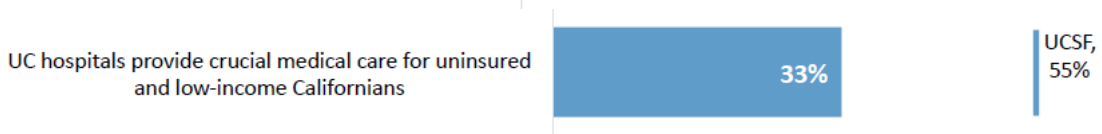


Q. What is your level of agreement with the statement: UC is a good value?

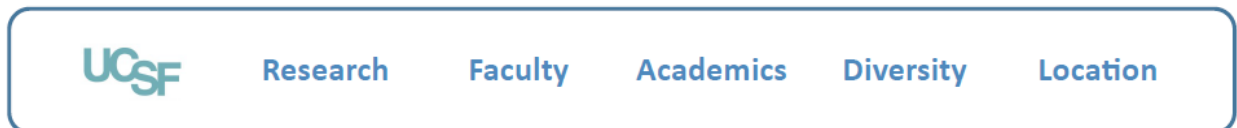


Q. What is your level of agreement with the statement: UC hospitals provide crucial medical care for uninsured and low-income Californians?

% Strongly Agree: UC Impact Statements (benchmarking)



Q. What are the biggest strengths of [your campus]?



Q. What are the biggest weaknesses of [your campus]?



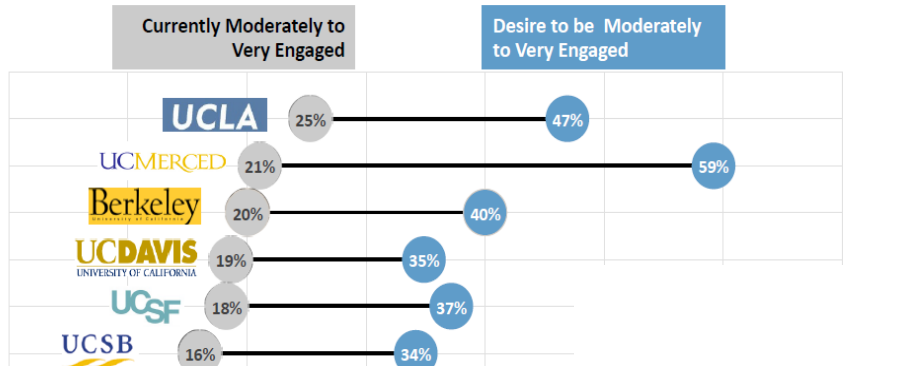
Q. Which of the following represent [your campus]'s greatest strengths?

Campus Strengths: Selected by 50% or more of alumni, by campus

Berkeley	Davis	Irvine	Los Angeles	Merced	Riverside	San Diego	San Francisco	Santa Barbara	Santa Cruz
Academic excellence	Academic excellence	Great location	Academic excellence	Student research	Diverse student body	Academic excellence	Strong hospitals	Great location	Great location
Distinguished faculty	Strong UG programs	Academic excellence	Great location	Diverse student body	Academic excellence	Great location	Academic excellence	Vibrant campus life	Strong UG programs
Strong grad programs	Strong grad programs	Distinguished faculty	Strong hospitals	Personalized learning	Strong UG programs	Distinguished faculty	Strong grad programs	Academic excellence	Academic excellence
Great location	Research	Strong UG programs	Strong grad programs	Research	Distinguished faculty	Research	Strong medical programs	Strong UG programs	Distinguished faculty
Research	Great location		Distinguished faculty	Distinguished faculty		Strong UG programs	Distinguished faculty	Distinguished faculty	Vibrant campus life
Vibrant campus life	Distinguished faculty		Strong UG programs	Academic excellence		Strong hospitals	Research	Cultural events	Personalized learning
Strong UG programs	Vibrant campus life		Vibrant campus life			Strong grad programs	Successful alumni		Cultural events
Diverse student body			Successful alumni				Great location		Interdisciplinary programs
Successful alumni			Successful athletics				Student research		Student research
Cultural events			Research				Strong public service mission		Diverse student body
			Cultural events						
			Diverse student body						
			Strong medical programs						

Q. Rate your current vs desired level of engagement with [your campus]

New Question in 2014: Current vs. Desired Engagement: % Moderately Engaged (6-10)



Q. How likely would you be to recommend UC to a college-bound high school student?

Net Promoter Score: 2012 vs. 2014

While the majority of alumni remain promoters, the % of passives has increased

