BRAND STUDY: ALUMNI
Research Objectives

- To identify Davis College’s perceived strengths & opportunities for improvement
- To determine if the Davis College Agriculture, Natural Resources and Design is most frequently referred to as an agriculture school
- To understand the college’s competitive landscape (strengths and weaknesses relative to Davis College)
- To determine messaging that will best resonate among future prospects
- To articulate an overarching messaging theme for Davis College

Target Audience

- Davis College alumni who graduated in 2010 or later.

Methodology

- Approximately 1,700 Davis College alumni who graduated within the past four years received an online survey. (Note: A few 2009 graduates received and answered the survey as well.)
- The 10-minute online survey was sent from the Foundation’s email address to ensure it would come from a credible source.
- Another 1,600 alumni for whom the Davis College did not have email addresses were mailed a postcard that contained a link to the survey.

Note: Part II of this study will be to obtain feedback from current Davis College students via a similar online survey. The learnings from both studies will be used to help better define and position the college for future growth.
Executive Summary
Survey Respondents
Alumni from 20 states responded to the survey, with nearly half currently residing in West Virginia. Respondents represent five majors, with most having been in the school of Animal and Nutritional Sciences. The vast majority of respondents graduated in 2012 or more recently and most refer to the college as Davis College. “WVU Ag School” is referenced fairly often as well.

Competitors
Most alumni acknowledged they applied to schools in addition to WVU Davis College. Penn State, Virginia Tech, University of Maryland, Ohio State, North Carolina State and SUNY College were mentioned most frequently; numerous other colleges were named as well.

Value Proposition
The attributes for which Davis College is most highly regarded are:
- Opportunity to form close relationships with professors
- Strong sense of community within a larger university
- Strong advising system
- Small class sizes/close-knit feel
- Hands-on learning opportunities
- Diverse majors/interdisciplinary
Value Proposition (continued)

- The words/phrases alumni associate with Davis College echo these core attributes. Those most closely affiliated with the college are “accomplished professors, “family-type atmosphere,” and “dedicated mentors.” The college is not as known for being cutting-edge institution or having state-of-the-art resources. When asked what famous personalities best personify the college, alumni named Ronald Reagan, Lewis & Clark, Temple Grandin, and David Rockefeller, among others. These individuals are described as personable and hard-working individuals (and in some cases, pioneers) who possess determination, leadership and commitment.

- Davis College is highly regarded for the quality of its professors and the individualized attention and support professors give students to help them achieve their goals. Professors’ ability to engage with students in this manner is attributed to the college’s smaller class sizes that foster a close-knit atmosphere and caring environment. The dedicated mentorship program is also highly valued. Additionally, most alumni believe that Davis College has some exceptional programs that define the college - chief among them Animal Science and Nutritional Sciences, Agriculture and Forestry.

- In fact, Davis College is extolled for its expansive list of majors, facilities, and multiple disciplines. Its diverse majors, as well as its facilities, provide students with the opportunity to explore areas of interest and gain real-world knowledge and skills in a collaborative environment. The college’s multiple disciplines are thought to complement each other, enabling students to craft their desired degree of specialization.
Executive Summary

Value Proposition (continued)

• Ohio State’s College of Food, Agriculture and Environmental Sciences, which has a 10:1 student-to-faculty ratio, promotes similar benefits. Their “promise” is to empower and nurture students, as well as provide personal attention and real-world learning in careers closely aligned with students’ interests.

• However, Davis College has the ability to leverage its dedicated mentorship program which ensures every student is assigned a mentor that helps them define and achieve their goals on their own terms – a message alumni believe will resonate with potential students.

Opportunities

If they had it to do over, two-thirds of alumni would still attend Davis College, and seven out of ten would recommend that a friend, family member or prospective student attend the college.

Others believe that Davis College has administrative and/or academic shortcomings. Administrative issues include poor program administration, lack of joint programs/cross-major research, and the feeling that students are just a paycheck. Academic shortcomings include classes that seem repetitive, shortcomings in curriculums a lack of guidance and support, and the loss of its CIDA accreditation.
Executive Summary

Messaging
Alumni were presented with four messages and asked to choose the message that would best convince prospective students to consider WVU Davis College. The message that was chosen reiterates several attributes alumni said they value most about the college: supportive, dedicated mentorship, hands-on experience:

Our nearly two-dozen academic programs run the gamut, but they have one thing in common: the ability to help you succeed on your terms. Whether your passion is for agriculture and food, natural resources, or design and community development, the Davis College has the hands-on experiences and dedicated mentors who can help you define and achieve your goals.
Detailed Findings*

*Additional verbatim responses for Qs. 6, 7, 10 and 18 can be found in the Appendix.
Alumni from twenty states responded to the survey, and two reside outside the continental U.S. The top five states in which these alumni reside are West Virginia, Maryland, Pennsylvania, Virginia, and Ohio. Nearly half (49%) live in-state.
Respondents represent all five schools within the Davis College. Half of them had a major housed in Animal & Nutritional Sciences (30%) or Forestry and Natural Resources (20%). Just over half (56%) graduated in 2013 or more recently.

Q2. What year did you graduate?
Q3. In what school was your major housed?
In retrospect, three-fourths (75%) of alumni are very confident they would attend Davis College again. Another 12% would likely not make the same choice.
Nearly two-thirds (64%) of alumni applied to other schools in addition to WVU Davis College. The top five schools were Penn State, Virginia Tech, University of Maryland, Ohio State and North Carolina.

<table>
<thead>
<tr>
<th>Others Applied To</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Other</td>
<td>26%</td>
</tr>
<tr>
<td>Penn State College of Agricultural Science</td>
<td>22%</td>
</tr>
<tr>
<td>Virginia Tech College of Natural Resources and Environment</td>
<td>18%</td>
</tr>
<tr>
<td>University of Maryland College of Agriculture and Natural Resources</td>
<td>15%</td>
</tr>
<tr>
<td>Ohio State College of Food, Agriculture and Environmental Sciences</td>
<td>9%</td>
</tr>
<tr>
<td>Virginia Tech College of Agriculture and Life Sciences</td>
<td>9%</td>
</tr>
<tr>
<td>North Carolina State College of Natural Resources</td>
<td>6%</td>
</tr>
<tr>
<td>SUNY College of Environmental Science and Forestry</td>
<td>4%</td>
</tr>
<tr>
<td>University of Cincinnati Fashion Design program</td>
<td>1%</td>
</tr>
<tr>
<td>Ohio State Fashion and Retail Studies program/Department of Design</td>
<td>1%</td>
</tr>
<tr>
<td>The Fashion School at Kent State University</td>
<td>1%</td>
</tr>
</tbody>
</table>

Other:
- Lincoln University, PA
- University of Kentucky
- Rutgers University School of Biological and Environmental Sciences
- Colorado State
- UW Stevens Point or Bemidji State University
- Clemson University
- Ohio State Zoology
- St. Johns University, Iowa State
- United States Naval Academy
- Ohio University
- Texas A&M
- UDel
- Texas A & M
- UConn, Delaware, Maryland, Rutgers
- Savannah College of Art & Design
- University of North Carolina
- University of Cincinnati Interior Design
- University of Idaho
- University of Pittsburgh
- Mercyhurst College
- Fairmont State University, West Liberty University, Marshall University
- Purdue University

Q5. Which of the following colleges/universities, if any, had you also considered for your undergraduate education?
Alumni believe WVU Davis College differentiates itself from other colleges because it offers an intimate academic setting, caring professors who invest in their students, and natural resources that enable students to gain practical experience.

<table>
<thead>
<tr>
<th>Professors</th>
<th>Real World Opportunities</th>
<th>Diverse Majors</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Supportive</td>
<td>*Diverse resources</td>
<td>*Flexibility</td>
<td>*Caring</td>
</tr>
<tr>
<td>*Personable &amp; Friendly</td>
<td>*Hands-on experience</td>
<td>*Increased awareness</td>
<td>*Smaller class sizes</td>
</tr>
<tr>
<td>*High quality teaching</td>
<td></td>
<td>*Customizable major</td>
<td>*Close-knit feel</td>
</tr>
</tbody>
</table>

“The quality of the teaching. My professors, both in and out of the classroom, made my experience at WVU memorable. I received an amazing education.” (Animal & Nutritional Sciences)

“…the smaller classroom with professors who get to know their students. I believe that this helps the students excel.” (Animal & Nutritional Sciences)

“There are many opportunities for students to learn from their natural surroundings.” (Design & Merchandising)

“The Davis College operates as a large caring family. There are numerous instructors, deans, professors and administrative staff that know you by name and care about what you are doing. They are interested in seeing you succeed in your studies and always want to be kept up to date about your career choices. Truly makes for an inclusive environment.” (Resource Management)

“I enjoyed the hands on experiences through class field labs, small class size and genuine interest of the faculty for you to succeed.” (Forestry and Natural Resources)

“Because my major was uniquely placed in the Davis College, I was exposed to an aspect of the field I didn’t know existed. It truly laid the path for my career interests…” (Human Nutrition & Foods)
A few alumni believe Davis College's has untapped potential. However, a few others do not hold it in such high esteem.

“Davis College is a treasure trove ready to be discovered or exploited however you can put it. The vast knowledge and the interconnected learning that you can get within Davis College might rarely be in any other place. With technology taking learning as we know it or as we have it changing at a rapid pace, Davis College has unique qualities in terms of breadth and reach and contribution to make into every other arena of subjects, makes it different. When I worked with McNair Scholars from such diverse body of students, somehow I could relate with each of their qualitative/quantitative type studies and appreciated and provided targeted suggestions.” (Resource Management)

“Davis College is an amazing, growing campus. We are seeing new buildings being built, new programs being offered, and a new variety of students coming in. We have started to break down the barrier as to what people often assume when they hear the word agriculture. Davis College provides students with like interest a path to pursue their dreams.” (Resource Management)

“Davis college is all about book learning and it needs to focus more on real life lab/field work like Hocking College does. I learned more attending Hocking College than at WVU and its a direct result of in the field lab work. When I transferred in as a Junior from Hocking College I already had so much more experience than WVU students with field work and writing scientific papers. WVU does not hold a stone when compared to Hocking College.” (Resource Management)

“In comparison to TAMU (College Station, TX), I found equivalent assistance from faculty in terms of answering questions and assisting with curricular problems; however, the social culture was un-inviting compared with Texas A&M’s friendly campus. As a result I had issues with experiencing a graduate “cohesion.” (Forestry & Natural Resources)

Q6. What would you say makes Davis College different from other colleges/universities?
The college’s professors, small environment and hands-on experience make Davis College distinctly from its competitors. The professors are accomplished and have the ability and desire to connect with and encourage students. Also, the university’s land grant status and location provides students with a sense of connectedness and offers students opportunities they might not otherwise have. Lastly, the college’s diverse majors and facilities offer students a chance to explore majors and gain experience outside the classroom.

Q7. Aside from cost, location and convenience, what do you think makes Davis College stand out from other colleges/universities?

“There’s more interconnectivity between programs and more influential outreach throughout the state.” (Plant & Social Sciences)

“As a recipient of the Kidder Scholarship, I think that really makes the Davis College stand out. I have never heard of another school offering a scholarship like that.” (Animal & Nutritional Sciences)

“Bringing courses to the area that intertwine human development and the knowledge of animals, including Therapeutic Horsemanship and the canine companion courses are a great contribution. It’s important for the WVU students to be aware of the advantages raising animals to help people. Many people in the different areas of agriculture generally only focus on the basics, such as the food aspect and this helps to broaden the focus, therefore expanding areas in which the students could get employment after graduating.” (Animal & Nutrition Sciences)

“The amount of time that goes into projects and research, also the whole atmosphere is all about working together towards a common goal.” (Resource Management)
Nearly seven in ten alumni believe that Davis College has some exceptional programs.

Q8. When you think of the WVU Davis College, are there any programs that stand out as exceptional?

Yes, 69%

No
Animal Sciences was mentioned most often as a program that “defines” WVU Davis College, though most respondents (30%) were in that program. Many other programs were mentioned as well.

<table>
<thead>
<tr>
<th>Programs</th>
<th>Mentions</th>
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<tbody>
<tr>
<td>Animal Sciences</td>
<td>15</td>
</tr>
<tr>
<td>Agriculture</td>
<td>12</td>
</tr>
<tr>
<td>Forestry</td>
<td>9</td>
</tr>
<tr>
<td>Reproductive Physiology</td>
<td>6</td>
</tr>
<tr>
<td>Resource Management</td>
<td>5</td>
</tr>
<tr>
<td>Wildlife &amp; Fisheries</td>
<td>5</td>
</tr>
<tr>
<td>Landscape Architecture</td>
<td>4</td>
</tr>
<tr>
<td>Biochemistry</td>
<td>3</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>3</td>
</tr>
<tr>
<td>Recreation, Parks, and Tourism</td>
<td>2</td>
</tr>
<tr>
<td>Equine Studies</td>
<td>2</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>2</td>
</tr>
<tr>
<td>Poultry Sciences</td>
<td>1</td>
</tr>
</tbody>
</table>
Q9. Which of these programs, if any, “define” the College?

“Definitely our agricultural program defines the whole school because it encompasses a high part of the rural life in West Virginia.” (Animal & Nutritional Sciences)

“Reproductive physiology has been at WVU for 50 years and is a defining program for animal science.” (Animal & Nutritional Sciences)

“I believe that the programs that define Davis are the hard sciences. Being from the social sciences, it is often hard to work and collaborate with disciplines that are strictly hard science.” (Resource Management)

“I think Landscape Architecture is a great program that is misunderstood by the majority of the people within the college. LARC, in my opinion, was the bastard child of the college (though perhaps I feel this way because of having gone through that program).” (Resource Management)

“I graduated from the Recreation, Parks and Tourism resources major and believe thy students there really exemplify the students at the college.” (Forestry & Natural Resources)
Davis College is described as a college that provides the personalized benefits, support and feel of a small college, with the resources of a large institution. The latter allows students to gain a broad depth of knowledge.

“The Davis college offers hands on experiences in a wide diversity of subjects. I learned so much through my studies that actually apply to my current studies and have helped me succeed in medical school.” (Animal & Nutritional Sciences)

“The Davis College is a tighter-knit group of students than you would expect to find at such a large university. There's immense diversity in terms of students in the programs as well as in options of fields of study and specialization. Depending on what you choose to study, you can get a wide overview of natural resources in general or a very specific base of knowledge in a very specific field.” (Forestry & Natural Resources)

“I would describe the Davis College as a close knit community within WVU. Passing through the halls I always saw a familiar face in fellow students, professors and staff. There are plenty of clubs and organizations to be involved in within the college that gives everybody a place to explore and learn and find their niche. It's a great feeling knowing you're not just a number.” (Plant & Social Sciences)

“The Davis College is innovative in the way it keeps up with changes in the world in relation to agriculture. The professors are overwhelmingly helpful.” (Animal & Nutritional Sciences)

“Davis College is a small college with big opportunities. The professors care about your education, and there are many opportunities for professional experience and development.” (Resource Management)

“The available resources and opportunities to experience research and extracurricular activities. There were multiple opportunities to be involved with activities outside your major allowing you to gain a broader depth of knowledge and also within your major allowing you to network and meet folks you'll interact with throughout your career.” (Plant & Soil Sciences)
Some alumni value the flexibility Davis College students have to develop a career path of their choosing. Several feel their education made them “employment ready.”

“The Davis College at WVU is an inviting and sophisticated college. It takes into consideration all aspects of student life and allows the student to be who they want, not who they should be. It offers a wide range of majors and minors; which is always changing and growing with the 21st century.” (Animal & Nutritional Sciences)

“A vibrant college that offers quality programs through meaningful courses, highly competent faculty, convenient facilities and friendly students. It’s a college that can make you feel at home and confident at realizing your potential.” (Forestry & Natural Resources)

“[I would describe the Davis College as] fun, professional and full of opportunities. You experience is what you make it and the Davis college can make it the best experience of your life!” (Resource Management)

“Prepares you to be successful in the career of your choosing.” (Animal & Nutritional Sciences)
The themes that connect the points of pride for the three schools are caring and supportive professors who provide a high quality education that offers a wealth of opportunities.

**Natural Resources**
- Abundance of natural resources and university-owned sites
- Professors that care about their students
- Variety of programs
- Comprehensive

“West Virginia offers a very unique history and landscape to the college that no other state can replicate.”
“The sense of community and belonging. No where else in the nation do you have the sense of provide for your school supported by not only the students, but the state as a whole.”
“It resides in the state that has an abundance of natural resources. It was also the beginning of WVU.”
“Professors willing to help you succeed.”

**Agriculture**
- Dedicated, world renowned faculty
- Resources
- Farms
- High quality education
- Interdepartmental support

“Access to several farms that are near campus and provide a vast array of research in different areas of agriculture.”
“Again I have to go back to the quality of education. My professors were world renowned. I am very proud of my academic lineage.”
“Relentless effort to further all aspects of agriculture, science and the arts.”
“Top notch reproductive physiology program.”

**Design**
- Study abroad
- Competitive majors
- Culture and pride
- Long-standing professors

“Majors require study abroad one semester, competitive majors which keep students focused and working hard.”
“Its unique housing with agriculture and natural resources.”
“Nora MacDonald for starters. Some of the staff and faculty have been there for so long that it gives the program a rich history. Also the staff and faculty are small so you can really form personal relationships with them.”

Q11. What are the points of pride for Davis College that you believe no other National Resource, Agriculture, or Design college can claim?
When personified, Davis College’s attributes are described as determined, personable, committed, dedicated and a leader. (Note: The remainder of verbatims are in the appendix.)

“Ronald Reagan. Provides a solid sense of leadership and has stood the test of time.” (Animal & Nutrition Sciences)

“Lewis and Clarke - because I believe that Davis College consists of faculty who are pioneers in the field; investigating new "worlds" that were previously unknown” (Animal & Nutrition Sciences)

“Morgan Freeman. He saw the need for something and decided to become a part of the solution (recognized the decline of honey bee populations and their importance to the world and formed a bee sanctuary). (Animal & Nutrition Sciences)

“Owen Schmitt – former American football fullback – because the education you receive from this college isn’t just handed to you; you have to work for it. Also, you’re not just a student, you’re a part of a family when you’re on this campus.” (Resource Management)

“Temple Grandin. Looks at animals to determine their needs and make processes run smoothly. I believe the Davis College evaluates their curriculum, facilities, and faculty and works to make it as innovative and successful as possible.” (Resource Management)

“Matthew Mcconaughey- He is laid back, outdoorsy, yet has class.” (Design & Merchandising)

“David Rockefeller. Strong work ethic and a giving, philanthropic mindset. The faculty in the Davis College were so willing to put in extra efforts to help students who were willing to work hard and help themselves.” (Animal & Nutrition Sciences)
Alumni were asked how closely they associate the thirteen words or phrases listed below with the Davis College. They were asked to use a 0-10 scale to indicate how strong their association was with each.

- Accomplished Professors
- Family-type Atmosphere
- Scholars
- Evolving
- Interdisciplinary
- Dedicated Mentors
- State-of-the-art resources
- Creativity
- Sustainability
- Innovative
- Supportive
- Practical knowledge and skills
- Cutting Edge

Q13. Please indicate how closely you associate each work or phrase with the Davis College? Use a 0-10 scale, where 10 means you associate it very closely with Davis College and 0 means you don’t associate it at all with Davis College.
Those words or phrases most closely associate with Davis College relate to the quality of professors, its culture and commitment to helping students achieve their goals. Alumni are least likely to affiliate the college with having modern resources or being at the forefront of the industry.

Q13. Please indicate how closely you associate each work or phrase with the Davis College? Use a 0-10 scale, where 10 means you associate it very closely with Davis College and 0 means you don’t associate it at all with Davis College.
Alumni value the supportive, intimate environment with accessible professors, opportunities, and the variety of majors and research opportunities above all else at Davis College.

**Most Valued at Davis College**

- **Supportive environment**: 71%
- **Smaller class sizes**: 68%
- **Easily accessible faculty**: 67%
- **Small college feel in mid-sized university**: 58%
- **Ability to gain hands-on experience in labs, farms, greenhouses, etc.**: 54%
- **Opportunities to study abroad**: 41%
- **Ability to get into graduate school/professional school**: 40%
- **Diversity of majors**: 37%
- **Research opportunities**: 35%
- **Academic programs that foster discovery, creativity and leadership**: 35%
- **Small college feel in mid-sized university**: 35%
- **Provides a local and global perspective**: 31%
- **Quality of facilities/technology**: 31%
- **Academic reputation**: 29%
- **Challenging curriculum**: 28%
- **Variety of majors offered within the same college (plant diseases, animal science, etc.)**: 28%
- **Opportunities for independent research**: 26%
- **Ability to get a job in my desired field after graduation**: 25%
- **Availability of career-based student organizations**: 24%
- **Opportunities**: 23%
- **Ability to study abroad**: 19%
- **Academic programs that foster discovery, creativity and leadership**: 17%
- **Other**: 4%
Nearly eight in ten (77%) are satisfied with the level of education they received at Davis College. Over half (52%) are “very satisfied.” Almost one-fourth (23%) are indifferent or dissatisfied with their education.
Nearly four in ten (38%) feel their education at the Davis College was disappointing in some way.

Q16. Was there anything about your experience at Davis College where you believe the college failed to meet your expectations?
Q17. What disappointed you about your undergraduate education at Davis College?

There is no real consensus among alumni as to why they felt the Davis College failed to meet their expectations. However, some of the issues cited were:

**Administrative Issues**
- Treated like a number/paycheck
- Older facilities/equipment
- Poorly managed programs
- Lack of joint programs/cross-major research

**Academic Issues**
- Repetitive classes
- Difficulties with internships, study abroad
- Lack of support from professors/advisors
- Poor curriculum
- Lack of value
- Did not result in employment

“I feel that many of the classes offered in the Wildlife and Fisheries program at that time (graduated 2004) was repetitive. I think that classes such as Organic Chem, Genetics, and Statistics should have been required (Don’t get me started on how worthless the statistics department is). Overall, I think it was watered down and it has been up to me to teach myself to make up for these shortcomings.” (Forestry & Natural Resources)

“I never received adequate assistant or guidance from professors in my major in my time at Davis College. Also, while my major did a satisfactory job of preparing me for graduate school, but it was a poor choice if I wanted to enter the workforce following graduation. I found my major and the classes interesting, but for me, graduate school was not an option to land a decent career.” (Animal & Nutritional Sciences)

The remainder of verbatims are included in the Appendix.
Most (38%) refer to the college as “Davis College,” however, WVU Ag school is popular as well, with nearly one-third calling it that.
Q19. If you were to describe Davis College to prospective students, what would you say?

Alumni were asked to describe Davis College to prospective students, they mentioned that the college’s professors who invested in their students success, that it has a small-town, close-knit feel within a larger university, that it allows for flexibility in its programs, and provides a valuable education. A few alums cited that the school is making both internal and external improvements.

“Joining the Davis College was one of the best decisions I’ve ever made. I worked one on one with experienced faculty members, traveled with my research and learned things that were directly applicable to my future studies.” (Animal & Nutritional Sciences)

“Open minded and student oriented.” (Resource Management)

“Great experience. Teachers and projects push you to learn and grow while building close friendships and working with your classmates.” (Design & Merchandising)

“If you're looking to find a small-town feel in a big university, the Davis College is a great fit. The professors and faculty are truly interested in their students and want to help them excel in any way that they can. There is a lot of opportunity and valuable experience and connections to gain as a part of this college and I truly felt that it resembles all that WVU is about.” (Animal & Nutritional Sciences)

“Prepare your self for a welcoming staff that will give you challenges you can complete. The experiences you gain here will be like no other.” (Animal & Nutritional Sciences)

“Davis College allows you to be what you want to be and learn what you want to learn. You are encouraged to reach out across disciplines and make your degree what you want it to be.” (Resource Management)

“A welcoming environment to receive a top-notch education. The sky is the limit!” (Animal & Nutritional Sciences)
About three-fourth (76%) would recommend Davis College to friends, family or prospective students.
Alumni were asked to evaluate how convincing four positioning statements would be to someone thinking about attending the Davis College. Here are the statements:

**Statement 1:**
Davis College is committed to providing challenging opportunities for learning, asking and innovating. Students gain practical knowledge and hands-on skills in a smaller, supportive environment that transforms them into well-rounded, forward-thinking managers, leaders or teachers.

**Statement 2:**
With a focus on food, fiber, the systems and landscapes that produce them, and the communities that rely on them, the Davis College plays a unique role in educating leaders and innovators who will make these industries safer, stronger, and more sustainable.

**Statement 3:**
Our nearly two-dozen academic programs run the gamut, but they have one thing in common: the ability to help you succeed on your terms. Whether your passion is for agriculture and food, natural resources, or design and community development, the Davis College has the hands-on experiences and dedicated mentors who can help you define and achieve your goals.

**Statement 4:**
The food we eat. The water we drink. The spaces where we live and work. Ancient landscapes. New fuels. Health. Wealth. Innovation. An education at the Davis College can connect you to careers that engage our most basic needs – essential careers that address some of our biggest challenges.
Q21. Lastly, I’d like you to read four messages regarding the Davis College. For each statement, please indicate how convincing you think it would be to someone thinking about attending the Davis College.

The mean score is based on a 1-5 scale, where 1= “extremely compelling” and 5 = “not at all compelling.” Thus, the statement with the mean closest to 1 is most compelling: Statement 3.

### Mean Scores

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean Score</th>
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<tbody>
<tr>
<td>Statement 4: The food we eat. The water we drink. The spaces where we live and work. Ancient landscapes. New fuels. Health. Wealth. Innovation. An education at the Davis College can connect you to careers that engage our most basic needs – essential caree</td>
<td>2.49</td>
</tr>
<tr>
<td>Statement 3: Our nearly two-dozen academic programs run the gamut, but they have one thing in common: the ability to help you succeed on your terms. Whether your passion is for agriculture and food, natural resources, or design and community development,</td>
<td>2.16</td>
</tr>
<tr>
<td>Statement 2: With a focus on food, fiber, the systems and landscapes that produce them, and the communities that rely on them, the Davis College plays a unique role in educating leaders and innovators who will make these industries safer, stronger, and mo</td>
<td>2.78</td>
</tr>
<tr>
<td>Statement 1: Davis College is committed to providing challenging opportunities for learning, asking and innovating. Students gain practical knowledge and hands-on skills in a smaller, supportive environment that transforms them into well-rounded, forward</td>
<td>2.26</td>
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The fact that the Davis College has committed resources (Statement 3) and a supportive environment that helps students achieve their goals (Statement 1) are thought to be the most effective messages for students considering the college. However, more believe the former idea below is the stronger message:

Our nearly two-dozen academic programs run the gamut, but they have one thing in common: the ability to help you succeed on your terms. Whether your passion is for agriculture and food, natural resources, or design and community development, the Davis College has the hands-on experiences and dedicated mentors who can help you define and achieve your goals.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Extremely convincing</th>
<th>Very convincing</th>
<th>Somewhat convincing</th>
<th>Not very convincing</th>
<th>Not at all convincing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statement 4</td>
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Q21. Lastly, I’d like you to read four messages regarding the Davis College. For each statement, please indicate how convincing you think it would be to someone thinking about attending the Davis College.
A few alumni offered additional thoughts on how Davis College can better promote the benefits the college provides and what makes it unique.

“I don’t think that a message that plays on the fact that agriculture sustains everything would represent the college better. Play off that and go on to emphasize that no matter what field you would like to go into after college, the Dave College can get you there.” (Animal & Nutritional Sciences)

“I don’t believe students read these types of things. They need to see the accomplishments of the college.” (Forestry & Natural Resources)

“Mentioning the new facilities may elude to progression of agricultural research field.” (Animal & Nutritional Sciences)

“I think that a message that plays on the fact that agriculture sustains everything would represent the college better. Play off of that and go onto emphasize that no matter what field you would like to go into after college, the Davis College can get you there.” (Animal & Nutritional Sciences)

“Agriculture, Natural Resources, and Design is in the name but the food and fiber we eat and touch; the nature we see, hear, and smell; and the awe inspiring designs we encounter are the Davis College experience. The Davis College experience allows you to be hands-on with the world we live in every day.” (Plant & Soil Sciences)

“Something that combines the history of the college with the innovative look toward the future.” (Forestry & Natural Resources)
Q18. What disappointed you about your undergraduate education at Davis College?

**Administrative Issues**

“When I graduated, they didn't put my name in the local papers with the other graduates. The got my major and graduation year wrong in the booklet for graduation. The farms were poorly ran, most of faculty only worried about a paycheck, and I didn't feel a sense of care from anyone.” (Resource Management)

“The nutrition program was incredibly unorganized and poorly managed by the director.” (Animal & Nutritional Sciences)

“I found out during the later part of my senior year (during my 9th and final semester) that the previous head of the Division of Resource Management had been hoarding the student fees paid by LARC students to prop up other programs such as soil sciences. This was infuriating to learn because those fees should have been used to pay for things like prints, computers, and software - all of which I had to pay for out of pocket. For each presentation I had (usually 2 a semester), I had to pay between $30-50 for prints to display for said presentations. Other programs, such as Fashion Design/Merchandising allowed students to print for free if they provided the paper. This could have saved me much needed money for food/rent during the semester if my student fees had been appropriately used.” (Resource Management)

“The University as a whole, not so much Davis College, feels like a corporation rather than a school. I felt like just a number to the administration. Slammed with ridiculous and unreasonable fees - for many things I never even used! That per semester fee cut my competitive graduate stipend down to one that was not at all competitive. For this reason alone, I would never ever recommend that someone attend WVU. Within the Davis College, the upper management fostered an atmosphere of cutting fiscal corners, playing favorites, and stifling innovation. I do think that if the one person in upper management to whom I am referring was replaced, things would change immensely for the better.” (Forestry & Natural Resources)

“The university's outlook on design programs is not managed in a way students can really succeed and enjoy college.” (Design & Merchandising)

“Lack of industry connection and support. Upper level administration seems to not care about the Evansdale campus. Unless it's engineering or healthcare. Ag always takes a back seat.” (Plant & Soil Sciences)
“Well I studied at the Davis College for graduate school first to clarify. I am most disappointed that the Davis College did not have a working relationship with the College of Law for joint programs as the College of Law has with the Business College on the downtown campus. I tried to establish a joint program for sustainability as the College of Law was growing its Energy and Sustainable Law program and unfortunately the efforts failed. I would still like to see this option available for future students interested in Energy and Sustainability.” (Resource Management)

“I believe the College should have more events for students across the majors to meet each other. I know personally there are only a few occasions where the whole college gets together. To provide the total inclusive package, allowing students to get together could foster more in-depth and cross-major research.” (Resource Management)

“Facilities needed to be upgraded, lack of funding, bureaucratic nature of the administration.” (Forestry & Natural Resources)

“The only thing is that equipment was a little dated. I was a nutrition student and the test kitchen/lab in the Annex could use some major updating.” (Animal & Nutritional Sciences)

“I found the campus layout (Davis) to be a challenging hike to/between classes - a good workout to accompany class attendance; however, classes required on the Downtown campus were cumbersome to attend due to lack of parking and the complexity of driving to Davis then riding the PRT - a process which required more time than the duration of the lecture attended. This influenced my decision in withdrawing from two courses. (Forestry & Natural Resources)

“The university’s outlook on design programs is not managed in a way students can really succeed and enjoy and enjoy college (Design & Merchandising)

“Lack of agricultural activity, extension opportunities and internships or encouragement for internships.” (Animal & Nutritional Sciences)

“They do not give fashion design enough attention. It is such a valuable major, but the facilities get absolutely no funding, all of the machines are old, and frankly I think some valued staff members were lost because of this.” (Design & Merchandising)
academic issues

“I was not challenged and every semester we were taught the same things. Professors treated like us like we were a paycheck and that was it. When we voiced our complaints they were ignored. I have never been in a place where it was so obvious that the faculty did not care about us at all. They set us to fail and never eliminated anyone from the program, weakening the graduating classes and overall weakening the college’s reputation.” (Resource Management)

“After being out in the field now for several years and meeting individuals who studied at different colleges, I can say the nutrition curriculum was severely lacking. The best class I had was taught by Dr. Tou.” (Animal & Nutritional Sciences)

“After doing my own research and being in grad school/networking with colleagues in my field, the HNF department is pretty far behind and I feel it could offer better programming for students wishing to become Registered Dietitians.” (Animal & Nutritional Sciences)

“Losing the CIDA accreditation and that the interior design program requires students to complete more credits than any other program.” (Design & Merchandising)

“I never received adequate assistant or guidance from professors in my major in my time at Davis College. Also, while my major did a satisfactory job of preparing me for graduate school, but it was a poor choice if I wanted to enter the workforce following graduation. I found my major and the classes interesting, but for me, graduate school was not an option to land a decent career.” (Animal & Nutritional Sciences)

“Study abroad was hard to accomplish and not recommended. I feel I missed out on a valuable experience that other colleges integrate into their curriculum.” (Design & Merchandising)

“I could have used a required agricultural mechanics class.” (Resource Management)

“Poor academic advisory. I ended up creating my own degree plan in lieu of what was recommended by my advisor. Poor social interaction among students was another negative factor (though it’s tough to beat Texas A&M campus culture)” (Forestry & Natural Resources)
"I don't feel that I received the education that I paid for. I graduated a year and half ago and still do not have a position in my field. I've not even had an interview in my field. now I owe thousands of dollars on a degree that has not helped me in getting a job. I went back to school in 2009 after being laid off due to the recession of 2008 to better myself and give myself a better opportunity. now I'm in debt several thousands of dollars and can't get a job.” (Resource Management)

“Lack of agricultural activity, extension opportunities, and internships or encouragement for internships.” (Animals & Nutritional Sciences)

“There were minimal courses in some subjects, like aquaculture. When I was in school, the Equine courses were just getting started and there weren't many courses, but it has expanded a great deal since. I did not get to participate in a policy class based on farming practices. I cannot recall that there was one available. I did, however, take a policy class dealing with wildlife and forestry. The WVU Farm on Stewartstown Road only portrayed a small family farm, rather than contributing more to the locals, like allowing students to grow food and sell or use the milk to make dairy products, such as the Creamery at Penn State.” (Animal & Nutritional Sciences)

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“I think advisors earlier on should really try and help understand the type of classes you want to take and give more input on what those classes could be.” (Design & Merchandising)

“I felt that I did not learn everything that I needed to succeed in my career path, even though I took every class offered in my major. I needed to know Adobe Photoshop, however, it was not taught to Fashion Design students. I felt that my advisor didn’t care and was out to screw up my college career from day one. She did not pay attention to my needs as a student. There are many skills that should have been taught, especially things that are required for an entry level position. I felt that I wasted $80,000. Which is a lot of money for a middle class family.” (Design & Merchandising)
Q18. If Davis College were a famous personality, who do you think Davis College would best represent? Why?

“Donald Trump. We have lots of money and no idea how we got it.”

“None come to mind. Not a very memorable college.”

“George W. Bush – popular among like-minded peers, but thrown under the bus by others and often used as a scapegoat. Many people I spoke with from other colleges at the university liked to blame Davis College for the academic shortcoming of the university yet had little evidence to back it up.”

“Gary Busey, because it is running itself into the ground.”

“The Davis College is…sometimes confused, sometimes doesn't do all it can to include all the students in the college and get them acquainted. As for advisors, Davis College lacks in getting people completed in four years.”

“Blake Shelton because he is fun, down-to-earth and caring.”

“I would say Julia Roberts. She is likable, charming, strong, environmentally conscious, always educating herself, doesn't mind getting her hand dirty, speaks from her heart and her mind, builds deep relationships, yet stands on her own and stands tall.”

“I can't exactly select an individual person in this question, but I see Davis College as a "geeky adolescent" wanting to improve itself in capacities that exceed its resources.”
Q6. What would you say makes Davis College different from other colleges/universities?

“The professors are very helpful and friendly and go out of their way to help students. Many professors also contribute to the community. The college is interested in keeping up with new ideas and technology, as far as including new courses and bringing up new subjects in classes.” (Animal & Nutritional Sciences)

“For better or for worse, the variety of programs housed under one roof (example being fashion design & merchandising being in the same college as forestry, etc.).” (Resource Management)

“The atmosphere within the Davis College and the bond between faculty and students. Students were always put first and foremost.” (Animal & Nutritional Sciences)

“The people that make up the university, but not in a good way. It is sad when the faculty bring down the students because of internal drama. The faculty don’t have anything nice to say about other institutions in the state. WVU as whole is money hungry and only cares about numbers. The Davis College needs to have a better handle on things. I am sure there are problems at every other institution, but I didn’t attend those institutions.” (Resource Management)

“Strong focus on forestry and resource management. Don't really understand the artistic vs. natural resource relationship.” (Resource Management)

“They will take anyone with a pulse.” (Forestry and Natural Resources)

“It's an interesting group of majors housed the same college, but gives you well rounded exposure to different trades.” (Design & Merchandising)

“Their incompetent front office specifically in the Division of Forestry.” (Forestry and Natural Resources)
Q7. Aside from cost, location and convenience, what do you think makes Davis College stand out from other colleges/universities?

“Being a Mountaineer allows the students to have more school pride and cheer than anywhere around. We are proud of the state and care about how we represent it.” (Resource Management)

“Kyle Hartman, Todd Petty, Pat Mazik, Stewart Welsh, and Geroge Merovich are great professors.” (Forestry & Natural Resources)

“Despite a division that does not care about Wildlife and Fisheries, they still have many students in the program and more or less keep it competitive.” (Forestry and Natural Resources)

“Legacy, the Davis college has been in place for many years and has shown promising results.” (Animal & Nutritional Sciences)

“Its' access to so many departments and other fields of study.” (Design & Merchandising)

“Research history with small ruminants.” (Animal & Nutritional Sciences)

“Proximity of farms, land grant institution.” (Animal & Nutritional Sciences)

“WVU being recognized as a major land grant institution really makes Davis College stand out. The WVU Farm is also an asset that benefits the Davis College.” (Animal & Nutritional Sciences)

“Sense of pride for the university.” (Resource Management)

“Individualized attention. My teachers knew me by name and genuinely cared about my education. I feel like my professors created opportunities for me to learn, because they wanted to see me be successful.” (Resource Management)
Q10. How would you describe Davis College in a few sentences?

“Strive for hardworking students and teachers, push for the best you can be academically. Lots of support.” (Design & Merchandising)

“They think Forestry is king. They cannot accept that it is no longer acceptable to clear-cut the state.” (Forestry & Natural Resources)

“Davis College is an amazing, growing campus. We are seeing new buildings being built, new programs being offered, and a new variety of students coming in. We have started to break down the barrier as to what people often assume when they hear the word agriculture. Davis College provides students with like interest a path to pursue their dreams.” (Resource Management)

“The Davis College is your home away from home.” (Animal & Nutritional Sciences)

“Like the red headed step child.” (Resource Management)

“An exciting place to learn and develop.” (Resource Management)

“It is a unique college that combines multiple disciplines that complement each other very well.” (Design & Merchandising)

“Combination of consumer sciences unique to the wonderful state of WV.” (Design & Merchandising)

“A valuable asset to the university as a whole. Underutilized by the university in many aspects. Red-headed step child. Resource Management)

“I would describe Davis College as a small college where you can get to know your peers and professors; however, the building was outdated and I do not feel offered the best lab facilities.” (Animal & Nutritional Sciences)