

October 5, 2009

MEMORANDUM

TO: State Board of Regents

FROM: William A. Sederburg

SUBJECT: Report on 2009 Utah Public Opinion Survey

Issue

The Office of the Commissioner contracted with Dan Jones and Associates, a well-known Utah research firm, to conduct a public opinion survey as a follow-up to one they conducted in behalf of the Utah System of Higher Education in 2006. The survey was conducted in July 2009, of 675 Utahns statewide. The purpose of the survey was to ascertain the public's views regarding issues related to higher education and the strategic objectives of the Board of Regents—participation, completion, and economic development.

Throughout the survey the public voiced strong support for higher education, and recognition of the important role it plays in fostering a strong Utah economy. Other useful information was gained regarding Utahns' perception of the need for college education for women and men, accessibility of college, and student savings and debt. Survey respondents also voiced strong support for requiring more mathematics and science in high school.

During the Committee of the Whole of the Board of Regents meeting, Associate Commissioner David Buhler will present his analysis of the survey results. Additional information regarding the survey will be hand-carried to the meeting.

Commissioner's Recommendation

This is an information item, no action needed.

William A. Sederburg
Commissioner of Higher Education

WAS/DB