

Iowa College Student Analysis

A Survey of Iowa's College Students

2008



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Table of Contents

Methodology	3
Introduction	4
Statewide Results	5
Community College Results	11
Regent University Results	16
Private College Results	21
Index of Charts and Tables	27

Methodology

The Iowa College Student Survey and The Iowa College Student Analysis are a production of Iowa Workforce Development (IWD) Research and Strategic Initiatives Unit, in cooperation with Iowa Department of Economic Development (IDED), Iowa Department of Education (DE), and the Governor of the State of Iowa's Office.

In January and February 2008, IWD Research and Strategic Initiatives Unit composed an online survey using The Survey System. Representatives from IWD, IDED, DE, and other interested parties were given the opportunity to preview and comment on the survey. In early February 2008 final approval was given to distribute The Iowa College Student Survey.

In February 2008, The College Student Survey was emailed to representatives of community colleges, state universities, and private institutions across the state of Iowa. The survey was then distributed electronically to the student populations by the college representatives. Therefore, using a scattershot random sampling of college students. The window for responses extended from February 2008 through April 2008. There were 10,491 responses received.

The responses were collected by IWD Research and Strategic Initiatives Unit in an SPSS program. The SPSS program was used to recode and formulate the received data into reportable measurements. Methods of analysis used on the SPSS system were frequency analysis, cross tabulations, and multiple response cross tabulation.

In May 2008 The Iowa College Student Analysis was produced by IWD Research and Strategic Initiatives Unit. The methodology that is used in this analysis reports the percent of the population that responded. The analysis does not weigh the importance of each variable against one another, but instead represents how many respondents chose that particular feature. For example:

"Those student respondents with future employment interests in agriculture/natural resources/environment (59.5%)... are among those most likely to stay in Iowa after graduation." p.9

59.5% represents the number of respondents who identified themselves as interested in employment in some form of agriculture, natural resources, or environmental profession who lean toward staying in the state of Iowa after they graduate from college.

IWD does not infer that a particular feature is more important than any other feature, rather that a certain percentage of the respondents replied that one feature either is or is not featured in the state of Iowa, and if that feature attracts, does not attract, or if they have no opinion on that feature.

Iowa Student Survey 2008

In January 2008, Iowa Workforce Development (IWD), in partnership with the Governor's Office, Department of Education, and Department of Economic Development, observed the need for a practical approach to address the migration of college graduates from the state of Iowa. IWD produced a college student survey consisting of questions pertaining to students' demographics, areas of study, future ambitions, opinions of the state of Iowa, and what would attract them to relocate/stay in the state of Iowa.

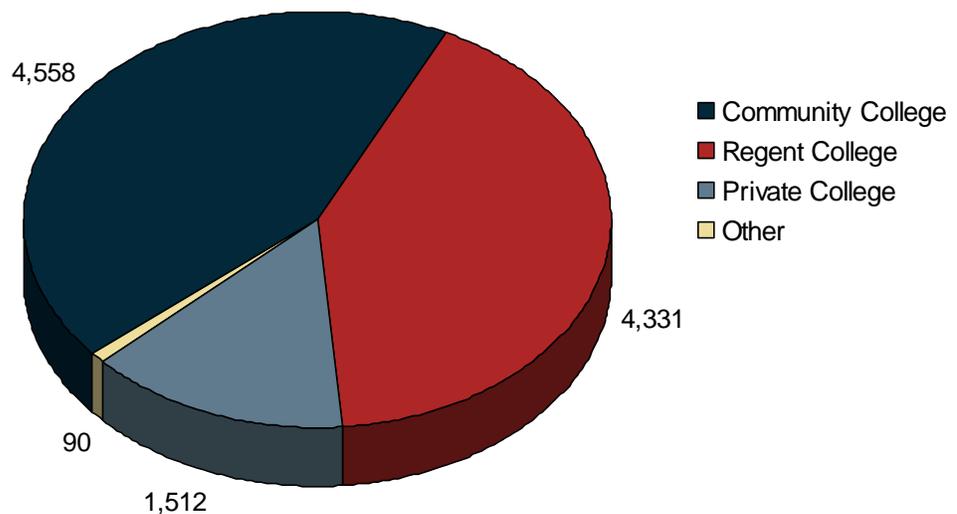
"Iowa as a whole seems very nice. The more I look the more I find it has to offer. There is a general conception even among the residents that Iowa has little cultural impact. I generally disagree, though I know certain areas are deficit." 22 year old Iowa State University student

This report is designed to inform government, community, and business leaders in Iowa regarding the expectations and opinions of the future workforce. These issues need to be addressed in order to prepare for the projected worker shortage over the next ten years.

The report is broken into four sections covering: statewide data, community colleges, regent universities, and private colleges. The following sections will cover demographics of age, gender, state of origin, population setting, etc., of college students. These demographics will address questions pertaining to fields of study, the occupation/industry in which they would like to be employed, desired wages, desired benefits, opinions about features that attract them to stay/relocate in Iowa and whether they plan to stay in the state after graduation.

All colleges throughout the state were contacted and asked to complete an on-line survey that was sent to them through the student e-mail system at each college. The survey has received 10,491 responses to date. Figure 1 details the survey respondents by collegiate category.

Figure 1. College Respondents



Statewide Results

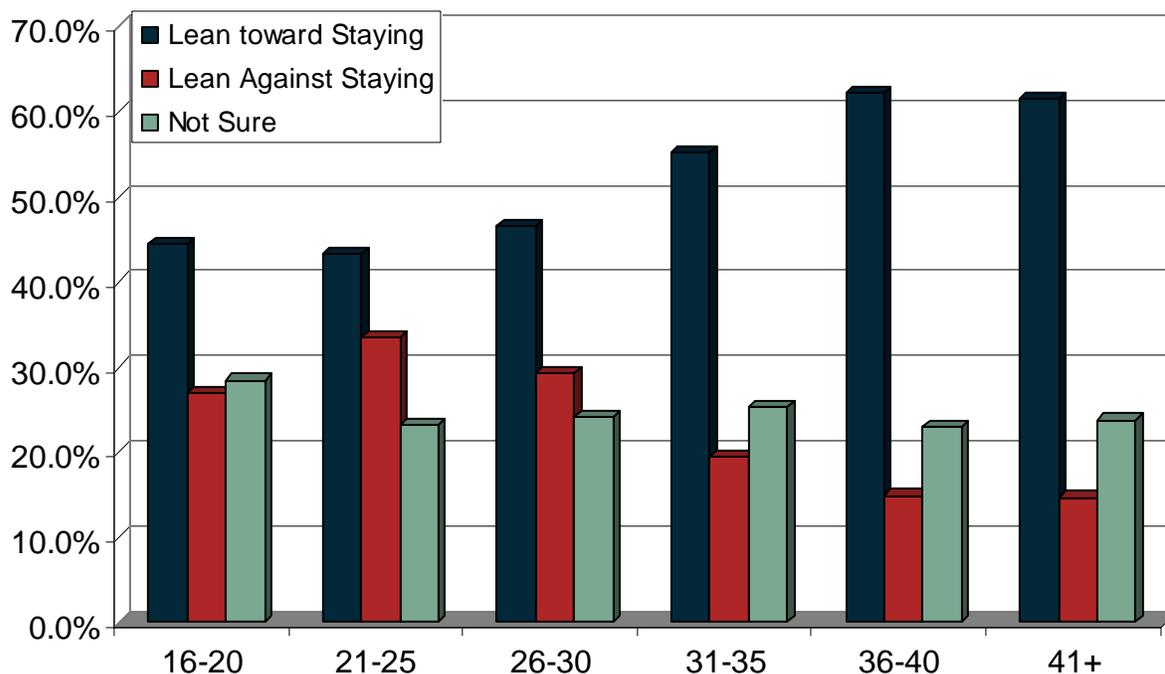
The majority of students responding to the statewide survey (47.1%) lean toward staying in Iowa after graduation; however, one-fourth (25.5%) of students are unsure of their plans after college, and the remaining 27.4 percent of students are contemplating leaving the state once they have graduated.

"I think that a major reason I would choose to stay in Iowa is to be close to my family. One of the reasons I plan on moving to another state is because I don't feel like most major cities in Iowa are centered around young people. Iowa is a place that I would probably move back to when I am ready to raise a family, not necessarily a place where I would like to spend my young adulthood."
23 year old Kirkwood Community College student

Nearly half (49.0%) of the female students plan to stay in Iowa following graduation while 43.0 percent of the male students lean toward making Iowa their home after graduation.

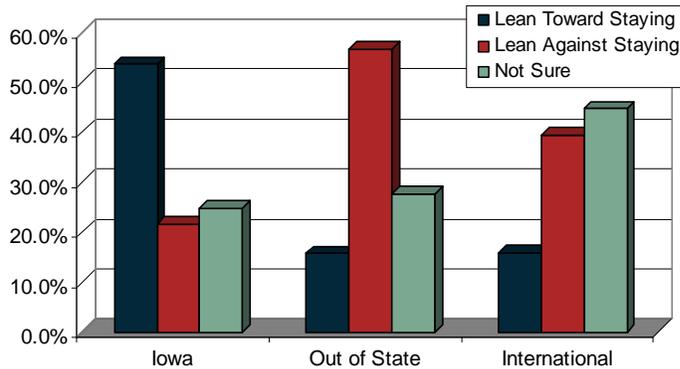
Analysis was completed by age group to see if age was a factor in the decision to stay in Iowa. Figure 2 illustrates that older students were more likely to stay in Iowa following graduation than younger students. However, it is worth noting that over 40.0 percent of all the student population still plan to remain in the state.

Figure 2. Future Plans by Age Range (Statewide)



Students were asked to identify their state of origin in order to distinguish likelihood to remain in the state after graduation. This was based on whether or not they are an Iowa native, from another state, or an international student. Figure 3, on the next page, indicates that Iowa natives are more likely to stay in the state than those from other states; however, over one-fifth (21.6%) lean toward leaving the state.

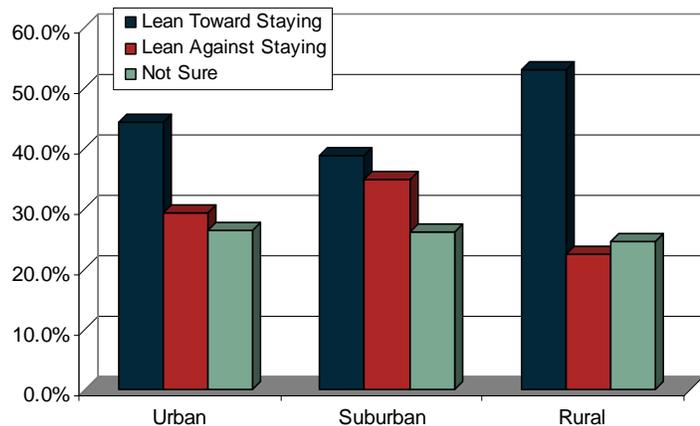
Figure 3. State of Origin (Statewide)



Iowa natives are more likely to stay in Iowa after graduation based on the data collected. There were 8,568 respondents that originate from the state of Iowa, 1,270 were from other states (U.S.), and 136 international students responded to the survey. Over half (53.6%) of the Iowa students lean toward staying in the state, while only 15.7 percent of out of state students lean toward staying. However, 15.9 percent of the international students also lean toward staying in the state.

Further analysis based on population setting indicates that students raised in a rural setting are more likely to remain (53.1%) than those in a suburban (38.9%) or urban (44.3%) setting (Figure 4).

Figure 4. Population Setting (Statewide)



When comparing the population setting respondents are from and the population setting in which they would prefer to settle, it is easy to see that respondents don't want to stray far from their roots. Urbanites prefer to stay in urban settings (63.0%), suburbanites prefer the suburbs (65.7%), and those from rural settings prefer rural settings (48.9%).

Student Retention

How do we attract college students to stay in Iowa? The goal of the following section is to answer that question.

Based on survey results, competitive wages would attract the vast majority (81.5%) of graduates. Slightly more than one-third (37.8%) agree that Iowa currently offers job opportunities with competitive wages. Students are looking for positions that interest them, offer competitive wages, benefits, and career advancement opportunities (Figure 5).

Figure 5. Attractiveness of Job Opportunities (Statewide)

Job Opportunities in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Interest me personally	67.2%	84.2%	10.7%	5.1%
Are in a variety of fields & industries	61.4%	58.9%	20.6%	20.5%
Provide competitive wages	37.8%	81.5%	10.9%	7.7%
Offer career advancement	57.3%	81.6%	9.8%	8.5%
Offer attractive benefits	53.7%	84.0%	8.9%	7.1%

It is perceived that one of the reasons graduates leave the state is due to the lack of entertainment venues. The results of this survey show that forty to eighty percent of students agree that Iowa has entertainment opportunities of many types (Figure 6).

Most of the students (73.5%) stated that outdoor recreation would be an entertainment venue that would attract them; 81.1 percent of all respondents agree that Iowa has outdoor recreation such as fishing, camping, hiking, hunting, etc.

Figure 6. Entertainment in Iowa (Statewide)

Entertainment in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Entertainment options that interest me	51.1%	69.2%	19.0%	11.8%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	81.1%	73.5%	15.7%	10.8%
Organized recreation leagues	56.6%	42.3%	32.4%	25.3%
Golf courses, country clubs, resorts	62.7%	32.6%	42.0%	25.4%
Cultural attractions (museums, theatres, festivals, etc)	52.5%	57.7%	23.2%	19.0%
Attractive sports teams/events/venues	39.8%	50.2%	30.1%	19.6%
Attractive commercial centers/districts	44.8%	56.0%	22.9%	21.2%
Social/ethnic/religious/ professional organizations	45.5%	48.9%	27.4%	23.7%
Attractive night life (coffee houses, bars, clubs, etc)	45.7%	56.1%	27.6%	16.3%

Following outdoor recreation, cultural attractions (57.7%), attractive night life (56.1%), commercial centers (56.0%), and attractive sports teams/events/venues (50.2%) would attract the most Iowa college students.

The entertainment features that would not attract the most Iowa college students appear to be golf courses/country clubs/resorts (42.0%), organized recreation leagues (32.4%), sports teams/events/venues (30.1%), attractive night life (27.4%), and social/ ethnic/religious/ professional organizations (27.4%).

Figure 7 indicates the importance that quality of life issues play in the student respondents' consideration to stay in Iowa. For example, a majority (90.8%) of respondents would be attracted to a state that has clean, safe communities. Most (85.6%) of the survey respondents agree that such communities exist in Iowa. Many (80.9%) of the students indicated that they choose to stay in Iowa so they can live near their family and friends.

Diverse communities is the least popular feature listed. Over one-third (35.2%) of respondents answered that they would not be attracted to diverse communities followed by health/fitness centers/YMCAs (21.9%).

*"I believe that Iowa ranks among the top places in the nation to live and raise a family. I love the people and the low rate of crime. This is a great place to live and seek an education."
19 year old University of Northern Iowa student*

Figure 7. Quality of Life (Statewide)

Quality of Life in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Communities I would consider raising a family	87.6%	81.9%	11.6%	6.5%
Diverse communities	43.2%	40.7%	35.2%	24.1%
Strong education system	80.2%	89.3%	5.7%	5.0%
Medical care network that is easily accessible	66.4%	82.5%	7.5%	10.0%
Fitness/health centers/ymcas	77.9%	57.5%	21.9%	20.6%
Clean safe communities	85.6%	90.8%	4.8%	4.4%
Low crime rate	74.0%	87.9%	5.7%	6.3%
Short and safe daily commutes	76.4%	80.1%	9.1%	10.8%
Suitable roads and highways	60.1%	76.9%	11.6%	11.4%

Figure 8 documents the attractiveness of affordability when contemplating where to live following graduation. Most (80.9%) students agree that Iowa has an affordable cost of living index and 89.7 percent of students look at this as an attraction.

Other highly motivating factors are affordable housing, education, and medical care. Interestingly, 51.5 percent of students agree that Iowa has affordable medical care and 69.6 percent agree that Iowa has affordable education and housing options.

In comparing the 2003 median house values, Des Moines, Iowa, had a median house value of \$97,000 compared to \$303,000 in San Diego, California.
(Source:www.townhunter.com)

Figure 8. Cost of Living (Statewide)

Cost of Living in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Affordable cost of living	80.9%	89.7%	5.8%	4.5%
Affordable tax rate	59.4%	79.7%	8.9%	11.4%
Affordable housing	69.6%	88.8%	5.8%	5.4%
Affordable travel options	51.7%	67.8%	14.5%	17.7%
Affordable medical care	51.5%	82.4%	7.8%	9.8%
Affordable education	69.6%	86.0%	6.9%	7.1%

Figure 9 shows that students at Iowa’s colleges are interested in a variety of industries. Respondents who are interested in agricultural professions lean the most toward staying in Iowa (59.5%). Respondents who are interested in research/science/math lean the most against staying in Iowa (46.9%).

Figure 9. Future Employment Interests Pt. 1 (Statewide)

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture/Natural Resources/Environment	59.5%	18.0%	22.5%
General Business Administration	52.7%	21.9%	25.4%
Education	52.5%	23.8%	23.7%
Finance/Insurance/Real Estate	52.5%	22.7%	24.8%
Construction	49.6%	27.7%	22.7%
Marketing	49.1%	24.6%	26.3%
Entrepreneurial/ Self Employment	48.8%	20.9%	30.2%
Healthcare	48.6%	24.0%	27.3%
Computer Information Technology	48.3%	26.4%	25.3%
Social Services	47.2%	26.3%	26.5%
Wholesale/Retail Trade	44.3%	29.4%	26.3%
Manufacturing	43.7%	28.0%	28.3%
Active Military/ Law Enforcement/ Public Safety	43.6%	28.2%	28.2%
Personal Services	42.8%	31.1%	26.1%
Public Administration/ Government	41.8%	33.4%	24.8%
Transportation/Public Utilities	40.8%	34.2%	25.0%
Animal Sciences/ Veteranary Medicine	39.3%	36.8%	23.9%
Legal	38.9%	35.2%	25.9%
Communications/ Journalism/Public Relations	38.6%	35.2%	26.2%
Entertainment & Recreation	31.4%	41.1%	27.5%
Engineering	28.6%	41.9%	29.5%
Research/Science/Math	23.2%	46.9%	29.9%

Those student respondents with future employment in Agriculture/Natural Resource/ Environment (59.5%), business (52.7%), education (52.5%), finance/insurance (52.5%), and marketing (49.1%) are among those most likely to stay in Iowa after graduation.

Future researchers (46.9%), engineers (41.9%), entertainment and recreation professionals (41.1%), animal science/veterinarians (36.8%), communications/journalists/public relations professionals (35.2%), and legal professionals (35.2%) are among those that lean against staying in Iowa after graduation.

Upon further examination of those future engineers that lean toward leaving Iowa, we found that a job opportunity within their field of interest (81.8%), affordable cost of living (81.4%), affordable housing (81.4%), low crime rate (77.3%), clean environment (75.0%), jobs that offer career advancement (72.7%), and jobs that offer competitive wages (70.5%) would be attractions that may sway their decision.

Those respondents interested in future careers in research are most attracted to strong education systems (86.7%), clean environment (86.7%), job opportunities in their field of interest (85.5%), jobs that offer attractive benefits (84.3%), jobs that offer career advancement (83.1%), affordable cost of living (83.1%), and jobs that offer competitive wages (80.7%).

“Iowa is very far behind bordering states as far as economics... I do not feel that Iowa's policies are creating new jobs like they need to be and the education system in rural areas is declining. These are major concerns and reasons for why I am leaning towards not staying in Iowa.”
 22 yr old University of Northern Iowa student

Figure 10 demonstrates the likeliness of college students staying in the state based on the type of educational institute they are attending. Students who are attending community colleges lean more toward staying in the state (53.8%). Students who are attending the three regent universities lean more against staying in the state (34.2%).

Figure 10. Type of College Currently Attending (Statewide)

Type of College	Lean Toward Staying	Lean Against Staying	Not Sure
Community College	53.8%	19.5%	26.7%
Regent University	41.5%	34.2%	24.3%
Private College	45.4%	29.5%	25.1%

Additional Statewide Statistics

Benefits

Recognizing that many of Iowa’s college students are attracted to jobs that offer benefits, the survey asked about the particular benefits college students would be most attracted to.

Physical health/medical insurance (94.8%) is the most attractive benefit that business can offer employees, followed by pension/retirement/401(k)/profit sharing (81.9%), dental coverage (81.8%), sick leave (75.5%), paid vacation (66.2%), prescription drug coverage (64.7%), vision coverage (62.0%), life insurance (61.3%), paid holidays (61.1%), paid time off (53.7%), tuition assistance (45.5%), disability insurance (42.9%), flextime (33.8%), and stock options (20.4%).

“I think more jobs need to provide healthcare at an affordable rate for their employees.”
 20 yr old Des Moines Area Community College student

Marital Status

Many respondents noted that Iowa is only attractive to those who are married and raising a family. Respondents who identified themselves as married are more likely to stay in Iowa (62.0%) while 17.7 percent of married respondents lean against staying. Of those who identified themselves as single, 43.3 percent lean toward staying while 30.3 percent lean against staying.

Climate

A feature that was not included in the survey but was frequently mentioned by respondents was the weather in Iowa. Unfortunately this is a feature the state of Iowa can do very little to address. Many college students cited the harsh winters as a reason that they would choose to leave Iowa.

“The climate, weather, and geography have a lot to do with my decision to stay in or leave Iowa. The temperatures, snow, and ice are disturbing.” 26 yr old University of Northern Iowa student

Community College Results

The following data is based on the responses of 4,558 community college students, which comprises 43.4 percent of all college student survey responses. The majority of respondents were female (61.6%), but both genders lean toward staying in the state after graduation. Nearly half of males (48.7%) and over half of females (55.7%) plan to stay in the state. Notably, over one-fourth of each gender were unsure of their decision at the time of the survey (28.2% male, 26.1% female).

Analysis was also done by age group for the community college section to see if age was a factor in the decision to stay in Iowa. Figure 11 illustrates that the majority of each age category either leans toward staying in Iowa or are unsure of their future location, which once again gives the state an opportunity to promote the state as a place to live after graduation from the community college.

Figure 11 shows that there is a steady increase in the percent of those who lean toward staying in Iowa as the students age increases, indicating that the older the student is, the more likely they are to stay in Iowa after graduation.

Figure 11. Future Plans by Age Range (Community Colleges)

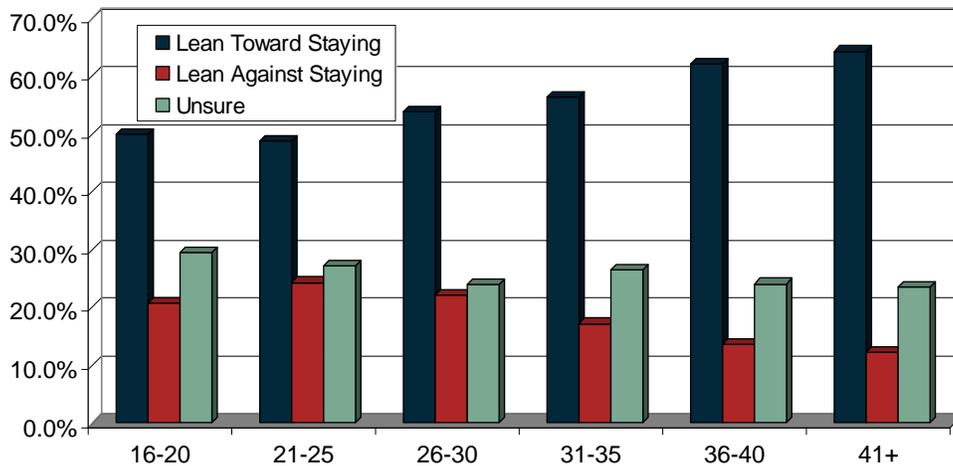
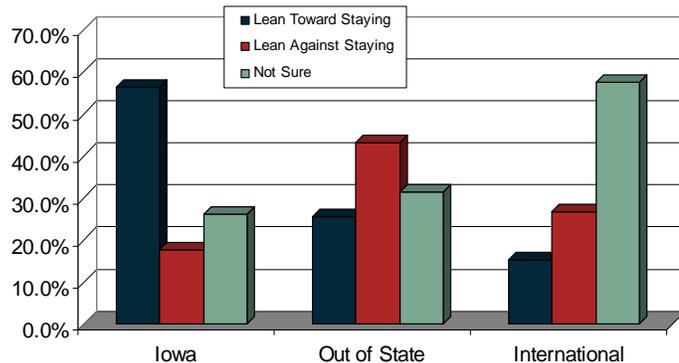


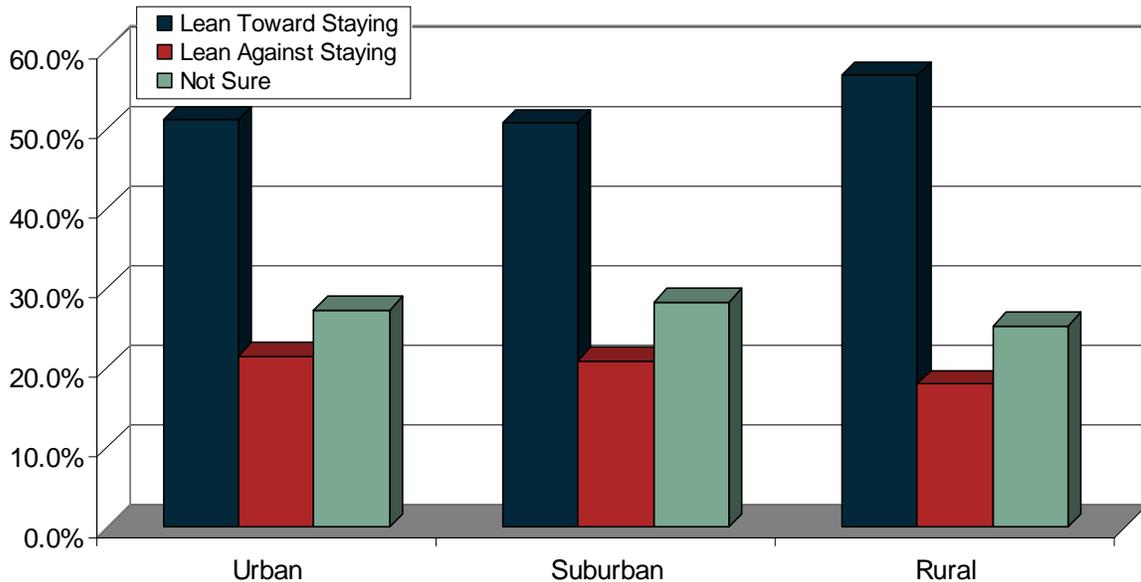
Figure 12. Future Plans by State of Origin (Community College)

Additionally, there were 290 out-of-state and 26 international community college students who responded to the survey. Over half (56.8%) of the out-of-state students and 73.1 percent of the international students lean toward staying or are unsure of where they will reside after graduation. (Figure 12)



Studying the population settings in which the students grew up indicates that a community college student's decision to stay in the state has little to do with population setting. Students who were raised in a rural setting are more likely to stay in the state (56.2%) than those raised in a suburban (50.8%) or urban (51.2%) setting (Figure 13).

Figure 13. Future Plans by Population Setting (Community College)



Just over one-third (35.7%) of community college students believe that Iowa provides competitive wages. However, over two-thirds (68.4%) agree that Iowa has job opportunities that interest them.

Students are looking for job opportunities that offer attractive benefits (83.0%), career advancement (81.7%), and competitive wages (81.0%). (Figure 14)

Figure 14. Attractiveness of Job Opportunities (Community College)

Job Opportunities in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Interest me personally	68.4%	83.2%	10.6%	6.2%
Are in a variety of fields & industries	60.7%	63.8%	16.6%	19.6%
Provide competitive wages	35.7%	81.0%	11.0%	8.0%
Offer career advancement	54.8%	81.7%	9.5%	8.8%
Offer attractive benefits	50.7%	83.0%	9.4%	7.6%

Figure 15 depicts that only half (51.2%) of community college students perceive Iowa as having entertainment options that interest them. They believe Iowa does not have attractive night life, sports teams, commercial centers, or social/ethnic/religious/professional organizations.

Community college students responded that they would be attracted by outdoor recreation (75.0%), cultural attractions(56.7%), attractive night life (55.6%), commercial centers (54.0%), and sports teams/events/venues (51.8%).

Golf courses/country clubs/resorts was the least attractive feature; only one-third (35.1%) of respondents would be attracted by that feature.

Figure 15. Entertainment in Iowa (Community College)

Entertainment in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Entertainment options that interest me	51.2%	67.4%	19.2%	13.4%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	81.6%	75.0%	14.1%	10.9%
Organized recreation leagues	54.7%	44.4%	29.0%	26.6%
Golf courses, country clubs, resorts	63.5%	35.1%	36.4%	28.6%
Cultural attractions (museums, theatres, festivals, etc)	55.5%	56.7%	23.0%	20.3%
Attractive sports	46.4%	51.8%	26.6%	21.6%
Attractive commercial	47.1%	54.0%	22.6%	23.4%
Social/ethnic/religious/ professional organizations	48.9%	49.8%	25.3%	24.9%
Attractive night life (coffee houses, bars, clubs, etc)	46.2%	55.6%	26.6%	17.9%

“Social and ethnic integration is a real problem that every city faces. I would be happy and proud to be a citizen of a state that cares first about community outreach and establishes programs to create comfortability within a truly diverse state.” 25 year old Des Moines Area Community College student

Figure 16. Quality of Life (Community College)

Quality of Life in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Communities I would consider raising a family	88.3%	82.5%	10.7%	6.8%
Diverse communities	57.0%	44.6%	30.3%	25.1%
Strong education system	76.2%	88.6%	5.5%	5.9%
Medical care network that is easily accessible	67.8%	85.0%	6.5%	8.5%
Fitness/health centers/ymcas	80.3%	59.6%	19.4%	21.0%
Clean safe communities	80.9%	90.4%	4.5%	5.2%
Low crime rate	66.0%	88.9%	5.1%	6.1%
Short and safe daily commutes	72.5%	83.3%	7.0%	9.7%
Suitable roads and highways	55.4%	80.9%	9.7%	9.4%

Figure 16 shows that 88.3 percent of respondents agree that Iowa has communities in which they would consider raising a family. Most students (82.5%) would be attracted to raising a family in Iowa. Community college students are most attracted to clean/ safe communities (90.4%), low crime rate (88.9%), strong education systems (88.6%), easily accessible medical care networks (85.0%), and short/safe daily commutes (83.3%).

Community college students agree that Iowa does have clean/safe communities (80.9%), fitness/health centers/YMCAs (80.3%), strong education systems (76.2%), and short/safe daily commutes (72.5%).

Features that respondents least agreed were featured in Iowa are suitable roads and highways (55.4%) and diverse communities (57.0%). Approximately one-third (30.3%) of community college respondents stated that diverse communities would not attract them to Iowa.

Figure 17. Cost of Living (Community College)

Cost of Living in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Affordable cost of living	74.1%	90.9%	4.6%	4.5%
Affordable tax rate	53.6%	84.3%	6.3%	9.4%
Affordable housing	62.7%	90.2%	4.7%	5.1%
Affordable travel options	50.2%	70.8%	12.2%	17.0%
Affordable medical care	48.6%	86.0%	6.1%	7.9%
Affordable education	70.4%	88.6%	5.6%	5.9%

Figure 17 demonstrates that most community college students are attracted to affordable cost of living (90.9%), affordable housing (90.2%), and affordable education (88.6%); however, they do not agree that Iowa provides affordable options. Less than half (48.6%) agree that Iowa offers affordable medical care; 50.2 percent agree Iowa offers affordable travel options; 53.6 percent agree Iowa offers affordable tax rates; and only 62.7% agree Iowa has affordable housing.

Figure 18. Field of Study (Community College)

Field of Study	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture & Natural Resource	66.3%	20.2%	13.5%
Construction Trades	63.9%	14.8%	21.3%
Business/Administration/ General Office Support	60.2%	15.1%	24.7%
Hospitality & Tourism	57.9%	21.1%	21.1%
Health Occupations	56.7%	17.0%	26.3%
Family/Consumer Sciences & Human Services	56.1%	14.0%	29.9%
Computer Information Technology	54.7%	18.9%	26.4%
Transportation	51.6%	29.0%	19.4%
Liberal Arts	49.1%	22.7%	28.2%
Manufacturing	44.2%	23.3%	32.6%

When asked what field of study the community college students were currently in the most common responses were health occupations, liberal arts, and business/administrative support. Of the respondents who identified themselves as studying health occupations 56.7 percent lean toward staying in Iowa, 17.0 percent lean against staying in Iowa, and 26.3 percent are not sure if they will stay in Iowa after graduation.

Liberal arts students responded that less than one-half (49.1%) lean toward staying in Iowa, 22.7 percent lean against staying in Iowa, and 28.2 percent are not sure if they will stay in Iowa after graduation. Three-fifths (60.2%) of business/administration/general office support students lean toward staying in Iowa, 15.1 percent lean against staying in Iowa, and 24.7 percent stated that they are not sure if they will stay in Iowa after graduation.

“My biggest worry about the state of Iowa is the fact that the computer industry in Iowa is not big enough to support the number of students that currently are studying it.”
 25 year old Kirkwood Community College student

Figure 19. Future Employment Interest (Community College)

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture/Natural Resources/Environment	62.9%	13.7%	23.4%
Finance/Insurance/Real Estate	60.1%	11.8%	28.1%
General Business Administration	59.7%	15.1%	25.2%
Education	59.1%	14.8%	26.1%
Manufacturing	57.4%	17.8%	24.8%
Construction	55.2%	18.4%	26.4%
Healthcare	54.6%	18.6%	26.8%
Active Military/ Law Enforcement/ Public Safety	54.1%	17.0%	28.9%
Computer Information Technology	52.0%	20.1%	27.9%
Social Services	51.9%	20.1%	27.9%
Public Administration/ Government	51.0%	21.2%	27.8%
Entrepreneurial/ Self Employment	50.0%	14.7%	35.3%
Marketing	50.0%	12.5%	37.5%
Personal Services	50.0%	20.7%	29.3%
Wholesale/Retail Trade	50.0%	20.1%	29.9%
Legal	48.8%	22.3%	28.8%
Transportation/Public Utilities	48.5%	26.5%	25.0%
Communications/ Journalism/Public Relations	47.3%	27.1%	25.6%
Research/Science/Math	42.4%	30.3%	27.3%
Entertainment & Recreation	38.3%	30.7%	31.0%
Animal Sciences/ Veterinary Medicine	35.7%	33.3%	31.0%
Engineering	34.6%	19.2%	46.2%

Figure 19 shows that students at Iowa’s community colleges are interested in a variety of industries. Respondents who are interested in agricultural professions lean more towards staying in Iowa (62.9%). Respondents who are interested in animal sciences/veterinarians lean more against staying in Iowa (33.3%).

Future financial employees (60.1%), general business employees (59.7%), educators (59.1%), active military/law enforcement/public safety (54.1%), and healthcare professionals (54.6%) are among those that lean more toward staying in Iowa after graduation.

Future entertainment and recreation professionals (30.7%), researchers (30.3%), communications/journalists/public relations professionals (27.1%), legal professionals (22.3%), and personal service professionals (20.7%) are among those that lean more against staying in Iowa after graduation.

Community college students interested in future employment in healthcare that are unsure if they will stay in Iowa are attracted to affordable cost of living (92.0%), affordable housing (91.0%), low crime rate (90.7%), Clean environment (89.2%), and affordable education (88.8%).

Regent University Results

The following data is based on the responses of 4,331 regent university students, which comprises 41.3 percent of all college student survey responses. The majority of respondents were female (63.7%); although, overall both genders lean toward staying in the state after graduation rather than leaving the state. Over one-third of males (38.4%) and two-fifths of females (43.2%) plan to stay in the state. Notably, approximately one-fourth of each gender were unsure of their decision at the time of the survey (23.8% male, 25.1% female).

Analysis was also done by age group for the regent university section to see if this was a factor in the decision to stay in Iowa. Figure 20 illustrates that the majority of each age category lean toward staying in Iowa or are unsure of their future location, which once again gives the state an opportunity to promote the state as a place to live after graduation from the regent universities. The older students are much more likely to lean toward staying in the state than younger students.

Figure 20. Future Plans by Age Range (Regent Universities)

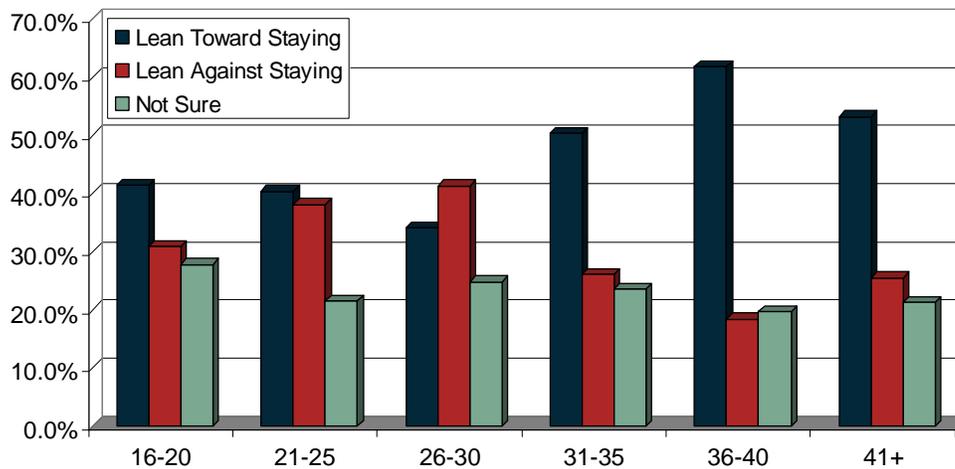


Figure 21. Future Plans by State of Origin (Regent Universities)

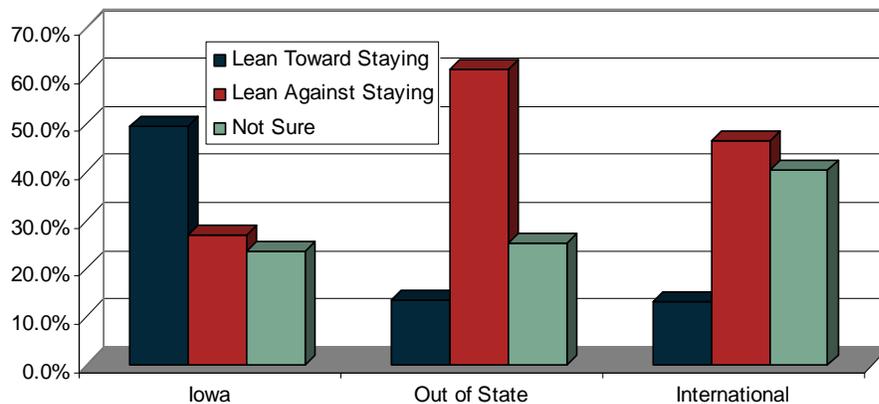
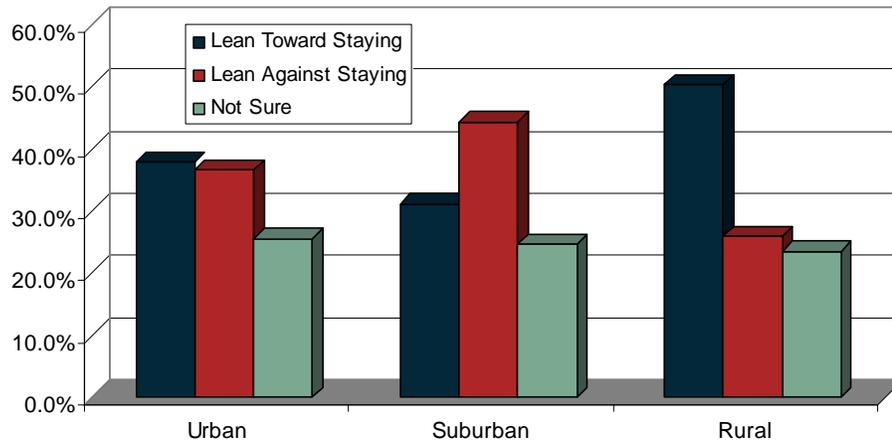


Figure 21 indicates that Iowa natives are more likely to stay in the state than those from other states; however, they only represent 49.6% of all Iowa student respondents. While the majority (41.5%) of regent university students lean toward staying in the state, there is 24.3 percent that are unsure.

Figure 22. Future Plans by Population Setting (Regent Universities)



Studying the population settings in which the students grew up indicates that a regent university student’s decision to stay in the state has much to do with population setting. Students who were raised in a rural setting are much more likely to stay in the state (50.4%) than those raised in a suburban (31.1%) or urban (37.9%) setting (Figure 22).

“Thing is, I would love to stay in Iowa. I grew up here and I would love to raise my family here. Unfortunately, I don’t know if I could get a job that I enjoy and pays enough for me to remain.”
 20 year old University of Iowa student

Figure 23. Attractiveness of Job Opportunities (Regent Universities)

Job Opportunities in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Interest me personally	65.9%	84.8%	11.2%	4.0%
Are in a variety of fields & industries	62.4%	54.8%	24.8%	20.4%
Provide competitive wages	40.9%	81.8%	11.1%	7.1%
Offer career advancement	60.0%	81.7%	10.5%	7.8%
Offer attractive benefits	57.7%	84.6%	9.2%	6.2%

Nearly two-thirds (65.9%) of regent university students believe that Iowa has job opportunities that interest them. However, only two-fifths believe that Iowa offers competitive wages (40.9%).

Students are looking for job opportunities that offer attractive benefits (84.6%), career advancement (81.7%), and competitive wages (81.8%).

Only one-half (50.4%) of students perceive Iowa as having entertainment options that interest them. They believe Iowa does not have sports teams, social/ethnic/religious/professional organizations, commercial centers, or an attractive night life (see Figure 24 on the next page).

Regent university students responded that they would be attracted by outdoor recreation (71.9%), commercial centers (58.5%), cultural attractions (58.3%), attractive night life (56.3%), and sports teams/events/venues (48.9%) which are similar interests to community college students.

Golf courses/country clubs/resorts was the least attractive feature; only one-third (31.2%) of respondents would be attracted by that feature.

Figure 24. Entertainment in Iowa (Regent Universities)

Entertainment in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Entertainment options that interest me	50.4%	70.7%	19.4%	10.0%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	80.6%	71.9%	17.6%	10.4%
Organized recreation leagues	58.8%	40.0%	36.2%	23.7%
Golf courses, country clubs, resorts	62.5%	31.2%	47.0%	21.8%
Cultural attractions (museums, theatres, festivals, etc)	50.0%	58.3%	24.0%	17.7%
Attractive sports teams/events/venues	34.9%	48.9%	33.3%	17.8%
Attractive commercial centers/districts	42.7%	58.5%	23.6%	17.8%
Social/ethnic/religious/professional organizations	42.3%	46.7%	30.6%	22.6%
Attractive night life (coffee houses, bars, clubs, etc)	46.2%	56.3%	29.3%	14.4%

“The main problems with Iowa for me are the lack of diversity, the lack of variety in cultural attractions, and that most of the recreational activities in the larger cities center around the “bar scene”.”
19 year old University of Northern Iowa student

Figure 25. Quality of Life (Regent Universities)

Quality of Life in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Communities I would consider raising a family	88.0%	81.0%	12.9%	6.2%
Diverse communities	32.5%	37.6%	40.1%	22.3%
Strong education system	84.1%	89.8%	6.0%	4.2%
Medical care network that is easily accessible	65.5%	79.9%	8.8%	11.2%
Fitness/health centers/ymcas	77.7%	55.5%	24.7%	19.8%
Clean safe communities	90.1%	91.0%	5.3%	3.7%
Low crime rate	82.0%	87.1%	6.6%	6.3%
Short and safe daily commutes	80.1%	77.3%	11.3%	11.4%
Suitable roads and highways	63.0%	73.5%	13.9%	12.6%

Figure 25 shows that 88.0 percent of respondents agree that Iowa has communities where they would consider raising a family; most students (81.0%) would be attracted to an environment conducive to raising a family. Regent university students are most attracted to clean/safe communities (91.0%), strong education systems (89.8%), low crime rate (87.1%), easily accessible medical care networks (79.9%), and short/safe daily commutes (77.3%).

Regent university students agree Iowa has clean safe communities (90.1%), strong education systems (84.1%), low crime rate (82.0%), and short/safe daily commutes (77.3%) which matches in theory to what they are looking for regarding quality of life when choosing a place to reside after graduating.

Features that respondents least agreed were featured in Iowa are diverse communities (32.5%) and suitable roads and highways (63.0%). However, only 37.6 percent of regent university respondents stated that diverse communities would attract them to Iowa.

Figure 26. Cost of Living (Regent Universities)

Cost of Living in Iowa	Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Affordable cost of living	87.4%	88.1%	7.4%	4.5%
Affordable tax rate	64.6%	75.0%	11.9%	13.1%
Affordable housing	76.0%	87.2%	7.4%	5.4%
Affordable travel options	53.5%	64.8%	17.8%	17.4%
Affordable medical care	54.8%	78.6%	10.1%	11.2%
Affordable education	69.7%	83.6%	8.5%	7.8%

Figure 26 demonstrates that most regent university students are attracted to affordable cost of living (88.1%), affordable housing (87.2%), and affordable education (83.6%); however, they do not agree that Iowa provides affordable options. Just over half (54.3) agree that Iowa offers affordable medical care; 53.5 percent agree Iowa offers affordable travel options; 64.6 percent agree Iowa offers affordable tax rates; and only 69.7% agree Iowa has affordable education.

Figure 27. Field of Study (Regent Universities)

Field of Study	Lean Toward Staying	Lean Against Staying	Not Sure
Education	61.9%	18.6%	19.5%
Agriculture, Agricultural operations & related sciences	59.1%	21.1%	19.8%
Mathematics/Statistics/ Accounting	50.0%	28.2%	21.8%
Family/Consumer & Human Sciences	49.6%	30.8%	19.7%
Transportation	48.5%	33.3%	18.2%
Protective Services/Public Administration & Social Service Professions	45.7%	30.9%	23.4%
Conservation & Natural Sciences/Resources	45.0%	35.0%	20.0%
Construction Trades	43.8%	53.1%	3.1%
Sales/Marketing, Finance, Economics	41.9%	34.9%	23.2%
Computer Information Technology	41.1%	34.7%	24.2%
Biology & Biomedical Sciences	40.0%	34.8%	25.2%
Health Professions	36.8%	34.7%	28.5%
Psychology	33.8%	39.6%	26.7%
Communication/Journalism/ Public Relations	33.2%	37.9%	29.0%
Legal Professions	32.6%	46.5%	20.9%
Literature/English	32.4%	45.7%	21.9%
Social Sciences	31.4%	45.2%	23.3%
Engineering & Related Technologies	30.8%	38.9%	30.3%
Liberal Arts & Sciences/General Studies & Humanities	30.1%	45.0%	24.8%
Philosophy/Religion/Classics	29.7%	45.9%	24.3%
Foreign Languages & Literatures	28.7%	47.8%	23.5%
Visual & Performing Arts	28.7%	47.8%	23.5%
Physical Sciences	23.9%	51.1%	25.0%
Personal, Design, & Culinary Sciences	18.4%	53.9%	27.6%

Figure 27 shows that students in the education field of study are more likely to stay in the state following graduation than those in personal, design, & culinary studies at the regent universities.

Respondents studying biology and biomedical sciences that lean against staying in Iowa are most attracted to strong education system (90.0%), clean environment (89.0%), affordable cost of living (84.0%), affordable housing (82.0%), easily accessible medical care system (81.8%), job opportunities in their field or industry (81.0%), job opportunities that offer attractive benefits (81.0%), job opportunities that offer career advancement (80.0%), and affordable education (80.0%).

Attractions that would influence the decision of engineering students that lean against staying in Iowa include clean environment (82.4%), strong education system (80.7%), job opportunities in their field or industry (78.4%), job that offers career advancement (77.8%), low crime rate (76.7%), job opportunities that provide competitive wages (76.0%), attractive benefits (75.4%), and outdoor recreation (72.7%),

Figure 28. Future Employment Interests (Regent Universities)

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture/Natural Resources/Environment	58.5%	18.8%	22.7%
Education	49.3%	28.8%	22.0%
Finance/Insurance/Real Estate	48.1%	28.9%	23.0%
Construction	44.8%	35.8%	19.4%
General Business Administration	44.0%	29.5%	26.4%
Marketing	43.3%	33.3%	23.3%
Entrepreneurial/ Self Employment	42.9%	42.9%	14.3%
Social Services	42.1%	33.0%	24.9%
Computer Information Technology	41.0%	37.0%	22.0%
Personal Services	41.0%	35.4%	23.5%
Animal Sciences/ Veterinary Medicine	40.0%	38.5%	21.5%
Healthcare	40.0%	32.7%	27.3%
Wholesale/Retail Trade	36.3%	41.3%	22.5%
Transportation/Public Utilities	34.6%	39.5%	25.9%
Manufacturing	34.0%	35.3%	30.6%
Public Administration/ Government	33.4%	43.3%	23.3%
Communications/ Journalism/Public Relations	31.0%	43.2%	25.8%
Legal	28.4%	48.3%	23.3%
Active Military/ Law Enforcement/ Public Safety	25.8%	45.5%	28.8%
Engineering	25.6%	50.0%	24.4%
Entertainment & Recreation	25.5%	48.1%	26.4%
Research/Science/Math	17.1%	54.5%	28.5%

Figure 28 shows that students at Iowa's regent universities are interested in a variety of industries. Respondents who are interested in agricultural (58.5%), education (49.3%), finance/insurance/real estate (48.1%), business (44.0%), or marketing (43.3%) professions lean most towards staying in Iowa; respondents who are interested in research/science/math (54.5%), engineering (50.0%), or entertainment/recreation (48.1%) professions lean the most against staying in Iowa after graduation.

Private College Results

The majority of private college students responding to the statewide survey (45.4%) lean toward staying in Iowa after graduation; however, one-fourth (25.1%) are unsure of their plans after college and the remaining 29.5 percent are thinking of leaving the state once they have graduated.

Nearly one-half (47.0%) of the male private college students plan to stay in Iowa following graduation, while 44.9 percent of the female students lean toward making Iowa their home after graduation. One-fourth of each were unsure of their decision at the time of the survey (24.7% male, 25.2% female).

Analysis by age group was also done to see if this is a factor in the decision to stay in Iowa. Figure 29 illustrates that older students are more likely to stay in Iowa following graduation than younger students. However, it is worth noting that over 40.0 percent of all the private college students responding to the survey still plan to stay in the state.

Figure 29. Future Plans by Age Range (Private Colleges)

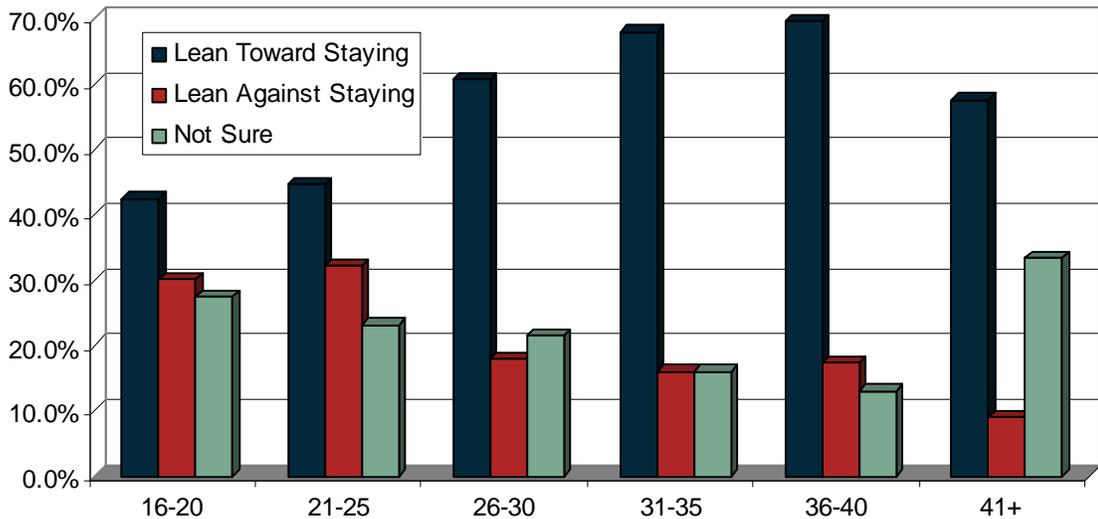
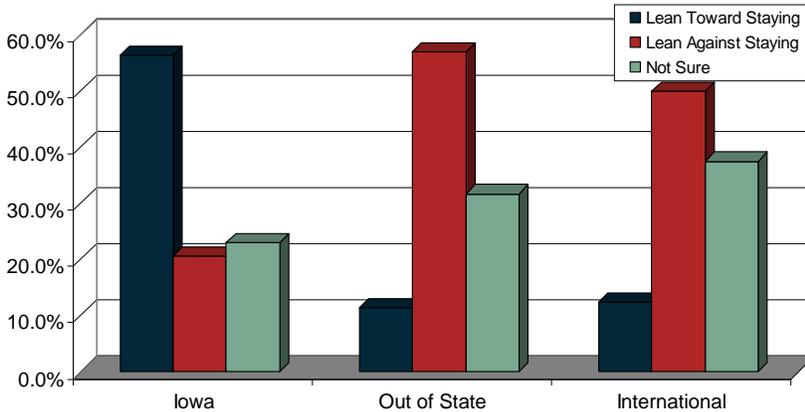


Figure 30. Future Plans by State of Origin (Private Colleges)



Private college students were asked to identify their state of origin in order to distinguish how likely they were to stay in Iowa after graduation based on whether they are an Iowa native, from another state, or an international student. Figure 30 indicates that Iowa natives are more likely to stay in Iowa than those from other states; however, one-fifth (20.6%) lean toward leaving the state.

Survey results in Figure 31 show that students raised in a rural setting are more likely to stay in the state. Over one-half (51.0%) of those raised in rural areas lean toward staying in the state while 25.2 percent lean against staying; 23.8 percent are not sure.

Over one-third (36.8%) of students from suburban areas lean toward staying while nearly the same percentage (36.1%) lean against staying in Iowa; 27.2 percent are not sure. Two-fifths (41.9%) of the student respondents from urban areas lean toward staying in the state while 32.5 percent lean against staying; one-fourth (25.6%) are unsure.

Figure 31. Future Plans by Population Setting (Private Colleges)

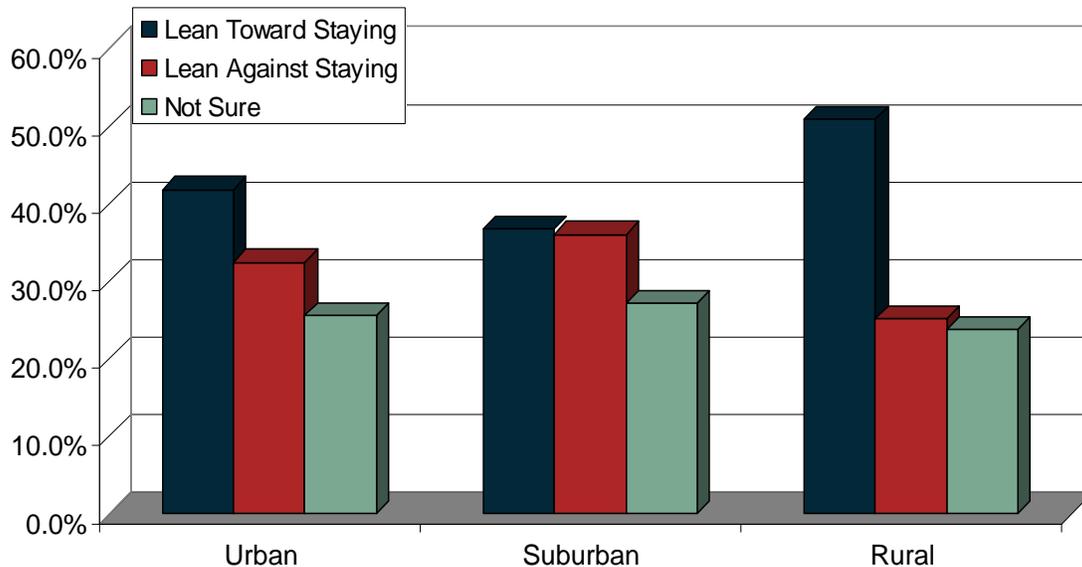


Figure 32 indicates that private colleges represent the highest percentage (70.0%) of all the collegiate groups when it comes to believing that Iowa has job opportunities that interest them. However, only one-third believe that Iowa offers competitive wages (36.2%).

Figure 32. Attractiveness of Job Opportunities (Private Colleges)

Job Opportunities in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Interest me personally	70.0%	86.2%	9.4%	4.4%
Are in a variety of fields & industries	62.8%	58.1%	19.7%	22.1%
Provide competitive wages	36.2%	82.8%	9.8%	7.4%
Offer career advancement	58.6%	82.0%	8.9%	9.1%
Offer attractive benefits	52.7%	86.0%	6.7%	7.4%

Private college students are looking for job opportunities that offer attractive benefits (86.0%), competitive wages (82.8%), and career advancement (82.0%).

Only one-half (53.6%) of students perceive Iowa as having entertainment options that interest them. They believe Iowa does not have enough sports teams, attractive night life, commercial centers/districts, or social/ethnic/religious/professional organizations. (Figure 33).

Most private college students responded that they would be attracted by outdoor recreation (74.8%), cultural attractions (59.6%), attractive night life (58.1%), attractive commercial centers (55.0%).

Figure 33. Entertainment in Iowa (Private Colleges)

Entertainment in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Entertainment options that interest me	53.6%	71.6%	17.0%	11.4%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	82.2%	74.8%	14.5%	10.7%
Organized recreation leagues	58.3%	44.2%	31.0%	24.8%
Golf courses, country clubs,	64.1%	30.8%	43.3%	26.0%
Cultural attractions (museums, theatres, festivals, etc)	52.4%	59.6%	22.2%	18.2%
Attractive sports	35.7%	50.6%	30.7%	18.7%
Attractive commercial	45.7%	55.0%	21.8%	23.2%
Social/ethnic/religious/professional organizations	46.6%	53.8%	23.8%	22.4%
Attractive night life (coffee houses, bars, clubs, etc)	42.7%	58.1%	25.5%	16.4%

"I think Iowa has a lot of potential to be a really great place to live. The people are really great and it is affordable but there is not a whole lot to do. You really have to dig to find things to do, so the social aspect could really be upgraded." 20 year old Drake University student

Figure 34, below, shows that 86.2 percent of respondents agree that Iowa has communities in which they would consider raising a family. Most students (84.3%) would be attracted to communities where they would consider raising a family. Private college students are most attracted to clean/safe communities (91.7%), strong education systems (91.7%), low crime rate (88.5%), easily accessible medical care networks (83.9%), and short/safe daily commutes (79.5%).

Figure 34. Quality of Life (Private Colleges)

Quality of Life in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Communities I would consider raising a family	86.2%	84.3%	9.8%	6.0%
Diverse communities	33.0%	38.5%	35.3%	26.3%
Strong education system	81.7%	91.7%	4.1%	4.1%
Medical care network that is easily accessible	65.6%	83.9%	5.5%	10.6%
Fitness/health centers/ymcas	73.5%	58.2%	21.0%	20.8%
Clean safe communities	87.1%	91.7%	4.1%	4.2%
Low crime rate	75.9%	88.5%	4.9%	6.6%
Short and safe daily commutes	78.7%	79.5%	8.8%	11.7%
Suitable roads and highways	66.6%	75.7%	10.2%	14.0%

Private college students agree that Iowa does have clean safe communities (87.1%), strong education systems (81.7%), short/safe daily commutes (78.7%), and fitness/health centers/YMCAs, etc. (73.5%).

Features that respondents least agreed were featured in Iowa are diverse communities (33.0%) and suitable roads and highways (66.6%). However, only 38.5 percent of private respondents stated that diverse communities would attract them to Iowa.

Figure 35 demonstrates that most private college students are attracted to affordable cost of living (91.4%) and most agree that Iowa provides affordable options (83.0%). Slightly more than one-half (51.7%) agree that Iowa offers affordable medical care, 52.2 percent agree Iowa offers affordable travel options, and 62.1 percent agree Iowa offers affordable tax rates; but 71.9 percent agree that Iowa has affordable housing, which is higher than other student perceptions.

Figure 35. Cost of Living (Private Colleges)

Cost of Living in Iowa	I Agree, Iowa Has...	Would Attract	Would Not Attract	No Opinion
Affordable cost of living	83.0%	91.4%	4.4%	4.3%
Affordable tax rate	62.1%	80.5%	7.0%	12.5%
Affordable housing	71.9%	89.8%	3.9%	6.3%
Affordable travel options	52.2%	68.3%	11.4%	20.3%
Affordable medical care	51.7%	83.9%	5.6%	10.5%
Affordable education	67.8%	86.5%	5.5%	8.0%

Unlike the regent universities, most of the private college students who are taking classes in physical sciences lean toward staying in Iowa after graduation.

Figure 36. Field of Study (Private College)

Field of Study	Lean Toward Staying	Lean Against Staying	Not Sure
Physical Sciences	65.5%	20.7%	13.8%
Education	59.0%	20.0%	21.0%
Computer Information Technology	50.0%	27.8%	22.2%
Sales/Marketing, Finance, Economics	50.0%	29.8%	20.2%
Social Sciences	50.0%	34.1%	15.9%
Mathematics/Statistics/ Accounting	49.5%	31.6%	18.9%
Biology & Biomedical Sciences	47.5%	26.7%	25.7%
Protective Services/Public Administration & Social Service Professions	47.4%	26.3%	26.3%
Communication/Journalism/ Public Relations	43.0%	29.0%	28.0%
Literature/English	41.8%	25.5%	32.7%
Psychology	40.4%	29.3%	30.3%
Health Professions	40.2%	28.9%	30.9%
Legal Professions	38.5%	38.5%	23.1%
Visual & Performing Arts	38.5%	41.5%	20.0%
Foreign Languages & Literatures	32.6%	36.0%	31.5%
Philosophy/Religion/Classics	32.6%	32.6%	34.8%
Liberal Arts & Sciences/General Studies & Humanities	30.0%	41.4%	28.6%
Conservation & Natural Sciences/Resources	27.3%	45.5%	27.3%
Agriculture, Agricultural operations & related sciences	*	*	*
Construction Trades	*	*	*
Engineering & Related Technologies	*	*	*
Family/Consumer & Human Sciences	*	*	*
Personal, Design, & Culinary Sciences	*	*	*
Transportation	*	*	*

* Insufficient survey data/refused

Private college students studying mathematics/statistics/accounting and lean against staying in Iowa are attracted to job opportunities that offer attractive benefits (90.0%), strong education system (90.0%), clean environment (90.0%), affordable cost of living (90.0%), job opportunities in their field or industry (86.7%), job opportunities that provide competitive wages (86.7%), job

opportunities that offer career advancement (86.7%), raising a family (86.7%), affordable housing (86.7%), and affordable education (86.2%).

Features that attract private college students studying healthcare that lean against staying in Iowa are easily accessible medical care system (89.7%), clean environment (87.9%), strong education system (87.7%), evening weekend entertainment (86.2%), affordable housing (83.1%), job opportunities in their field or industry (83.1%), low crime rate (82.8%), job opportunities that provide a competitive wage (81.4%), affordable cost of living (81.4%), affordable medical care (81.4%), and raising a family (81.0%).

“I think Iowa was a great state to be raised and go to school in, but there just aren't opportunities here in my interested field.” 22 year old Simpson College student

Figure 37. Future Employment Interests (Private Colleges)

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Manufacturing	78.6%	0.0%	21.4%
Agriculture/Natural Resources/Environment	59.5%	21.6%	18.9%
Marketing	58.3%	25.0%	16.7%
Construction	58.3%	16.7%	25.0%
Computer Information Technology	54.5%	27.3%	18.2%
Education	52.7%	23.2%	24.2%
General Business Administration	50.3%	27.5%	22.2%
Finance/Insurance/Real Estate	49.1%	30.2%	20.8%
Social Services	47.4%	27.6%	25.0%
Communications/ Journalism/Public Relations	46.0%	26.3%	27.7%
Public Administration/ Government	45.2%	32.1%	22.6%
Healthcare	44.1%	27.5%	28.4%
Research/Science/Math	37.5%	18.8%	43.8%
Wholesale/Retail Trade	37.0%	44.4%	18.5%
Personal Services	36.7%	35.9%	27.3%
Legal	33.9%	41.1%	25.0%
Entertainment & Recreation	32.2%	43.2%	24.6%
Active Military/ Law Enforcement/ Public Safety	30.4%	47.8%	21.7%
Engineering	*	*	*
Animal Sciences/ Veterinary Medicine	*	*	*
Entrepreneurial/ Self Employment	*	*	*
Transportation/Public Utilities	*	*	*

* Insufficient survey data/refused

Figure 37 shows that students at Iowa’s private colleges are interested in a variety of industries. Respondents who are interested in engineering professions lean most towards staying in Iowa (100.0%), which is not representative of the college student population as a whole. Respondents who are interested in active military/law enforcement/public safety lean more toward leaving Iowa (47.8%).

In addition to engineers, future animal scientists/veterinarians (66.7%), agriculturists (59.5%), marketing specialists (58.3%), computer technologists (54.5%), and educators (52.7%) are among those that lean more toward staying in Iowa after graduating from a private college.

Future law enforcement officers (47.8%), retail trade workers (44.4%), entertainment and recreational workers (43.2%), or legal professionals (41.1%) are among those that lean toward leaving the state after graduation.

Conclusion

In conclusion, the students at the community colleges, regent universities, and private colleges as a whole are more apt to stay in the state rather than leave. However, the number of students that are apt to stay is not nearly sufficient in comparison to the job vacancies that Iowa is experiencing and will experience due to retirements in the next ten years.

According to the Generation Iowa Commission, Iowa is a "Top 10" importer of college students and ranks number one in the Midwest for college student attraction but is a top exporter in the Midwest once they have earned their degree/training. There are many job options available for graduates in their chosen field but a better connection needs to be made between the business community and students.

Based on the survey responses, Iowa has a unique opportunity to retain 2,675 students that responded stating they are "unsure" of whether they want to stay in the state or leave. Strides need to be made to educate the graduates and current student populous that Iowa offers many employment opportunities, affordable cost of living options, affordable housing, clean safe communities, and a strong educational system. These are the top attractions that the student survey respondents are looking for which Iowa can provide.

Though it's true that no matter what we make available, we will not be able to keep each of our graduating students, but we can make it a priority to try to retain most of them through marketing and other initiatives.

We would like to thank the colleges and students that participated in this Iowa College Student Survey, your input is a valuable asset to the state moving forward.

Index of Charts and Tables

Figure 1 College Respondents	4
Figure 2 Future Plans by Age Range (Statewide)	5
Figure 3 State of Origin (Statewide)	6
Figure 4 Population Setting (Statewide)	6
Figure 5 Attractiveness of Job Opportunities (Statewide)	6
Figure 6 Entertainment in Iowa (Statewide)	7
Figure 7 Quality of Life (Statewide)	8
Figure 8 Cost of Living (Statewide)	8
Figure 9 Future Employment Interests (Statewide)	9
Figure 10 Type of College Currently Attending	10
Figure 11 Future Plans by Age Range (Community College)	11
Figure 12 Future Plans by State of Origin (Community College)	11
Figure 13 Future Plans by Population Setting (Community College)	12
Figure 14 Attractiveness of Job Opportunities (Community College)	12
Figure 15 Entertainment in Iowa (Community College)	13
Figure 16 Quality of Life (Community College)	13
Figure 17 Cost of Living (Community College)	14
Figure 18 Field of Study (Community College)	14
Figure 19 Future Employment Interest (Community College)	15
Figure 20 Future Plans by Age Range (Regent University)	16
Figure 21 Future Plans by State of Origin (Regent University)	16
Figure 22 Future Plans by Population Setting (Regent University)	17
Figure 23 Attractiveness of Job Opportunities (Regent University)	17
Figure 24 Entertainment in Iowa (Regent University)	18
Figure 25 Quality of Life (Regent University)	18
Figure 26 Cost of Living (Regent University)	19
Figure 27 Field of Study (Regent University)	19
Figure 28 Future Employment Interest (Regent University)	20
Figure 29 Future Plans by Age Range (Private College)	21
Figure 30 Future Plans by State of Origin (Private College)	21
Figure 31 Future Plans by Population Setting (Private College)	22
Figure 32 Attractiveness of Job Opportunities (Private College)	22
Figure 33 Entertainment in Iowa (Private College)	23
Figure 34 Quality of Life (Private College)	23
Figure 35 Cost of Living (Private College)	24
Figure 36 Field of Study (Private College)	24
Figure 37 Future Employment Interest (Private College)	25



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