

**UCEAP Academic Integration and Ecology, Evolution and Biology Program Market Survey: October 1, 2004.**

The following should be read with the proverbial "grain of salt," for although we did increase survey response it is still too low to assess critically. This is a convenience sample of Ecology, Evolution and Biology students already persuaded to participate in UCEAP specifically marketed (and in some instances constructed) programs for Ecology, Evolution, and Biology students. Most respondents are participants in the Fall, Monteverde program. All the same, their perceptions of what is "convincing" and "attractive" is suggestive of compelling message construction. Program selection was assessed across the areas of Personal influence, Academic relevance, and Program logistics.

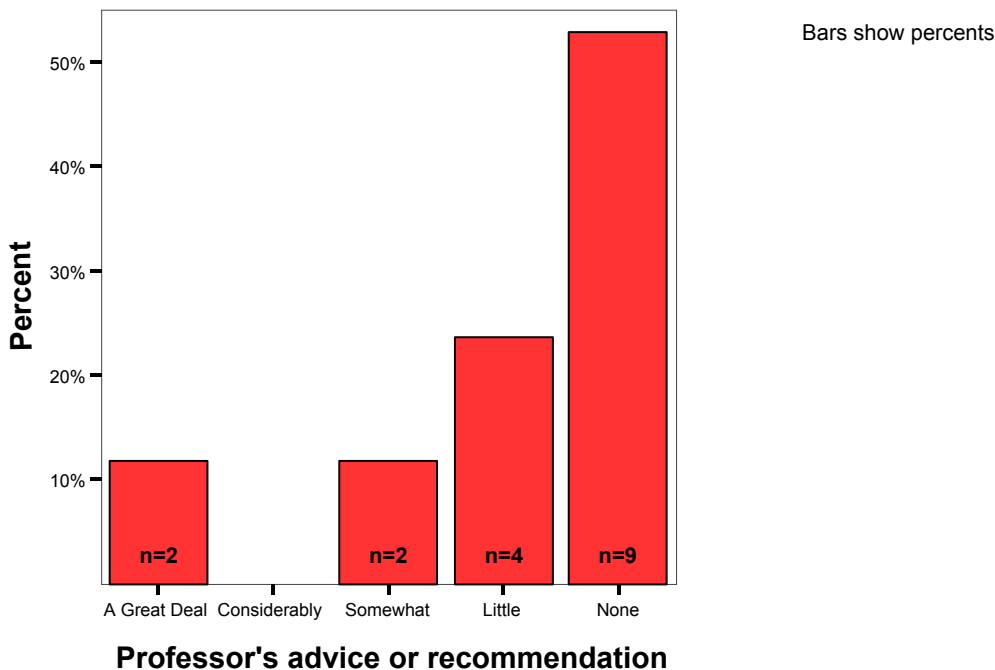
**Personal Influences**

A simple weighted response for Personal influence in program selection (assigning scores for "A Great Deal" to "None" of 4, 3, 2, 1, 0 and multiplying by the frequency) orders influence by Previous Participants (41), EAP Advisor (21), Professor (16), Departmental advisor (13) and then Teaching Asst., and Friends concomitantly enrolled or applying (12).

**Professor's advice or recommendation**

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	2	11.8	11.8
	Somewhat	2	11.8	23.5
	Little	4	23.5	47.1
	None	9	52.9	100.0
	Total	17	100.0	

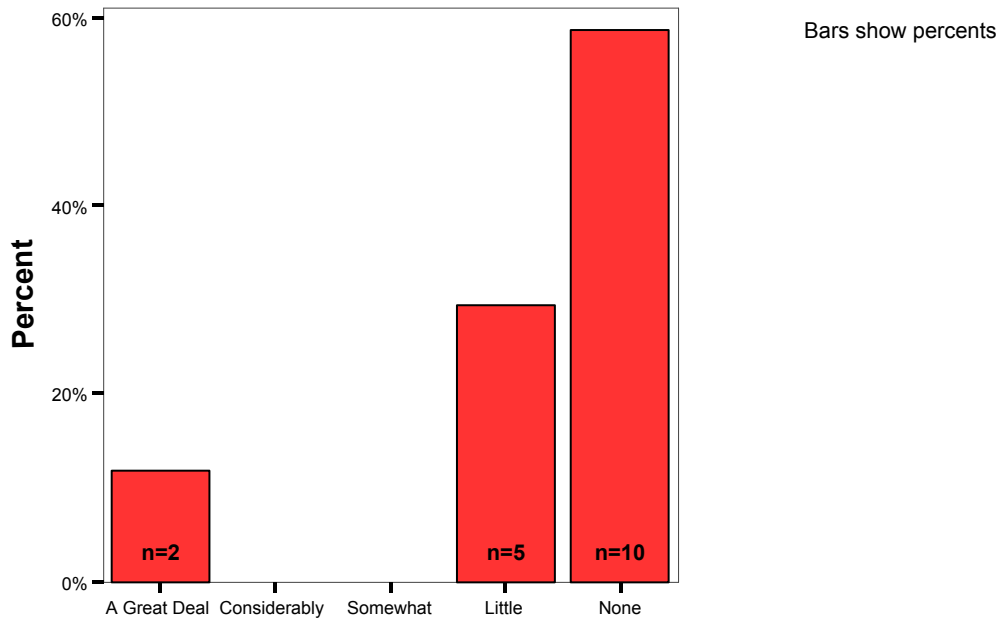
Source: UCEAP, SM&C. October 2004.



## Departmental staff advisor's recommendation

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	2	11.8	11.8
	Little	5	29.4	41.2
	None	10	58.8	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

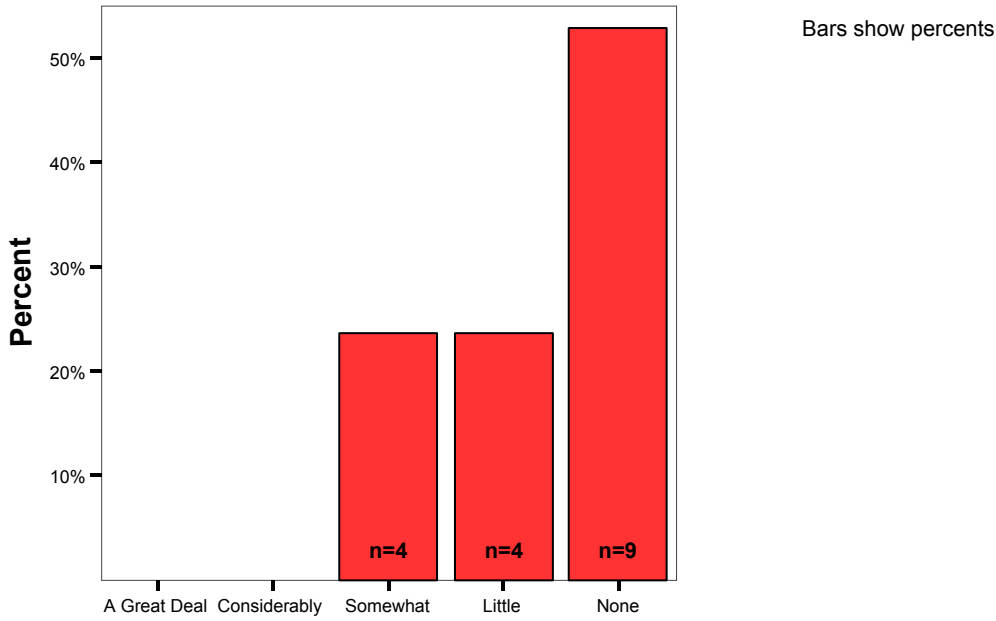


Departmental staff advisor's recommendation

### Teaching Assistant's advice or recommendation

		Frequency	Percent	Cumulative Percent
Valid	Somewhat	4	23.5	23.5
	Little	4	23.5	47.1
	None	9	52.9	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

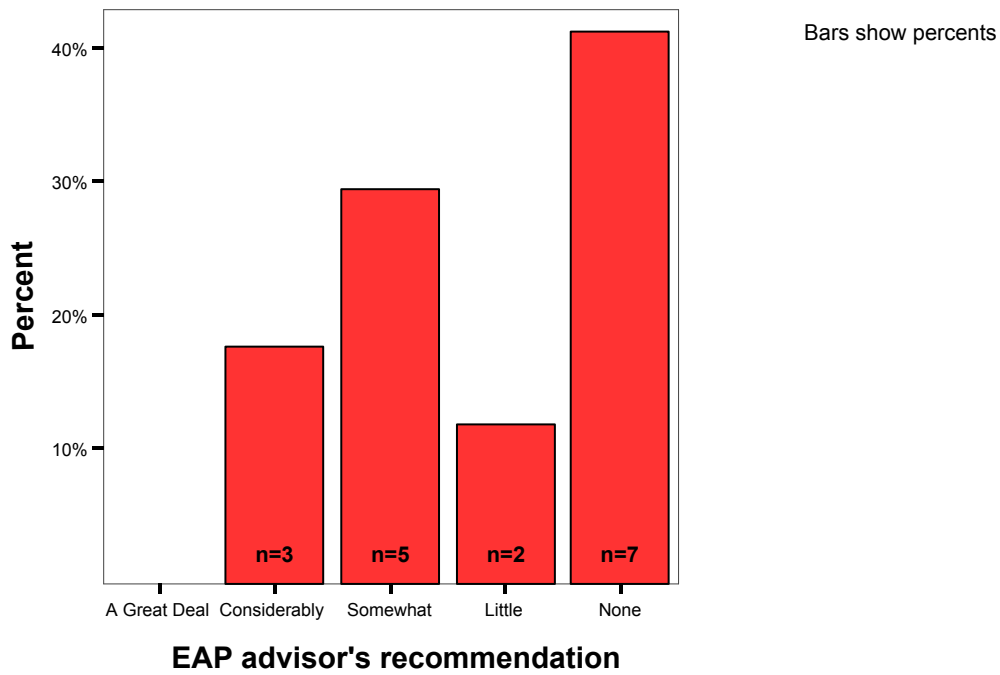


Teaching Assistant's advice or recommendation

## EAP advisor's recommendation

		Frequency	Percent	Cumulative Percent
Valid	Considerably	3	17.6	17.6
	Somewhat	5	29.4	47.1
	Little	2	11.8	58.8
	None	7	41.2	100.0
	Total	17	100.0	

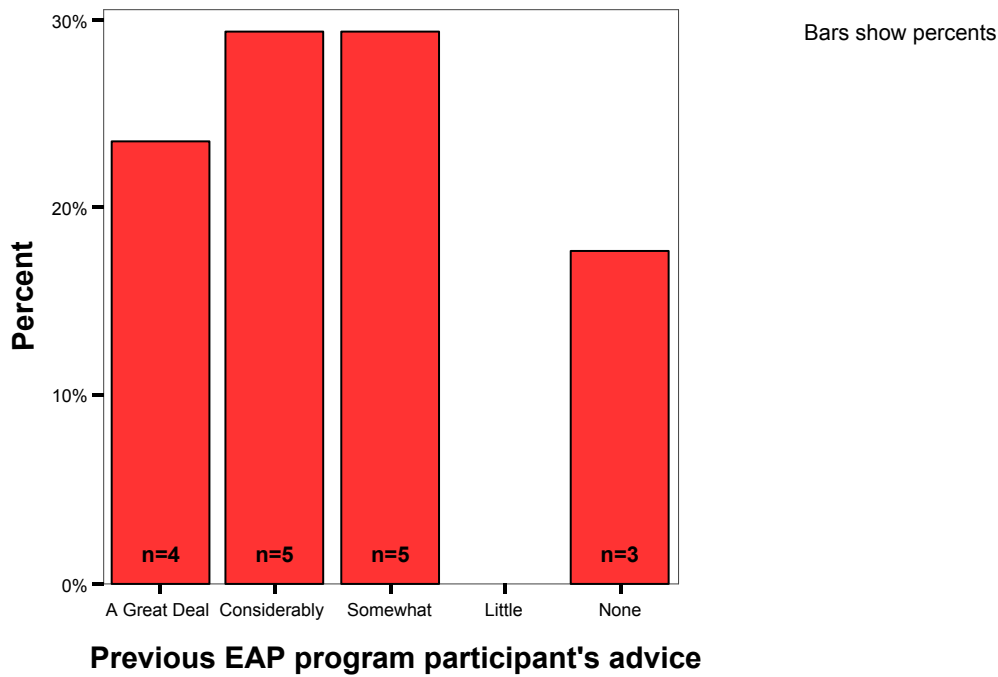
Source: UCEAP, SM&C. October 2004.



### Previous EAP program participant's advice

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	4	23.5	23.5
	Considerably	5	29.4	52.9
	Somewhat	5	29.4	82.4
	None	3	17.6	100.0
	Total	17	100.0	

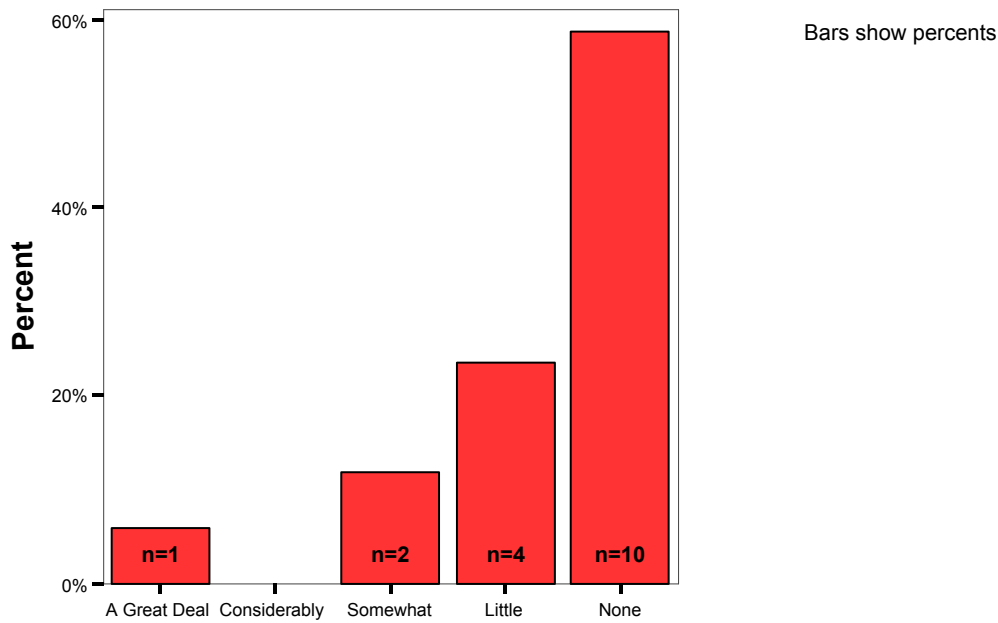
Source: UCEAP, SM&C. October 2004.



**Friend(s) attending the same program this term**

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	1	5.9	5.9
	Somewhat	2	11.8	17.6
	Little	4	23.5	41.2
	None	10	58.8	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



**Friend(s) attending the same program this term**

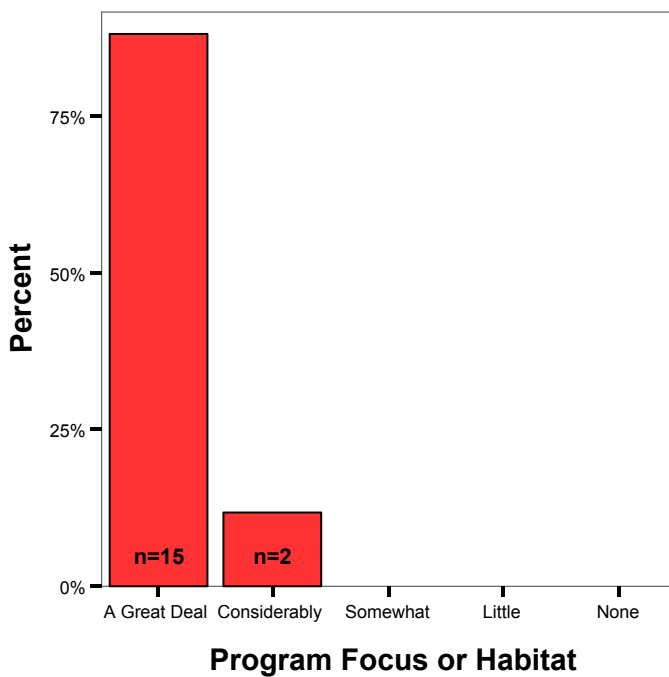
Academic Relevance

These programs are well suited to their audience -- Ecology, Evolution, and Biology students -- with their Academic influence priorities being Habitat (66), Field Research Opportunities (63), Academic Fit with Major (58), and Course availability (49).

**Program Focus or Habitat**

		<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Valid	A Great Deal	15	88.2	88.2
	Considerably	2	11.8	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

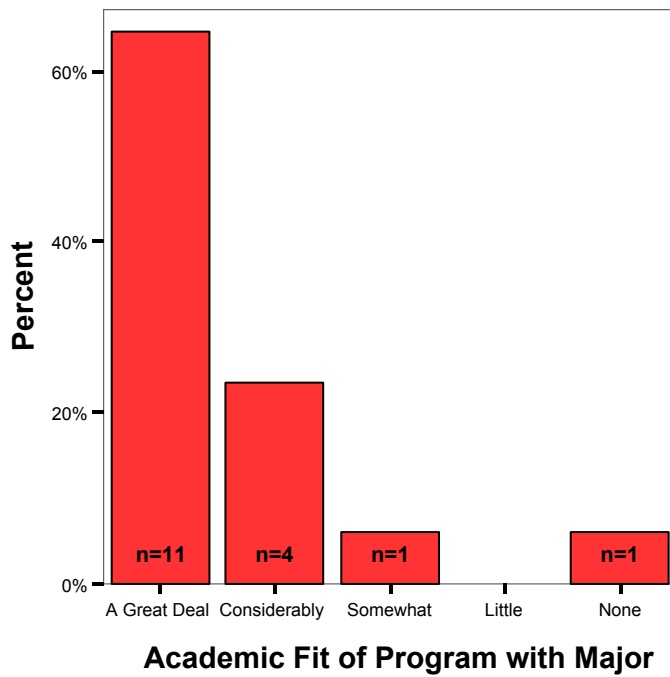


Bars show percents

## Academic Fit of Program with Major

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	11	64.7	64.7
	Considerably	4	23.5	88.2
	Somewhat	1	5.9	94.1
	None	1	5.9	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



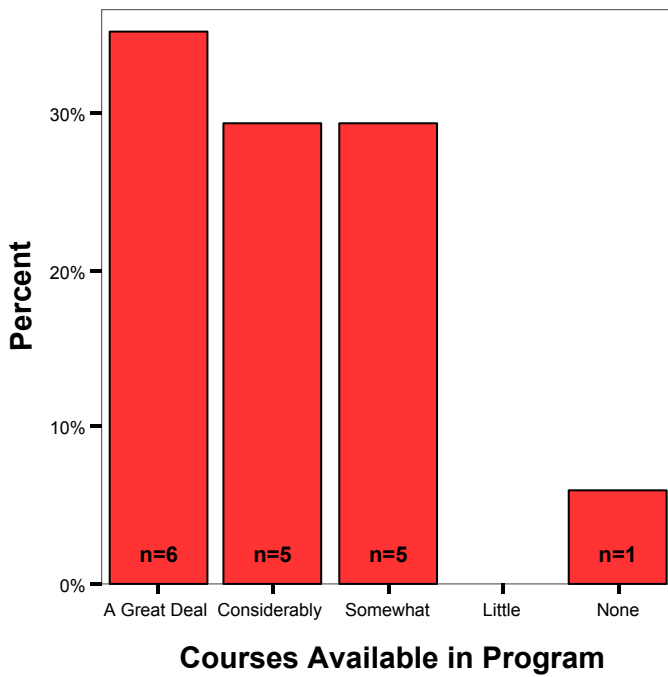
Bars show percents



## Courses Available in Program

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	6	35.3	35.3
	Considerably	5	29.4	64.7
	Somewhat	5	29.4	94.1
	None	1	5.9	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

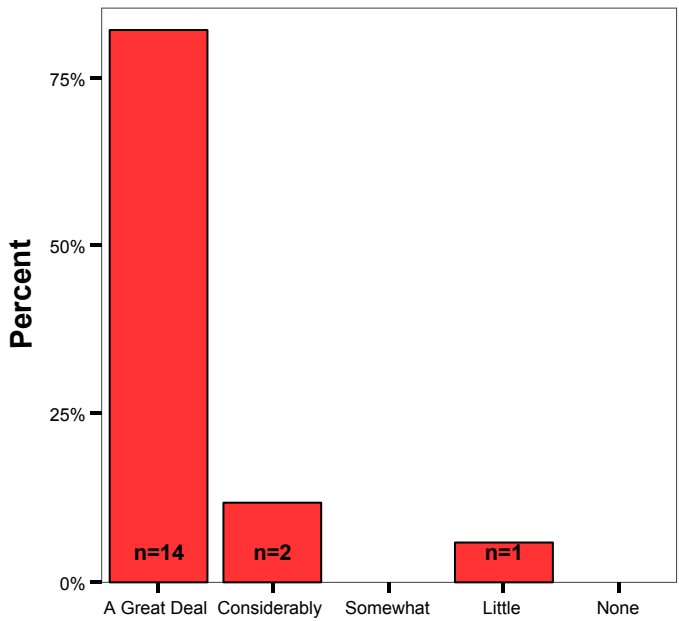


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## Opportunities in Field Research with Program

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	14	82.4	82.4
	Considerably	2	11.8	94.1
	Little	1	5.9	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



Bars show percents

**Opportunities in Field Research with Program**

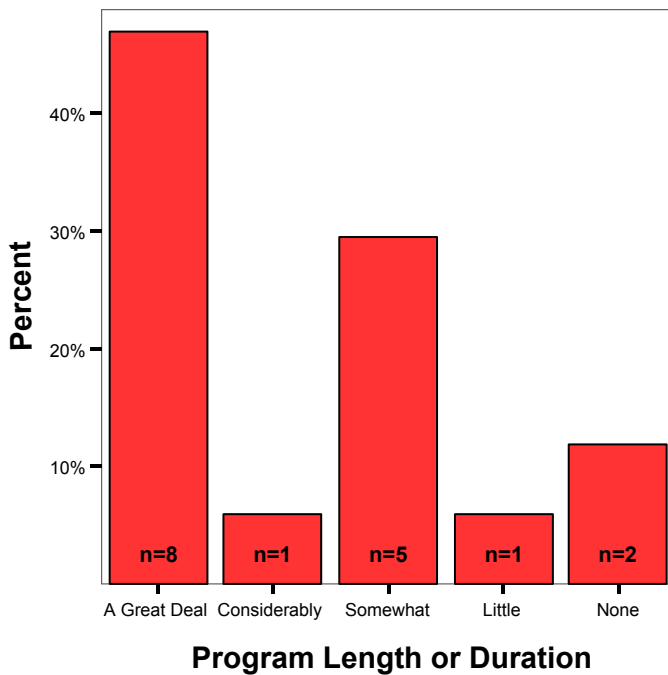
### Program Logistics

In assessing the logistics of program opportunities there is some relief in seeing the strength of program location (63). Some might remember the biology student survey of a few years ago in which students expressed their ideal program as conducted in English, rich in field research opportunities for marine or tropical environments, and all safely packaged in a large west European city. Then again, these are students already well directed to environment and location. Given the narrow response by programs, it is difficult to make much of the relatively high scores for program length and season (46 and 30 respectively) in comparison to safety and costs (20 and 18). Perhaps some inferences can be drawn out by comparing the relative features of the Monteverde program (costs, duration, season) to other locations and their program options.

### Program Length or Duration

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	8	47.1	47.1
	Considerably	1	5.9	52.9
	Somewhat	5	29.4	82.4
	Little	1	5.9	88.2
	None	2	11.8	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



Bars show percents

**Your Current or Intended EAP Program: \* Program Length or Duration Crosstabulation**

*Count*

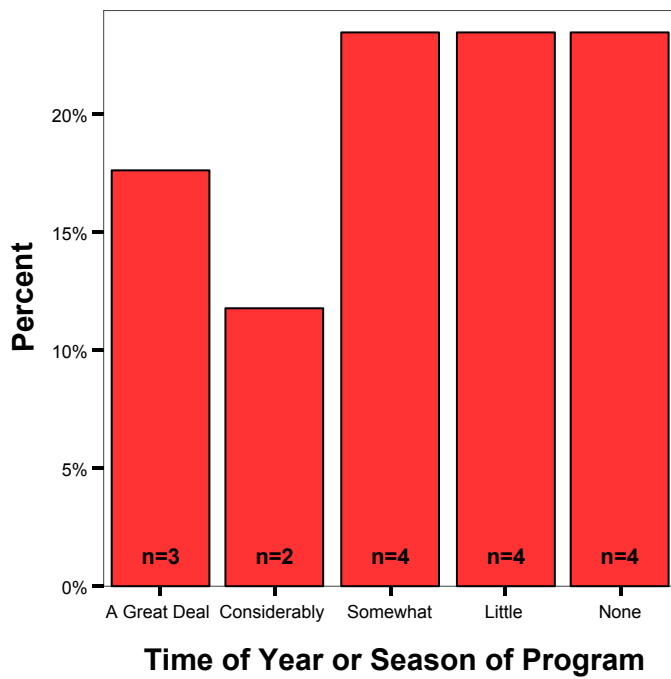
		Program Length or Duration					Total
		A Great Deal	Considerably	Somewhat	Little	None	
Your Current or Intended EAP Program:	James Cook, Spring: Tropical Ecol. and Marine Biol. Program	0	0	1	0	1	2
	Queensland, Fall: Marine Biol. and Terr. Ecology Program	2	0	1	0	0	3
	Tasmania, Spring: Envir. Science and Biology Program	1	0	0	0	0	1
	Tasmania, Year Program.	0	0	1	0	0	1
	Monteverde Institute, Fall: Tropical Biol/Conservat. Program	5	1	2	1	1	10
Total	8	1	5	1	2	17	

Source: UCEAP, SM&C. October 2004.

## Time of Year or Season of Program

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	3	17.6	17.6
	Considerably	2	11.8	29.4
	Somewhat	4	23.5	52.9
	Little	4	23.5	76.5
	None	4	23.5	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



Bars show percents

## Cross-tabulation of Program and Time of Year or Season of Program.

*Count*

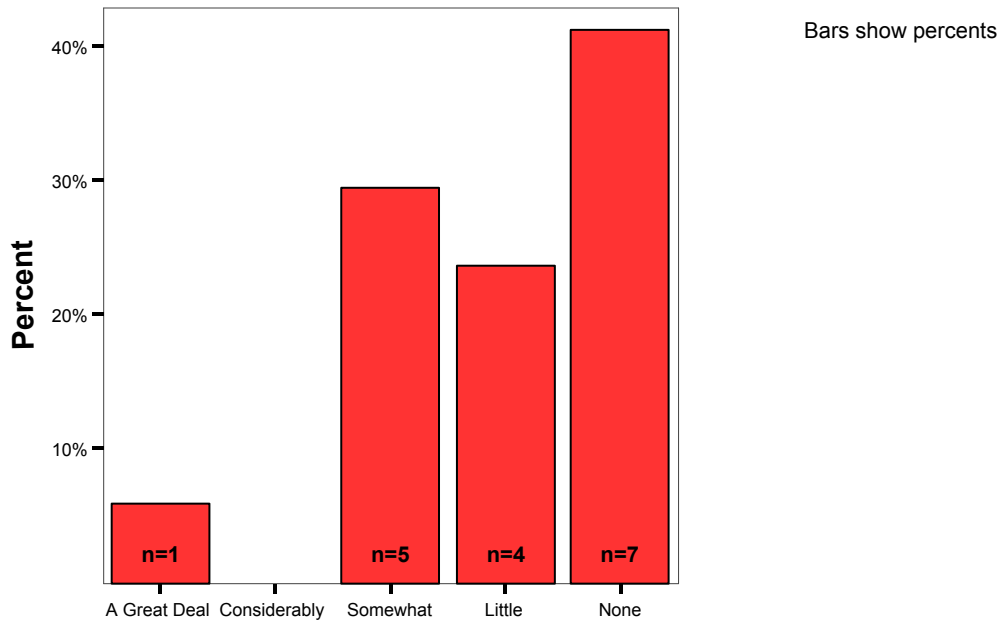
		Time of Year or Season of Program					Total
		A Great Deal	Considerably	Somewhat	Little	None	
Your Current or Intended EAP Program:	James Cook, Spring: Tropical Ecol. and Marine Biol. Program	0	0	1	0	1	2
	Queensland, Fall: Marine Biol. and Terr. Ecology Program	0	1	1	0	1	3
	Tasmania, Spring: Envir. Science and Biology Program	0	1	0	0	0	1
	Tasmania, Year Program.	0	0	0	1	0	1
	Monteverde Institute, Fall: Tropical Biol/Conservat. Program	3	0	2	3	2	10
Total		3	2	4	4	4	17

Source: UCEAP, SM&C. October 2004.

## Costs of program relative to other similar programs

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	1	5.9	5.9
	Somewhat	5	29.4	35.3
	Little	4	23.5	58.8
	None	7	41.2	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



## Costs of program relative to other similar programs

## Cross Tabulation of Program and Program Costs influence

		Costs of program relative to other similar programs					
		A Great Deal	Considerably	Somewhat	Little	None	Total
		Count	Count	Count	Count	Count	Count
Your Current or Intended EAP Program:	James Cook, Fall: Tropical Ecology and Marine Biol. Program	0	0	0	0	0	0
	James Cook, Spring: Tropical Ecol. and Marine Biol. Program	0	0	1	0	1	2
	James Cook, Year Program	0	0	0	0	0	0
	Queensland, Fall: Marine Biol. and Terr. Ecology Program	0	0	1	0	2	3
	Tasmania, Fall: Envir. Science and Biology Program	0	0	0	0	0	0
	Tasmania, Spring: Envir. Science and Biology Program	0	0	0	1	0	1
	Tasmania, Year Program.	0	0	0	1	0	1
	Monteverde Institute, Fall: Tropical Biol/Conservat. Program	1	0	3	2	4	10
	Monteverde Institute, Spring: Tropical Biol/Conservt. Progra	0	0	0	0	0	0
	Total	1	0	5	4	7	17

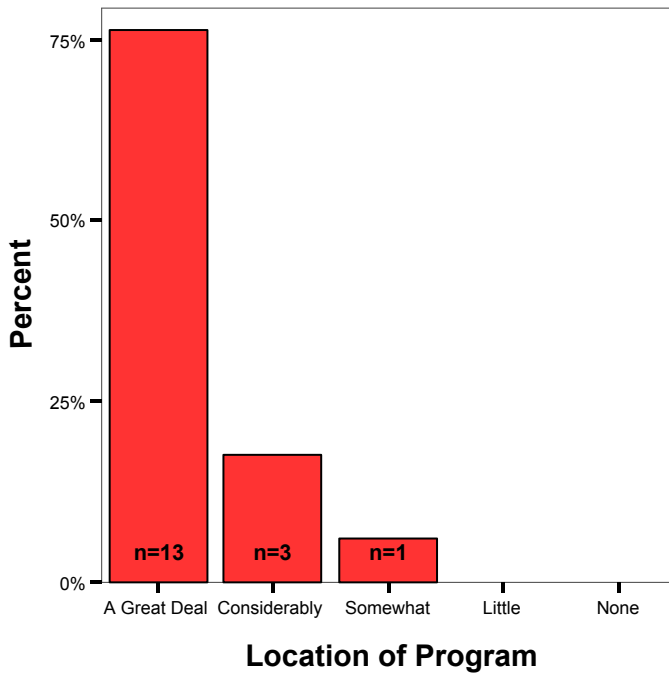
Source: UCEAP, SM&C. October 2004.



## Location of Program

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	13	76.5	76.5
	Considerably	3	17.6	94.1
	Somewhat	1	5.9	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

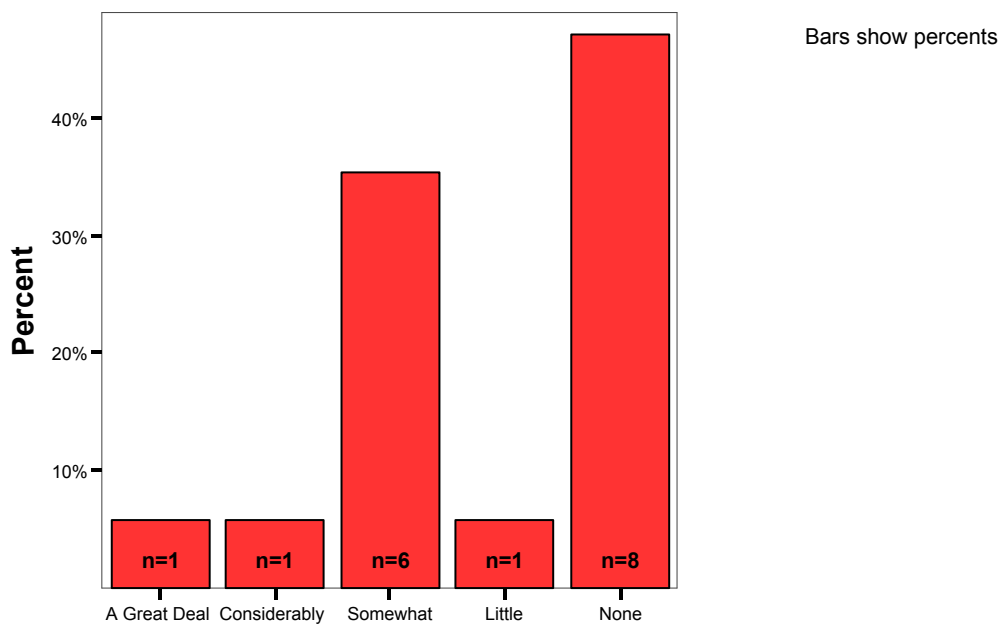


Bars show percents

## Concerns for personal safety relative to similar programs

		Frequency	Percent	Cumulative Percent
Valid	A Great Deal	1	5.9	5.9
	Considerably	1	5.9	11.8
	Somewhat	6	35.3	47.1
	Little	1	5.9	52.9
	None	8	47.1	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.



## Concerns for personal safety relative to similar programs

### Cross-tabulation of Sex and Concern for Personal Safety.

Count

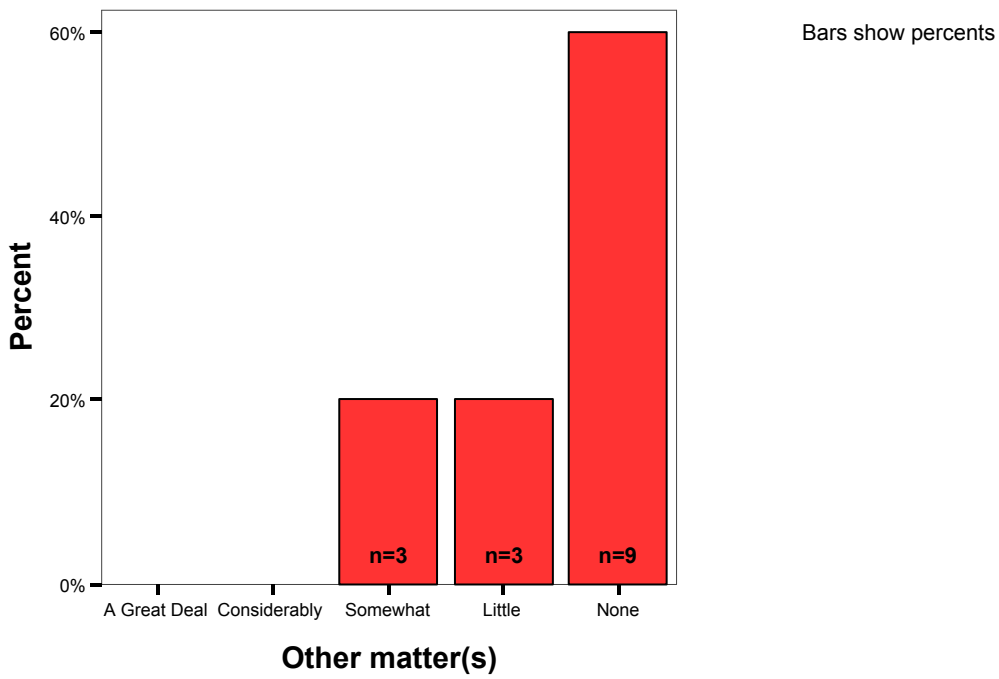
		Your Sex:		Total
		Female	Male	
Concerns for personal safety relative to similar programs	A Great Deal	1	0	1
	Considerably	1	0	1
	Somewhat	5	1	6
	Little	1	0	1
	None	6	2	8
Total		14	3	17

Source: UCEAP, SM&C. October 2004.

### Other matter(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat	3	17.6	20.0	20.0
	Little	3	17.6	20.0	40.0
	None	9	52.9	60.0	100.0
	Total	15	88.2	100.0	
Missing	System	2	11.8		
Total		17	100.0		

Source: UCEAP, SM&C. October 2004.



**Other Matter Qualitative Response.**

		<b>If you rated "Other matter(s)" above as either "A Great Deal," "Considerably" or "Somewhat" please briefly identify the element(s) that influenced your program selection. (respnse limit of 250 characters)</b>
1		
2		
3		
4		
5		
6		
7		<i>My parents have been urging me to go abroad for the past few years. It finally fit with my schedule so I jumped on the opportunity.</i>
8		<i>I had been to Costa Rica before and we excited about the opportunity to travel and work in the country as a student rather than a tourist.</i>
9		
10		
11		
12		
13		
14		
15		<i>The involvement of a Spanish class and a homestay also made me want to go to Costa Rica.</i>
16		
17		
Total	N	17

Source: UCEAP, SM&C. October 2004.

Respondent Demographic Descriptors.

**Your Current or Intended EAP Program:**

		Frequency	Percent	Cumulative Percent
Valid	James Cook, Spring: Tropical Ecol. and Marine Biol. Program	2	11.8	11.8
	Queensland, Fall: Marine Biol. and Terr. Ecology Program	3	17.6	29.4
	Tasmania, Spring: Envir. Science and Biology Program	1	5.9	35.3
	Tasmania, Year Program.	1	5.9	41.2
	Monteverde Institute, Fall: Tropical Biol/Conservat. Program	10	58.8	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

**Your UC Campus:**

		Frequency	Percent	Cumulative Percent
Valid	UC Berkeley	2	11.8	11.8
	UC Davis	3	17.6	29.4
	UC Irvine	2	11.8	41.2
	UC San Diego	5	29.4	70.6
	UC Santa Barbara	3	17.6	88.2
	UC Santa Cruz	2	11.8	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

**Your Academic Class level:**

		Frequency	Percent	Cumulative Percent
Valid	Junior	6	35.3	35.3
	Senior	11	64.7	100.0
	Total	17	100.0	

Source: UCEAP, SM&C. October 2004.

**Your Sex:**

		<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Valid	Female	<i>14</i>	<i>82.4</i>	<i>82.4</i>
	Male	<i>3</i>	<i>17.6</i>	<i>100.0</i>
	Total	<i>17</i>	<i>100.0</i>	

Source: UCEAP, SM&C. October 2004.

**Your Ethnic Identity:**

		<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Valid	Chicano/Mexican-Amer.	<i>2</i>	<i>11.8</i>	<i>12.5</i>
	Chinese/Chinese-Amer.	<i>2</i>	<i>11.8</i>	<i>25.0</i>
	White/Caucasian	<i>12</i>	<i>70.6</i>	<i>100.0</i>
	Total	<i>16</i>	<i>94.1</i>	
Missing	System	<i>1</i>	<i>5.9</i>	
Total		<i>17</i>	<i>100.0</i>	

Source: UCEAP, SM&C. October 2004.