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SURVEY

Continued from Page 1

"You wouldn't expect it to compare in most people's minds with taxes which are high in Oregon, with crime which appears to be growing in public consciousness as a problem, and with the public schools which are in various forms of crisis," Ismach said. "So the fact that 22 percent said that it's one of the three major concerns really struck me as being very significant."

Perhaps more important to University officials was the fact that the public had what Ismach considered very positive responses to questions concerning the University and its role in the state.

Although the Register-Guard had quoted University President Myles Brand as saying he was disappointed with this finding, he seems to agree, for the most part, with what Ismach sees in these results.

"I'm encouraged by the results," Brand said. "I'm optimistic that the University is thought of well." The fact that less than a quarter of those polled ranked higher education as something that should be one of the state's top three priorities, Brand echoed Ismach's

idea that, considering the conditions the state finds itself facing, the amount of positive respondents was respectable. One question asked whether respondents had generally positive or negative feelings about the University. Close to 50 percent of the respondents indicated that they had generally positive feelings toward the University while less than 6 percent reported having mostly negative feelings toward the University. About 41 percent felt neutral about the University.

Another question asked respondents to name as many of the eight Oregon State System of Higher Education schools as they could. Of the 1,200 people surveyed, almost eight out of ten (nearly 79 percent) named the University, showing that it is a well-known institution throughout the state.

"We were comforted by the fact that most people know our name," Ismach said. "That may not sound like a big, important thing, but again it's helping to fill in our picture of what people know about the University."

Another indication that the public views the University of Oregon in a generally positive light is the fact that more than 90 percent of those surveyed agreed that the University is

helping the state's economy.

"If people didn't see the University as a factor in the economy then we might have a communication job to do of explaining to the public how the University plugs into Oregon's economy. Apparently, we don't have a problem there," Ismach said.

Survey respondents also helped to give University officials a clearer picture of what the public wants the University's emphasis to be. Just over 80 percent of those polled said assisting business and industry was an important function for the University. Keeping talent in Oregon and teaching undergraduates were both rated by close to 75 percent of the public as important.

In contrast, just over 20 percent indicated that having winning athletic teams was something that the school should focus on.

Ismach said that the value of survey research lies in the fact that it gives you, instead of your own set of beliefs, some sort of foundation for believing what an attitude may be. Apparently, that attitude is somewhat positive toward both the University and the system of higher education. "We're really content with what we found out," Ismach said.

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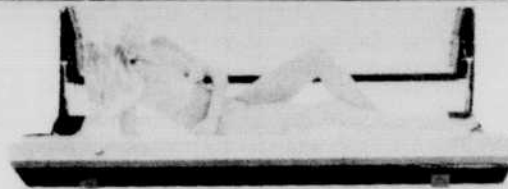
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