

Rutgers Strategic Planning Survey to Part Time Lecturers

Compendium of findings March 2013



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Context

During the winter of 2012-2013, Rutgers launched a survey to assess the perspectives of part-time lecturers related to the strategic planning effort.

The survey to the part-time lecturers addressed topics such as:

- Level of change required
- Importance and performance of teaching, research, and service, the three elements of the mission
- Importance and performance of various goals
- Budget allocation and dimensions on which to prioritize programs

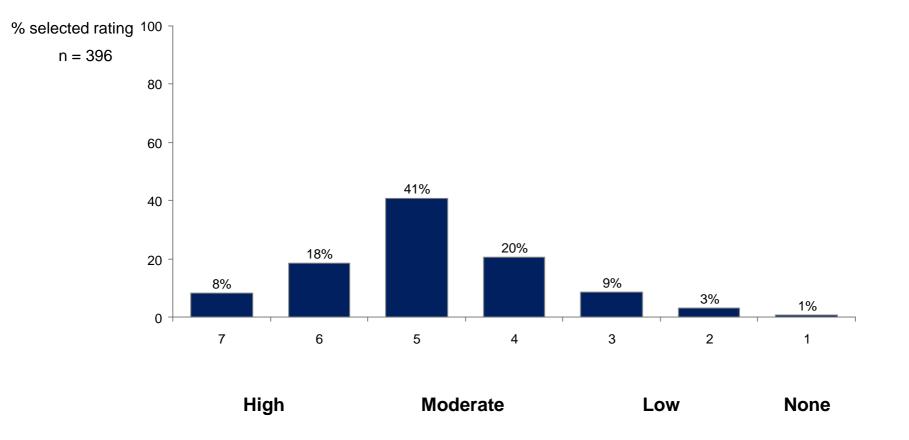
Part-time lecturers survey: Response breakdown

= n (# %) = % of column total

Group	Distributed	Completed	Response rate (%)
New Brunswick	942 (65%)	337 (68%)	36
Newark	280 (19%)	80 (16%)	29
Camden	231 (16%)	79 (16%)	34
Total	1,453 (100%)	496 (100%)	34

Perception of level of change needed for future success

Given the current mission of Rutgers, what degree of change do you feel is required for Rutgers to achieve its goals?

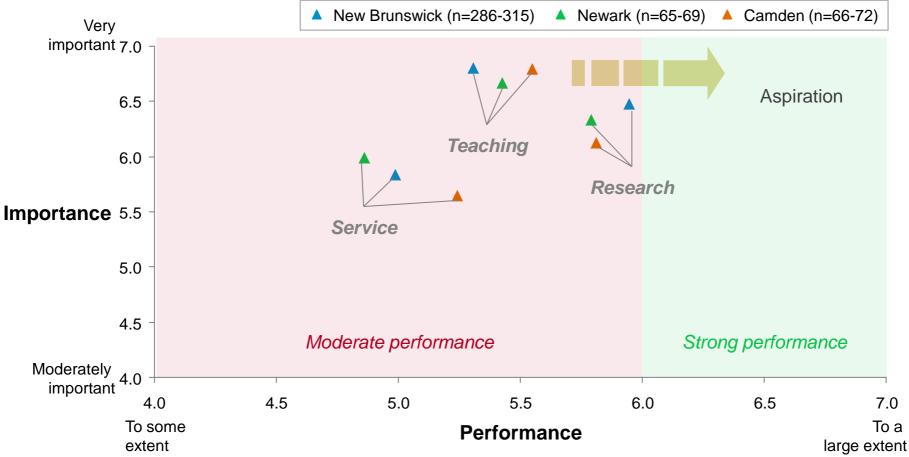


Survey question: Given the current mission of Rutgers, what degree of change do you feel is required for Rutgers to achieve its goals? Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

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Rated importance vs. performance of each element of the mission, by campus: Teaching, Research, Service

Importance: Please rate the importance of each element in Rutgers' mission to the future success of the university Performance: Please rate the extent to which Rutgers is fulfilling each element of its mission



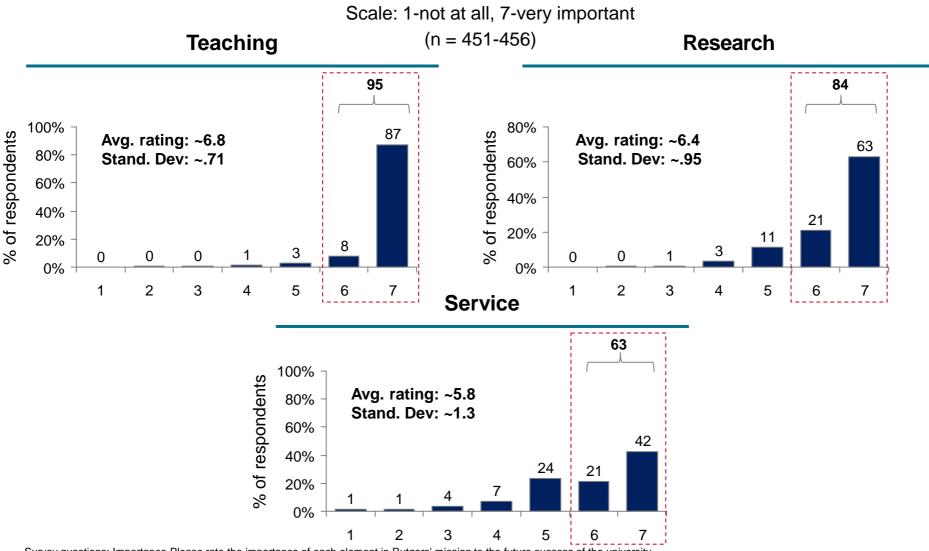
Survey questions: Importance-Please rate the importance of each element in Rutgers' mission to the future success of the university; Performance-Please rate the extent to which Rutgers is fulfilling each element of its mission

Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

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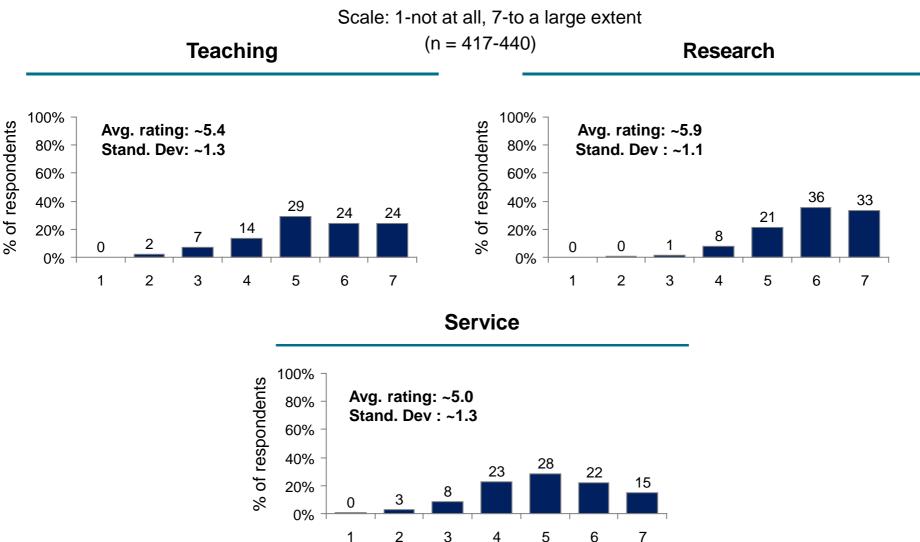
Rutgers

Importance rating distribution for elements of the mission



Survey questions: Importance-Please rate the importance of each element in Rutgers' mission to the future success of the university Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

Performance rating distribution for elements of the mission



Survey questions: Performance-Please rate the extent to which Rutgers is fulfilling each element of its mission Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

Average importance rating for each of 22 goals (I)

Average importance rating Avg Impt (1-r (n = 406-417	% selected as top 3 most important goal ¹	
A stronger, better-recognized institution for undergraduate students	6.19	7%
An institution that is more accessible and affordable to qualified students	6.14	9%
A better infrastructure, including classrooms, labs, campus buildings, grounds, etc.	6.08	7%
A stronger, better-recognized institution for Ph.D. students	5.97	5%
A stronger, better-recognized research university	5.92	5%
A stronger, better-recognized institution for professional students	5.88	4%
A better-funded research institution	5.83	3%
A more accessible university to qualified undergraduate students from lower socioeconomic backgrounds	5.81	5%
A better administrative support system for the instructional work of students/faculty	5.73	3%
An elite institution that seeks to attract the highest achieving undergraduate students	5.66	5%
A stronger collaborator and partner with the business community on research, business development, innovation, etc.	5.61	4%
1. % of total selections, n= 1679. Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals	3 4 5 6 7	

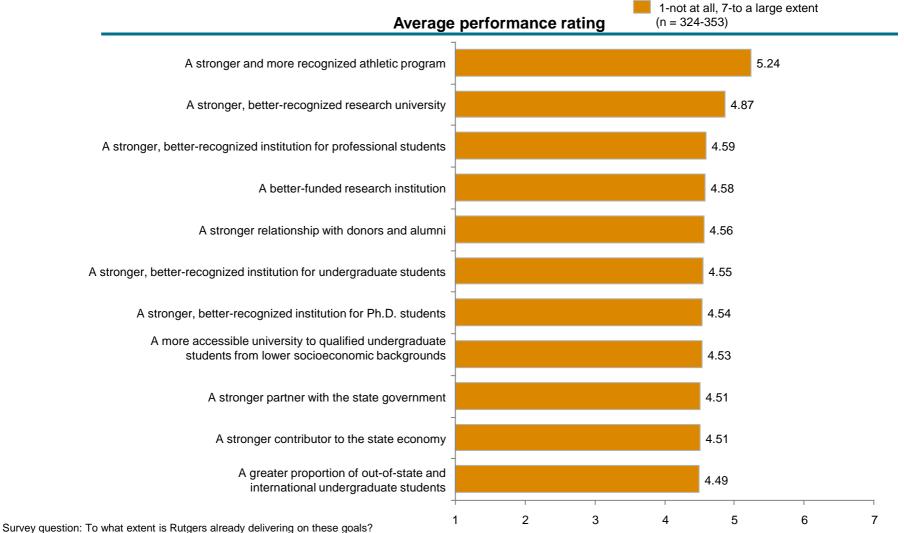
Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals?; Which goals are most important for Rutgers to pursue? Please select up to three goals.

Average importance rating for each of 22 goals (II)

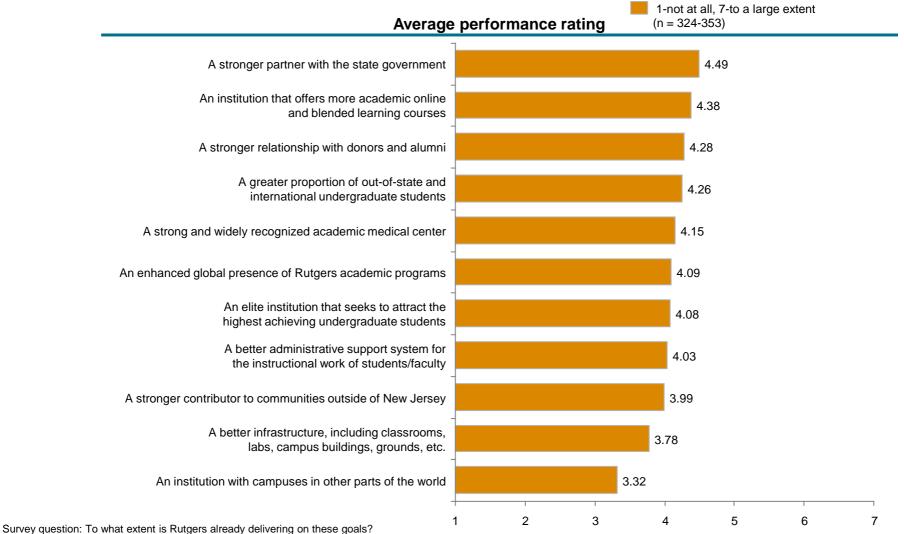
Average importance rating	% selected as top 3 most important goal ¹	
An institution that provides continuing education opportunities that serve adult learners	5.49	3%
A strong and widely recognized academic medical center	5.42	1%
A stronger relationship with donors and alumni	5.40	1%
An enhanced global presence of Rutgers academic programs	5.29	2%
A stronger contributor to the state economy	5.09	1%
A stronger partner with the state government	5.08	1%
An institution that offers more academic online and blended learning courses	4.81	3%
A greater proportion of out-of-state and international undergraduate students	4.69	1%
A stronger contributor to communities outside of New Jersey	4.30	0%
An institution with campuses in other parts of the world	4.06	1%
A stronger and more recognized athletic program	3.66	1%
1. % of total selections, n= 1679. 1 2 Survey guestions: Importance-How important is it for the university, as a whole, to pursue each of the following of	3 4 5 6 7	nt for Rutgers to pursue? Please sele

Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals?; Which goals are most important for Rutgers to pursue? Please select up to three goals. Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

Average performance rating for each of the 22 goals (I)



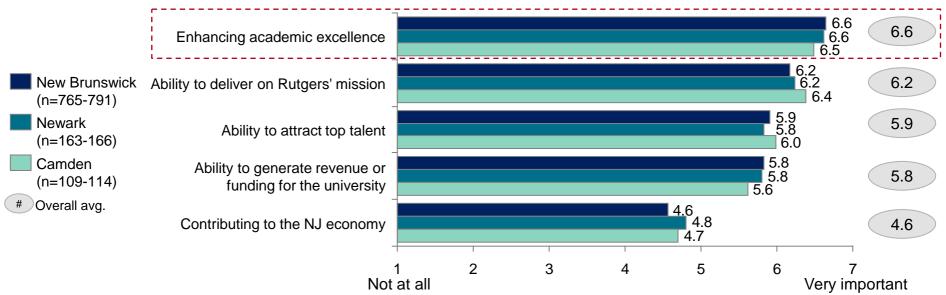
Average performance rating for each of the 22 goals (II)



80% see prioritization as needed; enhancing academic strength viewed as most important priority to allocate budget

		Overall (n=316)	New Bruns. (n=271)	Newark (n=62)	Camden (n=63)
Should Rutgers establish a set of	Yes	80%	78%	85%	84%
priorities to help guide the university's budget allocation	No	2%	2%	0%	2%
process?	I am not sure	18%	20%	15%	14%

How important is each of the following criteria in determining how the university prioritizes and defines its budget allocation?



Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

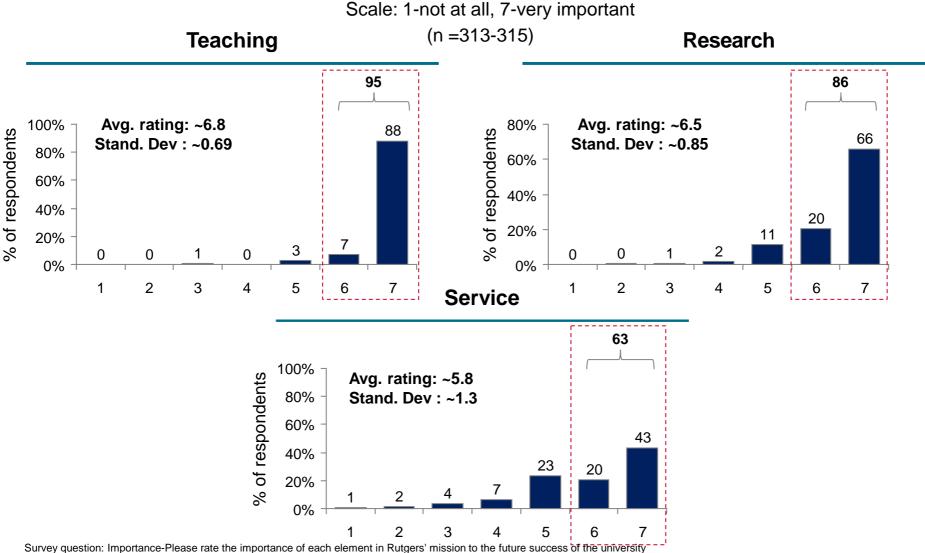
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Appendix

New Brunswick respondents

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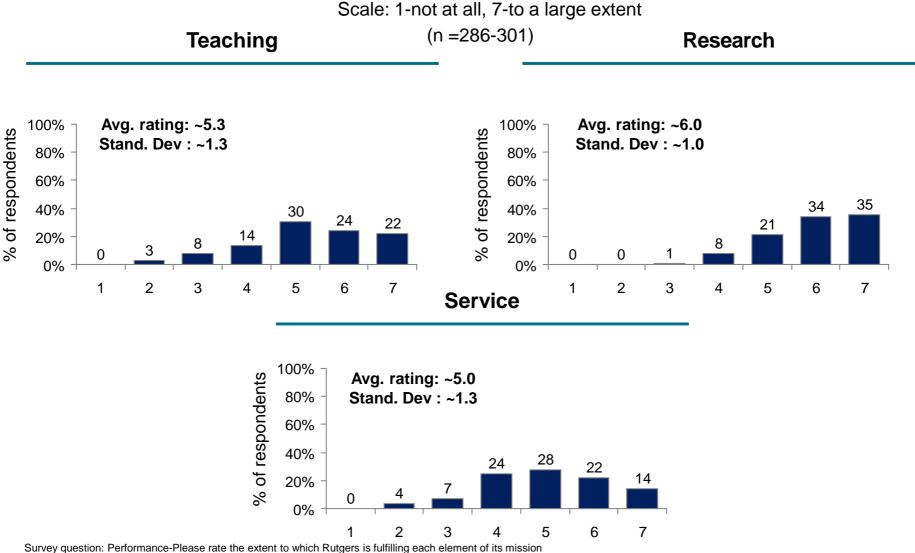
Backup: Importance rating distribution for university mission



New Brunswick respondents

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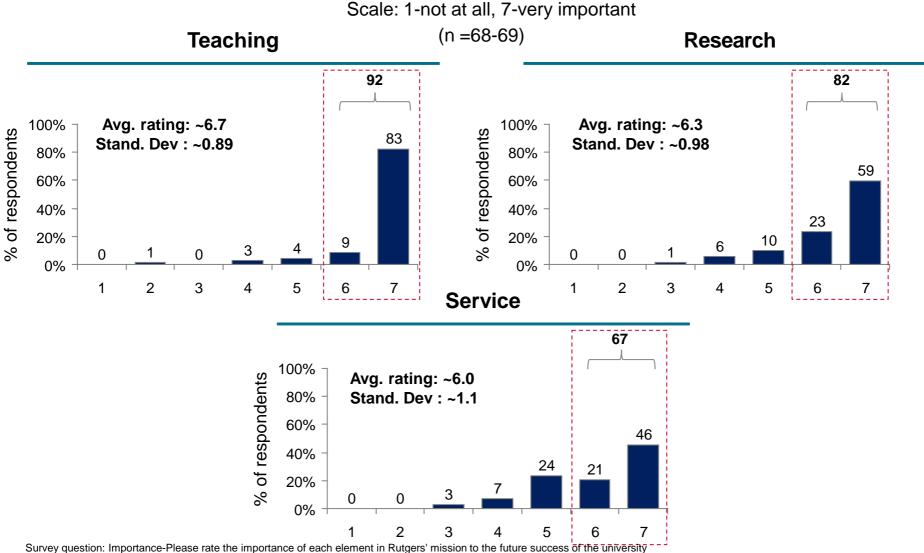
Backup: Performance rating distribution for university mission



Newark respondents

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Backup: Importance rating distribution for university mission

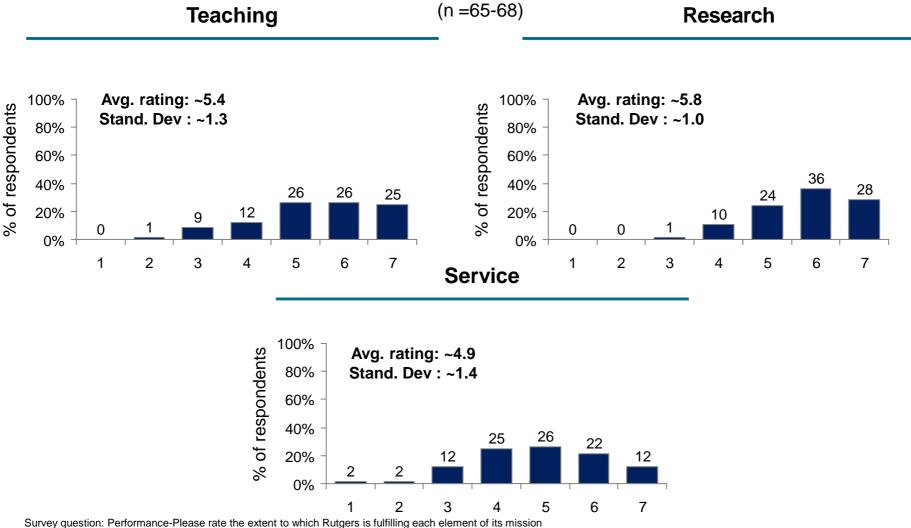


Newark respondents

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Backup: Performance rating distribution for university mission

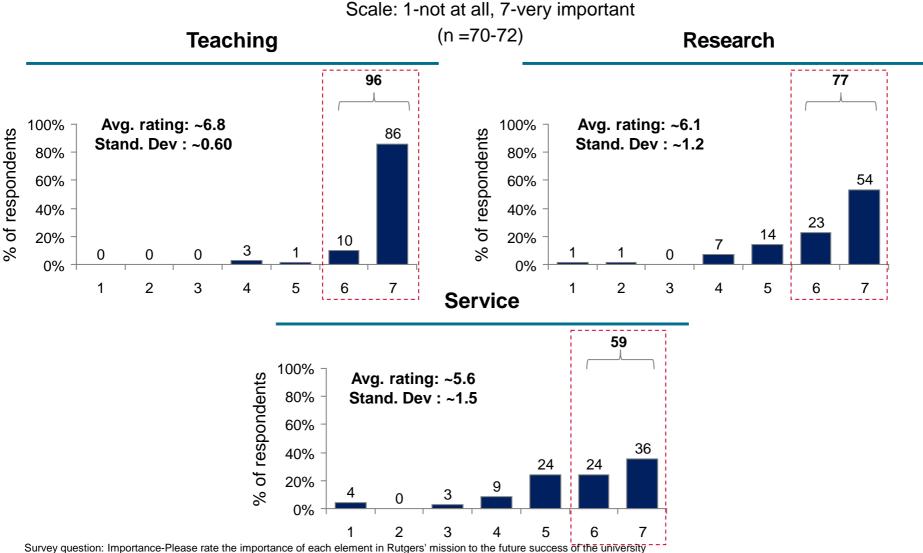
Scale: 1-not at all, 7-to a large extent



Camden respondents

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Backup: Importance rating distribution for university mission

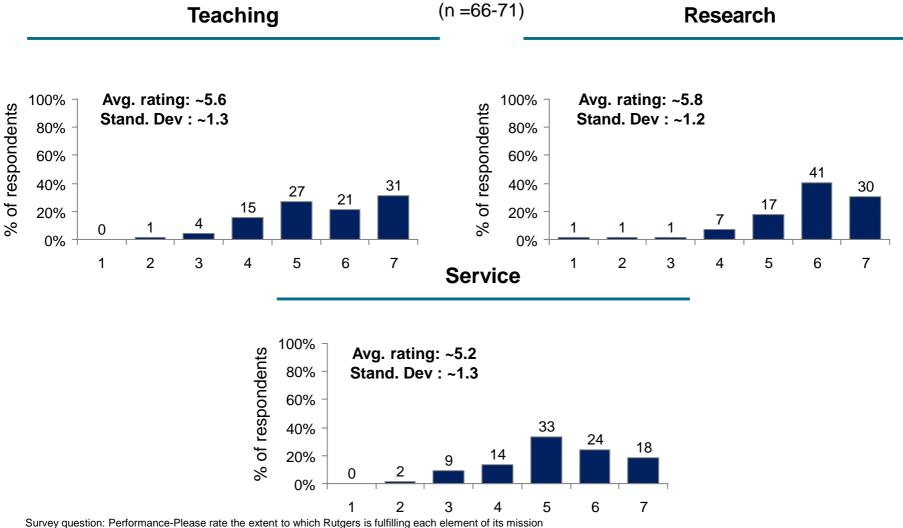


Camden respondents

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Backup: Performance rating distribution for university mission

Scale: 1-not at all, 7-to a large extent



Backup: Importance rating for the university goals

Average importance rating: (1-not at all, -—very important)	n = 406-417	Standard error ¹	Standard dev
A stronger, better-recognized institution for undergraduate students	6.2	0.08	1.0
An institution that is more accessible and affordable to qualified students	6.1	0.09	1.1
A better infrastructure, including classrooms, labs, campus buildings, grounds, etc.	6.1	0.10	1.2
A stronger, better-recognized institution for Ph.D. students	6.0	0.09	1.2
A stronger, better-recognized research university	5.9	0.09	1.2
A stronger, better-recognized institution for professional students	5.9	0.10	1.2
A better-funded research institution	5.8	0.10	1.2
A more accessible university to qualified undergraduate students from lower socioeconomic backgrounds	5.8	0.11	1.4
A better administrative support system for the instructional work of students/faculty	5.7	0.11	1.4
An elite institution that seeks to attract the highest achieving undergraduate students	5.7	0.11	1.4
A stronger collaborator and partner with the business community on research, business development, innovation, etc.	5.6	0.12	1.4
An institution that provides continuing education opportunities that serve adult learners	5.5	0.11	1.4
A strong and widely recognized academic medical center	5.4	0.11	1.4
A stronger relationship with donors and alumni	5.4	0.12	1.5
An enhanced global presence of Rutgers academic programs	5.3	0.13	1.6
A stronger contributor to the state economy	5.1	0.13	1.6
A stronger partner with the state government	5.1	0.13	1.6
An institution that offers more academic online and blended learning courses	4.8	0.14	1.7
A greater proportion of out-of-state and international undergraduate students	4.7	0.13	1.6
A stronger contributor to communities outside of New Jersey	4.3	0.14	1.7
An institution with campuses in other parts of the world	4.1	0.16	2.0
A stronger and more recognized athletic program	3.7	0.15	1.8

1. SE: Standard error. SE indicates that the average rating falls within +/- the value listed as the SE, with 90% confidence. Survey question: Importance-How important is it for the university, as a whole, to pursue each of the following goals? Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis

Backup: <u>Performance</u> rating for the university goals

Average delivery rating: (1-not at all, 7-to a large extent)	n = 324-353	Standard error ¹	Standard dev
A stronger and more recognized athletic program	5.2	0.11	1.3
A stronger, better-recognized research university	4.9	0.10	1.2
A stronger, better-recognized institution for professional students	4.6	0.10	1.1
A better-funded research institution	4.6	0.11	1.2
A stronger relationship with donors and alumni	4.6	0.11	1.2
A stronger, better-recognized institution for undergraduate students	4.5	0.11	1.2
A stronger, better-recognized institution for Ph.D. students	4.5	0.11	1.2
A more accessible university to qualified undergraduate students from lower socioeconomic backgrounds	4.5	0.12	1.3
A stronger partner with the state government	4.5	0.11	1.2
A stronger contributor to the state economy	4.5	0.11	1.2
A greater proportion of out-of-state and international undergraduate students	4.5	0.12	1.3
A stronger collaborator and partner with the business community on research, business development, innovation, etc.	4.5	0.10	1.1
An institution that is more accessible and affordable to qualified students	4.4	0.11	1.3
A strong and widely recognized academic medical center	4.3	0.14	1.5
An institution that provides continuing education opportunities that serve adult learners	4.3	0.12	1.3
An institution that offers more academic online and blended learning courses	4.2	0.11	1.3
A better administrative support system for the instructional work of students/faculty	4.1	0.13	1.4
An elite institution that seeks to attract the highest achieving undergraduate students	4.1	0.12	1.3
An enhanced global presence of Rutgers academic programs	4.0	0.12	1.3
A better infrastructure, including classrooms, labs, campus buildings, grounds, etc.	4.0	0.13	1.5
A stronger contributor to communities outside of New Jersey	3.8	0.12	1.3
An institution with campuses in other parts of the world	3.3	0.14	1.5

SE: Standard error. This is defined as: If x is the average value of the sample (e.g., the measured avg. importance rating for research for the Newark campus), then there is a 90% chance that the true average will fall between x - SE and x + SE.

Survey question: To what extent is Rutgers already delivering on these goals? Source: Rutgers Strategic Plan: Survey to faculty-PTL respondents, Winter 2012-2013, BCG analysis