

COMMUNITY AWARENESS

Both the region's population and the community university have grown dramatically. Along with that growth, the challenge of keeping the community informed of new programs and progress at the university increases also. Of equal importance is for the university to understand the reasons that students and their families choose to invest their futures and hard-earned dollars at our institution.

WHY STUDENTS CHOOSE UTB/TSC

Entering students were asked what were the main factors persuading them to choose UTB/TSC. Five factors were ranked as most important:

- Cost of attendance
- Financial aid availability
- Academic reputation
- Personalized attention
- Geographic setting



The most important factors noted were the cost of attendance and availability of financial aid. It stands to reason that for a cost-conscious student body, the availability of financial aid is an important factor. On our campus, approximately 70 percent of the student body receive some form of financial aid. The third most important factor for attendance was the academic reputation of the institution. Thanks to our competent and hard-working faculty, UTB/TSC continues to score high on this variable.

The order of importance of the first three factors has not changed when compared to the previous reporting period; however, personalized attention took the place of geographic setting as the fourth most important factor. Similarly, the appearance of the campus became more important than the size of the institution to the respondents when they made the choice to attend college.

DID YOU KNOW?

- ★ *UTB/TSC's staff is involved in a variety of volunteer projects including beach clean up, American Heart Walk and Project Graduation.*
- ★ *UTB/TSC's chess team won first place in regional and second in state competition. Our community university has hired a grand master to coach our chess team, and to offer seminars for K-12 chess coaches.*
- ★ *UTB/TSC is meeting the demand for graduates in the cutting edge subject of intelligent machines and biotechnology. A biotechnology concentration has been added to the Engineering Physics Program.*