



HARDWICK DAY
STRATEGIC COMPETITIVE ADVANTAGE
FOR PRIVATE COLLEGES

A Comparative Advantage Alumni Study

Prepared for

**The National Catholic College
Admission Association**





Methodology

- Study conducted by Hardwick~Day
- 22 minute telephone interviews conducted September 20-29, 2006 to add to interviews in the Hardwick~Day database
- 308 alumni of CCAA colleges and universities (110 colleges represented)
- Graduating classes of 1970-1999
- Margin of error +/- 5.7 percentage points for sample size of 308



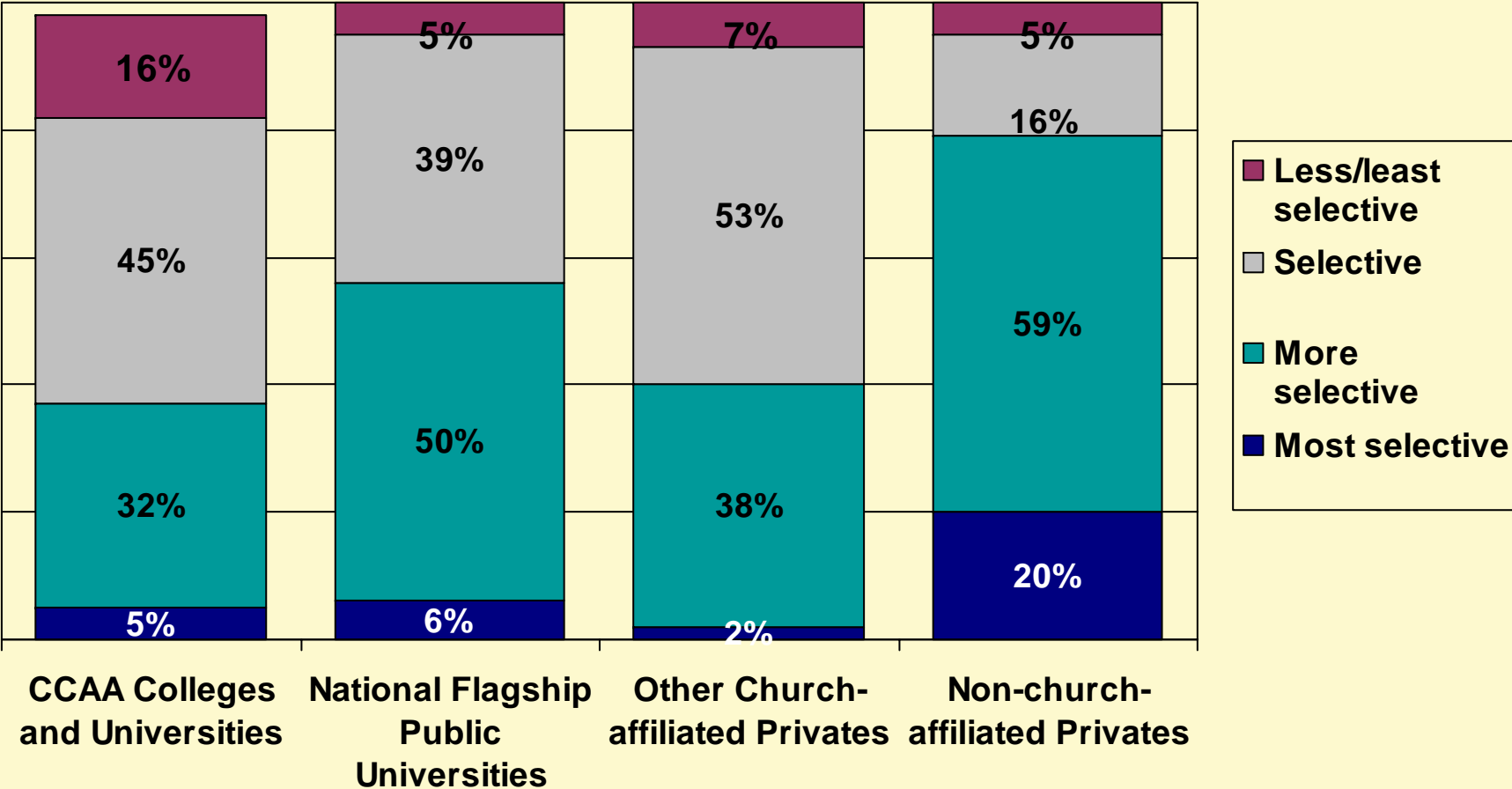
Comparison Institutions

- **Catholic College Admission Association Colleges and Universities** (n = 308)
- **Flagship Public Universities*** (n = 530)
- **Other Church-Affiliated Private Colleges and Universities** (n = 611)
- **Non-Church-Affiliated Private Colleges and Universities** (n = 614)

* Flagship public universities are the 147 public universities designated as “national universities” in *U.S. News and World Report, America’s Best Colleges, 1999*.



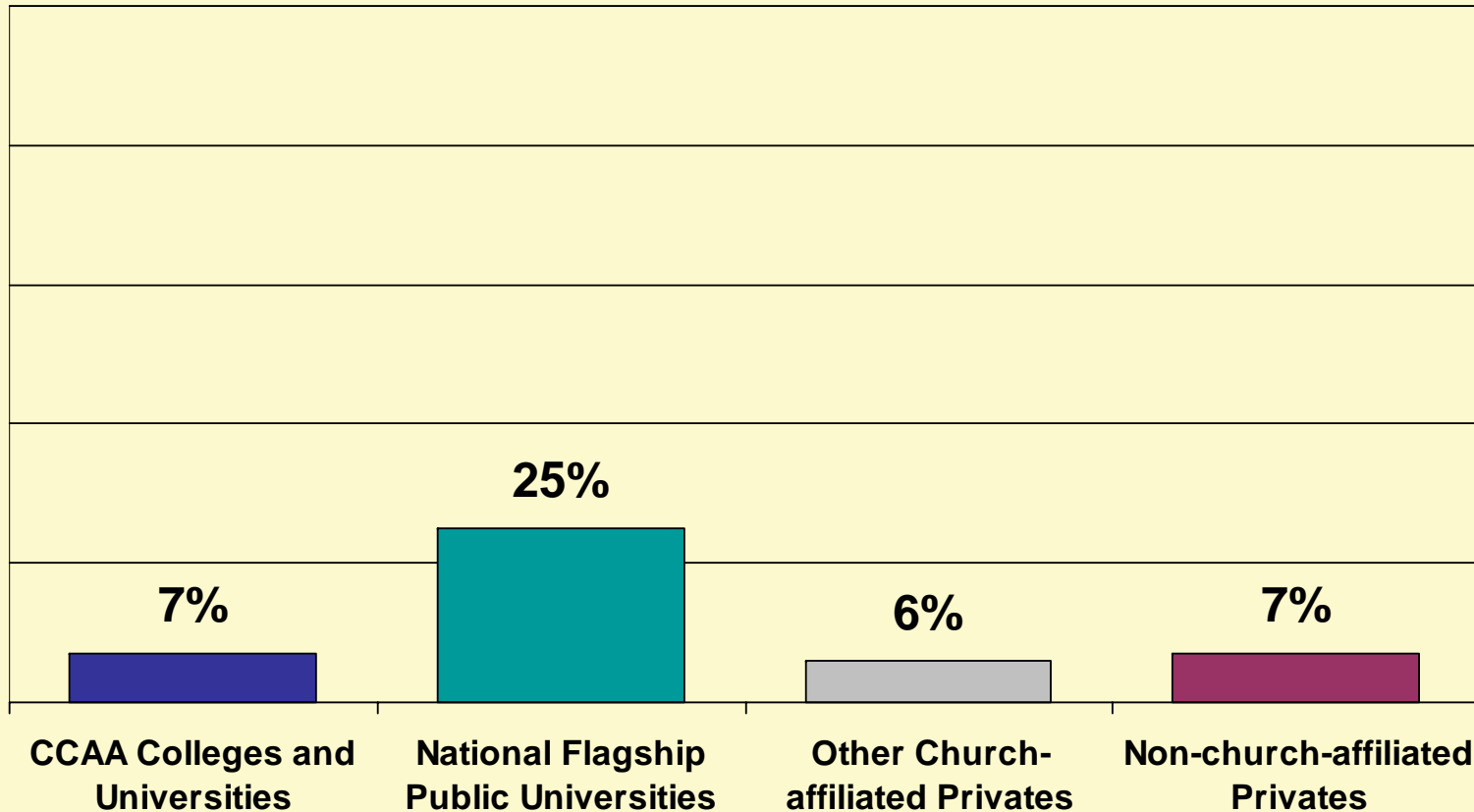
Selectivity Rating of Alma Mater



Source: *U.S. News and World Report*



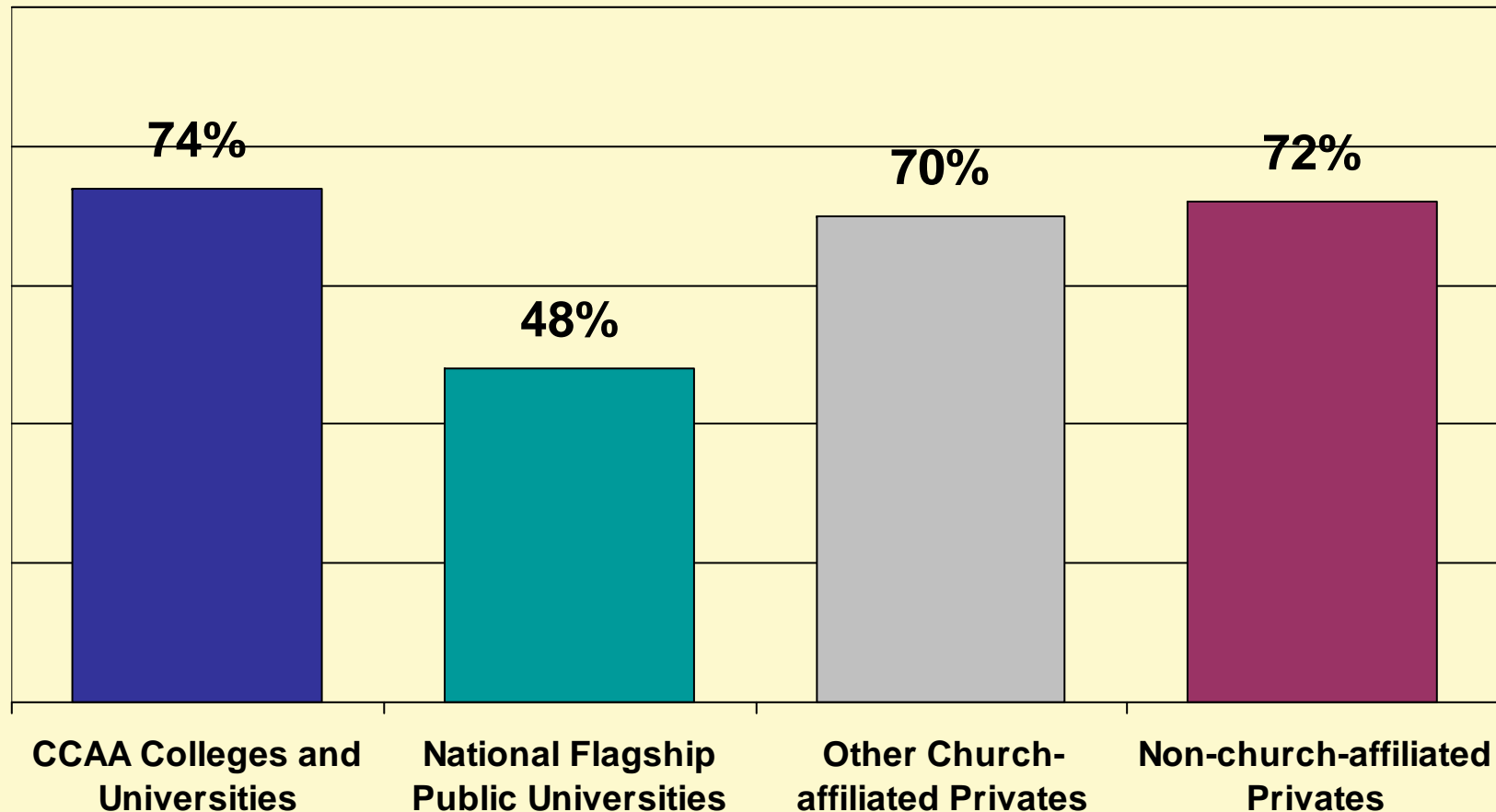
Lower Reported Use of Teaching Assistants in Class



How often did your college experience include teaching assistants used in class? (rating 4 or 5 on a five-point scale, where 1=never and 5=always)



Higher Reported Instances of Classroom Discussions

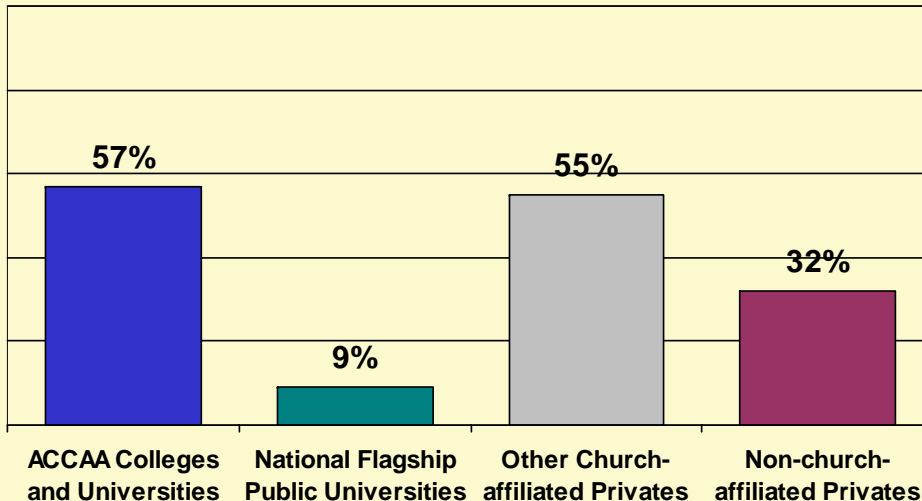


How often did your college experience include classroom discussions?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)



Friendships and Personal Development

Higher Reported Benefit from an Emphasis on Personal Values and Ethics



- 82% of ACCAA institutions respondents reported agreement that there was a sense of community among students at their alma mater.
- ACCAA respondents were 10 percentage points higher than flagship respondents when reporting that friendships often developed from classroom experiences (63% to 52%, respectively).
- The majority of ACCAA respondents (83%) reported that they had frequent interaction with students with similar values to their own while on campus, compared to just under two-thirds of flagship respondents (61%).
- A full $\frac{3}{4}$ of ACCAA respondents (75%) reported that there was frequent integration of values and ethics in classroom discussions, compared to just over $\frac{1}{4}$ of flagship universities (27%).
- While 59% of ACCAA college and university respondents reported that a professor served as a mentor or role model in college for them, that figure drops to 43% for the public flagship schools.
- ACCAA respondents were about half as likely to report that no one served as a mentor or role model for them in college as compared to public flagship schools (23% to 39%, respectively).

How much did you personally benefit from an emphasis on personal values and ethics? (rating 4 or 5 on a five-point scale, where 1=never and 5=always)



Opportunities for Spiritual Development

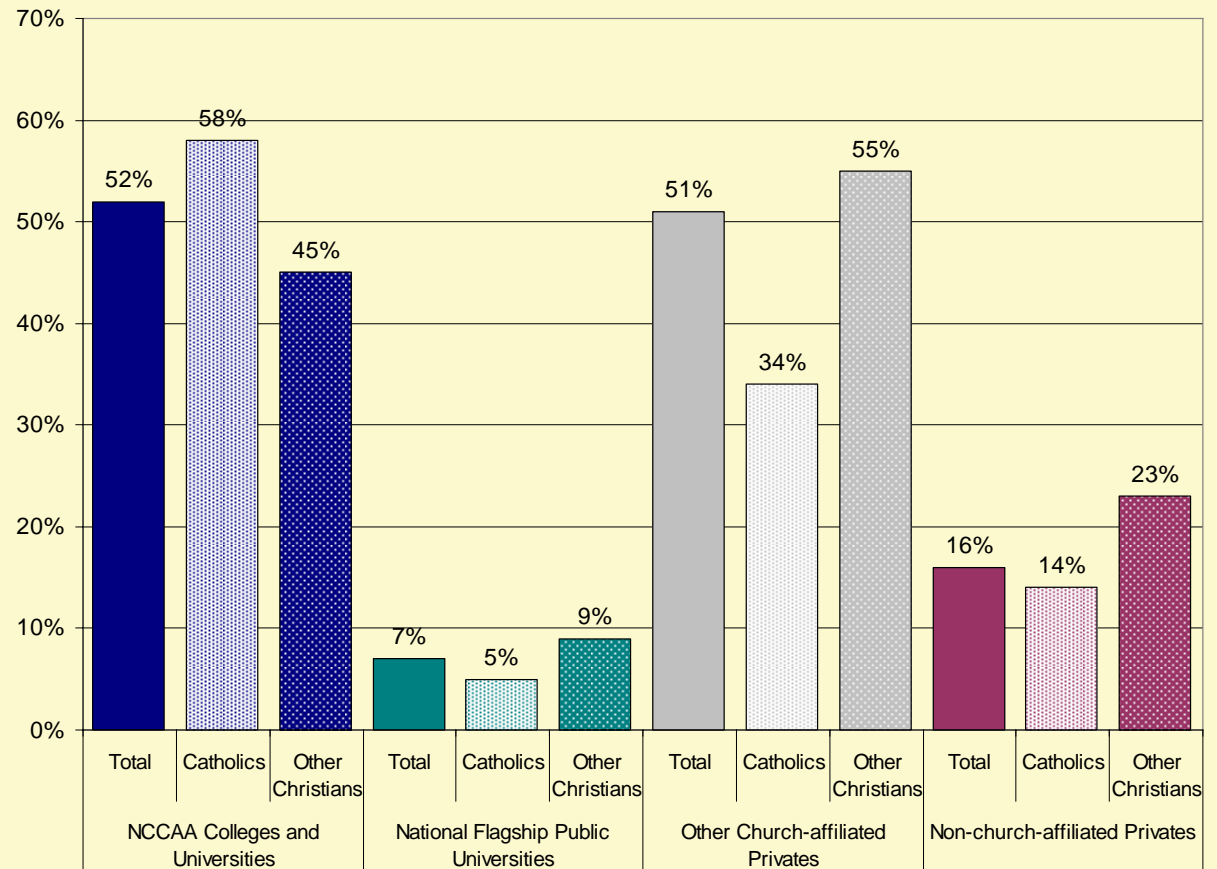
Reported Opportunities for Spiritual Development by Institution Type		
	How much do you agree or disagree with the following? (percentage responding 4 or 5 on a 5 point scale)*	
	I learned more about faith during my college years.	College helped me integrate faith with other aspects of life.
ACCA Colleges and Universities	49%	57%
National Flagship Public Universities	16%	12%
Other Church-Affiliated Private Colleges and Universities	60%	60%
Non-Church-Affiliated Private Colleges and Universities	27%	25%

*5 point scale: 1 = strongly disagree, 5 = strongly agree.



Catholic Spiritual Development

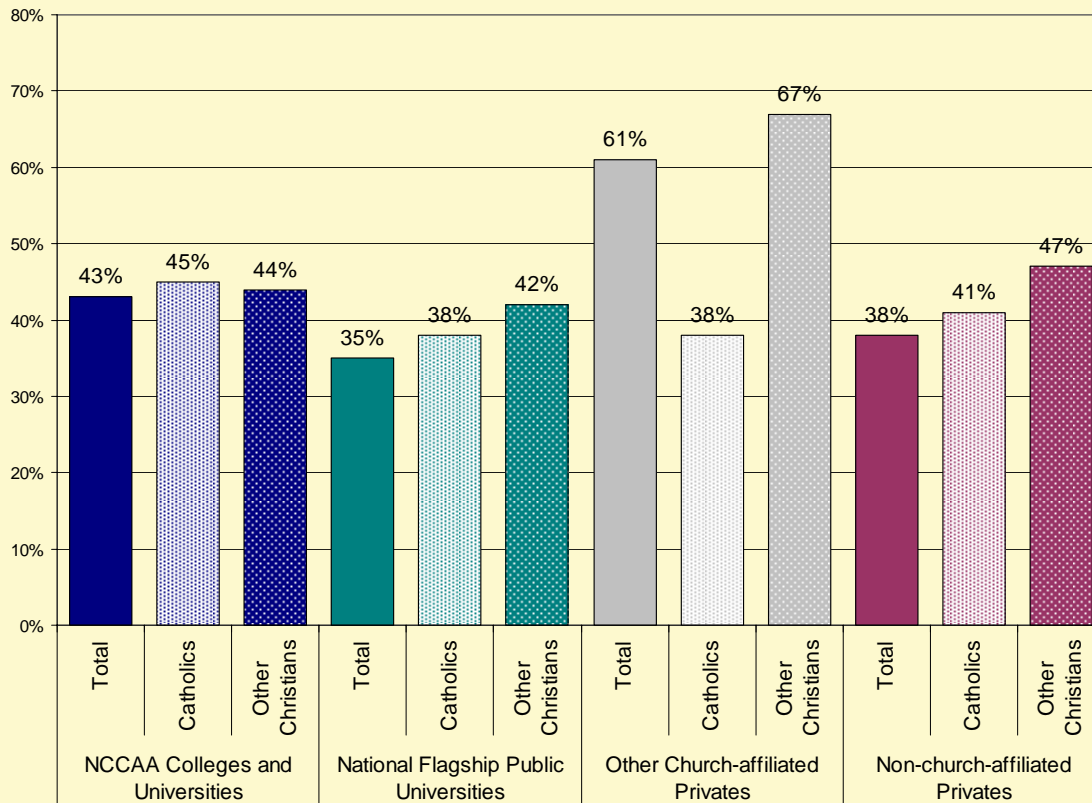
- Within ACCAA schools, Catholics were more likely to report that they benefited from opportunities for spiritual development than their other Christian counterparts (58% to 45%)
- However, within flagship schools, Christian students not of the Catholic faith were slightly more likely to report that they benefited from opportunities for spiritual development than their Catholic peers (9% to 5%).



How much did you personally benefit from opportunities for spiritual development?
(rating 4 or 5 on a five-point scale, where 1=never and 5=always)



Catholic Universities and Evangelization



- ACCAA institution alumni reported that they found it extremely important to integrate faith or spirituality in their lives at higher rates than their national flagship public institutions (43% to 35% respectively). However, within ACCAA institutions, Catholics and other Christians reported this extreme importance at about the same rate.
- This suggests that ACCAA institutions serve an evangelical role to their non-Catholic students, encouraging them to incorporate faith into their daily lives.
- The same finding holds true for national flagship public universities: Catholics and other Christians report the importance of faith integration in everyday life at about the same rates, but both groups report this importance at lower rates than their ACCAA counterparts, regardless of religious affiliation.

How important is it to integrate faith or spirituality in to your life? (rating 4 or 5 on a five-point scale, where 1=never and 5=always)



For more information

- For more information, or to download the full report, please visit:
http://www.accunet.org/files/public/Values_That_Matter.pdf
- Or, contact:

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