The 2009 University Life Survey, an online survey probing the opinions of all faculty, staff, and students at Iowa State University regarding strategic goals of the university, received a total of 5,886 respondents during the fielding period in spring 2009. This same survey was conducted in spring 2007. Questions were asked regarding ISU’s strategic plan number five, which aims to, “Ensure that the university is a great place to learn and work.” Similar to the 2007 results, a strong majority of the 2009 respondents agreed or strongly agreed both that ISU is a great place to learn (89.3%) and that ISU is a great place to work (72.1%). Both of these percentages are up slightly from the 2007 results.

A follow-up question asked respondents to prioritize the nine sub-goals under strategic plan number 5, and to identify the three of greatest importance to them. The three goals most frequently identified by survey participants, in descending order of frequency, were goal 1 (identified by 81% of respondents; “Recruit and retain faculty, staff, and students who are dedicated to individual and organizational excellence and achievement.”), goal 4 (47%; “Foster an environment in which all members of the university community can contribute their fullest while pursuing satisfying personal lives.”), and goal 3 (43%; Achieve a sustainable balance between responsibilities and resources that will allow the university to efficiently and effectively realize its vision.”).

10. Sub Goal Prioritized in Top Three by All Respondents, 2009 vs. 2007