

# Walden Students' Perceptions About Social Change

December 2011

# Methodology

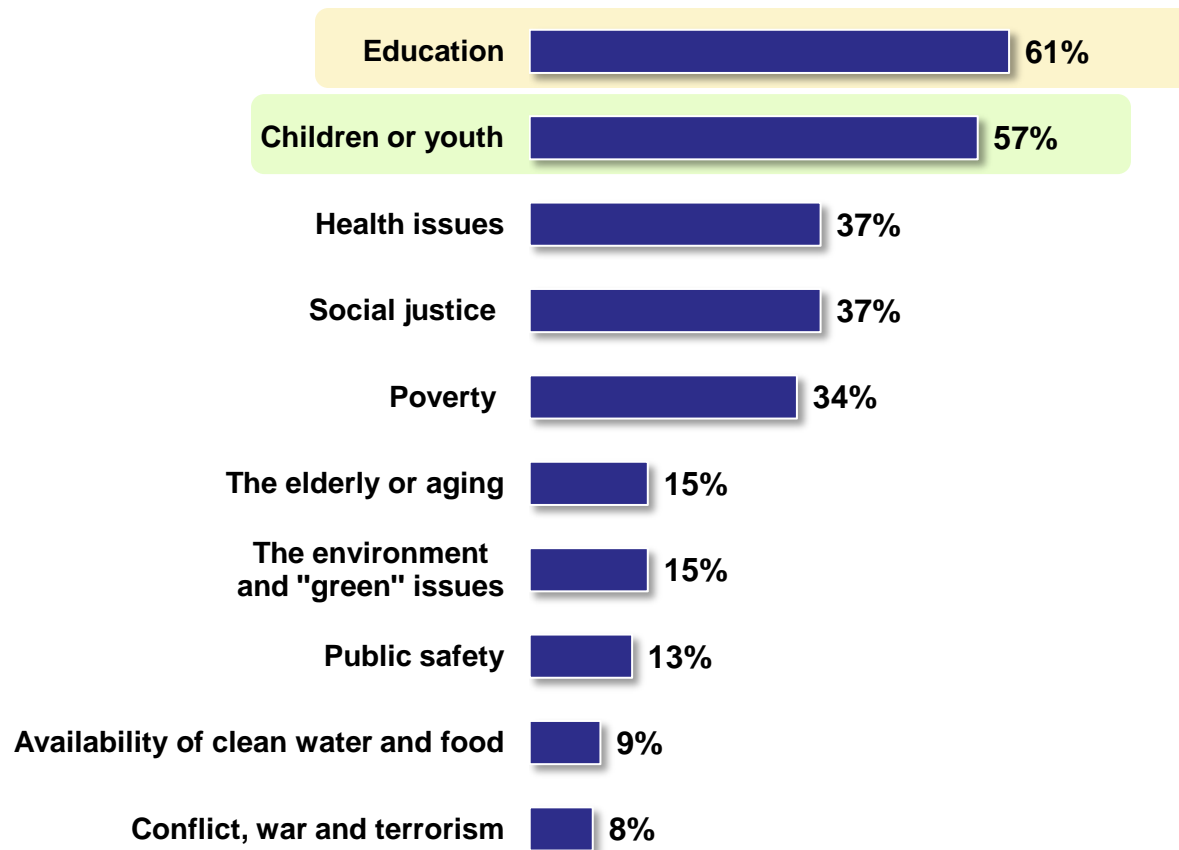
- Domestic and international omnibus survey of Walden University students
- 3,184 adults age 18 and over
- Conducted online between August 12 and September 22, 2011
- Conducted by Laureate Education, Inc.'s Market Research and Insight Team on behalf of Walden University

# Key Perceptions from Walden Students

- Involvement in social change is important, and **Walden plays a significant role in students' perceptions of and engagement** in social change.
- The majority of Walden students consider themselves to be **change agents**.
- **Education and children or youth** are the most important social change issues for Walden students.
- Walden students believe **nonprofit organizations will have a larger role** in the future of social change and **corporations and government will have a smaller role**.

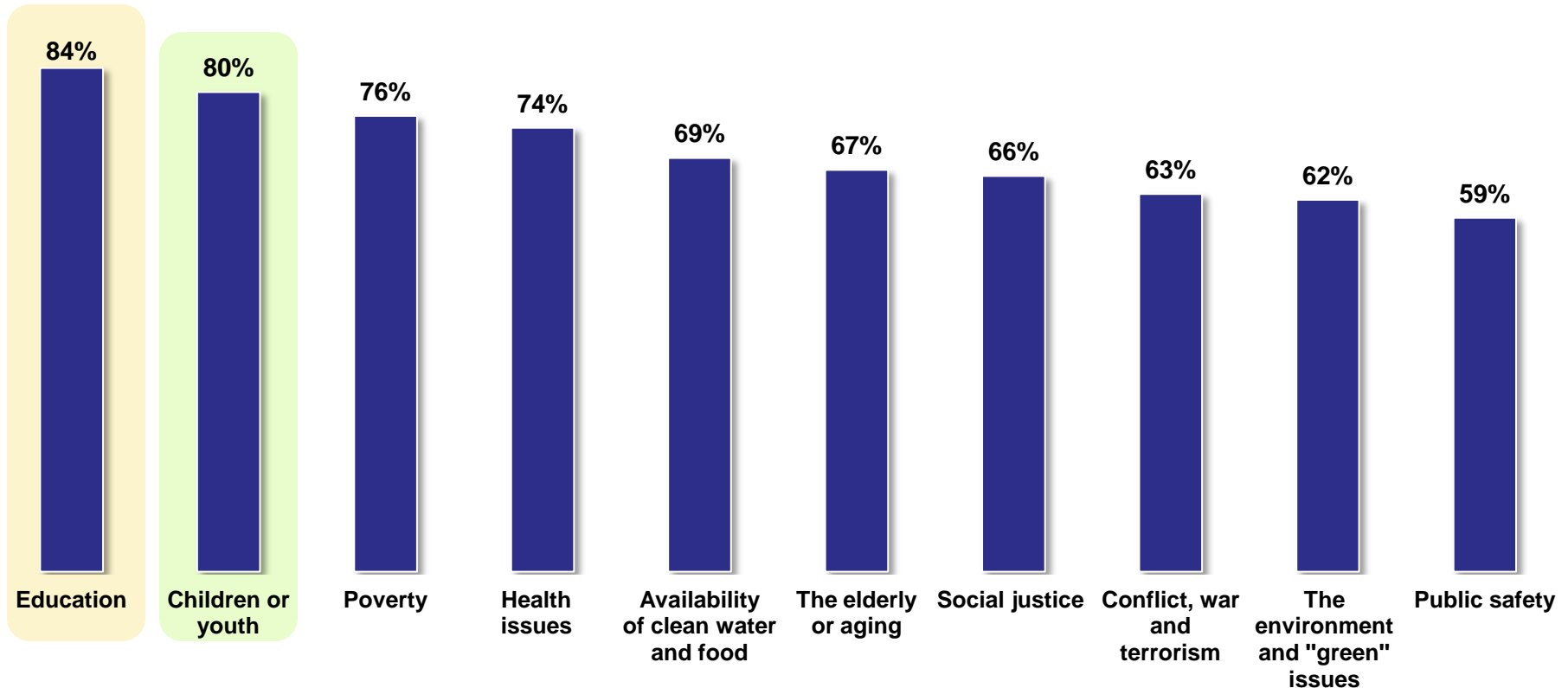
# Education: The Most Important Issue

Walden students find education to be the most important social change issue right now.



# Education Is Key Social Change Issue

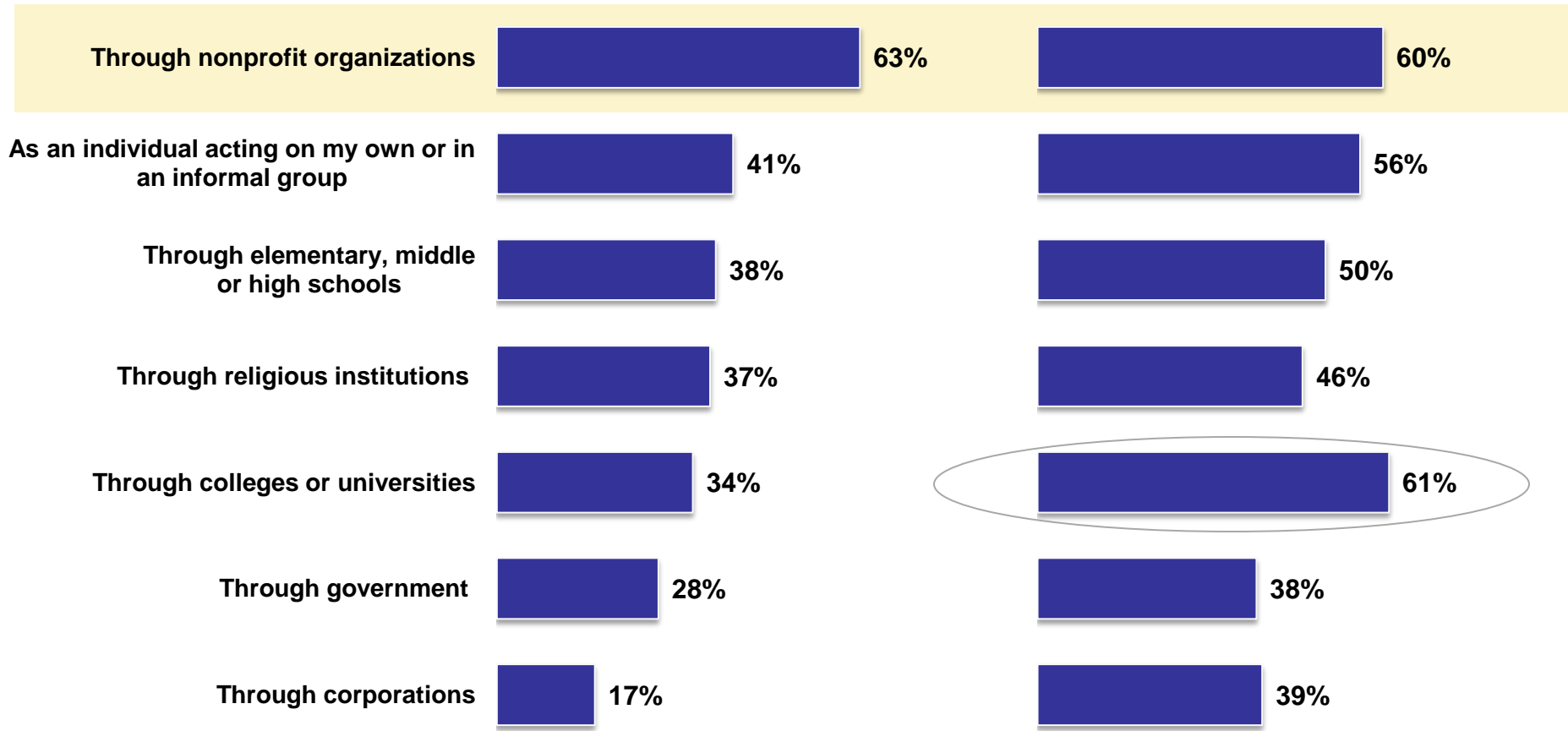
84% of Walden students state it will be very important for social change to address education in the future.



# Nonprofits Drive the Future of Positive Social Change

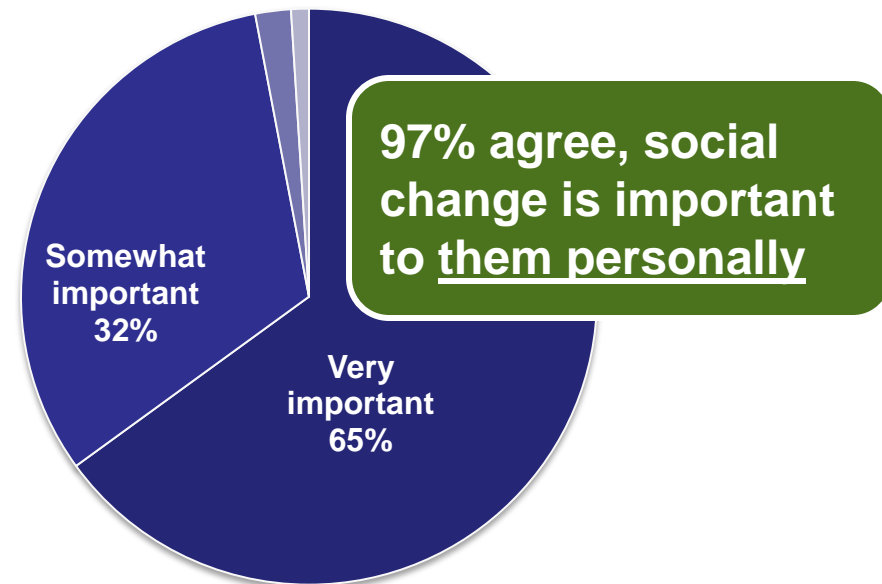
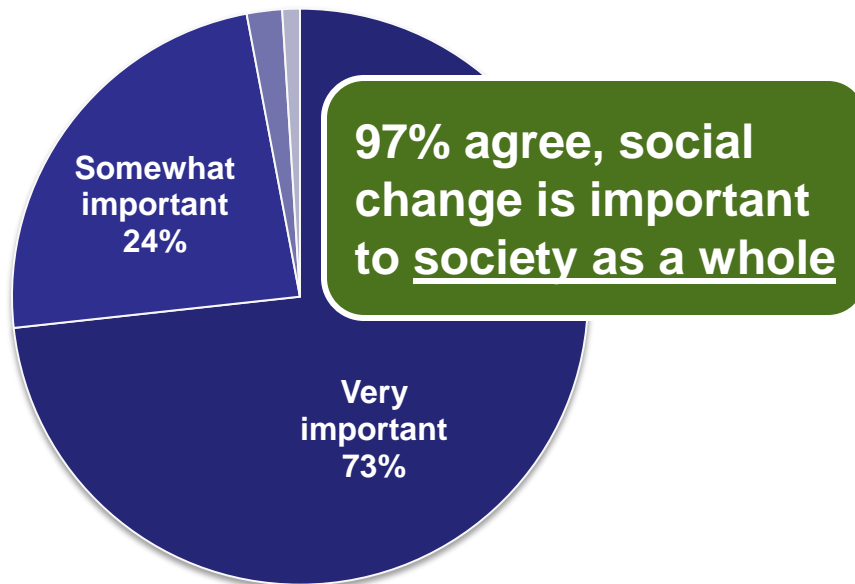
Ways in Which Walden Students Are Most Likely to Get Involved in Positive Social Change in the Future:

% Who Say Each Will Have a Larger Role in Positive Social Change in the Future:



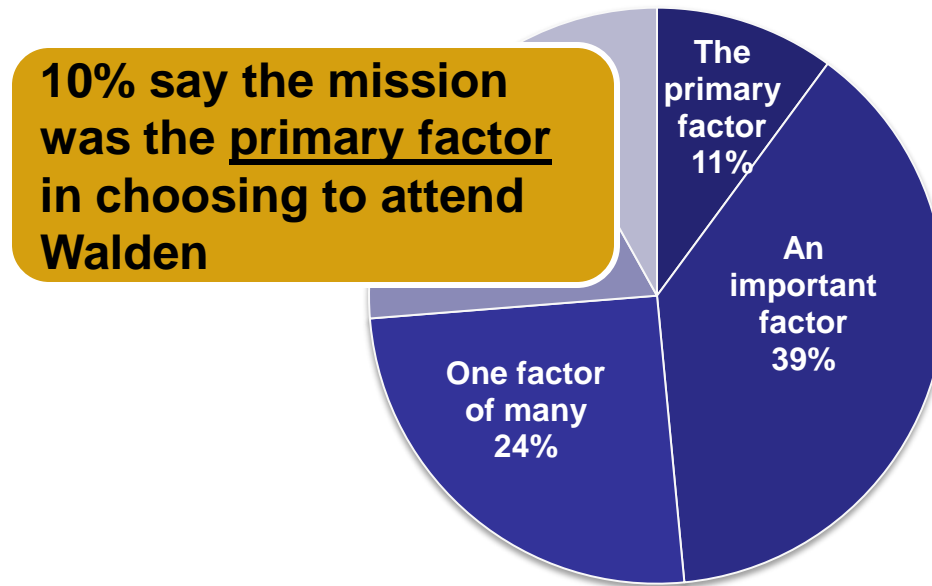
# Involvement in Social Change Is Important

Nearly all Walden students agree it's important to be involved in social change.



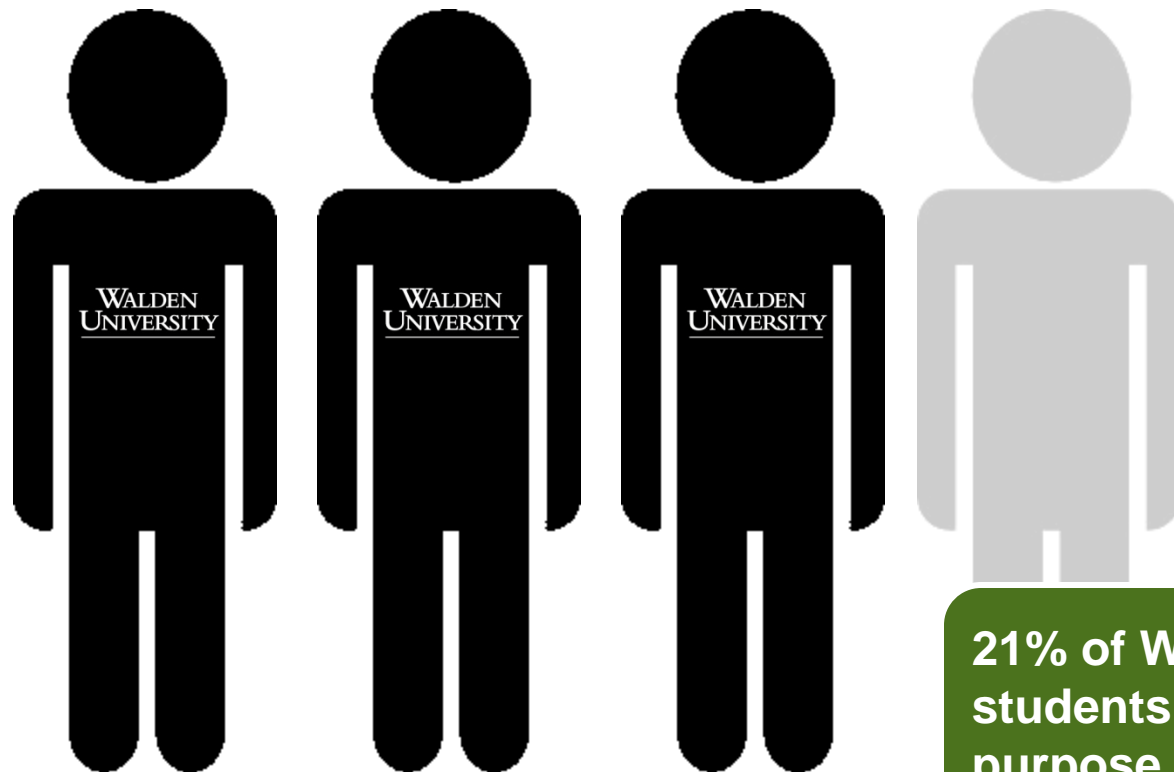
# Social Change Mission Is Incentive for Many Students

Half of Walden students reported the university's mission was the primary or an important factor in choosing Walden for their higher education.



# Walden Students Are Agents of Change

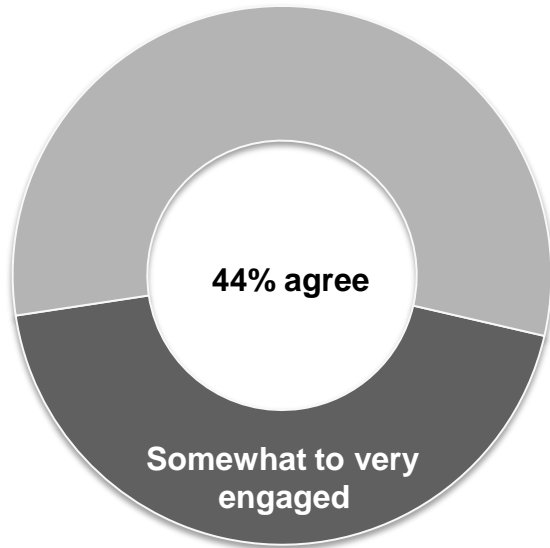
Three in four Walden students (75%) view themselves as a current or future social change agent of the society where they live.



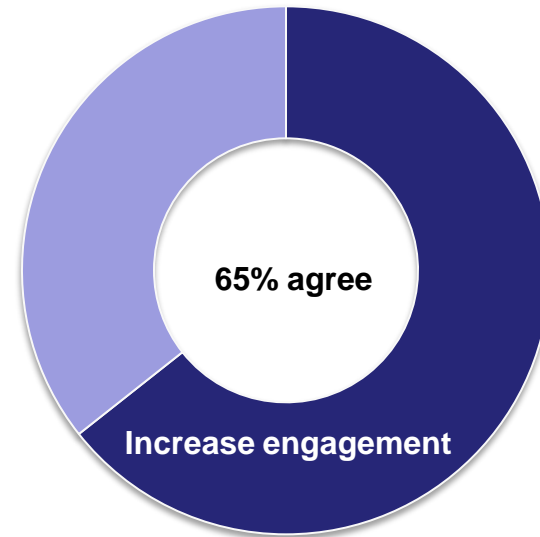
21% of Walden students say it's the purpose of their life

# Walden Students Are Engaged in Society

Before Walden, two in five students were engaged with the society where they live.



A majority of adults **agree** that their Walden education has increased their level of engagement in society.



# Appendix – Questions

- When it comes to positive social change, what are the areas or topics that are most important to you?
- In the future, in which ways are you most likely to get involved in positive social change?
- In 5–10 years from now, what kind of role will each of the following organizations have in positive social change?
- In 5–10 years from now, how important do you think it will be that positive social change addresses each of the following areas?
- How important is it to you personally to be involved in positive social change?
- How important is it to society as a whole to be involved in positive social change?
- How important was Walden University’s mission of positive social change to you in your decision to pursue your education at Walden University?
- To what extent do you view yourself as a current or future change agent of the society in which you live?
- Before you started at Walden University, how engaged were you with the society in which you live?
- To what extent has your Walden University education changed your level of engagement with the society in which you live?