

Appendix B – Survey Questions for Hireability and Educational Prestige

Priming Message for Section 1:

This survey asks questions about so-called alternative credentials. For the purposes of this survey, alternative credentials include certificates, documents, and proof of receiving education other than traditional credentials. Traditional credentials include a high school diploma or an undergraduate degree from an accredited university. Examples of alternative credentials include a Certified Project Manager certification, a portfolio of work, a Khan Academy profile, or a Nanodegree from Udacity.

Section 1, Questions about the Respondent:

1. Do you contribute to hiring and firing decisions at your company?
 - a. Not employed at present
 - b. Yes
 - c. No
2. For many professions, alternative credentials can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
3. It will soon become common for high school graduates to obtain alternative credentials instead of going to college.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
4. When you add up the pros and cons for online education, it's probably a good thing for society overall.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
5. Which of these industries most closely matches your profession?
 - a. Select one of the following:
 - i. Agriculture
 - ii. Education
 - iii. Energy
 - iv. Finance, Investment, or Accounting
 - v. Health
 - vi. Information Technology
 - vii. Law
 - viii. Manufacturing

- ix. Military
- x. Other
- xi. Retail
- xii. Real Estate or Property Management
- xiii. Transportation

6. Gender

- a. Male
- b. Female
- c. Other

7. Household Income

- a. 0-9,999
- b. 10,000-24,999
- c. 25,000-49,999
- d. 50,000-74,999
- e. 75,000-99,999
- f. 100,000-124,999
- g. 125,000-149,999
- h. 150,000-174,999
- i. 175,000-199,999
- j. 200,000+
- k. Prefer not to answer

8. Age

- a. < 18
- b. 18 - 29
- c. 30 - 44
- d. 45 - 60
- e. > 60

9. What is the highest level of education you have completed?

- a. Did Not Graduate from High School
- b. GED

- c. High School Diploma
- d. Some College
- e. Obtained Undergraduate Degree
- f. Obtained Non-Doctoral Graduate Degree
- g. Obtained a Doctoral Degree

10. Which race/ethnicity best describes you?

- a. American Indian or Alaskan Native
- b. Asian / Pacific Islander
- c. Black or African American
- d. Hispanic
- e. White / Caucasian
- f. Other

11. What state do you reside in?

- a. Select among the 50 states or D.C.

12. What is the name of a reputable certification or non-college credential in your profession? Use "n/a" if nothing comes to mind.

- a. Free text response

13. I prefer to hire or work with a person that has a college degree rather a person that holds a reputable certification or non-college credential.

- a. True or false

14. Do you tend to work more closely with coworkers at your company or customers and external business partners?

- a. Not employed at present
- b. I usually spend more time with customers and external business partners than with coworkers.
- c. I usually spend at least an hour each day with customers and external business partners.
- d. I usually spend less than an hour each day in direct contact with customers and external business partners.

Priming Message for Section 2:

The next section of this survey is the second of three sections. This section will ask about whether you are familiar with two universities and two coding bootcamps. You will also be asked to rate these learning providers for quality. *

*Half of survey takers will be randomly selected to view the following two paragraphs of additional information:

Specifically, you will be asked about eight learning providers based in the United States which include four universities and four coding bootcamps. California Institute of Technology (CIT) and the University of Chicago are Top 10 ranked universities for 2021 according to US News. CIT was less frequently reviewed by users compared to University of Chicago. Portland State University (PSU) and University of Nebraska Omaha (UNO) are two members of a 14-way tie for the lowest-ranked universities for 2021 according to US News. UNO was less frequently reviewed by users compared to PSU.

Coding bootcamp data is provided by Course Report as of December 1, 2020. According to this data, App Academy and General Assembly are two of the Top 10 coding bootcamps most frequently reviewed by users. General Assembly has a lower rating compared to App Academy. FVI School of Technology and Bov Academy are two minimally reviewed learning providers. Bov Academy has a lower rating compared to FVI School of Technology.

Section 2, Concrete Prestige Ratings:

1. Select each learning provider that you have heard of before today.
 - a. California Institute of Technology
 - b. University of Chicago
 - c. Portland State University
 - d. University of Nebraska Omaha
 - e. App Academy
 - f. General Assembly
 - g. FVI School of Technology
 - h. Bov Academy
 - i. Google
 - j. I have not heard of any of these learning providers before today
2. How impressed would you be if you heard that someone studied at California Institute of Technology?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

3. How impressed would you be if you heard that someone studied at University of Chicago?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
4. How impressed would you be if you heard that someone studied at Portland State University?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
5. How impressed would you be if you heard that someone studied at University of Nebraska Omaha?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
6. How impressed would you be if you heard that someone studied at App Academy?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
7. How impressed would you be if you heard that someone studied at General Assembly?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
8. How impressed would you be if you heard that someone studied at FVI School of Technology?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
9. How impressed would you be if you heard that someone studied at Bov Academy?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.
10. How impressed would you be if you heard that someone studied at Google?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

Section 3, Vignette Questions:

This is the final section. It asks you to review 8 hypothetical school descriptions and then answer two questions about each school. These eight scenarios are created by taking every combination of inputs. There are three inputs with two possible values for each.

Consider this information for each school:

1. Is the school **accredited** or **unaccredited**?
2. When you heard of this school, were you **impressed** or **unimpressed**?
3. Do other people consider the school to be **impressive** or **unimpressive**?

School A is an **unaccredited** learning provider for jobs in your industry.

You have heard of them and you are **unimpressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **unimpressive**.

1. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
2. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School B is an **unaccredited** learning provider for jobs in your industry.

You have heard of them and you are **unimpressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **impressive**.

3. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
4. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School C is an **unaccredited** learning provider for jobs in your industry.

You have heard of them and you are **impressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **unimpressive**.

5. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.

6. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School D is an **unaccredited** learning provider for jobs in your industry.

You have heard of them and you are **impressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **impressive**.

7. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
8. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School E is an **accredited** learning provider for jobs in your industry.

You have heard of them and you are **unimpressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **unimpressive**.

9. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
10. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School F is an **accredited** learning provider for jobs in your industry.

You have heard of them and you are **unimpressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **impressive**.

11. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
12. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School G is an **accredited** learning provider for jobs in your industry.

You have heard of them and you are **impressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **unimpressive**.

13. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
14. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.

School H is an **accredited** learning provider for jobs in your industry.

You have heard of them and you are **impressed**.

Talking to your boss, coworkers, and several customers reveals that other people consider this school to be **impressive**.

15. For many professions, learning at this school can qualify a person for an entry-level position.
 - a. Respond on a scale from 1 to 10, where a higher score indicates stronger agreement.
16. How impressed would you be if you heard that someone studied at this school?
 - a. Respond on a scale from 1 to 10, where a higher score indicates higher prestige.