

2011-12 Entering Student First Choice Report

Results from the 2011-12
Entering Student Survey



**INDIANA UNIVERSITY
SOUTHEAST**

OFFICE OF INSTITUTIONAL
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Survey Purpose

Incoming IU Southeast students participate in the Entering Student Survey during placement testing, which takes place after admission to the institution. On the survey students are asked about their choice of IU Southeast for their education. Below is a summary of their responses for the 2010-11, 2011-12 and 2012-13 cohorts. The idea is to provide data to drive decision-making in student services and administrative services related to admissions materials and marketing, and in Enrollment Management related to enrollment and retention planning.

Survey Respondents

Most incoming, first-year freshmen take the web-based Entering Student Survey on campus during placement testing; thus, response totals are fairly steady across years. Total respondents were: 1,326 in 2011-12, 1,336 in 2010-11, and 1,380 in 2009-10.

The following demographics characterize the 2011-12 Entering Student Survey respondents:

(note: Δ 2010-11 is the change in percentage from the 2010-11 administration)

Table 1, Gender

	2011-12		Δ 2010-11
	%	Count	
Female	55.4%	734	-2.2%
Male	44.6%	591	2.2%

Table 3, Marital Status

Marital Status	2011-12		Δ 2010-2011
	%	Count	
Single	93.1%	1234	0.5%
Married	4.8%	63	0.3%
Divorced	1.9%	25	-0.5%
Widowed	0.2%	3	-0.1%

Table 2, Age

Age	2011-12		Δ 2010-11
	%	Count	
17 & Under	11.0%	146	-0.2%
18 to 24	80.0%	1061	1.0%
25 to 29	4.1%	55	-0.3%
30 to 39	3.4%	45	-0.1%
40 & Over	1.4%	19	-0.4%

Table 4, Has Children

	2011-12		Δ 2010-11
	%	Count	
Yes	8.8%	117	-1.2%
No	91.2%	1208	1.2%

First Choice

Table 5, First Choice

	2011-12	2010-11	2009-10
Yes	71.0%	70.0%	67.9%
No	28.6%	29.3%	31.5%
Respondents	1321	1327	1372

71% of incoming students surveyed said IU Southeast was their first choice for college. This number is up from 67.9% in 2009-10 and from 70% in 2010-11.

Other Schools Considered

Table 6, Other Schools Considered

	2011-12	2010-11	2009-10
University of Louisville	39.0%	39.5%	41.9%
*Other	27.8%	31.1%	25.6%
IU Bloomington	21.3%	23.4%	22.9%
Ivy Tech Community College	15.8%	14.8%	13.7%
University of Southern Indiana	11.2%	11.7%	10.7%
Purdue University (West Lafayette)	10.3%	7.5%	9.6%
Bellarmine University	9.9%	9.0%	9.9%
Ball State University	9.0%	11.8%	10.3%
Jefferson Community College	7.9%	9.1%	9.0%
Spalding University	3.4%	3.9%	2.4%

** A cumulative total of all other schools listed by respondents*

The University of Louisville remains the most considered option for students, despite dropping to 39% in 2011-12 from nearly 42% in 2009-10. IU Bloomington was next at 21.3%, also down slightly from 23% in 2011-12. Ivy Tech was considered by 15.8% of respondents and has increased steadily in percentage the last three years.

The largest “other” schools include: Indiana State University at 3.2%, and a cumulative category of IUPUI, IUPUC, and IPFW totaling 3.2%.

The top three alternatives have maintained their position in hierarchy over the last three years. The remaining six schools were considered by 11.2% or less of the incoming students surveyed, and these schools have fluctuated somewhat in percentage and in hierarchy.

Factors that Influenced IU Southeast Decision

Table 7, Factors that Influenced IU Southeast Decision, Some or A Lot

	2011-12	2010-11	2009-10
Quality of education	90.7%	91.9%	90.1%
Location	88.9%	90.6%	91.4%
Cost	84.7%	87.5%	87.6%
Choice of academic programs	80.4%	79.7%	77.5%
*Small class size	78.0%	83.9%	80.9%
Availability of Financial Aid	72.5%	71.1%	70.9%
*Size of the institution	71.7%	75.3%	71.8%
*Friends or family with or pursuing an IU Southeast degree	46.4%	--	--
Applied learning opportunities	40.1%	43.0%	35.6%
*Events, activities, and campus life	34.5%	26.1%	22.8%
*Parents' decision	25.3%	53.5%	53.3%
Reciprocity (Resident tuition for KY students)	25.1%	23.0%	21.6%
Athletic programs in which you would like to participate	17.5%	16.7%	18.6%

Percentage totals include students who responded "Some" plus "A Lot", the two highest of four categories.

* There were slight changes to question wording for * categories in 2011-12. For details, contact the report authors.

Quality of education, location, and cost are the three most important factors influencing respondents in their decision to attend IU Southeast. Since 2009-10, **quality of education** has become most influential, while **location** and **cost** have decreased slightly.

Four other listed factors had an influence at least 70% of the time, with these categories showing some fluctuation in percentage and hierarchy since 2009-10. The remaining factors influenced students' decisions less than 50% of the time. The factor with the most significant decrease was **parents' decision**, falling from over 50% the last two years to 25.3% in 2011-12, likely due in part to a wording change in the response category.

Sources of Information about IU Southeast

Tables 8 and 9 are related but distinct. For data presented in Table 8, students are asked to select any and all sources from which they obtained information about IU Southeast.

Students who selected a source of information were then asked to indicate how much that source influenced their decision to attend IU Southeast. Table 9 reports the percentage of students who indicated the source influenced their decision some or a lot, not the overall percentage of respondents who indicated that the source contributed to their decision.

Table 8, Sources from which Students Obtained Information about IU Southeast

	2011-12	2010-11	2009-10
Friends or family attending IU Southeast	46.7%	--	--
Current IU Southeast students	45.9%	54.6%	57.1%
IU Southeast website	43.7%	45.9%	47.4%
Materials mailed to you	39.8%	43.0%	49.6%
Teachers	30.2%	28.2%	33.3%
Counselors	24.8%	26.6%	29.9%
Contact with IU Southeast graduates	19.5%	22.8%	25.7%
Other	7.7%	14.4%	12.2%
Print ads	4.1%	4.8%	6.0%
TV ads	3.6%	5.2%	5.3%
Radio ads	3.0%	3.7%	3.5%
Billboards	2.7%	5.6%	3.6%

Friends or family attending IU Southeast, a new category in 2011-12, tops the list of sources from which incoming students obtain information about IU Southeast. Almost half of the students surveyed identified this source.

As a source, **current IU Southeast students** fell below 50% of respondents for the first time, likely due in part to the addition of the “Friends or family” question. However, it still accounts for nearly half of respondent sources of information. The **IU Southeast website** and **mailed materials** also account for a significant portion of information sources.

Advertisements continue to rank very low as sources of information about IU Southeast to surveyed students, while personal sources like **teachers, counselors, and IU Southeast graduates** account for between 20% and 30% of responses.

Of interest, all categories have declined since 2009-10, and most have maintained their position in the hierarchy.

Of the 7.7% respondents (102 total) who chose **other** sources of information, just over one-fourth indicated that friends, family, or teachers were the source; 17% specified coaches; 13% reported references from other schools (mainly Purdue); 9% chose the Internet; 8% reported simply knowing the school was nearby or existed; 8% cumulatively indicated a college fair or campus visit or tour; and 3% reported advertising at Louisville Slugger Field or a movie theater.

Sources of Information that Influenced IU Southeast Attendance Decision

Table 9, Sources that Influenced Respondent Decision to Attend IU Southeast, Some or A Lot

	2011-12	2010-11	2009-10
Friends or family attending IU Southeast	80.5%	--	--
IU Southeast website	79.7%	87.4%	86.3%
Current IU Southeast students	79.5%	88.6%	86.2%
Contact with IU Southeast graduates	76.7%	84.2%	82.9%
Materials mailed to you	69.4%	81.6%	77.8%
Counselors	64.3%	79.4%	81.0%
Teachers	63.3%	79.7%	77.3%
Print ads	43.6%	50.0%	50.7%
Radio ads	40.0%	52.0%	42.6%
TV ads	36.2%	43.5%	49.3%
Billboards	36.1%	34.7%	42.2%
Other	86.4%	81.0%	80.5%

Of the 46.7% of students who listed the new **Friends or family attending IU Southeast** response as a source for information, 80.5% were influenced at least some by this category, and nearly half were influenced a lot.

The **IU Southeast website** is rated slightly more influential as a decision-maker for respondents than **Current IU Southeast students**. This is interesting because current students were more often identified as a source of information about the school, but are less of an influence than the website on decision to attend.

Since 2009-10, all of the other high influence sources (63.3% and above) maintained their general importance in the decision to attend. But, like the sources of information in Table 8, their level of contribution to the decision to attend has declined over the years.

Advertisements scored consistently low as contributing sources with more than half of the students who identified these sources being influenced a little or not at all in their decision to attend.

This decline in influence is likely partially due to an increase in **other** as a response and perhaps the addition of the **Friends or family attending IU Southeast** category. The 86.4% of students who chose the **other** category say that source contributed at least some to their decision, and 54.3% indicated that it contributed a lot. Additionally, of the 37 respondents who indicated a specific **other** decision to attend influence of some or a lot, one-fourth reported coaches and another one-fourth identified family, friends, or teachers. Finally, 19% selected another school as some or a lot of influence in their decision to attend, and 14% chose a college fair, visit, or tour.