

**2014 IU Southeast Entering Student
First Choice Report**



**INDIANA UNIVERSITY
SOUTHEAST**

OFFICE OF INSTITUTIONAL EFFECTIVENESS

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December 2014

SURVEY BACKGROUND AND SUMMARY

The Indiana University Southeast Entering Student Survey (ESS) is administered to new, incoming students during placement testing and post-admission to the institution. The instrument collects data regarding academic interests and needs, demographics, employment and college payment plans, co-curricular interests, college choice, self-rated abilities and online education history and interest. This multi-year report is intended to provide information regarding how these data have changed from year to year. The information can be used to support decision-making that facilitate change in response to the dynamic needs of the student population.

Some respondents take the survey but do not subsequently enroll the next fall semester. Beginning with this report, the practice of the Office of Institutional Effectiveness (OIE) is to compare the list of respondents to the list of students enrolled in the ensuing term, remove those respondents who do not enroll in the survey year cycle, and add their responses to the survey year cycle in which they ultimately enroll. This is why previous reports that include 2012 or 2013 ESS data may be slightly different in count and percentage.

In addition, individual question response rate varies, as most survey questions were voluntary and some respondents chose not to answer certain questions. We have chosen to include partial responses in the data report. Unless otherwise indicated, non-respondents are excluded in tabled data counts and percentages.

Note that the number of 2012 respondents is much smaller than in the preceding and succeeding years. This is due to the concurrent administration of the ETS Proficiency Profile to incoming students in the Spring of 2012. Students who took the ETS were not required to also take the ESS. Full resumption of ESS administration returned for most of the 2013 incoming cohort.

This report is made available to Academic Council, Enrollment Management, the Office of Admissions, Student Affairs and University Marketing and Communications. It provides data such as students' first choice for college, other schools considered, factors that influenced their decision to attend, and sources of information about and sources that influenced the decision to attend IU Southeast. This and any other ad hoc reports will be posted on the OIE website to support the institution's mission of transparency and to encourage respondents to take future assessments. Complete data tables for multiple years and across all questions and answer categories, or by-school, can be obtained via request to Ron Severtis in OIE at rseverti@ius.edu.

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RESPONDENT DEMOGRAPHICS

In 2014 there were twice as many female respondents as male respondents.

Table 1: Gender

	2014		2013		2012	
	N	%	N	%	N	%
Female	231	67%	486	59%	252	57%
Male	115	33%	342	41%	192	43%
Total	346	100%	828	100%	444	100%

The great majority of incoming students are single with no children.

Table 2: Marital Status

	2014		2013		2012	
	N	%	N	%	N	%
Single	336	98%	797	97%	415	93%
Married	6	2%	21	3%	16	4%
Divorced	1	0%	7	1%	14	3%
Widowed	--	--	1	0%	--	--
Total	343	100%	826	100%	445	100%

Table 3: Number of Children

	2014		2013		2012	
	N	%	N	%	N	%
None	331	97%	785	95%	406	91%
One	7	2%	22	3%	23	5%
Two	--	--	9	1%	9	2%
Three	3	1%	5	1%	6	1%
Four or more	1	0%	4	1%	1	0%
Total	342	100%	825	100%	445	100%

FIRST CHOICE FOR COLLEGE

Three fourths of all responding incoming students indicate IU Southeast was their first choice for college. The University of Louisville remains the most considered choice other than IU Southeast, but less so than the last two years. Vincennes University led in the ‘Other’ category with 7 votes and The University of Kentucky received 6.

Table 4: IU Southeast as First Choice for College

	2014		2013		2012	
	N	%	N	%	N	%
Yes	263	75%	599	73%	299	68%
No	89	25%	222	27%	144	33%
Total	821	100%	821	100%	443	100%

Table 5: Considered Attending

	2014	2013	2012
U of L	37%	42%	42%
IU Bloomington	28%	28%	23%
Other	19%	22%	23%
Ball State	16%	9%	10%
Indiana State	14%	12%	9%
Ivy Tech	13%	15%	17%
U of So. Indiana	12%	12%	10%
Bellarmino	12%	10%	11%
IUPUI	11%	9%	6%
Purdue (Lafayette)	8%	7%	9%
Jefferson Community	5%	7%	8%
Spalding	3%	5%	4%

Note that respondents could choose more than one answer

SOURCES OF INFORMATION & FACTORS INFLUENCING SCHOOL CHOICE

Family and friends attending IU Southeast continue to be the greatest source of information about IU Southeast for about half of our incoming students. Direct mailings and information available online also rank high as sources of information, more so than other personal contact, and significantly more so than other printed material or advertising.

Table 6: Sources of Information Obtained about IU Southeast

	2014	2013	2012
Friends or family attending IU Southeast	48%	53%	50%
Materials mailed to you	42%	43%	34%
IU Southeast website	42%	44%	42%
Teachers	35%	37%	32%
Counselors	34%	34%	32%
Friends or family who do not attend IU Southeast	21%	20%	13%
Current IU Southeast students	13%	46%	49%
Contact with IU Southeast graduates	11%	21%	19%
Coaches/Sports	6%	10%	4%
Print ads	3%	3%	3%
Billboards	2%	3%	4%
Other	2%	3%	6%
TV ads	1%	3%	4%
Radio ads	<1%	3%	3%

Note that respondents could choose more than one answer

Friends & family and current IU Southeast students remain the top two factors influencing respondents' decisions to attend IU Southeast, each effecting more than a third of incoming students. The next five factors each have an influence on incoming students from 23.3% to 29.2% of the time.

Table 7: Factors Influencing Decision to Attend IU Southeast

	2014	2013	2012
Friends and family at IUS	38%	45%	39%
Current IU Southeast students	34%	37%	38%
Materials mailed to you	29%	30%	24%
Teachers	25%	27%	23%
IU Southeast website	25%	36%	33%
Counselors	24%	25%	22%
Friends/family not at IUS	23%	15%	11%
Contact W/IUS Graduates	15%	17%	16%
Other	6%	2%	4%
Coaches/Sports	5%	8%	4%
Print ads	4%	1%	0%
TV ads	1%	2%	2%
Billboards	1%	1%	1%
Radio ads	--	1%	1%

Note that respondents could choose more than one answer

DECISION FACTORS

Location, cost, and quality of education remain the big three factors influencing respondents' choice to attend IU Southeast. Small school and class sizes, academic program choices and availability of financial aid also contributed to the decision from 71.6% to 78.4% of the time.

Table 8: Factors Contributing to Decision to Attend IU Southeast

	2014	2013	2012
Location	93%	92%	92%
Cost	92%	90%	88%
Quality of Education	85%	90%	91%
Small class size	78%	79%	74%
Choice of academic programs	76%	78%	78%
Small college	73%	73%	68%
Availability of financial aid	72%	73%	72%
Friends/family with or pursuing IUS degree	45%	47%	47%
Applied learning opportunities	44%	45%	46%
Events/activities/campus life	40%	40%	35%
Parents decision	28%	30%	30%
Reciprocity	22%	25%	24%
Athletic programs	18%	24%	18%

Note that respondents could choose more than one answer