



**INDIANA UNIVERSITY  
SOUTHEAST**

---

OFFICE OF INSTITUTIONAL EFFECTIVENESS

## **Entering Student Survey Report**

**Administered to First-Time Students Entering  
IU Southeast in 2014, 2015 and 2016**

**Ronald E. Severtis, Jr., Sara Jewell, and Rick O'Bryan,**

**November 2016**

## RESPONDENT DEMOGRAPHICS

In 2016 a little less than two thirds of the responding incoming students are female, and almost all are single with no children.

Table 1: Gender

	2016	2015	2014
Female	64%	62%	67%
Male	36%	38%	33%
Total	100%	100%	100%

Table 2: Marital Status

	2016	2015	2014
Single	99%	98%	98%
Married	<1%	2%	2%
Divorced	<1%	<1%	<1%
Widowed	<1%	--	--
Total	100%	100%	100%

Table 3: Number of Children

	2016	2015	2014
None	97%	97%	97%
One	2%	2%	2%
Two	<1%	1%	--
Three	<1%	<1%	1%
Four or more	<1%	--	<1%
Total	100%	100%	100%

## FIRST CHOICE FOR COLLEGE

Though trending downward, still more than half of all responding incoming students selected IU Southeast as their first choice for college. The University of Louisville remains the most considered option, followed by IU Bloomington. The University of Kentucky led in the 'Other' category with 2%.

Table 4: IU Southeast as first choice

	2016	2015	2014
Yes	58%	64%	75%
No	42%	36%	25%

Table 5: Considered Attending

	2016	2015	2014
U of L	40%	36%	37%
IU Bloomington	27%	26%	28%
Other	23%	25%	19%
IUPUI	15%	12%	11%
Ball State	15%	13%	16%
Ivy Tech	14%	11%	13%
Indiana State	13%	12%	13%
Bellarmino	12%	12%	12%
U of So. Indiana	11%	8%	12%
Western Kentucky University	10%	--	--
Purdue (Lafayette)	8%	8%	8%
Jefferson Community	6%	5%	5%
Hanover College	6%	--	--
Spalding	4%	4%	3%

Note that respondents could choose more than one answer

**SOURCES OF INFORMATION AND FACTORS INFLUENCING SCHOOL CHOICE**

Personal contact with family and friends attending IU Southeast continues to be the greatest source of information for incoming students, followed closely by contact with current students and teachers. The IU Southeast website and direct mailings also scored fairly high.

Table 6: Sources of Information Obtained about IU Southeast

	2016	2015	2014
Friends or family attending IUS	49%	47%	48%
Current IU Southeast students	44%	45%	13%
Teachers	42%	40%	35%
IU Southeast website	41%	38%	42%
Materials mailed to you	40%	43%	42%
Counselors	37%	31%	34%
Contact with IU Southeast graduates	25%	25%	11%
Friends or family who do not attend IUS	23%	19%	21%
Billboards	10%	5%	2%
Coaches/Sports	9%	8%	6%
Other	4%	3%	2%
TV ads	3%	4%	1%
Print ads	3%	3%	3%
Radio ads	3%	2%	<1%

Note that respondents could choose more than one answer

Factors influencing attendance at IU Southeast closely mirror the sources of information depicted in Table 6 above with friends and family and current IU Southeast students leading the way.

Table 7: Factors Influencing Decision to Attend IU Southeast\*

	2016	2015	2014
Friends/family at IUS	39%	35%	38%
Current IU Southeast students	34%	35%	34%
IU Southeast website	31%	27%	25%
Teachers	30%	27%	25%
Materials mailed to you	27%	28%	29%
Counselors	26%	22%	24%
Contact W/IUS Graduates	19%	18%	15%
Friends/family not at IUS	16%	14%	23%
Coaches/Sports	7%	6%	5%
Billboards	3%	1%	1%
Other	2%	1%	6%
TV ads	2%	1%	1%
Print ads	1%	2%	4%
Radio ads	1%	1%	--

\*Percentages total the categories 'A Lot' and 'Some'

Note that respondents could choose more than one answer

**DECISION FACTORS**

Location, cost, and quality of education remain the big three factors influencing respondents' decision to attend IU Southeast. Programs, size and available financial aid also remain important factors.

Table 8: Factors Contributing to Decision to Attend IU Southeast\*

	2016	2015	2014
Location	91%	89%	93%
Cost	90%	89%	92%
Quality of Education	88%	85%	85%
Choice of academic programs	81%	75%	76%
Small class size	79%	73%	78%
Small college	76%	69%	73%
Availability of financial aid	71%	68%	72%
Applied learning opportunities	54%	45%	44%
Events/activities/campus life	45%	40%	40%
Friends/family w/pursuing IUS degree	41%	41%	45%
Parents decision	32%	27%	28%
Reciprocity	28%	26%	22%
Athletic programs	20%	19%	18%

\*Percentages total the categories 'A Lot' and 'Some'