



**INDIANA UNIVERSITY
SOUTHEAST**

OFFICE OF INSTITUTIONAL EFFECTIVENESS

Entering Student Survey Report

**Administered to First-Time Students Entering
IU Southeast in 2017, 2018, and 2019**

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There were 720 respondents in 2019, 524 respondents in 2018, and 622 respondents in 2017 who enrolled at IU Southeast in the subsequent Fall 2019, 2018, and 2017 terms, respectively. Between 34 and 40 responding students in that same period of time participated in this survey and decided not to enroll at IU Southeast in the Fall term. This report focuses on that former group of respondents that enrolled at IU Southeast and are included in the Fall 2019 official census report.

Table 1: Surveyed Student Population

	2019		2018		2017	
	N	%	N	%	N	%
Enrolled	720	94.7%	524	93.4%	622	94.8%
Unenrolled	40	5.3%	37	6.6%	34	5.2%
Total	760	100.0%	561	100.0%	656	100.0%

About seven in ten of the respondents were Indiana residents in 2019, while a quarter of them were classified as reciprocal students (Kentucky residents qualified to receive in-state tuition rates).

Table 2: Enrolled Student Population, by Derived Residency Status

	2019	2018	2017
Indiana Resident	71.3%	75.2%	76.5%
Reciprocity Student	26.8%	22.7%	23.0%
Out-of-State Student	1.9%	2.1%	0.5%

RESPONDENT DEMOGRAPHICS

In 2019, the ratio of females to males at IU Southeast remained steady, with almost two-thirds of students selecting female. A large majority of incoming students were single with no children.

Table 3: Gender Identity

	2019	2018	2017
Female	64.9%	56.7%	59.0%
Male	35.1%	42.9%	41.0%
No Response	--	<1%	--

Table 4: Marital Status

	2019	2018	2017
Single	98.2%	98.1%	98.4%
Married	1.3%	1.1%	1.4%
Divorced	<1%	<1%	--
Widowed	--	<1%	<1%
No Response	<1%	<1%	--

Table 5: Number of Children

	2019	2018	2017
None	97.6%	97.3%	97.6%
One	1.3%	1.5%	1.3%
Two	<1%	<1%	<1%
Three	<1%	--	<1%
Four or more	--	<1%	<1%
No Response	<1%	<1%	<1%

FIRST CHOICE FOR COLLEGE

Remaining consistent with the past years' worth of data, 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 alternative option, followed by IU Bloomington. The difference between in-state students' choices and reciprocal students' choices is made even clearer when separated this way. Among the 159 write-in responses in the "Other" category, a combined 32 respondents, or 4.4%, mentioned the University of Kentucky, Franklin College, and Eastern Kentucky University.

Table 6: IU Southeast as First Choice, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2019	2018	2017	2019	2018	2017	2019	2018	2017	2019	2018	2017
Yes	57.7%	59.1%	58.2%	53.9%	57.1%	57.3%	78.6%	90.9%	66.7%	57.1%	59.4%	58.0%
No	41.3%	39.8%	41.4%	43.0%	41.2%	41.3%	21.4%	9.1%	33.3%	41.4%	39.5%	41.3%
No Response	1.0%	1.0%	<1%	3.1%	1.7%	1.4%	--	--	--	1.5%	1.1%	<1%

Table 7: Institutions Considered Attending, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2019	2018	2017	2019	2018	2017	2019	2018	2017	2019	2018	2017
University of Louisville	30.2%	37.6%	30.0%	56.5%	61.3%	61.5%	42.9%	27.3%	--	37.5%	42.7%	37.1%
IU Bloomington	35.5%	47.0%	32.6%	5.7%	10.9%	5.6%	28.6%	27.3%	--	27.4%	38.4%	26.2%
Other	20.1%	17.0%	21.2%	26.9%	27.7%	33.6%	28.6%	36.4%	100.0%	22.1%	19.8%	24.4%
Ball State University	21.2%	18.8%	18.1%	2.1%	--	<1%	28.6%	--	--	16.3%	14.1%	14.0%
Ivy Tech Community College	18.9%	15.0%	19.1%	1.0%	<1%	--	7.1%	--	--	13.9%	11.5%	14.6%
Indiana State University	15.4%	15.0%	17.2%	2.6%	3.4%	2.1%	21.4%	9.1%	--	12.1%	12.2%	13.7%
IUPUI	16.8%	20.8%	18.1%	--	1.7%	1.4%	7.1%	--	--	12.1%	16.0%	14.1%
University of Southern Indiana	15.6%	13.7%	13.0%	--	--	--	14.3%	--	--	11.4%	10.3%	10.0%
Bellarmino University	7.2%	8.4%	8.4%	21.8%	23.5%	21.0%	7.1%	9.1%	--	11.1%	11.8%	11.3%
Western Kentucky University	4.7%	2.8%	6.3%	23.3%	26.1%	26.6%	7.1%	45.5%	--	9.7%	9.0%	10.9%
Jefferson Community College	1.0%	1.0%	<1%	31.1%	25.2%	23.1%	--	9.1%	--	9.0%	6.7%	5.5%
Purdue University (West Lafayette)	9.6%	10.4%	8.6%	2.6%	4.2%	2.8%	14.3%	--	--	7.8%	8.8%	7.2%
Hanover College	7.2%	8.9%	6.3%	3.6%	5.0%	1.4%	--	--	--	6.1%	7.8%	5.1%
Spalding University	2.1%	3.6%	1.9%	7.8%	7.6%	9.1%	--	9.1%	--	3.6%	4.6%	3.5%

*Please note that the 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, teachers, and counselors. Of the 17 informational resource categories, the top six categories each appear to have reached or informed between a third and one-half of the 2019 respondents. The respondents’ written-in informational sources within the “Other” category included college fairs, college boards, and friends, which made up 1.3% of responses.

Table 8: Sources of Information Obtained about IU Southeast, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2019	2018	2017	2019	2018	2017	2019	2018	2017	2019	2018	2017
Friends or Family Who Attend IU Southeast	50.1%	51.0%	50.6%	38.3%	31.9%	30.1%	50.0%	27.3%	--	46.9%	46.2%	45.7%
Current IU Southeast Students	50.7%	48.2%	46.0%	32.1%	36.1%	30.8%	35.7%	18.2%	33.3%	45.4%	44.8%	42.4%
Teachers	40.5%	46.7%	42.4%	32.1%	29.4%	30.8%	42.9%	18.2%	--	38.3%	42.2%	39.5%
Counselors	40.4%	46.4%	34.5%	30.6%	35.3%	32.2%	14.3%	18.2%	--	37.2%	43.3%	33.8%
IU Southeast Website	38.2%	48.0%	40.1%	32.1%	39.5%	30.1%	28.6%	45.5%	--	36.4%	46.0%	37.6%
Materials Mailed to You	37.6%	45.2%	35.3%	23.8%	28.6%	30.1%	21.4%	27.3%	--	33.6%	41.0%	33.9%
Contact with IU Southeast Graduates	32.2%	32.2%	26.1%	23.8%	20.2%	15.4%	7.1%	27.3%	--	29.4%	29.4%	23.5%
Email	30.8%	35.3%	--	22.8%	31.1%	--	7.1%	18.2%	--	28.2%	34.0%	--
Friends or Family Who Do Not Attend IU Southeast	17.3%	19.0%	20.4%	18.7%	32.8%	23.8%	21.4%	9.1%	--	17.8%	14.3%	21.1%
Social Media (Facebook, Instagram, Twitter, YouTube)	16.4%	18.0%	--	18.1%	16.0%	--	7.1%	9.1%	--	16.7%	17.4%	--
Coaches/Sports	10.1%	9.1%	9.2%	9.8%	10.9%	11.9%	35.7%	36.4%	33.3%	10.6%	10.1%	10.0%
Mobile Application/Digital Ads	6.6%	7.1%	--	3.6%	5.0%	--	--	9.1%	--	5.7%	6.7%	--
Other	3.9%	1.5%	2.9%	4.7%	3.4%	4.2%	--	--	33.3%	4.0%	1.9%	3.4%
Billboards	2.1%	4.1%	9.5%	2.6%	6.7%	4.9%	--	--	--	2.2%	4.6%	8.4%
Print Ads	1.8%	2.0%	2.9%	1.6%	1.7%	1.4%	7.1%	--	--	1.8%	1.9%	2.6%
TV Ads	1.6%	2.3%	2.9%	1.0%	<1%	1.4%	--	--	--	1.4%	1.9%	2.6%
Radio Ads	--	--	1.7%	--	--	--	--	--	--	--	--	1.3%

**Please note that the respondents could choose more than one answer.*

The top six factors influencing attendance at IU Southeast continued to mirror the sources of information depicted in Table 32 above current IU Southeast students, teachers, the IU Southeast website, and current IU Southeast students leading the way. While most of the leading influential categories helping students decide to attend IU Southeast have had slight fluctuations since 2017, all informational categories save two (mobile applications/digital ads and coaches/sports) showed a decrease over the past year. This trend is especially evident after focusing on respondents’ residency status. Billboards, print ads, television ads, and radio ads continued to decline in their influence toward this entering group’s decision-making process.

2019 IU Southeast Entering Student Survey Report by Residency Status

Table 9: Factors Influencing Decision to Attend IU Southeast, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2019	2018	2017	2019	2018	2017	2019	2018	2017	2019	2018	2017
Current IU Southeast Students	38.2%	38.6%	35.1%	22.8%	26.1%	24.5%	21.4%	9.1%	33.3%	33.8%	35.1%	32.6%
Teachers	31.2%	35.3%	28.6%	22.3%	22.7%	25.2%	35.7%	9.1%	--	28.9%	31.9%	27.7%
IU Southeast Website	28.7%	38.3%	29.8%	25.4%	29.4%	26.6%	28.6%	45.5%	--	27.8%	36.5%	28.9%
Counselors	30.0%	35.3%	25.2%	20.2%	29.4%	28.0%	14.3%	9.1%	--	27.1%	33.4%	25.7%
Contact with IU Southeast Graduates	23.2%	27.2%	19.1%	17.6%	18.5%	12.6%	7.1%	18.2%	--	21.4%	25.0%	17.5%
Materials Mailed to You	23.4%	31.5%	21.8%	15.5%	21.0%	23.1%	21.4%	9.1%	--	21.3%	28.6%	22.0%
Friends or Family Who Attend IU Southeast	38.2%	40.9%	39.1%	25.9%	26.9%	18.9%	35.7%	18.2%	--	21.0%	37.2%	34.2%
Email	21.2%	25.9%	--	15.0%	22.7%	--	7.1%	9.1%	--	19.3%	24.8%	--
Friends or Family Who Do Not Attend IU Southeast	12.3%	15.0%	15.5%	15.5%	28.6%	17.5%	21.4%	9.1%	--	13.3%	17.9%	15.9%
Coaches/Sports	8.4%	7.1%	7.6%	7.3%	10.1%	10.5%	35.7%	36.4%	33.3%	8.6%	8.4%	8.4%
Social Media (Facebook, Instagram, Twitter, YouTube)	9.2%	9.9%	--	6.7%	10.9%	--	7.1%	--	--	8.5%	9.9%	--
Mobile Application/Digital Ads	4.3%	3.6%	--	2.6%	3.4%	--	--	9.1%	--	3.8%	3.6%	--
Other	1.8%	1.3%	<1%	1.6%	3.4%	4.2%	--	--	--	1.7%	1.7%	1.6%
Billboards	<1%	2.5%	4.0%	1.0%	3.4%	1.4%	--	--	--	<1%	2.7%	3.4%
Print Ads	1.0%	1.0%	1.3%	--	<1%	<1%	7.1%	--	--	<1%	1.0%	1.1%
TV Ads	<1%	1.0%	1.1%	<1%	<1%	1.4%	--	--	--	<1%	1.0%	1.1%
Radio Ads	--	--	--	--	--	1.4%	--	--	--	--	--	<1%

**Please note that the respondents could choose more than one answer.*

***The percentages total the "A Lot" and "Some" categories.*

DECISION FACTORS

IU Southeast's cost, location, and quality of education remain the largest three factors influencing respondents' decision to attend the institution. The university's choice of programs and small class size were once more also important factors in students' decisions this year. Financial aid and tuition-based factors played a larger part for respondents outside of Indiana, as reciprocity was an important deciding factor for 80.8% of reciprocal students. The availability of financial aid was significant issue for 71.4% and 76.7% of out-of-state entering students and reciprocal entering students.

Table 10: Factors Contributing to Decision to Attend IU Southeast, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2019	2018	2017	2019	2018	2017	2019	2018	2017	2019	2018	2017
Cost	91.8%	93.7%	92.2%	92.7%	96.6%	91.6%	85.7%	90.9%	100.0%	91.9%	94.3%	92.1%
Location	93.8%	92.4%	92.0%	83.9%	89.9%	83.2%	71.4%	100.0%	66.7%	90.7%	92.0%	89.9%
Quality of Education	84.2%	87.8%	87.0%	87.6%	91.6%	90.2%	71.4%	90.9%	100.0%	84.9%	88.7%	87.8%
Choice of Academic Programs	78.8%	81.2%	78.2%	78.2%	90.8%	81.1%	64.3%	81.8%	100.0%	78.3%	83.4%	78.9%
Small Class Size	75.0%	77.7%	73.1%	82.9%	89.1%	84.6%	57.1%	81.8%	66.7%	76.8%	80.3%	75.7%
Availability of Financial Aid	74.1%	74.9%	71.6%	76.7%	77.3%	69.2%	71.4%	90.9%	66.7%	74.7%	75.8%	71.1%
Size of the Institution	71.3%	70.8%	69.3%	81.3%	86.6%	80.4%	57.1%	81.8%	66.7%	73.8%	74.6%	71.9%
Applied Learning Opportunities	54.8%	58.9%	47.1%	67.4%	65.5%	60.1%	50.0%	63.6%	66.7%	58.1%	60.5%	50.2%
Events, Activities, and Campus Life	48.5%	49.2%	41.8%	56.0%	63.9%	57.3%	35.7%	45.5%	66.7%	50.3%	52.5%	45.5%
Friends or Family with or Pursuing an IU Southeast Degree	43.9%	41.9%	41.4%	37.3%	32.8%	39.2%	14.3%	36.4%	33.3%	41.5%	39.7%	40.8%
Reciprocity (Resident Tuition for Kentucky Students)	15.0%	15.0%	14.7%	80.8%	85.7%	80.4%	14.3%	18.2%	33.3%	32.6%	31.1%	29.9%
Parent's Decision	32.2%	37.1%	33.4%	29.5%	33.6%	31.5%	21.4%	18.2%	66.7%	31.3%	35.9%	33.1%
Athletic Programs in which You would Like to Participate	23.0%	24.6%	20.6%	25.4%	33.6%	32.9%	21.4%	36.4%	66.7%	23.6%	26.9%	23.6%

**Please note that the respondents could choose more than one answer.*

***The percentages total the "A Lot" and "Some" categories.*