

**2013 IU Southeast Entering Student
First Choice Report**



**INDIANA UNIVERSITY
SOUTHEAST**

OFFICE OF INSTITUTIONAL EFFECTIVENESS

Rick O'Bryan, Ronald E. Severtis, Jr., and Tanlee Wasson

November 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 2011 or 2012 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.

Table of Contents

SURVEY BACKGROUND AND SUMMARY..... 2

RESPONDENT DEMOGRAPHICS..... 4

Table 1: Gender 4

Table 2: Marital Status 4

Table 3: Number of Children 4

FIRST CHOICE FOR COLLEGE 5

Table 4: IU Southeast as First Choice for College 5

Table 5: Considered Attending 5

SOURCES OF INFORMATION & FACTORS INFLUENCING SCHOOL CHOICE..... 6

Table 6: Sources of Information Obtained about IU Southeast 6

Table 7: Factors Influencing Decision to Attend IU Southeast 7

DECISION FACTORS 8

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

RESPONDENT DEMOGRAPHICS

Female respondents outnumber male respondents at a ratio of about 3 to 2, which is consistent with the 58% female composition of new undergraduates at the Fall 2013 census.

Table 1: Gender

	2013		2012		2011	
	N	%	N	%	N	%
Female	486	58.7%	252	56.8%	582	57.8%
Male	342	41.3%	192	43.2%	425	42.2%
Total	828	100.0%	444	100.0%	1007	100.0%

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

Table 2: Marital Status

	2013		2012		2011	
	N	%	N	%	N	%
Single	797	96.5%	415	93.3%	962	95.5%
Married	21	2.5%	16	3.6%	31	3.1%
Divorced	7	0.8%	14	3.1%	12	1.2%
Widowed	1	0.1%	--	--	2	0.2%
Total	826	100.0%	445	100.0%	1007	100.0%

Table 3: Number of Children

	2013		2012		2011	
	N	%	N	%	N	%
None	785	95.2%	406	91.2%	946	93.9%
One	22	2.7%	23	5.2%	34	3.4%
Two	9	1.1%	9	2.0%	14	1.4%
Three	5	0.6%	6	1.3%	10	1.0%
Four or more	4	0.5%	1	0.2%	3	0.3%
Total	825	100.0%	445	100.0%	1007	100.0%

FIRST CHOICE FOR COLLEGE

More than 7 out of 10 incoming students indicated IU Southeast was their first choice for college, with the University of Louisville the most considered other choice by nearly half of respondents. The University of Kentucky and Western Kentucky were the most cited 'Others', both at 2.1%.

Table 4: IU Southeast as First Choice for College

	2013		2012		2011	
	N	%	N	%	N	%
Yes	599	73.0%	299	67.5%	735	73.2%
No	222	27.0%	144	32.5%	269	26.8%
Total	821	100.0%	443	100.0%	1004	100.0%

Table 5: Considered Attending

	2013		2012		2011	
	N	%	N	%	N	%
University of Louisville	346	41.7%	188	42.2%	404	40.1%
Indiana University (Bloomington)	230	27.7%	104	23.4%	233	23.1%
Other- Not Listed	180	21.7%	102	22.9%	295	29.3%
Ivy Tech Community College	126	15.2%	76	17.1%	142	14.1%
University of Southern Indiana	99	11.9%	43	9.7%	127	12.6%
Indiana State	95	11.5%	38	8.5%	0	0.0%
Bellarmino University	85	10.3%	49	11.0%	102	10.1%
Indiana Univ-Purdue Univ Indianapolis	75	9.0%	26	5.8%	0	0.0%
Ball State University	71	8.6%	45	10.1%	101	10.0%
Purdue University (Lafayette)	61	7.4%	40	9.0%	92	9.1%
Jefferson Community College	58	7.0%	37	8.3%	68	6.7%
Spalding University	42	5.1%	17	3.8%	35	3.5%

**Note that respondents could choose more than one answer*

SOURCES OF INFORMATION & FACTORS INFLUENCING SCHOOL CHOICE

Family and friends attending IU Southeast continues to be the source of information about IU Southeast for about half of our incoming students. Current IU Southeast students, the campus website and mailed materials are each also used as sources by about half of incoming students.

Table 6: Sources of Information Obtained about IU Southeast

	2013		2012		2011	
	N	%	N	%	N	%
Friends or family attending IU Southeast	438	52.8%	223	50.1%	479	47.5%
Current IU Southeast students	381	46.0%	216	48.5%	473	46.9%
IU Southeast website	363	43.8%	188	42.2%	452	44.8%
Mailed materials	354	42.7%	150	33.7%	429	42.6%
Teachers	310	37.4%	142	31.9%	327	32.4%
Counselors	284	34.3%	140	31.5%	257	25.5%
Contact with IU Southeast graduates	171	20.6%	86	19.3%	204	20.2%
Friends or family who do not attend IU Southeast	163	19.7%	57	12.8%	--	--
Coaches/Sports	86	10.4%	19	4.3%	--	--
TV ads	25	3.0%	19	4.3%	36	3.6%
Other	24	2.9%	28	6.3%	60	6.0%
Billboards	23	2.8%	17	3.8%	28	2.8%
Print ads	22	2.7%	11	2.5%	46	4.6%
Radio ads	22	2.7%	12	2.7%	31	3.1%

**Note that respondents could choose more than one answer*

Friends, family and other current IU Southeast students are the top factors influencing incoming students' decisions to attend IU Southeast. Friends and family influence about half of respondents, while other current students, the website and mailed materials are each cited as a factor by about one-third of incoming students. Teachers and counselors are factors in the decision to attend the school cited by about one-fourth of respondents. The IU Southeast website appears to be the most effective non-verbal or non-direct contact source of information and factor influencing attending.

Table 7: Factors Influencing Decision to Attend IU Southeast

	2013*	2012	2011
Friends or family attending IU Southeast	44.8%	39.1%	38.7%
Current IU Southeast students	36.9%	37.8%	37.3%
IU Southeast website	35.6%	33.3%	34.9%
Mailed materials	30.3%	24.0%	28.6%
Teachers	26.5%	22.5%	20.4%
Counselors	24.5%	21.6%	16.6%
Contact with IU Southeast graduates	17.4%	15.5%	15.1%
Friends or family who do not attend IU Southeast	15.3%	10.6%	0.0%
Coaches/Sports	8.4%	3.6%	0.0%
TV ads	1.8%	2.0%	1.1%
Other	1.7%	3.6%	5.2%
Print ads	1.4%	0.2%	2.3%
Radio ads	1.2%	0.9%	1.2%
Billboards	1.2%	1.1%	0.9%

**Percentages total the categories 'A Lot' and 'Some'
 Note that respondents could choose more than one answer*

DECISION FACTORS

Location, quality of education and cost remain the big three factors influencing respondents' choice to attend IU Southeast. Small class sizes and academic program choice round out the top five factors.

Table 8: Factors Contributing to Decision to Attend IU Southeast

	2013*	2012	2011
Location	91.7%	91.5%	88.9%
Quality of education	90.3%	90.6%	89.8%
Cost	89.9%	87.6%	85.4%
Small class size	78.9%	73.7%	77.2%
Choice of academic programs	78.0%	78.2%	79.8%
Availability of financial aid	73.0%	72.1%	71.1%
Small college	72.7%	67.9%	71.5%
Friends/family attending IU Southeast	47.0%	46.7%	47.0%
Applied learning opportunities	45.1%	45.8%	39.0%
Events/activities/campus life	39.7%	34.6%	35.8%
Parental decision	29.8%	30.3%	26.4%
Reciprocity	24.7%	24.0%	24.4%
Athletic programs	24.4%	17.5%	18.2%

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

Note that respondents could choose more than one answer