

I'll have to work harder in college,
but I'll party just as much:

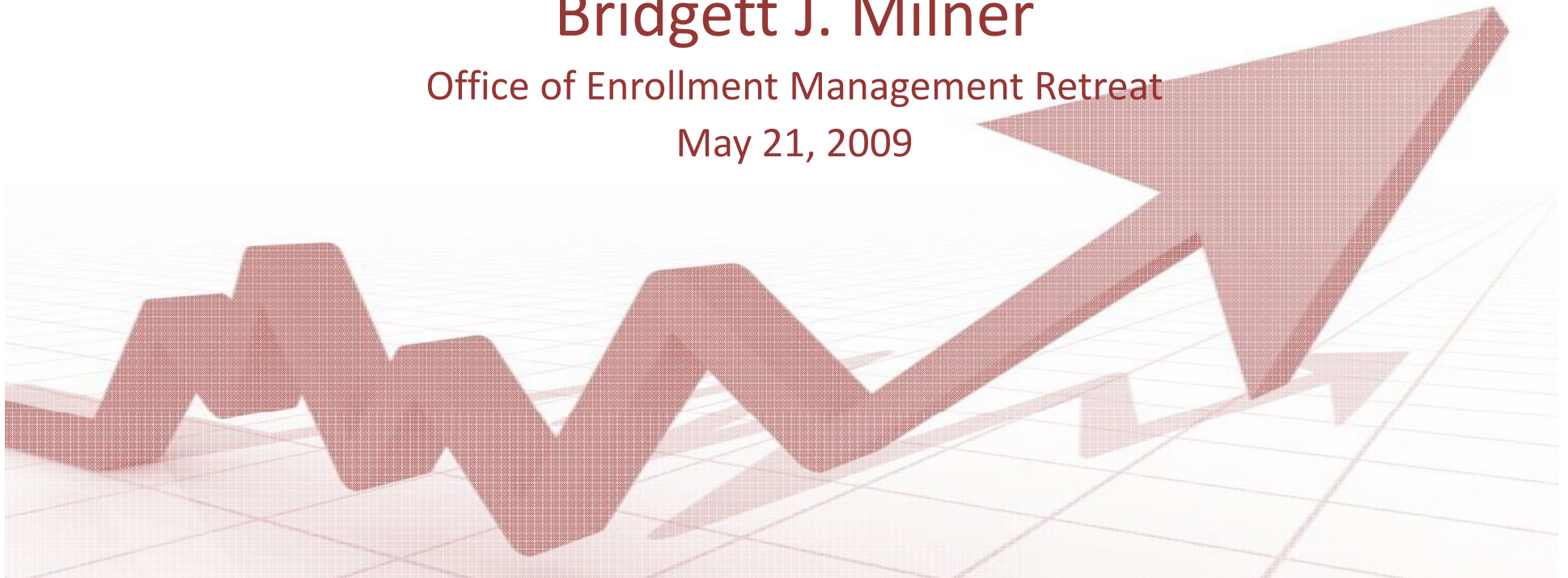
BCSSE Survey Results

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Office of Enrollment Management Retreat

May 21, 2009



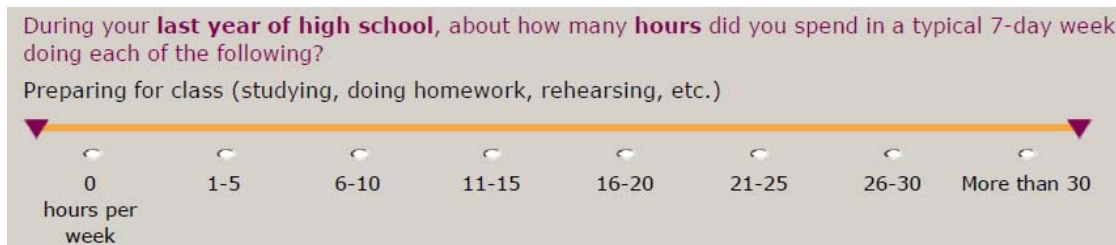
BCSSE Administration

- What?
 - Beginning College Survey of Student Engagement (with IU supplemental questions)
- Who?
 - 1,347 incoming freshmen (2008 cohort)
- When?
 - During Orientation
- Where?
 - Completed on the Web

So...what's the BCSSE?



- Collects data about entering college students':
 - high school academic experiences
 - high school co-curricular experiences
 - expectations for participating in educationally purposeful activities during the first college year
 - Example question:



- Responses can be linked with NSSE (National Survey of Student Engagement) answers.
 - NSSE: survey on student participation in programs and activities that institutions provide for their learning and personal development.
 - Given during freshman and senior year.

And these “institutional questions”?

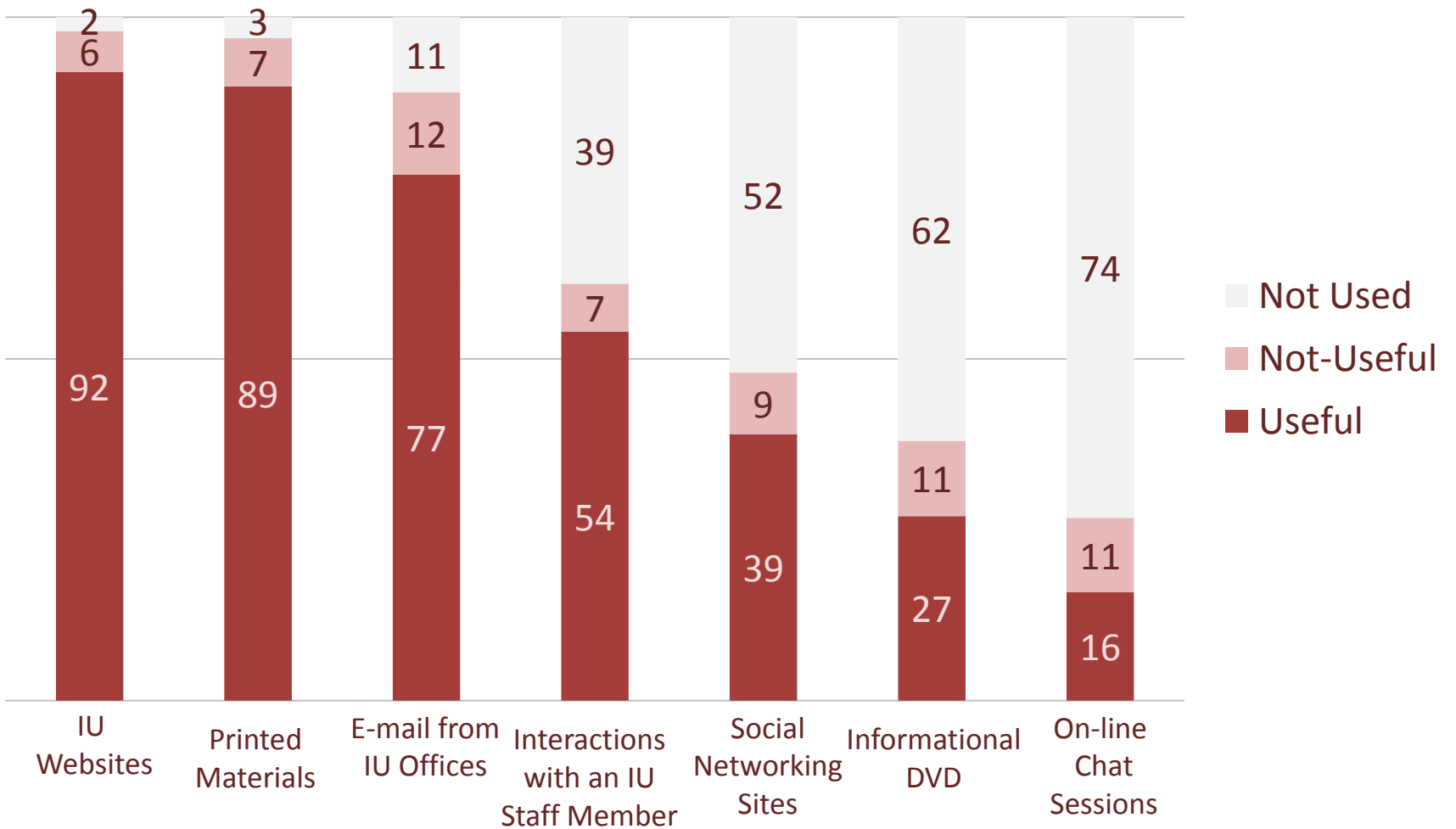
- Questions designed to:
 - Assess the effectiveness of recruitment efforts at IUB
 - Determine how specific factors affected the decision to attend IU
- Formulated by the leadership committee
- Additional questions this coming year on:
 - Concern regarding aspects of transition (managing own health, planning a career, peer pressure, homesickness, etc.)
 - Impact of the economic downturn on decision process

SUPPLEMENTAL QUESTION RESULTS

Quiz!

- What % of respondents rated the IU website as “useful” in researching Indiana University?
 - 54%
 - 70%
 - 92%

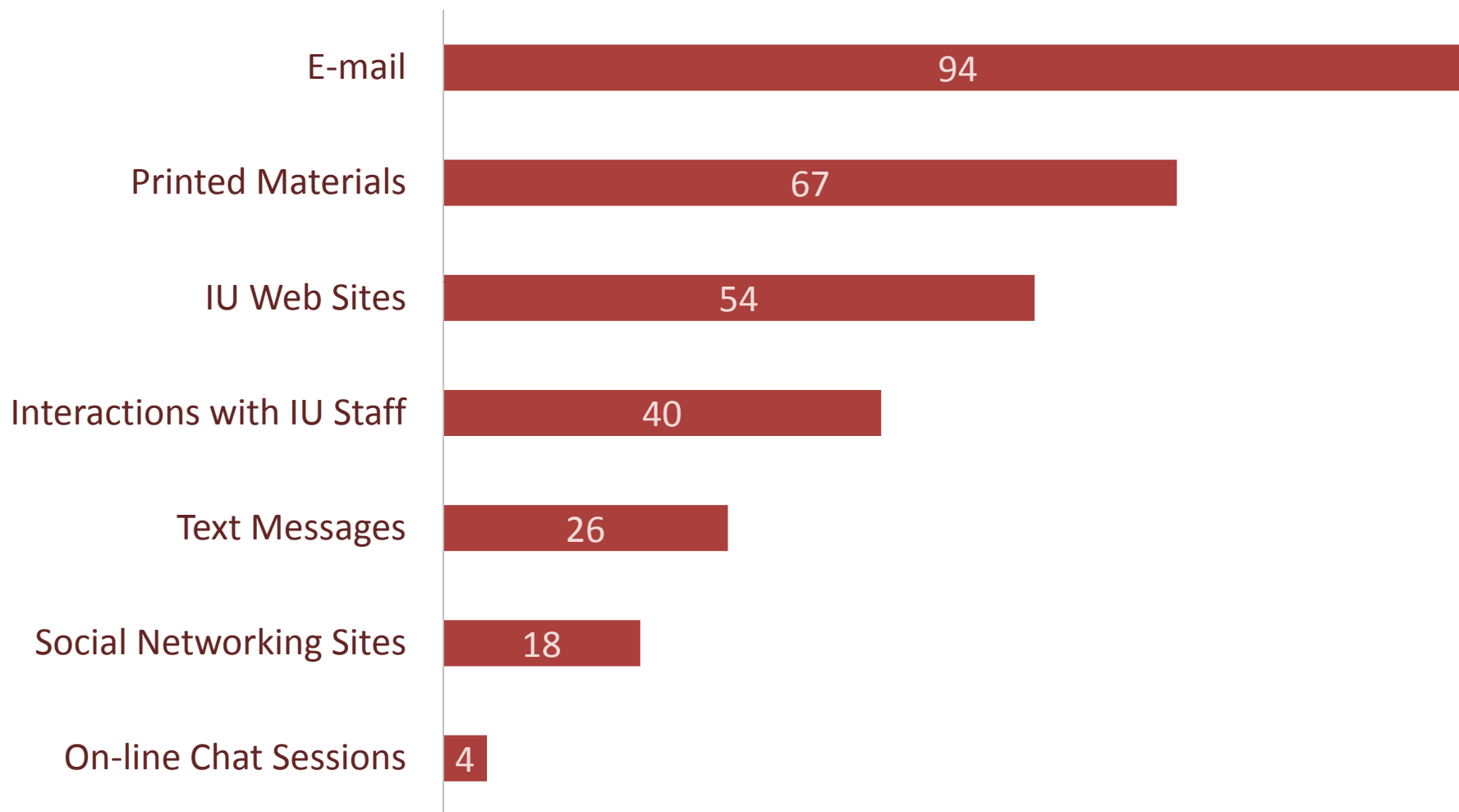
Useful in Researching IU?



Quiz!

- What % of respondents would like to receive future communications from IU as text messages?
 - 35%
 - 26%
 - 12%

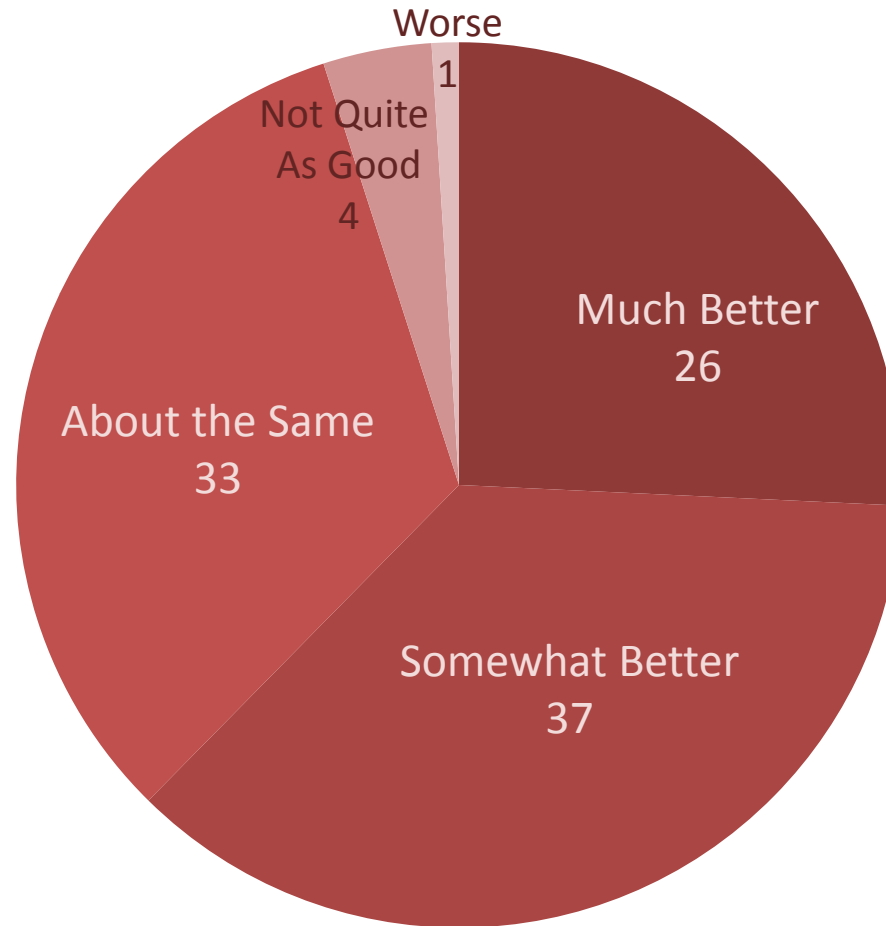
Preferred Future Interactions with IU?



Quiz!

- What % of respondents said that IU's communications were better than those they received from other universities?
 - 26%
 - 37%
 - 63%

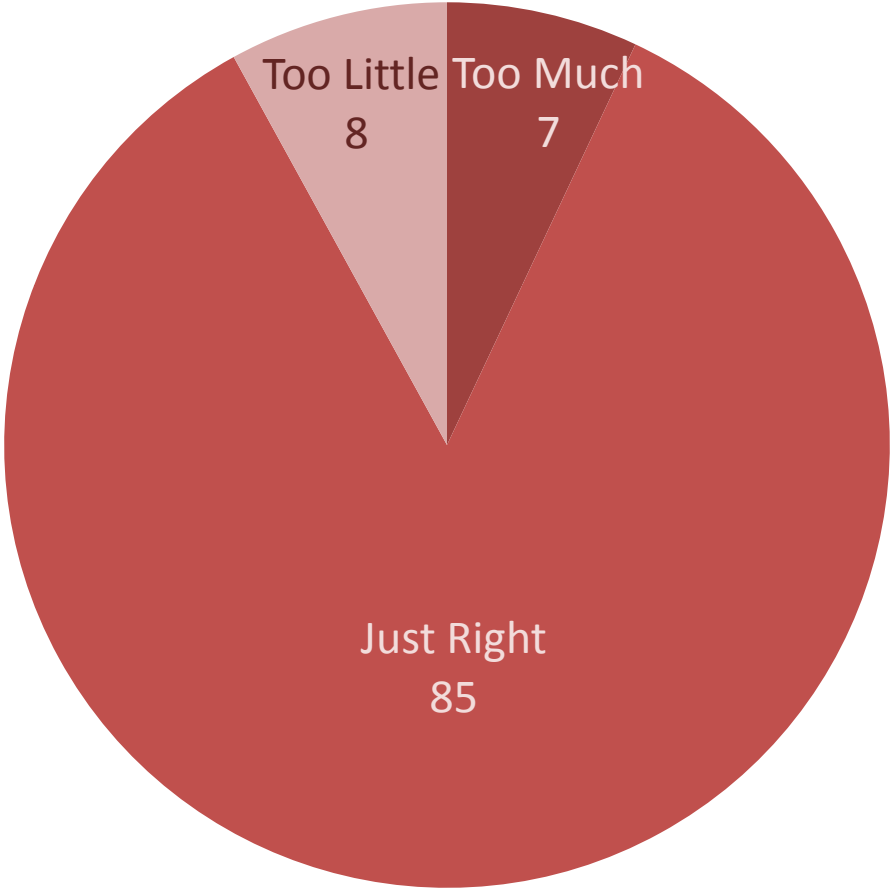
Quality of Communications from IU (Relative to Other Universities)?



Quiz!

- What % of respondents said they received “too much” information from IU?
 - 2%
 - 7%
 - 12%

Amount of Communication from IU?



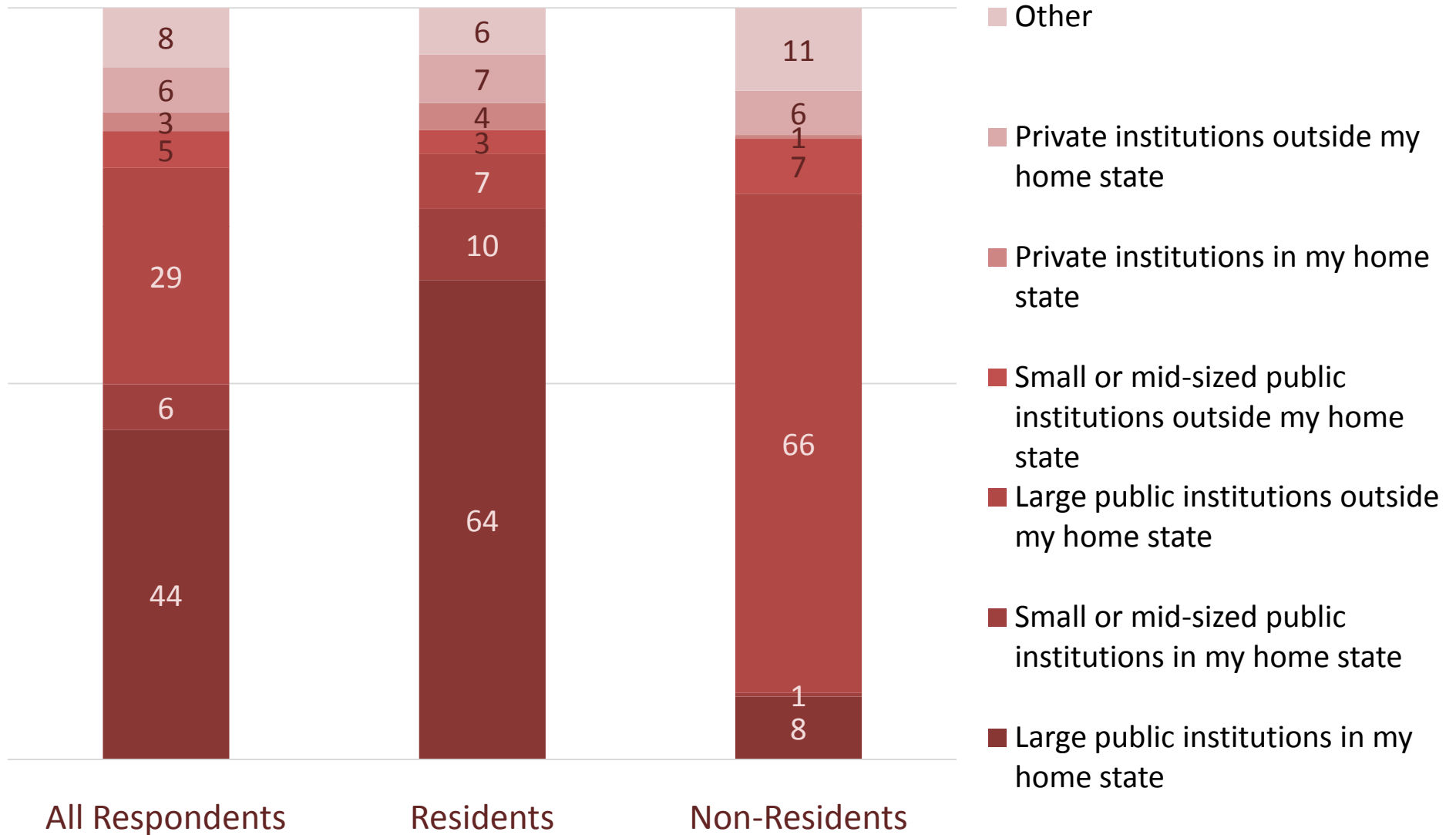
Quiz!

- What % of respondents indicated IU was their FIRST CHOICE when deciding where to attend college?
 - 20%
 - 58%
 - 78%

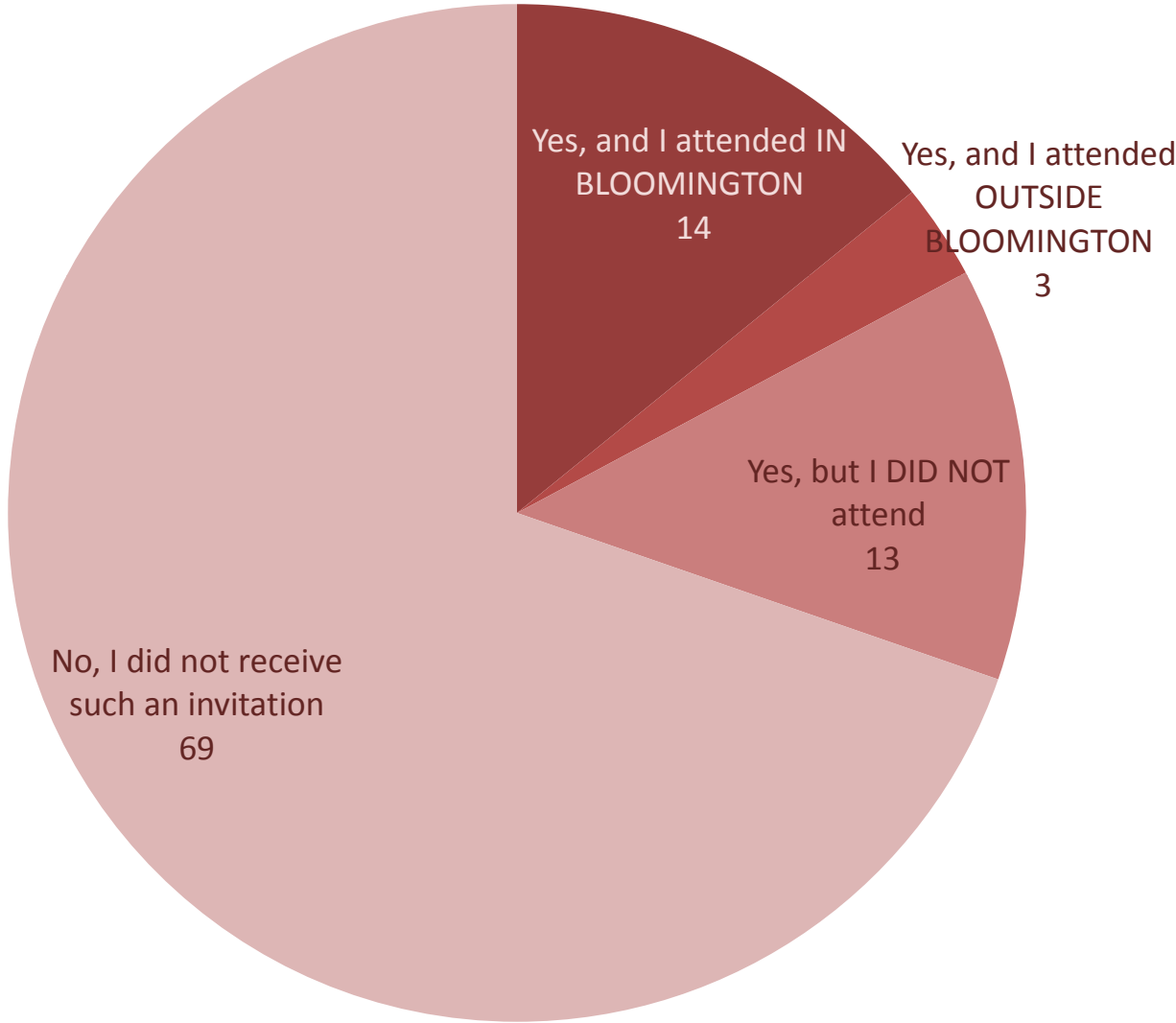
Preference for IU?

- 78% of respondents rated IU as their **FIRST CHOICE** when considering where to attend
 - 20% said it was their FIRST and ONLY choice

Types of Institutions Considered



Invited to a Program-Specific Event (Music, Business, Journalism, etc)?



Quiz!

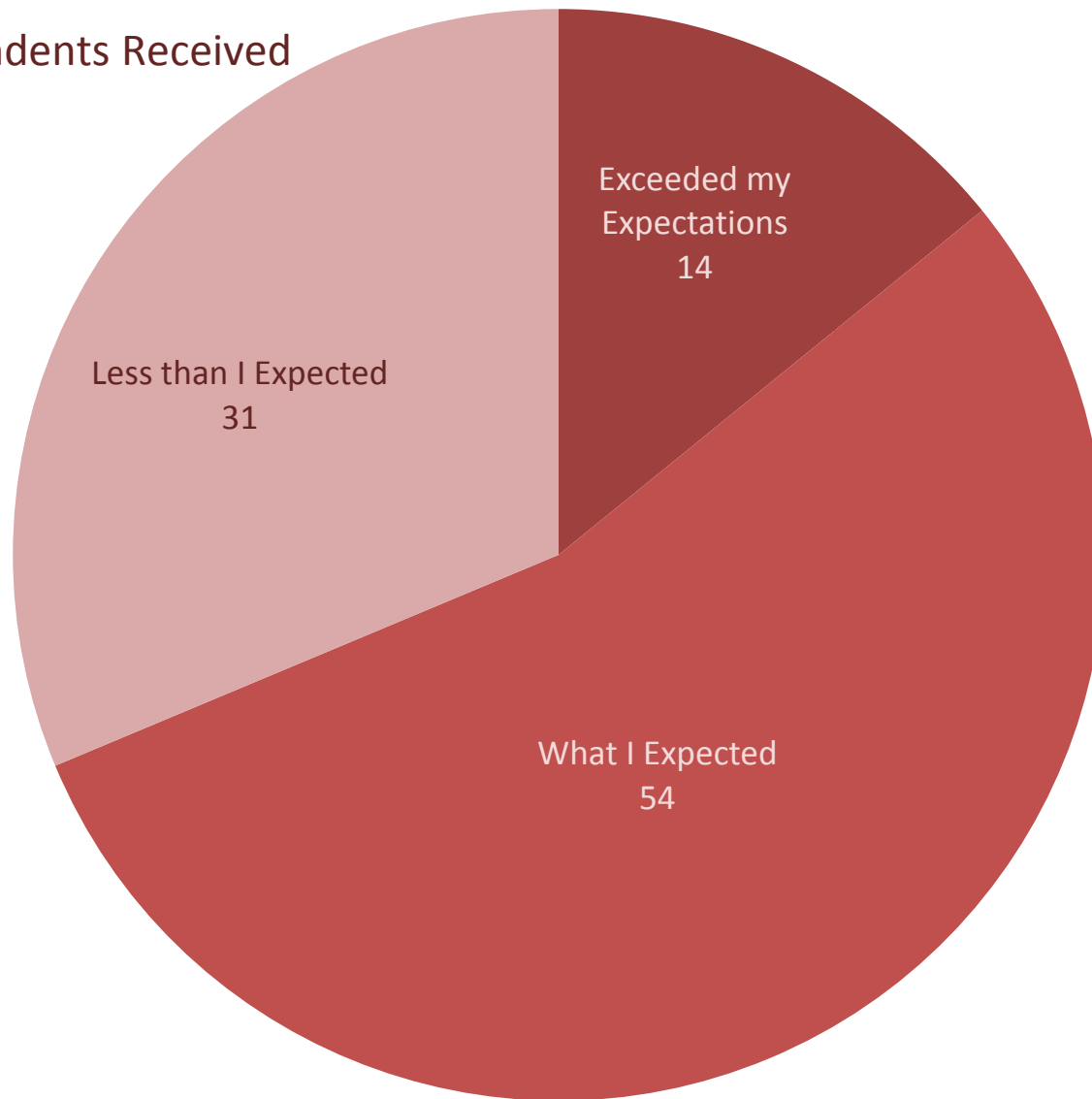
- What % of respondents said that the scholarships offered to them by IU were less than they expected?
 - 43%
 - 25%
 - 17%

Scholarships Offered by IU



Financial Aid (Excludes Scholarships)

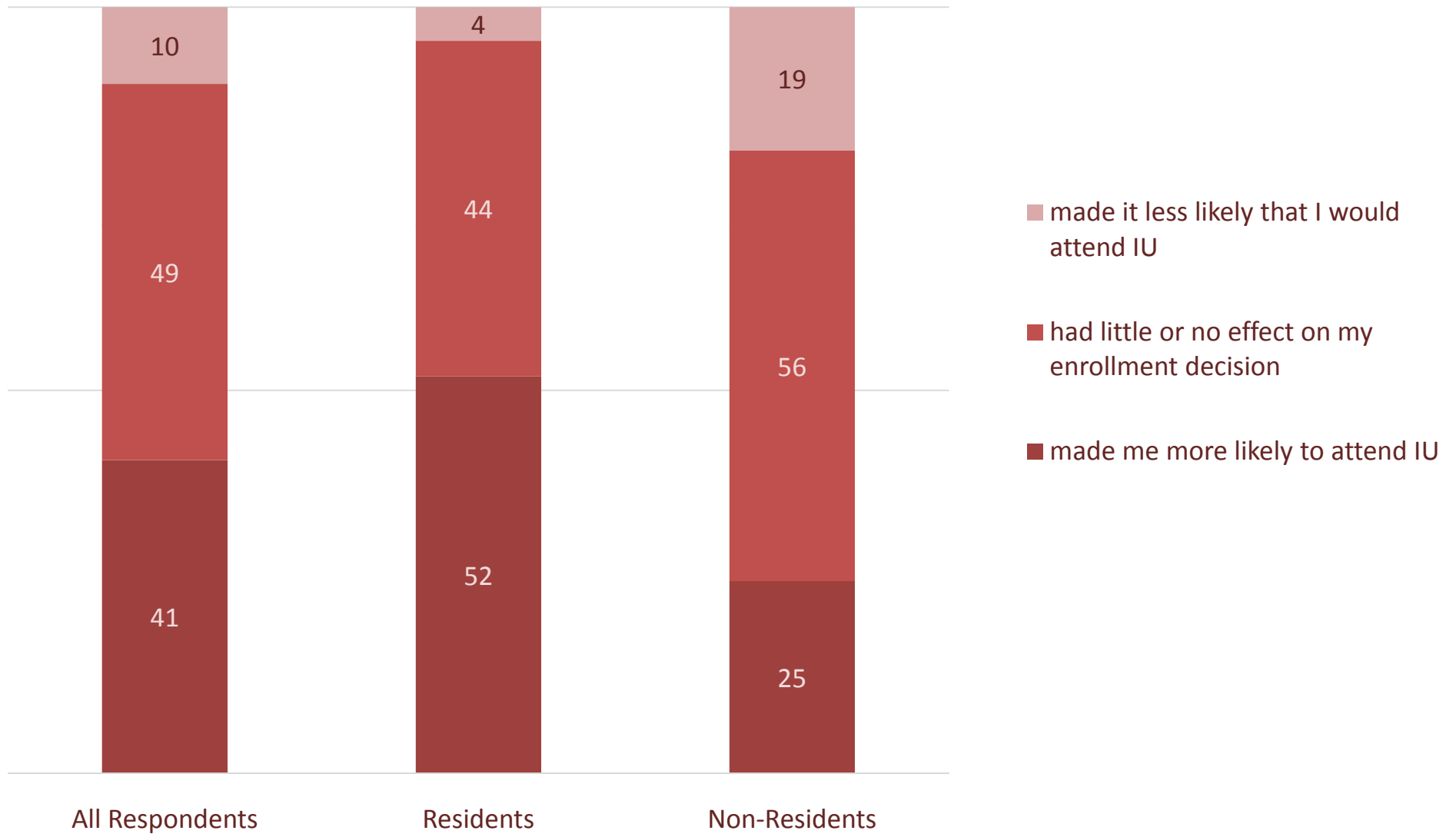
47% of Respondents Received
Financial Aid



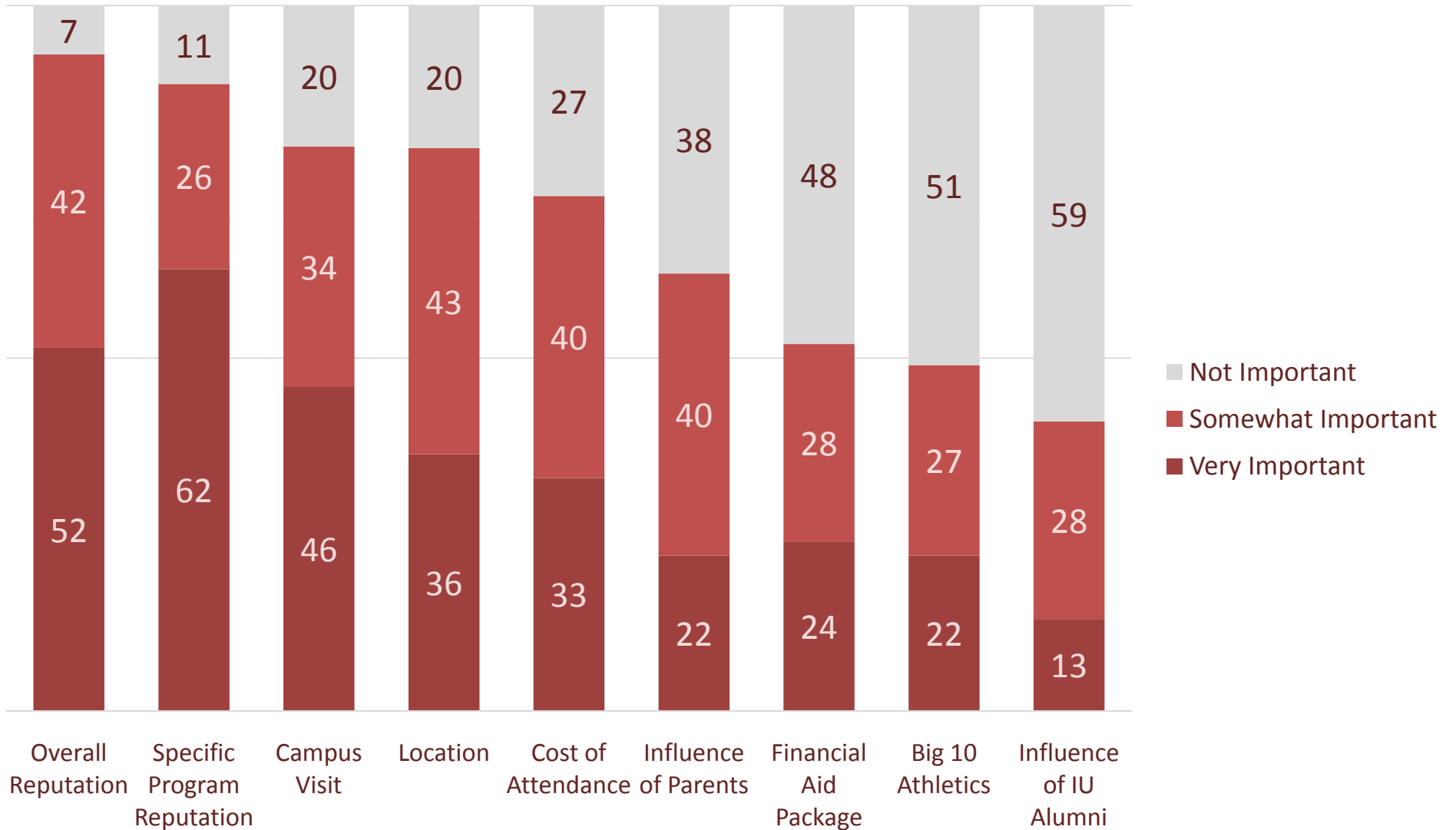
Quiz!

- What % of respondents said financial considerations made it less likely that they would attend IU?
 - 4%
 - 10%
 - 19%

Financial considerations...



Influences on Decision to Attend

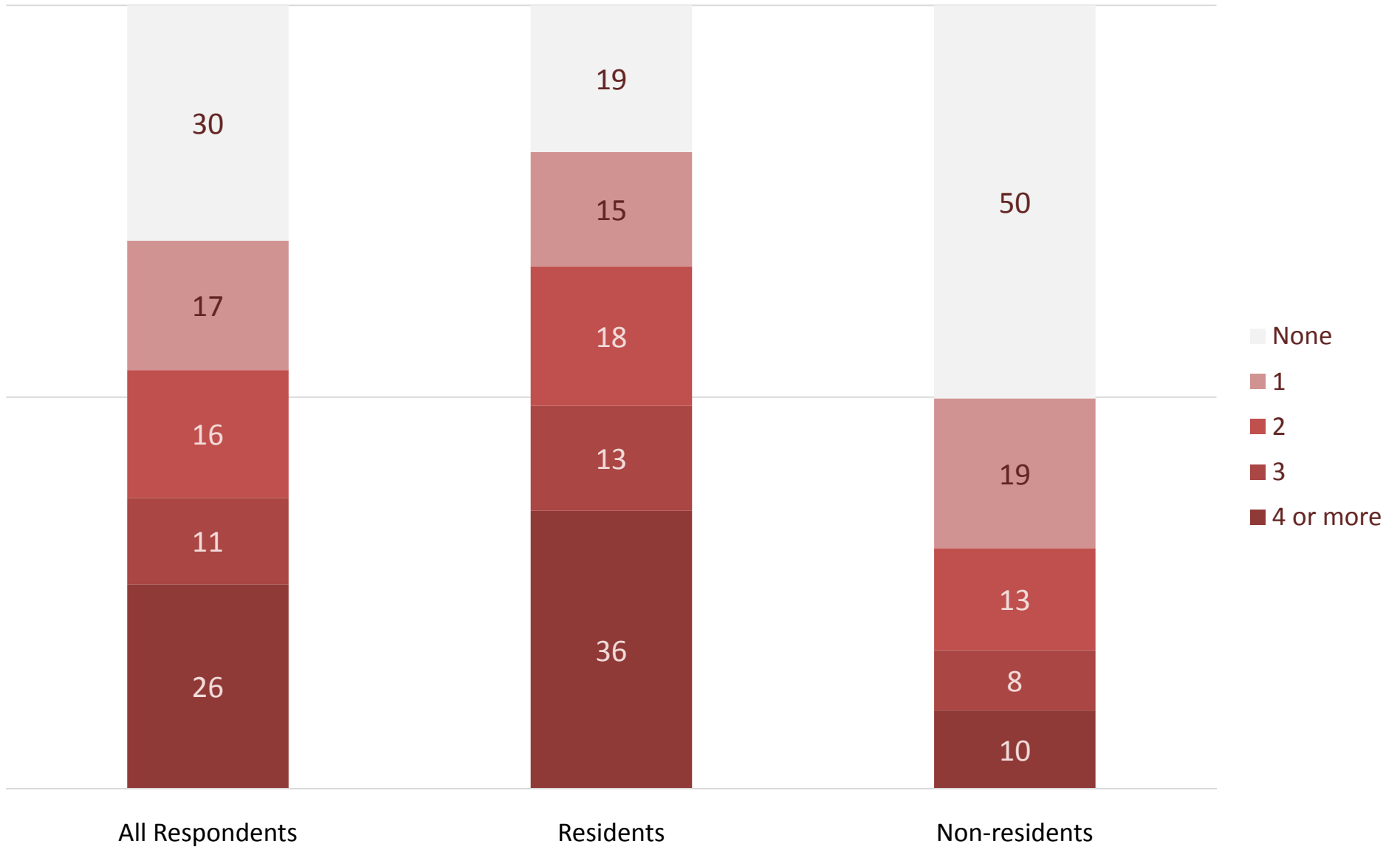


STANDARD QUESTION RESULTS

Quiz

- What % of respondents indicated that they had 0 close friends attending IU?
 - 50%
 - 30%
 - 19%

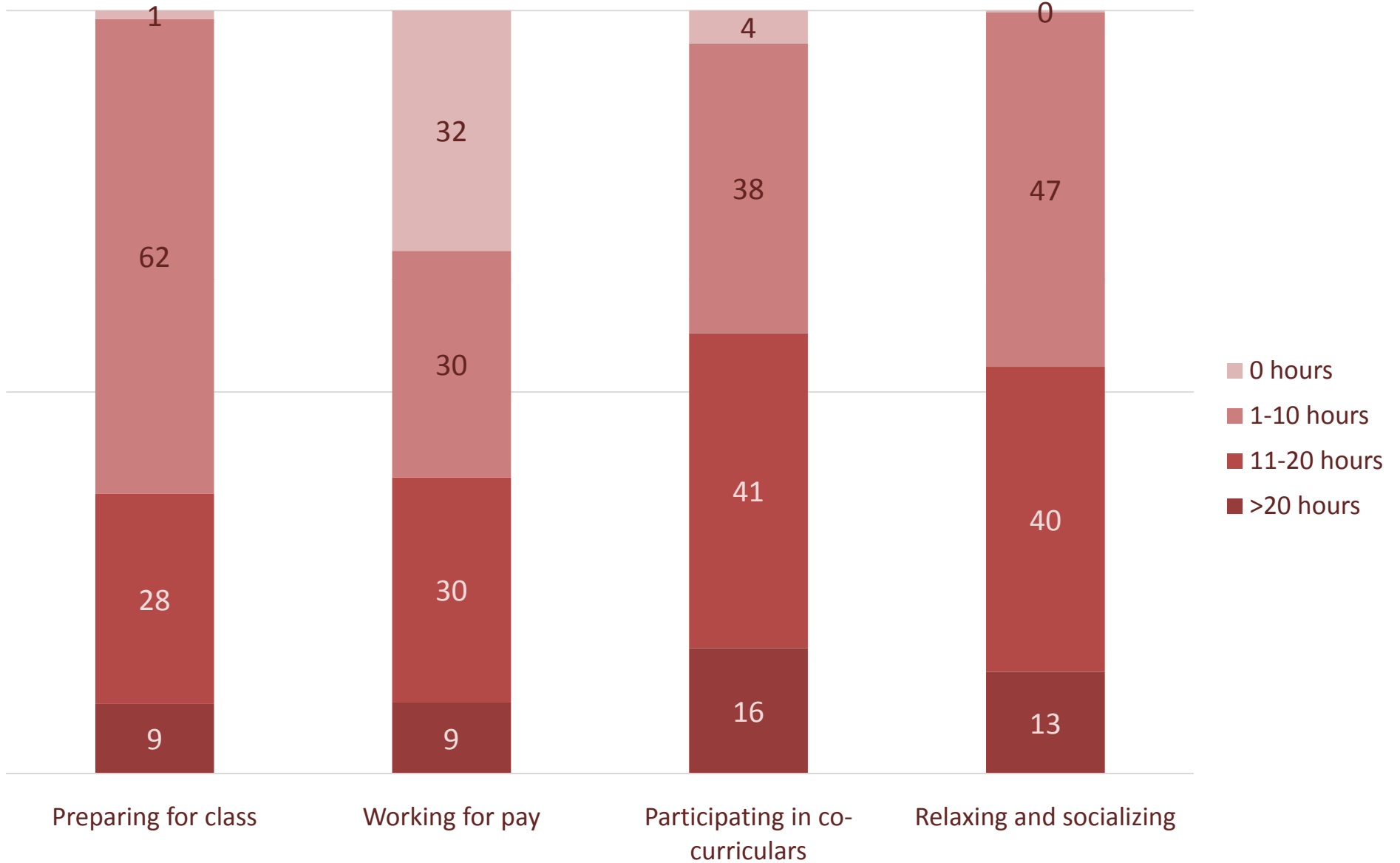
Close Friends Attending IU



Time use

- Compare time use in high school with expectation for college

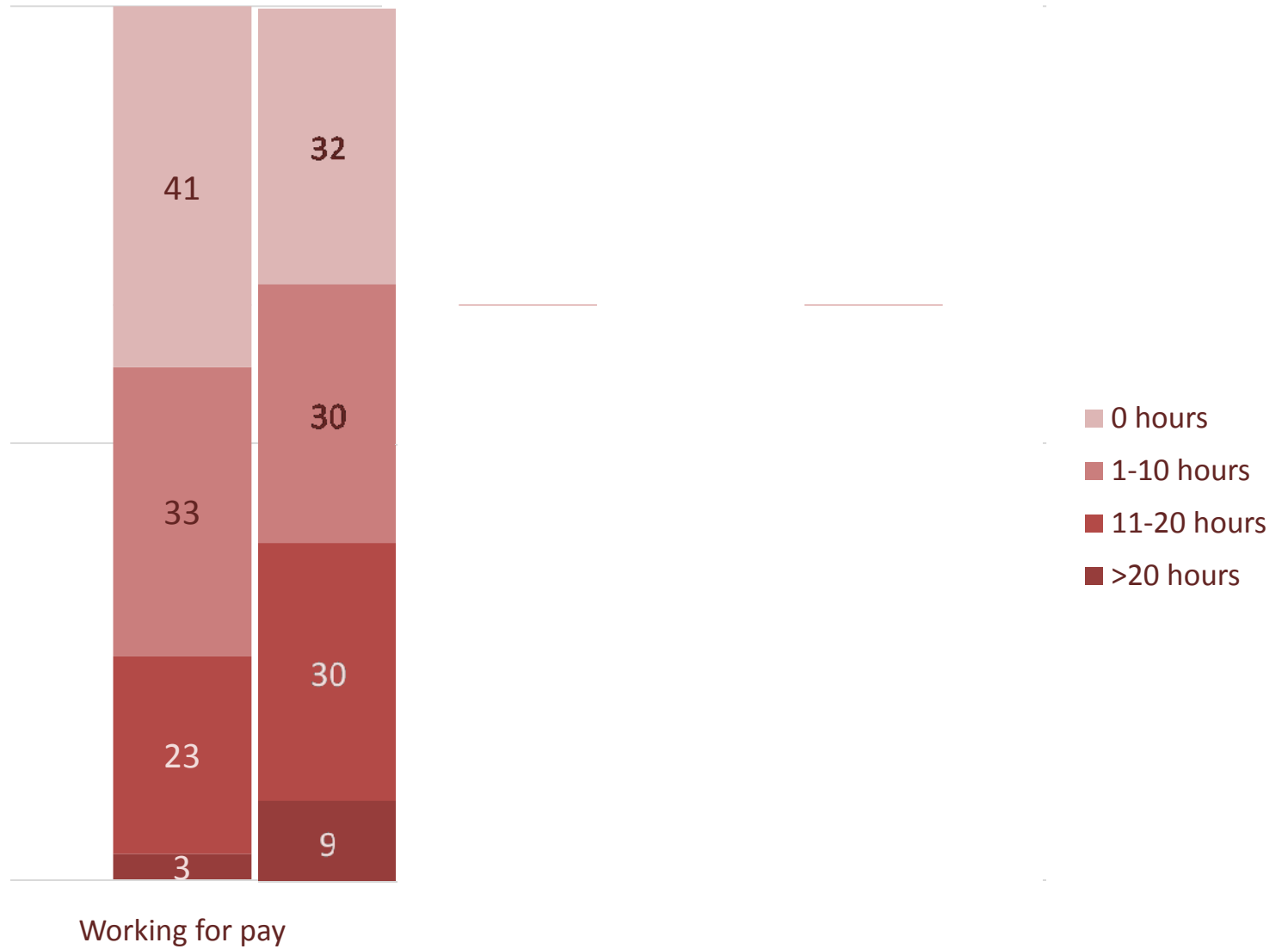
High School Activities



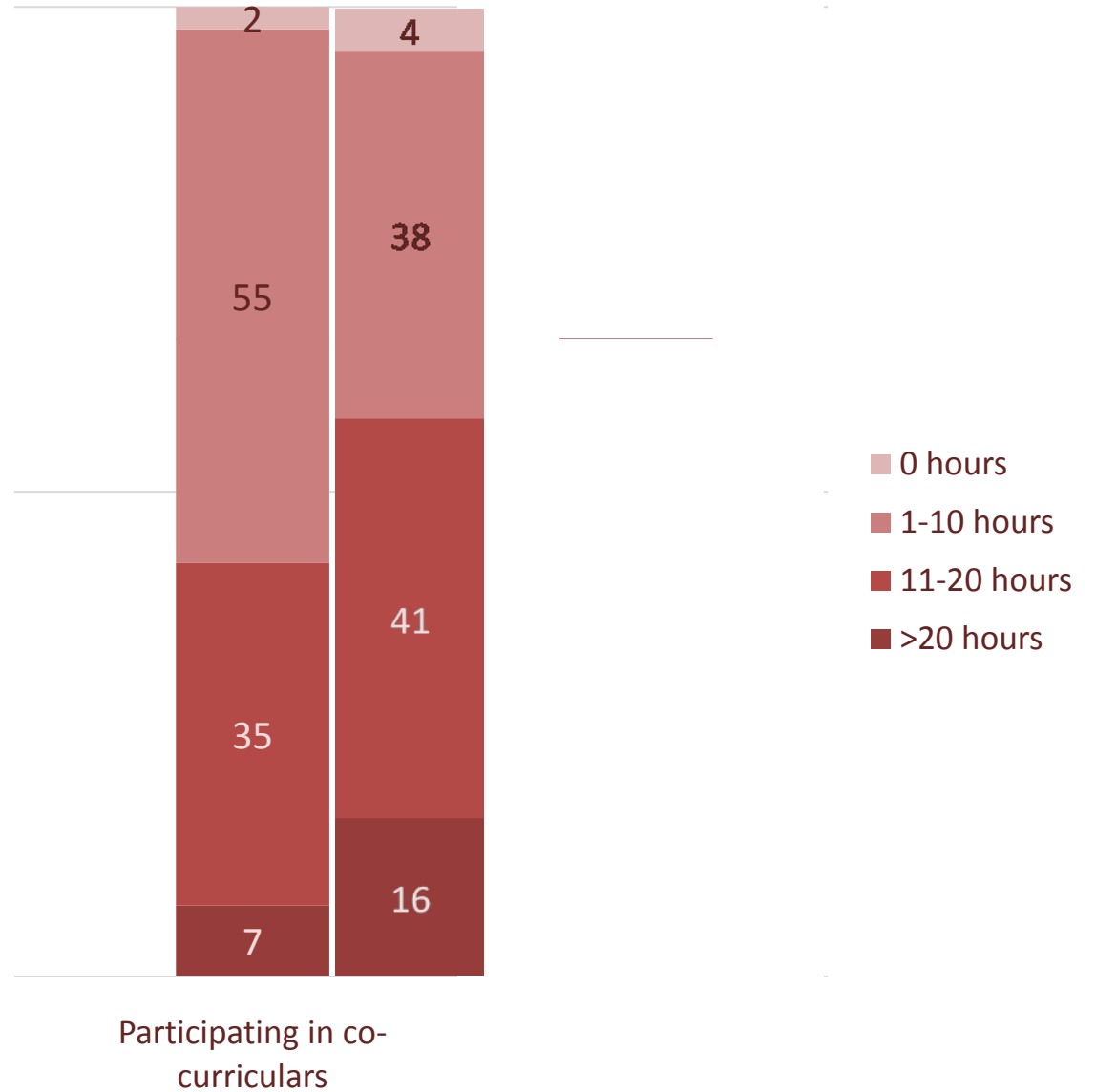
Expected IU Activities



Expected IU Activities

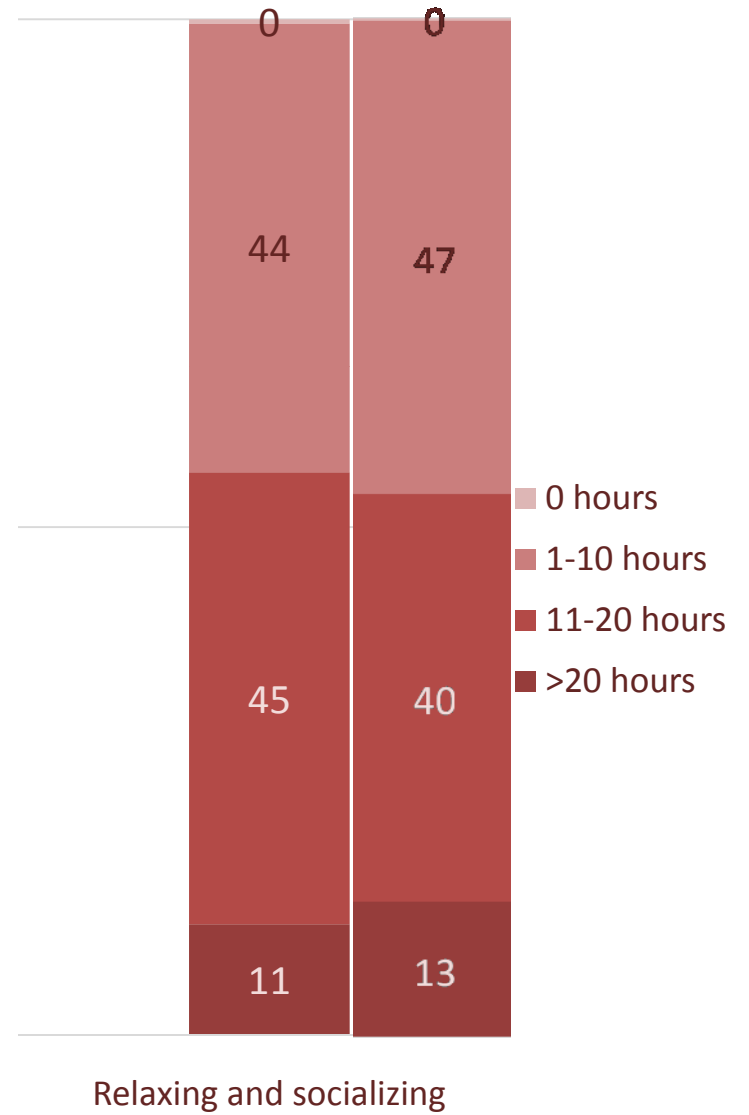


Expected IU Activities



Expected IU Activities

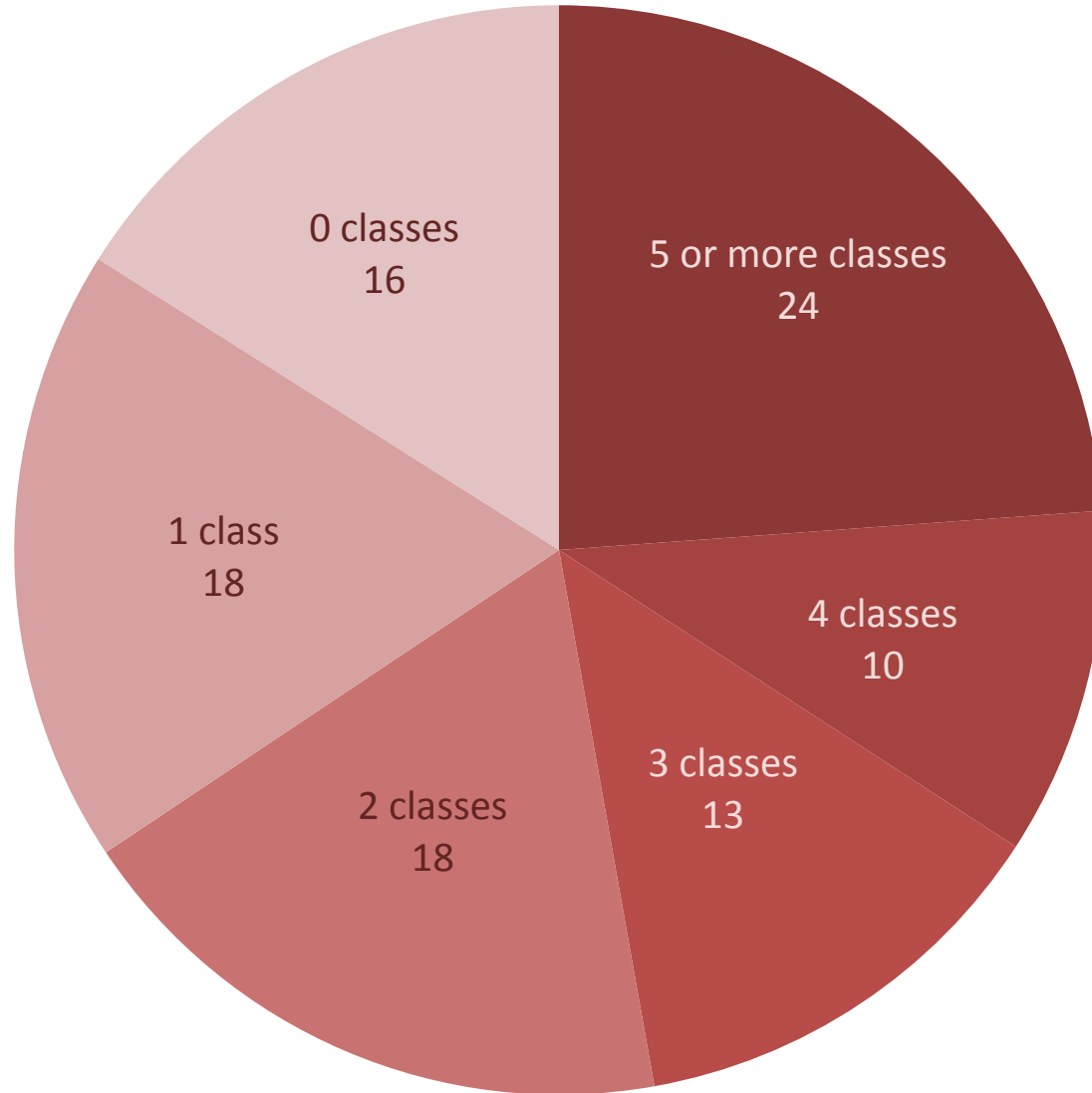
...but I'll party just as much



Quiz!

- What % of respondents took 3 or more AP classes during high school?
 - 13%
 - 24%
 - 47%

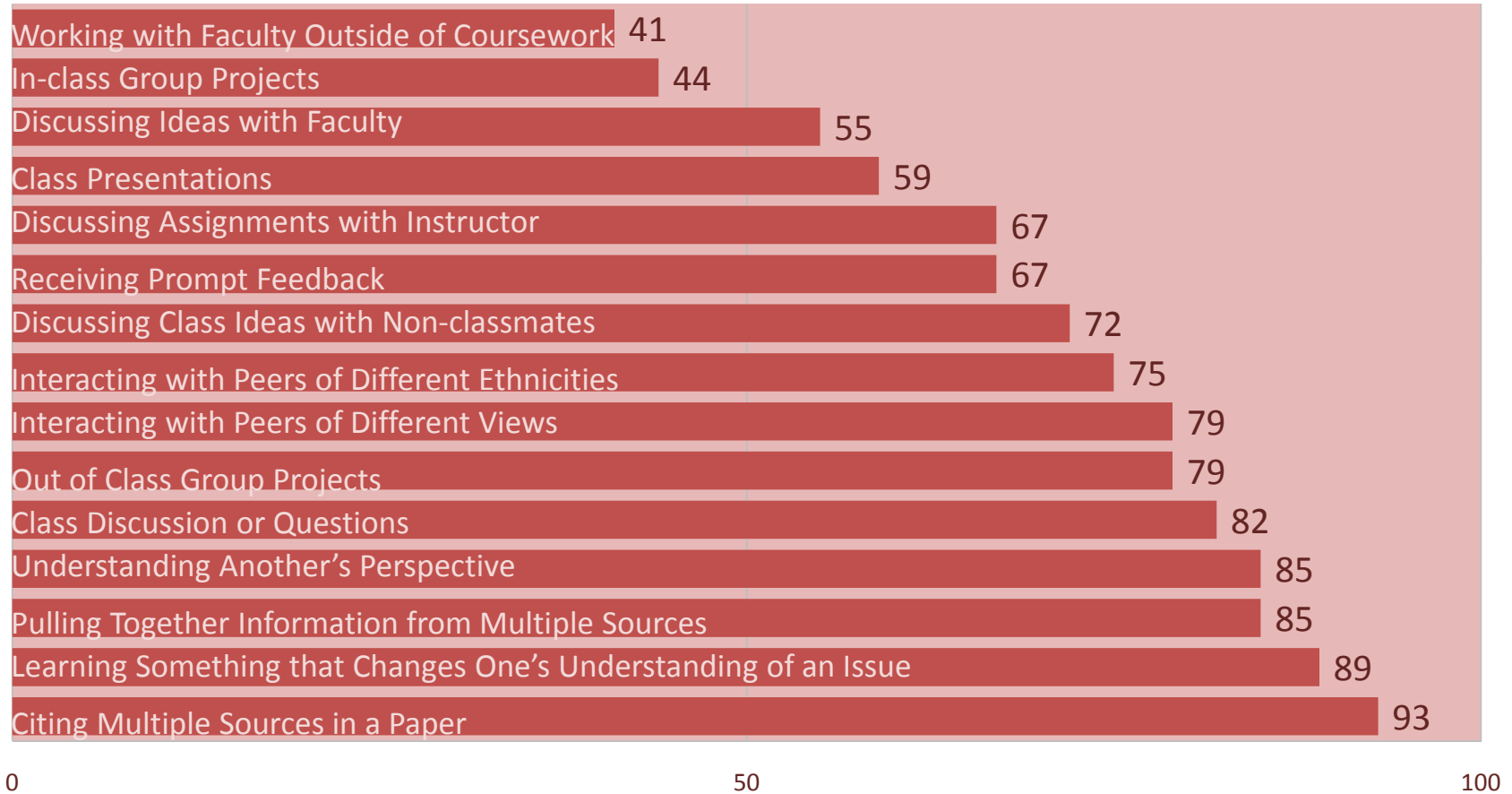
AP Courses Taken in High School



Quiz

- What academic tasks do our students expect in college?

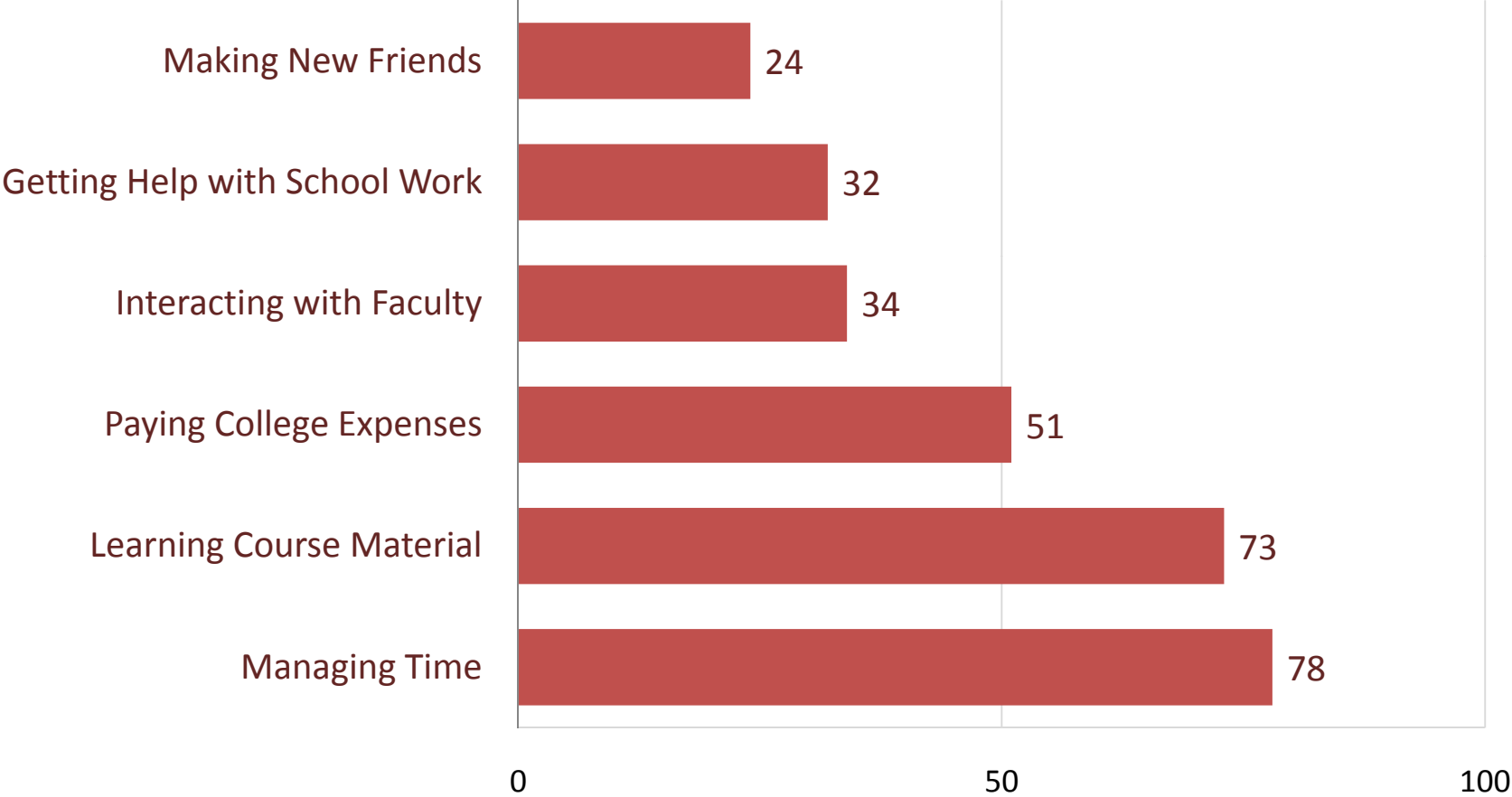
Anticipated doing OFTEN during 1st year at IU:



Quiz

- Which do students anticipated having DIFFICULTY with at IU?
 - Friends?
 - Schoolwork?
 - Money?
 - Time?

Anticipated Difficulty during 1st Year:



Quiz

- Our students feel well prepared for which of these?
 - Math
 - Technology
 - Speaking
 - Writing
 - Thinking
 - Learning on their own
 - Working with others

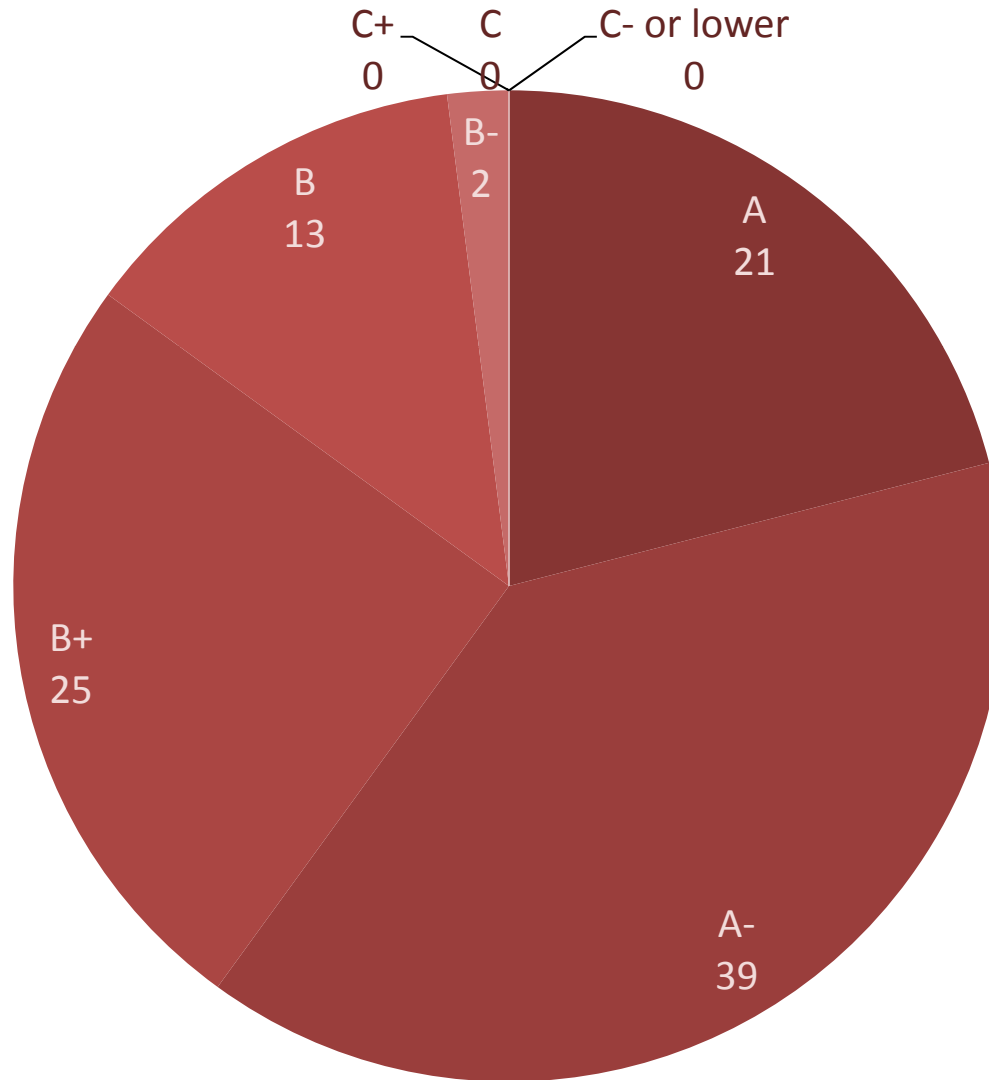
Perception of being WELL PREPARED



Quiz

- What % of respondents anticipate earning better than a C average at IU?
 - 85%
 - 93%
 - 100%

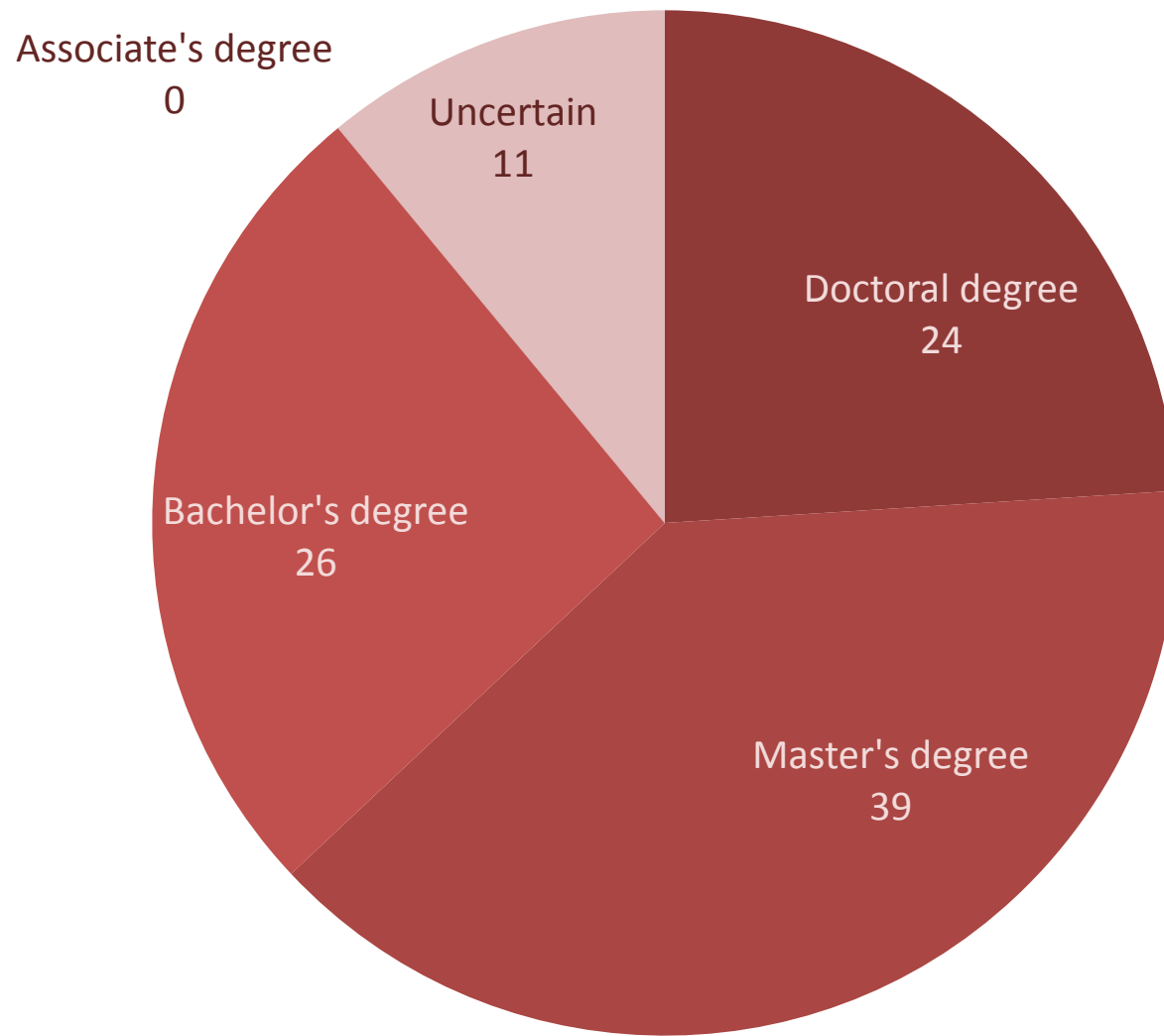
Anticipated Grades



Quiz

- How far will our students go in school?
 - Associate degree
 - Bachelor's
 - Master's
 - Doctorate

Anticipated Degree



Closing thoughts

- Students who chose IU liked us
 - Communications
 - Financial support
 - Reputation
 - Campus visit
- Students who chose another school?
 - We didn't ask them

Closing thoughts

- As our students begin college, they are

–**Confident**

–**OPTIMISTIC**

- Our job: help them stay that way throughout the student lifecycle

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