

Report: Enrolling Student Survey Fall 2002

October 2002

Office of Institutional Research and Planning
New Jersey Institute of Technology

EXECUTIVE SUMMARY

The annual Enrolling Student Survey has been completed and summarized for Fall 2002. A special section about PC distribution program was added. Tables and graphics summarizing the results are attached. Highlights of the findings include:

Goals of the Students

- As with past surveys, NJIT students are very focused on career, jobs, increasing their income and improving their professional status. The top three goals are: obtain a degree, prepare for a career and attain skills that will be useful on a job.
- The quality and reputation of our strong and varied academic programs are foremost in student's decision to enroll. The top four items include: availability of program that you wanted, career focus of the program and university, science and technology orientation of program/school, and reputation for quality instruction. Reasonable cost and academic facilities also continue to influence the enrollment decision.

Marketing

- Relatives, friends and acquaintances continue to be the greatest source of information about NJIT for the enrolling students.
- Consistent with past surveys, guidance counselors, high school teachers, principal or staff continue help direct to students to NJIT.
- The internet has clearly continued to increase as a source of learning about NJIT. 33% of students have learned about NJIT from the internet. This is almost a ten percent increase from the Fall 1999 Enrolling Student survey.

Commitment

- 88% of students intend to complete their degree at NJIT. Only 11.6% plan to transfer prior to graduation. These proportions have been consistent since the Fall 1999 Enrolling Student Survey.
- NJIT is the first-choice school for 62% of the students. This is a 4% gain from last year's survey.

PC Distribution Special Survey Results

- 89 % of students have a computer for primary use. The majority of students have a Windows-based desktop.
- The top four computer uses are: email, surfing the internet, word processing and research.
- 55% of students reported needing none or occasional computer support.
- The influence of the PC distribution program on decision to attend was at best, little to moderate influence (mean score=2.67, scale 1-low and 5-high). The PC distribution program had more influence on females (mean score=2.79) and EOP students (mean score=2.91).
- 93 % would still attend NJIT if there were no PC distribution program. Ending the PC distribution program would have an impact on female students (11% would not attend) and CCS (12% would not attend).

Procedures and Sample

The enrolling student survey was administered in all sections of the Freshman Seminar during fall of 2002. An envelope with op-scan survey forms and #2 pencils was sent to each freshman seminar section faculty, and the forms were administered for completion during the class within the first month of the semester. A sample size of 636 was achieved, representing 98 % of first-time, full-time freshmen. Forms were electronically processed using scanning technology and the SAS statistical package.

The summary of student demographics is shown on Figure 1.

Figure 1: Description of Sample

1. *Sample size by school*

	<u>n</u>	<u>% of total</u>
Newark College of Engineering	320	50.31
College of Computing Sciences	146	22.96
School of Architecture	106	16.67
College of Science and Liberal Arts	40	6.29
School of Management	15	2.36
No response	<u>9</u>	<u>1.42</u>
Total:	636	100%
Albert Dorman Honors College	129	20.28%

2. *Enrollment Status*

Students are, in the main, full-time day students (98.27%).

3. *Gender*

	<u>n</u>	<u>% of total</u>
Male	517	81.29
Female	112	17.61
No response	<u>7</u>	<u>1.10</u>
Total:	636	100%

4. *Citizenship*

	<u>n</u>	<u>% of total</u>
U.S. Citizenship	540	84.91
Permanent Resident	76	11.95
F1 Visa	10	1.57
Other	9	1.42
No response	<u>1</u>	<u>0.16</u>
Total:	636	100%

5. *Ethnicity*

	<u>n</u>	<u>% of total</u>
Non-Resident Alien	4	0.63
Black Non-Hispanic	61	9.59
American Indian/Alaskan Native	1	0.16
Asian/Pacific Islander	137	21.54
Hispanic	70	11.01
White Non-Hispanic	294	46.23
Other	65	10.22
No response	<u>4</u>	<u>0.62</u>
Total:	636	100%

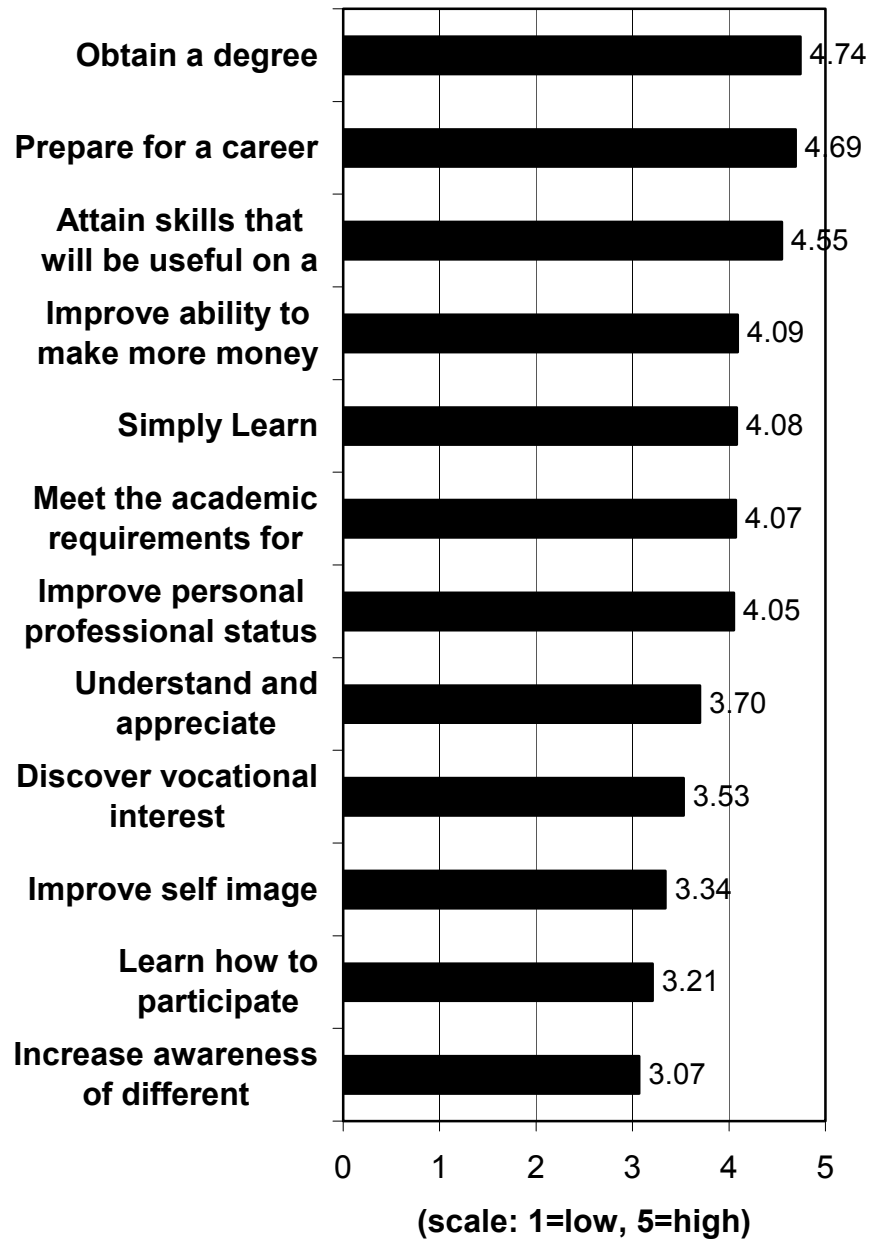
6. *Marital Status and Number of Children*

Fewer than 1% of respondents are married or divorced/separated/widowed.

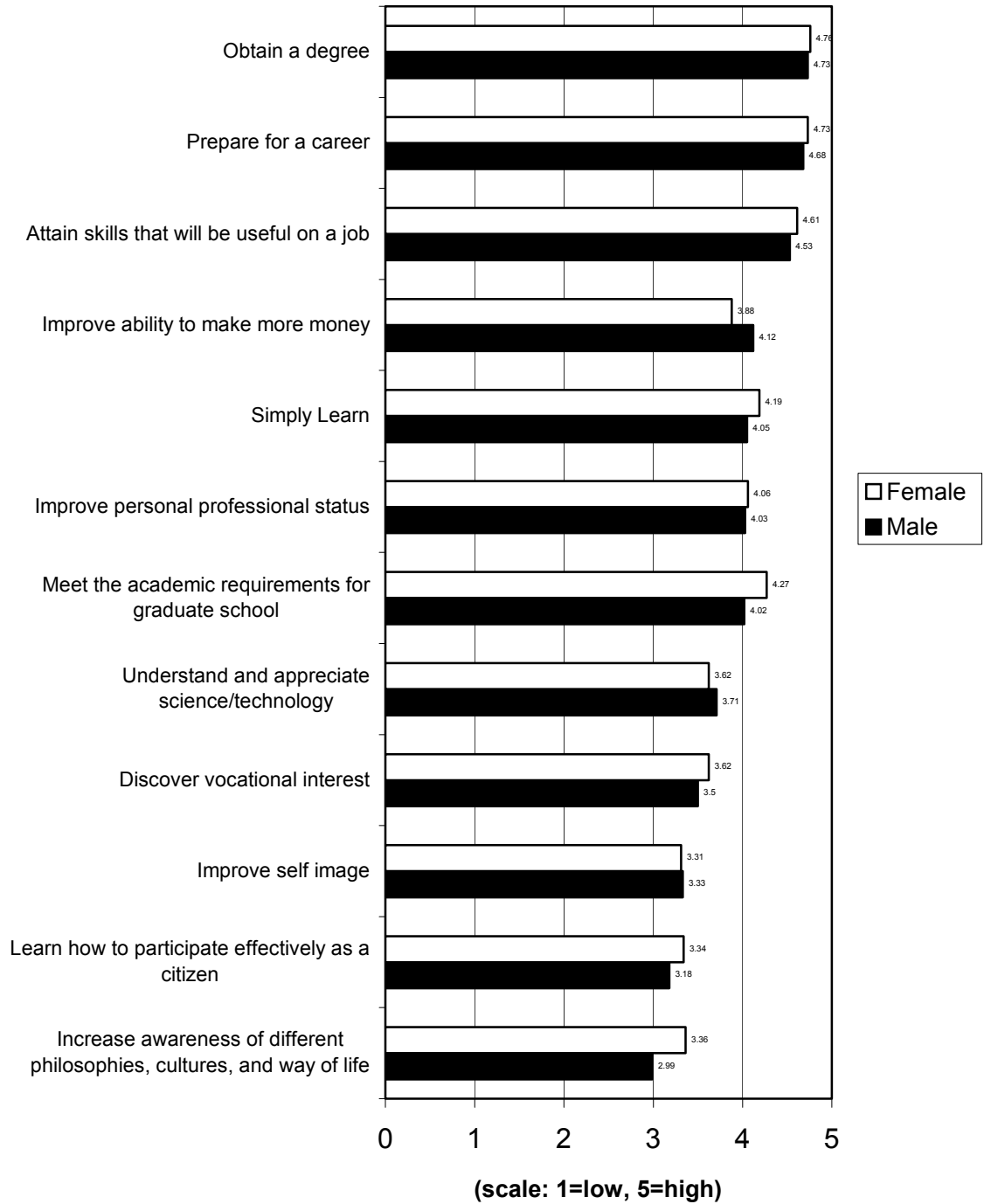
7. *Family Academic Experience*

More than half of the first-time, full-time enrolling students are first-generation college students, and about 43% have parents with bachelor's degrees and/or advanced degrees.

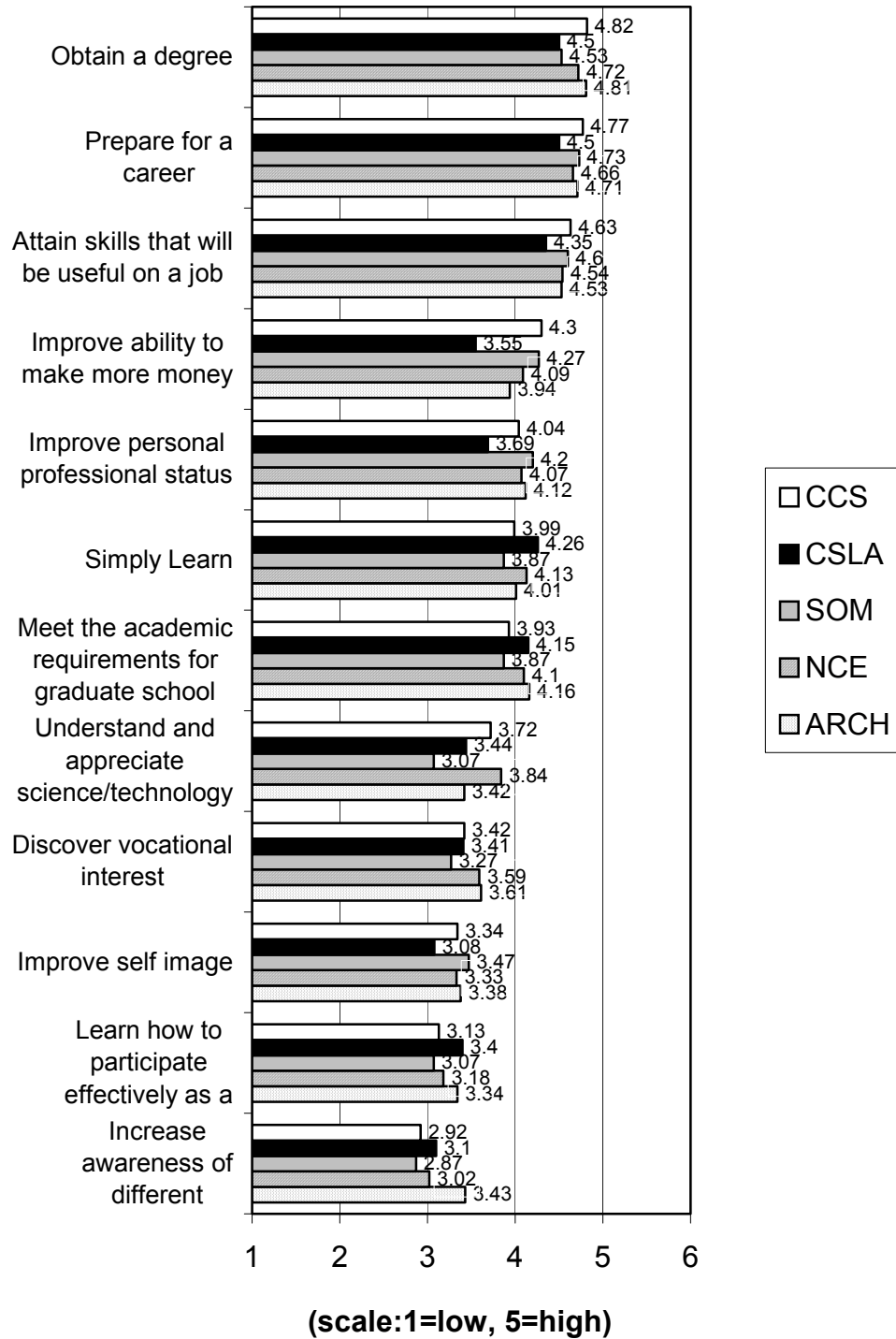
Student Mean Ratings of Importance of Goals at NJIT (n = 636)



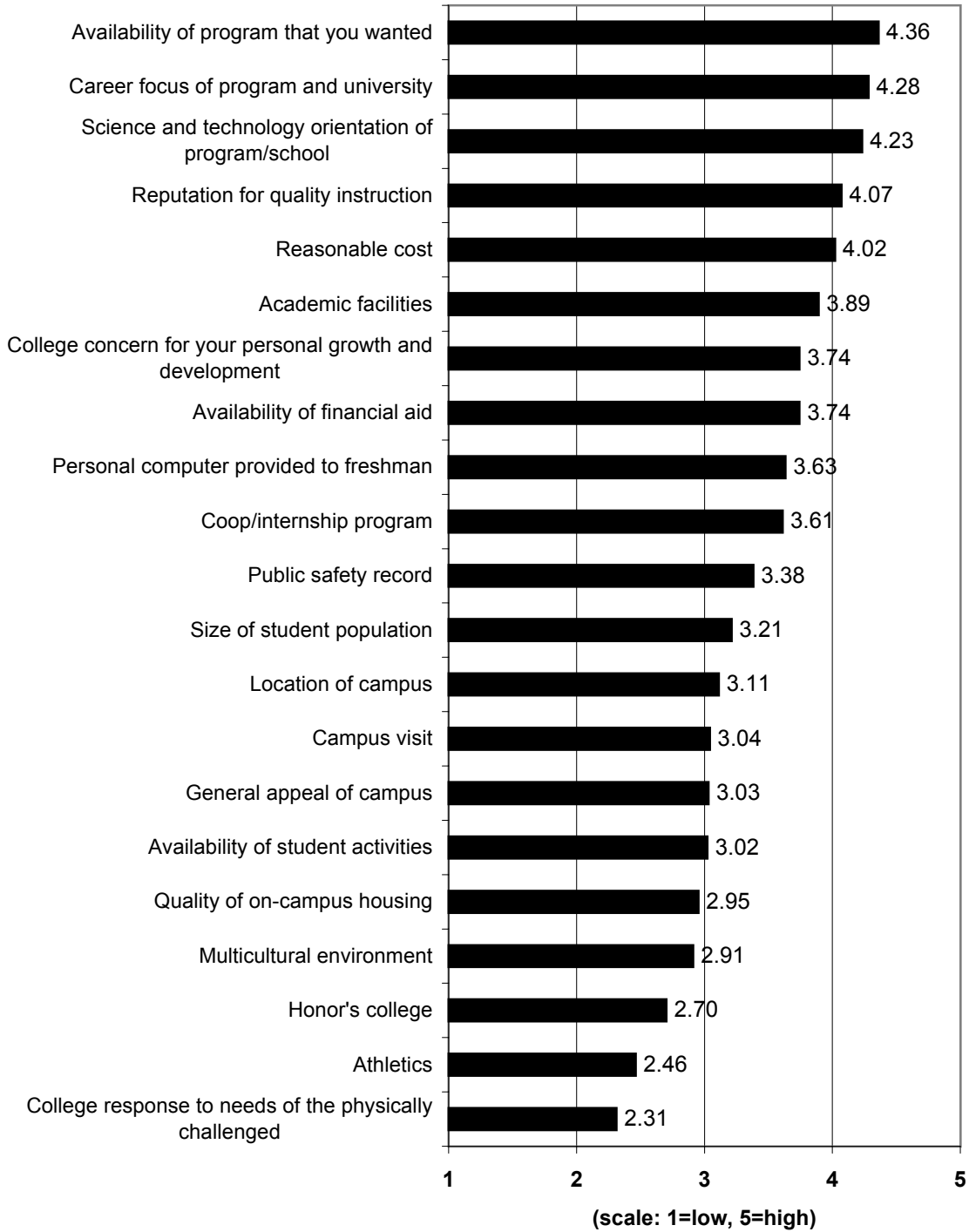
Student Mean Ratings of Importance of Goals at NJIT by Gender



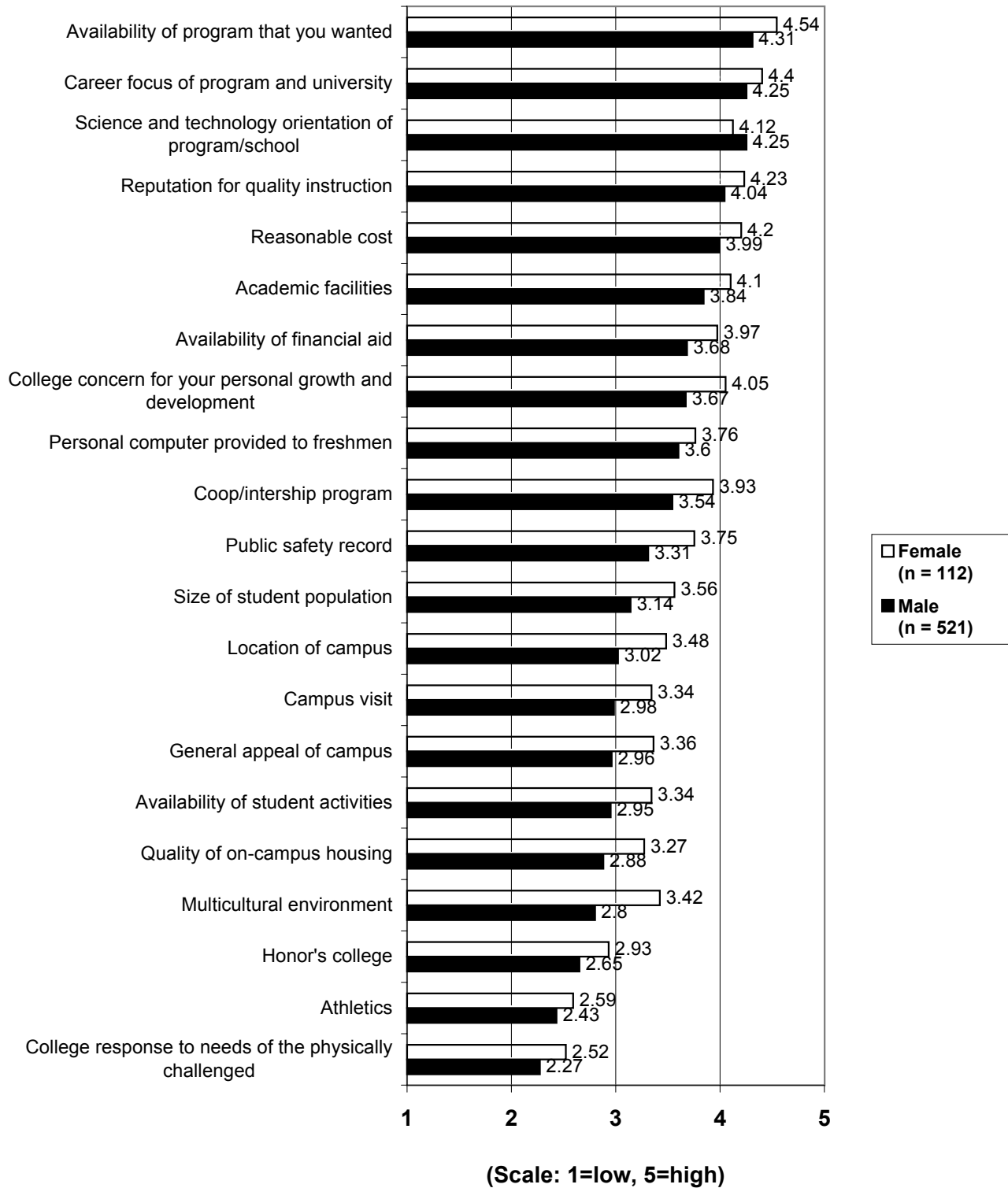
Student Mean Ratings of Importance of Goals at NJIT by School



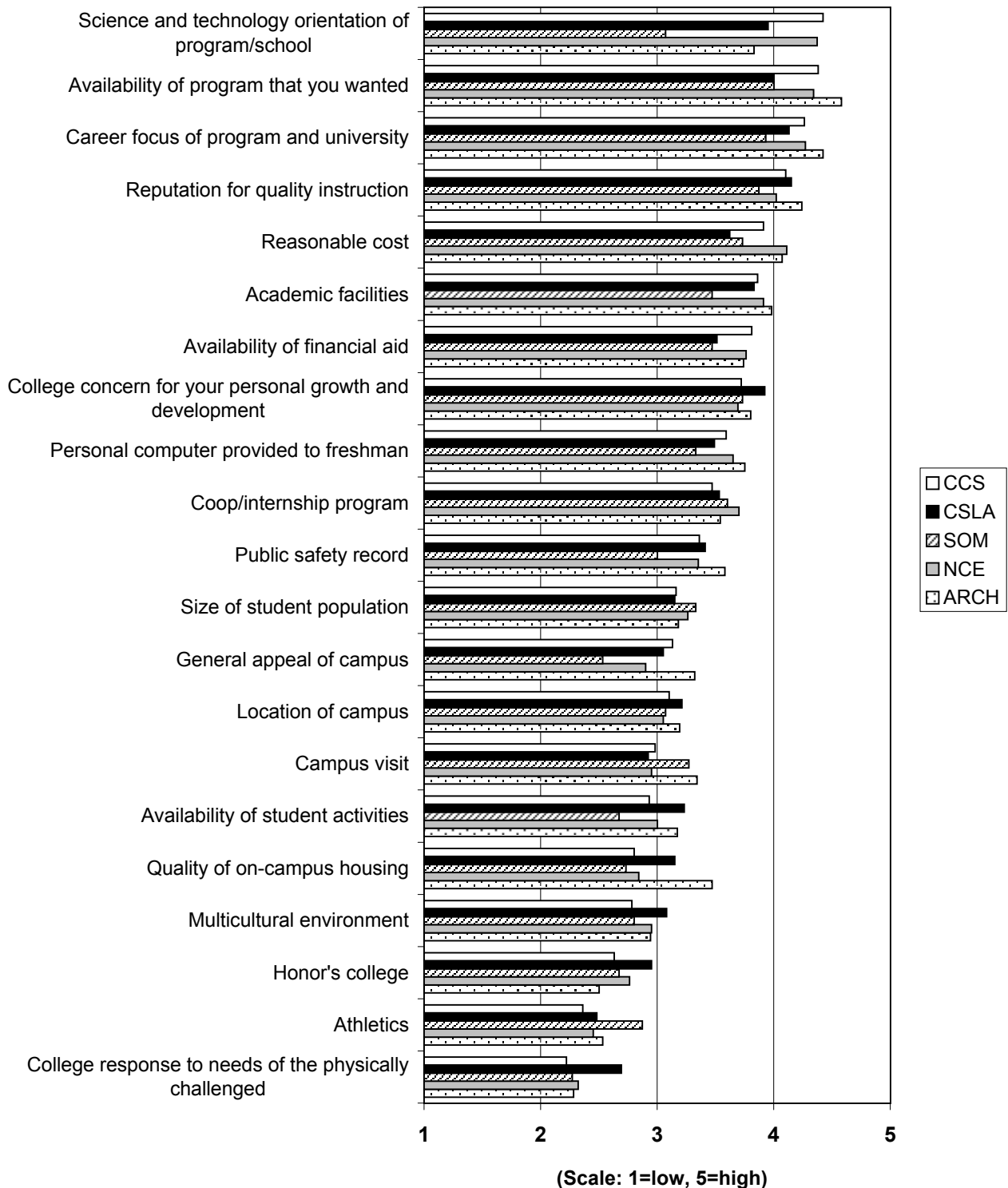
Importance of Factors in Enrollment Decision (n = 636)



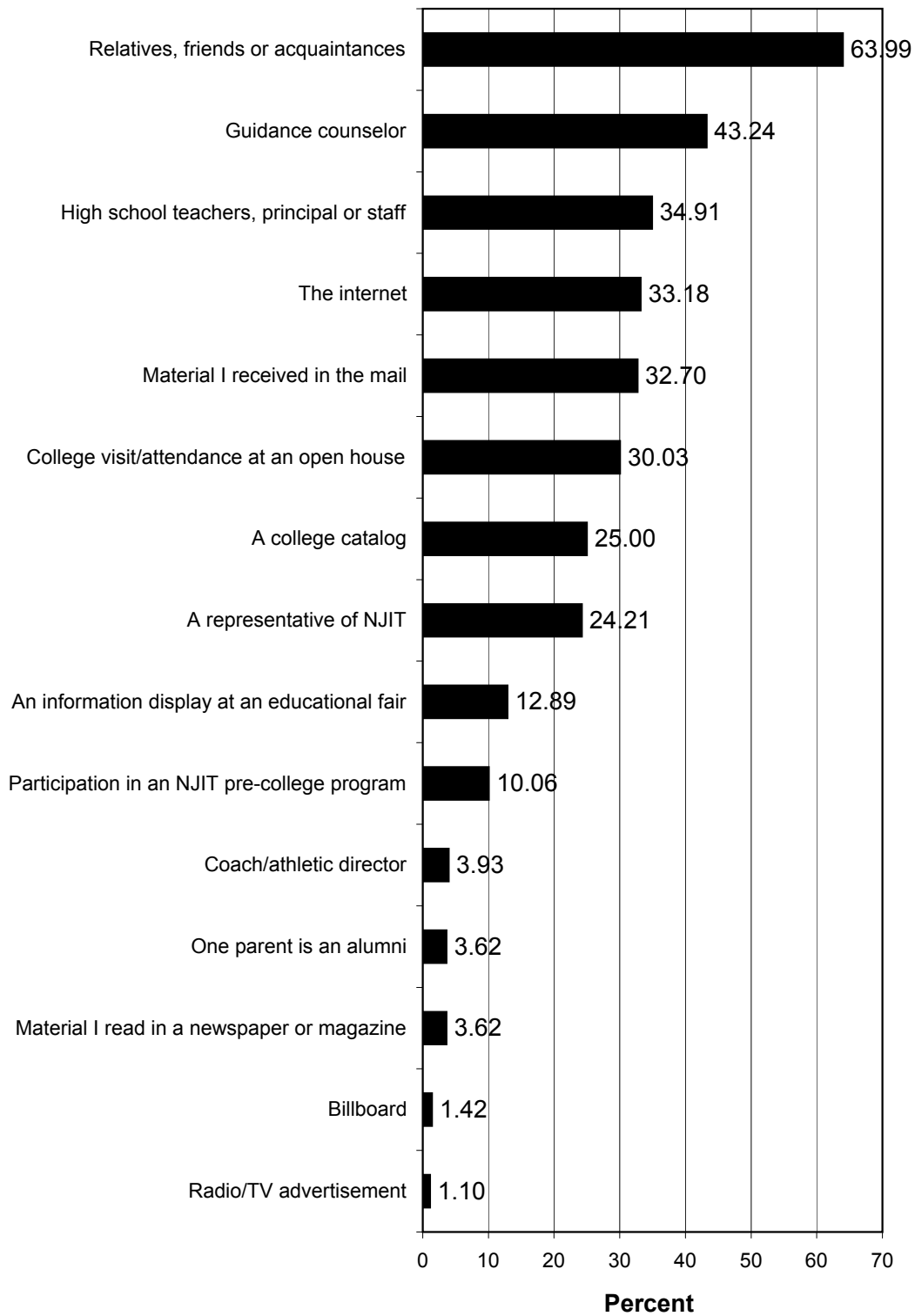
Importance of Factors in Enrollment Decision by Gender



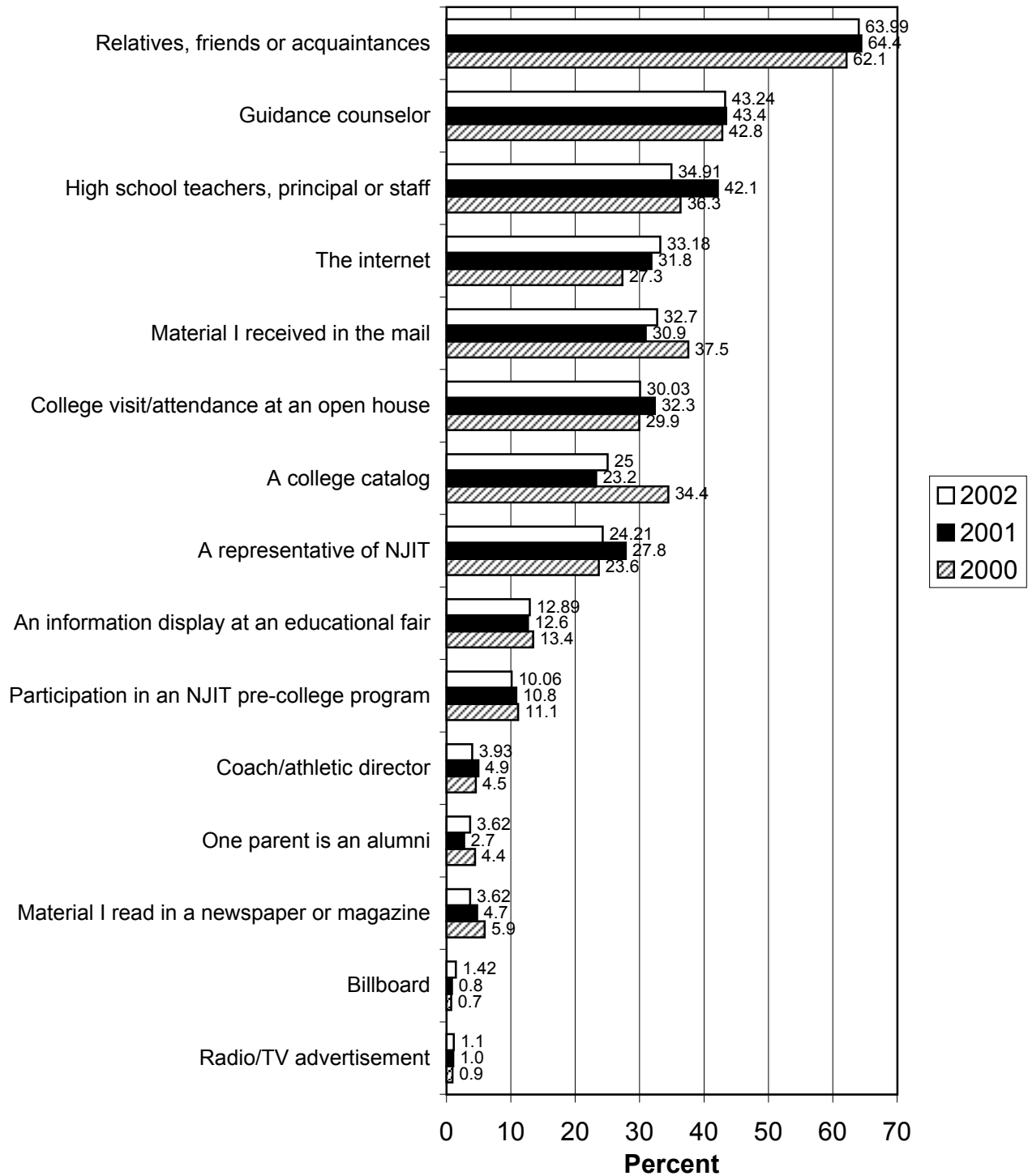
Importance of Factors in Enrollment Decision by School (n = 636)



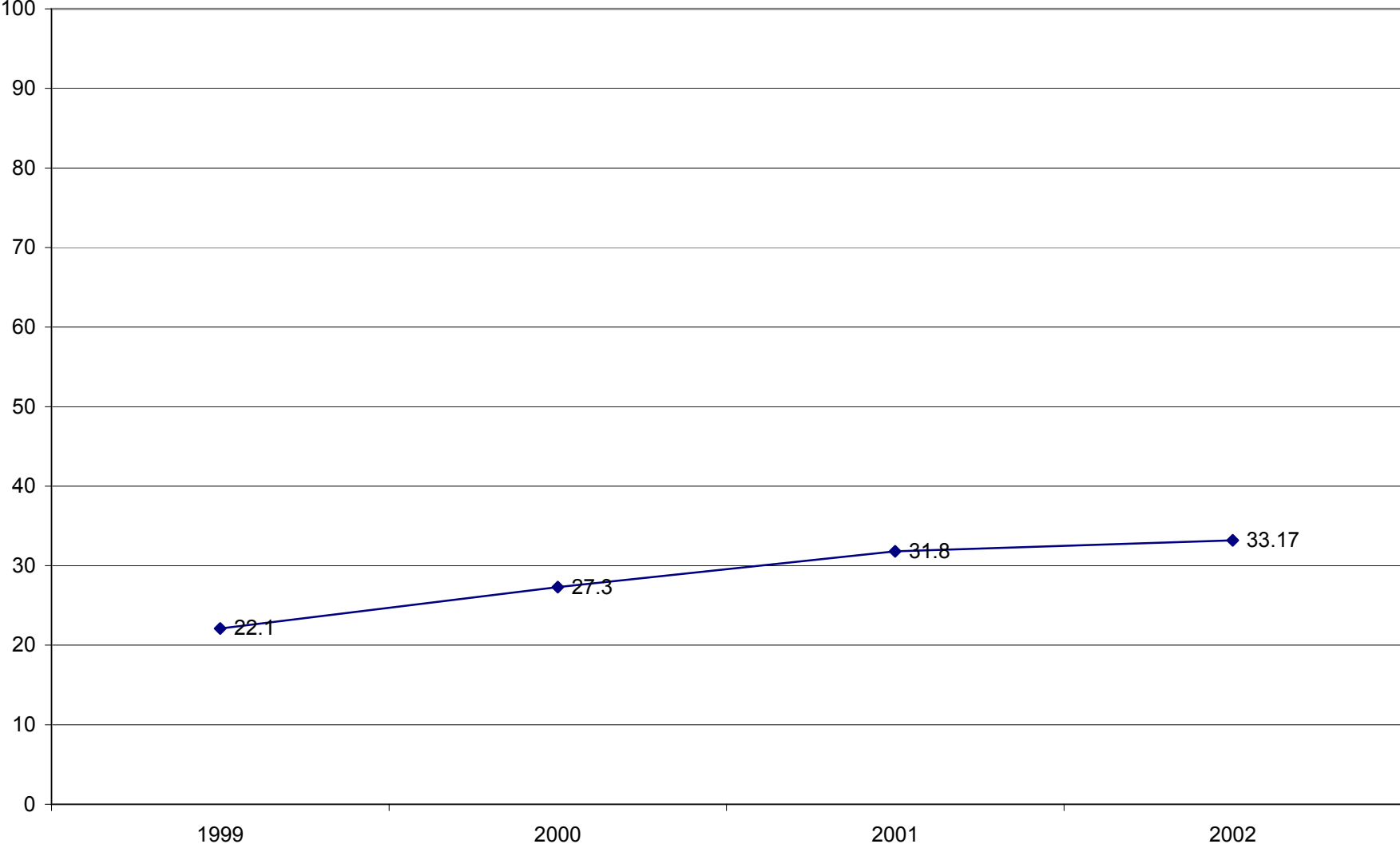
Percent of Students Indicating Sources of Learning About NJIT, Fall 2002 (n = 636)



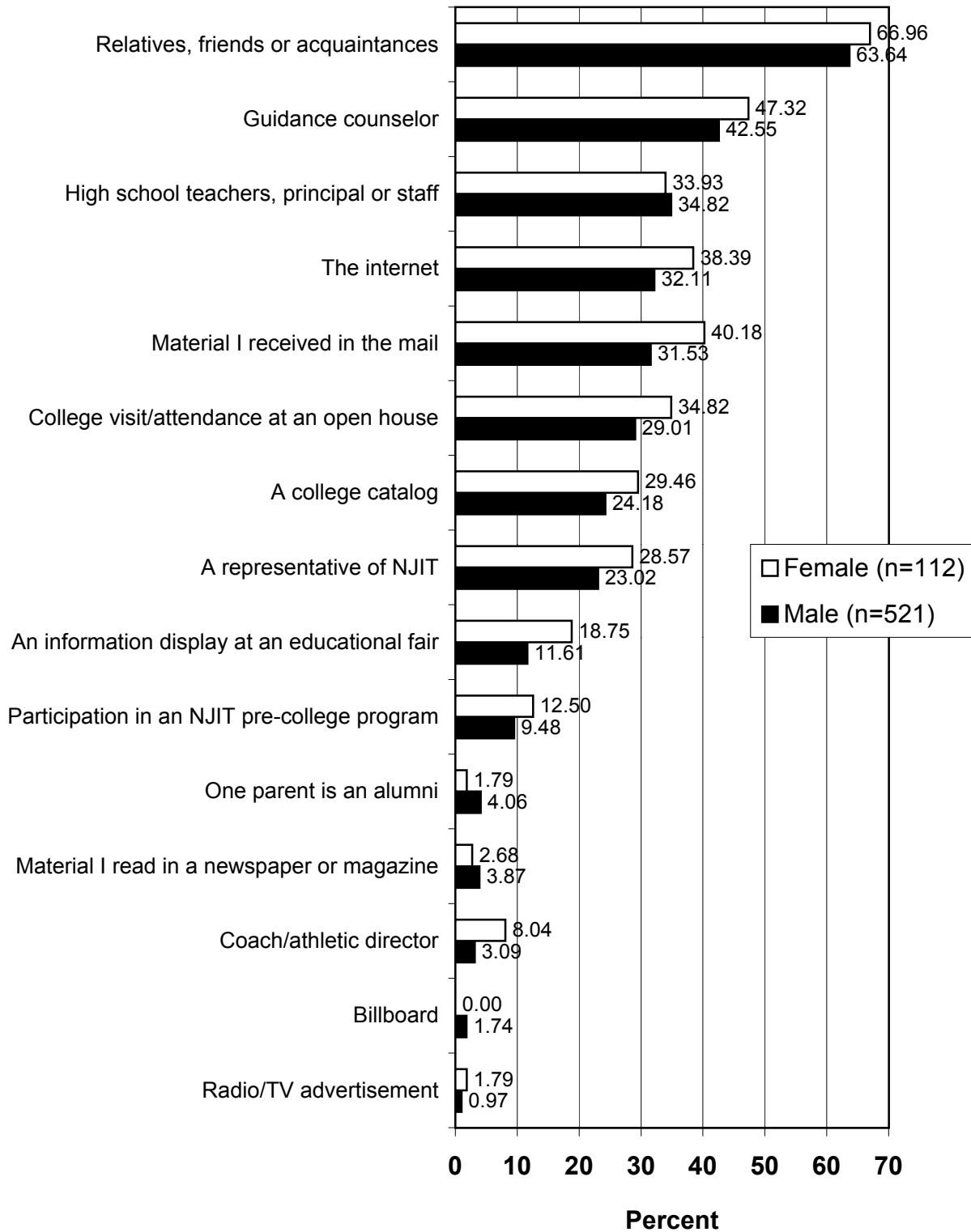
Percent of Students Indicating Sources of Learning About NJIT by Year



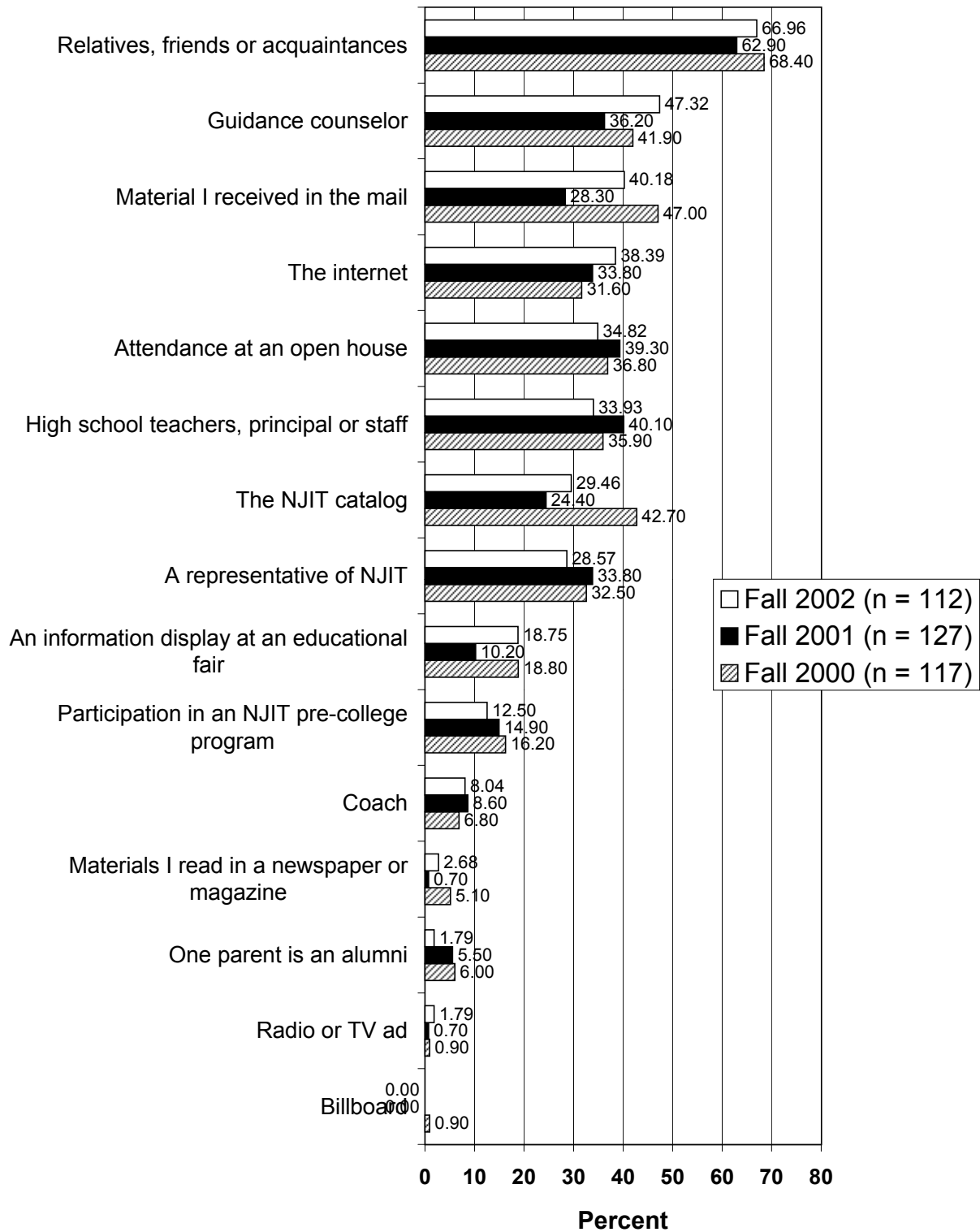
Percent of Students Learning about NJIT from Internet by Year



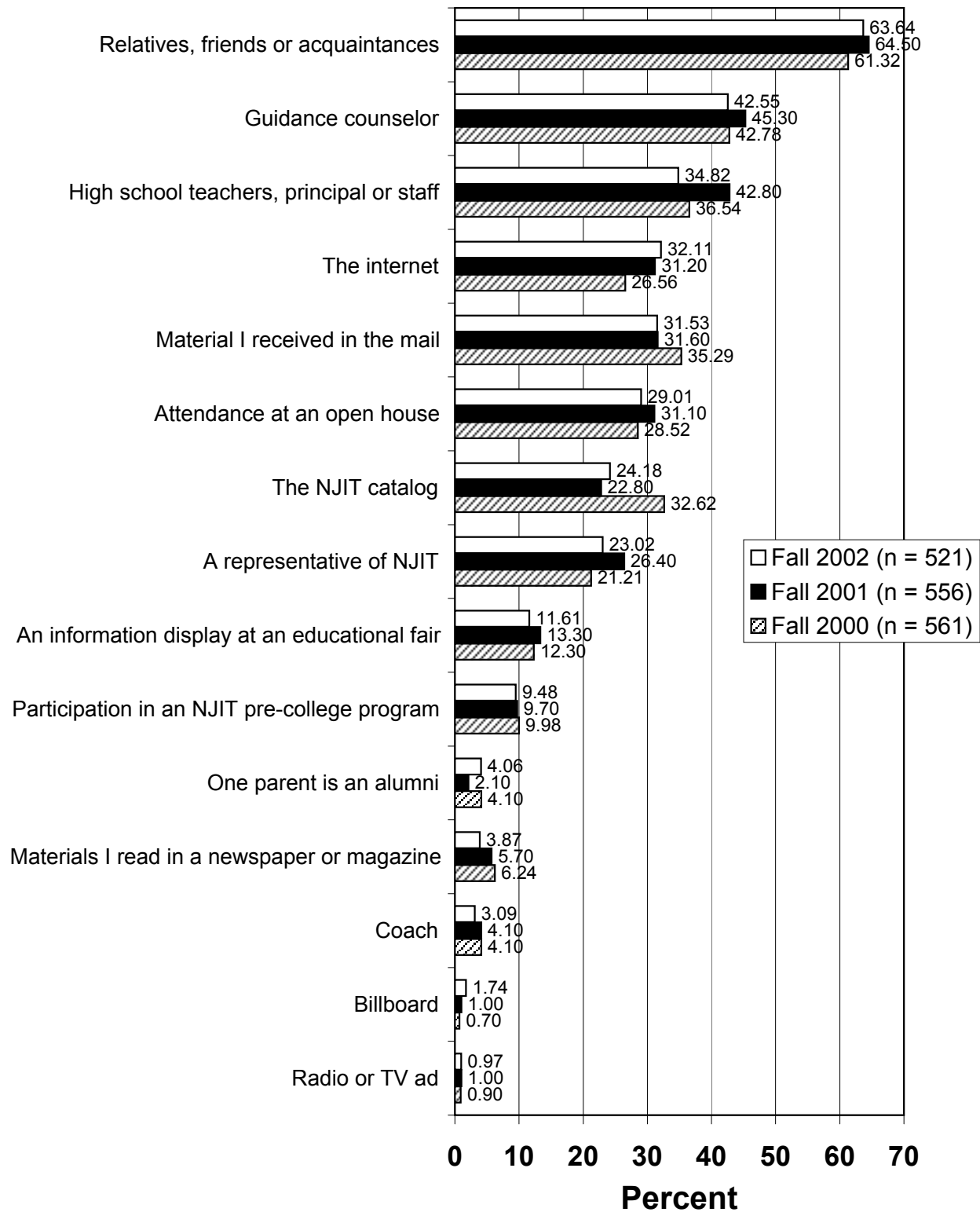
Percent of Students Indicating Sources of Learning About NJIT by Gender, Fall 2002



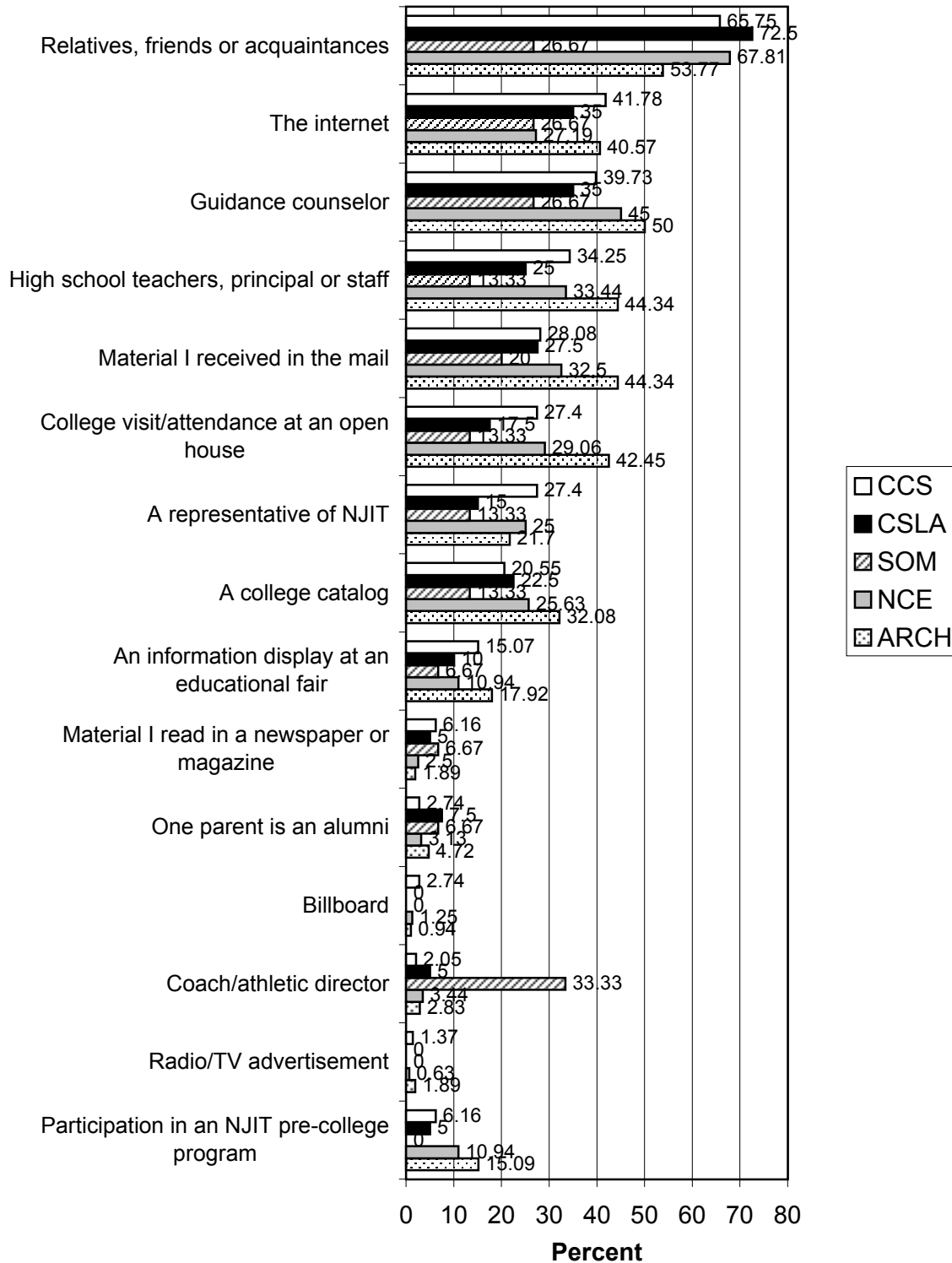
Percent of Female Students Indicating Sources of Learning About NJIT by Year



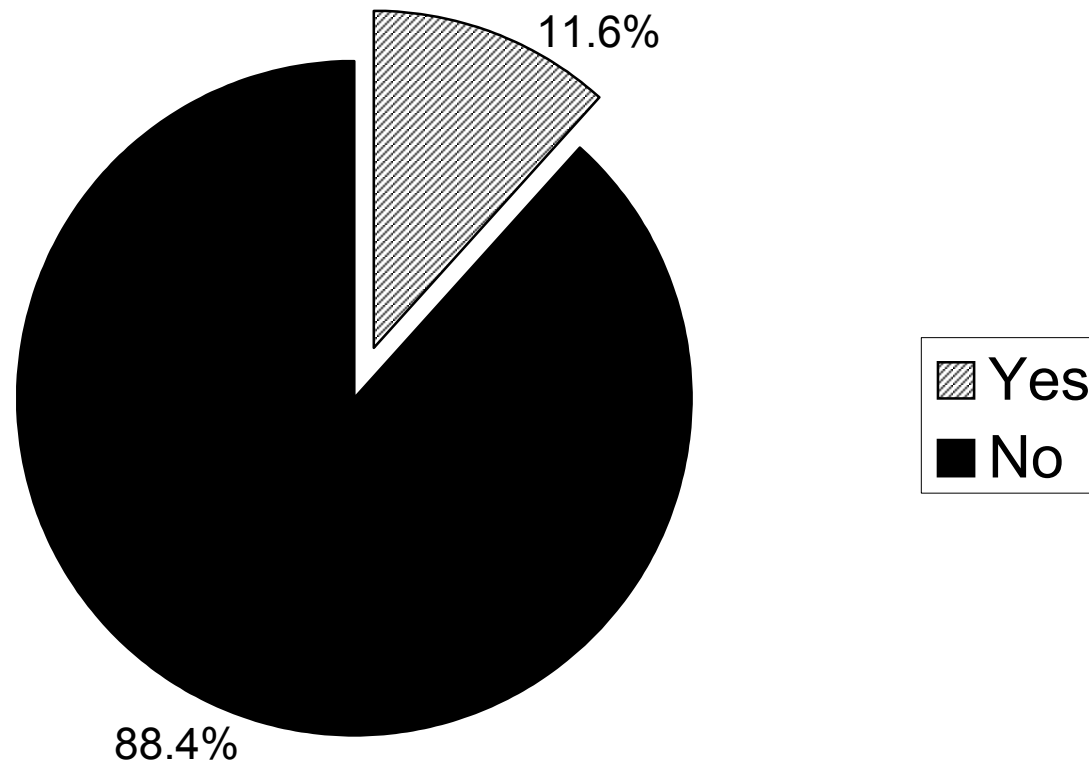
Percent of Male Student Indicating Sources of Learning About NJIT by Year



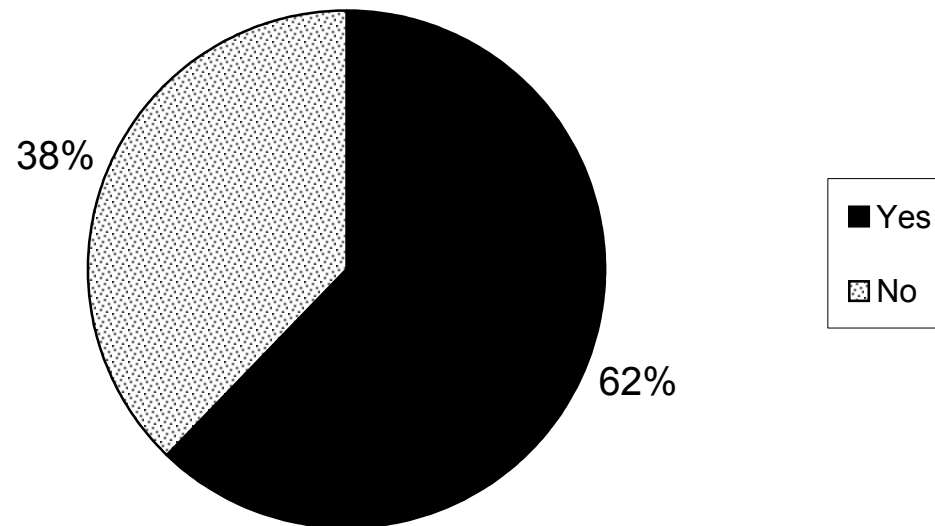
Percent of Students Indicating Sources of Learning About NJIT by School (n = 636)



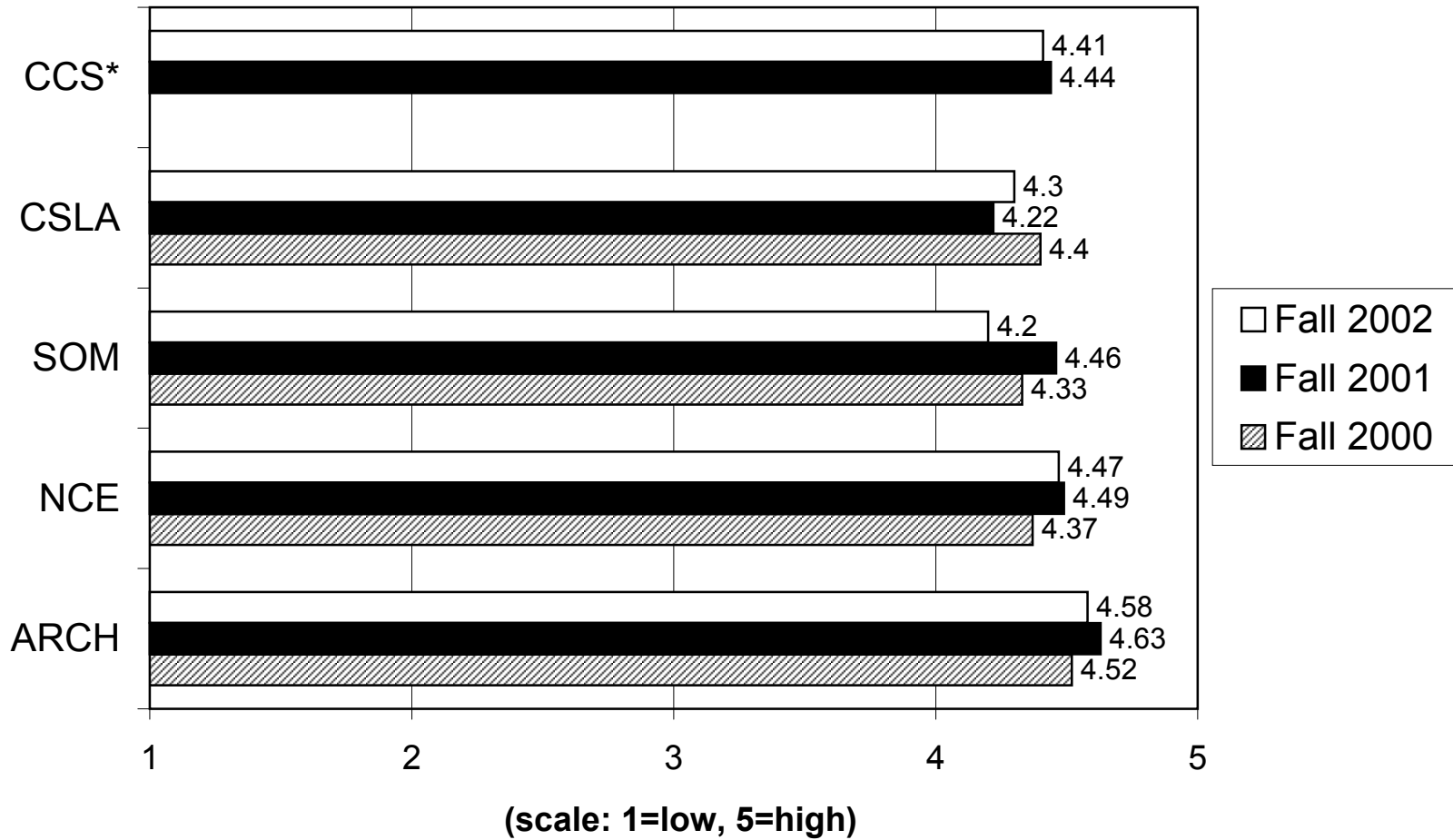
Percent of Students Intending to Transfer Prior to Graduation



Percent Indicating that NJIT is the First-Choice School

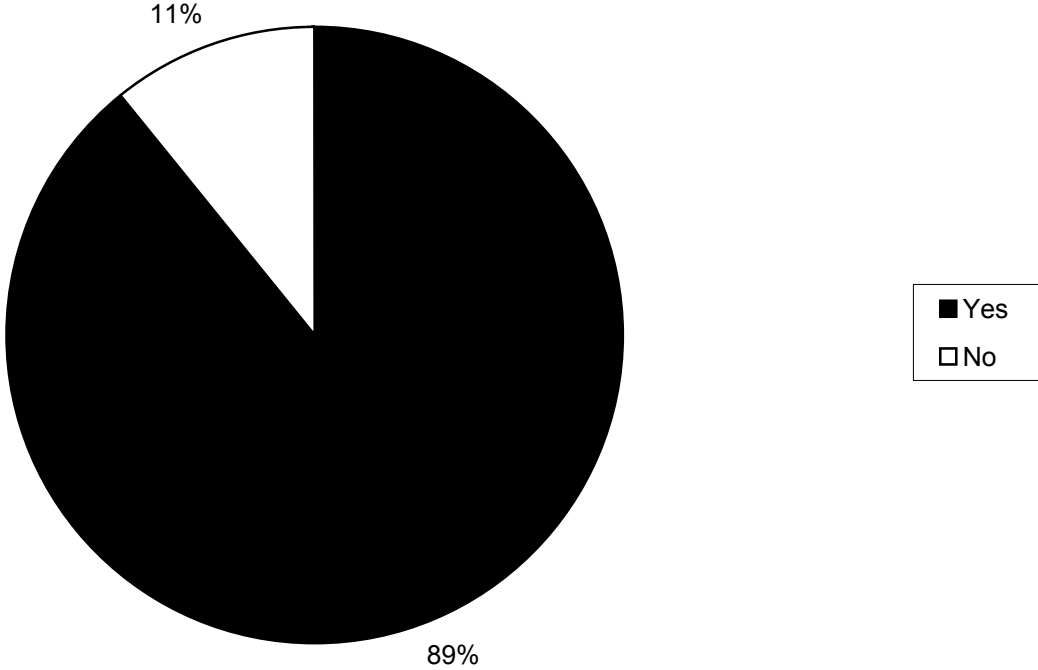


Mean Commitment Score by School by Semester

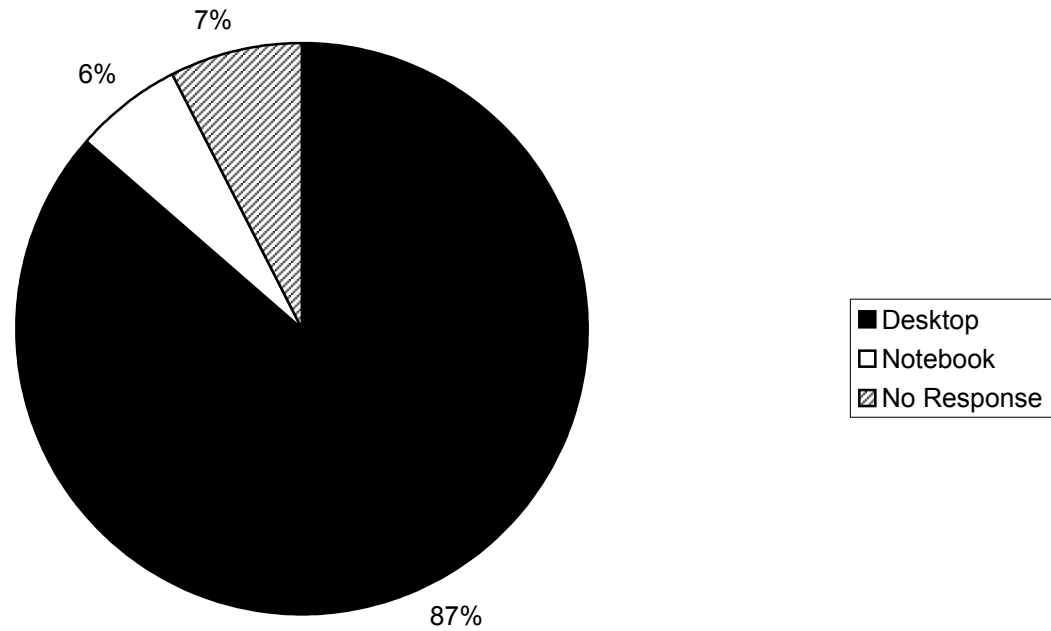


*CCS opened in Fall 2001

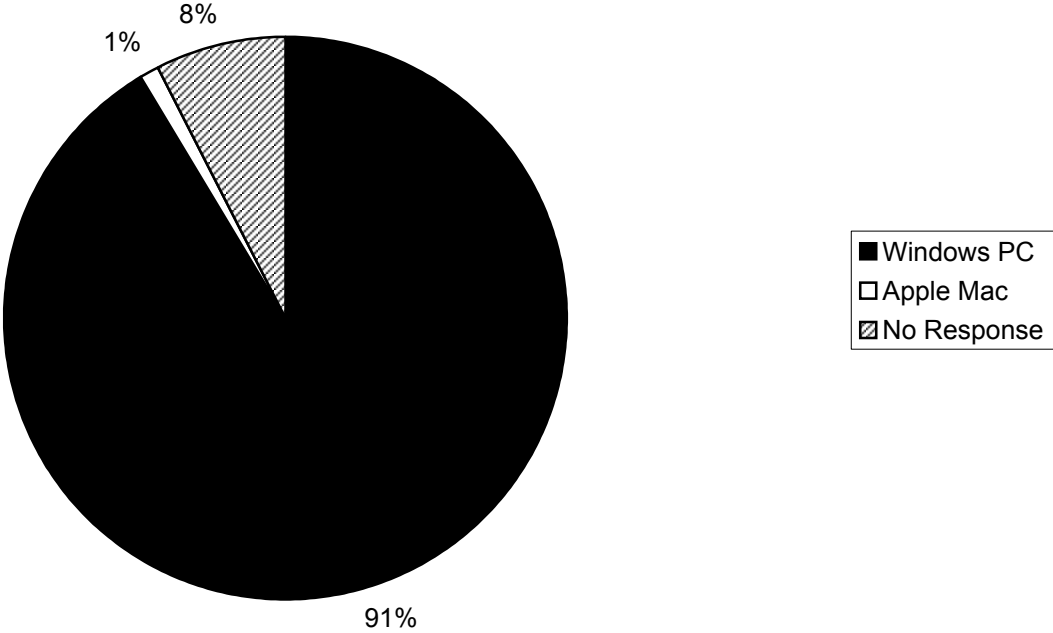
Q72: Have a computer for primary use (n = 636)



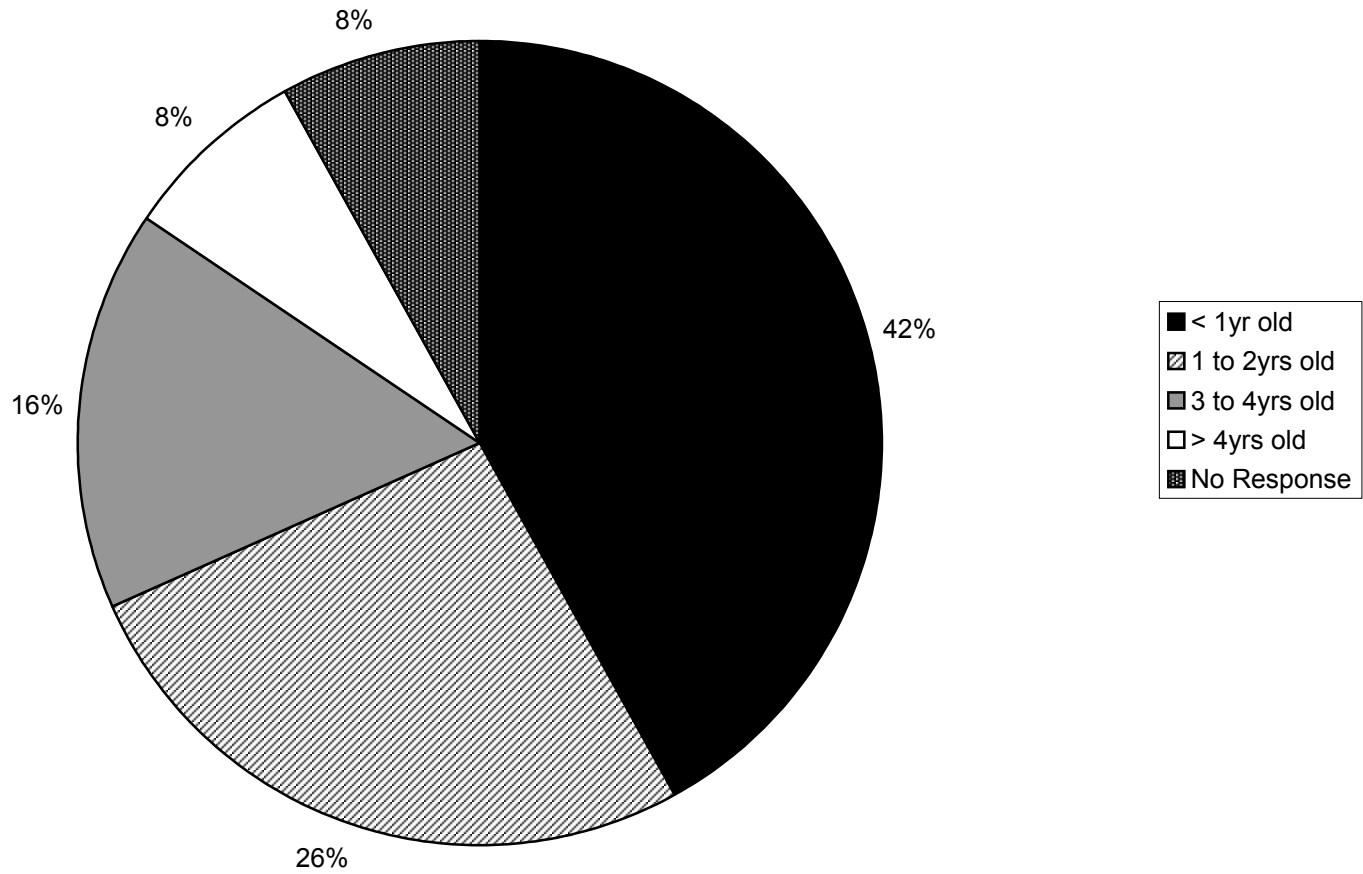
Q73: My primary Computer (n = 636)



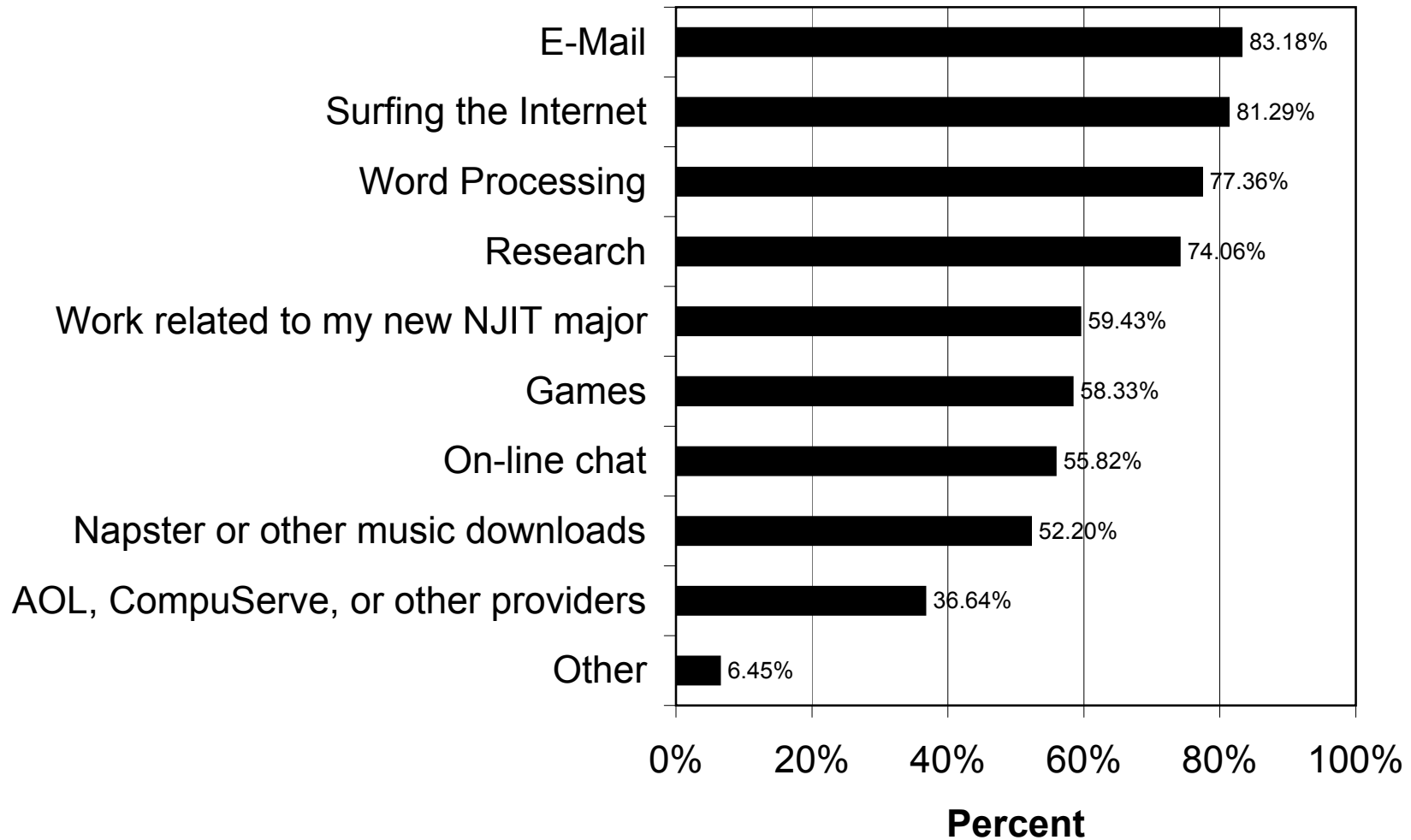
Q74: Type of Computer (n = 636)



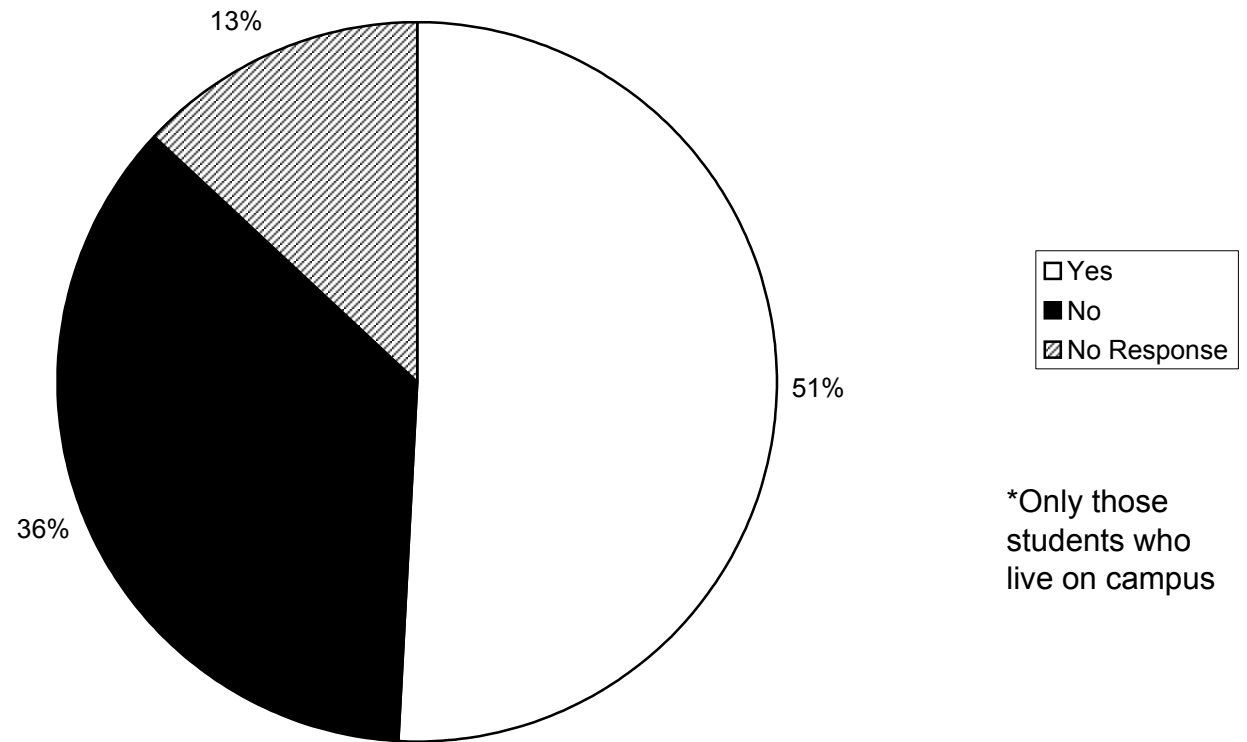
Q75: Age of your computer (n = 636)



Q76: I use my PC primarily for (n = 636):

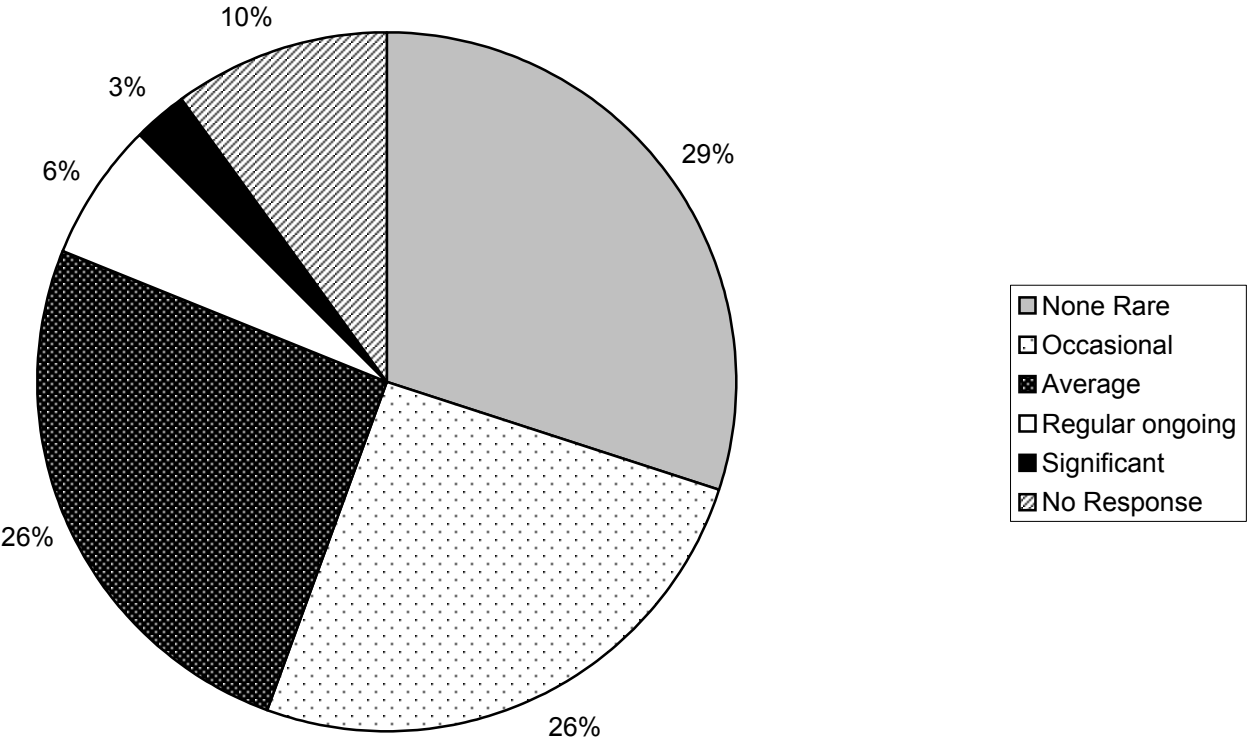


Q77: Can bring PC to room (n = 336)*

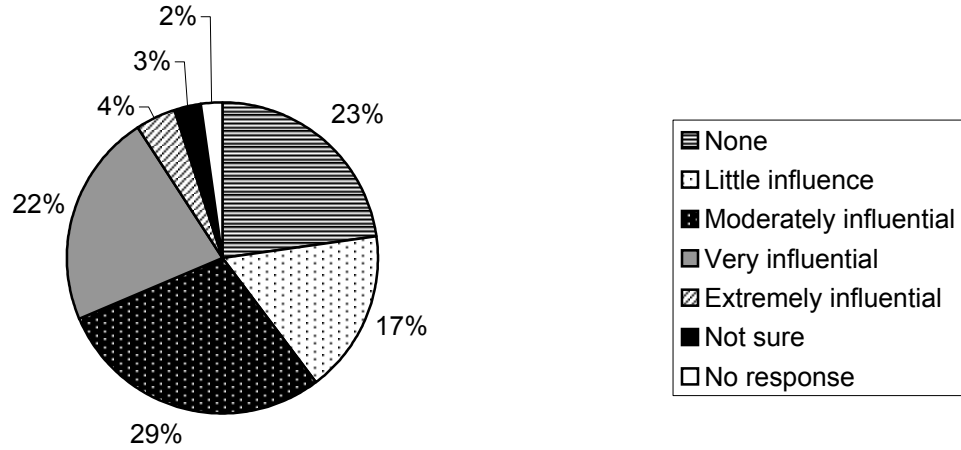


*Only those students who live on campus

Q78: Anticipated computer support (n = 636)



**Q79 Influence of PC Distribution Program
on decision to attend
(n = 636)**



Mean Scores for Q79 by School (Scale 1-low 5-high)

ARCH	NCE	SOM	CSLA	CCS	Overall
2.75	2.7	2.5	2.49	2.61	2.67

Mean Scores for Q79 by Gender (Scale 1-low 5-high)

Males	Females	Overall
2.64	2.79	2.67

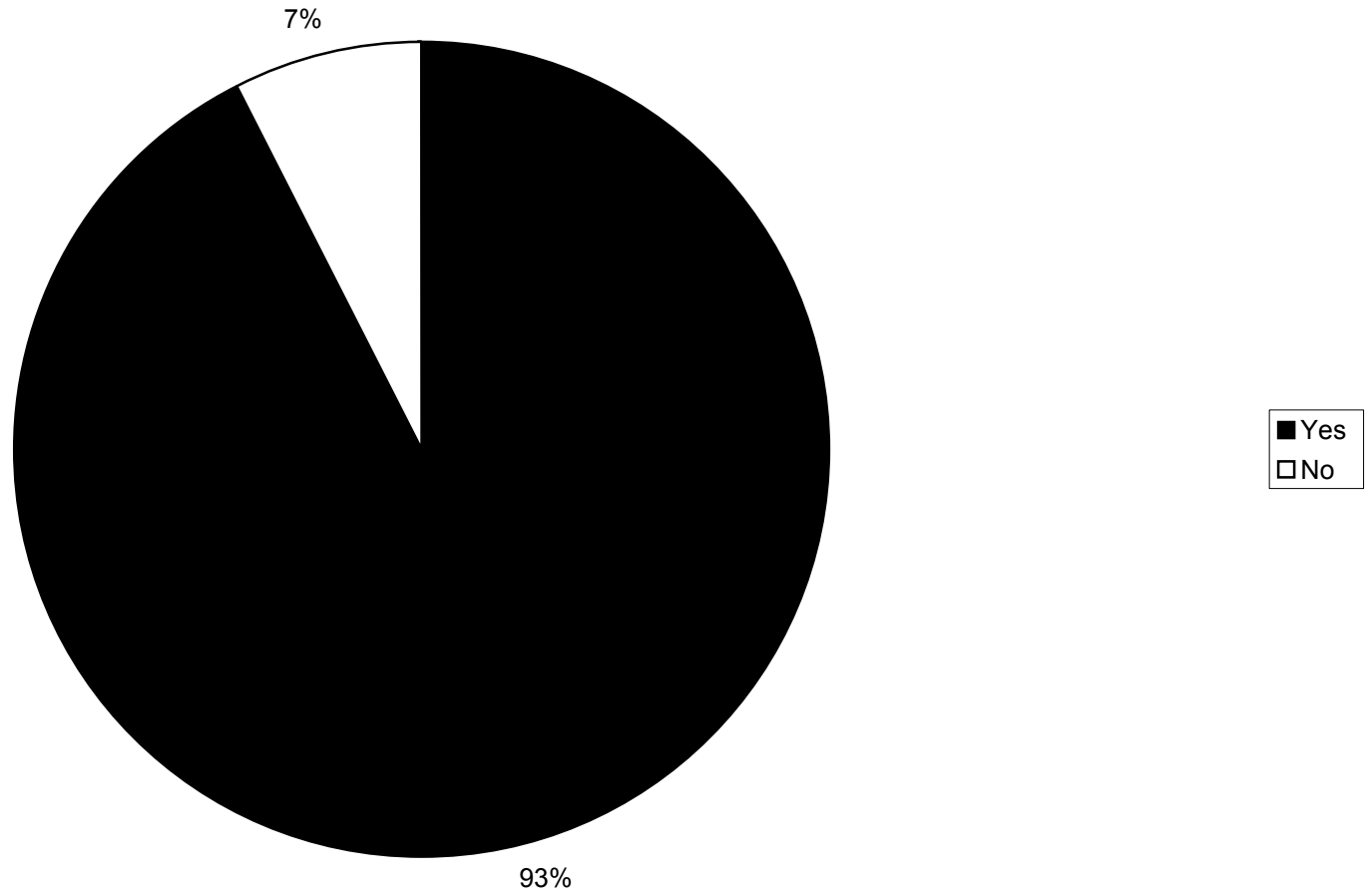
Mean Scores for Q79 by Honor College (Scale 1-low 5-high)

Honors	Non-Honors	Overall
2.69	2.66	2.67

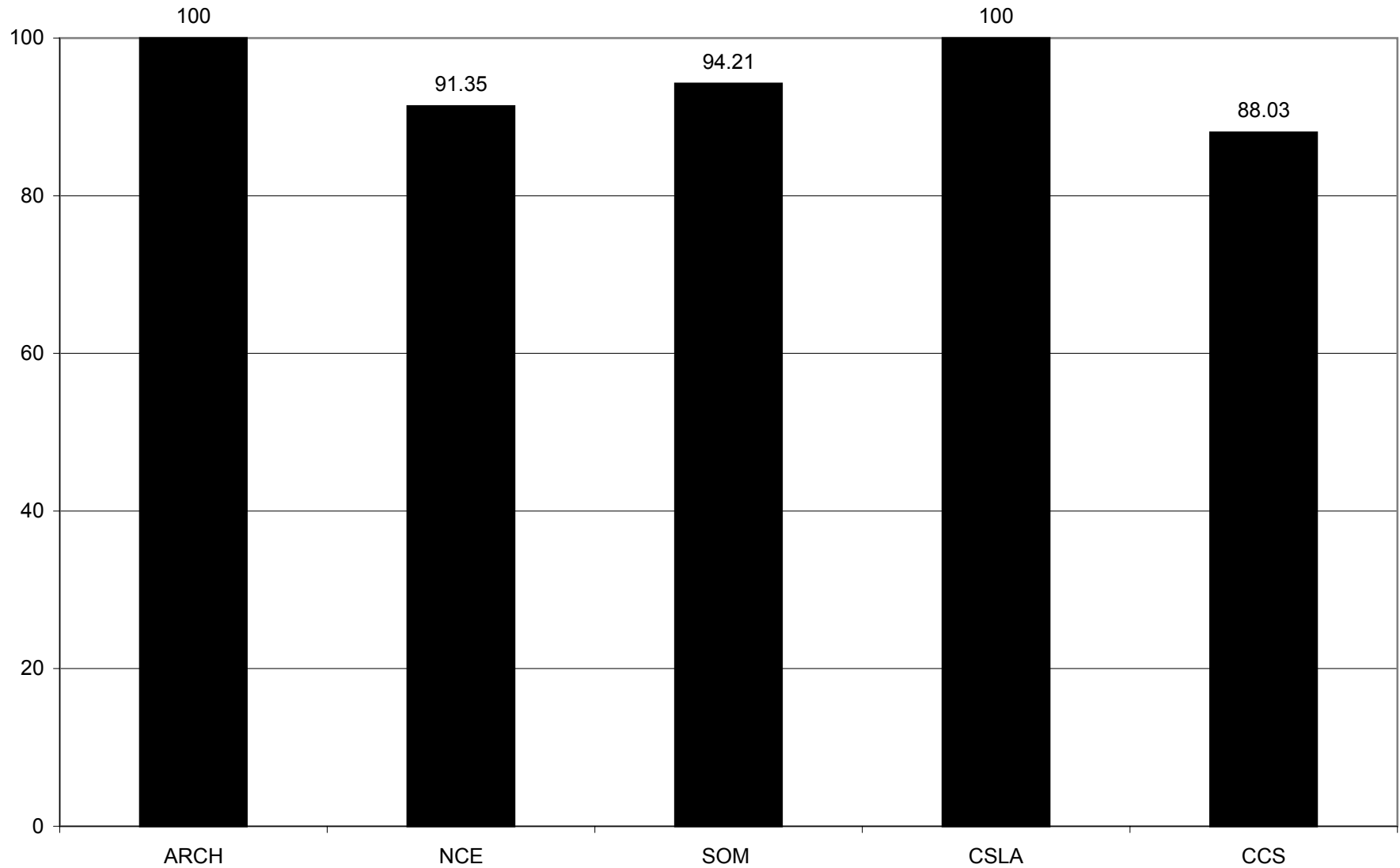
Mean Scores for Q79 by EOP (Scale 1-low 5-high)

EOP	Non-EOP	Overall
2.91	2.62	2.67

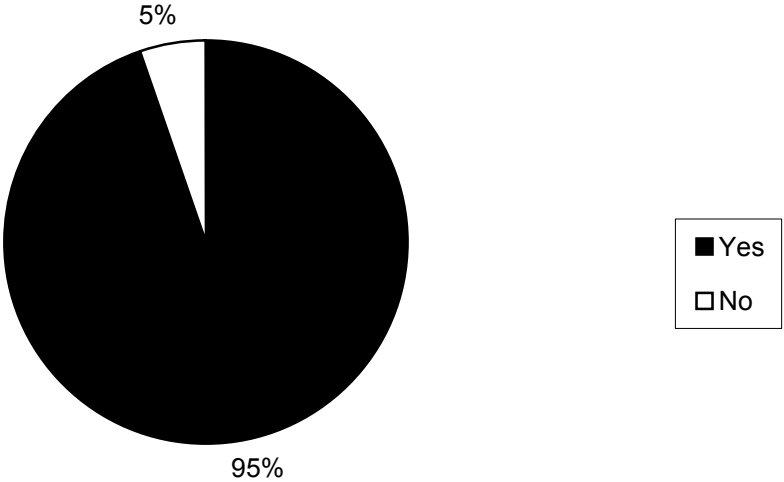
Q80 Would still attend if no PC distribution Program (N=619)



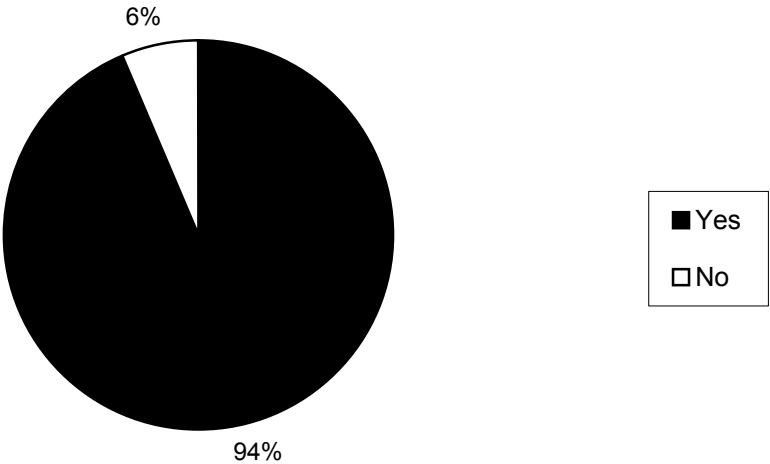
Q80 Would Still Attend If No PC Distribution Program: Percentage by School



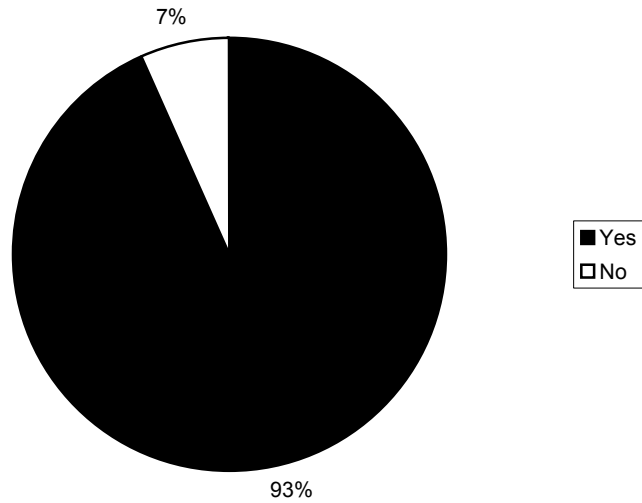
Q80 Would still attend if no PC distribution Program: EOP Students (N=111)



Q80 Would Still Attend if No PC Distribution Program: Honors College (N=126)



**Q80 Would Still Attend If No PC Distribution
Program: Male Students (N=506)**



**Q80 Would Still Attend If No PC Distribution
Program: Female Students (N=109)**

