

Report: Enrolling Student Survey Fall 2004

October 2004
Updated January 2005

Office of Institutional Research and Planning
New Jersey Institute of Technology

EXECUTIVE SUMMARY

The Enrolling Student survey for Fall 2004 was revised to include an evaluation of the new Admissions Portal and discern students' media preferences. The paper survey instrument consists of 68 questions. Tables and graphics summarizing the results are attached. Highlights of the findings include:

Goals

- NJIT students are focused on career and pecuniary goals. The top three goals are: *attain skills that will be useful on a job, prepare for a career and improve ability to make more money.*
- Male students scored significantly higher on *improve ability to make money*, while female students reported significantly higher mean scores on *prepare for a career and increase awareness of different philosophies, cultures, etc.*

Enrollment

- Students are attracted to NJIT's academic strengths: *NJIT's academic reputation, academic facilities, quality of instruction, and coop/internship programs.* Their enrollment decision is also based on financial considerations: *reasonable cost, and availability of financial aid.*
- The top five sources of learning about NJIT are: *relatives, friends or acquaintances, guidance counselor, college visit, high school teachers, principals or staff, and the internet.* A *campus visit/information session* (38%) and *attendance of an open house* (20%) were the factors that most influenced students' decision to apply.
- Only seven percent of the students noted that *US News and World Reports* was a factor in their decision to apply.
- Seventy-seven percent of students visited the campus before making the decision to enroll. A visit to the NJIT campus does not guarantee that a student will enroll in NJIT since the Admission survey of accepted applicants who chose not to enroll (Spring 2004) had the same rate of visiting the NJIT campus.
- Parents were the greatest influenced on the student's decision to apply (37%) and to attend (49%).

Gender

- Female students (17%) were twice as likely as males (8%) to report that *personal contact from the academic department* influenced their decision to apply. Female students were also more likely to report *campus visit/information session* as a factor. *Attendance of an open house* and *university publications* had more influence on male students. In terms of learning about NJIT, *a college visit, material that I received in the mail, participation in an NJIT pre-college program, and coach/athletic director* had greater impact on female students compared to male students.

Comparison to Other Colleges

- NJIT was the first choice for 63% of the students. Our major competitors are: Rutgers University, Steven's Institute of Technology, Cooper Union, Drexel University and Virginia Tech.
- In comparison to other colleges, NJIT was rated high on *contact after you were admitted and above average on contact after first inquiry, the website and visit to campus.* *Only visit by admissions staff to your school* was rated less than a 3 on a five point scale (1 = very low, 5 = very high).

Academic Situation

- First generation college students comprised 38% of the respondents.

Financial Situation

- Sixty-two percent of the students reported that they plan to work. This is a six percent increase from Fall 2003. Only 12% of the students indicated that they would not need financial aid.

Admissions Portal and Media Preferences

- The new Admissions Portal received high ratings. All features were rated above 3.55 on a five-point scale (1 = poor, 5 = excellent). However, one-fourth of entering students "never" used the portal.
- The top radio stations listened to most frequently are: KRock, Z100 and Hot97. ESPN and MTV are the most frequently watched television stations. Comedy Central, a "write-in" choice, was ranked 4th behind FOX 5.

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PROCEDURES AND SAMPLE

Envelopes with op-scan survey forms and #2 pencils were sent to the instructors of Freshman Seminar, Management 190 and IT 101. The forms were administered for completion during the class within the second and third weeks of the semester. A sample size of 615 was achieved, representing 92 % of first-time, full-time freshmen. Forms were electronically processed using scanning technology and the SAS statistical package. Less than thirty percent of the respondents knew their NJIT ID number.

The summary of student demographics is shown on Figure 1.

Figure 1: Description of Sample

1. Sample size by school

	n	% of total	Actual n	% of total
Newark College of Engineering	307	49.92	338	50.59
College of Computing Sciences	95	15.45	121	18.11
School of Architecture	104	16.91	115	17.21
College of Science and Liberal Arts	54	8.78	55	8.23
School of Management	36	5.85	39	5.83
No response	5	3.09	0	0.0
Total	615	100.0%	668	100.0%
Albert Dorman Honors College	140	22.76%		

2. Enrollment Status

The majority of the students are full-time day students (97.89 %).

3. Gender

	N	% of total
Male	487	79.19
Female	123	20.00
No response	5	0.81
Total:	615	100%

4. Ethnicity

	N	% of total
Non-Resident Alien	7	1.14
Black Non-Hispanic	57	9.27
American Indian/Alaskan Native	2	0.33
Asian/Pacific Islander	136	22.11
Hispanic	77	12.52
White Non-Hispanic	283	46.02
Multi-ethnic	38	6.18
No response	15	2.44
Total:	615	100%

5.

Citizenship

	N	% of total
U.S. Citizenship	529	86.02
Permanent Resident	69	11.22
F1 Visa	9	1.46
Other	6	0.98
No response	2	0.33
Total:	615	100%

6. E.O.P Program Enrollment

	N	% of total
Yes	107	17.40
No	482	78.37
No Response	26	4.23
Total	615	100%

7. Living on Campus

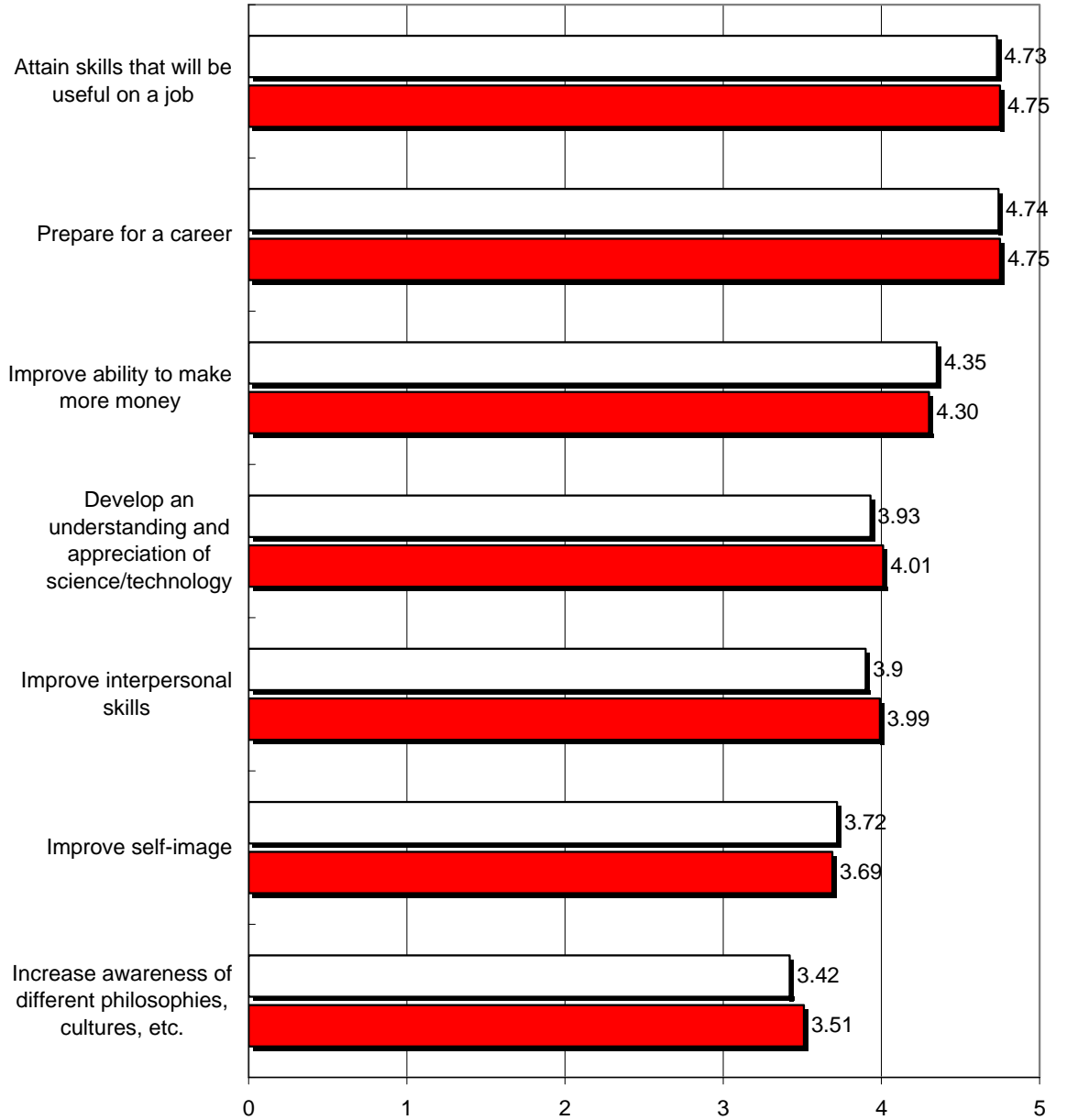
	n	% of total
Yes	318	51.71
No	293	47.64
No Response	4	0.73
Total	615	100%

8. Department Programs

	N	% of total
Architecture	105	17.07
Biological Sciences	22	3.58
Biomedical Engineering	45	7.32
Chemical Engineering	20	3.25
Chemistry & Environmental Science	5	.81
Civil and Environmental Engineering	47	7.64
Computer Science	51	8.29
Electrical & Computer Engineering	77	12.52
Engineering Technology	6	.98
Humanities	3	.49
Industrial & Manufacturing Engineering	3	.49
Information Systems	4	.65
Information Technology	42	6.83
Management	38	6.18
Mathematical Sciences	4	.65
Mechanical Engineering	81	13.17
Physics	2	.33
Don't Know	51	8.29
No Response	9	1.46
Total:	615	100%

Section I: Goals

Student Mean Ratings of Importance of Goals by Year

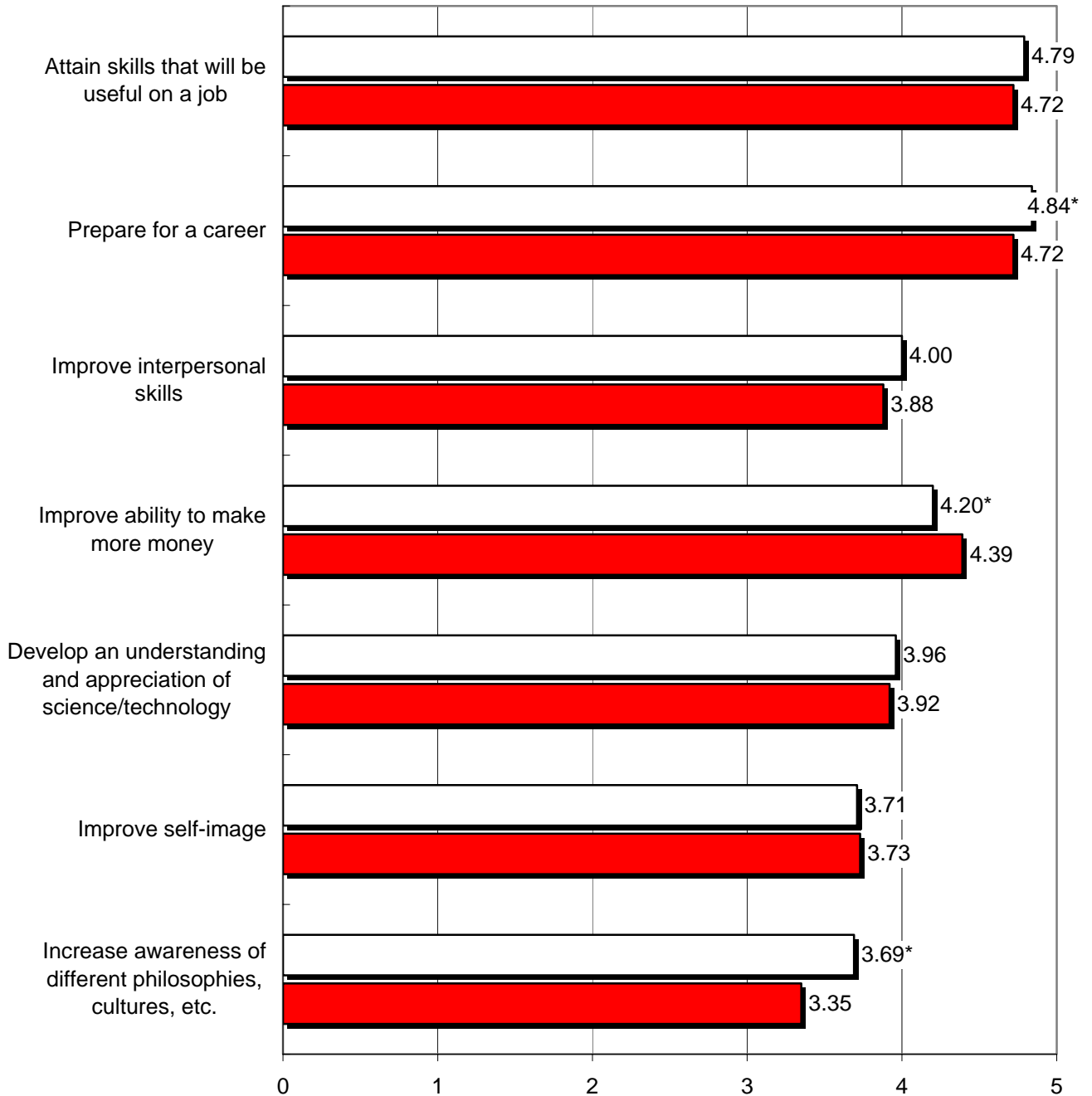


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

■ Fall 2003 (n=682) □ Fall 2004 (n=615)

* Significant at $p < .05$

Student Mean Ratings of Goals at NJIT by Gender

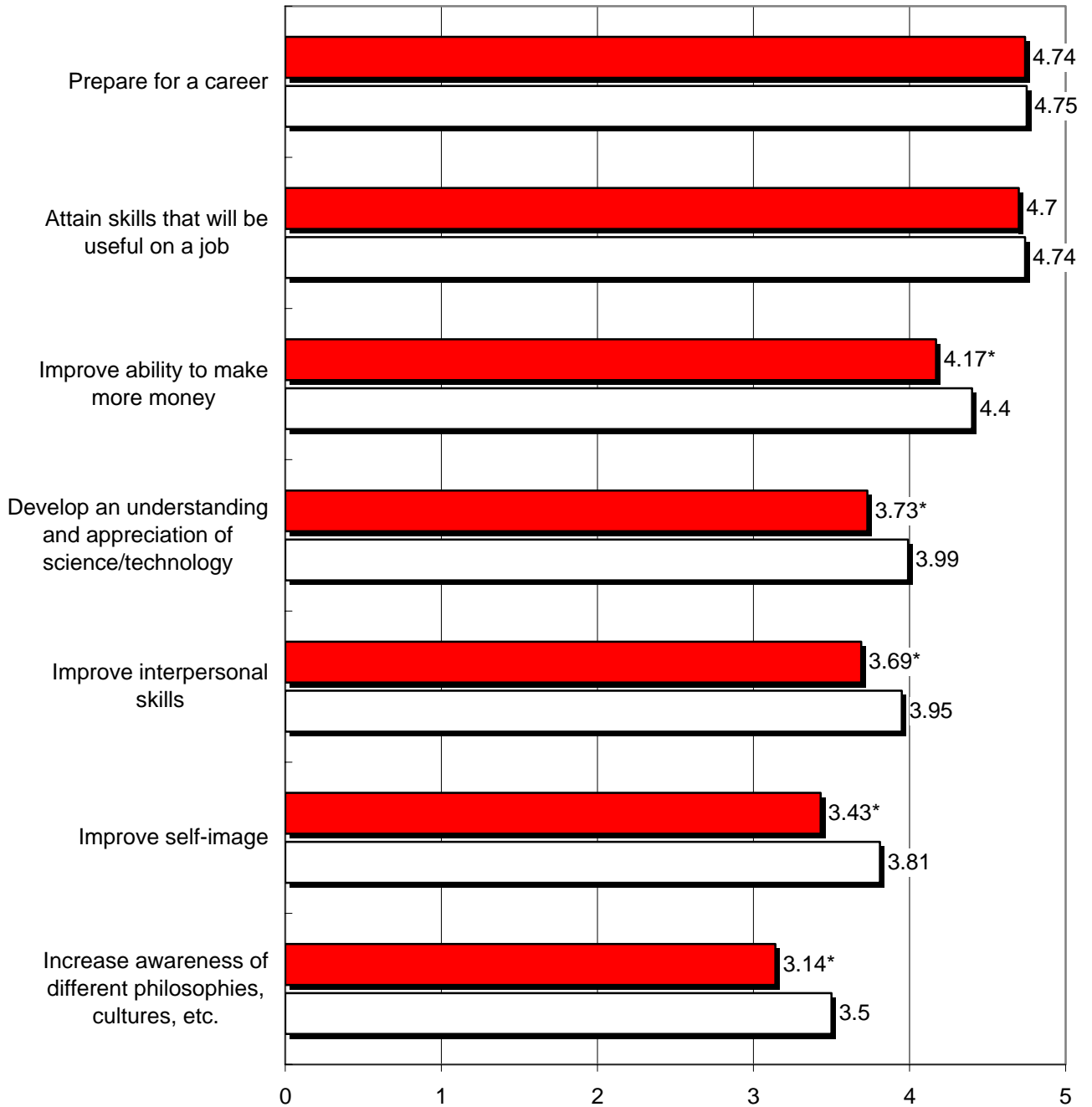


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

■ Male (n=487) □ Female (n=123)

* Significant at $p < .05$

Student Mean Ratings of Goals at NJIT by Honors College

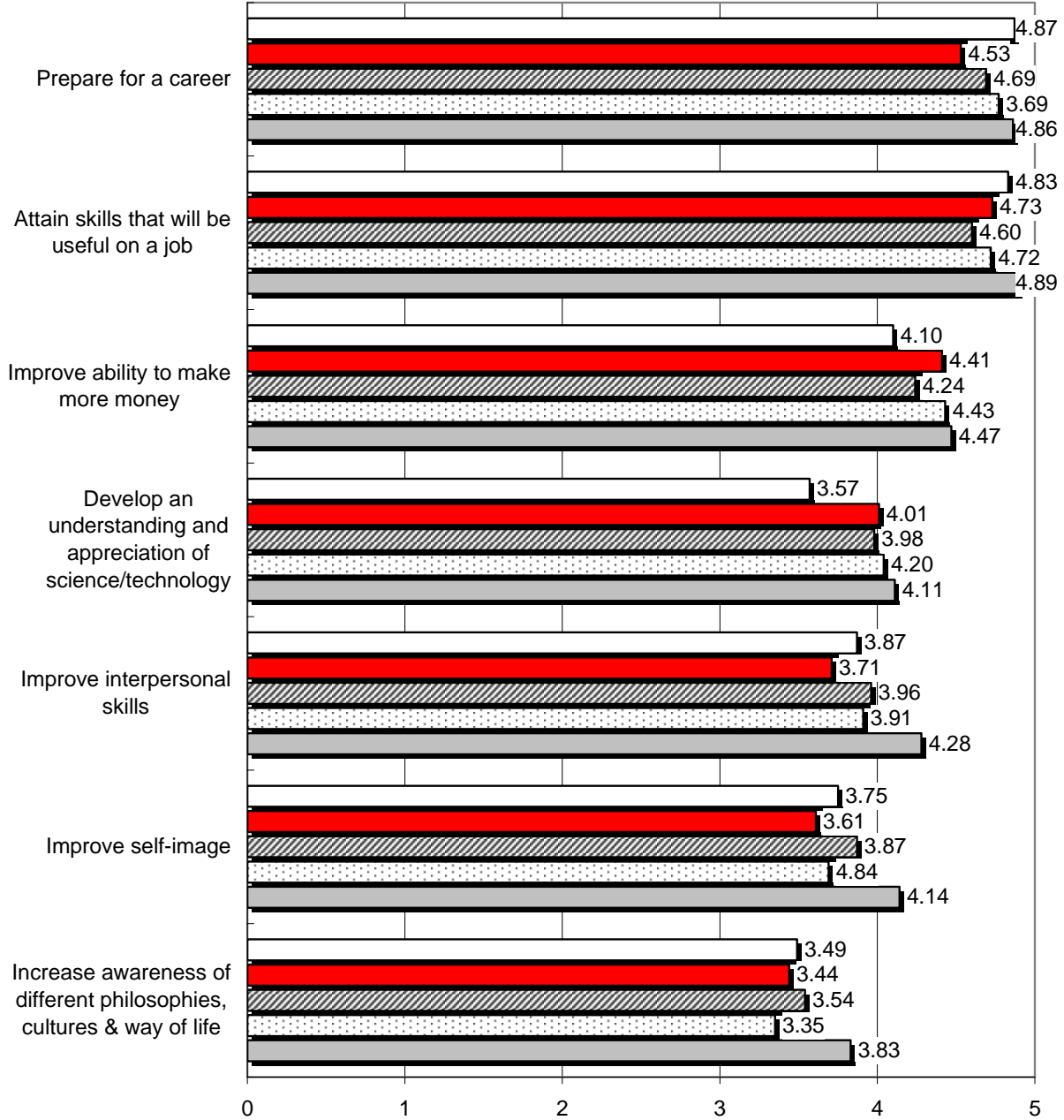


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

□ Not in honors (n = 467) ■ Honors (n = 140)

* Significant at $p < .05$

Student Mean Ratings of Goals at NJIT by School

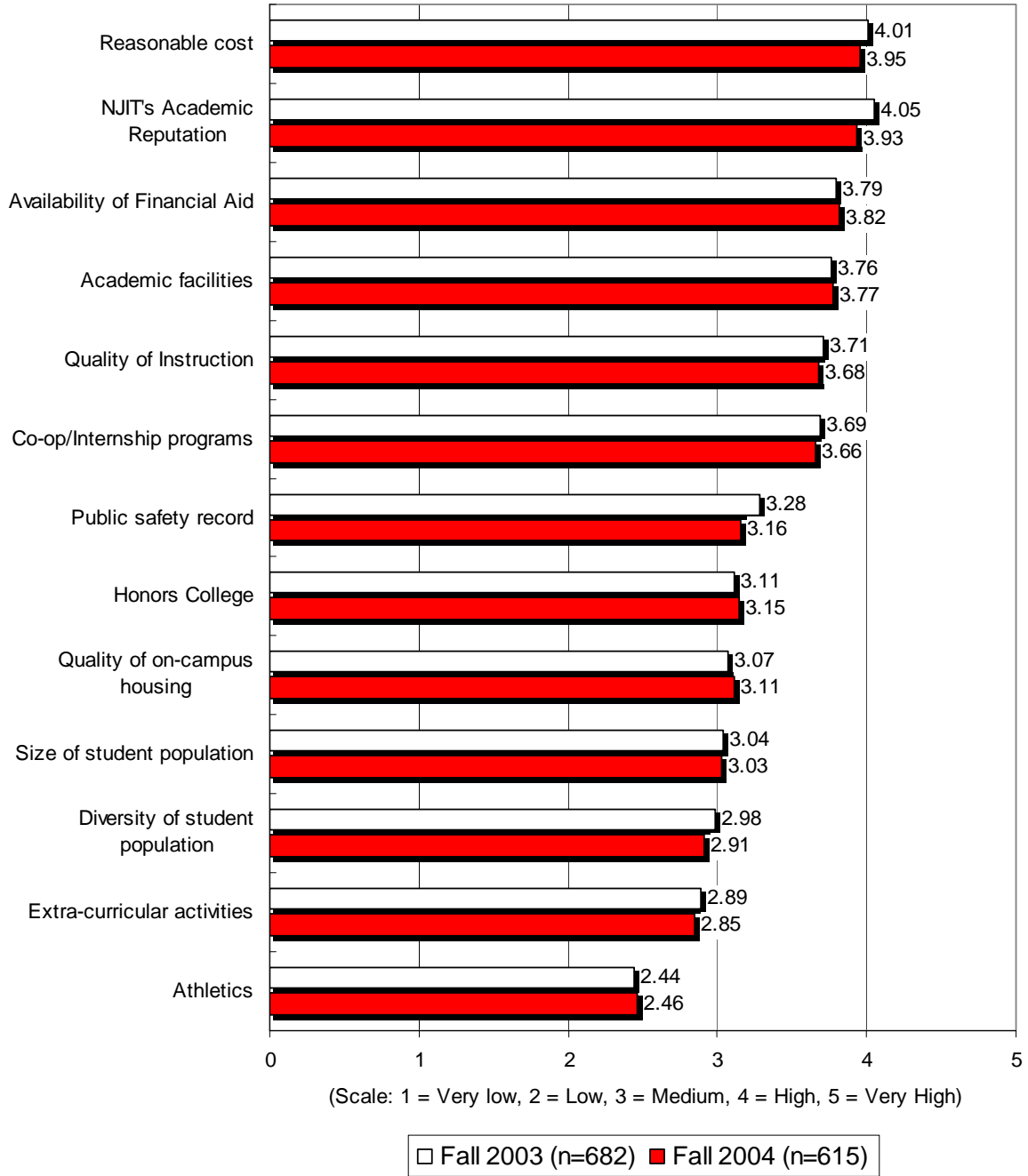


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

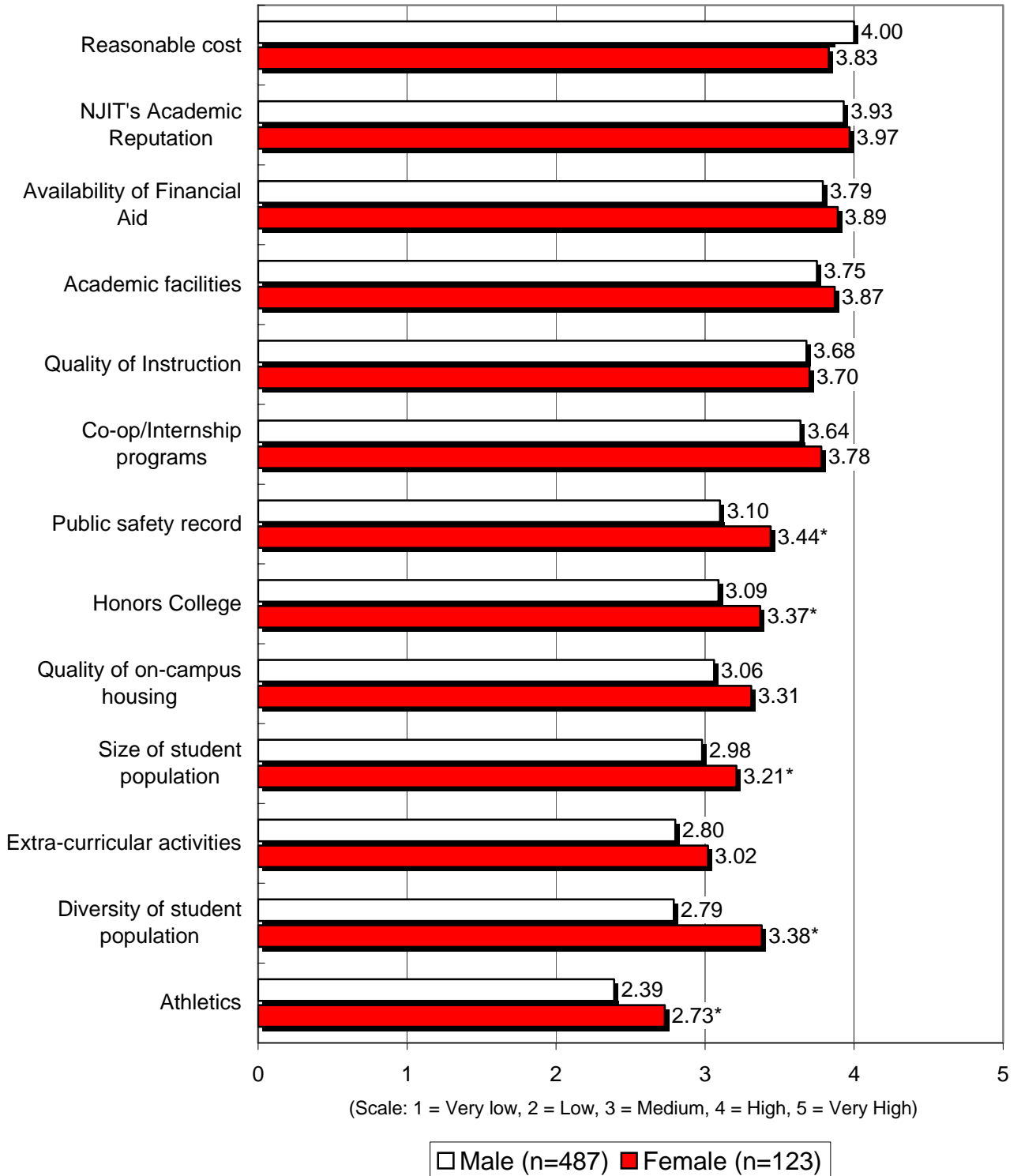
□ ARCH (n=104) ■ CCS (n=95) ▨ CSLA (n=54) ▤ NCE (n=307) ▩ SOM (n=36)

Section II: Enrollment Factors/Influences

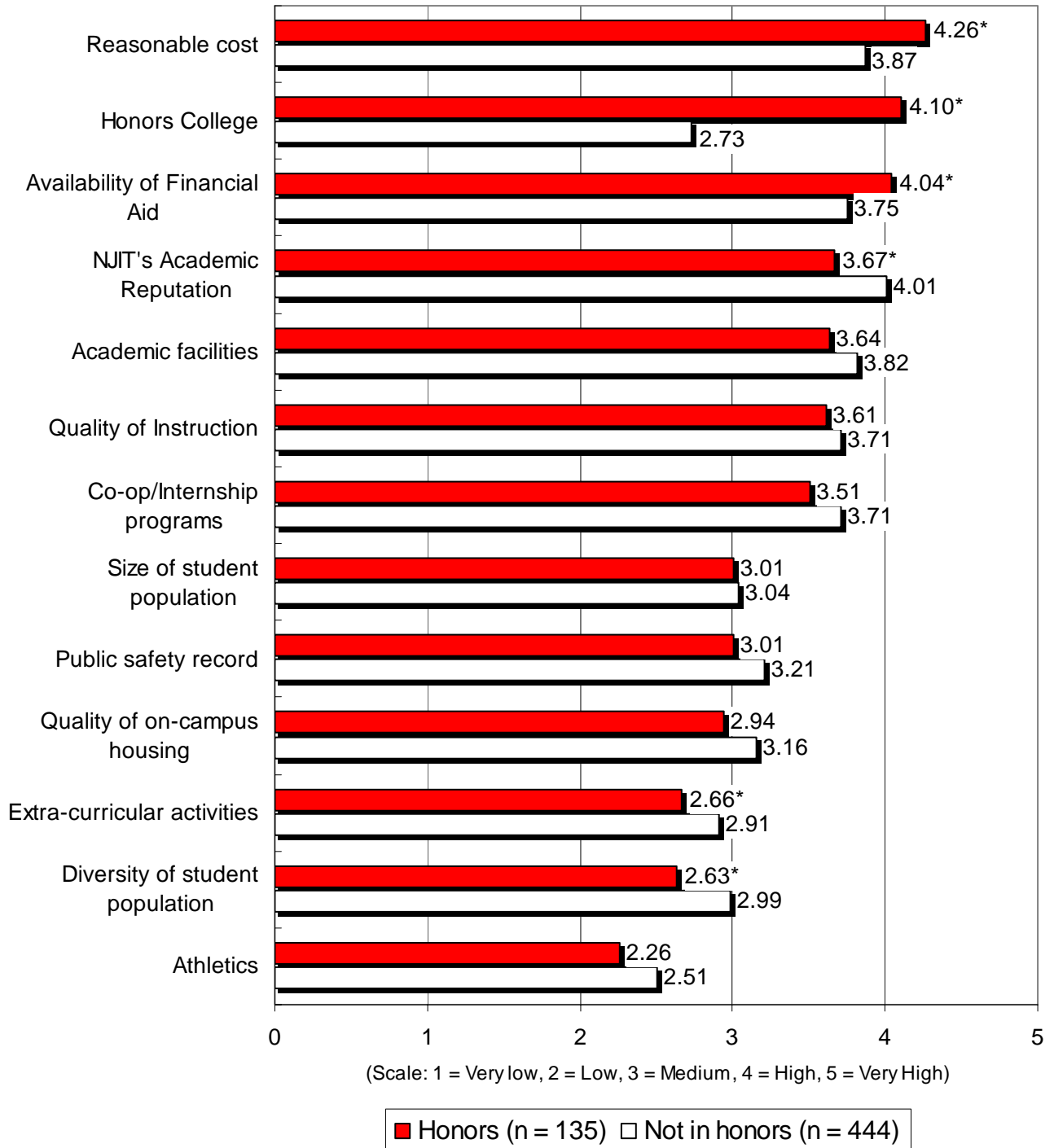
Importance of Factors in Enrollment Decision by Year



Importance of Factors in Enrollment Decision by Gender



Importance of Factors in Enrollment Decision by Honors College

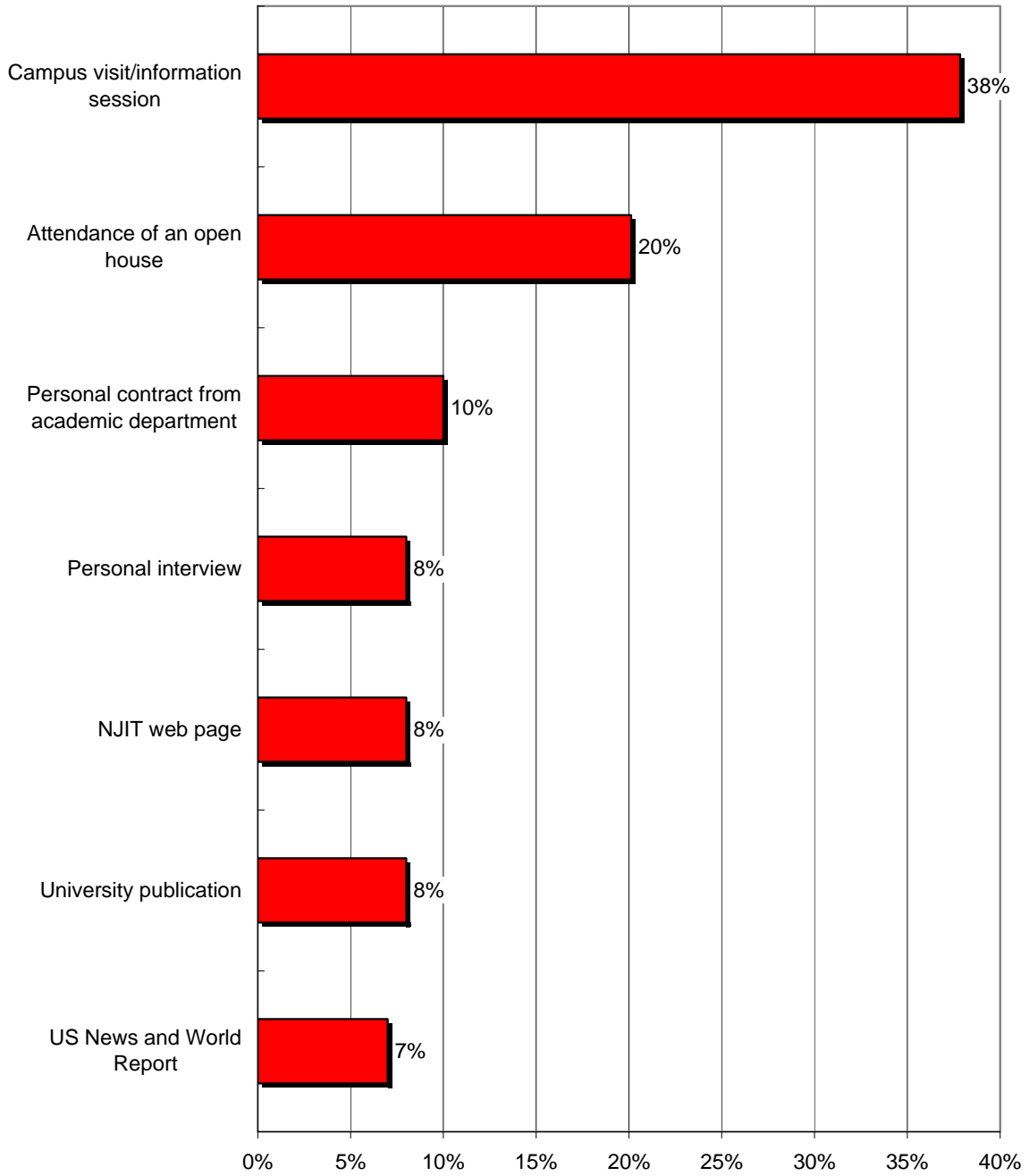


* Significant at $p < .05$

Importance of Factors in Enrollment Decision by School

	ARCH (n=104)	CCS (n=95)	CSLA (n=54)	NCE (n=307)	SOM (n=36)
Reasonable cost	3.98	3.81	3.94	3.98	4.00
NJIT's academic reputation	4.01	3.73	3.89	3.94	4.19
Availability of financial aid	3.89	3.49	4.00	3.85	4.08
Co-op/Internship programs	3.53	3.43	3.45	3.79	3.94
Academic facilities	3.87	3.69	3.92	3.71	3.92
Quality of Instruction	3.81	3.60	3.77	3.61	3.89
Honors College	2.90	2.88	3.54	3.25	3.29
Public safety record	3.14	3.07	2.98	3.23	3.24
Size of student population	2.74	2.92	2.98	3.16	3.26
Quality of on-campus housing	3.27	3.04	3.07	3.08	3.20
Diversity of student population	2.66	2.60	3.19	2.95	3.58
Extra-curricular activities	2.65	2.75	2.68	2.90	3.42
Athletics	2.37	2.18	2.82	2.36	3.53

Q-34: Which Most Influenced Your Decision to Apply? (n = 606)



Q-34: Which Most Influenced Your Decision to Apply by Ethnicity

	Non-Resident Alien* (n = 7)	Black Non-Hispanic (n = 57)	American Indian/Alaskan Native* (n = 2)	Asian Pacific Islander (n = 136)	Hispanic (n = 77)	White Non-Hispanic (n = 283)	Multi-ethnic (n = 38)
Attendance of an open house	14%	16%	50%	15%	20%	24%	16%
Campus visit/information session	43%	27%	50%	35%	39%	43%	30%
NJIT web page	14%	7%	0%	14%	9%	5%	11%
Personal contact from academic department	0%	20%	0%	5%	16%	8%	19%
Personal interview	14%	11%	0%	8%	9%	6%	13%
University publications	0%	11%	0%	14%	3%	7%	3%
<i>US News and World Report</i>	14%	7%	0%	8%	3%	7%	8%

* Results should be disregarded due to an extremely low “n”

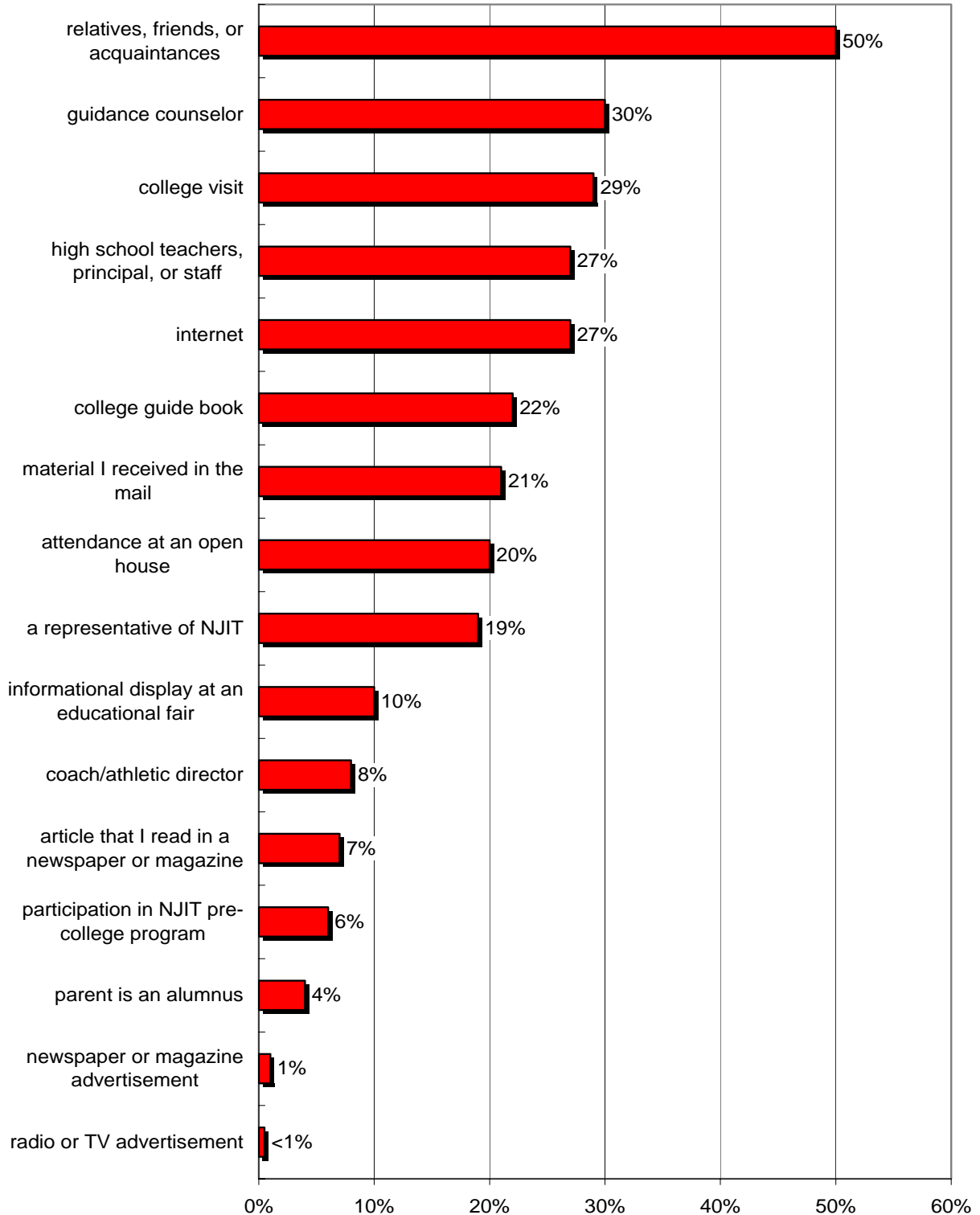
Q-34: Which Most Influenced Your Decision to Apply by Gender

	Male (n=487)	Female (n=123)
Attendance of an open house	23%	13%
Campus visit/information session	37%	42%
NJIT web page	8%	8%
Personal contact from academic department	8%	17%
Personal interview	8%	10%
University publications	9%	5%
<i>US News and World Report</i>	7%	5%

Q-34: Which Most Influenced Your Decision to Apply by School

	ARCH (n=104)	CCS (n=95)	CSLA (n=54)	NCE (n=307)	SOM (n=36)
Attendance of an open house	27%	23%	15%	19%	20%
Campus visit and information session	41%	39%	41%	37%	31%
NJIT web page	7%	8%	11%	8%	11%
Personal contact from academic department	9%	10%	4%	10%	11%
Personal interview	2%	3%	18%	10%	11%
University publications	6%	10%	6%	9%	9%
<i>US News and World Report</i>	8%	7%	5%	7%	6%

Q-35 How Did You Learn about NJIT? (n = 615)



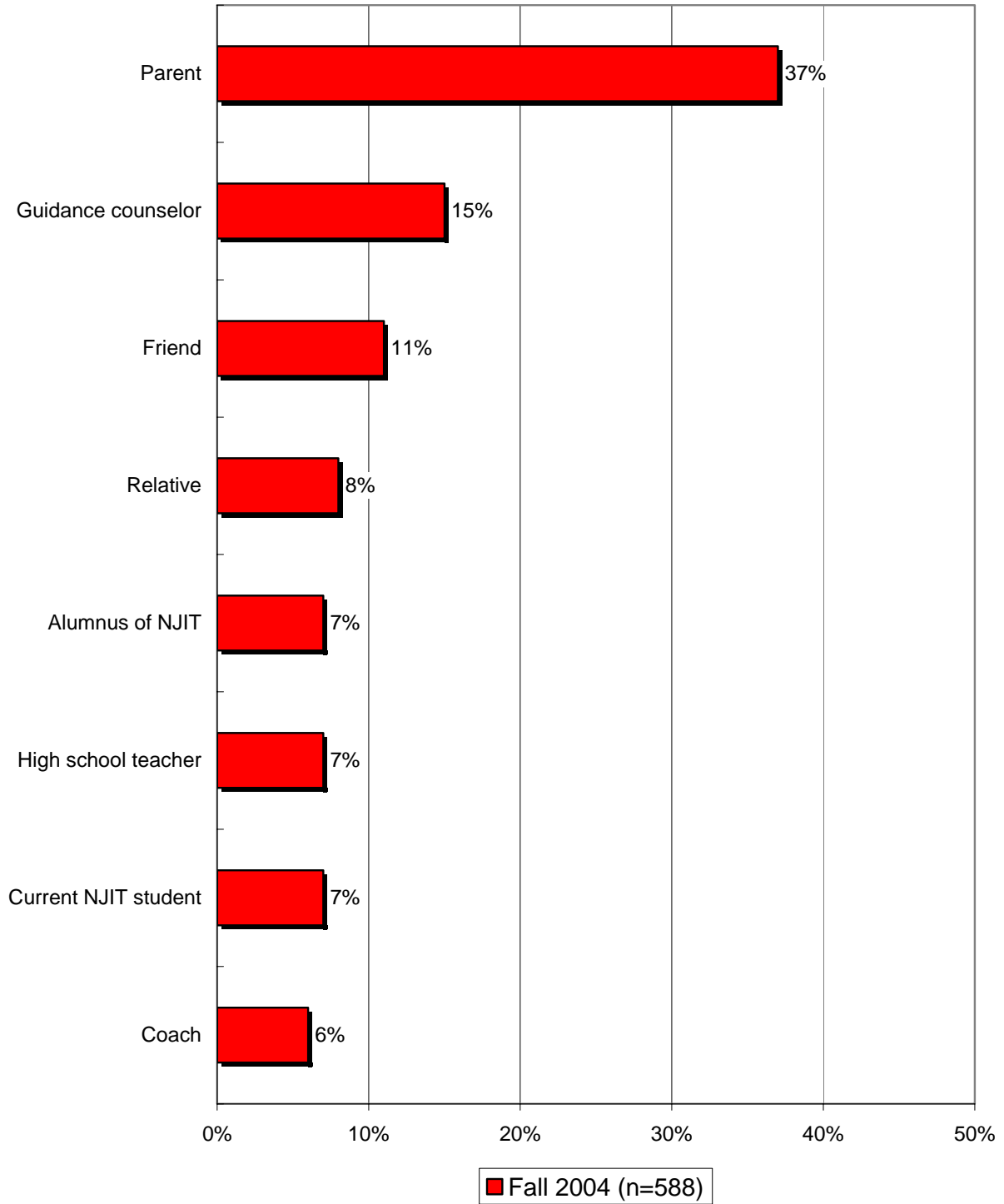
Q-35: How Did You Learn About NJIT by Gender

	Male (n=487)	Female (n=123)
relatives, friends or acquaintances	49%	51%
guidance counselor	30%	28%
high school teachers, principal or staff	27%	23%
college visit	27%	34%
internet	27%	28%
a representative of NJIT	18%	20%
college guide book	24%	15%
attendance at an open house	20%	19%
material I received in the mail	19%	29%
informational display at an educational fair	26%	15%
participation in an NJIT pre-college program	5%	11%
coach/athletic director	7%	15%
article I read in a newspaper or magazine	6%	6%
parent is an alumnus	4%	4%
newspaper or magazine advertisement	1%	<1%
radio or TV advertisement	<1%	0%

Q-35: How Did You Learn About NJIT by School

	ARCH (n =104)	CCS (n =95)	CSLA (n =54)	NCE (n =307)	SOM (n =36)
relatives, friends or acquaintances	39%	51%	52%	52%	44%
guidance counselor	31%	26%	20%	32%	31%
high school teachers, principal or staff	29%	24%	17%	29%	19%
college visit	33%	27%	22%	29%	27%
internet	32%	30%	15%	27%	22%
a representative of NJIT	16%	17%	7%	22%	22%
college guide book	26%	23%	13%	22%	22%
attendance at an open house	23%	18%	11%	21%	22%
material I received in the mail	36%	16%	9%	20%	25%
informational display at an educational fair	18%	7%	5%	9%	11%
participation in an NJIT pre-college program	11%	2%	0%	6%	11%
coach/athletic director	9%	2%	19%	6%	31%
article I read in a newspaper or magazine	8%	11%	5%	5%	11%
parent is an alumnus	4%	0%	5%	5%	0%
newspaper or magazine advertisement	2%	1%	2%	<1%	0%
radio or TV advertisement	0%	1%	0%	<1%	3%

Q-36: Who Most Influenced Your Decision to Apply?



Q-36: Who Most Influenced Your Decision to Apply by Ethnicity

	Non-Resident Alien* (n=7)	Black Non-Hispanic (n=57)	American Indian/Alaskan Native *(n=2)	Asian Pacific Islander (n=136)	Hispanic (n=77)	White Non-Hispanic (n=283)	Multi-ethnic (n=38)
Alumnus of NJIT	14%	6%	0%	3%	12%	8%	6%
Coach	14%	4%	0%	2%	5%	7%	6%
Current NJIT student	0%	4%	0%	7%	11%	9%	6%
Friend	14%	9%	50%	18%	11%	9%	6%
Guidance counselor	0%	18%	0%	15%	21%	12%	18%
High school teacher	0%	6%	0%	2%	13%	8%	6%
Parent	57%	36%	50%	42%	22%	40%	42%
Relative	0%	17%	0%	10%	5%	7%	9%

* Results should be disregarded due to an extremely low "n"

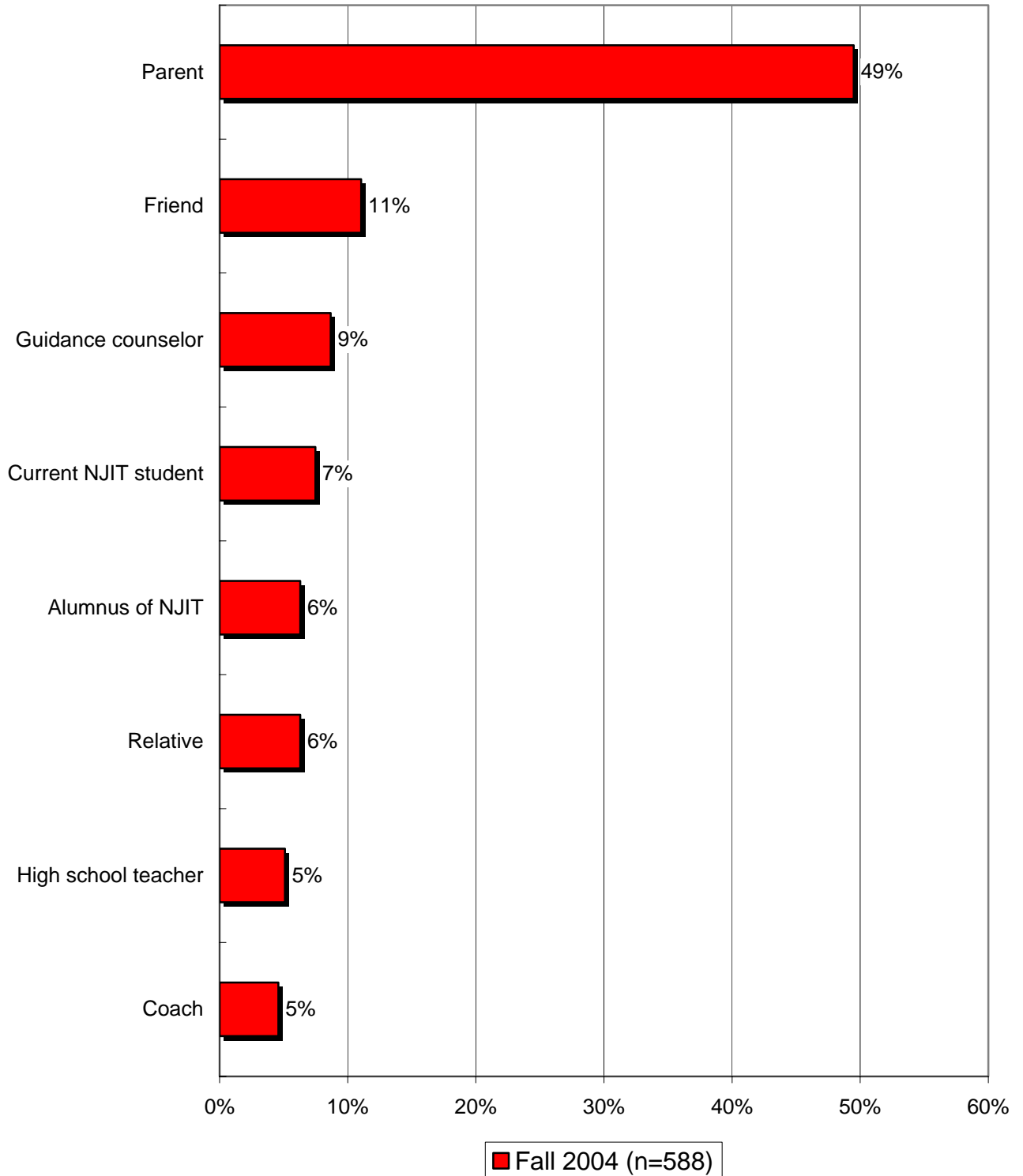
Q-36: Who Most Influenced Your Decision to Apply by Gender

	Male (n=487)	Female (n=123)
Alumnus of NJIT	7%	8%
Coach	4%	11%
Current NJIT student	8%	8%
Friend	12%	10%
Guidance counselor	15%	14%
High school teacher	6%	8%
Parent	40%	31%
Relative	8%	9%

Q-36: Who Most Influenced Your Decision to Apply by Honors College

	Honors (n = 140)	Not in honors (n = 467)
Alumnus of NJIT	4%	8%
Coach	7%	5%
Current NJIT student	11%	7%
Friend	13%	11%
Guidance counselor	12%	16%
High School teacher	6%	7%
Parent	42%	36%
Relative	5%	9%

Q-37: Who Most Influenced Your Decision to Attend



Q-37: Who Most Influenced Your Decision to Attend by Ethnicity

	Non-Resident Alien* (n=7)	Black Non-Hispanic (n=57)	American Indian/Alaskan Native *(n=2)	Asian Pacific Islander (n=136)	Hispanic (n=77)	White Non-Hispanic (n=283)	Multi-ethnic (n=38)
Alumnus of NJIT	0%	4%	0%	2%	10%	7%	16%
Coach	17%	6%	0%	0%	1%	7%	9%
Current NJIT student	0%	7%	0%	7%	5%	9%	6%
Friend	33%	7%	50%	15%	10%	10%	0%
Guidance counselor	0%	7%	0%	7%	18%	7%	13%
High school teacher	0%	4%	0%	3%	12%	5%	6%
Parent	50%	51%	50%	57%	36%	51%	47%
Relative	0%	15%	0%	9%	8%	4%	3%

* Results should be disregarded due to an extremely low "n"

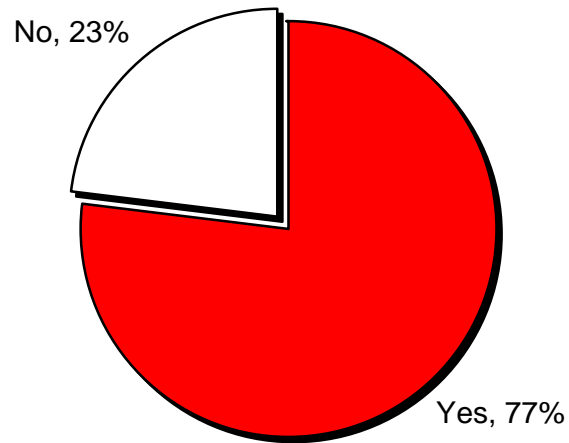
Q-37: Who Most Influenced Your Decision to Attend by Gender

	Male (n=487)	Female (n=123)
Alumnus of NJIT	6%	7%
Coach	4%	7%
Current NJIT student	8%	8%
Friend	13%	5%
Guidance counselor	8%	11%
High school teacher	5%	6%
Parent	50%	49%
Relative	6%	7%

Q-37: Who Most Influenced Your Decision to Attend by Honors College

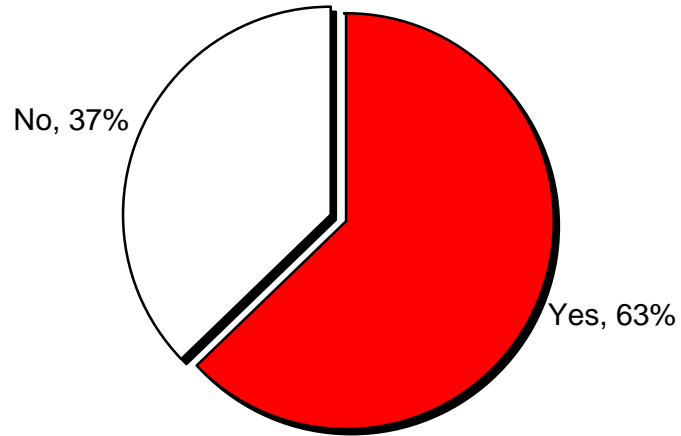
	Honors (n=137)	Not honors (n=438)
Alumnus of NJIT	6%	6%
Coach	7%	4%
Current NJIT student	10%	7%
Friend	11%	11%
Guidance counselor	5%	10%
High School teacher	2%	6%
Parent	55%	48%

Q-39: Did you visit the NJIT campus before making your decision to enroll? (n = 597)



Section III: Comparison to Other Colleges

Q-38: Was NJIT Your First Choice?
(n = 609)

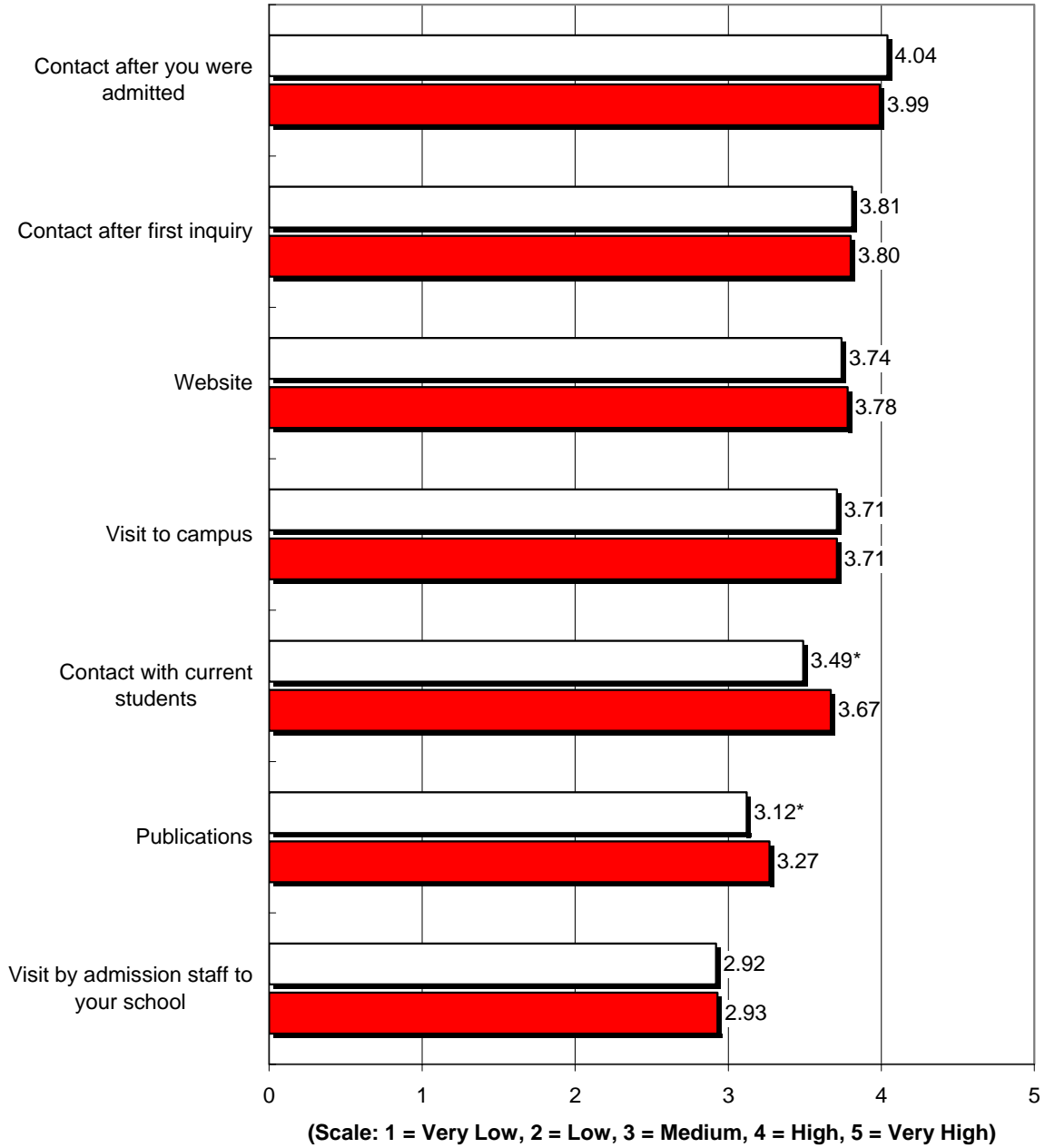


Q-38: If NJIT was not your first choice, name of first choice:

Top 5 choices: University/College	# of responses
Rutgers	73
Stevens	35
Cooper Union	8
Drexel	8
Virginia Tech	8

* See Appendix for other responses

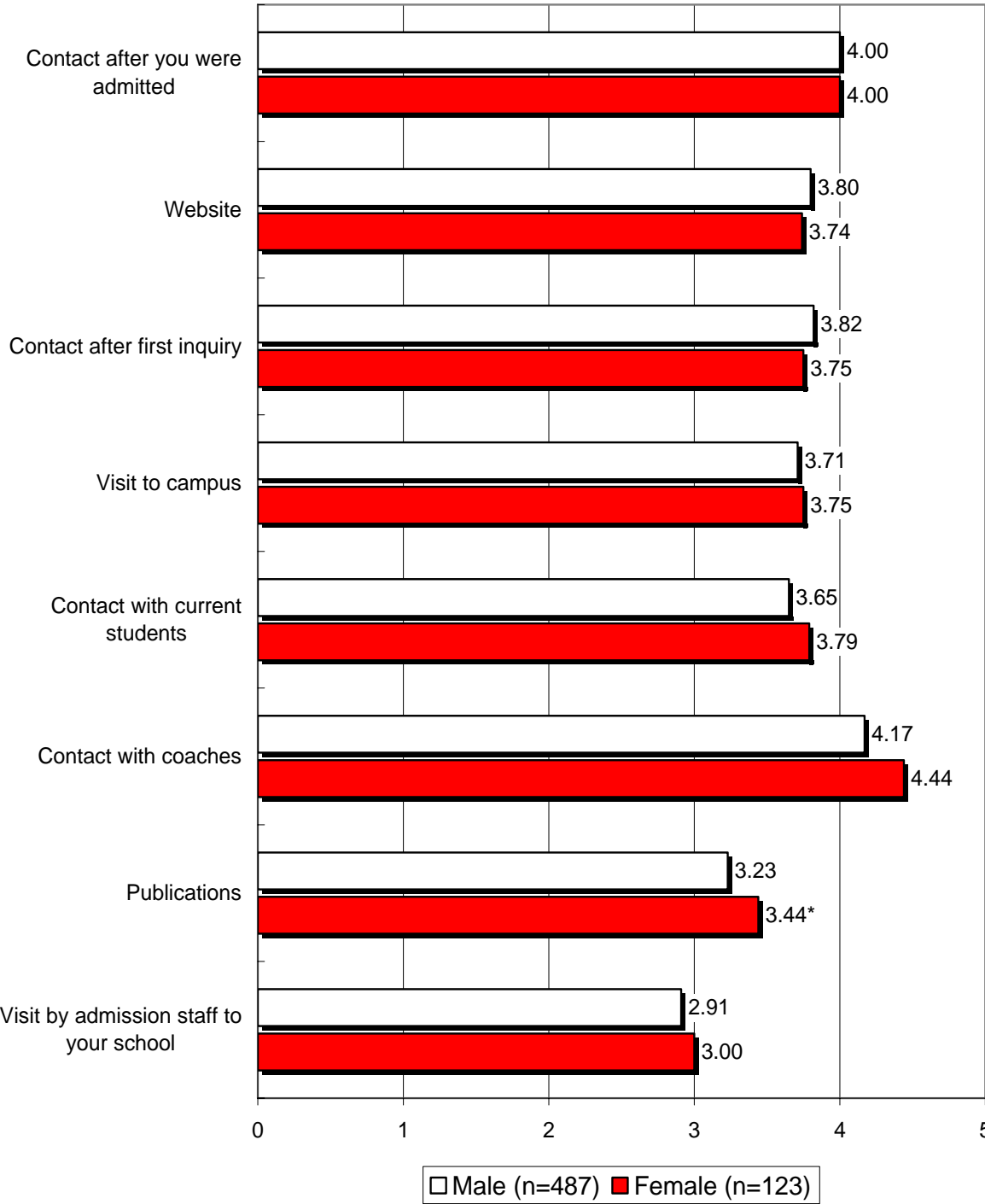
Rate NJIT in Comparison to Other Colleges by Year



□ Fall 2003 (n=682) ■ Fall 2004 (n=615)

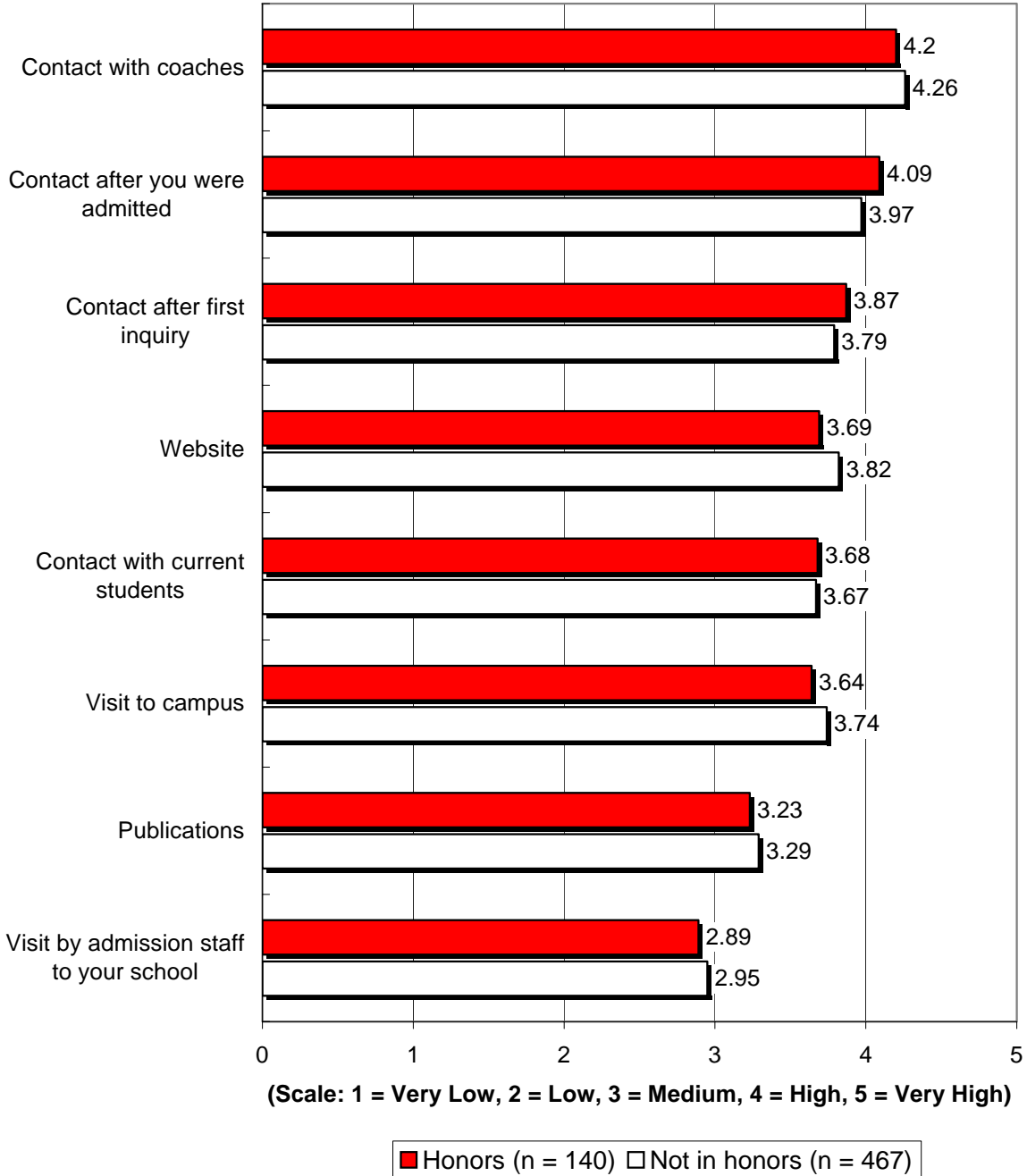
* Significant at $p < .05$

Rate NJIT in Comparison to Other Colleges by Gender

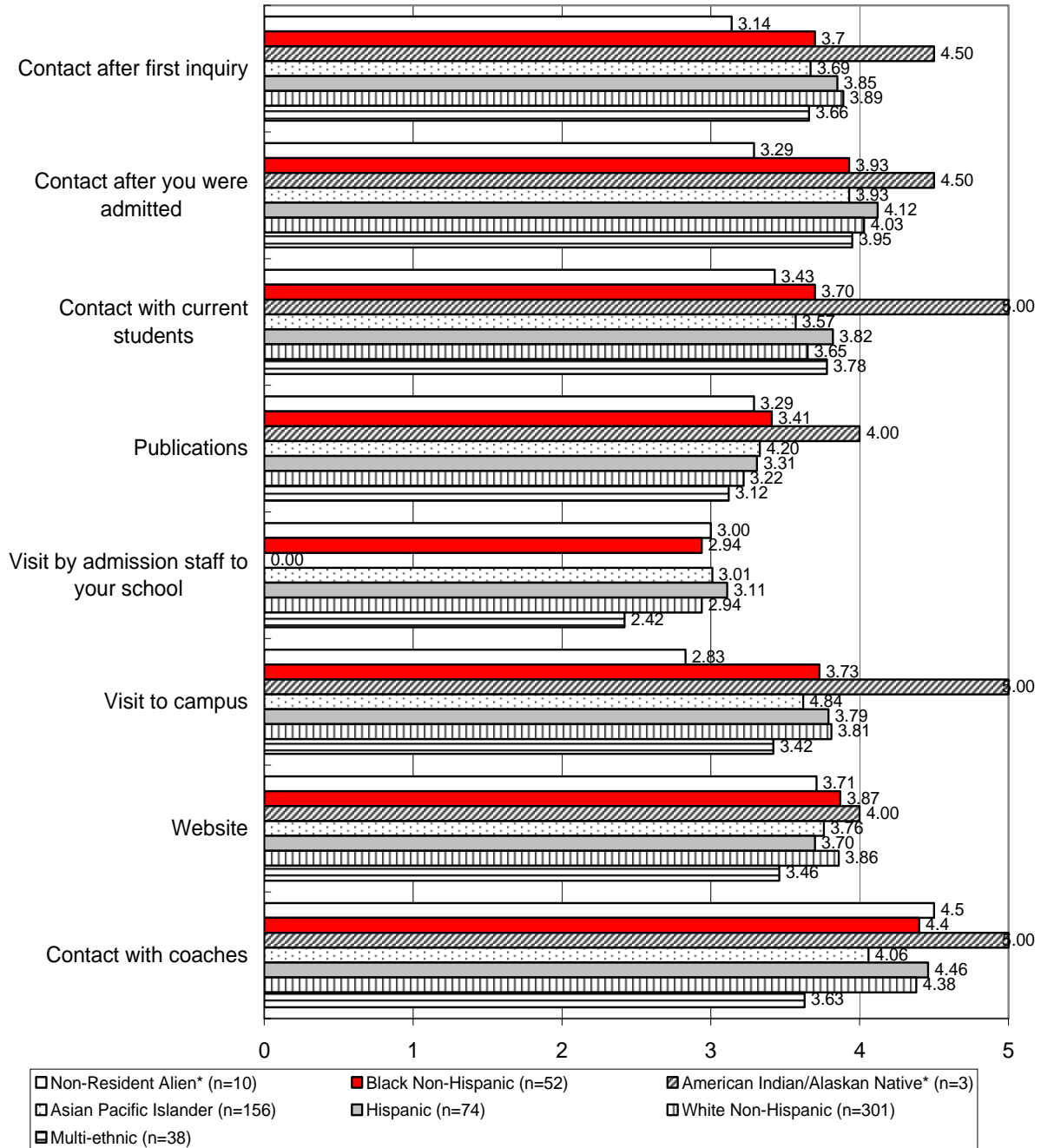


* Significant at $p < .05$

Rate NJIT in Comparison to Other Colleges by Honors College



Rate NJIT in Comparison to Other Colleges By Ethnicity

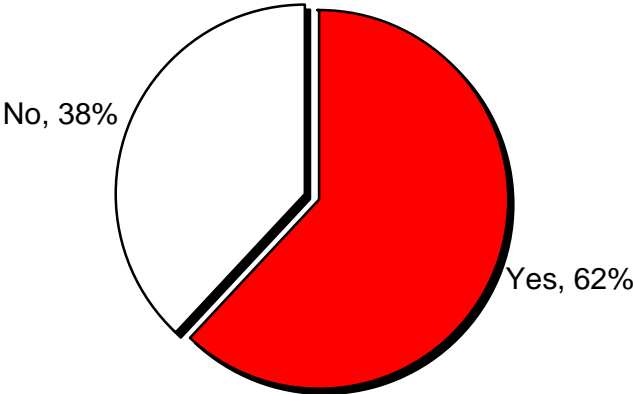


(Scale: 1 = Very Low, 2 = Low, 3 = Medium, 4 = High, 5 = Very High)

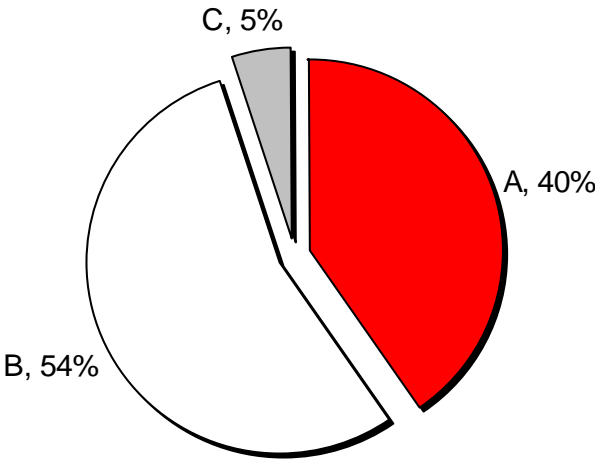
* Results should be disregarded due to an extremely low "n"

Section IV: Academic Situation

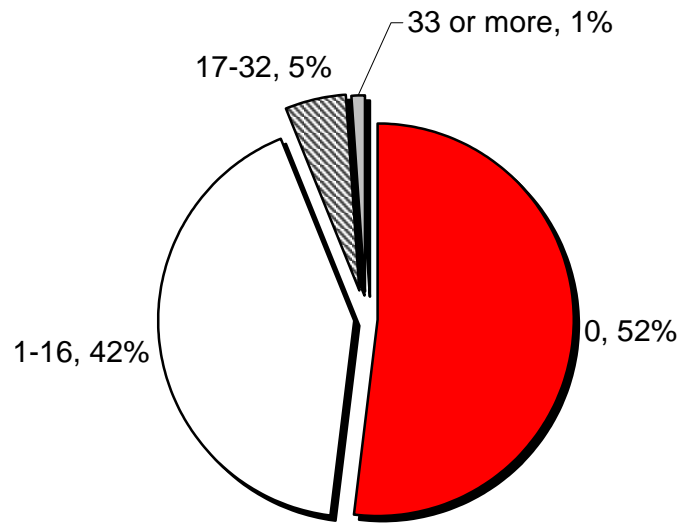
**Q-29: Have either of your parents graduated from college?
(n = 613)**



**Q-31: Your approximate high school average:
(n = 612)**

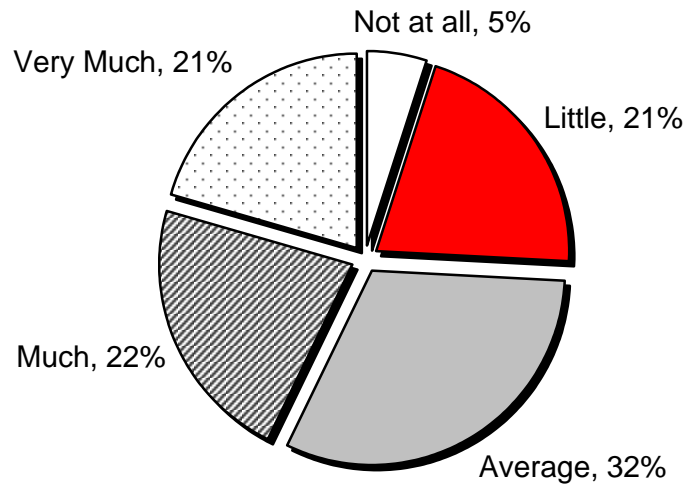


**Q-51: Number of credits towards advanced standing
(n = 601)**

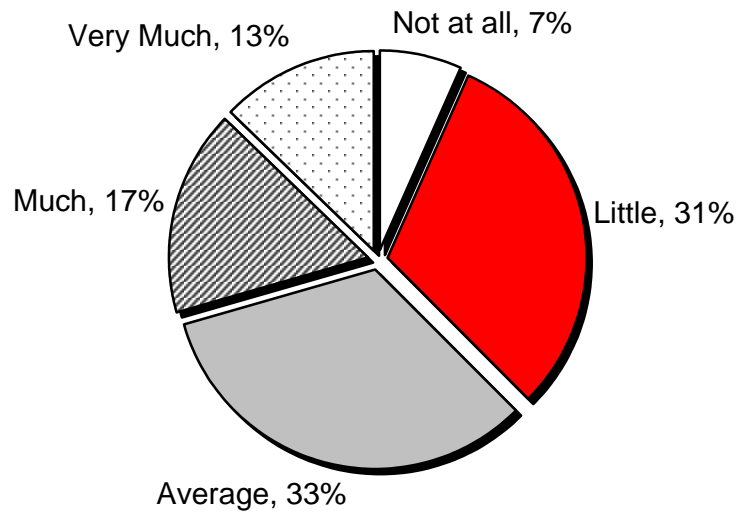


Section V: Commitment

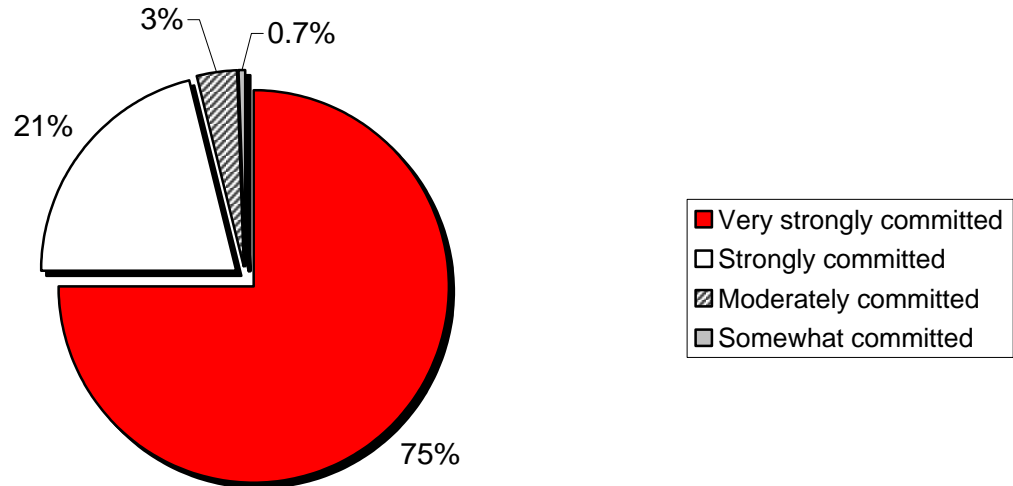
Q-32: How involved were you in high school extracurricular activities? (n = 615)



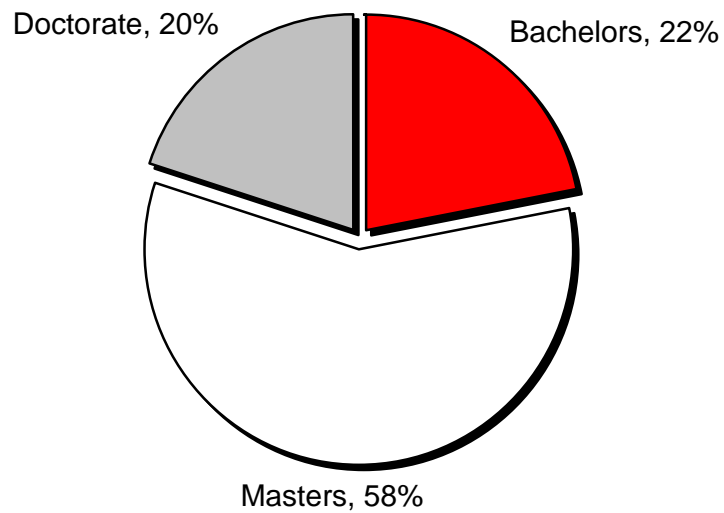
Q-33: How involved are you generally in clubs, church and other organizations outside school? (n = 611)



**Q-40: How committed are you to finishing your degree?
(n=614)**

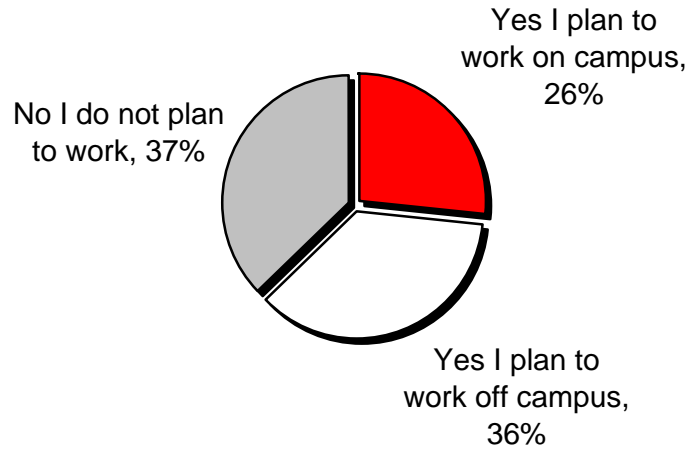


Q-30: Highest degree you intend to attain? (n = 603)

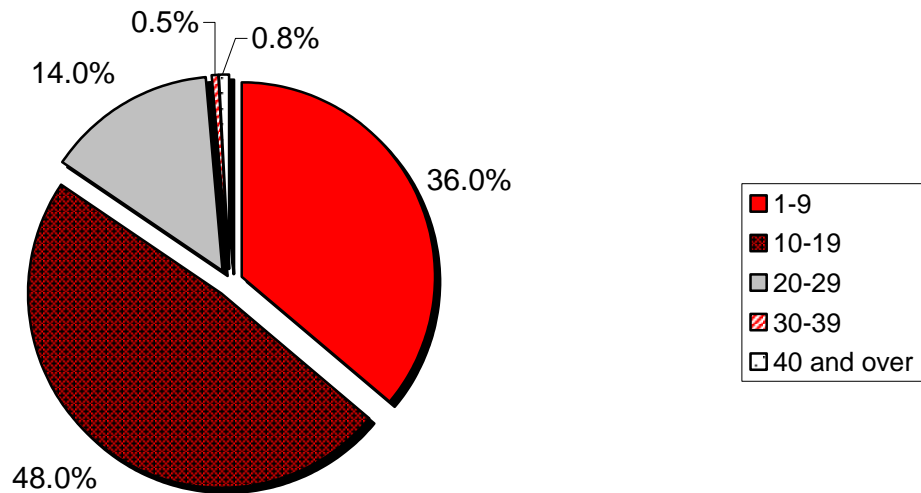


Section VI: Financial Situation

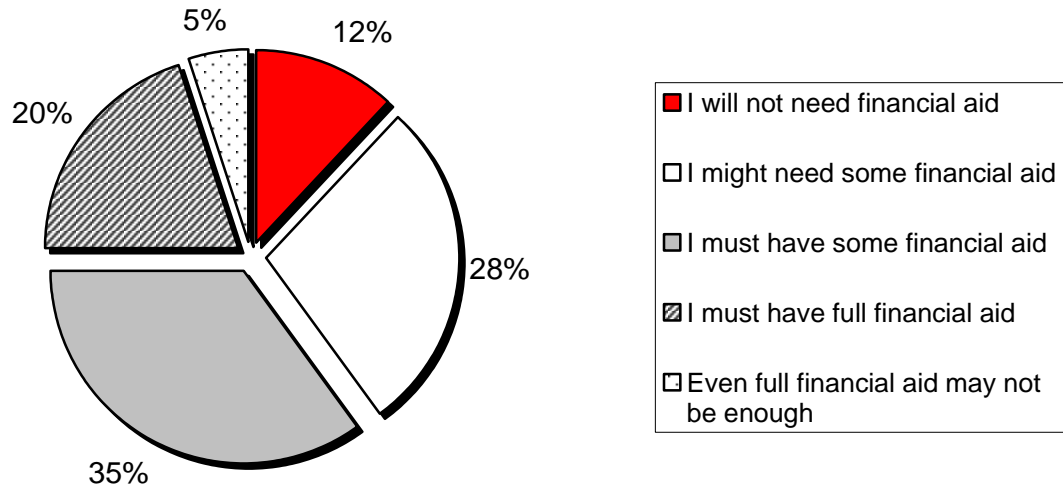
Q-52: Do you plan to work during the school year?
(n = 610)



Q-52a: The number of work hours
(n = 378)

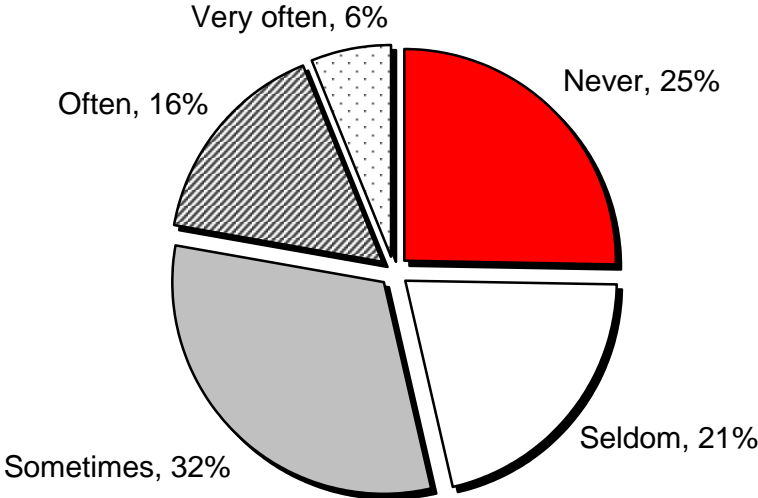


Q-53: Which of the following best describes your financial aid situation? (n = 610)

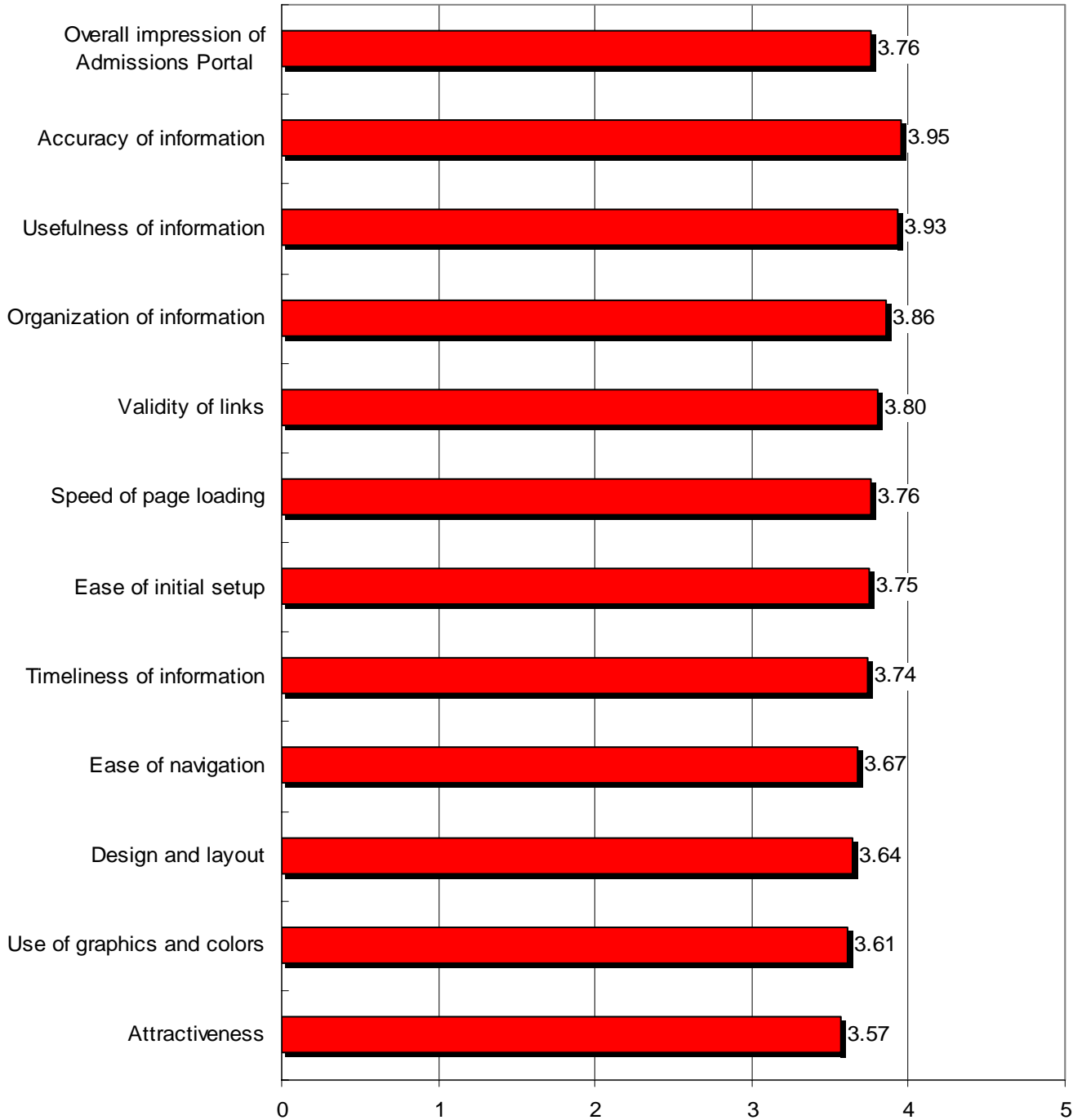


Section VII: Admissions Portal

Q-54: How often did you use the NJIT admissions portal?



Admissions Portal Ratings (n = 428*)

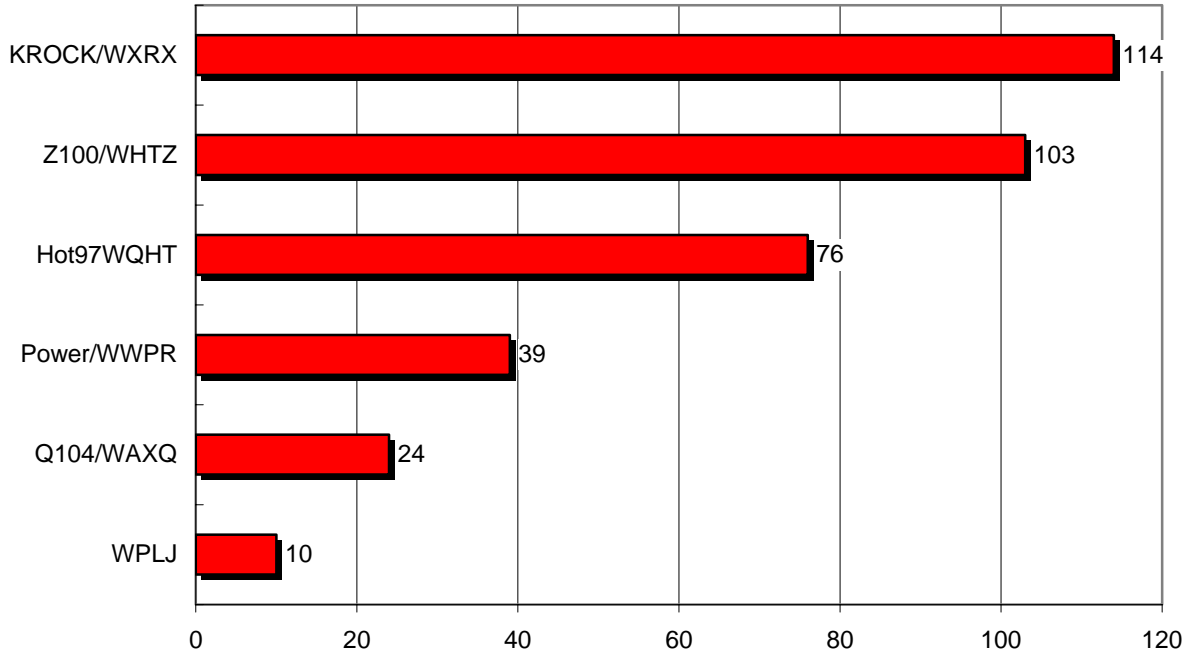


(Scale: 1 = Poor, 2 = Fair, 3 = Satisfactory, 4 = Good, 5 = Excellent)

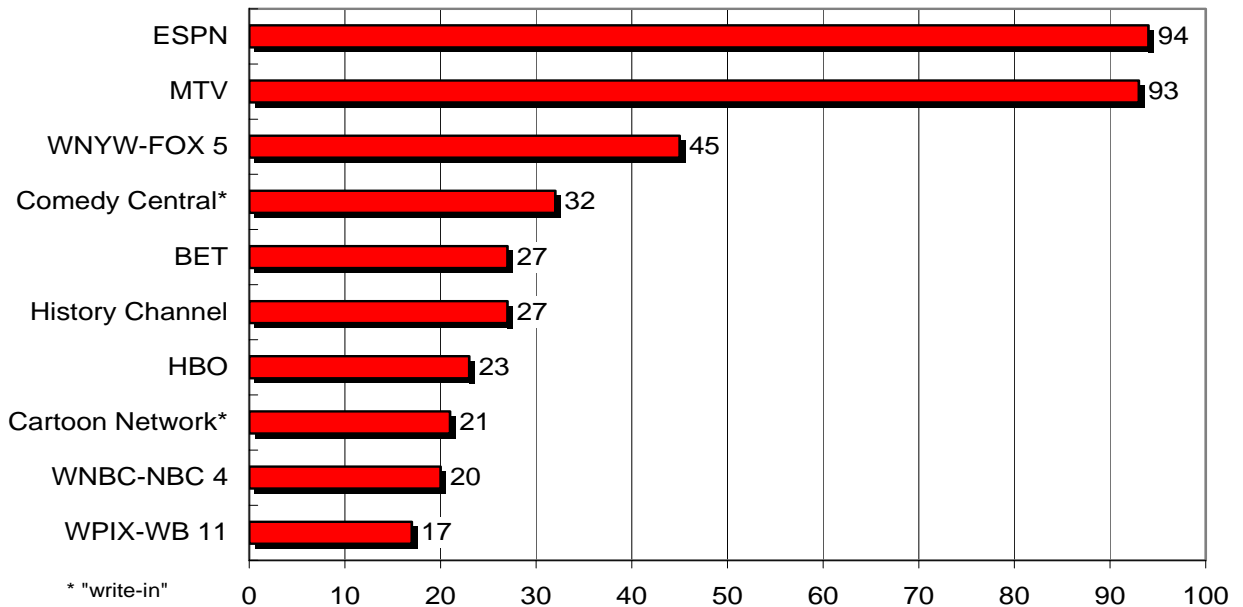
* n includes only students who have used the portal.

Section VIII: Media Preferences

Q-67: Which radio station do you listen to most frequently? (n = 506)



Q68. Which television station do you watch most frequently? (n = 531)



Appendix

Q-35: How did you learn about NJIT? (Mark all that apply)/Other

Knew about it from living near it	4	From alumni	1
Parent is staff	3	"I just knew"	1
Summer class	2	Dental program	1
College fair	2	UMDNJ joint program	1
Class trip	1	From elementary school teacher	1
Newark Public Schools Math Fair	1	Friend of a relative	1
Math contest	1	Church congregation member	1
EOP program	1	Classmates in precollege program	1

Q-38: Was NJIT your first choice? If not, name of first choice:

Rutgers	73	Catholic U	1
Stevens	35	Coastal Carolina U	1
Cooper Union	8	Cornell	1
Drexel	8	Drew	1
Virginia Tech	8	Embry-Riddle	1
MIT	7	Hofstra	1
New York U	6	Long Island U	1
Penn State	5	Michigan State U	1
Rensselaer	5	Middlesex CC	1
U Delaware	5	Montclair	1
Carnegie Mellon	4	N. Carolina Agriculture Tech	1
Georgia Tech	4	Notre Dame	1
Syracuse	4	Pratt	1
Boston U	3	Queens	1
Columbia	3	Roger Williams	1
Lehigh	3	Seton Hall	1
Rowan	3	St. Johns	1
The College of New Jersey	3	St. Joseph's	1
Villanova	3	Stony Brook	1
CMU	2	Temple	1
Florida Tech	2	Tufts	1
Northeastern	2	Tulare	1
Parsons	2	U Cincinnati	1
Princeton	2	U Connecticut	1
RIT	2	U Hartford	1
U Miami	2	U Illinois-Urbana Champlain	1
U Southern California	2	U Maryland	1
Art Institute Phila.	1	U South Alabama	1
Binghamton	1	U Virginia	1
Case Western Reserve	1	West Point	1