

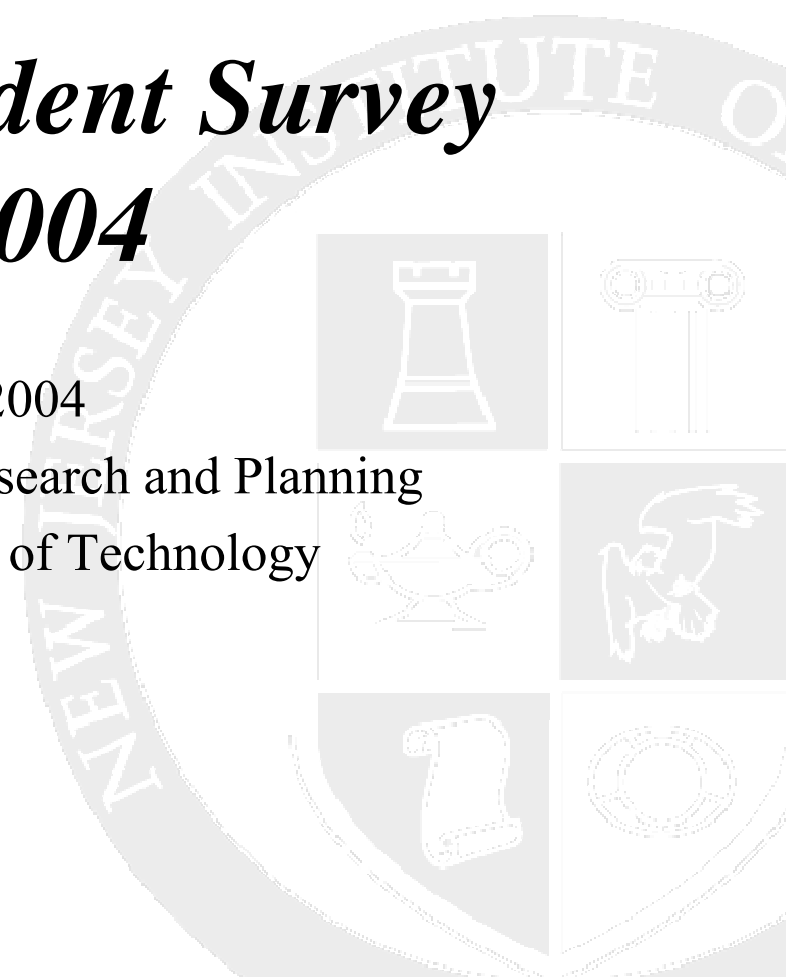


Enrolling Student Survey

Fall 2004

October 2004

Office of Institutional Research and Planning
New Jersey Institute of Technology





Sample size by school

Newark College of Engineering
College of Computing Sciences
School of Architecture
College of Science and Liberal Arts
School of Management
No response
Total

n	% of total	Actual	% of total
307	49.92	338	50.59
95	15.45	121	18.11
104	16.91	115	17.21
54	8.78	55	8.23
36	5.85	39	5.83
5	3.09	0	0.0
615	100.0%	668	100.0%

- Response Rate: 92%
- Less than 30% of students knew their NJIT ID



Goals

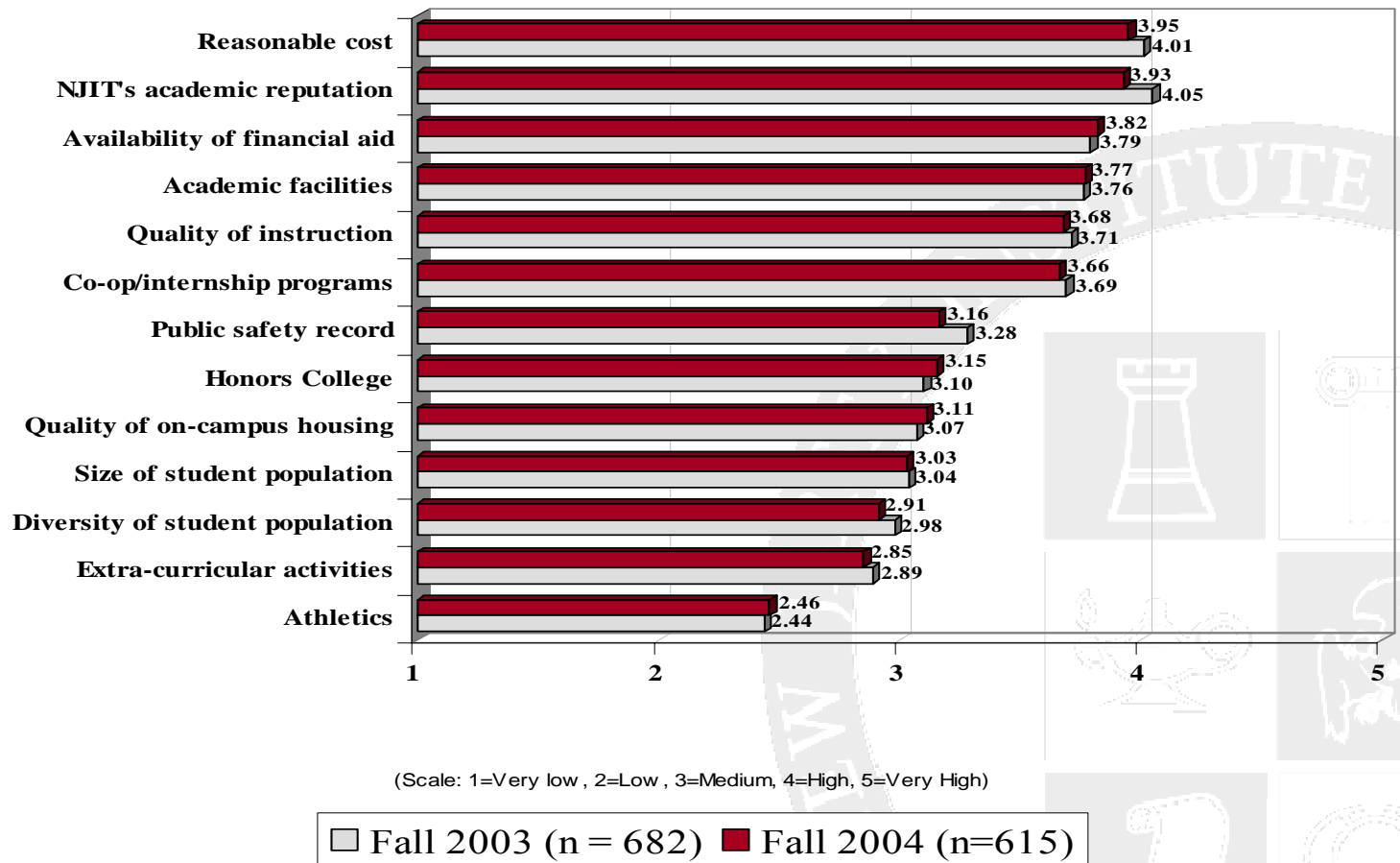
NJIT students are focused on career and pecuniary goals.

The top three goals:

- Attain skills that will be useful on a job
- Prepare for a career
- Improve ability to make money



Importance of Factors in Enrollment Decision by Year

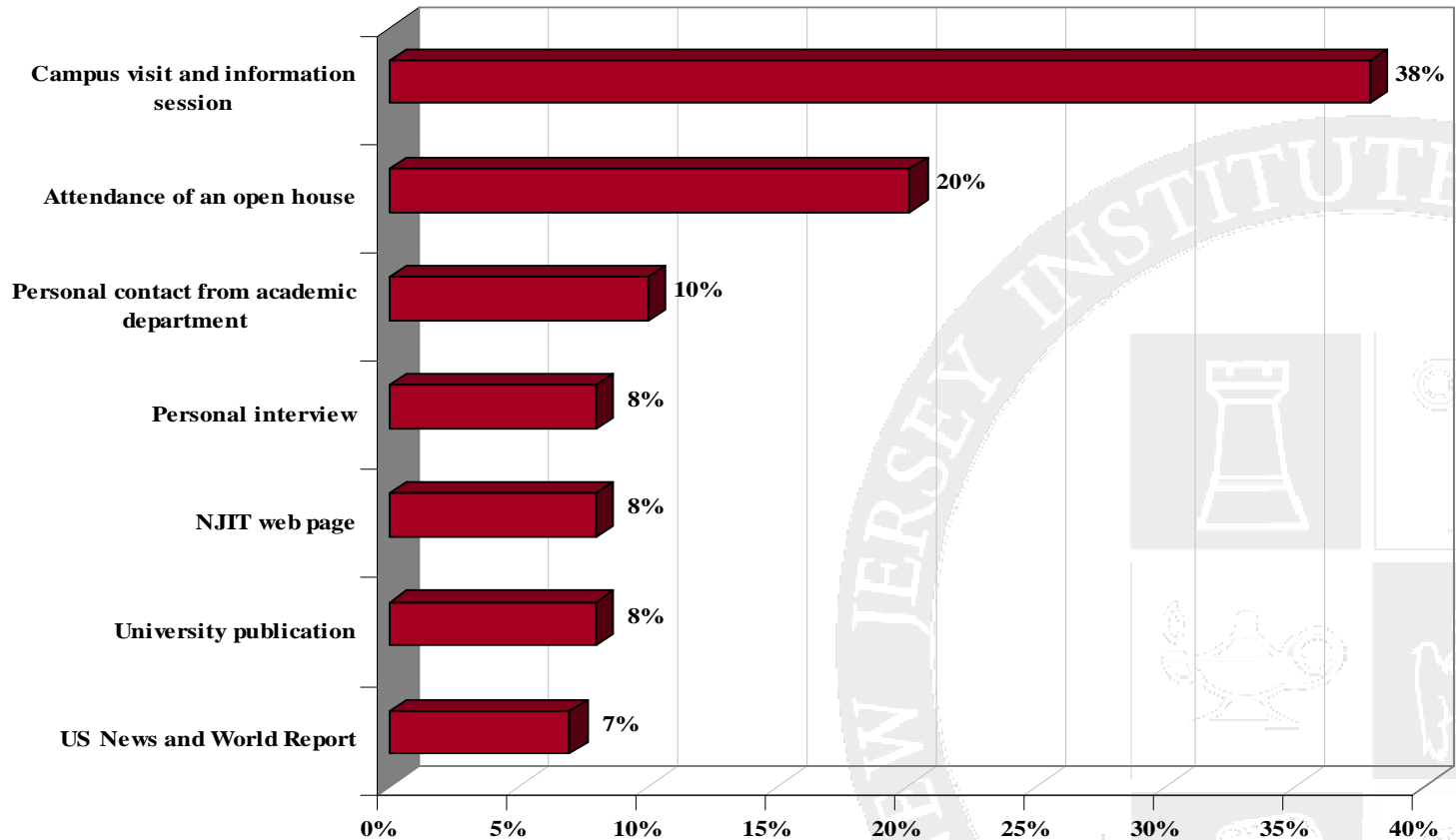


Academic and financial factors are most important



Q-34. What most influenced your decision to apply?

(n = 606)





Q-34: Which most influenced your decision to apply? by Ethnicity and Gender

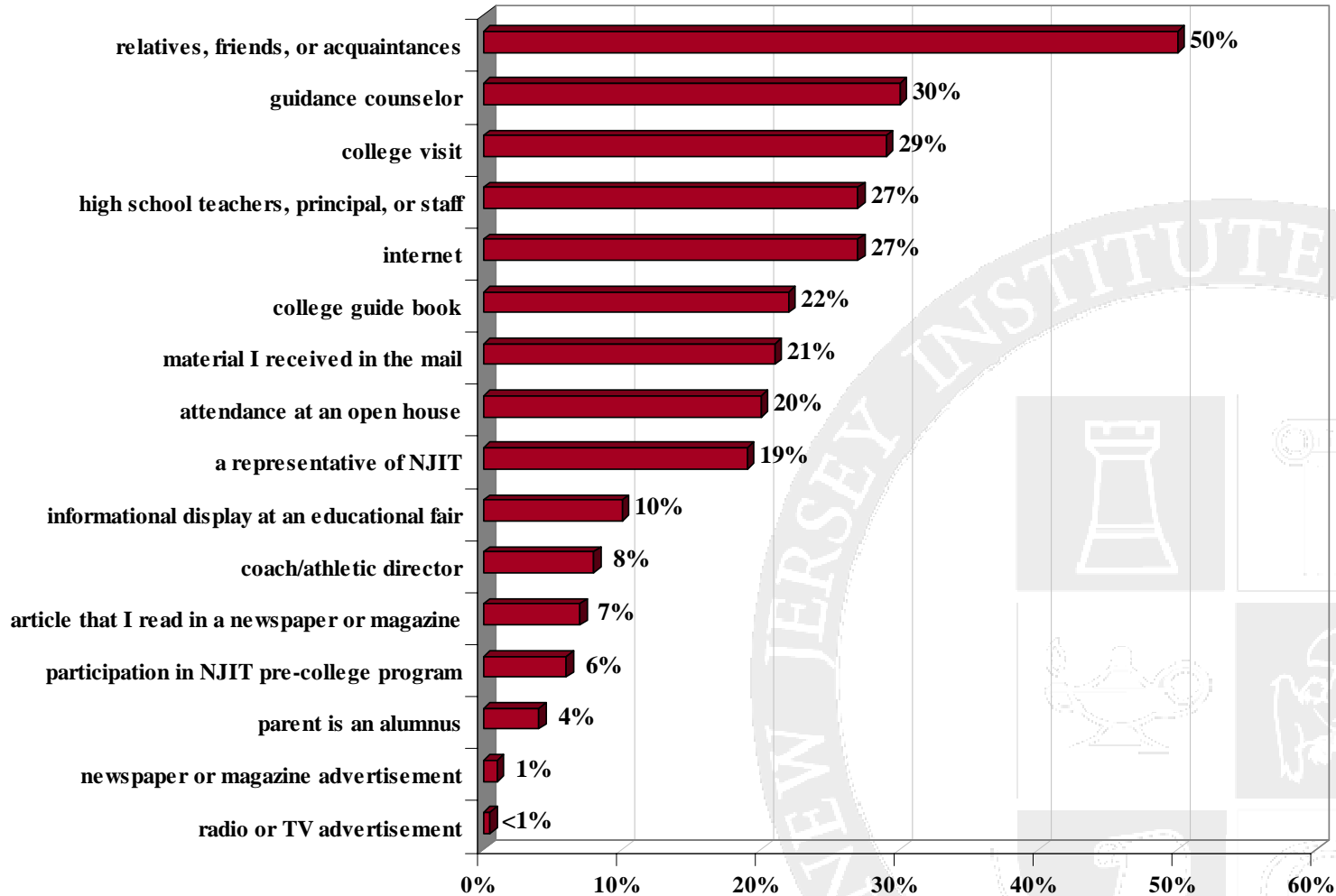
	Non-Resident Alien* (n = 7)	Black Non-Hispanic (n = 57)	American Indian/Alaskan Native* (n = 2)	Asian Pacific Islander (n = 136)	Hispanic (n = 77)	White Non-Hispanic (n = 283)	Multi-ethnic (n = 38)
Attendance of an open house	14%	16%	50%	15%	20%	24%	16%
Campus visit and information session	43%	27%	50%	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%

	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%

- There was no difference by college



Q-35: How did you learn about NJIT? (n = 615)





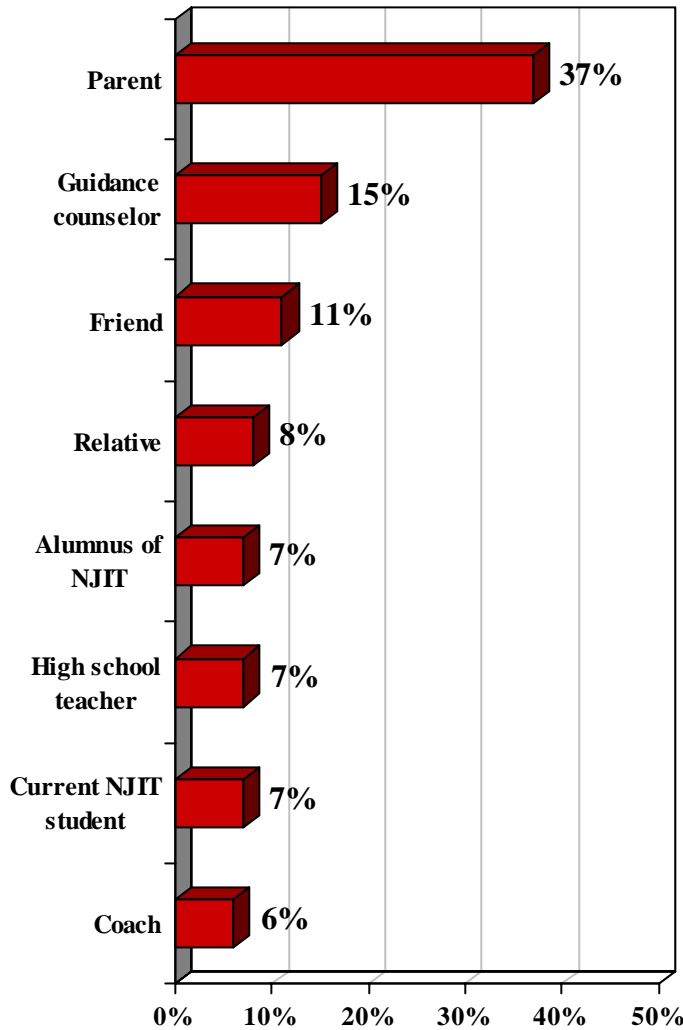
Q-35: How did you learn about NJIT? by Gender

	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%

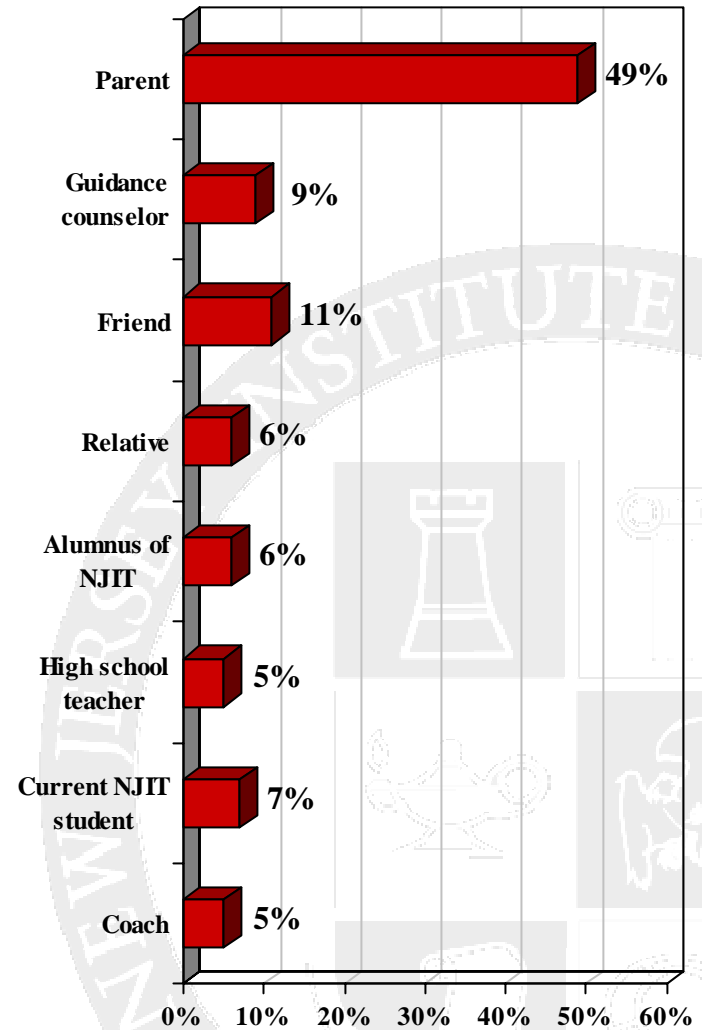
College visits, material received in the mail, participation in an NJIT pre-college program, and coaches/athletic directors had greater impact on female students than males.



Q-36: Who most influenced your decision to apply? (n=588)

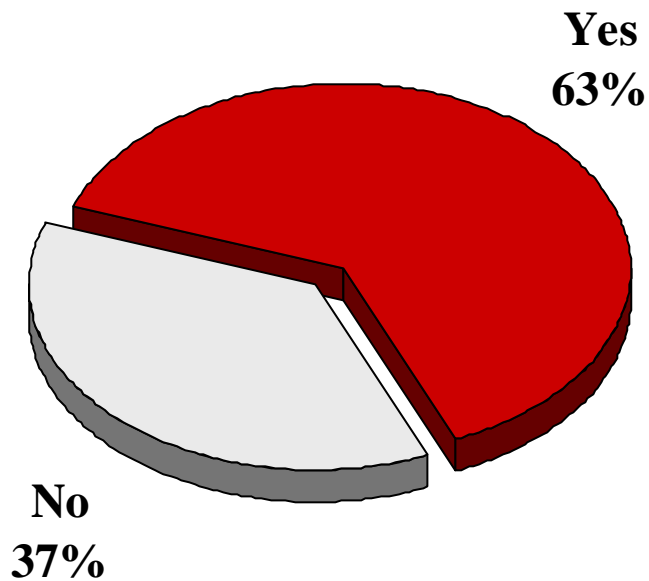


Q-37: Who most influenced your decision to attend? (n=588)





Q-38: Was NJIT your first choice? (n=609)

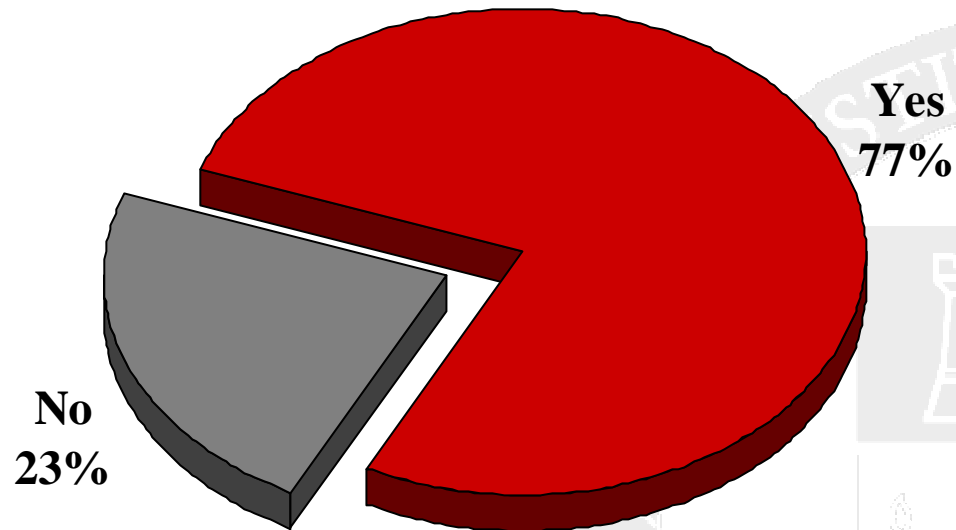


Top 5 first choices:

Rutgers	73
Stevens	35
Cooper Union	8
Drexel	8
Virginia Tech	8



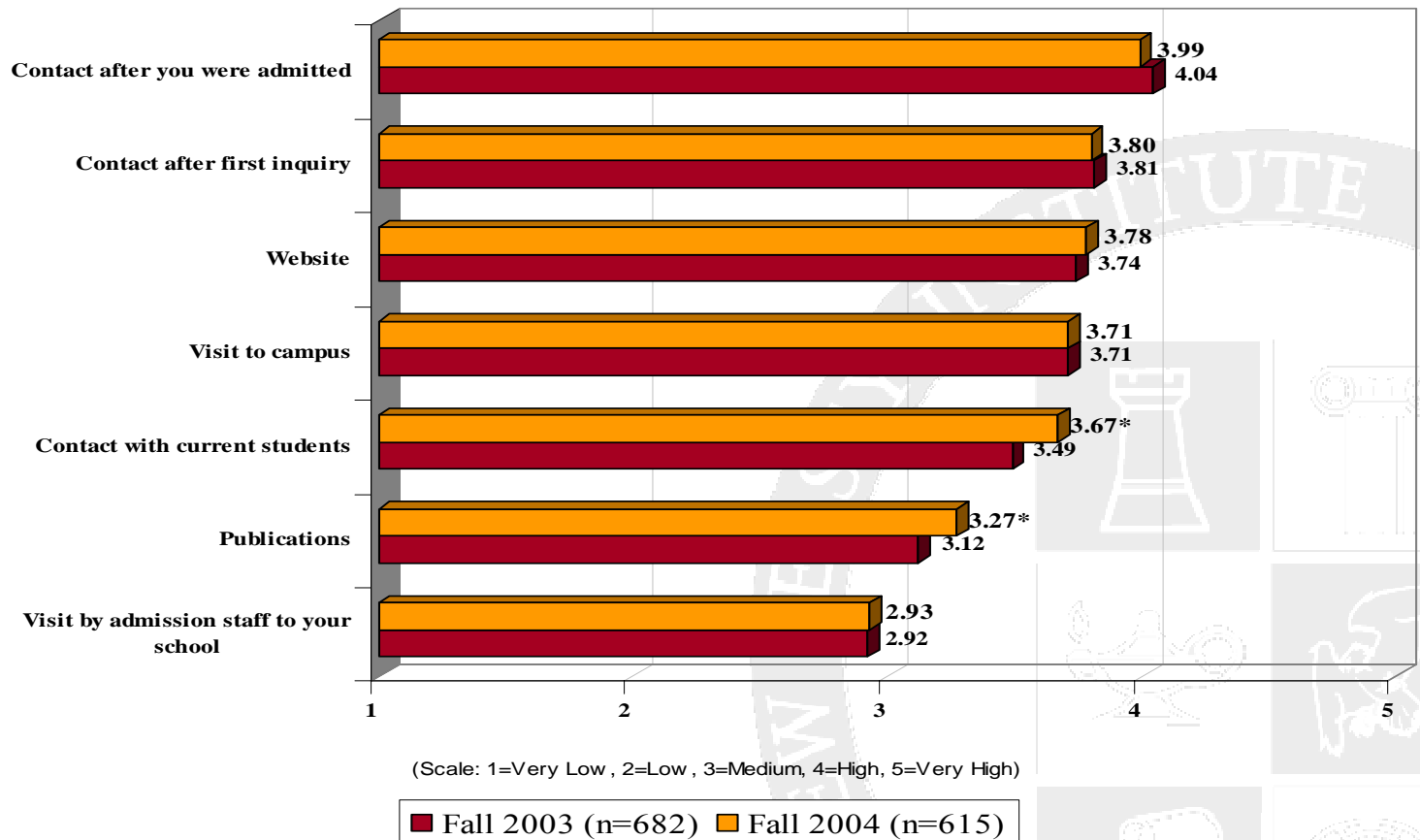
Q-39: Did you visit the NJIT campus before making your decision to enroll? (n = 597)



A campus visit does not guarantee enrollment, since 77% of accepted applicants who chose not to enroll visited the NJIT campus (Admissions Survey Spring 2004)



Rate NJIT in Comparison to Other Colleges by Year



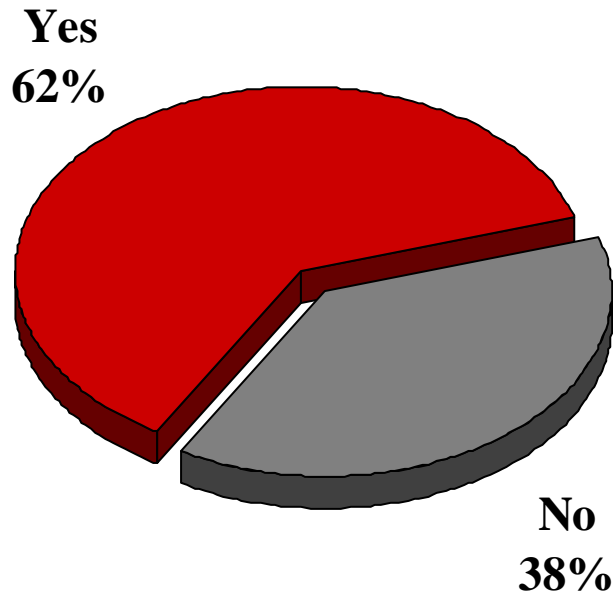
(Scale: 1=Very Low , 2=Low , 3=Medium, 4=High, 5=Very High)

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

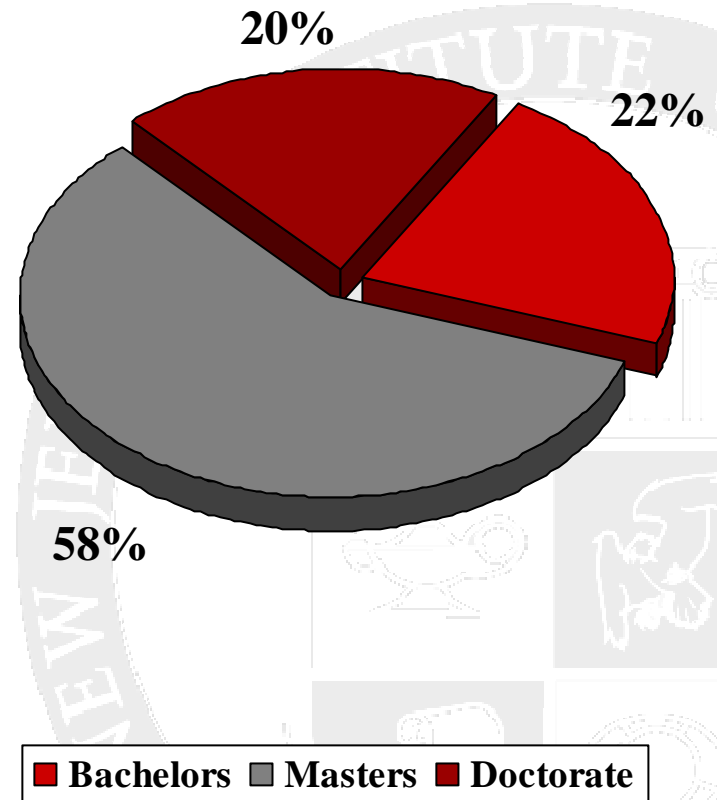
*Significant at $p < .05$



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

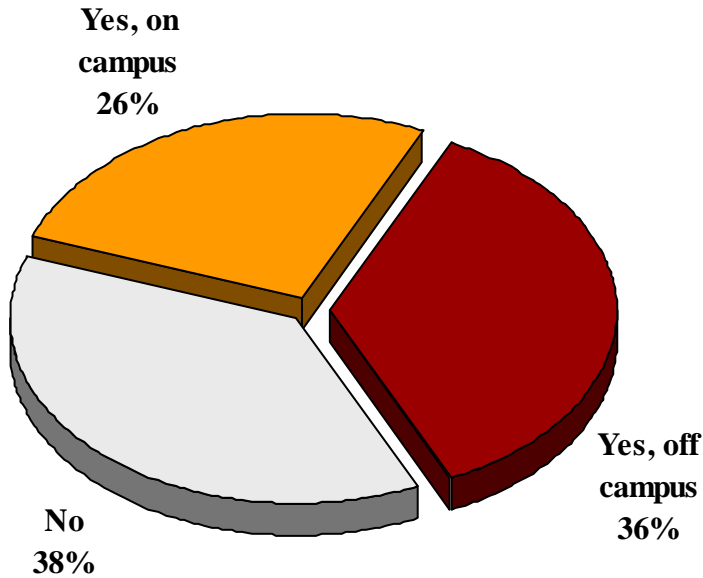


Q-30: Highest degree you intend to attain? (n=603)



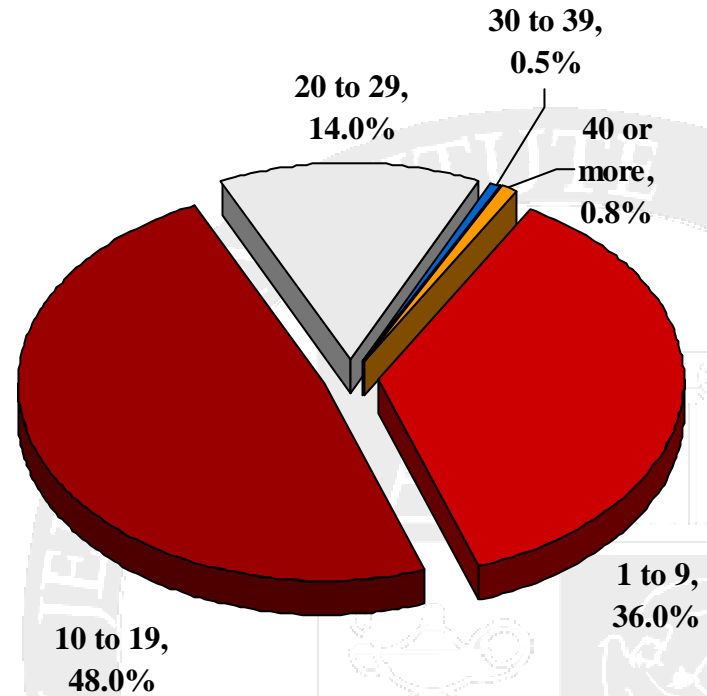


Q-52: Do you plan to work during the school year? (n=610)



Compared to 2003, there is a 6% increase in those planning to work off campus

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





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<http://www.njit.edu/old/Directory/iresearch/index.html.htm>

