

Report: Enrolling Student Survey Fall 2005

October 2005

Office of Institutional Research and Planning
New Jersey Institute of Technology

EXECUTIVE SUMMARY

The Enrolling Student survey for Fall 2005 was revised to include an evaluation of the NJIT webpage. The paper survey instrument consists of 70 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, attain skills that will be useful on a job, improve interpersonal skills, 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.* Female students' enrollment decisions are significantly more influenced by the *availability of financial aid, coop/internship programs, size of the population and diversity of the student population.*
- The top five sources of learning about NJIT are: *relatives, friends or acquaintances, college visit, internet, guidance counselor, and high school teachers, principals or staff.* A *campus visit/information session (31%)* and *attendance of an open house (22%)* were the factors that most influenced students' decision to apply.
- Nine percent of the students, a rise of 2 percentage points from last year, noted that *US News and World Reports* was a factor in their decision to apply.
- Seventy-four 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 survey of accepted applicants who chose not to enroll (Fall 2005) had the same rate of visiting the NJIT campus.
- Parents were the greatest influenced on the student's decision to apply (38%) and to attend (50%).

Gender

- 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 representative of NJIT, information display at a college fair and participation in a pre-college program* had greater impact on female students compared to male students.

Comparison to Other Colleges

- NJIT was the first choice for 64% of the students. Our major competitors are Rutgers University, Stevens Institute of Technology, Penn State, Drexel University, and Massachusetts Institute of Technology.
- 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.* *Visit by admissions staff to your school* jumped from 2.93 for 2004 to 3.03. (1 = very low, 5 = very high).

Academic Situation

- First generation college students comprised 41% of the respondents. Those with a self-report high school average of A declined seven percent (from 40% to 33%) while those reported a C average doubled from 2004 (from 5% to 10%).

Financial Situation

- Sixty-eight percent of the students reported that they plan to work. This is a 12 % increase from Fall 2003. Only 11% of the students indicated that they would not need financial aid.

NJIT Web Site

The NJIT website received high ratings. Except for ease of locating information, all items were rated above 3.70. The overall impression of the NJIT was 3.93 (Scale: 1 = Poor, 2 = Fair, 3 = Satisfactory, 4 = Good, 5 = Excellent). This was an 11 percent improvement from the Fall 2001 Web Survey.

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Procedures and Sample

Envelopes with Op-Scan survey forms and #2 pencils were sent to the instructors of the courses FRSH SEM, MGMT 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 715 students was achieved, representing 92% of first-time, full-time freshmen (FTTF). Forms were electronically processed using scanning technology, Microsoft Access and the SAS statistical package. Only 41% of respondents were able to provide a valid NJIT-ID number.

The summary of student demographics is shown in Figure 1.

Figure 1: Description of Sample

1. Sample size, by school

	n	% of total	Actual n	% of total
Newark College of Engineering	371	52%	408	53%
College of Computing Sciences	70	10%	93	12%
New Jersey School of Architecture	123	17%	133	17%
College of Science and Liberal Arts	73	10%	87	11%
School of Management	39	6%	55	7%
No response	39	5%	n/a	0%
Total	715	100%	776	100%
Albert Dorman Honors College	129	18%		

2. Enrollment status

The majority of respondents are full-time day students (98.04%).

3. Gender

	n	% of total
Male	579	81%
Female	127	18%
No response	9	1%
Total	715	100%

4. Ethnicity

	n	% of total
White, non-Hispanic	323	45%
Asian/Pacific Islander	141	20%
Hispanic	122	17%
Black, non-Hispanic	51	7%
Multi-ethnic	45	6%
Non-resident alien	14	2%
No response	19	3%
Total	715	100%

5. Citizenship

	n	% of total
U.S. citizen	603	84%
Permanent resident	78	11%
F-1 visa	23	3%
Other	6	1%
No response	5	1%
Total	715	100%

6. E.O.P. program enrollment

	n	% of total
Yes	135	19%
No	552	77%
No response	28	4%
Total	715	100%

7. Living on campus

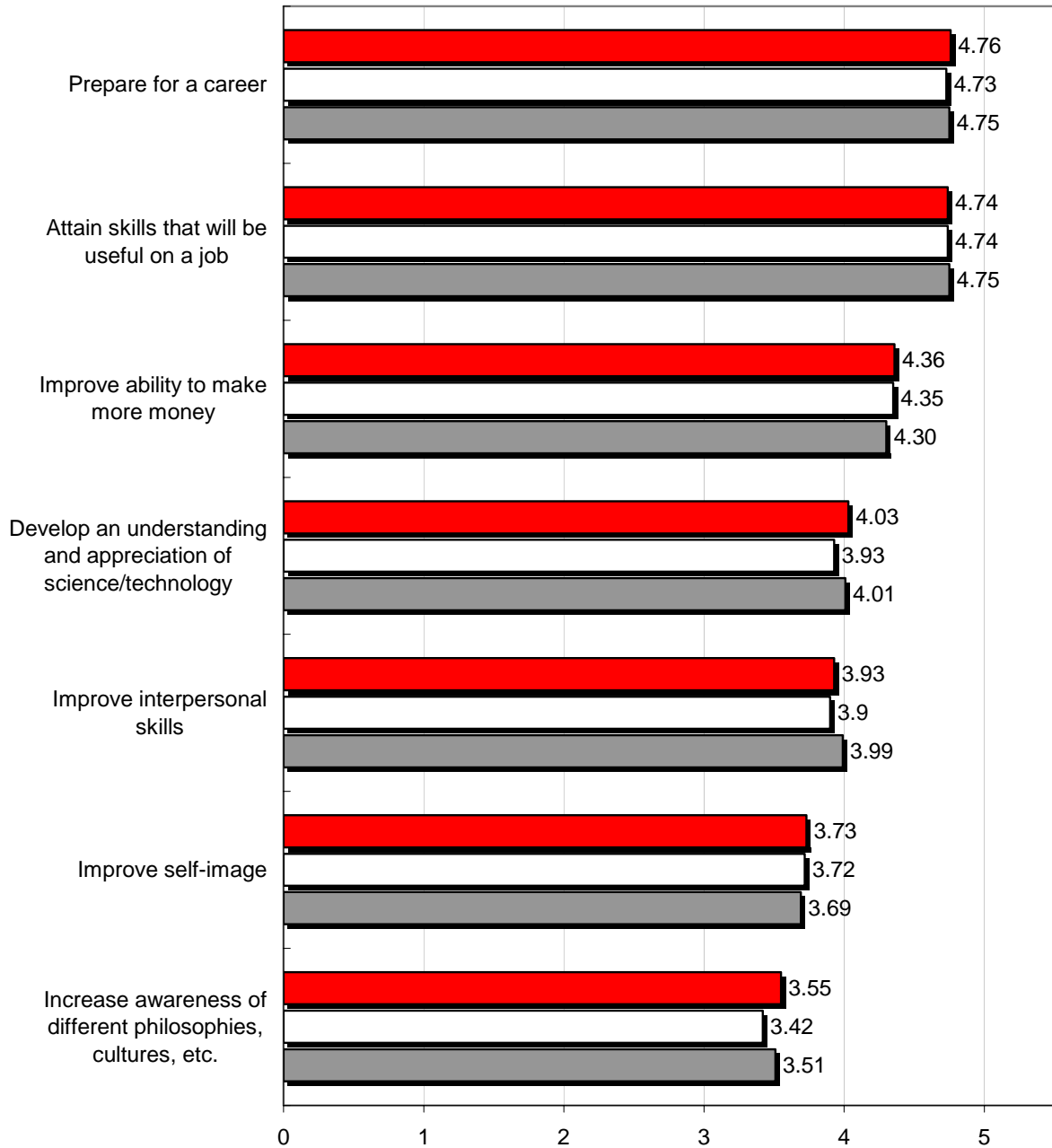
	n	% of total
Resident	354	50%
Commuter	344	48%
No response	17	2%
Total	715	100%

8. Department/program

	n	% of total
Architecture	127	18%
Biological Sciences	23	3%
Biomedical Engineering	42	6%
Chemical Engineering	21	3%
Chemistry and Environmental Science	7	1%
Civil and Environmental Engineering	64	9%
Computer Science	44	6%
Electrical and Computer Engineering	102	14%
Engineering Technology	7	1%
History	5	<1%
Humanities	1	<1%
Industrial and Manufacturing Engineering	3	<1%
Information Systems	12	2%
Information Technology	36	5%
Management	39	5%
Materials Science	1	<1%
Mathematical Sciences	12	2%
Mechanical Engineering	98	14%
Physics	7	1%
Don't know/No response	64	9%
Total		100%

Section I: Goals

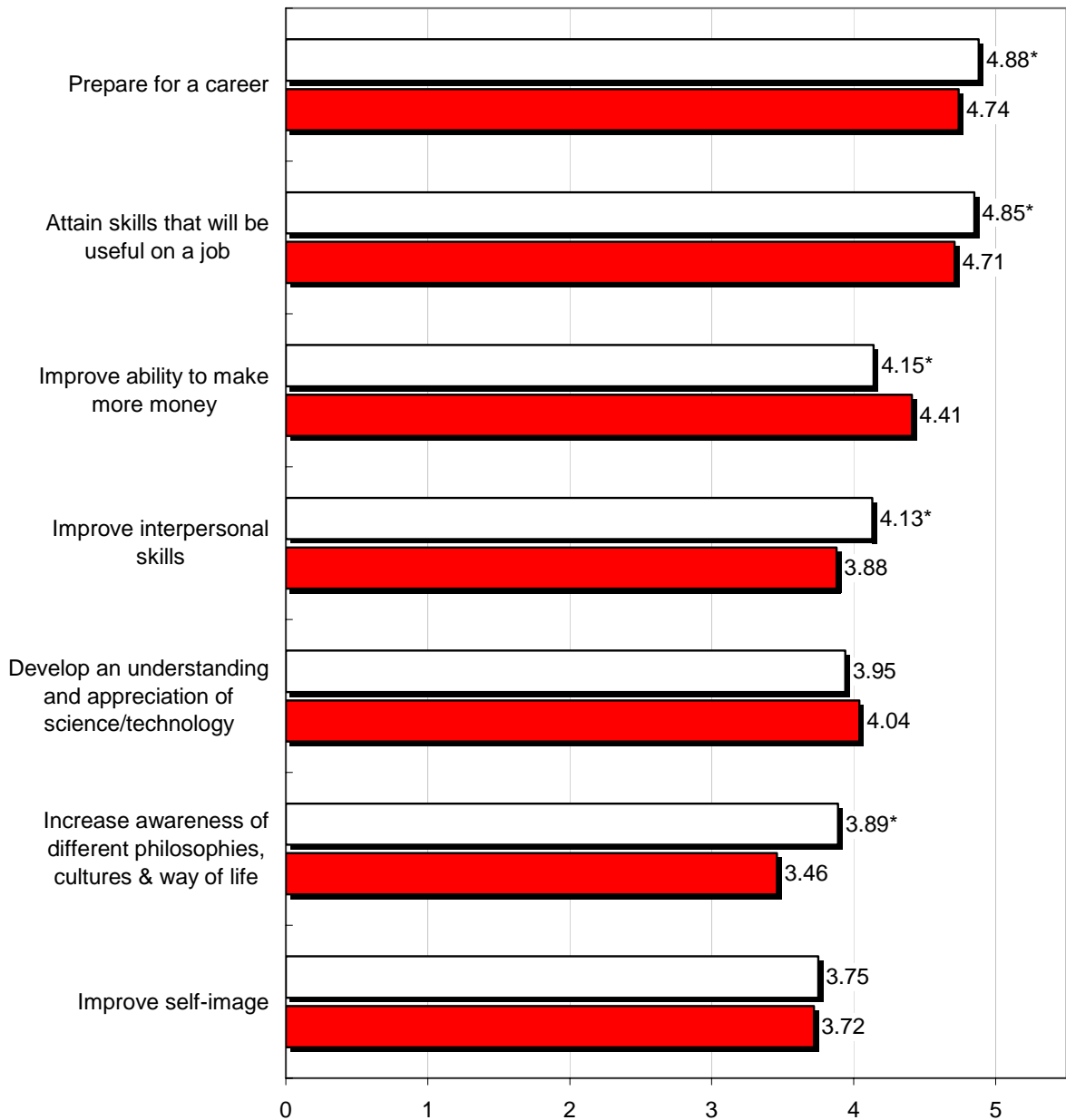
Student Mean Ratings of Importance of Goals by Year



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

■ Fall 2005 (n = 715) □ Fall 2004 (n = 615) ■ Fall 2003 (n = 682)

Student Mean Ratings of Goals at NJIT by Gender

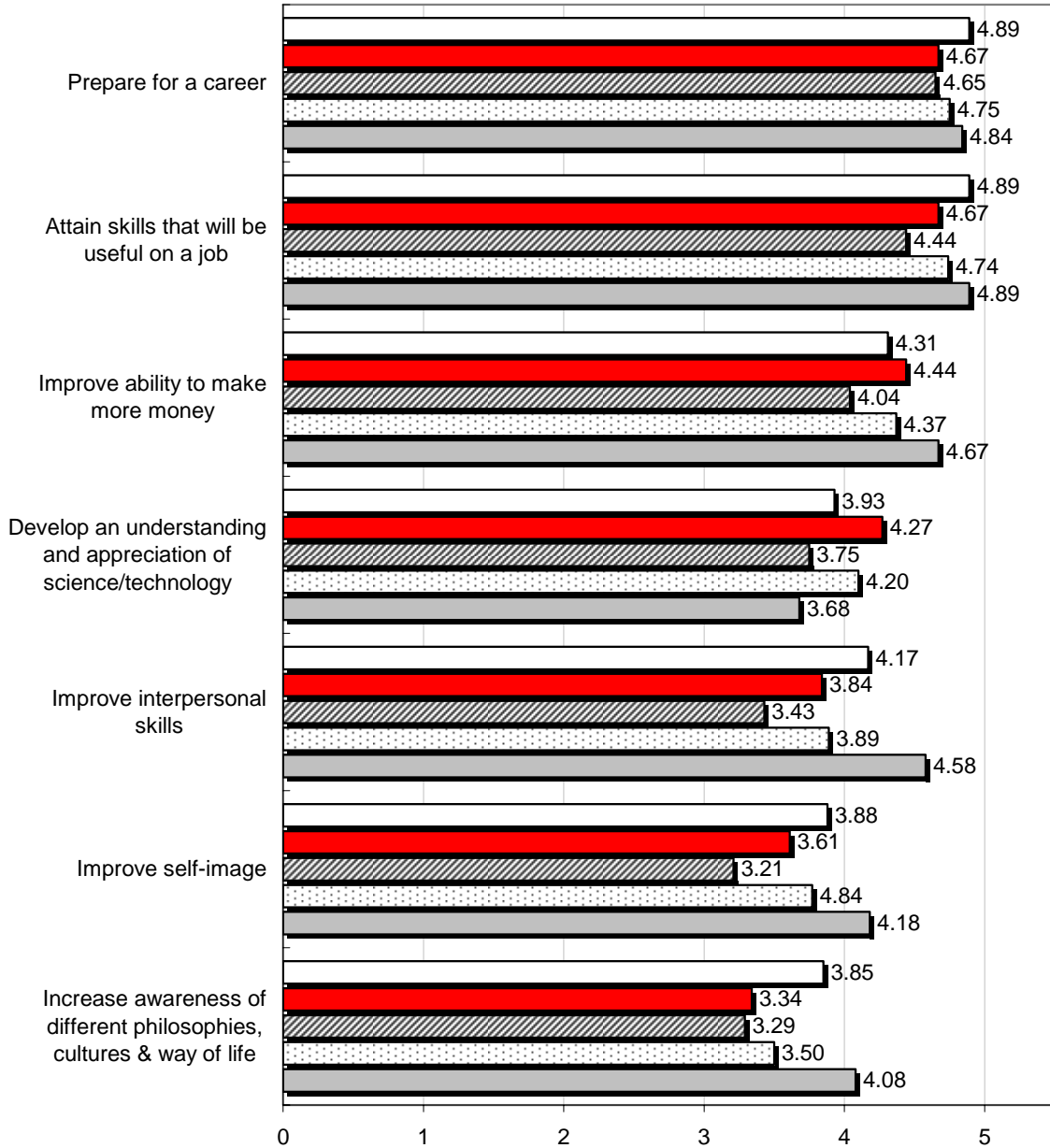


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

■ Male (n = 579) □ Female (n = 127)

* Significant at $p < .05$

Student Mean Ratings of Goals at NJIT by School

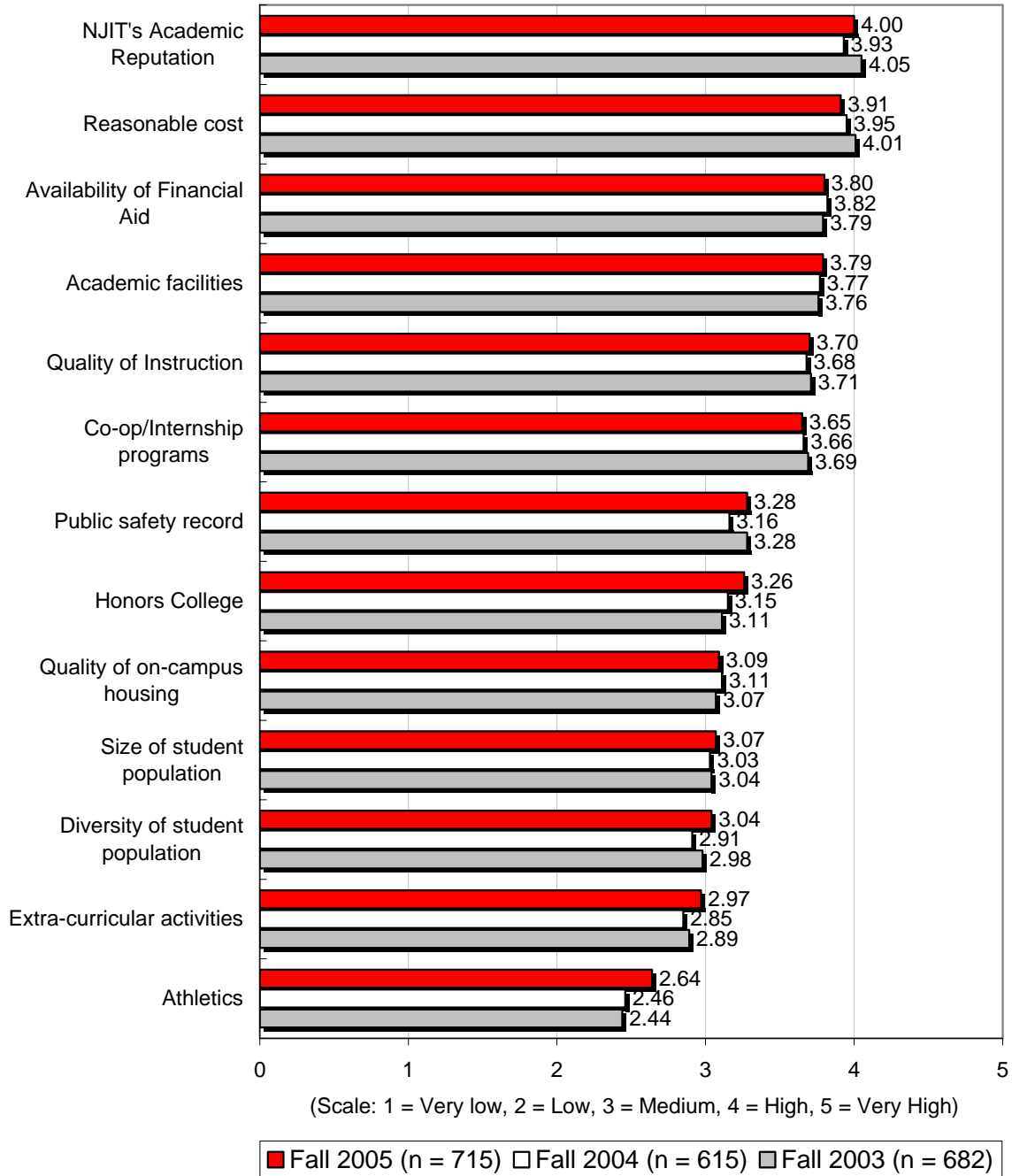


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

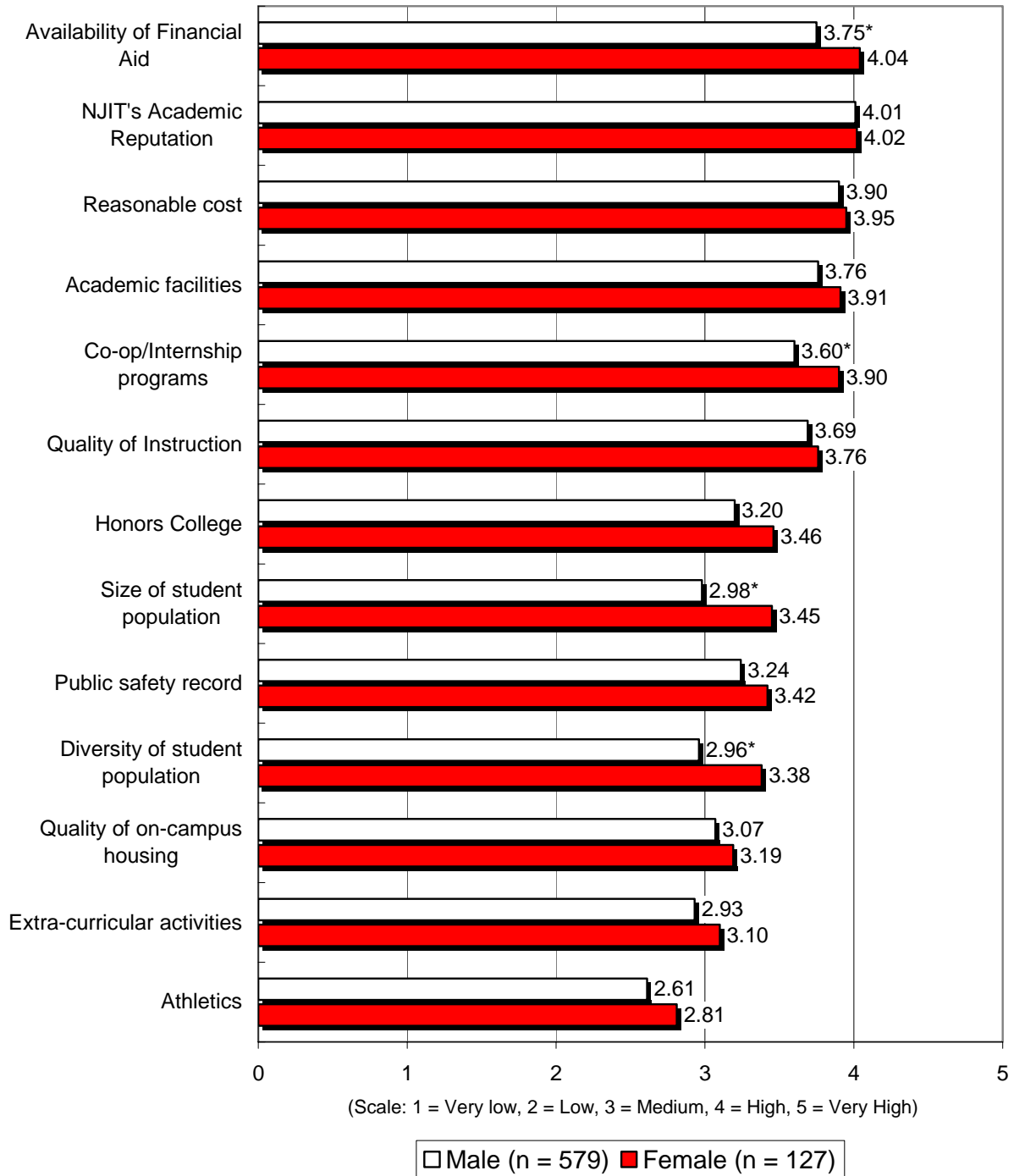
ARCH (n = 123)
 CCS (n = 70)
 CSLA (n = 73)
 NCE (n = 371)
 SOM (n = 39)

Section II: Enrollment Factors/Influences

Importance of Factors in Enrollment Decision by Year



Importance of Factors in Enrollment Decision by Gender

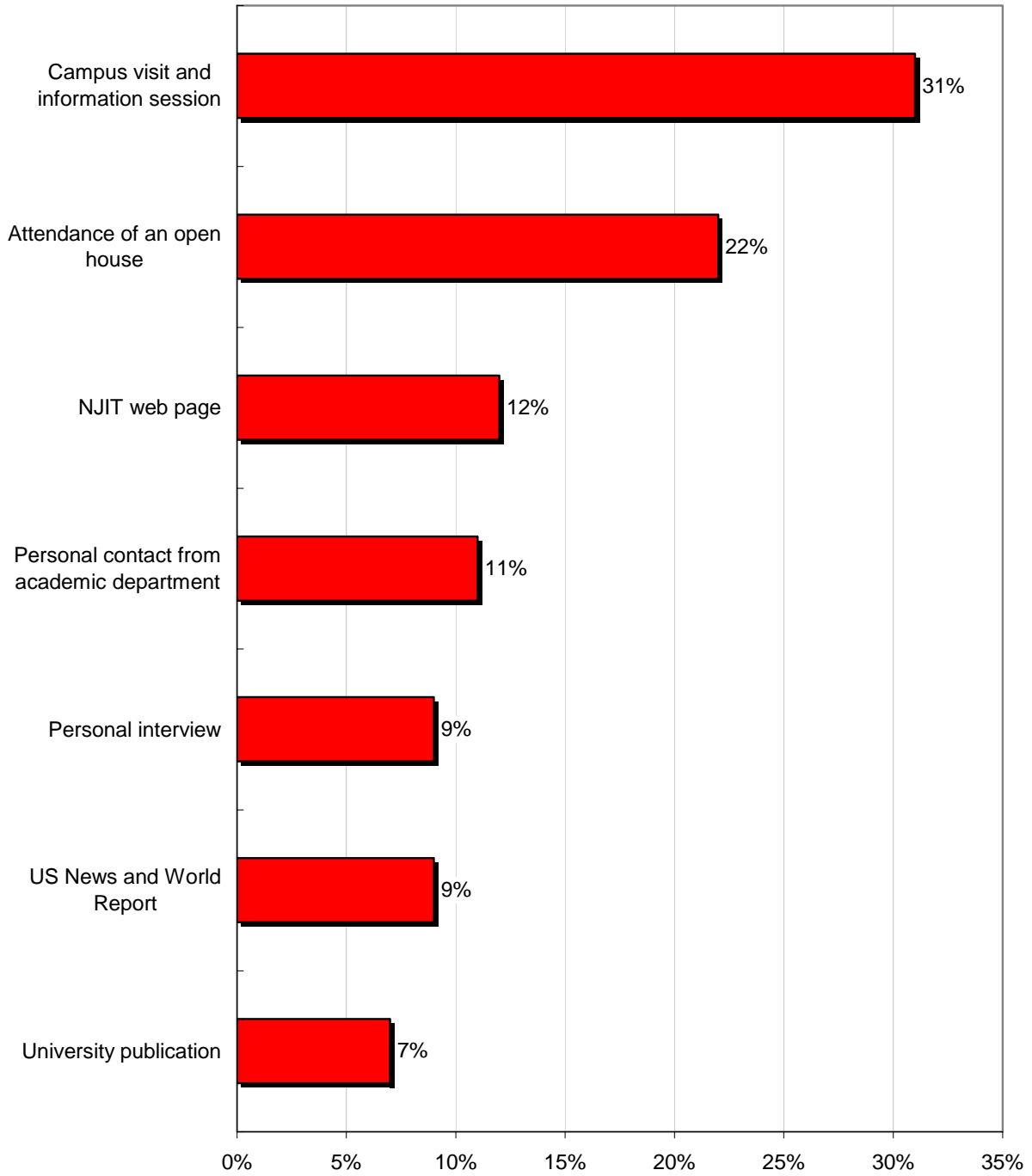


* Significant at $p < .05$

Importance of Factors in Enrollment Decision by School

	ARCH (n = 123)	CCS (n = 70)	CSLA (n = 73)	NCE (n = 371)	SOM (n = 39)
NJIT's academic reputation	4.11	4.06	3.64	4.03	3.95
Reasonable cost	3.92	3.62	3.94	4.00	3.76
Availability of financial aid	3.75	3.67	3.74	3.87	3.89
Academic facilities	3.97	3.69	3.63	3.77	3.68
Quality of instruction	3.85	3.72	3.42	3.67	3.74
Co-op/internship programs	3.73	3.76	3.35	3.67	3.67
Public safety record	3.21	3.21	3.04	3.32	3.44
Honors college	3.12	2.83	3.36	3.31	3.52
Size of student population	3.11	3.06	2.96	3.06	3.32
Quality of campus housing	3.27	3.10	2.95	3.02	3.27
Diversity of student population	3.08	3.08	2.88	3.01	3.54
Extracurricular activities	3.02	2.80	2.86	2.97	3.30
Athletics	2.87	2.29	2.33	2.60	3.66

Q-34: Which Most Influenced Your Decision to Apply? (n = 689)



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

	Black Non-Hispanic (n = 51)	Asian Pacific Islander (n = 141)	Hispanic (n = 122)	White Non-Hispanic (n = 323)	Multi-ethnic (n = 45)
Attendance of an open house	16%	15%	20%	24%	16%
Campus visit/ information session	27%	35%	39%	43%	30%
NJIT web page	7%	14%	9%	5%	11%
Personal contact from academic department	20%	5%	16%	8%	19%
Personal interview	11%	8%	9%	6%	14%
University publications	11%	14%	3%	7%	3%
<i>US News and World Report</i>	7%	8%	3%	7%	8%

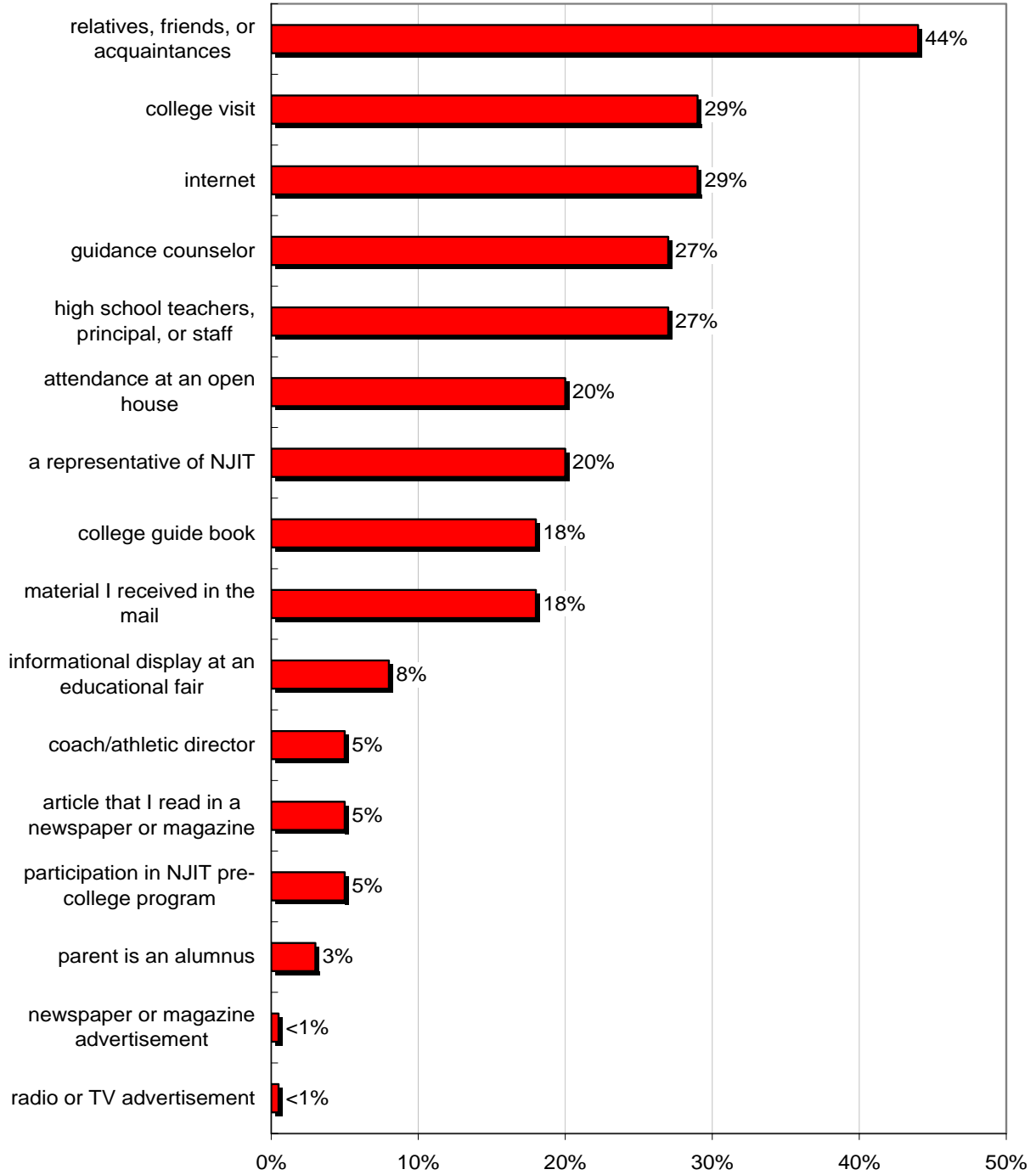
Q-34: Which Most Influenced Your Decision to Apply by Gender

	Male (n = 579)	Female (n = 127)
Attendance of an open house	22%	13%
Campus visit/information session	37%	42%
NJIT web page	8%	17%
Personal contact from academic department	7%	10%
Personal interview	8%	8%
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 = 123)	NCE (n = 371)	SOM (n = 39)	CSLA (n = 73)	CCS (n = 90)
Attendance of an open house	27%	19%	20%	15%	23%
Campus visit and information session	41%	37%	31%	41%	39%
NJIT web page	7%	8%	11%	11%	8%
Personal contact from academic department	8%	10%	11%	4%	10%
Personal interview	2%	10%	11%	19%	3%
University publications	6%	9%	9%	6%	10%
<i>US News and World Report</i>	8%	7%	6%	6%	7%

Q-35 How Did You Learn about NJIT? (n = 715)



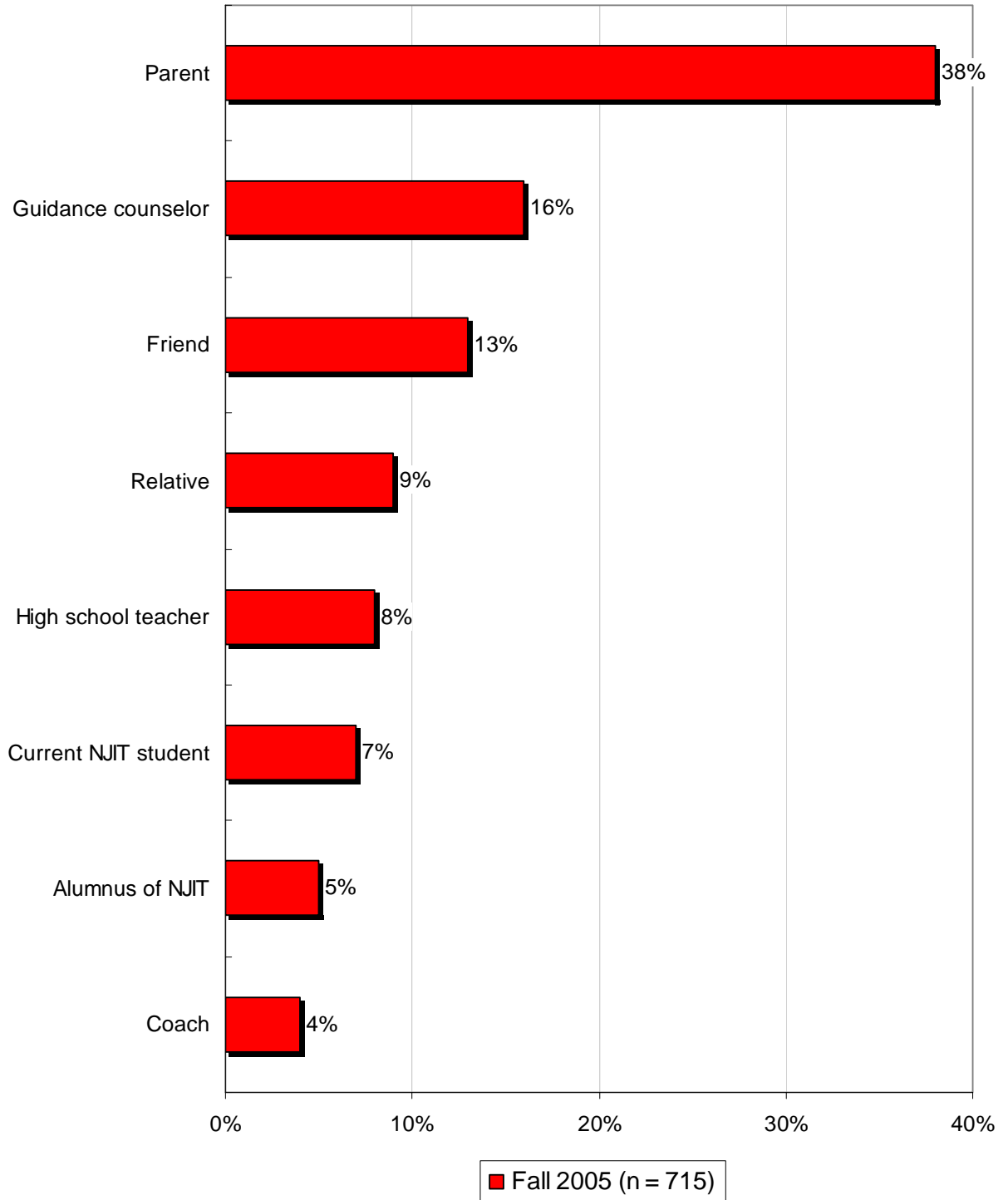
Q-35: How Did You Learn About NJIT by Gender

	Male (n = 579)	Female (n = 127)
relatives, friends or acquaintances	44%	45%
guidance counselor	28%	24%
high school teachers, principal or staff	28%	22%
college visit	29%	27%
internet	29%	29%
a representative of NJIT	18%	28%
college guide book	17%	23%
attendance at an open house	20%	21%
material I received in the mail	18%	22%
informational display at an educational fair	7%	13%
participation in an NJIT pre-college program	4%	8%
coach/athletic director	5%	8%
article I read in a newspaper or magazine	6%	2%
parent is an alumnus	3%	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 = 123)	NCE (n = 371)	SOM (n = 39)	CSLA (n = 73)	CCS (n = 90)
relatives, friends or acquaintances	44%	41%	40%	46%	46%
guidance counselor	24%	21%	30%	30%	23%
high school teachers, principal or staff	25%	27%	23%	30%	23%
college visit	27%	27%	25%	30%	31%
internet	28%	54%	32%	24%	26%
a representative of NJIT	26%	13%	14%	20%	26%
college guide book	24%	13%	19%	18%	13%
attendance at an open house	24%	23%	15%	21%	15%
material I received in the mail	15%	16%	18%	22%	21%
informational display at an educational fair	9%	10%	7%	8%	8%
participation in an NJIT pre-college program	7%	4%	7%	4%	5%
coach/athletic director	4%	1%	7%	4%	31%
article I read in a newspaper or magazine	2%	9%	7%	5%	3%
parent is an alumnus	3%	4%	4%	4%	5%
newspaper or magazine advertisement	0%	1%	0%	1%	3%
radio or TV advertisement	0%	1%	0%	1%	0%

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



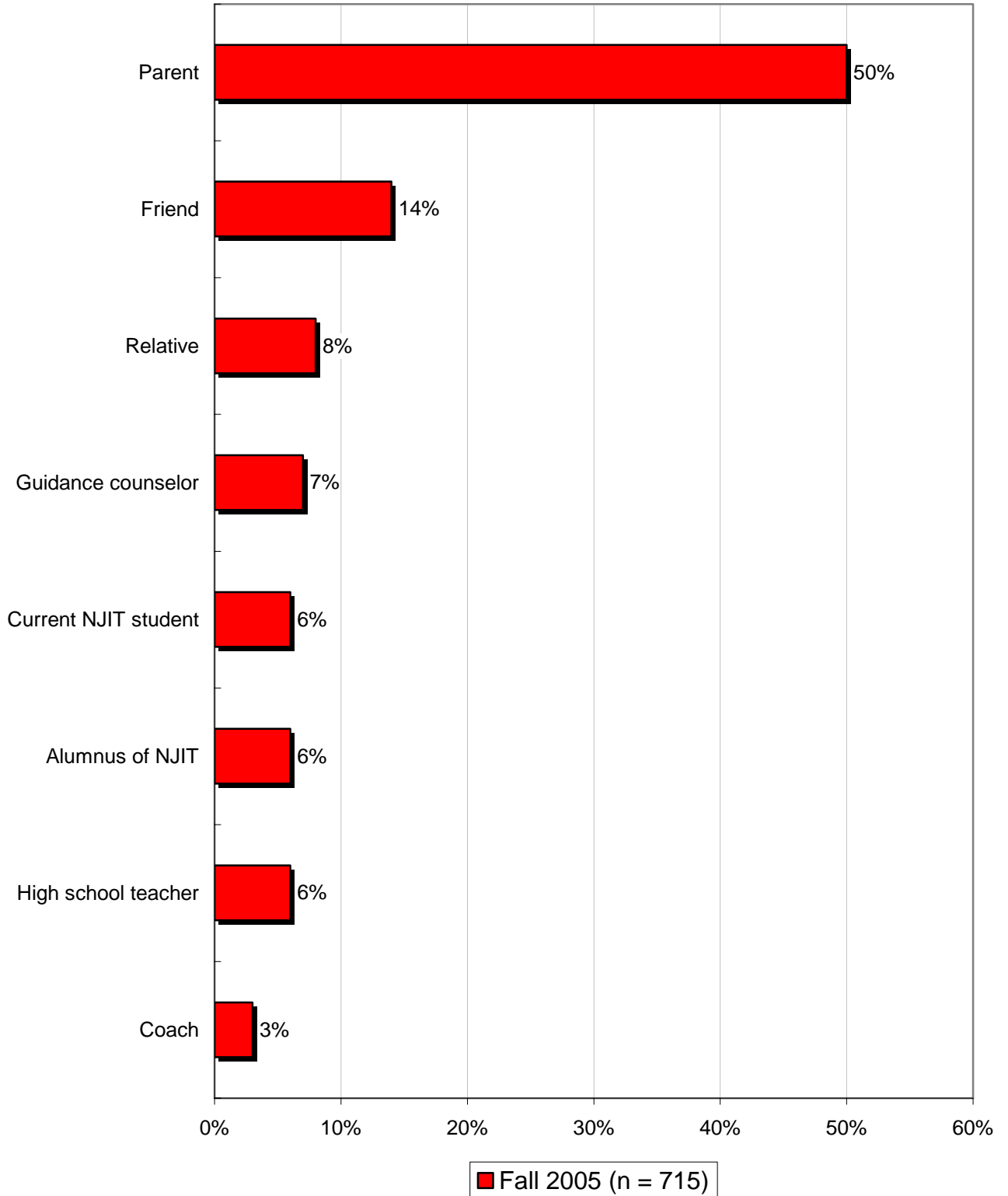
Q-36: Who Most Influenced Your Decision to Apply by Ethnicity

	Black Non-Hispanic (n = 51)	Asian Pacific Islander (n = 141)	Hispanic (n = 122)	White Non- Hispanic (n = 323)	Multi-ethnic (n = 45)
Alumnus of NJIT	10%	2%	8%	6%	5%
Coach	8%	2%	4%	5%	0%
Current NJIT student	12%	7%	4%	9%	5%
Friend	10%	15%	16%	11%	14%
Guidance counselor	14%	15%	19%	15%	14%
High school teacher	4%	7%	12%	8%	12%
Parent	35%	44%	25%	39%	43%
Relative	8%	9%	12%	6%	7%

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

	Male (n=487)	Female (n=123)
Alumnus of NJIT	5%	5%
Coach	4%	3%
Current NJIT student	8%	6%
Friend	13%	15%
Guidance counselor	15%	20%
High school teacher	8%	9%
Parent	38%	32%
Relative	9%	9%

Q-37: Who Most Influenced Your Decision to Attend



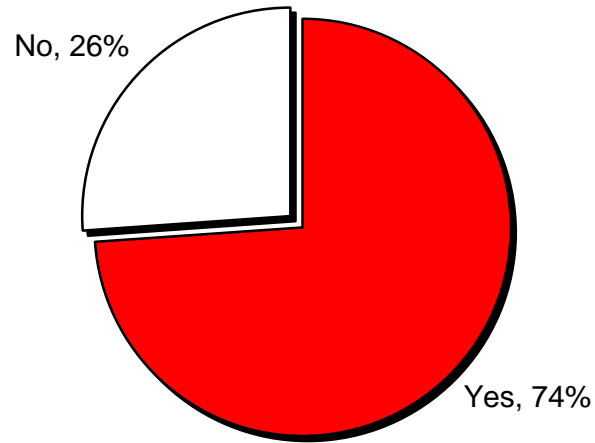
Q-37: Who Most Influenced Your Decision to Attend by Ethnicity

	Black Non-Hispanic (n = 51)	Asian Pacific Islander (n = 141)	Hispanic (n = 122)	White Non-Hispanic (n = 323)	Multi-ethnic (n = 45)
Alumnus of NJIT	10%	1%	9%	6%	10%
Coach	4%	2%	2%	5%	2%
Current NJIT student	10%	5%	6%	6%	5%
Friend	10%	13%	13%	15%	19%
Guidance counselor	8%	7%	10%	6%	2%
High school teacher	0%	5%	9%	7%	7%
Parent	44%	60%	41%	49%	50%
Relative	13%	8%	10%	6%	5%

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

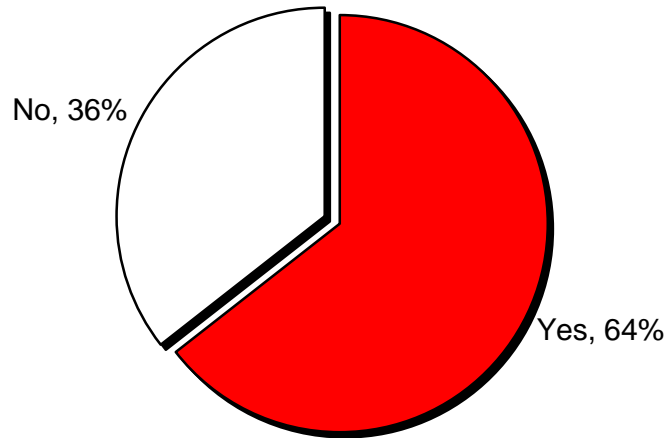
	Male (n=487)	Female (n=123)
Alumnus of NJIT	7%	4%
Coach	3%	3%
Current NJIT student	6%	7%
Friend	13%	18%
Guidance counselor	7%	9%
High school teacher	7%	3%
Parent	50%	47%
Relative	9%	7%

Q-39: Did you visit the NJIT campus before making your decision to enroll? (n = 690)



Section III: Comparison to Other Colleges

**Q-38: Was NJIT Your First Choice?
(n = 704)**

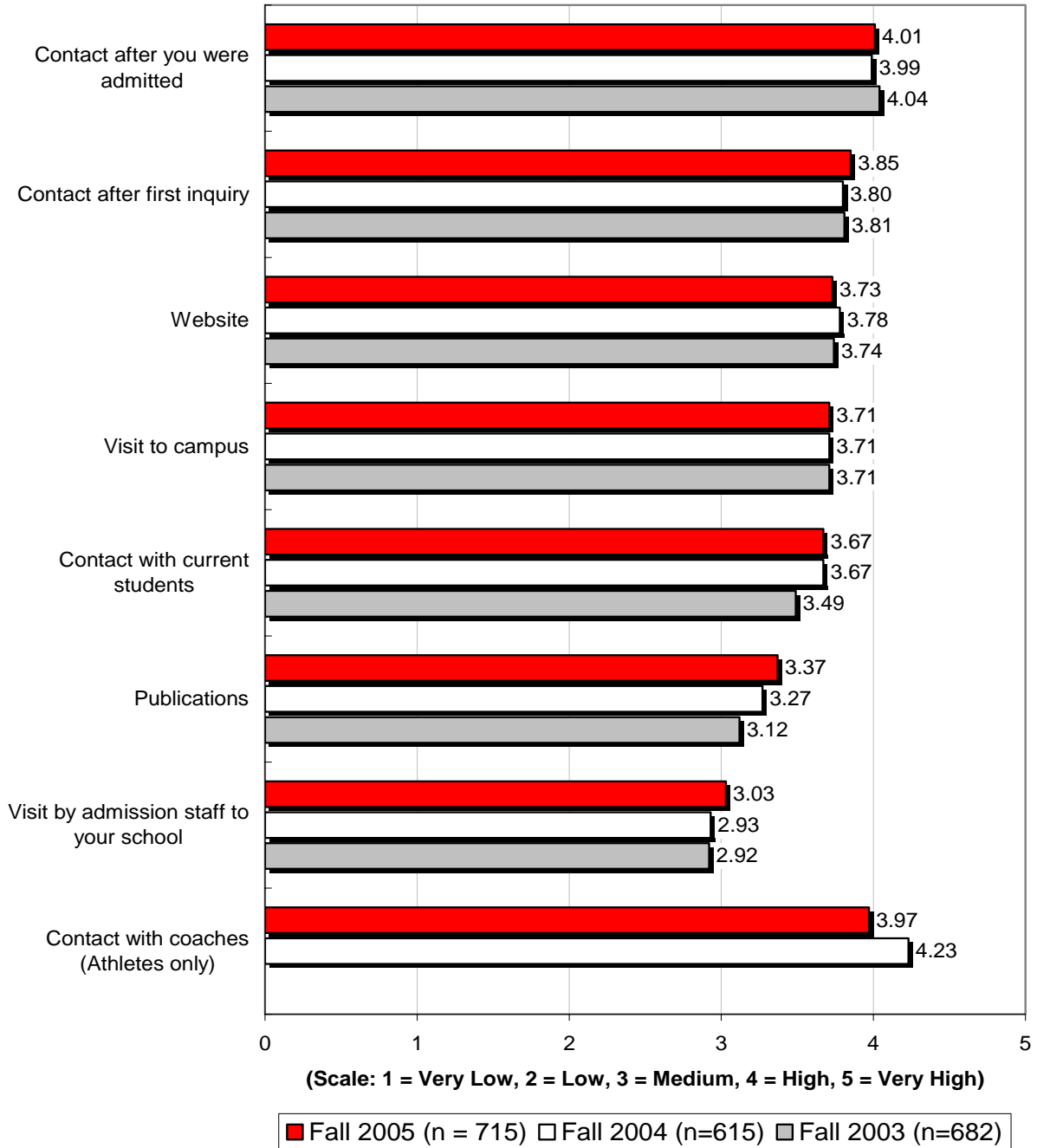


Q-38: If NJIT was not your first choice, name of first choice:

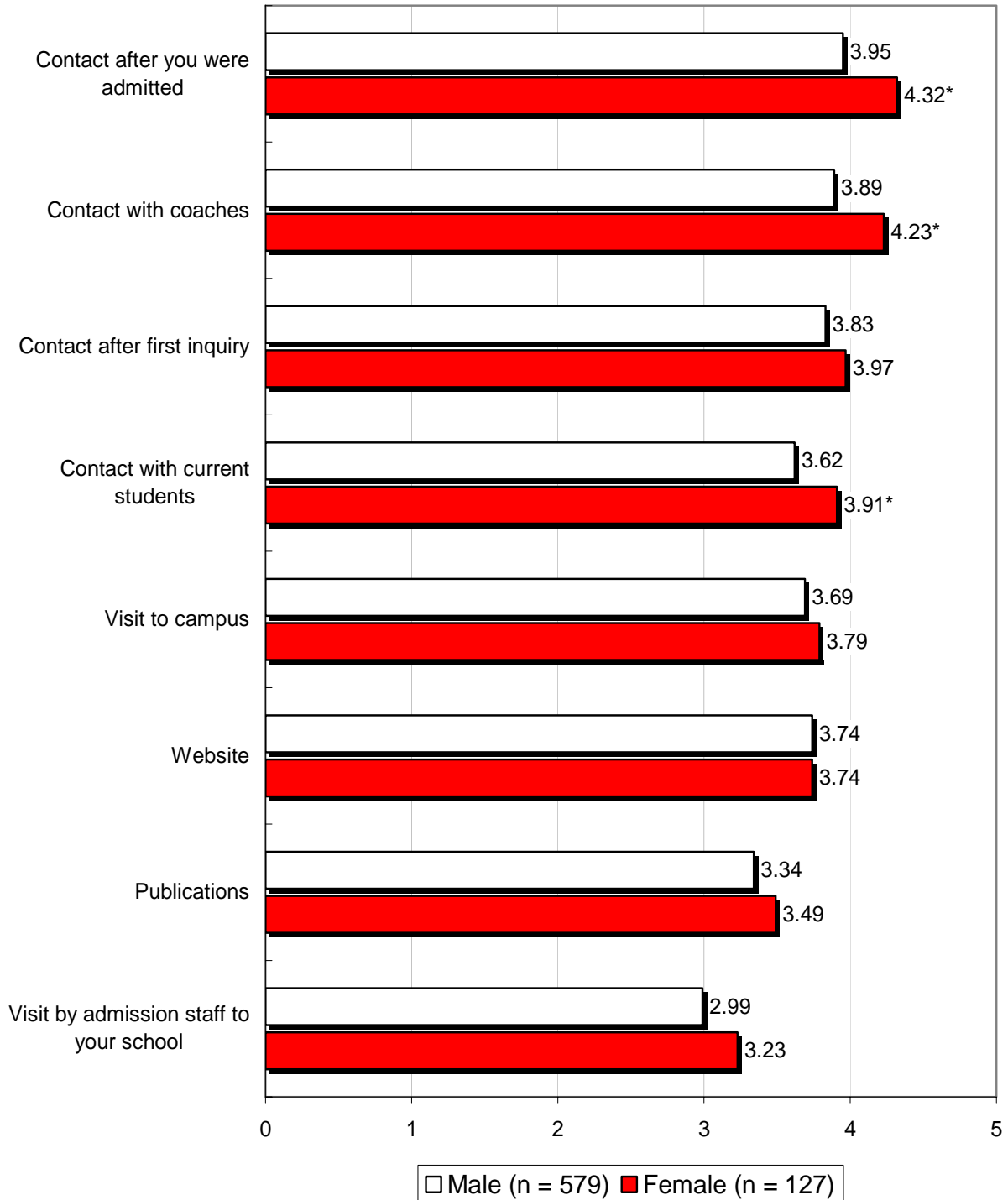
	Top 5 choices: University/College	n
1	Rutgers	50
2	Stevens	38
3	Penn State	13
4	Drexel	10
5	MIT	8

* See Appendix for other responses

Rate NJIT in Comparison to Other Colleges by Year

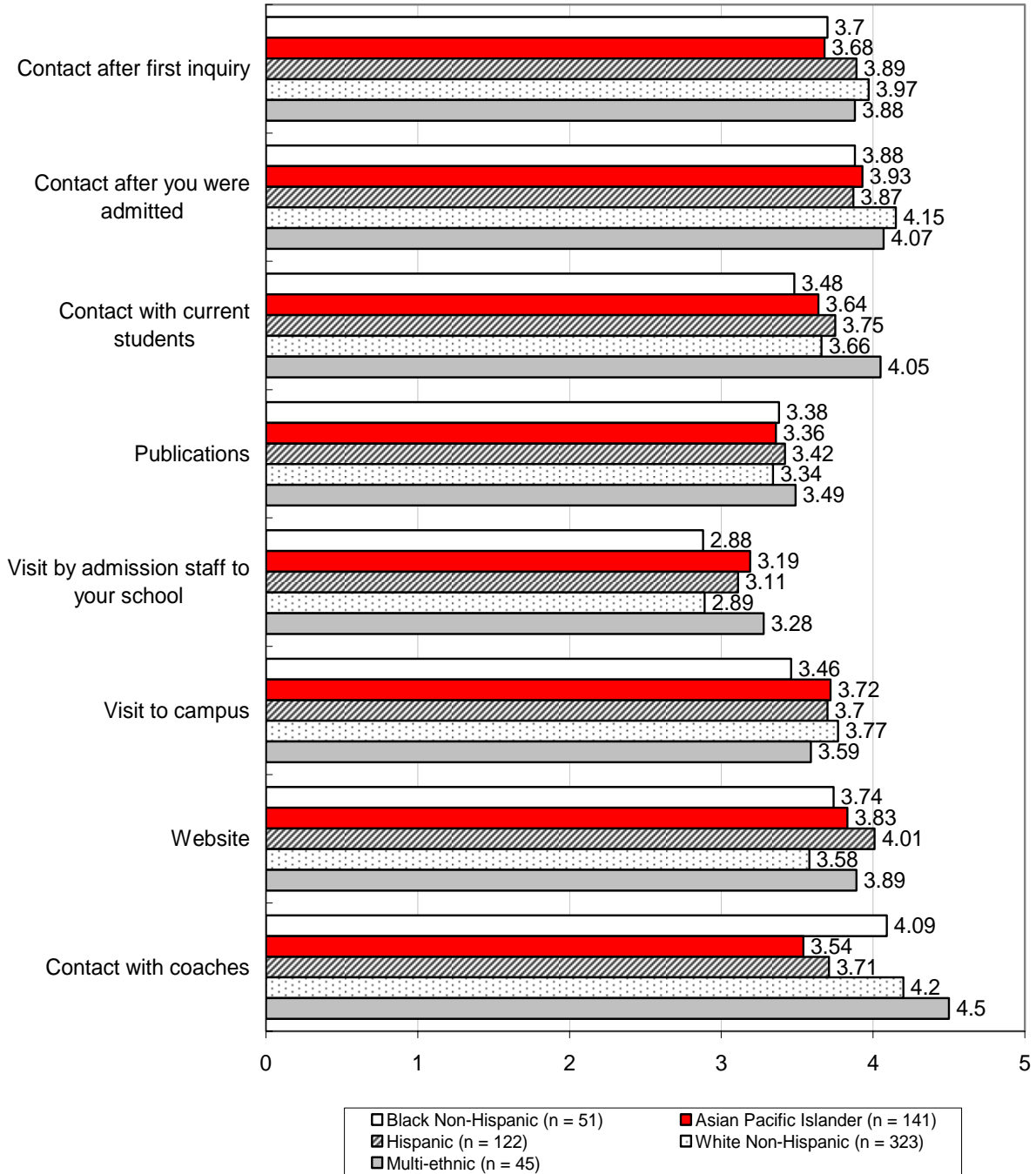


Rate NJIT in Comparison to Other Colleges by Gender



* Significant at $p < .05$

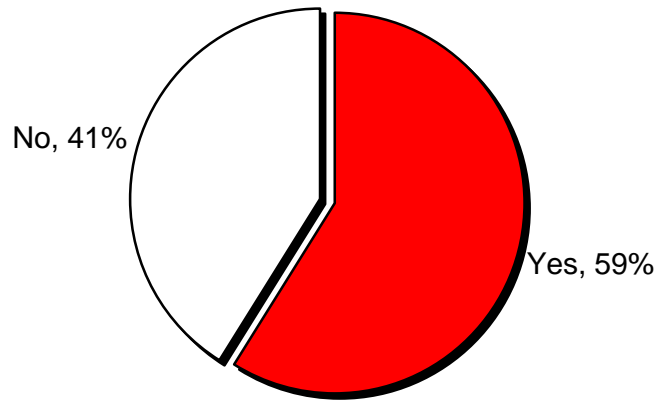
Rate NJIT in Comparison to Other Colleges By Ethnicity



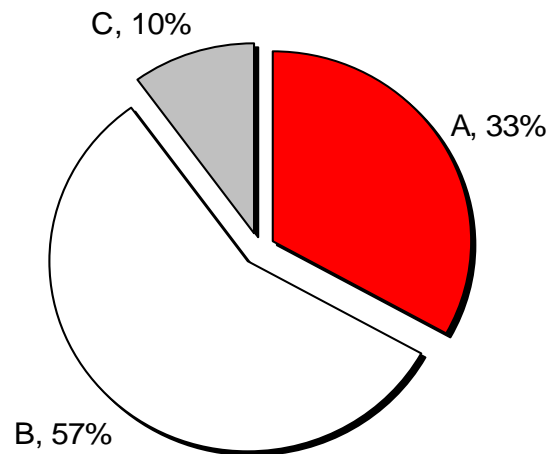
(Scale: 1 = Very Low, 2 = Low, 3 = Medium, 4 = High, 5 = Very High)

Section IV: Academic Situation

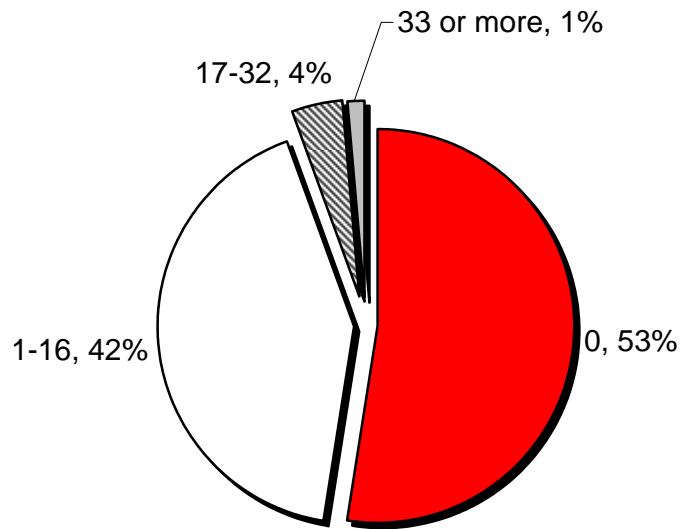
Q-29: Have either of your parents graduated from college?
(*n* = 709)



Q-31: Your approximate high school average:
(*n* = 705)

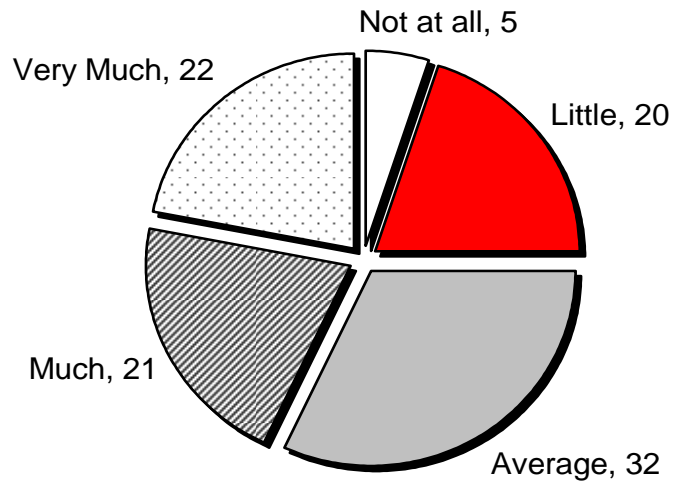


Q-51: Number of credits towards advanced standing
(n = 675)

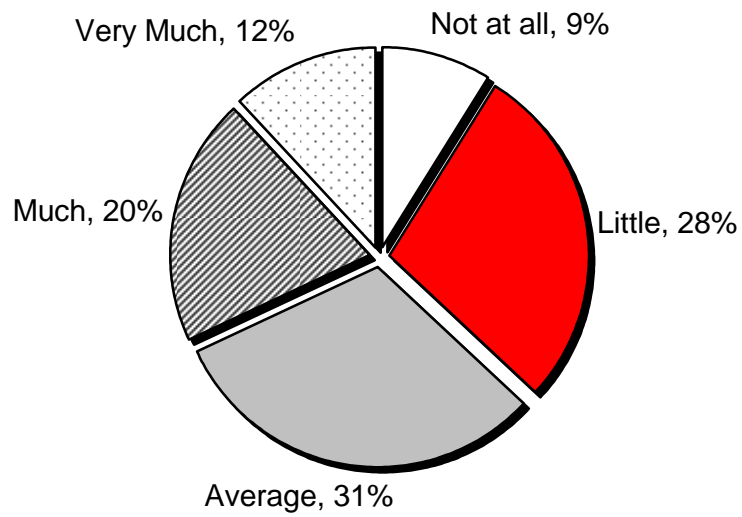


Section V: Commitment

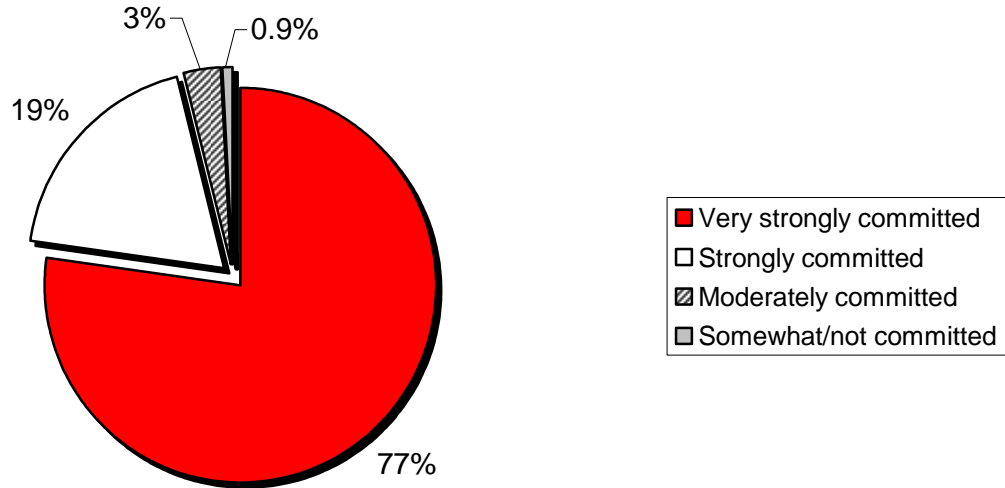
Q-32: How involved were you in high school extracurricular activities? (n = 710)



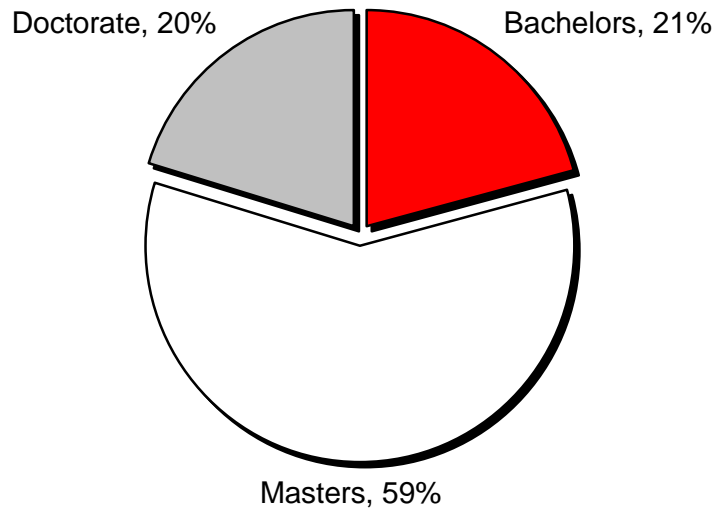
Q-33: How involved are you generally in clubs, church and other organizations outside school? (n = 708)



Q-40: How committed are you to finishing your degree?
(n = 704)

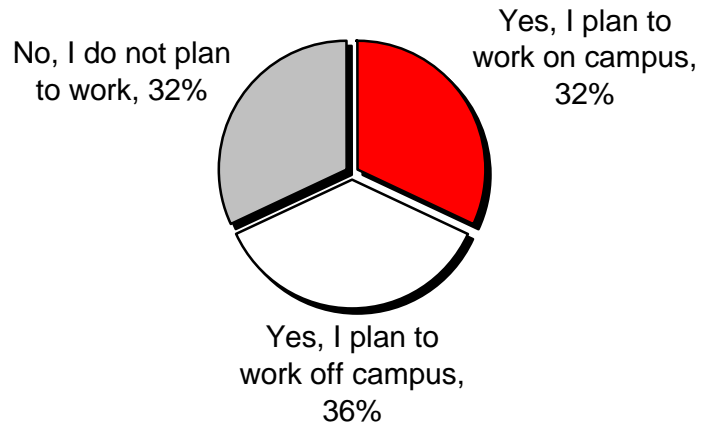


Q-30: Highest degree you intend to attain? (n = 694)

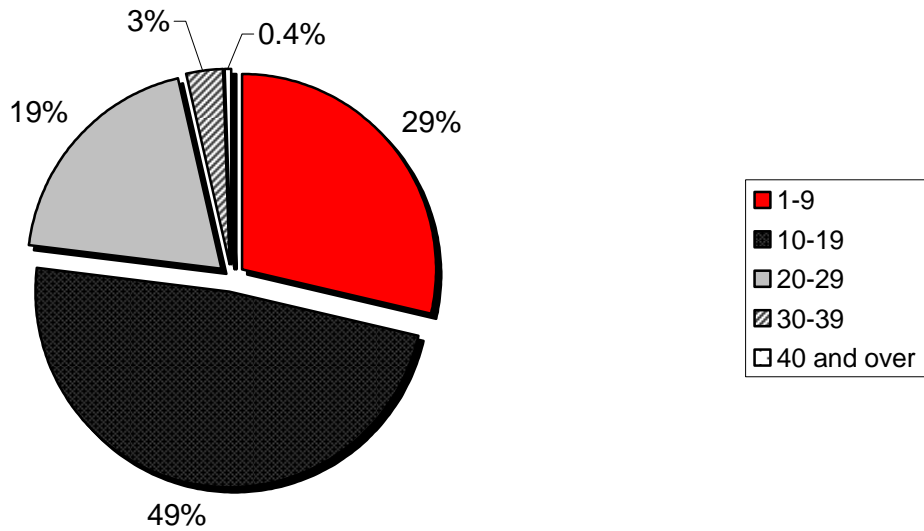


Section VI: Financial Situation

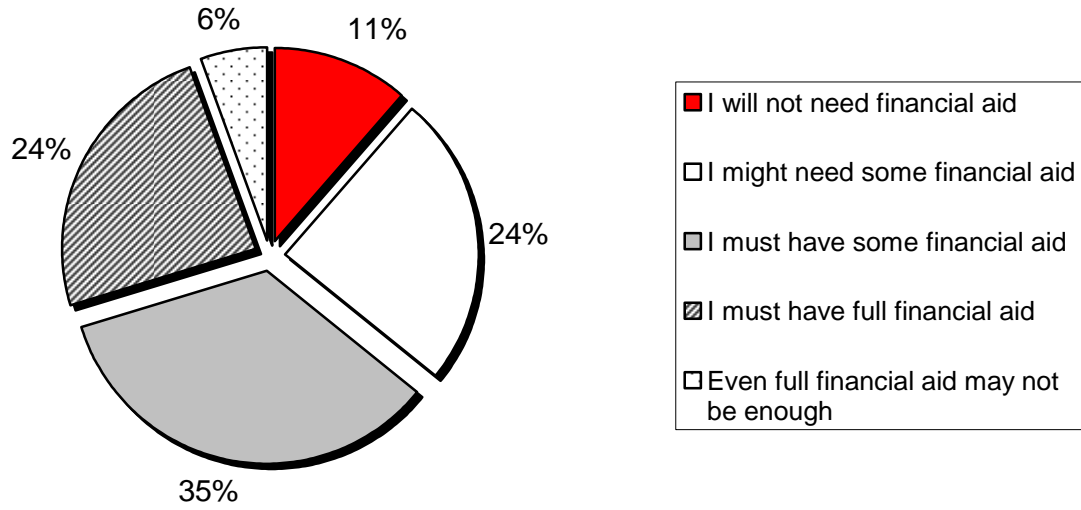
Q-52: Do you plan to work during the school year?
(n = 696)



Q-52a: The number of work hours
(n = 472)

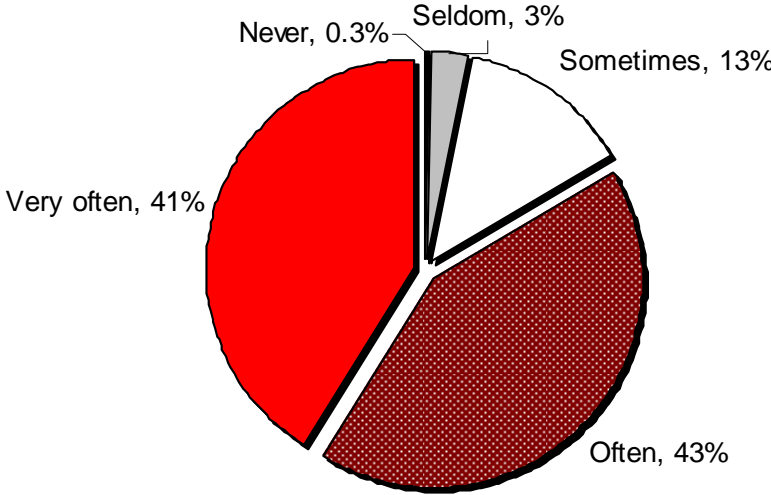


Q-53: Which of the following best describes your financial aid situation? (*n* = 688)

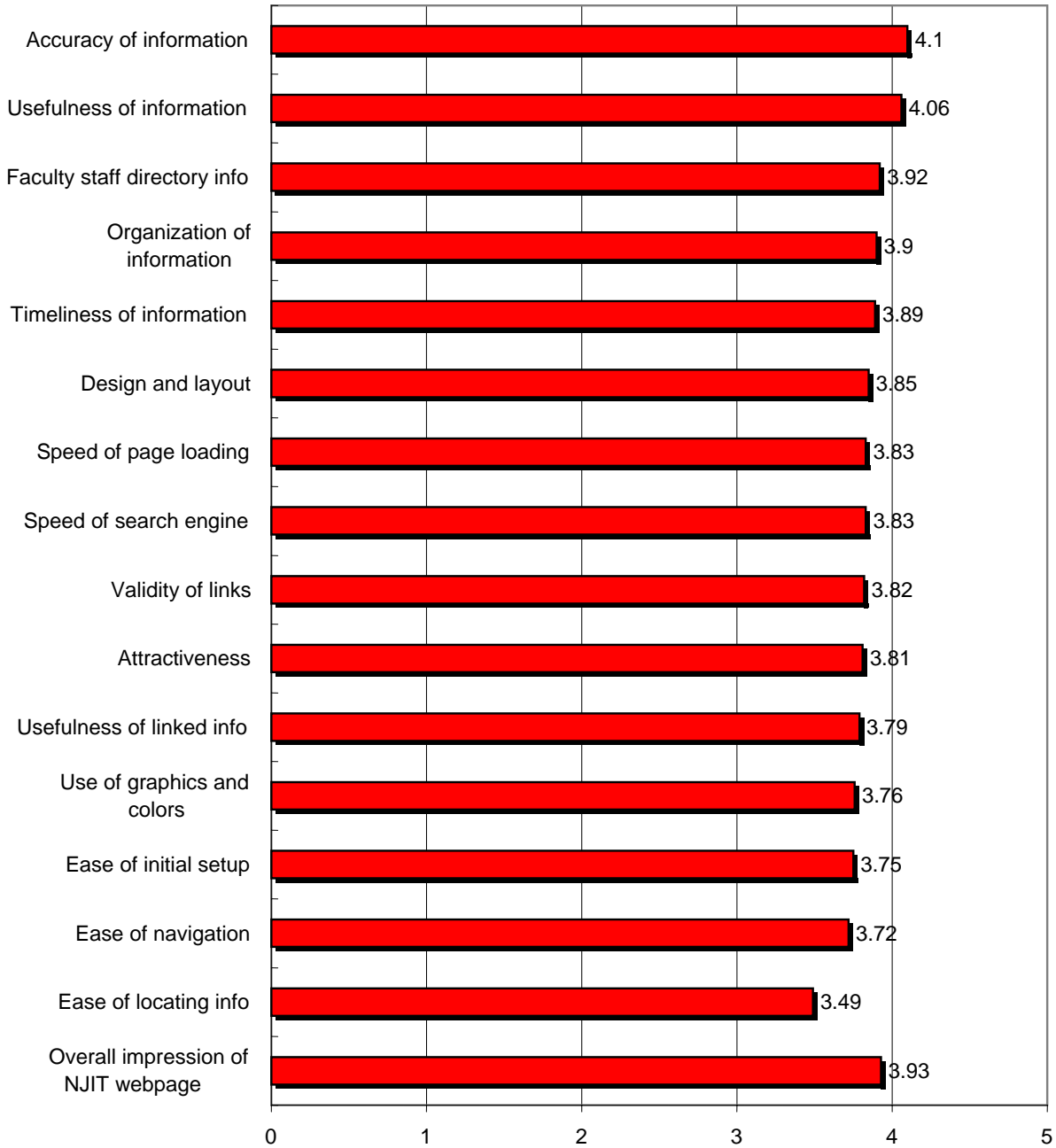


Section VII: NJIT Webpage

Q54. How frequently did you use the NJIT webpage?
(*n* = 694)



Webpage Ratings (n = 676*)



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

* n includes only students who have used the website.

Appendix

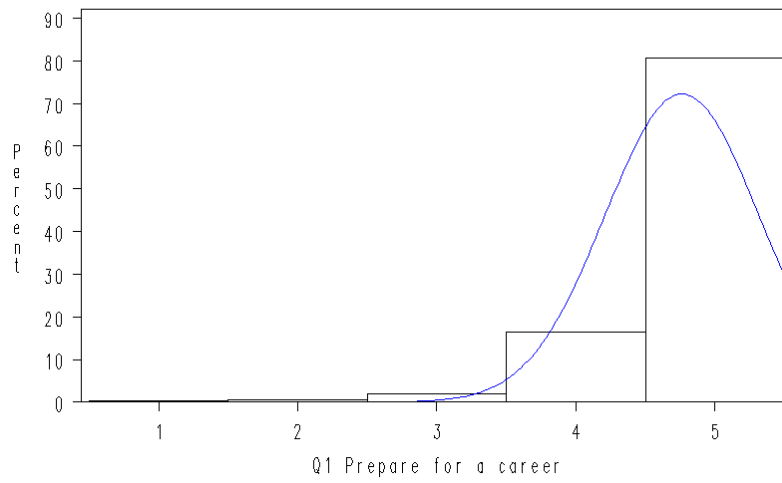
Q-35: How did you learn about NJIT? (Mark all that apply)/Other

The Academy for Math, Science and Engineering	2	Parent attended for two years	1
Femme Summer Program 2000	1	Employer	1
Major Search	1	Brother currently attends	2
Living in Newark	4	High school trip	1
"Mom made me"	1	Other alumnus	6
EOP seminar	1	Boyfriend	1
Saw the building	1	Panasonic Engineering Design	1
Parent is a staff member	2	collegeboard.com	1
Athletic agency	2	Staff of previous university	1
Competitions	1	UMDNJ program	1
St. George U's website	1		

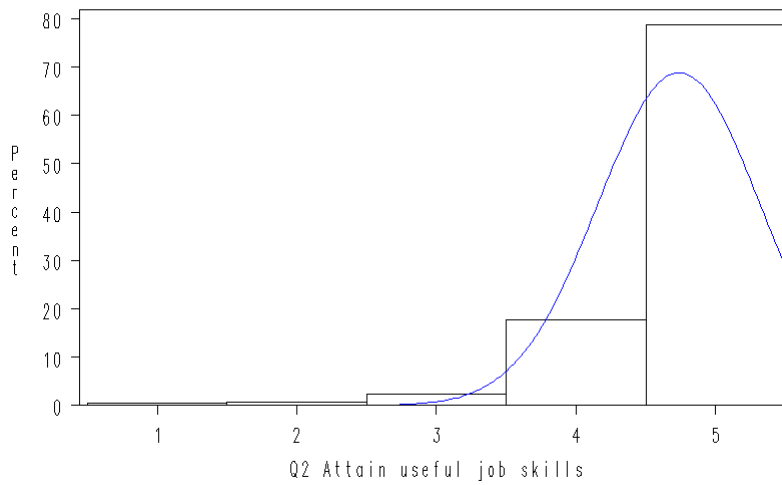
Q-38: Was NJIT your first choice? If not, name of first choice:

Rutgers	50	Georgia Tech	1
Stevens Tech	38	Howard	1
Penn State	13	IIT (Illinois)	1
Drexel	10	IIT (Bombay, India)	1
MIT	8	LaSalle	1
Rowan	7	Lehigh	1
TCNJ	7	Montclair State	1
Cooper Union	5	Ocean CC	1
NYU	5	Ohio U	1
Temple U	5	Philadelphia U	1
NYIT	4	Pratt	1
RIT	4	Princeton	1
Virginia Tech	4	Ramapo College	1
Cornell U	3	San Francisco State U	1
Manhattan College	3	Spelman College	1
Northeastern	3	St. John's	1
U Maryland	3	St. Louis U	1
Bucknell U	2	Stockton	1
Carnegie-Mellon	2	Stony Brook	1
Columbia U	2	U Central Florida	1
Monmouth College	2	U Cincinnati	1
Ohio State	2	U Hawaii	1
Rensselaer Polytechnic	2	U Illinois	1
Seton Hall	2	U Mass	1
Syracuse U	2	U Miami	1
U Florida	2	U New Hampshire	1
Yale	2	U Penn	1
Barnard College	1	U Pittsburgh	1
Bloomfield College	1	U Rochester	1
Boston U	1	U Virginia	1
Brown	1	UCLA	1
Bryant U	1	Union College	1
Caltech	1	US Naval Academy	1
Case Western Reserve	1	U Southern California	1
Catholic U	1	U of the South Pacific	1
Clemson	1	Wagner	1
Delaware U	1	Washington U	1
Fairleigh Dickinson	1	William Paterson	1
Fordham	1	Yeshiva U	1

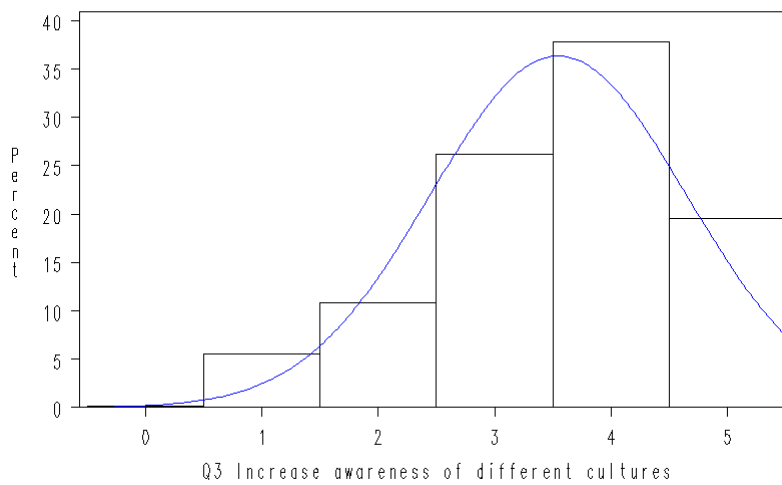
Entering Students Fall 2005: Histograms



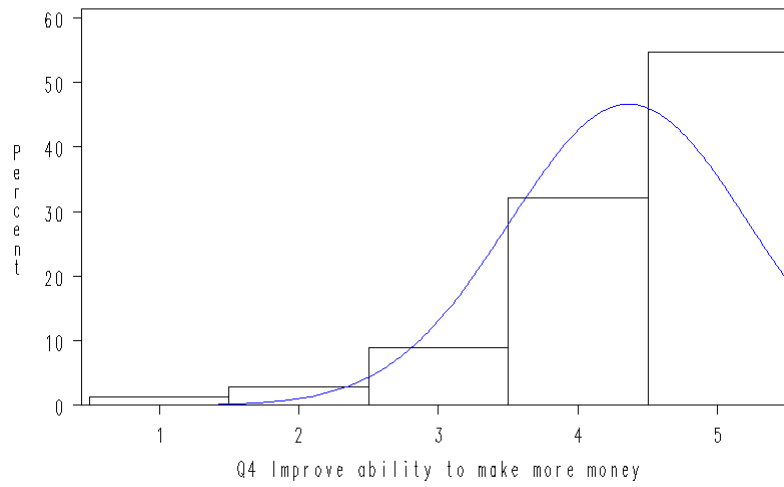
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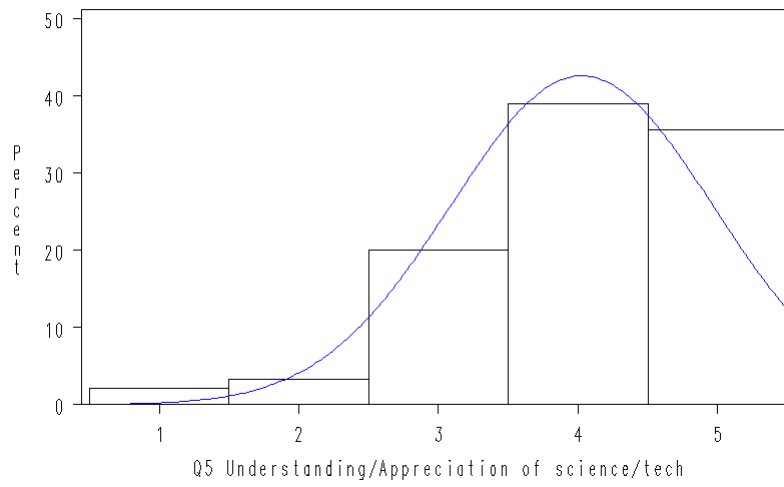
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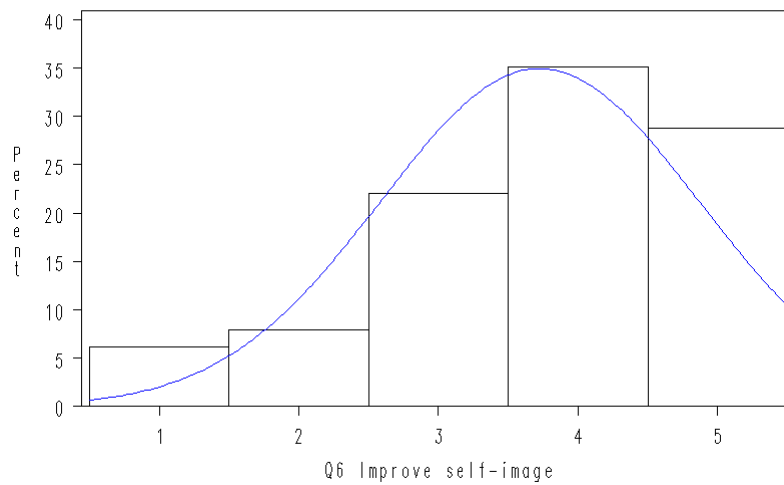
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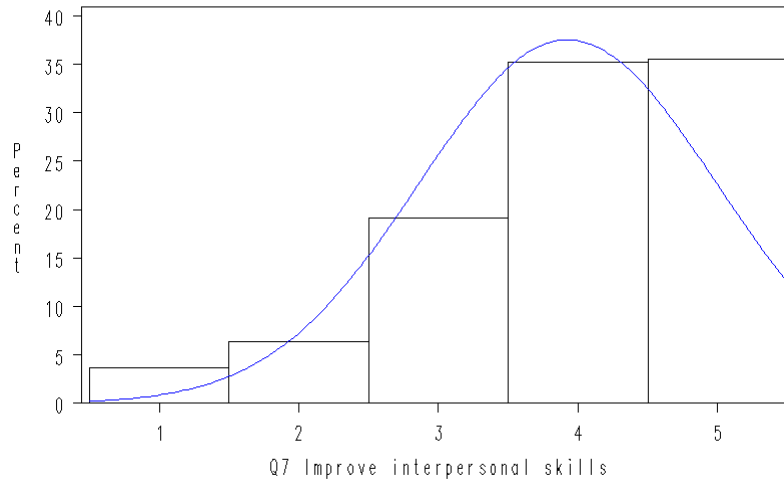
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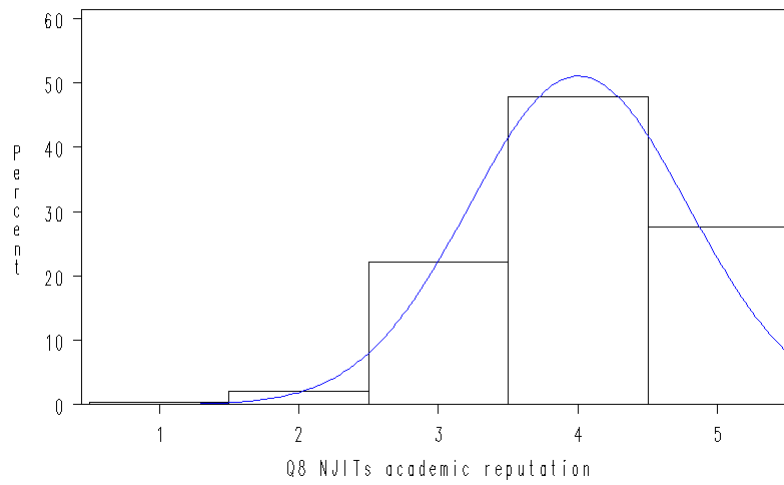
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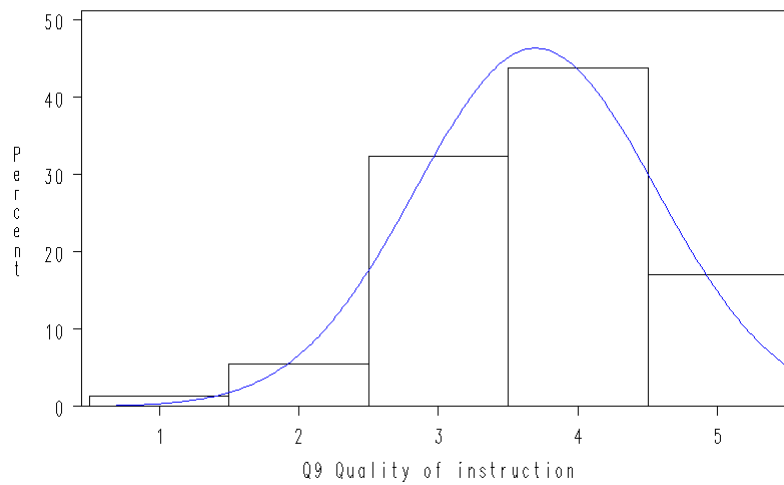
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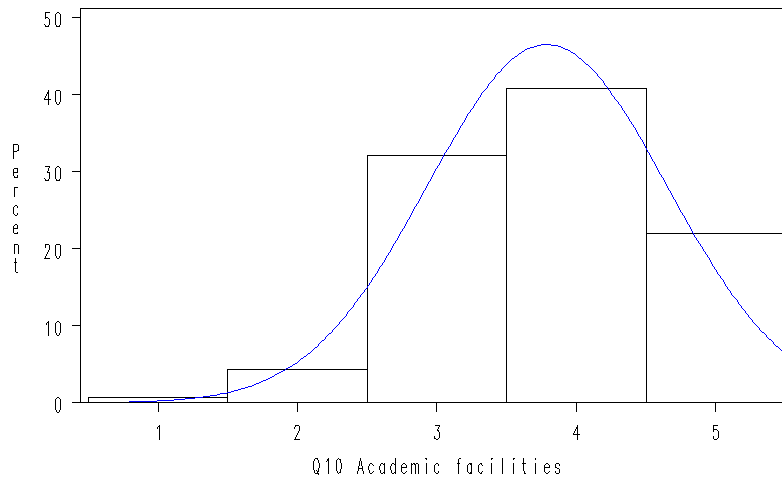
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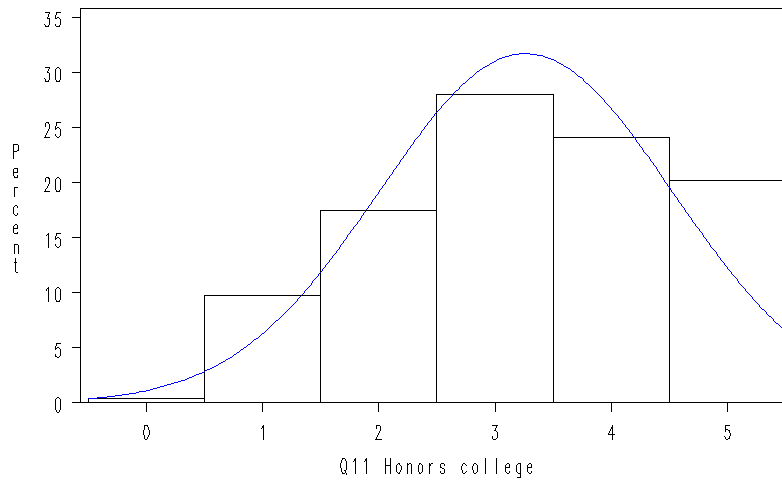
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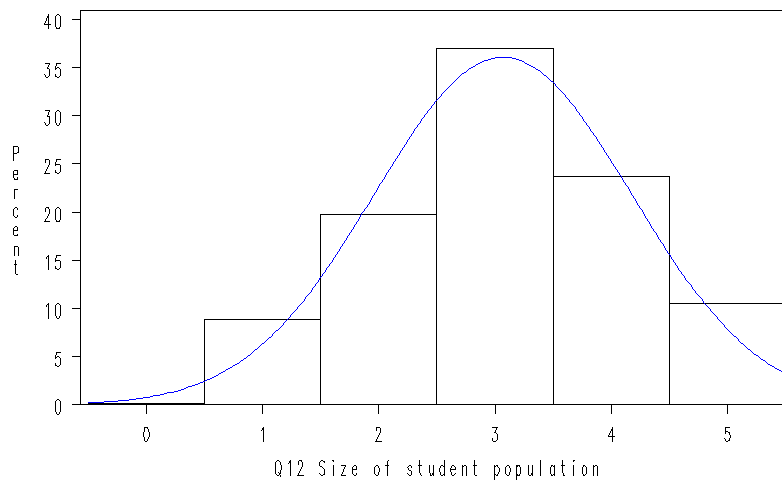
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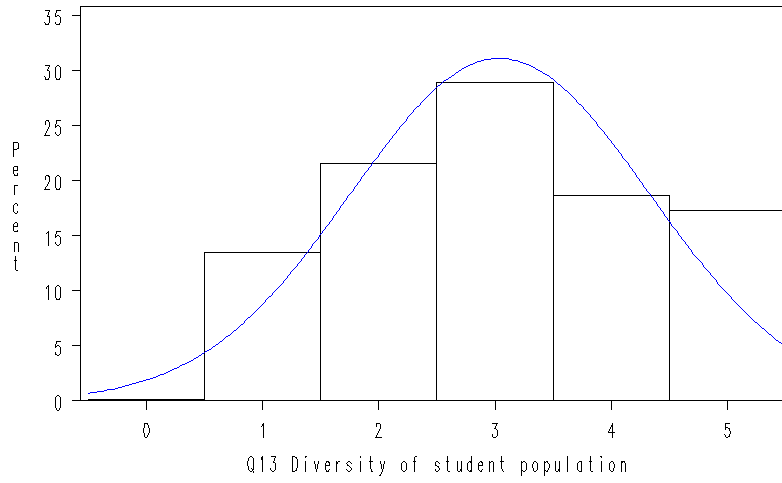
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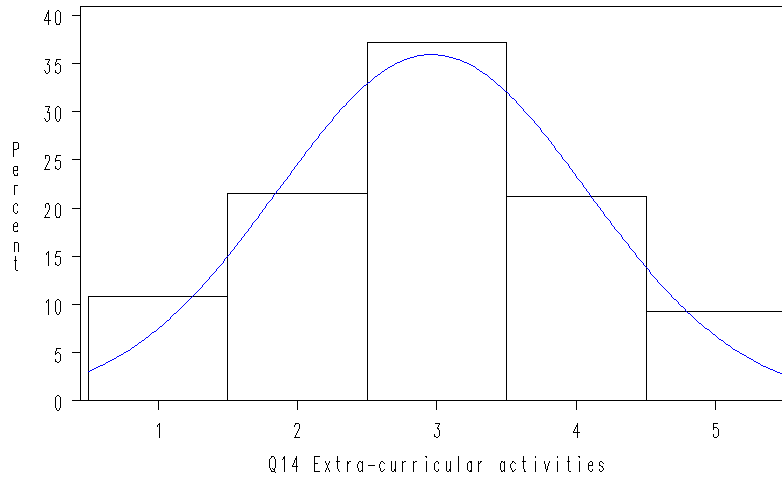
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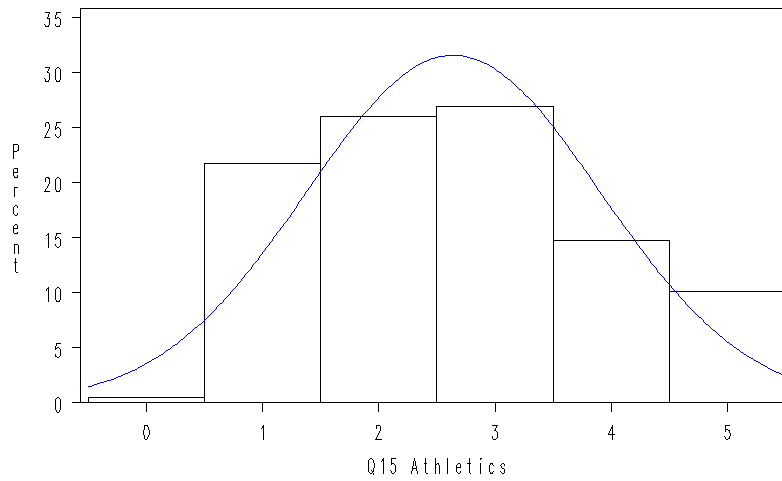
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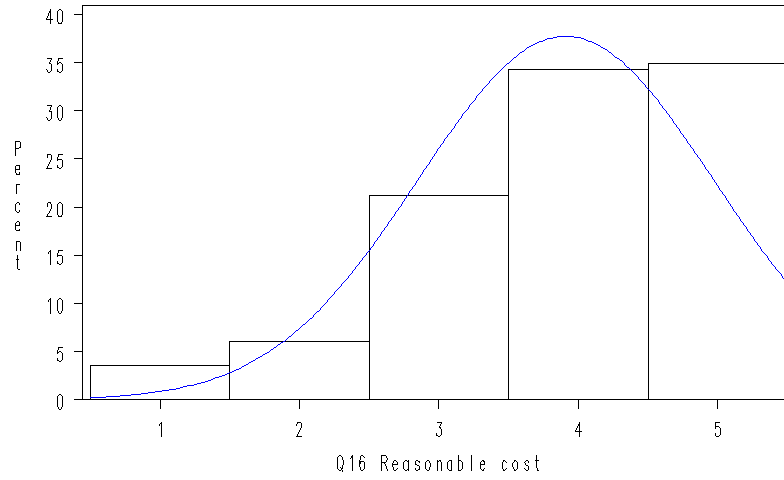
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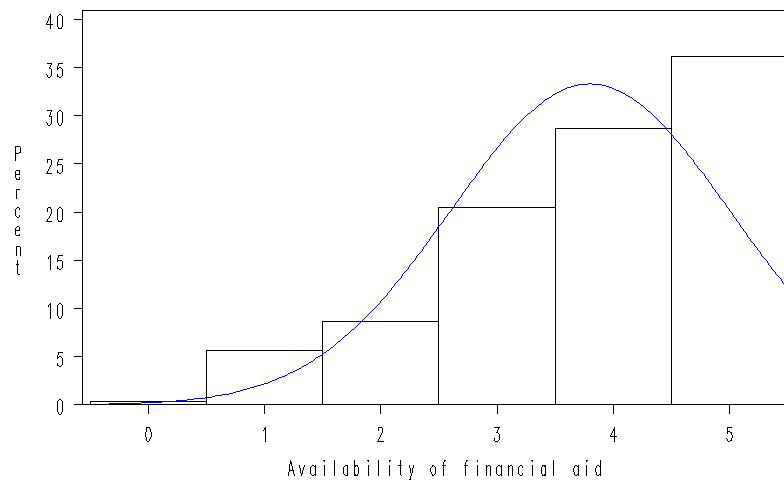
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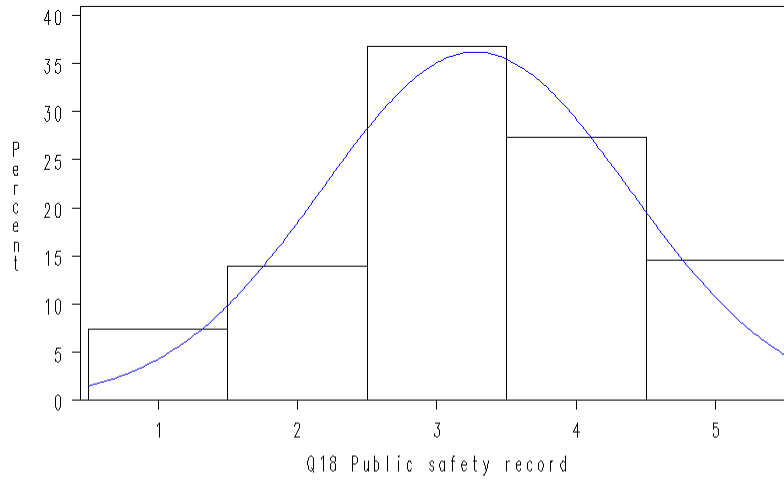
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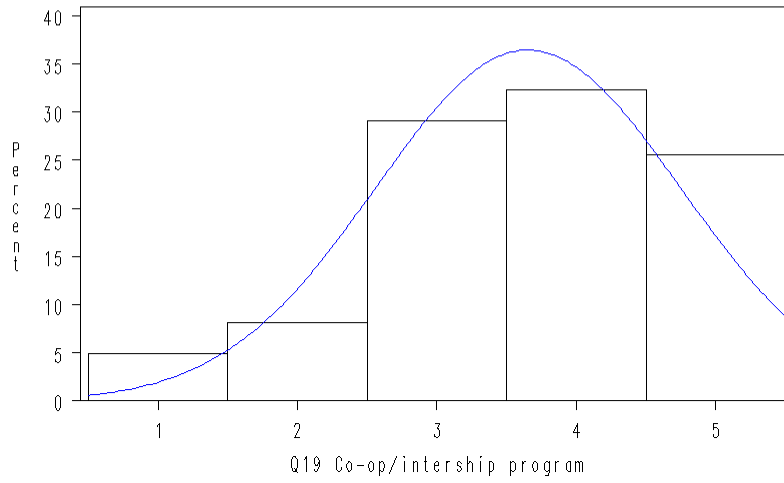
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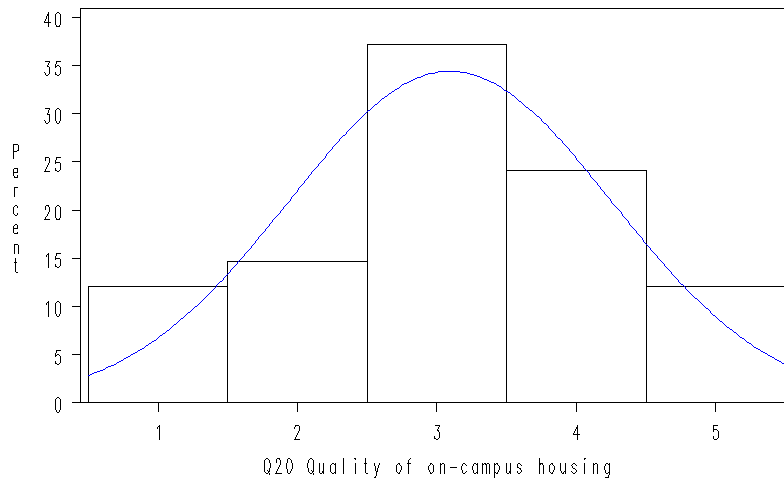
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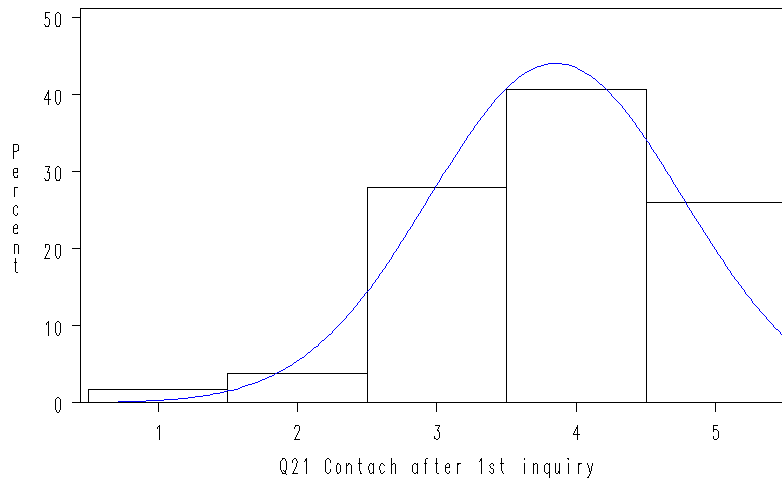
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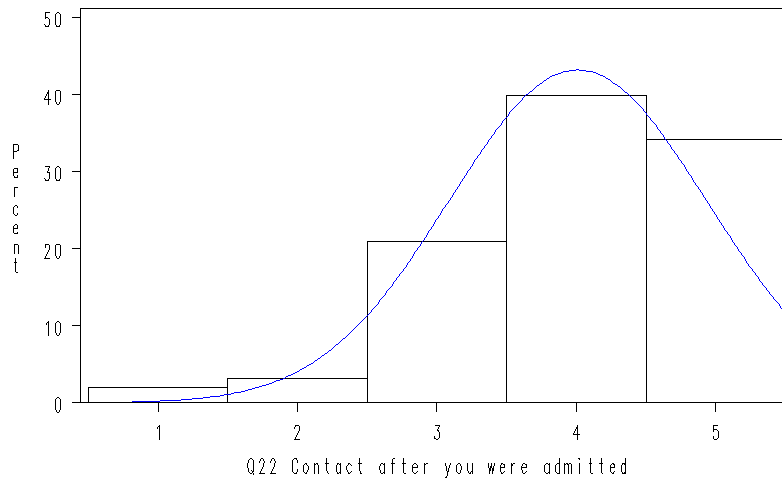
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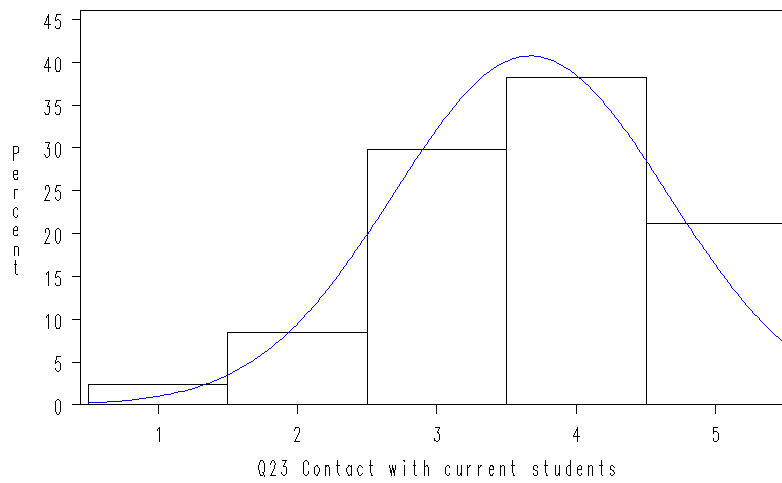
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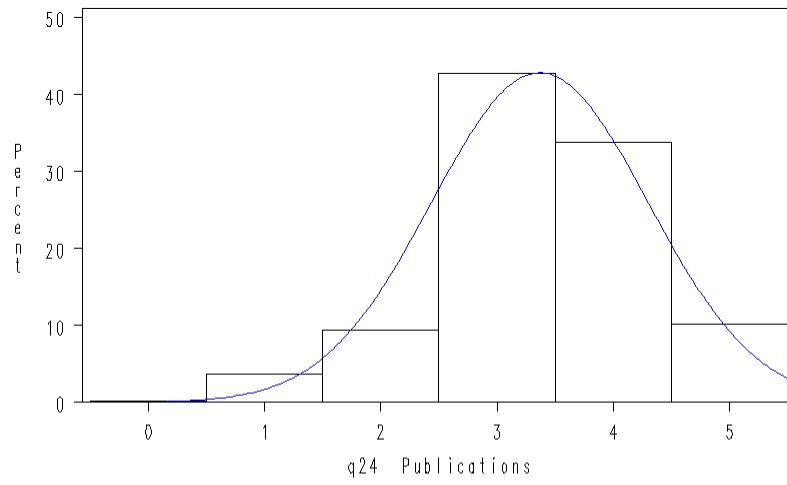
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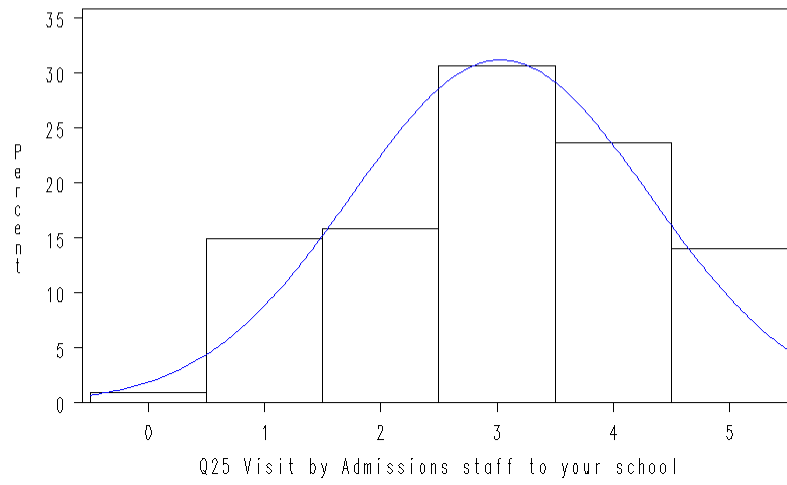
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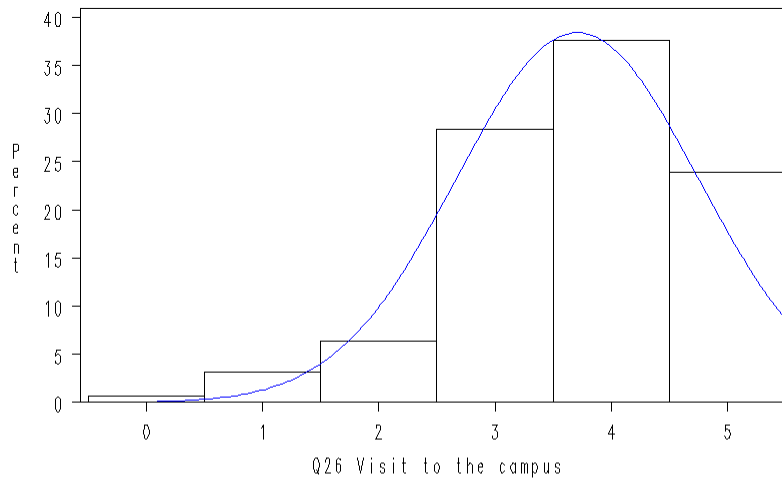
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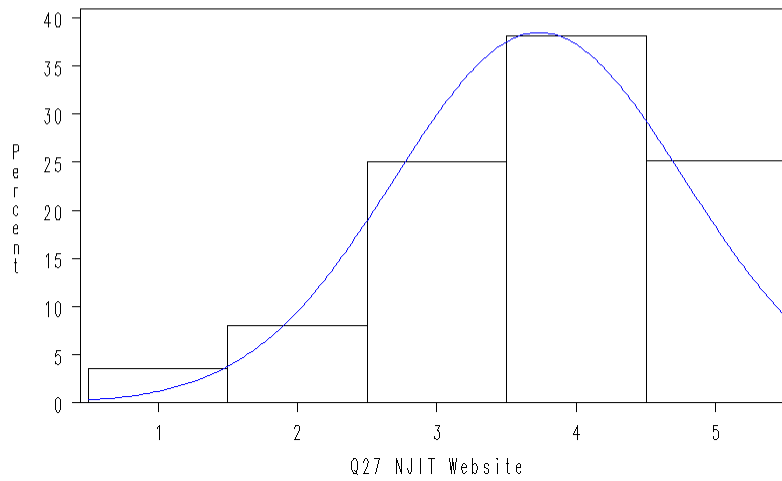
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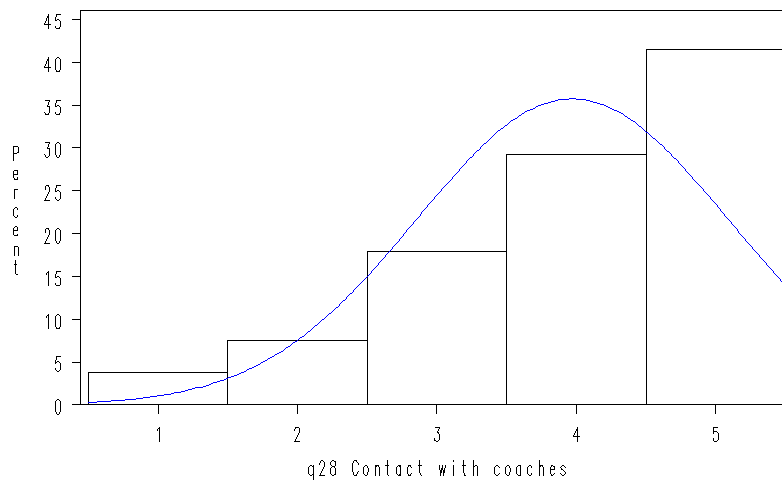
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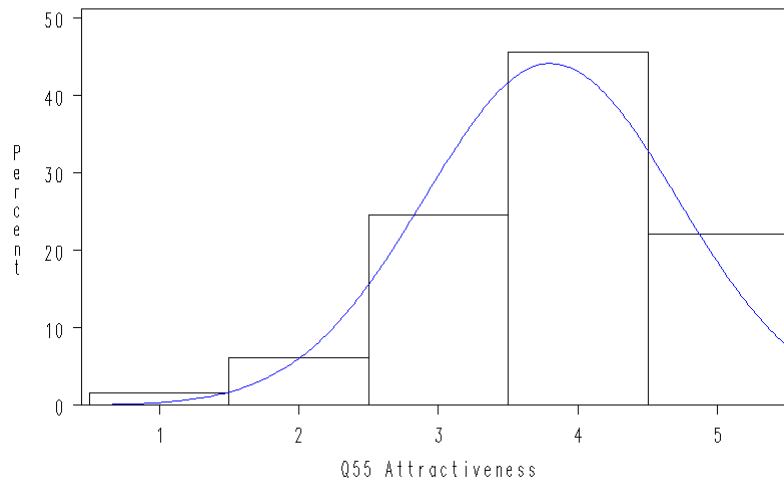
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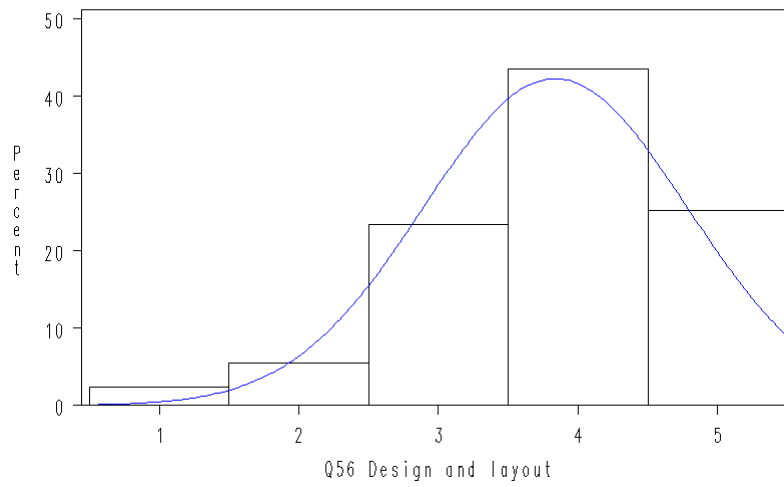
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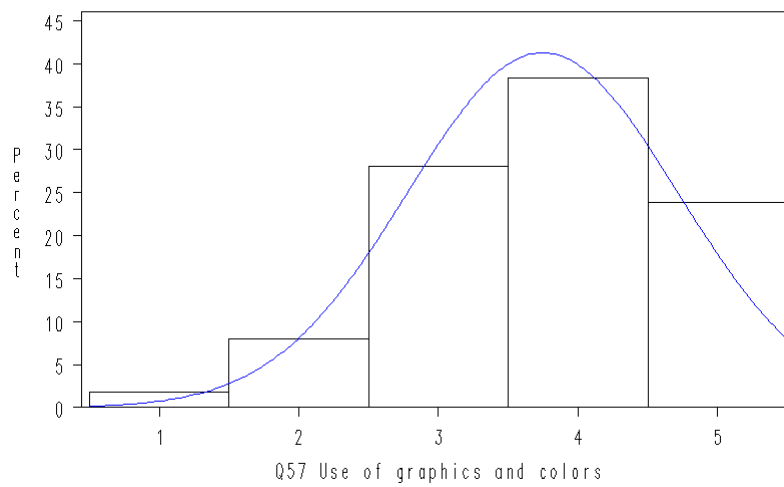
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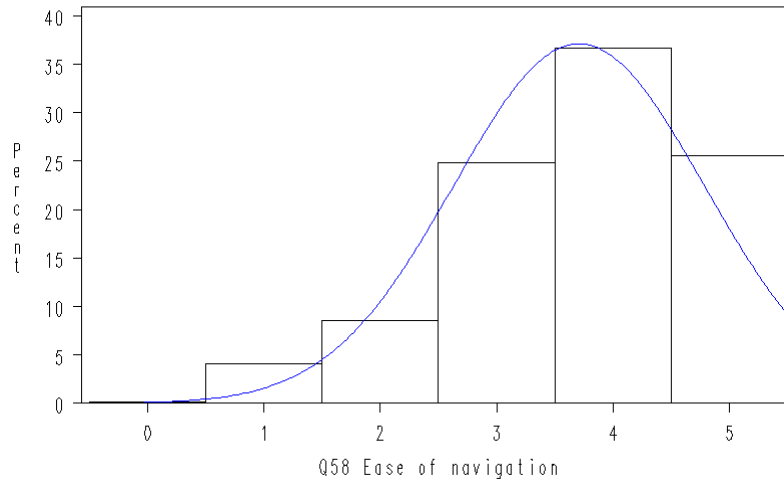
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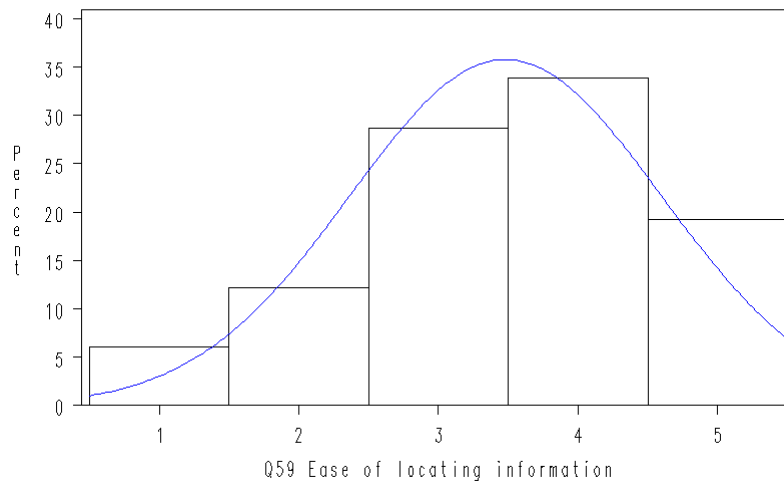
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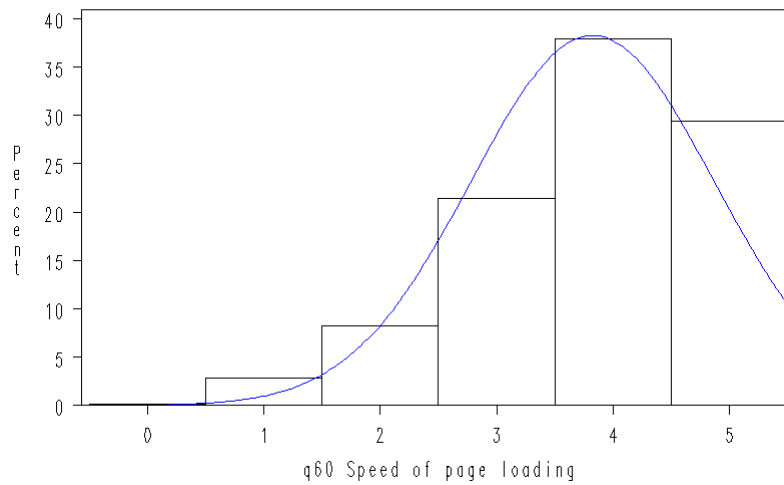
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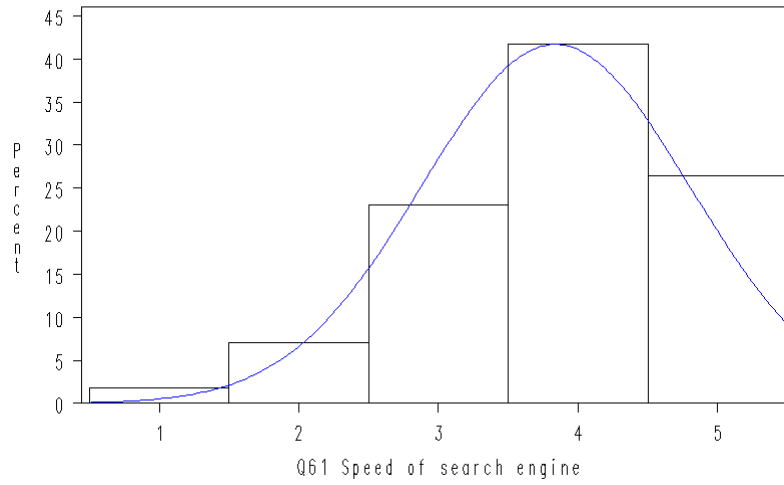
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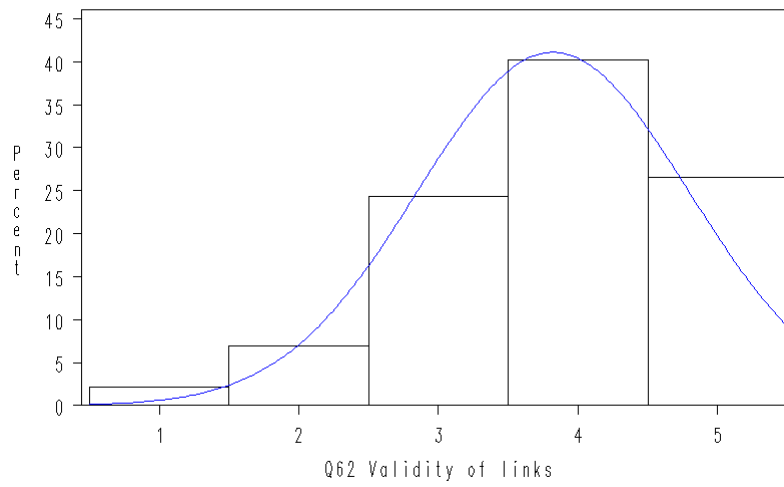
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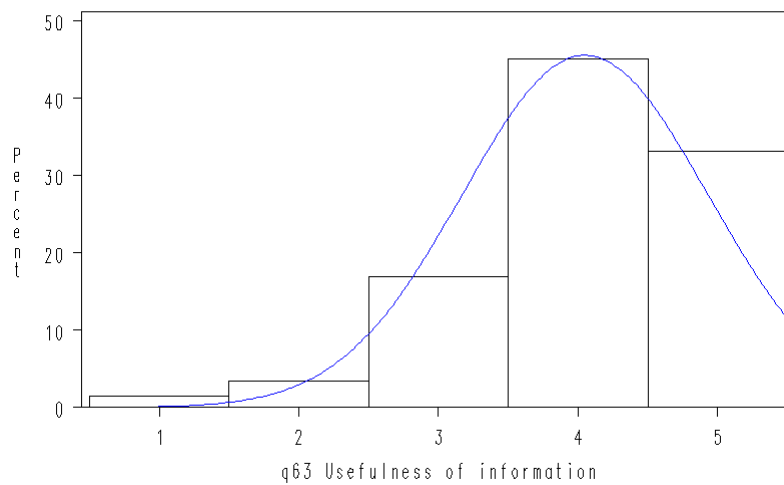
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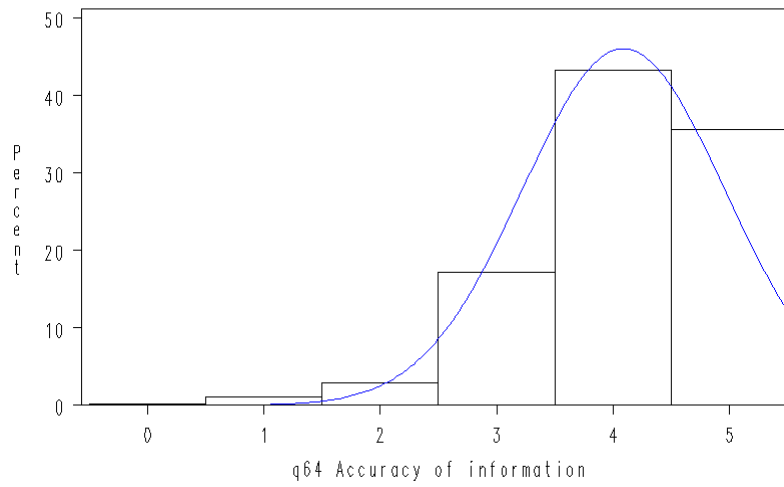
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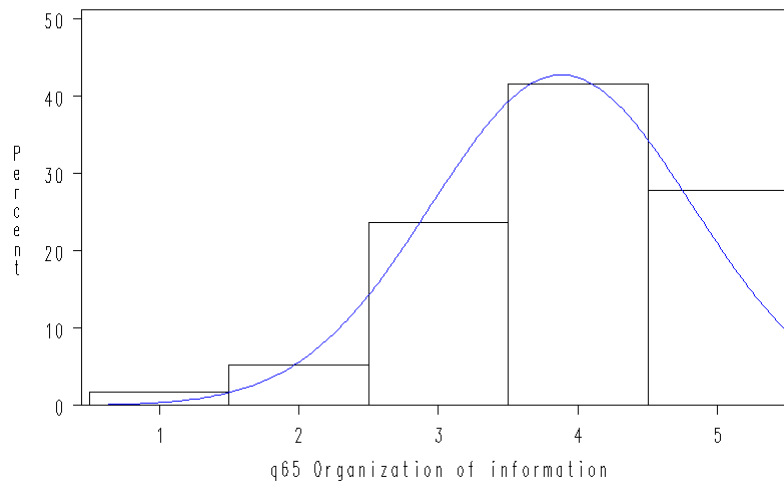
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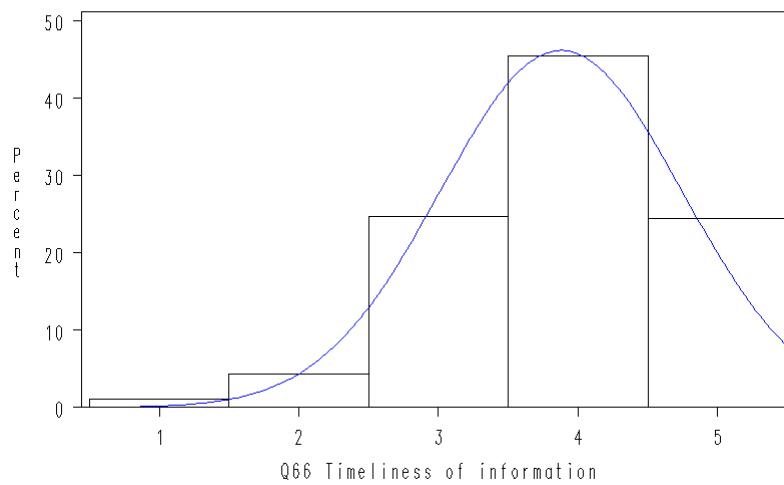
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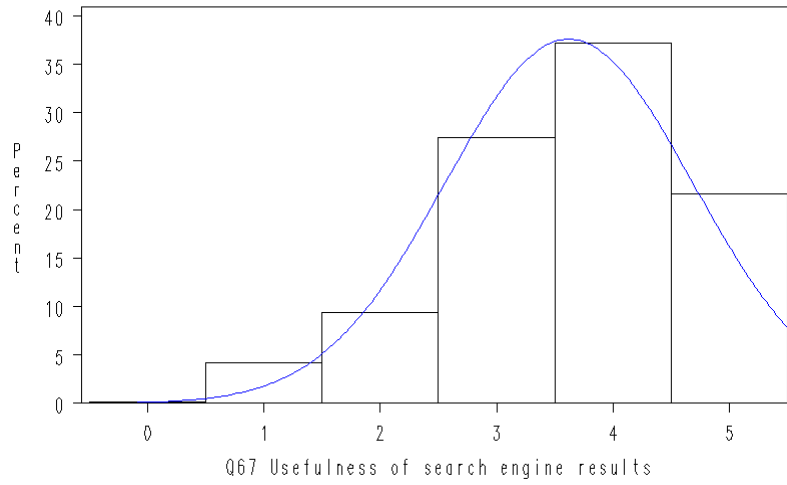
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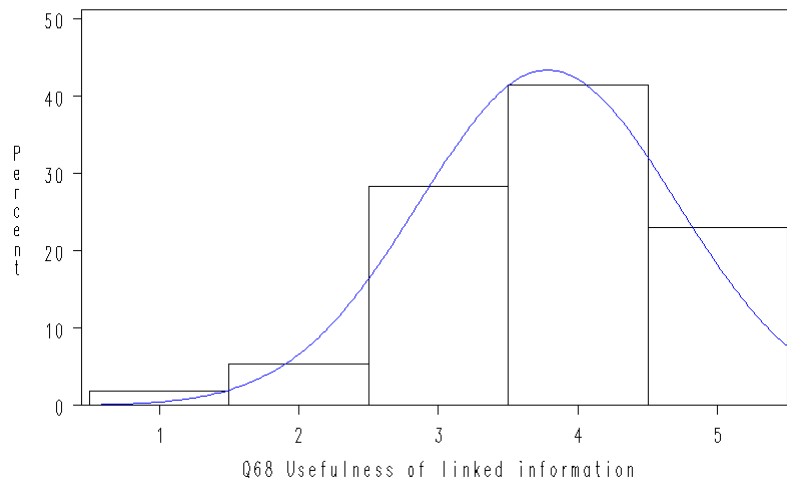
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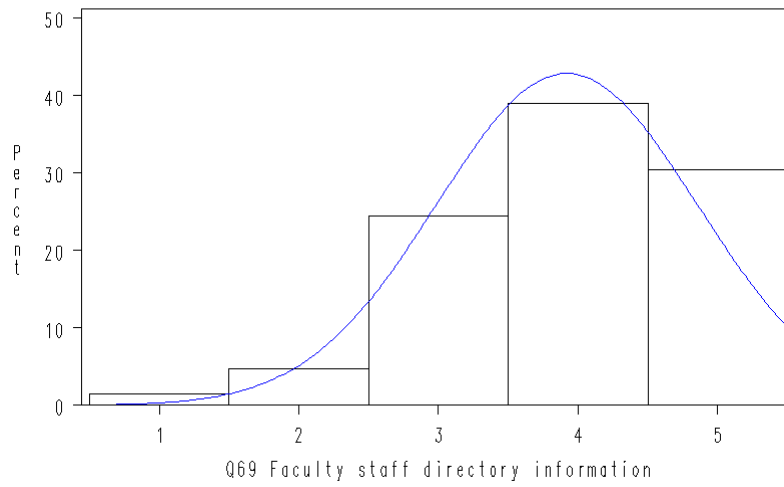
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