

Report: Enrolling Student Survey Graduate Students, Fall 2006

February 2007

Office of Institutional Research and Planning
New Jersey Institute of Technology

Executive Summary

The Enrolling Student survey for graduate students was created to gather a profile of incoming graduate students and information on of their decision to enroll in NJIT. The data will aid in NJIT's long term plan to double graduate enrollment in the next decade. The survey was deployed via the web. The survey instrument consisted of 33 questions concerning their goals, enrollment decision, comparison to other college and commitment to finishing their degree. Tables and graphics summarizing the results are attached. Overall, the results reveal the importance of the NJIT web in attracting and getting students to enroll . Highlights of the findings include:

Goals

- NJIT students are focused on career advancement. The top two goals are: *prepare for a career* and *attain skills that will be useful on a job*.
- There was no significant difference in goals by gender.

Enrollment

- Students are attracted to NJIT's academic strengths: *NJIT's academic reputation, quality of instruction, and academic facilities*. Female students' enrollment decisions are significantly more influenced by the *coop/internship programs* and *diversity of the student population*.
- The *internet* (64%) is clearly the most influential source for learning about NJIT. *Relatives, friends or acquaintances* (43%) was a distant second.
- *NJIT'S webpage* (30%), *personal contact from the academic department* (27%) and *US News and World Report* (19%) were the factors that most influenced students' decision to apply. The webpage and *US News and World Report* had greater influence on non-citizens.
- Fifty-seven percent of US citizens visited the NJIT campus while only 6% of non-citizens did. An attractive and informative website is crucial for getting foreign students to enroll at NJIT.
- *Friend* (23%) and *college professor* (20%) were the greatest influences on the student's decision to apply.
- *Friend* (21%), *relative* (20%), *parent* (20%), and *college professor* (21%) were equally factors on a student's the decision to attend NJIT.

Comparison to Other Colleges

- NJIT was the first choice for 57% of the students. Our major competitor is Rutgers University.
- In comparison to other colleges, NJIT was rated highly on the *NJIT website* and *contact after you were admitted*.

Commitment

- Eighty-one percent of the graduate students are very strongly committed to finishing their degree.

Recommendations

NJIT should enhance our internet presence and our third party representations (i.e., US News and World Report).

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Procedures and Sample

Institutional Research met with the Director of Graduate Admissions to aid in reviewing and constructing the entering students survey for graduate students. All first time graduate students were extracted from the official SURE enrollment file for participation in the sample. They were sent an invitation email and subsequent reminders to participate in the survey from the Director of Graduate Admissions. The survey instrument consisted of 33 questions concerning their goals, enrollment decision, comparison to other college and commitment to finishing their degree. A sample size of 139 students was achieved, representing 21% of entering graduate students.

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
New Jersey School of Architecture	7	5%	35	5%
College of Computing Sciences	29	21%	199	30%
College of Science and Liberal Arts	11	8%	48	7%
Newark College of Engineering	76	55%	315	47%
School of Management	14	10%	72	11%
Interdisciplinary programs	2	1%	3	1%
Total	139	100%	672	100%

2. Enrollment status

All of the students surveyed are full-time students (100%).

3. Gender

	n	% of total	Actual n	% of total
Male	95	68%	451	67%
Female	44	32%	218	33%
No response	0	0%	3	<1%
Total	139	100%	672	100%

4. Ethnicity

	n	% of total	Actual n	% of total
White, non-Hispanic	23	17%	69	10%
Asian/Pacific Islander	16	12%	61	9%
American Indian or Alaskan Native	0	0%	2	<1%
Hispanic	2	1%	17	3%
Black, non-Hispanic	5	4%	21	3%
Not a US citizen or permanent resident	90	64%	472	70%
Declined to state/no response	3	1%	30	4%
Total	139	100%	672	100%

5. Citizenship

	n	% of total	Actual n	% of total
U.S. citizen or permanent resident	49	35%	300	30%
Not a U.S. citizen or permanent resident	90	65%	472	70%
Total	139	100%	672	100%

6. Living on campus

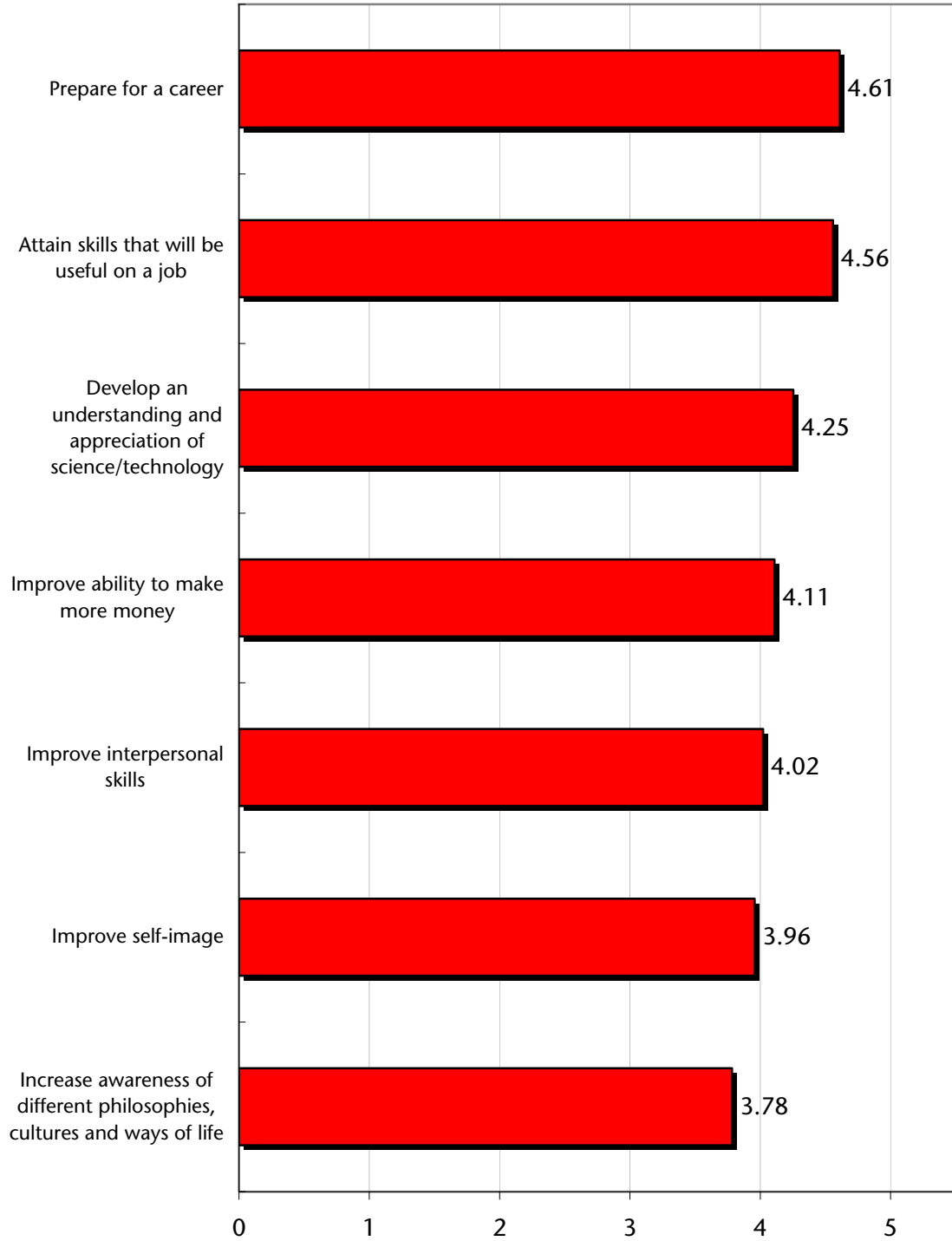
	n	% of total	Actual n	% of total
Resident	9	6%	26	4%
Commuter	130	94%	646	96%
Total	139	100%	672	100%

7. Department/program

	n	% of total	Actual n	% of total
Applied statistics	1	1%	3	<1%
Architecture	7	5%	29	4%
Biology	1	1%	2	<1%
Biomedical engineering	18	13%	60	9%
Civil engineering	6	4%	19	3%
Chemical engineering	0	0%	10	1%
Chemistry	4	3%	9	1%
Computational biology	0	0%	4	1%
Computer engineering	3	2%	13	2%
Computer science	18	13%	150	22%
Electrical engineering	22	16%	115	17%
Engineering management	5	4%	15	2%
Environmental engineering	1	1%	4	1%
Environmental policy studies	1	1%	2	<1%
Environmental science	0	0%	4	1%
Industrial engineering	1	1%	10	1%
Internet engineering	1	1%	2	<1%
Information science	11	8%	45	7%
Infrastructure planning	0	0%	3	<1%
Applied mathematics	3	2%	5	1%
Mathematical sciences	0	0%	13	2%
Mechanical engineering	6	4%	24	4%
Manufacturing systems engineering	3	2%	4	1%
Management (MS program)	3	2%	10	1%
Management (MBA program)	11	8%	62	9%
Material science	2	1%	3	<1%
Occupational safety and health engineering	1	1%	4	1%
Pharmaceutical engineering	2	1%	9	1%
Applied physics	0	0%	8	1%
Professional and technical communication	1	1%	2	<1%
Telecommunications	6	4%	20	3%
Transportation	3	2%	6	1%
Urban systems	0	0%	3	<1%
Total	139	100%	672	100%

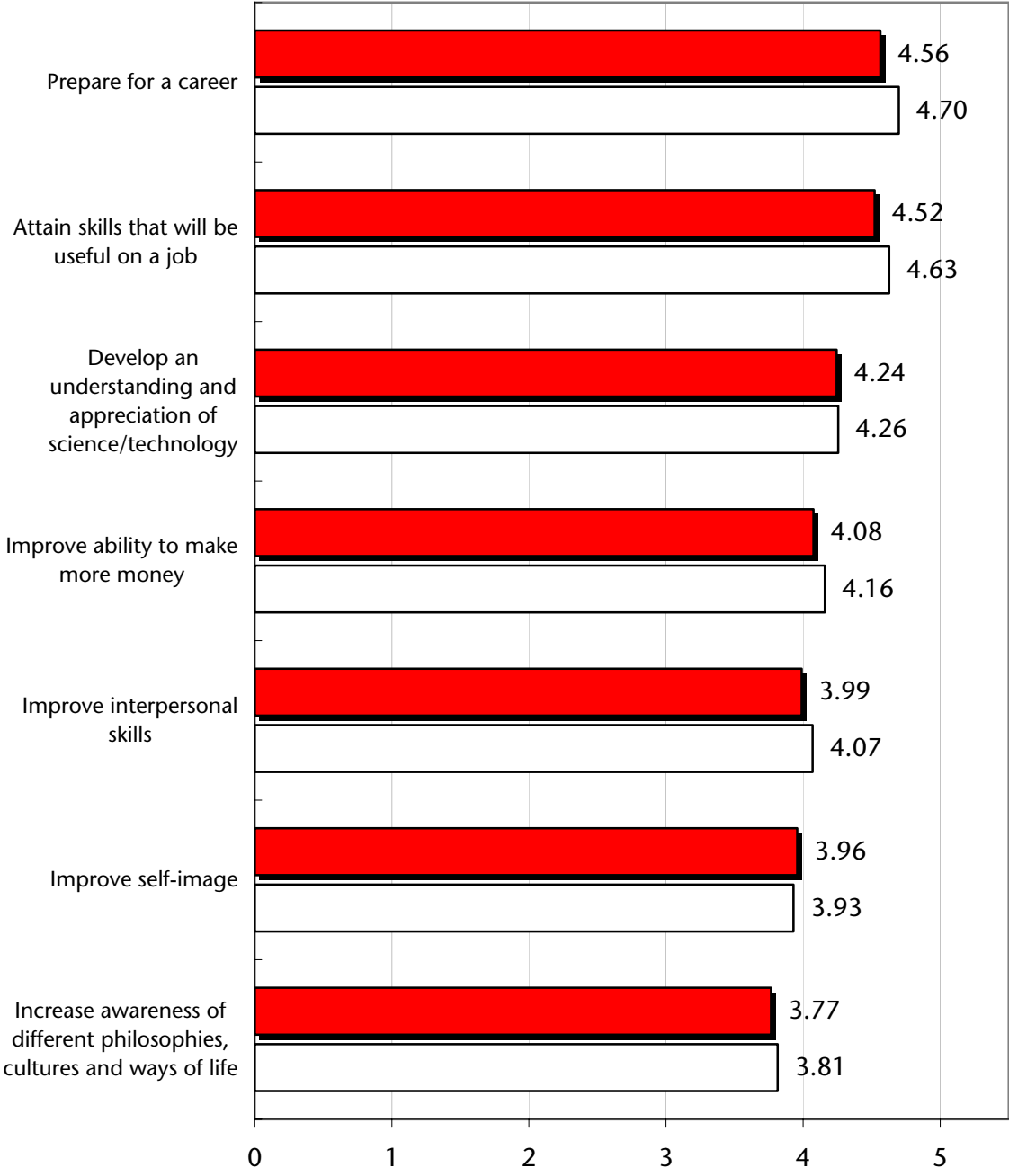
Section I: Goals

Student Mean Ratings of Goals at NJIT



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

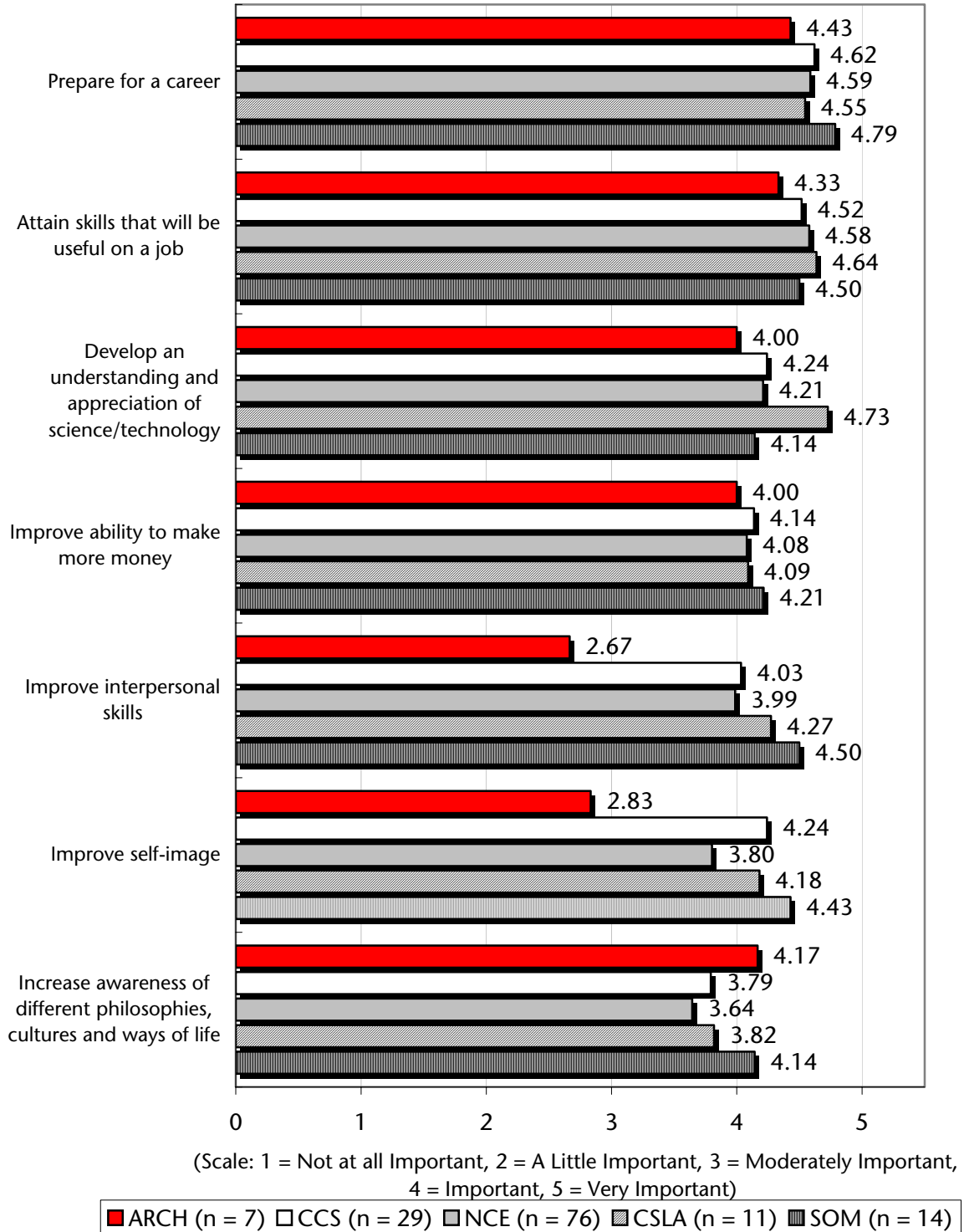
Student Mean Ratings of Goals at NJIT by Gender



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

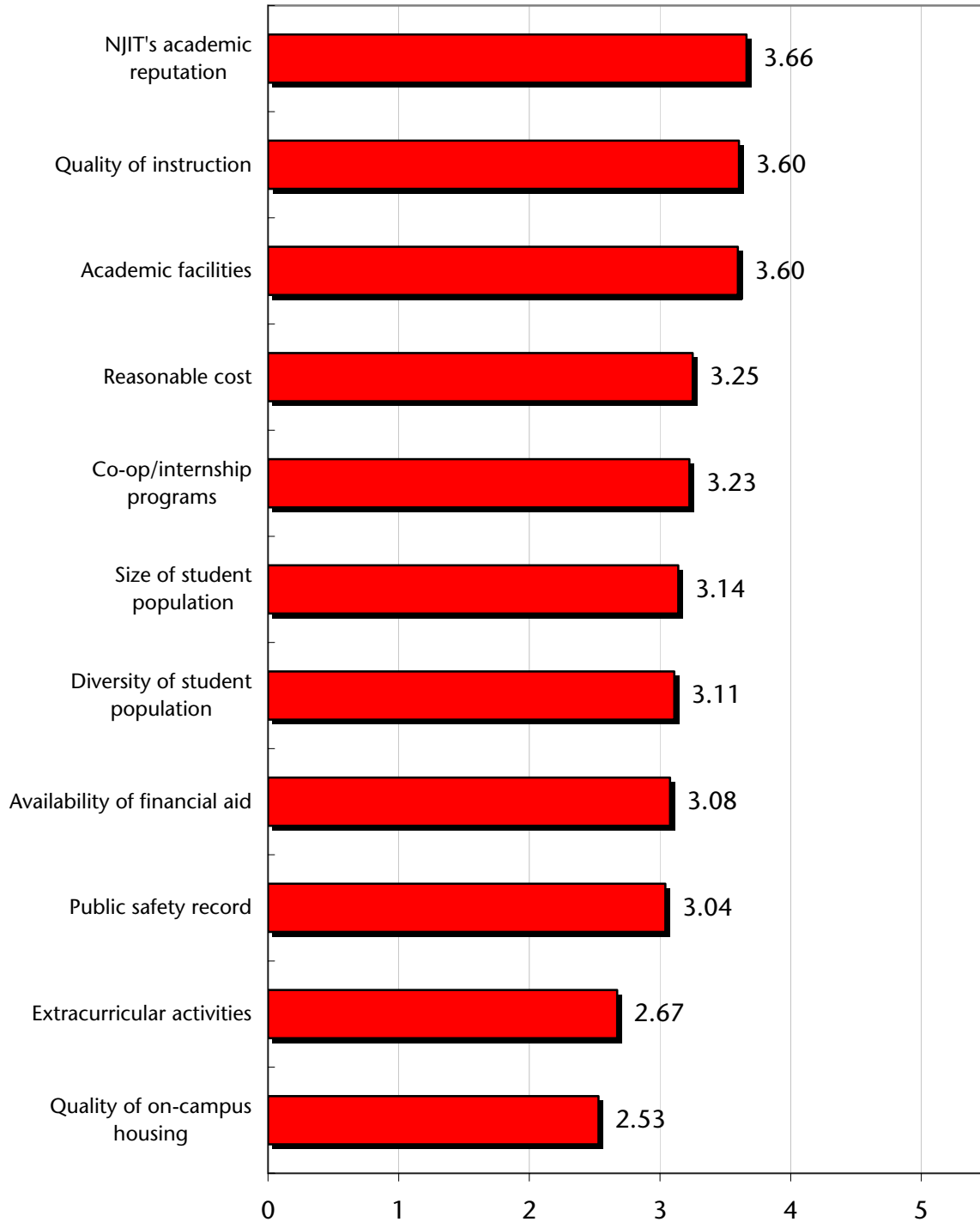
■ Male (n = 95) □ Female (n = 44)

Student Mean Ratings of Goals at NJIT by School



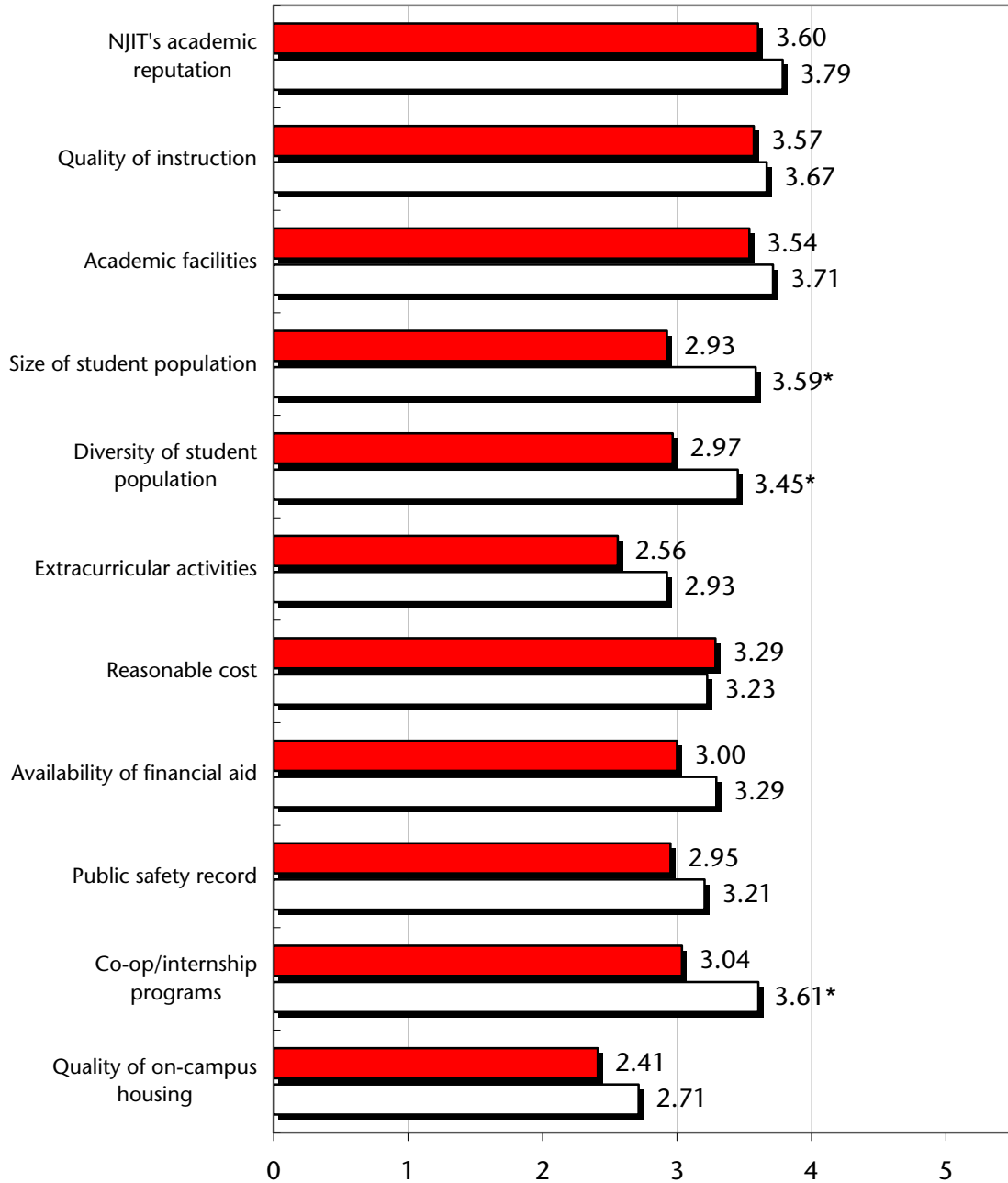
***Section II: Enrollment
Factors/Influences***

Factors in Enrollment Decision



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

Factors in Enrollment Decision by Gender



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

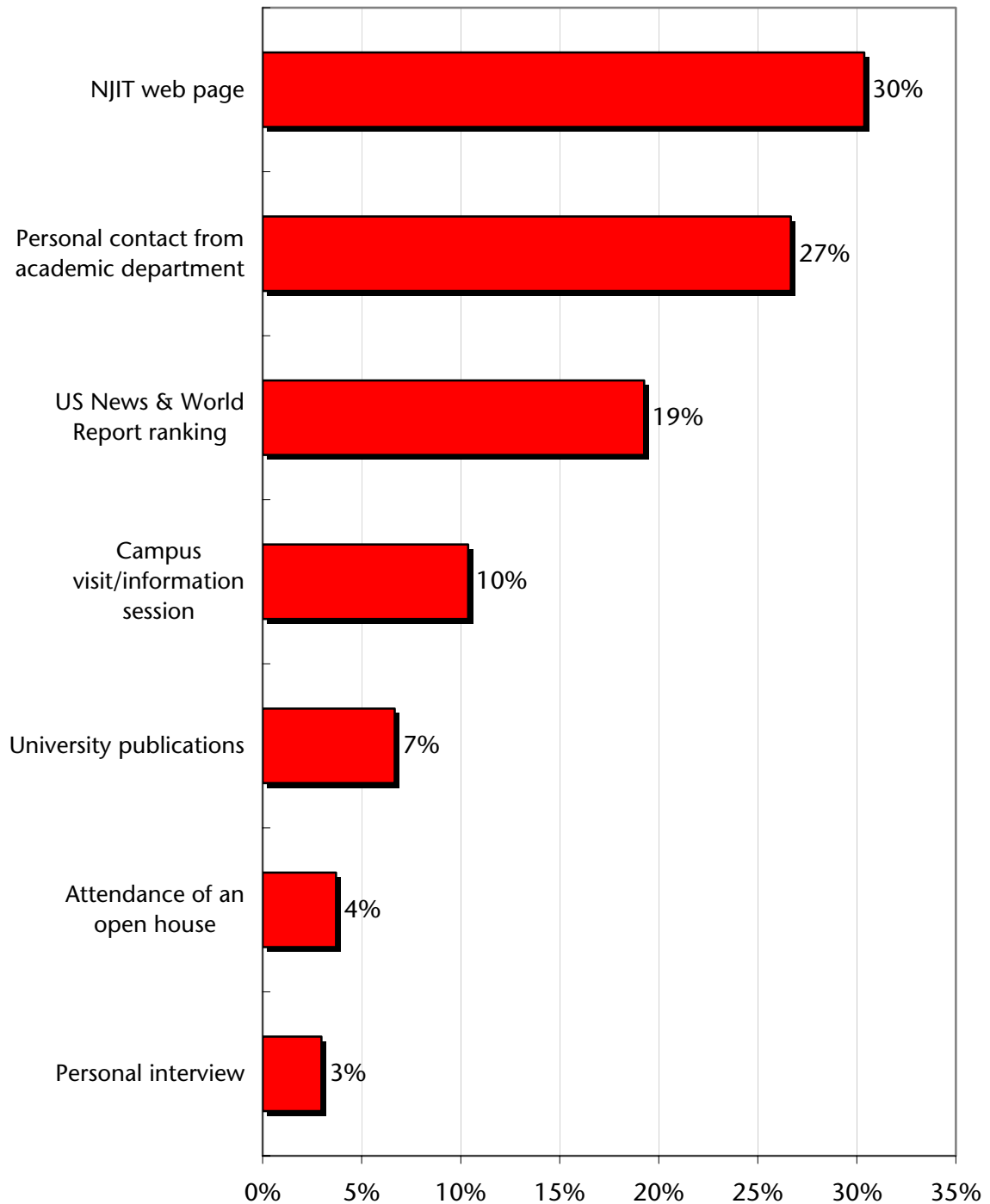
* Significant at $p < 0.05$

■ Male (n = 94) □ Female (n = 44)

Factors in Enrollment Decision by School

	ARCH (n = 7)	CCS (n = 29)	CSLA (n = 11)	NCE (n = 76)	SOM (n = 14)
NJIT's academic reputation	3.50	3.66	3.91	3.62	3.64
Quality of instruction	3.50	3.39	3.82	3.62	3.71
Academic facilities	3.17	3.57	3.73	3.53	3.86
Size of student population	2.67	3.17	3.45	3.14	3.00
Diversity of student population	4.00	3.07	3.27	3.04	3.00
Extra-curricular activities	2.00	2.72	3.30	2.64	2.50
Reasonable cost	4.14	3.04	3.55	2.99	4.43
Availability of financial aid	3.86	3.08	3.64	2.86	3.36
Public safety record	2.60	3.13	3.30	2.96	3.07
Co-op/internship programs	2.80	3.42	3.56	3.10	3.17
Quality of on-campus housing	2.00	2.76	2.43	2.42	2.71

Q-27. Which of the following most influenced your decision to apply?
(n = 133)



**Q-27: Which Most Influenced Your Decision to Apply?
by Gender**

	Male (n = 131)	Female (n = 40)
Attendance of an open house	2%	7%
Campus visit/ information session	10%	12%
Personal contact from academic department	27%	26%
Personal interview	4%	0%
NJIT web page	32%	28%
University publications	7%	7%
<i>US News and World Report</i>	18%	21%

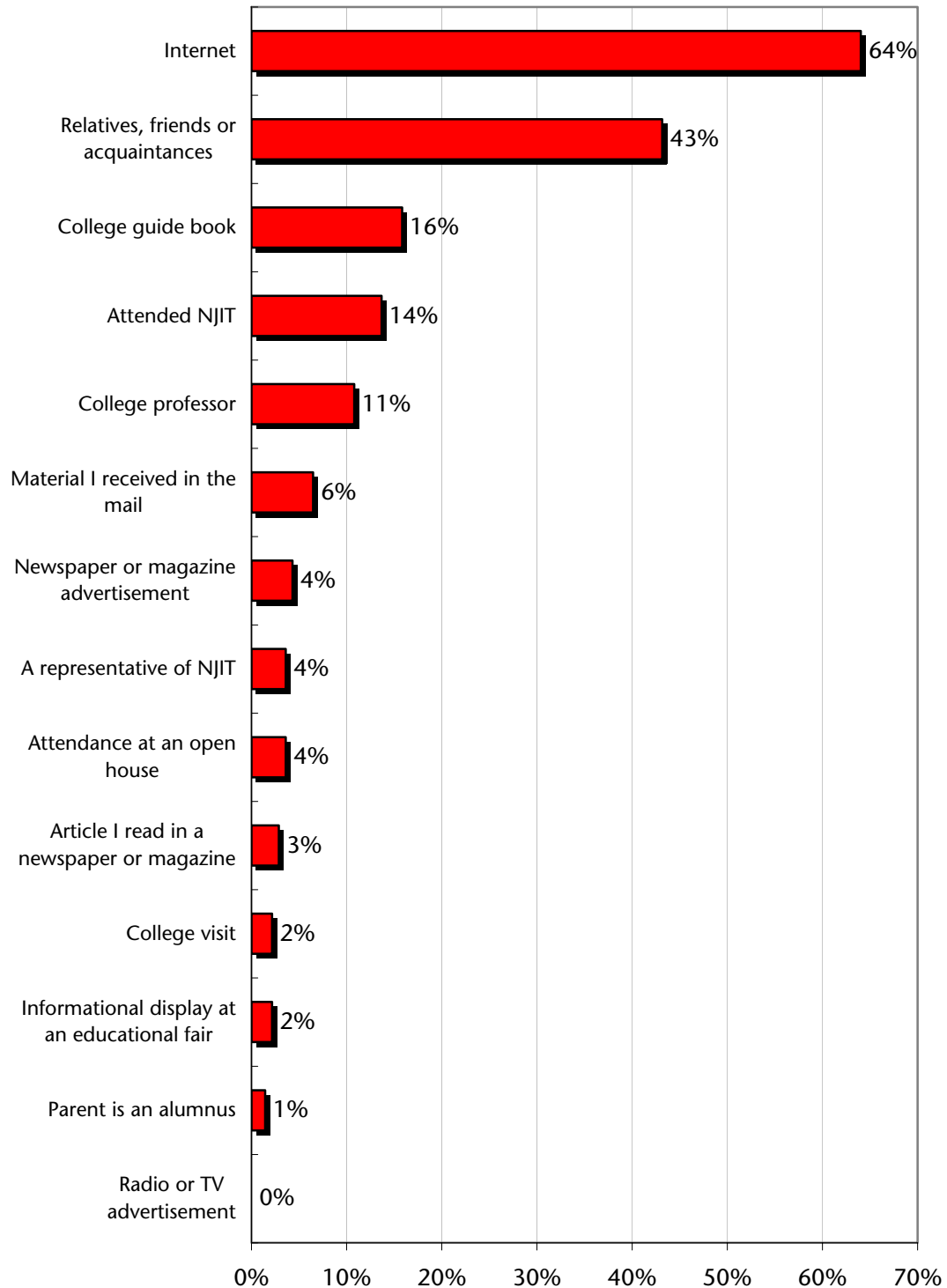
**Q-27: Which Most Influenced Your Decision to Apply?
by Citizenship**

	Citizen (n = 48)	Non-citizen (n = 87)
Attendance of an open house	4%	3%
Campus visit/ information session	19%	6%
Personal contact from academic department	38%	21%
Personal interview	6%	1%
NJIT web page	17%	38%
University publications	8%	6%
<i>US News and World Report</i>	8%	25%

**Q-27: Which Most Influenced Your Decision to Apply?
by School**

	ARCH (n = 7)	CCS (n = 28)	CSLA (n = 11)	NCE (n = 74)	SOM (n = 13)
Attendance of an open house	0%	7%	0%	3%	8%
Campus visit/ information session	14%	11%	18%	11%	0%
Personal contact from academic department	57%	11%	18%	31%	31%
Personal interview	0%	4%	0%	4%	0%
NJIT web page	29%	28%	27%	28%	38%
University publications	0%	11%	27%	4%	0%
<i>US News and World Report</i>	0%	28%	10%	19%	23%

**Q-28. How did you learn about NJIT?
Mark all that apply. (n = 139)**



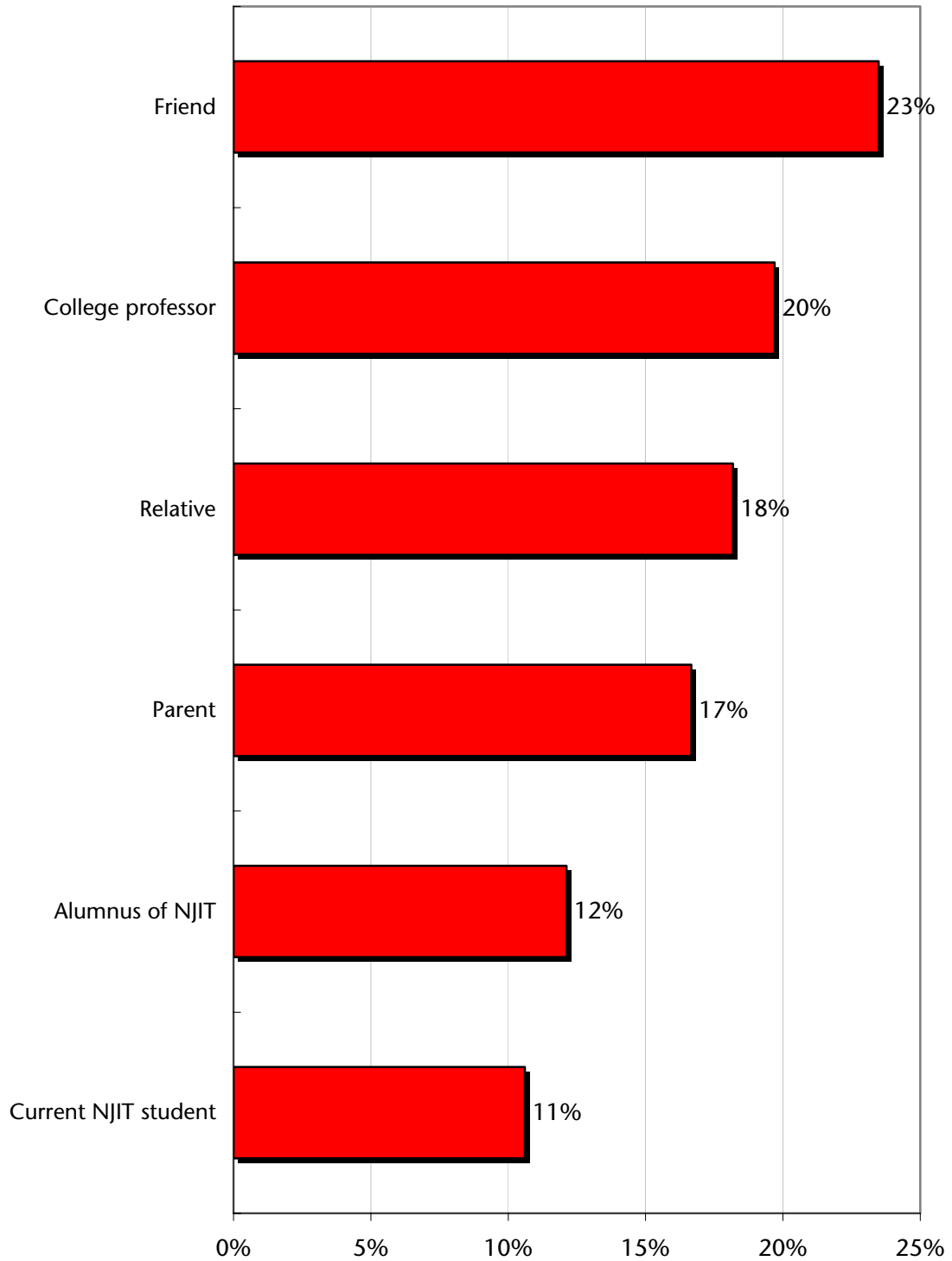
**Q-28: How did you learn about NJIT?
by Gender**

	Male (n = 131)	Female (n = 40)
Attended NJIT	16%	9%
A representative of NJIT	4%	2%
Article I read in a newspaper or magazine	4%	0%
College guide book	19%	9%
College visit	1%	5%
Attendance at an open house	3%	5%
College professor	11%	11%
Informational display at an educational fair	1%	5%
Internet	65%	64%
Material I received in the mail	4%	11%
Newspaper or magazine advertisement	6%	0%
Parent is an alumnus	1%	2%
Radio or TV advertisement	0%	0%
Relatives, friends or acquaintances	36%	57%

**Q-28: How did you learn about NJIT?
by School**

	ARCH (n = 7)	CCS (n = 28)	CSLA (n = 11)	NCE (n = 74)	SOM (n = 13)
Attended NJIT	14%	14%	9%	13%	21%
A representative of NJIT	0%	7%	0%	3%	7%
Article I read in a newspaper or magazine	0%	0%	0%	4%	0%
College guide book	14%	7%	27%	18%	14%
College visit	0%	0%	0%	4%	0%
Attendance at an open house	0%	3%	9%	4%	0%
College professor	14%	14%	9%	11%	7%
Informational display at an educational fair	0%	0%	9%	3%	0%
Internet	29%	55%	64%	67%	79%
Material I received in the mail	0%	3%	9%	5%	21%
Newspaper or magazine advertisement	0%	3%	0%	5%	7%
Parent is an alumnus	14%	3%	0%	0%	0%
Radio or TV advertisement	0%	0%	0%	0%	0%
Relatives, friends or acquaintances	43%	62%	64%	33%	43%

Q-29. Who most influenced your decision to apply? (n = 133)



**Q-29: Who Most Influenced Your Decision to Apply?
by Gender**

	Male (n = 91)	Female (n = 42)
Alumnus of NJIT	11%	14%
Current NJIT student	13%	5%
Friend	29%	12%
Professor	17%	21%
Parent	15%	19%
Relative	13%	29%

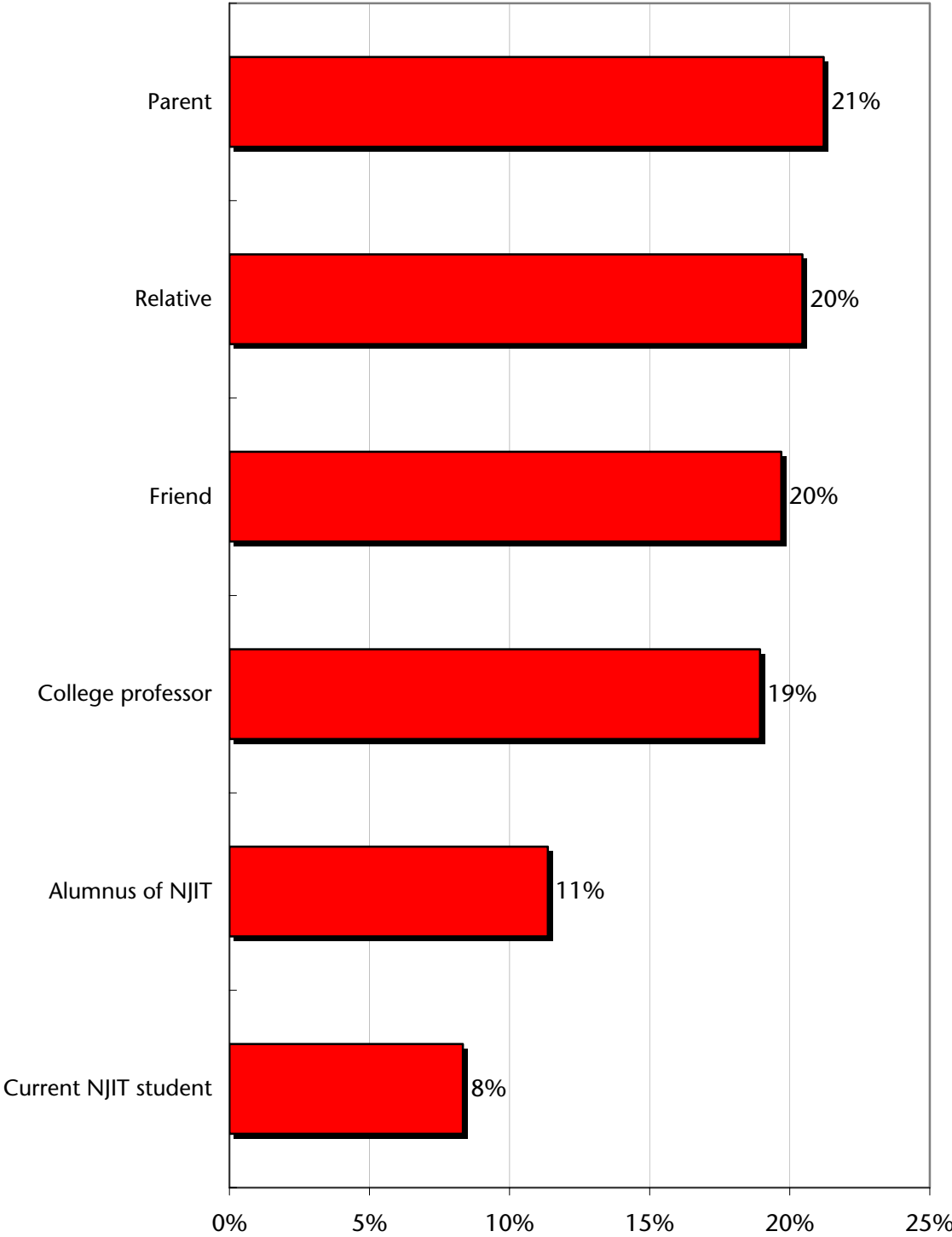
**Q-29: Who Most Influenced Your Decision to Apply?
by Citizenship**

	Citizen (n = 48)	Non-citizen (n = 87)
Alumnus of NJIT	10%	13%
Current NJIT student	13%	9%
Friend	17%	27%
Professor	29%	14%
Parent	17%	16%
Relative	15%	20%

**Q-29: Who Most Influenced Your Decision to Apply?
by School**

	ARCH (n = 7)	CCS (n = 28)	CSLA (n = 11)	NCE (n = 74)	SOM (n = 13)
Alumnus of NJIT	17%	18%	9%	11%	8%
Current NJIT student	0%	7%	9%	11%	15%
Friend	33%	32%	9%	22%	23%
Professor	50%	7%	37%	23%	0%
Parent	0%	11%	18%	19%	23%
Relative	0%	25%	18%	14%	31%

Q-30. Who most influenced your decision to attend? (n = 132)



**Q-29: Who Most Influenced Your Decision to Attend?
by Gender**

	Male (n = 90)	Female (n = 41)
Alumnus of NJIT	10%	12%
Current NJIT student	10%	5%
Friend	23%	12%
Professor	18%	22%
Parent	20%	24%
Relative	19%	24%

**Q-29: Who Most Influenced Your Decision to Attend?
by Citizenship**

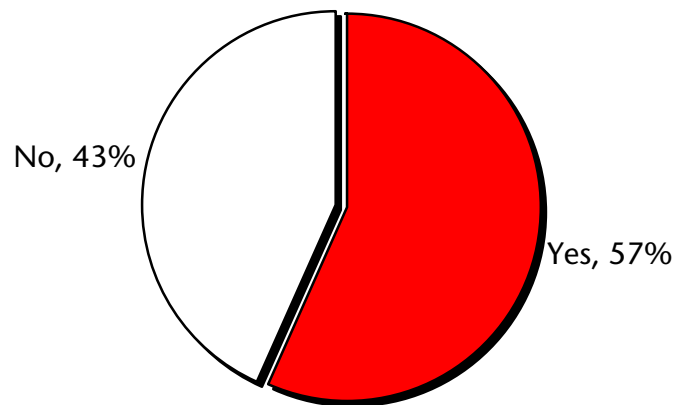
	Citizen (n = 46)	Non-citizen (n = 86)
Alumnus of NJIT	9%	13%
Current NJIT student	9%	8%
Friend	17%	21%
Professor	30%	13%
Parent	17%	23%
Relative	17%	22%

**Q-29: Who Most Influenced Your Decision to Attend?
by School**

	ARCH (n = 5)	CCS (n = 27)	CSLA (n = 11)	NCE (n = 74)	SOM (n = 13)
Alumnus of NJIT	20%	19%	9%	9%	8%
Current NJIT student	0%	4%	0%	8%	23%
Friend	20%	30%	9%	19%	15%
Professor	40%	4%	27%	26%	0%
Parent	20%	18%	36%	22%	15%
Relative	0%	26%	18%	16%	38%

***Section III: Comparison to Other
Colleges***

Q-31. Was NJIT your first choice?
(n = 136)

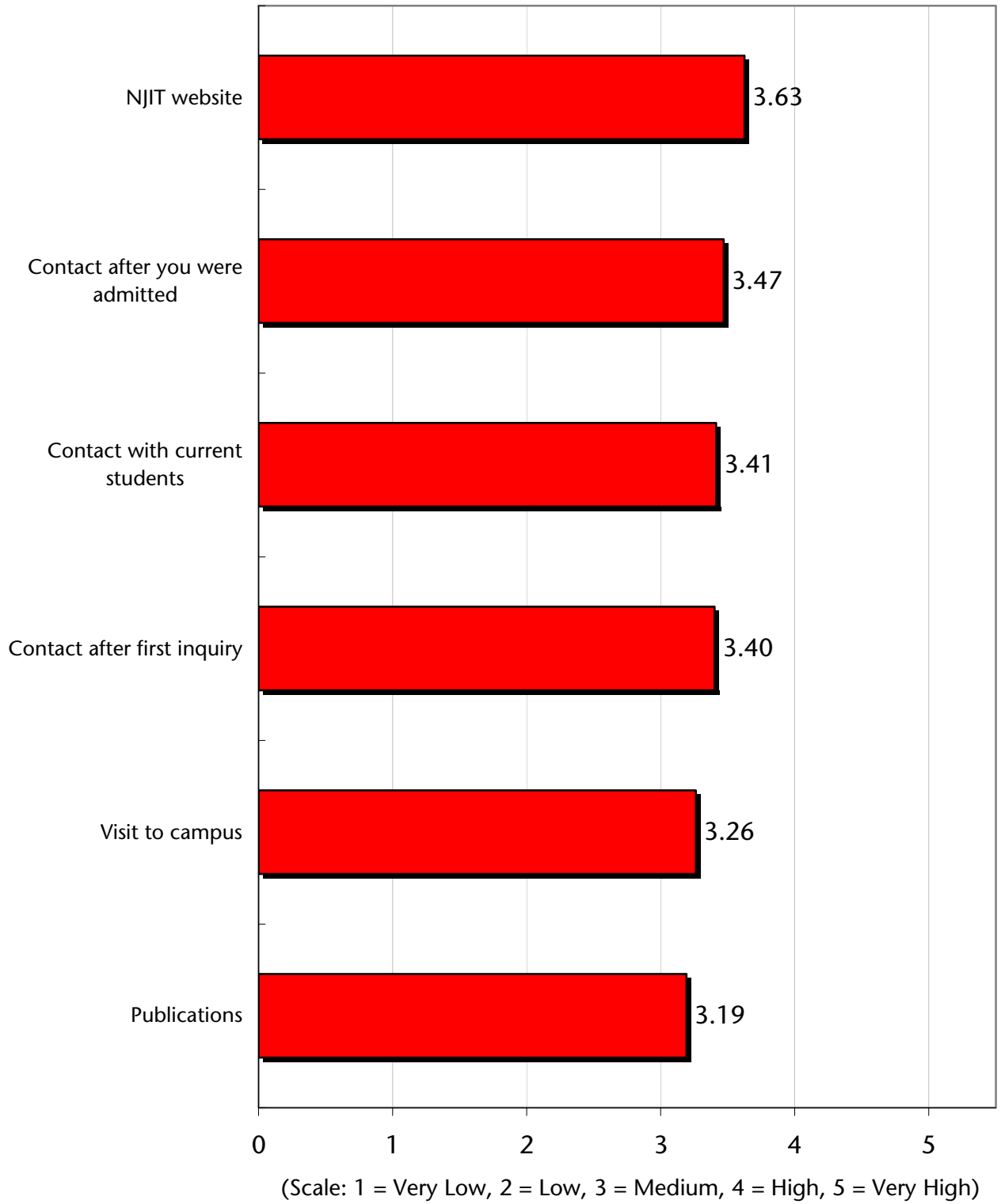


Q-31a: If NJIT was not your first choice, name of first choice:

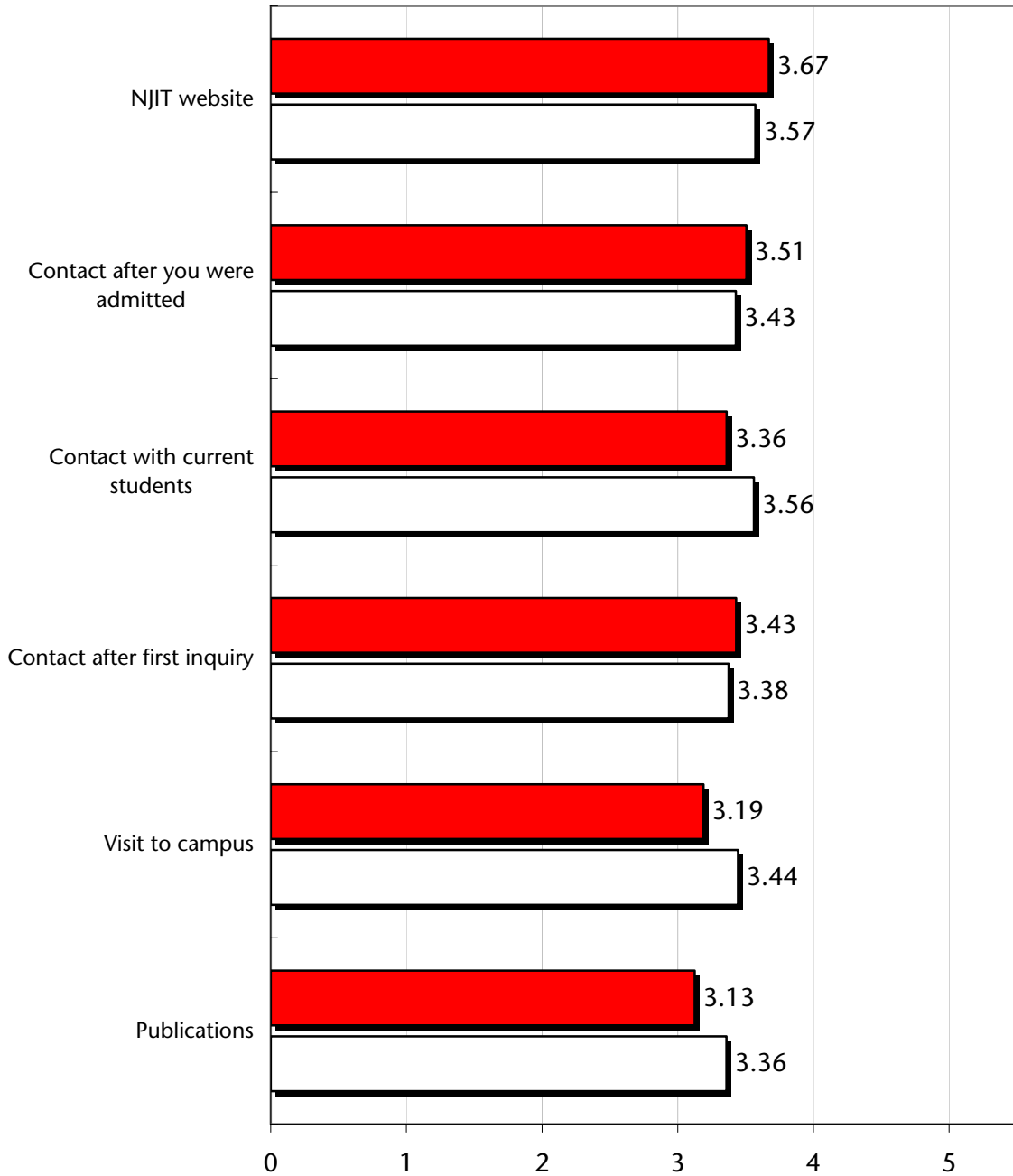
	Top 5 choices: University/College	n
1	Rutgers	6
2	Penn State	4
3	Cornell University	3
4	Stevens	3
5	Arizona State U	2
	MIT	2
	NYU	2
	Princeton	2
	U of Texas	2
	Virginia Tech	2

* See Appendix for other responses

Rate NJIT in Comparison to Other Colleges



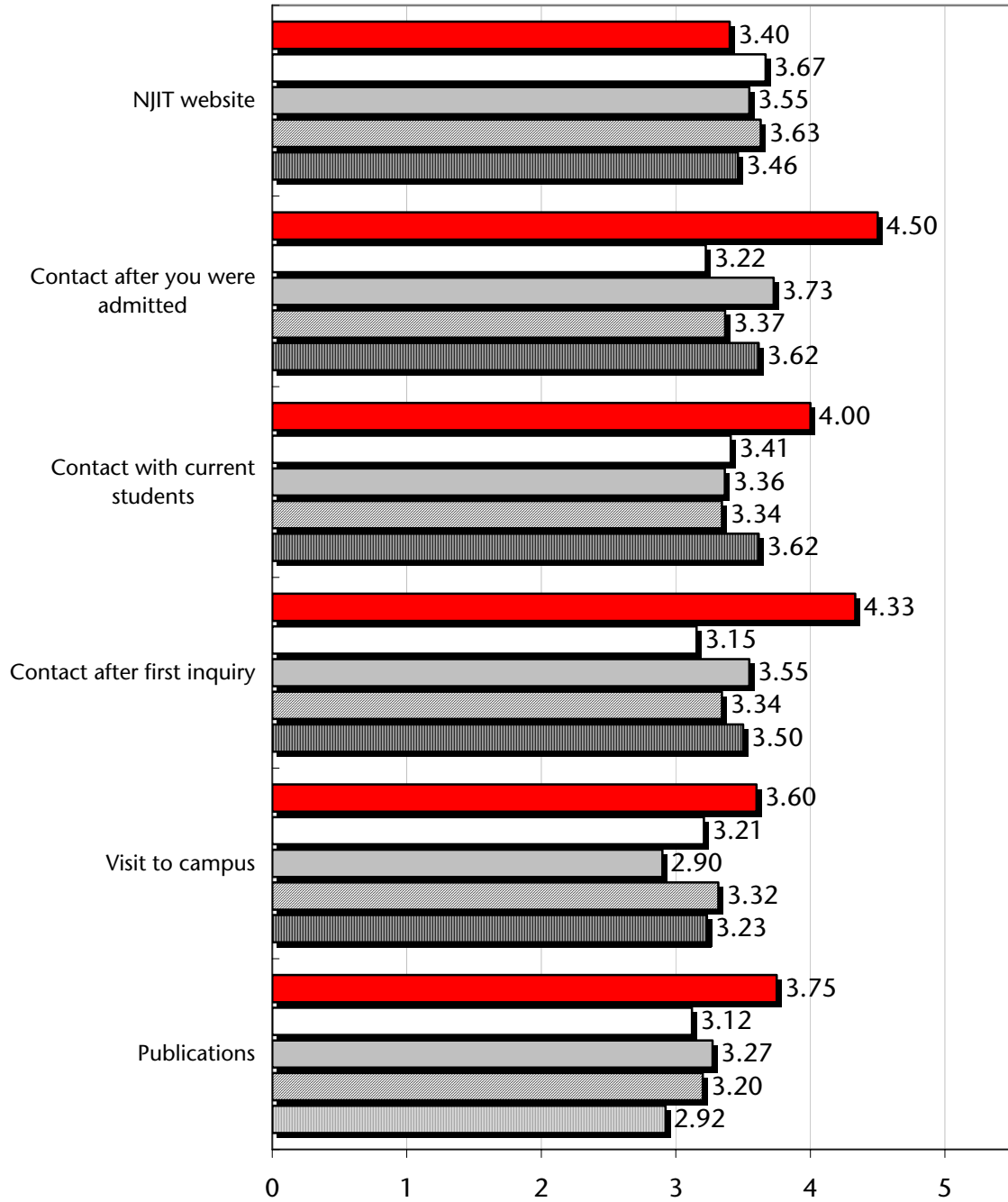
Rate NJIT in Comparison to Other Colleges by Gender



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

■ Male (n = 95) □ Female (n = 44)

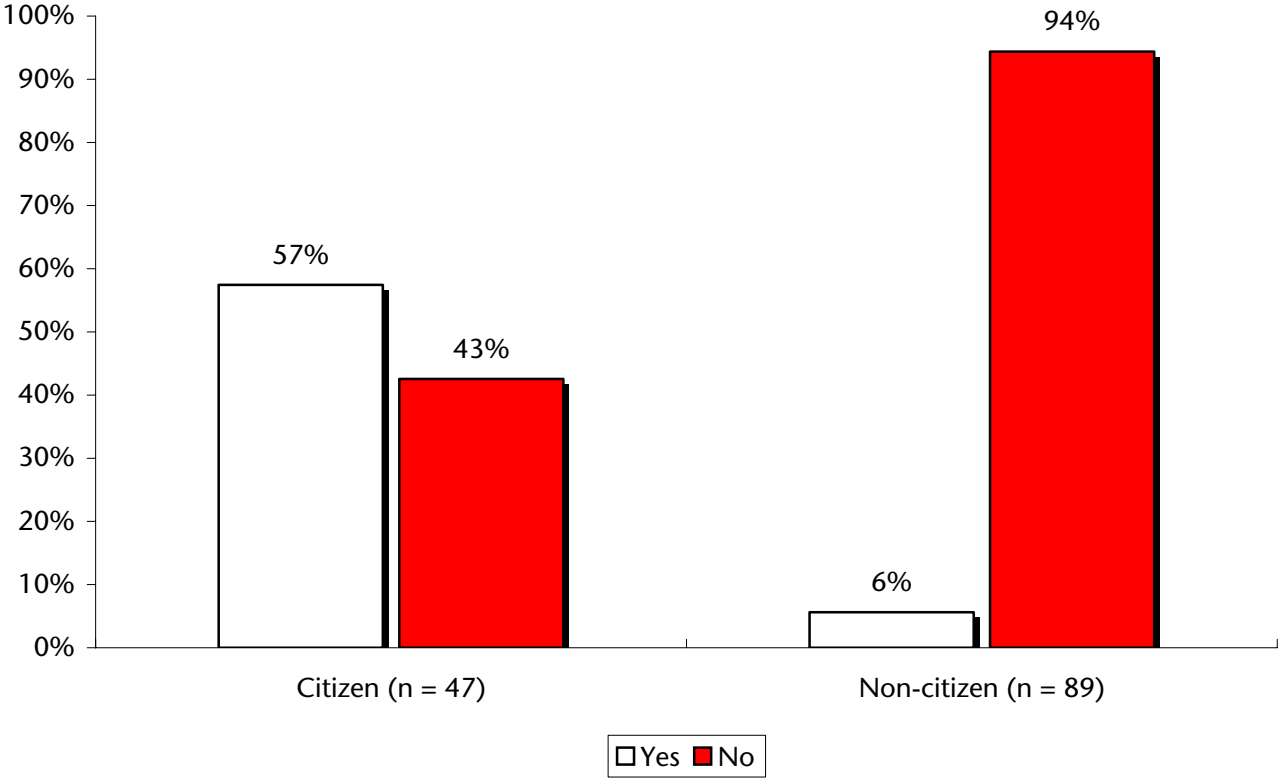
Rate NJIT in Comparison to Other Colleges by School



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

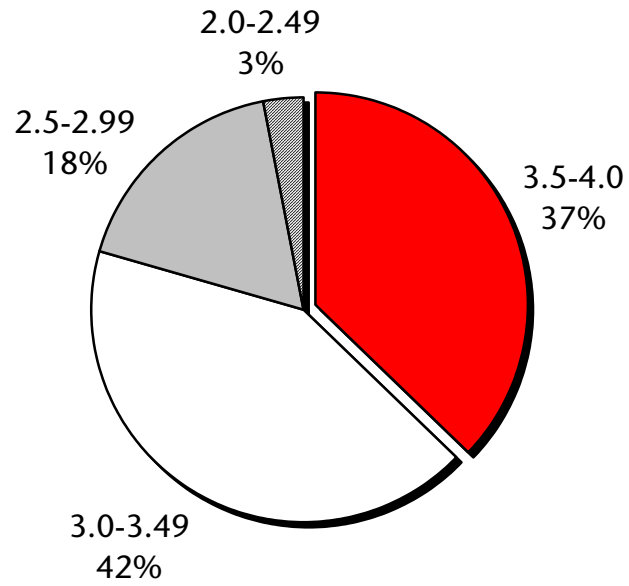
■ ARCH (n = 7)
 CCS (n = 29)
 NCE (n = 76)
 CSLA (n = 11)
 SOM (n = 14)

Q-32. Did you visit the NJIT campus before making your decision to enroll? (n = 139)



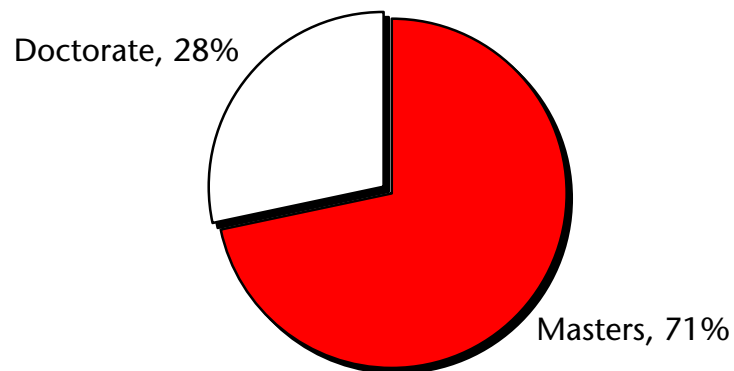
Section IV: Academic Situation

Q-26. Approximate undergraduate GPA
($n = 137$)

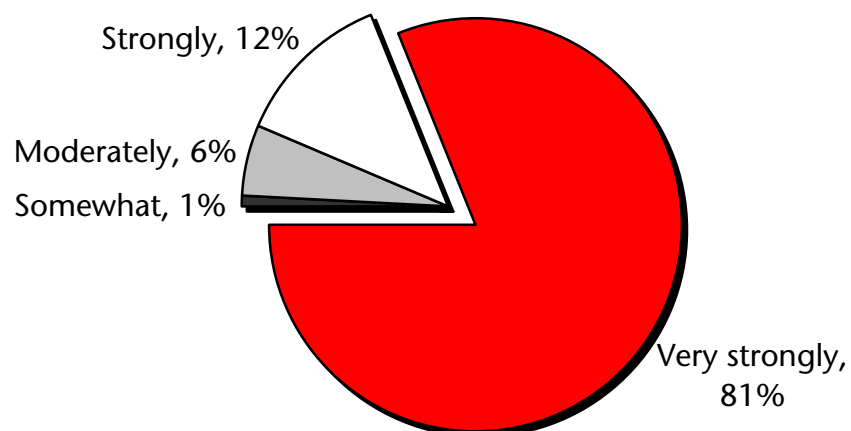


Section V: Commitment

Q-25. Highest degree you intend to attain ($n = 136$)



Q-33. How committed are you to finishing your degree? ($n = 136$)



Appendix

Q-28: How did you learn about NJIT?/Other

- American Society of Mechanical Engineers
- Consultant
- Course descriptions
- Resident of local area
- State university
- US news
- Whitaker Organizations website

Q-31: Was NJIT your first choice? If not, name of first choice:

Rutgers	6	Louisiana Tech	1
Penn State	4	Maharishi U of Management	1
Cornell University	3	Ohio State University	1
Stevens	3	RIT	1
Arizona State U	2	SUNY Buffalo	1
MIT	2	Syracuse	1
NYU	2	UC Davis	1
Princeton	2	UC Irvine	1
U of Texas	2	UCLA	1
Virginia Tech	2	UMBC	1
Bucknell	1	U of Minnesota	1
California State U	1	U of Houston	1
Cleveland State U	1	U of Maryland	1
Georgia Tech	1	U of Michigan	1
Harvard	1	USC	1
Idaho State University	1	Villanova	1
Indiana University	1	West Virginia University	1
La Salle University	1	Worcester Polytechnic	1