

Report: Enrolling Student Survey Undergraduates, Fall 2006

February 2007

Office of Institutional Research and Planning
New Jersey Institute of Technology

Executive Summary

The Enrolling Student survey for Fall 2006 was revised for deployment via the web. The survey instrument consisted of 40 questions concerning their goals, enrollment decisions, comparisons to other colleges and commitment to finishing their degree. Tables and graphics summarizing the results are attached. Undergraduate students are attracted to NJIT mainly because it is a good value for their money. Highlights of the findings include:

Goals

- NJIT students are focused on career and pecuniary goals. The top three goals are: *prepare for a career, attain skills that will be useful on a job, and improve ability to make more money.*
- Women reported significantly higher mean scores on *attain skills that will be useful on a job.*

Enrollment

- *Reasonable cost, availability of financial aid, and NJIT's academic reputation* are the main drivers of student's enrollment decision.
- *Reasonable cost, availability of financial aid, NJIT's academic reputation, coop/internship, and academic facilities, the Honors College and size of the student body* are statistically significant drivers for women's decisions to attend when compared to that of men.
- Compared to last year's survey, about ten percent more students reported that they learned about NJIT from the internet and a guidance counselor. *Relatives, friends or acquaintances, internet, guidance counselor, college visit, and high school teachers, principals or staff* are the top five sources of learning about NJIT.
- *A campus visit/information session (35%) and attendance of an open house (26%)* were the factors that most influenced students' decision to apply. Forty-five percent of women reported that a *campus visit/information session* most influenced their decision to apply compared to only 32 percent of men. More importantly, women rated their campus visit as compared to our competitors higher than men (see the next section).
- Eight percent of the students, a decrease of 1 percent from last year, noted that *US News and World Report* was a factor in their decision to apply.
- Seventy-three percent of students visited the campus before making the decision to enroll. Parents were the strongest influence on the student's decision to apply (42%) and to attend (57%) NJIT.

Comparison to Other Colleges

- NJIT was the first choice for 57% of the students. Overwhelmingly, our major competitor is Rutgers University.
- In comparison to other colleges, NJIT was rated high on all factors especially *contact after you were admitted.*
- Women's rating (4.05) of a visit to the NJIT campus as compared to other colleges was statistically significantly higher than men's (3.50).

Commitment

- First generation college students comprised 48% of the respondents.
- Two-thirds are very strongly committed to finishing their degree.
- Fifty-four percent intend to attain a Masters degree and twenty-two percent earn a doctorate degree.

Recommendations

- NJIT should emphasize that it offers good education at a reasonable cost and concentrate on enhancing our internet presence.
- NJIT should encourage more students, especially women, to visit its campus.

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Procedures and Sample

All FTFTF students were extracted from the official SURE enrollment file for participation in the sample. Since less than 30% of the students were able to recall their system-generated student ID for the paper and pencil survey, it was decided to deploy the entering survey via the web. This will allow us to track the progress of the cohort thru their academic career at NJIT. In addition, the web system is now in place to better serve the anticipated structural change of delivering freshman seminar by college/program. An email invitation and reminder emails were sent to all first-time, full-time freshmen (FTFTF). The survey instrument consisted of 40 questions concerning their goals, enrollment decision, comparisons to other colleges, and commitment to finishing their degree. A sample size of 174 students was achieved, representing 22% of FTFTF).

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	27	16%	120	15%
College of Computing Sciences	32	19%	134	17%
College of Science and Liberal Arts	30	17%	110	13%
Newark College of Engineering	84	48%	408	50%
School of Management	1	<1%	39	5%
Total	174	100%	811	100%
Albert Dorman Honors College	43	25%	139	17%

2. Enrollment status

All surveyed respondents are full-time day students (100.0%).

3. Gender

	n	% of total	Actual n	% of total
Male	132	76%	663	82%
Female	42	24%	148	18%
Total	174	100%	811	100%

4. Ethnicity

	n	% of total	Actual n	% of total
White, non-Hispanic	78	45%	330	41%
Asian/Pacific Islander	34	20%	148	18%
Hispanic	37	21%	169	21%
Black, non-Hispanic	11	6%	84	10%
Not a US citizen or resident alien	7	4%	30	4%
Declined to state/no response	7	4%	42	5%
Total	174	100%	811	100%

5. Citizenship

	n	% of total	Actual n	% of total
U.S. citizen or permanent resident	168	96%	769	95%
Not a U.S. citizen or permanent resident	7	4%	42	5%
Total	174	100%	811	100%

6. E.O.P. program enrollment

	n	% of total	Actual n	% of total
Yes	23	13%	163	20%
No	151	87%	648	80%
Total	174	100%	811	100%

7. Living on campus

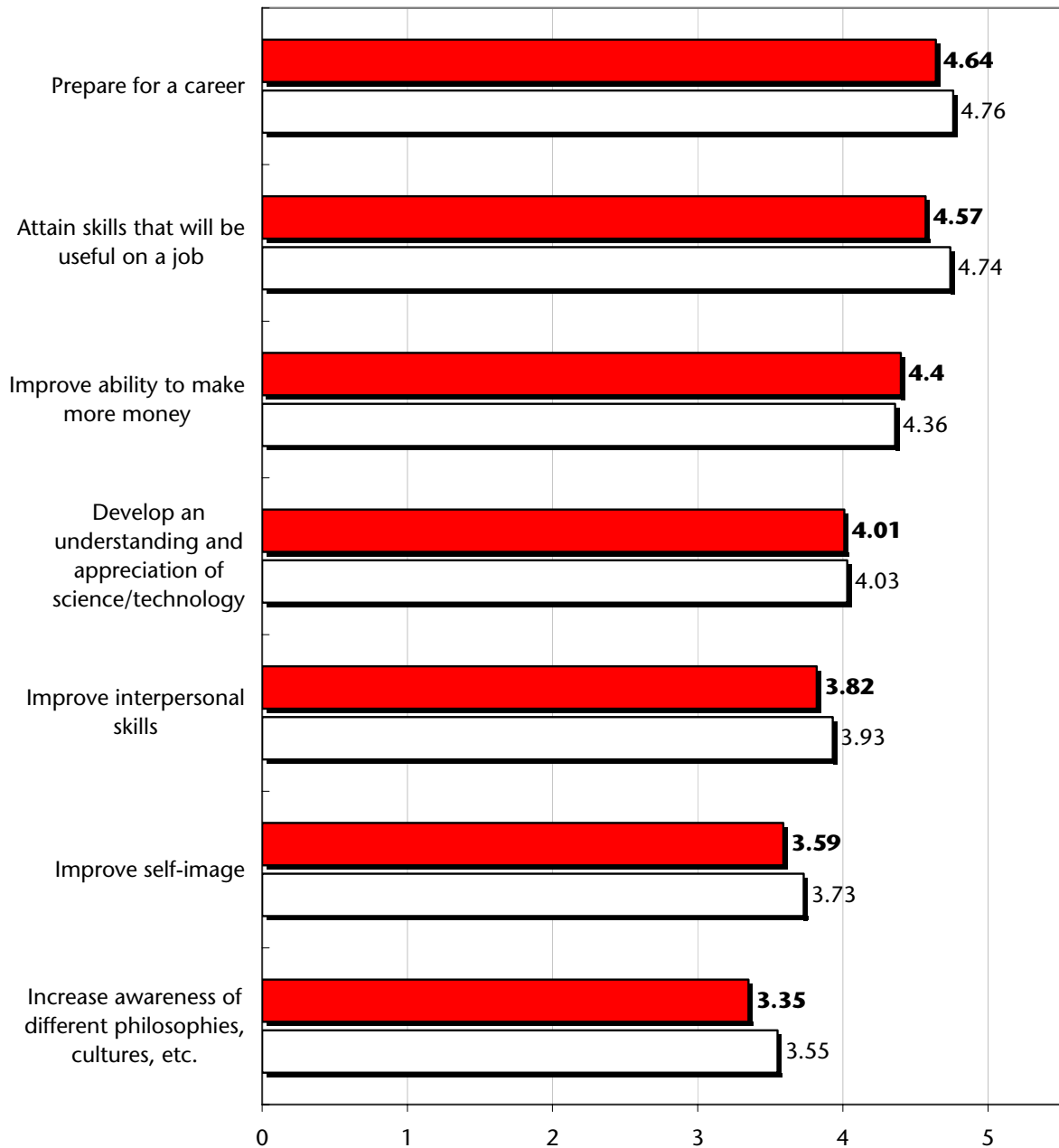
	n	% of total	Actual n	% of total
Resident	88	51%	408	50%
Commuter	86	49%	403	50%
Total	174	100%	811	100%

8. Department/program

	n	% of total	Actual n	% of total
Architecture	25	14%	106	13%
Biology	9	5%	40	5%
Bioinformatics	0	0%	1	<1%
Biomedical engineering	11	6%	39	4%
Civil engineering	21	12%	77	9%
Civil engineering technology	2	1%	9	1%
Chemical engineering	4	2%	31	4%
Chemistry	1	1%	3	<1%
Computer engineering	7	4%	51	6%
Communications	2	1%	10	1%
Computer science	13	7%	39	5%
Electrical engineering	10	5%	49	6%
Electrical engineering technology	0	0%	2	<1%
Engineering science	1	1%	7	1%
Environmental science	0	0%	1	<1%
Human-computer interaction	2	1%	2	<1%
History	2	1%	4	<1%
Industrial design	2	1%	14	2%
Industrial engineering	1	1%	5	1%
Information science	0	0%	10	1%
Information technology	8	4%	58	7%
Applied mathematics	4	2%	14	2%
Mechanical engineering	17	9%	89	11%
Mechanical engineering technology	1	1%	4	<1%
Management	1	1%	39	5%
Applied physics	1	1%	5	1%
Surveying engineering technology	0	0%	1	<1%
Science, technology and society	0	0%	1	<1%
Undeclared, general	11	6%	32	4%
Undeclared, computing sciences	13	7%	24	3%
Undeclared, engineering	9	5%	44	5%
Total	174	100%	811	100%

Section I: Goals

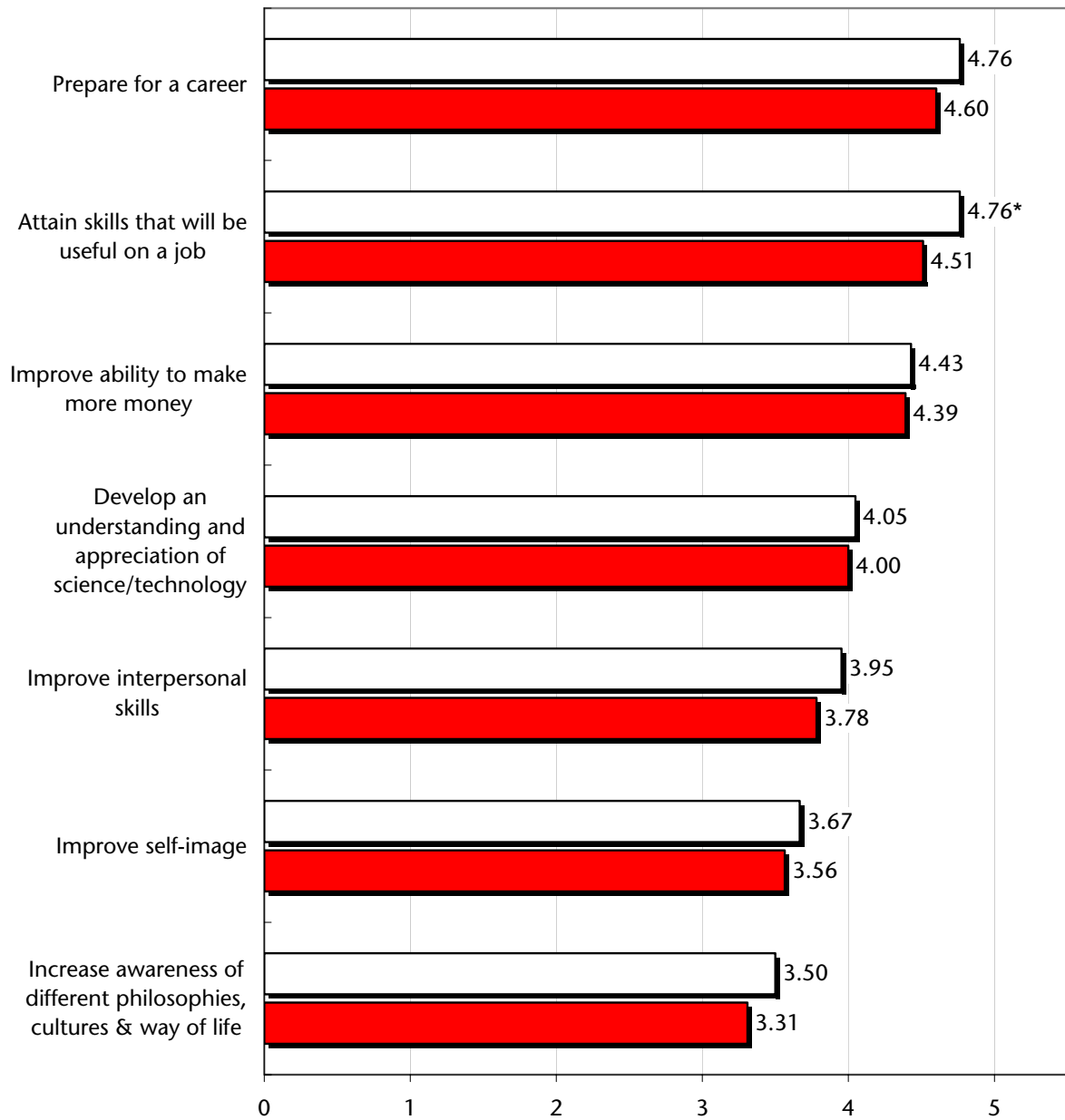
Student Mean Ratings of Importance of Goals by Year



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

■ Fall 2006 (n = 174) □ Fall 2005 (n = 715)

Student Mean Ratings of Goals at NJIT by Gender

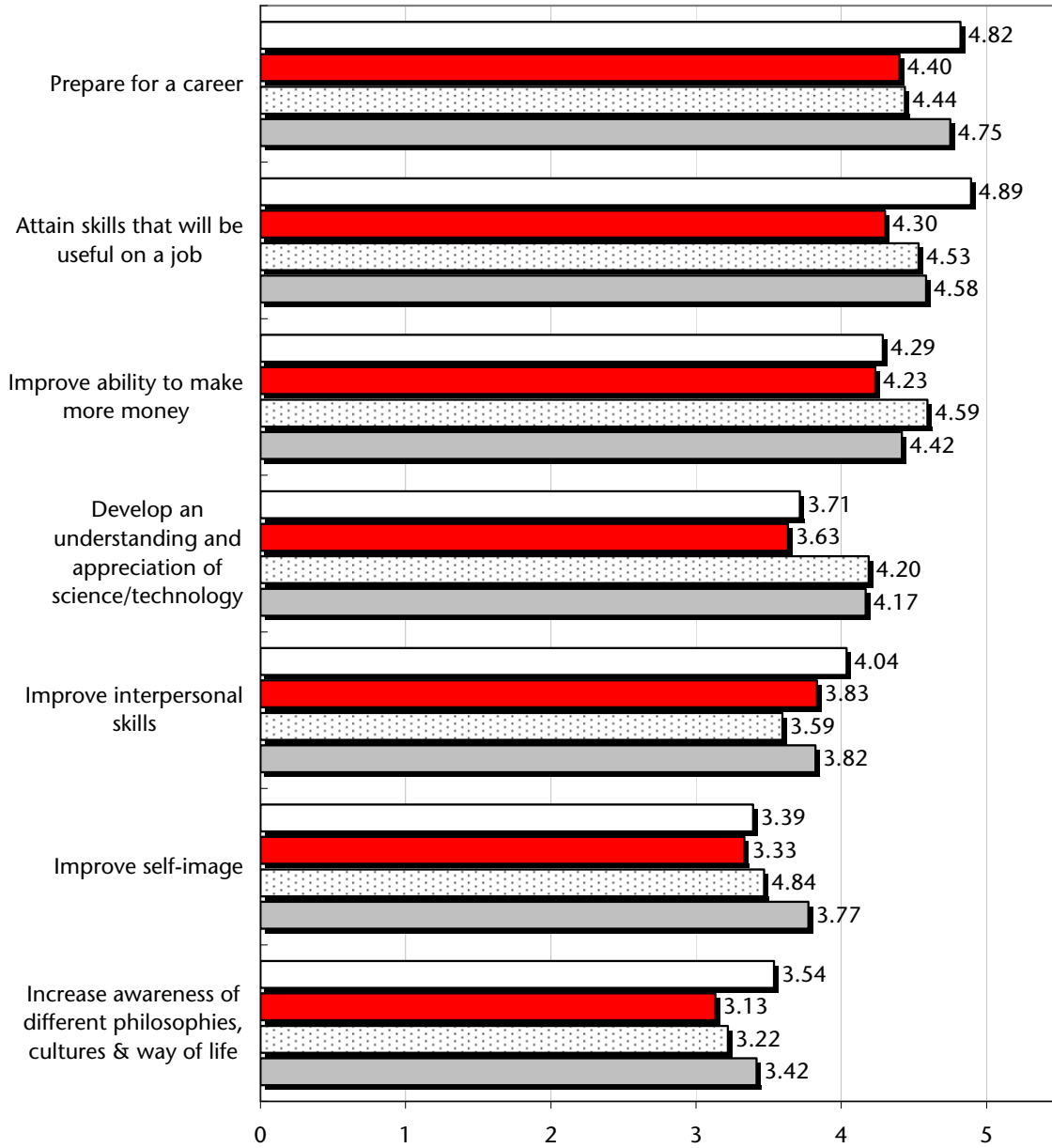


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

■ Male (n = 132) □ Female (n = 42)

* Significant at $p < .05$

Student Mean Ratings of Goals at NJIT by School

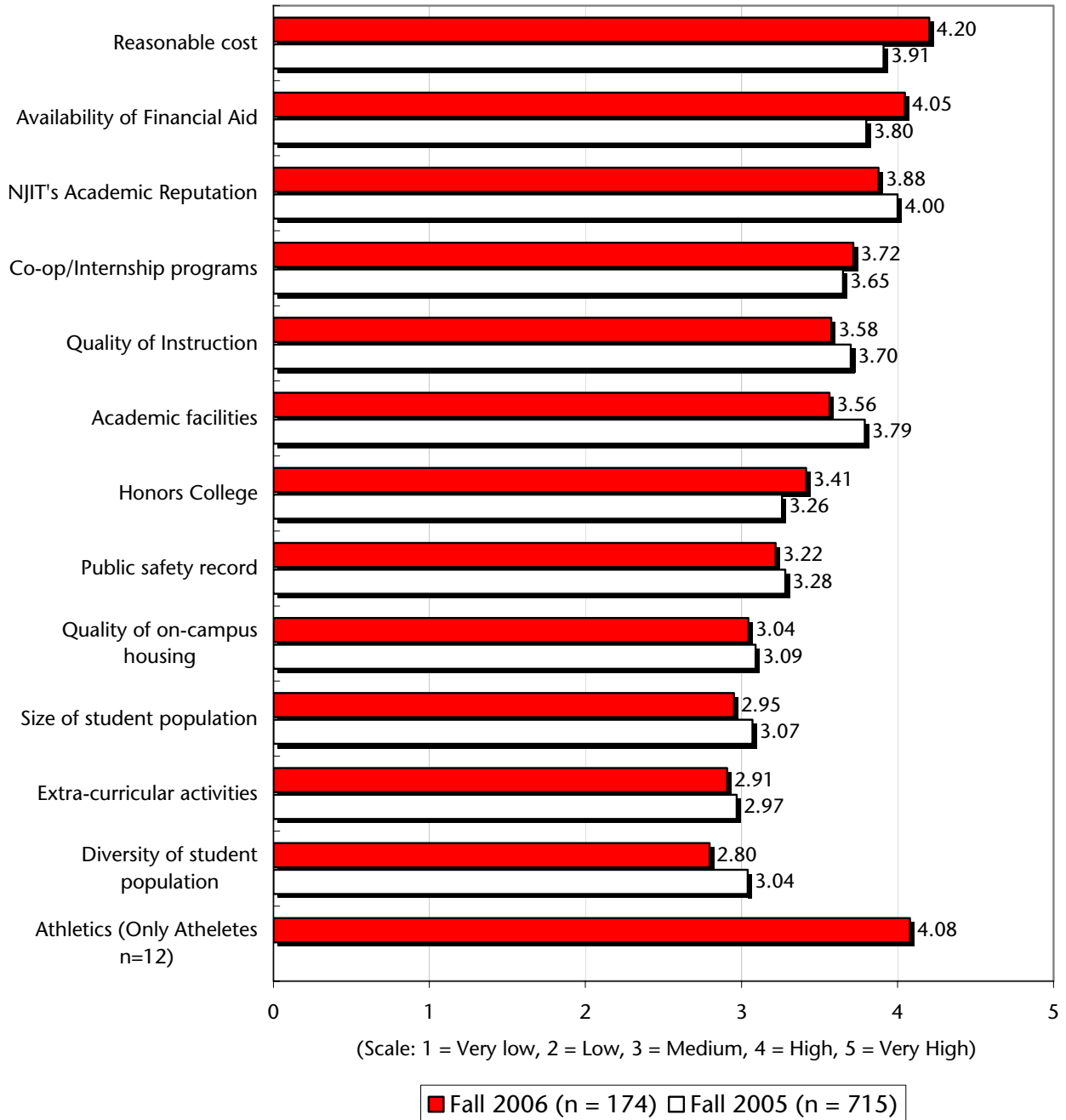


(Scale: 1 = Not at all Important, 2 = A Little Important, 3 = Moderately Important, 4 = Important, 5 = Very Important)

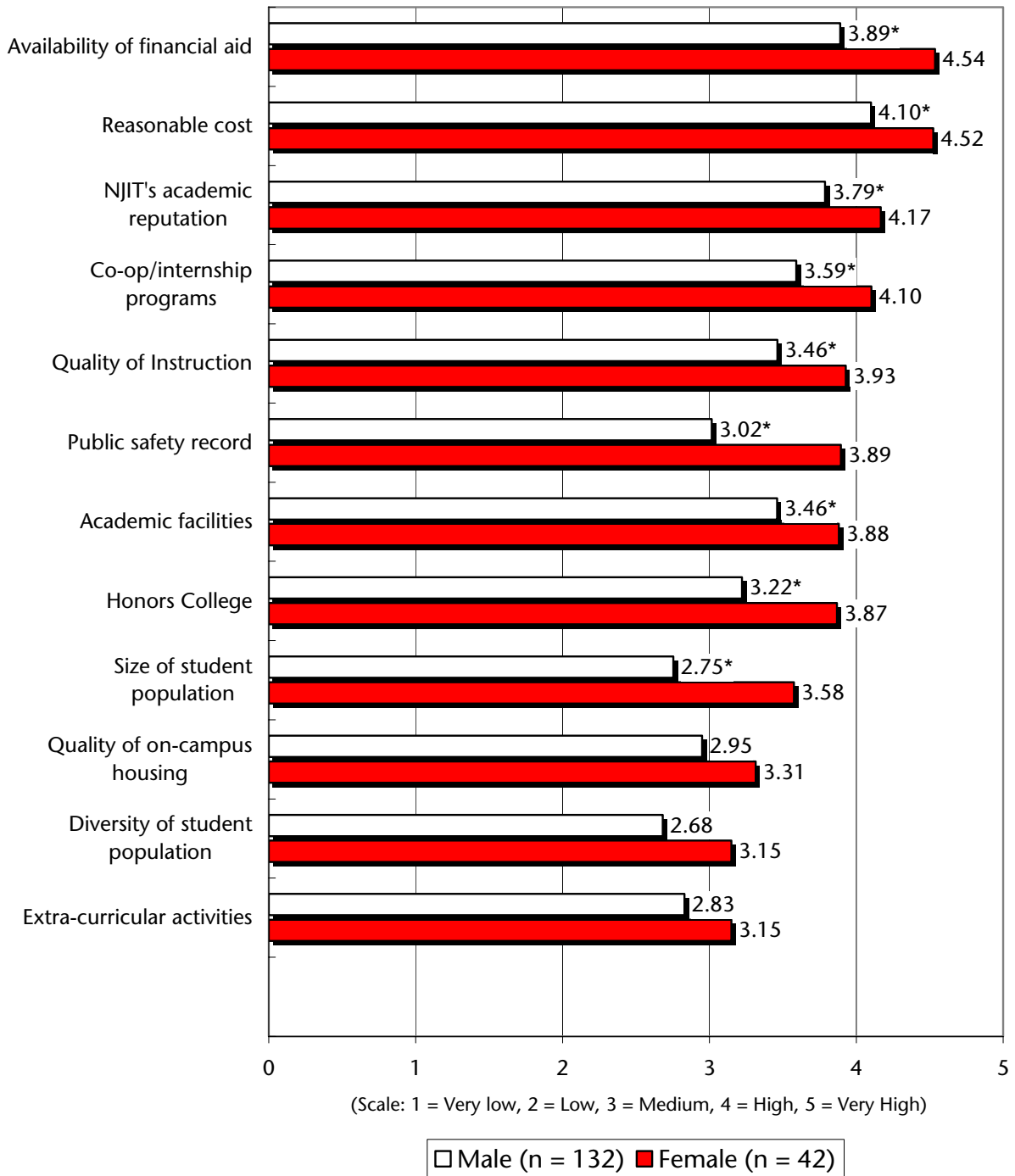
□ ARCH (n = 27) ■ CSLA (n = 30) ▨ CCS (n = 32) ▩ NCE (n = 84)

Section II: Enrollment Factors/Influences

Factors in Enrollment Decision by Year



Factors in Enrollment Decision by Gender

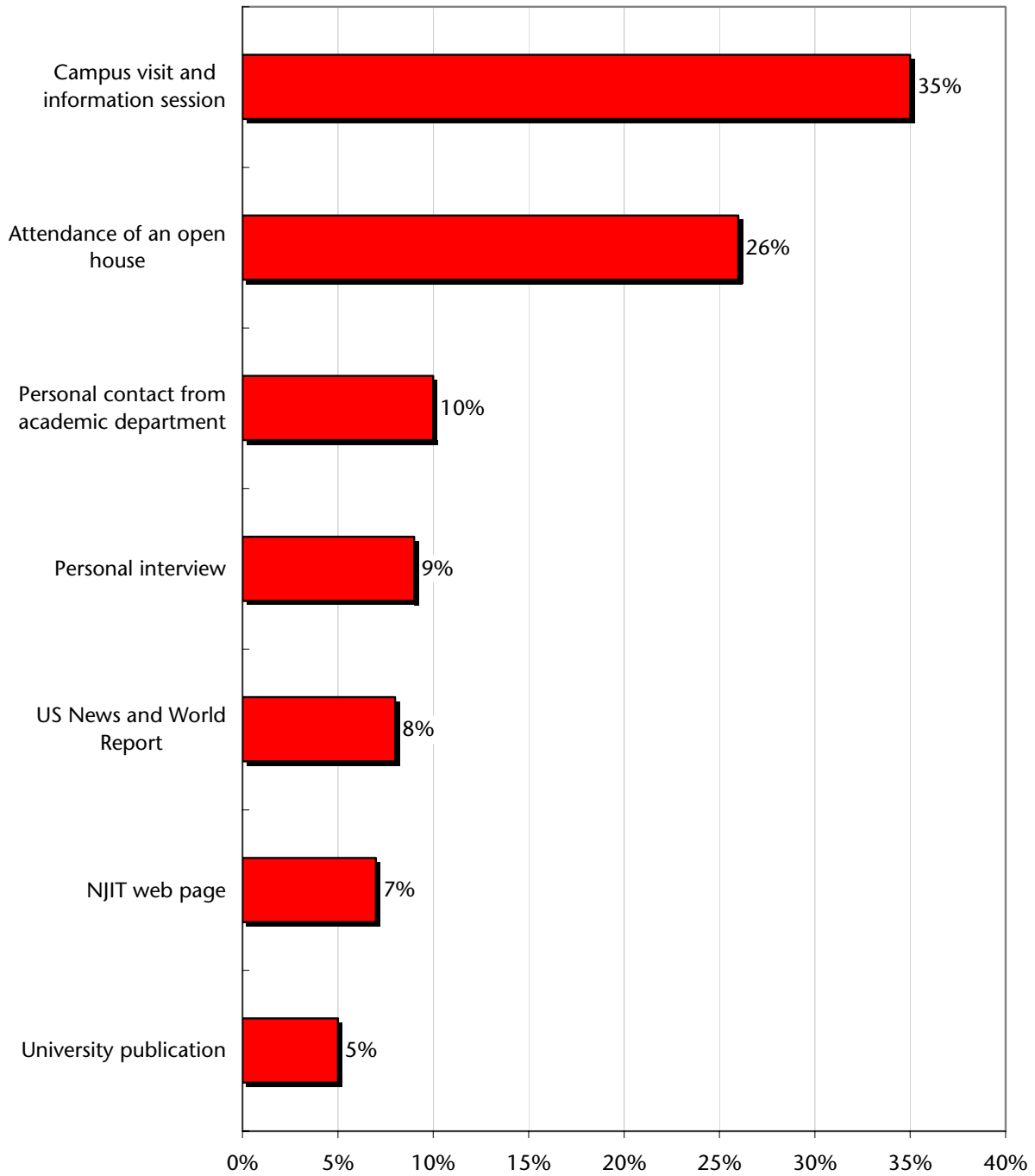


* Significant at $p < .05$

Factors in Enrollment Decision by School

	ARCH (n = 27)	CSLA (n = 30)	CCS (n = 32)	NCE (n = 84)
Reasonable cost	4.37	4.33	4.07	4.14
NJIT's academic reputation	4.30	3.72	3.72	3.85
Availability of financial aid	4.00	4.41	3.94	3.98
Co-op/Internship programs	3.92	3.59	3.60	3.76
Quality of instruction	3.89	3.60	3.78	3.38
Academic facilities	3.88	3.33	3.81	3.46
Public safety record	3.38	3.07	3.25	3.20
Size of student population	3.16	2.93	2.73	2.99
Quality of on-campus housing	3.04	3.13	2.95	3.03
Honors College	3.00	3.96	2.82	3.52
Diversity of student population	2.92	2.59	2.60	2.90
Extra-curricular activities	2.79	2.97	2.90	2.92

Q-34: Which Most Influenced Your Decision to Apply? (n = 167)



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

	Black Non- Hispanic (n = 12)	Asian Pacific Islander (n = 38)	Hispanic (n = 38)	White Non- Hispanic (n = 74)
Attendance of an open house	10%	17%	16%	36%
Campus visit/ information session	20%	25%	39%	40%
Personal contact from academic department	20%	11%	21%	3%
Personal interview	30%	8%	5%	9%
NJIT web page		14%	11%	3%
University publications	10%	11%		3%
<i>US News and World Report</i>	10%	14%	8%	7%

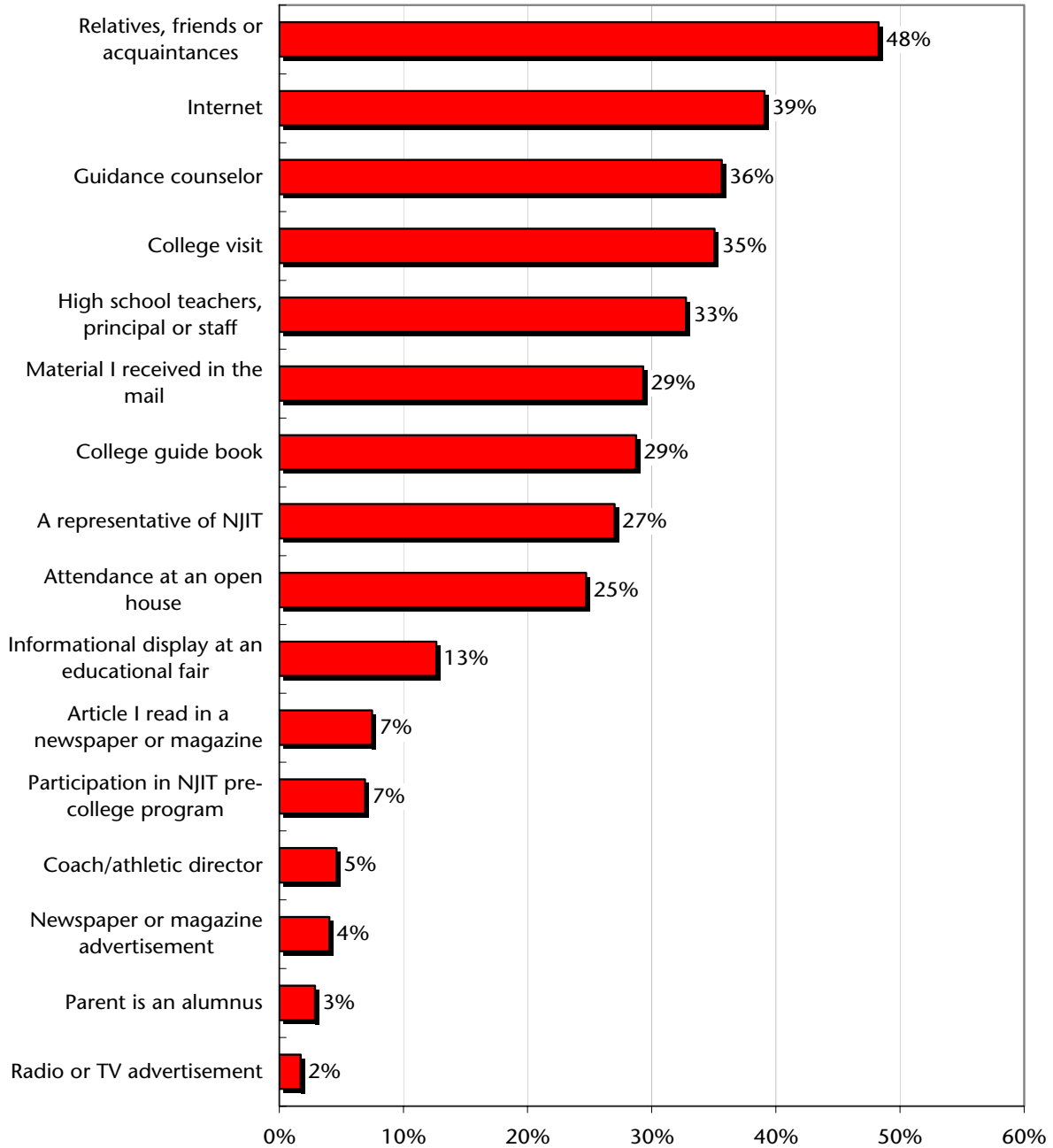
**Q-34: Which Most Influenced Your Decision to Apply?
by Gender**

	Male (n = 131)	Female (n = 40)
Attendance of an open house	26%	25%
Campus visit/ information session	32%	45%
Personal contact from academic department	10%	10%
Personal interview	10%	5%
NJIT web page	8%	3%
University publications	5%	5%
<i>US News and World Report</i>	9%	8%

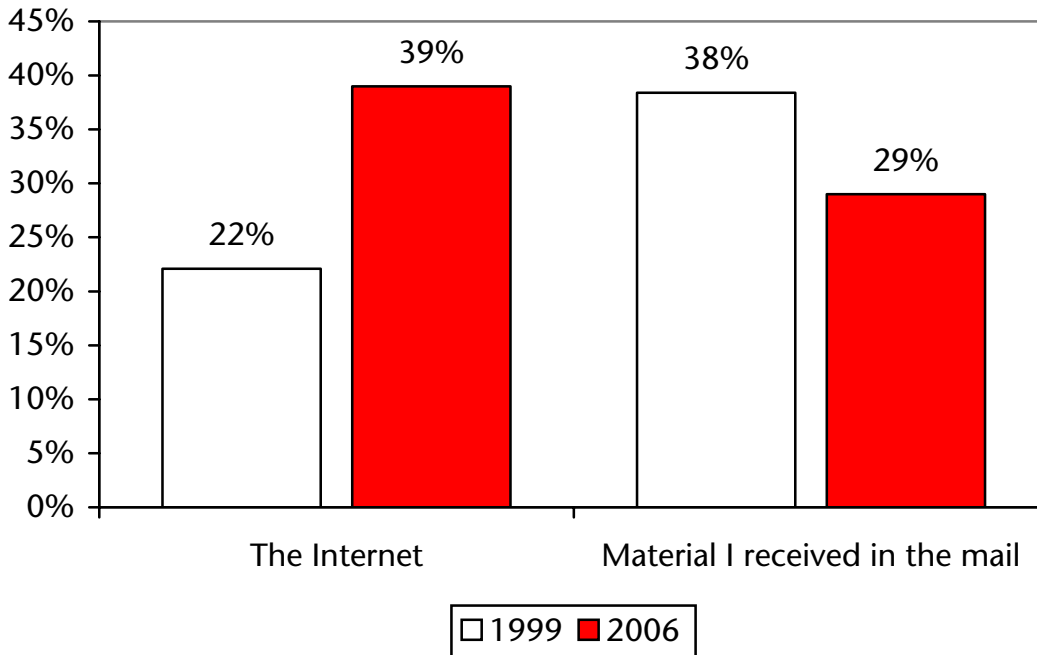
**Q-34: Which Most Influenced Your Decision to Apply?
by School**

	ARCH (n = 26)	CCS (n = 32)	CSLA (n = 29)	NCE (n = 79)
Attendance of an open house	31%	16%	28%	28%
Campus visit/ information session	46%	44%	24%	32%
Personal contact from academic department	12%	6%	10%	11%
Personal interview	8%	6%	17%	8%
NJIT web page	4%	6%	10%	6%
University publications	0%	6%	3%	6%
<i>US News and World Report</i>	0%	16%	7%	9%

**Q-35. How Did You Learn about NJIT?
(n = 174)**



Q-35: How Did You Learn About NJIT?
Comparison of selected sources to 1999 values



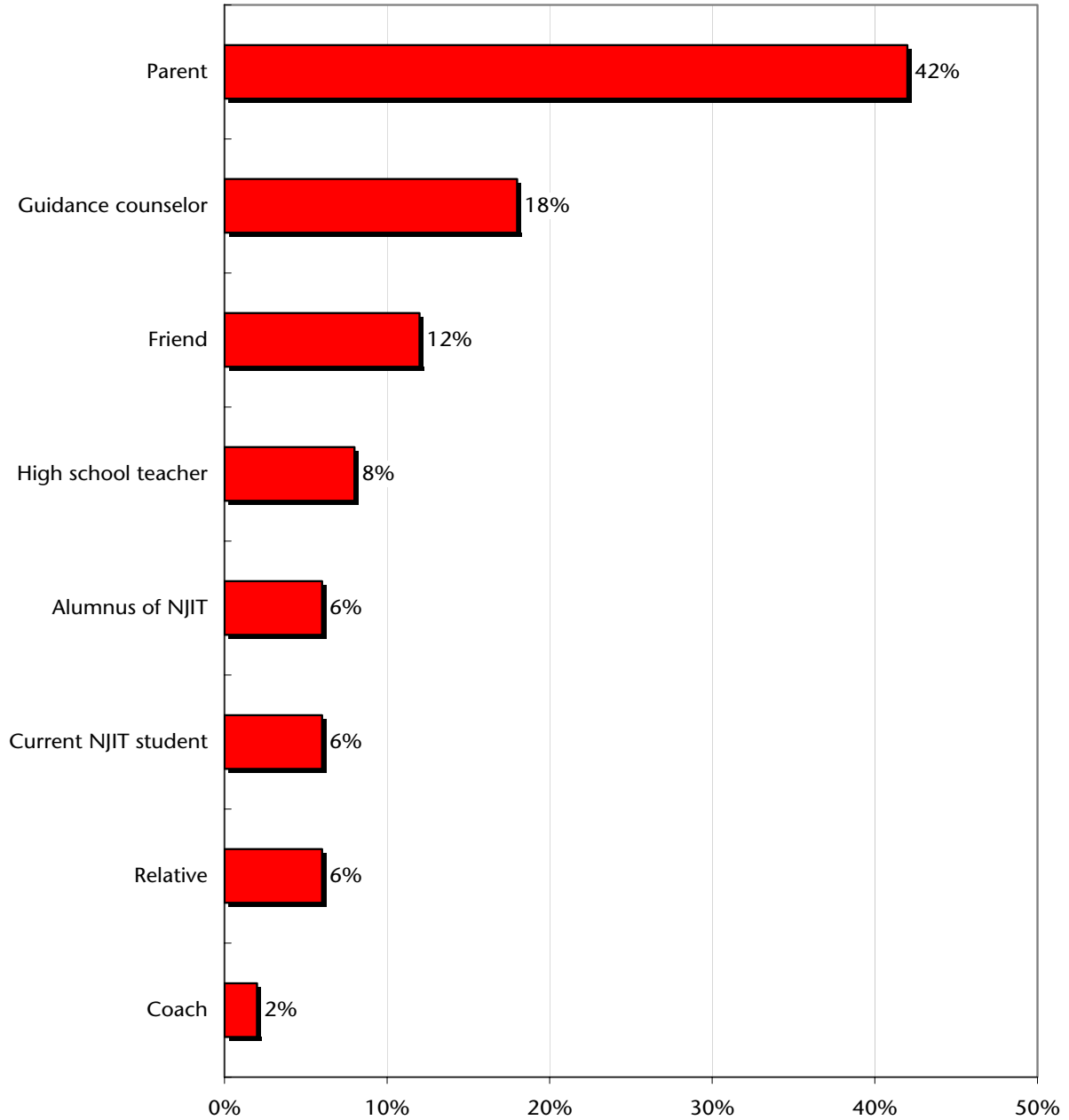
**Q-35: How Did You Learn About NJIT?
 by Gender**

	Male (n = 132)	Female (n = 42)
Relatives, friends or acquaintances	45%	57%
College visit	30%	52%
Guidance counselor	32%	48%
College guide book	23%	45%
Internet	38%	43%
Material I received in the mail	27%	38%
High school teachers, principal or staff	32%	36%
Attendance at an open house	23%	29%
A representative of NJIT	27%	26%
Informational display at an educational fair	11%	17%
Participation in NJIT pre-college program	5%	12%
Article I read in a newspaper or magazine	8%	7%
Coach/athletic director	5%	5%
Newspaper or magazine advertisement	5%	2%
Parent is an alumnus	4%	0%
Radio or TV advertisement	2%	0%

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

	ARCH (n = 26)	CCS (n = 32)	CSLA (n = 29)	NCE (n = 79)
Relatives, friends, or acquaintances	35%	50%	59%	53%
Internet	27%	53%	34%	43%
Guidance counselor	46%	38%	34%	35%
College visit	62%	22%	28%	37%
High school teachers, principal or staff	27%	38%	31%	35%
College guide book	62%	19%	24%	27%
Material I received in the mail	31%	34%	38%	25%
A representative of NJIT	27%	19%	38%	28%
Attendance at an open house	35%	25%	21%	25%
Informational display at an educational fair	15%	22%	3%	13%
Article I read in a newspaper or magazine	12%	16%	3%	5%
Participation in NJIT pre-college program	12%	6%	7%	6%
Coach/athletic director	4%	3%	10%	3%
Newspaper or magazine advertisement	0%	6%	3%	5%
Parent is an alumnus	0%	3%	0%	5%
Radio or TV advertisement	0%	6%	3%	0%

**Q-36. Who Most Influenced
Your Decision to Apply? (n = 171)**



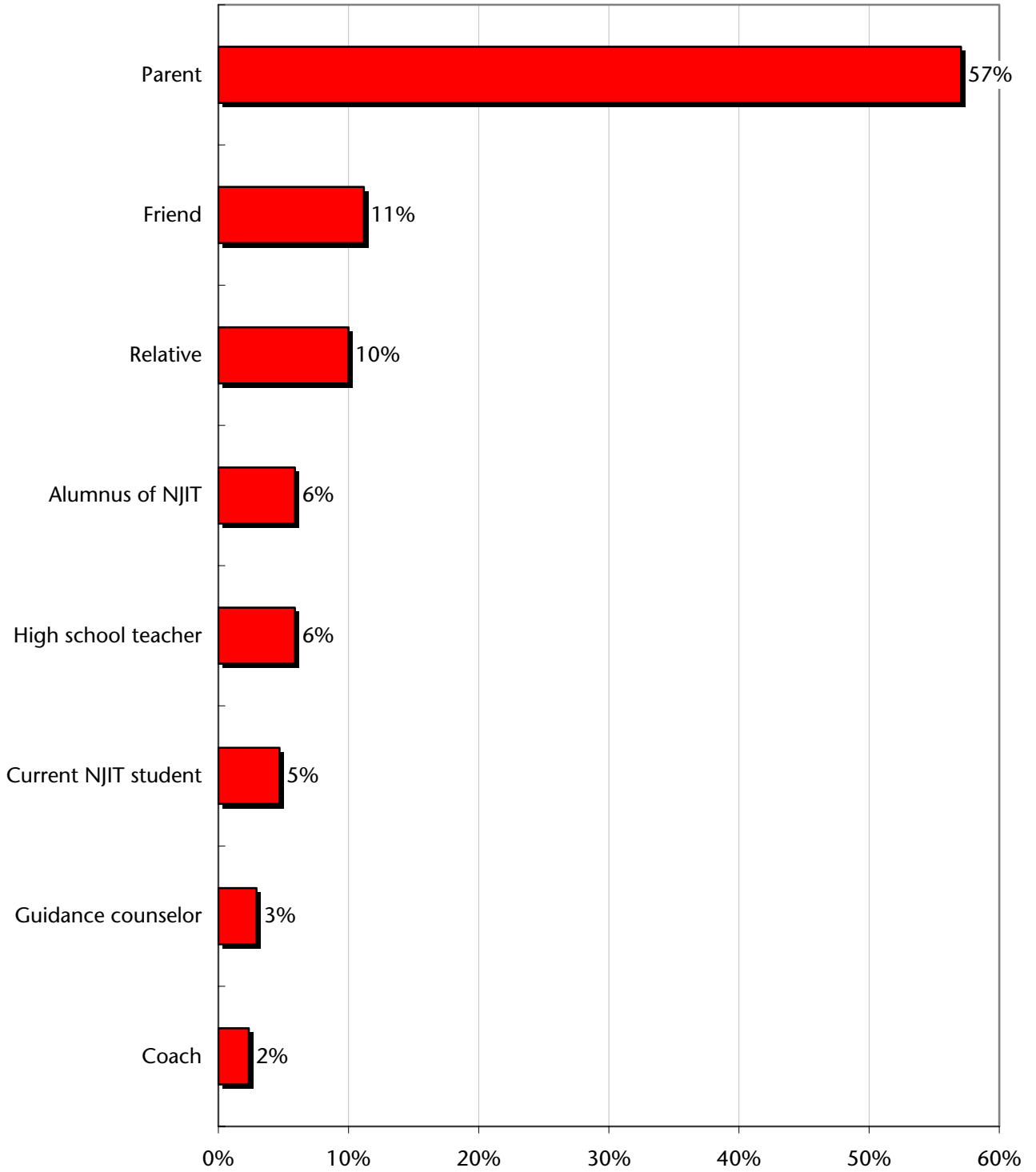
**Q-36: Who Most Influenced Your Decision to Apply?
by Ethnicity**

	Black Non- Hispanic (n = 12)	Asian Pacific Islander (n = 38)	Hispanic (n = 38)	White Non- Hispanic (n = 75)
Alumnus of NJIT	8%	0%	0%	12%
Coach	0%	0%	0%	4%
Current NJIT student	0%	11%	8%	4%
Friend	0%	18%	8%	13%
Guidance counselor	0%	11%	31%	17%
High school teacher	0%	0%	21%	8%
Parent	92%	50%	16%	41%
Relative	0%	10%	16%	6%

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

	Male (n = 131)	Female (n = 40)
Alumnus of NJIT	7%	3%
Coach	1%	5%
Current NJIT student	6%	5%
Friend	11%	18%
Guidance counselor	18%	18%
High school teacher	9%	8%
Parent	43%	38%
Relative	6%	7%

Q-37: Who Most Influenced Your Decision to Attend? (n = 170)



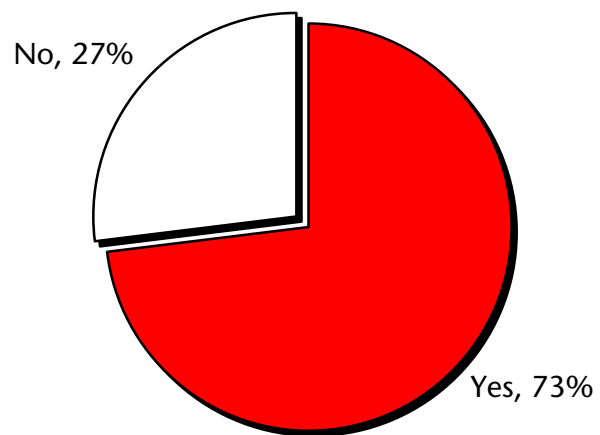
**Q-37: Who Most Influenced Your Decision to Attend?
by Ethnicity**

	Black Non-Hispanic (n = 12)	Asian Pacific Islander (n = 37)	Hispanic (n = 38)	White Non-Hispanic (n = 75)
Alumnus of NJIT	0%	3%	3%	11%
Coach	8%	0%	0%	4%
Current NJIT student	0%	5%	5%	5%
Friend	0%	11%	11%	15%
Guidance counselor	0%	5%	5%	1%
High school teacher	0%	0%	16%	5%
Parent	92%	54%	47%	55%
Relative	0%	22%	13%	4%

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

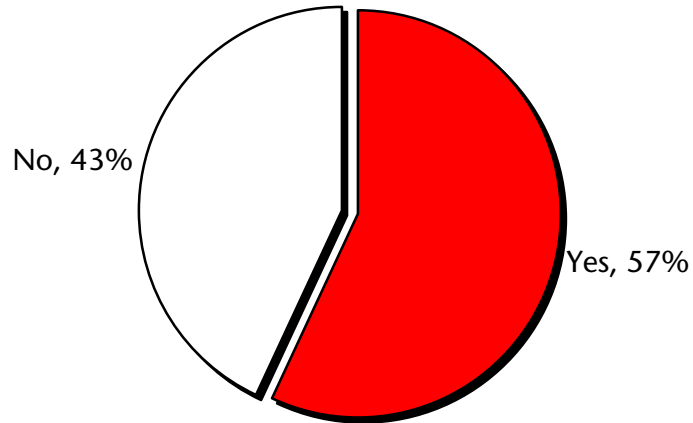
	Male (n = 129)	Female (n = 41)
Alumnus of NJIT	7%	2%
Coach	2%	5%
Current NJIT student	5%	2%
Friend	12%	10%
Guidance counselor	3%	2%
High school teacher	6%	5%
Parent	56%	61%
Relative	9%	12%

Q-39: Did you visit the NJIT campus before making your decision to enroll? (n = 173)



Section III: Comparison to Other Colleges

**Q-38: Was NJIT Your First Choice?
(n = 174)**

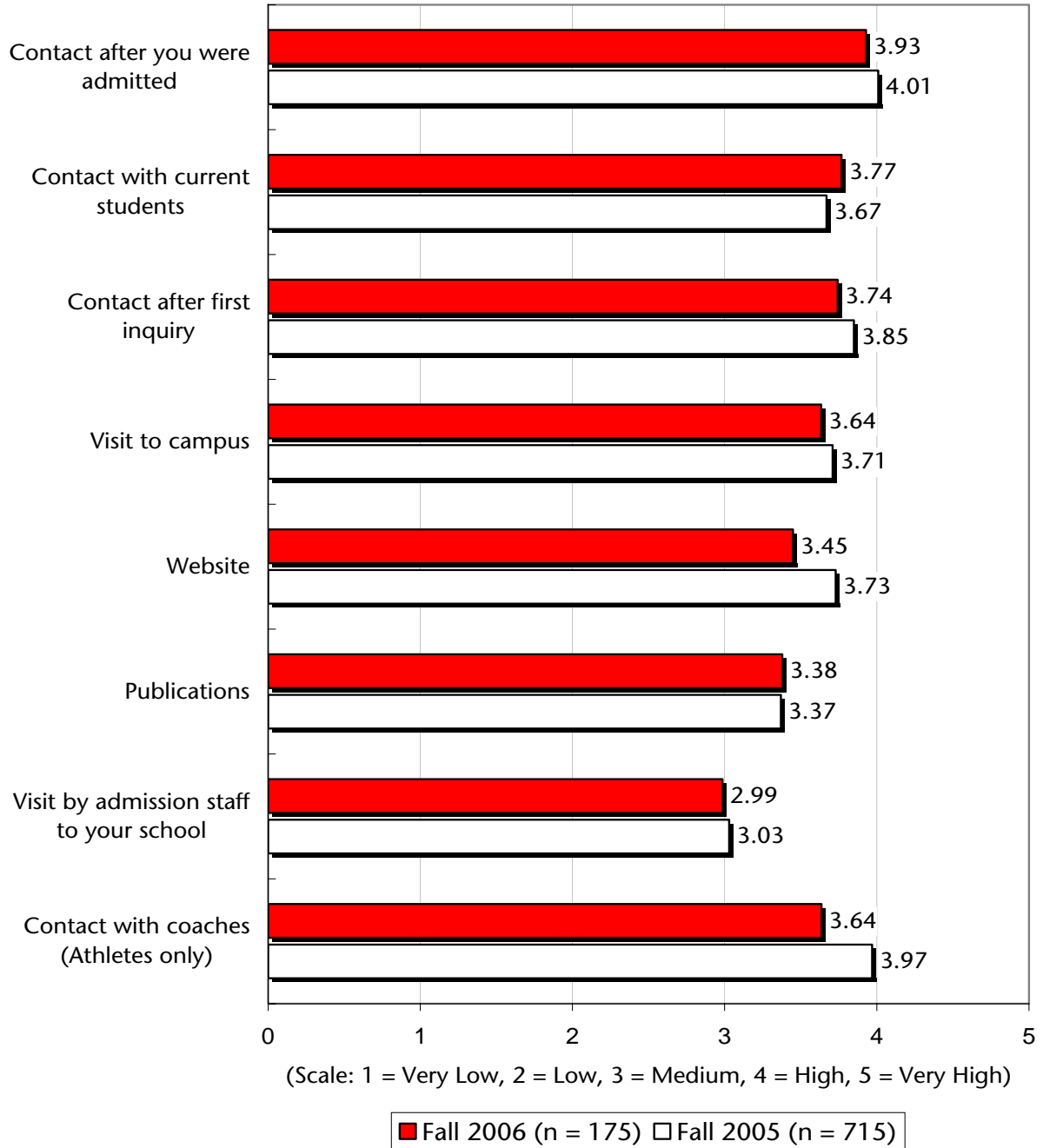


Q-38a: If NJIT was not your first choice, name of first choice:

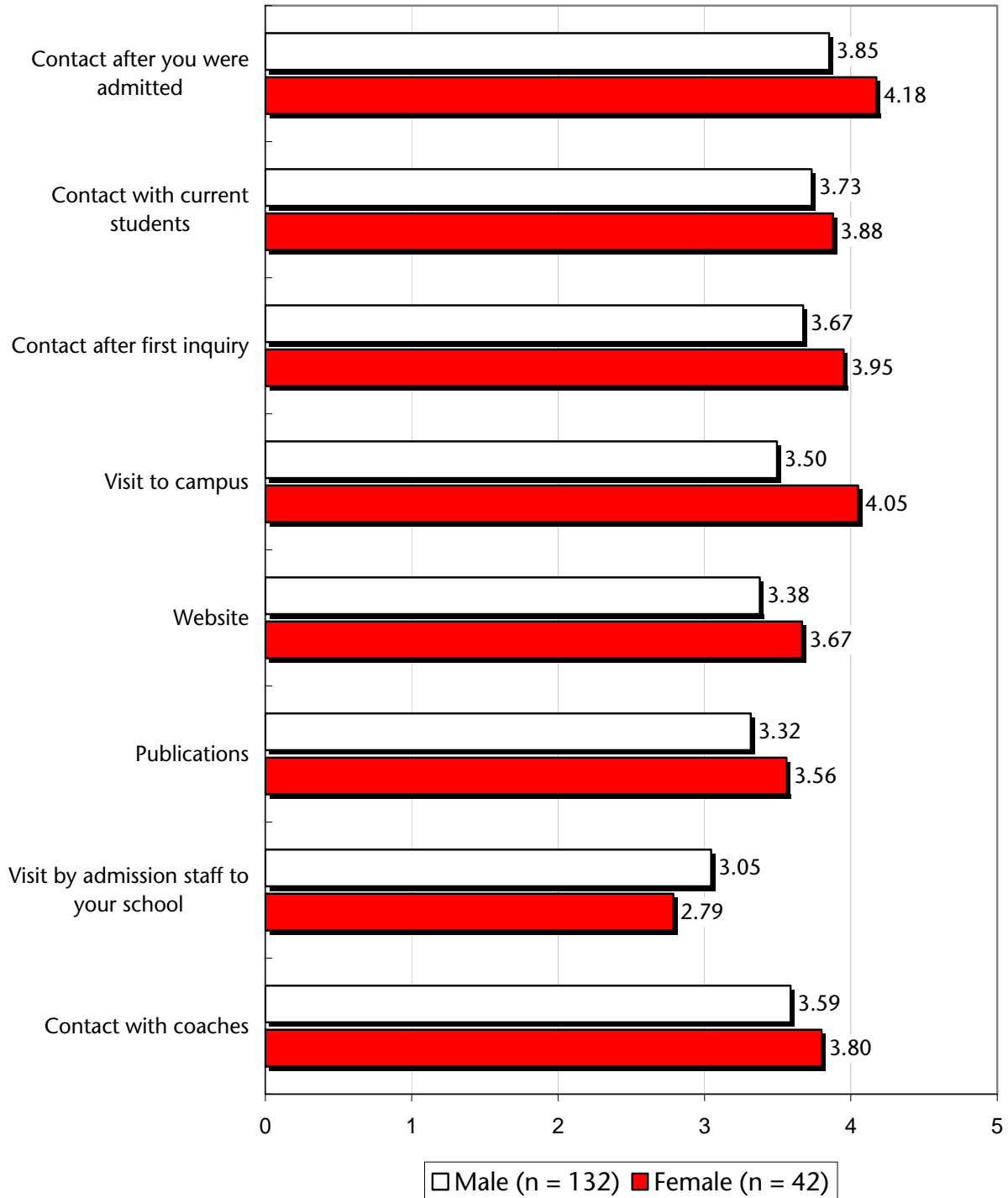
	Top 5 choices: University/College	n
1	Rutgers	22
2	Stevens	4
3	MIT	3
	The College of New Jersey	3
	Penn State	3

* See Appendix for other responses

Rate NJIT in Comparison to Other Colleges by Year

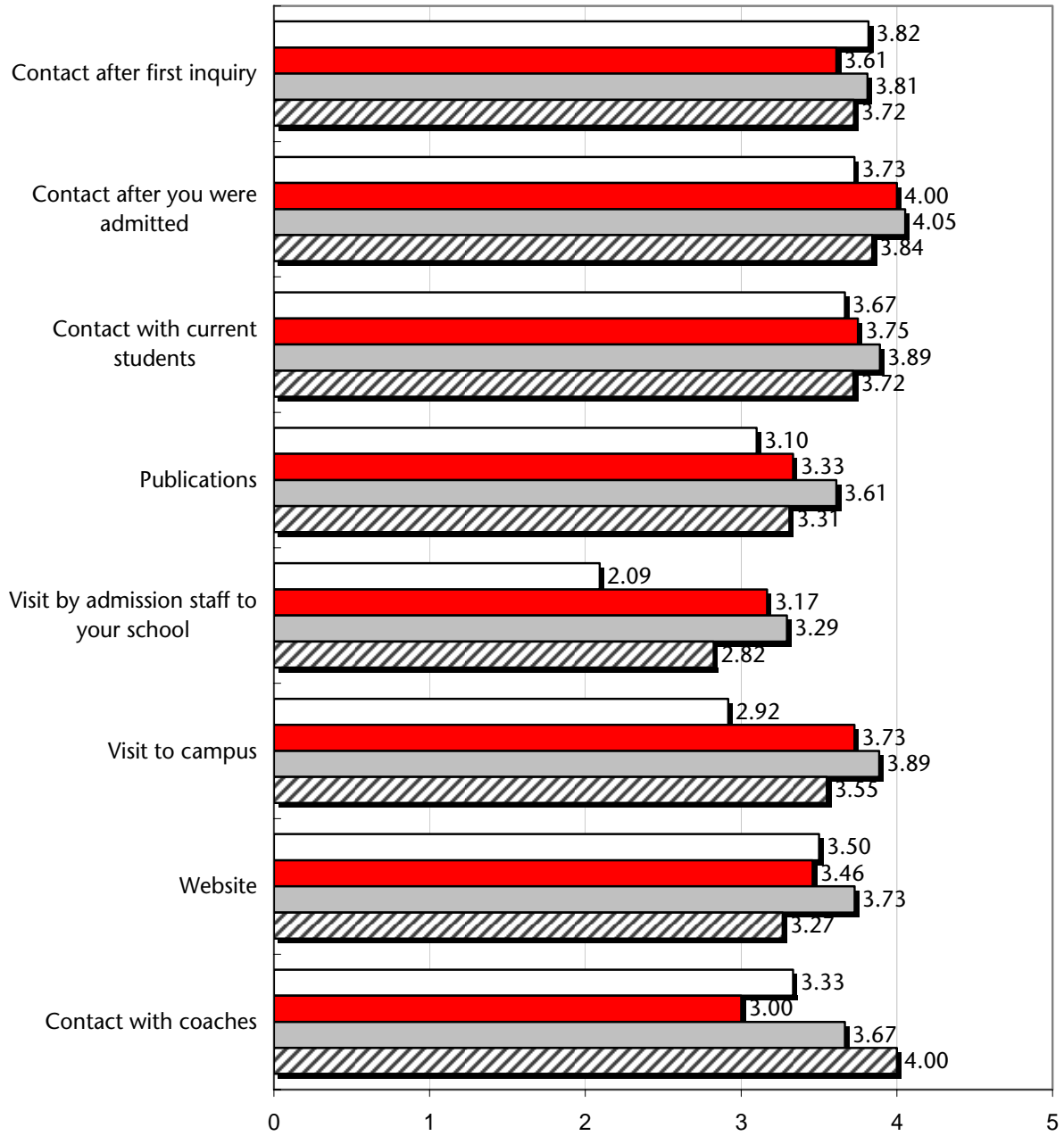


Rate NJIT in Comparison to Other Colleges by Gender

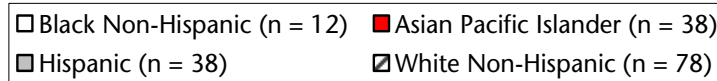


* Significant at $p < .05$

Rate NJIT in Comparison to Other Colleges By Ethnicity

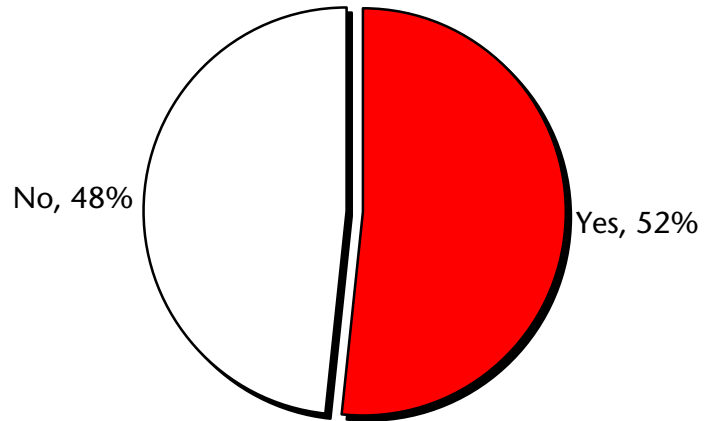


(Scale: 1 = Very Low, 2 = Low, 3 = Medium, 4 = High, 5 = Very High)

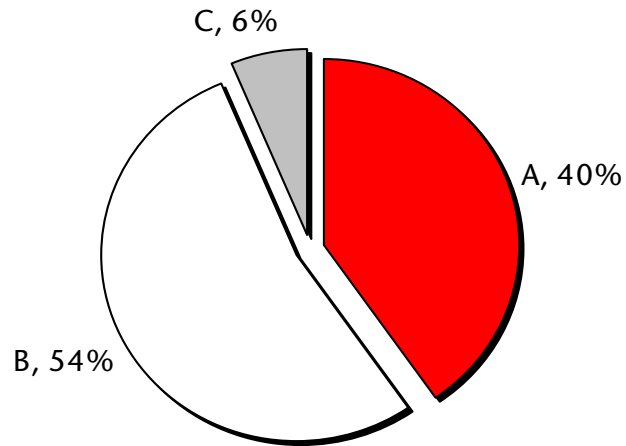


Section IV: Academic Situation

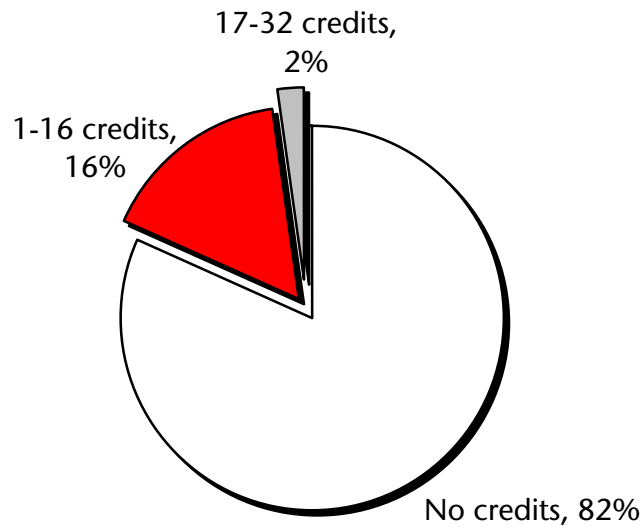
Q-29: Have either of your parents graduated from college? (*n* = 174)



Q-31: Your approximate high school average:
(n = 174)



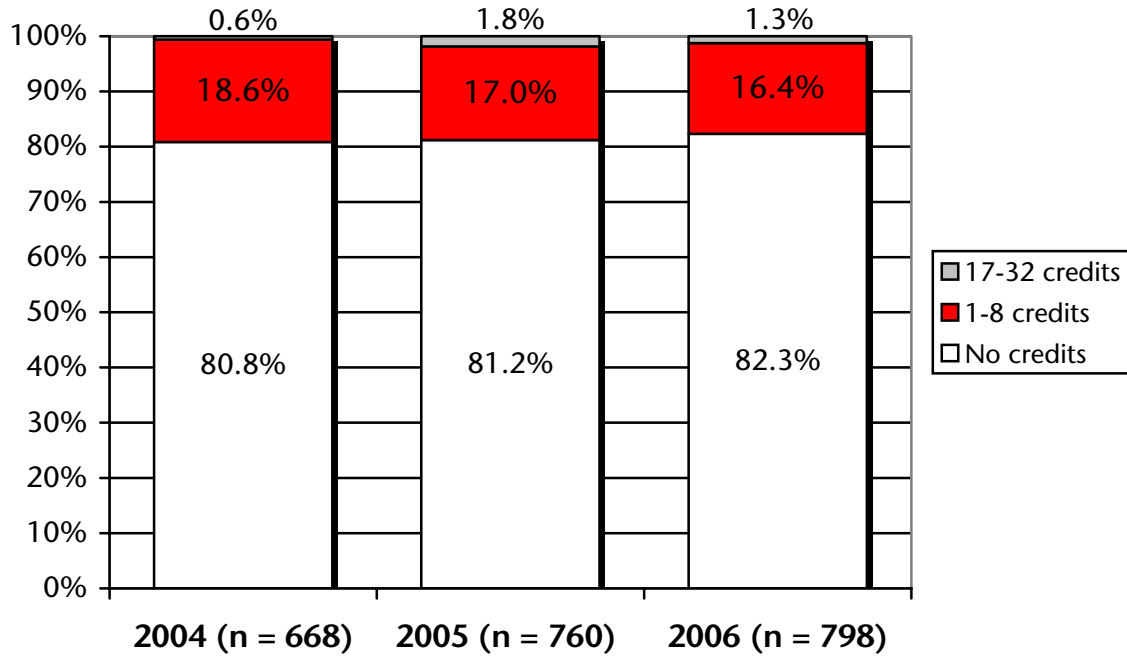
Number of credits towards advanced standing
(n = 174, sampled students only)



Accumulated credit data collected from SIS enrollment database

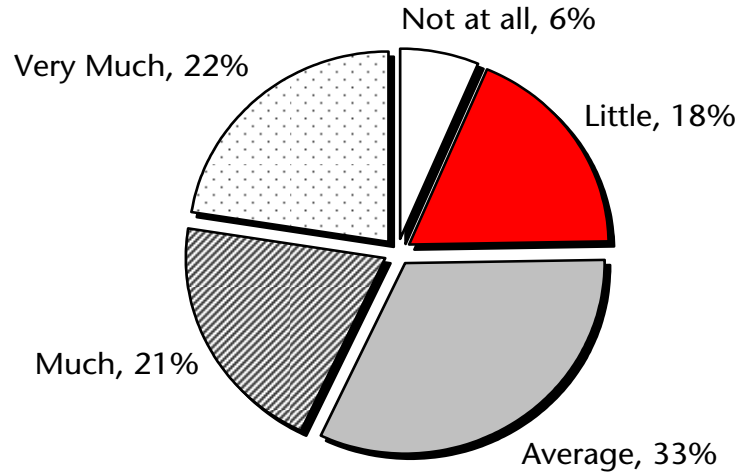
Number of credits towards advanced standing

All FTFTF in cohort

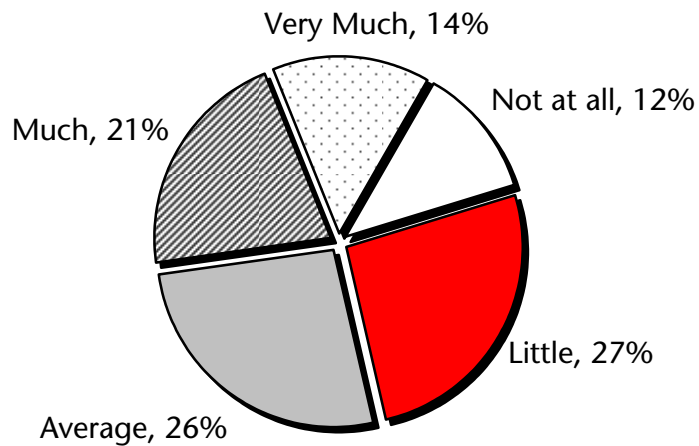


Section V: Commitment

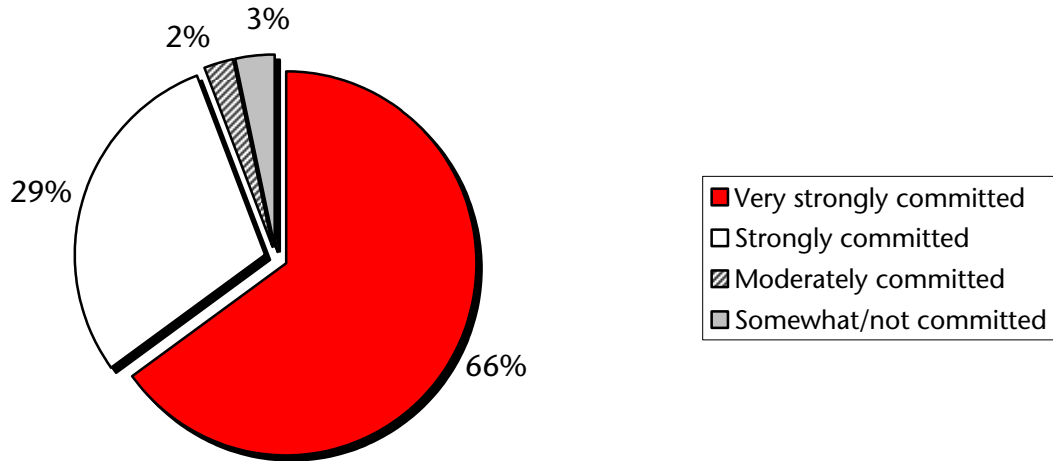
Q-32: How involved were you in high school extracurricular activities? (*n* = 174)



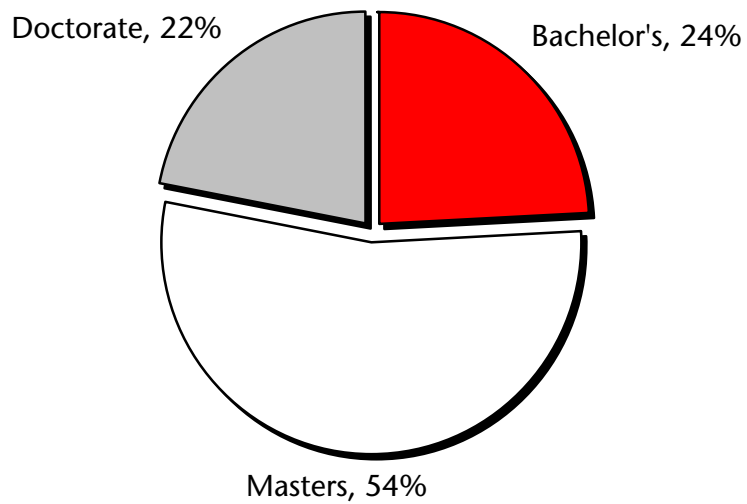
Q-33: How involved are you generally in clubs, church and other organizations outside school? (*n* = 174)



Q-40: How committed are you to finishing your degree? (n = 174)



Q-30: Highest degree you intend to attain (n = 174)



Appendix

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

Rutgers	22	Harvard	1
Stevens	4	Johns Hopkins	1
MIT	3	Lehigh	1
Penn State	3	Long Island U	1
TCNJ	3	Montclair State	1
Cooper Union	2	Philadelphia U	1
Drexel	2	Princeton University	1
Georgia Tech	2	Quinnipiac U	1
Northeastern	2	Ramapo College	1
NYU	2	Rider U	1
Pratt	2	RIT	1
Rensselaer	2	Rowan	1
American University	1	SUNY Buffalo	1
Boston University	1	SUNY Stony Brook	1
Carnegie Mellon	1	Temple University	1
CUNY	1	UMDNJ	1
Cornell	1	U Connecticut	1
Fairleigh Dickenson U	1	Wentworth Institute of Technology	1
Florida State	1		