Enrolling Student Survey
Fall 2006

Department of Institutional Research and Planning
March 2007
Entering undergraduates

Goals

• Undergraduate students are focused on career and pecuniary goals

• Top three goals:
  – Prepare for a career
  – Attain skills that will be useful on a job
  – Improve ability to make money

• Women reported significantly higher mean scores on attain skills that will be useful on a job
Entering undergraduates

**Enrollment**

- Undergraduates are attracted to NJIT because it is a good value for their money and because of its academic reputation.

- Three drivers of students’ enrollment decisions are *reasonable cost, availability of financial aid, and academic reputation*

  - As the cost of education rises, reasonable cost and financial aid appears to play a larger role in the decision. Previously programs were selected based overwhelmingly on *academic reputation* today cost increasingly enters the equation.
Entering undergraduates
How did you learn about NJIT?

Compared to 1999:

• There is a 17% increase in students who learned about NJIT from the Internet

• There is a 9% decrease in students who learned about NJIT from material received in the mail (29%)
Entering undergraduates

Enrollment

- The top five sources of learning about NJIT are relatives, friends or acquaintances; Internet; guidance counselor; college visit and high school teachers, principals or staff
- Campus visit/information session and attendance of an open house most influenced students’ decisions to apply
- Parents are the strongest influence on deciding to apply and to attend NJIT
Entering undergraduates

Comparison to other colleges

• In comparison to other colleges, NJIT is rated highly on all factors except *visit by admissions staff to your school*

• Women rate their satisfaction with a *visit to [NJIT] campus* significantly higher than men
Entering graduate students
Enrollment

• Students are attracted to NJIT’s academic strengths:
  – NJIT’s academic reputation
  – Quality of instruction
  – Academic facilities

• Internet (64% of students) is the most influential source for learning about NJIT; relatives, friends or acquaintances (40%) is second
Entering graduate students
What most influenced your decision to apply? (Mark only one)

• NJIT’s webpage (30%)

• Personal contact from the academic department (27%)

• US News and World Report (19%)

• University Publications (7%)

  – The webpage and US News had more influence on international students while Personal contact from the academic department had more influence on US citizens
Entering graduate students
Comparison to other colleges

- NJIT was the first choice for 57% of the students
- Our major competitor is Rutgers University
Recommendations

Undergraduates
• NJIT should emphasize that it offers an excellent education at a reasonable cost
• NJIT should encourage more students, especially women, to visit campus

Graduate students
• NJIT should increase its internet presence and highlight its positive third-party representations (i.e. in U.S. News and World Report)