

NJIT

A white graphic element consisting of a long, thin, curved line that starts under the 'N', sweeps upwards and to the right, passing under the 'J' and 'I', and ending under the 'T'.

New Jersey's Science &  
Technology University

*THE EDGE IN KNOWLEDGE*

# **Enrolling Student Survey**

## **Fall 2006**

Department of Institutional Research and Planning  
March 2007



New Jersey's Science & Technology University

*THE EDGE IN KNOWLEDGE*

# 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*

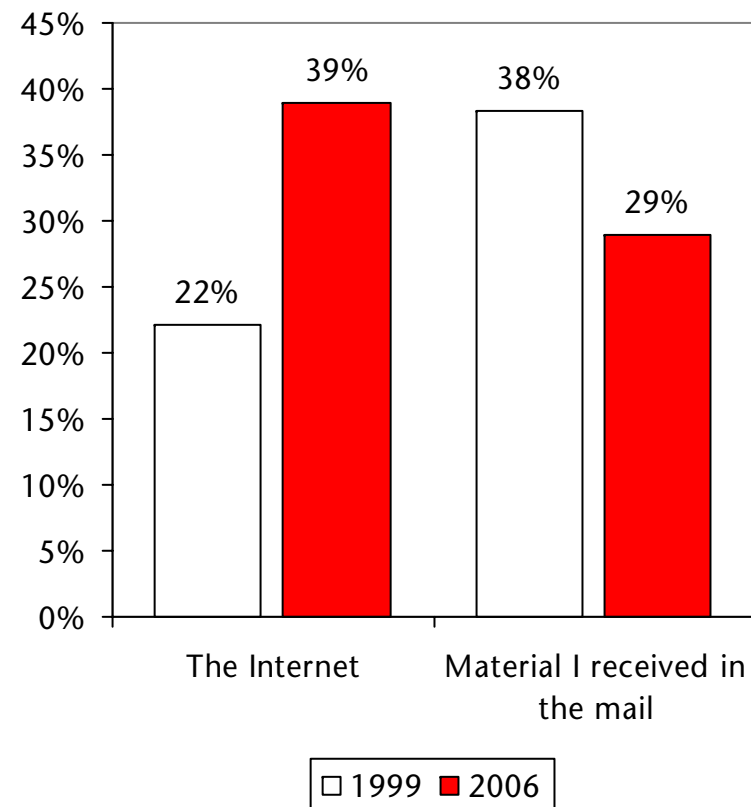
- Undergraduates are attracted to NJIT because it is a good value for their money and because of its academic reputation.
- Three drivers of students' enrollment decisions are *reasonable cost, availability of financial aid, and academic reputation*
  - As the cost of education rises, reasonable cost 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*)



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