Report: Enrolling Student Survey Undergraduates, Fall 2007

November 2007

Office of Institutional Research and Planning
New Jersey Institute of Technology

Executive Summary

The Enrolling Student survey for Fall 2007 was revised for deployment via the web.   The survey instrument consisted of 45 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 *improve interpersonal skills and increase awareness of different philosophies, cultures and way of life.*

Enrollment
- *Reasonable cost, NJIT's academic reputation* and *availability of financial aid* are the main drivers of student's enrollment decision.
- *Academic facilities, Honor College, size of student population, diversity of student population*, and *extra-curricular activities* are statistically significant drivers for women's decisions to attend when compared to that of men.
- *Relatives, friends or acquaintances*, *internet, college visit, high school teachers, principals or staff and guidance counselor* are the top five sources of learning about NJIT.
- A *campus visit/information session* (34%) and *attendance of an open house* (19%) were the factors that most influenced students' decision to apply.   Thirty-eight percent of women reported that a *campus visit/information session* most influenced their decision to apply compared to only 33 percent of men.   *Campus visit/information session* (36%) had the most influence on their decision to attend NJIT.
- Three quarters of the 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 (49%) NJIT.

Comparison to Other Colleges
- NJIT was the first choice for 61% of the students. Overwhelmingly, our major competitor is Rutgers University. Nine percent of the sample reported Rutgers as their first choice.
- In comparison to other colleges, NJIT was rated 3.38 or higher on all factors except visit by admission staff to your school.
- In comparison to other colleges (external and internal), NJSOA is rated highly in contact after you were admitted, contact after first inquiry, and contact with current students.   SLA is also rated highly in contact after being admitted and contact with current students. (see p. 28).

Academic Situation
- First generation college students comprised 43% of the respondents.
- Twenty-seven percent of the students reported that they were not placed in the appropriate level mathematics course. Ninety-three percent were placed lower than they expected.
- Eighteen percent of the students reported that they were not placed in the appropriate level english course. Ninety-one percent were placed lower than they expected.

Commitment
- Seventy-one percent are very strongly committed to finishing their degree.
- Fifty-three percent intend to attain a Masters degree and twenty-six 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.
- All colleges need to make there website more attractive to prospective students. (see p. 28)

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Procedures and Sample

All FTFTF students were extracted from the official SURE enrollment file for participation in the sample. This allow us to track the progress of the cohort through 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 45 questions concerning their goals, enrollment decision, comparisons to other colleges, commitment to finishing their degree and on the placement exams for mathematics and english. A sample size of 414 students was achieved, representing 56% 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	56	13.5%	119	16.3%
College of Computing Sciences	74	17.9%	108	14.8%
College of Science and Liberal Arts	62	51.0%	109	48.8%
Newark College of Engineering	211	15.0%	357	14.9%
School of Management	11	2.6%	38	5.2%
Total	**414**	**100%**	**731**	**100%**
Albert Dorman Honors College	86	20.8%	129	17.6%

2. Enrollment status

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

3. Gender

	n	% of total	Actual n	% of total
Male	338	81.6%	583	79.8%
Female	76	18.4%	148	20.2%
Total	**414**	**100%**	**731**	**100%**

4. Ethnicity

	n	% of total	Actual n	% of total
White, non-Hispanic	173	41.8%	305	41.7%
Asian/Pacific Islander	108	26.1%	176	24.1%
Hispanic	80	19.3%	135	18.5%
Black, non-Hispanic	33	8.0%	73	10.0%
American Indian or Alaskan Native	5	1.2%	10	1.3%
Declined to state/no response	15	3.6%	32	4.4%
Total	**414**	**100%**	**731**	**100%**

5. Citizenship

	n	% of total	Actual n	% of total
U.S. citizen or permanent resident	388	94%	694	95%
Not a U.S. citizen or permanent resident	26	6%	37	5%
Total	**414**	**100%**	**731**	**100%**

6. E.O.P. program enrollment

	n	% of total	Actual n	% of total
Yes	62	15%	125	20%
No	352	85%	606	80%
Total	**414**	**100%**	**731**	**100%**

7. Living on campus

	n	% of total	Actual n	% of total
Resident	228	55%	408	56%
Commuter	186	45%	323	44%
Total	**414**	**100%**	**731**	**100%**

8. Department/program

	n	% of total	Actual n	% of total
APPH	3	1%	3	>1%
Architecture	51	12%	109	15%
Biology	22	5%	40	5%
Bioinformatics	1	>1%	1	>1%
Biomedical engineering	29	7%	48	7%
Civil engineering	34	8%	50	7%
Civil engineering technology	1	>1%	2	>1%
Chemical engineering	14	3%	23	3%
Chemistry	8	2%	9	1%
CIMT	1	>1%	2	>1%
Computer engineering	32	8%	49	7%
Communications	4	1%	6	1%
Computer science	32	8%	50	7%
Electrical engineering	13	3%	32	4%
Electrical engineering technology	4	1%	8	1%
Engineering science	1	>1%	2	>1%
Environmental science	1	>1%	1	>1%
Industrial design	5	1%	10	2%
Industrial engineering	4	1%	7	1%
Information science	8	2%	12	2%
Information technology	27	7%	36	5%
Applied mathematics	8	2%	13	2%
Mechanical engineering	41	10%	71	10%
Mechanical engineering technology	3	1%	6	1%
Management	11	3%	38	5%
Surveying engineering technology			1	>1%
Undeclared, liberal arts	16	4%	37	5%
Undeclared, computing sciences	6	2%	9	1%
Undeclared, engineering	34	8%	56	8%
Total	**414**	**100%**	**731**	**100%**

Section I: Goals

Student Mean Ratings of the Importance of Goals
in their enrolment decision
by Year
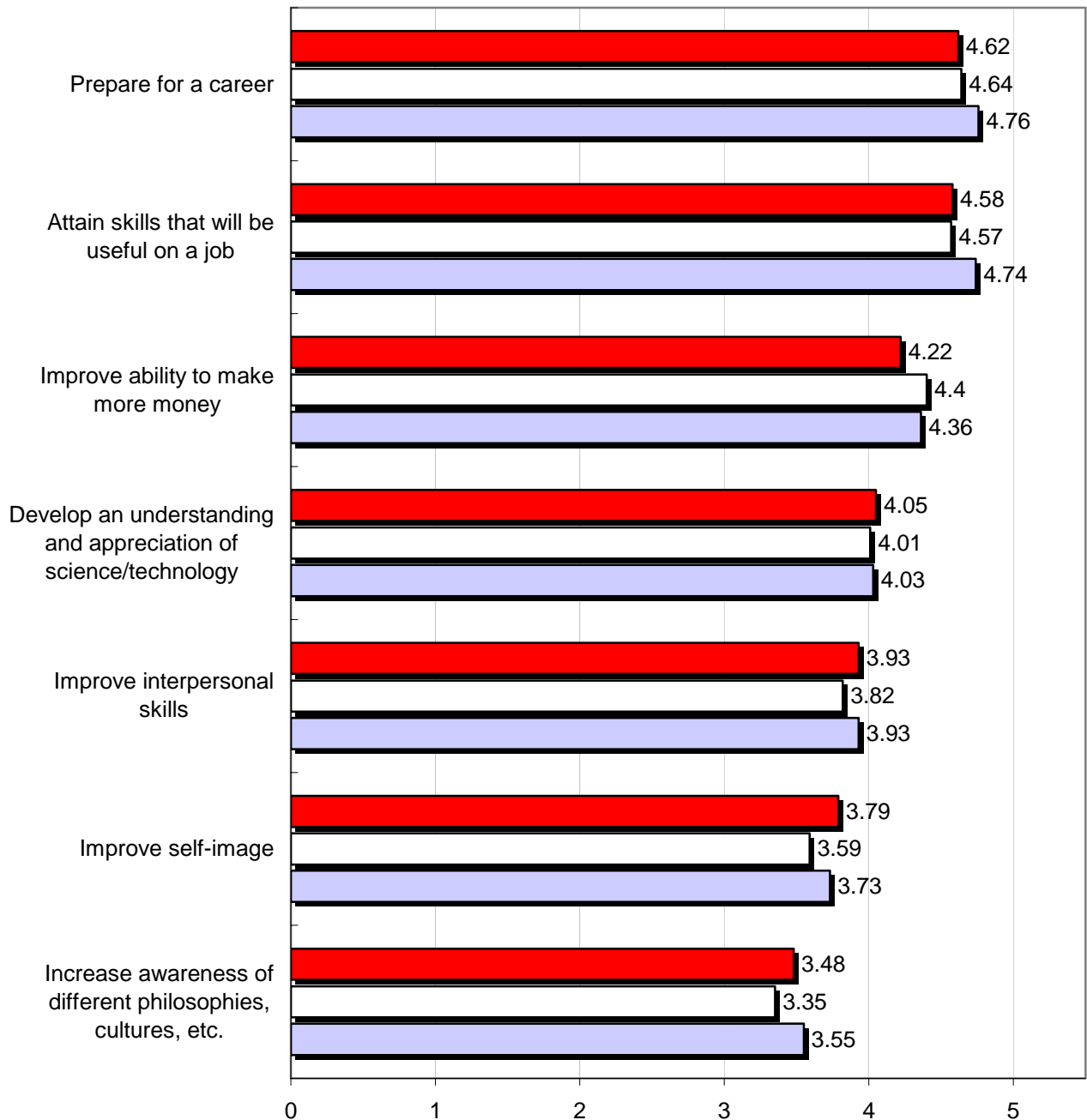
Goal	Fall 2007	Fall 2006	Fall 2005
Prepare for a career	4.62	4.64	4.76
Attain skills that will be useful on a job	4.58	4.57	4.74
Improve ability to make more money	4.22	4.4	4.36
Develop an understanding and appreciation of science/technology	4.05	4.01	4.03
Improve interpersonal skills	3.93	3.82	3.93
Improve self-image	3.79	3.59	3.73
Increase awareness of different philosophies, cultures, etc.	3.48	3.35	3.55

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

Please rate the following statements on the degree of importance to you in choosing to enroll at NJIT.

■ Fall 2007 (n = 414) □ Fall 2006 (n = 174) ▨ Fall 2005 (n = 715)

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Student Mean Ratings of the Importance of Goals in their enrolment decision by Gender

Prepare for a career — Female: 4.75, Male: 4.59

Attain skills that will be useful on a job — Female: 4.61, Male: 4.57

Improve ability to make more money — Female: 4.05, Male: 4.26

Develop an understanding and appreciation of science/technology — Female: 4.15, Male: 4.03

Improve interpersonal skills* — Female: 4.2, Male: 3.87

Improve self-image — Female: 3.93, Male: 3.76

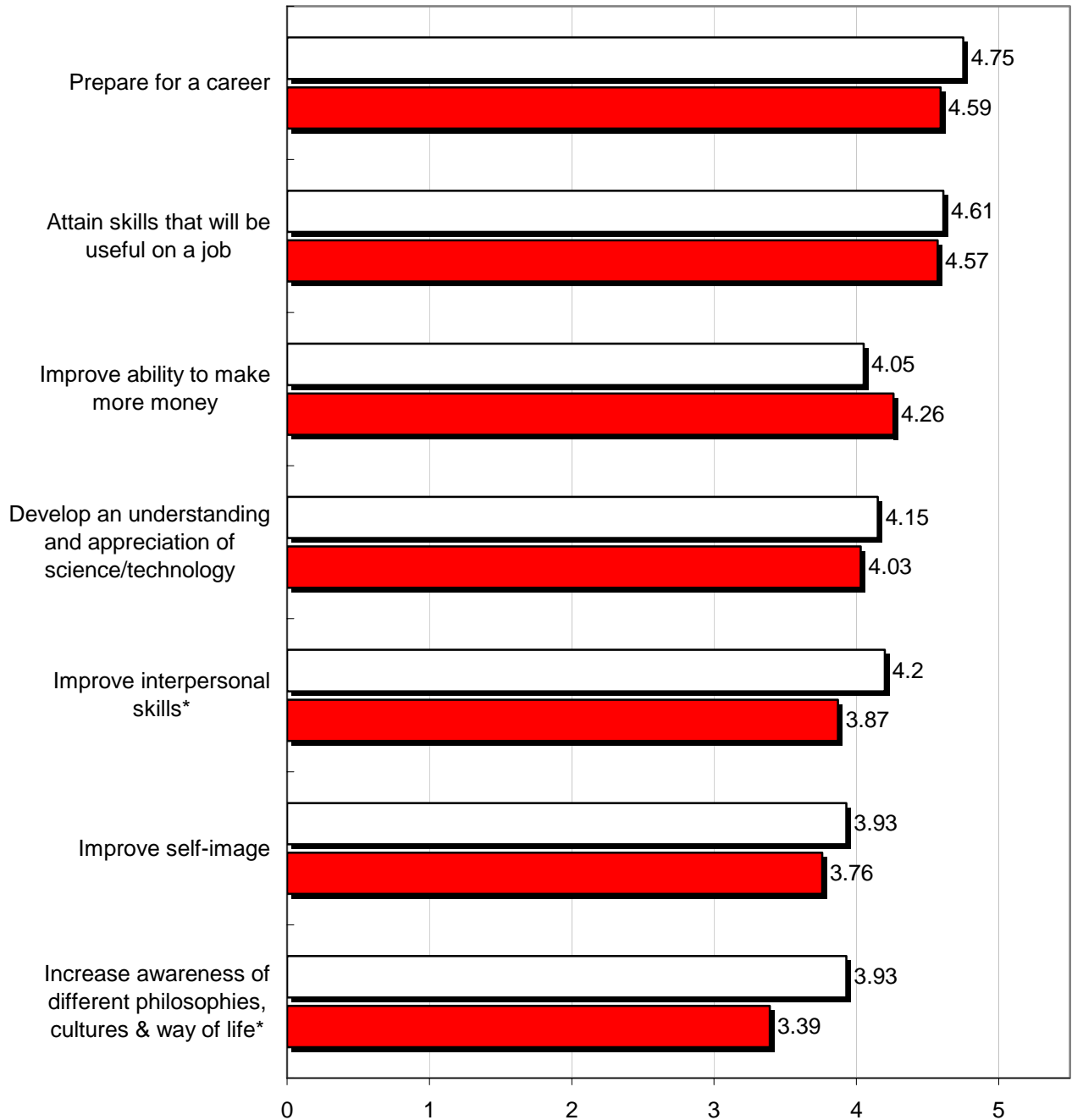Increase awareness of different philosophies, cultures & way of life* — Female: 3.93, Male: 3.39

(Scale: 1 = Not at all Important, 2 = A Little Important, 3= Moderately Important, 4 = Important, 5 = Very Important)
Please rate the following statements on the degree of importance to you in choosing to enroll at NJIT.

* Significant at p < .05   ■ Male (n = 335) □ Female (n = 76)

Student Mean Ratings of the Importance of Goals in their enrolment decision by School

Prepare for a career
- 4.69
- 4.49
- 4.68
- 4.48
- 4.73

Attain skills that will be useful on a job
- 4.56
- 4.58
- 4.64
- 4.39
- 4.55

Increase awareness of different philosophies, cultures & way of life
- 3.25
- 3.18
- 3.57
- 3.71
- 3.64

Improve ability to make more money
- 3.93
- 4.19
- 4.36
- 3.98
- 4.64

Develop an understanding and appreciation of science/technology
- 3.71
- 4.15
- 4.18
- 3.92
- 3.36

Improve self-image
- 3.70
- 3.89
- 4.83
- 3.68
- 3.50

Improve interpersonal skills
- 3.94
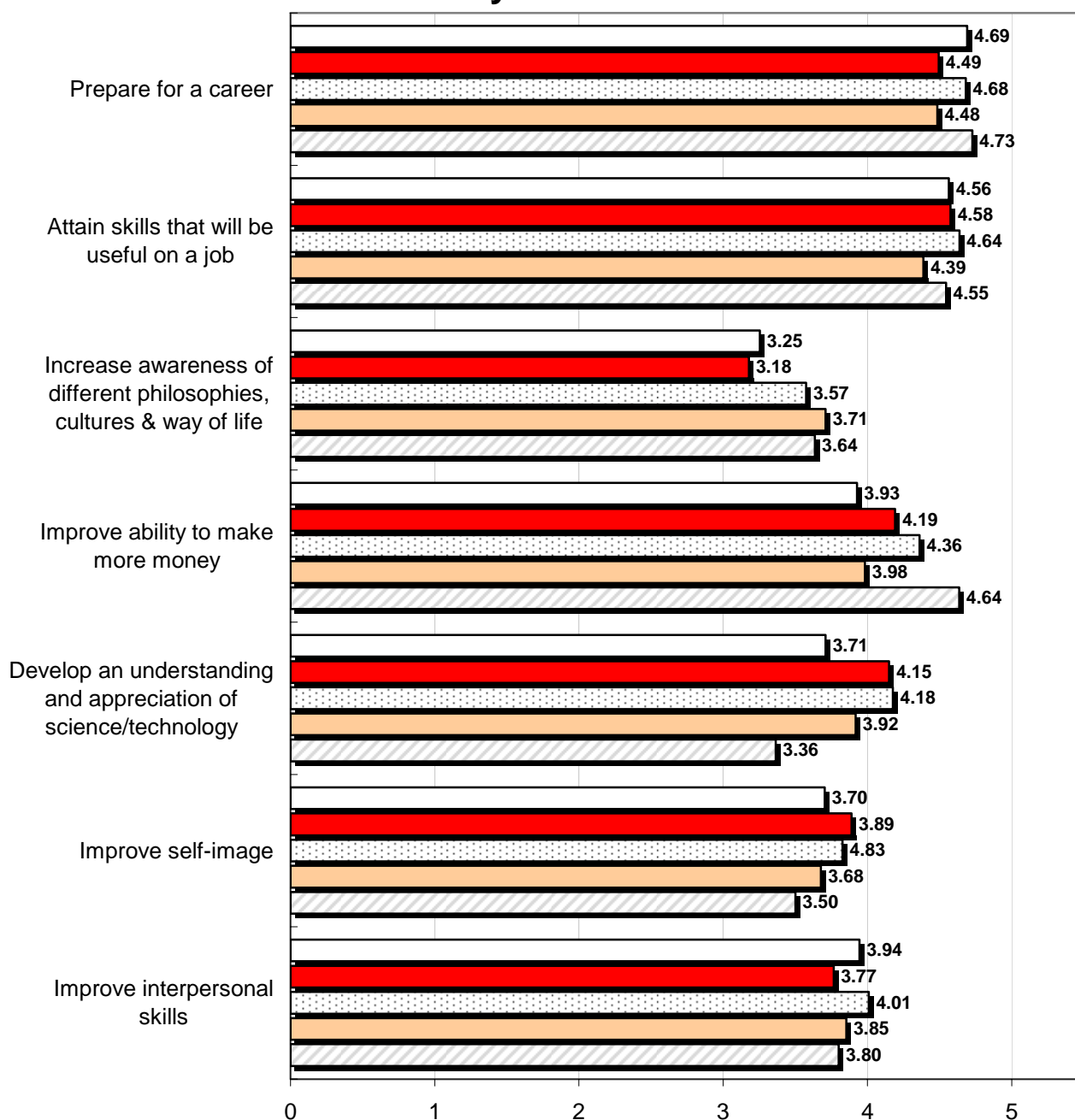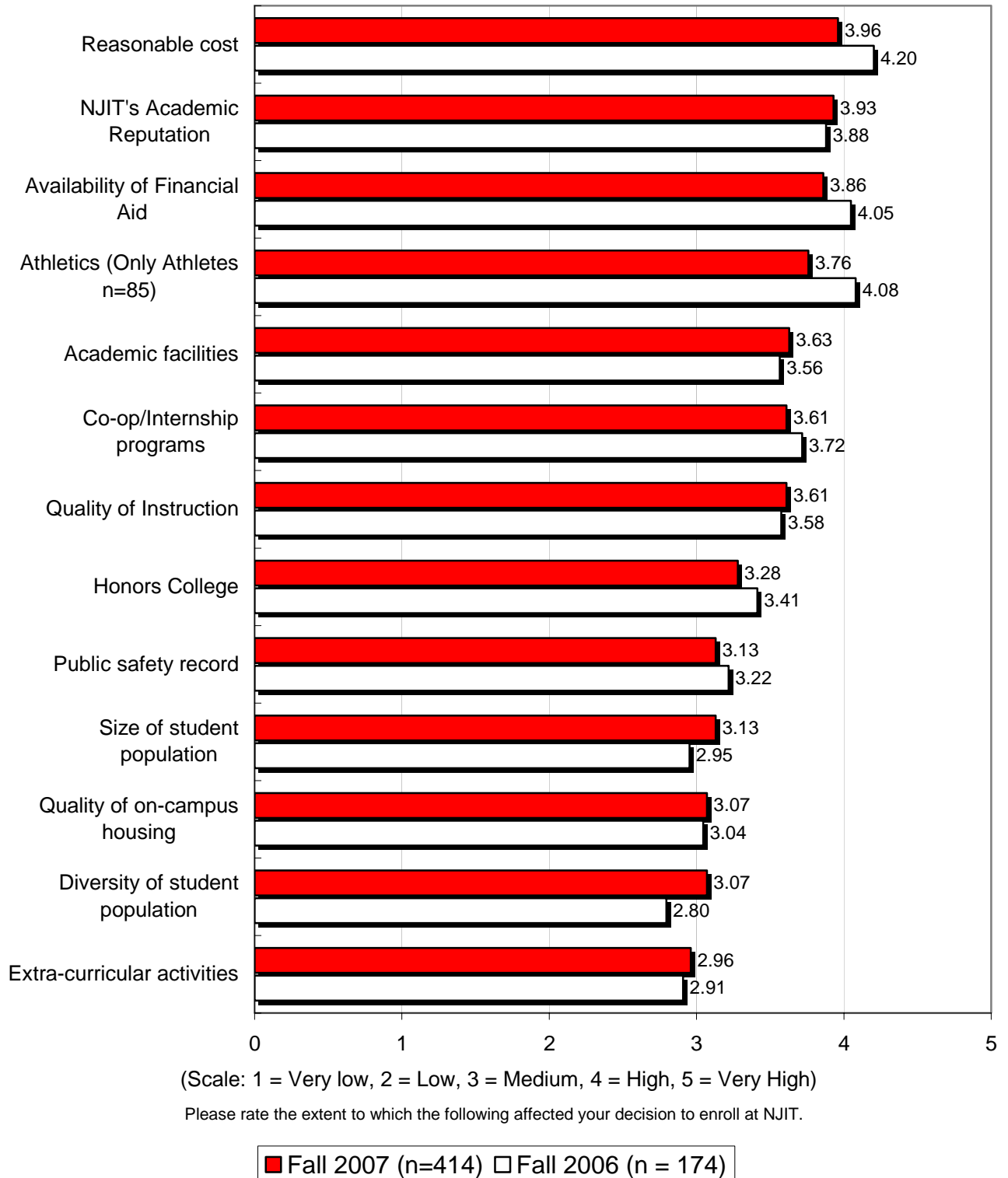- 3.77
- 4.01
- 3.85
- 3.80

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

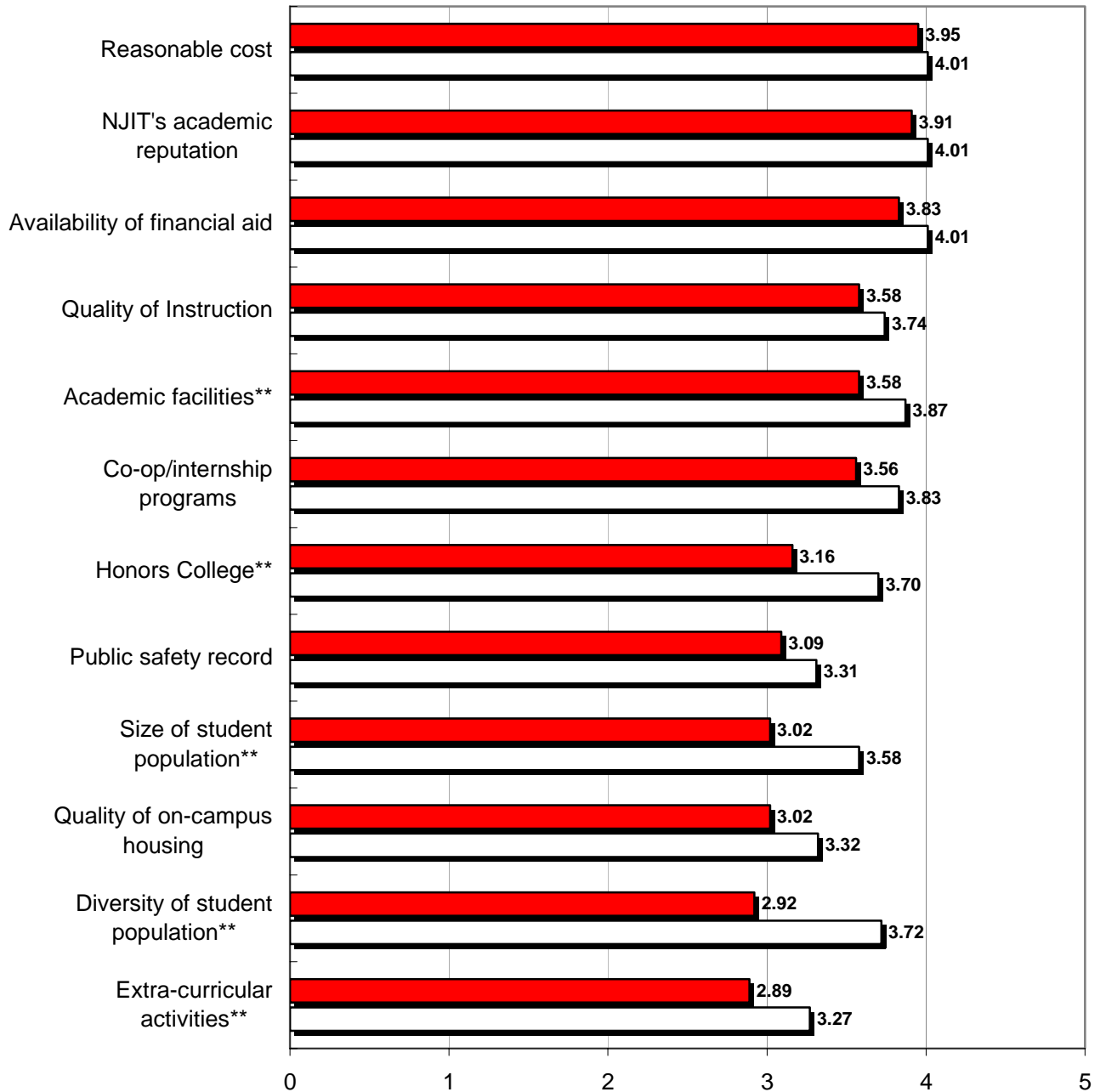Please rate the following statements on the degree of importance to you in choosing to enroll at NJIT.

□ ARC n=56 ■ CCS n=74 □ NCE n=211 □ SLA n=62 □ SOM n=11

Section II: Enrollment Factors/Influences

Factors in Enrollment Decision by Year

Factor	Fall 2007 (n=414)	Fall 2006 (n = 174)
Reasonable cost	3.96	4.20
NJIT's Academic Reputation	3.93	3.88
Availability of Financial Aid	3.86	4.05
Athletics (Only Athletes n=85)	3.76	4.08
Academic facilities	3.63	3.56
Co-op/Internship programs	3.61	3.72
Quality of Instruction	3.61	3.58
Honors College	3.28	3.41
Public safety record	3.13	3.22
Size of student population	3.13	2.95
Quality of on-campus housing	3.07	3.04
Diversity of student population	3.07	2.80
Extra-curricular activities	2.96	2.91

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

Please rate the extent to which the following affected your decision to enroll at NJIT.

■ Fall 2007 (n=414) □ Fall 2006 (n = 174)

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Factors in Enrollment Decision
by Gender

Factor	Male (n = 335)	Female (n = 76)
Reasonable cost	3.95	4.01
NJIT's academic reputation	3.91	4.01
Availability of financial aid	3.83	4.01
Quality of Instruction	3.58	3.74
Academic facilities**	3.58	3.87
Co-op/internship programs	3.56	3.83
Honors College**	3.16	3.70
Public safety record	3.09	3.31
Size of student population**	3.02	3.58
Quality of on-campus housing	3.02	3.32
Diversity of student population**	2.92	3.72
Extra-curricular activities**	2.89	3.27

(Scale: 1 = Very low, 2 = Low, 3 = Medium, 4 = High, 5 = Very High)
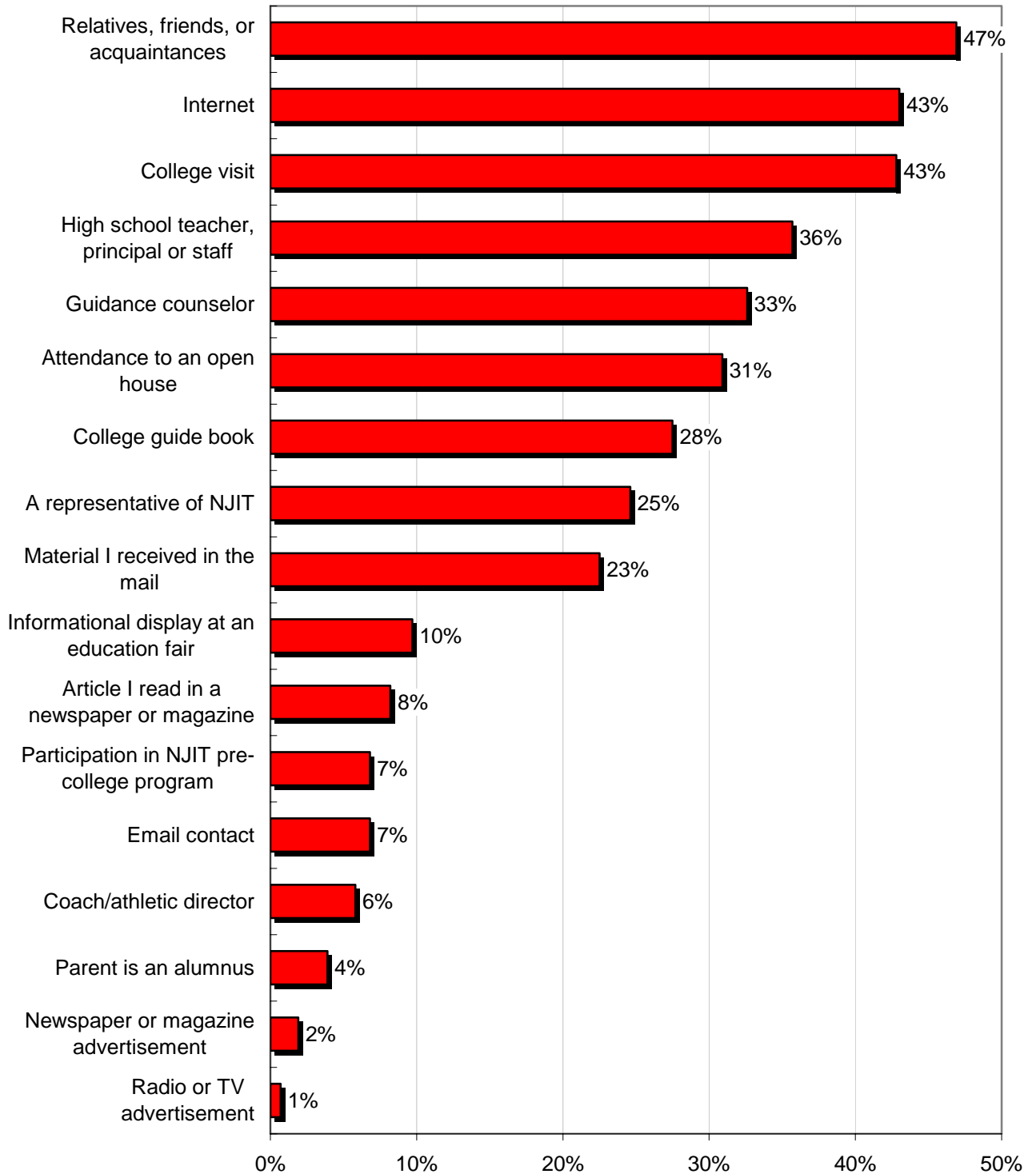** Significant at p < .05
Please rate the extent to which the following affected your decision to enroll at NJIT.
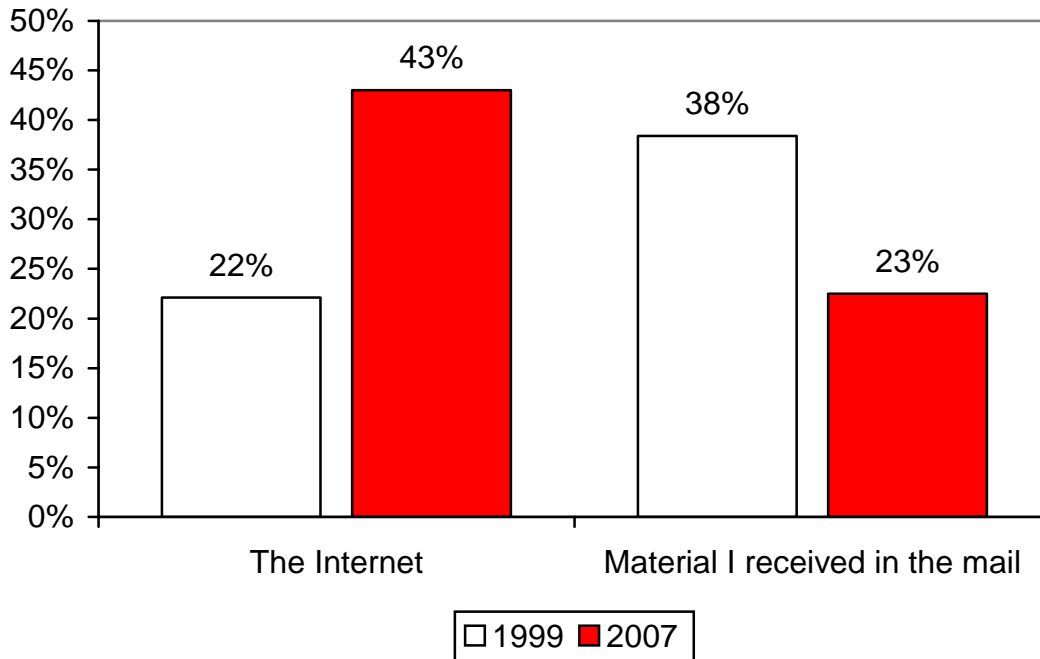
■ Male (n = 335) □ Female (n = 76)

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Factors in Enrollment Decision by School

	ARCH (n = 56)	CCS (n = 74)	NCE (n = 211)	CSLA (n = 62)	SOM (n = 11)
NJIT's academic reputation	3.98	3.93	3.93	3.92	3.73
Quality of instruction	3.72	3.61	3.60	3.61	3.36
Academic facilities	3.55	3.61	3.67	3.64	3.45
Honors College	3.11	3.08	3.25	3.69	3.25
Size of student population	2.98	2.87	3.21	3.30	3.18
Diversity of student population	2.71	2.69	3.25	3.24	3.18
Extra-curricular activities	2.78	2.61	3.10	3.00	3.36
Reasonable cost	3.96	3.90	4.00	3.98	3.27
Availability of financial aid	3.45	3.87	3.95	3.93	4.00
Public safety record	2.93	3.15	3.22	2.95	3.36
Co-op/Internship programs	3.69	3.36	3.76	3.37	3.70
Quality of on-campus housing	3.04	3.15	3.03	3.15	3.09

Q-34. How Did You Learn about NJIT?
(n = 414)

Category	Percentage
Relatives, friends, or acquaintances	47%
Internet	43%
College visit	43%
High school teacher, principal or staff	36%
Guidance counselor	33%
Attendance to an open house	31%
College guide book	28%
A representative of NJIT	25%
Material I received in the mail	23%
Informational display at an education fair	10%
Article I read in a newspaper or magazine	8%
Participation in NJIT pre-college program	7%
Email contact	7%
Coach/athletic director	6%
Parent is an alumnus	4%
Newspaper or magazine advertisement	2%
Radio or TV advertisement	1%

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Q-34: How Did You Learn About NJIT?
Comparison of selected sources to 1999 values

Legend: □ 1999 ■ 2007

The Internet: 1999 = 22%, 2007 = 43%
Material I received in the mail: 1999 = 38%, 2007 = 23%

Q-34: How Did You Learn About NJIT?
by Gender

	Male (n = 338)	Female (n = 76)
Relatives, friends or acquaintances	46%	49%
Internet	44%	41%
College visit	43%	43%
High school teachers, principal or staff	36%	36%
Guidance counselor	33%	30%
Attendance at an open house	31%	33%
College guide book	28%	24%
A representative of NJIT	24%	26%
Material I received in the mail	23%	20%
Informational display at an educational fair	9%	12%
Article I read in a newspaper or magazine	9%	5%
Participation in NJIT pre-college program	6%	12%
Email contact	6%	9%
Coach/athletic director	4%	15%
Parent is an alumnus	4%	3%
Newspaper or magazine advertisement	2%	4%
Radio or TV advertisement	1%	0%

Q-34: How Did You Learn About NJIT?
by School

	ARC (n = 56)	CCS (n = 74)	NCE (n = 211)	CSLA (n = 62)	SOM (n = 11)
Relatives, friends, or acquaintances	38%	47%	49%	50%	36%
College visit	48%	47%	42%	39%	27%
Internet	55%	54%	39%	34%	27%
High school teachers, principal, or staff	34%	38%	39%	26%	18%
Guidance counselor	39%	30%	35%	21%	36%
Attendance at an open house	27%	38%	33%	24%	9%
College guide book	30%	26%	29%	26%	9%
A representative of NJIT	21%	23%	25%	26%	36%
Material I received in the mail	25%	24%	24%	15%	9%
Article I read in a newspaper or magazine	5%	7%	10%	5%	18%
Informational display at an educational fair	9%	11%	10%	10%	9%
Participation in NJIT pre-college program	4%	7%	9%	2%	18%
Email contact	5%	7%	8%	5%	9%
Parent is an alumnus	0%	4%	5%	3%	0%
Coach/athletic director	9%	3%	5%	5%	27%
Newspaper or magazine advertisement	2%	1%	3%	0%	0%
Radio or TV advertisement	0%	0%	1%	0%	0%

Q-35: Which Most Influenced Your Decision to Apply? (n = 398)

Category	Percentage
Campus visit/information session	34%
Attendance of an open house	19%
NJIT web page	15%
US News & World Report Ranking	9%
Contact with NJIT Admissions Office	8%
Personal interview	7%
Personal/email contact from academic department	5%
University publications	4%

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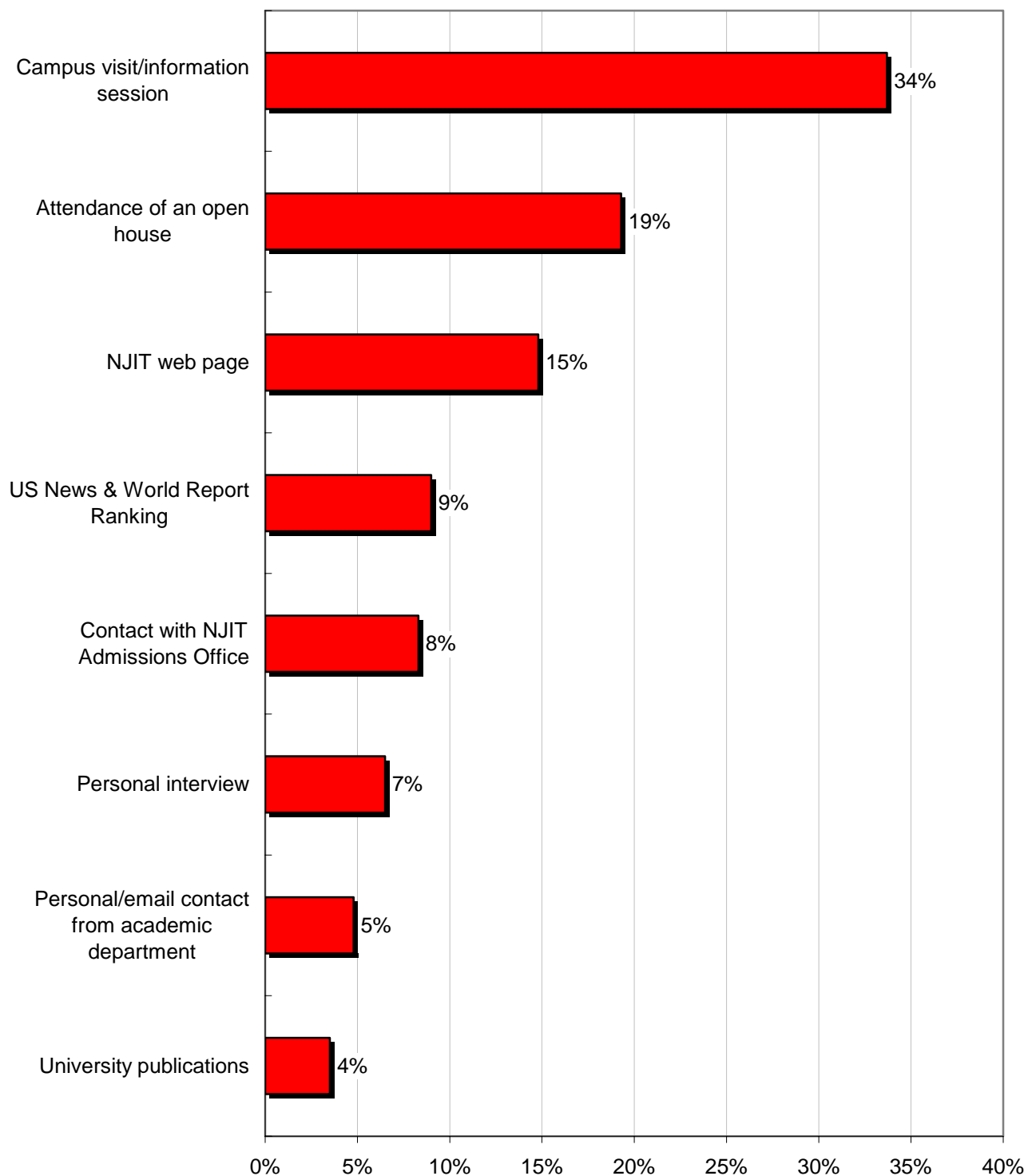
Q-35: Which Most Influenced Your Decision to Apply?
by Ethnicity

	Black Non-Hispanic (n = 32)	American Indian or Alaskan Native (n = 5)	Asian or Pacific Islander (n = 104)	Hispanic (n = 77)	White Non-Hispanic (n = 166)
Campus visit/information session	41%	40%	26%	36%	36%
Attendance of an open house	16%	60%	17%	26%	18%
NJIT web page	9%	0%	21%	14%	12%
US News & World Report Ranking	13%	0%	9%	3%	12%
Personal interview	6%	0%	5%	7%	8%
Contact with NJIT Admissions Office	9%	0%	14%	5%	7%
Personal/email contact from academic department	3%	0%	3%	5%	6%
University publications	3%	0%	6%	4%	2%

Q-35: Which Most Influenced Your Decision to Apply?
by Gender

	Male (n = 324)	Female (n = 74)
Campus visit/information session	33%	38%
Attendance of an open house	19%	19%
NJIT web page	15%	12%
US News & World Report Ranking	10%	4%
Contact with NJIT Admissions Office	9%	7%
Personal interview	7%	5%
University publications	4%	3%
Personal/email contact from academic department	3%	12%

Q-35: Which Most Influenced Your Decision to Apply?
by School

	ARC (n = 53)	CCS (n = 72)	NCE (n = 202)	CSLA (n = 62)	SOM (n = 9)
Attendance of an open house	19%	19%	21%	16%	11%
Campus visit/information session	36%	44%	30%	32%	33%
Personal/email contact from academic department	4%	4%	5%	5%	22%
Personal interview	9%	3%	8%	5%	0%
NJIT web page	9%	15%	16%	16%	11%
University publications	2%	0%	5%	3%	11%
US News & World Report Ranking	11%	7%	8%	15%	0%
Contact with NJIT Admissions Office	9%	7%	8%	8%	11%

Q-36. Which Most Influenced
Your Decision to Attend? (n = 388)

Category	Percentage
Campus visit/information session	36%
Attendance of an open house	18%
Personal interview	13%
Contact with NJIT Admissions Office	11%
US News & World Report Ranking	7%
NJIT web page	6%
Personal/email contact from academic department	5%
University publications	5%
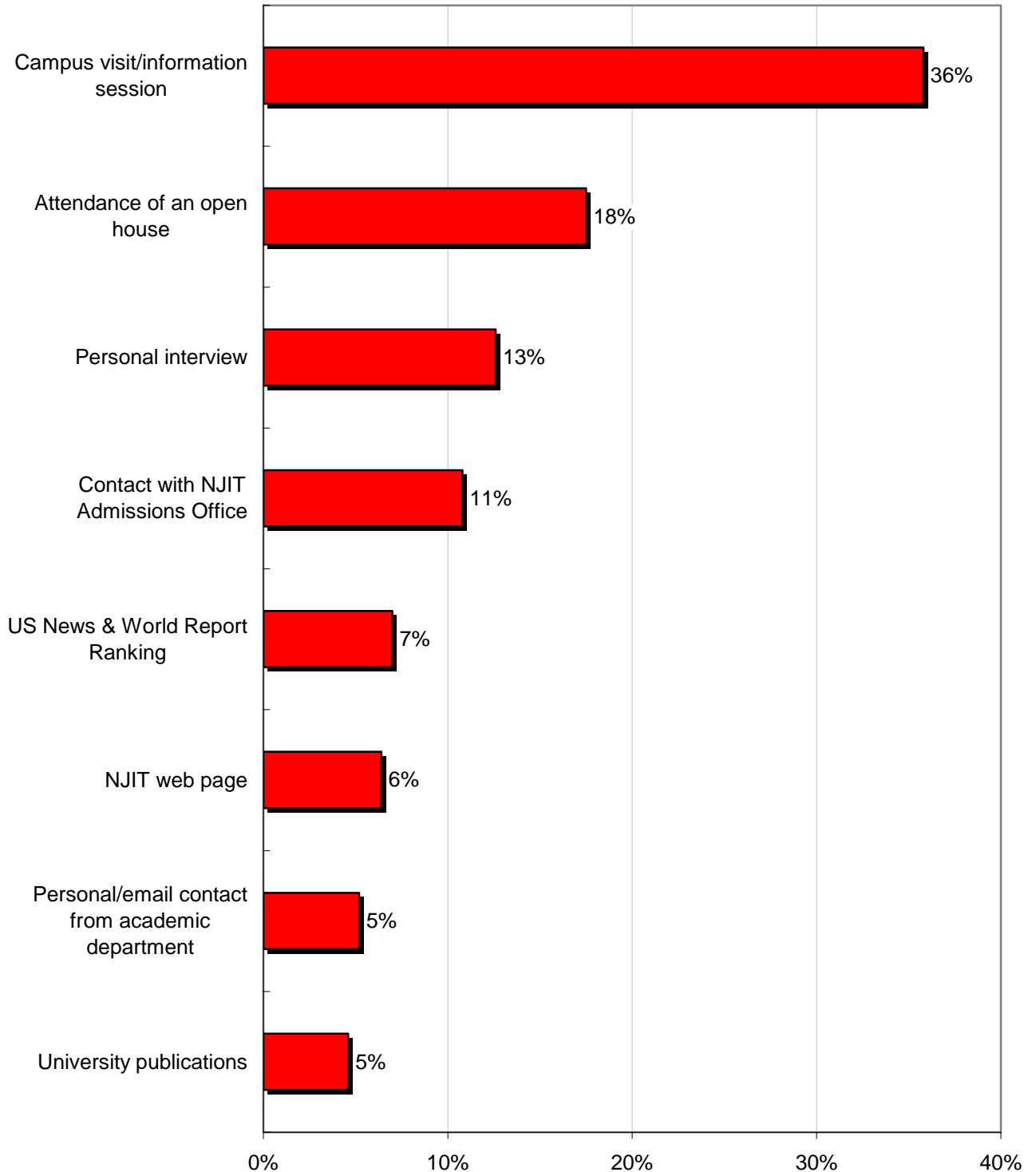
Q-36: Which Most Influenced Your Decision to Attend?
by Ethnicity

	Black Non-Hispanic (n = 31)	American Indian or Alaskan Native (n = 5)	Asian or Pacific Islander (n = 100)	Hispanic (n = 76)	White Non-Hispanic (n = 163)
Campus visit/information session	45%	20%	26%	34%	42%
Attendance of an open house	10%	0%	19%	25%	15%
Personal interview	10%	20%	17%	9%	12%
Contact with NJIT Admissions Office	10%	40%	13%	13%	8%
US News & World Report Ranking	7%	20%	5%	7%	8%
Personal/email contact from academic department	7%	0%	4%	4%	7%
NJIT web page	7%	0%	11%	1%	5%
University publications	7%	0%	5%	7%	3%

Q-36: Which Most Influenced Your Decision to Attend?
by Gender

	Male (n = 315)	Female (n = 73)
Campus visit/information session	35%	40%
Attendance of an open house	19%	12%
Personal interview	13%	12%
Contact with NJIT Admissions Office	11%	10%
US News & World Report Ranking	7%	6%
NJIT web page	7%	3%
Personal/email contact from academic department	4%	8%
University publications	4%	10%

Q-36: Which Most Influenced Your Decision to Attend?
by School

	ARC (n = 51)	CCS (n = 70)	NCE (n = 197)	CSLA (n = 61)	SOM (n = 9)
Campus visit/information session	43%	41%	34%	30%	33%
Attendance of an open house	12%	33%	15%	13%	11%
Personal interview	10%	6%	14%	20%	11%
Contact with NJIT Admissions Office	10%	4%	13%	15%	0%
US News & World Report Ranking	10%	3%	8%	7%	11%
NJIT web page	4%	3%	7%	8%	22%
University publications	0%	6%	6%	3%	11%
Personal/email contact from academic department	12%	4%	4%	5%	0%

Q-37. Who Most Influenced
Your Decision to Apply? (n = 404)

Category	Percentage
Parent	42%
Guidance counselor	17%
High school teacher	11%
Relative	10%
Friend	9%
Current NJIT student	5%
Coach	3%
Alumnus of NJIT	3%
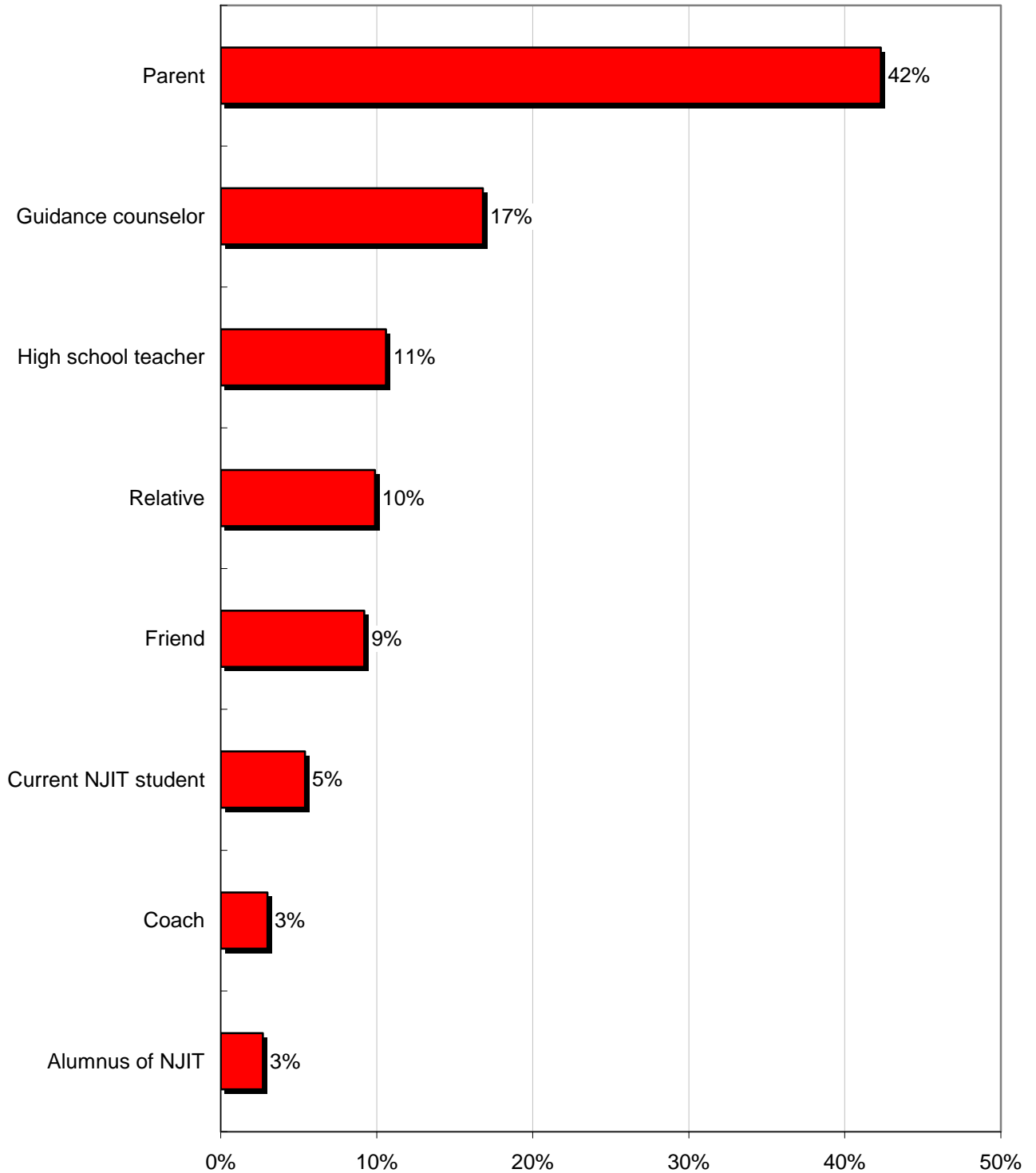
Q-37: Who Most Influenced Your Decision to Apply?
by Ethnicity

	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-37: Who Most Influenced Your Decision to Apply?
by Gender

	Male (n = 329)	Female (n = 75)
Parent	44%	33%
Guidance counselor	18%	12%
High school teacher	10%	15%
Relative	10%	8%
Friend	8%	16%
Current NJIT student	5%	8%
Alumnus of NJIT	3%	0%
Coach	2%	8%

Q-37: Who Most Influenced Your Decision to Apply?
by School

	ARC (n = 53)	CCS (n = 72)	NCE (n = 207)	CSLA (n = 61)	SOM (n = 11)
Parent	55%	42%	39%	46%	36%
Guidance counselor	11%	18%	18%	15%	18%
High school teacher	6%	15%	11%	8%	9%
Relative	9%	7%	11%	12%	0%
Friend	13%	10%	10%	3%	36%
Current NJIT student	2%	4%	6%	10%	0%
Coach	0%	0%	3%	5%	27%
Alumnus of NJIT	4%	4%	2%	2%	0%

Q-38: Who Most Influenced Your Decision to Attend? *(n = 400)*

Category	Percentage
Parent	49%
Relative	10%
Friend	10%
Guidance counselor	9%
High school teacher	9%
Current NJIT student	6%
Alumnus of NJIT	4%
Coach	4%
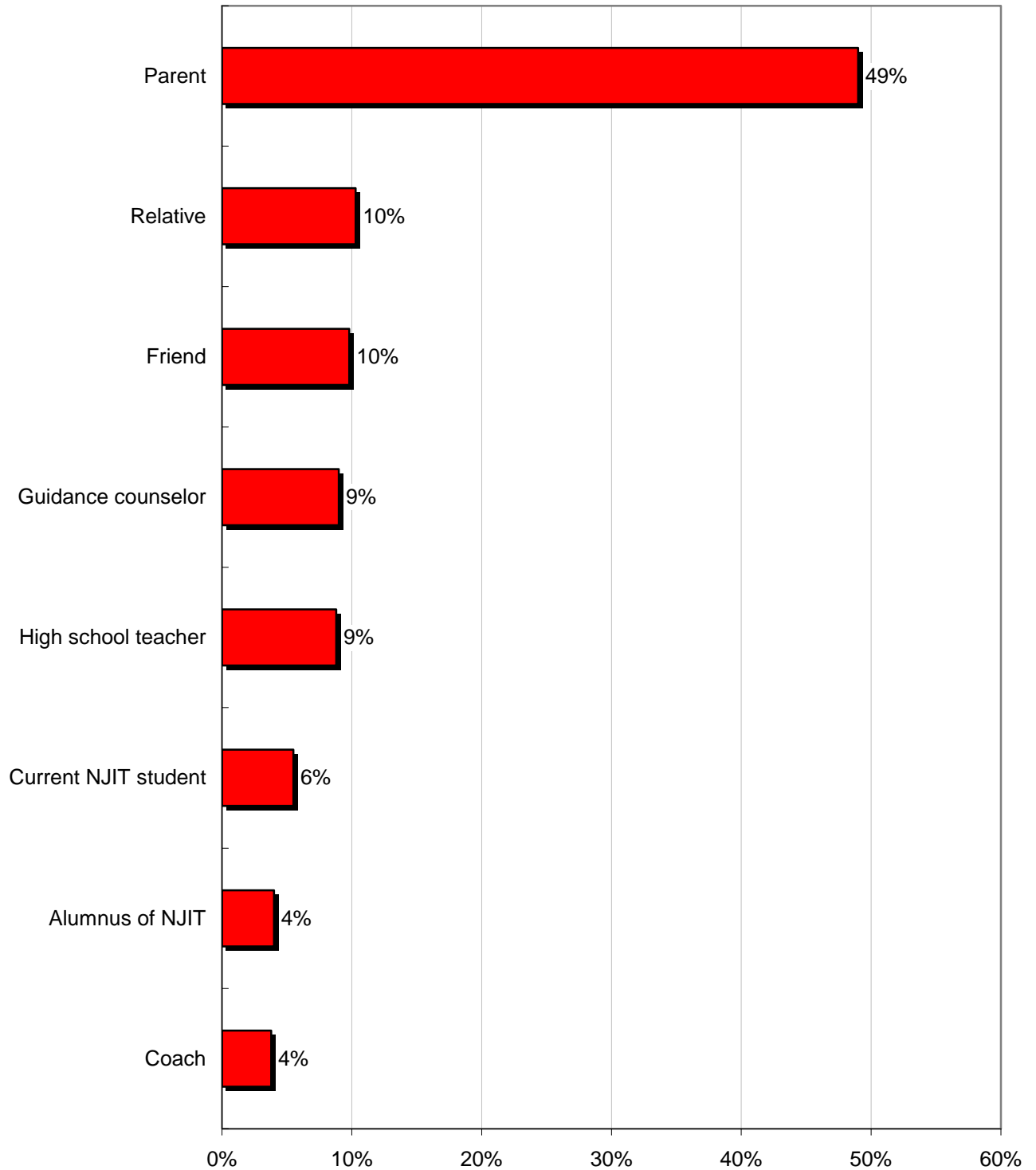
Q-38: Who Most Influenced Your Decision to Attend?
by Ethnicity

	Black Non-Hispanic (n = 33)	American Indian or Alaskan Native (n = 5)	Asian Pacific Islander (n = 107)	Hispanic (n = 78)	White Non-Hispanic (n = 164)
Parent	49%	80%	44%	44%	55%
Friend	3%	20%	14%	8%	9%
High school teacher	6%	0%	7%	12%	9%
Guidance counselor	3%	0%	10%	13%	7%
Relative	15%	0%	15%	13%	6%
Alumnus of NJIT	3%	0%	5%	1%	6%
Coach	12%	0%	90%	1%	4%
Current NJIT student	9%	0%	5%	9%	4%

Q-38: Who Most Influenced Your Decision to Attend?
by Gender

	Male (n = 324)	Female (n = 76)
Parent	49%	47%
Relative	10%	11%
Friend	10%	9%
Guidance counselor	10%	7%
High school teacher	8%	12%
Current NJIT student	5%	7%
Alumnus of NJIT	5%	0%
Coach	3%	8%

Q-38: Who Most Influenced Your Decision to Attend?
by School

	ARC (n = 52)	CCS (n = 71)	NCE (n = 206)	CSLA (n = 60)	SOM (n = 11)
Parent	56%	48%	46%	53%	55%
Relative	6%	10%	12%	10%	0%
Friend	14%	11%	10%	5%	0%
High school teacher	10%	9%	10%	3%	18%
Guidance counselor	8%	10%	8%	12%	18%
Current NJIT student	0%	4%	6%	8%	9%
Alumnus of NJIT	4%	7%	4%	2%	0%
Coach	4%	1%	4%	7%	0%

Q-40: Did you visit the NJIT campus before making your decision to enroll? (n = 408)

No, 25%

Yes, 75%
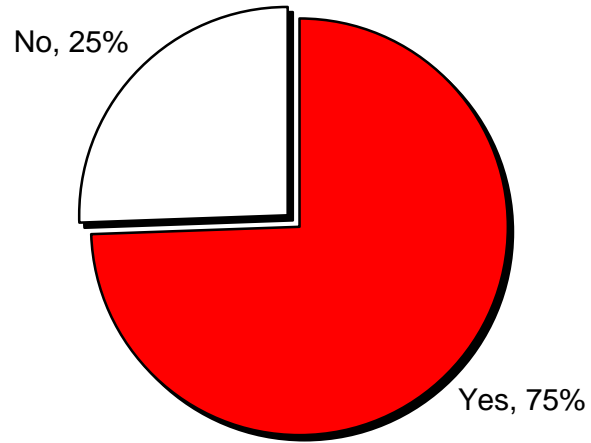
Section III: Comparison to Other Colleges

Q-39: Was NJIT Your First Choice?
(n = 406)

No, 39%

Yes, 61%
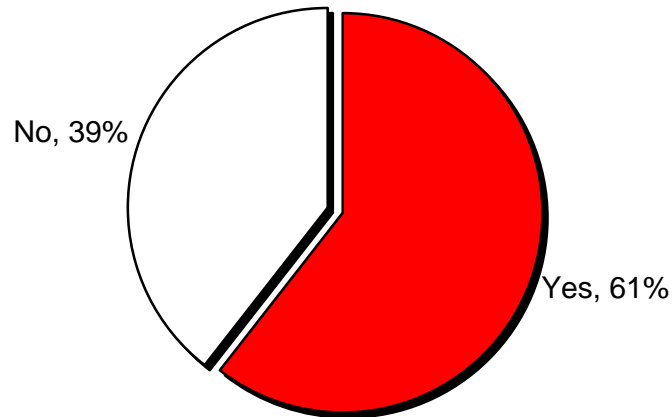
Q-39: If NJIT was not your first choice, name of first choice:

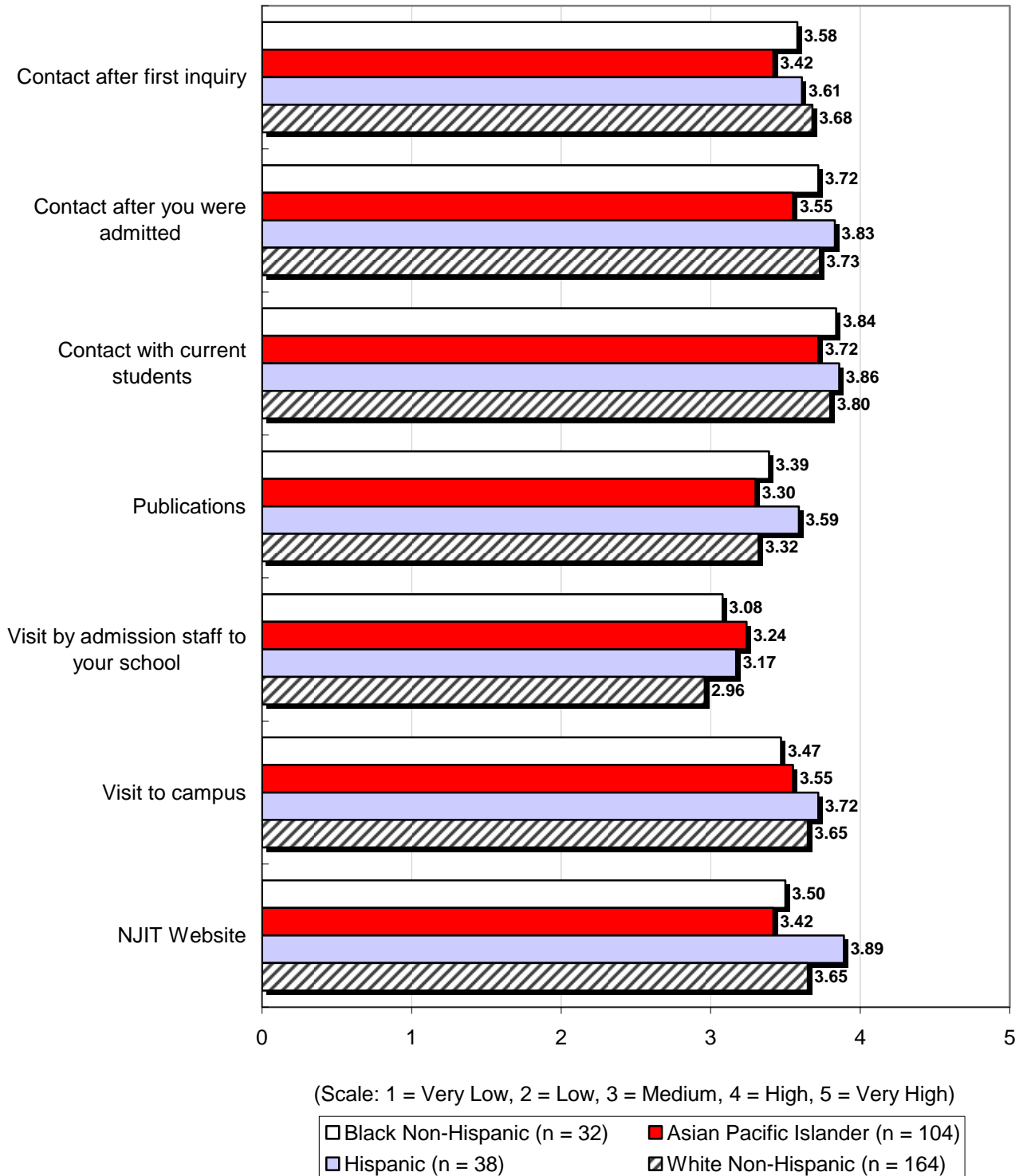|	**Top 10 choices:** University/College	**n**
1	Rutgers University	38
2	Stevens Institute of Technology	12
3	Penn State University	6
4	Cooper Union	6
5	Rowan University	5
6	University of Maryland	4
7	Montclair State University	4
8	Johns Hopkins University	4
9	The College of New Jersey	3
10	Northeastern University	3

* See Appendix for other responses
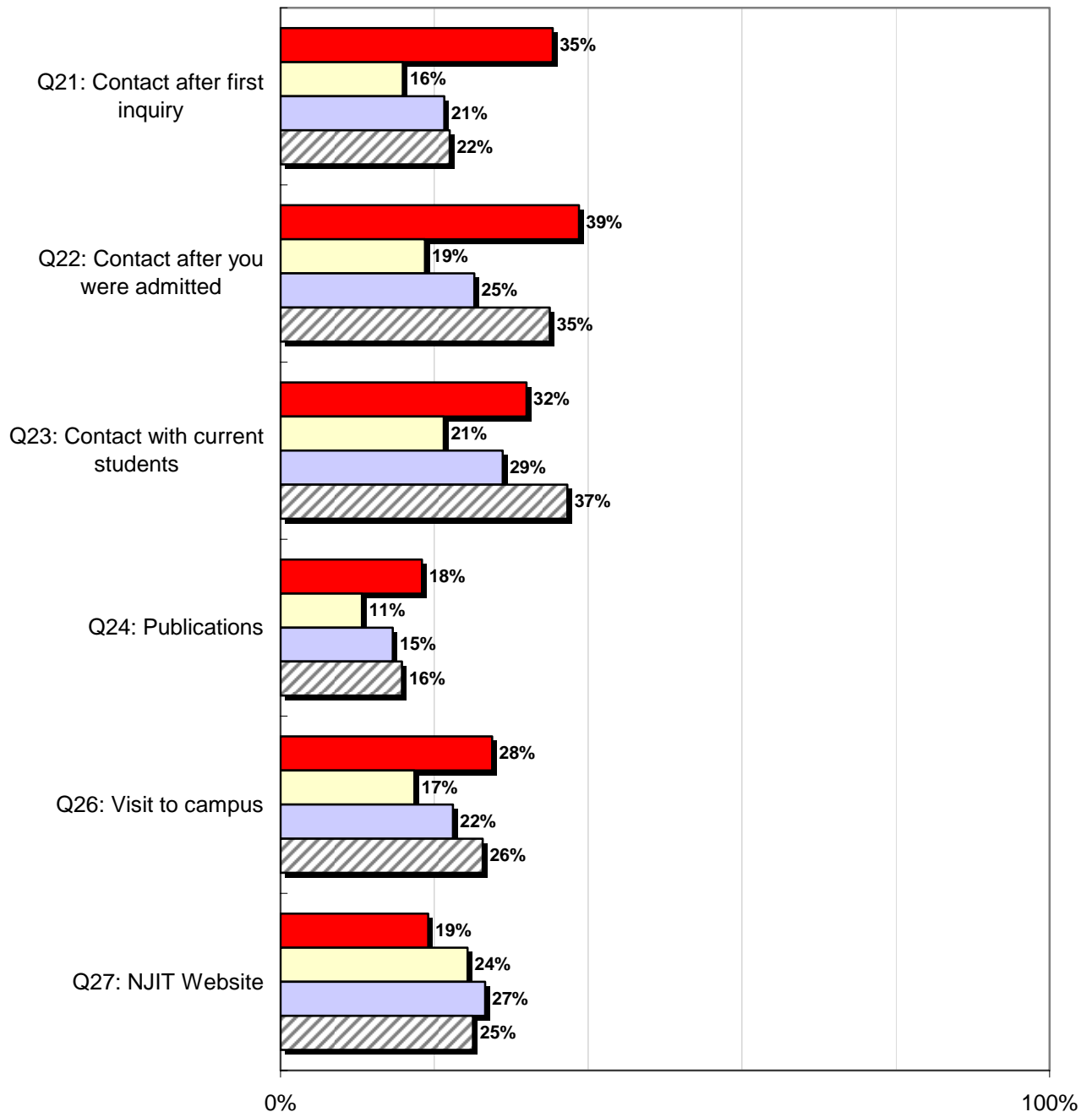
Rate NJIT in Comparison to Other Colleges by Year

Contact with coaches (Only if recruited by NJIT coach)
- 4.00
- 3.64
- 3.97

Contact with current students
- 3.77
- 3.77
- 3.67

Contact after you were admitted
- 3.69
- 3.93
- 4.01

NJIT Website
- 3.62
- 3.45
- 3.73

Visit to campus
- 3.61
- 3.64
- 3.71

Contact after first inquiry
- 3.58
- 3.74
- 3.85

Publications
- 3.38
- 3.38
- 3.37

Visit by admission staff to your school
- 3.08
- 2.99
- 3.03

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

■ Fall 2007 (n=414) □ Fall 2006 (n = 175) ▨ Fall 2005 (n = 715)

25

Rate NJIT in Comparison to Other Colleges by Gender

Category	Male (n = 335)	Female (n = 76)
Contact with coaches (Only if recruited by a NJIT coach)	3.92	4.17
Contact with current students	3.74	3.92
Contact after you were admitted	3.67	3.78
NJIT Website	3.59	3.75
Visit to campus	3.59	3.72
Contact after first inquiry	3.58	3.57
Publications	3.36	3.44
Visit by admission staff to your school	3.07	3.12
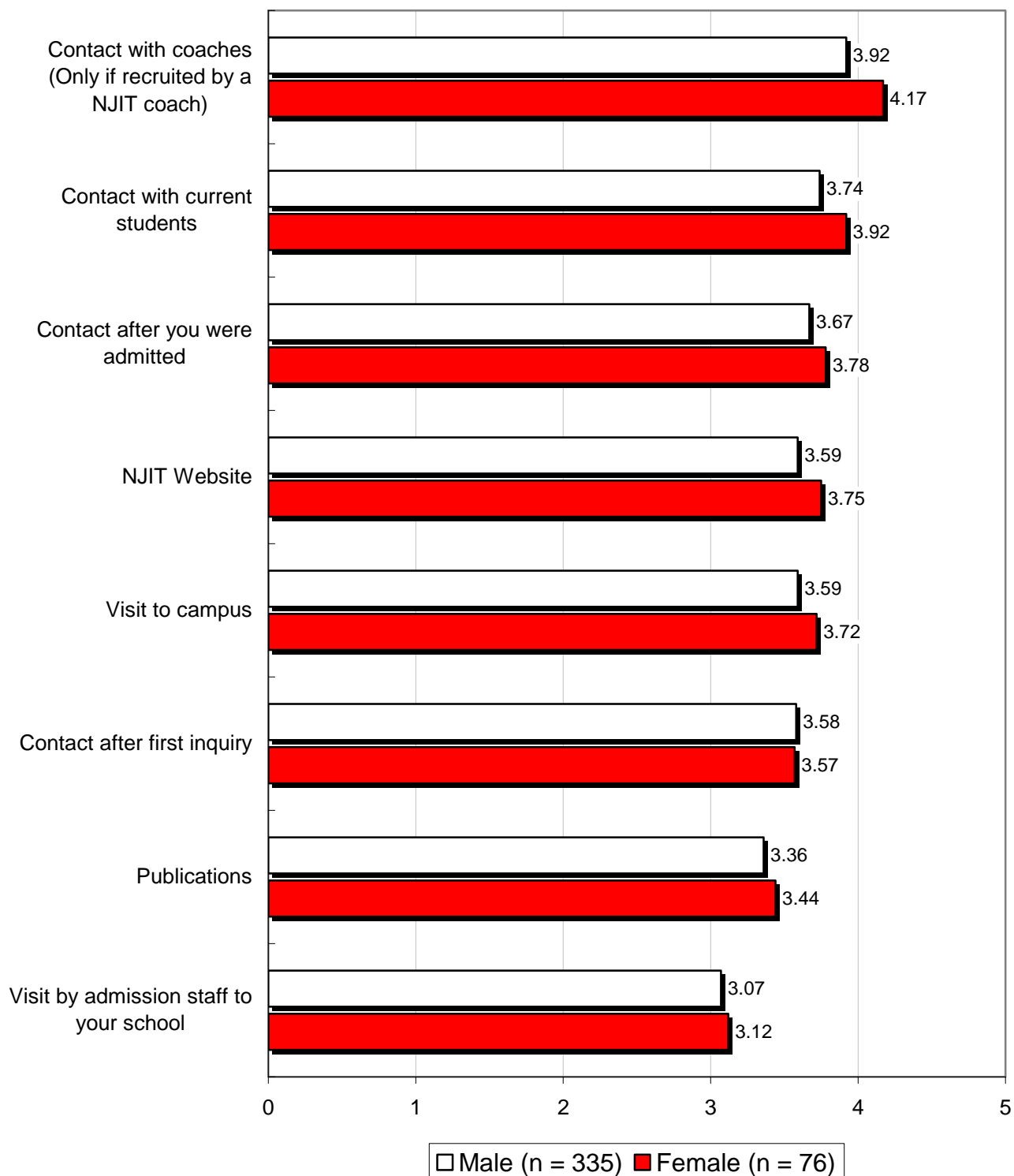
Rate NJIT in Comparison to Other Colleges
By Ethnicity

	Black Non-Hispanic	Asian Pacific Islander	Hispanic	White Non-Hispanic
Contact after first inquiry	3.58	3.42	3.61	3.68
Contact after you were admitted	3.72	3.55	3.83	3.73
Contact with current students	3.84	3.72	3.86	3.80
Publications	3.39	3.30	3.59	3.32
Visit by admission staff to your school	3.08	3.24	3.17	2.96
Visit to campus	3.47	3.55	3.72	3.65
NJIT Website	3.50	3.42	3.89	3.65

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

☐ Black Non-Hispanic (n = 32)   ■ Asian Pacific Islander (n = 104)
☐ Hispanic (n = 38)   ▨ White Non-Hispanic (n = 164)

Comparison to other colleges, highest rated factors* in enrollment decision by school

Q21: Contact after first inquiry
- ARC: 35%
- CCS: 16%
- NCE: 21%
- SLA: 22%

Q22: Contact after you were admitted
- ARC: 39%
- CCS: 19%
- NCE: 25%
- SLA: 35%

Q23: Contact with current students
- ARC: 32%
- CCS: 21%
- NCE: 29%
- SLA: 37%

Q24: Publications
- ARC: 18%
- CCS: 11%
- NCE: 15%
- SLA: 16%

Q26: Visit to campus
- ARC: 28%
- CCS: 17%
- NCE: 22%
- SLA: 26%

Q27: NJIT Website
- ARC: 19%
- CCS: 24%
- NCE: 27%
- SLA: 25%

0% — 100%

* Percentage is based on the rating of 5=very high. SOM is not included since there was not a significant N.

■ ARC (N = 56) □ CCS (N = 74) □ NCE (N = 211) ▨ SLA (N = 62)

Section IV: Academic Situation

Q-29: Have either of your parents graduated from college? *(n = 413)*

No, 43%

Yes, 57%
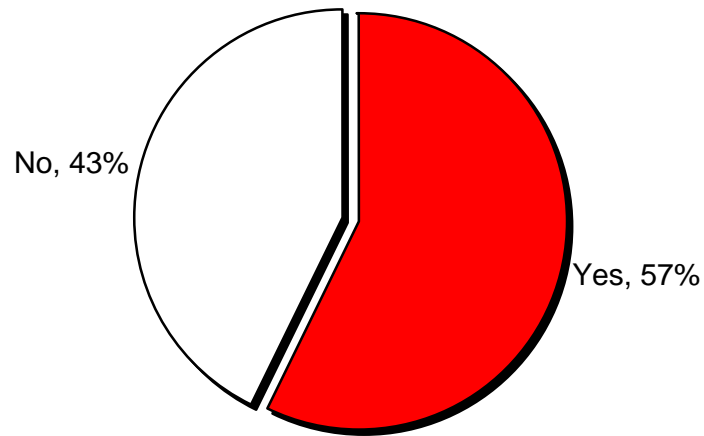
Q-31: Your approximate high school average: (n = 412)

C, 7%

A, 44%

B, 49%
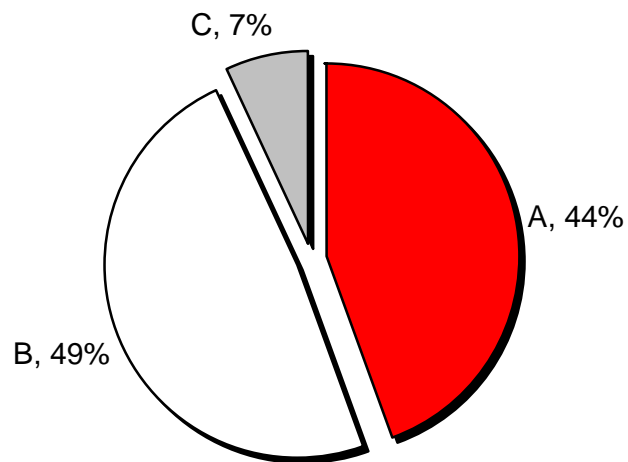
**Were you placed in appropriate level of English
N=413**

No, 18%

Yes, 82%
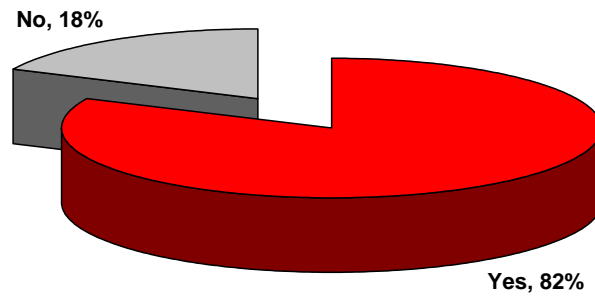
**English: Placed higher or lower than expected
N=70**

Higher**, 9%

Lower*, 91%
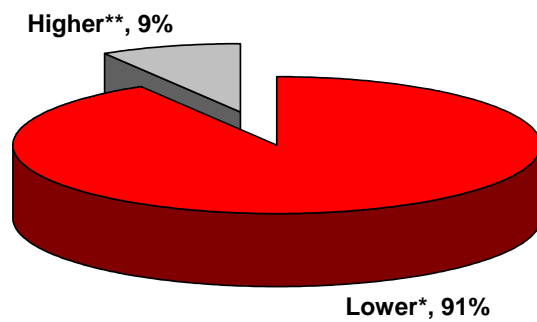
**Average SAT Score of students who believe that they have been placed higher: 586.66
* Average SAT Score of students who believe that they have been placed lower: 508.12

Were you placed in appropriate level of Math
N=412

No, 27%

Yes, 73%
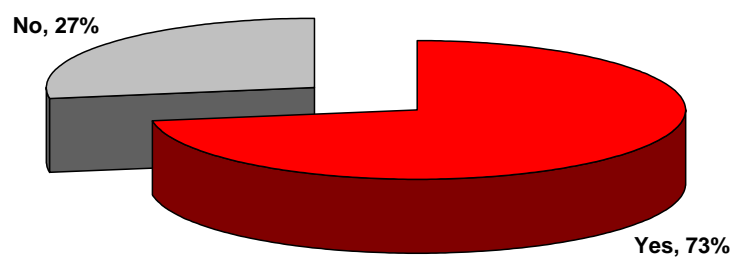
Math: Placed higher or lower than expected
N=109

Higher**, 7%

Lower*, 93%
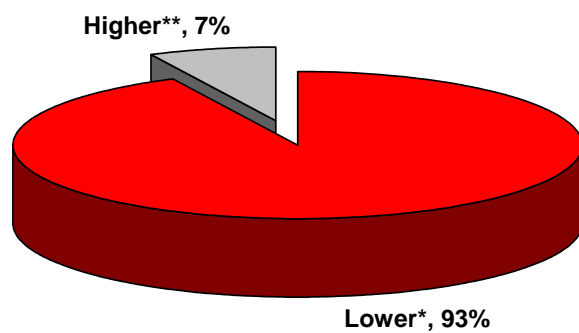
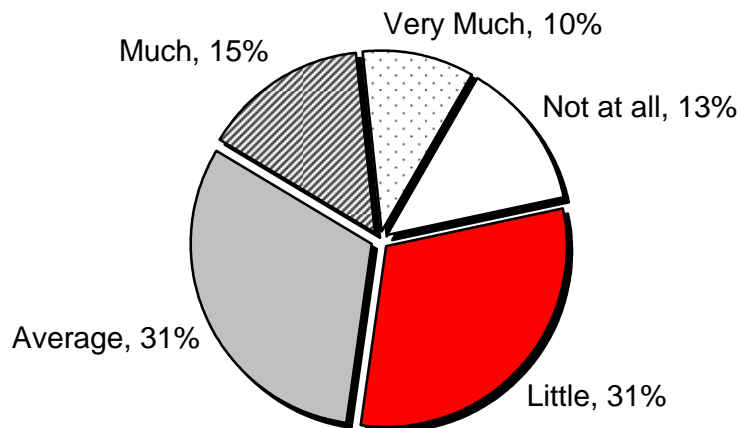**Average SAT Score of students who believe that they have been placed higher: 582.50
 * Average SAT Score of students who believe that they have been placed lower: 575.94
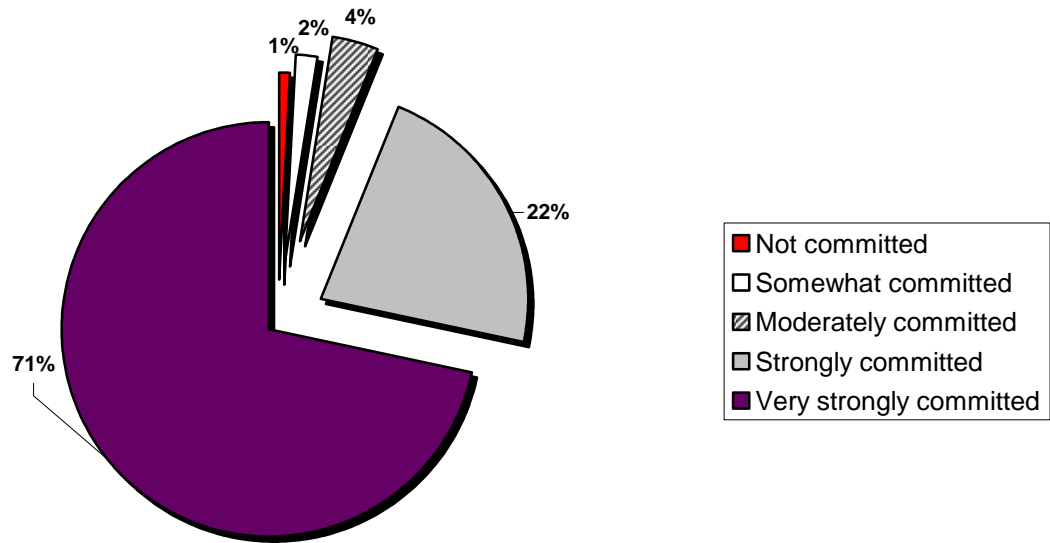
Section V: Commitment

Q-32: How involved were you in high school extracurricular activities? *(n = 413)*
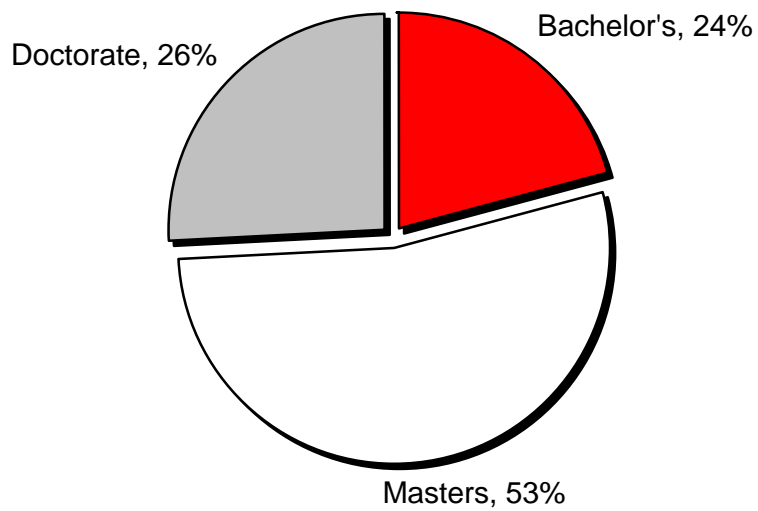

Not at all, 5%
Very Much, 17%
Little, 22%
Much, 24%
Average, 32%
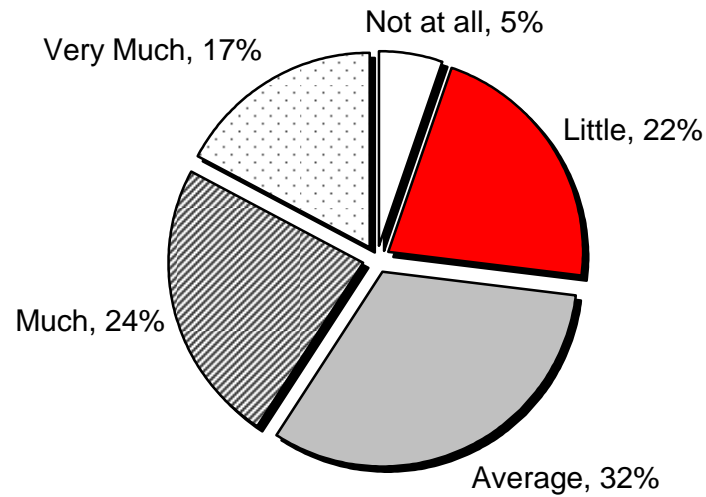
Q-33: How involved are you generally in clubs, church and other organizations outside school? *(n = 412)*

Very Much, 10%
Much, 15%
Not at all, 13%
Average, 31%
Little, 31%

Q-41: How committed are you to finishing your degree? *(n = 410)*

1%
2%
4%
22%
71%

Legend:
- Not committed
- Somewhat committed
- Moderately committed
- Strongly committed
- Very strongly committed

Q-30: Highest degree you intend to attain *(n = 412)*

Doctorate, 26%
Bachelor's, 24%
Masters, 53%

Appendix

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

Rutgers	38	Purdue	2
Stevens	12	Princeton	2
Penn State	6	NYU	2
Cooper Union	6	MIT	2
Rowan	5	Virginia Tech	1
University of Maryland	4	UPENN	1
Montclair	4	Boston College	1
Johns Hopkins	4	Brown University	1
TCNJ	3	Seton Hall	1
Northeastern	3	Rider University	1
Lehigh	3	Polytechnic University	1
Fairleigh Dickinson	3	Northwestern	1
Drexel	3	Fairfield University	1
Cornell	3	Embry Riddle Aeronautical	
Rensselaer Polytechnic Institute	3	University	1
Villanova	2	Columbia University	1
Syracuse	2	Cedarville University	1
St Johns	2	Clemson University	1
Rochester Institute of Tech	2		