

Introduction

Purpose

The purpose of this report is to provide data collected from two administrations of the New Student Survey. This document is intended to provide some initial findings on selected variables. Further data analysis will be forthcoming.

Background

The University of New Orleans (UNO) Office of Institutional Research & Data Management conducted internal surveys of new first-year students. The first administration of the New Student Survey was in the Fall 2010 semester, and the second administration was in Fall 2011. The instrument was developed for the first administration and refined for the second administration. Because of the revisions, the instruments vary slightly from 2010 to 2011, but contain some identical questions which can be compared.

Samples & Response Rates:

In both Fall 2010 and Fall 2011, new students at the University of New Orleans were emailed an invitation and link for the New Student Survey. Students were also sent three reminder emails. Additionally, UNIV 1001: University Success instructors were asked to remind their students about the survey. All emails were sent to student campus email addresses.

2010 Administration: Survey invitations were sent to 1069 students. 202 students completed the survey in its entirety and 248 answered at least some of the questions. Response rates for survey questions vary from 18.9% to 23.2%.

2011 Administration: Survey invitations were sent to 1103 students. 173 students completed the survey in its entirety and 215 answered at least some of the questions. Response rates for survey questions vary from 15.7% to 19.5%.

The lower response rate in Fall 2011 could be due to additional surveys being sent to students regarding UNO's transition to the University of Louisiana system and the Presidential Search. Given the response rates, caution should be used in generalizing these findings to the total New Student population.

Method

The New Student Survey was administered electronically using Qualtrics. Response data was downloaded into SPSS and variable fields were matched for items that appeared on both instruments. Because the two versions of the survey used different numbering, the questions are identified in this report with letters for consistency. Comparison graphs and charts are included in this document. Complete data tables can be found in the Appendix.

Highlights

- While not a majority, a significant number of UNO's responding new students identify themselves as first-generation college students; 40% in 2011 and 37.4% in 2010.
- Most new students report their parents/guardians having at least a high school credential.
- A majority of respondents intend to attain at least a baccalaureate degree from UNO and a significant number plan to enroll in graduate or professional school at UNO or elsewhere; 42.2% in 2011 and 47.1% in 2010.
- By the time respondents have narrowed their college choices and actually apply, a majority report UNO as their first choice; 55.8% in 2011 and 65.7% in 2010,

- In 2011, the largest percentage of respondents reported deciding to enroll at UNO in 12th grade, whereas in 2010 the largest percentage of respondents reporting deciding to enroll while in 11th grade.

Results

Parental Education & First-Generation Status

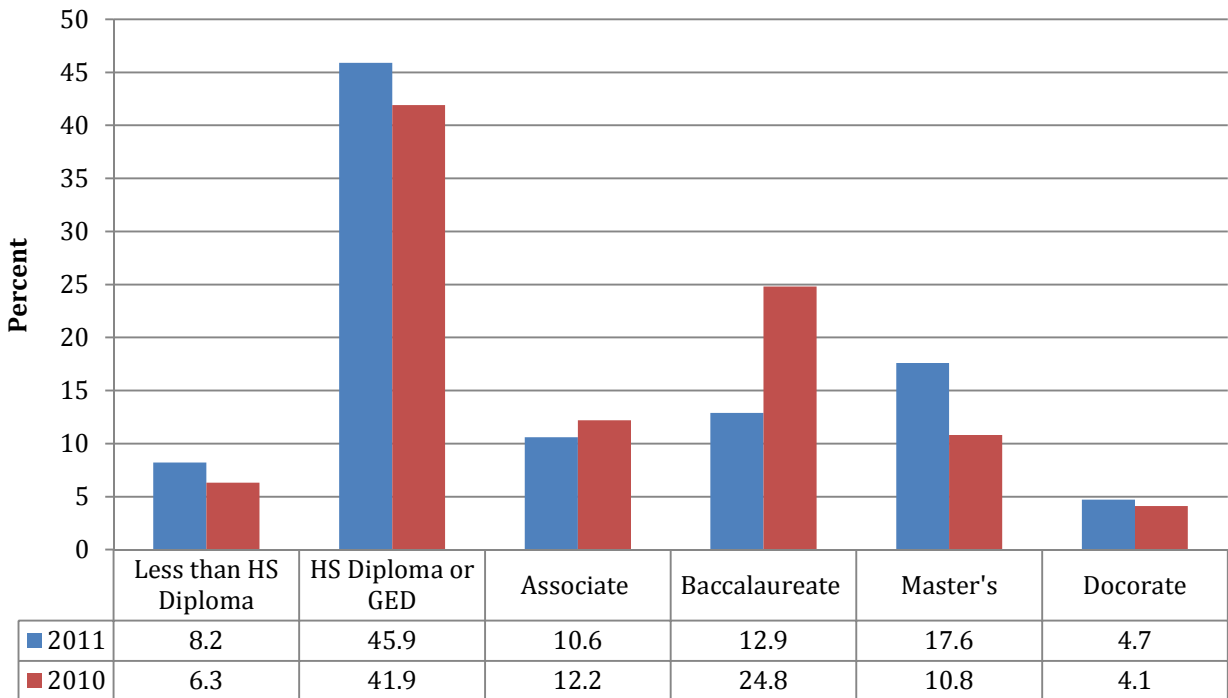
In the 2010 version of the New Student Survey, students were asked the following questions: a) What is the highest level of education attained by either of your parents/guardians? b) A first-generation college student is someone who is the first person in their immediate family (parents, brothers, sisters) to pursue higher education. Would you consider yourself a first-generation college student? Question b was a forced response question; all students responding to the survey were required to answer before continuing. In the 2010 survey, these questions were at the beginning of the survey.

In the 2011 version of the New Student Survey, students were asked the following questions: a) What is the highest level of education attained by either of your parents/guardians? b) A first-generation college student is someone who is the first person in their immediate family (parents, brothers, sisters) to complete a college degree. Would you consider yourself a first-generation college student? Both questions were forced response questions. Question b was modified to contain a more accurate definition of a first-generation college student which focuses on college degree attainment rather than on college enrollment. In the 2011 version, these questions appeared as the end of the survey. The location of these forced response questions at the end of the survey likely contributed to the smaller number of responses as compared to 2010.

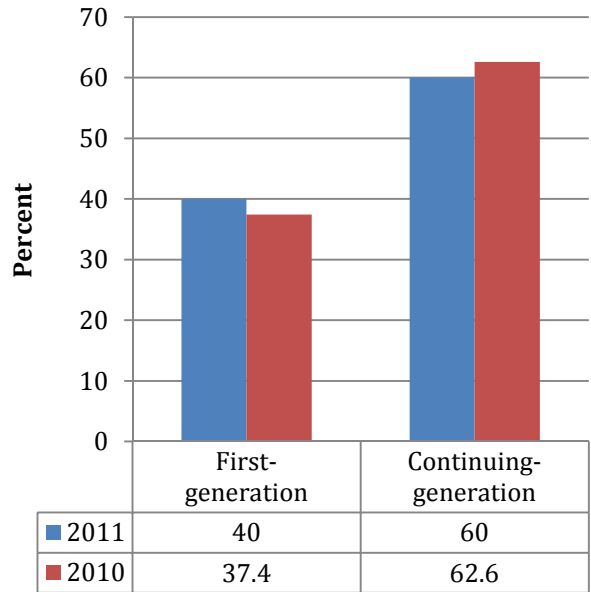
Comparison

Although the sample sizes are unequal, a comparison of the 2010 and 2011 data based on percentages of responses is provided. It is important to note that given the small number of respondents from the 2011 survey, the ability to generalize these results to the population of new first-year students is likely limited.

Parent/Guardian Educational Attainment



First-generation Status



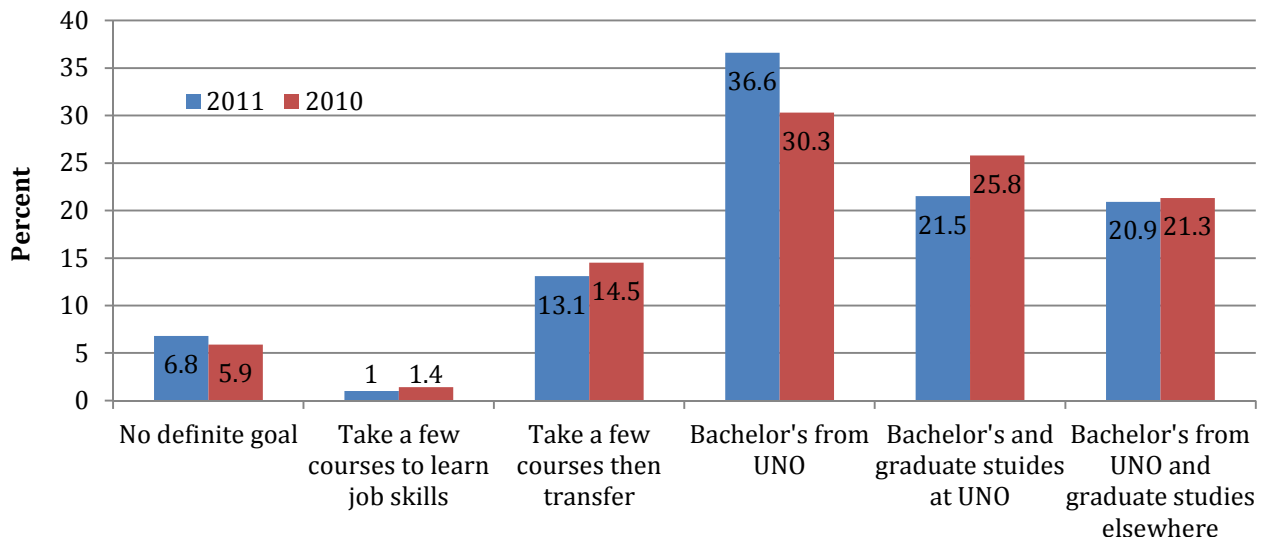
Goals for College Enrollment

In both versions of the New Student Survey respondents were asked to indicate their goals for degree attainment. The following questions address student goals: c) Which of the following best describes your goal in attending UNO? d) In how many years to you expect to complete your bachelor’s degree? Respondents who indicated their goal in attending UNO was something other than attainment of a bachelor’s degree triggered the skip logic imbedded in the survey and did not answer question d.

Comparison

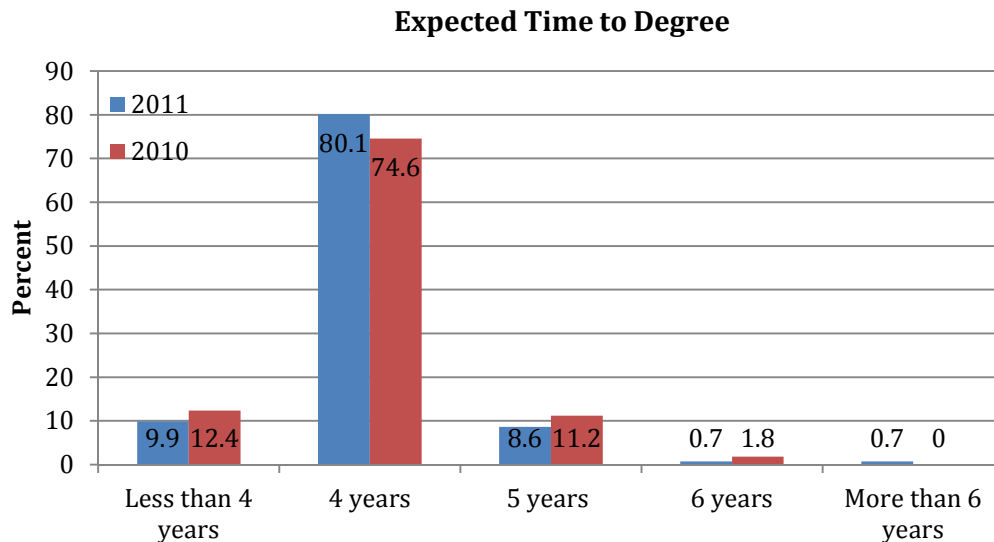
Although the sample sizes are unequal, a comparison of the 2010 and 2011 data based on percentages of responses is provided. For these questions, although the samples are unequal they are not as unbalanced as with the previous questions.

Goal in Attending UNO



Discussion

The option “take a few courses for personal interest” is not included on the graph above because zero respondents chose that option in 2011; in 2010 .9% of respondents chose that option. Three of the options indicate that students intend at least to attain a baccalaureate degree from UNO. For 2010 the total percentage of respondents who intend to attain at least a baccalaureate degree from UNO is 77.4%; for 2011 it is 79.0%.



Discussion

Although the majority of respondents indicated that they plan to earn at least a baccalaureate from UNO, it is important to note that even as early as their first semester of enrollment, some UNO students plan to take more than 4 years to earn their degrees. In 2010, 13.0% of respondents indicated they planned to take 5 years or more to earn an undergraduate degree. In 2011, 10.0% of respondents planned to take 5 years or longer.

College Choice Process

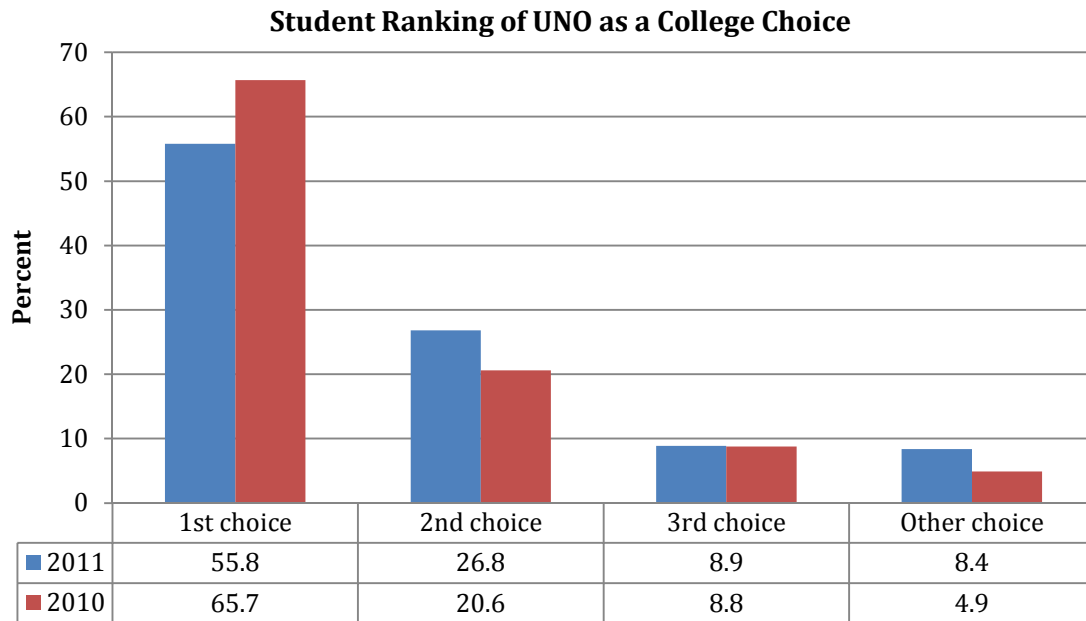
The following questions ask students to report their college admissions and enrollment decisions: e) How many colleges (including UNO) did you apply to this year? f) Thinking about colleges to which you applied was UNO your: 1st choice, 2nd choice, 3rd choice, Other choice? g) Were you admitted to your first choice college? h) When did you decide to attend the University of New Orleans? For respondents who indicated that UNO was their first choice (question f), skip logic was triggered so that they did not answer question g. By virtue of being enrolled at UNO, if they indicated UNO as their first choice, they were admitted to their first choice.

Comparison

Although the sample sizes are unequal, a comparison of the 2010 and 2011 data based on percentages of responses is provided.

Percent of Respondents for Number of Applications

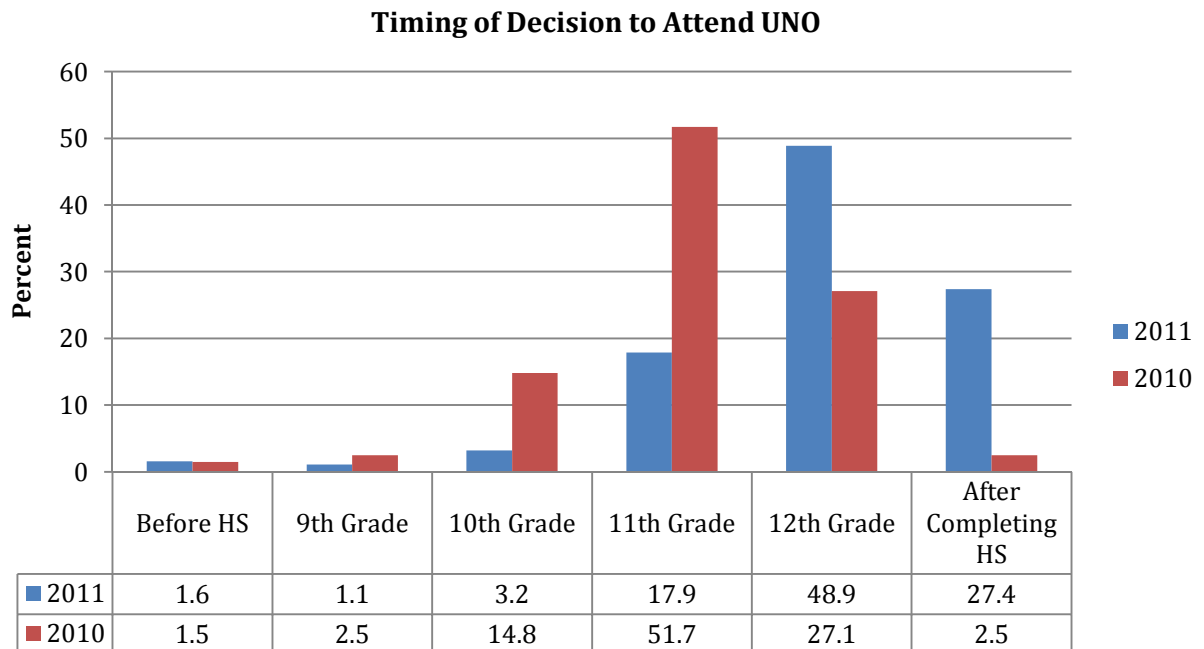
	1 (UNO)	2	3	4	5	6	7-10	11 or more
2011	30.0	20.0	23.7	13.7	5.3	3.2	3.7	.5
2010	33.7	19.5	20.5	13.7	6.8	4.9	.5	.5



Discussion

Respondents indicated their personal rank for UNO as a college choice. The question instructed them to only consider colleges to which they had actually submitted an application. The data indicate that by the time students have decided to submit an application, a majority have UNO as their first choice.

A follow-up question was asked of students who did not rank UNO as their 1st choice (question g). Among respondents who ranked UNO as their 2nd choice or lower, 77.7% in 2011 (64 students) and 75.7% in 2010 (53 students) reported they *were* accepted to their first choice college. These students ultimately enrolled at UNO even though they indicated that they wanted to attend another institution and had an offer of admission. It is possible that these students were influenced by factors such as college costs or proximity to home. When qualitative analysis of student comments is conducted, comments by students who indicated UNO was less than their first choice will be examined for indicators as to why they enrolled at UNO.



Discussion

Respondents indicated when in their pre-college educational careers they decided to attend UNO. There is an interesting shift between the 2010 and 2011 data. In 2010, a majority of respondents indicated they decided to attend UNO in 11th grade. In 2011, a majority indicated they made the decision in 12th grade. A much larger percentage of respondents in 2011 indicated they decided to attend UNO *after* completing high school. Before this shift is validated as a trend, it would be prudent to look at enrollment data to see if a greater number of student who began their studies at UNO in the Fall of 2011 waited until after high school graduation to apply and enroll.

Appendix: Data Tables

Parental Education & First-Generation Status Questions a & b

2010

What is the highest level of education attained by either of your parents/guardians?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a High School Diploma	14	5.7	6.3	6.3
	High School Diploma or GED	93	37.8	41.9	48.2
	Associate Degree	27	11.0	12.2	60.4
	Bachelor's Degree	55	22.4	24.8	85.1
	Master's Degree	24	9.8	10.8	95.9
	Doctoral Degree	9	3.7	4.1	100.0
	Total	222	90.2	100.0	
Missing	System	24	9.8		
Total		246	100.0		

a. Survey year = 2010

**A first-generation college student is someone who will be the first person in their
immediate family...^a**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	33.7	37.4	37.4
	No	139	56.5	62.6	100.0
	Total	222	90.2	100.0	
Missing	System	24	9.8		
Total		246	100.0		

a. Survey year = 2010

2011

What is the highest level of education attained by either of your parents/guardians?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a High School Diploma	7	3.4	8.2	8.2
	High School Diploma or GED	39	19.0	45.9	54.1
	Associate Degree	9	4.4	10.6	64.7
	Bachelor's Degree	11	5.4	12.9	77.6
	Master's Degree	15	7.3	17.6	95.3
	Doctoral Degree	4	2.0	4.7	100.0
	Total	85	41.5	100.0	
	Missing System	120	58.5		
Total		205	100.0		

a. Survey year = 2011

A first-generation college student is someone who will be the first person in their immediate family...^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	16.6	40.0	40.0
	No	51	24.9	60.0	100.0
	Total	85	41.5	100.0	
Missing System	120	58.5			
Total		205	100.0		

a. Survey year = 2011

Goals for College Enrollment

Questions c & d

2010

Which of the following best describes your goal in attending UNO?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No definite goal in mind	13	5.3	5.9	5.9
	Take a few courses in order to learn job skills	3	1.2	1.4	7.2
	Take a few courses for personal interest	2	.8	.9	8.1
	Take a few courses and then transfer to another college or university	32	13.0	14.5	22.6
	Get a bachelor's degree from UNO	67	27.2	30.3	52.9
	Get a bachelor's degree from UNO and continue my graduate studies here	57	23.2	25.8	78.7
	Get a bachelor's degree from UNO and continue my graduate studies at another university	47	19.1	21.3	100.0
	Total	221	89.8	100.0	
Missing	System	25	10.2		
Total		246	100.0		

In how many years do you expect to complete your bachelor's degree?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 4 years	21	8.5	12.4	12.4
	4 years	126	51.2	74.6	87.0
	5 years	19	7.7	11.2	98.2
	6 years	3	1.2	1.8	100.0
	Total	169	68.7	100.0	
Missing	System	77	31.3		
Total		246	100.0		

a. Survey year = 2010

2011

Which of the following best describes your goal in attending UNO?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No definite goal in mind	13	6.3	6.8	6.8
	Take a few courses in order to learn job skills	2	1.0	1.0	7.9
	Take a few courses and then transfer to another college or university	25	12.2	13.1	20.9
	Get a bachelor's degree from UNO	70	34.1	36.6	57.6
	Get a bachelor's degree from UNO and continue my graduate studies here	41	20.0	21.5	79.1
	Get a bachelor's degree from UNO and continue my graduate studies at another university	40	19.5	20.9	100.0
	Total	191	93.2	100.0	
Missing	System	14	6.8		
Total		205	100.0		

In how many years do you expect to complete your bachelor's degree?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 4 years	15	7.3	9.9	9.9
	4 years	121	59.0	80.1	90.1
	5 years	13	6.3	8.6	98.7
	6 years	1	.5	.7	99.3
	More than 6 years	1	.5	.7	100.0
Total		151	73.7	100.0	
Missing	System	54	26.3		
Total		205	100.0		

a. Survey year = 2011

College Choice Process
 Questions e, f, g, h

2010

How many colleges (including UNO) did you apply to this year?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (only UNO)	69	28.0	33.7	33.7
	2	40	16.3	19.5	53.2
	3	42	17.1	20.5	73.7
	4	28	11.4	13.7	87.3
	5	14	5.7	6.8	94.1
	6	10	4.1	4.9	99.0
	7 - 10	1	.4	.5	99.5
	11 or more	1	.4	.5	100.0
	Total	205	83.3	100.0	
Missing	System	41	16.7		
Total		246	100.0		

a. Survey year = 2010

Thinking about colleges to which you applied, was UNO your:^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1st choice	134	54.5	65.7	65.7
	2nd choice	42	17.1	20.6	86.3
	3rd choice	18	7.3	8.8	95.1
	Other choice	10	4.1	4.9	100.0
	Total	204	82.9	100.0	
Missing	System	42	17.1		
Total		246	100.0		

a. Survey year = 2010

Were you admitted to your first choice college?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	21.5	75.7	75.7
	No	17	6.9	24.3	100.0
	Total	70	28.5	100.0	
Missing	System	176	71.5		
Total		246	100.0		

a. Survey year = 2010

When did you decide to attend the University of New Orleans?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Before high school	3	1.2	1.5	1.5
	Freshman year of high school	5	2.0	2.5	3.9
	Sophomore year of high school	30	12.2	14.8	18.7
	Junior year of high school	105	42.7	51.7	70.4
	Senior year of high school	55	22.4	27.1	97.5
	After completing high school	5	2.0	2.5	100.0
	Total	203	82.5	100.0	
Missing	System	43	17.5		
Total		246	100.0		

a. Survey year = 2010

2011

How many colleges (including UNO) did you apply to this year?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (only UNO)	57	27.8	30.0	30.0
	2	38	18.5	20.0	50.0
	3	45	22.0	23.7	73.7
	4	26	12.7	13.7	87.4
	5	10	4.9	5.3	92.6
	6	6	2.9	3.2	95.8
	7 - 10	7	3.4	3.7	99.5
	11 or more	1	.5	.5	100.0
	Total	190	92.7	100.0	
Missing	System	15	7.3		
Total		205	100.0		

a. Survey year = 2011

Thinking about colleges to which you applied, was UNO your:^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1st choice	106	51.7	55.8	55.8
	2nd choice	51	24.9	26.8	82.6
	3rd choice	17	8.3	8.9	91.6
	Other choice	16	7.8	8.4	100.0
	Total	190	92.7	100.0	
Missing	System	15	7.3		
Total		205	100.0		

a. Survey year = 2011

Were you admitted to your first choice college?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	31.2	77.1	77.1
	No	19	9.3	22.9	100.0
	Total	83	40.5	100.0	
Missing	System	122	59.5		
Total		205	100.0		

a. Survey year = 2011

When did you decide to attend the University of New Orleans?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Before high school	3	1.5	1.6	1.6
	Freshman year of high school	2	1.0	1.1	2.6
	Sophomore year of high school	6	2.9	3.2	5.8
	Junior year of high school	34	16.6	17.9	23.7
	Senior year of high school	93	45.4	48.9	72.6
	After completing high school	52	25.4	27.4	100.0
	Total	190	92.7	100.0	
Missing	System	15	7.3		
Total		205	100.0		

a. Survey year = 2011