2011 Freshman Survey
University of North Dakota

A locally-developed UND questionnaire

Office of Institutional Research

Carmen Williams
Kaniz Taajwar
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Executive Summary

This report describes the results of the summer 2011 administration of a freshman survey referred to as the Student Information Questionnaire (SIQ). The SIQ is designed to collect demographic and enrollment management-related data that is not otherwise collected from the new incoming UND freshmen. The results of the survey help provide a descriptive profile of the freshman class and its use supports both assessment and enrollment management activities of the University of North Dakota.

- The number of new freshmen enrolled at the University of North Dakota in the Fall Semester of 2011 totaled 2,091. While participating in “Getting Started” during the summer of 2011, 70% (1,465) of these students completed an 18-question survey.

- The majority (61%) of the students reported coming from a small city of approximately 40,000 or less people. 30% reported that their high school class was less than 100 students.

- The largest percentage of students (68%) first consider UND in their junior or senior year, however 18% of students first consider UND in their freshman year or before. Students are most likely to finalize their decision to enroll at UND early in their senior year (44%), but some make the decision prior to this (14%) and many (27%) don’t make the decision until later in their senior year and some (6%) even after high school graduation.

- Approximately one half (52%) of the students reported that no other schools made scholarship offers to them. Of those who received a scholarship, 39% of the recipients said that the scholarship was important (or very important) in deciding to enroll at UND.

- 92% of the respondents plan on graduating from UND. 78% of the students plan to graduate from UND in four years.

- 44% of the freshmen reported that they would want employment in North Dakota if a job was available in their area of interest, 13% would not, and 42% were unsure.

University of North Dakota Freshmen

The number of new freshmen enrolled at the University of North Dakota in the Fall Semester of 2011 totaled 2,091. While participating in “Getting Started” during the summer of 2011 1,465 students (70% of the total of the entering freshmen) completed the 2011 Student Information Questionnaire (SIQ) (Appendix A). This is an 18-item UND-developed instrument designed to collect demographic and enrollment management-related data that is not otherwise collected from the new incoming UND freshmen. Some of the same questions have also been
given as “local” questions during past administrations of the UCLA (CIRP) “Freshman Survey,” which UND is now participating on an every two or three year basis.

Below is a discussion of some of the findings from the SIQ. Past comparable information is also presented in a three-page graphic summary found in Appendix B.

**Demographics**

More than one third (35%) of UND freshmen reported that they are coming from communities with populations less than 40,000 (21% from populations of 2,001-40,000, 10% from populations of 500-2,000, and 4% from populations less than 500). The other 65% of the students reported their population greater than 40,000 (17% from populations of 40,001-100,000, and 48% from populations greater than 100,000 people).

When students were asked about the size of their high school senior class, 30% reported that it was less than 100 students. The largest response of 39% reported that their high school class was greater than 300 students. Nine percent of students reported class sizes of less than 25 students, which relates back to the smaller populated communities where the same percent of students enrolled from.

**Deciding on UND**

Entering freshmen were asked when they first considered UND. Decreases, from previous years, are seen in the junior year or before (38% in 2008 to 35% in 2011) as well as the freshman year (19% in 2008 to 18% in 2011). Slight increases, from previous years, are seen in the sophomore year (10% in 2008 to 12% in 2011) and the senior year (32% in 2008 to 33% in 2011). When asked when students finalized their decision, the most reported response was early in junior year (33% in 2007, 38% in 2008, 35% in 2011), followed by senior year (29% in 2007, 32% in 2008, 33% in 2011). The responses show both first considerations and finalizations are happening slightly later for the student.

Freshmen were asked how many other schools accepted their application. While “zero” was the largest single response (35%), this trend has seen a 10% drop over the last four years. Overall, the trend of students accepted at two or more schools (32% in 2007, 41% in 2008, and 43% in 2011) has been steadily increasing over the past four years. Students responding “four or more” was the highest percentage increase single response over the last several years.
showing an increase of nearly six percent (6% in 2005, 7% in 2007, 11% in 2008 and 12% in 2011).

Research tells us that the campus visit is of great importance to the deciding student. Freshmen were asked how many other school visits they made when making their college decision. As noted above with the increase in the number of accepted applications, so is the trend for an increased number of college visits. For “two or more” college visits, from 2007 to 2011 there has been nearly an 11% climb (36% in 2007, 44% in 2008, 47% in 2011). Students were also asked how many times they visited a UND office in the last two years. While we still see many students visiting once, there has been a drop in this one-visit activity over the years (39% in 2007, 37% in 2008, and 35% in 2011). The increases, while slight, are seen for students visiting two (30% in 2007, 32% in 2008, 33% in 2011), three times (7% in 2007, 8% in 2008, 10% in 2011) and for four or more times (3% in 2007, 3% in 2008, 4% in 2011).

**Importance of a scholarship**

Entering freshmen were asked “Other than UND, how many schools made scholarship offers to you?” Approximately half (52%) of the students reported that no other schools made offers to them. In 2007, more students (59%) reported “zero” scholarship offers.

When asked about the importance of receiving a scholarship in their decision to enroll at UND, 39% said that this was of importance (either important or very important). Eighteen percent reported that as a recipient, the scholarship was not a factor in their decision to attend UND. Nearly 7% of the student respondents reported that they did not receive a scholarship which has seen noticeable decreases over the past few years (25% in 2007, 22% in 2008, and 7% in 2011).

**Educational Plans at UND**

Freshmen were asked of their educational plans while at UND. More than three-fourths (78%) of students reported that they plan to graduate from UND in four years. This is the highest response to date. Past responses have been 66% in 2005, 70% in 2007, and 73% in 2008. Fourteen percent of students plan to graduate from UND in more than four years, 5%
were unsure, 3% responded transfer elsewhere before graduating from UND, and a negligible percentage (less than 1%) responded to attend UND but not graduate.

Likelihood of Enrolling in Online Courses

Entering freshmen were asked how confident they are in their ability to successfully complete an online course. Forty-two percent of the students responded very confident while the majority (50%) responded somewhat confident, and 7% responded little confidence. Students were then asked about their likelihood of enrolling in an online course. More than half (58%) of freshmen responded not very likely, with 39% responding somewhat likely and 4% responding very likely.

Job Opportunities in North Dakota

One of the survey questions assessed the willingness of incoming freshmen to stay in North Dakota after graduation. When freshmen were asked if they thought there would be job opportunities in North Dakota, 52% responded yes, 11% responded no, and 41% were not sure. The “no” responses have been slightly decreasing from 2005 to 2011 (11% in 2005, 7% in 2011). However, this doesn’t necessarily suggest that students think a North Dakota opportunity will exist as many students report “not sure.”

When asked if they would want employment in North Dakota if a job was available in their area of interest, 42% of the student respondents were unsure, 13% responded no, while 44% responded yes. Over the last several years, students’ willingness to accept possible employment in North Dakota has been increased by 6% since 2008 (38% in 2008, 44% in 2011).
Preferred Method of Communication:
A new question was asked to students about their preferred communication method. Email seems to be the best preferred method for communication as 51% of the respondent chose Email as their preferred communication method, where as traditional Phone call chosen by 30% of the responded as a second preferred method. Other communication methods include Text Messaging (7%), In Person (6%), Face to Face (5%), and remarkably Facebook also received preference of 2% of the respondents.

Why attend the University of North Dakota?
Entering freshmen were asked, in an open question, about why they decided to attend UND. A content analysis, of key words and phrases within the student comment area, was performed. In many of the comments, multiple words and phrases were identified. The top five reasons given by UND’s freshmen for deciding to attend were Program Variety (e.g. “Have major/program I want to study”, 25%), campus (e.g. “I like the campus”, 17%), Home (“It’s nearest to home”, 13%), family (e.g. “My mother went to school here,” “My parents made me go here”, 8%), overall reputation (7%). Other reasons such as, athletics (6%), cost (6%), good fit (5%), scholarship (4%), study abroad or being away from home (3%), program reputation (3%), size/location (3%), and UND people (3%) are also influencing the decisions of choosing UND as the school of preference.
If you are 18 years of age or older, we ask that you consider completing this short survey. This campus study is part of a long-term project designed to help answer important questions about UND and allow us to better assess our goals and services. Your participation is voluntary and your feedback is confidential. Your responses will only be used in group format. Thank you, in advance, for taking the time and providing your feedback.

Student ID# ______________________

1. When did you first consider UND?
   a) Freshman year or before
   b) Sophomore year
   c) Junior year
   d) Senior year
   e) After high school graduation

2. When did you finalize your decision to attend UND?
   a) Early in junior year of high school or before
   b) Late in junior year or between junior and senior year
   c) Early in senior year in high school
   d) Late in senior year in high school
   e) After graduation from high school

3. Which of the following best describes the area in which you lived during high school?
   a) Less than 500 people
   b) 500 to 2,000 people
   c) 2,001 to 40,000 people
   d) 40,001 to 100,000 people
   e) More than 100,000 people

4. Which of the following best describes the size of your high school senior class?
   a) Less than 25 students
   b) 25-100 students
   c) 101-200 students
   d) 201-300 students
   e) 300+ students

5. In the last two years, how many times have you visited a UND office/s (Enrollment Services, Admissions, Academic departments, etc)?
   a) 0     b) 1     c) 2     d) 3     e) 4 or more

6. How many other schools did you visit when making your college decision?
   a) 0     b) 1     c) 2     d) 3     e) 4 or more

7. To how many other schools were you accepted?
   a) 0     b) 1     c) 2     d) 3     e) 4 or more

8. How important was receiving a scholarship in deciding to enroll at UND?
   a) Very important
   b) Important
   c) Not a factor in decision to attend
   d) Did not receive a scholarship
   e) Somewhat important

Please complete the back of this survey form
2011 Freshman Survey
(continued)

9. Other than UND, how many schools made scholarship offers to you?
a) 0    b) 1    c) 2    d) 3    e) 4 or more

10. What academic major do you intend to pursue at UND? ________________________________

11. What are your educational plans at UND?
a) To graduate from UND in four years
b) To graduate from UND in more than four years
c) To transfer elsewhere before graduating from UND
d) To attend UND but not graduate
e) Not sure

12. After college, do you think there will be job opportunities for you in your area of interest in North Dakota?
a) Yes    b) No    c) Not sure

13. After college, if an in-state job were available in your area of interest, would you want employment in North Dakota?
a) Yes    b) No    c) Not sure

14. Have you ever taken an online college course?
a) Yes    b) No

15. Taking an online, web-based course (no classroom attendance) requires discipline, maturity and motivation. How confident are you in your ability to successfully complete an online course?
a) Very confident    b) Somewhat confident    c) Little confidence

16. How likely are you to enroll in an online, web-based course?
a) Very likely    b) Somewhat likely    c) Not very likely

17. Why did you decide to attend UND?

18. How is the best way to communicate with you?
### Number of other acceptances

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<th>2008</th>
<th>2011</th>
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### Number of other schools visited

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<tr>
<td>4+</td>
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<td>6.9%</td>
<td>10.8%</td>
<td>15.4%</td>
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</table>

### Size of the area lived during high school

- Small town (<500): 48%
- Moderate town (501-2,000): 21%
- Small City (2,001-40,000): 13%
- Moderate City (40,001-100,000): 12%
- Urban area (>100,000): 9%

### Size of the high school senior class

- <25: 39%
- 25-100: 21%
- 101-200: 18%
- 201-300: 18%
- 300+: 13%

### Number of visits to different UND offices in past two years

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<td>4+</td>
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Factors that makes UND the school of preference

Preferred communication method