

Office of

Testing Services and Assessment

1997 New Freshmen Survey

Introduction

In May 1997, new freshmen registering to begin in the fall were surveyed to learn about their motivations for attending college and their reasons for selecting UW-Green Bay. As of July, 790 students had completed the surveys. This represents approximately 85% of the new freshmen who had registered. Because the majority of the surveys were completed during the SOAR (Student Orientation, Advising, and Registration) sessions, the sample may underrepresent populations that are less likely to attend SOAR (e.g., older students, international students, and students who applied and registered late). The survey instrument did not collect any personal identifiers.

Table 1. Reasons to Attend College. Part 1, Items 1 and 2.

	Percent Rated #1	Percent Indicating "Very Important"
To be able to get a better job	45%	84%
To learn about things that interest me	20%	71%
To prepare for graduate or professional school	11%	50%
To gain a general education	10%	63%
To be able to make more money	9%	58%
To get away from home	2%	17%
My parents wanted me to go	1%	10%

Table 2. Choice of Schools. Part 1, Item 3.

UW-Green Bay is my first choice	75%
UW-Green Bay is my second choice	22%
UW-Green Bay is my third choice (or less)	3%

Table 3. Top Ten Reasons to Attend UW-Green Bay. Part 1, 5 & 6.

	Percent Rated #1	Percent Indicating "Very Important"
Programs/majors	27%	69%
Graduates get good jobs	14%	63%
Good academic reputation	10%	48%
Campus appearance and facilities	7%	46%
Low tuition	8%	44%
Type of campus housing	3%	43%
Size	5%	35%
Wanted to live near home	12%	29%

Graduates get into top graduate schools	3%	29%
Good reputation for social activities	1%	26%

Table 4. Likelihood of Various Things Happening. Part 2, Item 1.

	Not at all	Somewhat likely	Very likely
Get a job to help pay college expenses	5%	27%	68%
Make at least a B average	1%	35%	64%
Change majors	28%	52%	19%
Transfer to another college	34%	52%	14%
Work full-time while attending college	53%	36%	11%
Attend summer sessions	40%	56%	4%
Drop out temporarily or permanently	94%	6%	

Table 5. Highest Degrees Earned by Mother and Father, and Planned by Student. Part 2, Item 3 and Part 3, Item 6

	Earned by Mother	Earned by Father	Planned by Student
High School or less	46%	43%	-
Some college	28%	25%	2%
Bachelor's degree	17%	20%	33%
Graduate degree	9%	12%	65%

Table 6. Top Ten Words or Word-Groups Describing UW-Green Bay.

	<i>n</i>	Percent
Friendly	241	31%
Fun/exciting/cool	180	23%
Pretty/beautiful/lovely/scenic	128	16%
Small/smaller	112	14%
Nice	75	9%
Close	69	9%
Clean/neat/tidy	59	7%
Helpful	57	7%
Affordable/cheap/inexpensive/deal	46	6%
Bathrooms/dorms/housing	38	5%

Students used a wide range of words to describe the physical setting of the campus: spacious, open, quiet, cozy, comfortable, peaceful, serene, secluded, safe, natural, etc. They also used a variety of words to describe the university's personnel: attentive, approachable, caring, cheerful, concerned, courteous, dedicated, easy going, honest, kind, personable, polite, professional, qualified, respectful, sincere, etc.