

# BAYLOR

## UNIVERSITY

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### Survey of Entering Freshmen Fall 2009

#### Executive Summary

Each year since 1966, Baylor University has surveyed the entering freshman class to collect data about the characteristics, attitudes, and goals of students as they enter the University. These data have been collected through Baylor's participation in the Cooperative Institutional Research Program (CIRP) sponsored by the American Council on Education.

This report provides a summary of Baylor responses to the Fall 2009 survey. Some highlights include:

- A much larger proportion of Baylor students are attending their first college choice than students at both public and private universities.
- When asked what influenced their decision to attend their particular college, a higher percentage of Baylor students stated they were offered financial assistance and they were attracted by the religious affiliation when compared to students at both public and private universities.
- A higher proportion of Baylor students indicated they had a "very good" chance of participating in volunteer/community service work, joining a social fraternity or sorority, and being satisfied with this college than students at both public and private universities.

#### Detailed Report

The CIRP freshman survey is administered annually to first-time, full-time freshmen at participating colleges and universities across the nation. From the entering class of 3,098 Baylor students, 2,420 (78%) completed the survey which was administered during summer orientation. For a university to be included in the national norms calculations, more than 75 percent of their first-time, full-time freshmen must complete the survey. However, an institution whose sample proportions were less than but close to the cutoff is included if the method used to administer the survey showed no systematic biases in freshman class coverage.

This report provides a summary of Baylor responses to the Fall 2009 survey. The Baylor students are compared to students from highly selective private universities and very highly selective private universities. (Baylor is classified as a highly selective private university.) Selected topics have been extracted from the responses. The reader is encouraged to read the full set of responses found in the appendices.

CIRP defines selectivity as the average composite SAT score of the entering freshman class. The following chart contains the SAT score ranges for classification by public and private universities.

	Public Universities	Private Universities
Low selectivity	Less than 1070	
Medium selectivity	1070 – 1149	Less than 1190
High selectivity	1150 and higher	1190 - 1319
Very high selectivity		1320 and higher

A list of institutions that were included in the national norms can be found in Appendix I. The complete set of results for the survey can be found in Appendices II – IV. The Baylor responses are compared to three groups:

- All public and private universities (Appendix II)
- Private universities by selectivity (Appendix III)
- Public universities by selectivity (Appendix IV)

#### Parental Income

A lower proportion of Baylor students indicated their parents earn \$100,000 or more a year as compared to freshman from highly selective or very highly selective private institutions.

<i>Parental Income</i>			
	Baylor	Private (High)	Private (Very High)
\$50,000 - \$74,999	15.7%	13.0%	11.4%
\$75,000 - \$99,999	12.8%	12.2%	10.8%
\$100,000 or more	49.1%	58.1%	64.6%

#### Parent's Educational Background

About 64% of Baylor students indicated their fathers had a college bachelor's degree or higher. More than 61% of Baylor students indicated their mothers had a college bachelor's degree or higher. Both of these percentages, however, are much lower in comparison to students from the two categories of private universities.

<i>Parent's Educational Background (Bachelor's Degree or Higher)</i>			
	Baylor	Private (High)	Private (Very High)
Father	64.1%	73.1%	83.7%
Mother	61.5%	71.7%	81.9%

#### Student Characteristics

The following charts show various characteristics that the student rated himself "above average" or "highest 10%." A greater proportion of Baylor students rated themselves higher in computer skills, creativity, emotional health, leadership ability, social self-confidence, spirituality, and understanding of others.

<i>Student Characteristics</i>			
	Baylor	Private (High)	Private (Very High)
Computer skills	47.2%	41.7%	43.8%
Creativity	63.7%	60.0%	59.3%
Drive to achieve	86.1%	82.1%	90.0%
Emotional health	66.0%	61.2%	65.4%
Leadership ability	74.5%	69.1%	74.0%
Mathematical ability	54.7%	53.9%	71.7%
Self-confidence (social)	59.5%	54.4%	56.4%
Spirituality	61.6%	44.2%	40.7%
Understanding of others	75.7%	72.7%	73.0%
Writing ability	55.1%	58.2%	64.9%

### Activities During High School

A higher proportion of Baylor students spent only 0-5 hours per week studying than students from the two categories of private universities. A much higher percentage of students from highly selective private universities spend 16 or more hours per week studying.

A higher proportion of Baylor students spent 16 or more hours per week working for pay than students from private universities. There are a disproportionately higher percentage of students from very highly selective private universities that spend 0 – 5 hours a week working for pay. However, this percentage appears to be correlated with the higher percentage of these students that spent 16 or more hours a week studying and/or doing homework. The amount of time spent in volunteer work by Baylor students is about the same as students from the two categories of private universities.

#### *Studying/Homework*

	Baylor	Private (High)	Private (Very High)
0 – 5 hours	55.8%	47.3%	30.6%
6 – 15 hours	33.2%	37.9%	43.9%
16 or more hours	11.1%	14.7%	25.4%

#### *Working (for pay)*

	Baylor	Private (High)	Private (Very High)
0 – 5 hours	64.1%	64.5%	76.9%
6 – 15 hours	19.5%	22.2%	16.7%
16 or more hours	16.3%	13.4%	6.4%

#### *Volunteer Work*

	Baylor	Private (High)	Private (Very High)
0 – 5 hours	87.7%	86.3%	87.8%
6 – 15 hours	9.8%	10.9%	9.9%
16 or more hours	2.6%	2.8%	2.1%

### College Choice and Application Process

A much larger proportion of Baylor students are attending their first college choice. Over 17% of the Baylor students only applied to Baylor University, and the majority applied to at most three other institutions. Students from highly selective and very highly selective private universities applied to many more institutions.

<i>College Choice</i>			
	Baylor	Private (High)	Private (Very High)
First	77.0%	57.3%	62.3%
Second	18.3%	25.6%	20.6%
Third	3.4%	10.6%	10.4%
Less than third	1.2%	6.5%	6.8%

<i>Applications to Other Institutions</i>			
	Baylor	Private (High)	Private (Very High)
None	17.6%	8.1%	10.4%
One to Three	49.3%	23.8%	17.3%
Four to Six	25.3%	32.4%	25.1%
Seven to Ten	6.6%	26.7%	32.2%
Eleven or more	1.4%	8.9%	15.1%

### Factors Influencing College Choice

The following chart shows various factors that were “very important” in influencing the student’s decision to attend his particular college. A higher percentage of Baylor students stated they were offered financial assistance as compared to students from very highly selective private universities. In addition, a higher percentage of Baylor students stated they were admitted through an Early Action or Early Decision program as compared to students from the highly selective private universities.

<i>Influential Factors</i>			
	Baylor	Private (High)	Private (Very High)
College has good academic reputation	84.5%	77.5%	89.3%
College has good reputation for social activities	47.3%	41.4%	43.2%
Offered financial assistance	58.2%	53.9%	35.6%
Cost of attending this college	19.3%	27.6%	22.5%
Attracted by religious affiliation/orientation	44.8%	21.2%	9.8%
Rankings in national magazines	28.2%	30.9%	45.9%
Admitted through Early Decision program	27.7%	21.9%	30.4%
Visit to the campus	48.9%	51.5%	50.0%

### Student Objectives

The following chart shows various objectives that students deemed “essential” or “very important.” A higher proportion of Baylor students placed more importance on influencing social values, raising a family, and helping others in difficulty than students from the two categories of private universities. Conversely, a higher proportion of students from highly selective and very highly selective private universities placed more importance on influencing the political structure, becoming involved in programs to clean up the environment, keeping up with political affairs, improving understanding of other countries and cultures, and adopting “green” practices to protect the environment.

<i>Student Objectives</i>			
	Baylor	Private (High)	Private (Very High)
Influencing social values	47.8%	48.5%	43.9%
Raising a family	79.4%	74.4%	75.2%
Being very well off financially	72.2%	72.6%	72.8%
Helping others who are in difficulty	78.9%	75.3%	74.4%
Influencing the political structure	18.4%	26.8%	26.2%
Becoming involved in programs to clean up the environment	25.2%	30.7%	30.4%
Keeping up with political affairs	40.1%	49.0%	54.1%
Improving understanding of other countries/cultures	51.8%	61.2%	66.5%
Adopting “green” practices to protect environment	35.9%	46.4%	49.7%

### Educational Expenses

A higher proportion of Baylor students indicated they had received aid which need not be repaid than students from the two private university groups. In addition, the amount of aid for the Baylor students was competitive with the highly selective private universities and more than the aid given to the very highly selective universities. Another point to note is that a higher proportion of Baylor students indicated they had received aid which must be repaid than the private university groups. More detailed information on financial assistance is included in the appendices.

When asked to rank their degree of concern about financing their education, a higher proportion of Baylor students indicated they had “major” concerns – not sure they would have enough funds to complete college.

<i>Aid which need NOT be repaid (grants, scholarships, military funding, etc.)</i>			
	Baylor	Private (High)	Private (Very High)
None	14.3%	23.0%	41.7%
Less than \$1,000	1.9%	2.6%	4.0%
\$1,000 - \$2,999	6.3%	5.9%	7.6%
\$3,000 - \$5,999	10.8%	7.5%	5.0%
\$6,000 - \$9,999	13.9%	8.6%	3.4%
\$10,000 and over	52.9%	52.4%	38.2%

*Aid which MUST be repaid (loans, etc.)*

	Baylor	Private (High)	Private (Very High)
None	43.1%	47.5%	63.8%
Less than \$1,000	1.5%	2.0%	2.1%
\$1,000 - \$2,999	7.1%	6.8%	6.6%
\$3,000 - \$5,999	18.6%	16.9%	12.6%
\$6,000 - \$9,999	9.8%	9.9%	5.2%
\$10,000 and over	19.9%	16.9%	9.8%

*Financial Concerns*

	Baylor	Private (High)	Private (Very High)
None	30.2%	36.5%	40.9%
Some	54.8%	52.6%	51.6%
Major	15.0%	11.0%	7.4%

Collegiate Expectations

The following chart shows various expectations that students deemed the chances of occurring as “very good.” A higher proportion of Baylor students indicated they had a very good chance of joining a social fraternity or sorority, making at least a “B” average, being satisfied with their college, communicating regularly with professors, and participating in volunteer/community service work than the two private university groups. Conversely, a higher proportion of students from highly selective and very highly selective private universities indicated they had a very good chance of participating in a study abroad program and having a roommate of different race/ethnicity.

*Collegiate Expectations*

	Baylor	Private (High)	Private (Very High)
Join a social fraternity or sorority	24.9%	13.8%	12.4%
Make at least “B” average	77.8%	75.3%	75.5%
Be satisfied with this college	78.7%	67.7%	75.2%
Participate in volunteer/community service work	55.5%	50.3%	52.4%
Communicate regularly with professors	55.0%	50.4%	51.9%
Participate in a study abroad program	31.3%	45.9%	51.4%
Have a roommate of different race/ethnicity	36.9%	37.2%	45.9%

### Political Ideology

The political views of Baylor students tend to be more conservative as compared to students from highly selective and very highly selective private universities. These views were reflected in responses to questions that were asked regarding certain political and social issues. For example, a much higher proportion of students from highly selective private universities believe same sex couples should have the right to marry, abortion should be legal, and marijuana should be legalized.

<i>Political Views</i>			
	Baylor	Private (High)	Private (Very High)
Far left	0.9%	3.3%	3.2%
Liberal	14.0%	31.9%	39.0%
Middle-of-the-road	36.7%	36.9%	36.2%
Conservative	45.3%	25.9%	20.2%
Far right	3.1%	1.9%	1.2%

The following chart shows various statements about political and social issues that students indicated that they “Agree strongly” or “Agree somewhat.”

<i>Political and Social Issues</i>			
	Baylor	Private (High)	Private (Very High)
Too much concern for rights of criminals	57.0%	50.0%	45.9%
Abortion should be legal	31.6%	57.7%	69.3%
Marijuana should be legalized	19.6%	44.5%	49.7%
Racial discrimination no longer problem in America	24.6%	22.1%	21.4%
An individual can do little to bring about change in society	16.8%	20.7%	21.6%
Same-sex couples should have legal right to marry	35.5%	66.1%	74.3%
Only volunteers should serve in the armed forces	58.2%	66.1%	72.6%
Dissent is a critical component of the political process	67.6%	73.1%	84.1%
Colleges have right to ban extreme speakers from campus	54.1%	43.6%	42.7%
Colleges should prohibit racist/sexist speech on campus	76.9%	70.2%	70.2%