

BAYLOR

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Survey of Entering Freshmen, Fall 2010

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 2010 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 indicated that being offered financial assistance was very important to them when compared to students at both public and private universities. In addition, a higher percentage of Baylor students were attracted by the religious affiliation.
- A higher proportion of Baylor students indicated they had a "very good" chance of joining a social fraternity or sorority; playing club, intramural, or recreational sports; making at least a "B" average; being satisfied with the college they attend; participating in volunteer/community service work; seeking personal counseling; communicating regularly with professors; and getting tutoring help in specific courses than the two private university groups.

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 3,259 Baylor students, 2,521 (77%) 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 2010 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 – 1189	Less than 1185
High selectivity	1190 and higher	1185 - 1339
Very high selectivity		1340 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)
\$75,000 - \$99,999	13.1%	13.0%	10.5%
\$100,000 - \$149,999	19.7%	20.8%	17.9%
\$150,000 - \$199,999	11.0%	10.9%	10.8%
\$200,000 - \$249,999	6.3%	7.8%	9.4%
\$250,000 or more	16.4%	14.5%	24.7%

Parent's Educational Background

About 66% of Baylor students indicated their fathers had a college bachelor's degree or higher. More than 63% 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	66.3%	70.1%	82.9%
Mother	63.1%	69.1%	81.4%

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 on the following items:

<i>Student Characteristics</i>			
	Baylor	Private (High)	Private (Very High)
Computer skills	42.3%	40.5%	41.6%
Cooperativeness	78.1%	73.5%	76.6%
Emotional health	65.2%	55.2%	62.5%
Leadership ability	72.3%	64.8%	71.7%
Self-confidence (social)	58.2%	51.1%	54.6%
Spirituality	59.1%	37.4%	35.8%
Understanding of others	76.2%	70.4%	71.6%

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	56.3%	48.8%	28.9%
6 – 15 hours	33.8%	38.1%	43.7%
16 or more hours	10.0%	13.1%	27.5%

Working (for pay)

	Baylor	Private (High)	Private (Very High)
0 – 5 hours	66.5%	63.9%	79.3%
6 – 15 hours	19.4%	22.2%	14.4%
16 or more hours	14.2%	13.9%	6.3%

Volunteer Work

	Baylor	Private (High)	Private (Very High)
0 – 5 hours	86.1%	86.9%	87.3%
6 – 15 hours	10.0%	9.8%	10.1%
16 or more hours	3.8%	3.2%	2.6%

College Choice and Application Process

A much larger proportion of Baylor students are attending their first college choice. Over 15% 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	74.8%	56.2%	61.5%
Second	19.6%	27.1%	21.0%
Third	3.7%	10.4%	10.4%
Less than third	1.9%	6.3%	7.1%

<i>Applications to Other Institutions</i>			
	Baylor	Private (High)	Private (Very High)
None	15.3%	6.3%	13.3%
One to Three	47.1%	24.8%	15.5%
Four to Six	27.9%	36.7%	20.8%
Seven to Ten	7.8%	24.6%	32.9%
Eleven or more	2.0%	7.4%	17.5%

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 indicated that being offered financial assistance was very important to them when compared to students at both public and private universities. In addition, a higher percentage of Baylor students were attracted by the religious affiliation when compared to those same comparison groups.

<i>Influential Factors</i>			
	Baylor	Private (High)	Private (Very High)
College has a very good academic reputation	81.9%	70.8%	87.5%
College has good reputation for social activities	43.9%	34.0%	45.6%
Offered financial assistance	59.3%	56.1%	37.6%
Cost of attending this college	20.8%	28.0%	25.1%
College's graduates gain admission to top graduate/professional schools	47.0%	40.2%	56.1%
Attracted by religious affiliation/orientation	41.7%	12.7%	4.4%
Rankings in national magazines	26.6%	22.0%	43.8%
Admitted through Early Action or Early Decision program	23.6%	20.9%	31.2%
Visit to the campus	48.0%	47.0%	47.2%

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, being very well off financially, 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, developing a meaningful philosophy of life, helping to promote racial understanding, 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 the political structure	17.0%	25.6%	23.4%
Influencing social values	46.2%	45.3%	42.0%
Raising a family	78.0%	69.1%	74.4%
Being very well off financially	74.9%	73.5%	74.2%
Helping others who are in difficulty	77.3%	71.4%	73.3%
Becoming involved in programs to clean up the environment	22.7%	27.9%	30.9%
Developing a meaningful philosophy of life	51.3%	51.7%	58.6%
Helping to promote racial understanding	31.7%	38.1%	39.3%
Keeping up to date with political affairs	36.2%	43.6%	47.3%
Improving my understanding of other countries and cultures	51.3%	60.3%	64.7%
Adopting “green” practices to protect the environment	35.1%	47.1%	52.5%

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. 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.

Aid which need NOT be repaid (grants, scholarships, military funding, etc.)

	Baylor	Private (High)	Private (Very High)
None	12.1%	16.8%	40.4%
Less than \$1,000	1.8%	2.3%	4.2%
\$1,000 - \$2,999	5.4%	5.3%	7.0%
\$3,000 - \$5,999	9.9%	7.6%	5.1%
\$6,000 - \$9,999	12.9%	10.2%	3.1%
\$10,000 and over	57.9%	57.9%	40.2%

Aid which MUST be repaid (loans, etc.)

	Baylor	Private (High)	Private (Very High)
None	46.6%	41.4%	64.4%
Less than \$1,000	2.1%	2.2%	2.9%
\$1,000 - \$2,999	6.4%	6.4%	6.8%
\$3,000 - \$5,999	14.8%	16.1%	12.2%
\$6,000 - \$9,999	8.9%	10.8%	5.0%
\$10,000 and over	21.2%	23.0%	8.8%

Financial Concerns

	Baylor	Private (High)	Private (Very High)
None	34.5%	33.5%	43.4%
Some	49.8%	54.4%	48.8%
Major	15.7%	12.1%	7.8%

Collegiate Expectations

The following charts show 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 the following events occurring as compared to the two private university groups:

<i>Baylor students deemed more likely to occur than two private university groups</i>			
	Baylor	Private (High)	Private (Very High)
Join a social fraternity or sorority	23.3%	9.6%	16.8%
Play club, intramural, or recreational sports	40.6%	32.3%	38.2%
Make at least “B” average	77.2%	73.0%	72.7%
Be satisfied with this college	77.1%	61.1%	74.2%
Participate in volunteer/community service work	53.7%	42.5%	48.7%
Seek personal counseling	11.4%	9.0%	10.5%
Communicate regularly with professors	52.0%	41.1%	51.1%
Get tutoring help in specific courses	41.3%	25.9%	28.5%

Conversely, a higher proportion of students from highly selective and very highly selective private universities indicated that there was a very good chance of the following events occurring as compared to Baylor students:

<i>Two private university groups deemed more likely to occur than Baylor students</i>			
	Baylor	Private (High)	Private (Very High)
Change major field	8.7%	11.9%	17.5%
Change career choice	8.6%	12.5%	19.8%
Participate in student government	7.2%	8.0%	9.7%
Play intercollegiate athletics	4.4%	6.8%	10.5%
Participate in student protests or demonstrations	3.5%	9.0%	7.2%
Participate in a study abroad program	31.8%	44.5%	49.8%
Have a roommate of different race/ethnicity	30.1%	34.6%	47.4%
Take courses from more than one college simultaneously	5.6%	6.8%	13.6%

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 addressing global warming should be a federal priority, gays and lesbians should have the legal right to adopt a child, and should be legal, and a national health care plan is needed to cover everybody's medical costs.

<i>Political Views</i>			
	Baylor	Private (High)	Private (Very High)
Far left	0.5%	3.9%	2.5%
Liberal	11.7%	34.0%	38.5%
Middle-of-the-road	37.6%	40.1%	39.4%
Conservative	47.1%	20.4%	18.2%
Far right	3.0%	1.6%	1.3%

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)
Wealthy people should pay a larger share of taxes than they do now	43.1%	62.8%	61.1%
Affirmative action in college admissions should be abolished	51.8%	53.3%	55.8%
Federal government should do more to control the sale of handguns	53.6%	69.6%	76.0%
Federal government is not doing enough to control environmental pollution	66.9%	79.3%	83.5%
A national health care plan is needed to cover everybody's medical costs	33.0%	60.2%	63.8%
Federal government should raise taxes to reduce deficit	26.1%	38.1%	42.4%
Addressing global warming should be a federal priority	44.5%	65.2%	73.3%
Gays and lesbians should have the legal right to adopt a child	52.9%	80.8%	84.2%