

BAYLOR

UNIVERSITY

IRT Series

Vol. 12-13, No. 82

March 19, 2013

Survey of Entering Freshmen, Fall 2012

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. For the Fall 2012 entering class, the data were 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 2012 survey. Some highlights include:

- A much larger proportion of Baylor students are attending their first college choice than students at highly selective and very highly selective 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 highly selective and very highly selective 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 to first-time, full-time freshmen at participating colleges and universities across the nation. From the entering class of 3,254 Baylor students, 689 (21%) completed the online survey during August and September. 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 2012 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 1079 | |
| Medium selectivity | 1080 – 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 higher proportion of Baylor students indicated their parents earn \$100,000 or more a year as compared to freshmen from highly selective or very highly selective private institutions.

| <i>Parental Income</i> | | | |
|------------------------|--------|-------------------|------------------------|
| | Baylor | Private (High) | Private (Very High) |
| \$75,000 - \$99,999 | 13.7% | 11.4% | 10.3% |
| \$100,000 - \$149,999 | 24.4% | 19.5% | 17.6% |
| \$150,000 - \$199,999 | 10.4% | 11.3% | 11.2% |
| \$200,000 - \$249,999 | 4.9% | 7.7% | 8.9% |
| \$250,000 or more | 18.6% | 18.6% | 25.7% |

Parent's Educational Background

Seventy-two percent of Baylor students indicated their fathers had a college degree or higher. This percentage was higher than that for universities with high selectivity but lower with respect to universities with very high selectivity. More than 69% of Baylor students indicated their mothers had a college degree or higher. This percentage was much lower in comparison to students from the two categories of private universities.

| <i>Parent's Educational Background (College Degree or Higher)</i> | | | |
|---|--------|-------------------|------------------------|
| | Baylor | Private (High) | Private (Very High) |
| Father | 71.7% | 70.5% | 80.9% |
| Mother | 69.4% | 70.6% | 79.3% |

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: computer skills, leadership ability, spirituality and understanding of others.

| <i>Student Characteristics</i> | | | |
|--------------------------------|--------|-------------------|------------------------|
| | Baylor | Private (High) | Private (Very High) |
| Computer skills | 37.9% | 36.3% | 37.1% |
| Cooperativeness | 73.8% | 71.6% | 74.9% |
| Emotional health | 58.6% | 53.9% | 59.9% |
| Leadership ability | 72.7% | 66.4% | 70.5% |
| Self-confidence (social) | 45.4% | 48.0% | 52.1% |
| Spirituality | 59.0% | 37.3% | 34.0% |
| Understanding of others | 76.1% | 72.2% | 75.1% |

Activities During High School

A higher proportion of Baylor students spent only 0-5 hours per week studying than students from private universities with very high selectivity. 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 with very high selectivity. 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 similar to that of students from the two categories of private universities.

Studying/Homework

| | Baylor | Private (High) | Private (Very High) |
|------------------|--------|-------------------|------------------------|
| 0 – 5 hours | 46.4% | 47.4% | 29.0% |
| 6 – 15 hours | 38.9% | 37.9% | 45.0% |
| 16 or more hours | 14.7% | 14.7% | 26.1% |

Working (for pay)

| | Baylor | Private (High) | Private (Very High) |
|------------------|--------|-------------------|------------------------|
| 0 – 5 hours | 69.6% | 65.2% | 76.3% |
| 6 – 15 hours | 16.9% | 20.7% | 16.7% |
| 16 or more hours | 13.6% | 14.1% | 6.8% |

Volunteer Work

| | Baylor | Private (High) | Private (Very High) |
|------------------|--------|-------------------|------------------------|
| 0 – 5 hours | 86.7% | 86.2% | 88.2% |
| 6 – 15 hours | 10.5% | 10.1% | 9.7% |
| 16 or more hours | 2.8% | 3.7% | 2.1% |

College Choice and Application Process

A much larger proportion of Baylor students are attending their first college choice. Eleven percent 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 | 69.2% | 54.4% | 51.8% |
| Second | 19.6% | 27.5% | 27.5% |
| Third | 7.0% | 11.9% | 12.6% |
| Less than third | 4.2% | 6.2% | 8.1% |

| <i>Applications to Other Institutions</i> | | | |
|---|--------|-------------------|------------------------|
| | Baylor | Private (High) | Private (Very High) |
| None | 10.9% | 4.3% | 4.6% |
| One to Three | 40.8% | 20.7% | 10.3% |
| Four to Six | 31.3% | 36.8% | 26.7% |
| Seven to Ten | 12.2% | 27.6% | 38.8% |
| Eleven or more | 4.8% | 10.5% | 19.7% |

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 highly selective and very highly selective 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 | 85.5% | 76.0% | 83.3% |
| College has good reputation for social activities | 44.2% | 39.1% | 45.5% |
| Offered financial assistance | 60.9% | 57.0% | 42.5% |
| Cost of attending this college | 27.7% | 31.2% | 28.3% |
| College's graduates gain admission to top graduate/professional schools | 49.9% | 42.5% | 49.9% |
| Attracted by religious affiliation/orientation | 46.3% | 11.9% | 4.4% |
| Rankings in national magazines | 33.3% | 26.5% | 39.8% |
| Admitted through Early Action or Early Decision program | 28.4% | 21.3% | 23.7% |
| Visit to the campus | 57.4% | 49.6% | 47.9% |
| Percentage of students that graduate from this college | 35.2% | 35.1% | 30.3% |

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 being very well off financially, influencing the political structure, keeping up to date with political affairs, becoming involved in programs to clean up the environment, 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 | 16.2% | 23.5% | 19.0% |
| Influencing social values | 50.8% | 44.8% | 41.0% |
| Raising a family | 81.4% | 72.6% | 74.2% |
| Being very well off financially | 74.7% | 79.2% | 79.1% |
| Helping others who are in difficulty | 84.3% | 74.2% | 74.4% |
| Becoming involved in programs to clean up the environment | 21.1% | 27.4% | 26.6% |
| Developing a meaningful philosophy of life | 50.9% | 50.4% | 54.5% |
| Helping to promote racial understanding | 33.3% | 38.7% | 38.0% |
| Keeping up to date with political affairs | 40.5% | 43.3% | 45.6% |
| Improving my understanding of other countries and cultures | 58.9% | 62.1% | 67.4% |
| Adopting “green” practices to protect the environment | 34.4% | 44.8% | 45.2% |

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 | 6.0% | 19.5% | 37.1% |
| Less than \$1,000 | 2.9% | 2.4% | 3.5% |
| \$1,000 - \$2,999 | 9.0% | 4.8% | 5.0% |
| \$3,000 - \$5,999 | 9.9% | 6.6% | 4.8% |
| \$6,000 - \$9,999 | 12.8% | 8.0% | 3.4% |
| \$10,000 and over | 59.5% | 58.8% | 46.2% |

Aid which MUST be repaid (loans, etc.)

| | Baylor | Private (High) | Private (Very High) |
|-------------------|--------|-------------------|------------------------|
| None | 47.8% | 45.8% | 60.0% |
| Less than \$1,000 | 2.5% | 2.0% | 2.1% |
| \$1,000 - \$2,999 | 8.7% | 6.0% | 5.1% |
| \$3,000 - \$5,999 | 14.9% | 14.8% | 13.5% |
| \$6,000 - \$9,999 | 8.3% | 9.3% | 7.0% |
| \$10,000 and over | 17.9% | 22.1% | 12.4% |

Financial Concerns

| | Baylor | Private (High) | Private (Very High) |
|-------|--------|-------------------|------------------------|
| None | 33.0% | 35.2% | 43.4% |
| Some | 52.0% | 53.1% | 48.6% |
| Major | 15.0% | 11.7% | 8.0% |

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:

| | Baylor | Private (High) | Private (Very High) |
|---|--------|-------------------|------------------------|
| Join a social fraternity or sorority | 25.2% | 18.2% | 16.5% |
| Play club, intramural, or recreational sports | 44.4% | 33.9% | 41.0% |
| Make at least “B” average | 88.8% | 74.5% | 82.6% |
| Be satisfied with this college | 83.8% | 63.6% | 75.3% |
| Participate in volunteer/community service work | 65.8% | 45.4% | 49.4% |
| Seek personal counseling | 14.9% | 11.0% | 10.3% |
| Communicate regularly with professors | 56.9% | 49.7% | 51.4% |
| Get tutoring help in specific courses | 52.4% | 32.6% | 26.6% |

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:

| | Baylor | Private (High) | Private (Very High) |
|--|--------|-------------------|------------------------|
| Change major field | 8.7% | 11.6% | 15.8% |
| Change career choice | 10.8% | 12.7% | 17.6% |
| Participate in student government | 7.6% | 9.0% | 8.5% |
| Play intercollegiate athletics | 3.9% | 8.6% | 8.1% |
| Participate in student protests or demonstrations | 3.2% | 8.3% | 5.9% |
| Participate in a study abroad program | 39.4% | 47.6% | 55.0% |
| Have a roommate of different race/ethnicity | 44.6% | 35.7% | 46.3% |
| Take courses from more than one college simultaneously | 5.5% | 6.5% | 6.2% |

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 wealthy people should pay a larger share of taxes than they do now, that abortion should be legal, that same sex couples should have the right to legal marital status, and that 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 | 1.0% | 3.2% | 2.3% |
| Liberal | 12.4% | 30.4% | 36.6% |
| Middle-of-the-road | 38.5% | 41.1% | 42.4% |
| Conservative | 44.6% | 23.4% | 17.9% |
| Far right | 3.5% | 1.9% | 0.9% |

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 | 41.3% | 60.7% | 60.8% |
| Students from disadvantaged social backgrounds should be given preferential treatment in college admissions | 30.0% | 34.1% | 35.5% |
| Racial discrimination is no longer a major problem in America | 23.3% | 20.8% | 20.6% |
| Colleges should prohibit racist/sexist speech on campus | 69.3% | 69.6% | 69.7% |
| A national health care plan is needed to cover everybody's medical costs | 36.8% | 60.4% | 65.0% |
| Realistically, an individual can do little to bring about changes in our society | 24.3% | 23.2% | 22.5% |
| Abortion should be legal | 40.6% | 66.3% | 74.6% |
| Same-sex couples should have the right to legal marital status | 49.6% | 79.8% | 84.7% |