BAYLOR
UNIVERSITY

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Analysis of Supplemental Questions to the Survey of Entering Students, Fall 2007

Executive Summary

A set of Baylor-designed questions was used to supplement the annual CIRP survey and was administered to the Fall 2007 entering first-year students during summer orientation. There were 2,253 CIRP surveys administered at orientation and 2,075 (92%) of the students completed the supplemental questions.

- 91% of the respondents selected "Educational value" as very important in their decision to attend Baylor.
- 85% of the respondents indicated they frequently used the internet/web in their college selection process.
- Of those with offers from other institutions, 56% of the students indicated the merit based financial support offered by Baylor was more or substantially more than their other offers.
- Baylor's academic reputation was rated as excellent by 78% of the respondents.

Detailed Report

Each year since 1966, Baylor University has surveyed the entering freshman class to collect data about the characteristics, attitudes, and goals of these students as they enter the university. These data have been collected through Baylor participation in the Cooperative Institutional Research Program (CIRP) sponsored by the American Council on Education. The results of the CIRP questions will be provided in a later IRT report once results are received from CIRP.

A set of Baylor-designed questions was used to supplement the annual CIRP survey and was administered to the Fall 2007 entering first-year students during summer orientation. There were 2,253 CIRP surveys administered at orientation and 2,075 (92%) of the students completed the supplemental questions.

Students were asked to rate the importance of several items in their decision to attend Baylor University (question #1). The vast majority of respondents (91%) selected "Educational value" as very important in their decision. Other items selected as "Very important" by a majority of the students were "Academic reputation of department," "Outstanding faculty," "University facilities," and "Wide variety of courses / majors."

Approximately 85% of the respondents indicated they frequently used the internet/web in their college selection process (question #2). Before applying to Baylor, a majority of the respondents frequently used the web to gather information about tuition and costs (58%), application requirements (57%), majors (50%), and financial aid (50%) (question #4). Once accepted to Baylor, a majority of the respondents frequently used the web to gather information about residence halls (67%), tuition and costs (58%), orientation (55%), and financial aid (55%) (question #5).

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Students were asked to compare the amount of merit based financial support offered by Baylor to offers from other universities at which they were accepted (question #6). Of those with other offers, 56% of the students indicated the Baylor offer was more or substantially more than their other offers. The majority of the students (52%) with other offers also indicated that percentage-wise the total financial aid package offered by Baylor was more or substantially more than their other offers (question #7).

Attending a Baylor Premiere program (question #9) and making a campus visit (question #10) were influential in the students' decision to attend Baylor. Ninety-seven percent of the respondents indicated they were satisfied or very satisfied with the contact they received from Baylor faculty compared to other schools (question #11). The vast majority of students (97%) were also satisfied with the communication they received regarding Baylor in comparison with communication from other schools (question #13). Baylor's academic reputation was rated as excellent by 78% of the respondents (question #14).

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Fall 2007 Freshman Survey Supplemental Questions

1. How important were each of the following in your decision to attend Baylor University?

Educational Value

1	Not important at all	3	0.1%
2	Not very important	10	0.5%
3	Somewhat Important	179	8.7%
4	Very important	1867	90.7%
	Mean:	3.90	100.0%

Outstanding Faculty

1	Not important at all	10	0.5%
2	Not very important	67	3.3%
3	Somewhat Important	691	33.5%
4	Very important	1292	62.7%
	Mean:	3.58	100.0%

Wide variety of courses / majors

1	Not important at all	25	1.2%
2	Not very important	171	8.3%
3	Somewhat Important	761	36.9%
4	Very important	1107	53.6%
	Mean:	3.43	100.0%

University facilities

1	Not important at all	9	0.4%
2	Not very important	84	4.1%
3	Somewhat Important	786	38.1%
4	Very important	1183	57.4%
	Mean:	3.52	100.0%

Academic reputation of department

1	Not important at all	11	0.5%
2	Not very important	68	3.3%
3	Somewhat Important	470	22.9%
4	Very important	1506	73.3%
	Mean:	3.69	100.0%

Undergraduate research opportunities

1	Not important at all	83	4.1%
2	Not very important	456	22.3%
3	Somewhat Important	862	42.2%
4	Very important	644	31.5%
	Mean:	3.01	100.0%

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Study abroad / intership opportunities

1	Not important at all	193	9.4%
2	Not very important	494	24.1%
3	Somewhat Important	701	34.2%
4	Very important	660	32.2%
	Mean:	2.89	100.0%

Information provided by the university

1	Not important at all	43	2.1%
2	Not very important	246	12.0%
3	Somewhat Important	989	48.2%
4	Very important	774	37.7%
	Mean:	3.22	100.0%

Intercollegiate athletics

1	Not important at all	580	28.3%
2	Not very important	674	32.9%
3	Somewhat Important	506	24.7%
4	Very important	289	14.1%
	Mean:	2.25	100.0%

Size of classes

1	Not important at all	54	2.6%
2	Not very important	250	12.2%
3	Somewhat Important	876	42.6%
4	Very important	874	42.6%
	Mean:	3.25	100.0%

Previous contact with grad

1	Not important at all	495	24.1%
2	Not very important	591	28.8%
3	Somewhat Important	587	28.6%
4	Very important	379	18.5%
	Mean:	2.41	100.0%

Friends are here

1	Not important at all	804	39.1%
2	Not very important	572	27.8%
3	Somewhat Important	441	21.5%
4	Very important	238	11.6%
	Mean:	2.05	100.0%

Fall 2007 Freshman Survey Supplemental Questions

2. How often did you use each of the following in your college selection process?

Internet / web

1	Not at all	20	1.0%
2	Rarely	39	1.9%
3	Occasionally	243	11.8%
4	Frequently	1764	85.4%
	Mean:	3.82	100.0%

Tour

1	Not at all	276	13.4%
2	Rarely	638	30.9%
3	Occasionally	834	40.4%
4	Frequently	316	15.3%
	Mean:	2.58	100.0%

Current / former students

1	Not at all	276	13.4%
2	Rarely	638	30.9%
3	Occasionally	834	40.4%
4	Frequently	316	15.3%
	Mean:	2.58	100.0%

Guidance counselors

1	Not at all	276	13.4%
2	Rarely	638	30.9%
3	Occasionally	834	40.4%
4	Frequently	316	15.3%
	Mean:	2.58	100.0%

Publications from the University

1	Not at all	307	14.9%
2	Rarely	563	27.4%
3	Occasionally	786	38.2%
4	Frequently	400	19.5%
	Mean:	2.62	100.0%

High school teacher

1	Not at all	818	39.7%
2	Rarely	681	33.0%
3	Occasionally	406	19.7%
4	Frequently	157	7.6%
	Mean:	1.95	100.0%

Fall 2007 Freshman Survey Supplemental Questions

College fair

1	Not at all	917	44.6%
2	Rarely	650	31.6%
3	Occasionally	369	17.9%
4	Frequently	120	5.8%
	Mean:	1.85	100.0%

University staff

1	Not at all	797	38.9%
2	Rarely	655	32.0%
3	Occasionally	431	21.0%
4	Frequently	166	8.1%
	Mean:	1.98	100.0%

University faculty

1	Not at all	810	39.4%
2	Rarely	638	31.0%
3	Occasionally	437	21.3%
4	Frequently	170	8.3%
	Mean:	1.98	100.0%

College guidebooks / magazine rankings

1	Not at all	510	24.8%
2	Rarely	575	27.9%
3	Occasionally	630	30.6%
4	Frequently	344	16.7%
	Mean:	2.39	100.0%

Radio / TV

1	Not at all	1386	67.4%
2	Rarely	484	23.5%
3	Occasionally	143	7.0%
4	Frequently	44	2.1%
	Mean:	1.44	100.0%

Fall 2007 Freshman Survey Supplemental Questions

3. How would you rate each of these information sources?

Internet / Web

1	Poor	12	0.6%
2	Fair	45	2.2%
3	Good	380	18.5%
4	Excellent	1619	78.7%
	Mean:	3.75	100.0%

Tour

1	Poor	34	1.7%
2	Fair	163	8.1%
3	Good	630	31.2%
4	Excellent	1191	59.0%
	Mean:	3.48	100.0%

Current / former students

1	Poor	51	2.5%
2	Fair	226	11.2%
3	Good	773	38.2%
4	Excellent	973	48.1%
	Mean:	3.32	100.0%

Guidance counselors

1	Poor	282	14.3%
2	Fair	481	24.4%
3	Good	709	35.9%
4	Excellent	502	25.4%
	Mean:	2.72	100.0%

Publications from the University

1	Poor	80	4.0%
2	Fair	346	17.2%
3	Good	913	45.5%
4	Excellent	669	33.3%
	Mean:	3.08	100.0%

High school teacher

1	Poor	431	21.9%
2	Fair	628	31.9%
3	Good	583	29.6%
4	Excellent	328	16.6%
	Mean:	2.41	100.0%

Fall 2007 Freshman Survey Supplemental Questions

College fair

1	Poor	370	19.0%
2	Fair	578	29.6%
3	Good	655	33.6%
4	Excellent	349	17.9%
	Mean:	2.50	100.0%

University staff

1	Poor	153	7.8%
2	Fair	328	16.8%
3	Good	812	41.6%
4	Excellent	661	33.8%
	Mean:	3.01	100.0%

University faculty

1	Poor	154	7.8%
2	Fair	293	14.9%
3	Good	799	40.6%
4	Excellent	721	36.7%
	Mean:	3.06	100.0%

College guidebooks / magazine rankings

1	Poor	196	9.9%
2	Fair	453	22.8%
3	Good	785	39.6%
4	Excellent	550	27.7%
	Mean:	2.85	100.0%

Radio / TV

1	Poor	770	39.7%
2	Fair	574	29.6%
3	Good	410	21.2%
4	Excellent	184	9.5%
	Mean:	2.00	100.0%

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4. When accessing University information on the web, how often did you access each of these types of information **before applying**?

Majors

1	Not at all	75	3.7%
2	Rarely	219	10.8%
3	Occasionally	732	36.0%
4	Frequently	1008	49.6%
	Mean:	3.31	100.0%

Statistical information (acceptance rate)

1	Not at all	205	12.5%
2	Rarely	43	2.6%
3	Occasionally	746	45.3%
4	Frequently	651	39.6%
	Mean:	2.91	100.0%

Tuition and costs

1	Not at all	72	3.5%
2	Rarely	213	10.5%
3	Occasionally	573	28.2%
4	Frequently	1173	57.8%
	Mean:	3.40	100.0%

Residence halls

1	Not at all	136	6.7%
2	Rarely	346	17.1%
3	Occasionally	760	37.5%
4	Frequently	787	38.8%
	Mean:	3.08	100.0%

Course listing

1	Not at all	187	9.2%
2	Rarely	426	21.0%
3	Occasionally	750	36.9%
4	Frequently	668	32.9%
	Mean:	2.94	100.0%

Activities and social events

1	Not at all	195	9.6%
2	Rarely	484	23.9%
3	Occasionally	773	38.1%
4	Frequently	575	28.4%
	Mean:	2.85	100.0%

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Application requirements

1	Not at all	63	3.1%
2	Rarely	192	9.5%
3	Occasionally	616	30.4%
4	Frequently	1157	57.1%
	Mean:	3.41	100.0%

Campus information (directions / map)

1	Not at all	212	10.5%
2	Rarely	528	26.0%
3	Occasionally	741	36.6%
4	Frequently	546	26.9%
	Mean:	2.80	100.0%

General information

1	Not at all	76	3.8%
2	Rarely	218	10.8%
3	Occasionally	779	38.5%
4	Frequently	949	46.9%
	Mean:	3.29	100.0%

Orientation

1	Not at all	321	15.9%
2	Rarely	464	23.0%
3	Occasionally	740	36.6%
4	Frequently	496	24.5%
	Mean:	2.70	100.0%

Meal plans

1	Not at all	485	24.0%
2	Rarely	661	32.6%
3	Occasionally	612	30.2%
4	Frequently	267	13.2%
	Mean:	2.33	100.0%

Financial aid

1	Not at all	201	9.9%
2	Rarely	281	13.9%
3	Occasionally	530	26.2%
4	Frequently	1013	50.0%
	Mean:	3.16	100.0%

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Credit by exam (AP, CLEP, IB)

1	Not at all	390	19.2%
2	Rarely	489	24.1%
3	Occasionally	709	34.9%
4	Frequently	441	21.7%
	Mean:	2.59	100.0%

Transfer course policies

1	Not at all	817	40.4%
2	Rarely	443	21.9%
3	Occasionally	469	23.2%
4	Frequently	291	14.4%
	Mean:	2.12	100.0%

5. When accessing University information on the web, how often did you access each of these types of information **after your acceptance**?

Majors

1	Not at all	142	6.9%
2	Rarely	249	12.2%
3	Occasionally	648	31.7%
4	Frequently	1005	49.2%
	Mean:	3.23	100.0%

Statistical information (acceptance rate)

1	Not at all	633	31.1%
2	Rarely	543	26.7%
3	Occasionally	471	23.1%
4	Frequently	389	19.1%
	Mean:	2.30	100.0%

Tuition and costs

1	Not at all	117	5.7%
2	Rarely	187	9.2%
3	Occasionally	550	26.9%
4	Frequently	1189	58.2%
	Mean:	3.38	100.0%

Residence halls

1	Not at all	53	2.6%
2	Rarely	127	6.2%
3	Occasionally	504	24.6%
4	Frequently	1362	66.6%
	Mean:	3.55	100.0%

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Course listing

1	Not at all	118	5.8%
2	Rarely	264	12.9%
3	Occasionally	665	32.6%
4	Frequently	994	48.7%
	Mean:	3.24	100.0%

Activities and social events

1	Not at all	130	6.4%
2	Rarely	291	14.3%
3	Occasionally	703	34.4%
4	Frequently	917	44.9%
	Mean:	3.18	100.0%

Application requirements

1	Not at all	913	45.1%
2	Rarely	367	18.1%
3	Occasionally	357	17.6%
4	Frequently	387	19.1%
	Mean:	2.11	100.0%

Campus information (directions / map)

1	Not at all	161	7.9%
2	Rarely	333	16.3%
3	Occasionally	761	37.3%
4	Frequently	786	38.5%
	Mean:	3.06	100.0%

General information

1	Not at all	106	5.2%
2	Rarely	268	13.1%
3	Occasionally	756	37.0%
4	Frequently	915	44.7%
	Mean:	3.21	100.0%

Orientation

1	Not at all	59	2.9%
2	Rarely	185	9.1%
3	Occasionally	667	32.7%
4	Frequently	1126	55.3%
	Mean:	3.40	100.0%

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Meal plans

1	Not at all	173	8.5%
2	Rarely	381	18.7%
3	Occasionally	782	38.4%
4	Frequently	701	34.4%
	Mean:	2.99	100.0%

Financial aid

1	Not at all	197	9.7%
2	Rarely	241	11.8%
3	Occasionally	483	23.7%
4	Frequently	1119	54.9%
	Mean:	3.24	100.0%

Credit by exam (AP, CLEP, IB)

1	Not at all	464	22.8%
2	Rarely	398	19.6%
3	Occasionally	617	30.3%
4	Frequently	555	27.3%
	Mean:	2.62	100.0%

Transfer course policies

1	Not at all	812	40.2%
2	Rarely	386	19.1%
3	Occasionally	421	20.8%
4	Frequently	402	19.9%
	Mean:	2.20	100.0%

6. Compared to other universities at which I was accepted, the amount of merit based financial support offered by Baylor was:

6	Substantially more	487	24.2%
5	More	447	22.2%
4	About the same	392	19.5%
3	Less	211	10.5%
2	Substantially less	119	5.9%
1	Had no other offers	355	17.7%
	Mean (excluding "Had no other offers"):	4.59	100.0%

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7. Compared to other universities at which I was accepted, percentage-wise the total financial aid package offered by Baylor was:

6	Substantially more	402	20.5%
5	More	414	21.2%
4	About the same	438	22.4%
3	Less	212	10.8%
2	Substantially less	109	5.6%
1	Had no other offers	382	19.5%
	Mean (excluding "Had no other offers"):	4.50	100.0%

8. Did your relationship with your admission counselor influence your decision to attend Baylor?

5	Highly influential	102	5.0%
4	Influential	229	11.3%
3	Slightly influential	399	19.7%
2	Not influential	750	37.0%
1	Did not have an admissions counselor	545	26.9%
	Mean (excluding "Did not have…"):	2.79	100.0%

9. Did your attendance at one of Baylor's Premiere programs influence your decision to attend Baylor?

5	Highly influential	510	25.2%
4	Influential	437	21.6%
3	Slightly influential	242	12.0%
2	Not influential	121	6.0%
1	Did not attend a Baylor Premiere	715	35.3%
	Mean (excluding "Did not attend…"):	4.02	100.0%

10. Did your campus visit influence your decision to attend Baylor?

5	Highly influential	878	43.1%
4	Influential	616	30.2%
3	Slightly influential	255	12.5%
2	Not influential	68	3.3%
1	Did not visit campus	220	10.8%
	Mean (excluding "Did not visit campus")	4.27	100.0%

Fall 2007 Freshman Survey Supplemental Questions

11. How satisfied are you with the contact from Baylor faculty compared to other schools?

4	Very satisfied	890	43.8%
3	Satisfied	1072	52.8%
2	Dissatisfied	62	3.1%
1	Very dissatisfied	6	0.3%
	Mean:	3.40	100.0%

12. How would you rate the effectiveness of the recruiting materials used to inform you about Baylor?

4	Very effective	1008	49.4%
3	Somewhat effective	809	39.6%
2	Slightly effective	194	9.5%
1	Not effective	30	1.5%
	Mean:	3.37	100.0%

13. How satisfied are you with the communication you received regarding Baylor in comparison with communication from other schools?

4	Very satisfied	980	48.2%
3	Satisfied	997	49.0%
2	Dissatisfied	53	2.6%
1	Very dissatisfied	4	0.2%
	Mean:	3.45	100.0%

14. How would you rate the academic reputation of Baylor compared to other schools?

4	Excellent	1602	78.3%
3	Good	427	20.9%
2	Fair	15	0.7%
1	Poor	3	0.1%
	Mean:	3.77	100.0%

15. In general, how well do you feel the secondary school you attended prepared you to do college work?

5	Excellent job	755	37.1%
4	Good job	806	39.6%
3	Adequate job	348	17.1%
2	Poor job	79	3.9%
1	Don't know	45	2.2%
	Mean (excluding "Don't know"):	4.13	100.0%

Fall 2007 Freshman Survey Supplemental Questions

16. Were you contacted on the telephone by a Baylor student during your junior or senior year of high school?

Y	Yes	1513	74.1%
N	No, skip question #17	529	25.9%

17. Did this conversation help you learn more about Baylor?

Y	Yes	1192	73.0%
N	No	440	27.0%