University of Idaho
CIRP Supplemental Items Report
2016

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Executive Summary

For many years UI has included a set of institution-specific items to be administered along with the HERI CIRP Freshman Survey conducted each fall. This year’s survey included 15 institution-specific items, three more than in recent years past. The responses, along with those from the previous four years, are reviewed here. The focus of the report is First-Time Full-Time students (FTFT).

Over the years the majority of FTFT students (66.8% in 2016) have consistently indicated they make their decision on which university they plan to attend while in their senior year of high school. However, there has also been a slight increase in the percentage reporting the decision is being made in the junior year. In 2016 17.3% of the FTFT UI students indicated they considered only UI when making their university selection. This number has been in steady decline over the past five years, with the percentage indicating they are also looking at other Idaho four-year institutions (24.1% in 2016) and non-Idaho institutions (41.5% in 2016, up 1.8% on average over five years).

The largest percentage of FTFT UI respondents indicated that personal contact from a college representative (38.2%) was most valuable for them when making their college decision. This contact has been increasing in importance over the last five years, with degree-specific information brochures (third in importance at 18.6%) increasing at an even higher rate. The World Wide Web materials, though second in importance (20.3%), has been declining in value over this period of time. When asked about the influence of campus events such as the Jazz Festival, Vandal Friday, a summer camp, JEMS, FFA, etc. had on attending, less than half of students (48.4%) indicated “Strongly agree” or “Agree”; however, this rating has been in rapid decline over the last five years. The greatest increase in the past five years was for those who reported they did not attend a UI event.

When FTFT UI students were asked about their satisfaction with the advising they received from UI, the vast majority (78.8%) responded “Very satisfied” or “Satisfied.” The percentage indicating “very satisfied” (22.1%) has held steady over the past five years, but there were declines in those reporting “satisfied” accompanied by increases in the “dissatisfied” ratings over this period of time. Most of the FTFT UI students (90.9%) indicated they were “Very satisfied” or “Satisfied” with their class schedule and these ratings have been relatively stable over the last five years.

When asked about the degree of certainty they had regarding career goals, about half (55.7%) indicated they were very certain, which has increased over the last five years. However, there has been an increase over the past five years in “Not at all certain”. When asked about their choice of major, students were less certain. While the highest percentage (38.9%) indicated they were very certain about their major, this has been in decline, with the greatest five-year average increase being for those indicating “Quite certain, but want to see if I can succeed in it” (14.1% in 2015).

The greatest majority of FTFT UI respondents (74.0%) indicated they planned to complete their degree at UI. This has been steadily increasing over the last five years. Of the FTFT UI respondents only 5.7% indicated they planned to transfer and this has been decreasing. For those indicating they were planning to transfer to another institution, the main reasons given were “Stronger program in my major” (29.3%) and “Personal reasons” (29.0%). The least endorsed reason for transfer was “Other university closer to home” (9.3%). “Stronger program in my major/career interest” and “financial reasons” were the reasons showing steady increase over five years.
When asked if they were intending to work, 45.9% of the FTFT respondents indicated they would be working/employed. Responses from those students saw 69.4% indicating they would work 12 hours or less, but 72.1% indicated they would be working eight or more hours. Almost a third (30.7%) indicated they would be working 13 or more hours. The five-year trends show students reporting working increasing hours while working on their degree.

When asked to report on their overall impression of UI the majority (90.1%) responded “Very positive” or “Positive”. The trend over 15 years has shown relatively no change. Over the past 5 years, there has been a slight increase in “very positive,” offset by an equal decrease for “positive.”
Introduction
Nearly every fall since 1992, the University of Idaho has administered the UCLA-HERI Cooperative Institutional Research Program Freshman Survey (CIRP), in order to better understand our freshman class of students. As part of that administration, CIRP offers the opportunity to include custom items. The goal is to provide an opportunity for university-specific information to be collected in areas of importance which are unique to one’s university setting. As these items are unique to the institution there are no external reference groups. The utility of the items are based on the meaning of the reported data for that year and, when administered over multiple years, the meaning of responses over time. This report makes use of the reporting for the current year and places these responses in context within five years of data. The following are the twelve items which have been used consistently over at least the last five years, plus three new items (Item 13-15) for 2016.

1. When did you make the decision to attend the University of Idaho?
2. What type of institution other than UI did you most seriously consider attending?
3. Participating in campus events such as the Jazz Festival, Vandal Friday, a summer camp, JEMS, FFA or another UI-sponsored event, influenced my decision to attend UI.
4. How satisfied are you with the academic advising you’ve received from UI?
5. How satisfied are you with your class schedule?
6. How certain are you about your career goals?
7. Which of the following type of recruiting materials did you find most valuable in making a college decision?
8. How certain are you of your choice of major?
9. If you will be working/employed fall semester, about how many hours per week do you plan to work? (Skip this question if you will not be working.)
10. Do you expect to complete your degree at UI?
11. If you are planning to transfer to another institution, what is the main reason?
12. You would describe your overall impression of UI as...
13. In your high school year, were you already planning to attend college (UI or other)?
14. Did Idaho’s Direct Enrollment entry into Idaho institutions impact your decision to attend college?
15. Have the University of Idaho’s information and recruitment efforts over the last year impacted your decision to attend college?

Representativeness of Sample and Margin of Error
There were 1567 students who were administered the survey, with 1256 responding, for a response rate of 90.4%. This provides a margin of error (95%CI) +/- 1%. There were 1072 first-time full-time freshman in the population and there were 1160 freshman respondents, providing a response rate of 89.5% +/- 1%. Transfer students are not counted as first-time students. Comparisons of the initial population with the sample for key demographics appear below. See the 2016 UI Summary report for additional information.
These data support the sample as being reasonably representative of this university population. There may be a small over-representation of White US citizens and Full-Time students; however, the differences in the way these data are collected on campus compared to what is done by others using the CIRP may account for the small discrepancies.

**Question 1: When did you make the decision to attend the University of Idaho?**

UI students were asked when they made their decision to attend UI; the preponderance indicated it was during their senior year of high school (66.8%). Over the last five years there has been an average yearly increase of 0.1% per year (largely due to the increase in 2015) for those making decisions in their junior year.
Question 2: What type of institution other than UI did you most seriously consider attending?

UI respondents were asked to respond to, “What type of institution, other than UI, did you most seriously consider attending (Please mark only one)?” The graph below provides the responses. Over the past five years, there has been an average yearly increase of 1.8% for students seriously considering attending non-Idaho public institutions. The number of respondents for this item is up an overall 8.3% since 2012.

The greatest average yearly changes over the last 5 years were:

- Only considered UI (decrease of 1.0% per year)
- Idaho 2-year institution (decrease of 0.6% per year)
- Non-Idaho public institution (increase of 1.8% per year)
Question 3: Participating in campus events such as the Jazz Festival, Vandal Friday, a summer camp, JEMS, FFA or another UI-sponsored event, influenced my decision to attend UI.

![Bar Chart]

UI respondents were asked to rate their agreement from “Strongly agree” to “Strongly disagree” on the level of influence taking part in campus events had on their decision to attend UI. The percentage of those responding in each category is reported in the graph above. For the first time in the past five years, less than the majority (48.4%, down 11.3% from 2015) responded “Strongly agree” or “Agree.” This has been in decline over the last five years, while still above the majority in 2015. The trend shows an average yearly decrease of 2.9% per year for the combined grouping of “Strongly agree” and “Agree.”

Question 4: How satisfied are you with the academic advising you’ve received from UI? When students were asked to report the level of satisfaction they had related to their advising experience they were generally satisfied, and this has remained relatively stable over the last five years.
There was almost no change from 2015 to 2016 for “very satisfied” and “satisfied.” Over the past five years, there has been an average yearly decrease of 0.5% for students reporting “satisfied.” For 2016, there was a 2.8% decrease from the previous year of students reporting they were “dissatisfied.” For the same time period, there was a 2.9% increase of students reporting “don’t know,” which has a 0.1% yearly increase for the past five years largely because of the increase in the past year. This survey is administered during the first two weeks of class and may contribute to student’s selection on this item.
Question 5: How satisfied are you with your class schedule?
When UI students were asked to rate their satisfaction with their class schedule from “Very satisfied” to “Very dissatisfied” the responses have been consistent over the last five years. UI combined “Very satisfied” and “Satisfied” were at 90.9% in 2016. Approximately one-third (32.2%) reported they were “Very satisfied” with over half (58.7%) reporting “Satisfied.”

Question 6: How certain are you about your career goals?
UI students were asked to report their degree of certainty (Very certain, Somewhat certain or Not at all certain) about their career goals. The majority were “Very certain (55.7%) and it has continued to trend higher to reverse a decline; this response category now has an average yearly increase of 0.3% over the last five years. “Somewhat certain” shows a yearly decrease of 0.6% per year on average and “Not at all certain” showing an average yearly increase of 0.3% per year.
Question 7: Which of the following type of recruiting materials did you find most valuable in making a college decision?

When asked to respond to only one item students indicated the following.

Over the last five years, there has been an increase of 1.5% per year on average for “Degree-specific informational brochures” and an increase of 0.6% per year on average for “Personal contact from a college representative.” Over this same period of time there has been a 1.9% per year average decline in “University of Idaho informational brochures” and a 1.0% per year average decline in “World Wide Web admission and information site.”

Question 8: How certain are you of your choice of major?

UI FTFT students were asked to categorize their certainty about their selected major into the following non-ordered domains:

- A. Very certain
- B. Quite certain, but want to explore options
- C. Quite certain, but want to see if I can succeed in it
- D. Not certain, but leaning toward a specific major
- E. Not at all certain
From highest to lowest the chart above shows their responses. While fewer than half (38.9%) are “Very certain” it was the largest group. However this group has shown an average yearly decline of 0.6% per year over the last five years. The “Quite certain, but want to explore options” group has shown an average yearly increase of 0.3% per year. In total about 60% of the FTFT students report some degree of uncertainty about their selected major.

Question 9: If you will be working/employed fall semester, about how many hours per week do you plan to work?

FTFT UI students were asked to report, only if they planned to be working/employed, how many hours they planned to be working while in their current fall semester. There were 629 students who responded to the item which makes up 54.8% of the 1147 FTFT students in the sample. The distribution of hours of work is shown in the graph below.
There is a trend over the last five years for students who are working to report working more hours. While 69.3% indicated they would be working 12 hours or less, 72.1% indicated they would be working eight hours or more. There was an average yearly increase of 0.8% per year in the percentage of students who reported working 13 or more hours a week. There was a decrease of 1.9% per year for the group reporting working 1-7 hours and increase of 1.1% per year on average for the group reporting working 8-12 hours per week. Just under a third of the FTFT students responding (30.7%) reported working 13 or more hours a week, with over two-thirds reporting working eight or more hours per week.

**Question 10: Do you expect to complete your degree at UI?**

FTFT UI students were asked if they were anticipating completing their degree at UI. They were asked to respond to the following non-ordered categories.

- A. No; I plan to transfer
- B. No; I don’t plan to earn a bachelor’s degree
- C. I don’t know
- D. Yes, although I may take a semester (or more) off
- E. Yes

The majority (74.0%) indicated they intended to complete their degree at UI. The “I don’t know” group was the second highest at 12.4%. There was an overall decline for all groups but the “Yes” (complete degree at UI) group over the last five years. The “Yes” group increased on an average of 1.3% per year. It is of note, however, that 5.7% (down 1.3% from 2015) of the FTFT students indicated they planned to transfer to complete their degree.
Question 11: If you are planning to transfer to another institution, what is the main reason?

Those who intended to transfer to another institution to complete their degree were asked to report why. The following non-ordered categories were provided for them to select:

- A. UI doesn’t offer a major in my chosen field
- B. Financial reasons
- C. Other college/university closer to home
- D. Stronger program in my major/career interest
- E. Personal reasons

For those indicating they would be transferring the reasons provided most commonly were evenly split between “Stronger program in my major” (29.3%) and “Personal reasons” (29.0%). Until 2015 “personal reasons” had been on the decline with the decrease over the last five years being about 0.8% per year on average. There is a similar decline for the response category “UI does not offer a major in my chosen field” (decrease of 1.5% per year on average). However, until this year there had been a decrease in the “Other college/university closer to home” with an average yearly decrease of 0.3% per year.
Question 12: You would describe your overall impression of UI as...

The FTFT UI students were asked to report their overall impression of UI data using five rating categories ranging from “Very positive” to “Very negative.” Over the last 15 years these rating have shown an increase of about 0.5% per year on average (see graph above). Over the past five years, the rating have been steady with no real change.
While the trend for “Very positive” had been increasing over this five year time span (0.1% per year on average), it has been actively declining since 2015. The decline in “Positive” has been corrected since 2015, although the rating has been decreasing 0.1% per year on average. The increase in “Very positive” has absorbed the decline in “Positive” ratings as evidenced by the combined “Very positive” and “Positive” trend showing no change on average for the first time in five years. The ratings for both “neutral” and “negative” have both been consistent for the past five years, with no average change.

New Questions for 2016

These new items were added to the survey in 2016 to attempt to measure the number of new students that were not anticipating attending college a year earlier. These items provide data for measuring the Go-On Impact for the UI 2016-2025 Strategic Plan goals and core theme metrics. Baseline reporting is below for each of the new items. In future years, results will be updated to include tracking and trend reporting.

Question 13: In your high school junior year, were you already planning to attend college (UI or other)?

As shown below, the majority of freshman students (51.4%) were definitely planning to attend college (UI or other) by their junior year in high school. More than two-thirds of freshman students (69.9%) reported that they were “definitely yes” or “somewhat yes” planning to attend a college by their junior year in high school.
Question 14: Did Idaho’s Direct Enrollment entry into Idaho institutions impact your decision to attend college?

More freshman students reported “definitely no” (34.9%) for the impact on Idaho’s Direct Enrollment program on their decision to attend college than any other response category. More than half of freshman (51.5%) reported combined “somewhat no” and “definitely no.” About a quarter of students (25.3%) did indicate that Idaho’s Direct Enrollment entry program impacted their decision to attend college. Percentages for each response category are shown below.

![Chart showing responses to Question 14](chart.png)

Question 15: Have the University of Idaho’s information and recruitment efforts over the last year impacted your decision to attend college?

As shown below, almost half of the freshman students reported that they were “definitely yes” or “somewhat yes” influenced by the University of Idaho’s information and recruitment efforts to attend college.

![Chart showing responses to Question 15](chart.png)