

2007 CIRP Freshman Survey

Analysis and Results

Office of Institutional Research, 4/23/08

CIRP 2007 Freshman Survey Analysis

Background

Wake Forest has been administering the Cooperative Institutional Research Program (CIRP) Freshman Survey from UCLA to different freshman classes since 1979. The survey was administered by the University Counseling Center to approximately one-half of the freshman class during the 2007 fall orientation program. The CIRP survey was completed by 534 freshmen representing 48% of the entering class. Wake Forest now administers the survey to entering freshmen every other year effective with fall 2005.

Findings

Following this analysis are graphs with results of selected items from the 2007 CIRP Freshman Survey for entering freshmen at Wake Forest, Vanderbilt, and all of the “Private Universities” combined. Graphs are also provided for the results of Wake Forest additional questions and results of Wake Forest vs. Vanderbilt since 2001. Several of the additional questions were specifically designed for our Quality Enhancement Plan (QEP).

Average High School Grade of A or A+

- The percentage of 2007 Wake Forest freshmen reporting an average high school grade of A or A+ was 44% compared to 41% in 2005.

Distance From Home

- The percentage of 2007 Wake Forest freshmen more than 500 miles away from home was 43% compared to 42% in 2005.

Father and Mother Did Not Attend College

- The percentage of 2007 Wake Forest freshmen indicating that their father did not attend college was 7% compared to 7% in 2005. The percentage of 2007 Wake Forest freshmen indicating that their mother did not attend college was 9% compared to 8% in 2005.

Current Religious Preference

- The percentage of 2007 freshmen indicating a religious preference of Baptist was 10% vs. 14% in 2005 and the percentage of those students indicating Catholic was 26% vs. 24% in 2005.

First Choice College and Applied to Six or More Colleges

- The percentage of 2007 Wake Forest freshmen indicating that Wake Forest was their first choice college was 65% compared to 72% in 2005. The percentage of 2007 Wake Forest freshmen applying to six or more colleges was 39% compared to 32% in 2005.

Good Academic Reputation and Size of College Very Important in “Choosing this College”

- The percentage of 2007 Wake Forest freshmen indicating good academic reputation as very important in choosing their school was 90% compared to 92% in 2005. The percentage of 2007 Wake Forest freshmen indicating size as very important was 67% compared to 69% in 2005.

Offered Financial Aid and Magazine Rankings Very Important in “Choosing this College”

- The percentage of 2007 Wake Forest freshmen indicating offered financial aid as very important was 24% compared to 28% in 2005. The percentage of 2007 Wake Forest freshmen indicating rankings in magazines as very important was 34% compared to 41% in 2005.

Political Views Characterized as Conservative

- The percentage of 2007 Wake Forest freshmen indicating their political views as conservative was 35% compared to 35% in 2005.

Parental Income Above \$150,000

- The percentage of 2007 Wake Forest freshmen indicating that their parental income exceeded \$150,000 (the prior year) was 53% compared to 49% in 2005.

Doctorate Highest Degree Planned

- The percentage of 2007 Wake Forest freshmen indicating that they plan to obtain a doctorate degree was 13% compared to 17% in 2005.

Racial Background

- The racial identification for 2007 Wake Forest African-Americans was 6% compared to 7% in 2005; Asians were 4% vs. 4% in 2005; and Hispanics were 3% vs. 3% in 2005.

Probable Field of Study

- The percentage of 2007 Wake Forest freshmen indicating that their probable field of study will be arts and humanities was 12% vs. 12% in 2005; biological science was 12% vs. 11% in 2005; business 27% vs. 29% in 2005; physical science or mathematics was 6% vs. 6% in 2005; and social science was 15% vs. 17% in 2005.

Student’s Probable Career – Lawyer and Physician

- The percentage of 2007 Wake Forest freshmen indicating that their probable career would entail being a lawyer was 10% vs. 9% in 2005 and the percentage for being a physician was 15% vs. 16% in 2005.

Studying Abroad, ThinkPads and Research with Professors “Very Important” (Additional questions by Wake Forest)

- The percentage of 2007 Freshmen indicating that studying abroad opportunities at Wake Forest were “very important” as a reason for attending was 51% vs. 45% in 2005, “ThinkPads for every student” was 12% vs. 19% in 2005, and “Opportunity to participate in collaborative research with a professor” was 20% vs. 15% in 2002.

Summary

The CIRP 2007 Freshman Survey results indicate that the academic quality is higher in terms of average GPA's from high school compared to the 2005 Wake Forest freshmen.

The percentage of 2007 entering freshmen indicating Wake Forest as their first choice is lower compared to 2005 and a higher percentage of students applied to six or more schools. The survey results indicate that financial aid offers and magazine rankings were less of a factor as a reason for attending Wake Forest in 2007 vs. 2005.

The 2007 survey results indicate that the Wake Forest freshman class has a lower percentage of African Americans compared to 2005. The highest percentage of Wake Forest 2007 freshmen choosing a probable field of study was in business and the other disciplines remain approximately the same compared to 2005.

Study abroad opportunities at Wake Forest continue to be even more important to Wake Forest freshmen as a reason to attend. Receiving "free" ThinkPads continues to be less important but research collaboration with professors is more important in 2007 compared to the past.

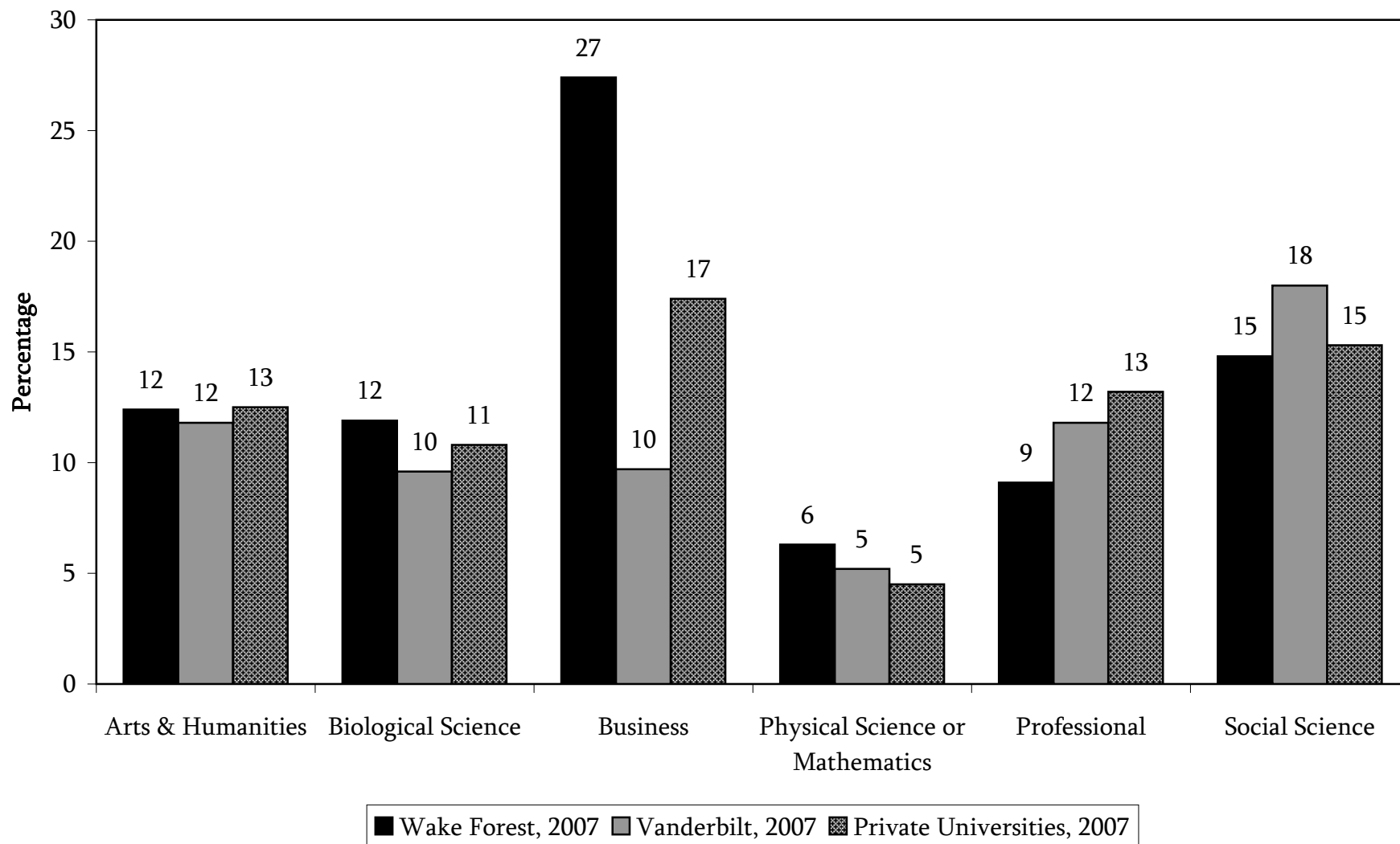
Ross A. Griffith
Director of Institutional Research
and Academic Administration
April 21, 2008

CIRP Freshman Survey

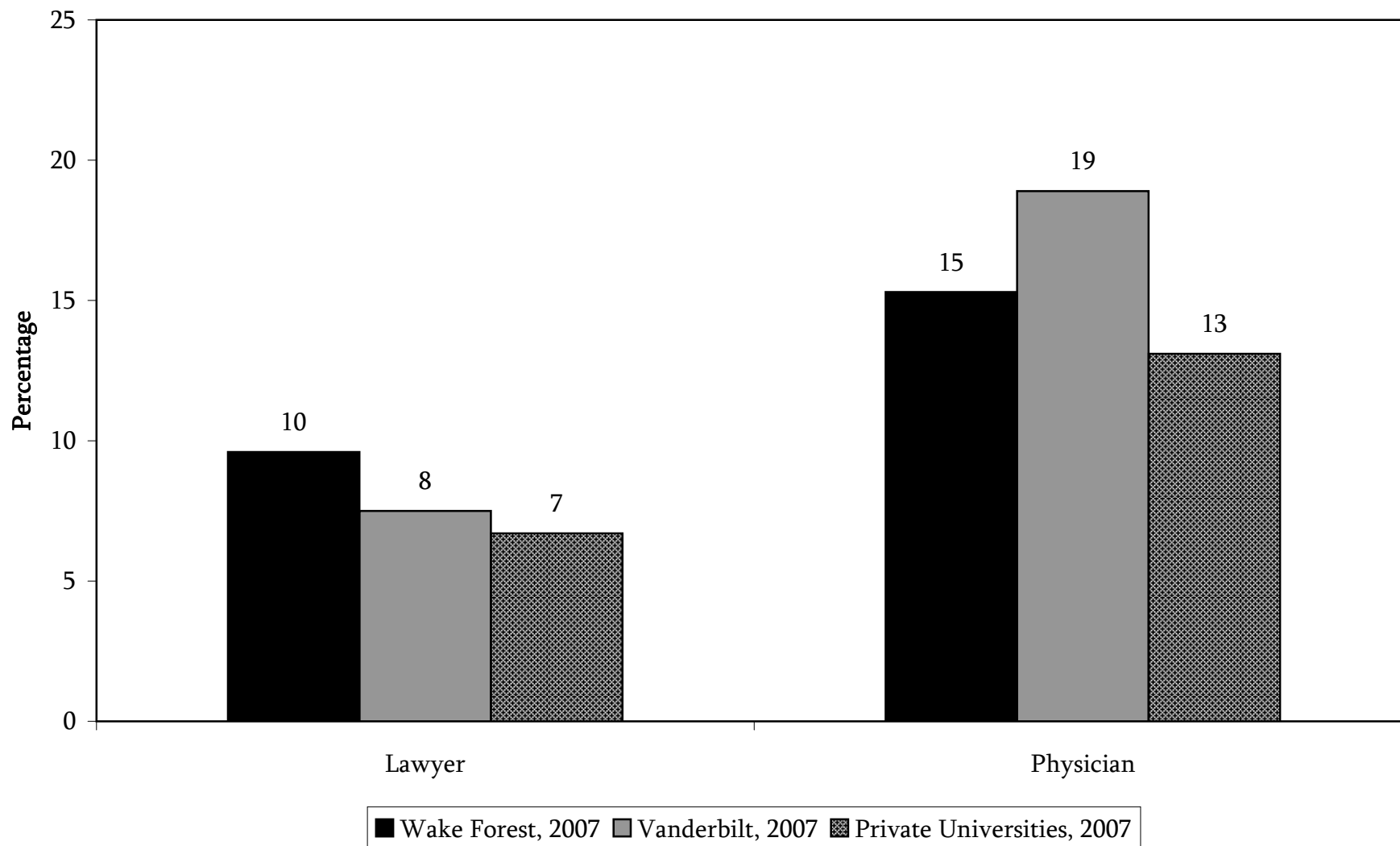
Results 2007

Wake Forest University, Vanderbilt University, All Private Universities

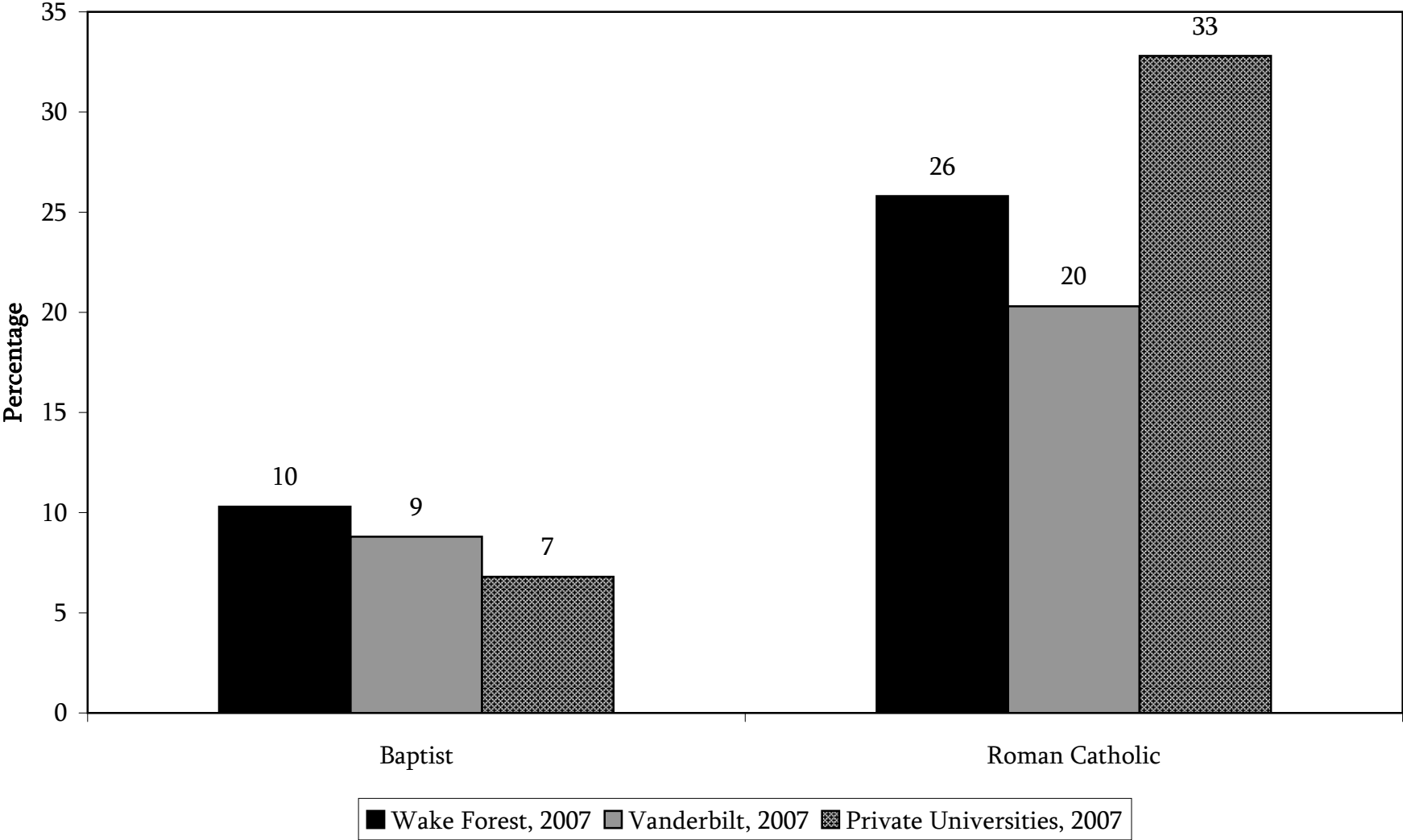
Probable Field of Study



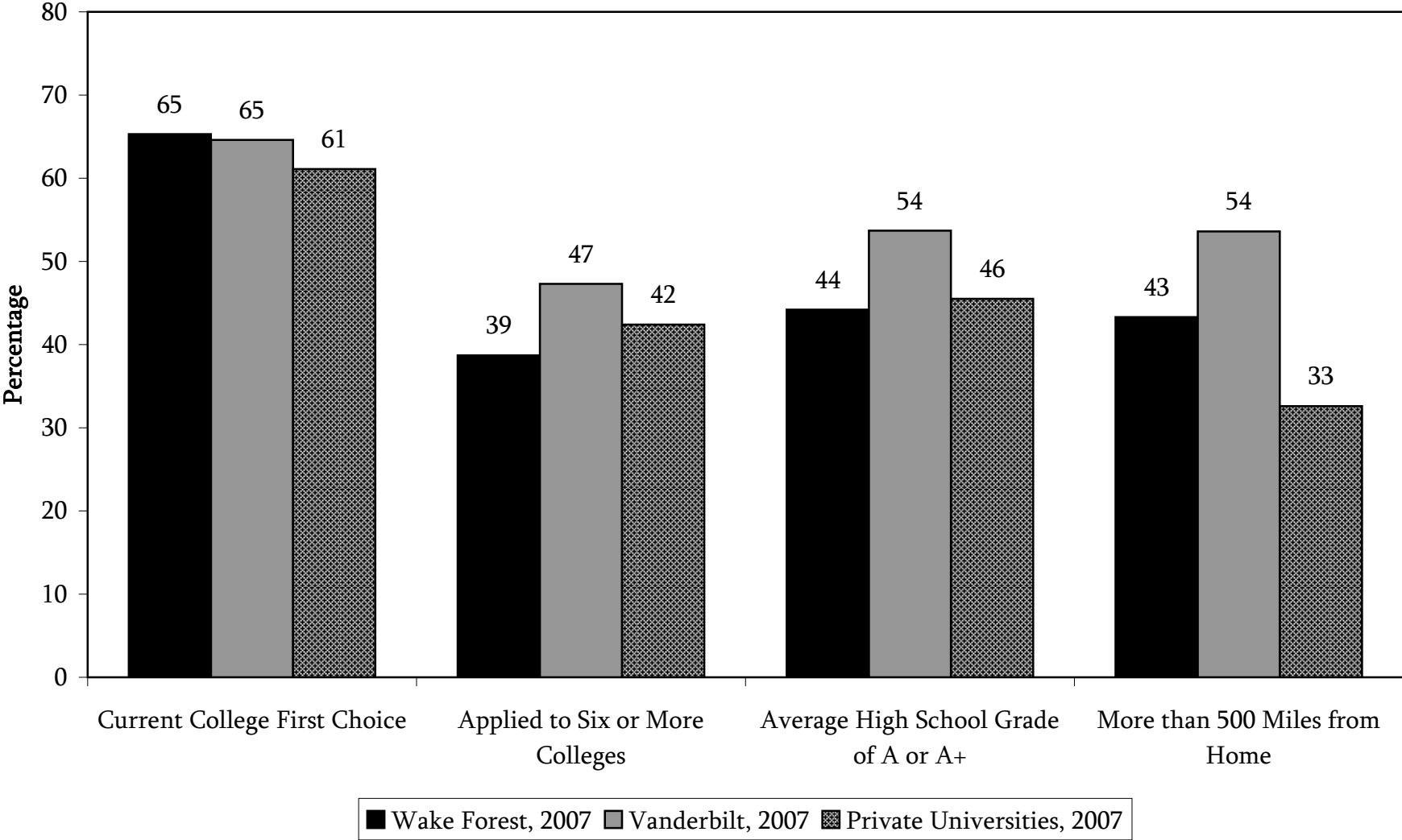
Probable Career/Occupation



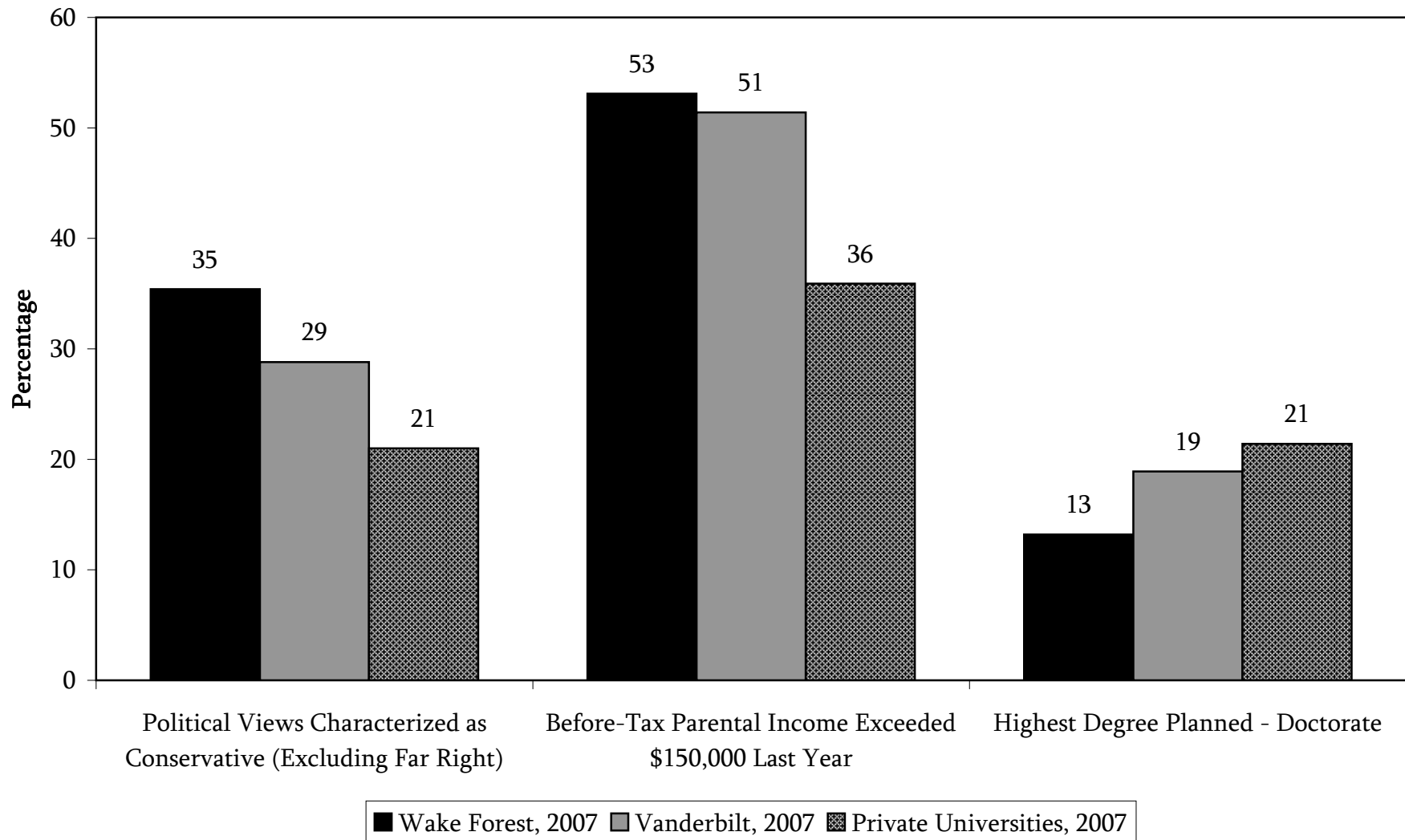
Current Religious Preference



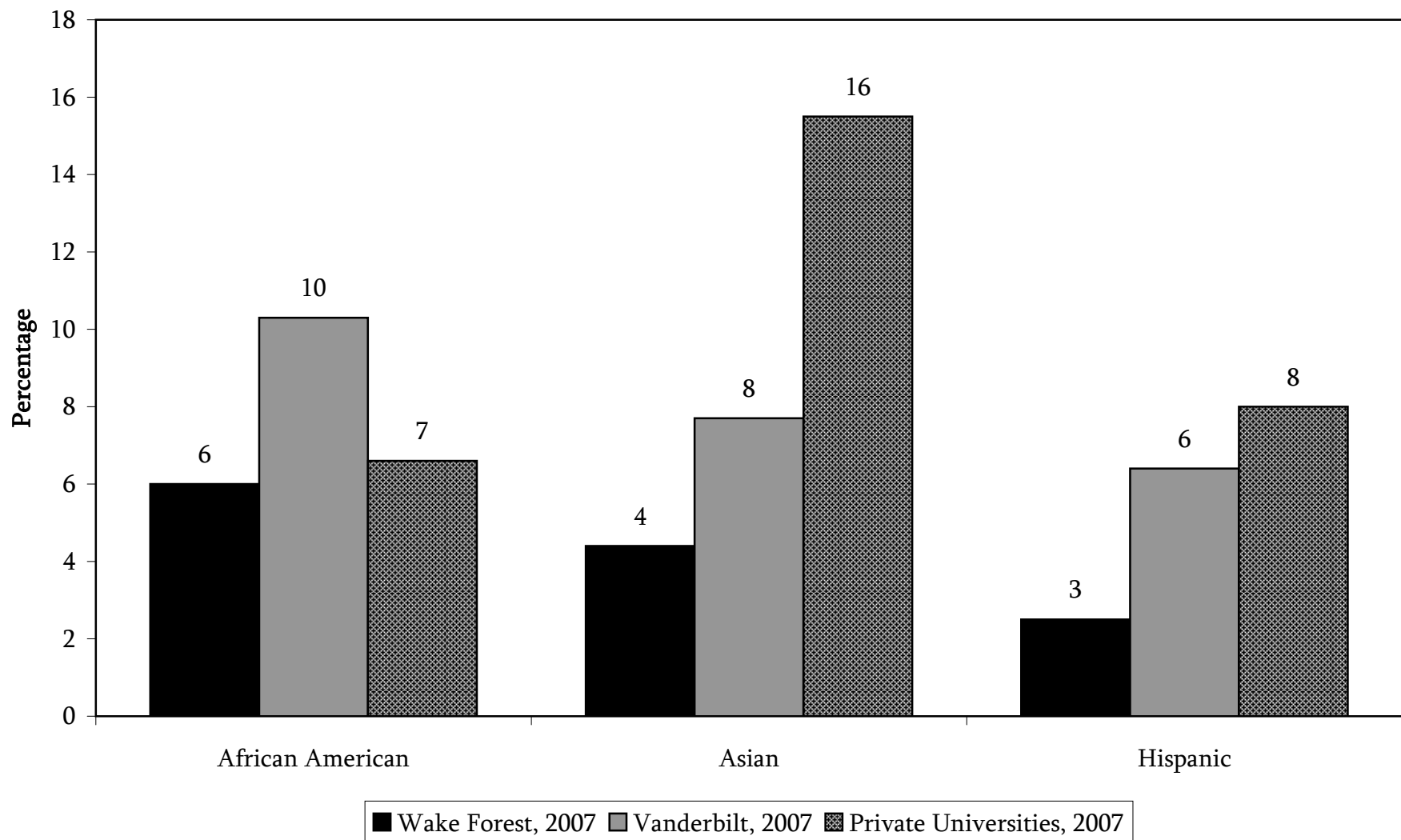
Profile Items



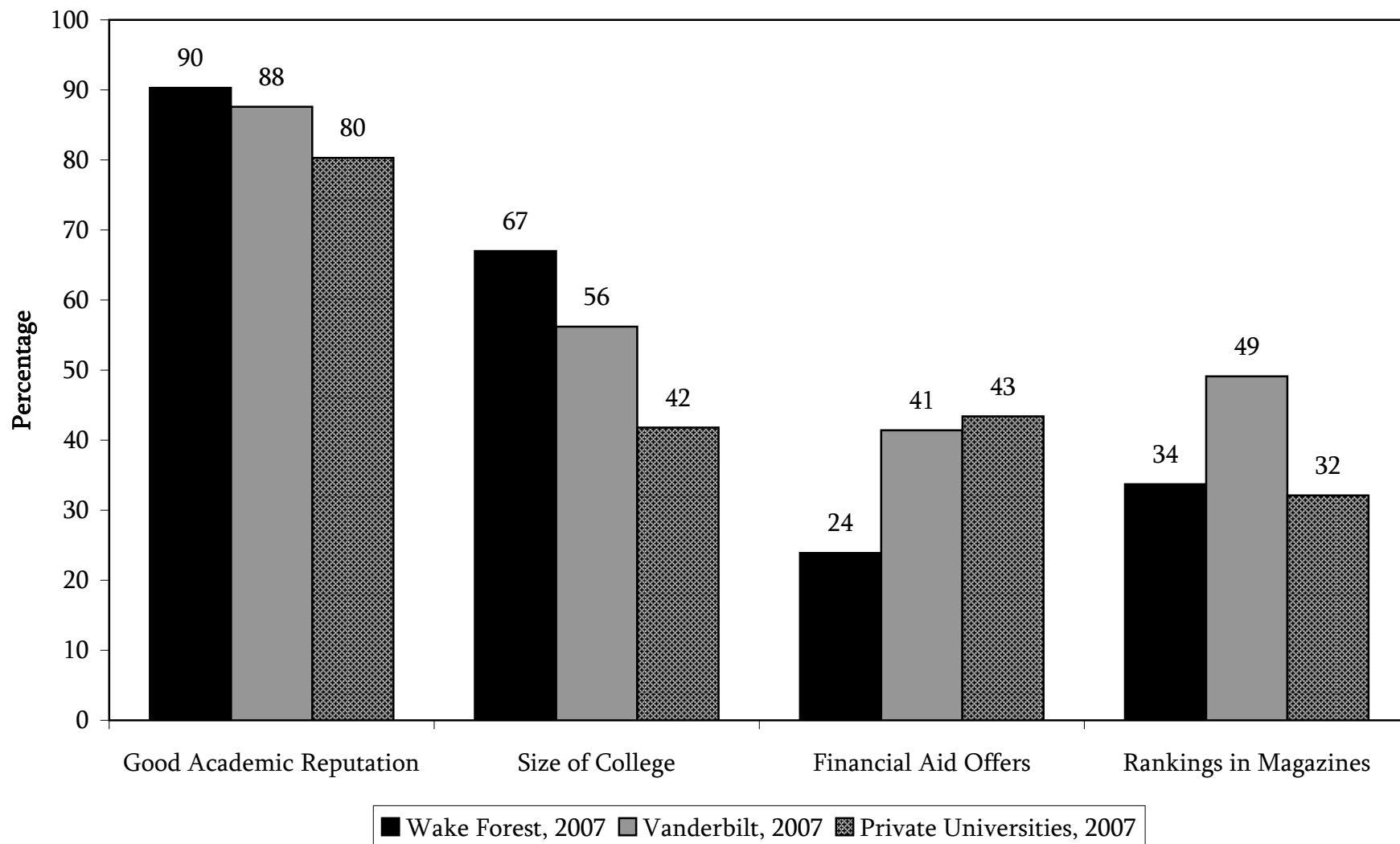
Profile Items (continued)



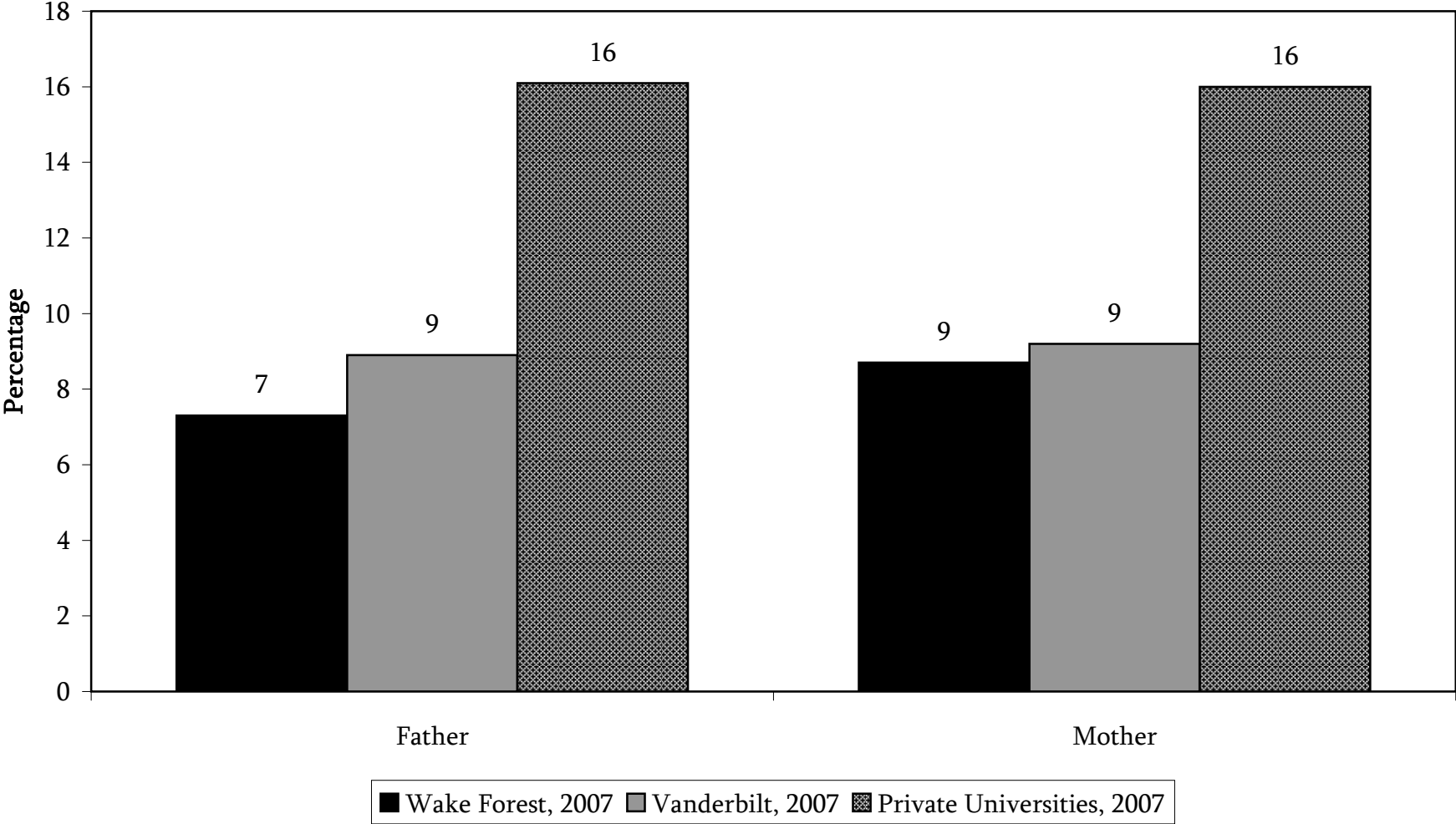
Minority Respondents



Factors Cited as "Very Important" in Choosing a School



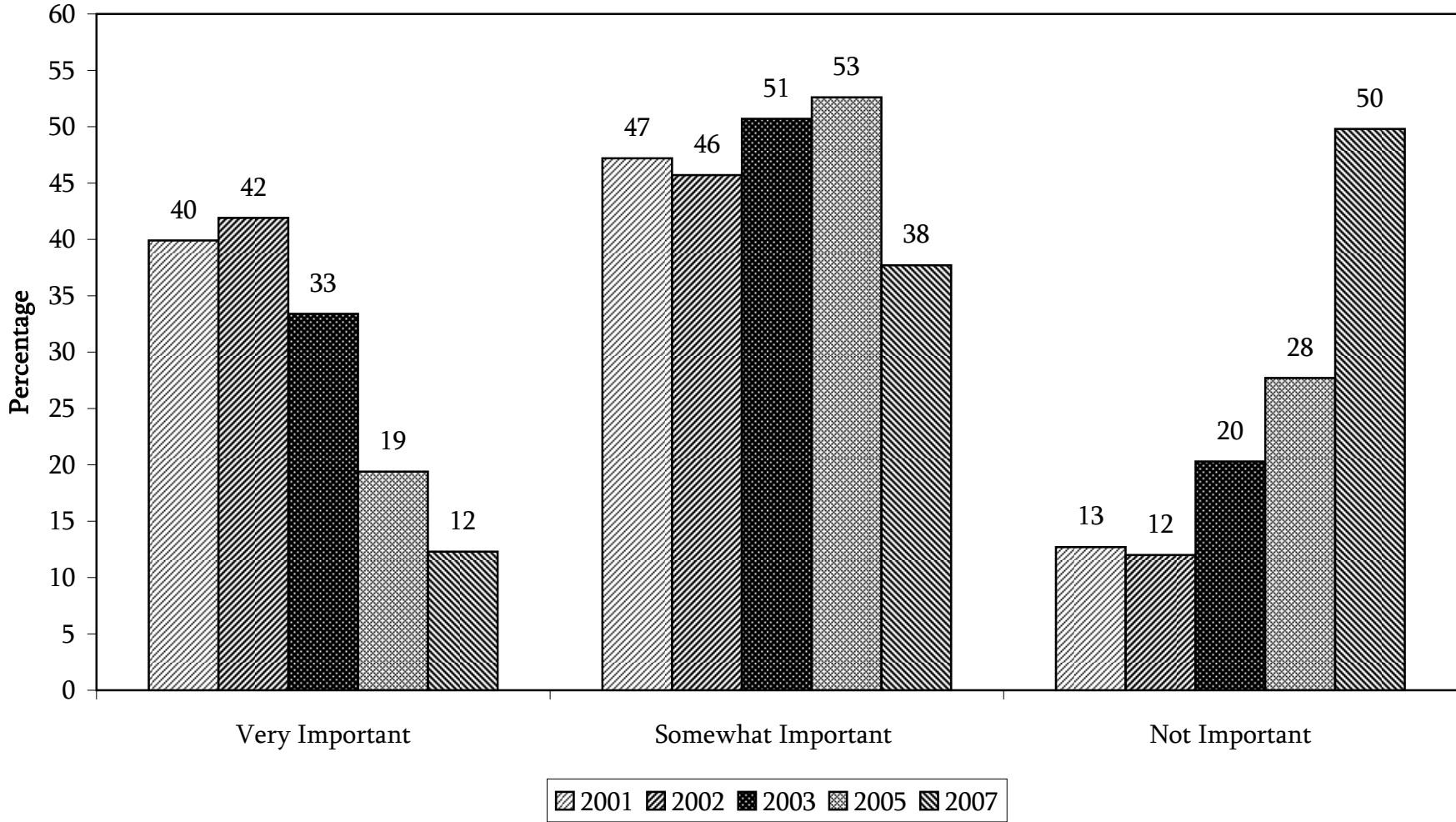
Respondents Indicating their Mother and/or Father did NOT attend College



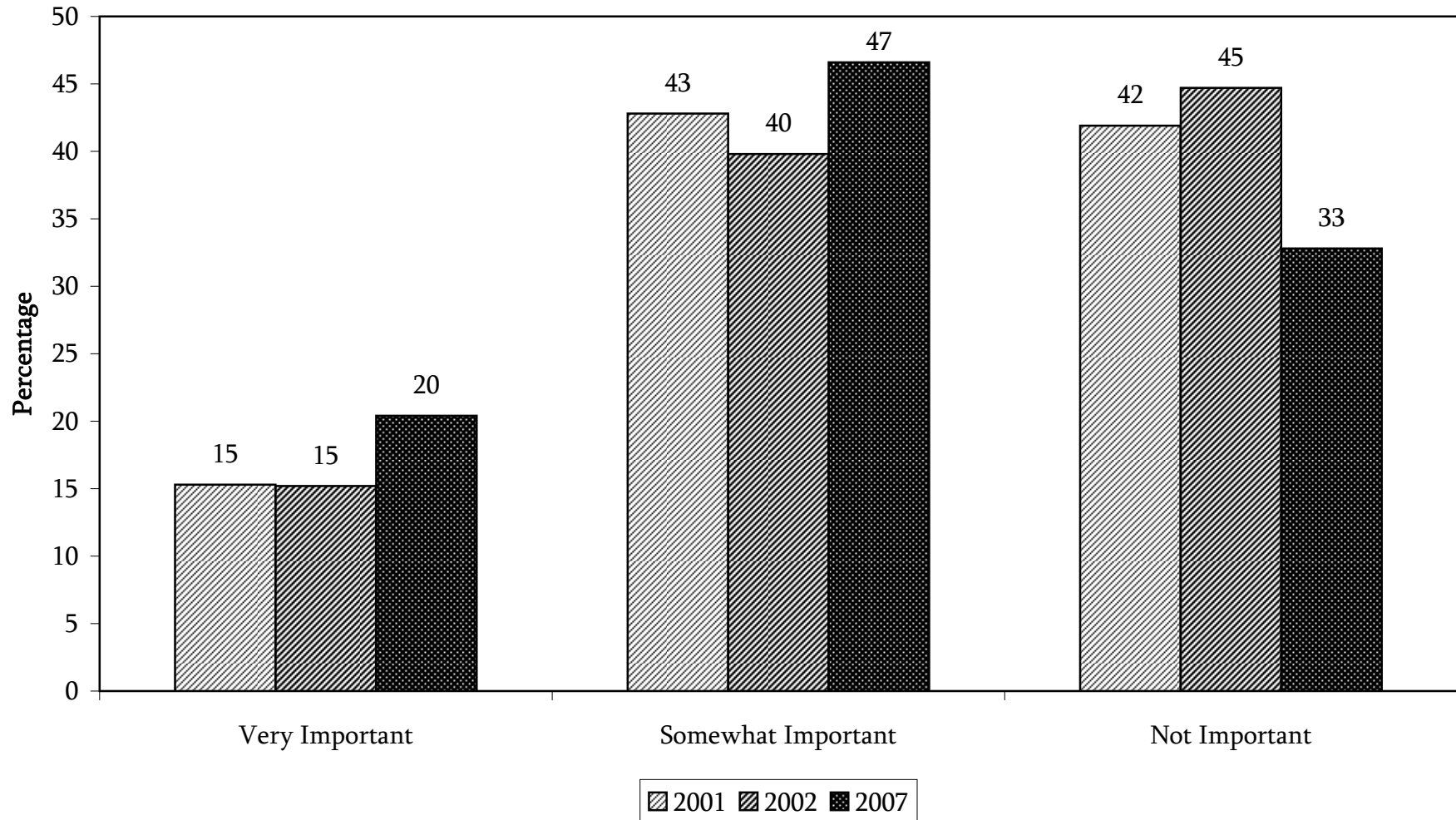
Additional Questions

Wake Forest University

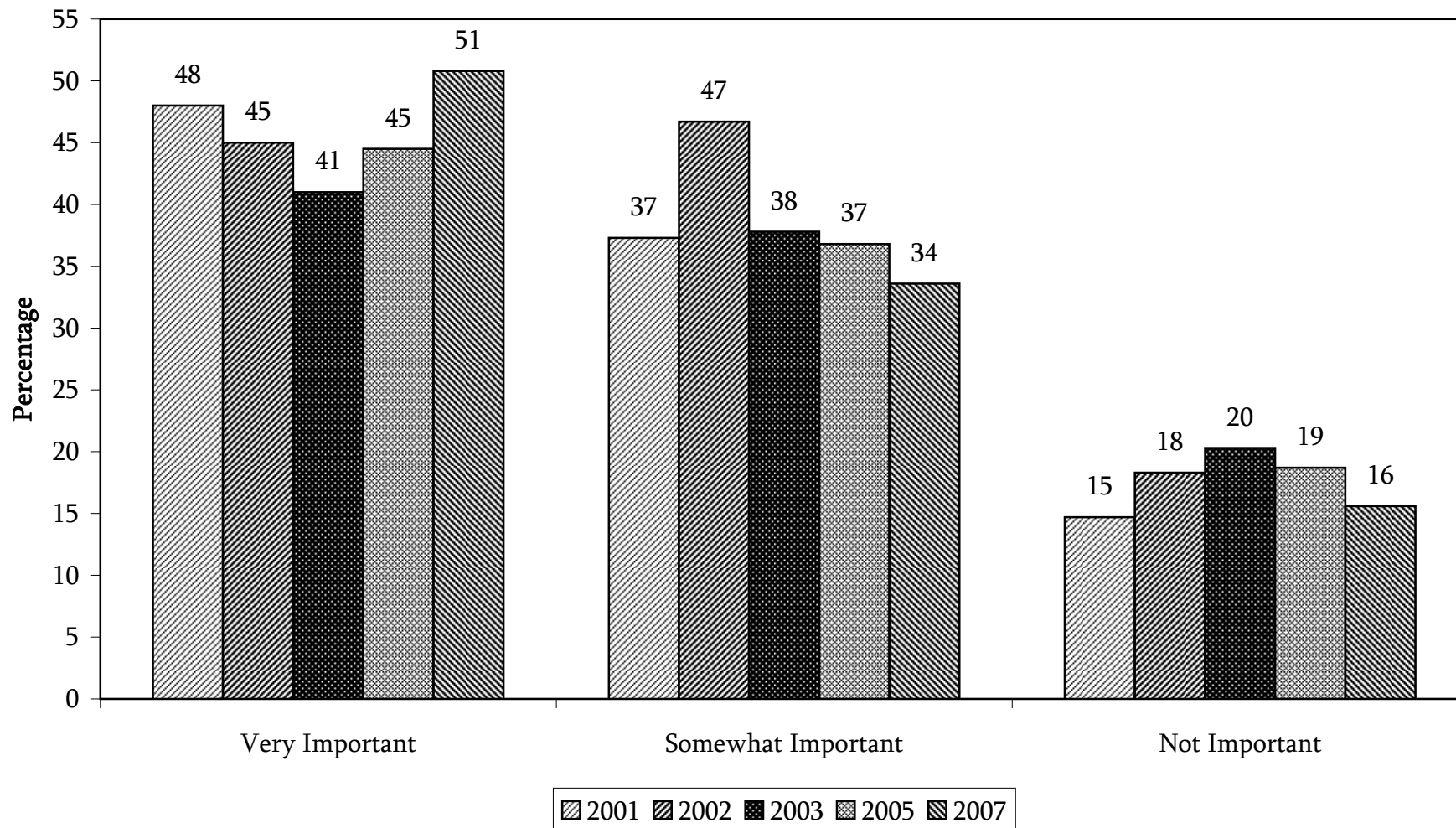
As a reason in your decision to attend Wake Forest, how important were ThinkPads for every undergraduate?



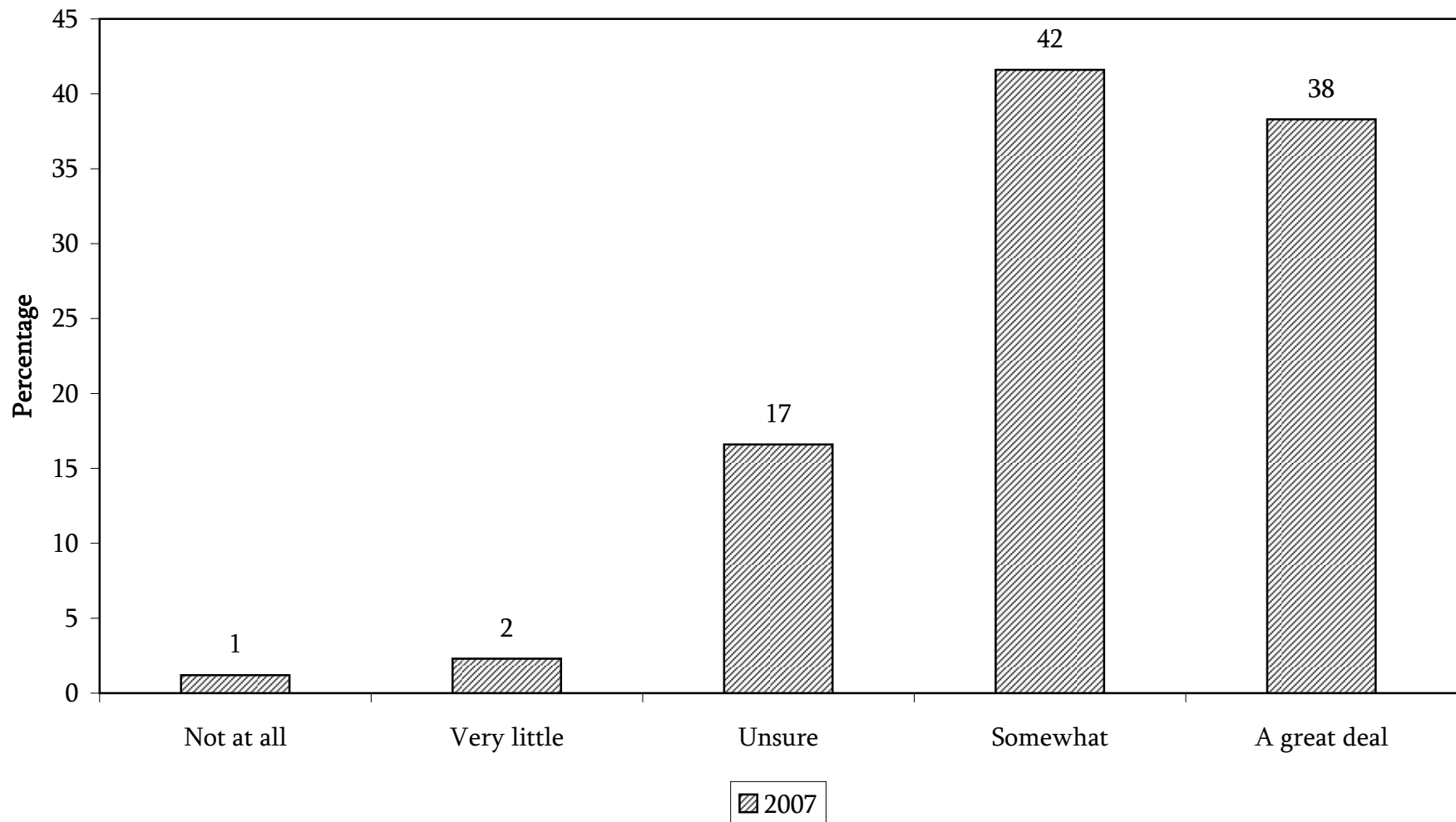
As a reason in your decision to attend Wake Forest, how important was the opportunity to participate in collaborative research with a professor?



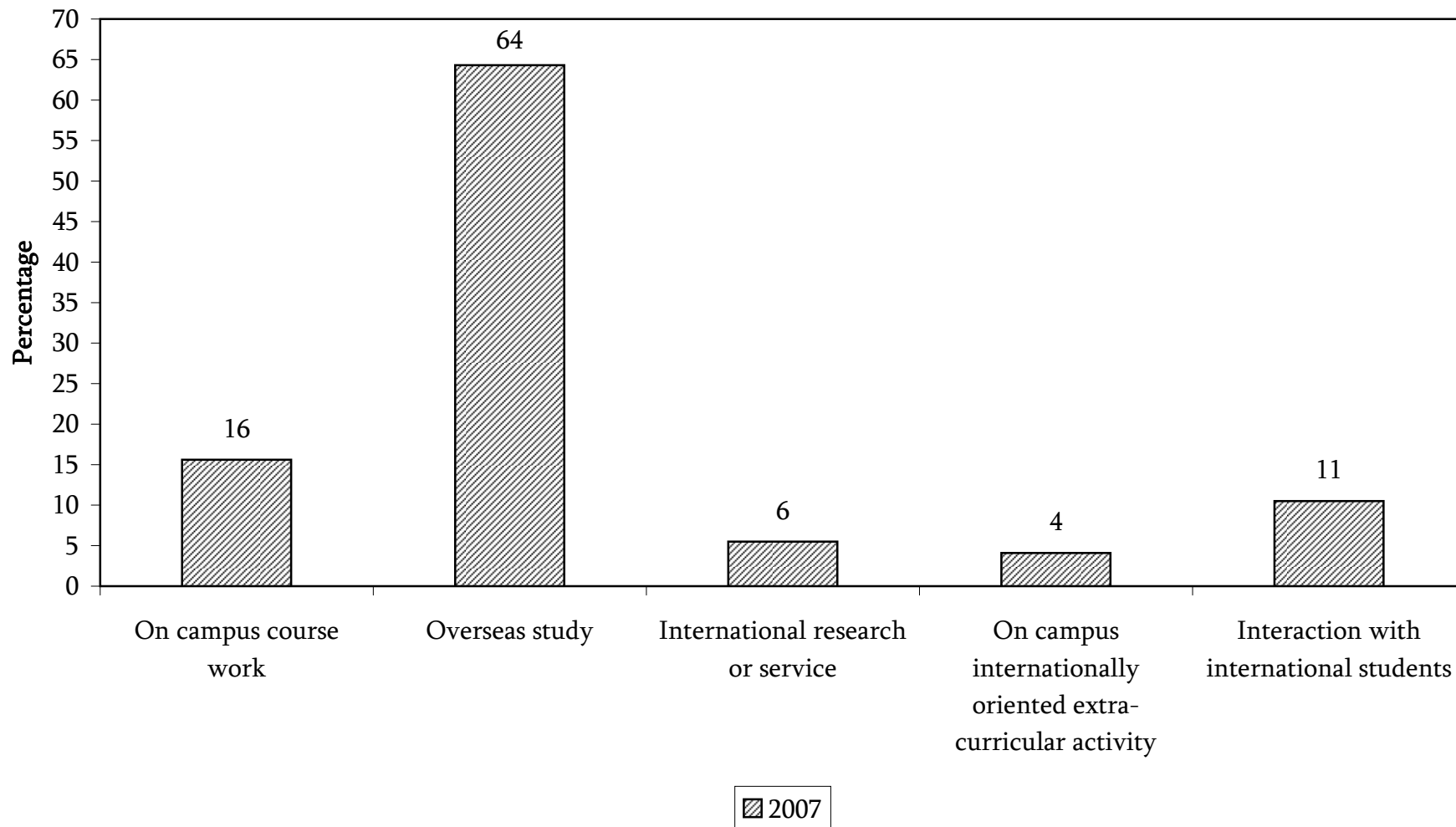
As a reason in your decision to attend Wake Forest, how important was the opportunity for studying abroad?



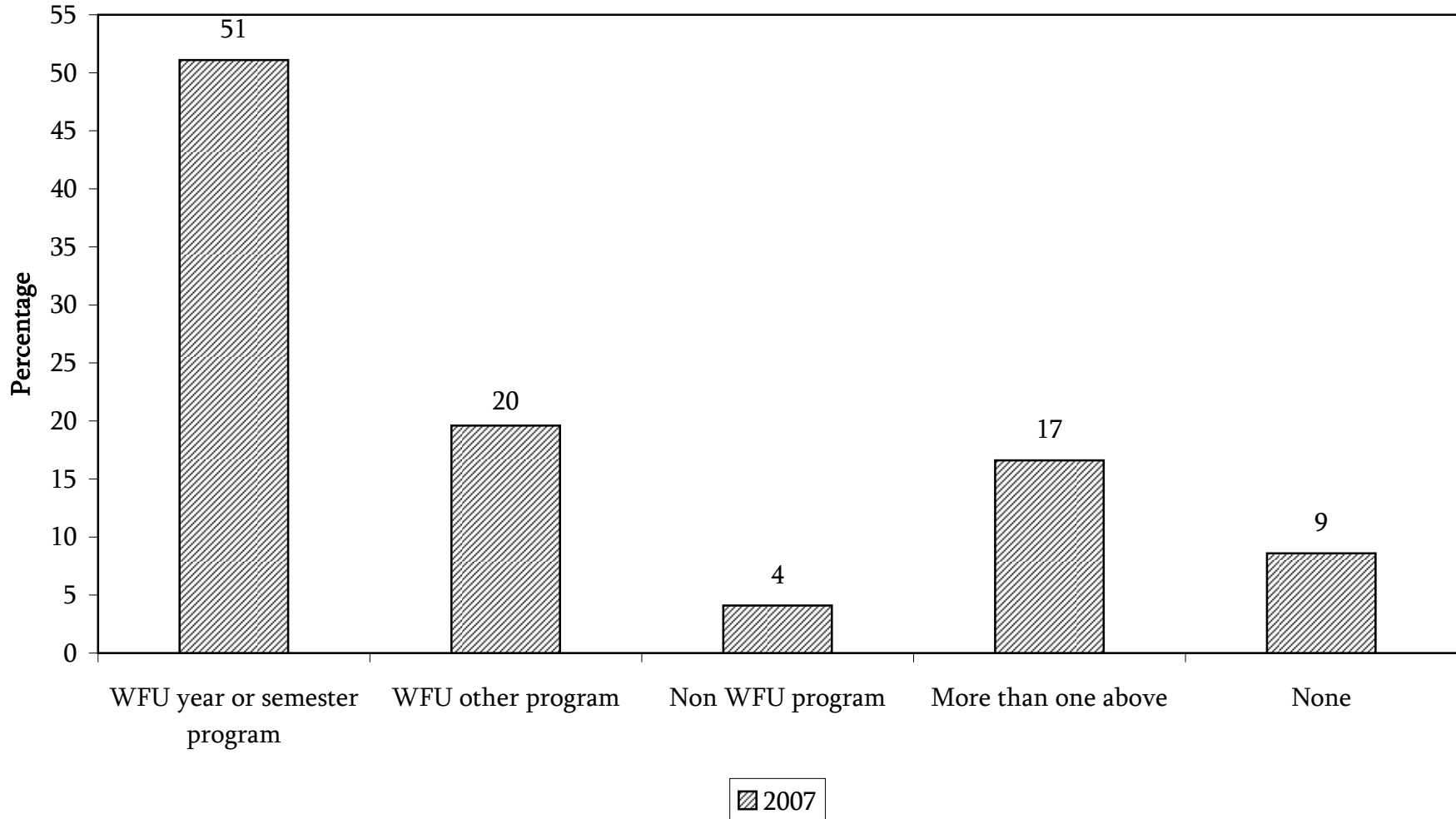
To what extent do you think your college education will enhance your understanding of foreign cultures and societies?



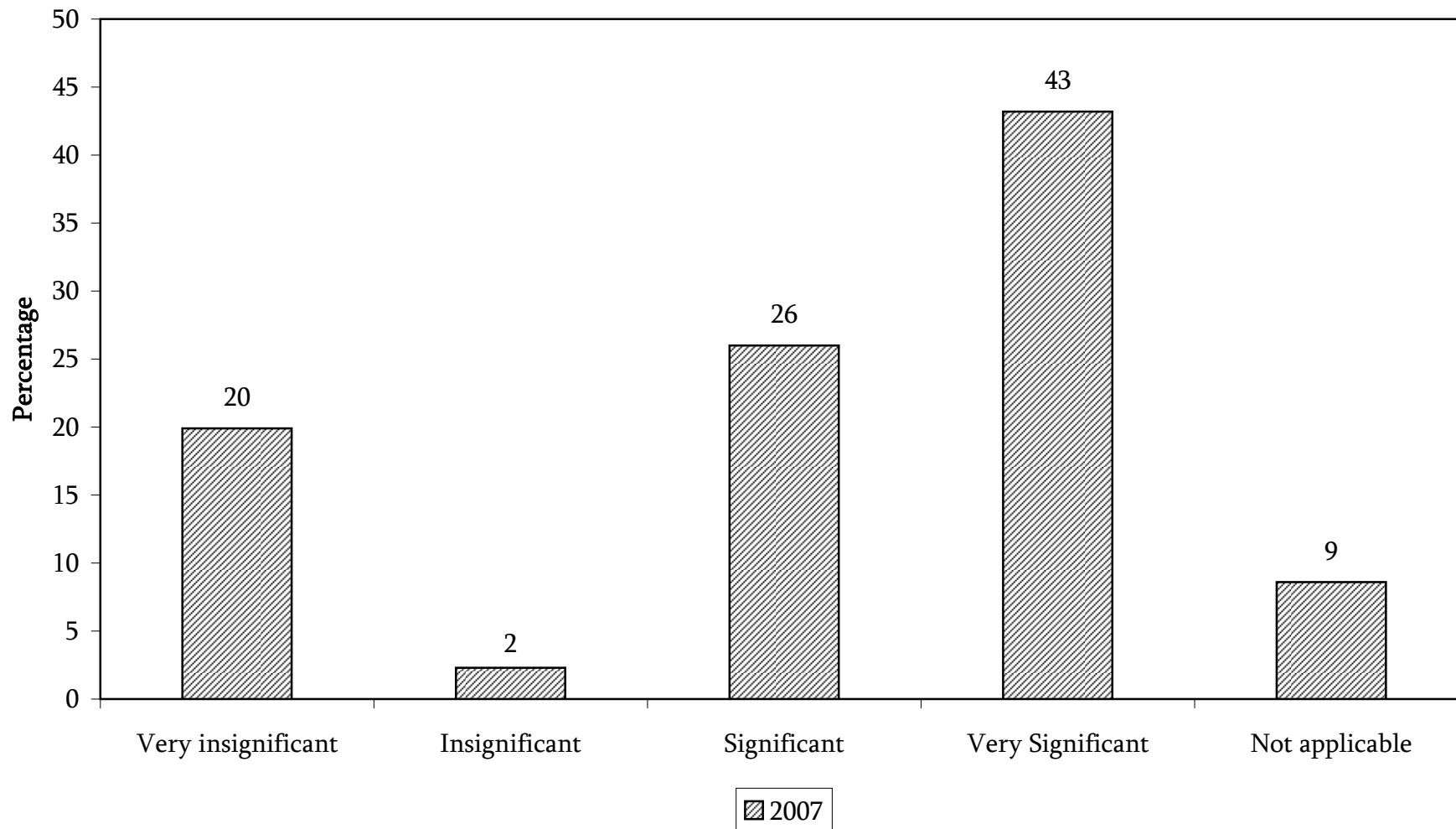
What one experience at Wake Forest do you think will be most significant in shaping your understanding of foreign cultures and societies?



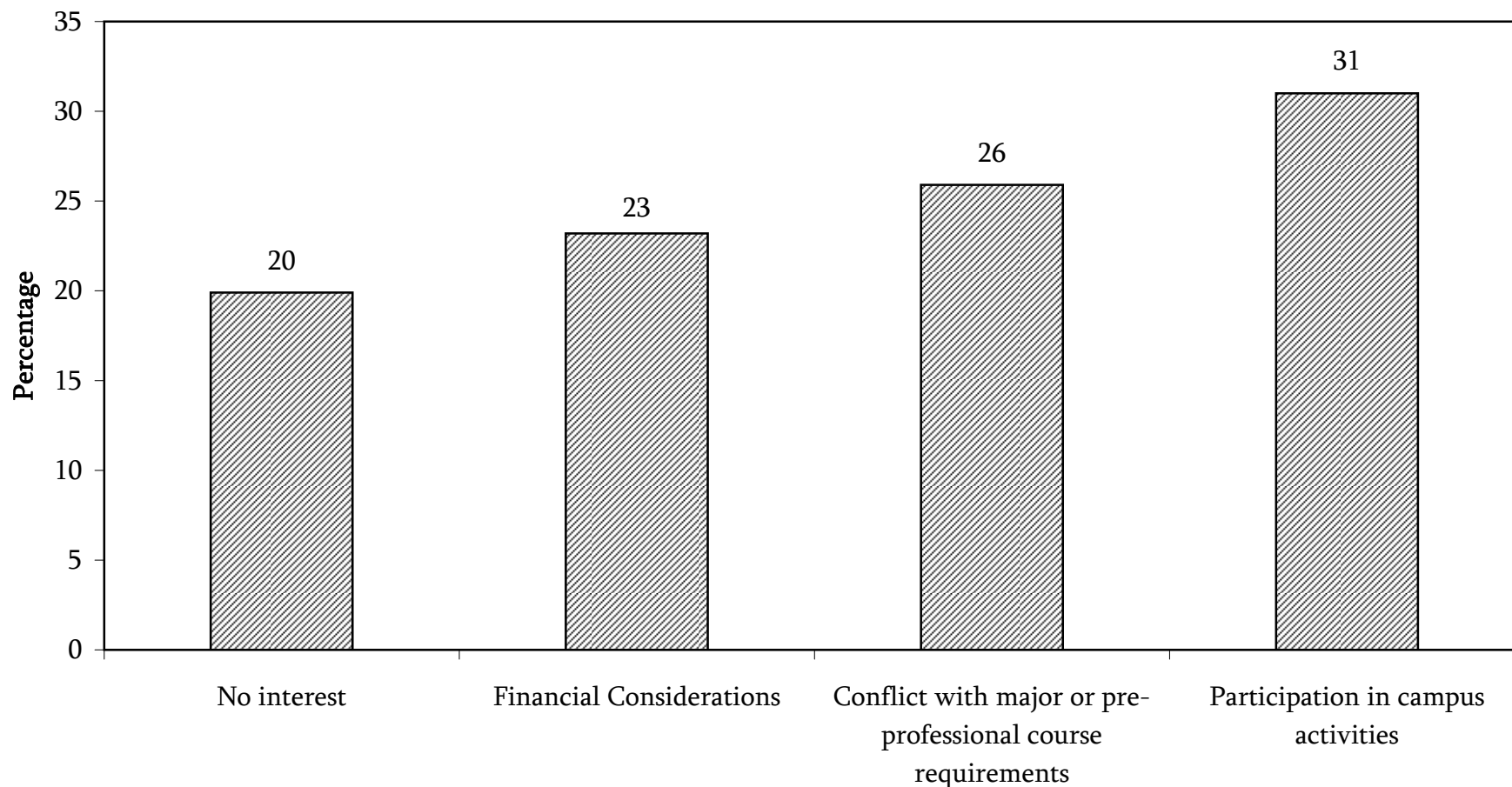
What study abroad program(s) would you like to participate in while a student at Wake Forest?



If you are planning to study abroad while a student at Wake Forest, how would you regard this experience as a part of your education?



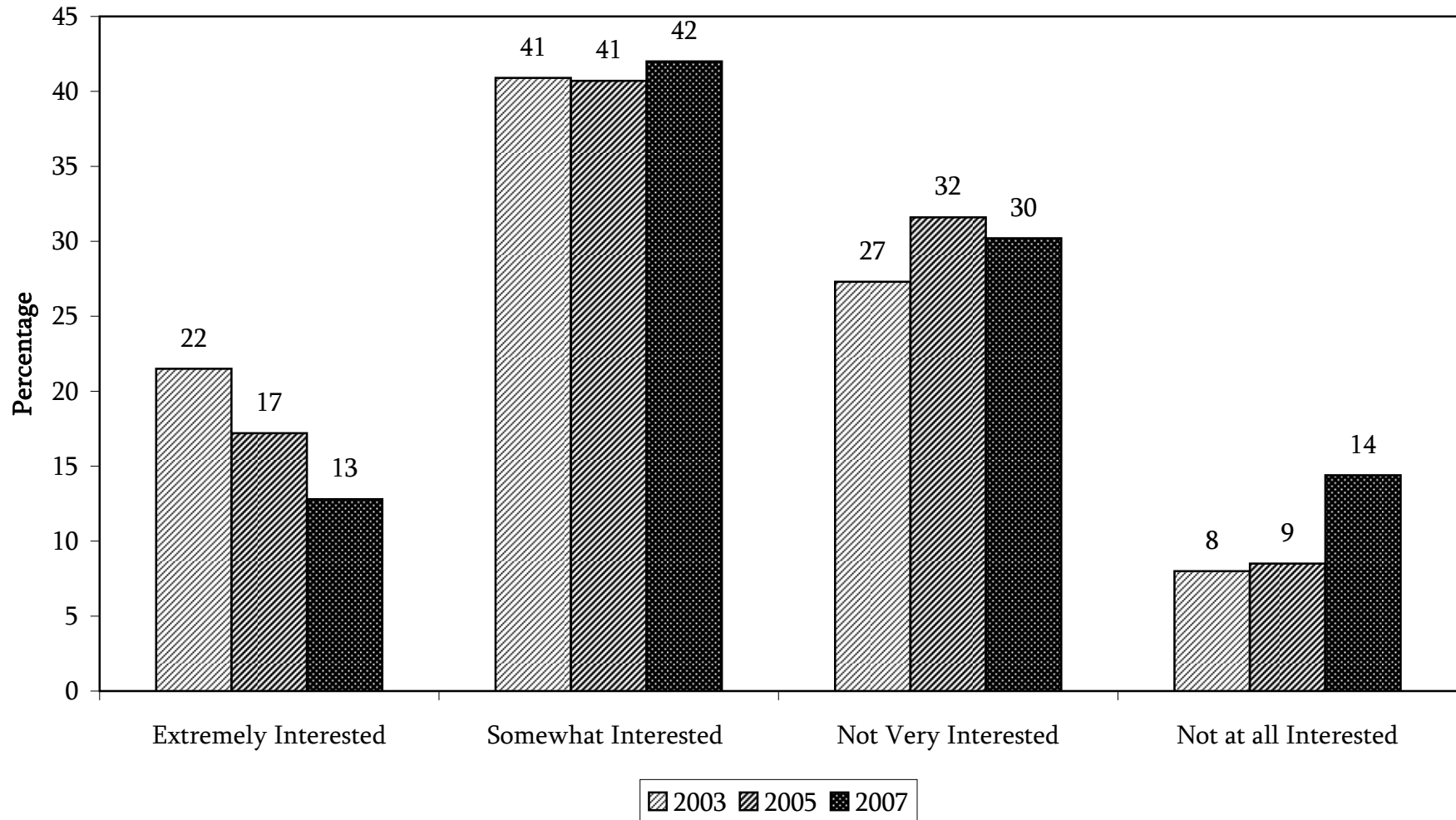
***If you are not planning to study abroad while at Wake Forest, what is the ONE most important reason for not participating?**



*Excludes those indicating "Not applicable" (70%)

2007

How interested are you in participating at Wake Forest in outdoor pursuits such as hiking, climbing, paddling, or cycling?

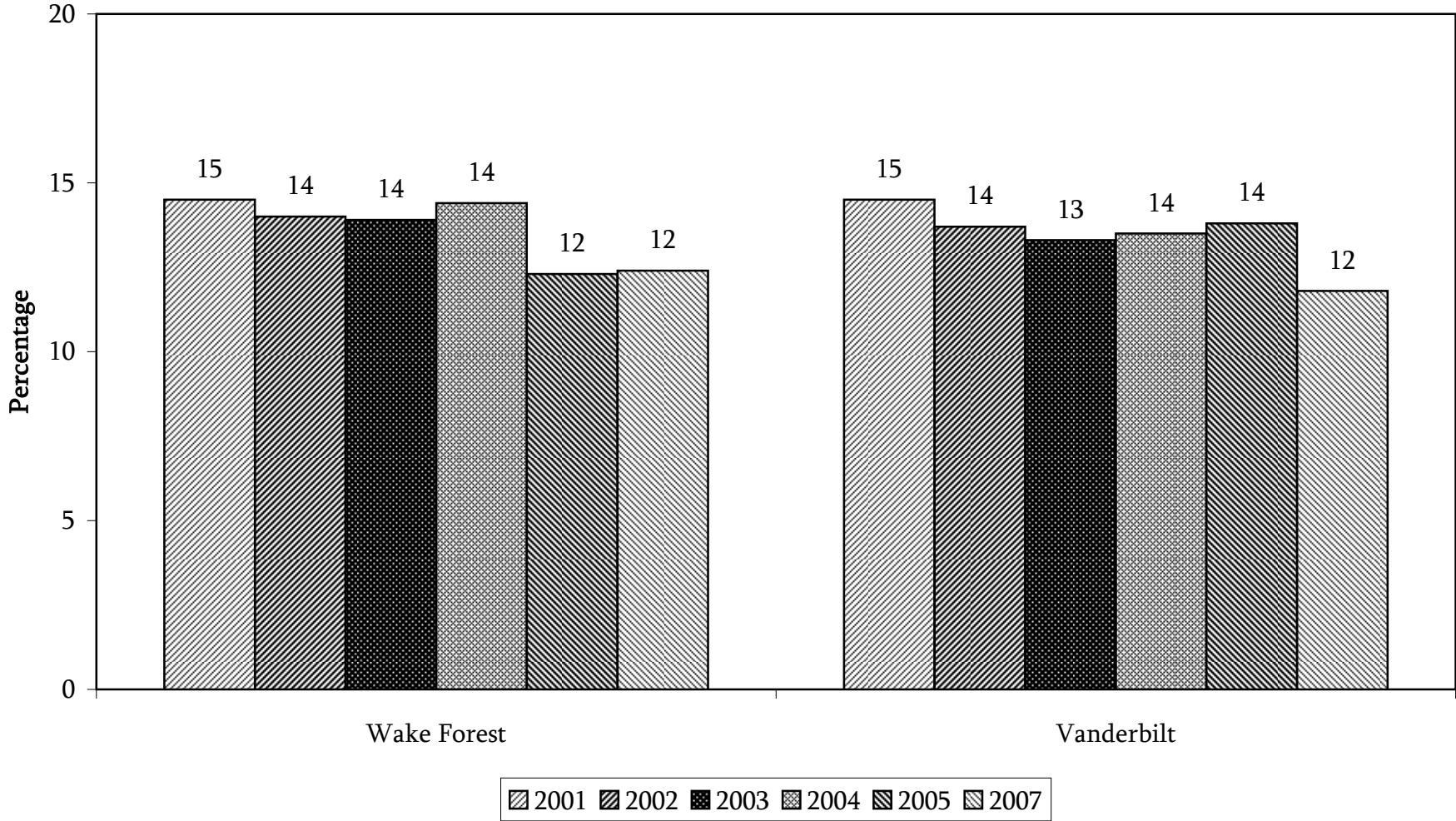


CIRP Freshman Survey

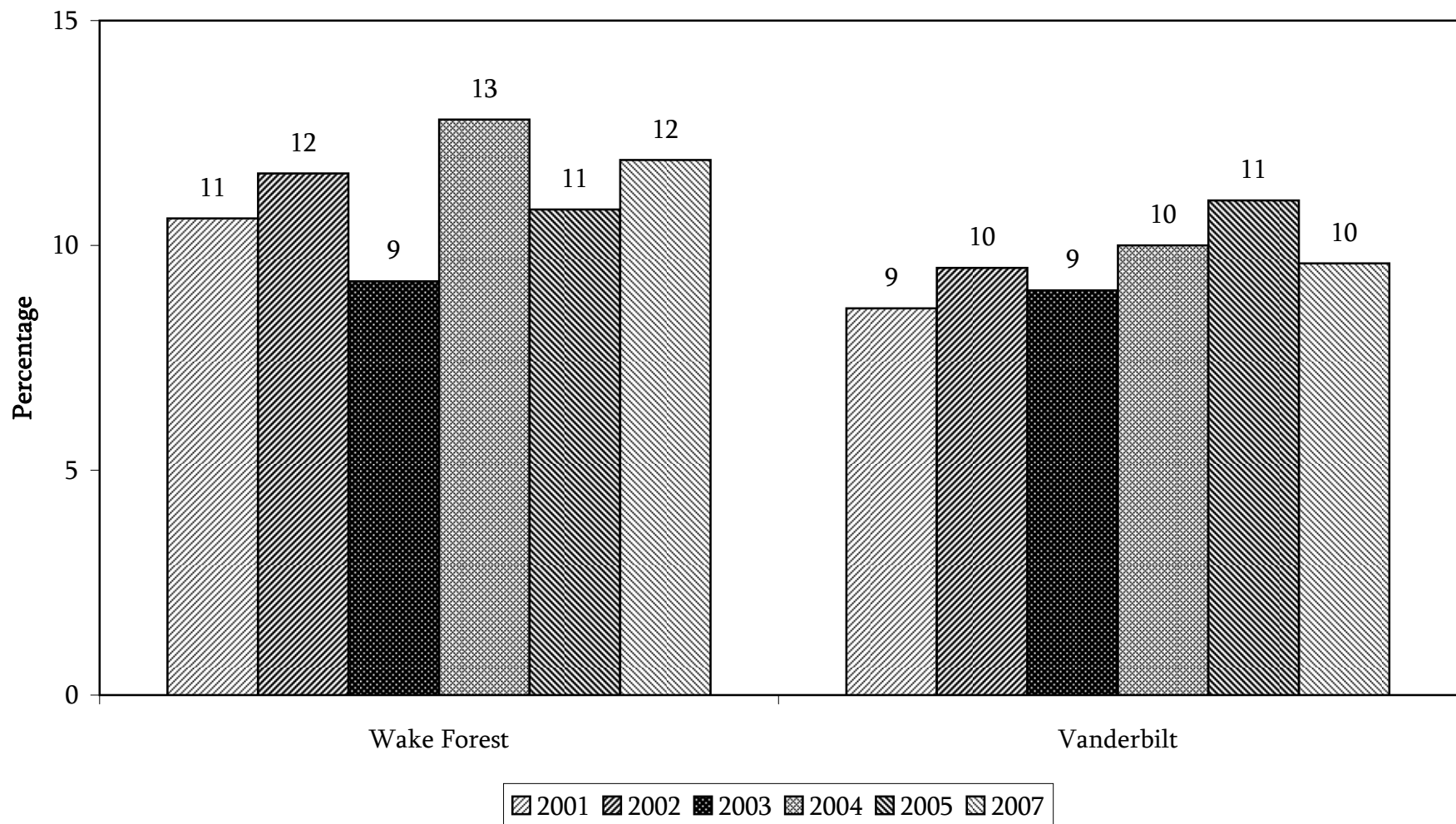
2001-2007 Longitudinal Results

Wake Forest University and Vanderbilt University

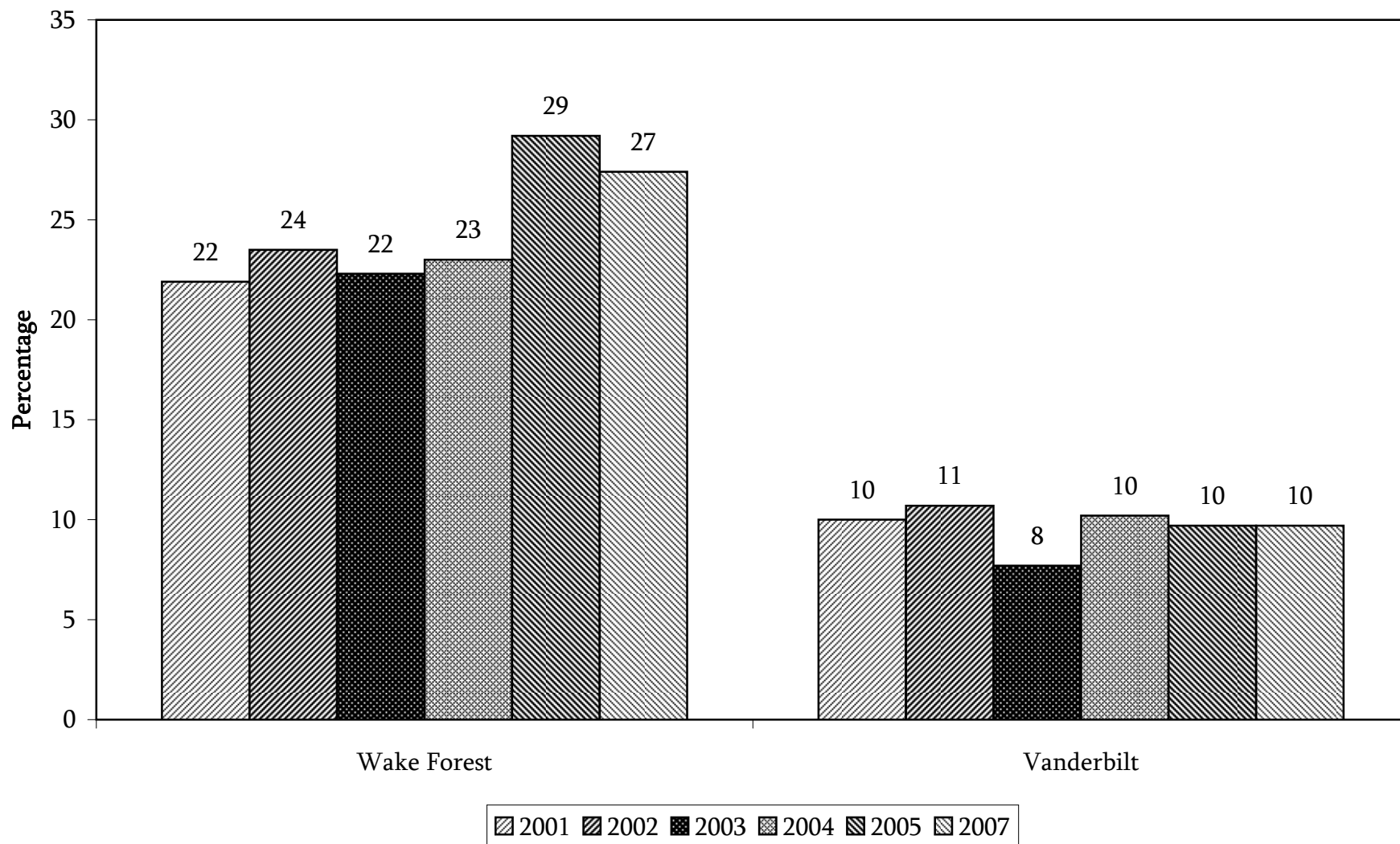
Respondents Indicating a Probable Field of Study in Arts & Humanities



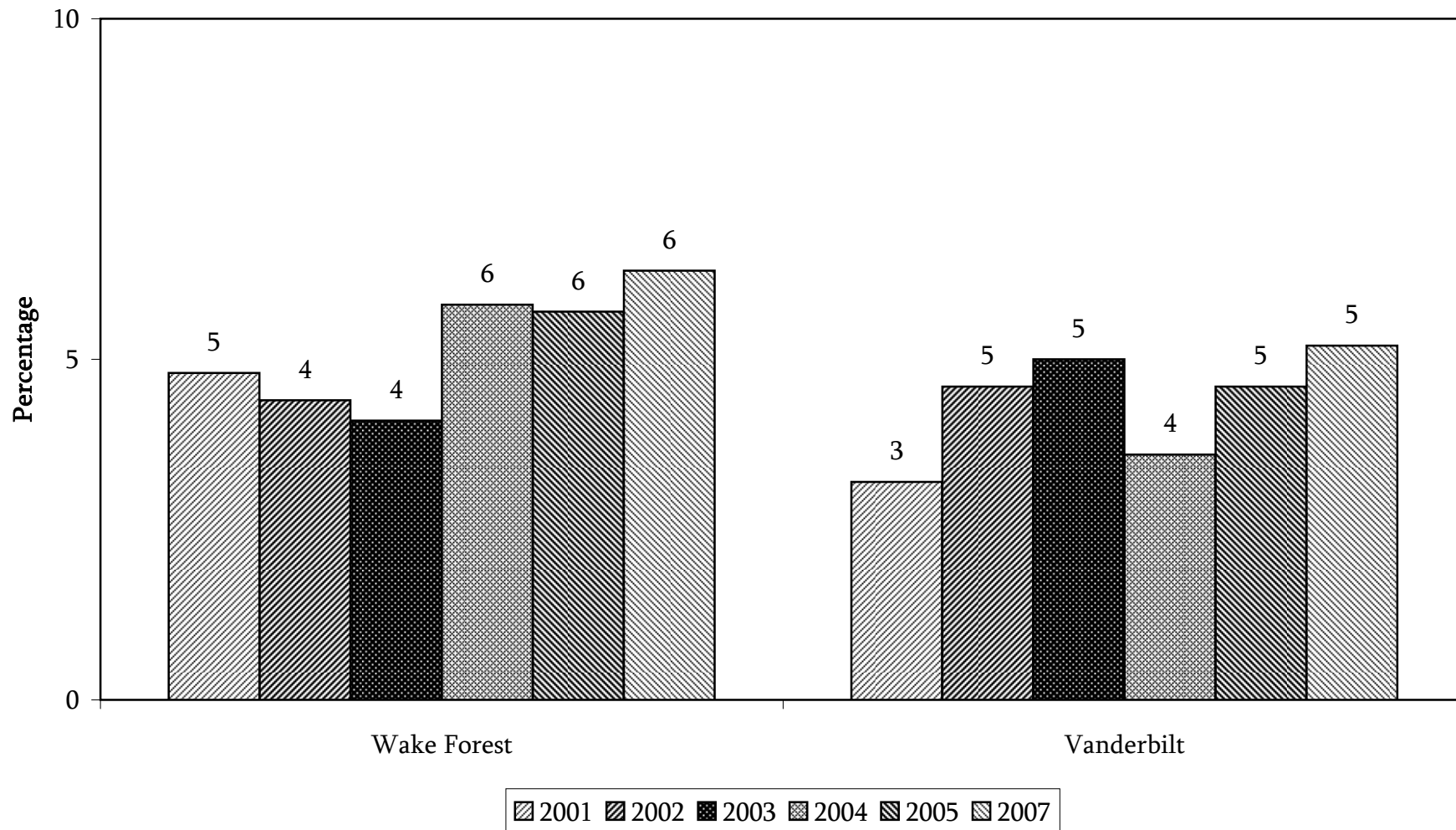
Respondents Indicating a Probable Field of Study in Biological Science



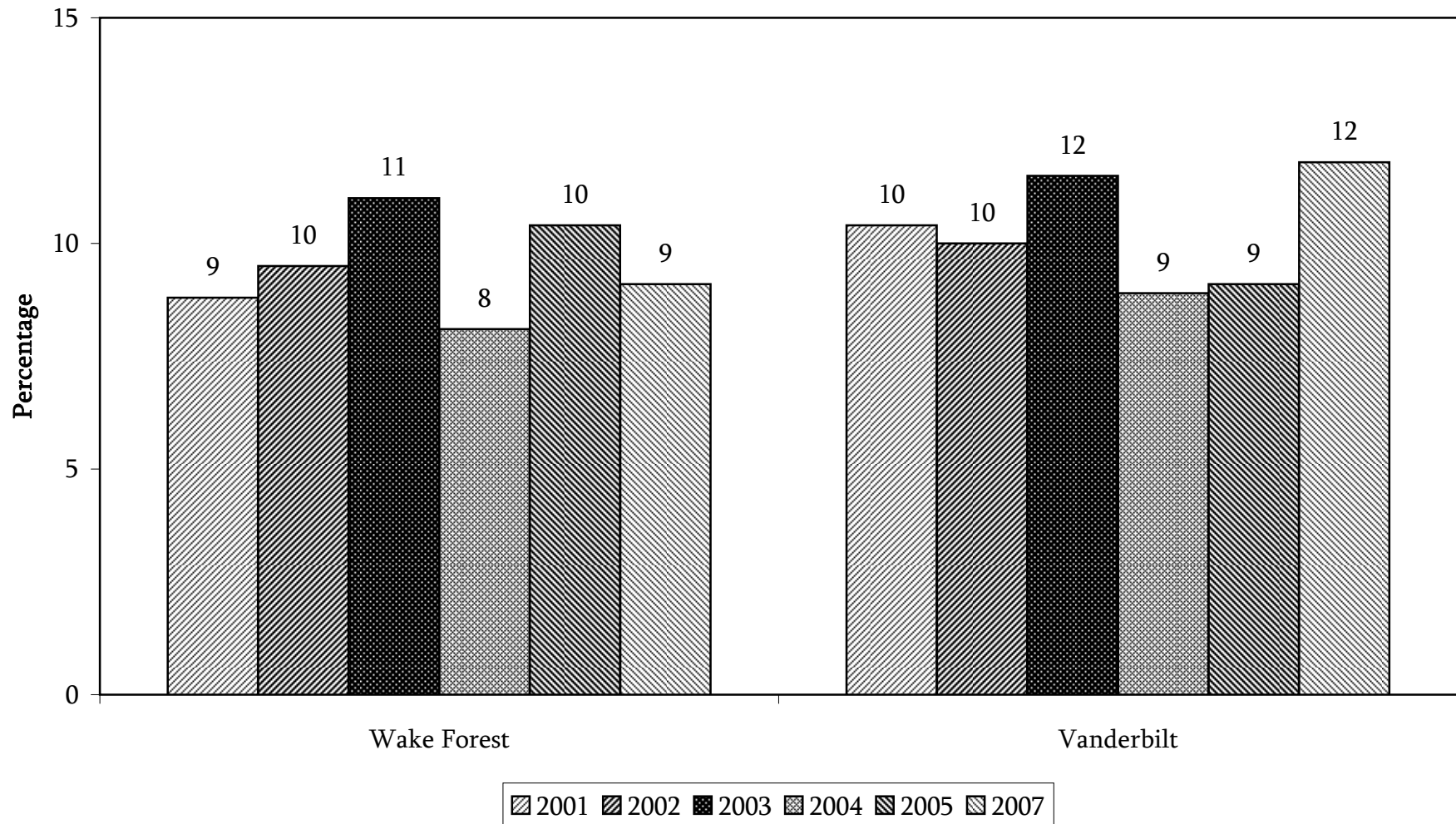
Respondents Indicating a Probable Field of Study in Business



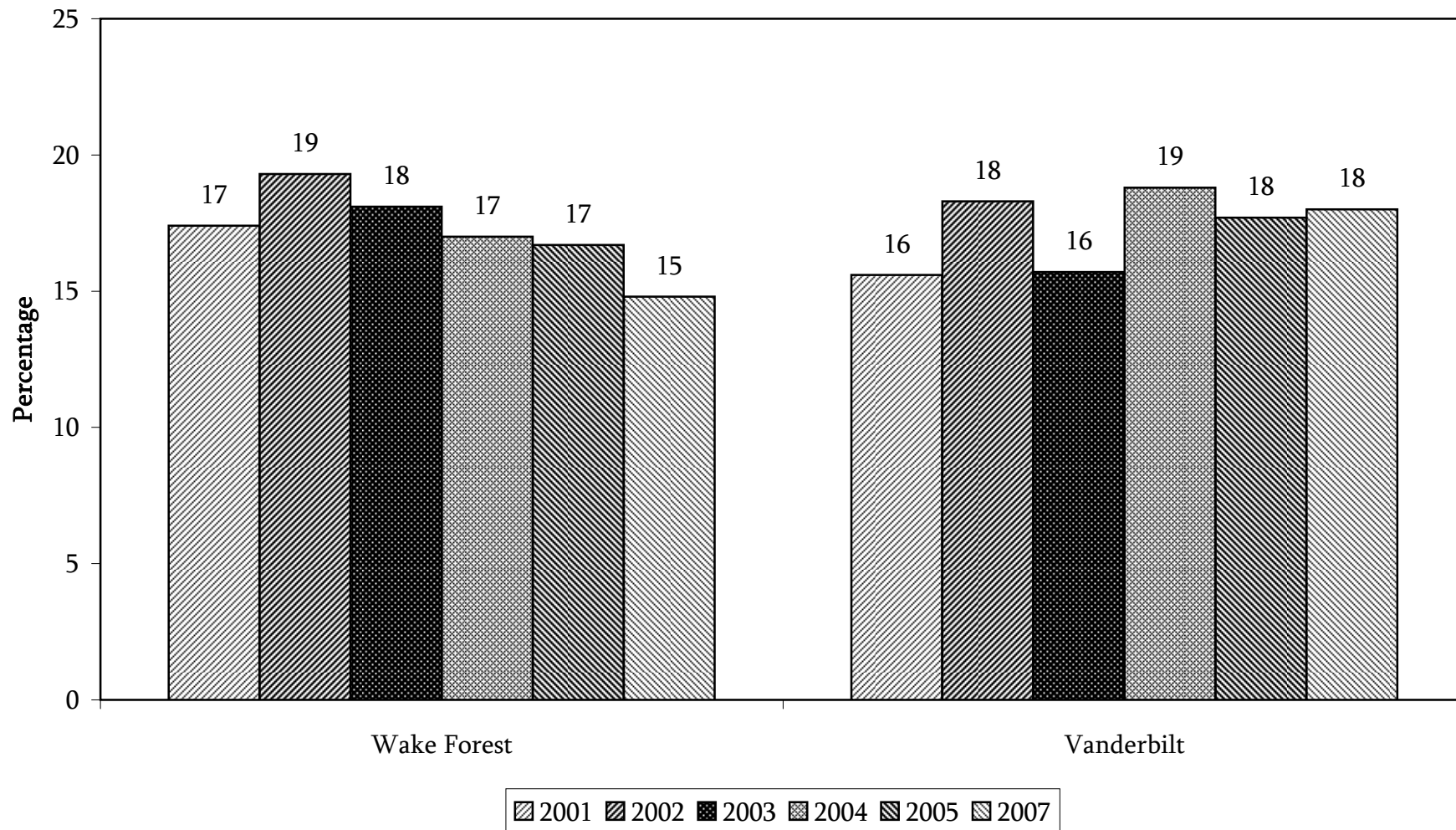
Respondents Indicating a Probable Field of Study in Physical Science or Mathematics



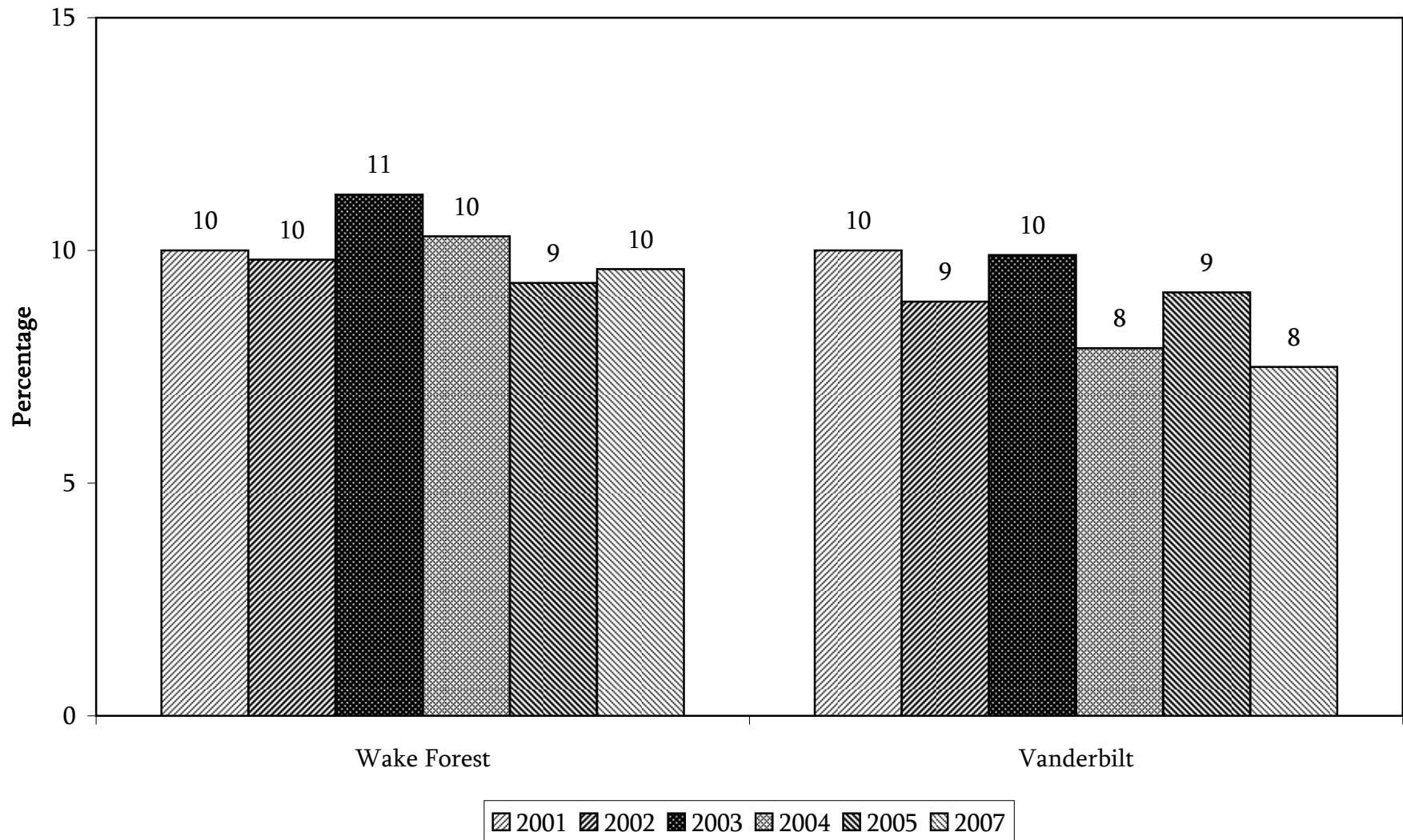
Respondents Indicating a Probable Field of Study in a Professional Discipline



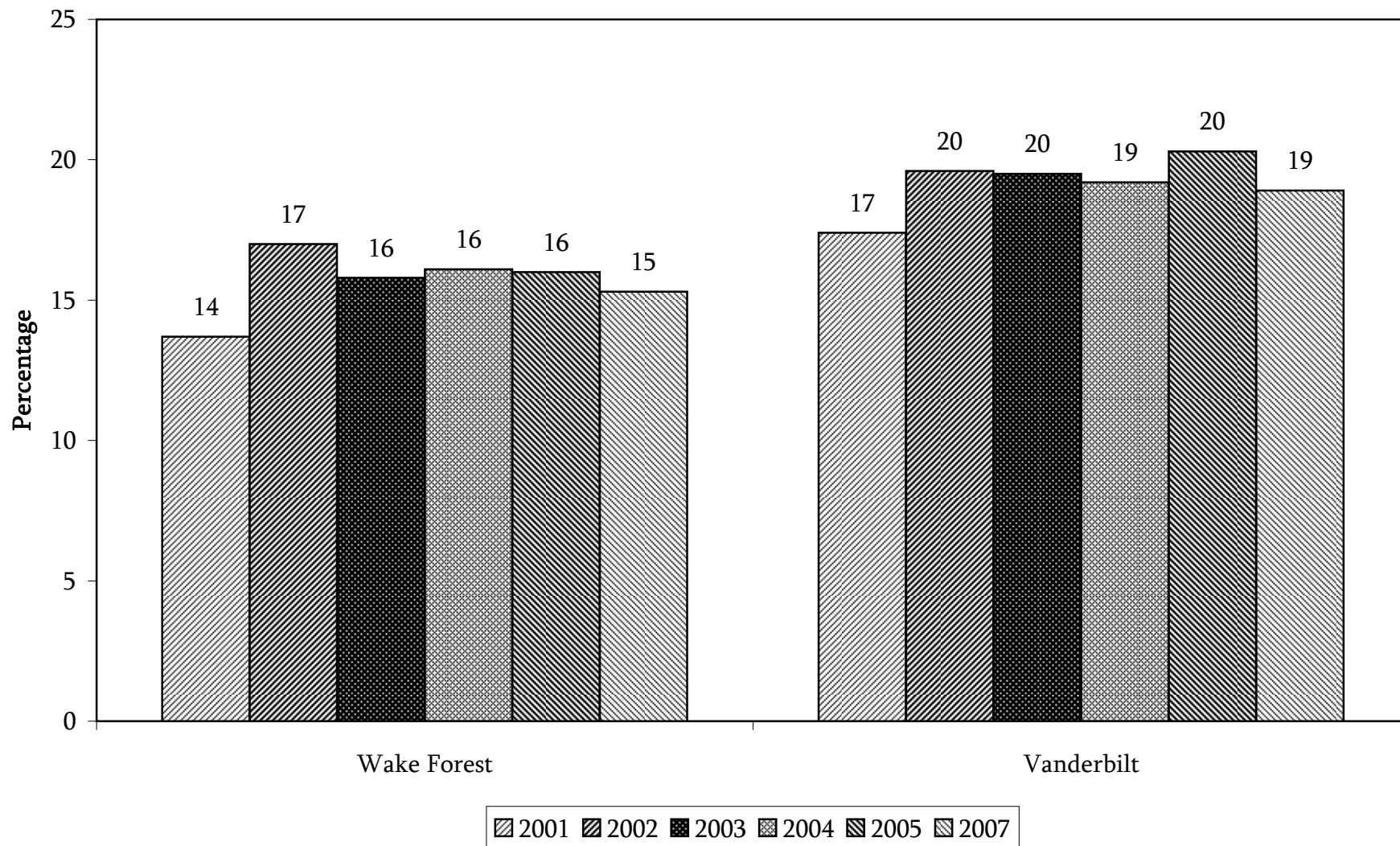
Respondents Indicating a Probable Field of Study in Social Science



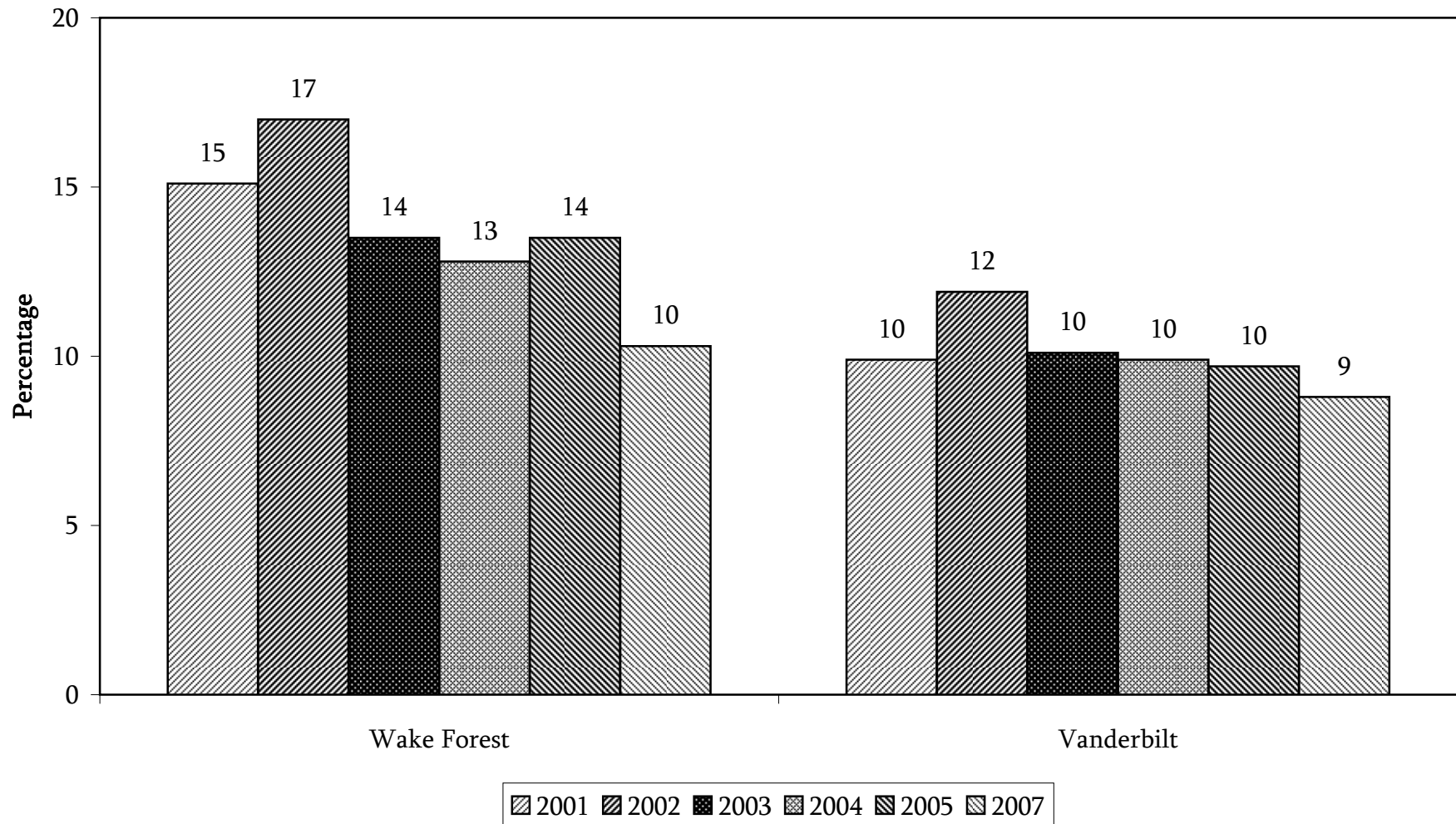
Respondents Indicating a Probable Career as a Lawyer



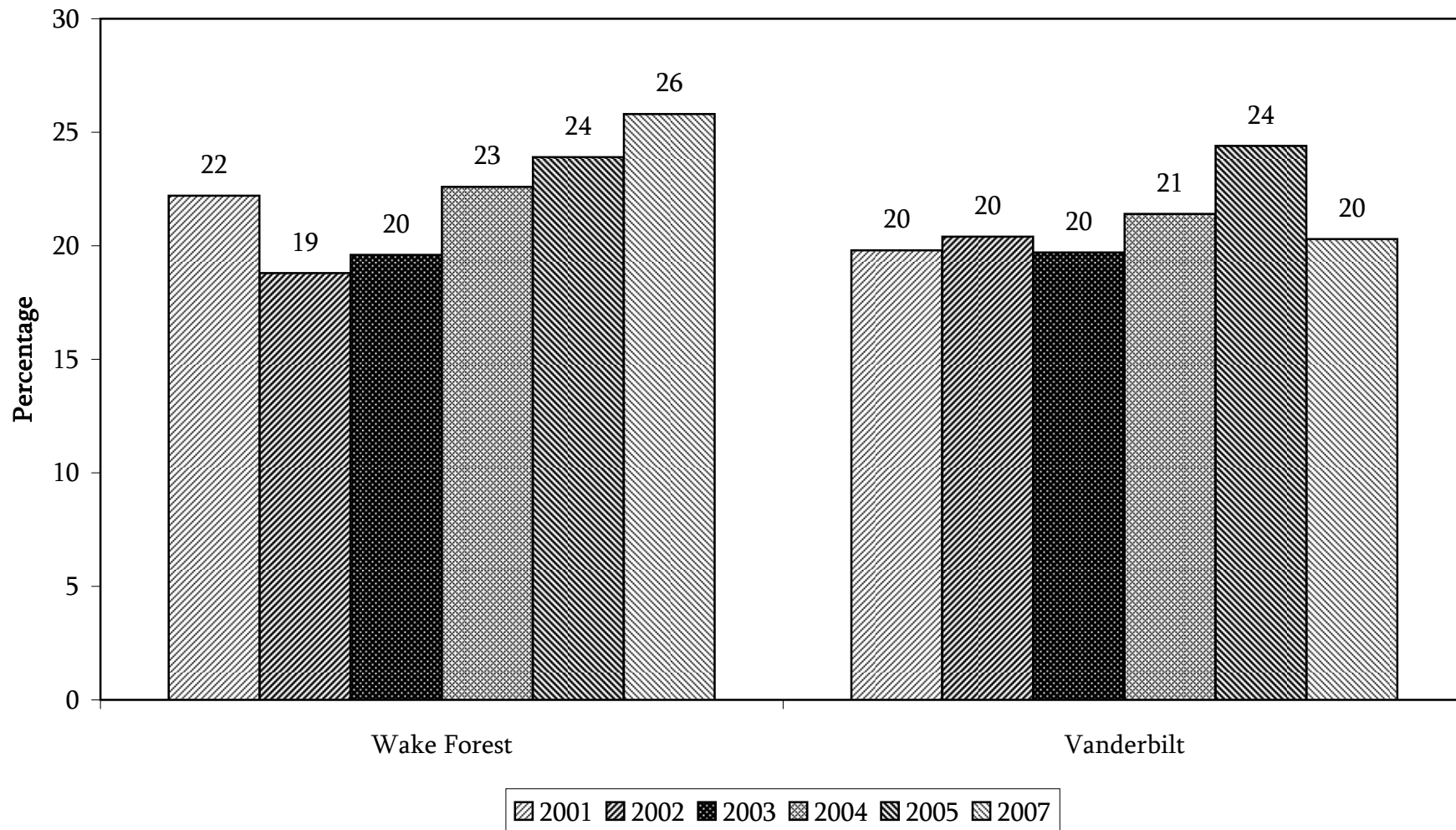
Respondents Indicating a Probable Career as a Physician



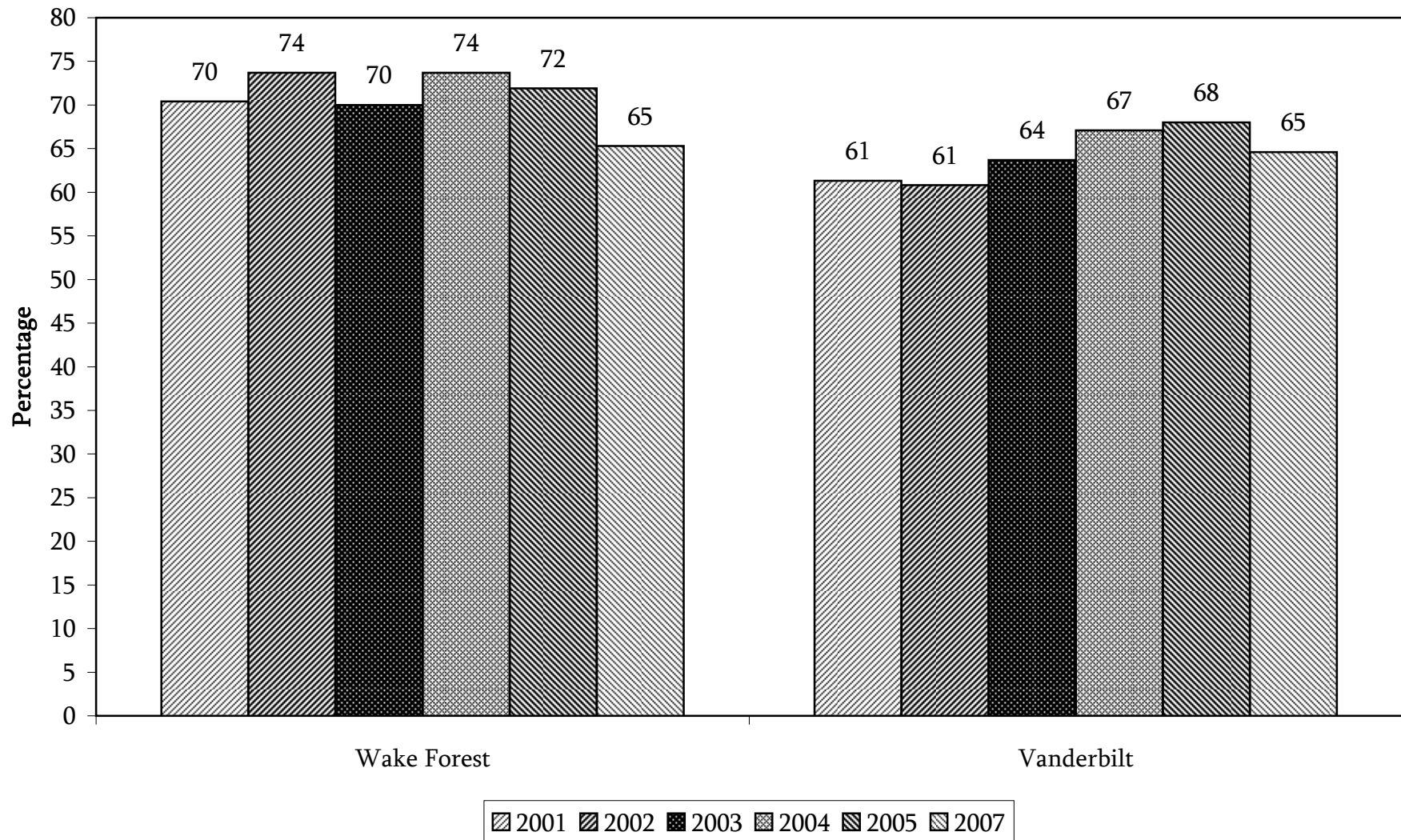
Respondents Indicating their Current Religious Preference as Baptist



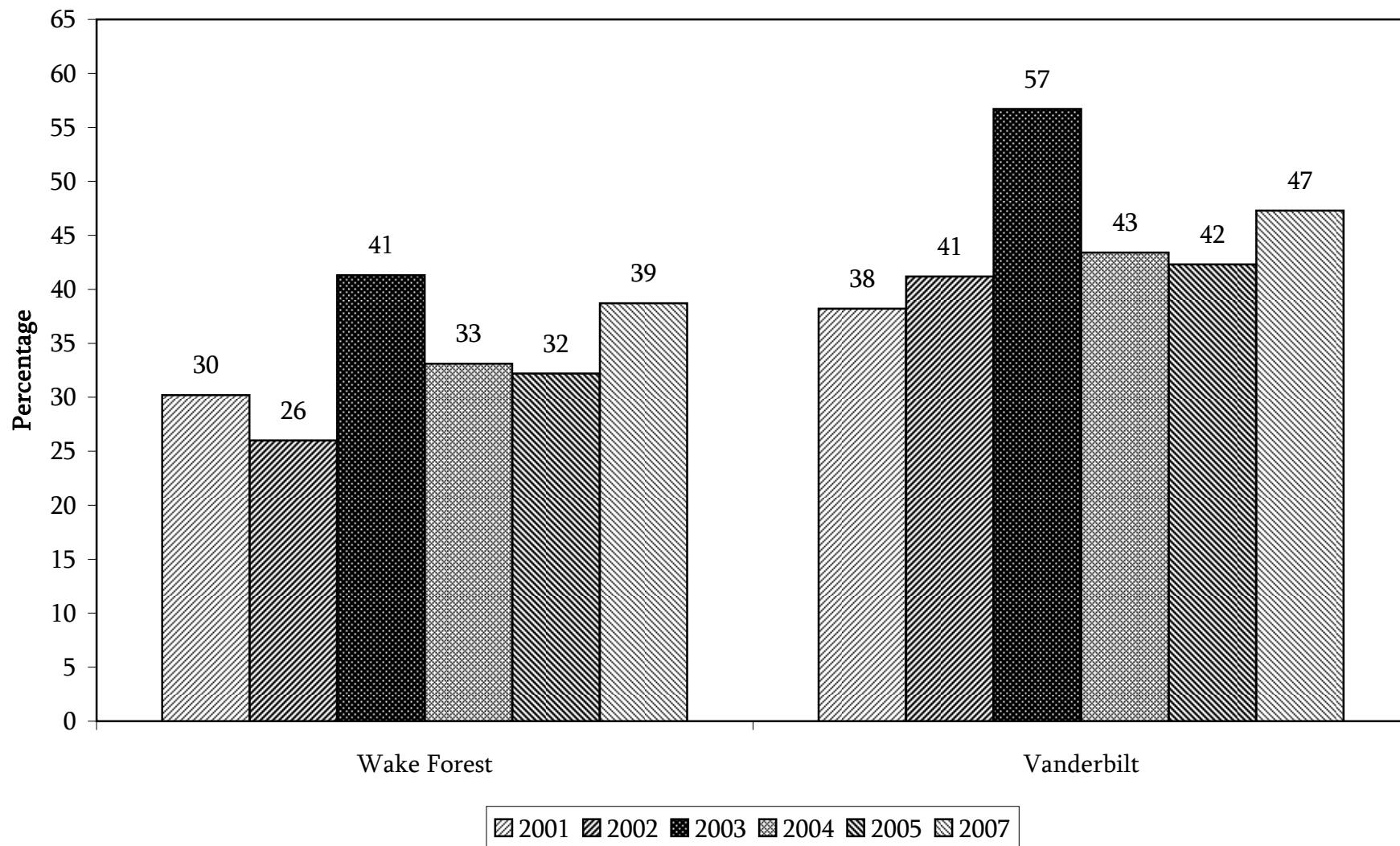
Respondents Indicating their Current Religious Preference as Roman Catholic



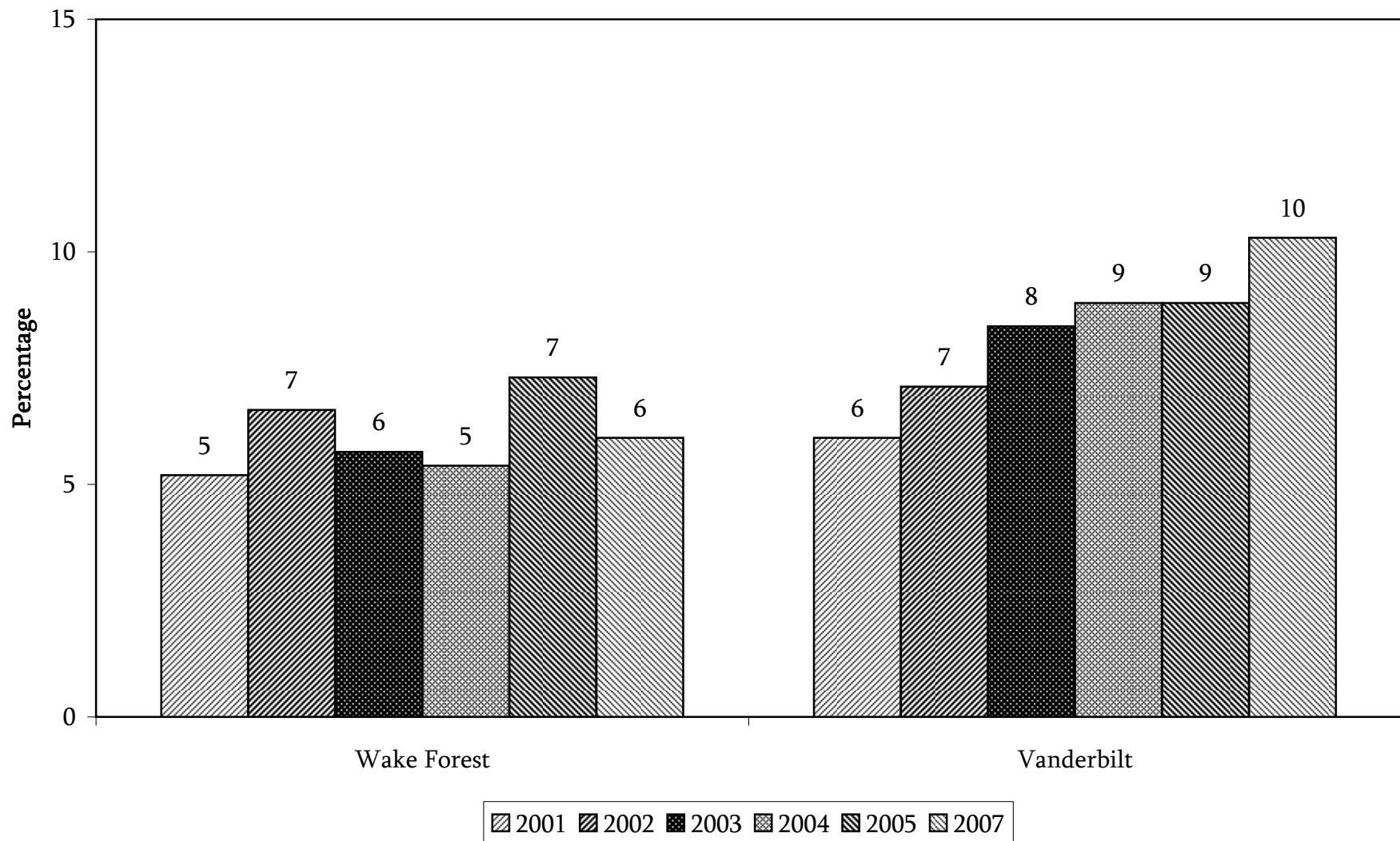
Respondents Indicating their Current School as their First Choice



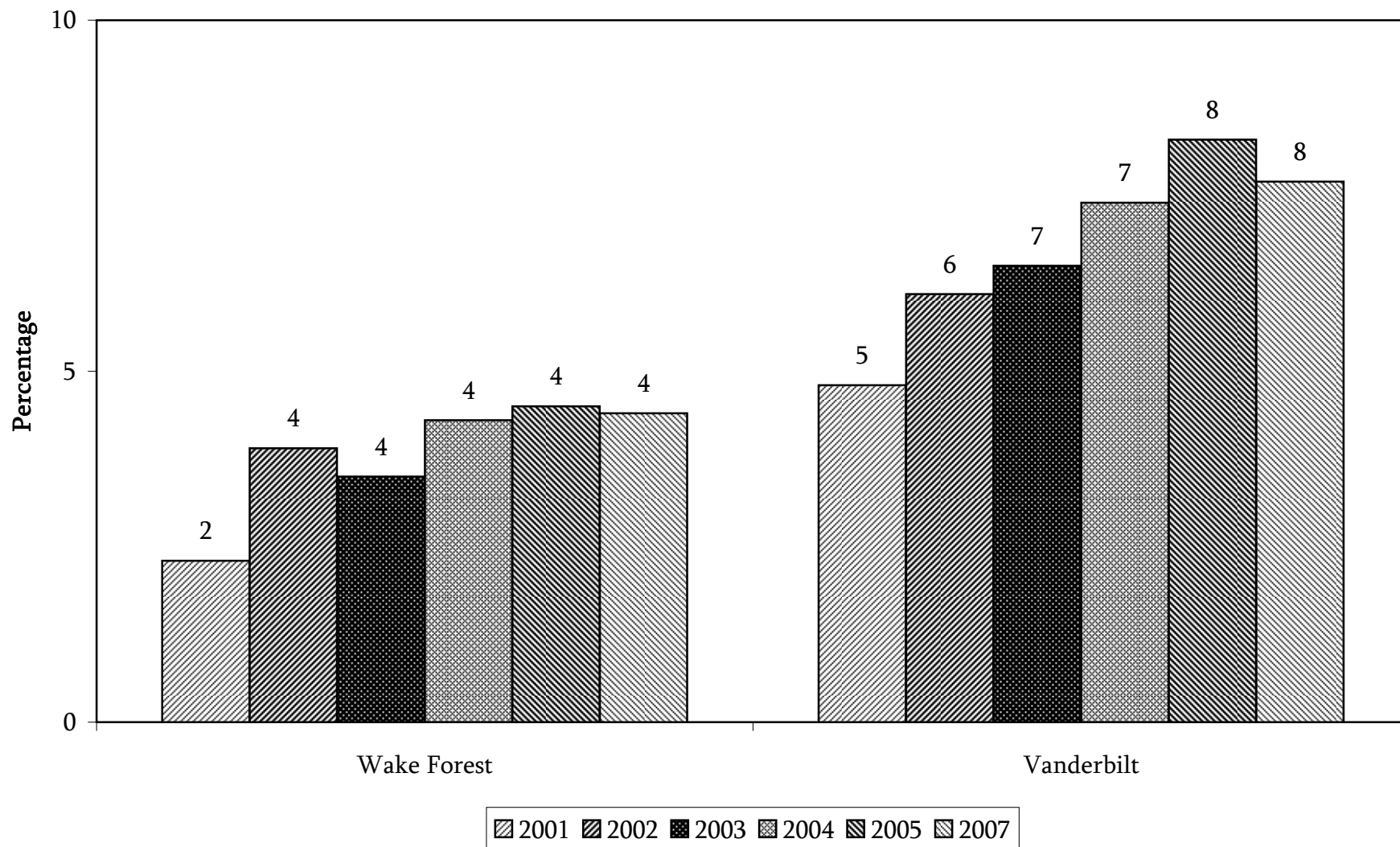
Respondents Applying to Six or More Schools



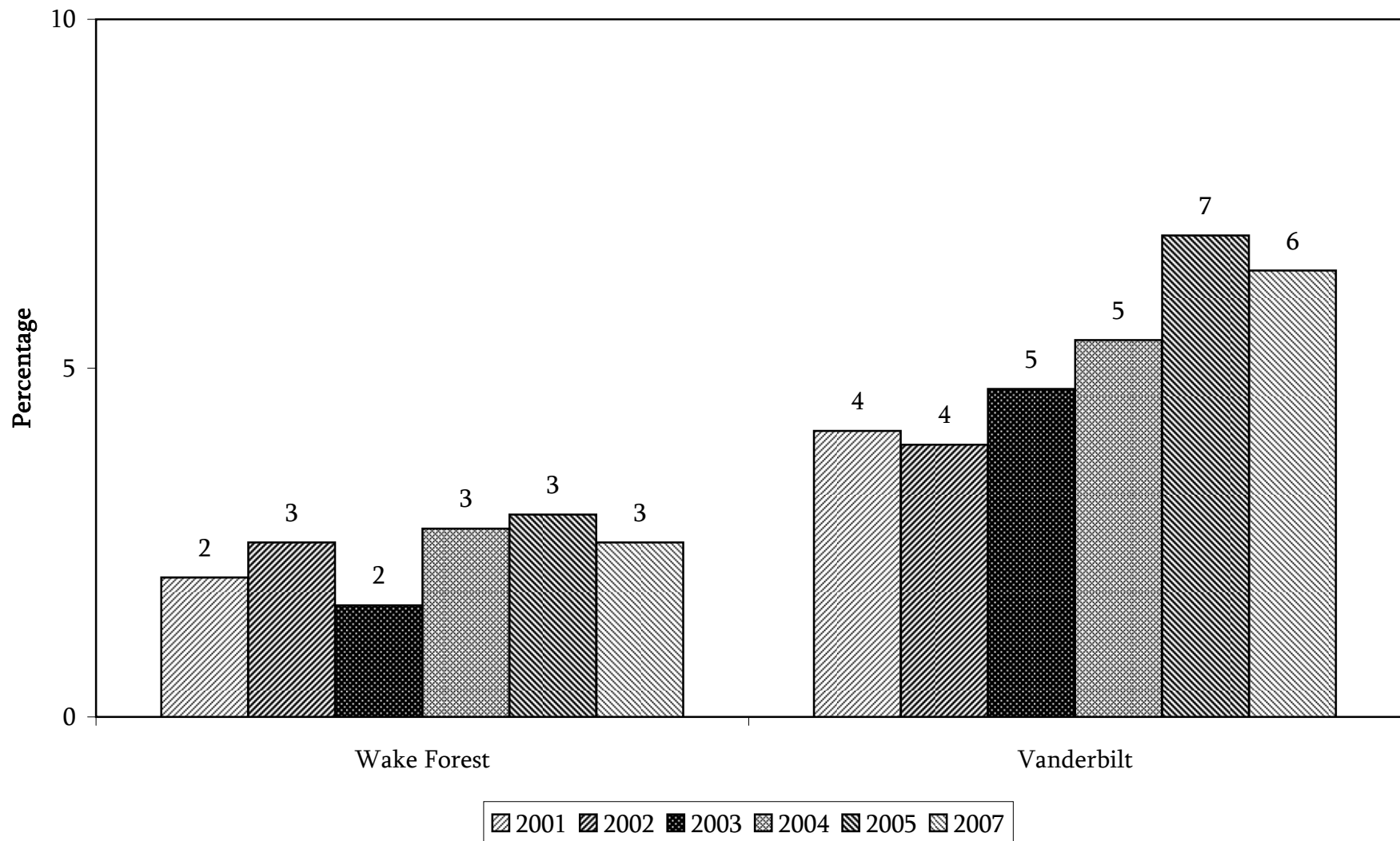
Respondents - African American



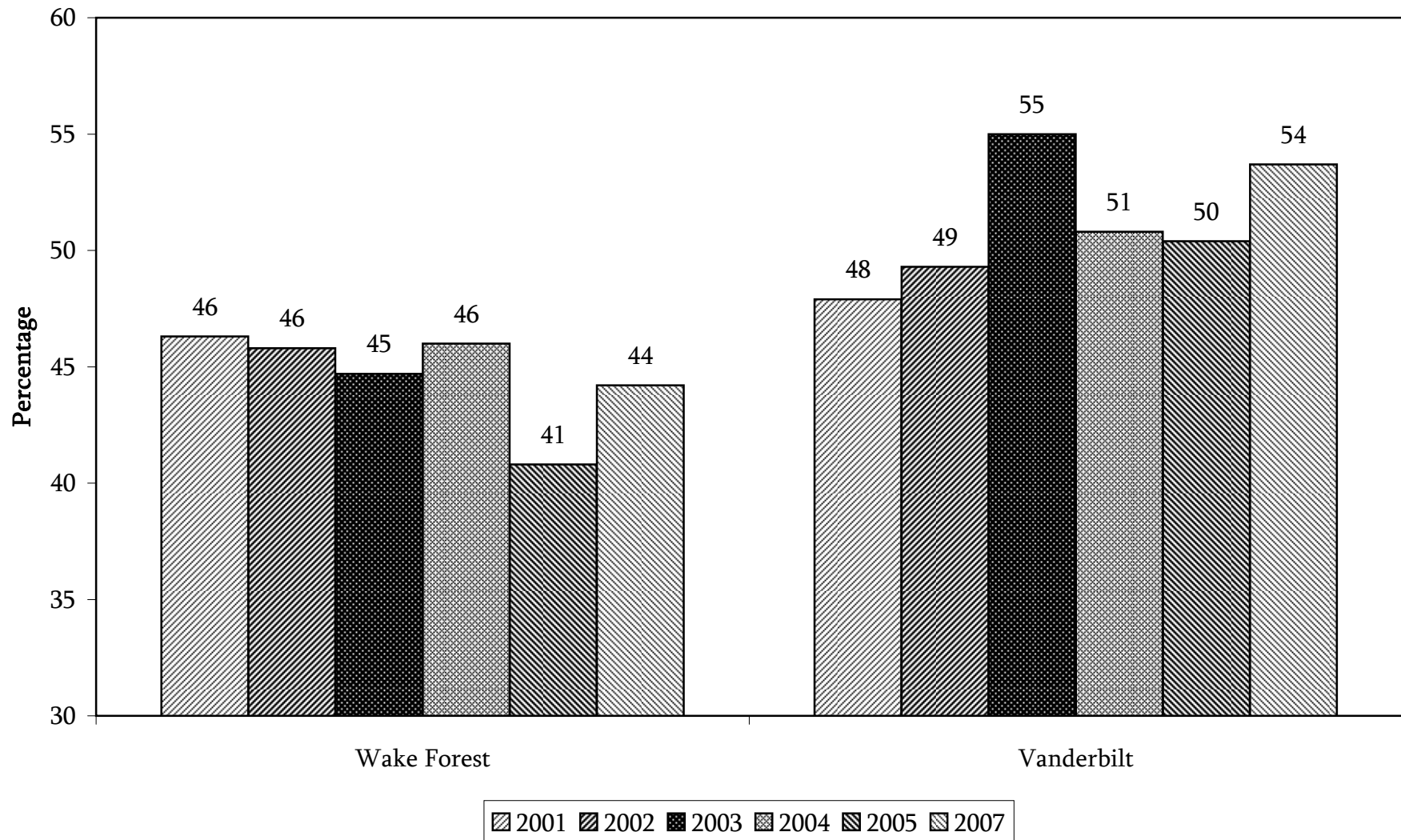
Respondents - Asian



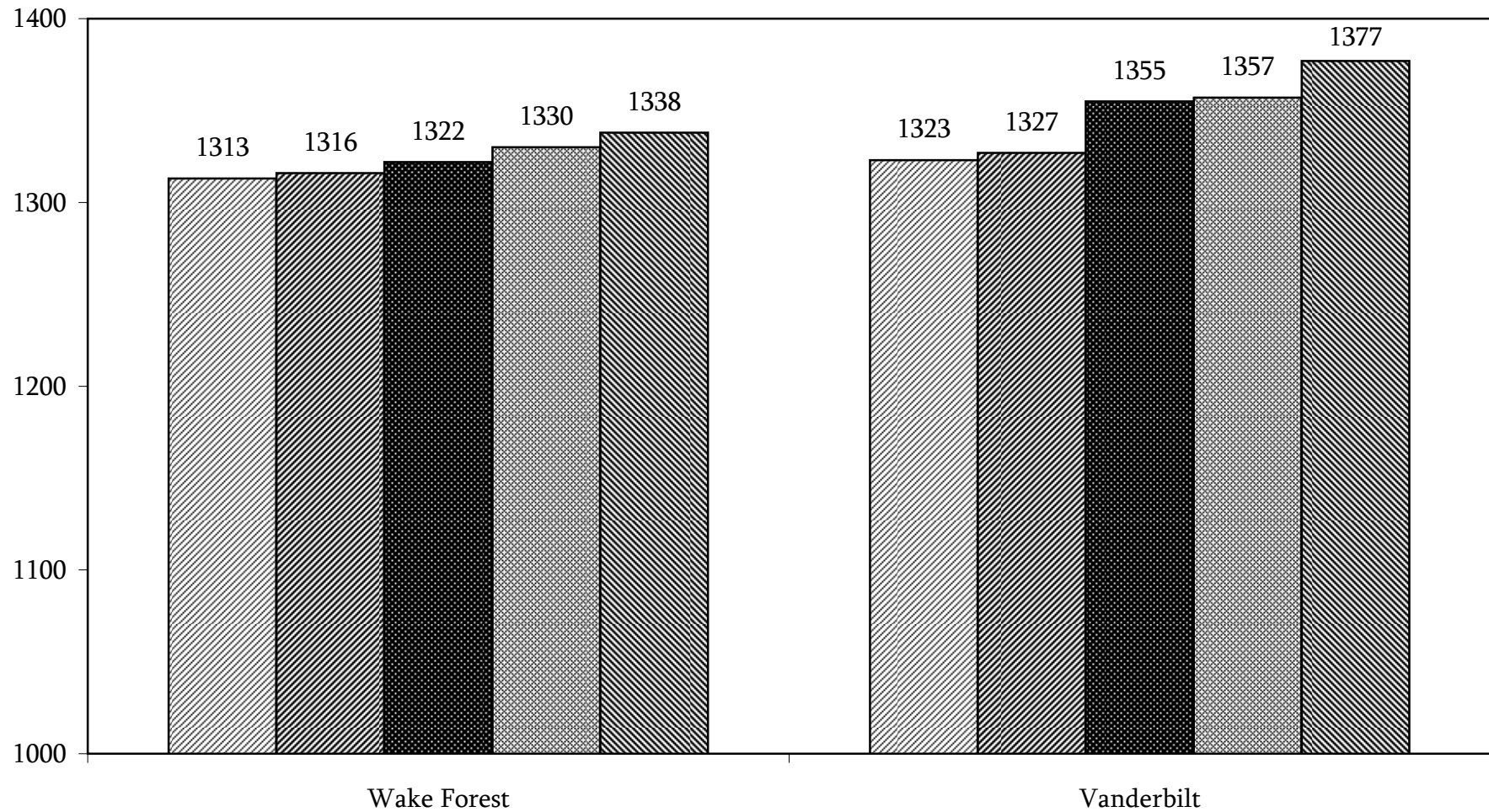
Respondents - Hispanic



Respondents Indicating an Average High School Grade of "A" or "A+"



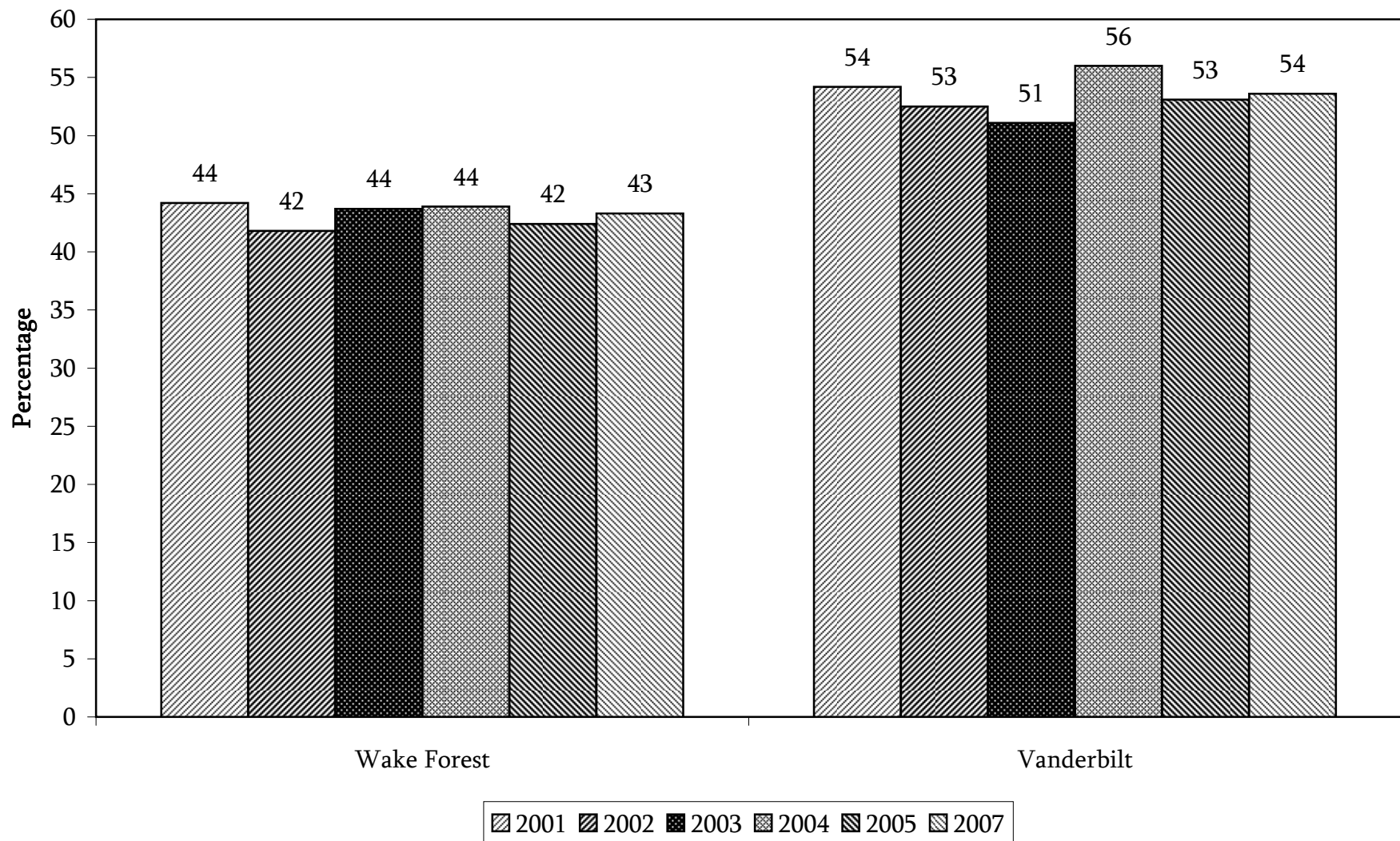
Mean Composite SAT for Full-Time, First-Time Freshmen*



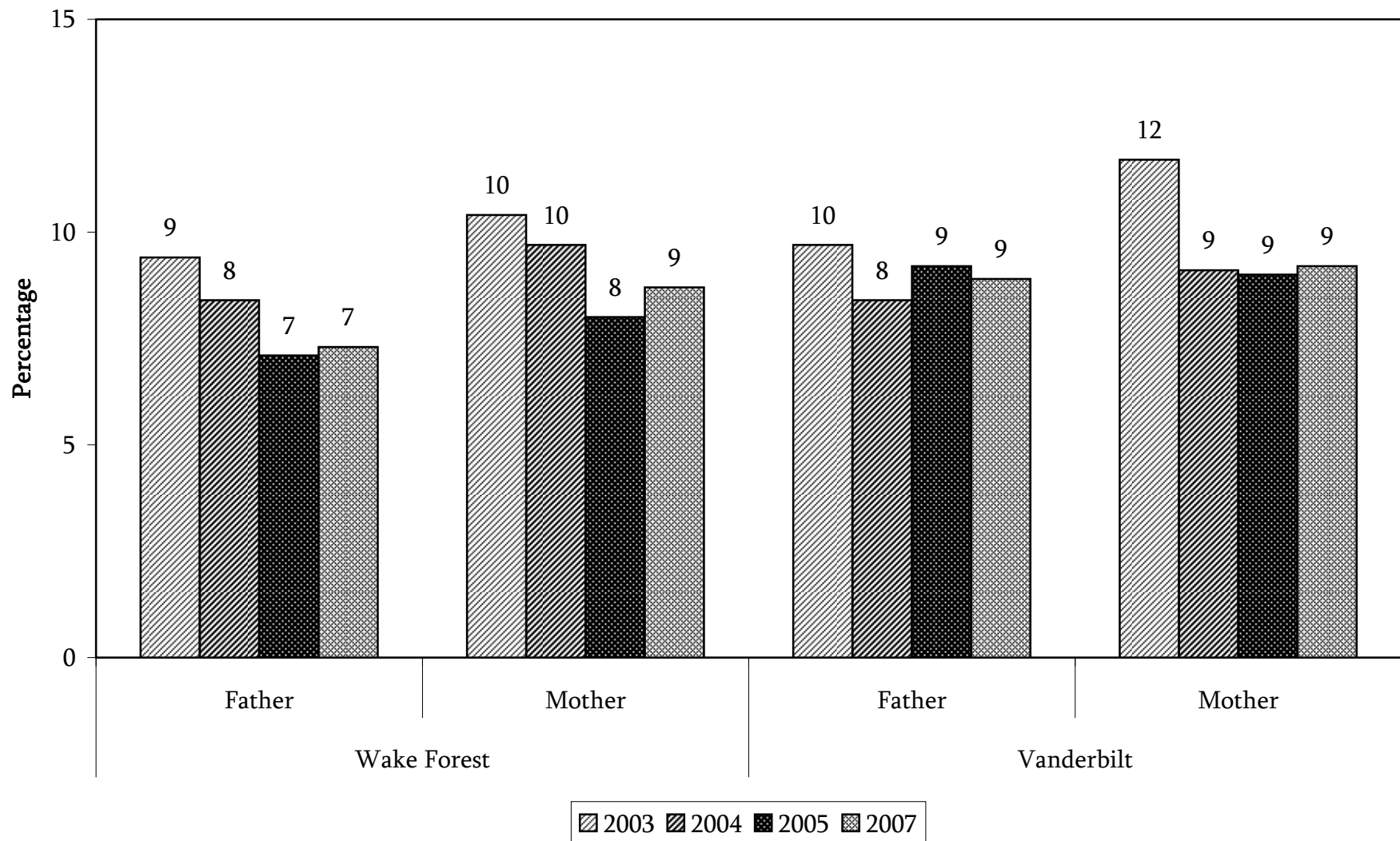
*Question not asked in 2007



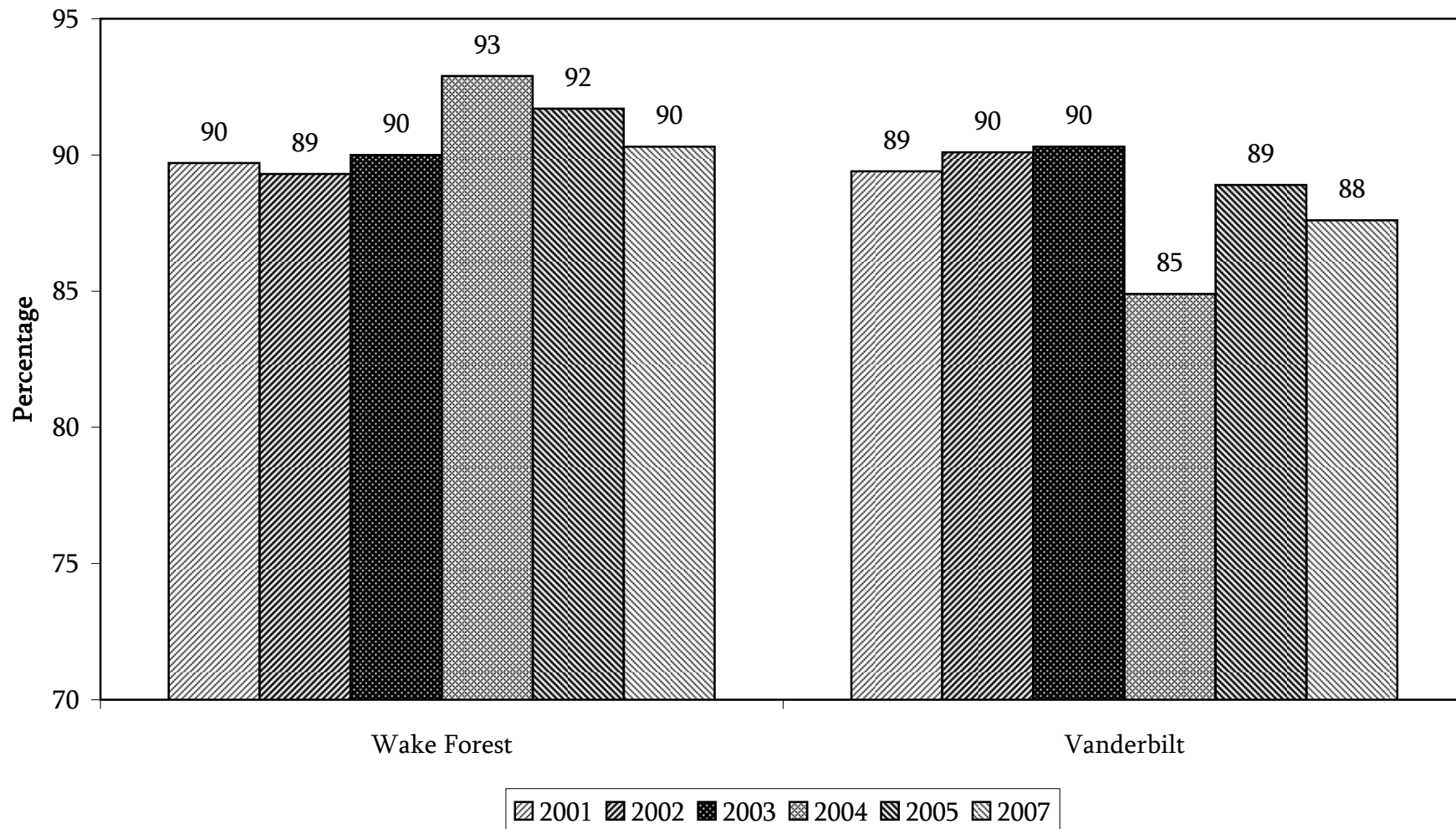
Respondents Indicating a Distance from Home Greater than 500 Miles



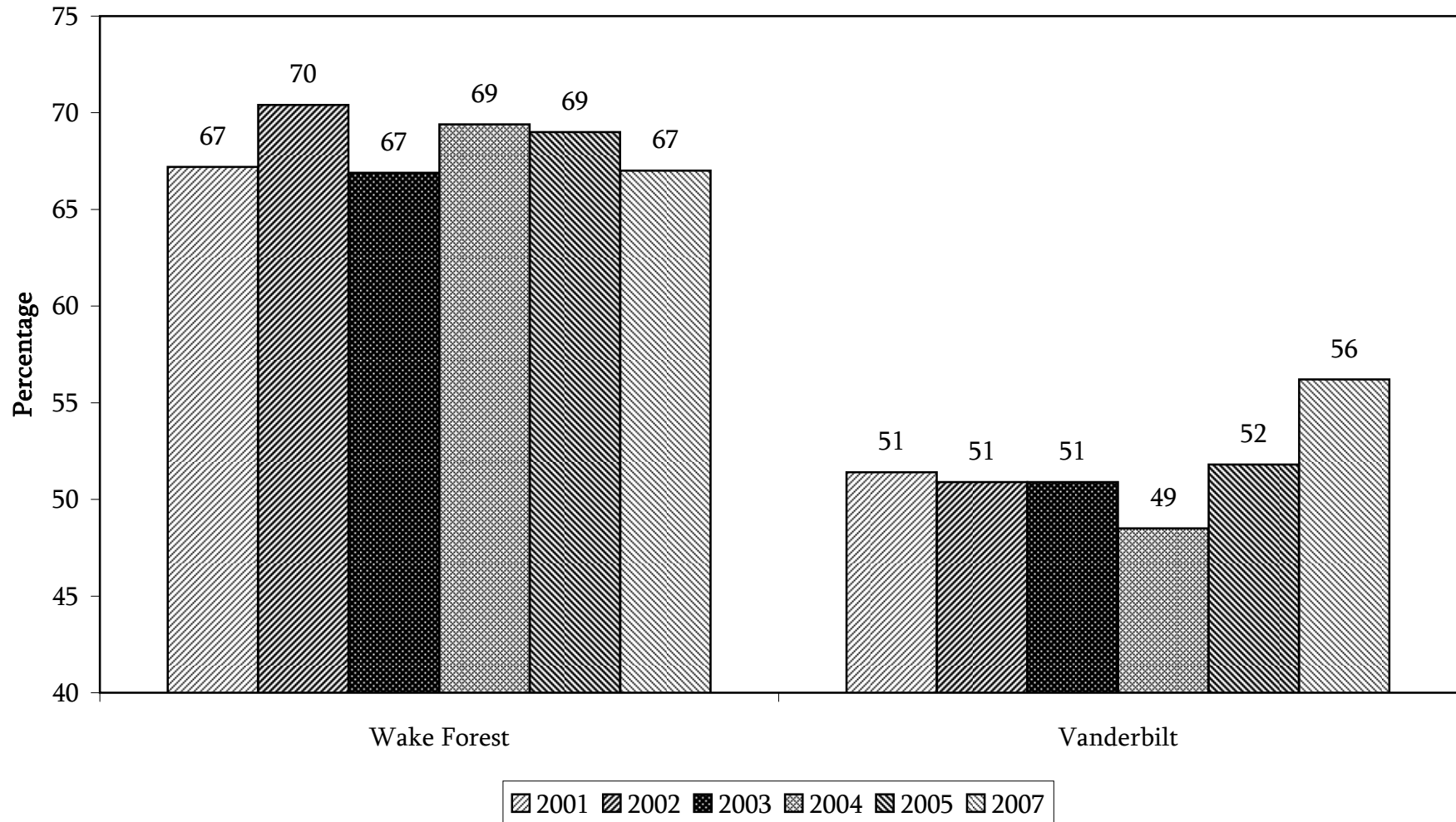
Respondents Indicating Their Father/Mother did NOT Attend College



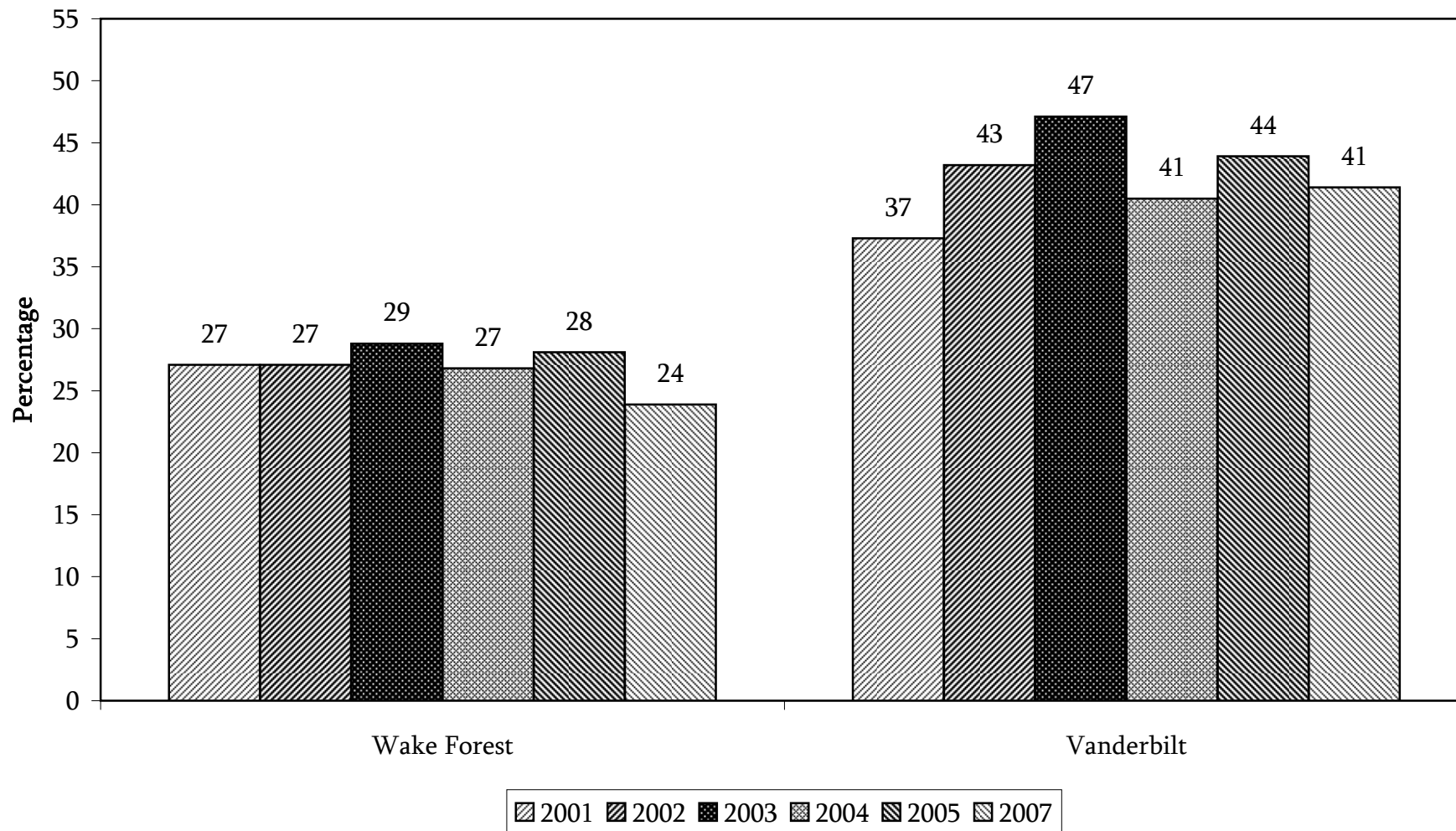
Respondents Indicating a Good Academic Reputation was "Very Important" in Choosing a School



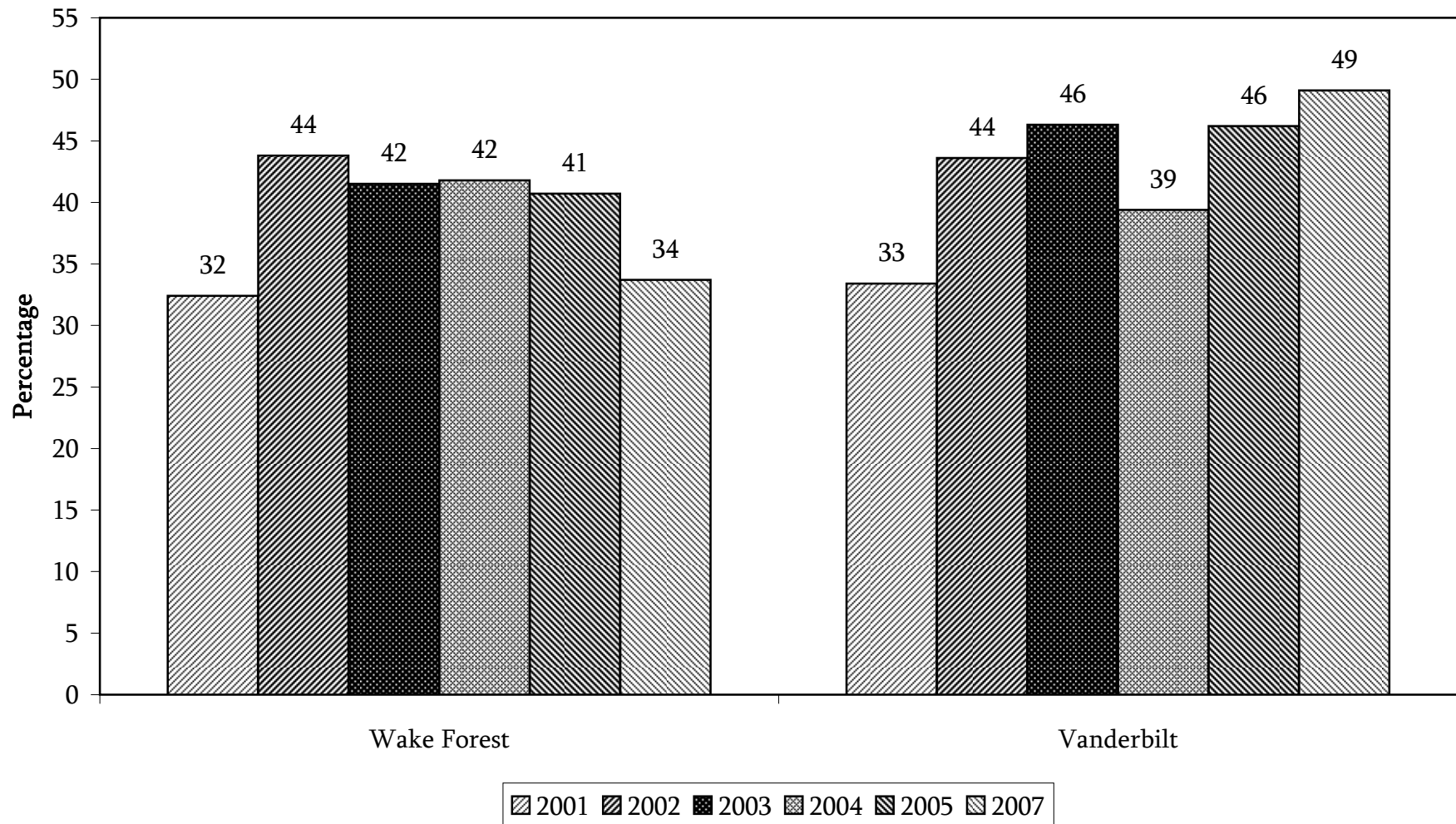
Respondents Indicating that Size of the College was "Very Important" in Choosing a School



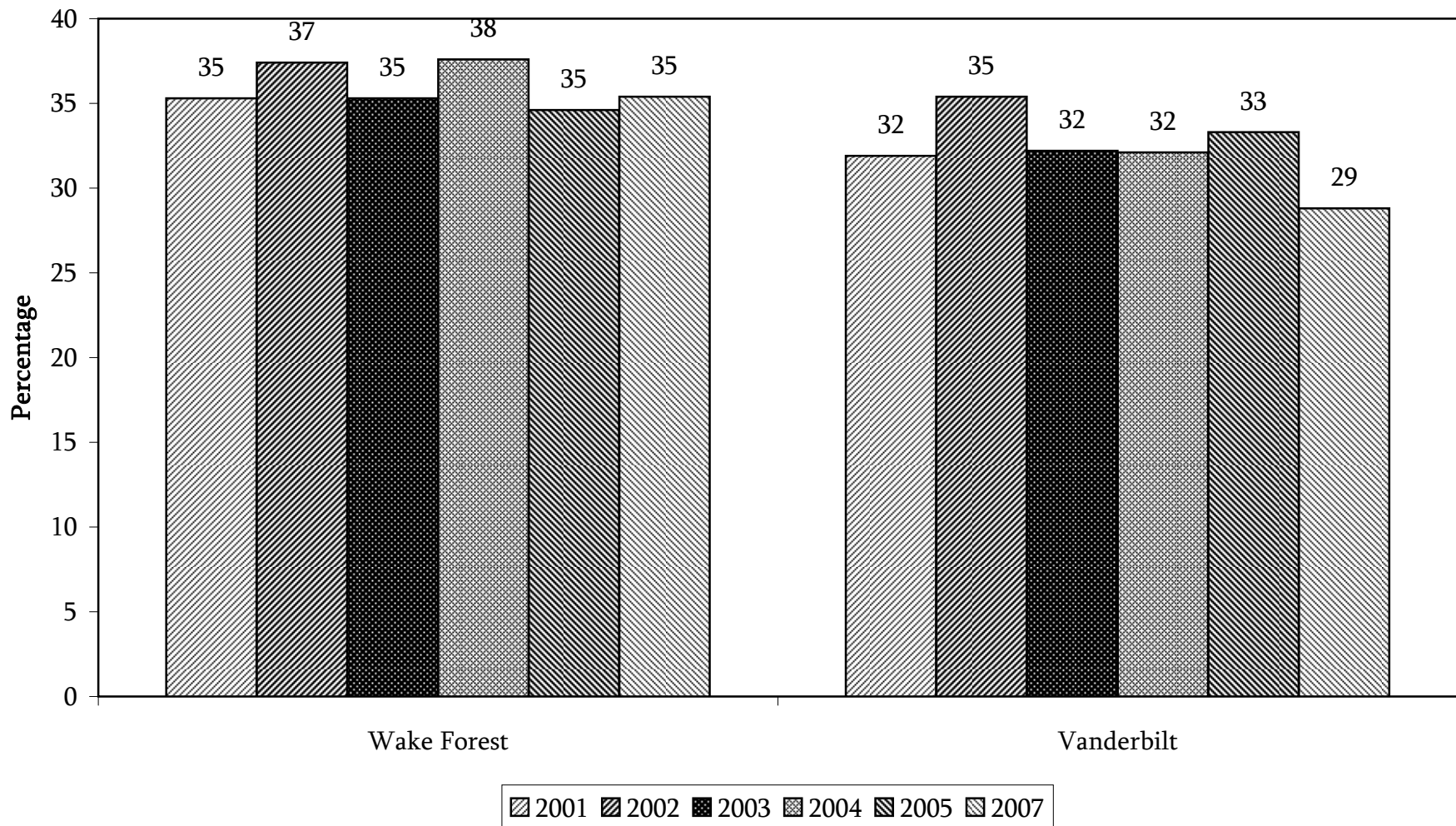
Respondents Indicating that Financial Aid Offers were "Very Important" in Choosing a School



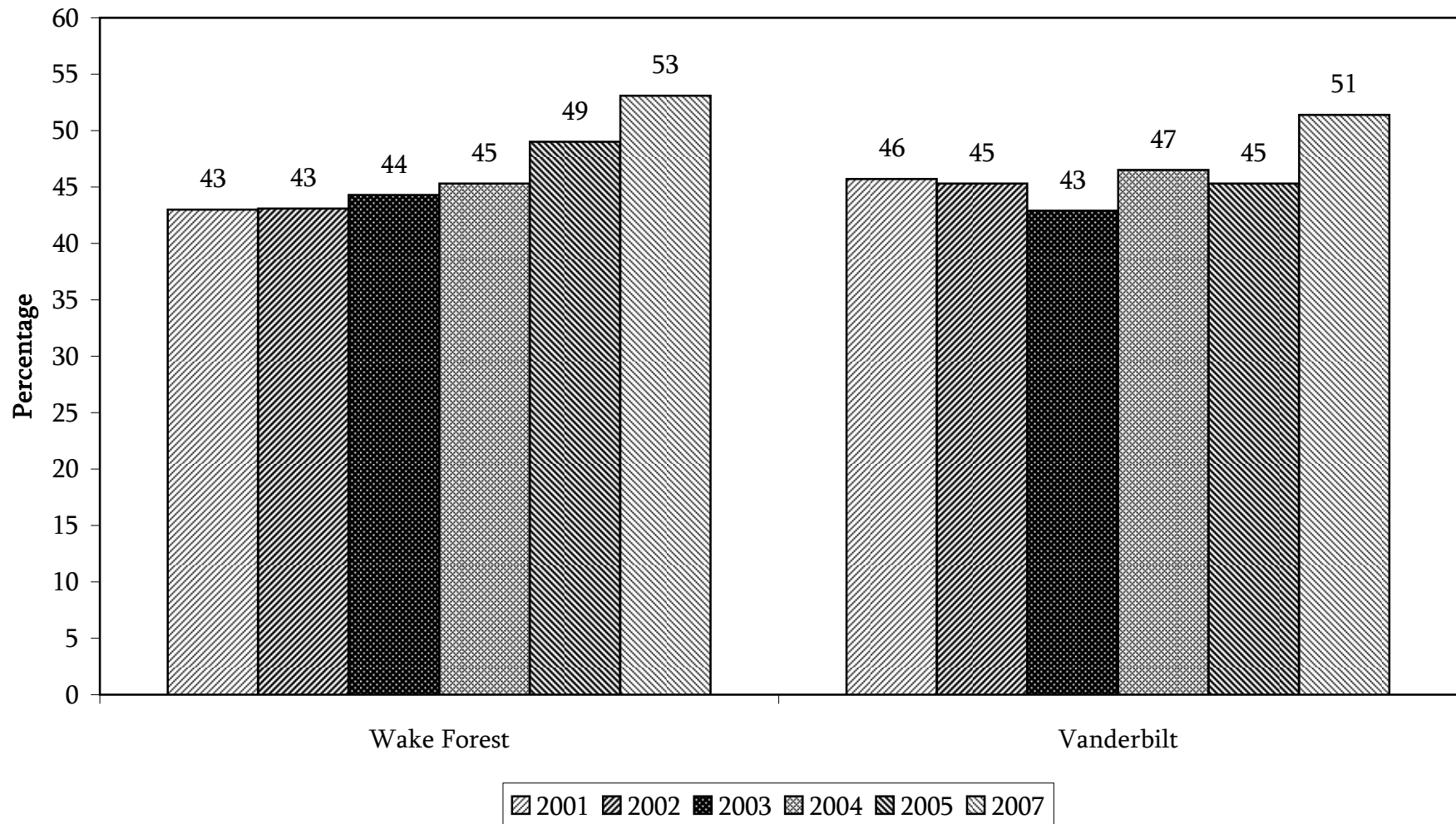
Respondents Indicating that Rankings in Magazines were "Very Important" in Choosing a School



Respondents Characterizing their Political Views as Conservative (Excluding "Far Right")



Respondents Indicating that their Parents' Before-Tax Income exceeded \$150,000 in the Previous Year



Respondents Indicating Doctorate as their Highest Planned Degree

