

2009 CIRP Freshman Survey

Analysis and Results

Office of Institutional Research

April 29, 2010

CIRP 2009 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 2009 Survey was administered by the Office of Institutional Research web based for the first time to the entire entering freshman class as they arrived on campus in August, 2009 for Orientation. The 2009 CIRP survey was completed by 472 freshmen representing approximately 40% of the entering class. Wake Forest administers this national survey to entering freshmen every other year.

Findings

Following this analysis are graphs with results of selected items from the 2009 CIRP Freshman Survey for entering freshmen at Wake Forest, Vanderbilt, and the “Private Universities – Very High Selectivity” combined. (Institutions included in the “Private Universities- Very High Selectivity” are as follows: Boston College, Brandeis, Cal Tech, Cornell, Duke, Emory, Georgetown, Johns Hopkins, Northwestern, Penn, Vanderbilt, and Wake Forest.) Graphs are also provided for the results of Wake Forest additional questions and results of Wake Forest vs. just Vanderbilt since 2001. Several of the additional questions were specifically designed for our Quality Enhancement Plan (QEP) and two new questions ask about the importance of opportunities for small classes and knowing your professors.

Average High School Grade of A or A+

- The percentage of 2009 Wake Forest freshmen reporting an average high school grade of A or A+ was 40% compared to 44% in 2007.

Distance From Home

- The percentage of 2009 Wake Forest freshmen more than 500 miles away from home was 41% compared to 43% in 2007.

Father and Mother Did Not Attend College

- The percentage of 2009 Wake Forest freshmen indicating that their father did not attend college was 13% compared to 7% in 2007. The percentage of 2009 Wake Forest freshmen indicating that their mother did not attend college was 11% compared to 9% in 2007.

Current Religious Preference

- The percentage of 2009 freshmen indicating a religious preference of Baptist was 12% vs. 10% in 2007 and the percentage of those students indicating Catholic was 25% vs. 26% in 2007.

First Choice College and Applied to Six or More Colleges

- The percentage of 2009 Wake Forest freshmen indicating that Wake Forest was their first choice college was 60% compared to 65% in 2007. The percentage of 2009 Wake Forest freshmen applying to six or more colleges was 56% compared to 39% in 2007.

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

- The percentage of 2009 Wake Forest freshmen indicating good academic reputation as very important in choosing their school was 92% compared to 90% in 2007. The percentage of 2009 Wake Forest freshmen indicating size as very important was 70% compared to 67% in 2007.

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

- The percentage of 2009 Wake Forest freshmen indicating offered financial aid as very important was 36% compared to 24% in 2007. The percentage of 2009 Wake Forest freshmen indicating rankings in magazines as very important was 52% compared to 34% in 2007.

Political Views Characterized as Conservative

- The percentage of 2009 Wake Forest freshmen indicating their political views as conservative was 31% compared to 35% in 2007.

Parental Income Above \$150,000

- The percentage of 2009 Wake Forest freshmen indicating that their parental income exceeded \$150,000 (the prior year) was 48% compared to 53% in 2007.

Doctorate Highest Degree Planned

- The percentage of 2009 Wake Forest freshmen indicating that they plan to obtain a doctorate degree was 22% compared to 13% in 2007.

Racial Background

- The racial identification for 2009 Wake Forest African-Americans was 8% compared to 6% in 2007; Asians were 6% vs. 4% in 2007; and Hispanics were 5% vs. 3% in 2007.

Probable Field of Study

- The percentage of 2009 Wake Forest freshmen indicating that their probable field of study will be arts and humanities was 16% vs. 12% in 2007; biological science was 13% vs. 12% in 2007; business 21% vs. 27% in 2007; physical science or mathematics was 8% vs. 6% in 2007; and social science was 19% vs. 15% in 2007.

Student’s Probable Career – Lawyer and Physician

- The percentage of 2009 Wake Forest freshmen indicating that their probable career would entail being a lawyer was 11% vs. 10% in 2007 and the percentage for being a physician was 21% vs. 15% in 2007.

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

- The percentage of 2009 freshmen indicating that the opportunity for studying abroad at Wake Forest was “very important” as a reason for attending was 66% vs. 51% in 2007, and the opportunities to participate in collaborative research with a professor was 23% vs. 20% in 2007.

Opportunity for small classes and knowing your professors “Very Important” (Additional questions by Wake Forest - New)

- The percentage of 2009 freshmen indicating that the opportunity to participate in small classes at Wake Forest was “very important” as a reason for attending was 89% in 2009, and the percentage for the opportunity to get to know your professors was 79% in 2009.

Summary

The percentage of 2009 entering freshmen indicating Wake Forest as their first choice is lower compared to 2007 and a significantly higher percentage of students applied to six or more schools. The survey results indicate that financial aid offers and magazine rankings were significantly more of a factor as a reason for attending Wake Forest in 2009 vs. 2007. Study abroad opportunities at Wake Forest continue to be even more important to Wake Forest freshmen as a reason to attend, and the opportunity for research collaboration with professors has an increasing importance compared to the past.

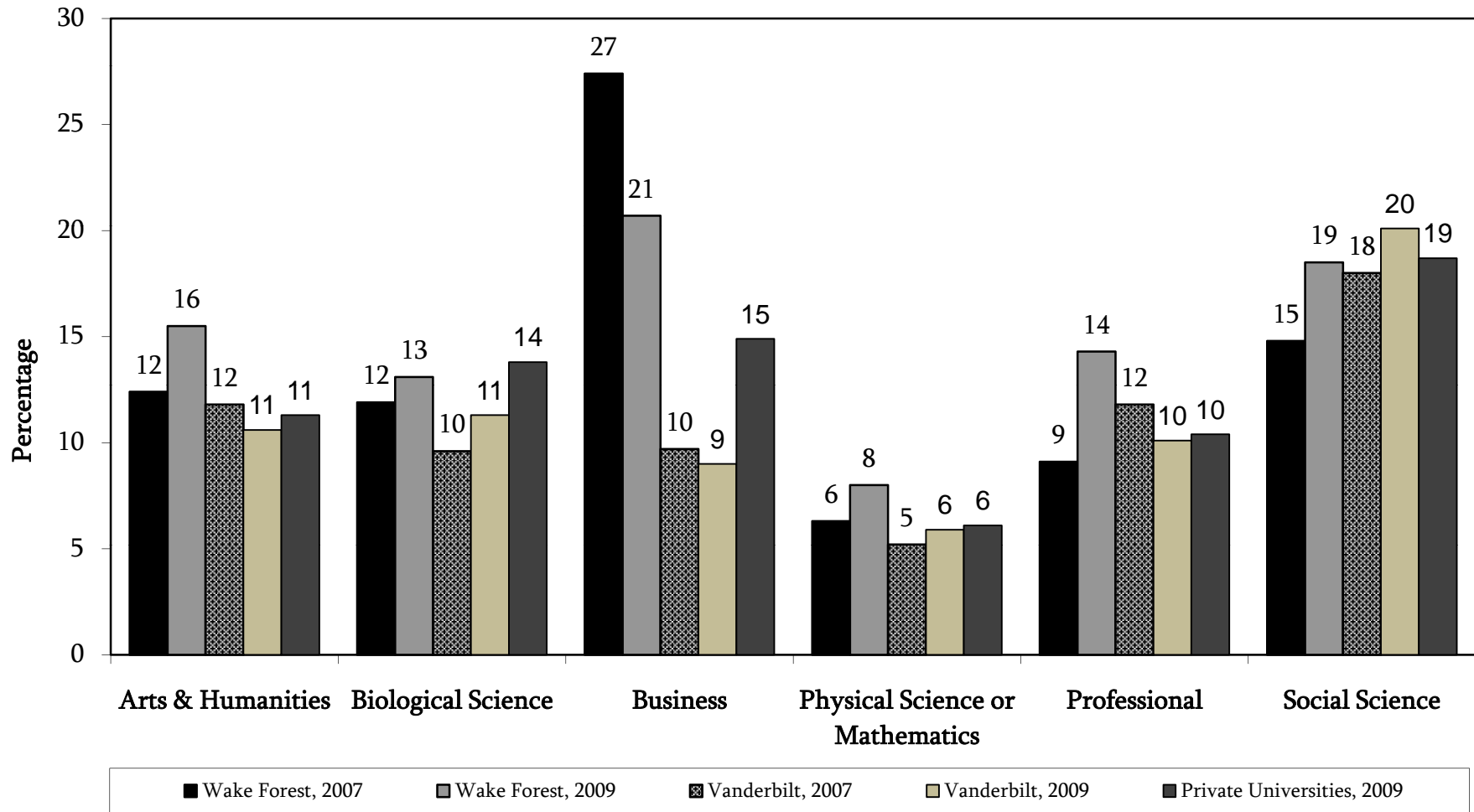
The 2009 survey results indicate too that the Wake Forest freshman class has a higher percentage of minority students compared to 2007 and similarly for “First-Generation College Students.” The highest percentage of Wake Forest 2009 freshmen choosing a probable field of study was in business despite a significant decrease for that discipline compared to 2007. The other disciplines remained approximately the same compared to 2007. The 2009 percentage of those intending to obtain a doctorate is significantly higher compared to 2007 and similarly for those intending to be a physician.

CIRP Freshman Survey

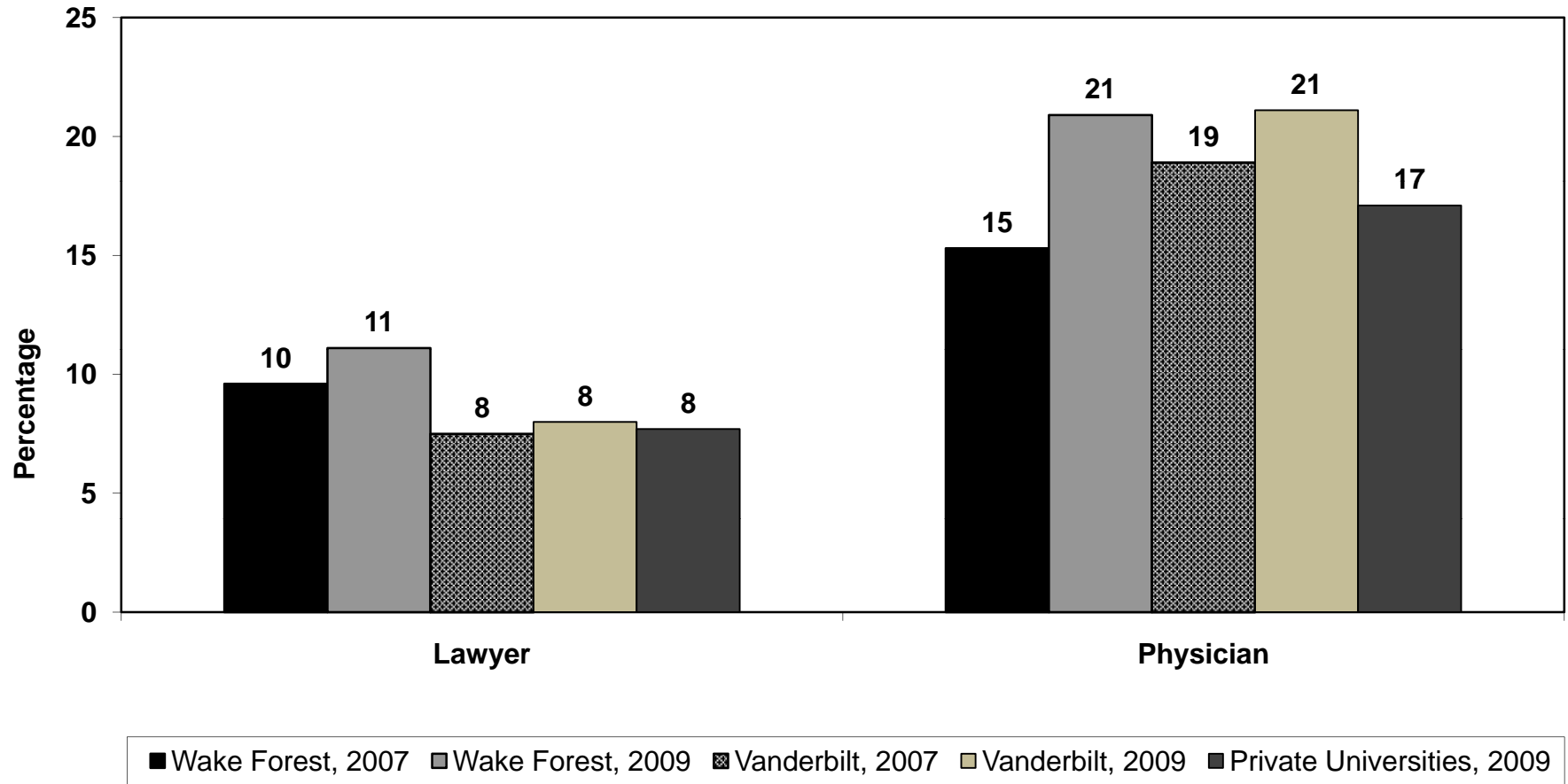
Results 2009

Wake Forest University, Vanderbilt University, and
“Private Universities – Very High Selectivity”

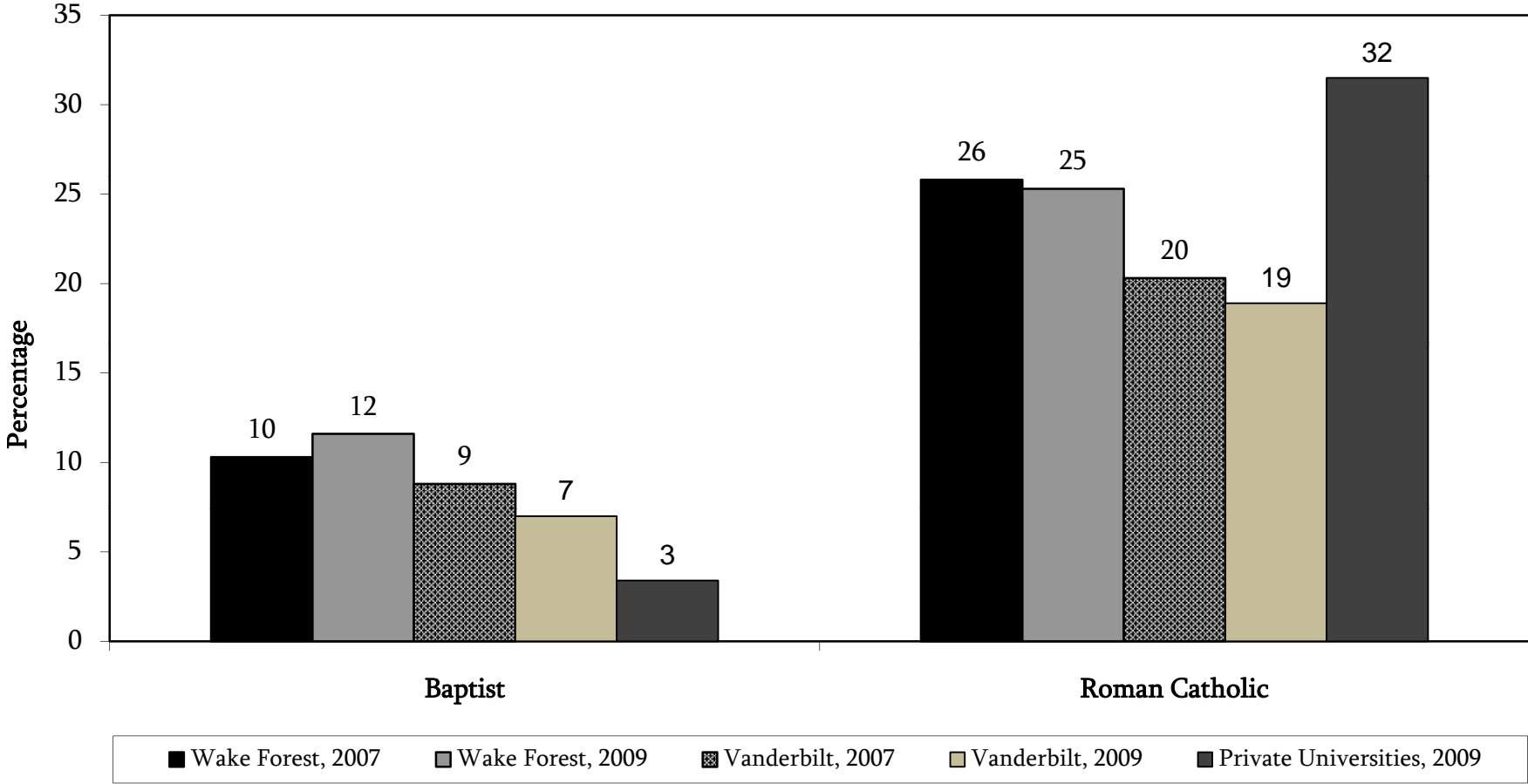
Probable Field of Study



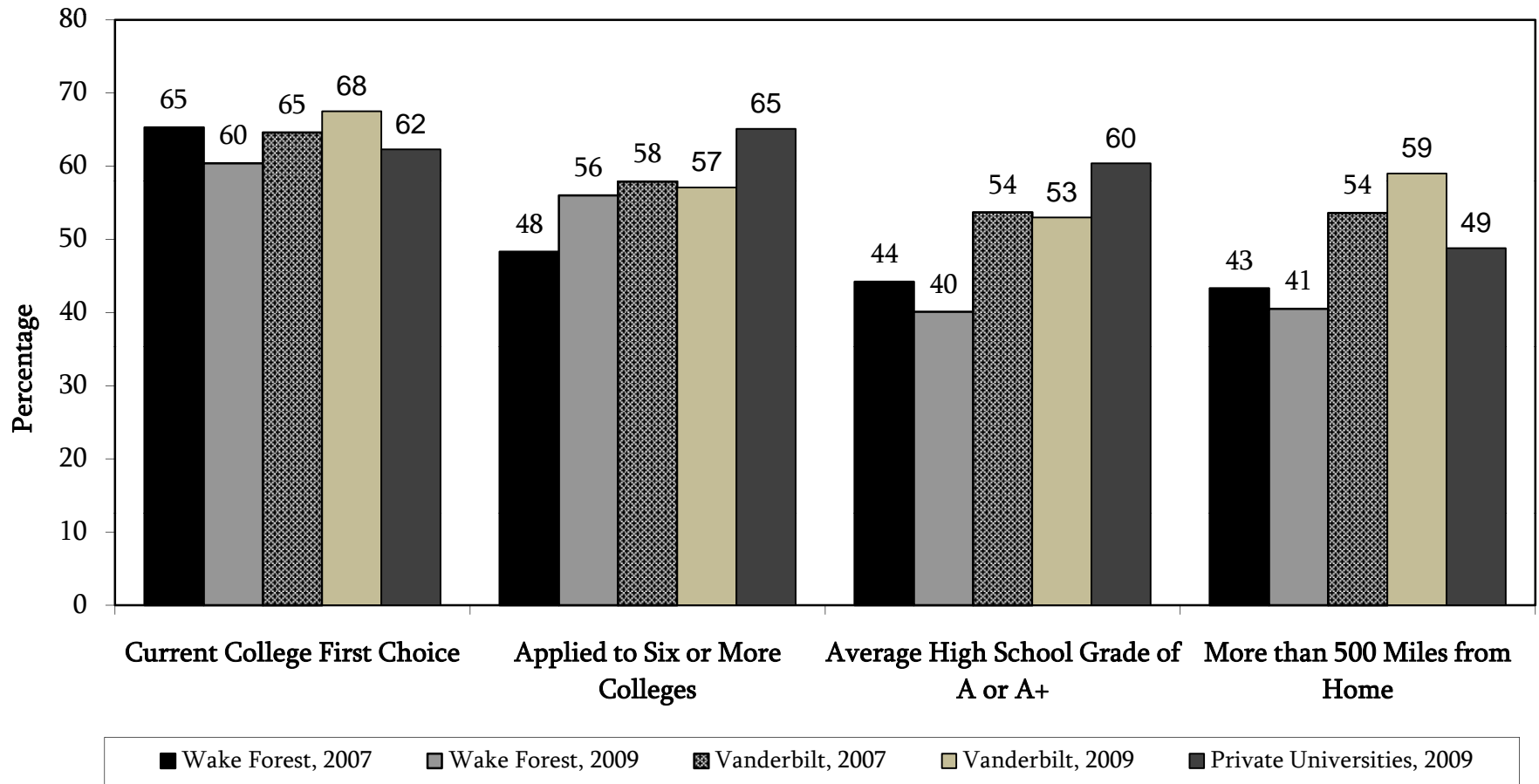
Probable Career/Occupation



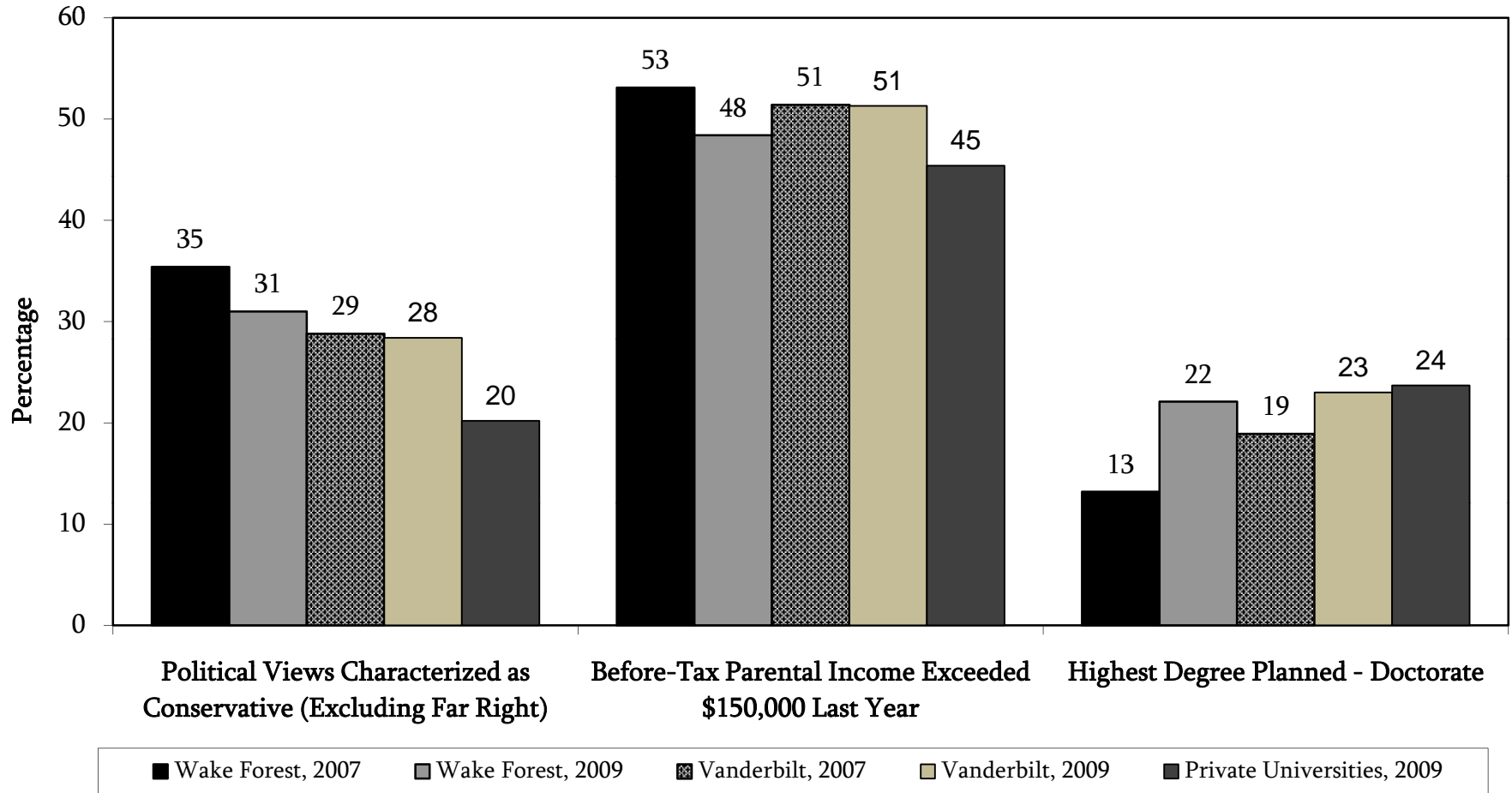
Current Religious Preference



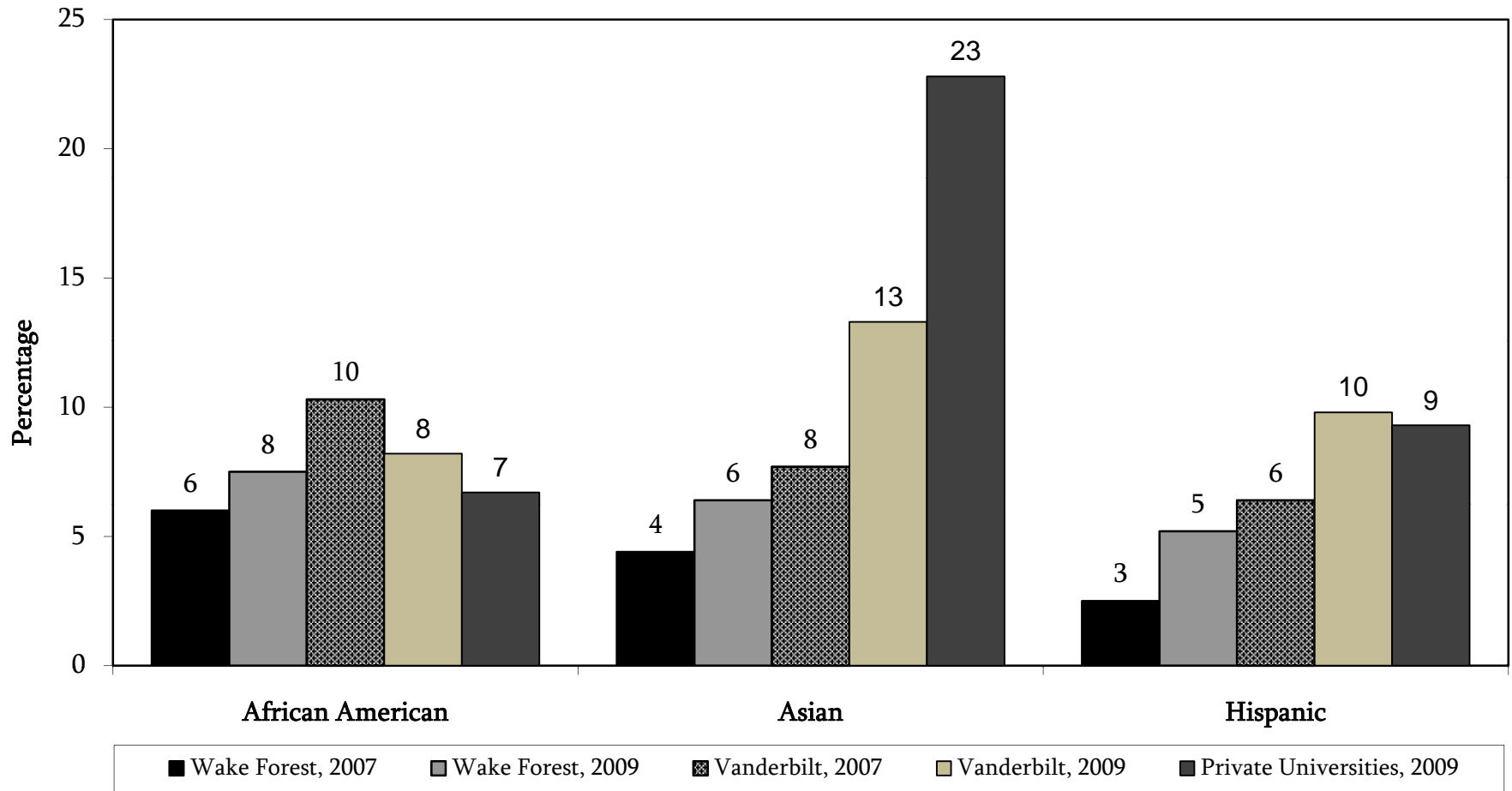
Profile Items



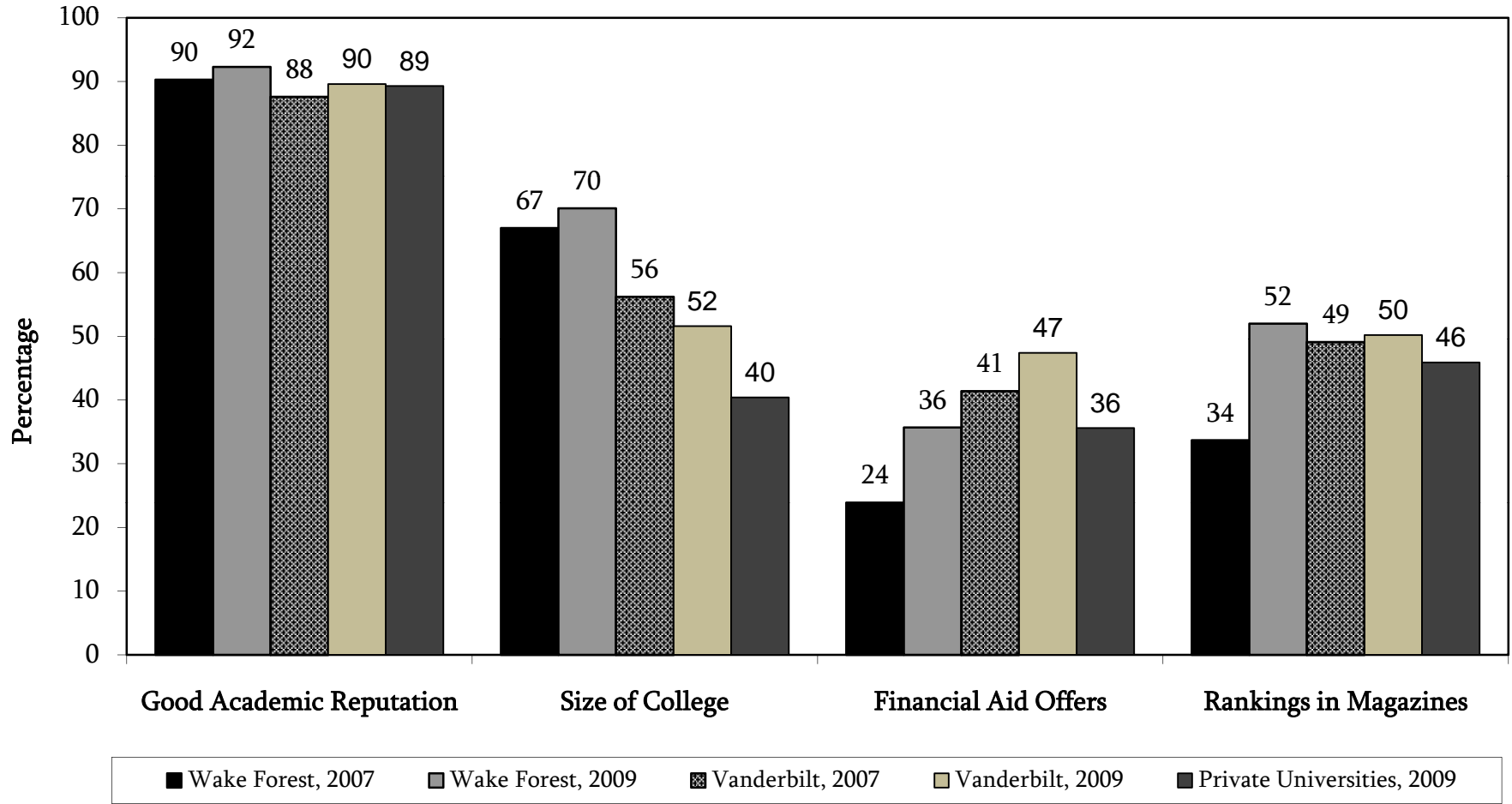
Profile Items (continued)



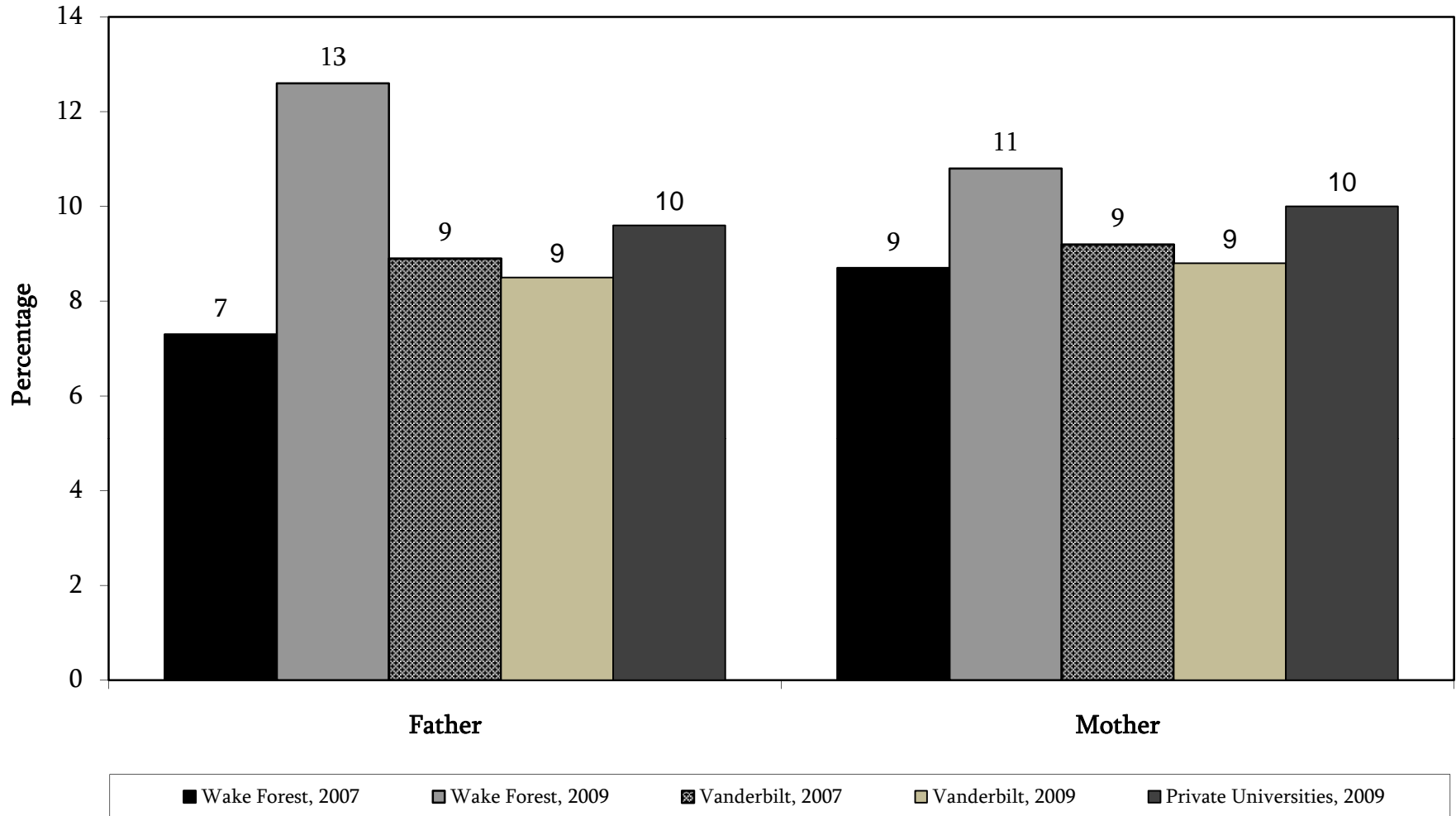
Minority Respondents



Factors Cited as "Very Important" in Choosing a School



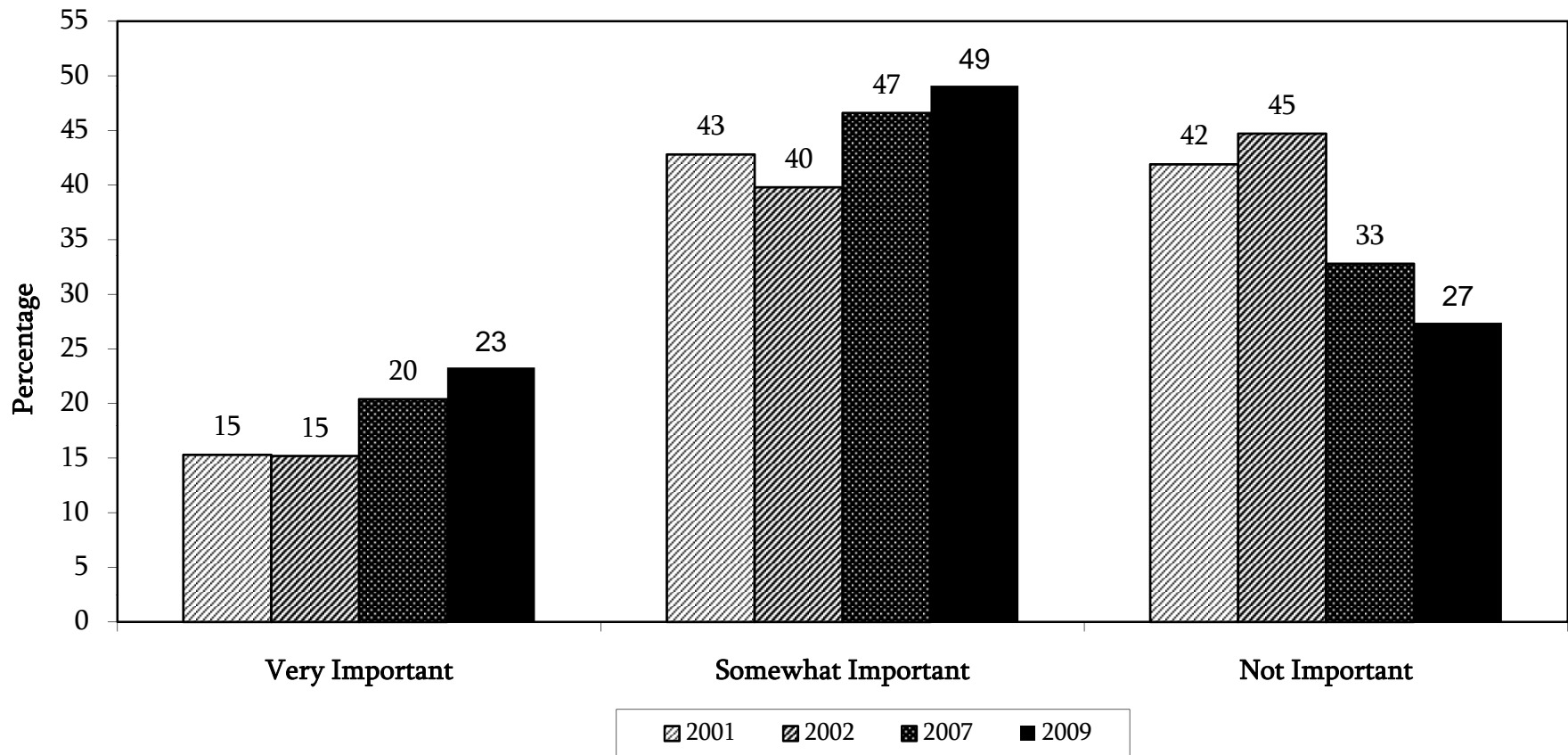
Respondents Indicating their Mother and/or Father did NOT attend College



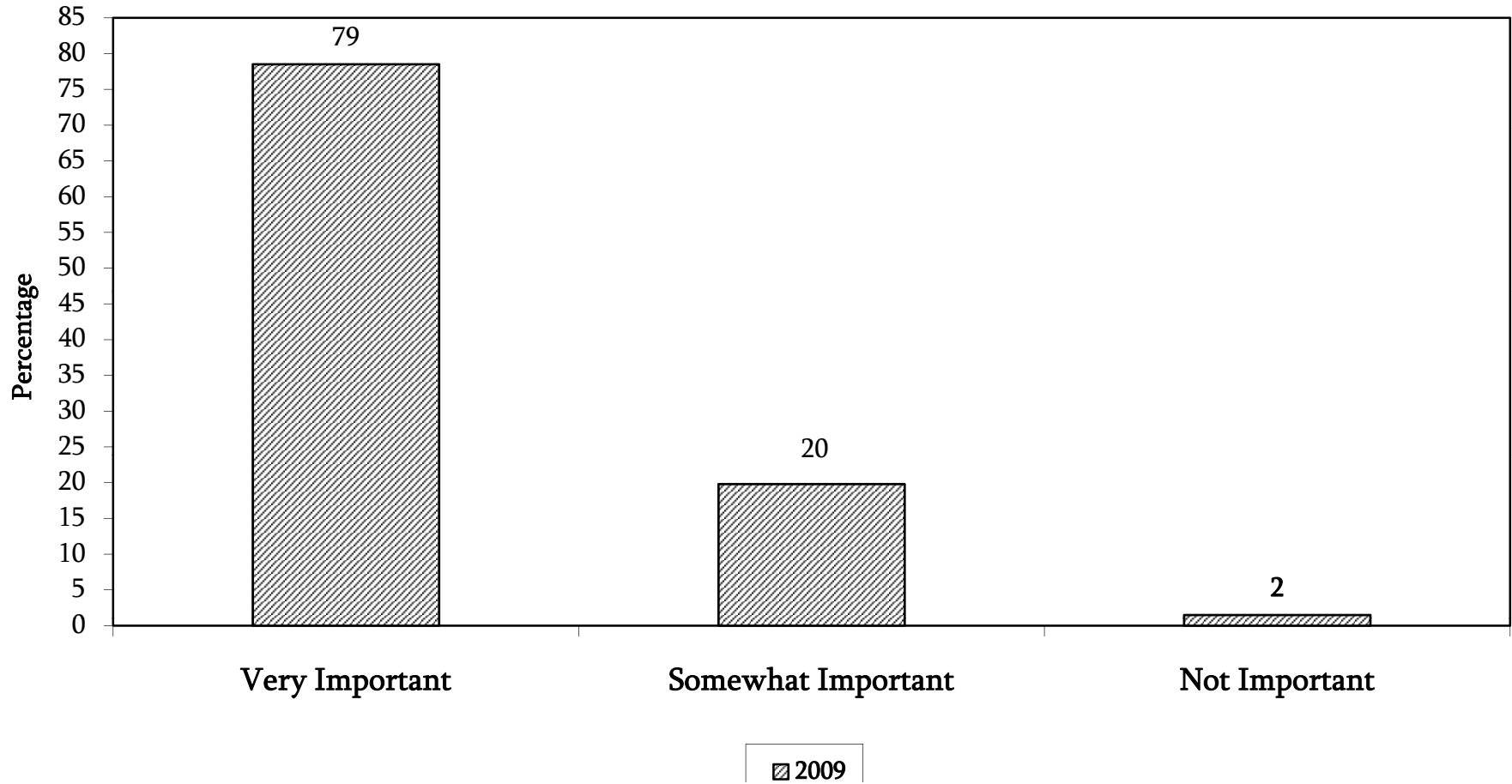
Additional Questions

Wake Forest University

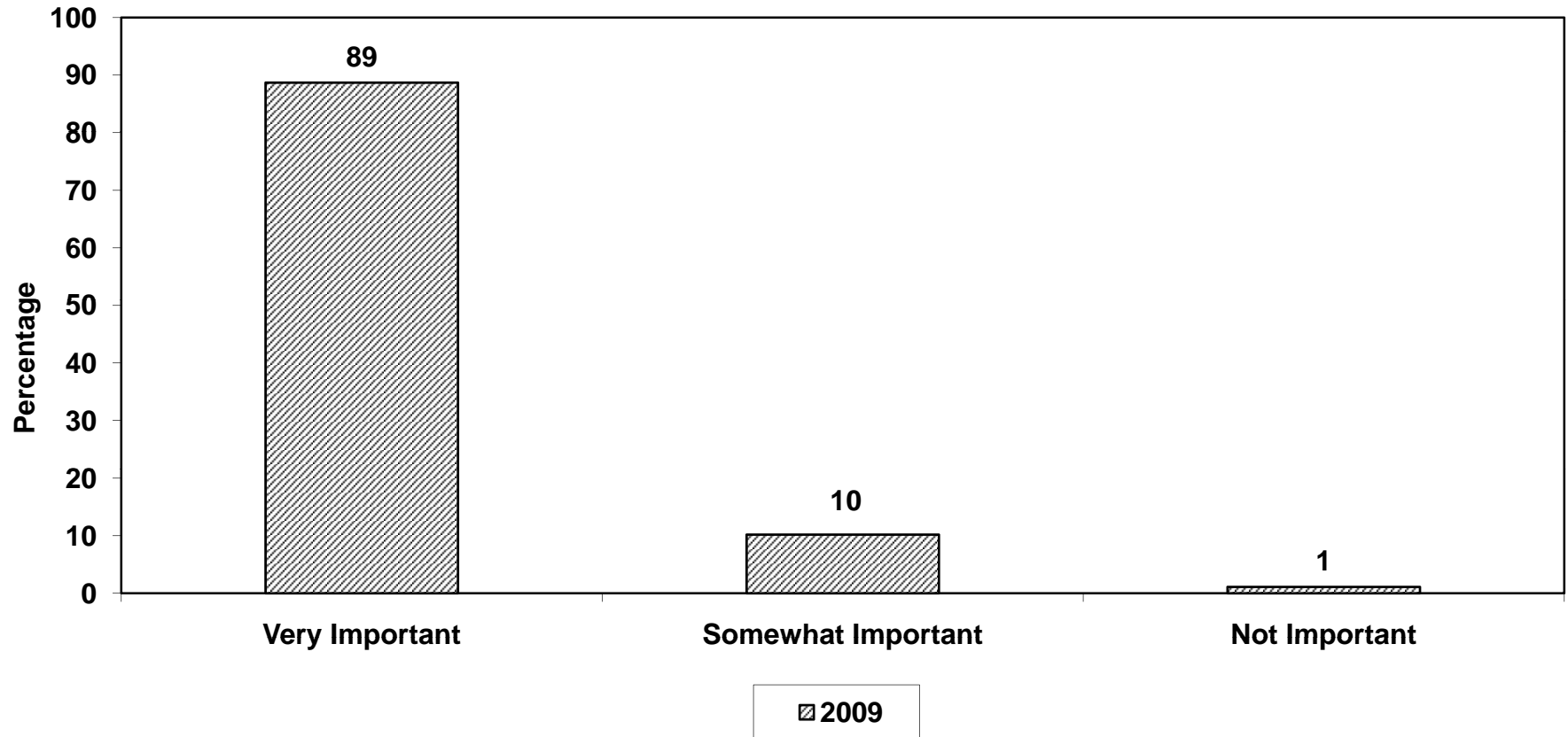
As a reason in your decision to attend Wake Forest, how important was the opportunity to participate in collaborative research with a professor?



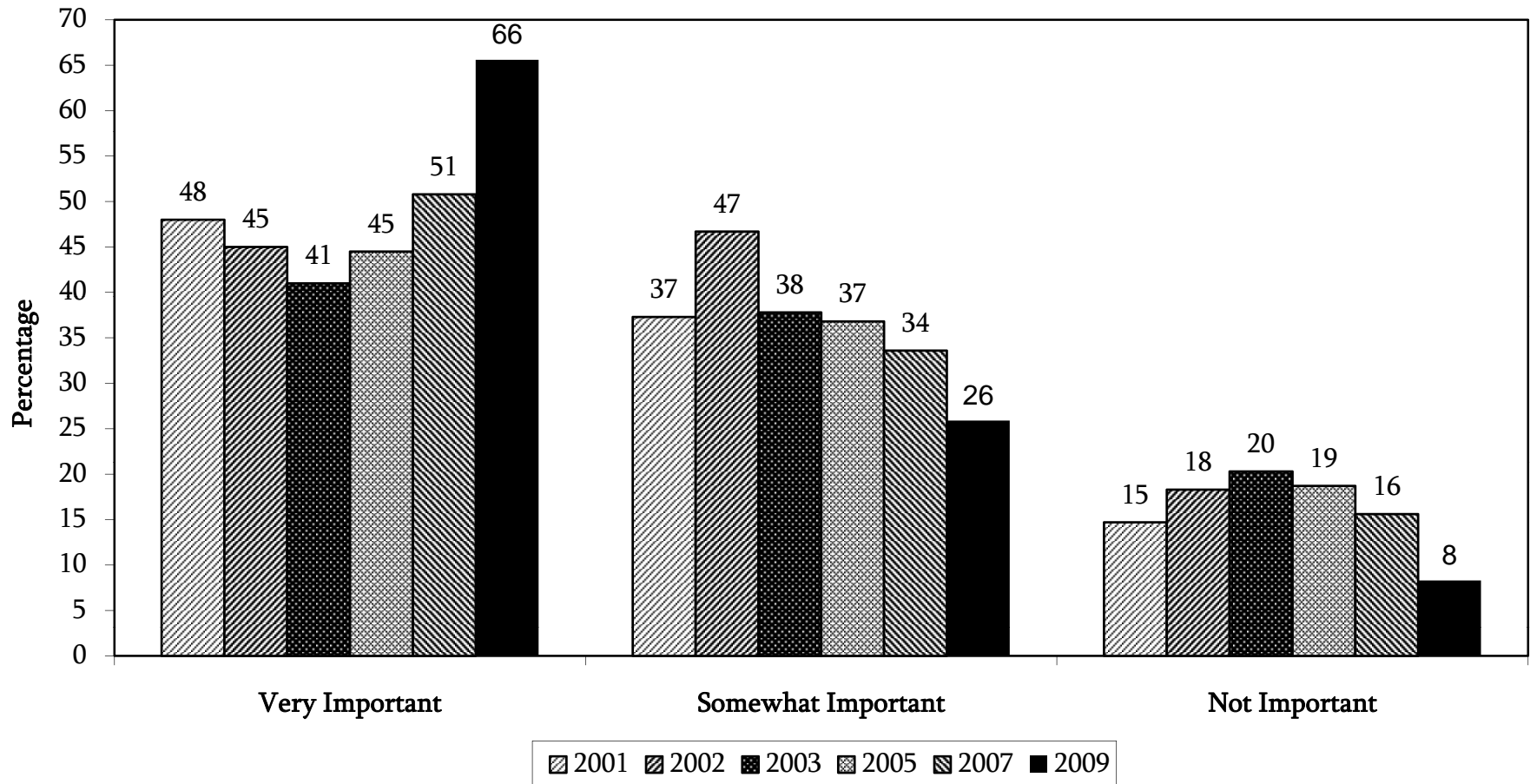
As a reason in your decision to attend Wake Forest, how important was the opportunity to get to know your professors?



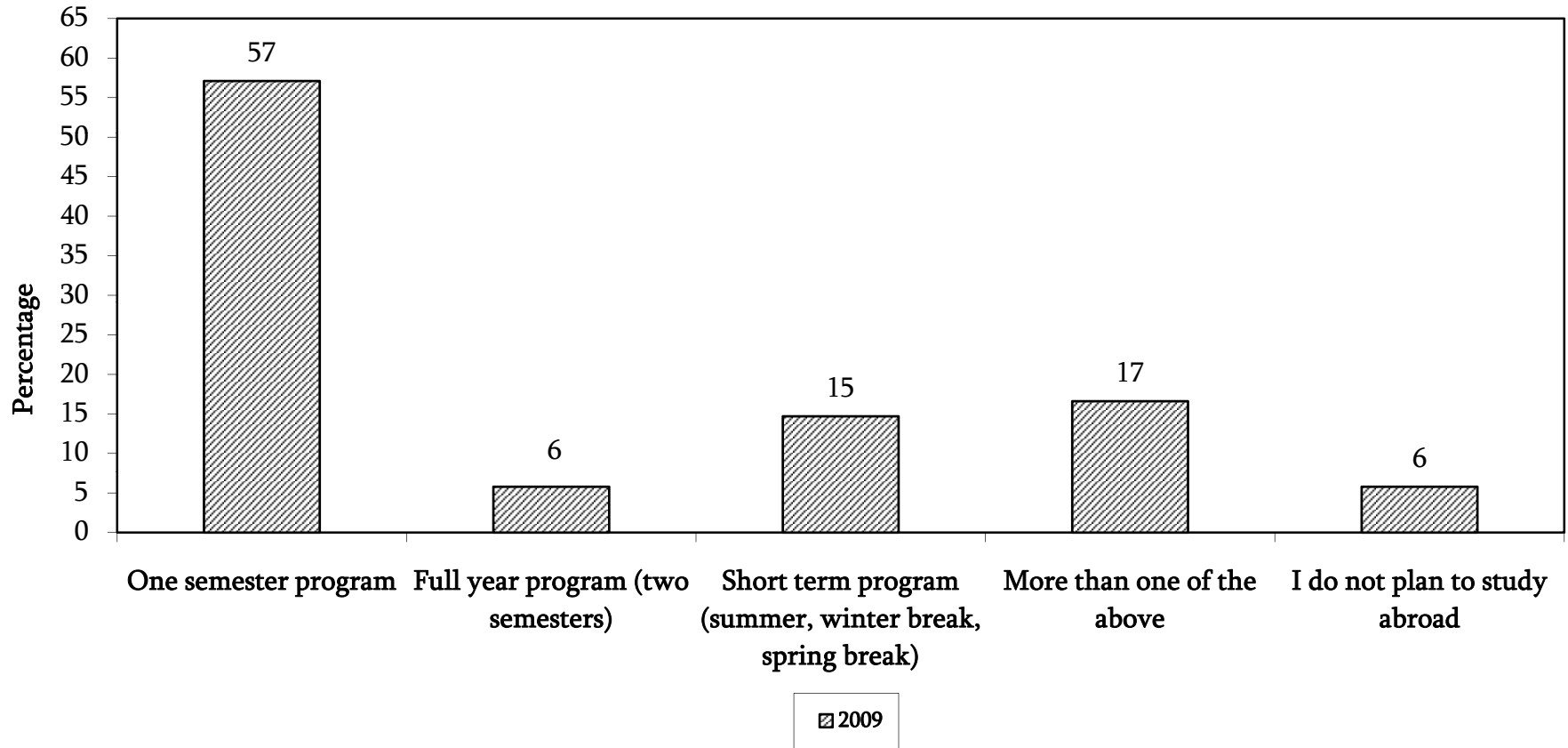
As a reason in your decision to attend Wake Forest, how important was the opportunity to participate in small classes?



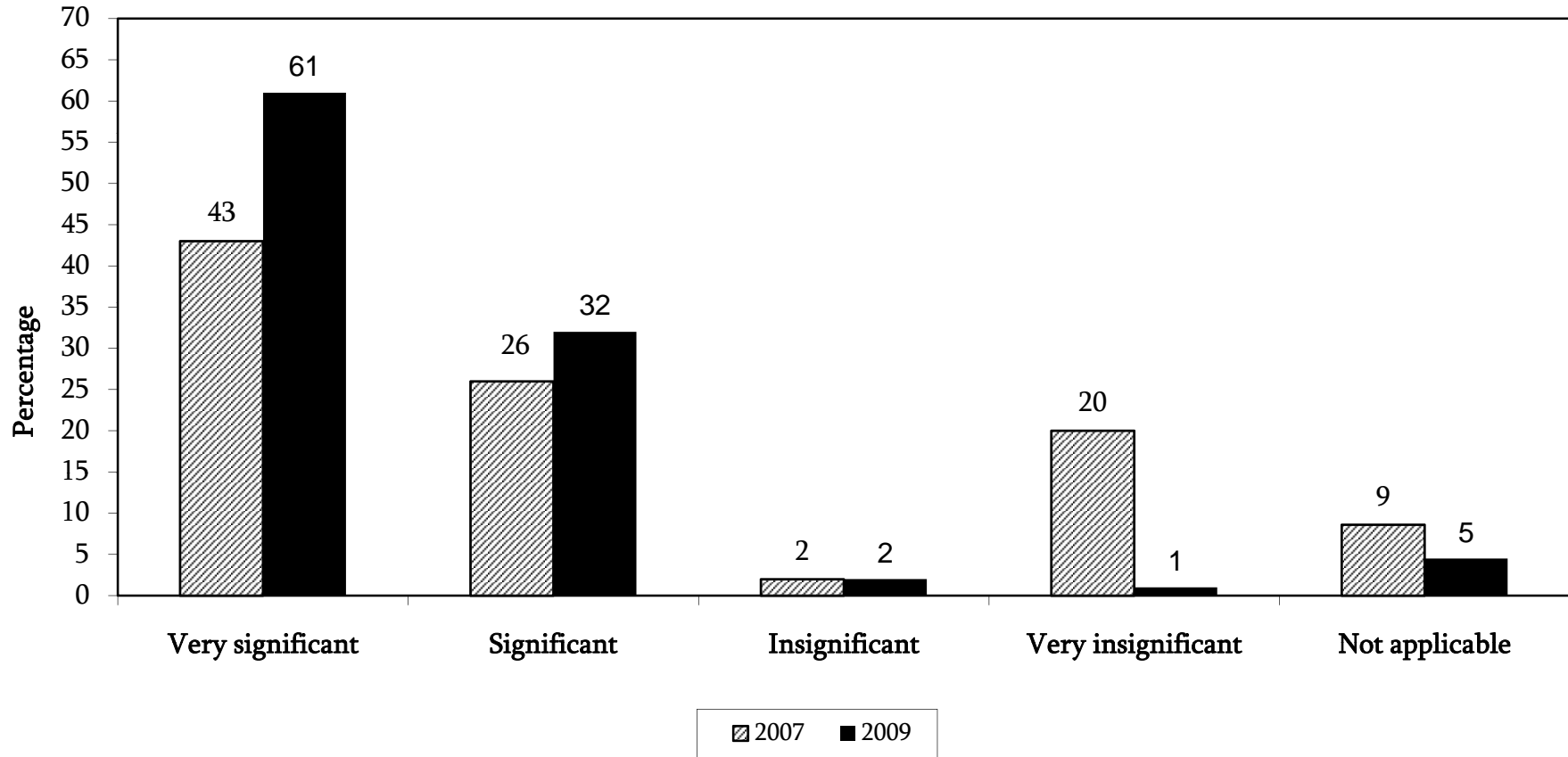
As a reason in your decision to attend Wake Forest, how important was the opportunity for studying abroad?



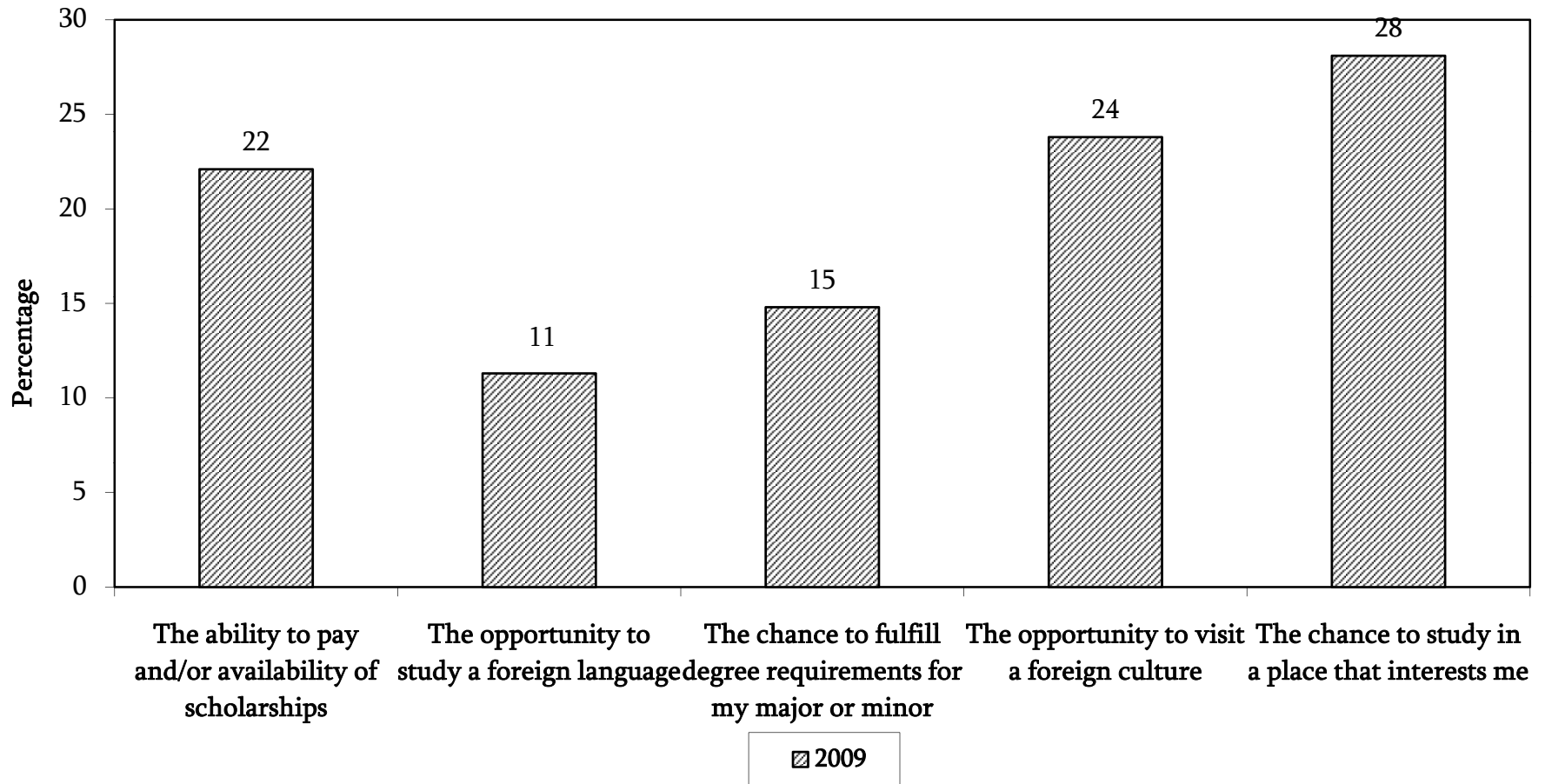
What type of Study abroad program(s) would you like to participate in while a student at Wake Forest?



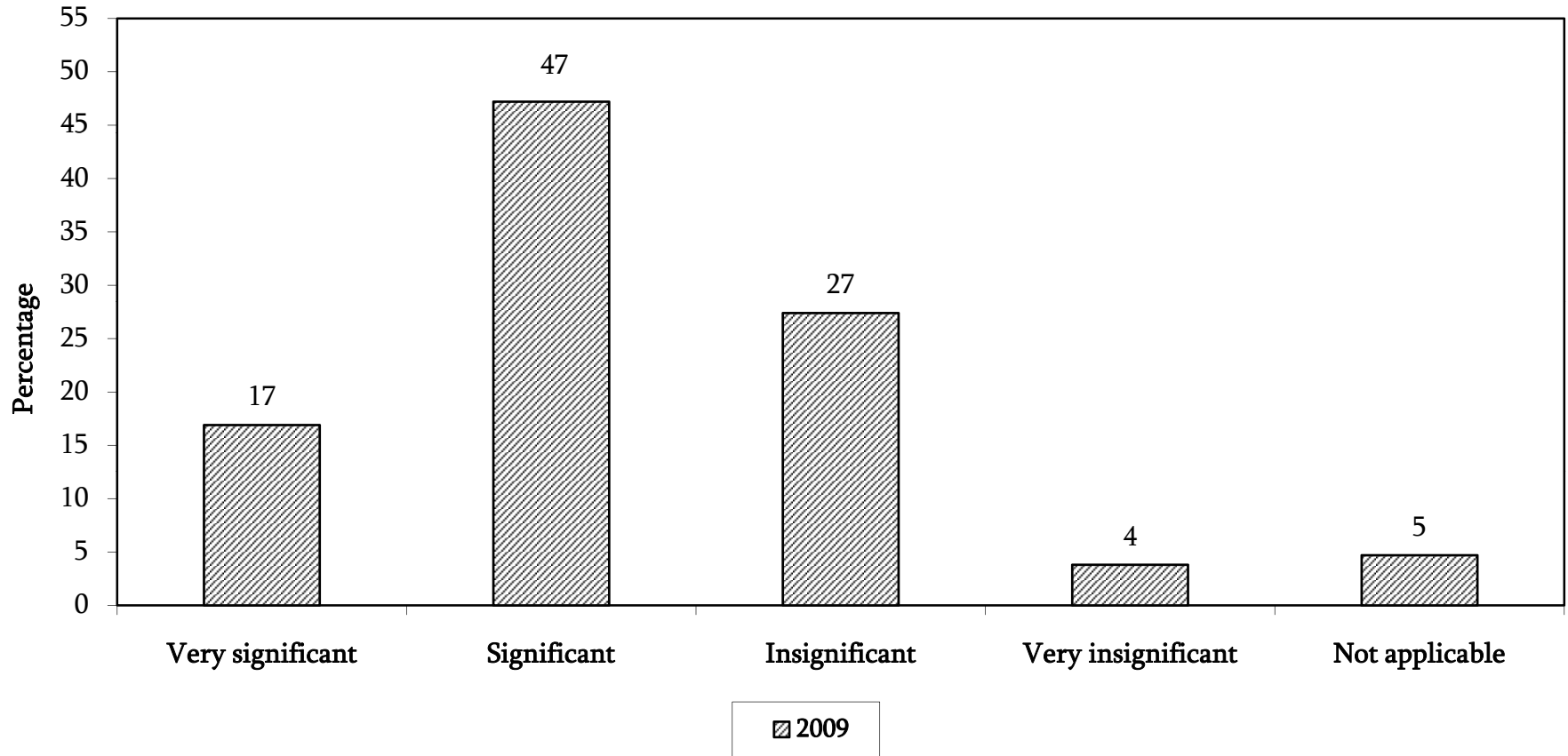
If you are planning to study abroad while a student at Wake Forest, how would you regard this experience as a part of your education?



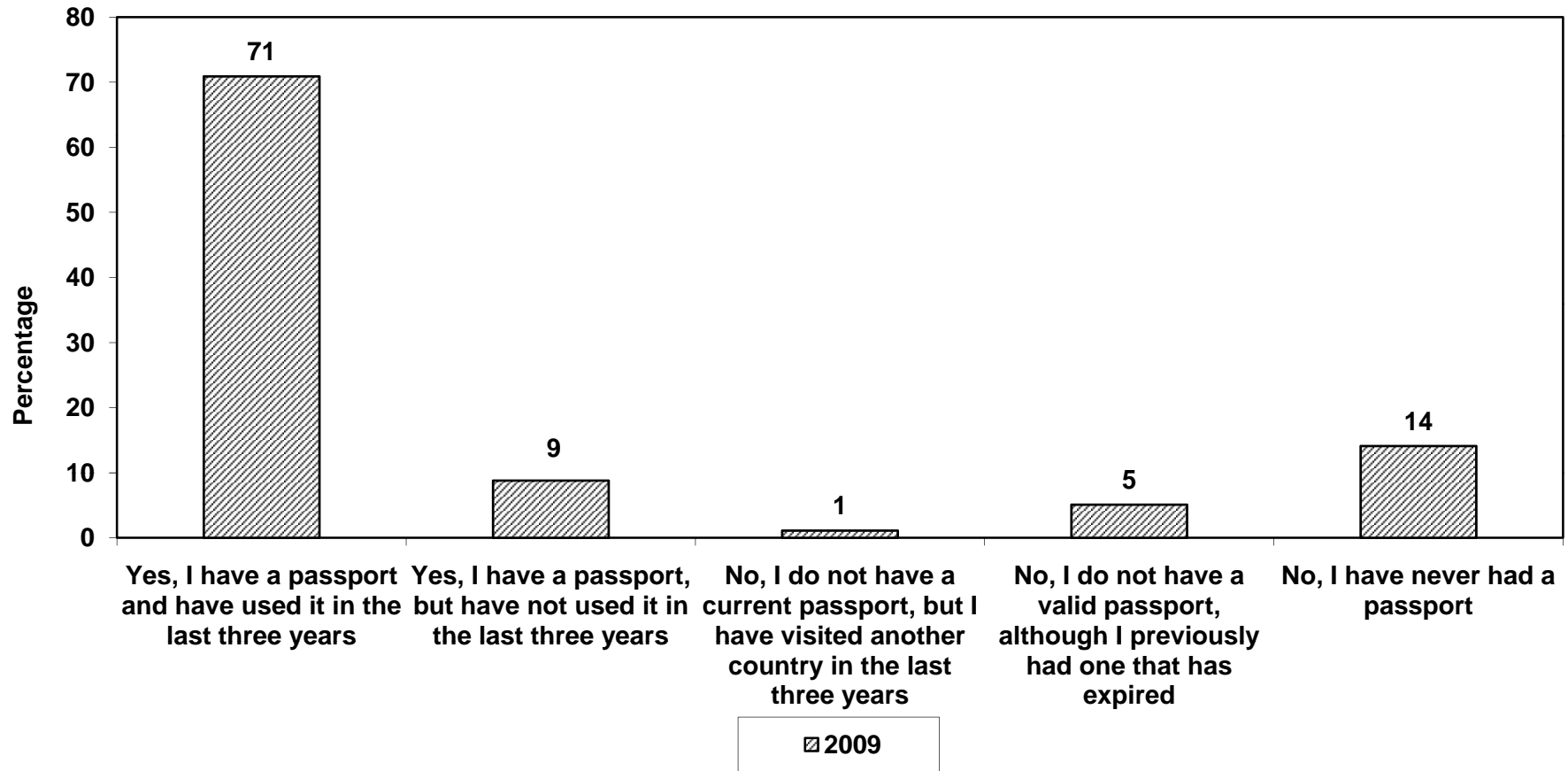
What factor is most likely to influence your decision to study abroad while a student at Wake Forest?



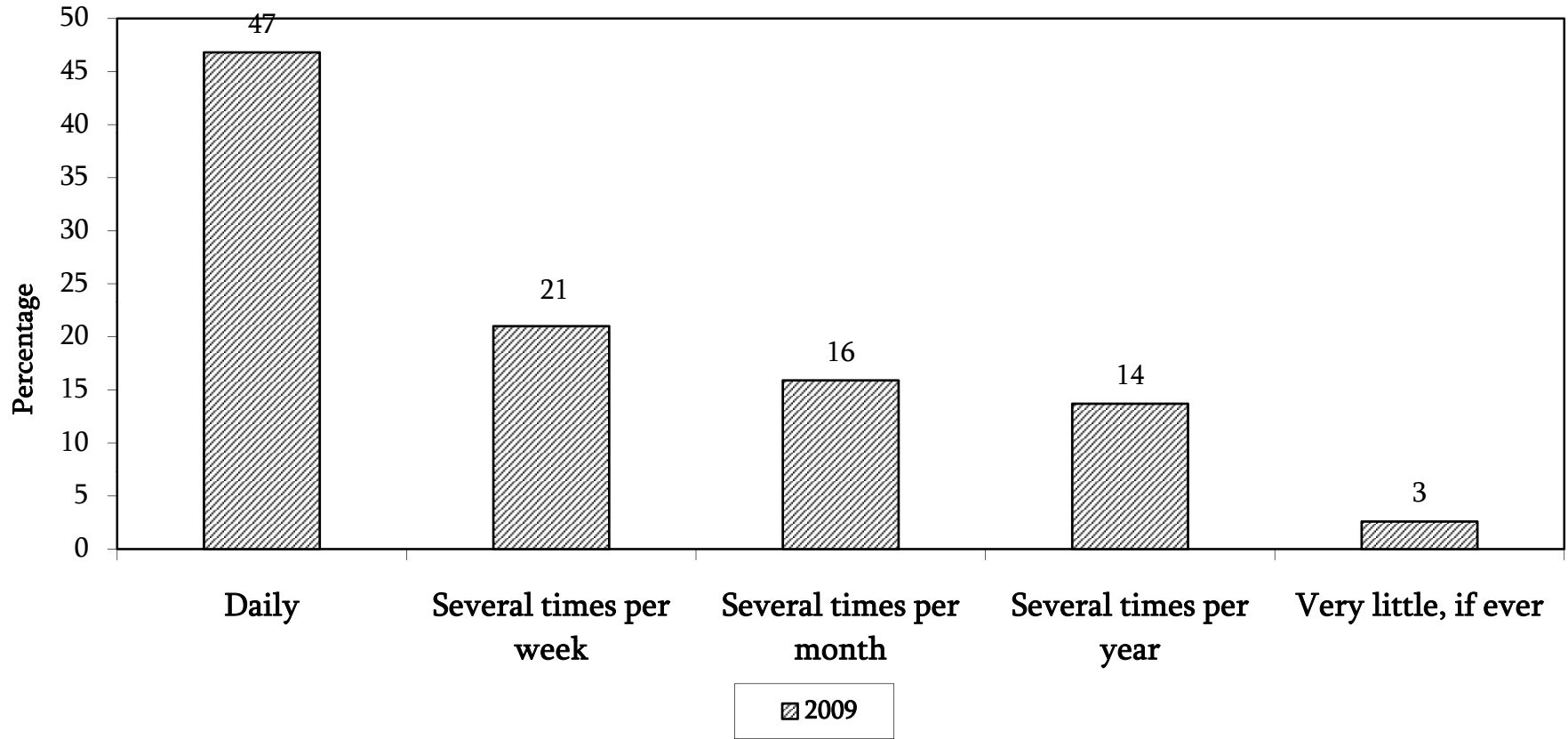
To what extent do you anticipate that studying abroad will be relevant to completing your major or minor?



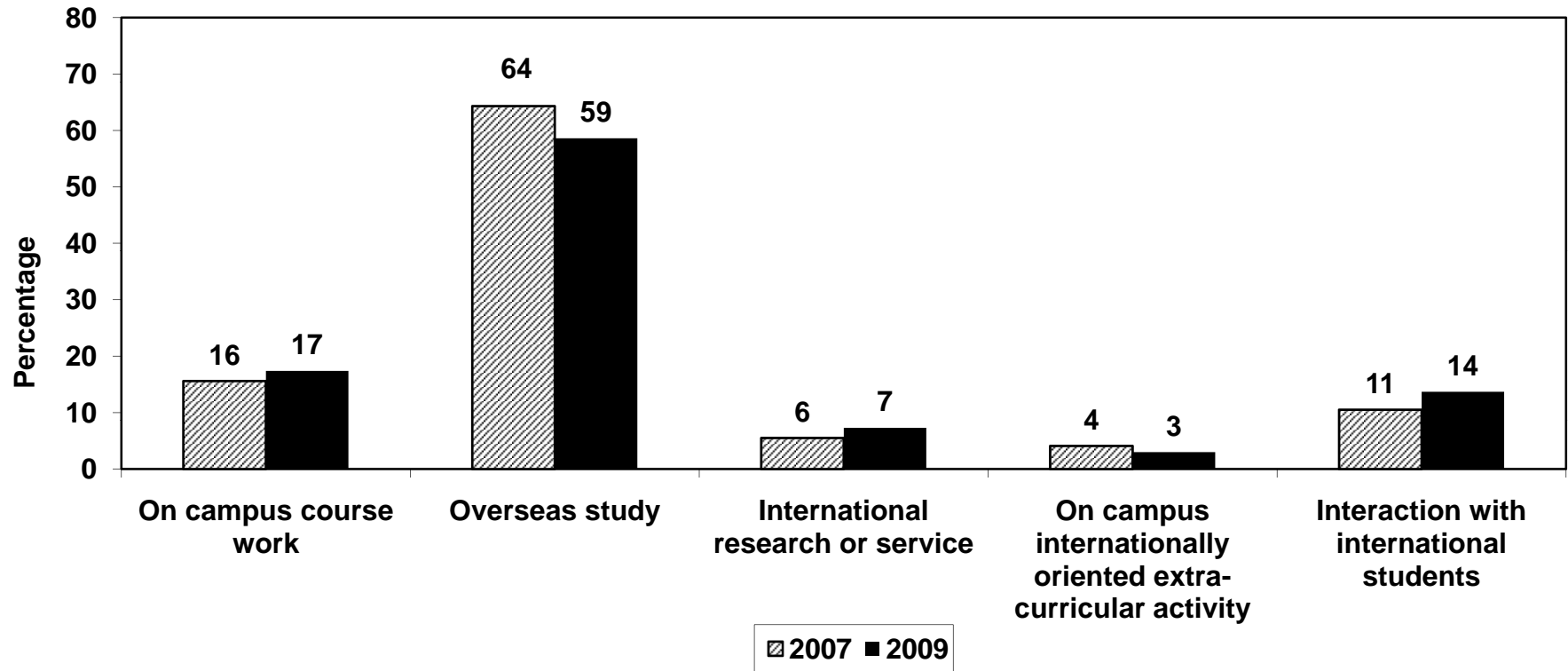
Do you have a current passport? Have you used it to visit another country in the last three years?



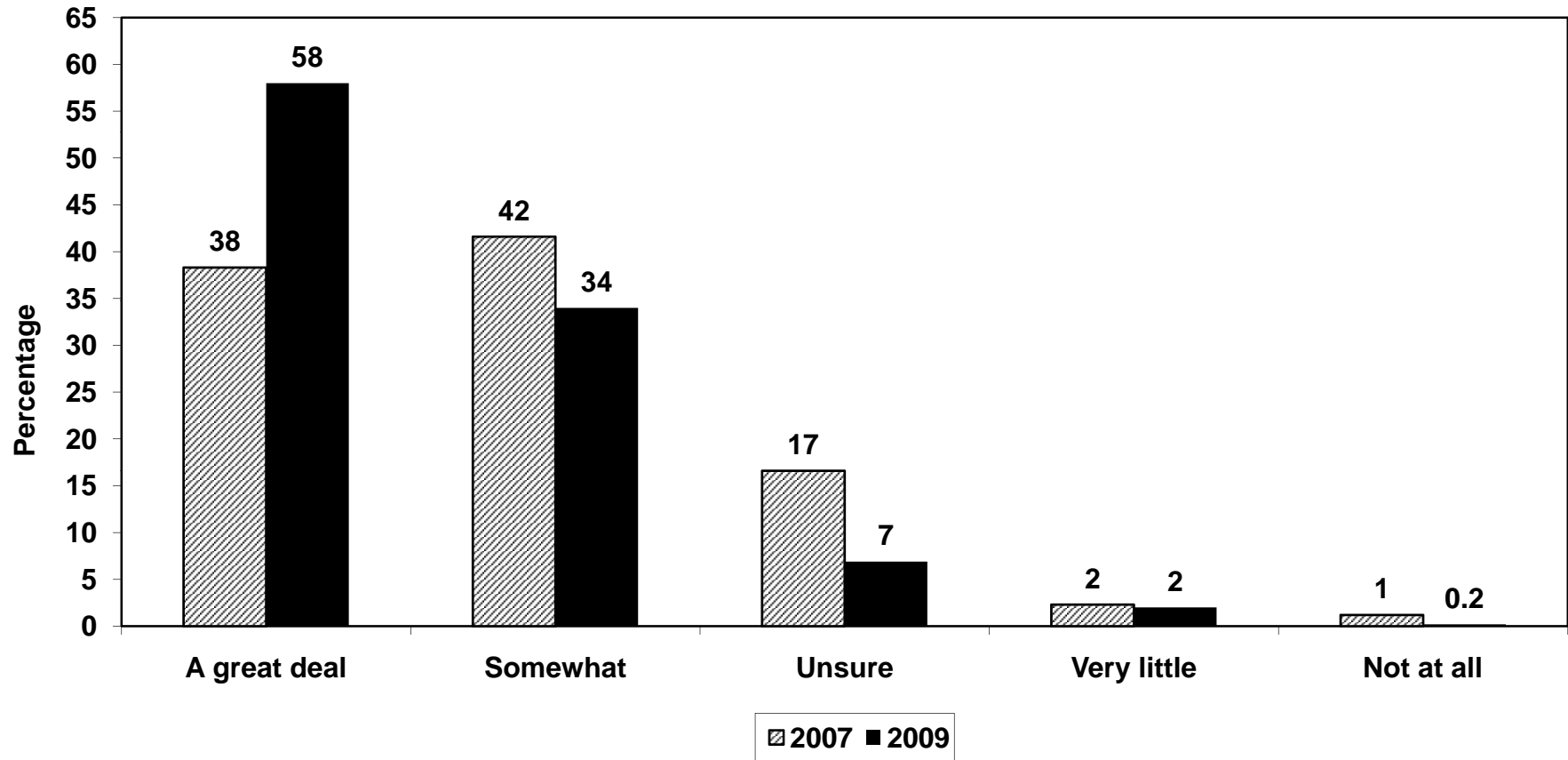
In the last 2-3 years, how frequently have you interacted with people from a culture or background different from your own?



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



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

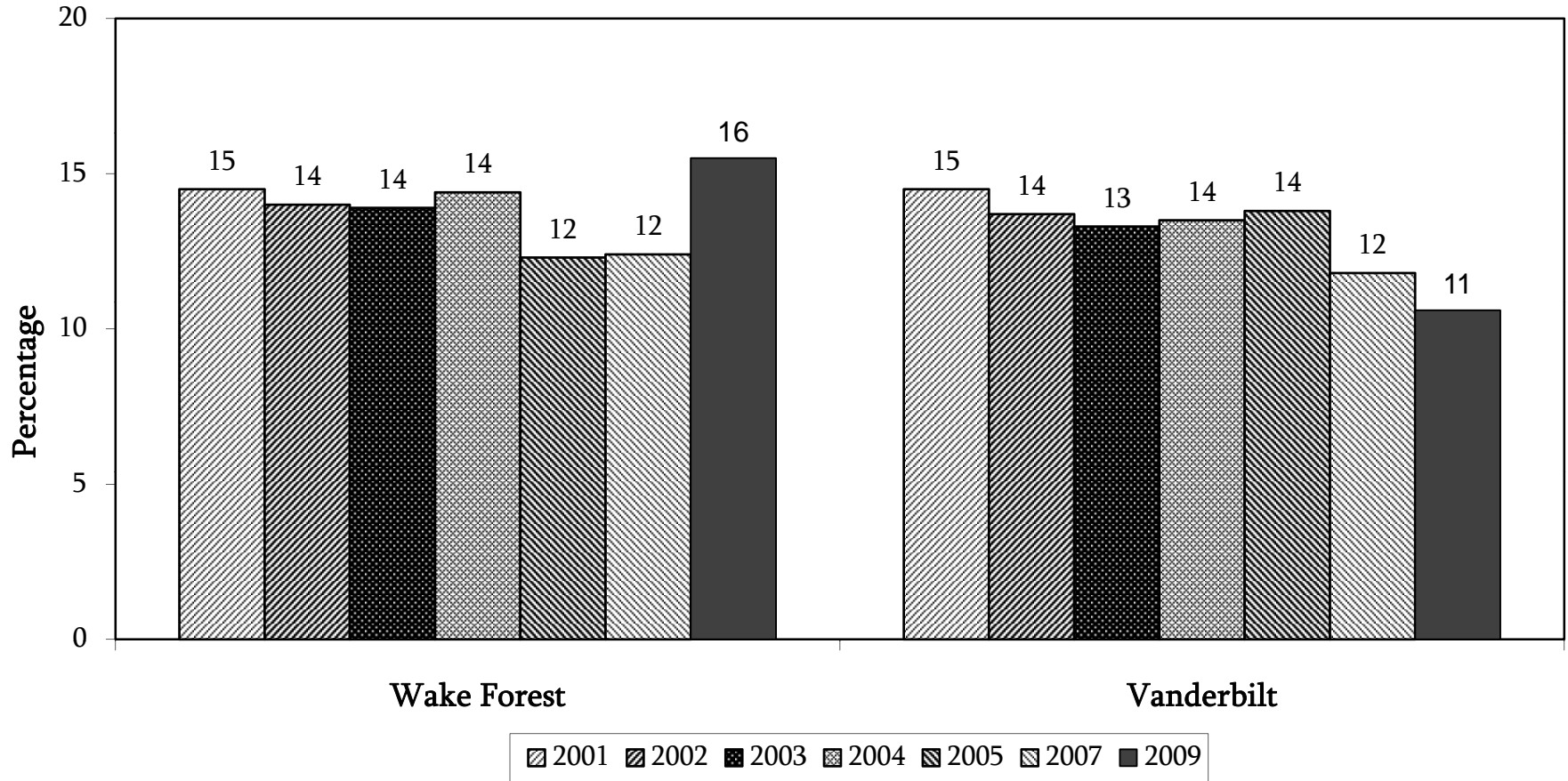


CIRP Freshman Survey

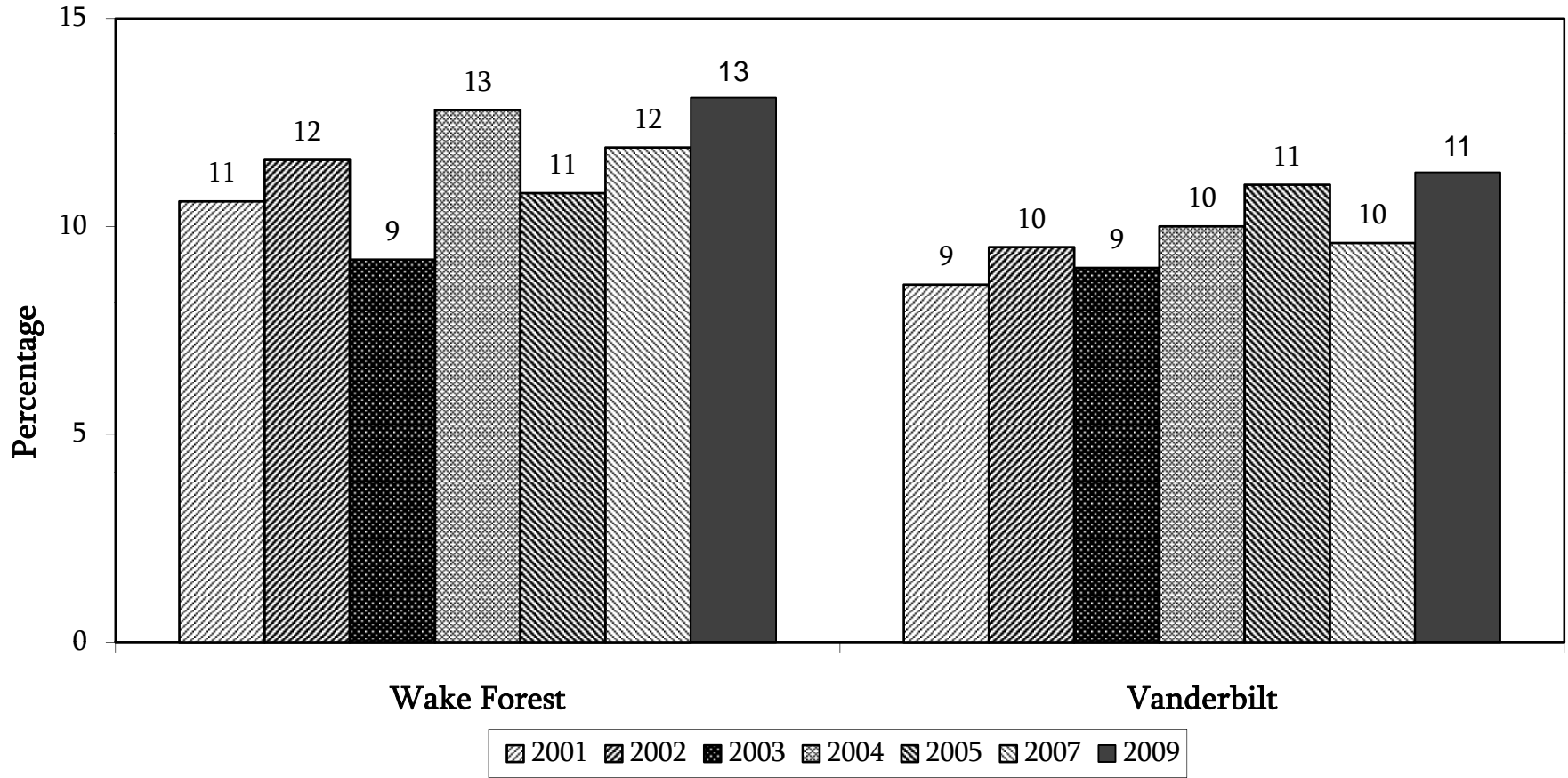
2001-2009 Longitudinal Results

Wake Forest University and Vanderbilt University

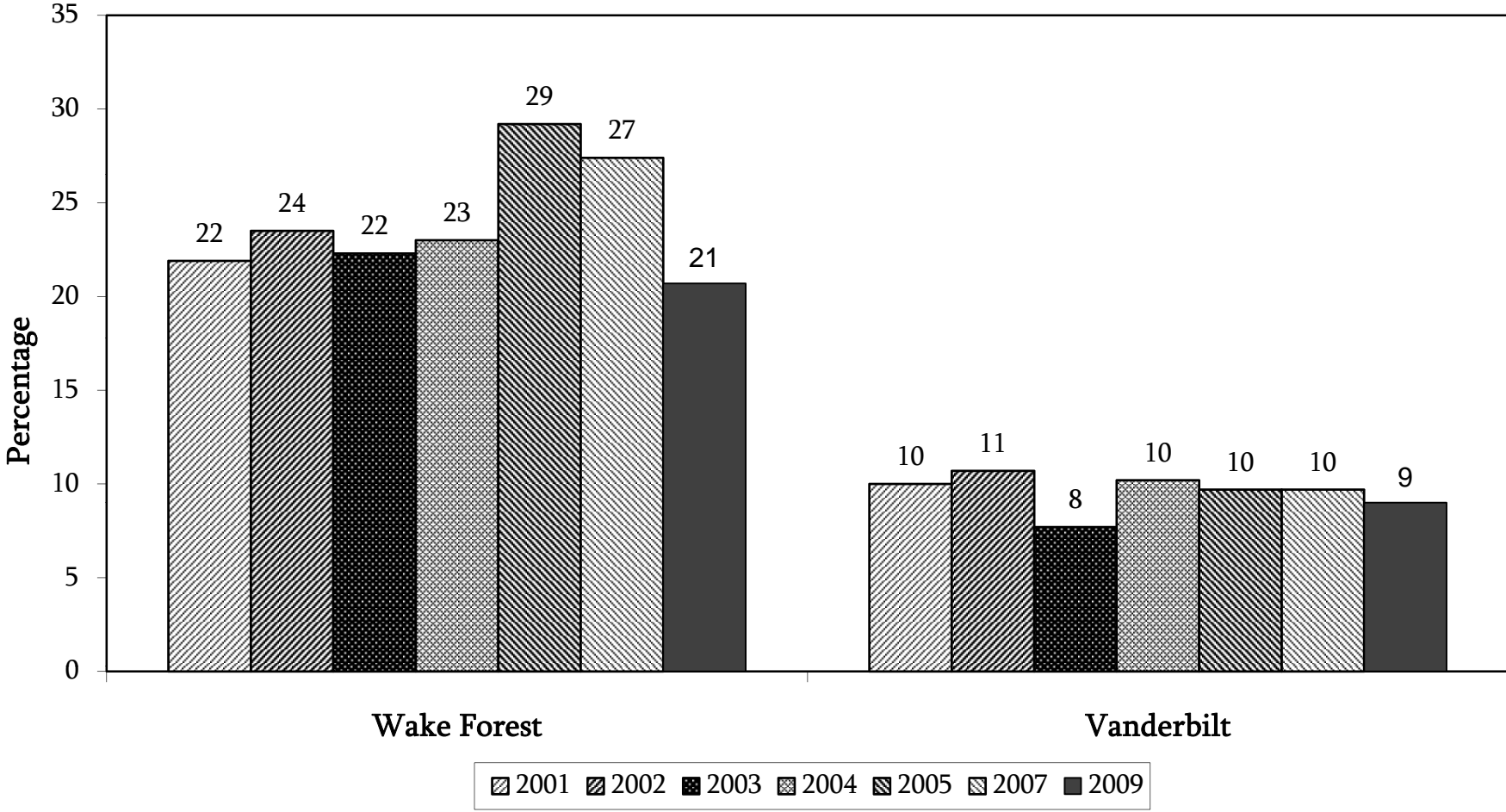
Respondents Indicating a Probable Field of Study in Arts & Humanities



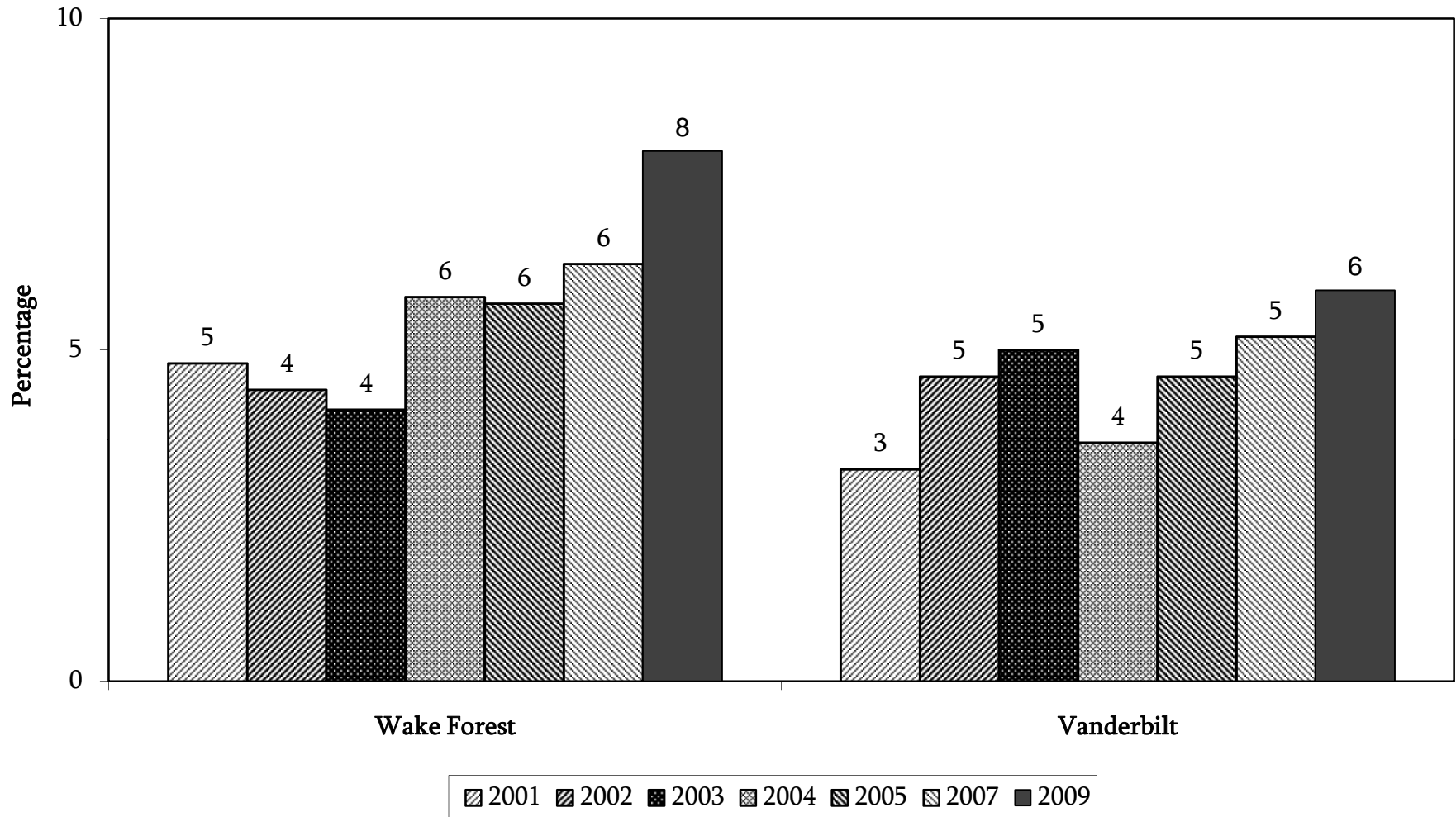
Respondents Indicating a Probable Field of Study in Biological Science



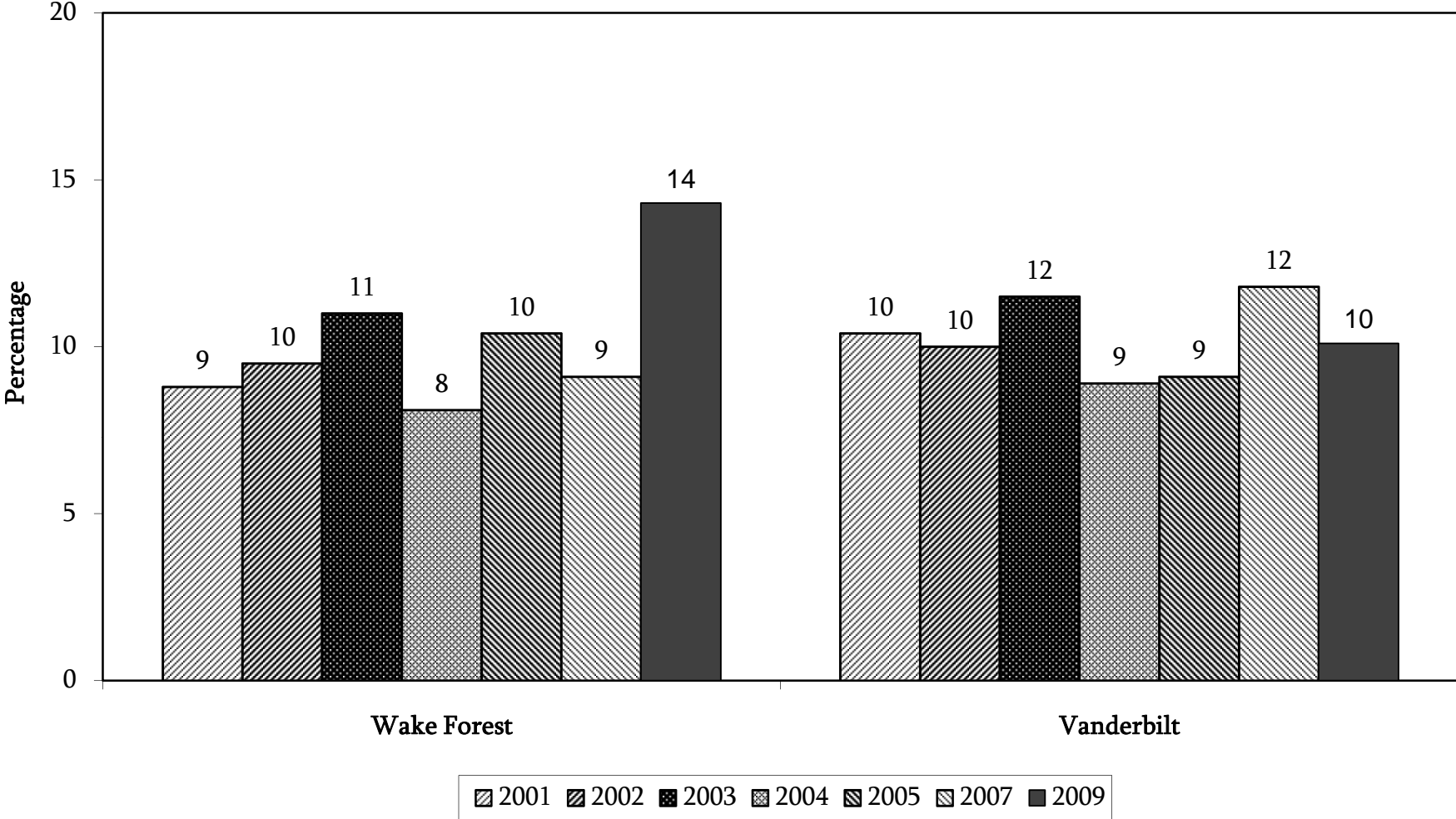
Respondents Indicating a Probable Field of Study in Business



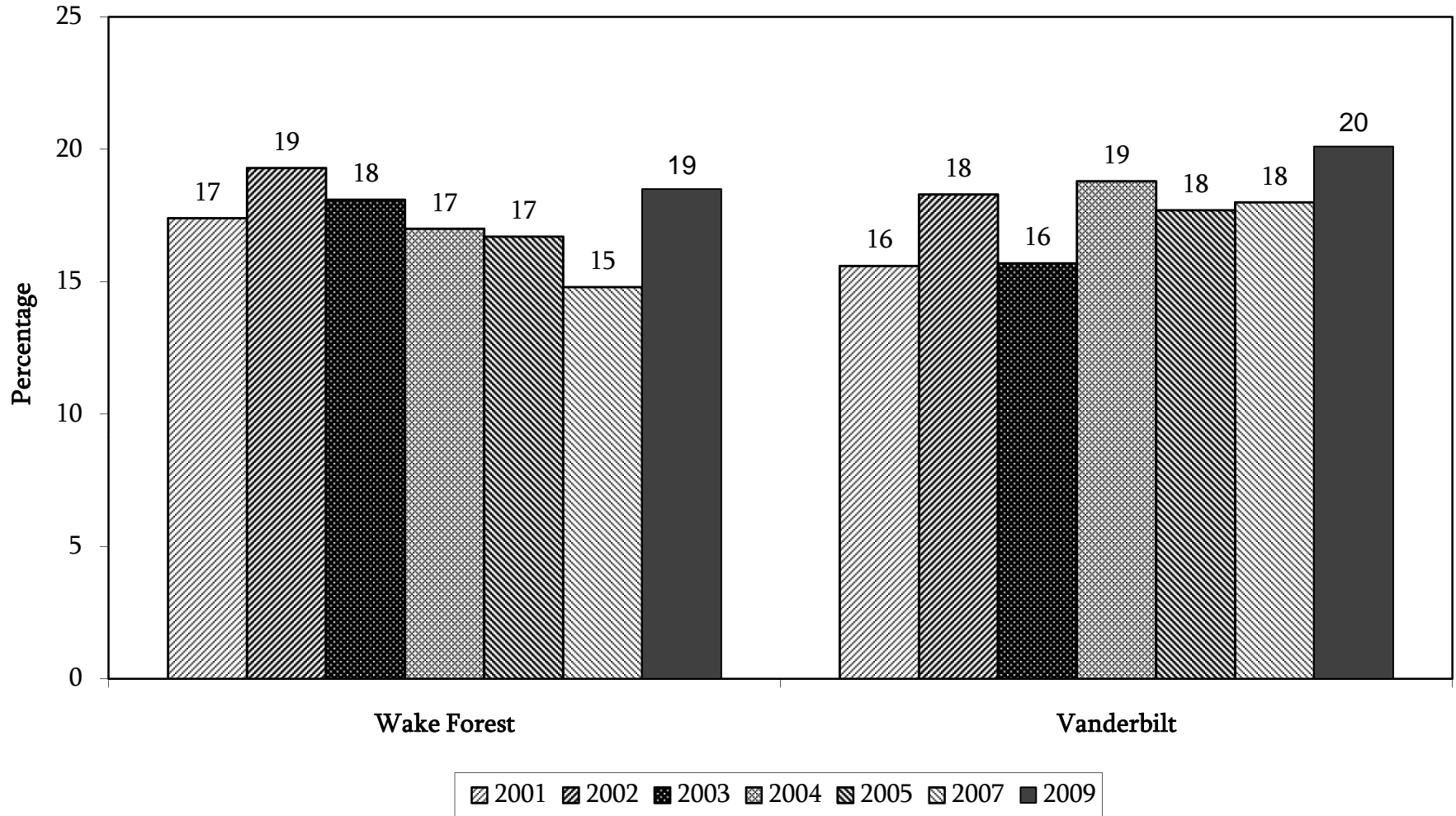
Respondents Indicating a Probable Field of Study in Physical Science or Mathematics



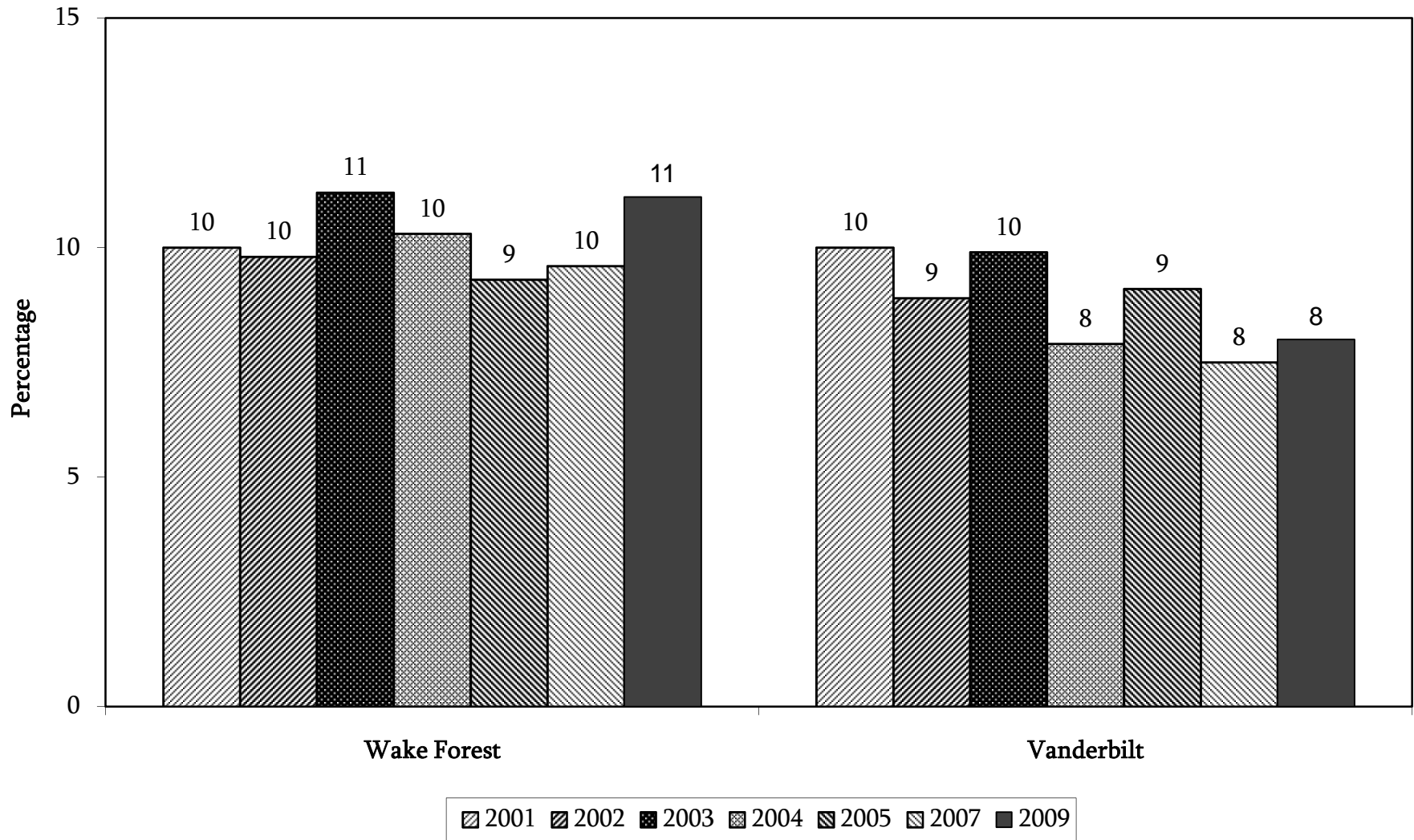
Respondents Indicating a Probable Field of Study in a Professional Discipline



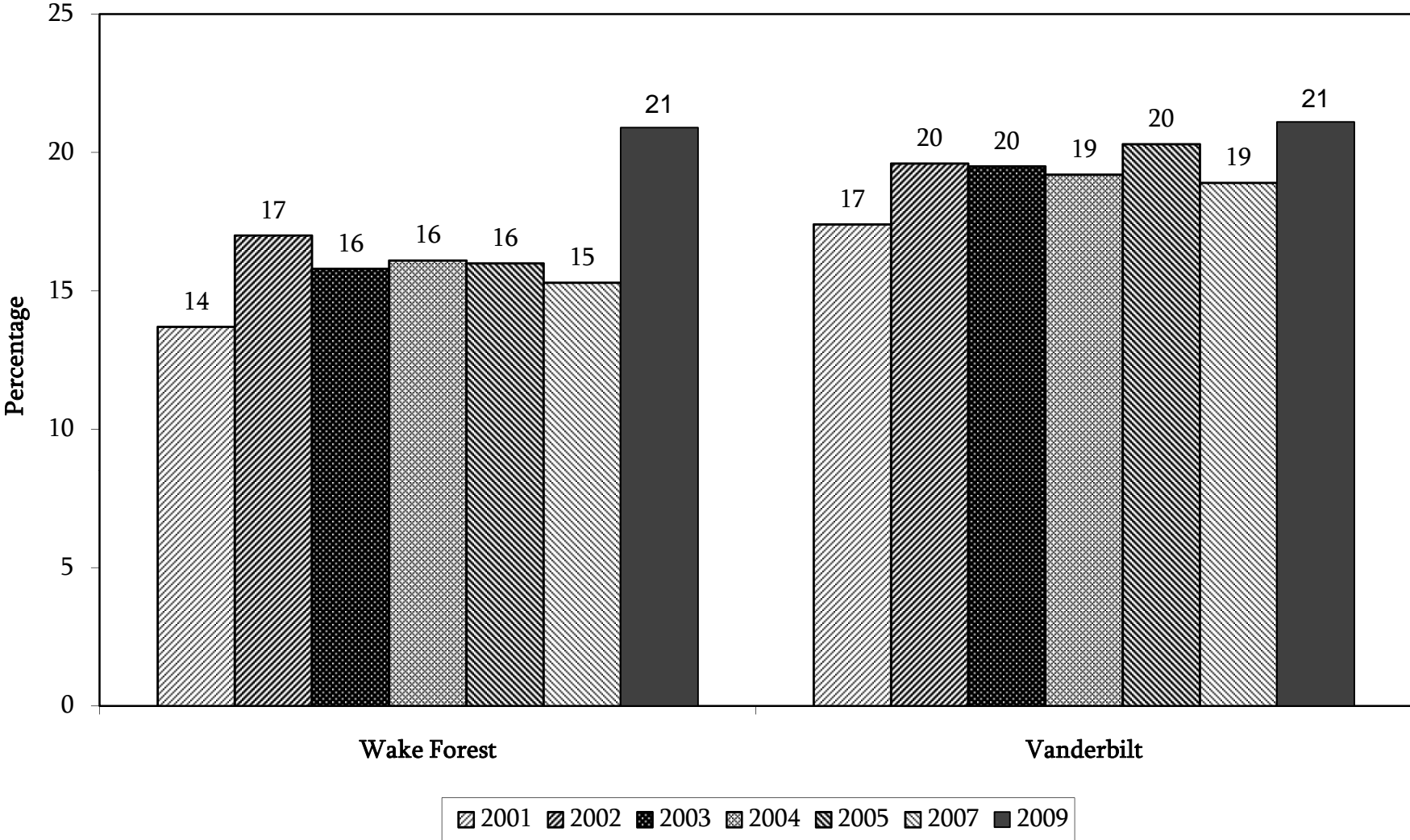
Respondents Indicating a Probable Field of Study in Social Science



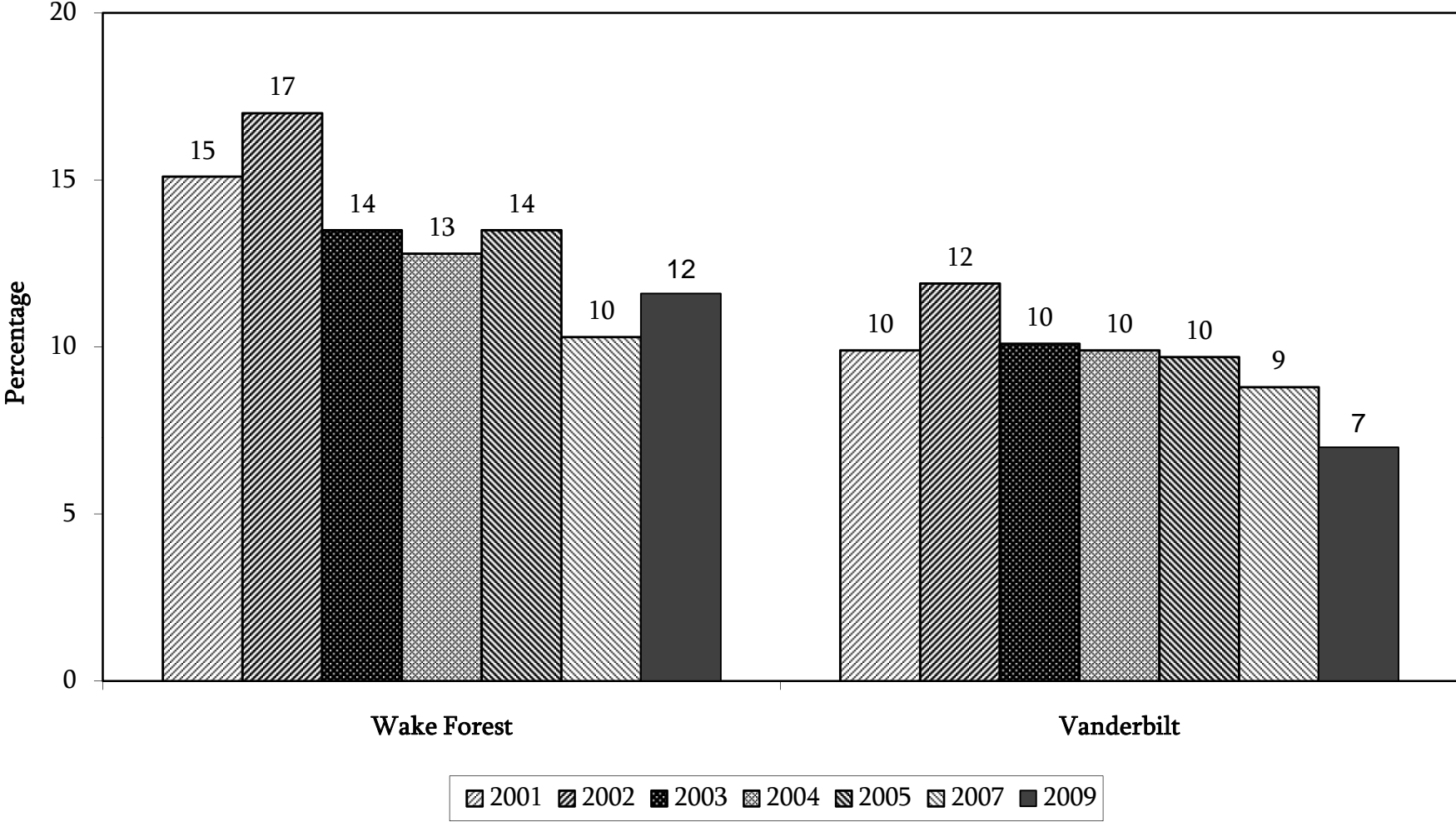
Respondents Indicating a Probable Career as a Lawyer



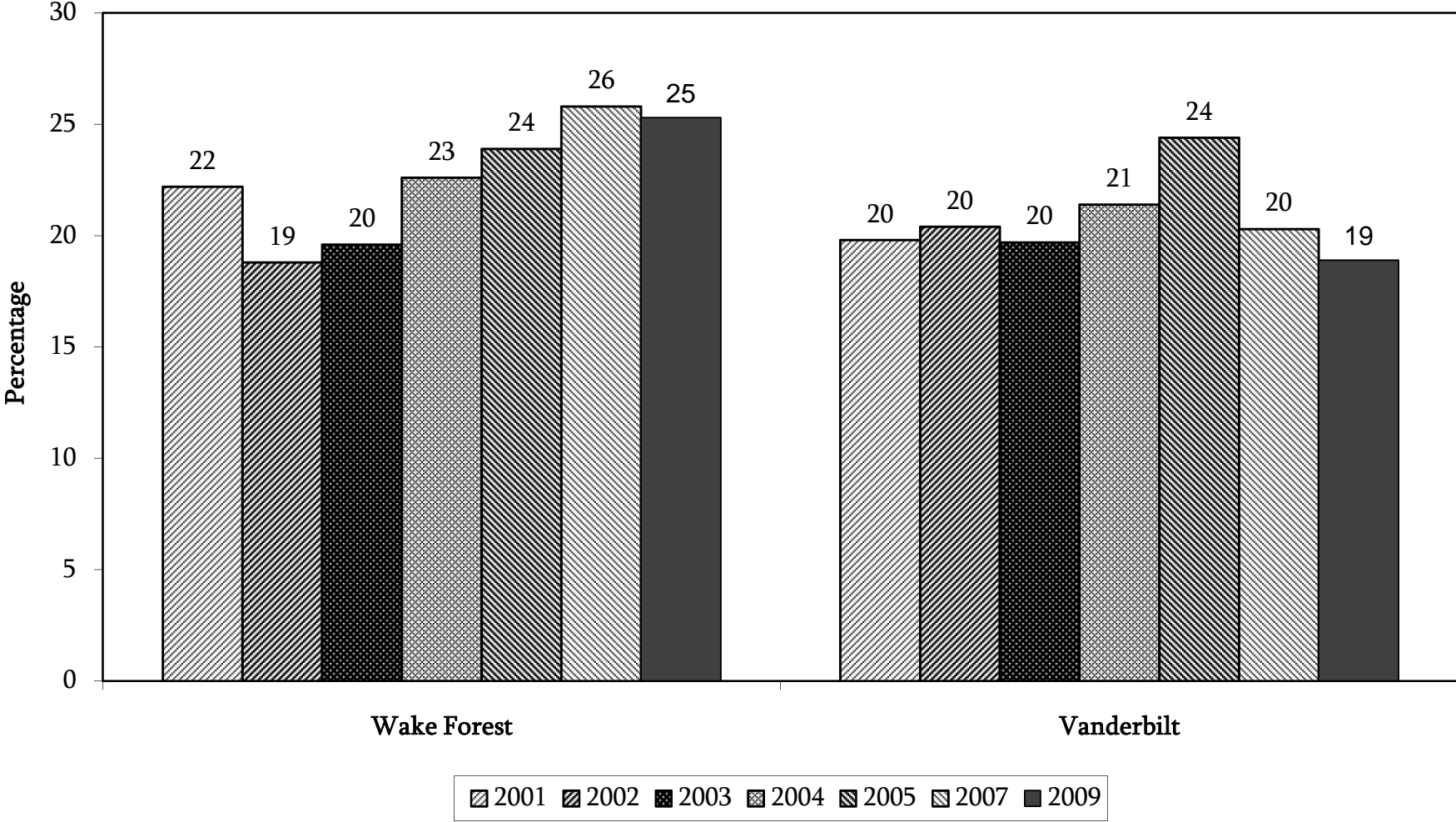
Respondents Indicating a Probable Career as a Physician



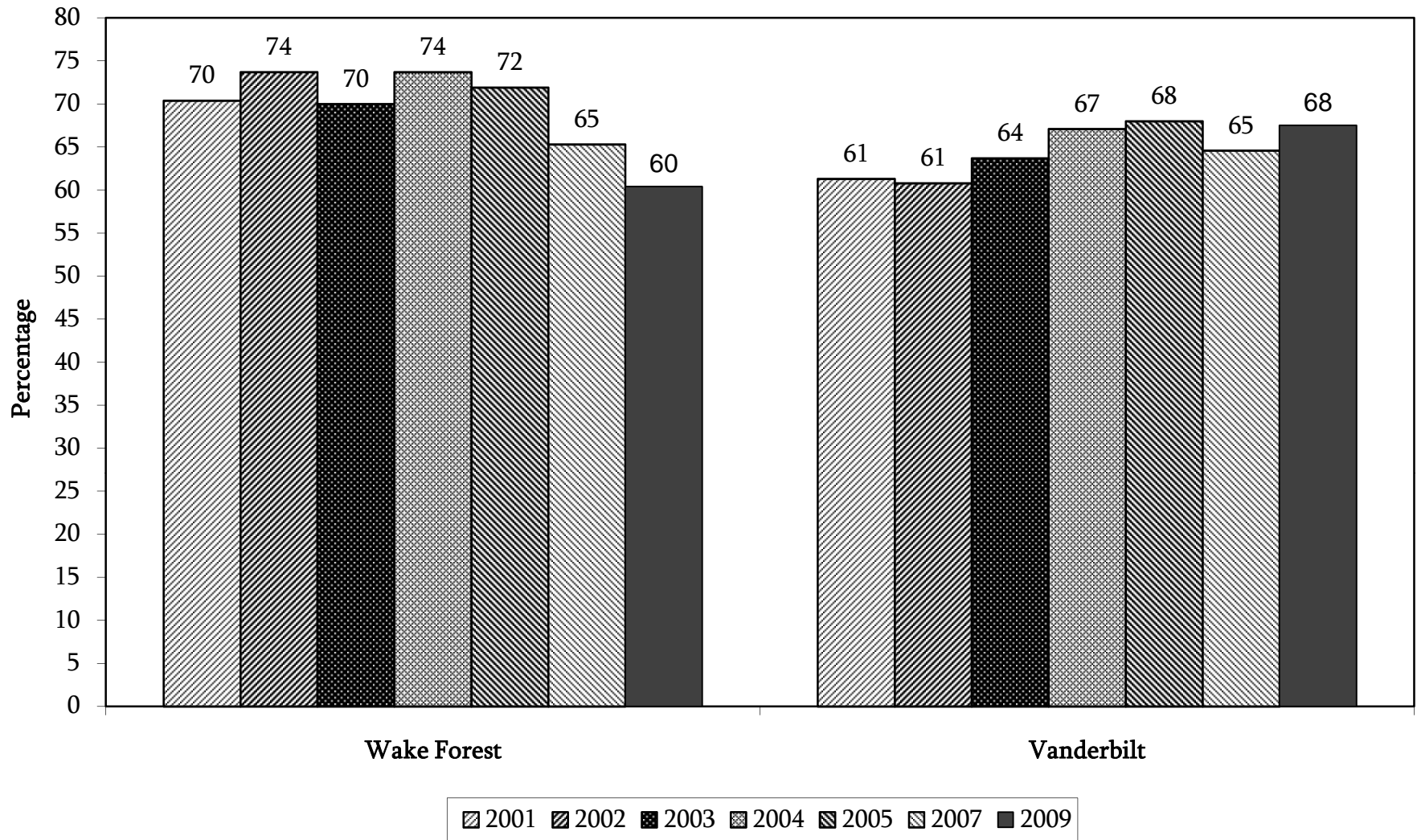
Respondents Indicating their Current Religious Preference as Baptist



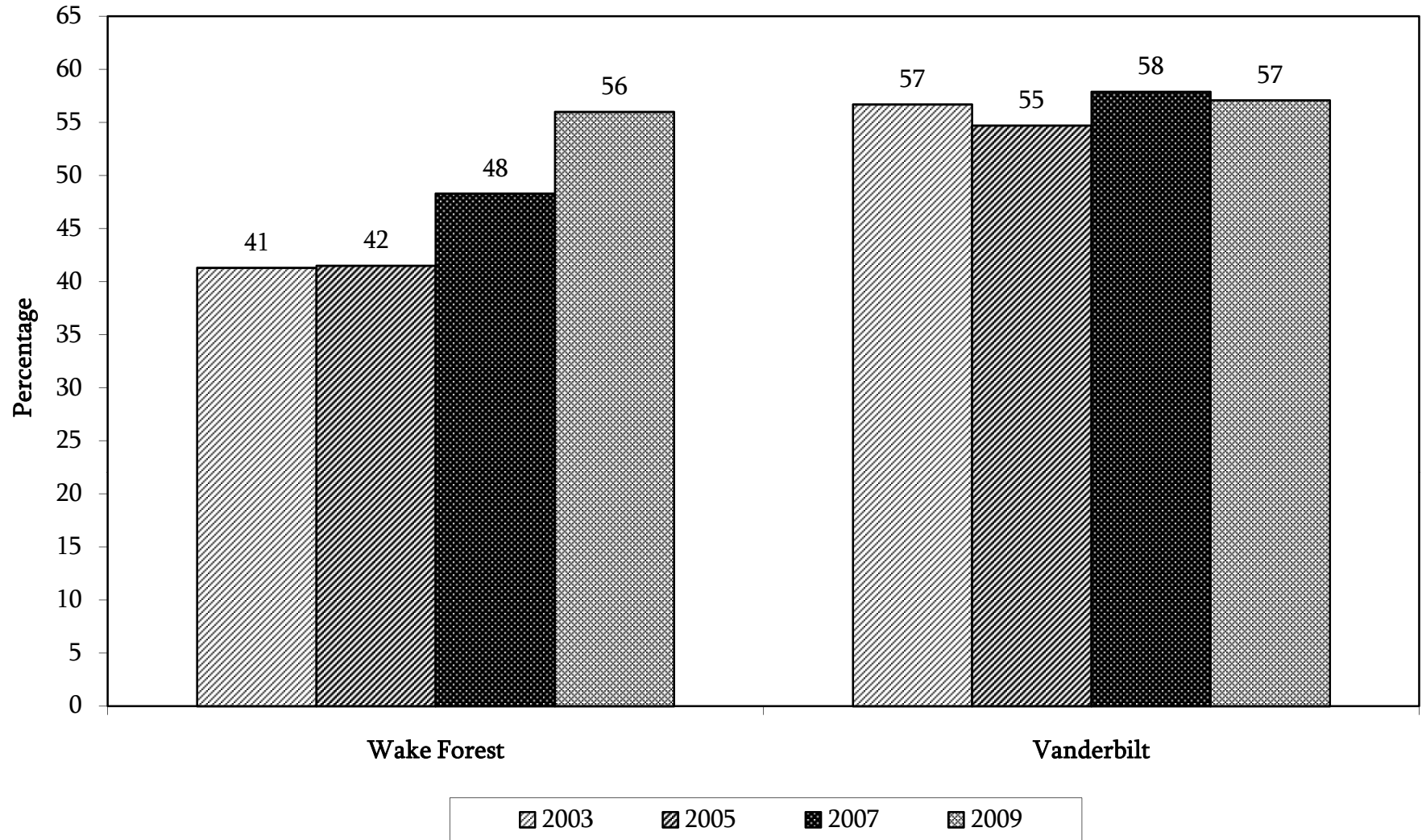
Respondents Indicating their Current Religious Preference as Roman Catholic



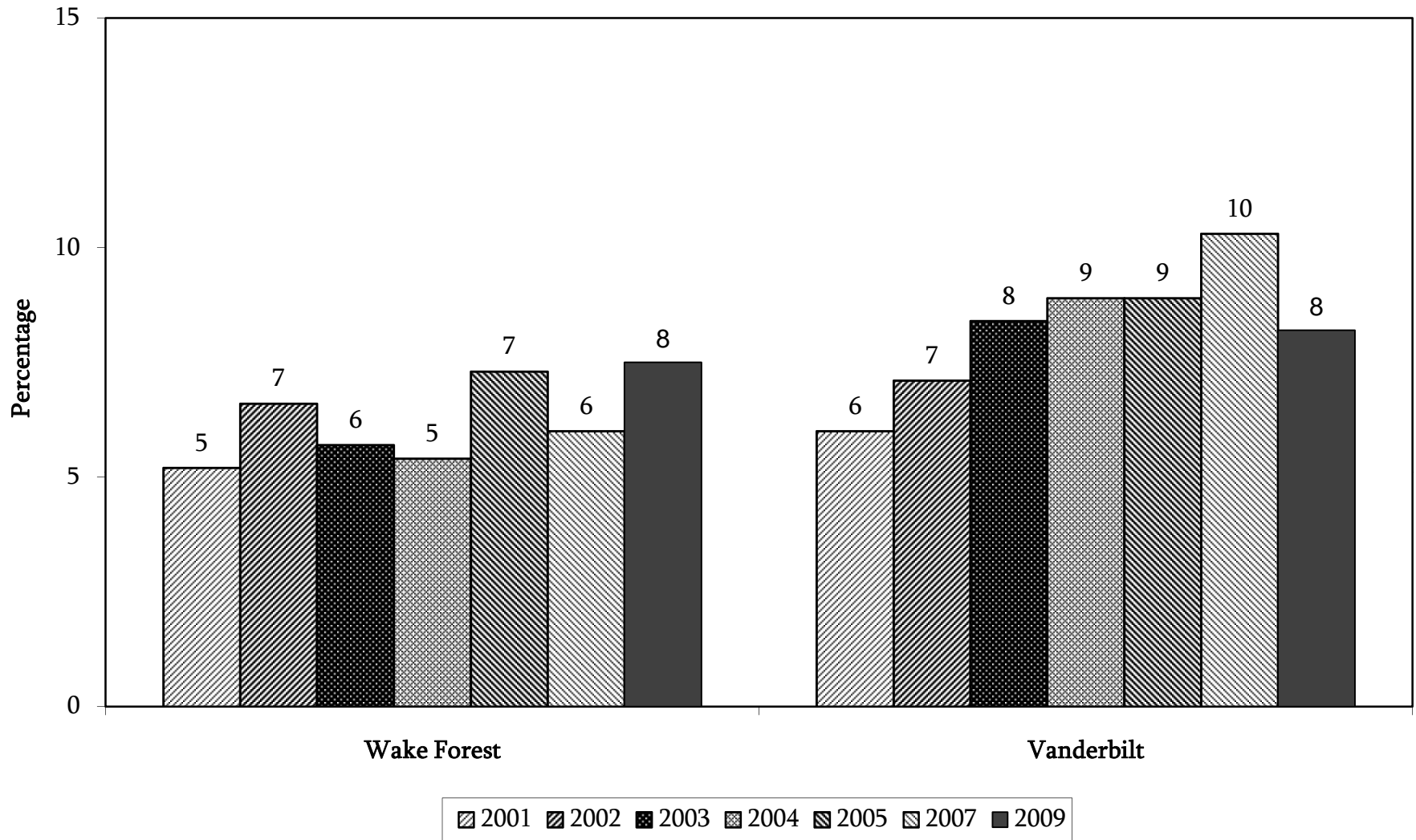
Respondents Indicating their Current School as their First Choice



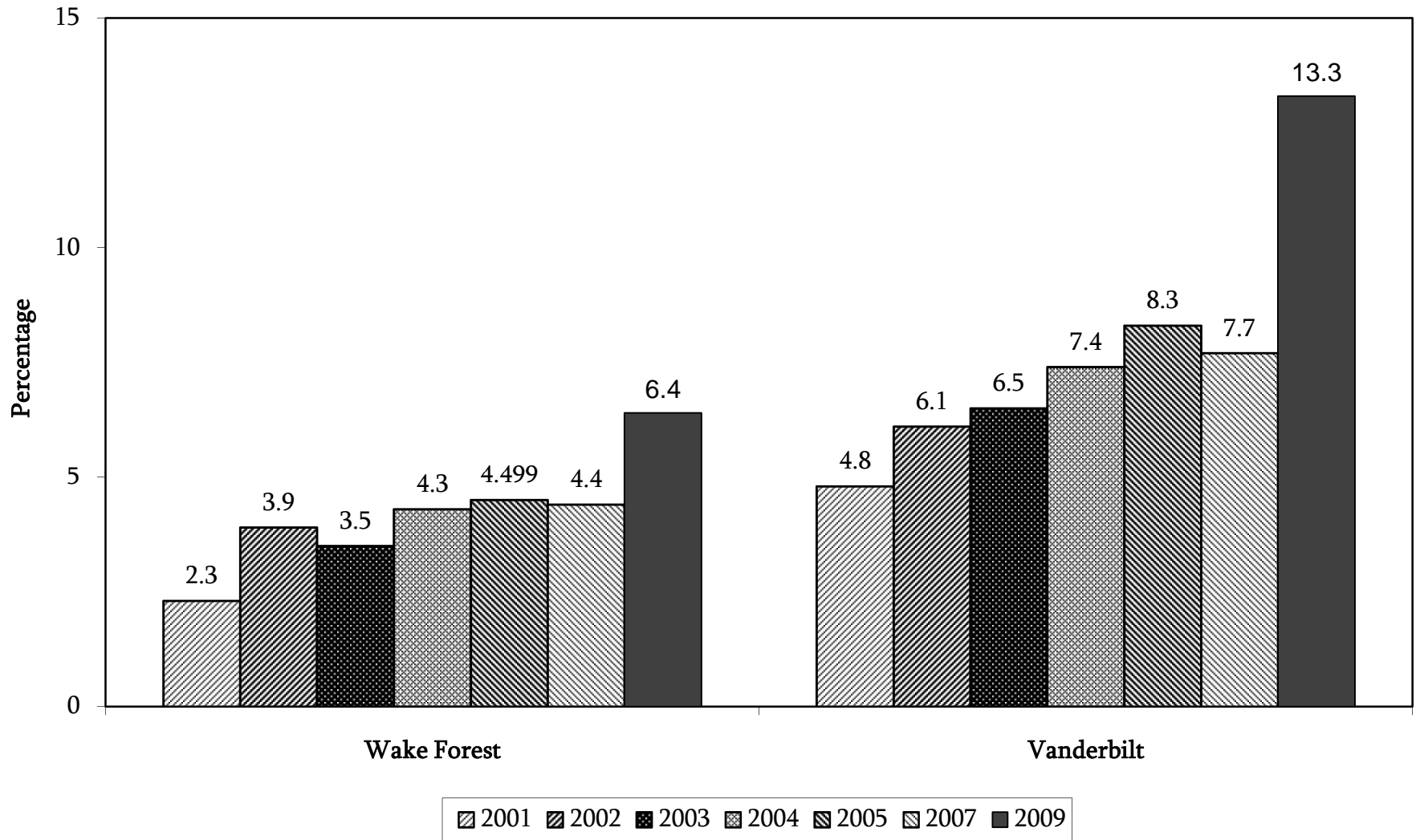
Respondents Applying to Six or More Schools



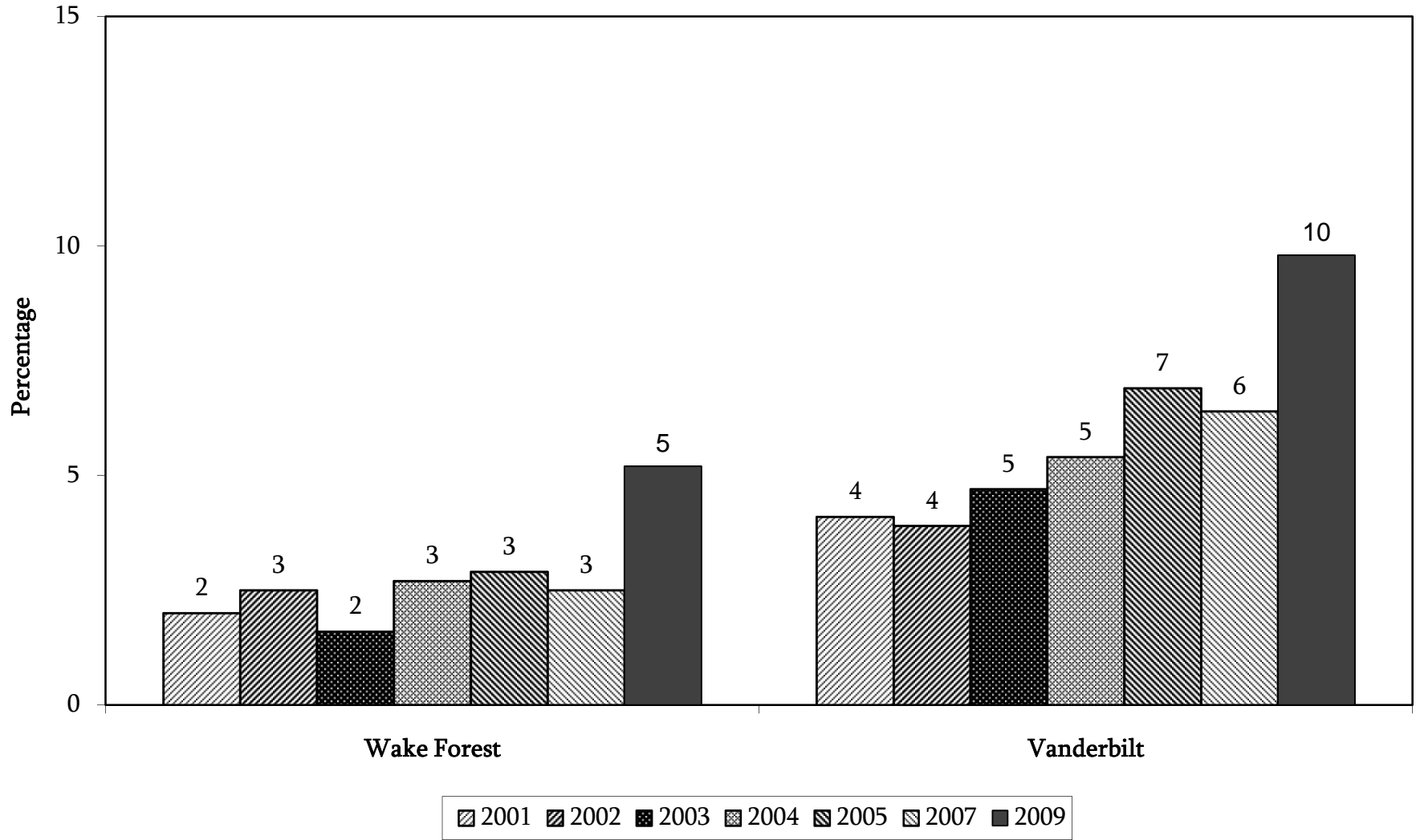
Respondents - African American



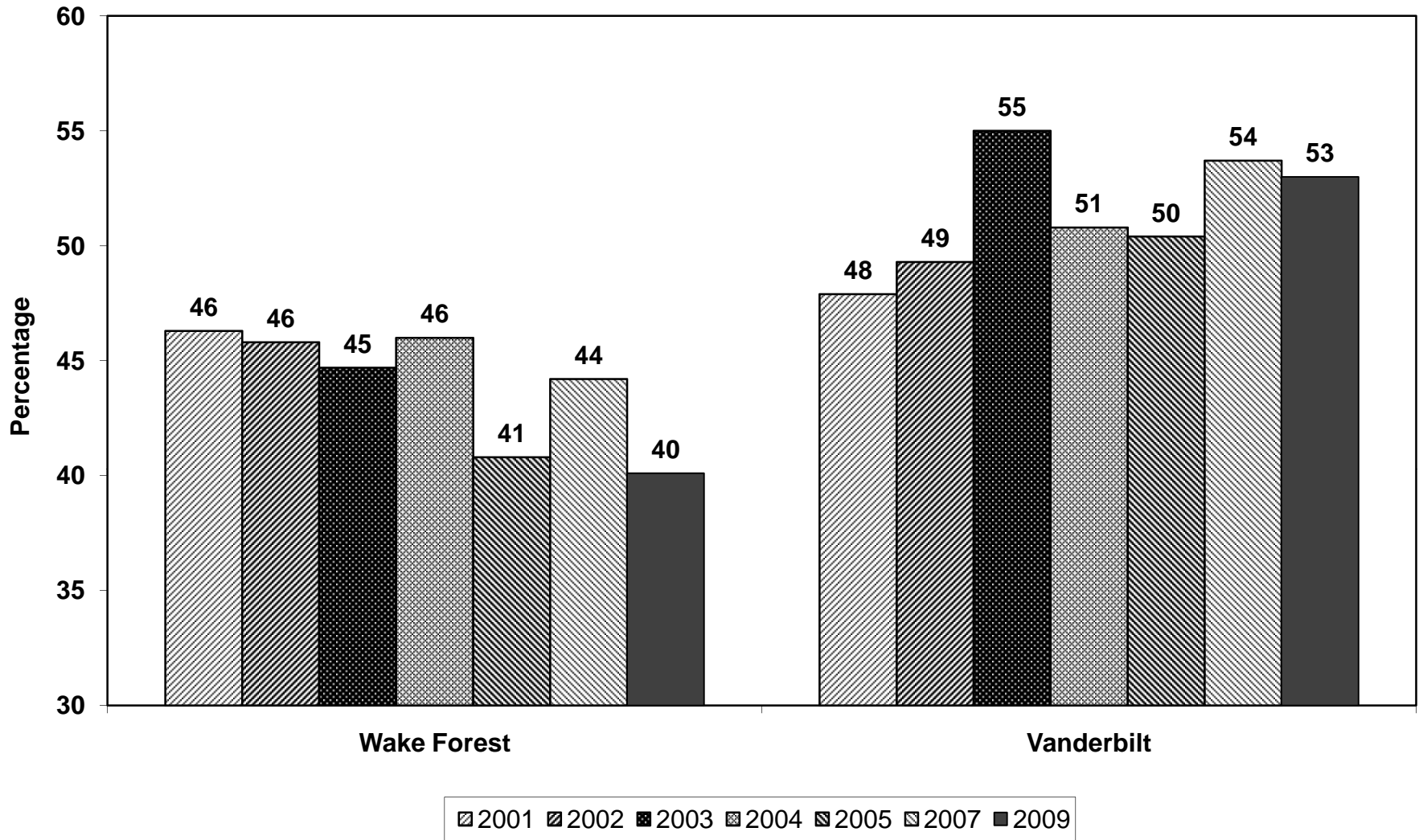
Respondents - Asian



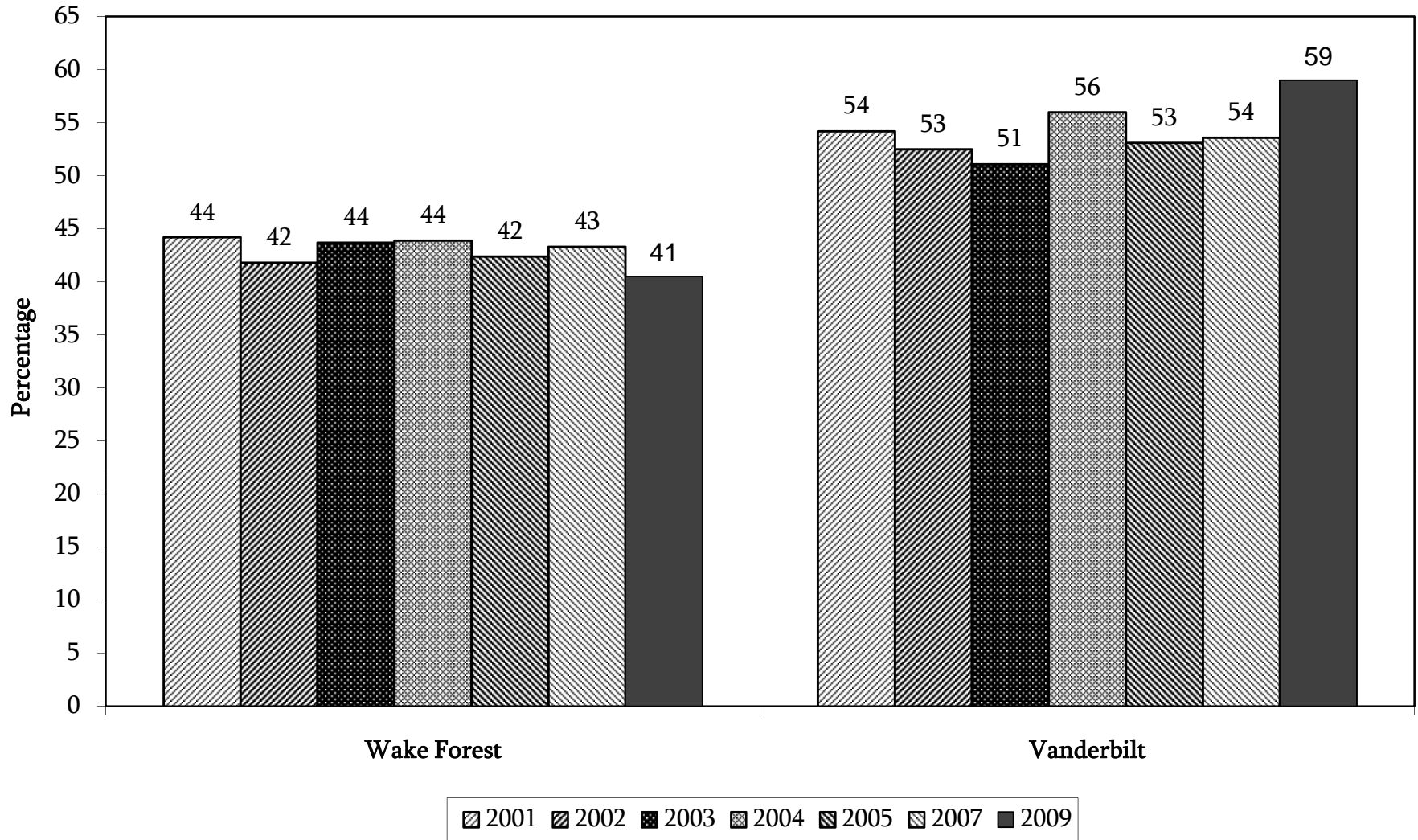
Respondents - Hispanic



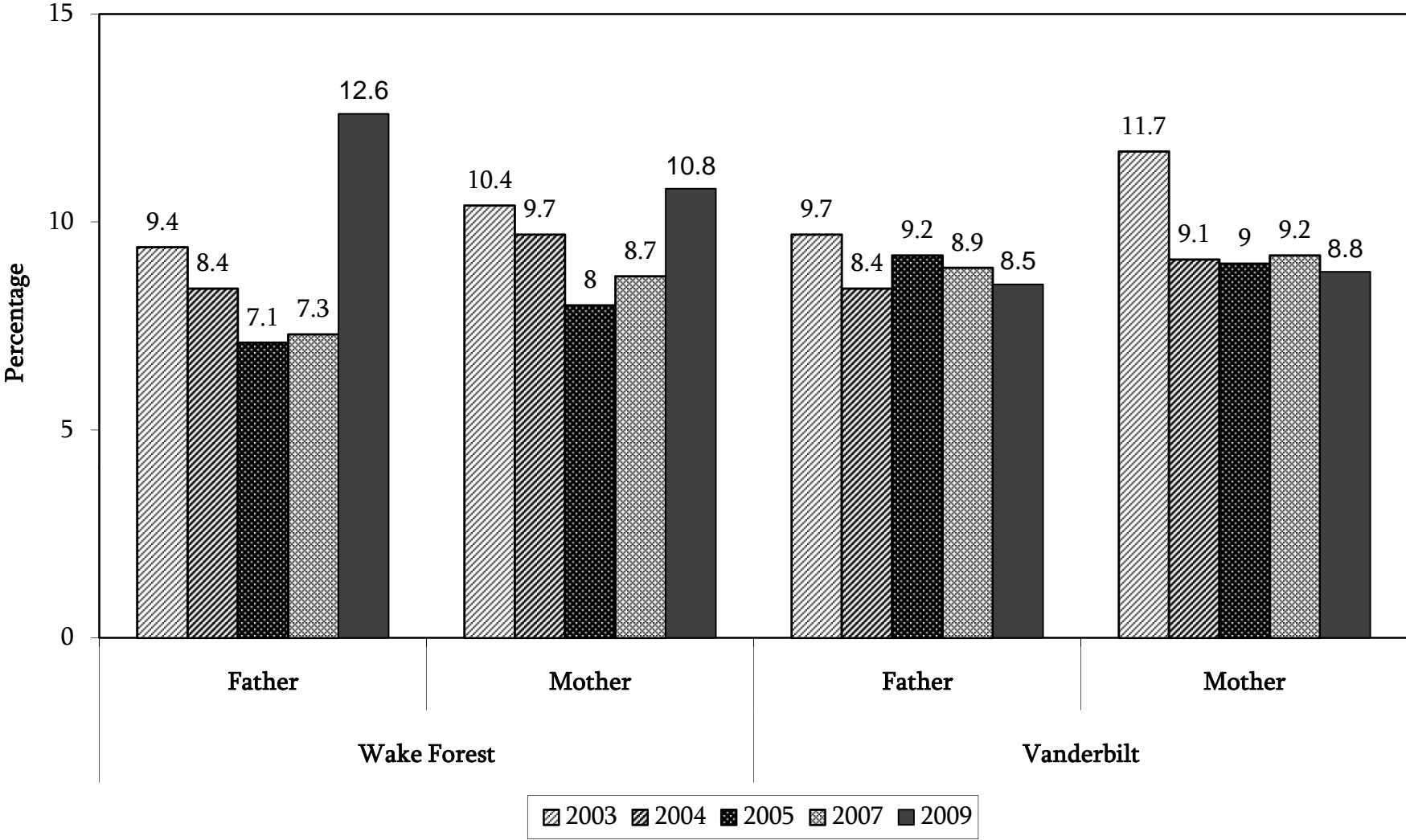
Respondents Indicating an Average High School Grade of "A" or "A+"



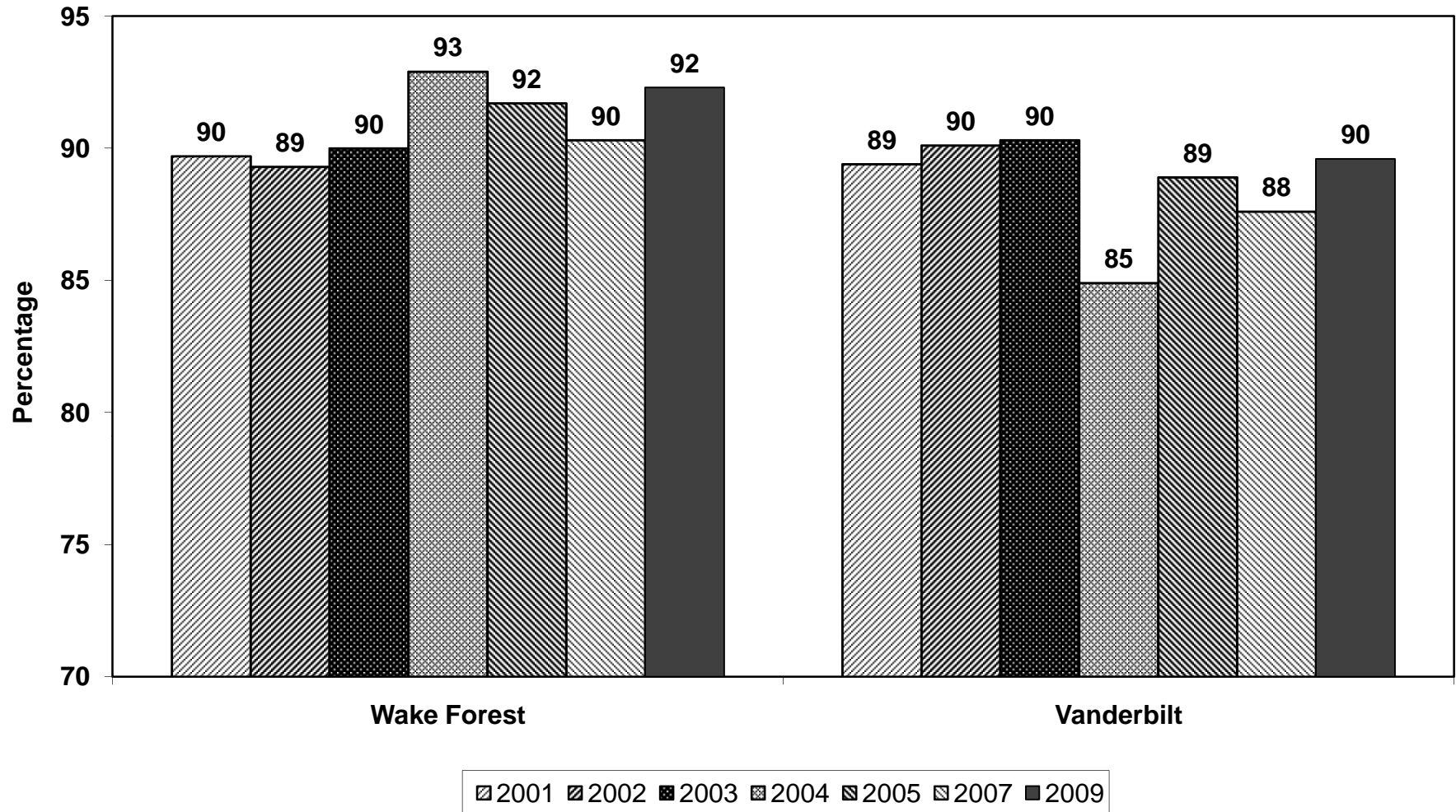
Respondents Indicating a Distance from Home Greater than 500 Miles



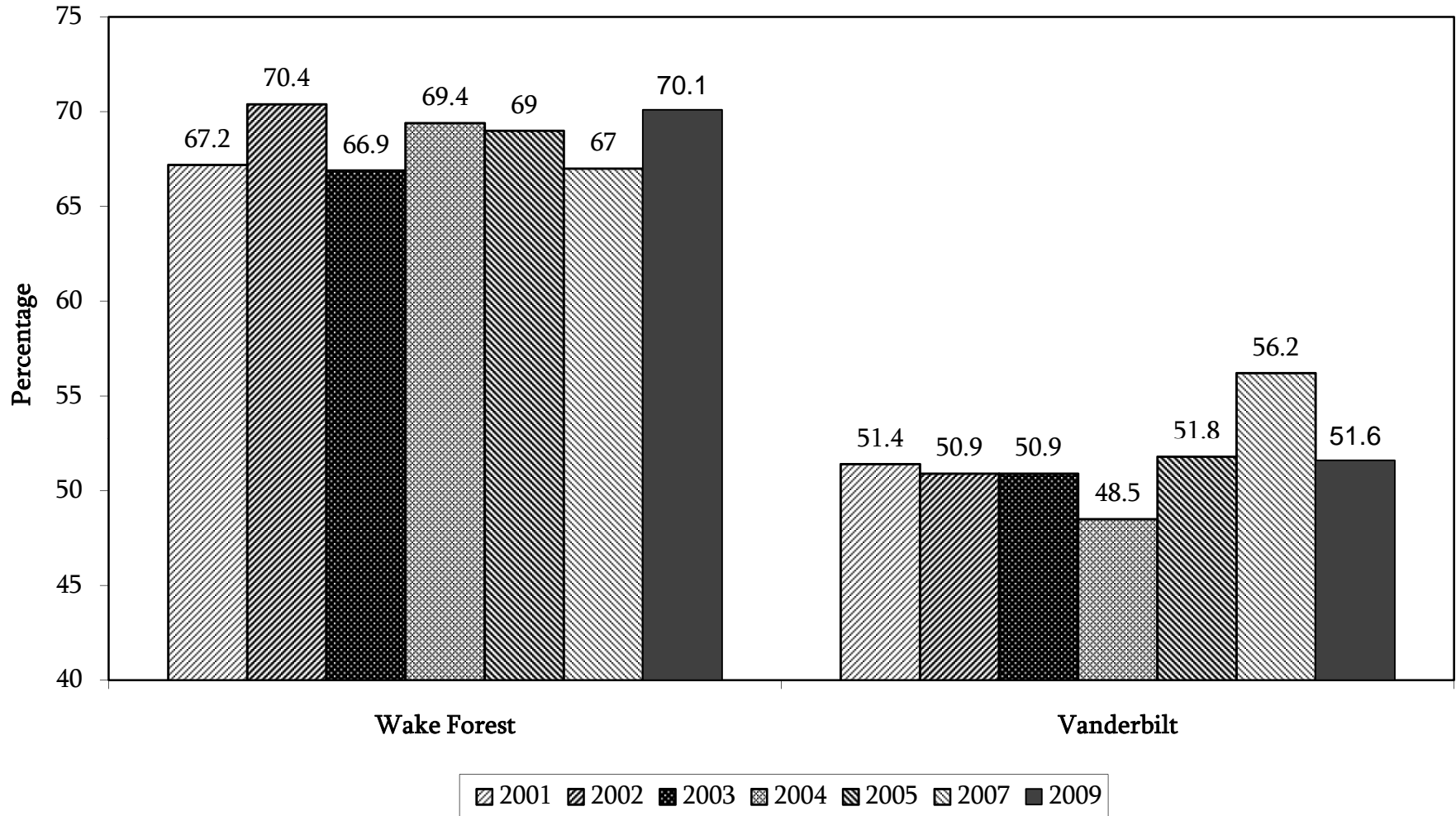
Respondents Indicating Their Father/Mother did NOT Attend College



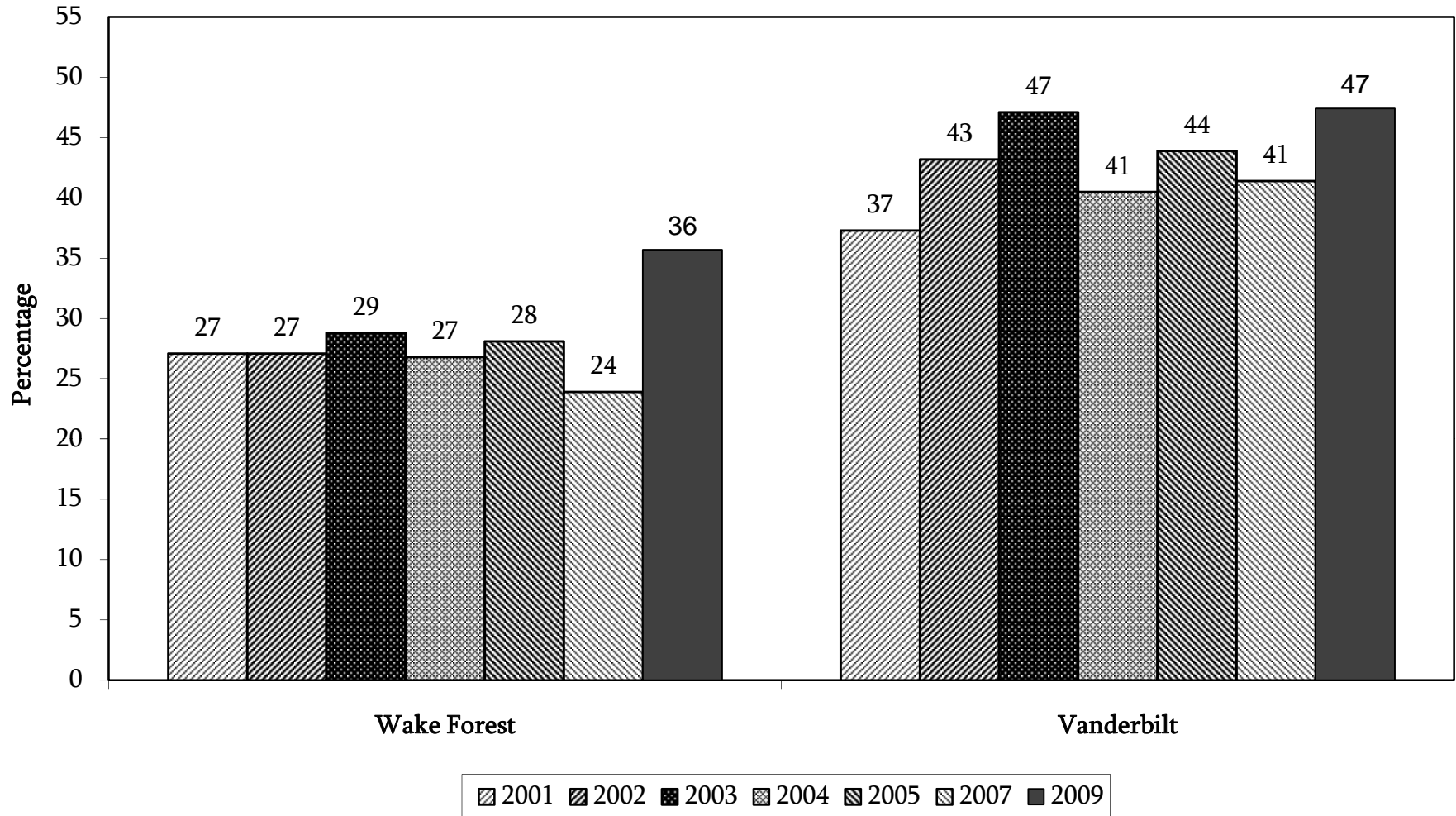
Respondents Indicating a Good Academic Reputation was "Very Important" in Choosing a School



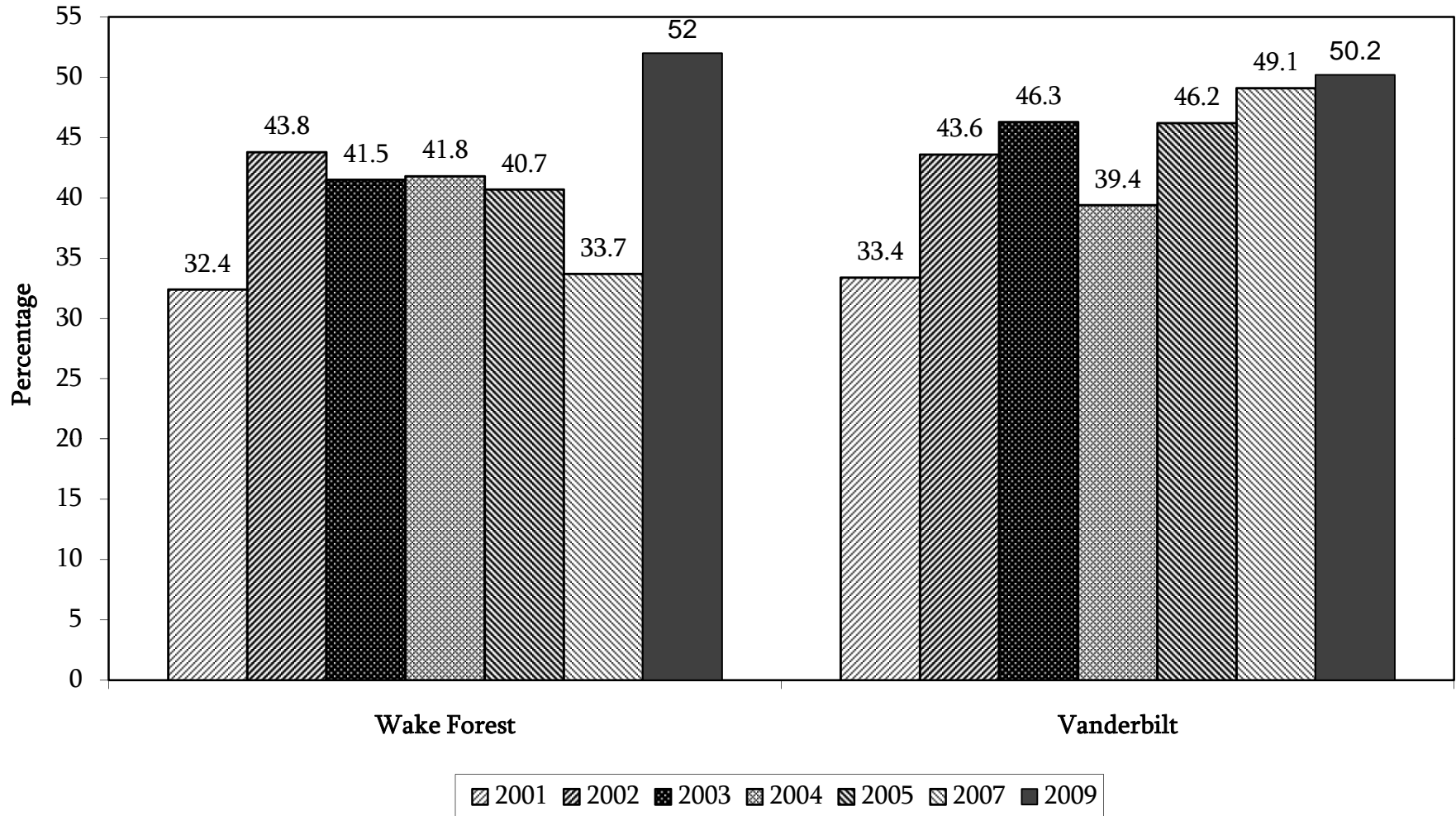
Respondents Indicating that Size of the College was "Very Important" in Choosing a School



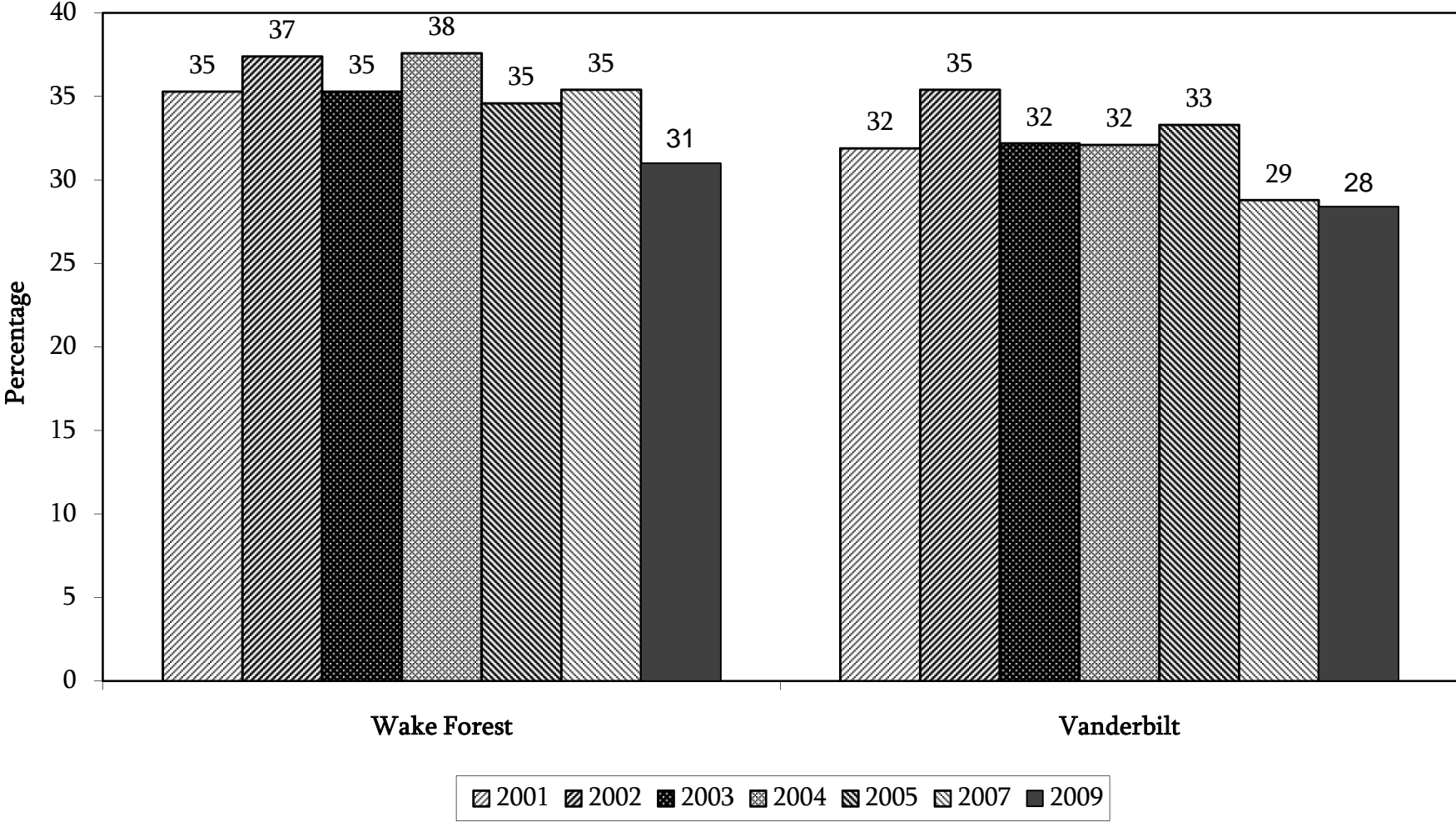
Respondents Indicating that Financial Aid Offers were "Very Important" in Choosing a School



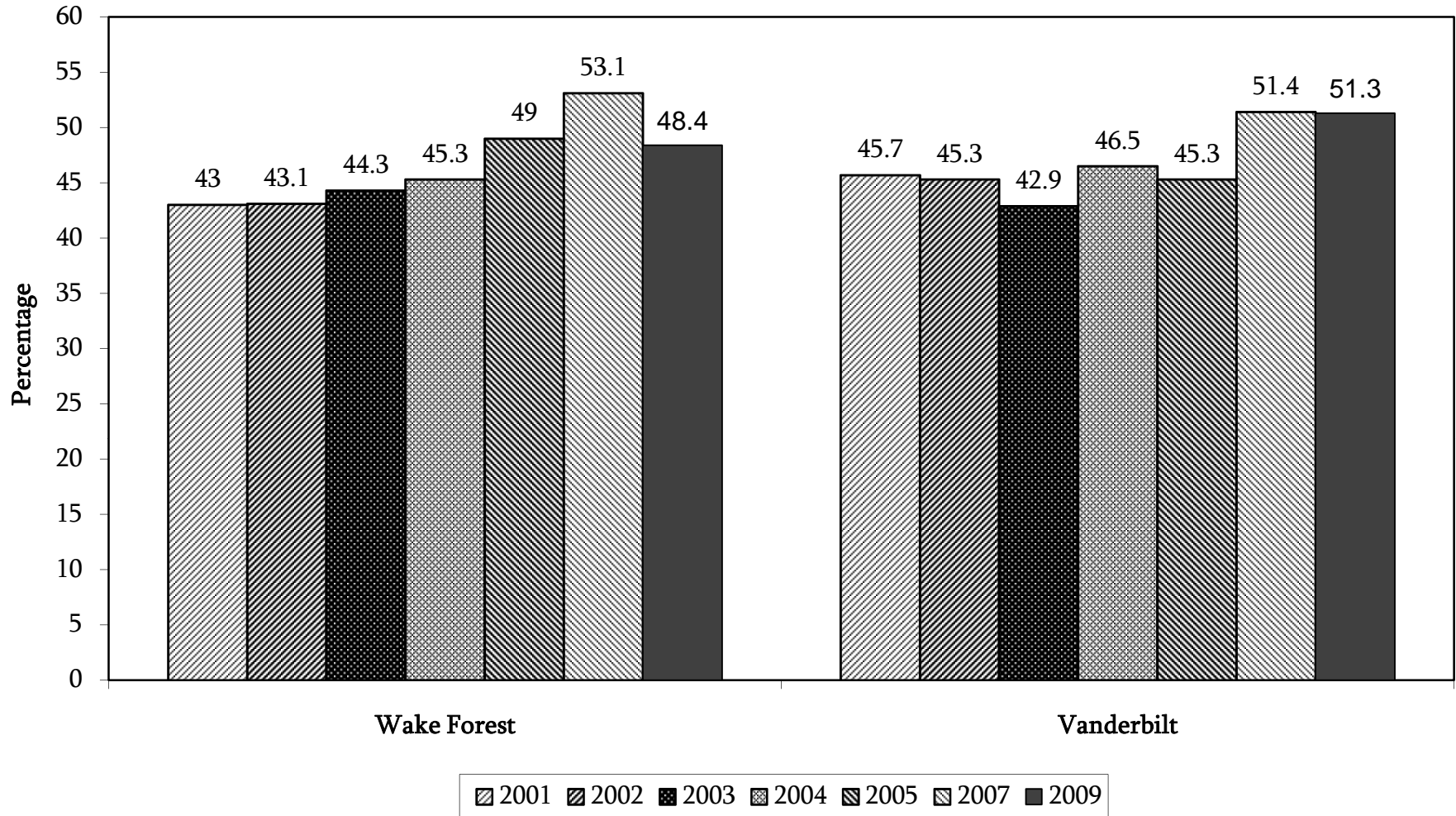
Respondents Indicating that Rankings in Magazines were "Very Important" in Choosing a School



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

