

Fall 2018 New Student Profile

Demographics, Attitudes, Experiences and Beliefs

Data Dialogue – January 17, 2019

Presented by the Office of Institutional Effectiveness



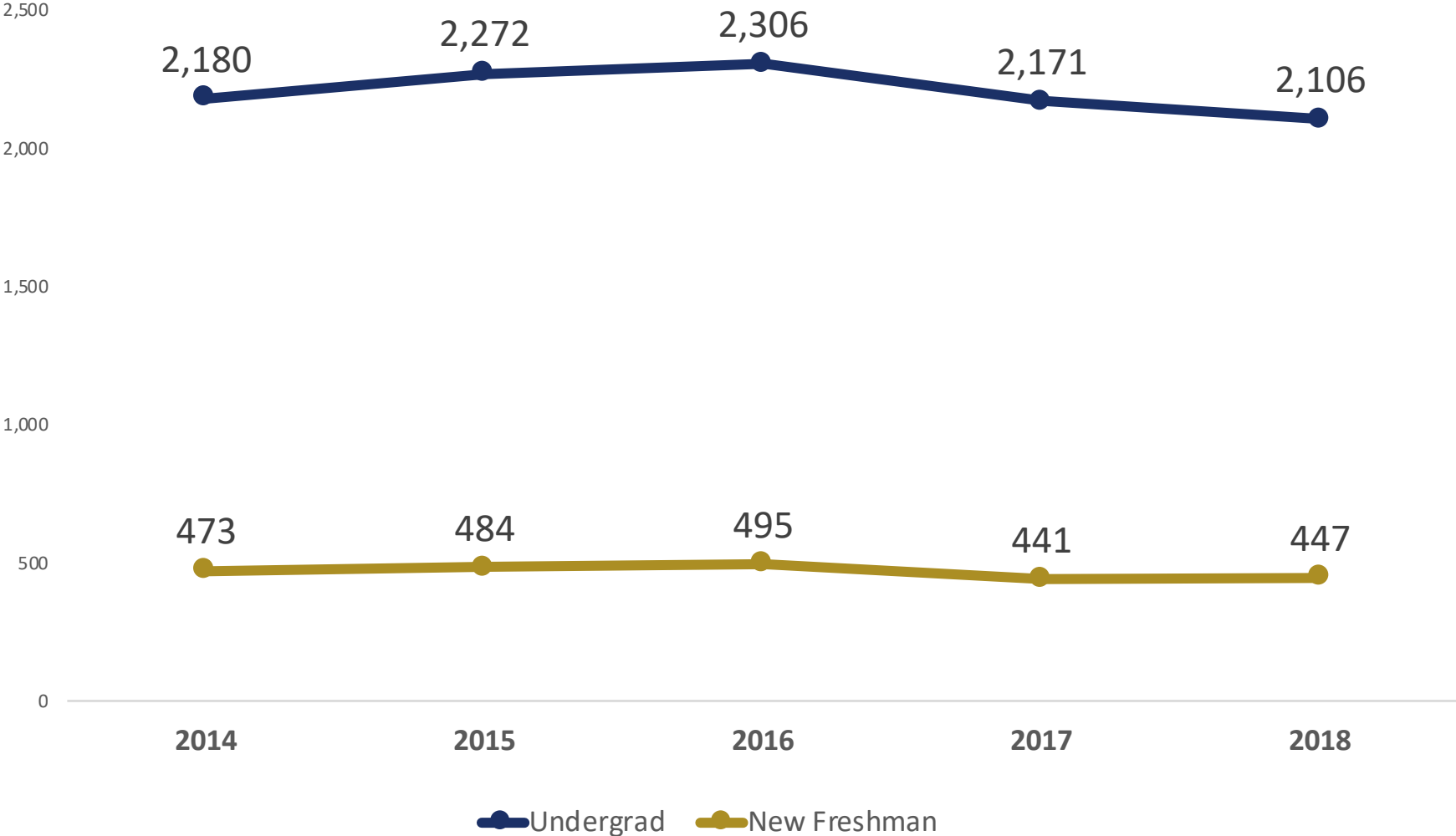
DOMINICAN UNIVERSITY
Where Learning Demands More

Agenda

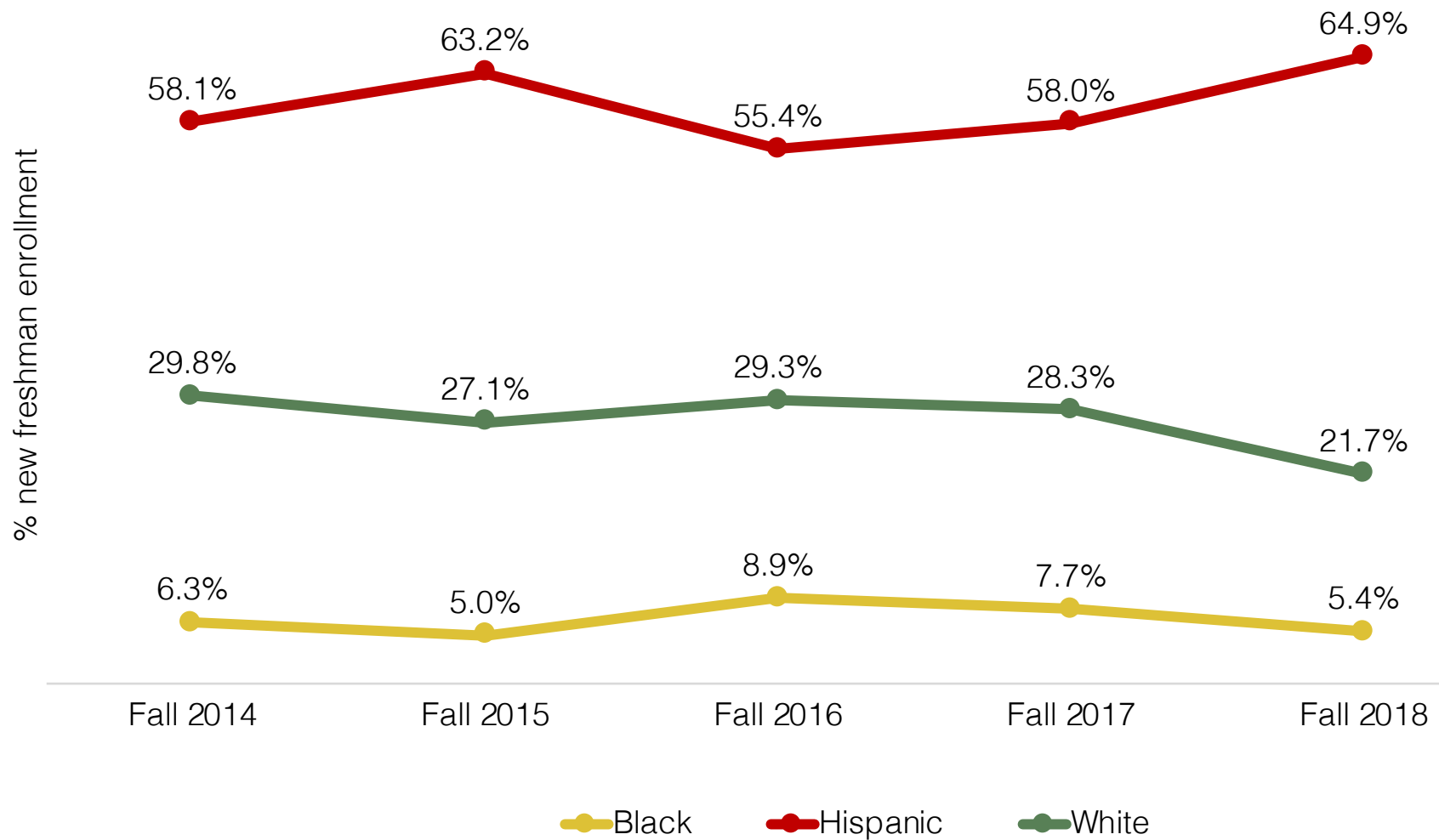
- Overview of Fall 2018 Demographics
- CIRP Survey Introduction
- Examining the data in the context of its impact on recruiting, teaching and serving this new generation of students
- Discuss implications for Dominican University



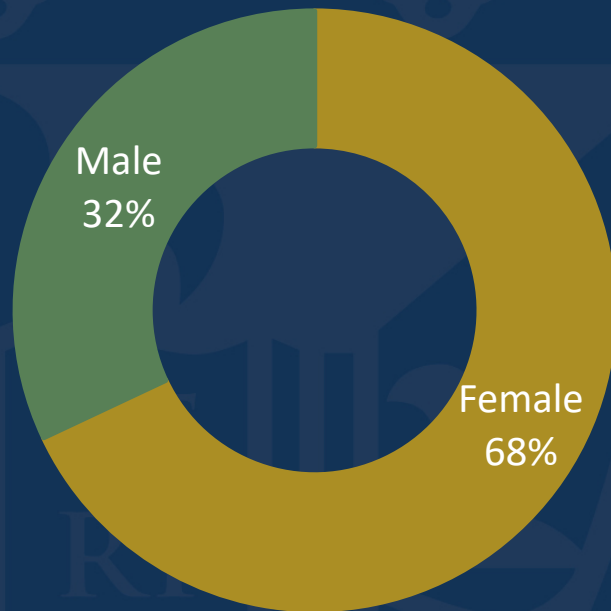
Fall Undergraduate Headcount Enrollment - 2014 to 2018



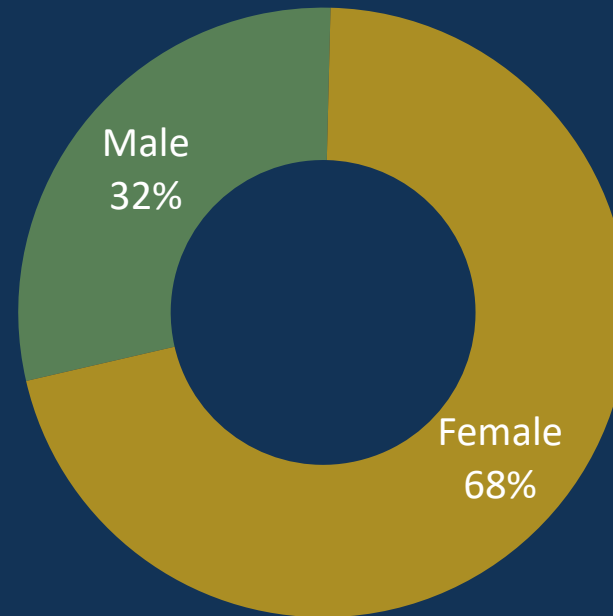
New Freshman Enrollment Trends by Race/Ethnicity since 2014



Gender



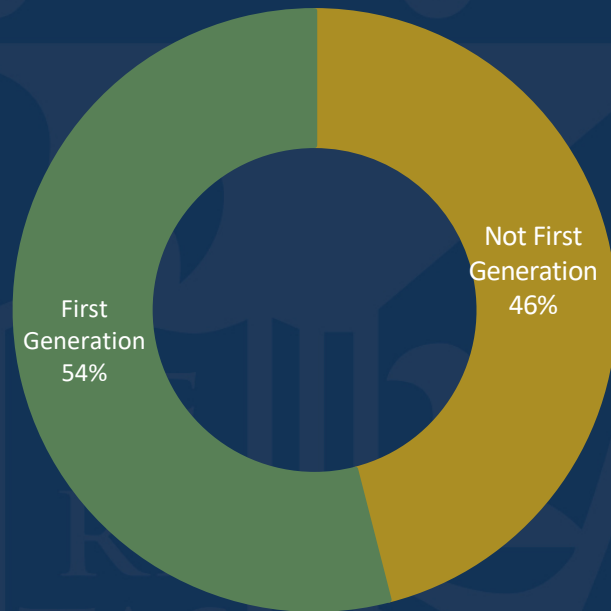
2018 New Freshmen



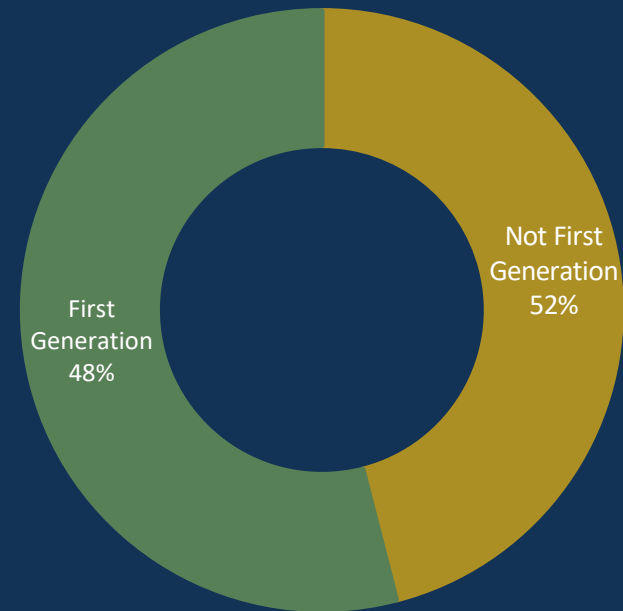
All Undergraduates



First Generation Status



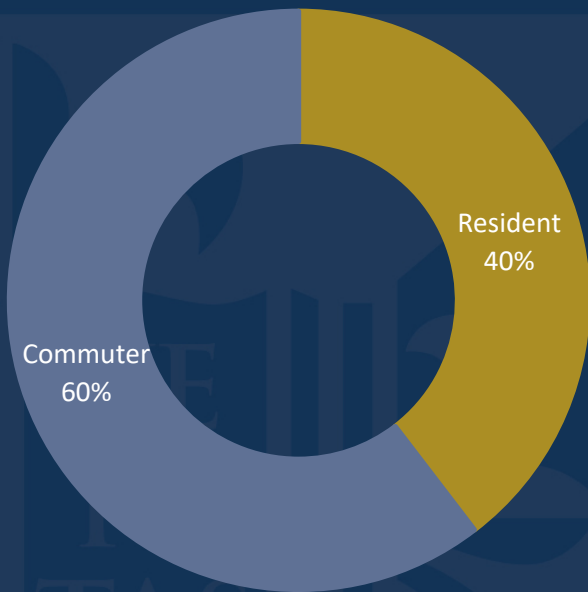
2018 New Freshmen



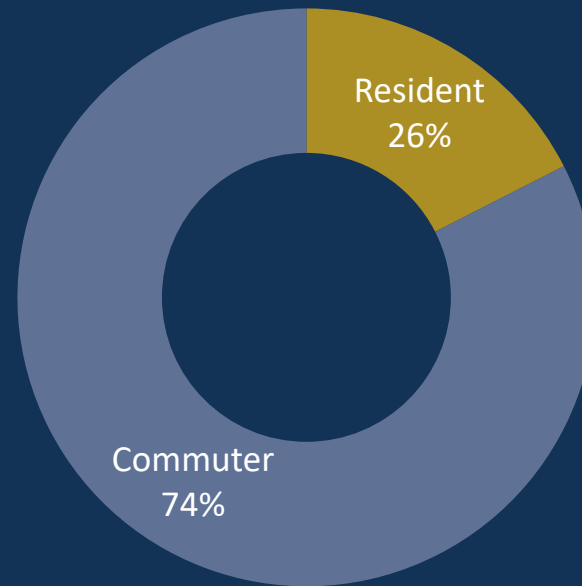
All Undergraduates



Residential Status



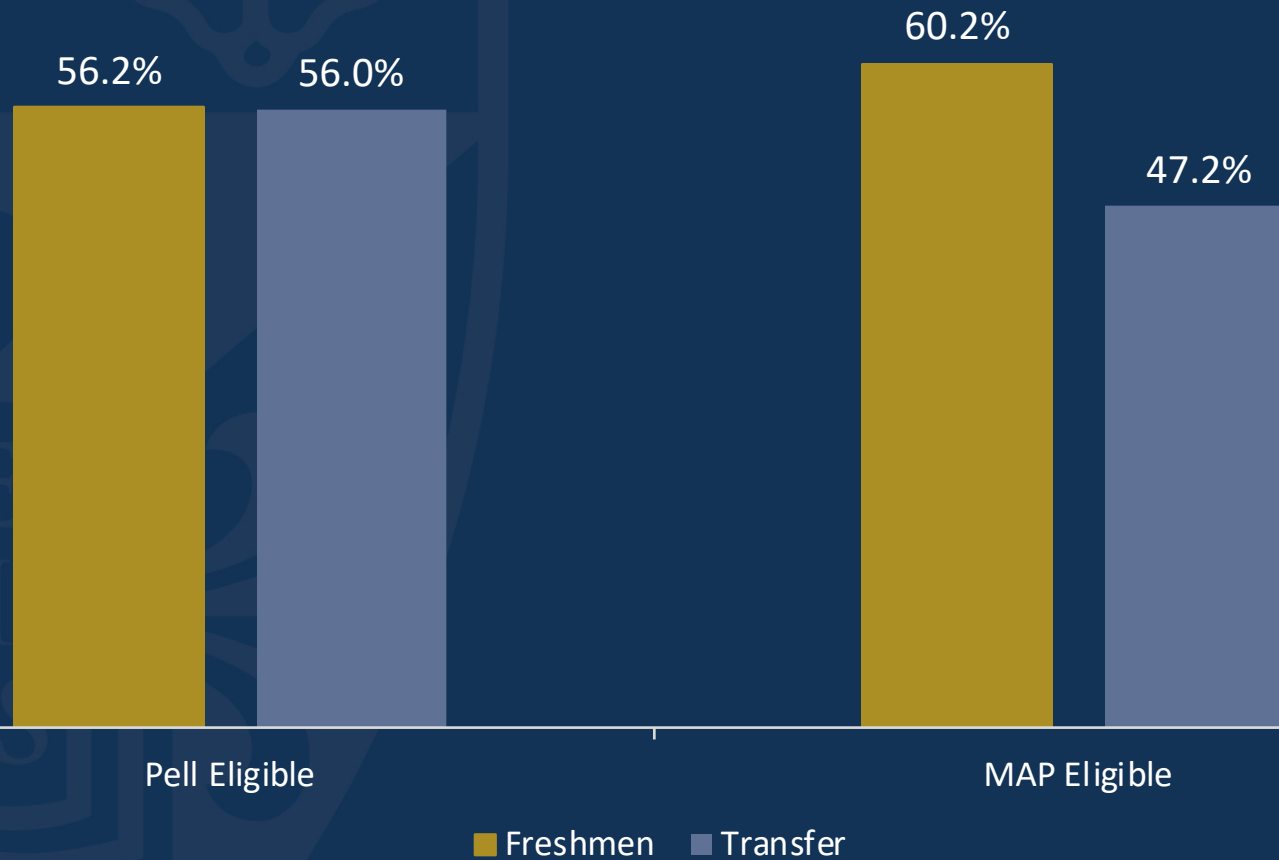
2018 New Freshmen



All Undergraduates

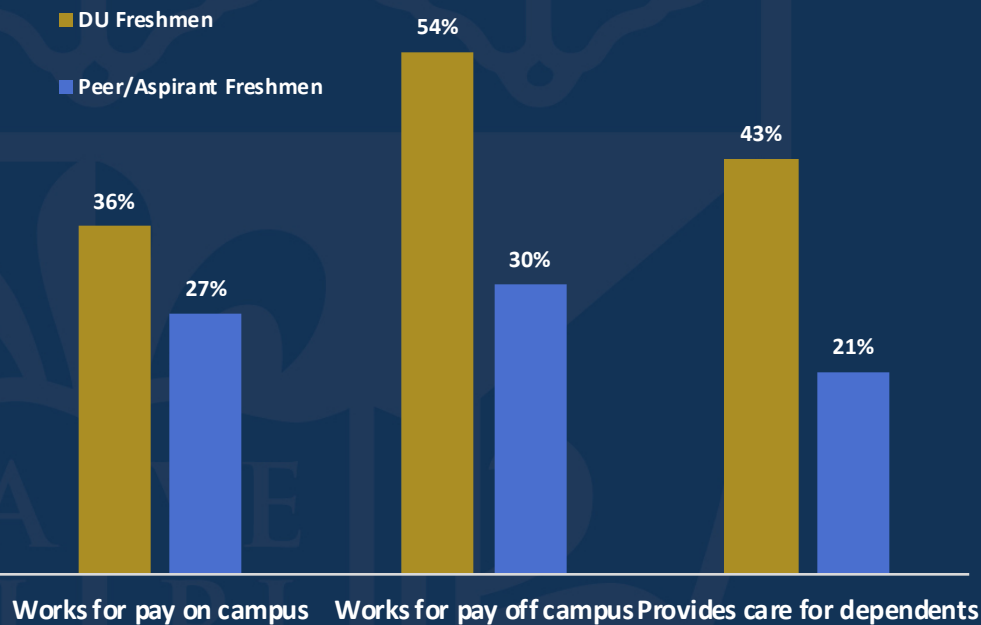


Pell and MAP eligibility (Fall 2018 data)

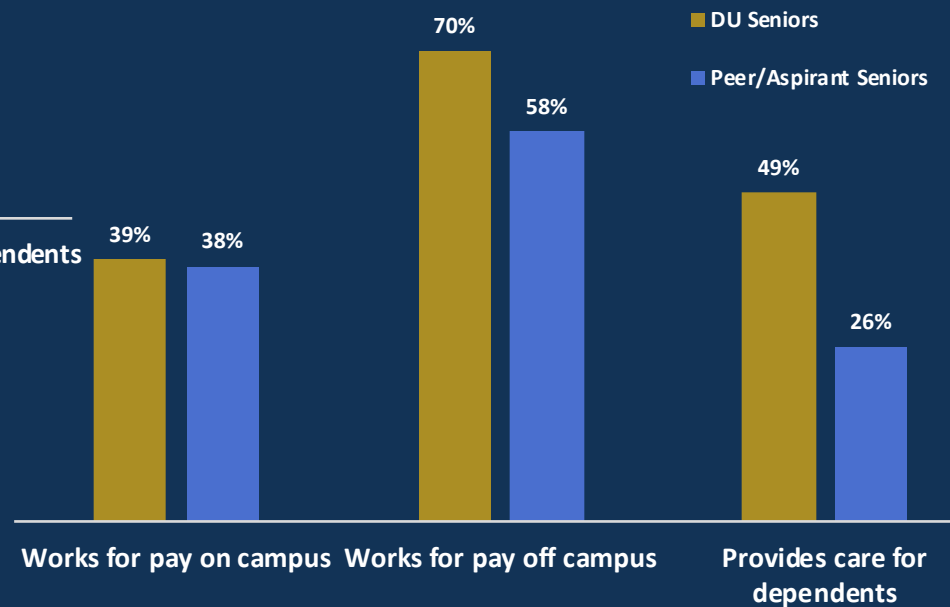


Hours students work

Comparison of Freshmen hours worked

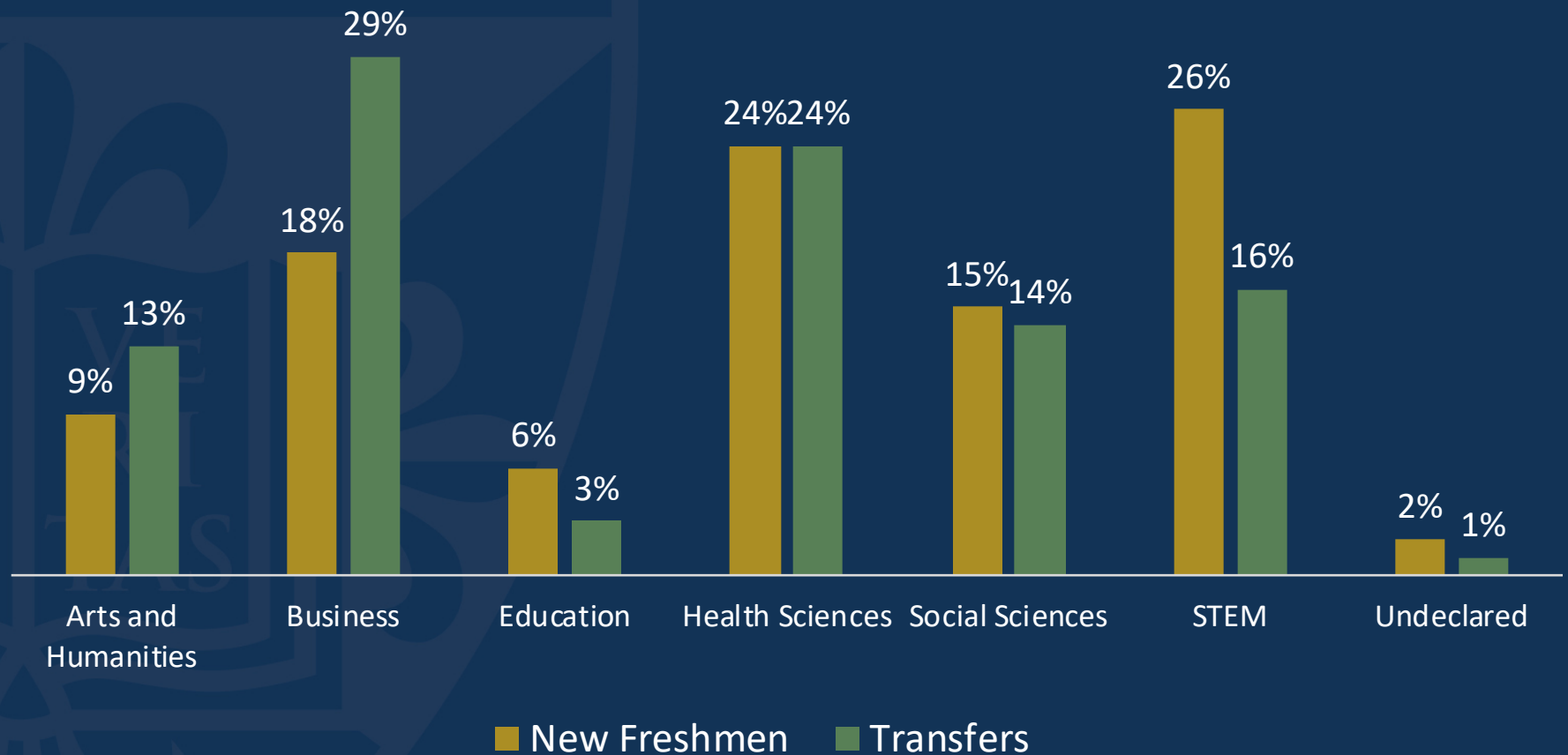


Comparison of Senior hours worked



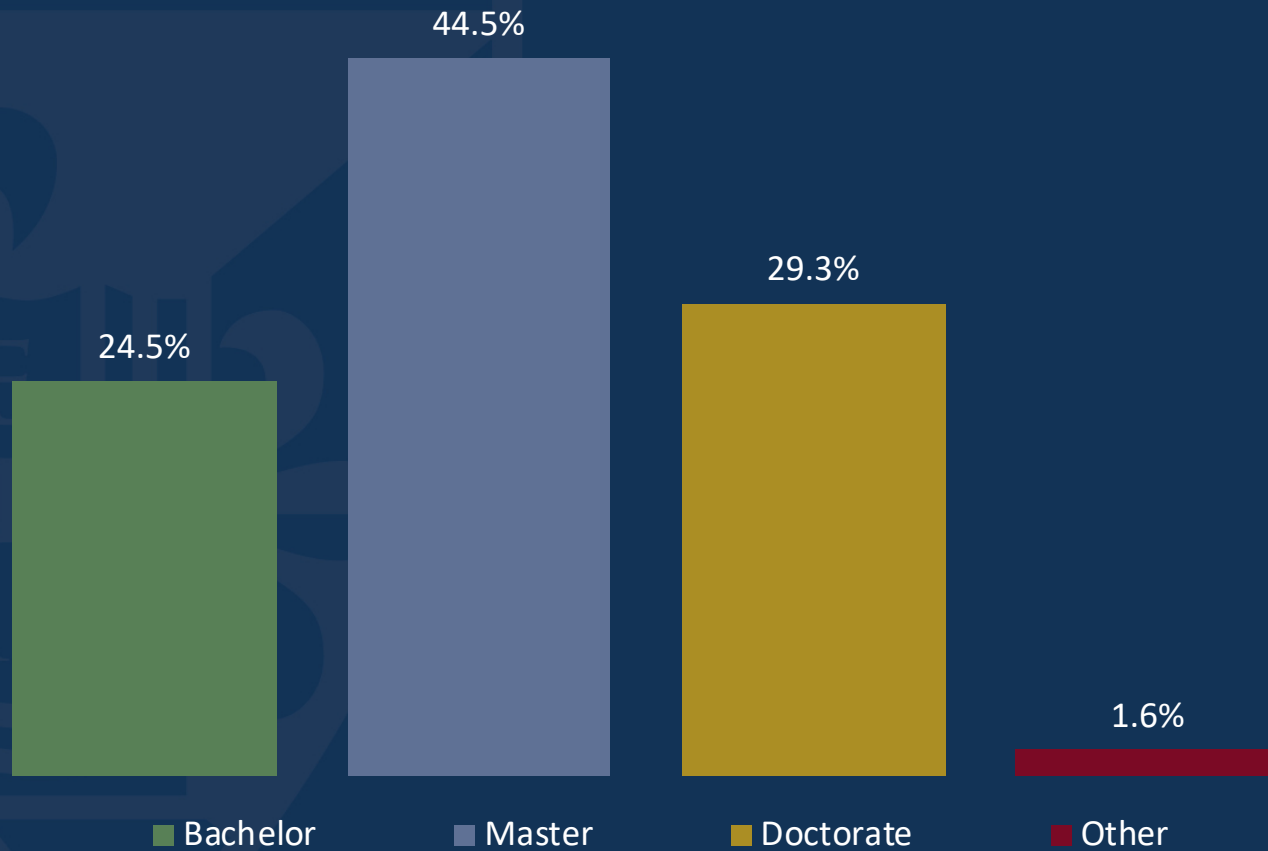
Program of Interest

Incoming Fall 2018 Freshmen and Transfers by Program of Interest*



FA18 New Freshmen Degree Aspirations

Highest academic degree planned



Religions: then and now

2008	2018
1. Roman Catholic (62%)	1. Roman Catholic (48%)
2. Other Christian (13%)	2. None (21%)
3. None (11%)	3. Other Christian (10%)
4. Lutheran (4%)	4. Church of Christ (7%)
5. Baptist (3%)	5. Other Religion (5%)
6. Eastern Orthodox (2%)	6. Baptist (4%)
7. Other Religion (2%)	7. Lutheran (2%)
8. Methodist (1%)	8. United Church of Christ (1%)
9. Muslim (1%)	9. Muslim (1%)
10. Seventh Day Adventist (1%)	10. Eastern Orthodox (1%)



The CIRP Freshman Survey

Fall 2018 Results



DOMINICAN UNIVERSITY
Where Learning Demands More

What is the CIRP Freshman Survey?

- National survey - originated in 1966. Dominican has participated since 1972
- Over 15 million students at over 1,900 institutions have participated in the survey
- Administered electronically during SOAR. As a result, response rates are very high; reaching **96.2% (or 430 out of 441)** for the Fall 2018 incoming class



CIRP Comparison Group:

Comparison Group - Catholic 4-yr Colleges of medium selectivity (N=2,223)

Benedictine College	KS
Creighton University	NE
Dominican University	IL
Lewis University	IL
Merrimack College	MA
Providence College	RI
Saint Mary's College	IN
Saint Norbert College	WI
St. Mary's University	TX
University of Detroit Mercy	MI



The CIRP Freshman Survey examines incoming student:

- Beliefs
- Experiences
- Reasons for going to college
- Attitudes
- Academic preparedness
- And more...



Analysis Framework

Using the framework of a recent publication published by the Chronicle of Higher Education:

'The New Generation of Students: How colleges can recruit, teach and serve Gen-Z'
focused on:

- The Recruitment Funnel
- Teaching Gen Z
- Shifts in Campus Life

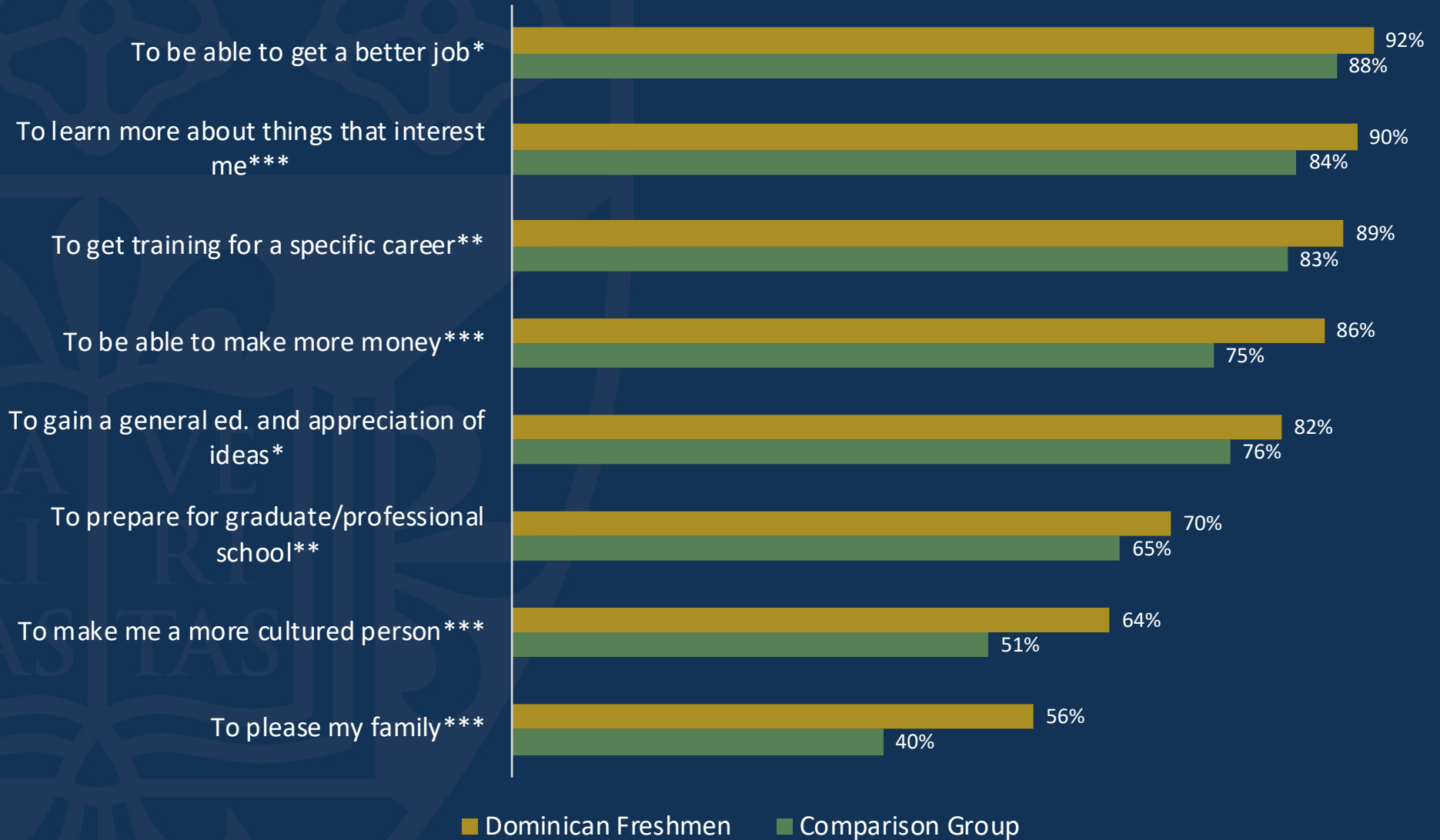


Recruitment Funnel – Key Takeaways

- **The value and relevance** of the degree are crucial to Gen Z, which is more skeptical and pragmatic than the millennial generation.
- **Getting a job** is the top reason today's students enroll in college, and they are moving away from the humanities toward more professionally oriented majors.
- **Debt aversion** means this generation expects transparent pricing and tuition discounts.
- **Services** are the new campus amenities, and Gen Zers want convenient access to career development, tutoring, advising, and mental-health resources.
- **Social-media habits** are shifting, as this digital generation prefers Instagram and YouTube.



Factors considered VERY IMPORTANT in the decision to go to (any) college

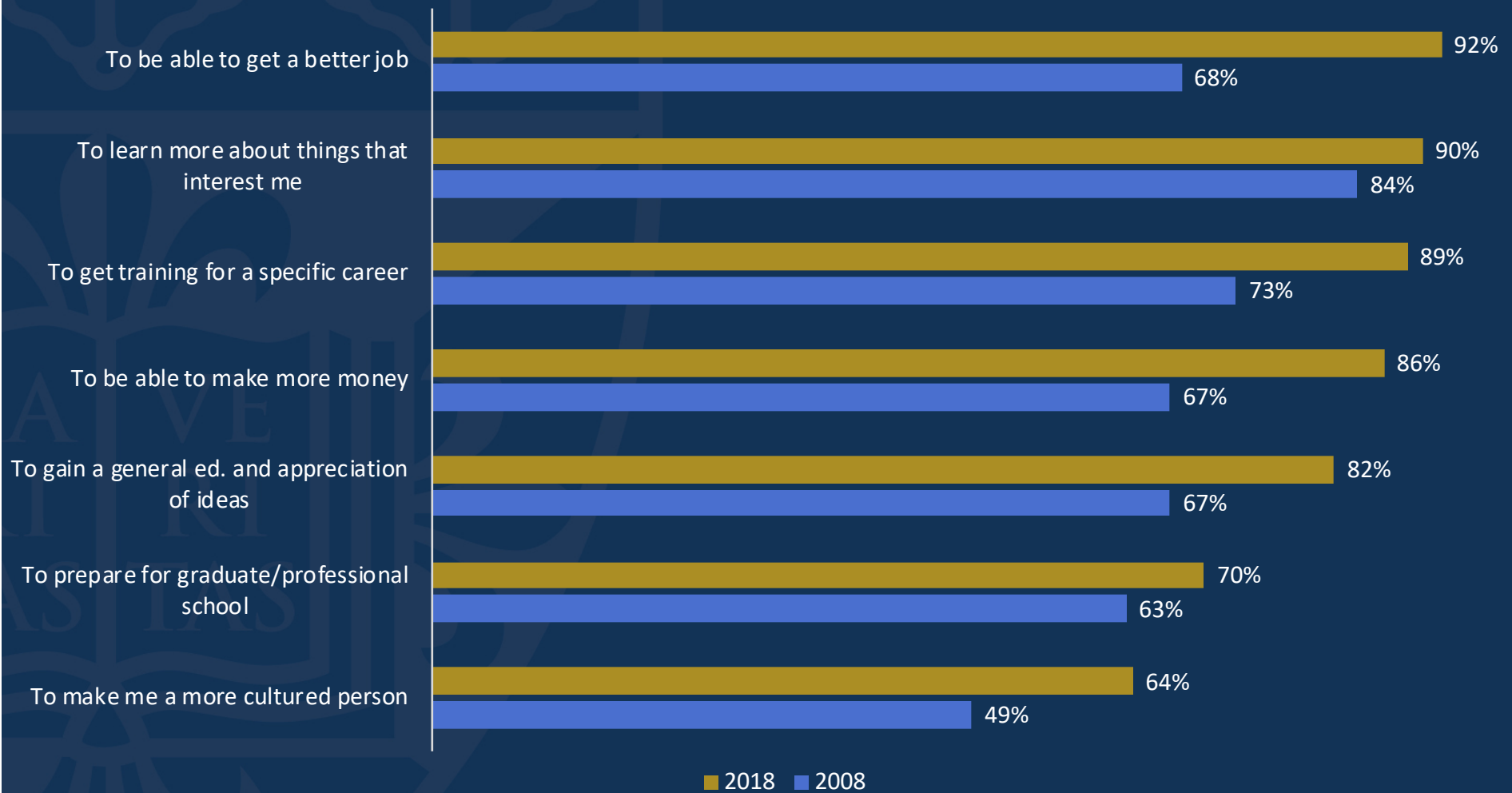


* Difference statistically significant at the .05 level

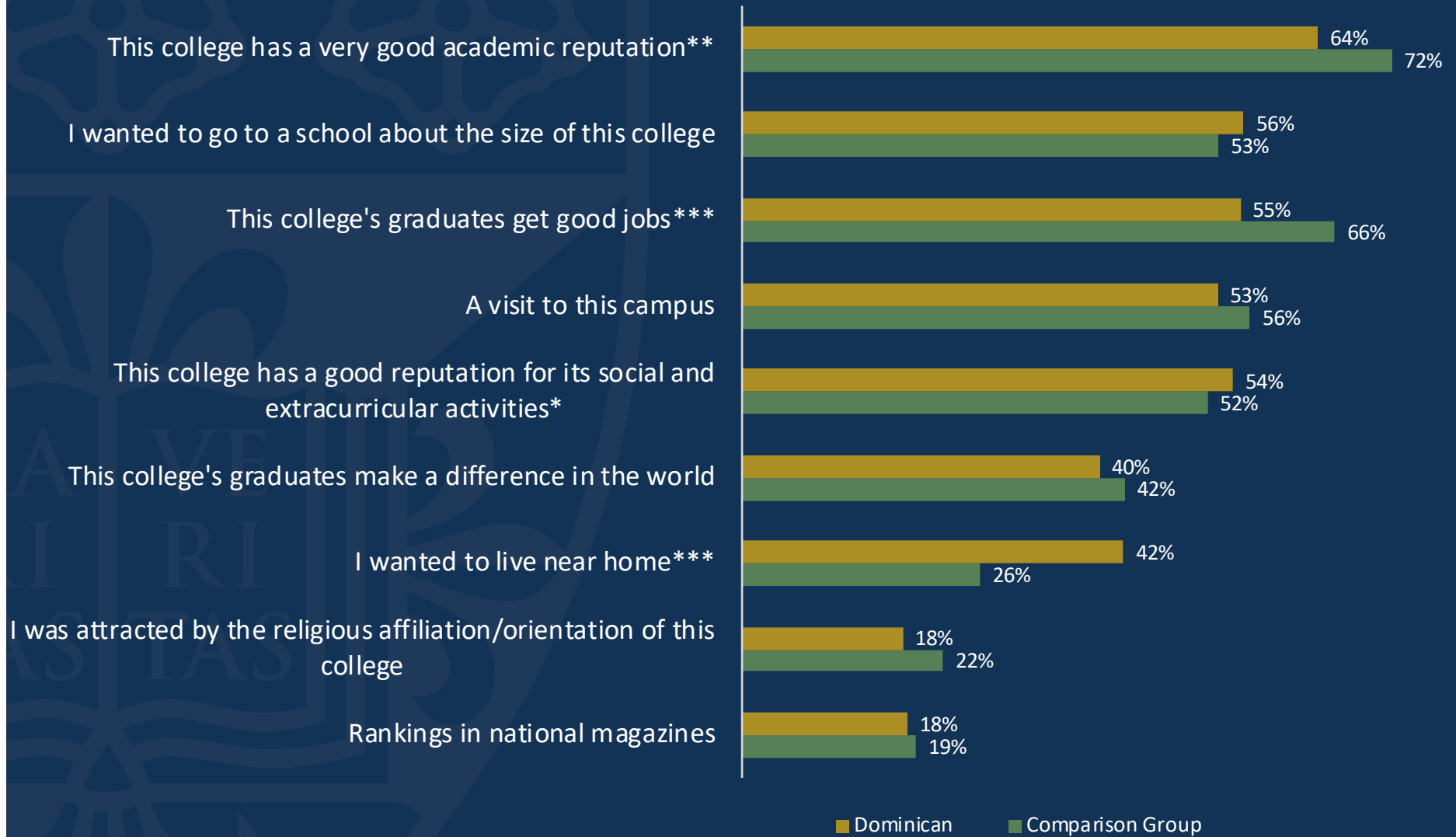
** Difference statistically significant at the .01 level

*** Difference statistically significant at the .001 level

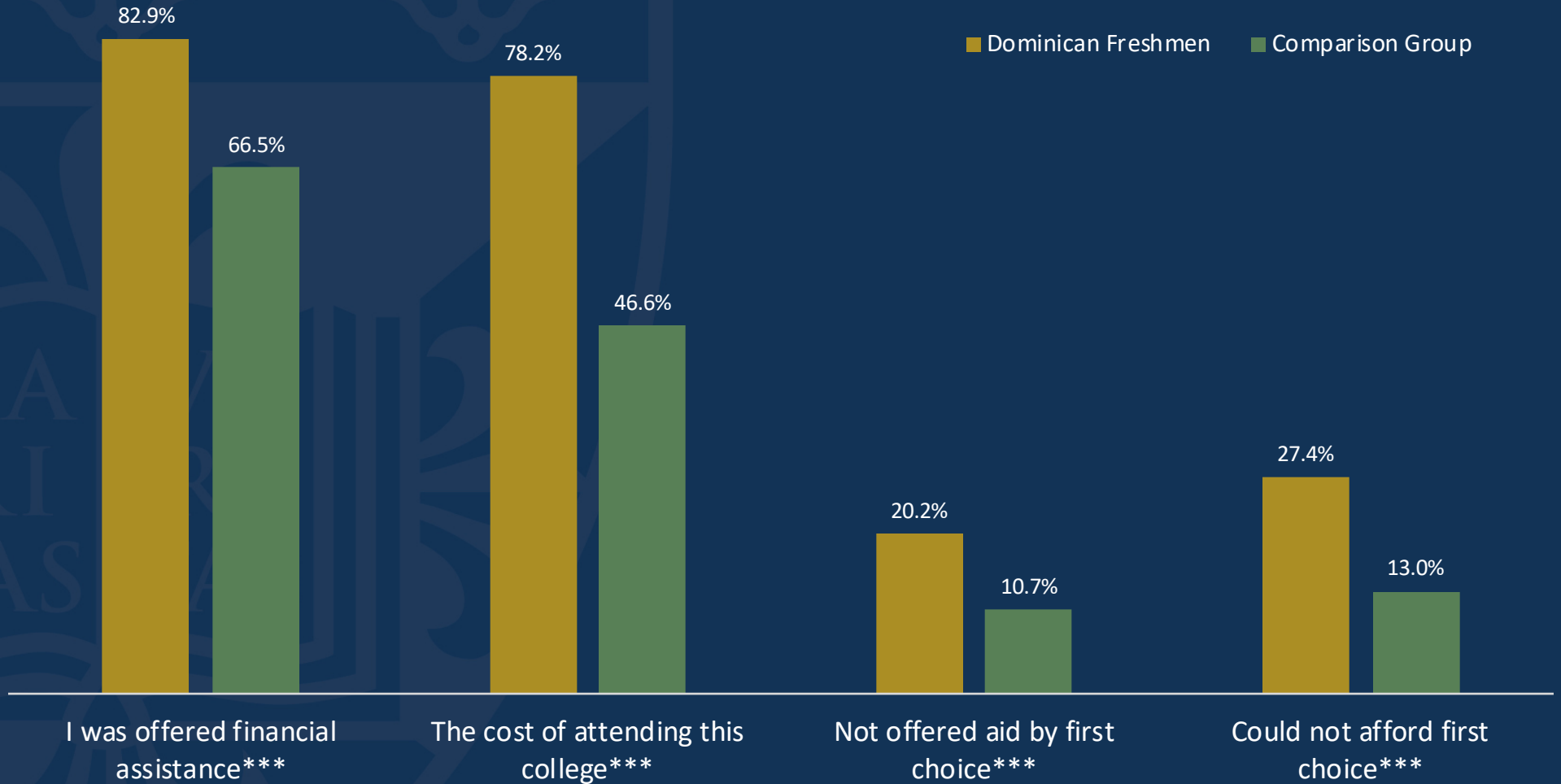
Factors considered VERY IMPORTANT in the decision to go to (any) college 2008 vs. 2018



Why choose Dominican? (Reasons other than financial)



Why choose Dominican: the financial factors considered very important

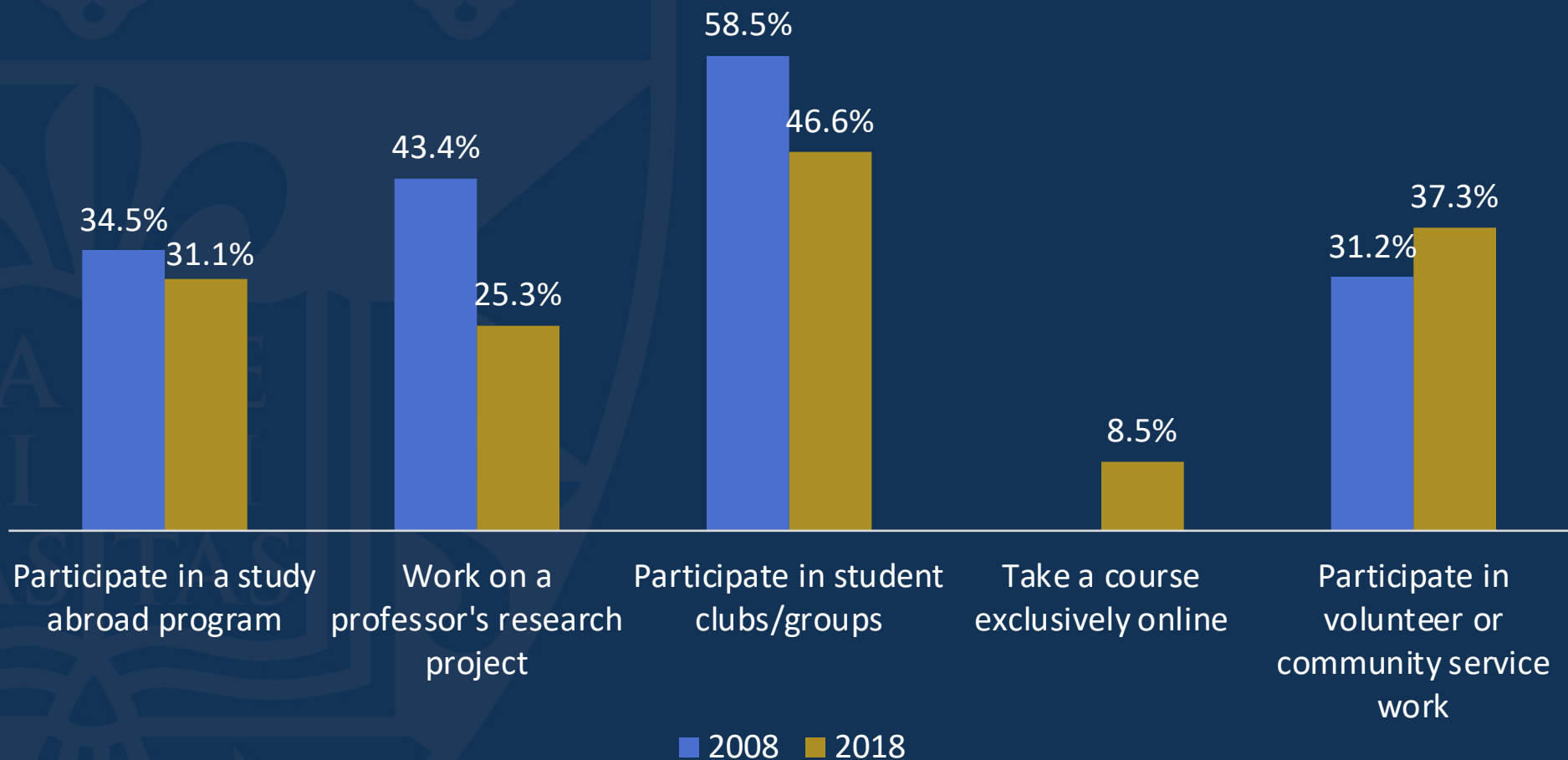


Teaching Gen Z – Key Takeaways

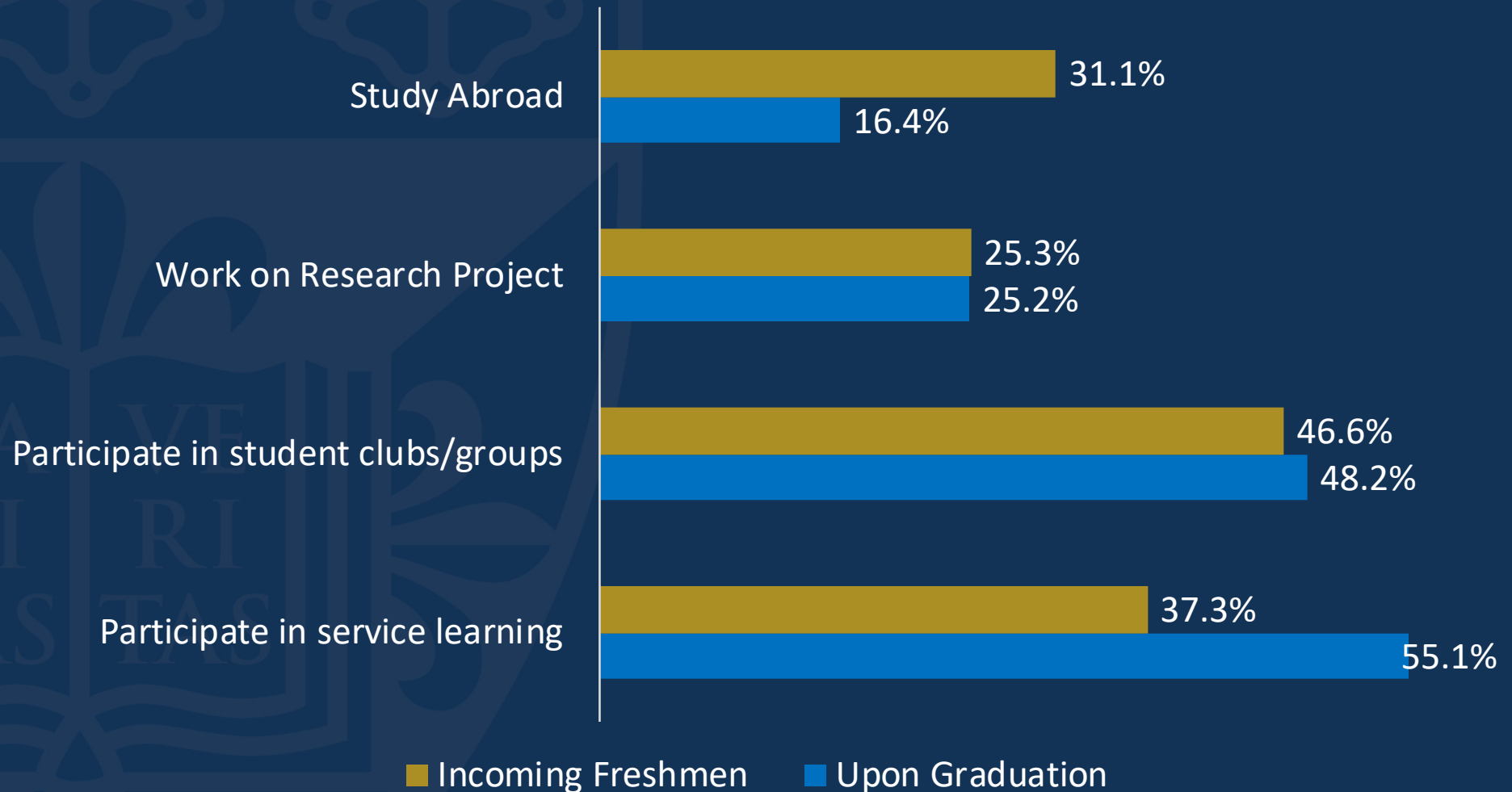
- **A blend** of traditional face-to-face, digital, and online learning suits today's students, who don't believe technology has unlimited potential in the academic setting.
- **Independent and collaborative work** are both important to Gen Zers, who want some control over their options.
- **Applying concepts** is vital to today's students, who value experiential learning, such as research projects and internships.
- **Soft skills** are in demand in the labor market, and Gen Z is especially interested in entrepreneurship.



Trends: New freshmen expectations for academic experiences



Comparing FA18 Freshmen expectations to SP18 graduating students' reality



Habits of the Mind

A unified measure of the behaviors and traits associated with academic success. These behaviors are seen as the foundation for lifelong learning

How often in the past year did you. . .

- Seek solutions to problems and explain them to others
- Support your opinions with a logical argument
- Seek solutions to problems and explain them to others
- Support your opinions with a logical argument
- Seek alternative solutions to a problem

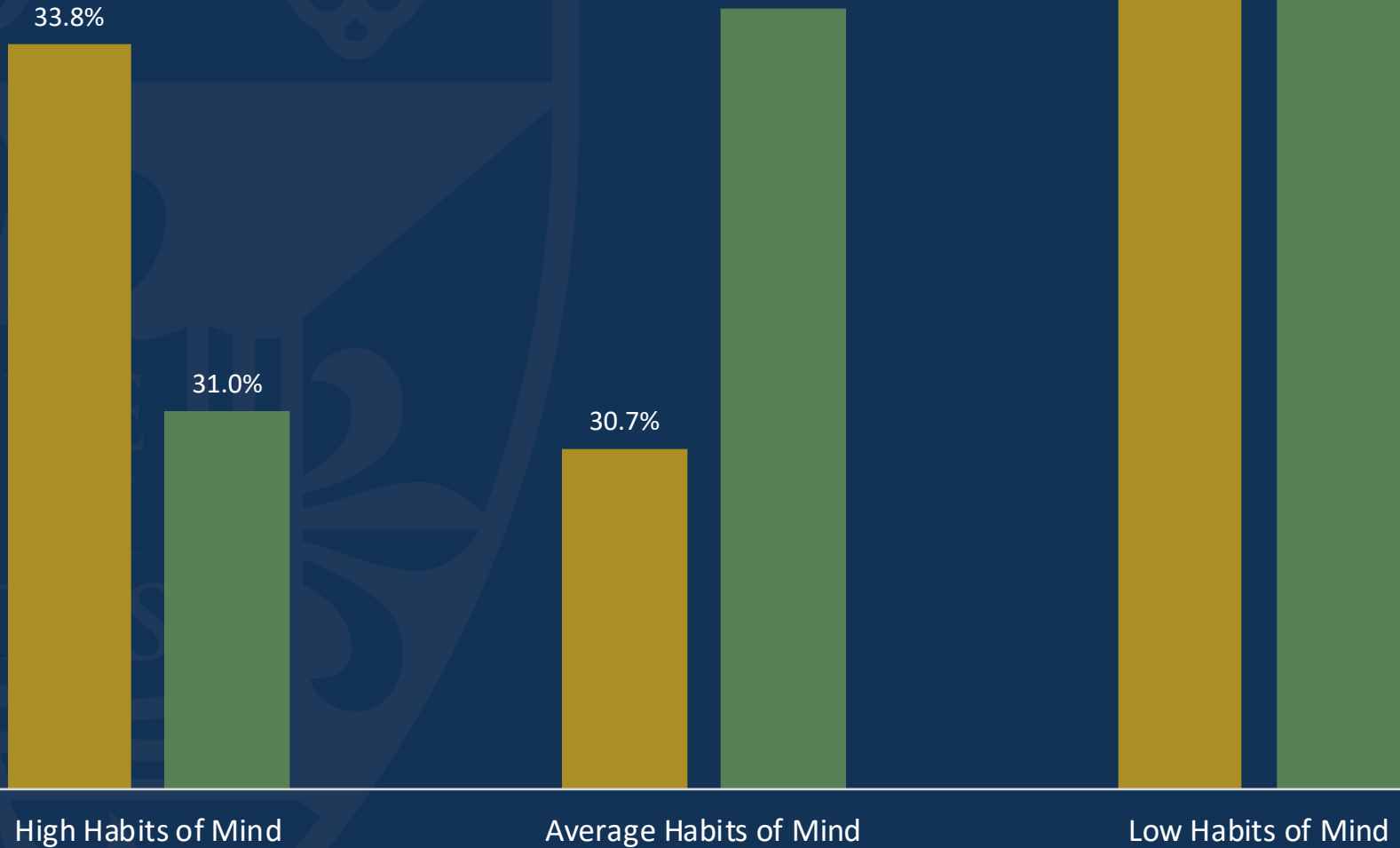
Evaluate the quality or reliability of information you received

- Explore topics on your own, even though it was not required for a class
- Seek feedback on your academic work
- Ask questions in class
- Look up scientific research articles and resources
- Revise your papers to improve your writing
- Take a risk because you feel you have more to gain
- Accept mistakes as part of the learning process



Habits of the Mind

■ Dominican Freshmen ■ Comparison Freshmen



Academic Self-Concept

A unified measure of students' beliefs about their abilities and confidence in academic environments

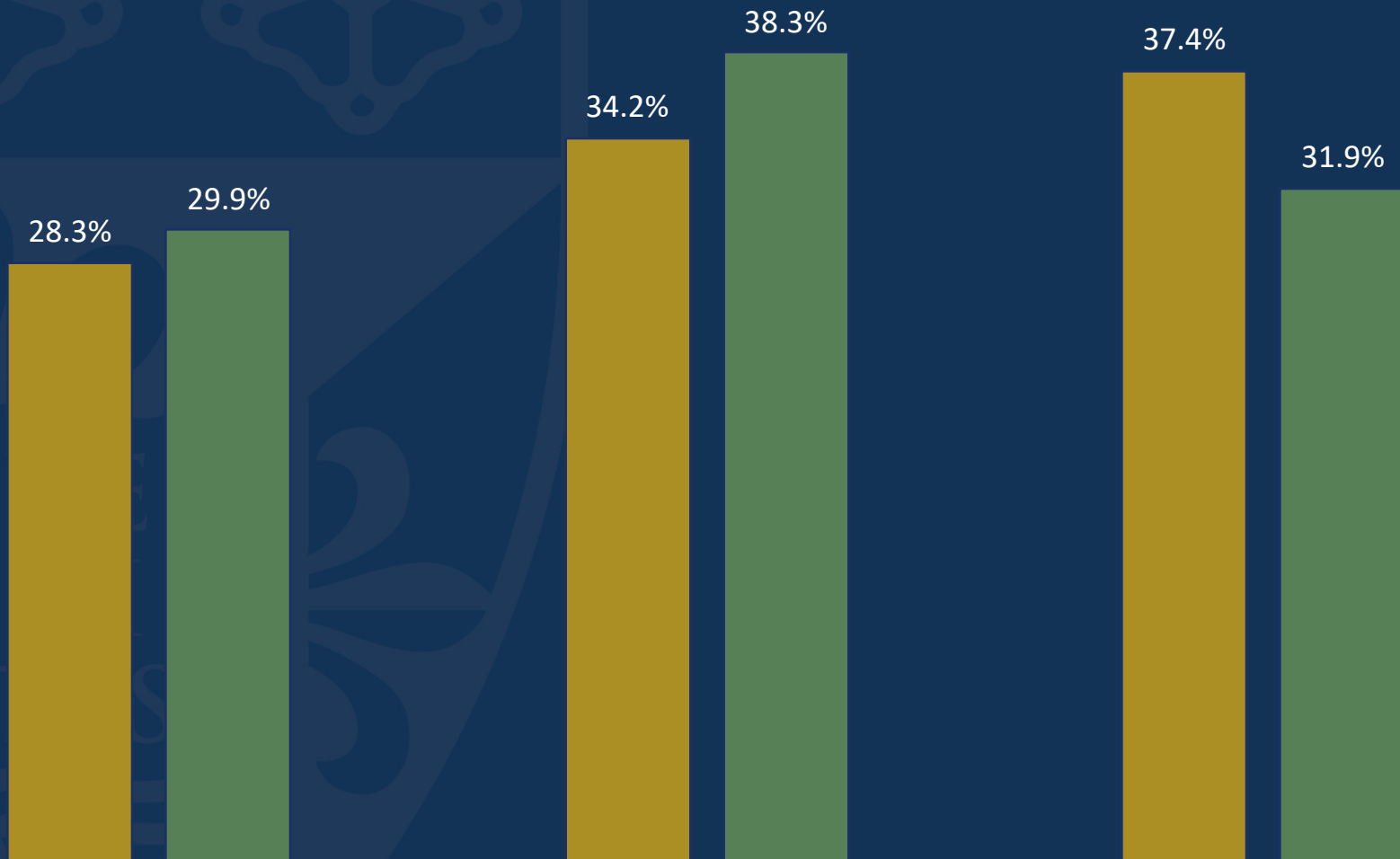
Rate yourself on each of the following traits as compared with the average person your age:

- Academic ability
- Mathematical ability
- Self-confidence - intellectual
- Drive to achieve



Academic Self-Concept

■ Dominican Freshmen
■ Comparison Freshmen



High Academic Self-Concept

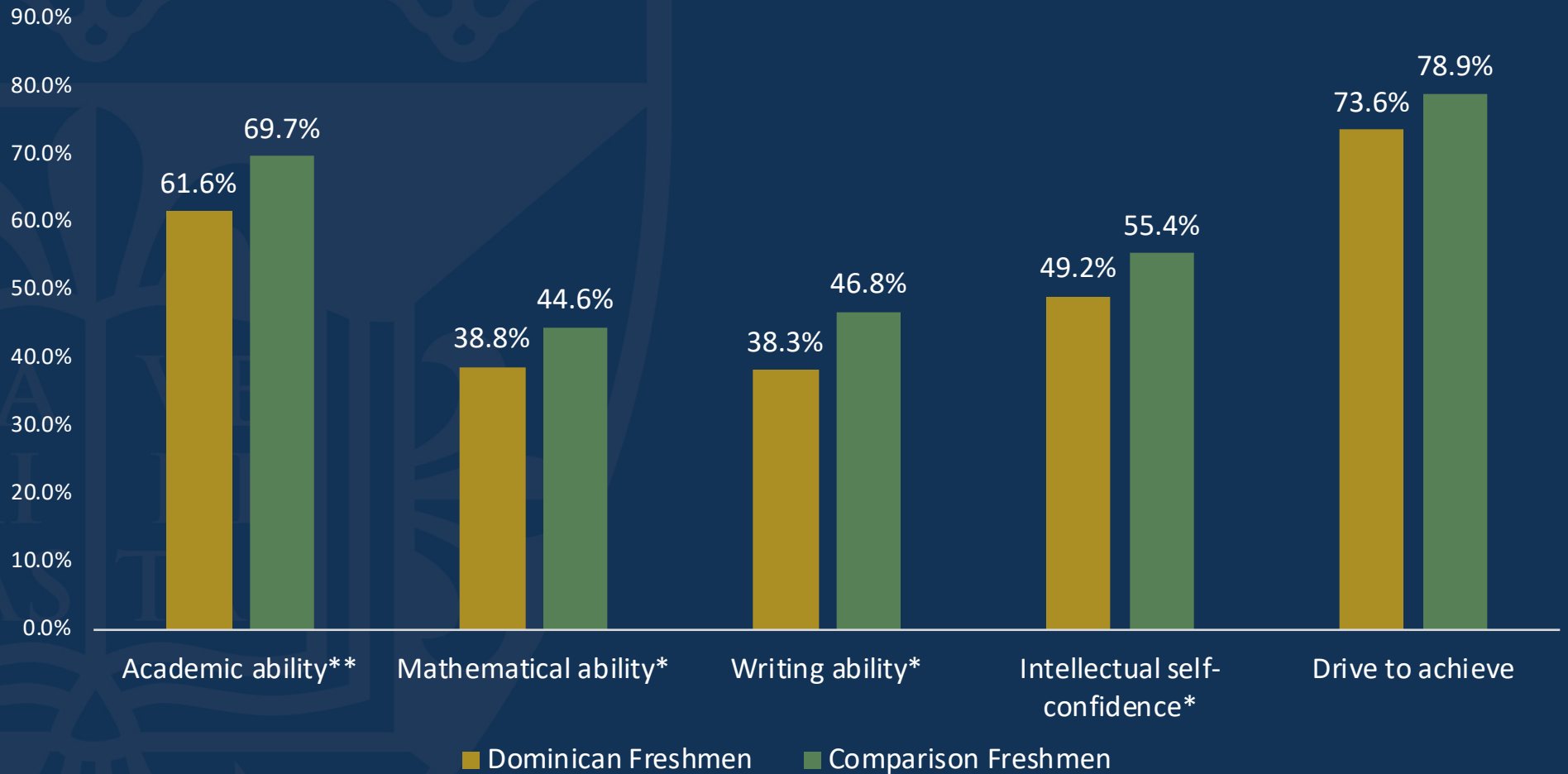
Average Academic Self-Concept

Low Academic Self-Concept



Academic Self-Concept Items:

Rate yourself on the following traits as compared with the average person your age: % above average

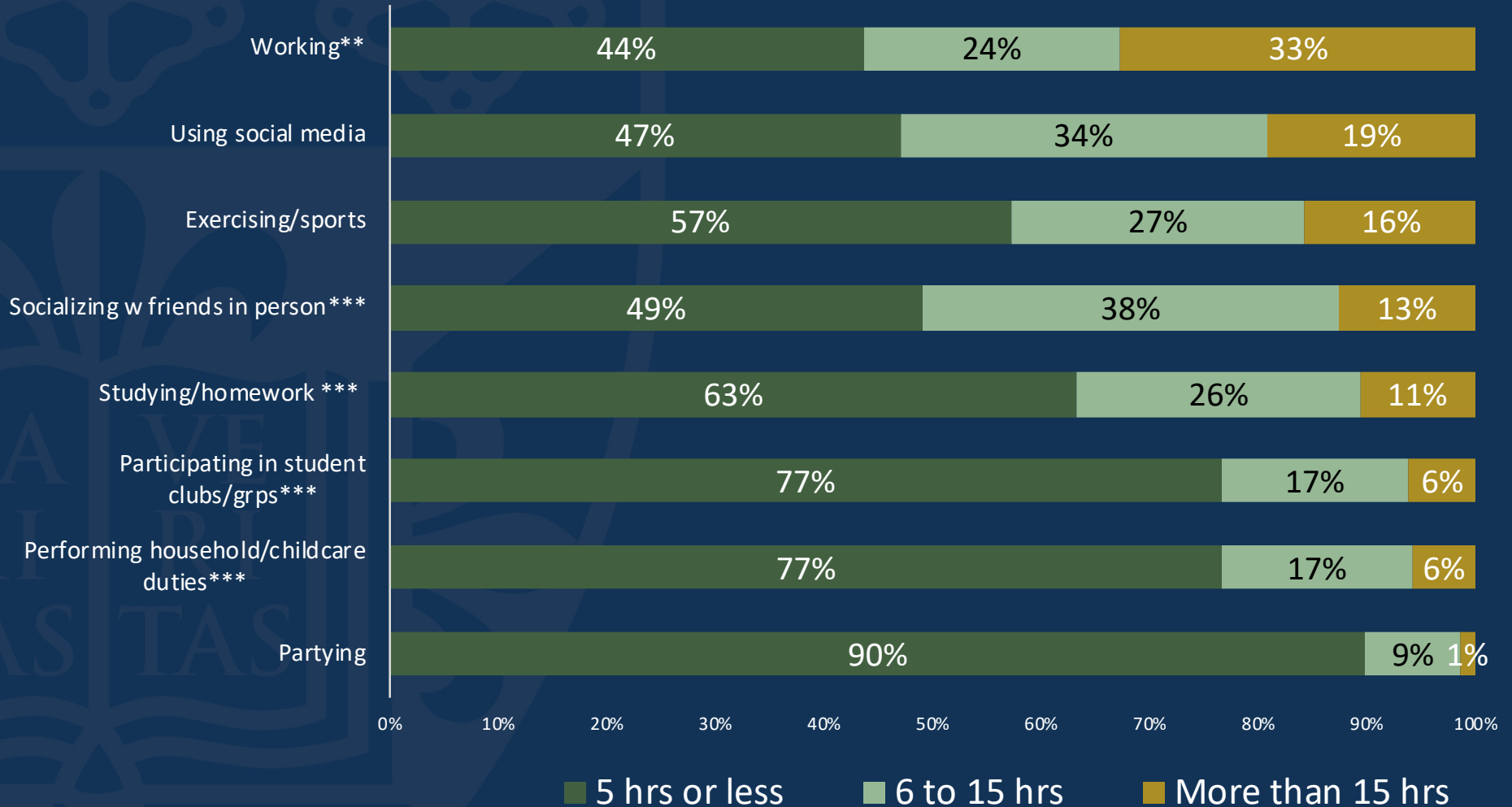


Shifts in Campus Life– Key Takeaways

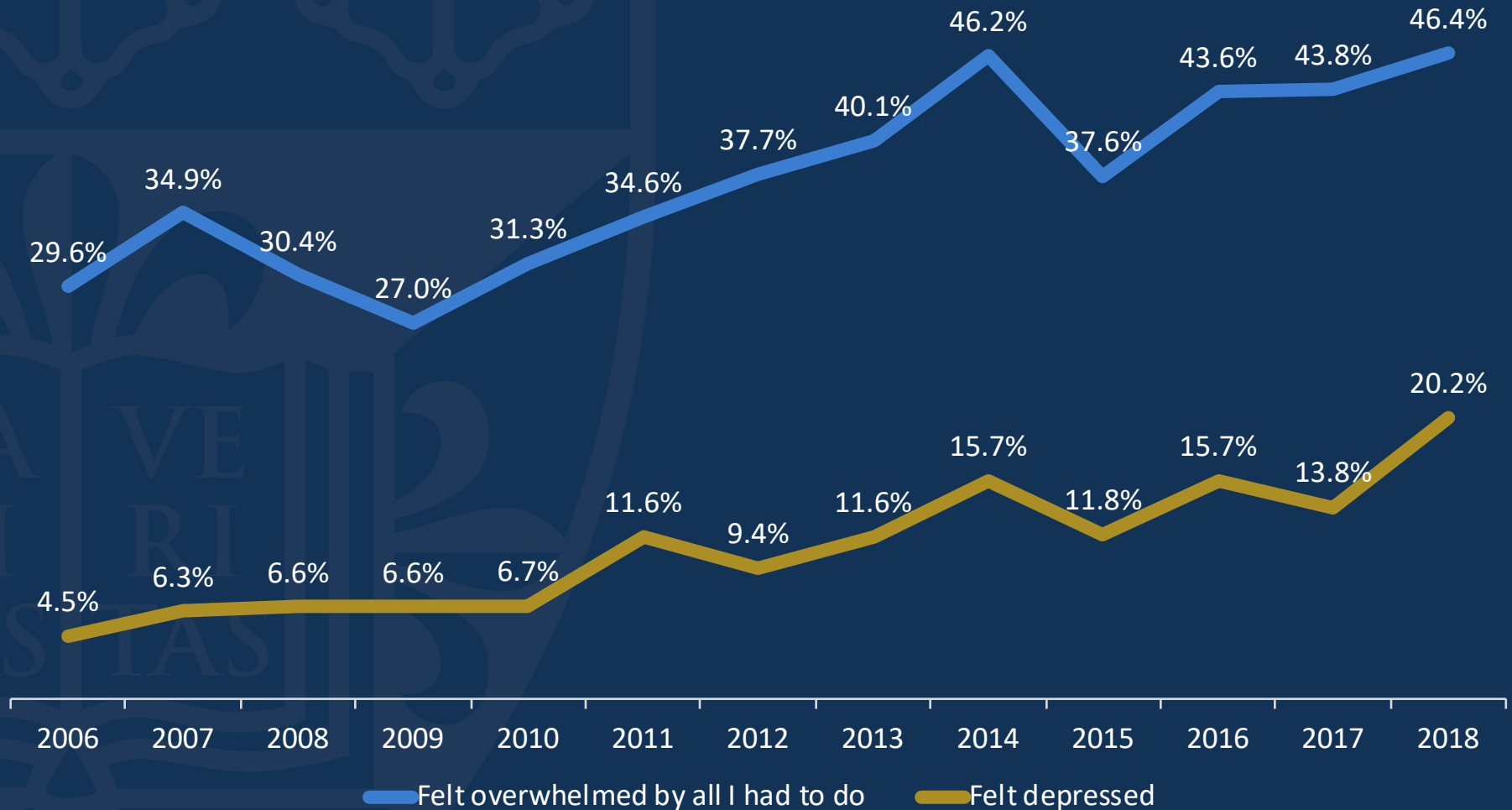
- **Gen Zers spend** more time alone, in virtual exchanges, than socializing in person, and may benefit from nudges in that direction.
- **Today's students** may seem younger and require more guidance and personal development than members of prior generations at the same age.
- **Career services** that are customized and integrated into the campus experience will have the most impact on Gen Z.
- **A healthy campus** goes beyond recreation to wellness, as mindfulness and meditation can promote students' mental and emotional resilience.
- **Balancing respect** and free speech is fraught for a generation raised to recognize the harms of bullying.



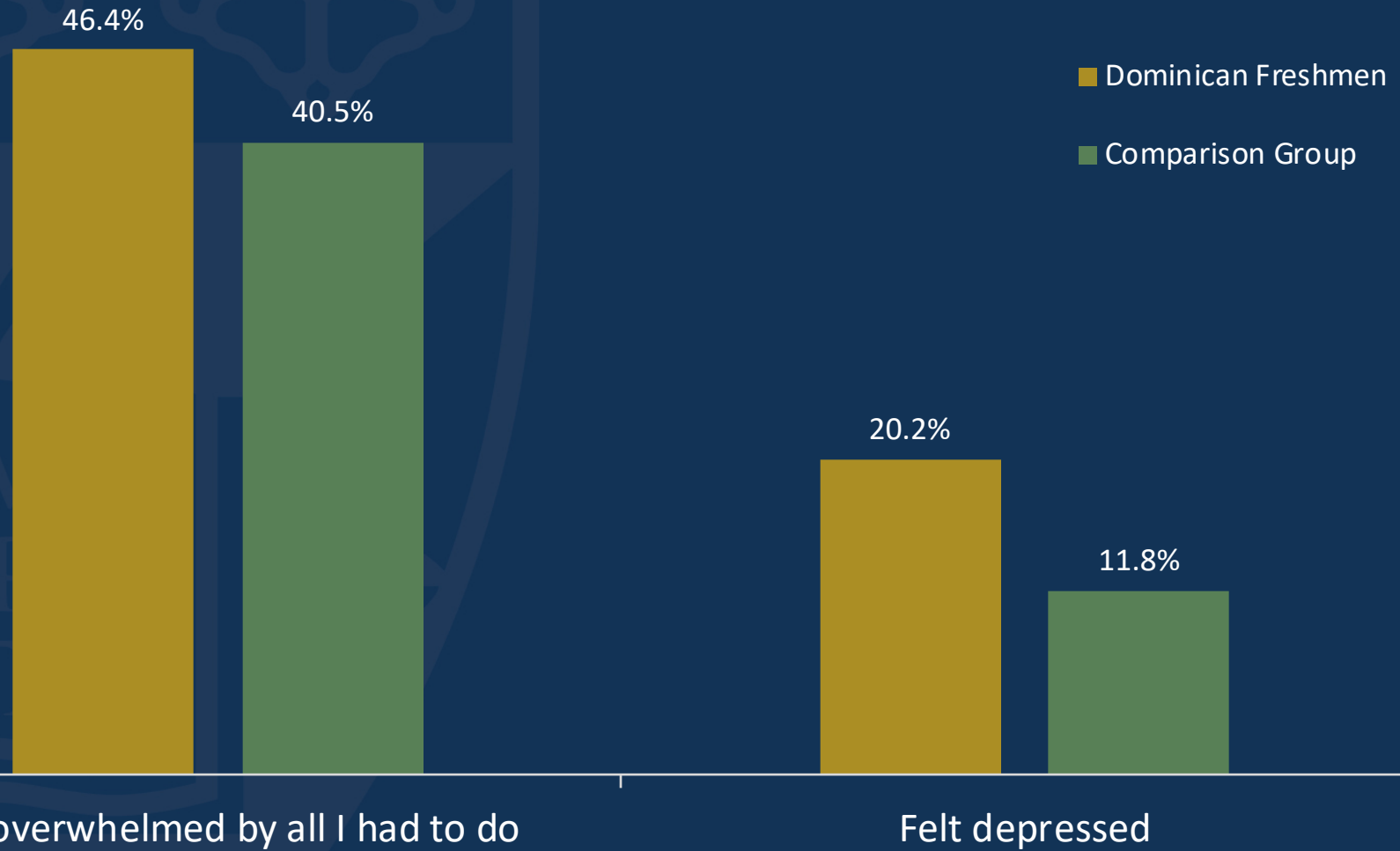
In your last year in HS, how much time did you spend per week doing the following?



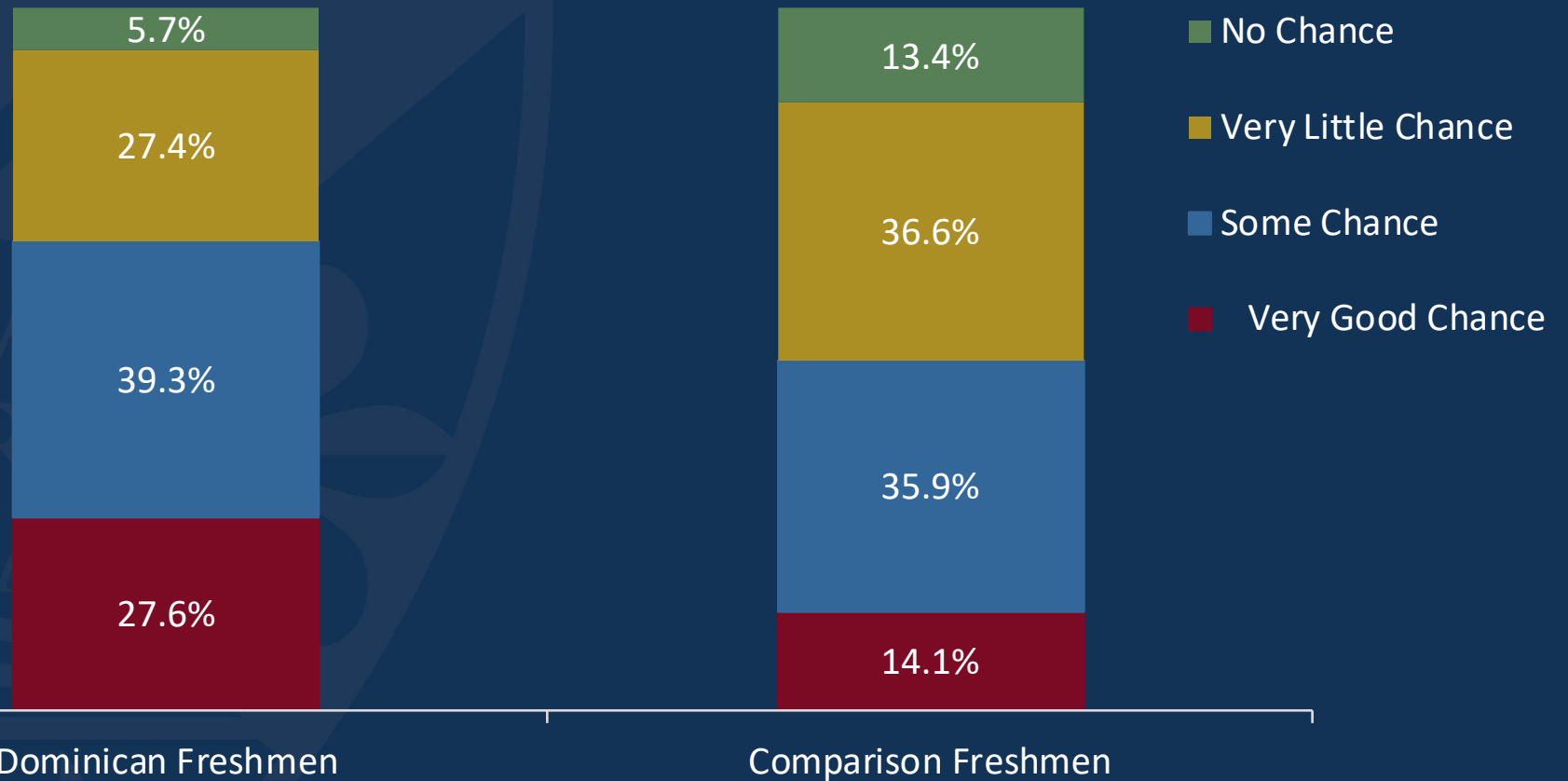
Trends: Emotional Needs



Comparing student anxiety

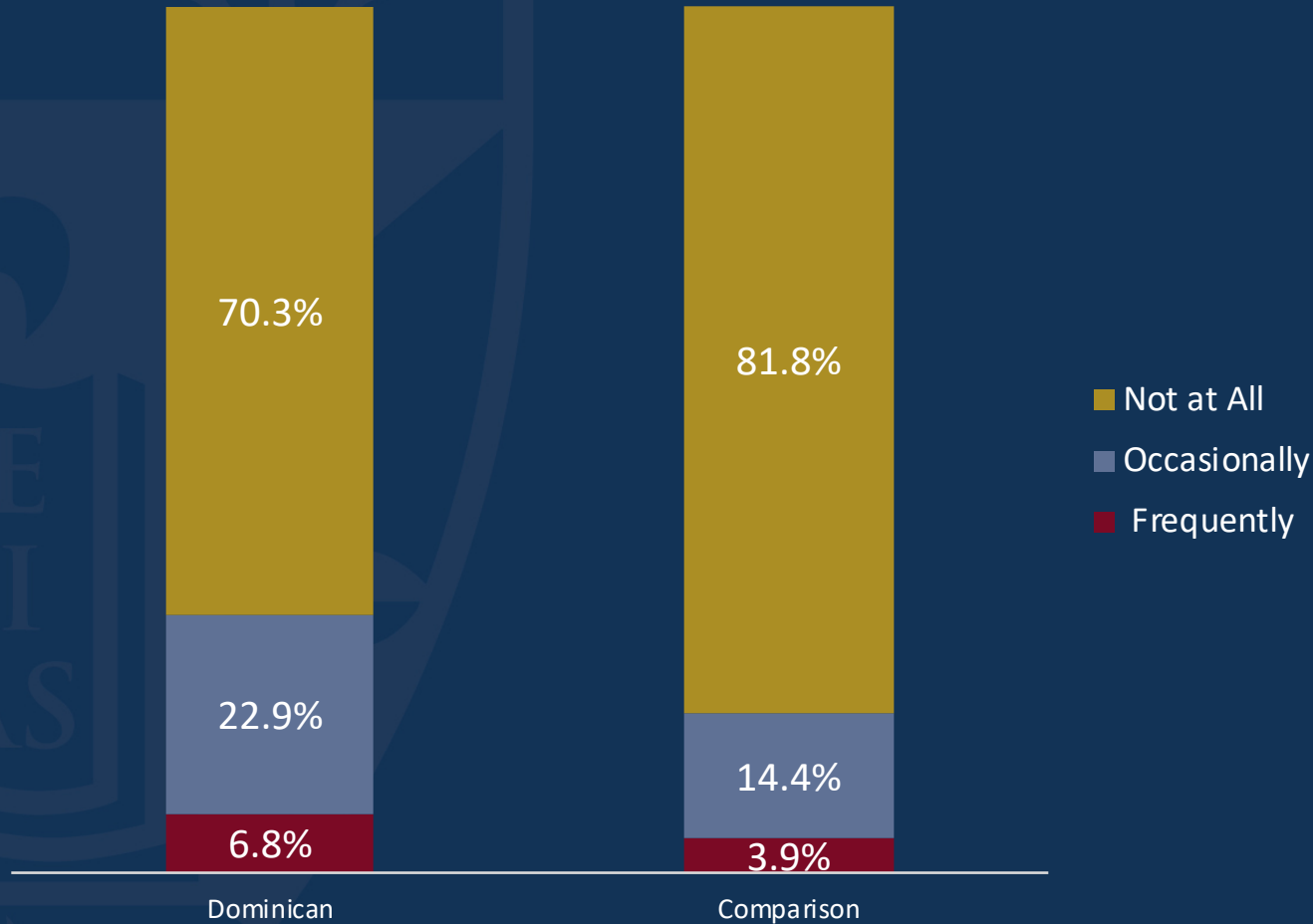


Students report “Very good” chances they’ll seek personal counseling while in college**



New issue: DU students' food security

How often in past year I felt hungry but did not eat because I didn't have enough money for food***



Social Self-Concept

A unified measure of students' beliefs about their abilities and confidence in social situations

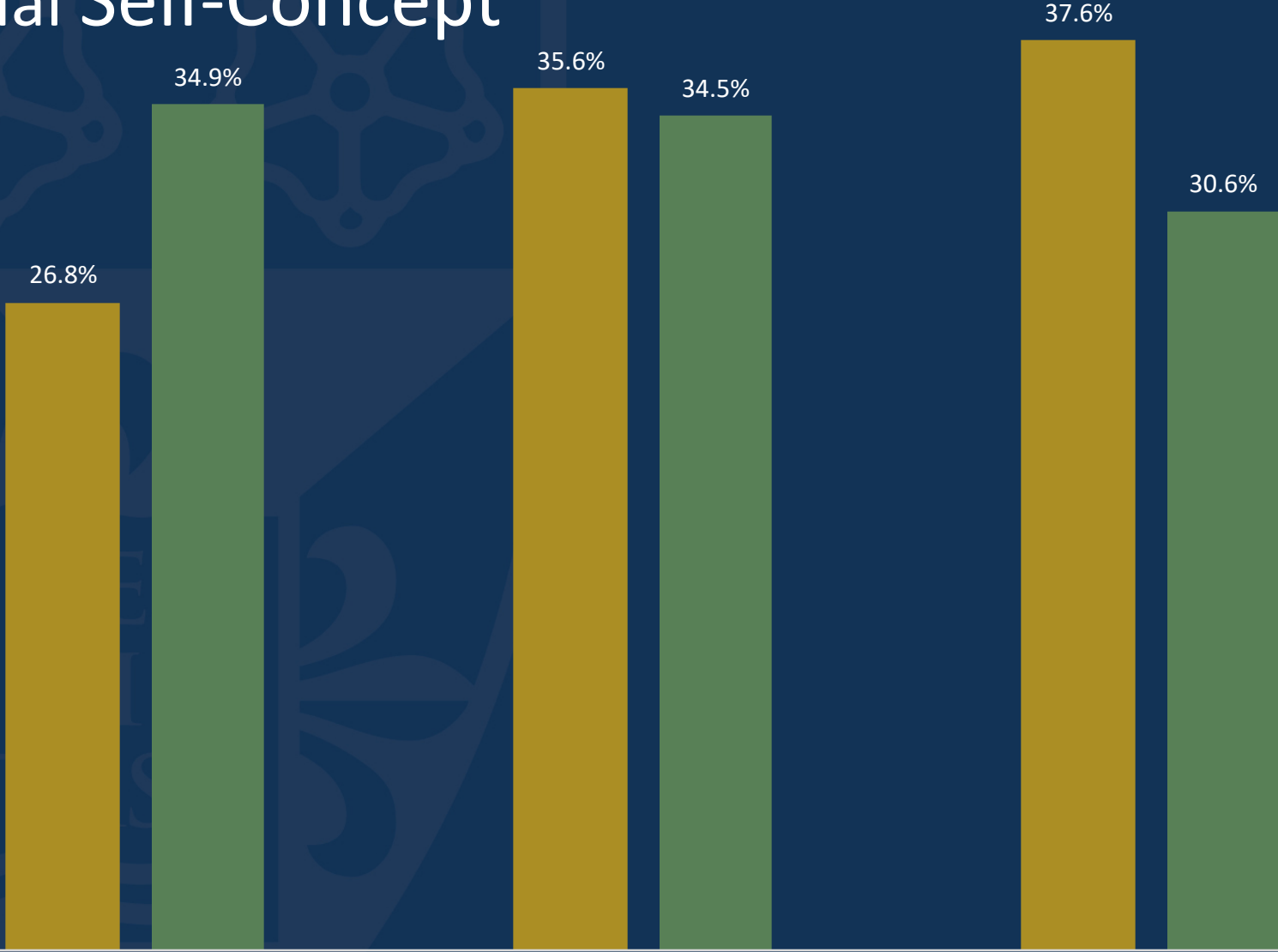
Rate yourself on each of the following traits as compared with the average person your age:

- Self-confidence - social
- Leadership ability
- Popularity
- Public speaking ability



Social Self-Concept

■ Dominican Freshmen ■ Comparison Freshmen



High Social Self-Concept

Average Social Self-Concept

Low Social Self-Concept



Views on national issues – Who agrees?

US should intervene in wars of other countries*

Dominican: 29%

Peers: 32%

Racial discrimination no longer a problem in America***

Dominican: 14%

Peers: 20%

Marijuana should be legalized***

Dominican: 67%

Peers: 58%

Students from disadvantaged social backgrounds should be given preferential treatment in college admissions***

Dominican: 61%

Peers: 49%

Abortion should be legal**

Dominican: 62%

Peers: 57%

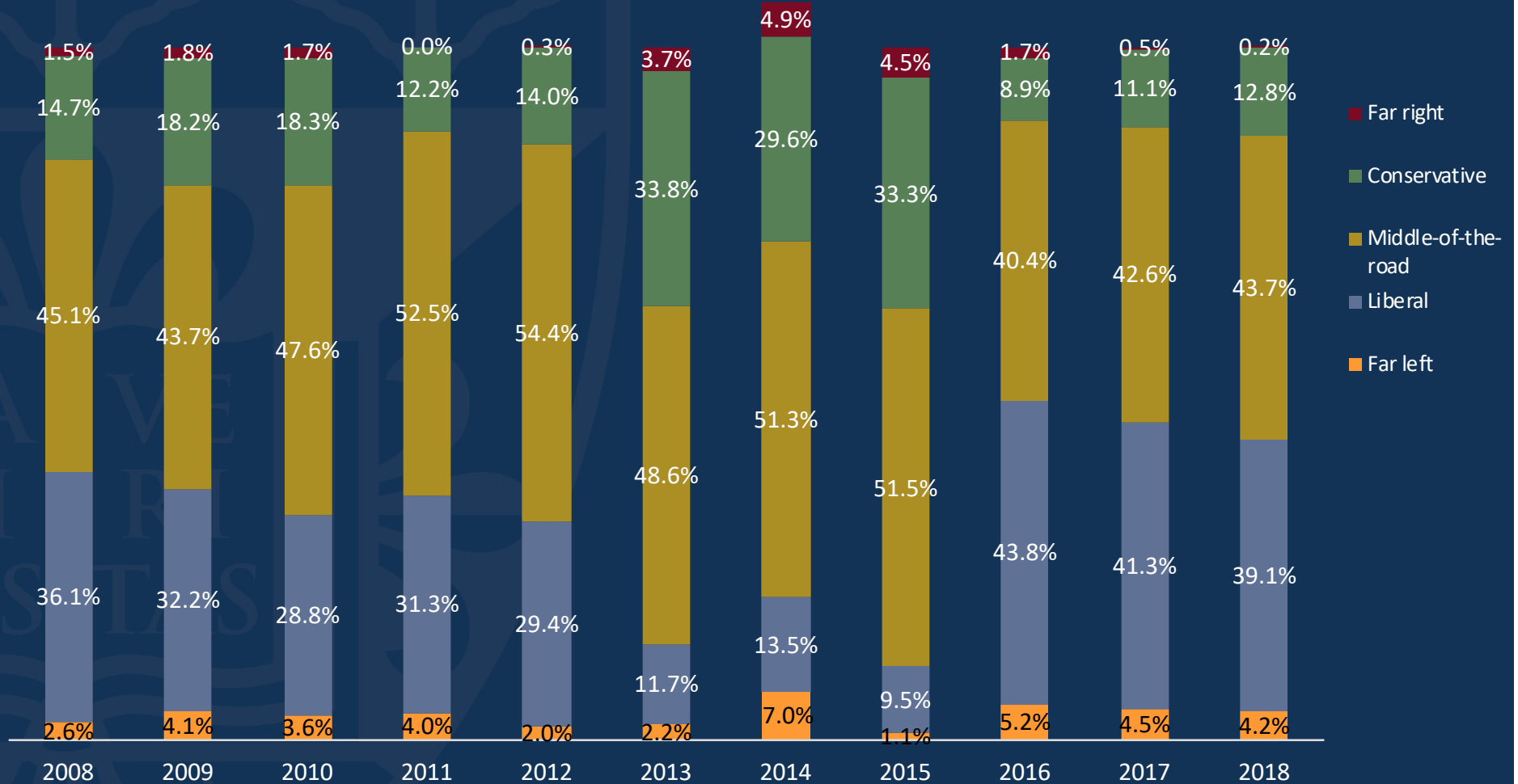
Sexual activity without explicit consent is sexual assault

Dominican: 85%

Peers: 89%



Trends: Political Views



Do these data points resonate with
YOUR experiences with our students?

What are the implications of these data
for your role in teaching, advising, and
service?



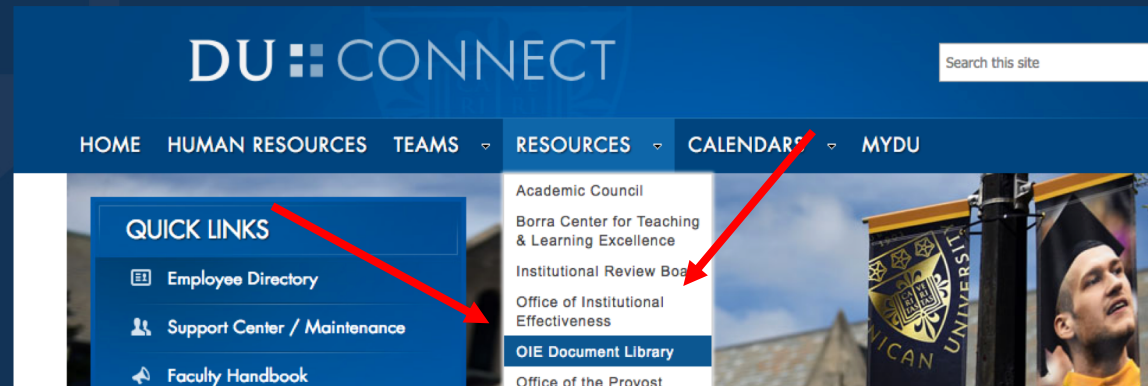
Wrap-up

- Interested in more detail? Check out more at:
 - OIE website > OIE document library
- What other data would interest you?



Helping you access data

OIE website



OIE document library in DUConnect



Come to our upcoming
SPRING SEMESTER DATA DIALOGUES

Where we discuss various data points,
including:

- Critical Thinking Assessment Test (CAT)
- Global Citizenship Survey
- Alumni Follow-Up Survey

