



Wisdom to make a difference.

Office of Institutional Research

2013 CIRP Freshman Survey: College Choice Items

In summer 2013, Keene State College asked incoming students to complete the CIRP Freshman Survey, as one of their orientation tasks before enrolling. Usable responses were received from 794 first-time, full-time first-year students (62% response rate). Results from this survey will be shared in a series of reports on clusters of related survey items (college choice, high school activities, financial issues, need for academic support, future plans, etc.). This report summarizes the CIRP responses that relate to college choice. Because national comparison data are not yet available for 2013, the comparisons provided here are from all four-year public colleges that participated in the CIRP study in 2012.

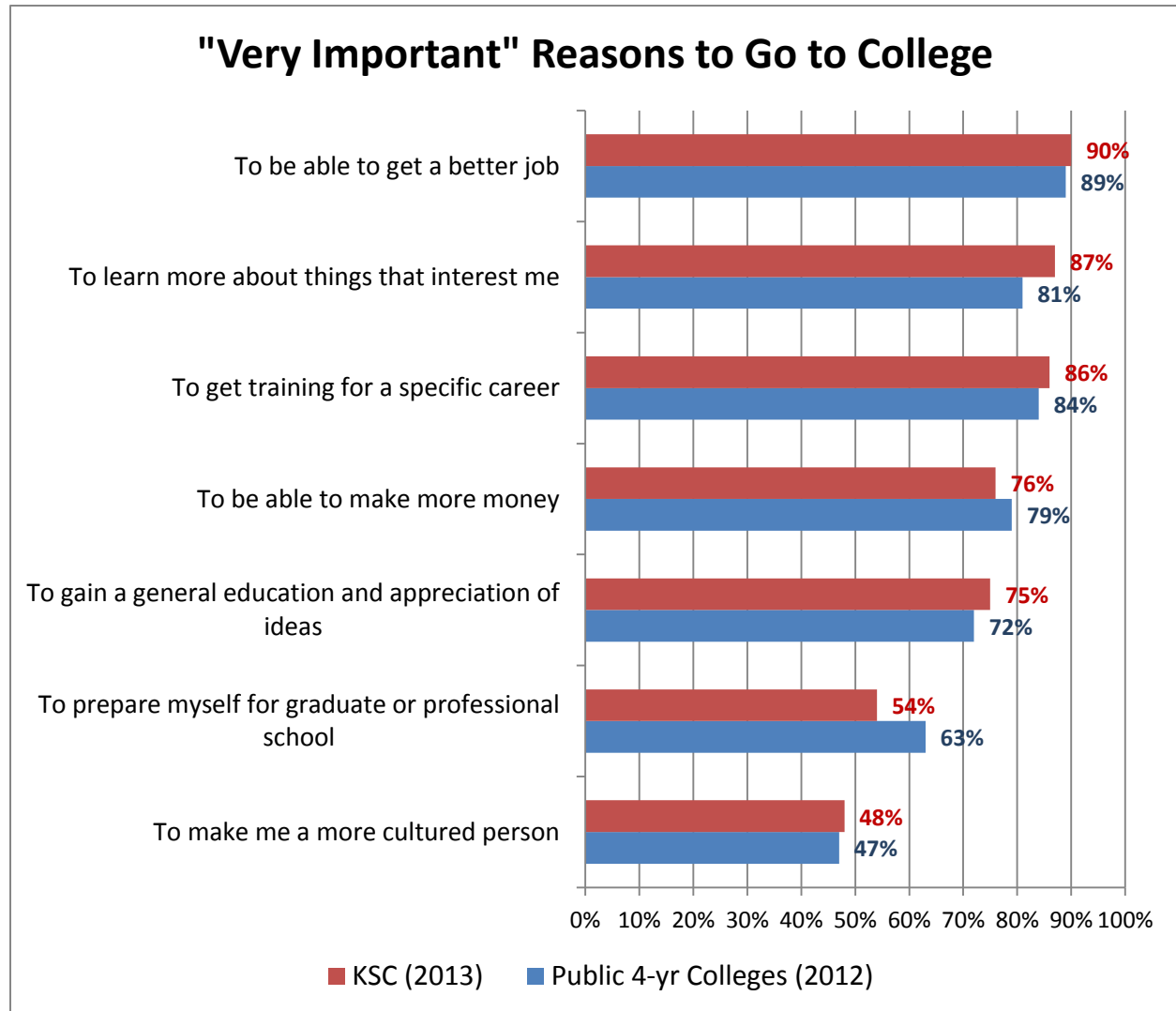
KEY FINDINGS

- Keene State College first-year students are similar to their national peers in identifying financial and career-related motivations for going to college. Ninety percent of KSC students indicate that getting a better job is a very important reason to enroll.
- The number one reason that KSC students give as “very important” for choosing this institution is their campus visit. This is a much more important reason for KSC students than for students at other institutions nationally (64% vs. 36%). KSC students were also less likely than national peers to say that they chose this college because it is close to home. This combination suggests that it is in KSC’s interest to invest in getting prospective students to campus, and that a campus visit can be more successful for KSC than for other colleges in luring prospective students from farther away.
- Slightly more students indicate academic reputation than social reputation as very important in their choice of KSC (50% vs. 46%). The percentage of KSC students who choose this college because of academic reputation is similar to students at other institutions, but the percentage who choose KSC because of its social reputation is higher than for other institutions. This comparison suggests that there may be room for branding around academic strengths, especially in new recruiting areas.
- A little less than half of KSC freshmen (44%) reported that the financial assistance they received was very important in their choice to enroll here. This is a larger percentage than at other similar institutions nationally (38%), which suggests that for this cohort of students KSC may have been successful in targeting its financial aid dollars to those for whom it would make a difference in yield.

DETAILED FINDINGS

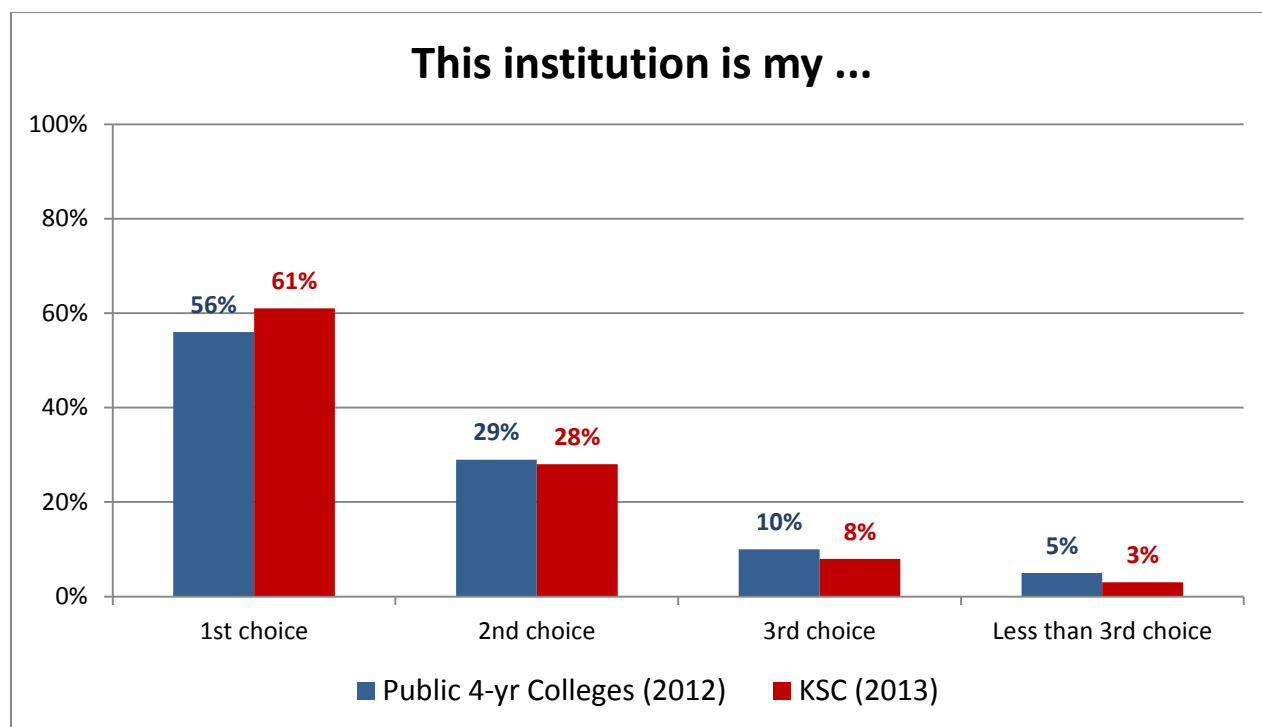
Reasons to Go to College

As the following graph shows, Keene State College first-year students are similar to their national peers in their reasons for going to college. Financial and job-related motivations for college attendance have grown nationally since the economic crisis of 2008 (Pryor et al., 2012), and KSC freshmen were similar to students at other colleges in this regard.



Reasons to Choose Keene State College

Most students who enroll at KSC report that this was their first or second choice institution (89%). KSC is somewhat more likely to be the first choice of students who enroll here, than would be true at other similar institutions. The following graph displays the range of responses to this survey item.

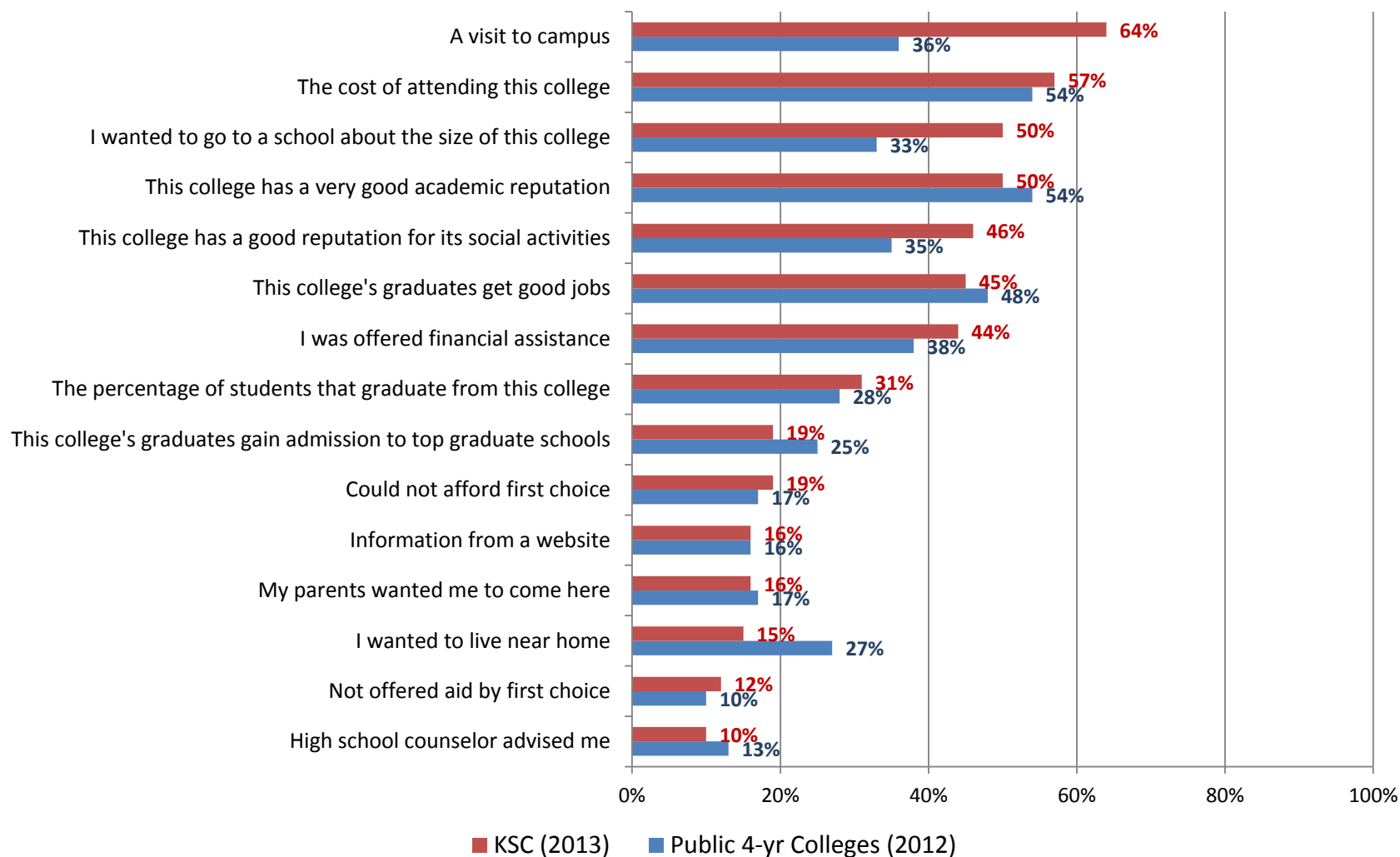


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"Very Important" Reasons to Choose This College



REFERENCE

Pryor, J. H., et al. (2012). *The American freshman: National norms, fall 2012*. Los Angeles: UCLA Higher Education Research Institute. (Available at: <http://www.heri.ucla.edu/monographs/TheAmericanFreshman2012.pdf>)