Who are our incoming freshmen?

A review of CIRP and institutional data
• What do we know about our freshmen students?

• What do our freshmen expect from us?

• How can we help our students succeed?
What is the CIRP Freshman Survey?

- The Cooperative Institutional Research Program (CIRP) Freshman Survey is administered by the Higher Education Research Institute (HERI) at UCLA. Informing colleges and universities since 1966, the CIRP Freshman Survey has collected data on over 13 million students at over 1,900 institutions, and is the largest American study of higher education.

- Items about attitudes, thoughts, previous behaviors, and expectations

- Administered at WSSU during Ramdition

- 728 participants in 2016 (approximately 77% of incoming freshmen)

- Comparison/Peer Group based on institution type, control (and selectivity)—Public HBCUs and Public, 4-year colleges

WINSTON-SALEM STATE UNIVERSITY
Generation Z

• Born mid-to-late 1990s to mid-2000s

• “iGen”—smart phones since adolescence, wearable devices, mental health concerns

• Prefer quick messaging

• Want technology incorporated in the classroom

• Reading is mostly linked from social media, short articles, texts

• Practical view of college
What do we know? 2016 Freshmen

- **Average HS GPA:** 3.28
- **Average SAT Math:** 435
- **Average SAT Writing:** 405
- **Average SAT Verbal:** 431
- **ACT Composite:** 18
- **First-generation college student:** 28%

**Class rank in top 2/5 of HS class:** 46.3%

56% report spending 1-2 hours or less per week on homework their last year of high school.

Student estimates there’s a “very good” or “some” chance they’ll...

- Change majors: 37%
- Change career choice: 38%
- Get a job to pay for college: 85%

Data source: CIRP 2016 institutional data
2016 FIRST-YEAR UNDERGRADUATE ENROLLMENT BY RACE

- Black: 84%
- Hispanic: 5%
- White: 3%
- Two or More Races: 3%
- Other: 5%

2016 FIRST-TIME FRESHMEN ENROLLMENT BY GENDER

- Female: 71%
- Male: 29%

Data source: Fact Book Dashboard
2016 Freshmen: Academic Abilities

Student rated self as "Highest 10%" or "Above Average" as compared with the average person their age:

<table>
<thead>
<tr>
<th>Ability</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Ability</td>
<td>64%</td>
</tr>
<tr>
<td>Mathematical Ability</td>
<td>38%</td>
</tr>
<tr>
<td>Writing Ability</td>
<td>44%</td>
</tr>
<tr>
<td>Public Speaking Ability</td>
<td>35%</td>
</tr>
<tr>
<td>Artistic Ability</td>
<td>33%</td>
</tr>
</tbody>
</table>

25% have a “high academic self-concept,” which CIRP defines as a “unified measure of students’ beliefs about their abilities and confidence in academic environments.”

28% have “high habits of mind,” which CIRP defines as a “unified measure of the behaviors and traits associated with academic success.”

WSSU scores significantly higher than other public, 4-year colleges on “high habits of mind”

Data source: CIRP 2016
34% have a “high social self concept,” which CIRP defines as a “unified measure of students’ beliefs about their abilities and confidence in social situations.”

32% have a “high likelihood of college involvement,” which CIRP defines as “unified measure of students’ expectations about their involvement in college life generally.”

Data source: CIRP 2016
CIRP Trend Data on Social Justice and Community Engagement

High Pluralistic Orientation
High Social Agency
High Civic Engagement
Compared to the 2016 national results, WSSU freshmen...

- Take more action to promote change
- See more importance in community involvement and civic values
- Have more mental health concerns
- Have less confidence in their scientific abilities
- Anticipate working with a professor more
2016 WSSU Freshmen Are...

• Academically ambitious

• Not used to doing a lot of homework

• Community and civic minded

• Acting to promote change

• Planning to work through college

• Looking to WSSU to help them succeed!

Data source: CIRP 2016, university data
What do our 2016 freshmen expect from us?

Percentage of students indicating this reason was “very important” in their decision to attend WSSU.

- 63% Graduates get good jobs
- 40% Graduates get into top graduate schools
- 72% Academic Reputation

Data source: CIRP 2016
36% have a “high college reputation orientation,” which CIRP says “measures the degree to which students value academic reputation and future career potential as a reason for choosing this college.”

WSSU is significantly higher than other public HBCUs and public 4yr colleges for high college reputation orientation.

Data source: CIRP 2016
Engagement in High Impact Practices (HIPs)

2016 freshmen indicating there’s a very good chance they will:

- 37% Work on a professor’s research project
- 40% Volunteer/Perform Community Service Work
- 29% Study Abroad

Data source: CIRP 2016
2016 freshmen indicating there’s a very good chance they will

- 58% Communicate regularly with a professor
- 54% Get tutoring in specific courses
- 48% Participate in student clubs/groups
- 21% Seek personal counseling

Data source: CIRP 2016
Infographics & 2017 Data Preview

Infographics available on IAR’s “Survey” website under the “CIRP” section:
https://www.wssu.edu/about/assessment-and-research/surveys.html
WINSTON-SALEM STATE UNIVERSITY

2015 Freshmen

- 92% believe that racial discrimination is still a problem in America.
- 75% think it's important to promote racial understanding.
- 65% agree on equal pay.
- 68% believe in same-sex marriage.
- 52% think it's important to participate in a community action program.
- 62% believe that principles of equity and social justice are important.
- 68% plan to vote.
- 71% believe individuals can bring about social change.
- 47% think it's important to promote public health.
- 44% believe in the importance of public service.
- 30% are first-generation college students.
- 78% plan on obtaining a Master's degree or higher.
- 29% plan to study abroad.

For more information, please visit WSSU's survey page:
http://www.wssu.edu/administration/assessment-and-research/surveys.aspx

WINSTON-SALEM STATE UNIVERSITY

2016 Freshmen

- 70% think it's important to promote racial understanding.
- 83% agree on equal pay.
- 83% believe in same-sex marriage.
- 79% think it's important to participate in a community action program.
- 79% believe individuals can bring about social change.
- 67% believe in the importance of public service.
- 63% plan to vote.
- 62% believe that principles of equity and social justice are important.
- 37% think it's important to promote public health.
- 40% believe in the importance of public service.
- 28% are first-generation college students.
- 74% plan on obtaining a Master's degree or higher.
- 29% plan to study abroad.

For more information, please visit WSSU's survey page:
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• Preliminary data (N=829, ~88%)

• Official info/reports--early 2018

• Work on professor’s research project

• Receive at least a Master’s degree

• “Very good chance” of getting a job to pay for college
For More Information

• Visit IAR’s survey website: 
  https://www.wssu.edu/about/assessment-and-research/surveys.html

• Visit CIRP’s website: 
  https://heri.ucla.edu/cirp-freshman-survey/

• Visit IAR’s Fact Book Website: 
  https://www.wssu.edu/about/assessment-and-research/fact-book.html

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