

College Choice Decisions

A comparison of SIRs and Non-SIRs based on the 2007 College Choice Survey

August 2007

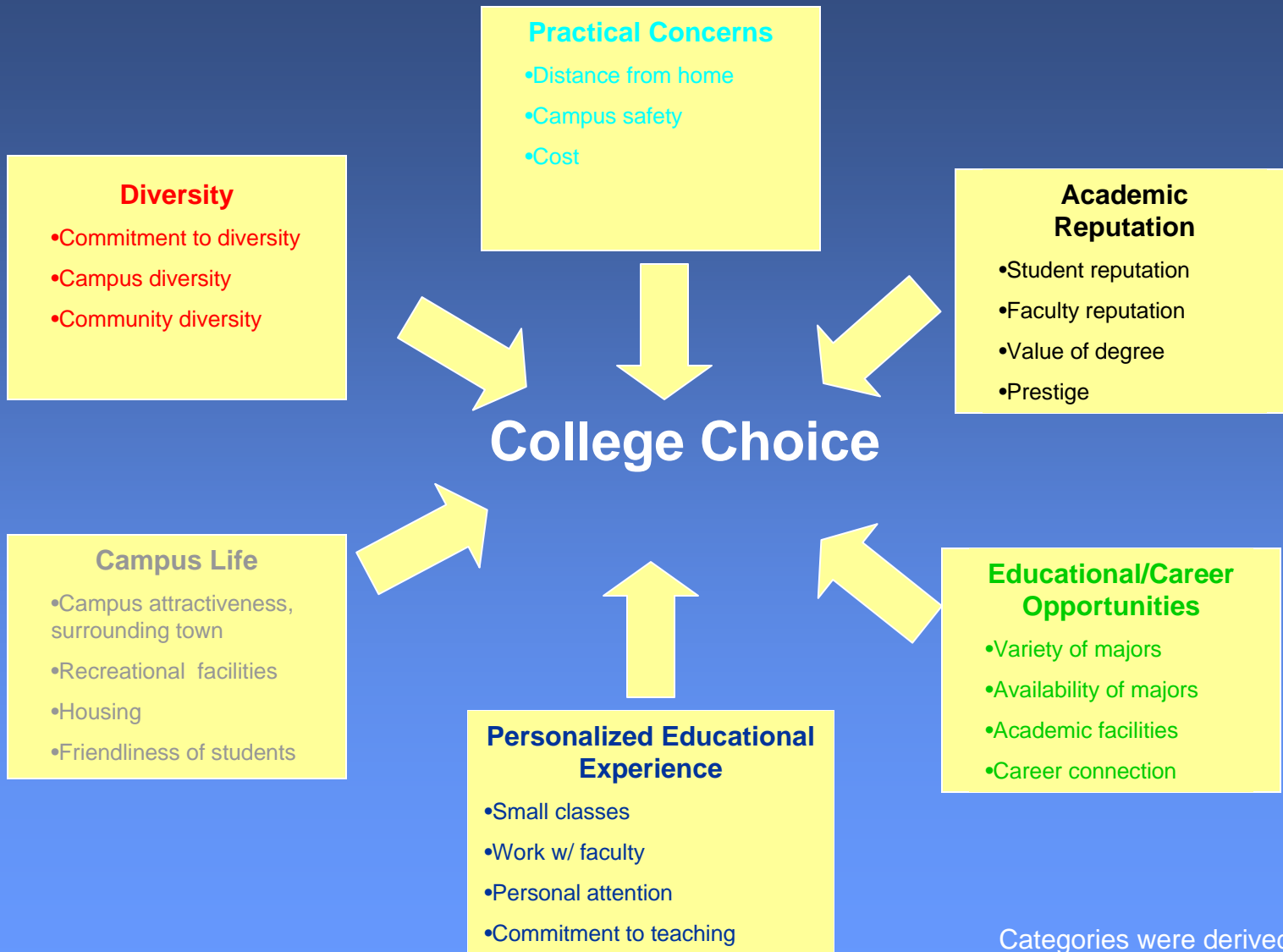
Institutional Research and Policy Studies

For more information, please contact: Sirinda Sincharoen (sirinda@ucsc.edu)

2007 College Choice Survey

- The survey was designed to:
 - Compare perceptions of UCSC and its closest competitors on important criteria used in college choice decisions
- All UCSC-admitted freshmen with valid email addresses were invited to take the online survey.
- 2,436 new freshmen (SIRs) and 2,154 non-enrolling freshmen (non-SIRs) completed the online survey before July 2007.
- Response rates were high for surveys of this type: 25% of non-SIR freshmen admits and 58% of SIR freshmen admits participated.

Criteria Important to Choosing a College/University



Categories were derived from Exploratory Factor Analyses

Most Important Criteria in College Choice Among Survey Respondents

SIRs- enrolling at UCSC

1. Educational/Career Opportunities (M=2.64)
2. Campus Life (M=2.62)
3. Personalized Educational Experience (M=2.53)
4. Academic Reputation (M=2.47)
5. Diversity (M=2.24)
6. Practical Concerns (M=2.22)

Non-SIRs- Not Enrolling at UCSC

1. Educational/Career Opportunities (M=2.57)
2. Academic Reputation (M=2.55)
3. Diversity (M=2.47)
4. Campus Life (M=2.44)
5. Personalized Educational Experience (M=2.40)
6. Practical Concerns (M=2.38)

Most Important Criteria in College Choice

(% of respondents indicating “Very Important”)

SIRs

1. Variety of majors (74%)
2. Campus housing (74%)
3. Academic facilities (73%)
4. UG teaching (72%)
5. Friendly students (69%)
6. Career connections (68%)
7. Campus attractiveness (66%)
8. Surroundings (65%)
9. Social life (65%)
10. Personal attention (65%)
11. Honors program (59%)
12. Value of degree (59%)
13. Faculty reputation (58%)
14. Particular major (57%)
15. Cost (57%)

Non-SIRs

1. Academic facilities (69%)
2. UG teaching (69%)
3. Variety of majors (66%)
4. Value of degree (65%)
5. Career connections (62%)
6. Faculty reputation (61%)
7. Friendly students (59%)
8. Campus housing (58%)
9. Student academic reputation (58%)
10. Overall prestige (57%)
11. Surroundings (56%)
12. Particular major (52%)
13. Campus safety (52%)
14. Social life (48%)

Educ/Career Opps

Campus Life

Personalized Educational Experience

Practical Concerns

Academic Reputation

Diversity

Most Important Specific “Academic Reputation” Criteria

(% of respondents indicating “Very Important”)

SIRs

- 12. Value of degree (59%)
- 13. Faculty reputation (58%)
- 19. Student academic reputation (45%)
- 18. Overall prestige (45%)

Non-SIRs

- 4. Value of degree (65%)
- 6. Faculty reputation (61%)
- 9. Student academic reputation (58%)
- 10. Overall prestige (57%)

Most Important Specific “Educational/Career Opportunities” Criteria

(% of respondents indicating “Very Important”)

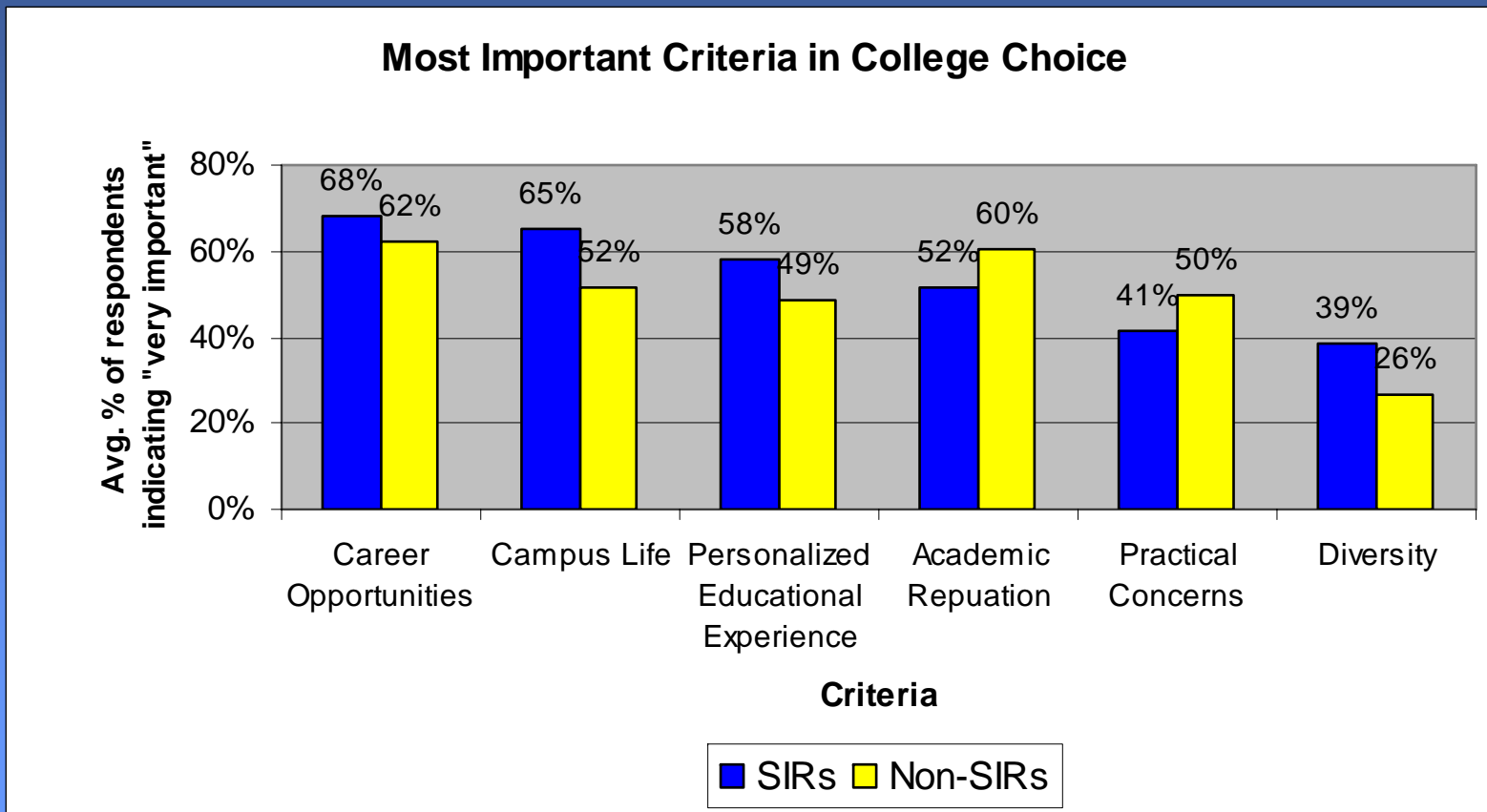
SIRs

2. Variety of majors (74%)
3. Academic facilities (73%)
6. Career connections (68%)
14. Availability of particular major (57%)

Non-SIRs

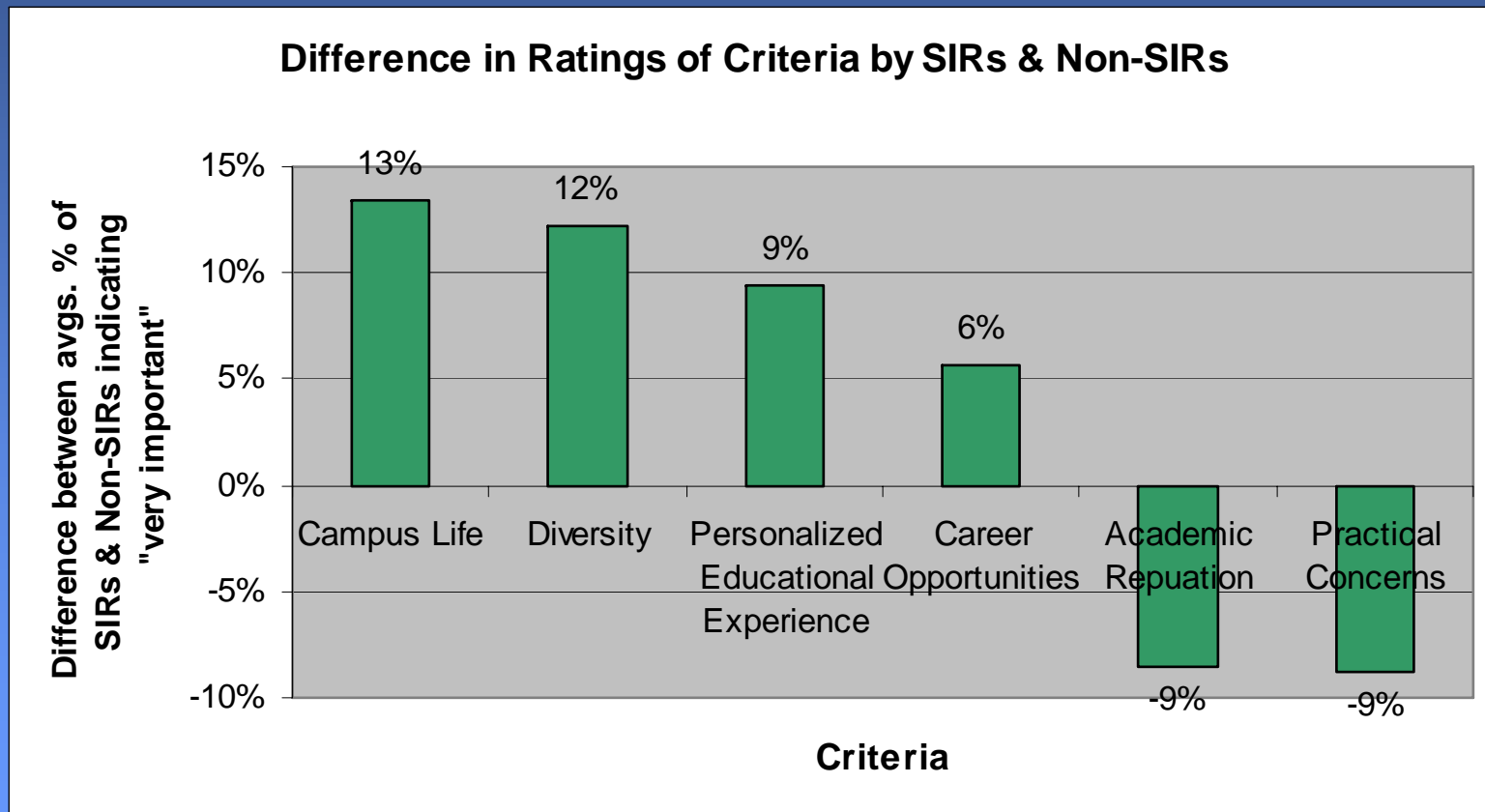
1. Academic facilities (69%)
3. Variety of majors (66%)
5. Career connections (62%)
12. Availability of particular major (52%)

Most Important College Choice Criteria for SIRs vs. Non-SIRs



Data Source: 2007 College Choice Survey

Difference in Criteria Ratings – SIRs vs. Non-SIRs



Data Source: 2007 College Choice Survey

Difference in SIRs Criteria Ratings by 1st Generation Status

First Generation Higher	Not-First Generation Higher	No difference
Variety of & specific majors	Quality of social life	Academic reputation of students
Work with faculty	Surroundings	Academic reputation of faculty
Small classes		Commitment to UG teaching
Honors program		Friendly students
Career connections		Attractiveness of campus
Academic facilities		
Personal attention		
Campus diversity		
Community diversity		
Campus commitment to diversity		
Value of degree		
Prestige		
Recreational facilities		
Campus housing		
Cost		
Campus safety		

Difference in Non-SIRs Criteria Ratings by 1st Generation Status

First Generation higher	Not First Generation higher	No difference
Campus safety	Quality of social life	Academic reputation of students
Cost	Friendly students	Academic reputation of faculty
Value of degree	Commitment to UG teaching	Prestige
Campus diversity		Attractiveness of campus
Community diversity		Campus housing
Campus commitment to diversity		Surroundings
Career connections		Recreational facilities
Work with faculty		Academic facilities
Variety of & specific majors		Small classes
Honors program		Personal attention

Difference in SIRs Criteria Ratings by Ethnic Group

Underrepresented Minority higher	Not Underrepresented Minority higher	No difference
Variety of & specific majors	Quality of social life	Personal attention
Academic reputation of students	Recreational facilities	Small classes
Academic reputation of faculty	Attractiveness of campus	Commitment to UG teaching
Value of degree	Surroundings	Campus safety
Prestige	Friendly students	
Cost		
Campus diversity		
Community diversity		
Campus commitment to diversity		
Career connections		
Academic facilities		
Work with faculty		
Honors program		
Campus housing		

Difference in Non-SIRs Criteria Ratings by Ethnic Group

Underrepresented Minority higher	Not Underrepresented Minority higher	No difference
Campus safety	Quality of social life	Personal attention
Cost	Surroundings	Small classes
Campus diversity		Commitment to UG teaching
Community diversity		Academic facilities
Campus commitment to diversity		Friendly students
Value of degree		Attractiveness of campus
Prestige		Campus housing
Work with faculty		Recreational facilities
Variety of & specific majors		Academic reputation of students
Career connections		Academic reputation of faculty
Honors program		

Difference in SIRs Criteria Ratings by Academic Preparation

High Achievers (Top 25%) higher	Students Not in Top 25% higher	No difference
Small classes	Community diversity	Personal attention
Honors program	Academic reputation of students	Commitment to UG teaching
	Academic reputation of faculty	Variety of & specific majors
	Value of degree	Attractiveness of campus
	Prestige	Friendly students
	Career connections	Surroundings
	Academic facilities	Campus safety
	Recreational facilities	Cost
	Campus housing	Campus diversity
	Quality of social life	Campus commitment to diversity

Difference in Non-SIRs Criteria Ratings by Academic Preparation

High Achievers (Top 25%) higher	Students Not in Top 25% higher	No difference
Academic reputation of students	Quality of social life	Personal attention
	Attractiveness of campus	Commitment to UG teaching
	Recreational facilities	Work with faculty
	Friendly students	Small classes
	Campus housing	Honors program
	Variety of & specific majors	Cost
	Career connections	Campus safety
	Academic facilities	Campus diversity
		Campus commitment to diversity
		Surroundings
		Community diversity
		Value of degree
		Academic reputation of faculty
		Prestige

UCSC's Top Competitors

On each of the specific college choice characteristics...

- **Non-SIRs** rated the school they were planning to attend and UCSC.
- **SIRs** rated UCSC and their 2nd choice school to which they had been admitted.

SIRs Most Popular 2nd Choices

1. UC Santa Barbara
2. UC Davis
3. San Francisco State University
4. UC Riverside
5. San Diego State University
6. Cal Poly San Luis Obispo
7. UC Irvine
8. San Jose State University

Non-SIRs for whom UCSC was 2nd Choice Most Often Attended

1. UC Davis
2. UC Santa Barbara
3. UC Irvine
4. UC Berkeley
5. UC Riverside
6. UC San Diego
7. Cal Poly San Luis Obispo

Competitor Ratings: UC Davis

	UCSC Rated Higher	UCD Rated Higher	Rated Similarly
UCSC SIRs/ UCD 2 nd choice N=157	All educational/career opportunities items except for academic facilities All personalized educational experience items All campus life items All diversity items Campus Safety	Student Reputation Value of Degree Overall Prestige Cost	Faculty reputation Recreational facilities Academic Facilities
UCD SIRs/ UCSC 2 nd choice N=56		All educational/career opportunities items All institution reputation items All campus life items except for Cost Community diversity	All personalized educational experience items Cost Campus Diversity Commitment to diversity Friendly Students

Educ/Career Opps

Campus Life

Personalized Educational Experience

Practical Concerns

Institution Reputation

Diversity

Data Source: 2007 College Choice Survey

Competitor Ratings: UC Santa Barbara

	UCSC Rated Higher	UCSB Rated Higher	Rated Similarly
UCSC SIRs/ UCSB 2 nd choice N=172	All educational/career opportunities items except for career connections All campus life items All personalized educational experience items All diversity items Campus Safety	Overall Prestige	Faculty Reputation Student Reputation Value of Degree Career Connections
UCSB SIRs/ UCSC 2 nd choice N=95	Campus diversity Commitment to diversity	All educational/career opportunities items All institution reputation items All campus life items except for friendly students Research with faculty UG Teaching	Friendly Students Campus Safety Cost Community diversity Small classes Personal Attention

Educ/Career Opps
Practical Concerns

Campus Life
Institution Reputation

Personalized Educational Experience
Diversity

Data Source:
 2007 College Choice Survey

Competitor Ratings: UC Berkeley

	UCSC Rated Higher	UCB Rated Higher	Rated Similarly
UCSC SIRs/ UCB 2 nd choice N=42	All personalized educational experience items Particular Major Cost Campus Safety Friendly Students Campus Attractiveness Social Life Surroundings	Academic Facilities Student Reputation Value of Degree Overall Prestige Campus Housing	Variety of Majors Career Connections Faculty Reputation All diversity items Recreational facilities
UCB SIRs/ UCSC 2 nd choice N=162	Small Classes	Campus Safety All educational/career opportunity items All institution reputations items Recreational facilities Campus Housing Friendly Students Social Life	Campus Attractiveness Surroundings UG Teaching Personal Attention Personal Attention Research with Faculty All diversity items Cost

Educ/Career Opps

Campus Life

Personalized Educational Experience

Practical Concerns

Institution Reputation

Diversity

Data Source: 2007 College Choice Survey

Competitor Ratings: UC Riverside

	UCSC Rated Higher	UCR Rated Higher	Rated Similarly
UCSC SIRs/ UCR 2 nd choice N=132	<i>All educational/career opportunity items</i> All academic reputation items All campus life items All diversity items All personalized educational experience items Campus Safety		Cost
UCR SIRs/ UCSC 2 nd choice N=27		All educational/career opportunity items Surroundings Recreational Facilities All academic reputation items	All personalized educational experience items Friendly Students Campus Housing Campus Attractiveness Social Life <i>All practical concerns items</i> All diversity items

Educ/Career Opps	Campus Life	Personalized Educational Experience
Practical Concerns	Academic Reputation	Diversity

Data Source: 2007 College Choice Survey

Competitor Ratings: UC Irvine

	UCSC Rated Higher	UCI Rated Higher	Rated Similarly
UCSC SIRs/ UCI 2 nd choice N=90	UG Teaching All diversity items Campus Attractiveness Surroundings Social Life Friendly Students		All personalized educational experience items All educational/career opportunity items except UG teaching All academic reputation items Recreational Facilities Campus Housing All practical concern items
UCI SIRs/ UCSC 2 nd choice N=15		Particular Major Variety of Majors Value of Degree Reputation Students Overall Prestige All diversity items Cost	Career Connections Academic Facilities Reputation Faculty All personalized educational experience items All campus life items Campus Safety

Educ/Career Opps	Campus Life	Personalized Educational Experience
Practical Concerns	Academic Reputation	Diversity

Data Source: 2007
College Choice Survey

Descriptors of UCSC

SIRs

Environmentally conscious	76%
Friendly	70%
Fun	69%
Comfortable	68%
Laid back	68%
Accepting of individuality	65%
Diverse	52%
Politically active	44%
Supportive	37%
Non-traditional	36%
Research-oriented	33%
Intellectually challenging	33%
Personal	26%
Party school	25%
Isolated	24%
Presitgious	22%
Academically rigorous	20%
Back-up school	13%
High tech	12%
Selective	8%

Non-SIRs

Laid back	67%
Environmentally conscious	60%
Fun	55%
Comfortable	53%
Friendly	53%
Accepting of individuality	49%
Back-up school	40%
Diverse	34%
Isolated	33%
Politically active	27%
Party school	27%
Non-traditional	27%
Supportive	21%
Research-oriented	19%
Intellectually challenging	12%
Personal	12%
Academically rigorous	8%
Presitgious	7%
High tech	6%
Selective	5%

Data Source: 2007 College Choice Survey

SIRs' Sources of Encouragement to Attend UCSC

Source of encouragement	% consulted	% “encouraging” or “very encouraging”
Parents & family	98.8%	80.6%
Friends/Peers	98.0%	80.8%
Students/alums	81.4%	83.3%
High school counselors	79.5%	77.3%
High school teachers	85.4%	80.7%

Data Source: 2007 College Choice Survey

Questions?

- Please contact: Sirinda Sincharoen (sirinda@ucsc.edu) with Institutional Research and Policy Studies (IRPS)