
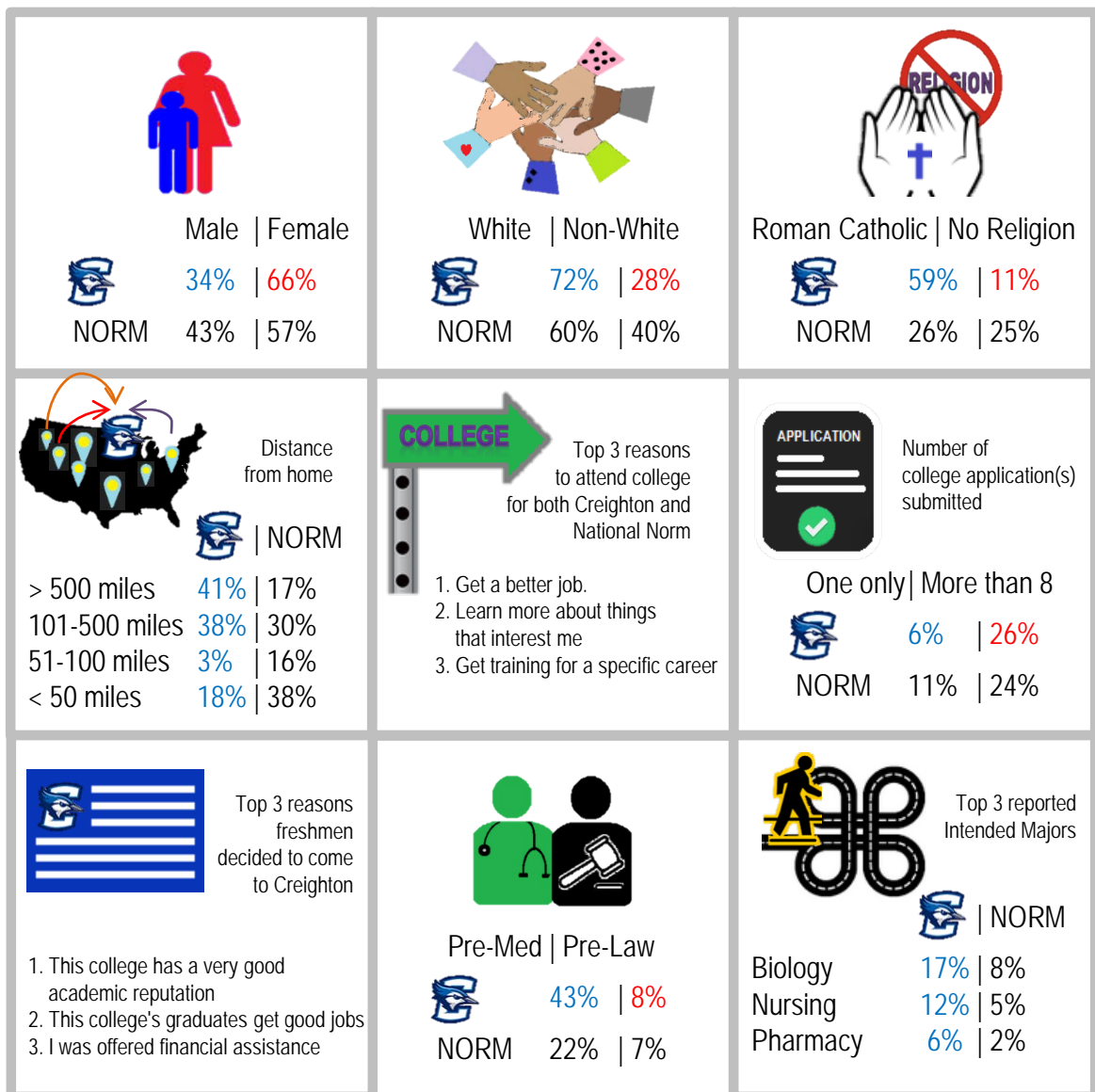



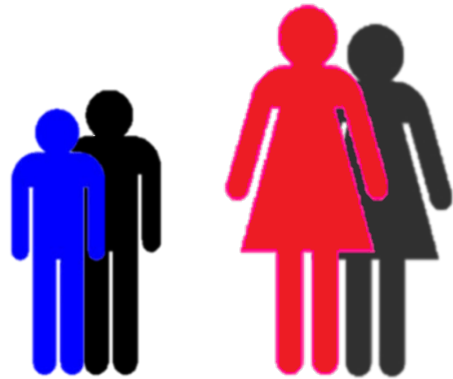
This issue of the Research Bulletin examines some of the differences among the 2013 entering full-time freshmen by college of enrollment. Five Hundred Fifty-Four (554) freshmen participated in the survey, of the entering class; 69% indicated they were in the Creighton College of Arts and Sciences (CCAS), 19% indicated Heider College of Business (HCB), and 12% indicated College of Nursing (CON). It is helpful to note however that these published data and findings pertain mainly to Creighton's first-time, full-time freshman cohort who participated in the freshman survey (). The National Norm (NORM) reported are based upon 165,743 first-time, full-time students who entered 232 four-year U.S. colleges and universities of varying selectivity and type.



Creighton's students are diverse in a variety of dimensions.


Student Diversity: Gender

	Male	Female		Male	Female	
CCAS	33%	67%		34%	66%	
HCB	58%	42%		NORM	43%	57%
CON	3%	97%				



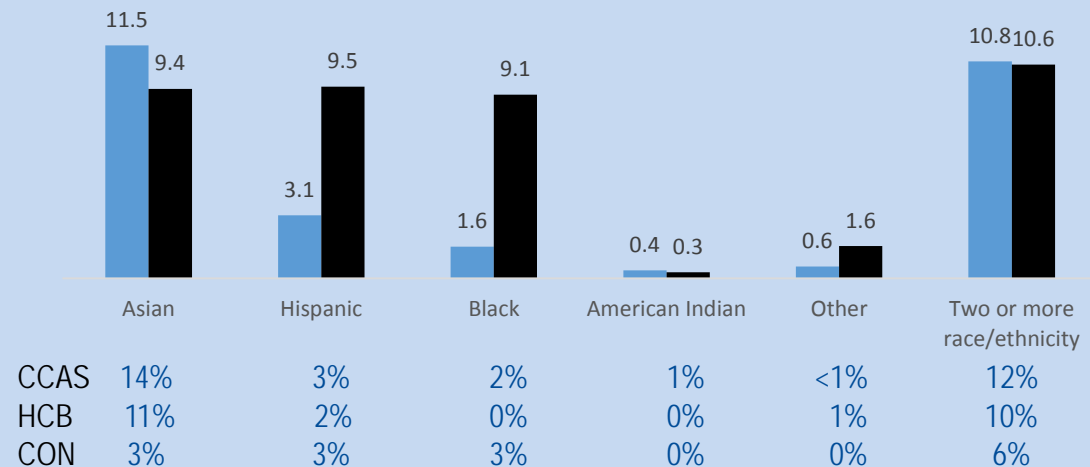
Women enrollment remains dominant in all segments except for in Heider College of Business.

Student Diversity: Race/Ethnicity

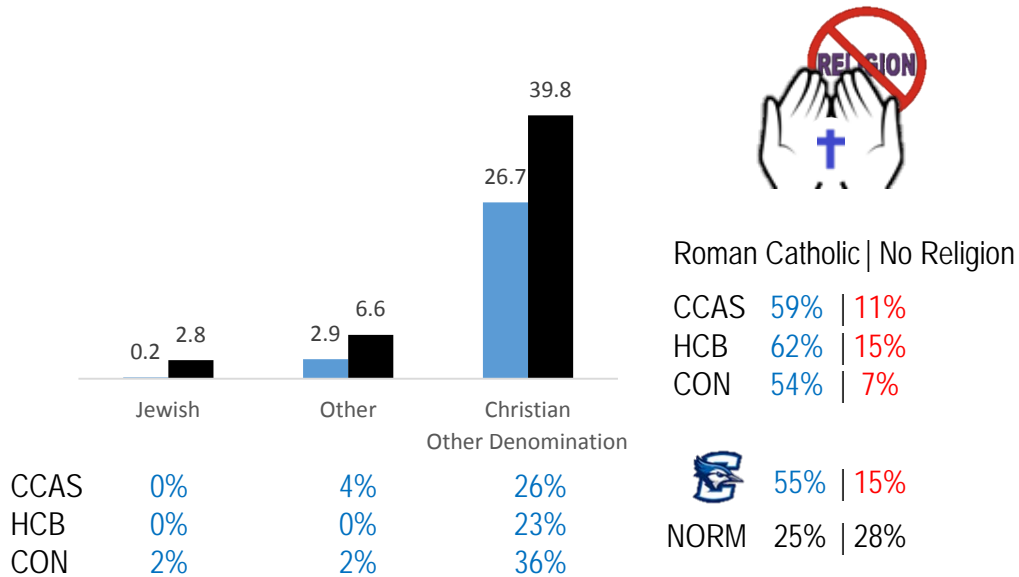
	White	Non-White		White	Non-White	
CCAS	68%	32%		72%	28%	
HCB	77%	23%		NORM	60%	40%
CON	84%	16%				



Majority of students are White, but diversity is increasing among most minority groups.



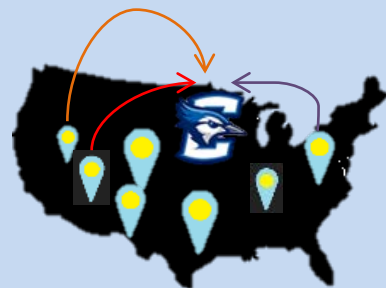
Student Diversity: Religious Affiliation



Student Diversity: Distance from Home (miles)

Over time, we have seen that the number of students reporting 500 miles or more of college distance from their permanent homes has surged the highest to 41% since last year. This is more than twice the time higher than the number reported by the national norm.

	< 50	51 to 100	101 to 500	> 500
CCAS	18%	2%	38%	42%
HCB	20%	4%	43%	33%
CON	15%	3%	34%	48%
	18%	3%	38%	41%
NORM	38%	16%	30%	17%

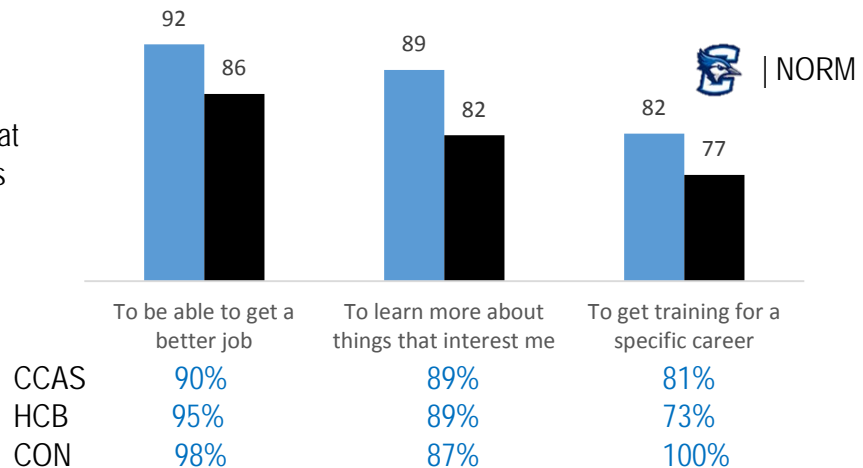


Creighton's students see college education as an important pathway to future success.

College Choice: Motivations to Attend College



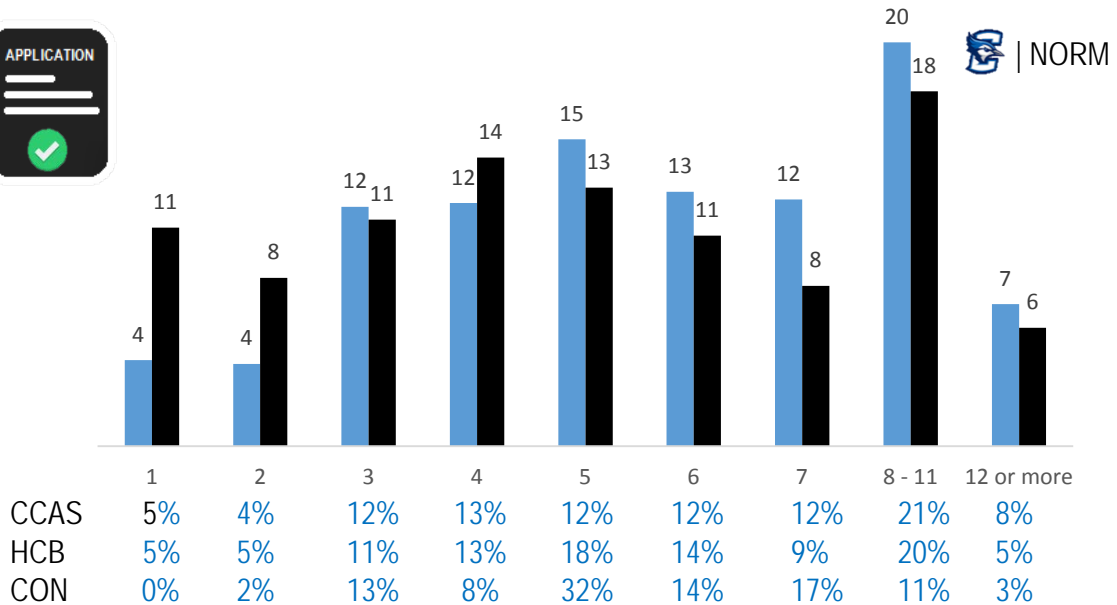
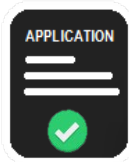
Top 3 reasons that motivate students to attend College



The numbers represents the percentage of Creighton freshmen considering the mentioned reasons "Very Important" in deciding to go to college. The other two options were "Somewhat Important" and "Not so Important". The top three reasons are highlighted with asterisk (*).

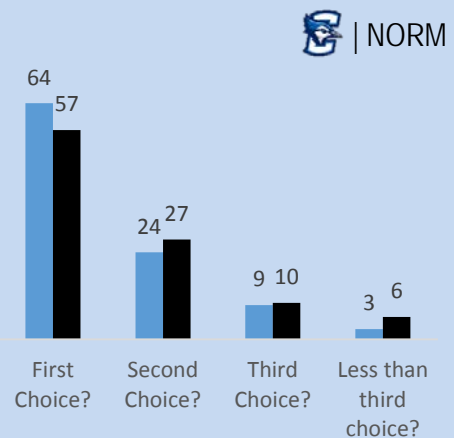
Reasons	Creighton	NORM	CCAS	HCB	CON
To be able to get a good job	92%*	86%*	90%*	95%*	98%*
To learn more about things that interest me	89%*	82%*	89%*	89%*	87%*
To get training for a specific career	82%*	77%*	81%	73%	100%*
To gain a general education and appreciation of ideas	80%	70%	79%	86%*	74%
To prepare myself for graduate or professional school	76%	61%	84%*	66%	48%
To be able to make more money	65%	73%	64%	74%	66%
To make me a more cultured person	55%	46%	55%	57%	48%

College Choice: Number of College Applications submitted



College Choice: Top-Choice of College

Nearly 88% of Creighton’s 2015 freshmen reported Creighton University as either their first or second college choice. The most-cited reasons that influenced their decision to attend Creighton were: very good academic reputation (86% indicating “very important”); graduates get good jobs (78%); graduates gain admission to top graduate/professional schools (60%); size of this college (52%); percentage of students that graduate from this college (54%); and a visit to campus (50%).



CCAS	61%	24%	11%	4%
HCB	67%	25%	6%	2%
CON	76%	19%	5%	0%


College Choice: Why Creighton?



Creighton freshman's reason for attending Creighton, in rank order by % of respondents rating them as "Very Important".

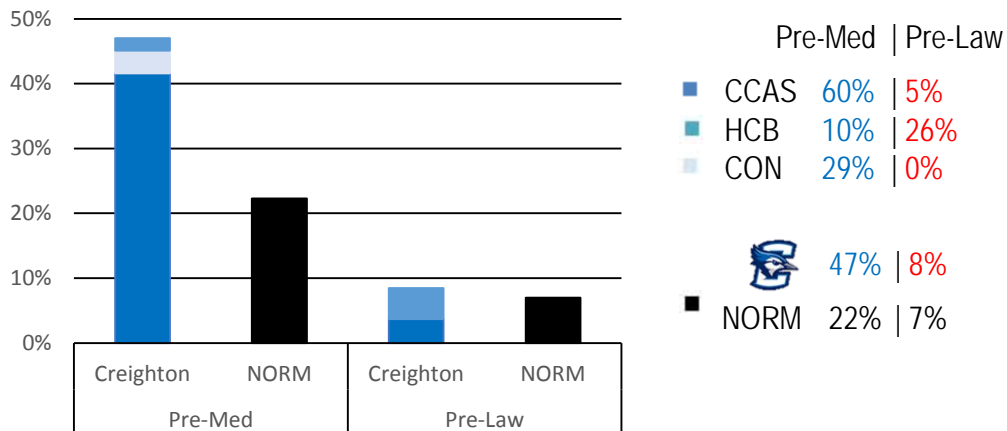
The other two options were "Somewhat Important" and "Not so Important".

The top three reasons are highlighted with asterisk (*).

<u>Reasons</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
1. Good academic reputation	87%*	64%*	86%*	89%*	88%*
2. This college's graduates get good jobs	79%*	53%*	78%*	82%*	81%*
3. I was offered financial assistance	68%*	49%*	69%*	66%*	59%*
4. Gain admission to top graduate/ professional schools	61%	33%	66%	47%	53%
5. Size of this college	58%	38%	57%	62%	59%*
6. A visit to campus	52%	43%	52%	55%	49%
7. Graduation rates	51%	30%	50%	52%	54%
8. The cost of attending this college	42%	46%	43%	39%	42%
9. Good reputation for its social activities	41%	44%	37%	49%	46%
10. Rankings in national magazines	35%	18%	34%	43%	31%
11. Religious affiliation of the college	28%	8%	29%	28%	27%
12. Information from a website	22%	18%	21%	26%	25%
13. My parents wanted me to come here	20%	18%	18%	25%	22%
16. Could not afford first choice	11%	15%	12%	8%	10%
18. Not offered aid by first choice	11%	11%	12%	10%	10%
15. High school counselor advised me	10%	10%	9%	11%	10%
17. Live near home	9%	20%	9%	8%	10%
14. Admitted through an Early Action Decision program	9%	14%	9%	6%	14%
19. My relatives wanted me to come here	9%	8%	7%	11%	14%
20. Private college counselor advised me	7%	5%	7%	12%	5%
21. My teacher advised me	5%	7%	4%	6%	8%
22. The athletic department recruited me	5%	9%	4%	6%	7%
23. Ability to take online courses	2%	4%	1%	5%	3%

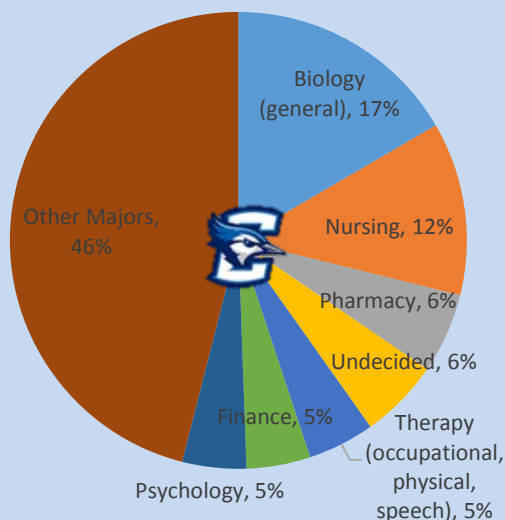
Creighton's Freshman students are academically talented, with a strong health sciences focus.

Intended Majors: Pre-Professional Students



Intended Majors: Popular Majors

Creighton freshmen identified Biology (general) (17%) as their intended majors. Other popular majors are: Nursing (12%), Pharmacy (6%), Therapy (Occupational, Physical, Speech) (5%), Finance (5%) and Psychology (5%). 6% of freshmen indicated undecided.




CCAS:
Biology (general) 23%, Pharmacy 8%, Therapy (Occupational, Physical, Speech) 7%, Psychology 7%, Undecided 6%,

HCB:
Finance 25%, Marketing 13%, Business Adm (general) 10%, Accounting 9%, Undecided 8%

CON:
Nursing 98%, Social Work 2%


Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Undecided	5.5%	10.2%	5.8%	8.2%	0.0%
Arts & Humanities					
Journalism/Communication	1.5%	2.2%	2.2%	0.0%	0.0%
English (language & literature)	1.5%	1.4%	2.2%	0.0%	0.0%
History	0.6%	1.0%	0.8%	0.0%	0.0%
Classical and Modern Language and Literature	1.0%	0.3%	1.4%	0.0%	0.0%
Theology/Religion	0.4%	0.2%	0.6%	0.0%	0.0%
Philosophy	0.2%	0.2%	0.3%	0.0%	0.0%
Other Arts and Humanities	0.2%	0.8%	0.3%	0.0%	0.0%
Biological & Life Sciences					
Biology (general)	16.6%	7.6%	23.4%	2.1%	0.0%
Neurobiology/Neuroscience	1.5%	1.2%	2.2%	0.0%	0.0%
Biochemistry/Biophysics	2.3%	1.6%	3.3%	0.0%	0.0%
Molecular, Cellular & Developmental Biology	1.1%	0.6%	1.4%	1.0%	0.0%
Animal Biology (zoology)	0.4%	0.7%	0.6%	0.0%	0.0%
Microbiology	0.4%	0.3%	0.6%	0.0%	0.0%
Other Biological Science	1.3%	0.8%	1.9%	0.0%	0.0%
Business					
Finance	4.6%	2.0%	0.0%	24.7%	0.0%
Marketing	2.5%	2.2%	0.0%	13.4%	0.0%
Accounting	2.1%	2.3%	0.6%	9.3%	0.0%
Business Administration (general)	2.1%	2.8%	0.3%	10.3%	0.0%
International Business	1.7%	0.9%	0.3%	8.2%	0.0%
Management	1.1%	2.0%	0.3%	5.2%	0.0%
Entrepreneurship	0.4%	0.7%	0.0%	2.1%	0.0%

Note: 1. Majors not selected by Creighton freshmen were excluded from this summary.

2. Freshmen selecting majors not offered at Creighton were included in the summary.


Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Business					
Human Resource Management	0.2%	0.1%	0.0%	1.0%	0.0%
Computer/Management Information Systems	0.4%	0.3%	0.0%	2.1%	0.0%
Other Business	1.3%	0.8%	0.3%	6.2%	0.0%
Real Estate	0.2%	0.1%	0.0%	1.0%	0.0%
Education					
Elementary Education	1.1%	2.0%	1.7%	0.0%	0.0%
Secondary Education	0.8%	1.0%	0.8%	1.0%	0.0%
Physical Education/Recreation	0.2%	0.5%	0.3%	0.0%	0.0%
Other Education	0.2%	0.4%	0.3%	0.0%	0.0%
Special Education	0.2%	0.7%	0.3%	0.0%	0.0%
Engineering					
Environmental/Environmental Health Engineering	0.2%	0.3%	0.3%	0.0%	0.0%
Other Engineering	0.2%	0.6%	0.3%	0.0%	0.0%
Chemical Engineering	0.2%	1.1%	0.3%	0.0%	0.0%
Health Professions					
Nursing	12.0%	5.0%	0.3%	0.0%	98.4%
Pharmacy	5.7%	1.5%	8.3%	0.0%	0.0%
Therapy (occupational, physical, speech)	4.8%	2.1%	6.9%	0.0%	0.0%
Other Health Profession	3.6%	2.3%	5.0%	1.0%	0.0%
Clinical Laboratory Science	0.6%	0.2%	0.8%	0.0%	0.0%
Health Care Administration/Studies	1.3%	0.3%	1.9%	0.0%	0.0%
Mathematics or Computer Science					
Computer Science	0.4%	2.5%	0.6%	0.0%	0.0%
Other Math and Computer Science	0.2%	0.2%	0.3%	0.0%	0.0%
Mathematics/Statistics	1.9%	1.0%	2.5%	1.0%	0.0%

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Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Physical Science					
Chemistry	3.8%	1.2%	5.5%	0.0%	0.0%
Physics	1.0%	0.6%	1.4%	0.0%	0.0%
Atmospheric Sciences	0.2%	0.1%	0.3%	0.0%	0.0%
Social Science					
Psychology	4.6%	4.7%	6.6%	0.0%	0.0%
Political Science (gov't., international relations)	1.1%	2.5%	1.7%	0.0%	0.0%
Economics	0.4%	1.0%	0.3%	1.0%	0.0%
Sociology	0.2%	0.6%	0.3%	0.0%	0.0%
Anthropology	0.8%	0.3%	1.1%	0.0%	0.0%
Social Work	0.6%	0.5%	0.6%	0.0%	1.6%
Other Majors					
Other	2.5%	2.0%	3.3%	1.0%	0.0%

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