
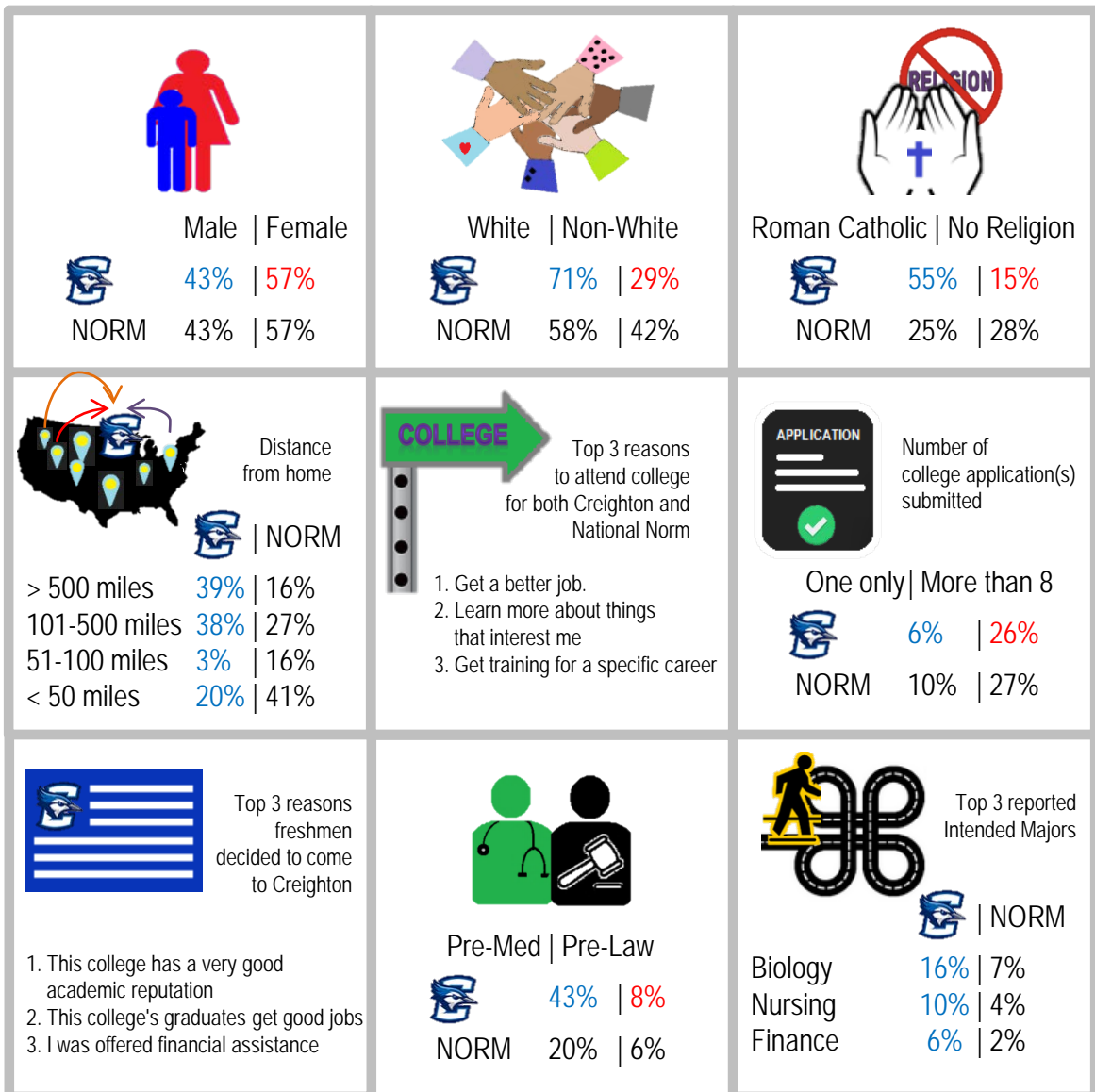



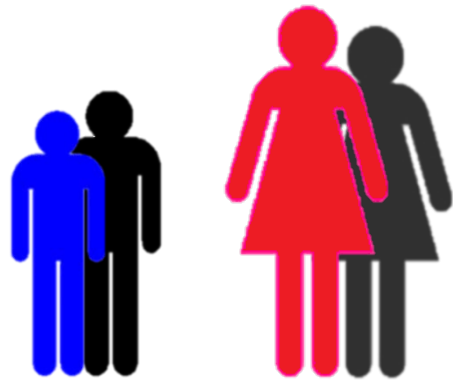
This issue of the Research Bulletin examines some of the differences among the 2014 entering full-time freshmen by college of enrollment. Nine hundred thirteen (913) freshmen participated in the survey, of the entering class; 64% indicated they were in the Creighton College of Arts and Sciences (CCAS), 26% indicated Heider College of Business (HCB), and 10% 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 153,169 first-time, full-time students who entered 226 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		
CCAS	37%		63%		43% 57%
HCB	68%		32%	NORM	43% 57%
CON	5%		95%		



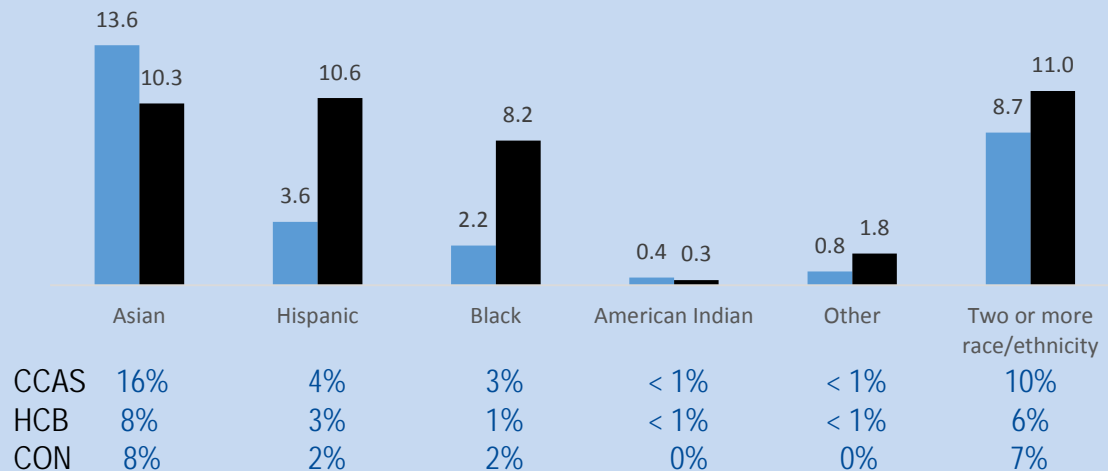
Women enrollment remains dominant. However, number of male enrollment increases by 9% points since 2013.

Student Diversity: Race/Ethnicity

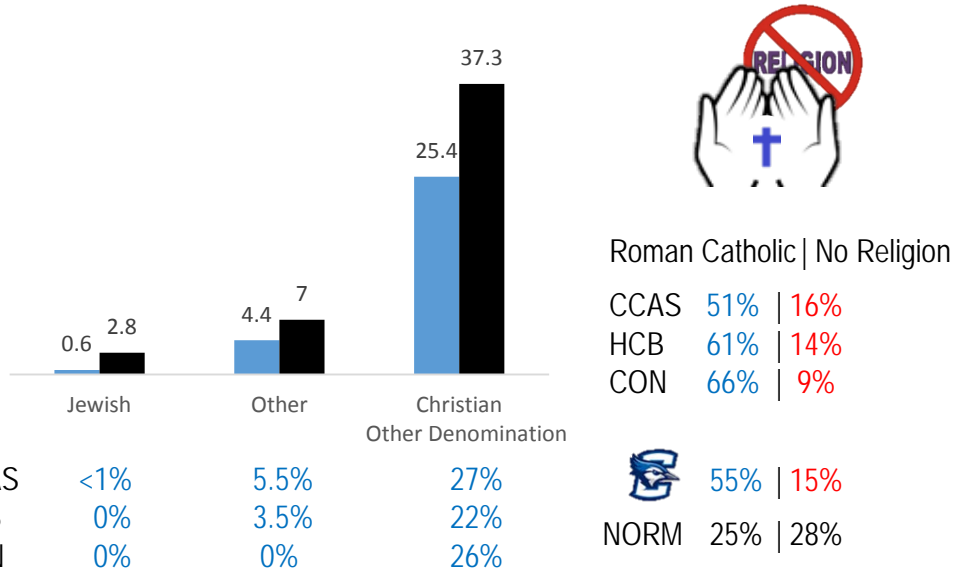
	White		Non-White		
CCAS	66%		34%		71% 29%
HCB	80%		20%	NORM	58% 42%
CON	81%		19%		



Majority of students are White, but diversity is increasing among most minority groups. (i.e., Asian, Black, Hispanic)



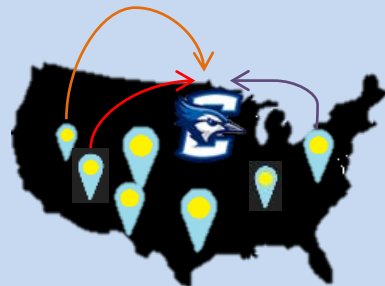
Student Diversity: Religious Affiliation



Student Diversity: Distance from Home (miles)

In 2014, although we see a small decrease (by 2% points) since last year, majority of freshmen are from 500 miles or more college distance from their permanent homes which is significantly higher than the number reported by the national norm.

	< 50	51 to 100	101 to 500	> 500
CCAS	23%	3%	34%	39%
HCB	16%	5%	43%	36%
CON	14%	0%	44%	42%
	20%	3%	38%	39%
NORM	41%	16%	27%	16%

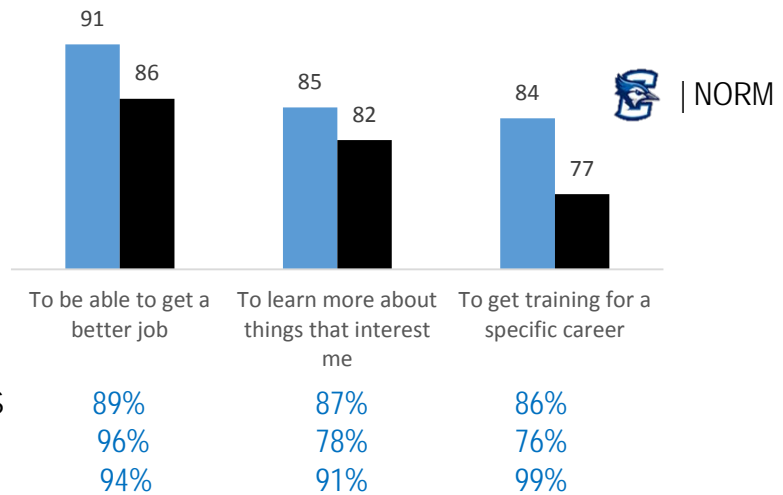


Creighton's students see college education as an important pathway to future success.

College Choice: Motivations to Attend College



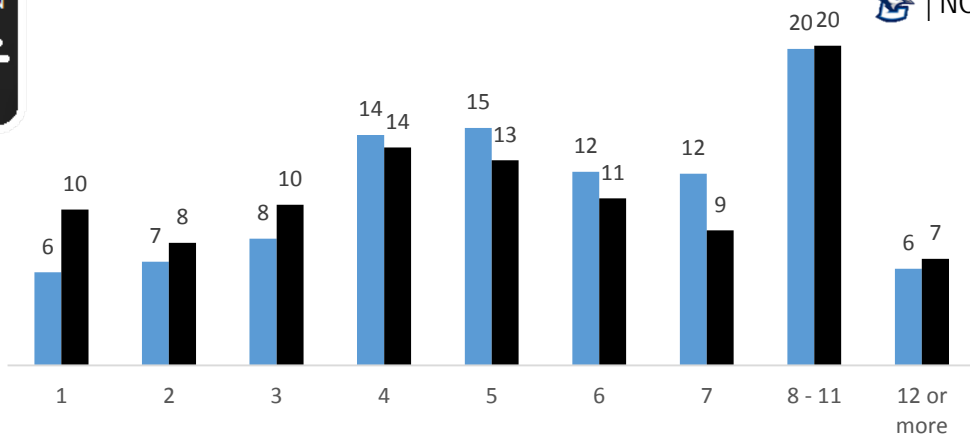
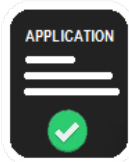
Top 3 reasons that motivate students to attend College



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 (*).

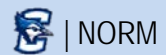
<u>Reasons</u>	<u>Creighton</u>	<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
To be able to get a good job	91%*	86%*	89%*	96%*	94%*
To learn more about things that interest me	85%*	82%*	87%*	78%*	91%*
To get training for a specific career	84%*	77%*	86%*	76%	99%*
To gain a general education and appreciation of ideas	79%	71%	81%	70%	88%
To prepare myself for graduate or professional school	74%	60%	86%*	53%	55%
To be able to make more money	72%	73%	70%	79%*	73%
To make me a more cultured person	58%	47%	61%	49%	64%

College Choice: Number of College Applications submitted

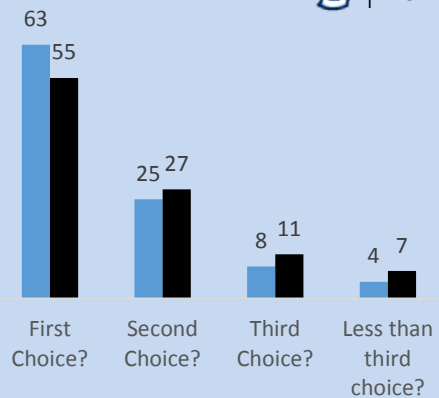


	1	2	3	4	5	6	7	8 - 11	12 or more
CCAS	7%	7%	8%	14%	16%	12%	12%	18%	6%
HCB	6%	6%	8%	15%	15%	11%	13%	22%	5%
CON	2%	4%	5%	15%	10%	19%	11%	25%	8%

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%).




	First Choice?	Second Choice?	Third Choice?	Less than third choice?
CCAS	64%	24%	8%	5%
HCB	60%	28%	9%	3%
CON	71%	21%	3%	4%

College Choice: Why Creighton?



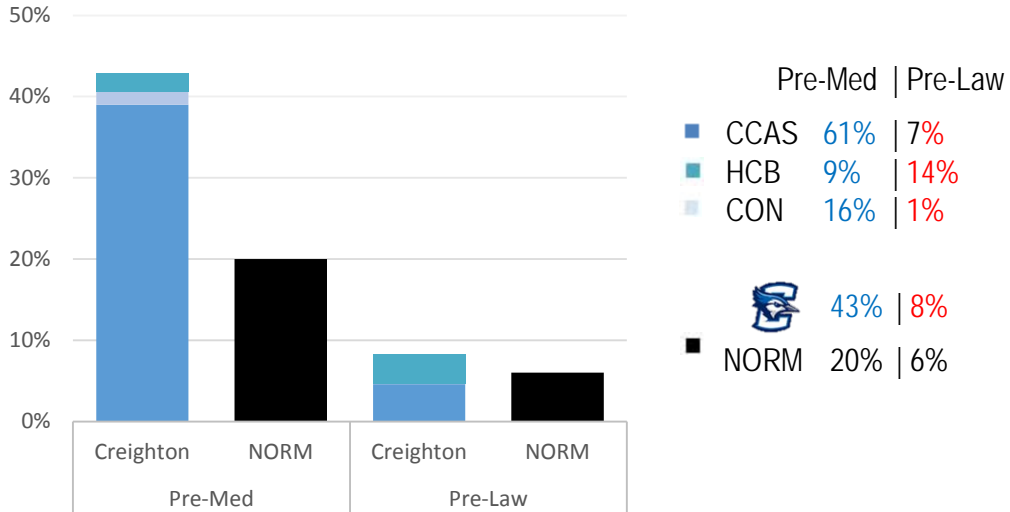
Creighton freshman's reason for attending Creighton, in rank order by % of respondents rating them as "Very Important". The other two options were "Somewhat Important" and "Not so Important".

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	86%*	65%*	85%*	85%*	87%*
2. This college's graduates get good jobs	78%*	53%*	76%*	82%*	78%*
3. I was offered financial assistance	68%*	47%*	70%*	61%*	67%*
4. Gain admission to top graduate/ professional schools	61%	33%	69%	44%	51%
5. Graduation rates	54%	31%	53%	55%	61%
6. Size of this college	52%	37%	52%	49%	58%
7. A visit to campus	50%	42%	48%	52%	59%
8. The cost of attending this college	44%	45%	46%	39%	42%
9. Good reputation for its social activities	42%	43%	41%	43%	41%
10. Rankings in national magazines	35%	18%	33%	40%	34%
11. Information from a website	25%	19%	25%	24%	27%
12. Religious affiliation of the college	25%	7%	24%	24%	31%
13. My parents wanted me to come here	22%	17%	23%	18%	22%
14. Admitted through an Early Action Decision program	14%	16%	11%	16%	25%
15. High school counselor advised me	12%	10%	13%	9%	10%
16. Could not afford first choice	12%	14%	12%	10%	13%
17. Live near home	11%	21%	12%	9%	13%
18. Not offered aid by first choice	10%	11%	10%	10%	7%
19. My relatives wanted me to come here	10%	8%	10%	7%	11%
20. Private college counselor advised me	9%	5%	9%	8%	8%
21. My teacher advised me	7%	7%	8%	5%	6%
22. The athletic department recruited me	7%	9%	6%	13%	0%
23. Ability to take online courses	4%	4%	4%	4%	3%

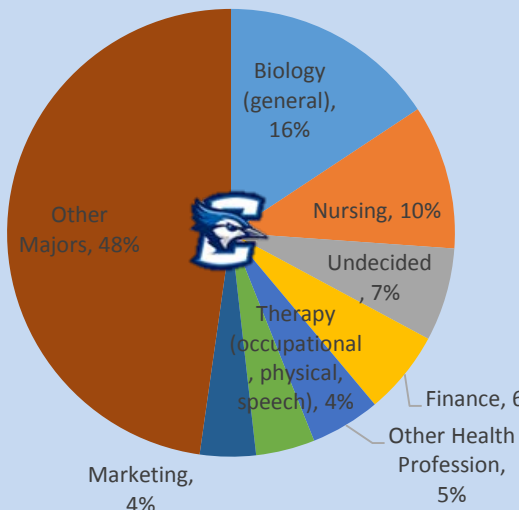
Creighton's Freshman students are academically talented, with a strong health sciences focus.

Intended Majors: Pre-Professional Students



Intended Majors: Popular Majors

Creighton freshmen identified Biology (general) (16%) as their intended majors. Other popular majors are: Nursing (10%), Finance (6%), Other health Profession (5%), Therapy (Occupational, Physical, Speech) (4%), and Marketing (4%). 7% of freshmen indicated undecided.



CCAS:

Biology (general) 24%, Undecided 8%, Other health Profession 7%, Therapy (Occupational, Physical, Speech) 6%, Chemistry 6%


HCB:

Finance 24%, Marketing 16%, Business Adm (general) 11%, Accounting 10%, International Business 9%

CON:

Nursing 100%


Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Undecided	6.7%	9.6%	8.2%	5.7%	0.0%
Arts & Humanities					
Journalism/Communication	1.8%	2.2%	2.6%	0.4%	0.0%
English (language & literature)	0.9%	1.4%	1.4%	0.0%	0.0%
History	0.4%	1.0%	0.7%	0.0%	0.0%
Classical and Modern Language and Literature	0.1%	0.3%	0.2%	0.0%	0.0%
Theology/Religion	0.2%	0.2%	0.3%	0.0%	0.0%
Philosophy	0.2%	0.3%	0.3%	0.0%	0.0%
Art, fine and applied	0.3%	1.3%	0.5%	0.0%	0.0%
Theater/Drama	0.1%	0.8%	0.2%	0.0%	0.0%
Other Arts and Humanities	0.1%	0.7%	0.2%	0.0%	0.0%
Biological & Life Sciences					
Biology (general)	15.7%	6.9%	24.0%	0.9%	0.0%
Neurobiology/Neuroscience	1.5%	1.3%	2.3%	0.0%	0.0%
Biochemistry/Biophysics	3.6%	1.7%	5.6%	0.0%	0.0%
Molecular, Cellular & Developmental Biology	0.7%	0.6%	0.9%	0.4%	0.0%
Animal Biology (zoology)	1.1%	0.6%	1.7%	0.0%	0.0%
Microbiology	0.3%	0.3%	0.5%	0.0%	0.0%
Environmental Science	0.6%	0.8%	0.9%	0.0%	0.0%
Marine Biology	0.2%	0.5%	0.3%	0.0%	0.0%
Other Biological Science	0.2%	0.6%	0.3%	0.0%	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					
Finance	6.1%	2.1%	0.0%	23.7%	0.0%
Marketing	4.0%	2.2%	0.0%	15.8%	0.0%
Accounting	2.5%	2.2%	0.0%	9.6%	0.0%
Business Administration (general)	2.9%	3.1%	0.2%	11.0%	0.0%
International Business	2.4%	0.9%	0.0%	9.2%	0.0%
Management	1.6%	1.9%	0.3%	5.3%	0.0%
Entrepreneurship	1.2%	0.7%	0.0%	4.8%	0.0%
Human Resource Management	0.4%	0.2%	0.0%	1.8%	0.0%
Computer/Management Information Systems	0.2%	0.3%	0.0%	0.9%	0.0%
Other Business	1.1%	0.7%	0.3%	3.5%	0.0%
Education					
Elementary Education	0.6%	2.1%	0.9%	0.0%	0.0%
Secondary Education	0.3%	0.9%	0.5%	0.0%	0.0%
Engineering					
Environmental/Environmental Health Engineering	0.1%	0.3%	0.2%	0.0%	0.0%
Other Engineering	0.1%	0.6%	0.2%	0.0%	0.0%
Biomedical Engineering	0.6%	1.3%	0.9%	0.0%	0.0%
Mechanical Engineering	0.1%	3.0%	0.2%	0.0%	0.0%
Health Professions					
Nursing	10.4%	4.4%	0.5%	0.0%	100.0%
Pharmacy	3.8%	1.1%	5.7%	0.4%	0.0%
Therapy (occupational, physical, speech)	4.3%	2.1%	6.3%	0.9%	0.0%
Other Health Profession	5.0%	2.0%	7.3%	1.3%	0.0%
Clinical Laboratory Science	0.2%	0.2%	0.3%	0.0%	0.0%
Health Care Administration/Studies	0.9%	0.3%	1.2%	0.4%	0.0%

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Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Mathematics or Computer Science					
Computer Science	0.8%	3.5%	1.2%	0.0%	0.0%
Other Math and Computer Science	0.2%	0.3%	0.3%	0.0%	0.0%
Mathematics/Statistics	0.2%	1.1%	0.3%	0.0%	0.0%
Physical Science					
Chemistry	3.8%	1.2%	5.9%	0.0%	0.0%
Physics	0.7%	0.7%	1.0%	0.0%	0.0%
Atmospheric Sciences	0.2%	0.1%	0.3%	0.0%	0.0%
Other Physical Science	0.2%	0.2%	0.2%	0.4%	0.0%
Social Science					
Psychology	3.5%	4.6%	5.4%	0.0%	0.0%
Political Science (gov't., international relations)	2.2%	2.3%	3.3%	0.4%	0.0%
Economics	0.6%	1.1%	0.2%	1.8%	0.0%
Sociology	0.3%	0.7%	0.5%	0.0%	0.0%
Anthropology	0.4%	0.3%	0.7%	0.0%	0.0%
Ethnic/Cultural Studies	0.1%	0.1%	0.2%	0.0%	0.0%
Social Work	0.4%	0.6%	0.5%	0.4%	0.0%
Other Majors					
Criminal Justice	0.1%	2.3%	0.2%	0.0%	0.0%
Library Science	0.1%	0.0%	0.2%	0.0%	0.0%
Military Sciences/Technology/operations	0.1%	0.1%	0.2%	0.0%	0.0%
Other	2.1%	1.9%	3.0%	0.9%	0.0%

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