
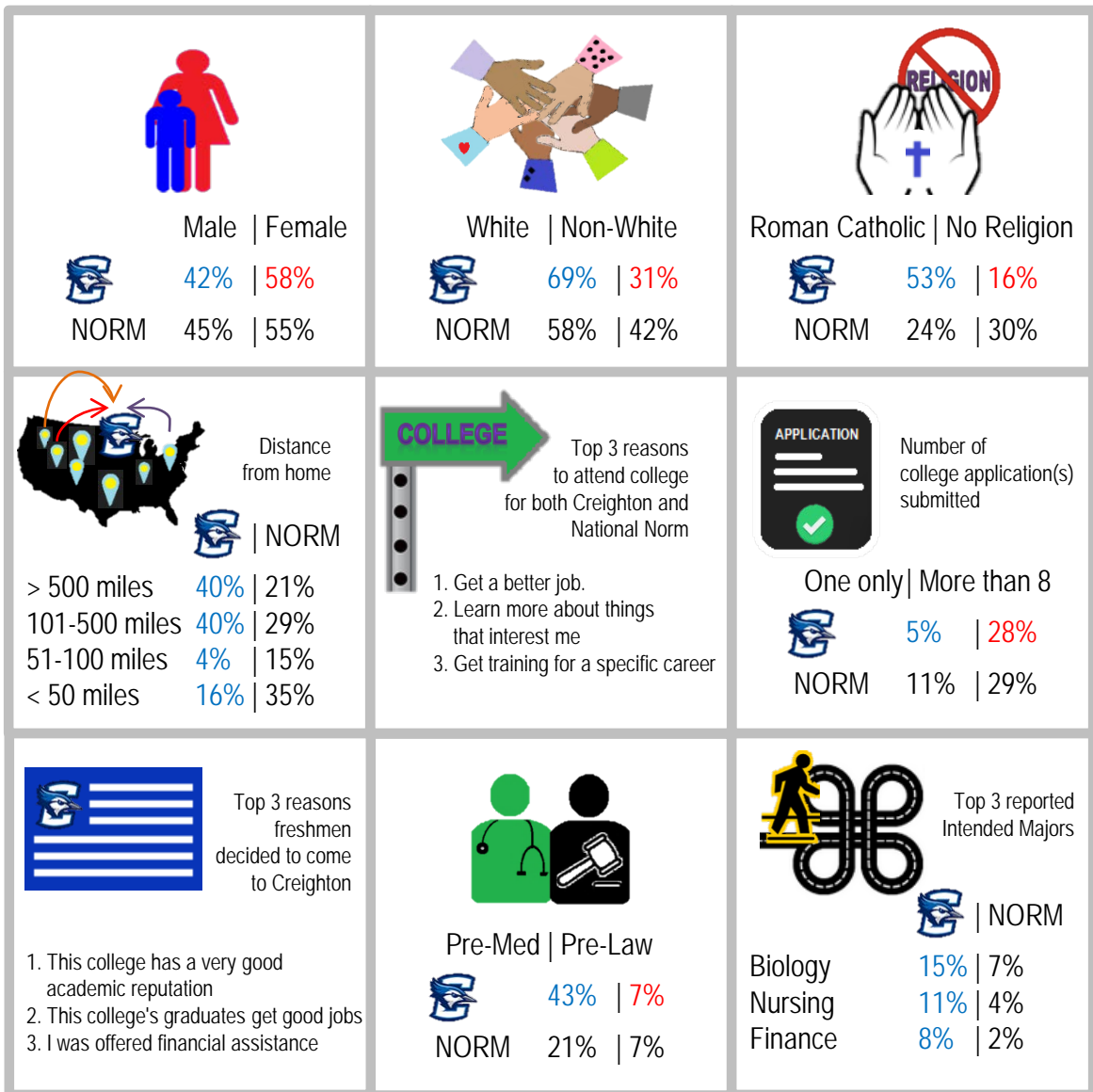



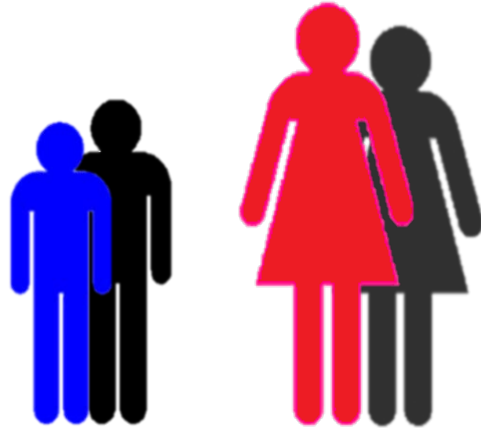
This issue of the Research Bulletin examines some of the differences among the 2015 entering full-time freshmen by college of enrollment. Nine hundred forty (940) freshmen participated in the survey, 88% of the entering class; 63% indicated they were in the Creighton College of Arts and Sciences (CCAS), 26% indicated Heider College of Business (HCB), and 11% 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 141,189 first-time, full-time students who entered 199 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	38%	62%		42%	58%	
HCB	64%	36%		NORM	45%	55%
CON	17%	83%				



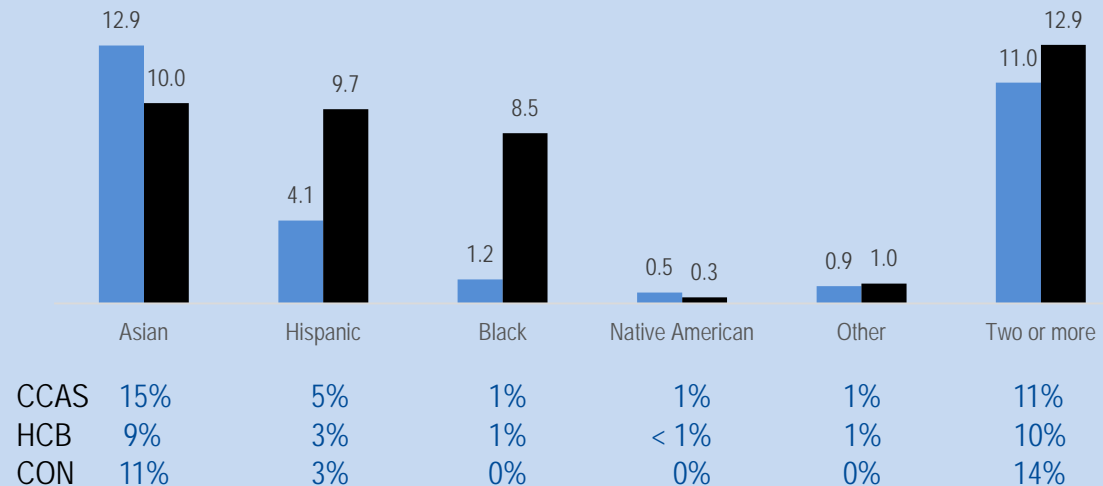
Women enrollment remains dominant in all segments except for in Heider College of Business.

Student Diversity: Race/Ethnicity

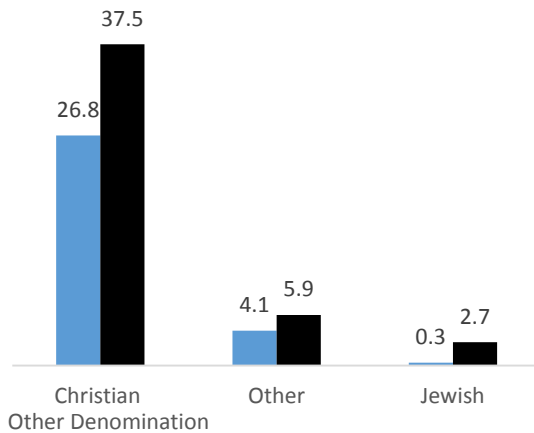
	White	Non-White		White	Non-White	
CCAS	67%	33%		69%	31%	
HCB	75%	25%		NORM	58%	42%
CON	71%	29%				



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



Student Diversity: Religious Affiliation



Roman Catholic | No Religion

CCAS 48% | 18%
HCB 62% | 13%
CON 57% | 11%



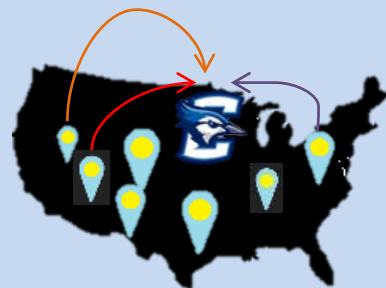
53% | 16%
NORM 24% | 30%

CCAS	28%	5%	< 1%
HCB	23%	2%	1%
CON	30%	2%	0%

Student Diversity: Distance from Home (miles)

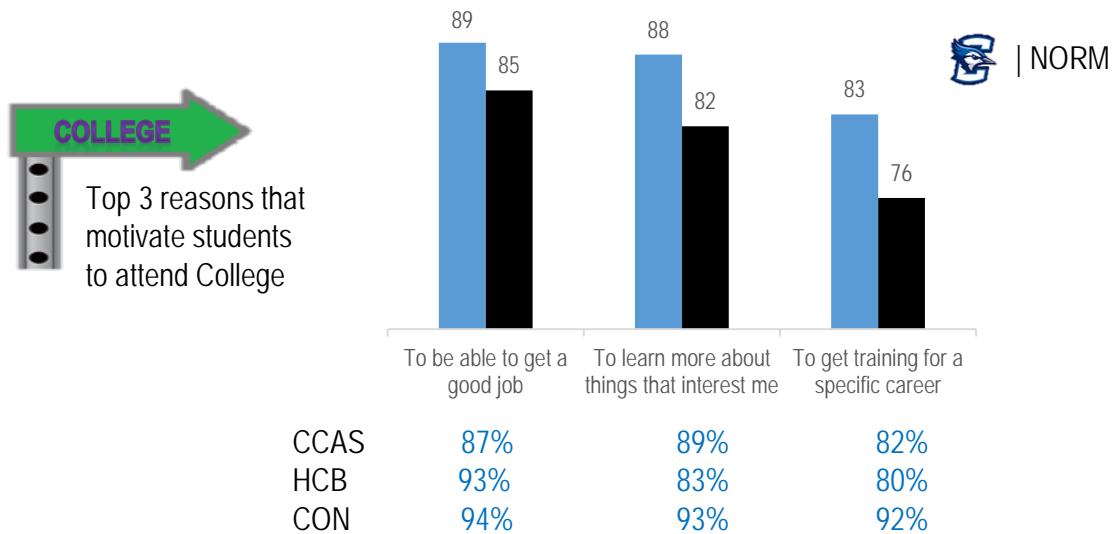
Over time, we have seen that the number of students reporting 101 to 500 miles of college distance from their permanent homes has surged the highest to 40% since last year. This is significantly higher than the number reported by the national norm.

	< 50	51 to 100	101 to 500	> 500
CCAS	17%	4%	39%	40%
HCB	16%	3%	41%	40%
CON	9%	4%	40%	47%
	16%	4%	40%	40%
NORM	35%	15%	29%	21%



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

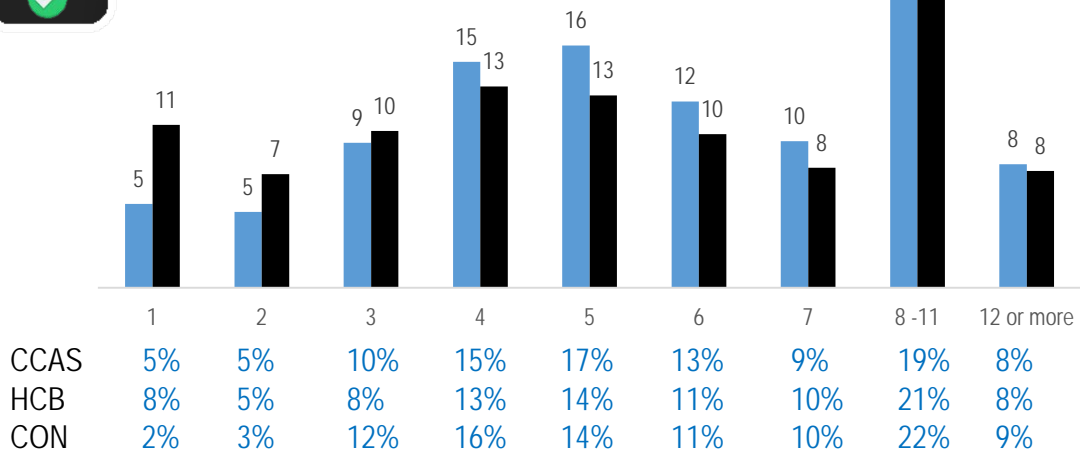
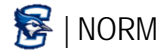
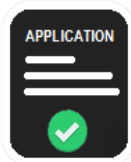
College Choice: Motivations to Attend College



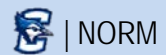
The numbers represents the percentage of Creighton freshmen considering the mentioned reasons "Very Important" in deciding to go to college. The other two options were "Somewhat Important" and "Not so Important". The top three reasons are highlighted with asterisk (*).

<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	89%*	85%*	87%*	93%*	94%*
To learn more about things that interest me	88%*	82%*	89%*	83%*	93%*
To get training for a specific career	83%*	76%*	82%*	80%*	92%*
To gain a general education and appreciation of ideas	79%	72%	81%	75%	79%
To prepare myself for graduate or professional school	74%	59%	81%	62%	63%
To be able to make more money	69%	70%	65%	79%	66%
To make me a more cultured person	60%	49%	62%	57%	59%

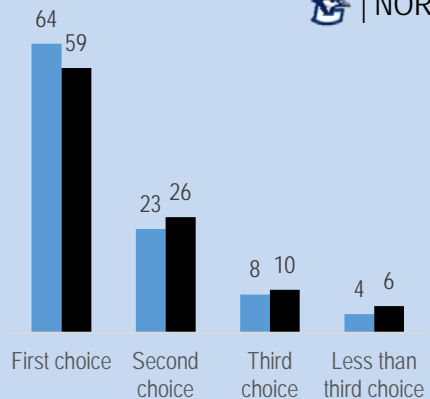
College Choice: Number of College Applications submitted



College Choice: Top-Choice of College



Nearly 90% 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 (56%); percentage of students that graduate from this college (51%); and a visit to campus (49%).



CCAS	64%	22%	9%	5%
HCB	63%	26%	8%	3%
CON	67%	23%	8%	3%


College Choice: Why Creighton?



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

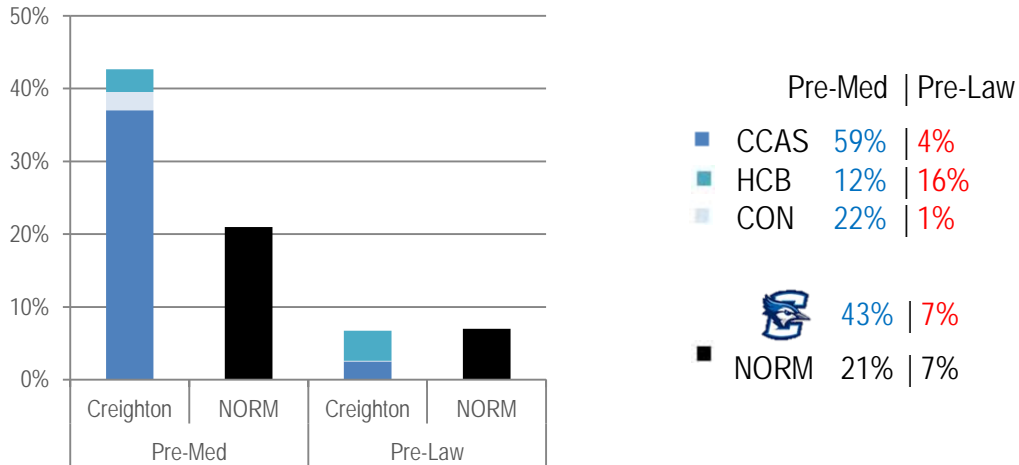
The other two options were "Somewhat Important" and "Not so Important".

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%*	70%*	86%*	86%*	86%*
2. This college's graduates get good jobs	78%*	60%*	77%*	77%*	84%*
3. Gain admission to top graduate/ professional schools	60%*	38%	66%*	47%	52%
4. Size of this college	56%	38%	54%	54%*	71%*
5. Graduation rates	51%	31%	50%	51%	54%
6. A visit to campus	49%	43%	48%	47%	56%
7. The cost of attending this college	43%	45%*	44%	42%	44%
8. Good reputation for its social activities	42%	45%*	42%	43%	36%
9. Rankings in national magazines	36%	20%	35%	39%	37%
10. Religious affiliation of the college	26%	8.1%	25%	25%	33%
11. My parents wanted me to come here	23%	18%	23%	24%	16%
12. Admitted through an Early Action Decision program	16%	16%	15%	14%	25%
13. Not offered aid by first choice	11%	10%	11%	11%	13%
14. High school counselor advised me	11%	10%	13%	7%	11%
15. Could not afford first choice	11%	13%	12%	9%	8%
16. Live near home	10%	18%	11%	10%	2%
17. Private college counselor advised me	7%	5%	8%	7%	4%
18. My teacher advised me	6%	7%	7%	6%	2%
19. The athletic department recruited me	5%	10%	4%	9%	3%

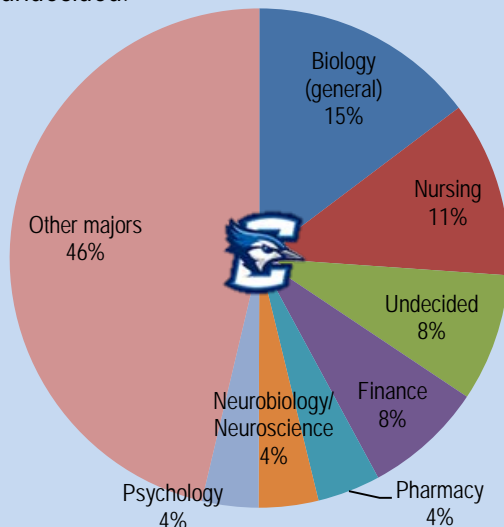
Creighton's Freshman students are academically talented, with a strong health sciences focus.

Intended Majors: Pre-Professional Students



Intended Majors: Popular Majors

Creighton freshmen identified Biology (general) (15%) as their intended majors. Other popular majors are: Nursing (11%), Finance (8%), Pharmacy (4%), Neurobiology/Neuroscience (4%), and Psychology (4%). 8% of freshmen indicated undecided.



CCAS:

Biology (general) 23%, Undecided 10%, Pharmacy 6%, Neurobiology/Neuroscience 6%, Psychology 6%


HCB:

Finance 29%, Marketing 13%, Accounting 13%, Business Adm (general) 10%, Undecided 8%

CON:

Nursing 96%, Accounting 1%, Finance 1%, Marketing 1%, Undecided 1%


Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Undecided	8.3%	8.9%	9.7%	8.0%	0.9%
Arts & Humanities					
Journalism/Communication	1.5%	1.9%	2.2%	0.4%	0.0%
English (language & literature)	0.8%	1.4%	1.2%	0.0%	0.0%
History	0.8%	1.0%	1.2%	0.0%	0.0%
Classical and Modern Language and Literature	0.5%	0.3%	0.9%	0.0%	0.0%
Theology/Religion	0.5%	0.3%	0.9%	0.0%	0.0%
Theater/Drama	0.5%	0.8%	0.9%	0.0%	0.0%
Philosophy	0.4%	0.3%	0.7%	0.0%	0.0%
Media/Film Studies	0.1%	1.0%	0.2%	0.0%	0.0%
Art, fine and applied	0.1%	1.2%	0.2%	0.0%	0.0%
Other Arts and Humanities	0.1%	0.8%	0.2%	0.0%	0.0%
Biological & Life Sciences					
Biology (general)	14.7%	7.4%	23.0%	0.8%	0.0%
Neurobiology/Neuroscience	3.9%	1.5%	6.1%	0.0%	0.0%
Biochemistry/Biophysics	2.9%	1.6%	4.6%	0.0%	0.0%
Molecular, Cellular & Developmental Biology	1.1%	0.7%	1.7%	0.0%	0.0%
Animal Biology (zoology)	0.5%	0.5%	0.9%	0.0%	0.0%
Environmental Science	0.3%	0.9%	0.5%	0.0%	0.0%
Microbiology	0.2%	0.3%	0.3%	0.0%	0.0%
Ecology & Evolutionary Biology	0.1%	0.2%	0.2%	0.0%	0.0%
Marine Biology	0.1%	0.6%	0.2%	0.0%	0.0%
Other Biological Science	0.1%	0.8%	0.2%	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	7.7%	2.2%	0.3%	29.0%	0.9%
Marketing	3.5%	2.0%	0.2%	13.0%	0.9%
Accounting	3.3%	1.8%	0.0%	12.6%	0.9%
Business Administration (general)	3.1%	2.4%	1.0%	9.7%	0.0%
International Business	2.0%	0.8%	0.2%	7.6%	0.0%
Management	0.9%	2.1%	0.0%	3.4%	0.0%
Entrepreneurship	0.6%	0.6%	0.2%	2.1%	0.0%
Human Resource Management	0.4%	0.2%	0.0%	1.7%	0.0%
Computer/Management Information Systems	0.3%	0.3%	0.0%	1.3%	0.0%
Other Business	0.3%	0.7%	0.0%	1.3%	0.0%
Real Estate	0.1%	0.1%	0.0%	0.4%	0.0%
Education					
Elementary Education	0.8%	1.6%	1.2%	0.0%	0.0%
Secondary Education	0.3%	0.8%	0.5%	0.0%	0.0%
Music/Art Education	0.1%	0.5%	0.2%	0.0%	0.0%
Physical Education/Recreation	0.1%	0.4%	0.0%	0.4%	0.0%
Engineering					
Other Engineering	0.3%	0.7%	0.5%	0.0%	0.0%
Biomedical Engineering	0.2%	1.2%	0.3%	0.0%	0.0%
Health Professions					
Nursing	11.4%	4.3%	0.3%	0.8%	96.2%
Pharmacy	4.1%	0.8%	6.3%	0.4%	0.0%
Therapy (occupational, physical, speech)	3.0%	2.1%	4.6%	0.4%	0.0%
Other Health Profession	2.8%	2.2%	4.1%	0.8%	0.0%
Health Care Administration/Studies	1.0%	0.3%	1.4%	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>
Justice and Security					
Criminal Justice	0.1%	1.9%	0.2%	0.0%	0.0%
Mathematics or Computer Science					
Computer Science	0.9%	3.8%	1.4%	0.0%	0.0%
Mathematics/Statistics	0.1%	1.1%	0.2%	0.0%	0.0%
Physical Science					
Chemistry	3.4%	1.2%	5.3%	0.4%	0.0%
Physics	0.6%	0.7%	1.0%	0.0%	0.0%
Other Physical Science	0.1%	0.2%	0.2%	0.0%	0.0%
Social Science					
Psychology	3.7%	4.2%	5.6%	0.4%	0.0%
Political Science (gov't., international relations)	2.3%	3.1%	3.2%	0.8%	0.0%
Economics	1.0%	1.4%	0.5%	2.5%	0.0%
Sociology	1.0%	0.6%	1.5%	0.0%	0.0%
Anthropology	0.6%	0.3%	1.0%	0.0%	0.0%
Social Work	0.2%	0.5%	0.3%	0.0%	0.0%

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