
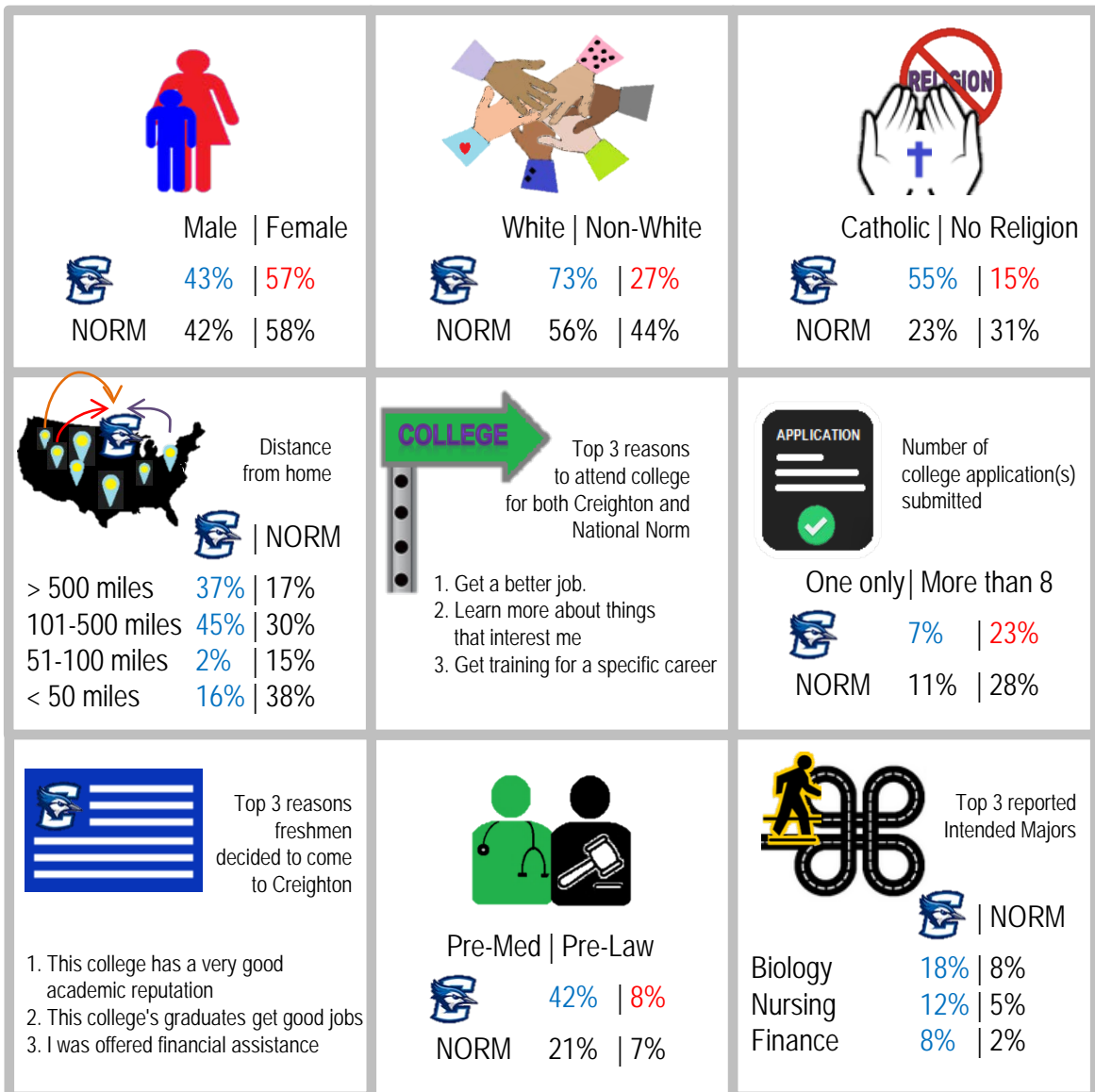



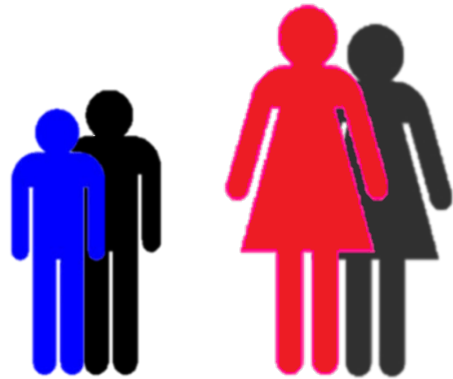
This issue of the Research Bulletin examines some of the differences among the 2016 entering full-time freshmen by college of enrollment. Nine hundred sixty (960) freshmen participated in the survey, 93% of the entering class; 62% indicated they were in the Creighton College of Arts and Sciences (CCAS), 26% 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 137,456 first-time, full-time students who entered 231 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%		43%	57%
HCB	71%	29%	NORM	42%	58%
CON	9%	91%			



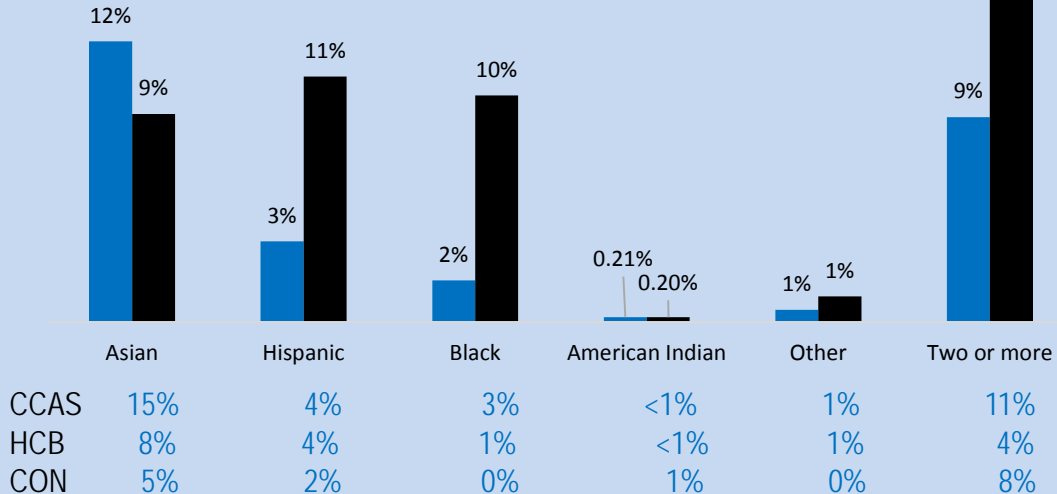
Women enrollment remains dominant in all segments except for in Heider College of Business.

Student Diversity: Race/Ethnicity

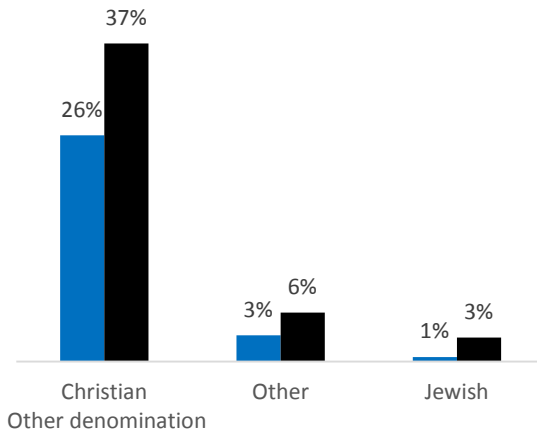
	White	Non-White		White	Non-White
CCAS	67%	33%		73%	27%
HCB	83%	17%	NORM	56%	44%
CON	85%	15%			



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




Student Diversity: Religious Affiliation



Catholic | No Religion

CCAS	51%	16%
HCB	60%	15%
CON	62%	10%

	Christian	Other	Jewish
CCAS	28%	5%	< 1%
HCB	24%	<1%	<1%
CON	25%	1%	3%

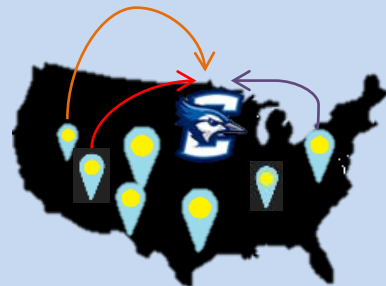


	55%	15%
NORM	23%	31%

Student Diversity: Distance from Home (miles)

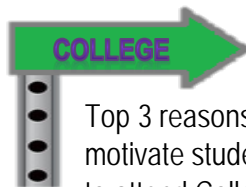
Over time, we have seen that the number of students reporting 101 - 500 miles of college distance from their permanent homes has surged the highest to 45% since last year. This is significantly higher than the number reported by the national norm. We see a decline in the number of students reporting >500 miles of college distance from their permanent homes at both Creighton and National NORM level.

	< 50	51 to 100	101 to 500	> 500
CCAS	17%	3%	44%	35%
HCB	16%	1%	47%	36%
CON	10%	2%	42%	46%
	16%	2%	45%	37%
NORM	38%	15%	30%	17%

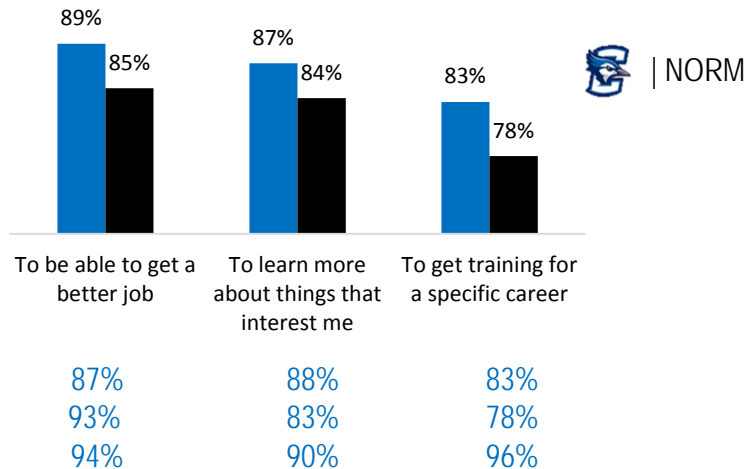


Creighton's students see college education as an important pathway to future success.

College Choice: Motivations to Attend College



Top 3 reasons that motivate students to attend College

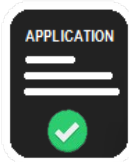



	To be able to get a better job	To learn more about things that interest me	To get training for a specific career
CCAS	87%	88%	83%
HCB	93%	83%	78%
CON	94%	90%	96%

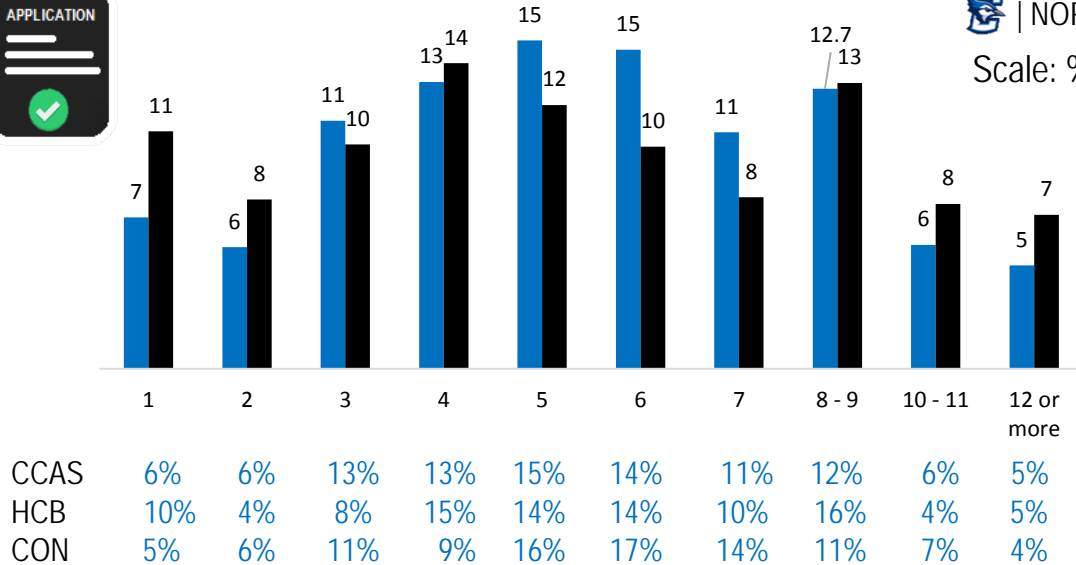
The numbers represents the percentage of Creighton freshmen considering the mentioned reasons "Very Important" in deciding to go to college. The other two options were "Somewhat Important" and "Not so Important". The top three reasons are highlighted with asterisk (*).

<u>Reasons</u>	<u>Creighton</u>	<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
To be able to get a better job	89%*	85%*	87%*	93%*	94%*
To learn more about things that interest me	87%*	84%*	88%*	83%*	90%*
To get training for a specific career	83%*	78%*	83%	78%*	96%*
To gain a general education and appreciation of ideas	81%	75%	83%	77%	82%
To prepare myself for graduate or professional school	75%	61%	85%*	61%	53%
To be able to make more money	64%	73%	58%	76%	67%
To make me a more cultured person	57%	51%	57%	53%	66%
To please my family	32%	35%	31%	36%	30%

College Choice: Number of College Applications submitted




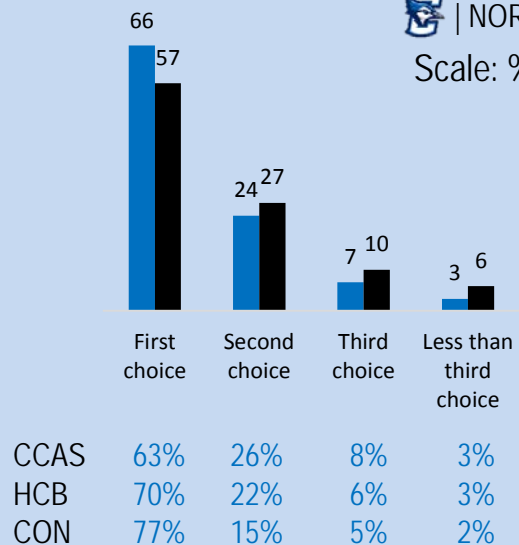
 | NORM
Scale: %



College Choice: Top-Choice of College

Nearly 90% of Creighton’s 2016 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 (82% indicating “very important”); graduates get good jobs (77%); offered financial assistance (62%); a visit to campus (58%); graduates gain admission to top graduate/professional schools (56%); Graduates make difference in the world (55%); and size of this college (55%).

 | NORM
Scale: %




College Choice: Why Creighton?



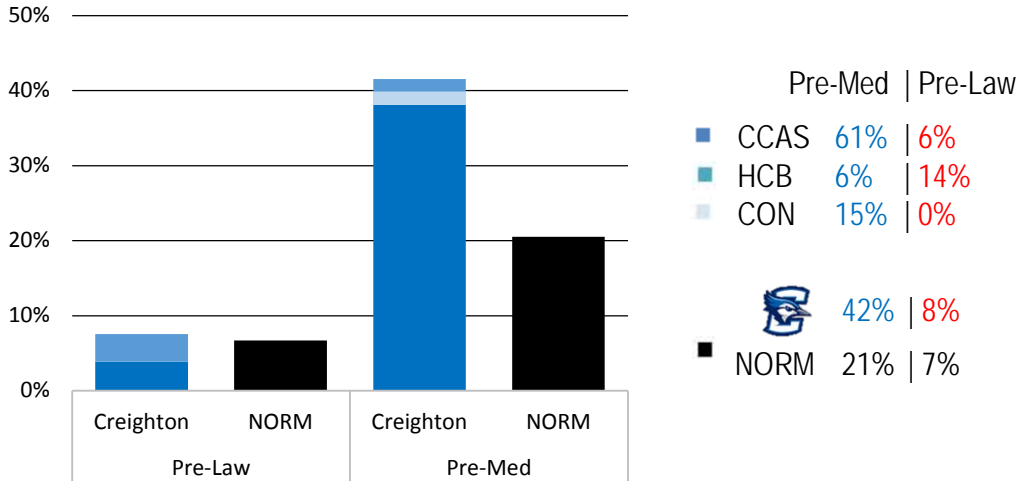
Creighton freshman's reason for attending Creighton, in rank order by % of respondents rating them as "Very Important". The other two options were "Somewhat Important" and "Not so Important".

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	82%*	65%*	83%*	82%*	83%*
2. This college's graduates get good jobs	77%*	55%*	75%*	80%*	80%*
3. I was offered financial assistance	62%*	47%*	64%*	53%	67%*
4. A visit to campus	58%	47%*	57%	56%*	65%
5. Gain admission to top graduate / professional schools	56%	33%	64%*	43%	44%
6. This college's graduates make a difference in the world	55%	40%	56%	51%	62%
7. Size of this college	55%	37%	56%	50%	59%
8. Good reputation for its social activities	53%	51%	52%	54%	55%
9. The cost of attending this college	40%	47%	43%	33%	39%
10. Rankings in national magazines	31%	18%	30%	35%	27%
11. Religious affiliation of the college	30%	9%	29%	31%	31%
12. My parents/relatives wanted me to come here	20%	17%	21%	20%	16%
13. Admitted through an Early Action or Early Decision program	14%	15%	13%	15%	22%
14. Could not afford first choice	12%	15%	13%	12%	6%
15. Not offered aid by first choice	12%	12%	13%	11%	5%
16. Live near home	12%	21%	13%	9%	9%
17. High school counselor advised me	11%	10%	10%	12%	9%
18. Private college counselor advised me	8%	5%	8%	8%	8%
19. My teacher advised me	8%	7%	8%	10%	3%

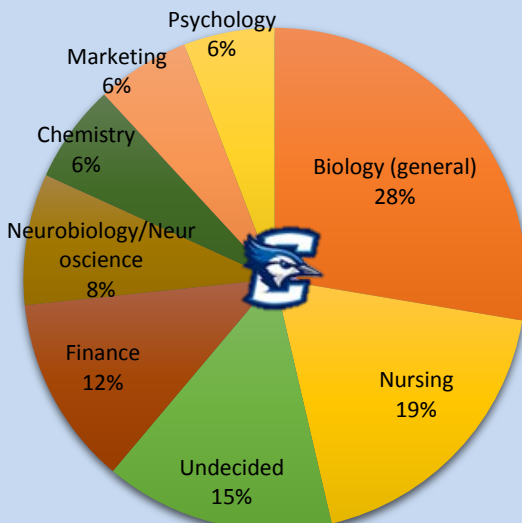
Creighton's Freshman students are academically talented, with a strong health sciences focus.

Intended Majors: Pre-Professional Students



Intended Majors: Popular Majors

Creighton freshmen identified Biology (general) (18%) as their intended majors. Other popular majors are: Nursing (12%), Finance (8%), Neurobiology/Neuroscience (4%), Chemistry (4%), Marketing (4%) and Psychology (4%). 10% of freshmen indicated undecided.



CCAS:

Biology (general) 29%, Undecided 11%, Neurobiology/Neuroscience 9%, Chemistry 7% and Psychology 6%


HCB:

Finance 28%, Marketing 14%, Accounting 10%, Undecided 10%, International Business 9%,

CON:

Nursing 99%, Therapy (Occupational, Physical, Speech) 1%


Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Undecided	9.5%	8.6%	10.9%	10.4%	0.0%
Arts & Humanities					
Journalism/Communication	0.6%	2.1%	1.0%	0.0%	0.0%
English (language & literature)	0.8%	1.3%	1.3%	0.0%	0.0%
Classical and Modern Language and Literature	0.1%	0.3%	0.2%	0.0%	0.0%
Theology/Religion	0.1%	0.3%	0.2%	0.0%	0.0%
Theater/Drama	0.4%	0.9%	0.7%	0.0%	0.0%
Philosophy	0.3%	0.3%	0.5%	0.0%	0.0%
Other Arts and Humanities	0.4%	0.9%	0.7%	0.0%	0.0%
Art, fine and applied	0.1%	1.3%	0.2%	0.0%	0.0%
Biological & Life Sciences					
Biology (general)	17.8%	8.1%	28.6%	0.0%	0.0%
Neurobiology/Neuroscience	5.4%	1.4%	8.7%	0.0%	0.0%
Biochemistry/Biophysics	2.7%	1.7%	4.4%	0.0%	0.0%
Molecular, Cellular & Developmental Biology	0.7%	0.6%	1.2%	0.0%	0.0%
Animal Biology (zoology)	0.1%	0.7%	0.2%	0.0%	0.0%
Environmental Science	0.4%	0.9%	0.7%	0.0%	0.0%
Other Biological Science	0.1%	0.7%	0.2%	0.0%	0.0%
Business					
Finance	7.8%	2.3%	0.7%	28.3%	0.0%
Marketing	3.9%	2.1%	0.2%	14.3%	0.0%
Accounting	2.9%	1.7%	0.3%	10.4%	0.0%
International Business	2.4%	0.7%	0.0%	9.2%	0.0%
Management	1.3%	2.1%	0.2%	4.4%	0.0%
Entrepreneurship	0.4%	0.7%	0.0%	1.6%	0.0%
Computer/Management Information Systems	0.3%	0.3%	0.0%	1.2%	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>
Other Business	1.7%	0.7%	0.0%	6.4%	0.0%
Business Admin. (general)	1.9%	2.5%	0.2%	6.8%	0.0%
Human Resources Management	1.9%	0.2%	0.2%	6.8%	0.0%
Education					
Elementary Education	0.6%	1.8%	1.0%	0.0%	0.0%
Secondary Education	0.2%	1.0%	0.3%	0.0%	0.0%
Music	0.2%	1.3%	0.3%	0.0%	0.0%
Engineering					
Other Engineering	0.1%	0.6%	0.2%	0.0%	0.0%
Biomedical Engineering	0.1%	1.0%	0.2%	0.0%	0.0%
Chemical Engineering	0.1%	0.9%	0.2%	0.0%	0.0%
Mechanical Engineering	0.1%	3.0%	0.2%	0.0%	0.0%
Engineering Science/Engineering Physics	0.1%	0.1%	0.2%	0.0%	0.0%
Health Professions					
Nursing	12.0%	4.8%	0.8%	0.0%	99.1%
Pharmacy	2.3%	0.6%	3.4%	0.8%	0.0%
Therapy (occupational, physical, speech)	2.5%	1.8%	3.7%	0.4%	0.9%
Other Health Profession	2.2%	1.9%	3.2%	0.8%	0.0%
Other	1.0%	2.2%	1.5%	0.4%	0.0%
Health Care Administration/Studies	1.1%	0.4%	1.7%	0.4%	0.0%
Justice and Security					
Criminal Justice	0.2%	2.3%	0.2%	0.4%	0.0%
Mathematics or Computer Science					
Computer Science	1.0%	3.7%	1.7%	0.0%	0.0%
Mathematics/Statistics	0.1%	1.7%	0.2%	0.0%	0.0%

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Intended Majors

<u>Intended Major</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
Other Math and Computer Science	0.1%	0.4%	0.2%	0.0%	0.0%
Physical Science					
Chemistry	4.1%	1.3%	6.6%	0.0%	0.0%
Physics	0.5%	0.7%	0.8%	0.0%	0.0%
Other Physical Science	0.3%	0.1%	0.5%	0.0%	0.0%
Astronomy & Astrophysics	0.1%	0.2%	0.2%	0.0%	0.0%
Social Science					
Psychology	3.8%	4.4%	5.7%	0.8%	0.0%
Political Science (gov't., international relations)	2.2%	3.0%	3.2%	0.8%	0.0%
Economics	0.7%	1.1%	0.5%	1.6%	0.0%
Sociology	0.3%	0.7%	0.5%	0.0%	0.0%
Social Work	0.2%	0.5%	0.3%	0.0%	0.0%
Plant Biology (botany)	0.1%	0.1%	0.2%	0.0%	0.0%
Other Social Sciences	0.1%	0.3%	0.2%	0.0%	0.0%

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