

News from Institutional Research

This issue of “News from Institutional Research” continues the series of reports on the results of the 2010 Freshman Survey completed by 876 undergraduate freshmen in August of 2010, 86% of the entering class. This issue uses Fact Book and Freshman Survey data to look at changes in the entering freshman class over time (1990, 1995, 2000, 2005 and 2010) as well as differences in the 2010 entering class by school/college of enrollment.

There have been interesting changes in the entering freshman class over the past twenty years. The classes have become more ethnically diverse while the Catholic population remains relatively constant. While 40% of the 1990 freshmen resided in Nebraska, that percentage dropped to 27% in 2010. The number of students coming from two-parent homes also has remained relatively constant but the data show some remarkable changes in parental educational background.

<u>Demographics</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2010 Arts</u>	<u>2010 COBA</u>	<u>2010 Nursing</u>
<i>Fact Book:</i>								
Class size	859	768	878	972	1,012	766	138	108
% of class women	55%	59%	61%	58%	60%	58%	44%	94%
% of class from Nebraska	40%	39%	40%	38%	27%	27%	28%	26%
Mean ACT score	23.0	25.2	25.7	25.9	26.5	26.7	26.2	25.5
% of class Roman Catholic	68%	61%	63%	61%	61%	59%	70%	68%
% of class Caucasian	—	81%	81%	81%	72%	70%	78%	81%
<i>Freshman Survey Data:</i>								
Parents alive and living together	82%	80%	82%	81%	83%	83%	84%	79%
Father—BA or higher	62%	62%	67%	70%	72%	71%	78%	76%
Mother—BA or higher	48%	53%	61%	68%	70%	70%	73%	68%

Freshman Survey data indicate entering freshmen are achieving better grades in high school in 2010 than they did in 1990 and a high of 86% expect to continue receiving good grades at Creighton. Since 2000, the percentage of students reporting they studied 16 or more hours per week during their senior year has risen with 27% of the Nursing students reporting that they spent sixteen or more hours per week studying or doing homework their senior year of high school.

<u>Academic Background/Intentions</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2010 Arts</u>	<u>2010 COBA</u>	<u>2010 Nursing</u>
A+, A or A– high school average	48%	64%	67%	69%	73%	75%	62%	75%
B– or lower high school average	8%	7%	4%	2%	3%	3%	6%	1%
Studied 16+ hrs/week senior year	17%	12%	10%	11%	21%	21%	13%	27%
Plan to obtain MD/DDS Degree	22%	34%	30%	30%	32%	40%	8%	11%
Plan to obtain JD Degree	14%	7%	9%	9%	7%	5%	21%	0%
Chances very good to obtain “B” avg.	55%	63%	70%	67%	86%	87%	83%	80%

Freshman Survey data indicate the first two reasons for choosing Creighton continue to be our “academic reputation” and the fact that “graduates get good jobs”. “Being offered financial assistance” has now become the third highest reason for specifically choosing Creighton. In 2010, Creighton’s reputation for social activities and religious affiliation were listed as “very important” to 1/3 of the incoming freshmen.

<u>College Choice/Reasons for Creighton</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2010 Arts</u>	<u>2010 COBA</u>	<u>2010 Nursing</u>
This is my first choice college	79%	78%	80%	79%	65%	64%	63%	80%
Very good academic reputation	84%	86%	82%	83%	89%	89%	87%	90%
Graduates get good jobs	64%	77%	68%	72%	80%	78%	84%	88%
I was offered financial assistance	44%	48%	52%	55%	71%	73%	67%	71%
Grads go to top grad/prof schools	50%	65%	58%	59%	68%	71%	58%	60%
Size of school	53%	60%	44%	53%	58%	59%	50%	60%
Good reputation for social activities	18%	20%	23%	29%	35%	34%	39%	36%
Religious affiliation	20%	20%	22%	28%	33%	31%	30%	47%

Freshman Survey data indicate an extremely self-confident student in 2010. In response to “rate yourself compared to the average person your age”, these Millennial students clearly have healthy egos. Business students rate themselves significantly higher than Arts and Nursing students on Leadership ability, Public Speaking ability, as well as Intellectual and Social self confidence.

<u>Self-perceptions</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	2010 <u>Arts</u>	2010 <u>COBA</u>	2010 <u>Nursing</u>
Academic ability	78%	82%	84%	82%	88%	89%	84%	85%
Drive to achieve	80%	83%	79%	78%	89%	90%	88%	84%
Leadership ability	61%	62%	66%	66%	74%	72%	88%	71%
Mathematical ability	51%	50%	53%	52%	58%	60%	59%	44%
Public speaking ability	41%	40%	42%	39%	49%	48%	57%	45%
Self confidence—intellectual	63%	67%	67%	65%	70%	71%	76%	55%
Self confidence—social	45%	51%	50%	51%	58%	55%	66%	58%
Understanding of others	74%	76%	67%	66%	77%	77%	80%	83%
Writing ability	52%	49%	51%	52%	56%	55%	62%	55%

Freshman Survey data continue to show entering freshmen have less experience with alcohol than the preceding class. As seen below, there has been an almost 50% drop in the percentage of incoming students who reported they drank beer in high school in 1990 compared to entering students in 2010. The trend data also indicates a clear decline in the time spent during senior year of high school socializing with friends and partying.

<u>Senior year in high school</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	2010 <u>Arts</u>	2010 <u>COBA</u>	2010 <u>Nursing</u>
Drank beer	65%	57%	54%	43%	32%	29%	43%	29%
Drank wine or liquor	66%	60%	57%	48%	37%	35%	45%	34%
11-20 hours/week partying	11%	10%	10%	7%	2%	2%	4%	2%
11-20 hours socializing with friends	40%	39%	37%	38%	28%	27%	35%	23%
No hours/week partying	12%	14%	16%	24%	40%	42%	30%	44%

Almost 100% of the incoming freshmen reported they performed volunteer work during high school and almost ninety percent had volunteered during their senior year of high school. Sixty-five percent reported that they will participate in volunteer work while at Creighton.

Over sixty percent of the freshmen anticipate getting a job to help pay their expenses. Overall, almost half believe they will work one to ten hours per week during their first semester with another sixteen percent reporting they will work up to 20 hours per week.

<u>Senior year in high school</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	2010 <u>Arts</u>	2010 <u>COBA</u>	2010 <u>Nursing</u>
Performed volunteer work	80%	85%	94%	95%	98%	98%	98%	98%
Tutored another student	62%	63%	64%	58%	72%	73%	65%	72%
No hours/week volunteering	32%	26%	15%	11%	12%	12%	10%	15%
<i>Chances very good-</i> Will participate in volunteer/ community service work	33%	39%	46%	50%	65%	65%	60%	71%
<i>Chances very good-</i> Get a job to help pay expenses	43%	41%	41%	49%	61%	60%	57%	73%
Plan to work 1– 10 hours 1st semester	—	—	—	—	47%	47%	50%	41%
Plan to work 11-20 hours 1st semester	—	—	—	—	16%	17%	10%	14%