

Trends

October 2005
Vol. 6, Issue 2

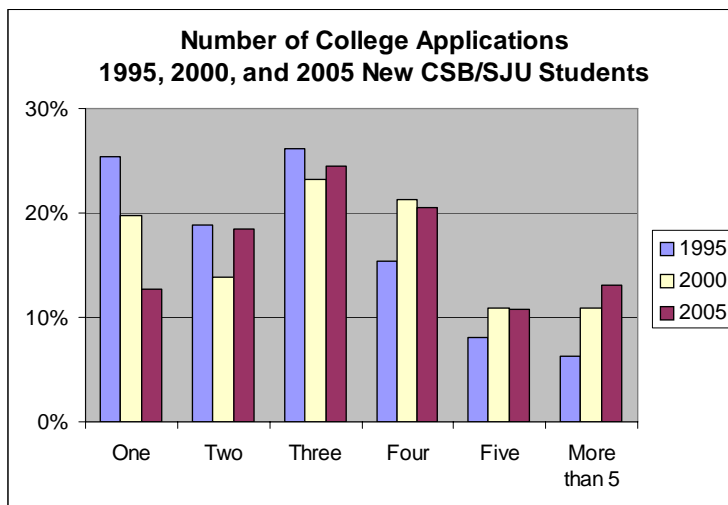
A Research Newsletter Prepared by the Office of Institutional Planning, Research, and Communication

New Students' College Choice Characteristics

Each fall the College of Saint Benedict and Saint John's University survey new entering first year students. The *New Entering Student Survey* provides the colleges with an opportunity to identify student characteristics, experiences, and expectations. This fall 971 CSB/SJU students, representing 95% of all new entering students, completed the survey during new student orientation. The data that follow summarize the key characteristics influencing their college choice.

Choosing a College

- Over the years, the number of new students applying to multiple colleges has increased. Over two-thirds of all new CSB/SJU students in fall 2005 applied to three or more colleges (including CSB/SJU), and 24% applied to five or more colleges. Only 1 in 8 new Saint Benedict and Saint John's students this fall applied only to CSB or SJU. By comparison, in 1995, fully one-quarter of all new CSB/SJU students applied only here, while only 14% applied to five or more colleges.



- Consistent with prior years, the majority of new CSB/SJU students this fall (82%) identified the College of Saint Benedict or Saint John's University as their first choice institution. CSB and SJU were similarly ranked by students of all academic abilities. Saint Benedict and Saint John's students have been much more likely than their peers at other types of institutions nationally to indicate they were attending their first choice college. Typically, only 70% of all new students nationally – across all institution types – indicate that they enrolled at their first choice college.
- New Saint Benedict and Saint John's students indicate that the friendly people, personal attention to students, career preparation, stress on academic excellence, and academic reputation of the institutions most influenced their decisions to enroll at CSB/SJU. About two-thirds of all new students cited each of those reasons as being a "very important" factor influencing their enrollment decision.

Most new students choose the College of Saint Benedict and Saint John's University because of their reputation of academic excellence.

Prepared by Kathryn Enger
Executive Assistant
Office of Institutional
Planning, Research, and
Communication

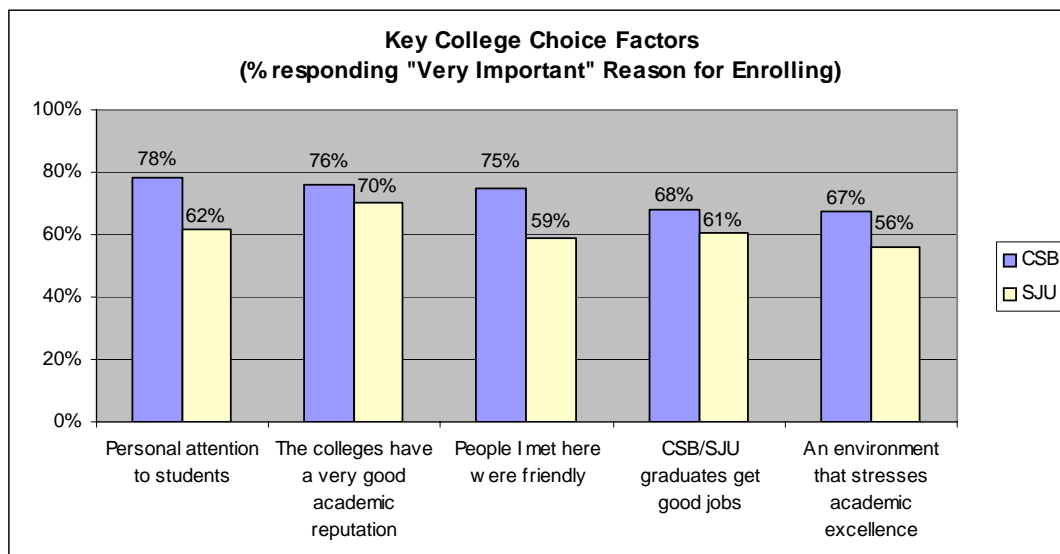
COLLEGE OF
Saint Benedict



Saint John's
UNIVERSITY

Why CSB/SJU?

- Academic reputation. Virtually all new students said academic reputation was an important factor in choosing to come to CSB/SJU. Nearly three-quarters of all 2005 new entering students said that the academic reputation of the College of Saint Benedict and Saint John's University was a "very important" factor influencing their decision to enroll.
- An environment that stresses academic excellence. In connection with academic reputation, 98% of new students stated that learning in an environment that stressed academic excellence was important. More than half said it was "very important."
- Friendly people. Nearly 97% of all new entering students said that the friendly people they met at CSB/SJU were important factors in their enrollment decision. Eighty-five percent also selected "friendly" as an adjective that described the College of Saint Benedict and Saint John's University.
- Personal attention to students. Ninety-eight percent said that personal attention to students was an important factor in choosing to come to CSB/SJU. Nearly three-quarters cited personal attention as a "very important" factor influencing their enrollment decision.
- Graduates get good jobs. Nearly two in three new entering students cited the quality of jobs obtained by CSB/SJU graduates as a "very important" reason for enrolling at the College of Saint Benedict and Saint John's University. In addition, 83% of all new students said that preparation for employment after graduation was a "very important" expectation for their Saint Benedict and Saint John's experience.



- Other important choice factors.
 - Over half of all students indicated that their campus visit had a "very important" influence on their college choice. Also, over half indicated that the attractiveness of the campuses was a "very important" reason for enrolling.
 - Nearly 60% cited the opportunity to attend classes, participate in activities, and use facilities on both the CSB and SJU campuses as "very important."
 - Forty-nine percent of all new students selected cost (after financial aid) as a "very important" enrollment factor.
 - Forty-eight percent of all students thought it "very important" that graduates of CSB/SJU go to top graduate schools. Nearly three-quarters of students said they plan to eventually earn a graduate or professional degree.
- Students were presented a list of adjectives and asked to choose all those they thought described the College of Saint Benedict and Saint John's University. The adjectives most frequently selected by new students in fall 2005 were "Friendly" (85%), "Community" (78%), "Comfortable" (74%), and "Fun" (72%). Seniors have been asked the same question on the *CSB/SJU Senior Survey* and have provided nearly identical responses. Other adjectives commonly selected by new entering students were "Spiritual," "Academically Challenging," and "Intellectual." The adjectives selected least often were "Average," "National," "Party School," and "Elite."