



Profile of the New Freshmen Class 2009

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It was a very good year . . .

The majority of new students heading to college this fall were born in 1991.

- They have never used a card catalog to find a book
- The Green Giant has always been Shrek, not the big guy picking vegetables
- McDonald's has always been serving Happy Meals in China

- There have always been flat screen televisions
- They have always been able to read books on an electronic screen
- Women have always outnumbered men in college

College Student Characteristics Inventory (CSCI)

- Administered since the mid-70s at UWSP
- N=1,545 or 97% of summer orientation participants
- Results separated into four categories

DEMOGRAPHICS AND CHARACTERISTICS

Background Characteristics

- The quality of incoming UWSP students remains quite good.
- UWSP has been consistently among the top of the UW regional universities in quality measures like ACT score and high school rank.

Background Characteristics

- 15% were Top 10% of their HS class
 - 46% were in the Top 25%
 - 94% were in the Top 50%
- Average HS Rank = 72%
- Average ACT Score = 23.2
 - National average 21.2

(Office of Admission)

Background Characteristics

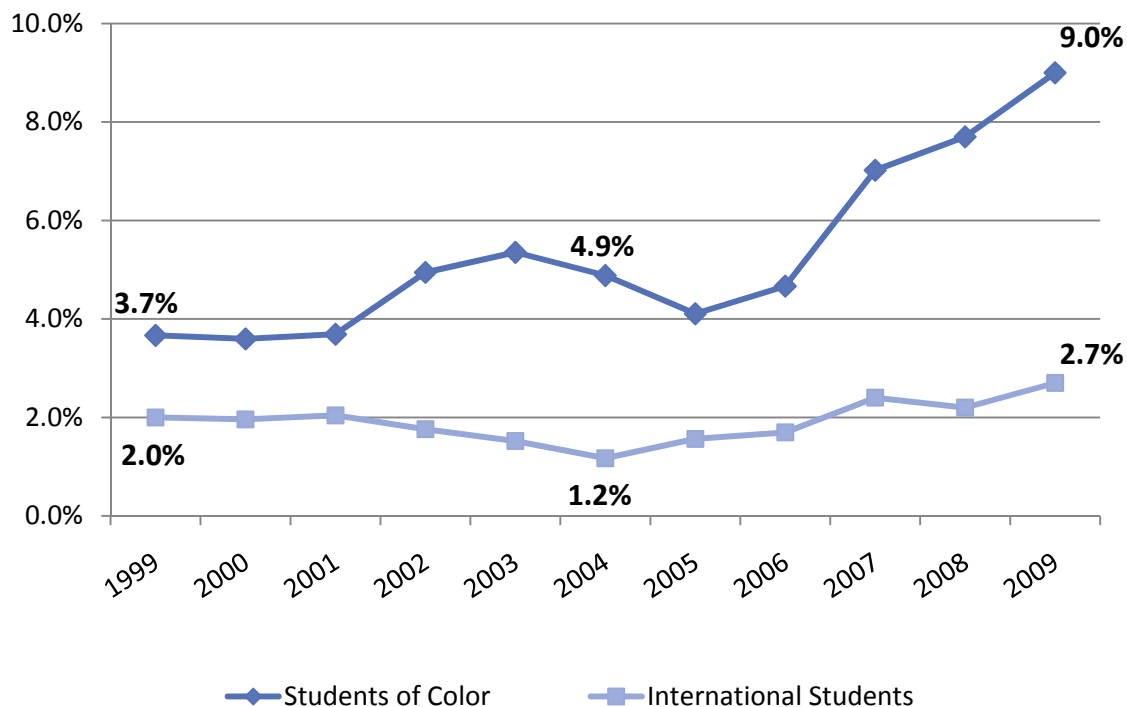
- Nearly half are first-generation college students (46%)
- 21% had graduating HS classes of <100
- 34% are from small towns (<2,500) or farms

Background Characteristics

- 90% are Wisconsin residents
- 97% are traditional-aged students
- 99% are full-time students

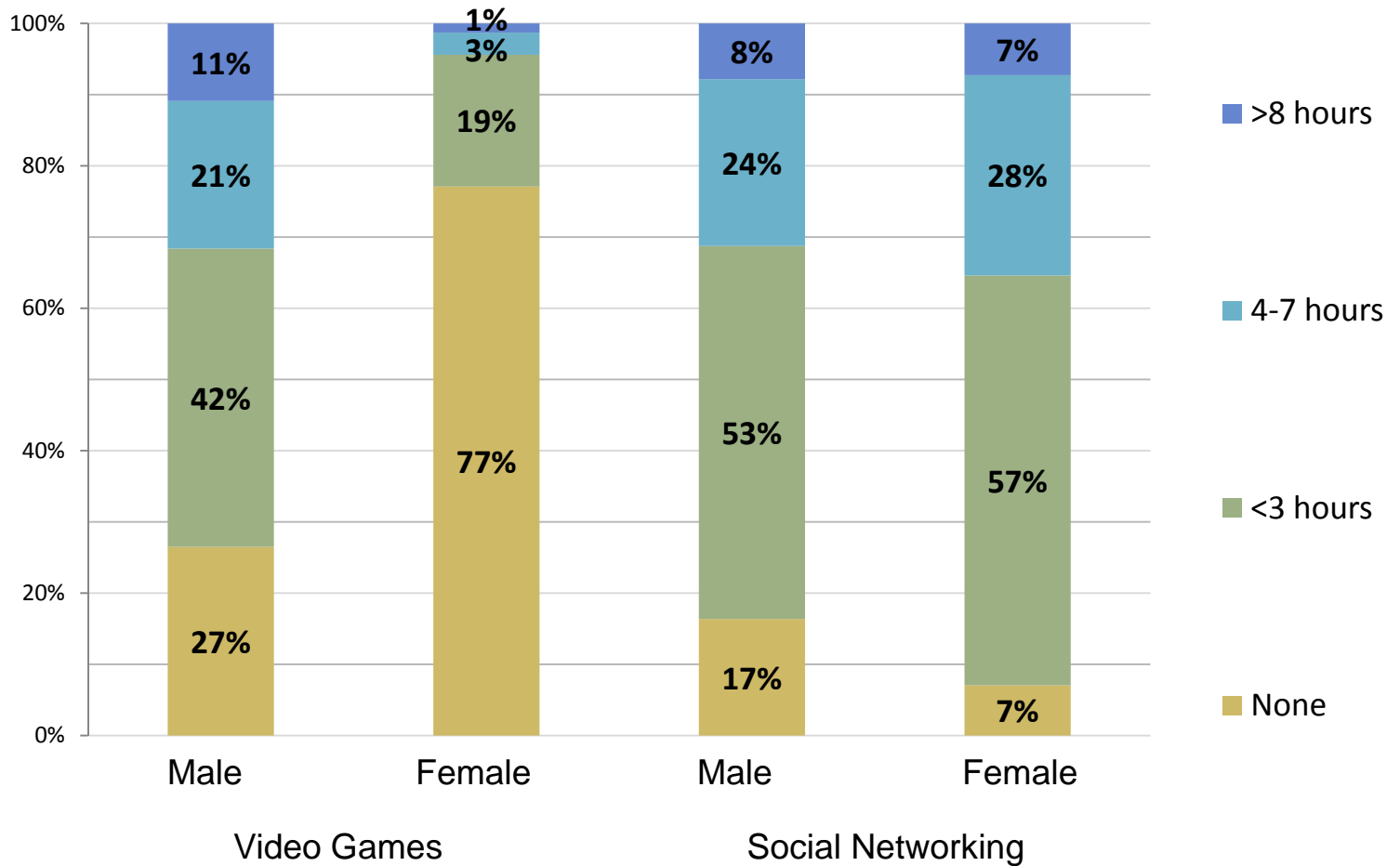
Background Characteristics

- The new freshmen class has become increasingly diverse



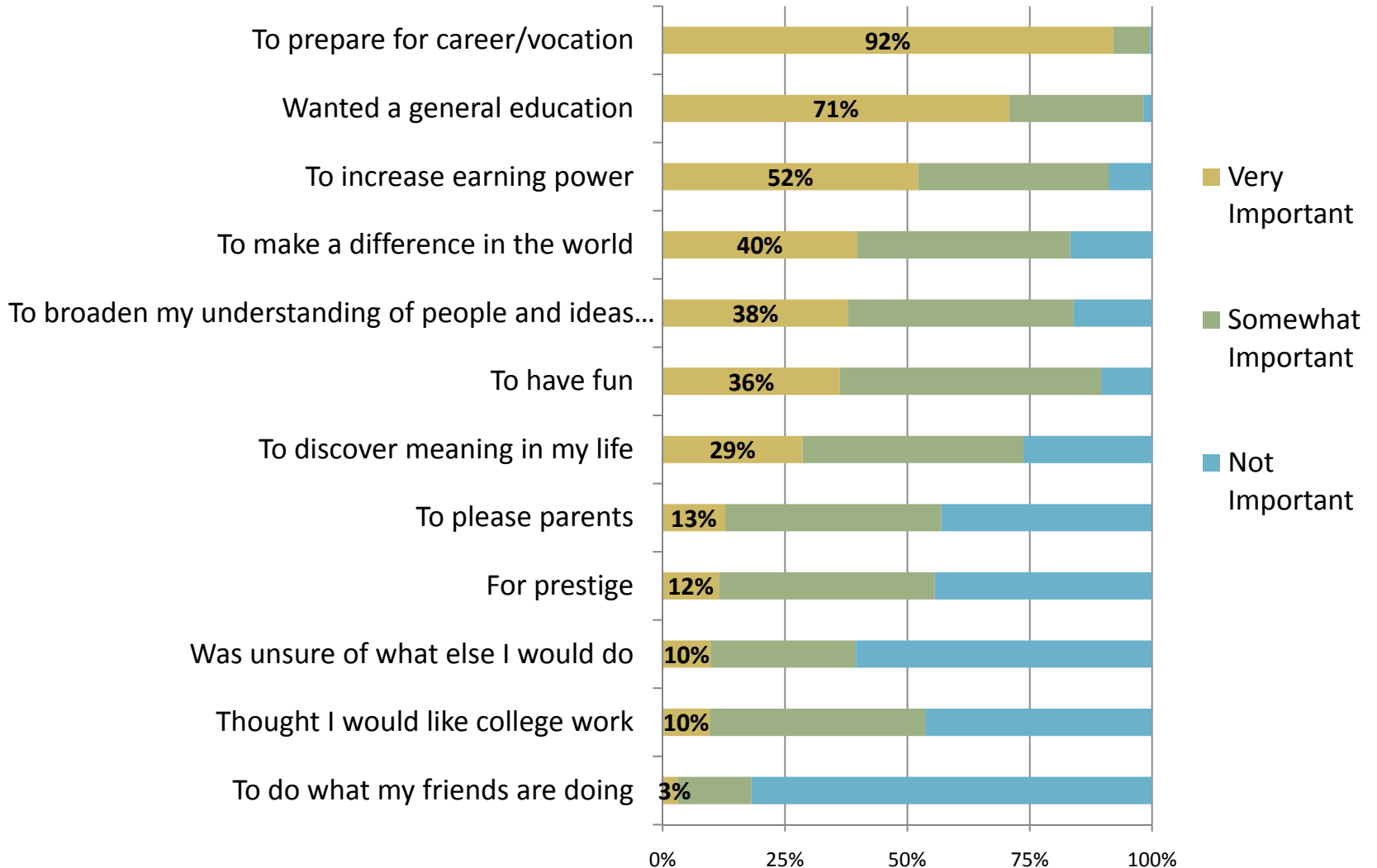
Technology Habits of New Students

New Freshmen Time Spent Per Week Playing Video Games or Using Social Networking Sites



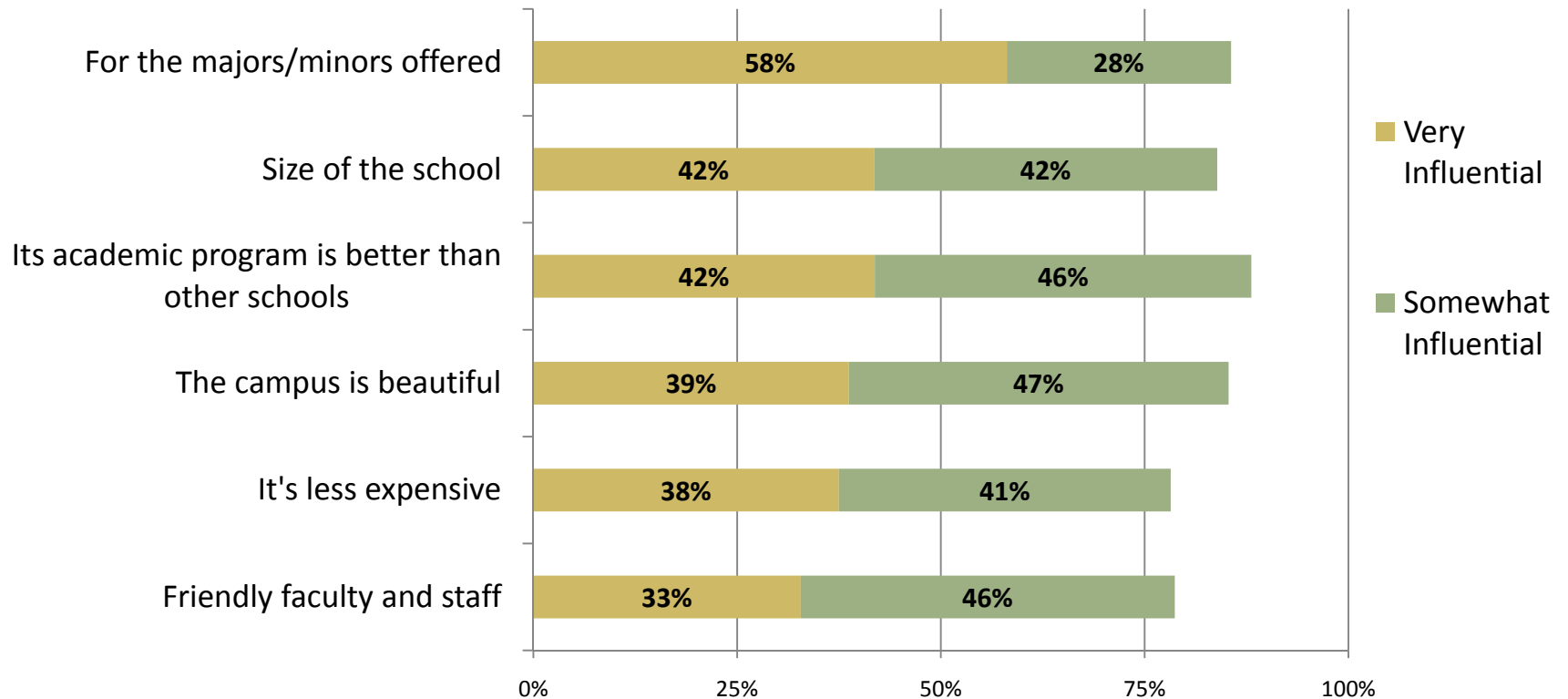
COLLEGE CHOICE

College Choice: Why go to college?



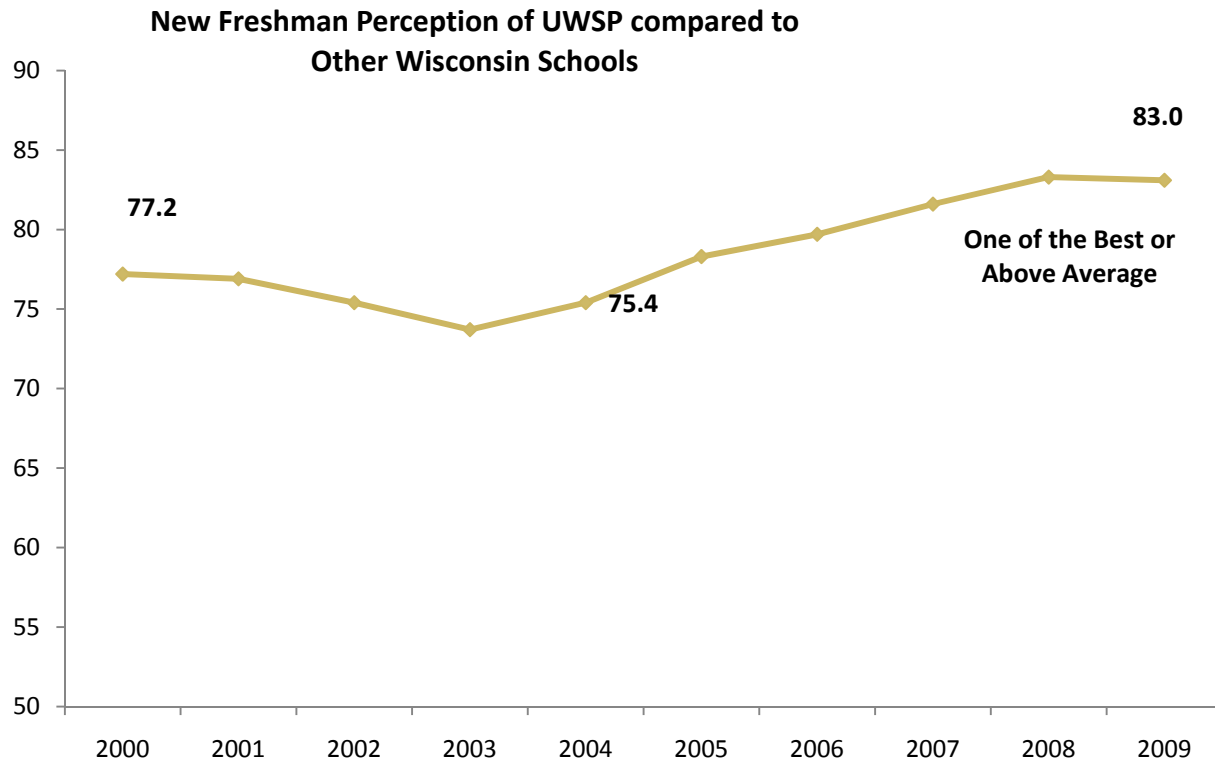
College Choice: Why UWSP?

Why UWSP?



College Choice: Why UWSP?

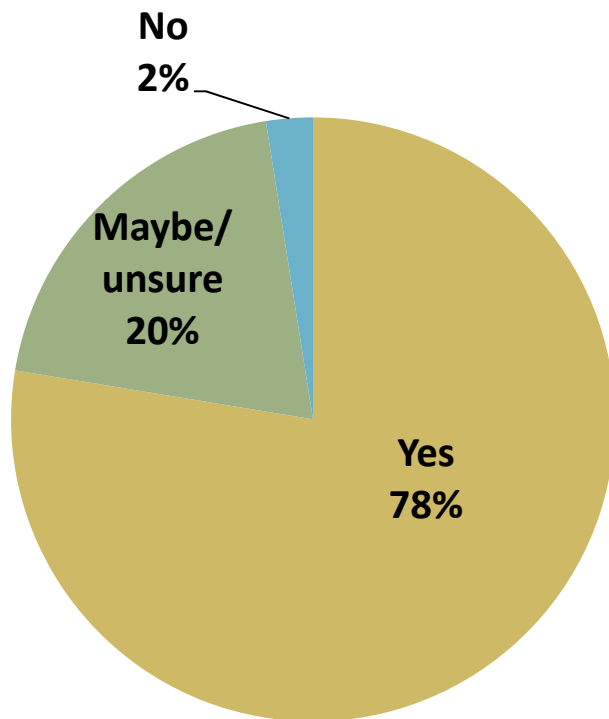
- New students have a strong positive opinion about the merits of UWSP



ACADEMIC PREPARATION AND EXPECTATIONS

Educational Intentions

Do you intend to complete a degree at UWSP?

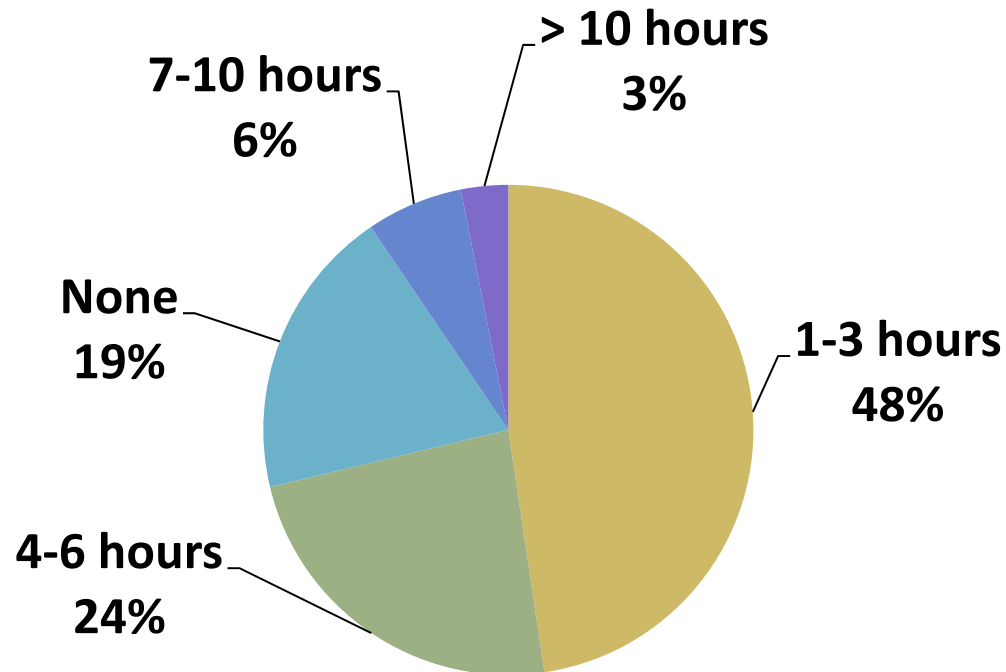


- Undeclared students are less certain that they will complete a degree at UWSP than students who have declared a major.

- Students plan to improve their study habits in college from what they did in high school.

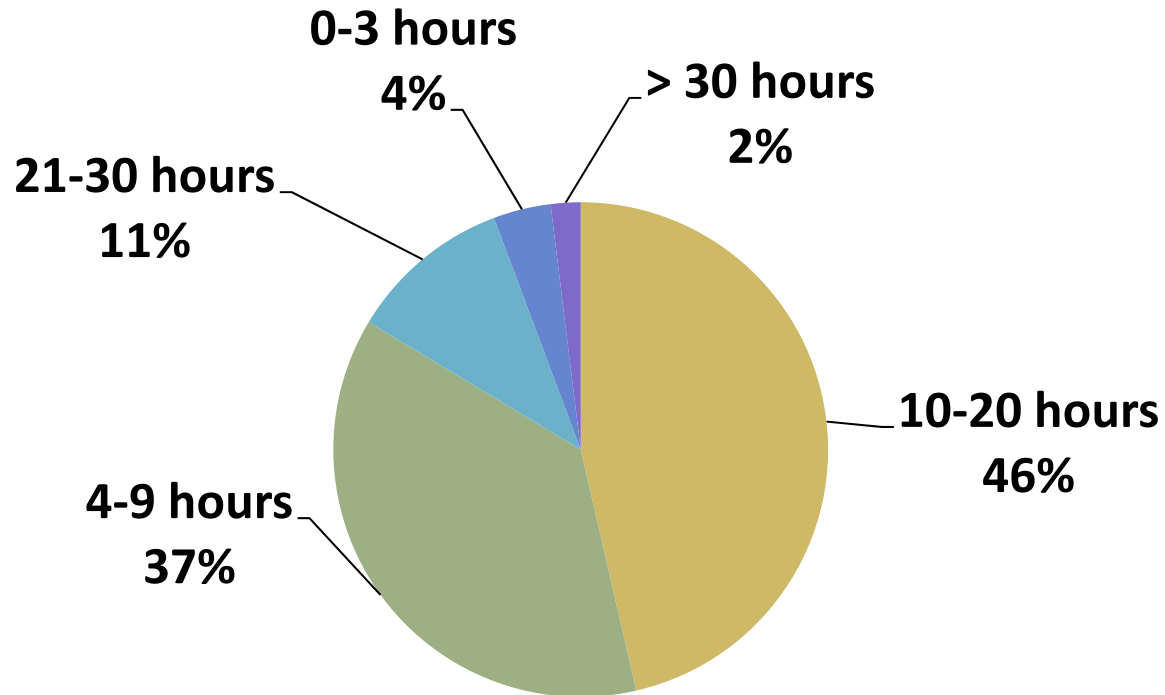
Study Habits

As a HS senior, how many hours a week did you study outside of school hours?



Study Plans

How many hours per week do you expect to spend studying?



- A majority of new students (65%) plan to work for pay during the school year.
 - 14% are not planning to work
 - 90% plan to work <20 hours per week
- Working off campus = More hours working

Experience with Academic Tasks

Students report “extensive” experience:

	Percent
Working with a group on a joint project for a grade	51%
Writing an essay exam	49%
Participating in class discussion based on your interpretation of a reading	44%
Taking notes during a lecture	42%

Experience with Academic Tasks

Students report “some” experience:

	Percent
Reading a textbook to prepare for class	52%
Taking notes from a textbook on your own	44%
Giving a presentation for class	44%
Writing a research paper with citations	44%

Experience with Academic Tasks

Students report “little or no” experience:

	Percent
Writing a lab report	35%
Utilizing online environments for academic work	30%
Taking notes during a lecture*	20%
Writing a research paper with citations*	19%

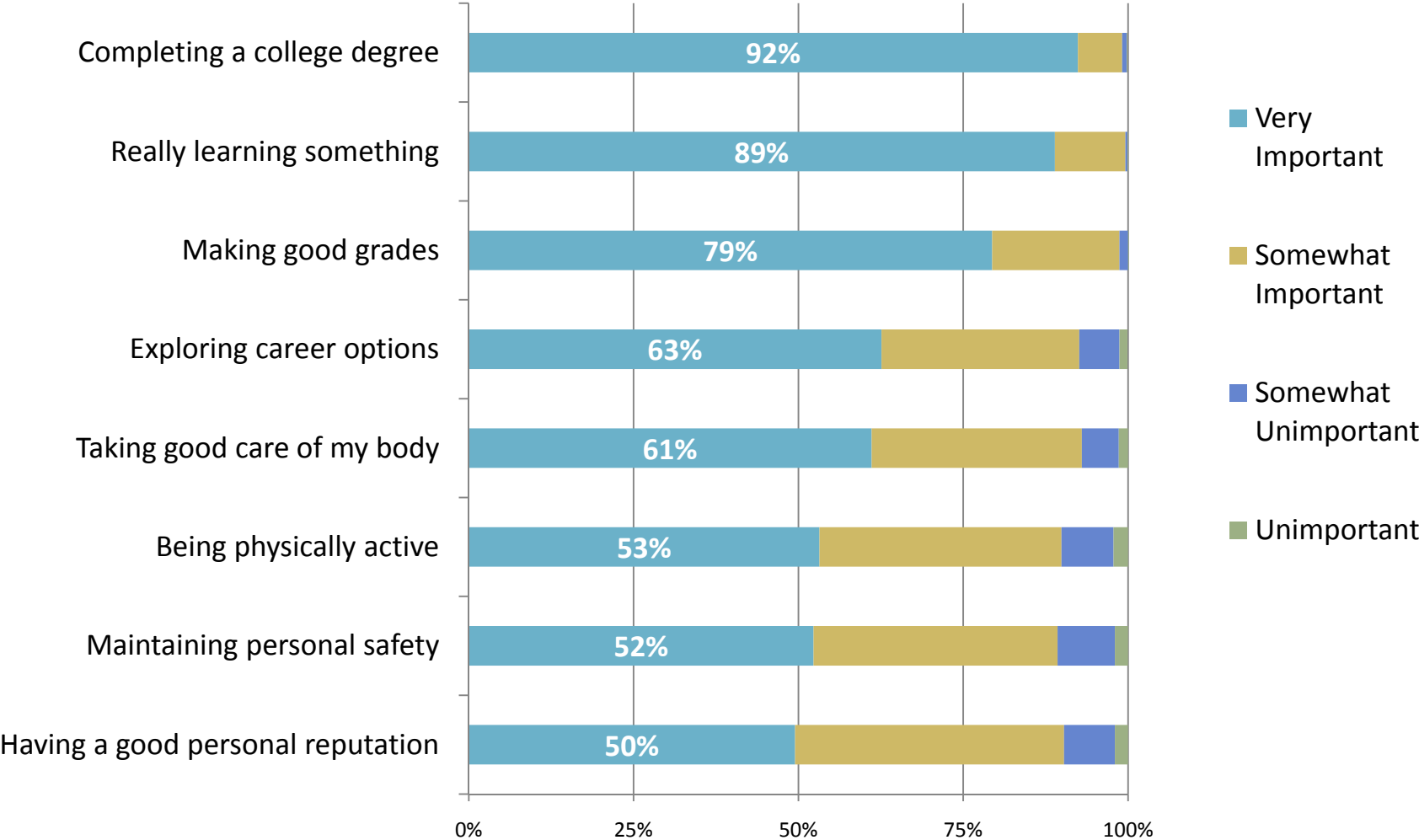
VALUES AND NEEDS

Needs

- Having a range of services available is important to new students

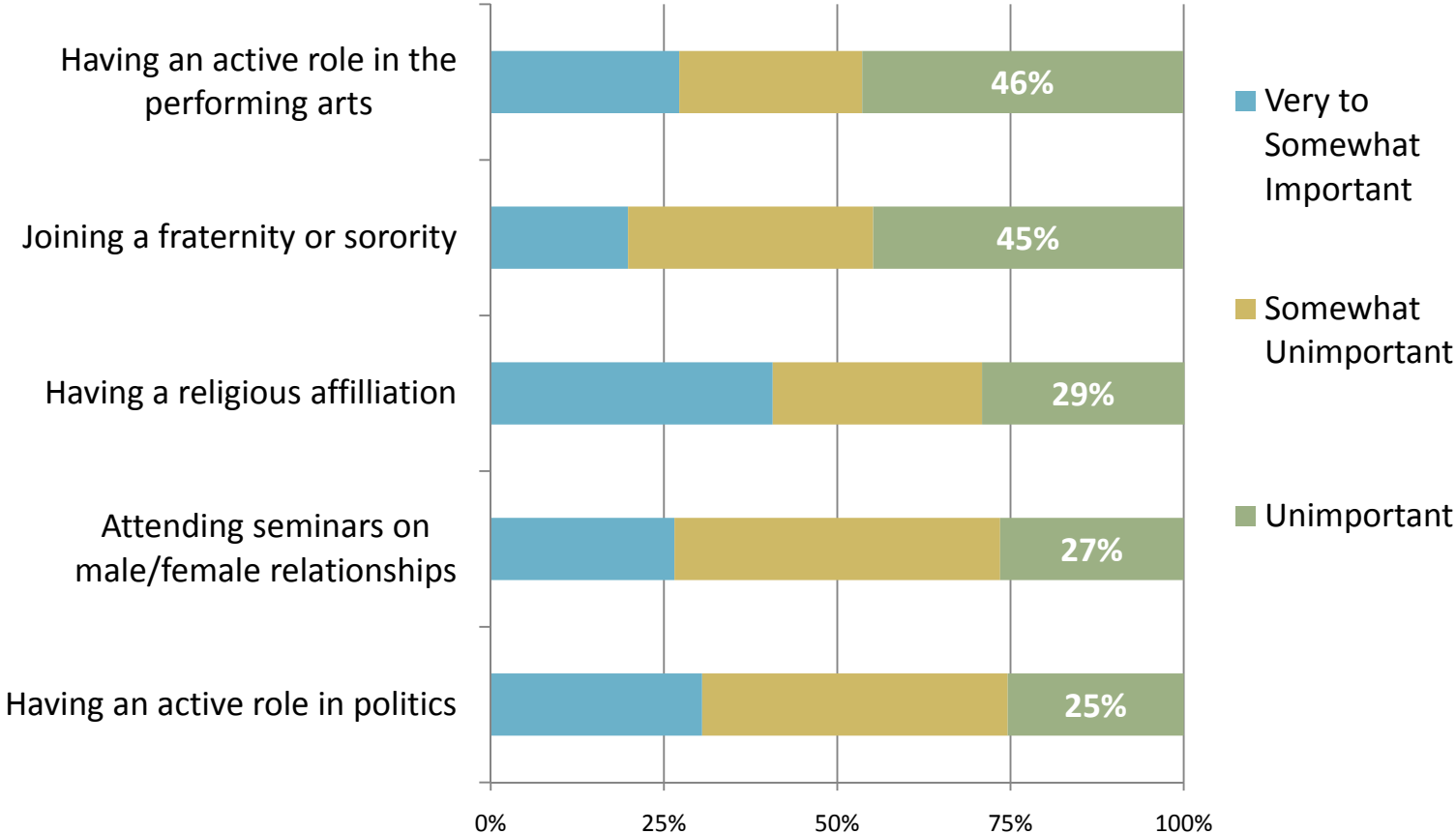
Most important services for UWSP to provide	%
Job Search Assistance	92%
Career Placement	92%
Academic Advising	91%
Financial Advising	88%
Medical/Health Care	85%

Values: Items of Greatest Importance



*Defined as items where 50% or more marked the item as "Very Important"

Values: Items of Least Importance



* Defined as items where 25% or more marked the item as "not important."

- What are the implications of these data to your work?
- What are two concrete things you can do to teach or work with this profile of student?

Synthesis

- Help student envision themselves as successful at UWSP
- Help students learn how to learn
- Leverage their ‘team-oriented’ nature by using active learning
- Emphasize time on task
- Respect diverse talents and ways of knowing

- **UWSP Policy and Planning**

www.uwsp.edu/instres

- **UWSP Registration and Records**

www.uwsp.edu/reg-rec/enrollment_reports.aspx

- **UW-System Office of Policy Analysis and Research**

<http://www.uwsa.edu/opar/>

“What students do in college counts more for what they learn and whether they will persist in college than who they are or even where they go to college.”

(Kuh, Kinzie, Schuh, and Whitt, 2005)