



Profile of the New Freshmen Class

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The majority of new students heading to college this fall were born in 1990.

- Coke and Pepsi have always used recycled plastic bottles.
- Gas stations have never fixed flats, but most serve cappuccino.
- IBM has never made typewriters.
- Caller ID has always been available.

- 98.6° F or otherwise has always been confirmed in the ear.
- Students have always been “Rocking the Vote.”
- The Tonight Show has always been hosted by Jay Leno and started at 11:35 EST.

Profile of New Students at UWSP

A decorative graphic consisting of a solid yellow horizontal bar that spans the width of the slide. Below this bar, on the right side, there are three stacked horizontal bars: a solid yellow bar, a white bar, and a thin yellow bar.

College Student Characteristics Inventory

- Administered since the mid-70s at UWSP
- N=1,488 or 97% of summer orientation participants
- Results separated into four categories

Demographics and 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

As of September 1:

- 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 = 23.0
 - National average 21.2

(Office of Admission)

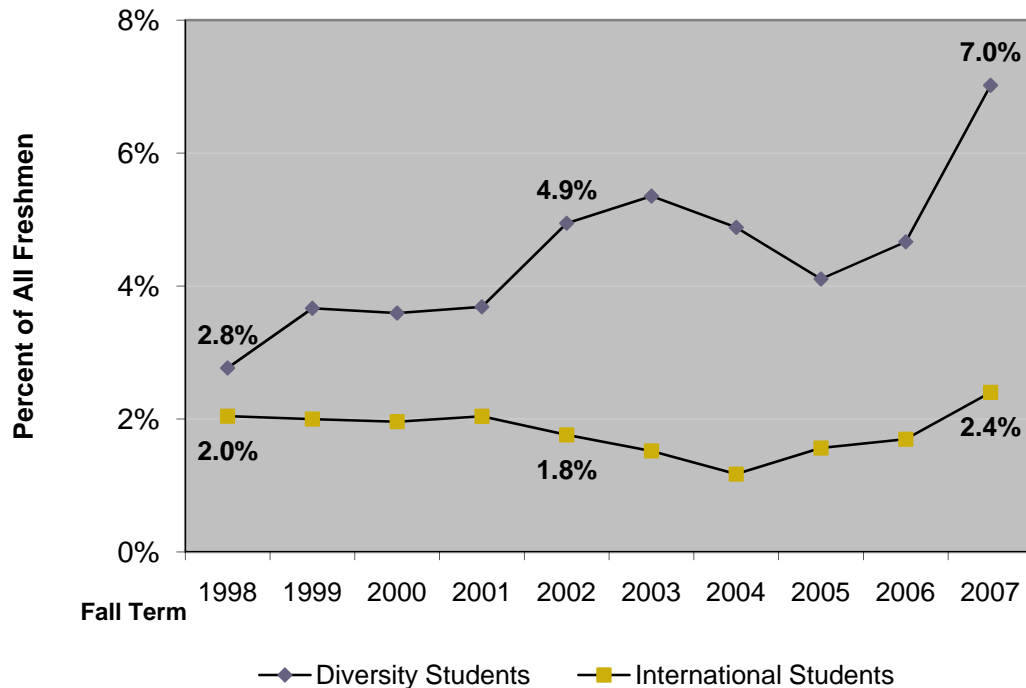
Background Characteristics

- Nearly half are first-generation college students (47%)
- 26% had graduating HS classes of <100
- 29% are from small towns (<2,500) or farms
- 23% are undecided on their major

Background Characteristics

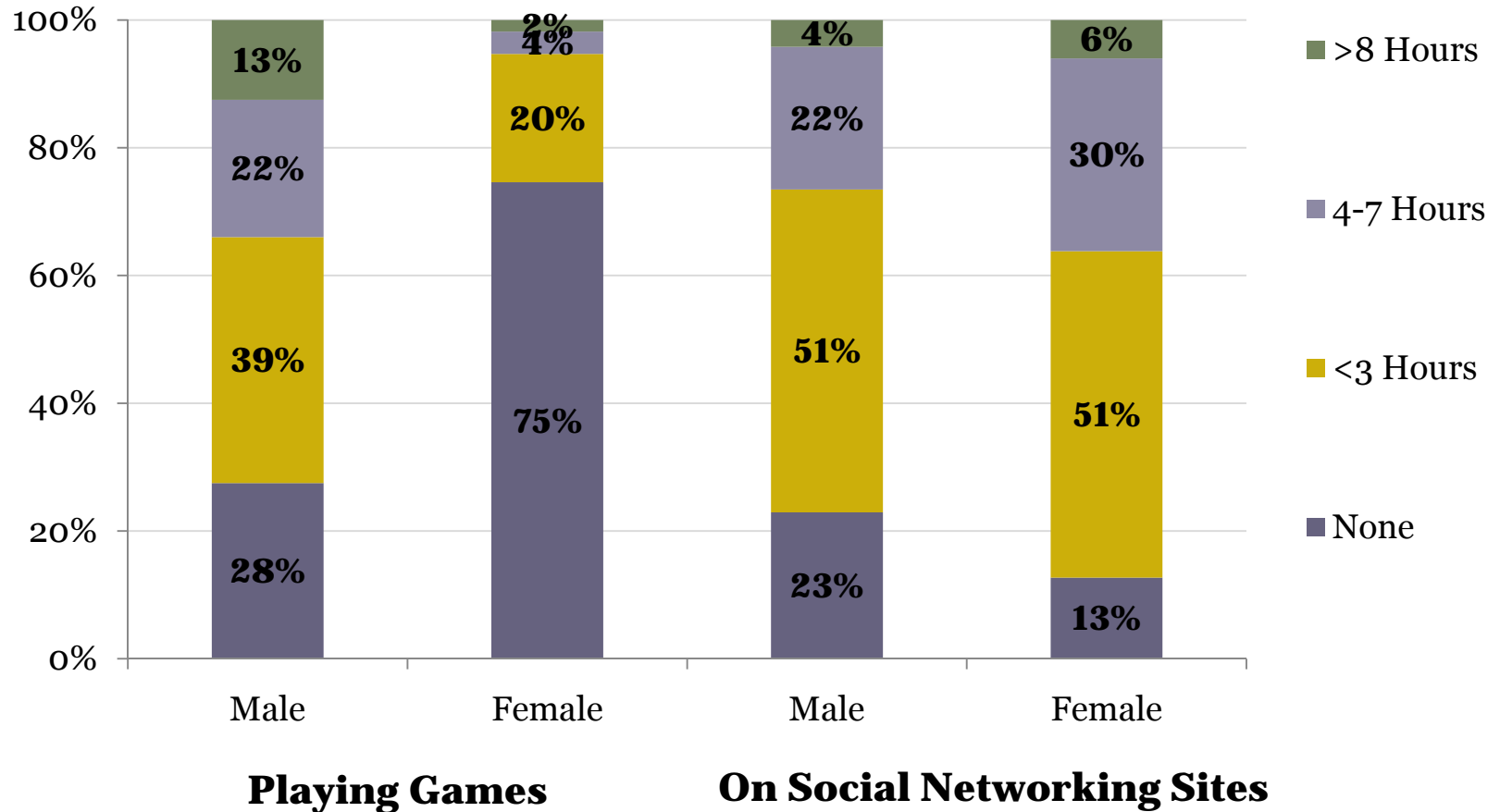
- The new freshmen class has become increasingly diverse

Diversity Students as a Percentage of New Freshmen: 1998-2007



Technology Habits of New Students

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



College Choice

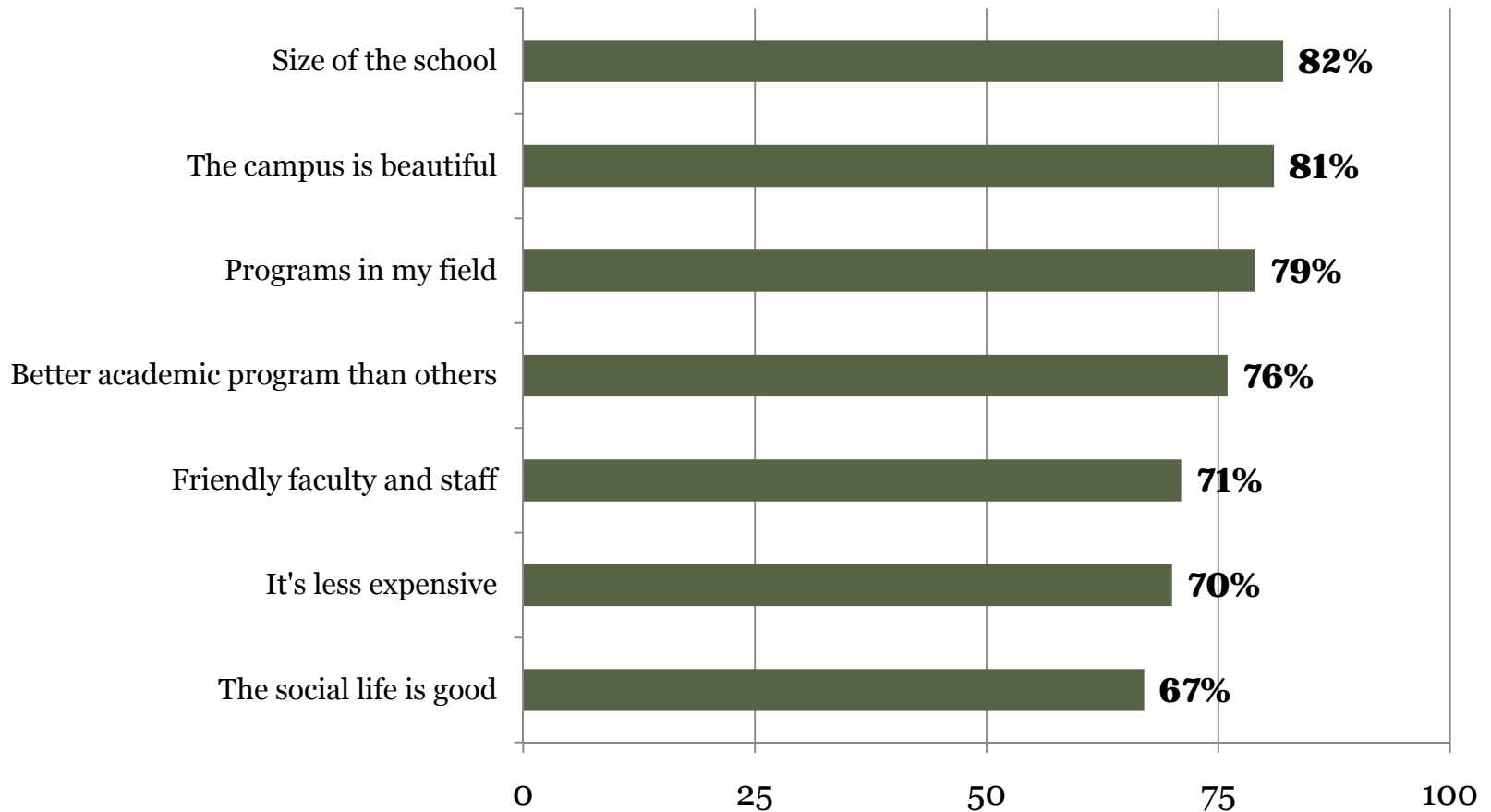
- **UWSP students are focused on career preparation.**
 - It is the biggest reason our students choose to attend college (68%)

Other important reasons:

- To obtain a general education
- To make a difference in the world
- To increase earning power
- To have fun

College Choice: Why UWSP?

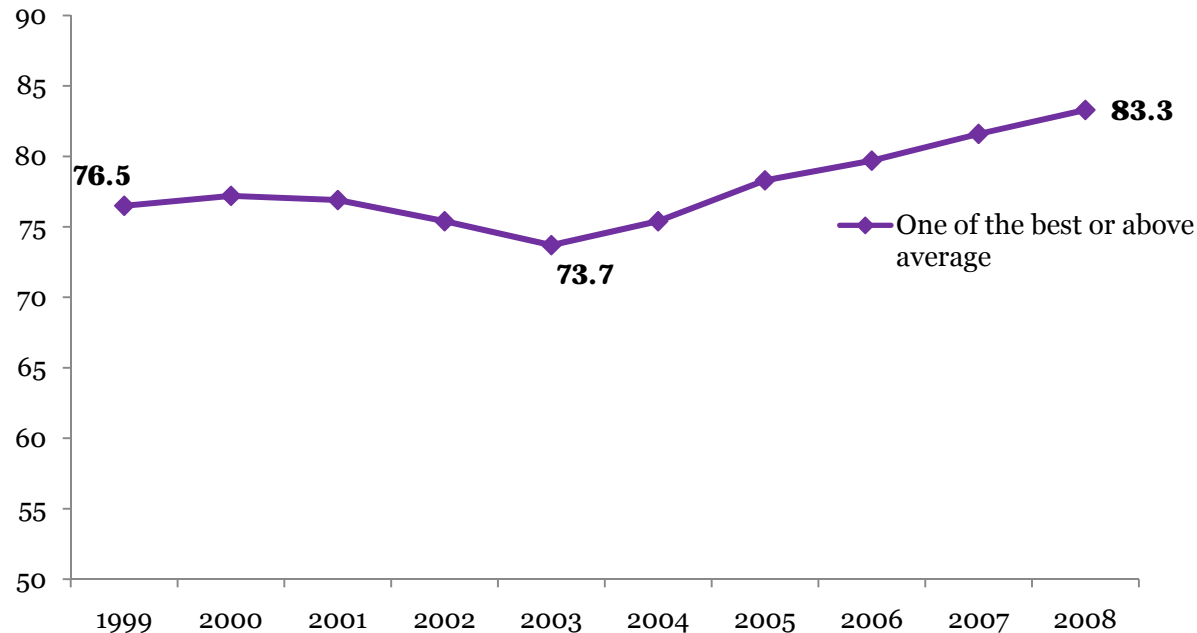
Why UWSP?



College Choice: Why UWSP?

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

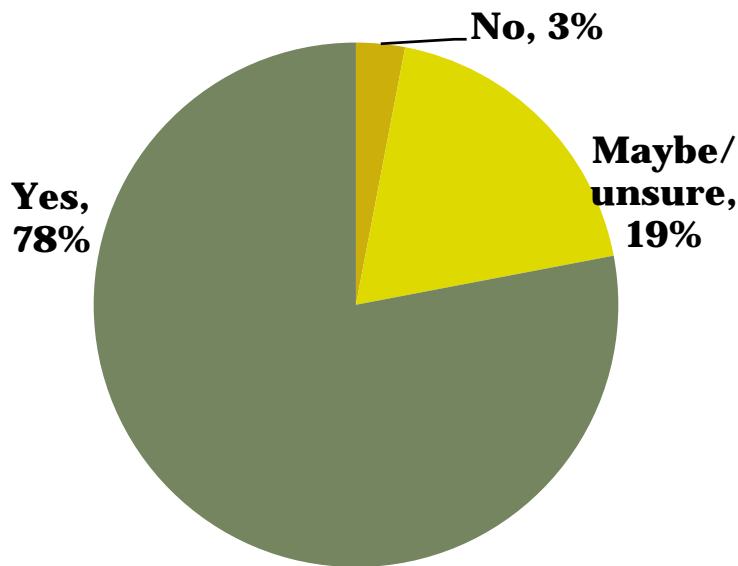
**New Freshmen Perceptions of UWSP
Compared to Other Wisconsin Schools**



Academic Preparation and Expectations

Educational Intentions

Do you intend to complete a degree at UWSP?

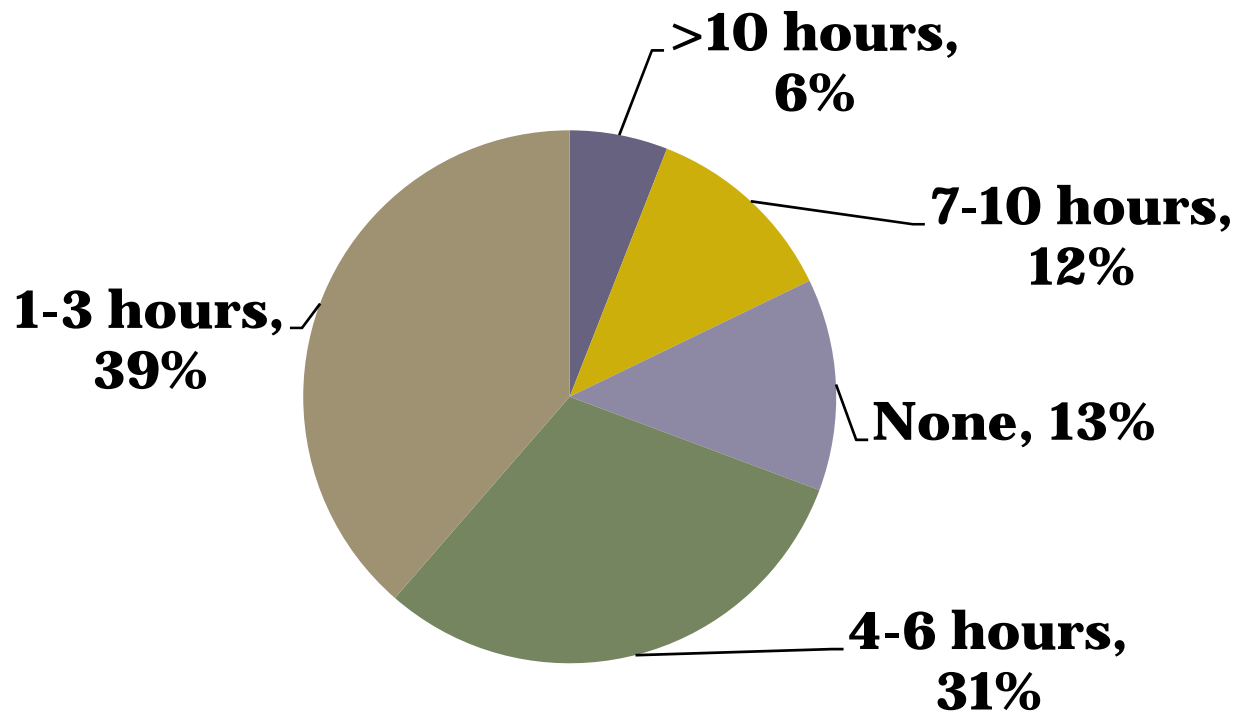


- Undeclared students are less certain that they will complete a degree at UWSP than students who have declared a major.

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

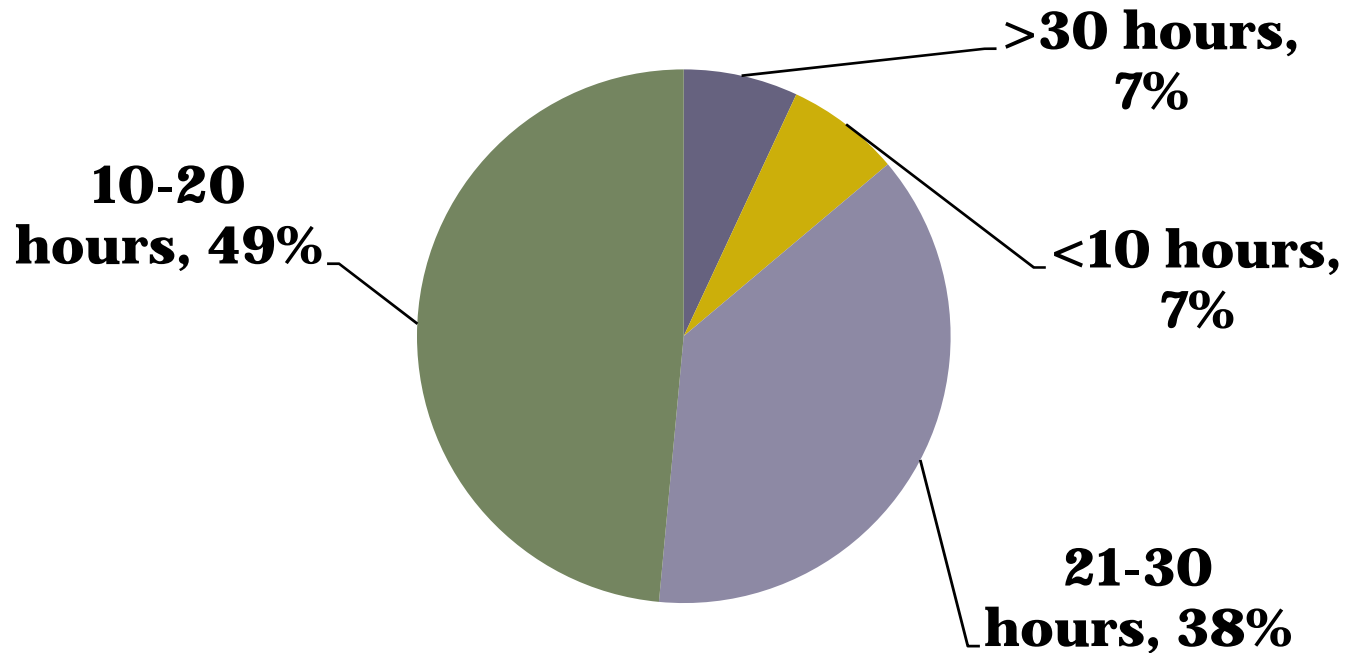
Study Habits

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 (61%) plan to work for pay during the school year.
 - 18% are not planning to work
 - 88% plan to work <20 hours per week
- Working off campus = More hours working

Students report “extensive” experience:

	Percent
Working with a group on a joint project for a grade	47%
Writing an essay exam	44%
Participating in class discussion based on your interpretation of a reading	42%
Taking notes during a lecture	41%

Students report “some” experience:

	Percent
Reading a textbook to prepare for class	49%
Taking notes from a textbook on your own	44%

Students report “little or no” experience:

	Percent
Writing a lab report	36%
Utilizing online environments for academic work	27%
Writing a research paper with citations	21%
Taking notes during a lecture*	19%

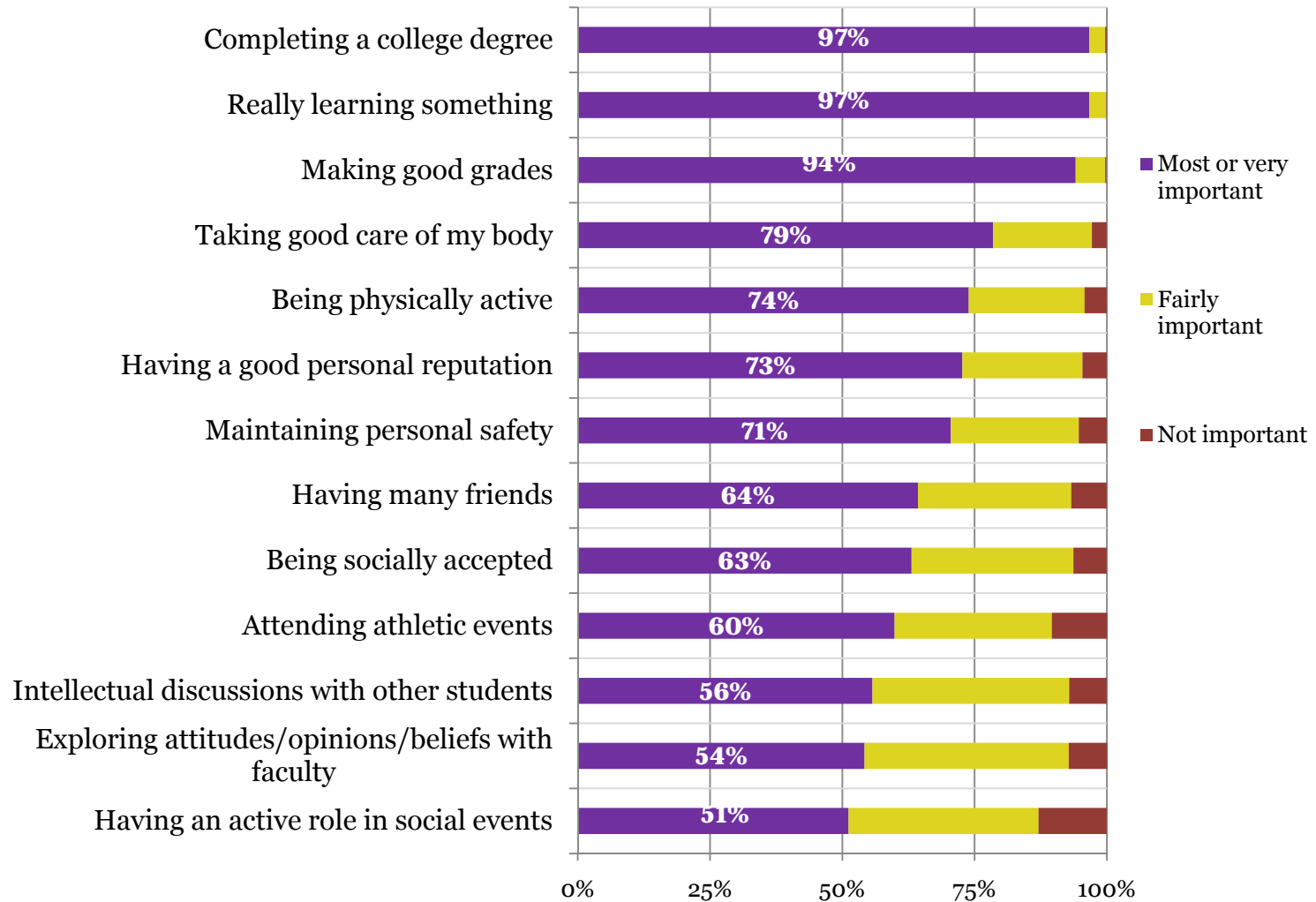
Values and Needs

Needs

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

Most important services for UWSP to provide	%
Academic Advising	85%
Career Counseling	83%
Career Placement	83%
Financial Advising	81%
Medical/Health Care	76%
Study Skills Assistance	73%
Math Skills Assistance	71%

Values: Items of Greatest Importance

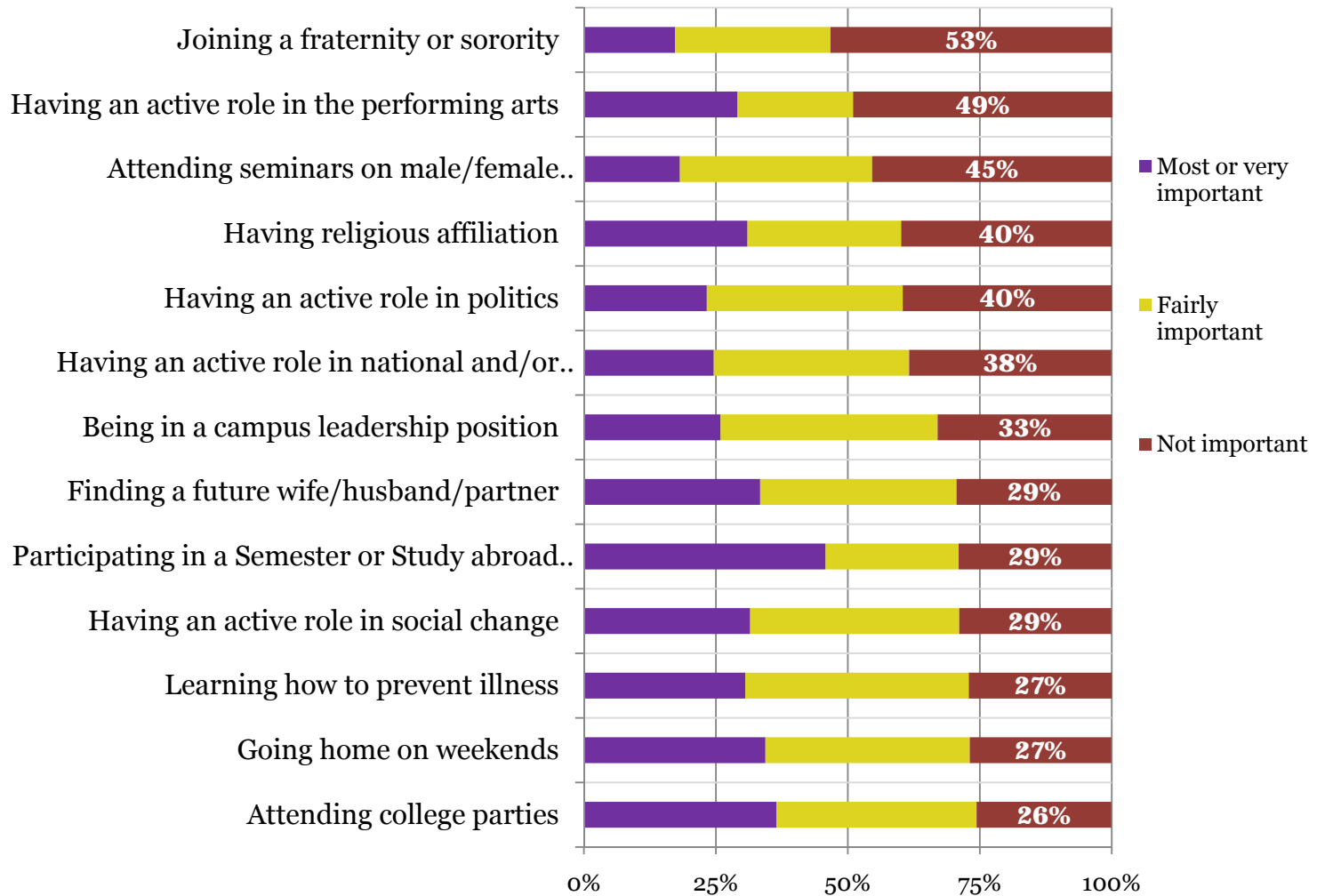


* Defined as items where 50% or more marked the item as "most or very important."

Values: Items of Greatest Importance

- Students place the greatest importance on their academic success and personal well-being, such as making good grades and being physically active.
- Students also place a high degree of importance on their social development, such as making friends and being socially accepted.

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?

- **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)