

## THE COLLEGE ATTENDANCE DECISION

This section summarizes information about the incoming freshman's decision to attend college. General factors influencing students' decision to pursue a higher education, specific factors that lead ERAU freshmen to select Embry-Riddle, rank of college choice, and first impressions of ERAU admissions, housing and financial aid services are discussed.

### General Factors Influencing the Decision to Attend College

CIRP and ERAU survey participants were presented with a list of possible reasons in deciding to attend college. Respondents ranked each item according to level of importance using the scale "very important", "somewhat important", and "not important". Percentages in Table 8, with factors listed in percent frequency order for 1999 CIRP respondents, refer to freshmen that rated items as "very important".

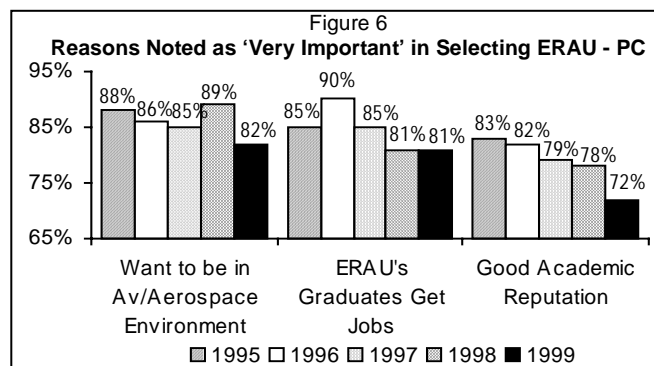
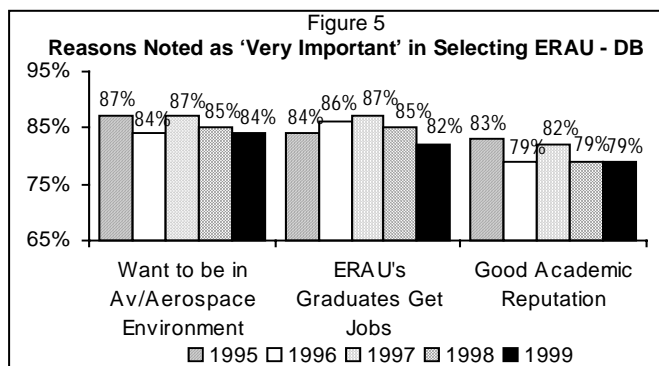
Table 8: Percent of Freshmen Noting "Very Important" Factors in Deciding to Go To College

Factor	CIRP	Daytona Beach	Prescott
Learn more about things that interest me	82%	85%	83%
Gain a general education	70%	56%	45%
Be able to get a better job	67%	76%	81%
Get training for a specific career	61%	N/A	N/A
Be able to make more money	60%	67%	74%
Prepare for graduate/professional school	59%	38%	33%
Make me a more cultured person	49%	32%	26%
Improve my reading and study skills	41%	29%	25%
Parents wanted me to go	28%	22%	21%
Wanted to get away from home	19%	14%	19%
Mentor/role model encouraged me to go	11%	10%	12%
There was nothing better to do	3%	N/A	N/A
Could not find a job	3%	5%	3%
Prove to others I could succeed	N/A	34%	35%

Note: Shading represents where the proportion of those indicating "frequent" participation was higher for 1999 ERAU incoming freshmen than for CIRP respondents

### Reasons for Attending Embry-Riddle

The figures below list the top three factors indicated by incoming freshmen as "very important" in their decision to attend ERAU (see Table 9 for a list of all factors). For the past five years, the largest proportions of ERAU incoming freshmen at both campuses have cited these same three factors. Note, however, the decrease in response to *want to be in aviation/aerospace environment* and *good academic reputation* at Prescott this year.



Conversely, fewer than 5% of incoming freshmen were influenced by: *relatives, friends, teachers, or high school counselors (Daytona Beach only); desire to live near home; recruitment efforts of ERAU representatives, or athletic department; not being accepted by another school; offered ROTC scholarship (Daytona Beach only); and services or accommodations for disability.*

Table 9 lists all factors presented to incoming freshmen. Reasons are listed in order of percent frequency for 1999 CIRP respondents.

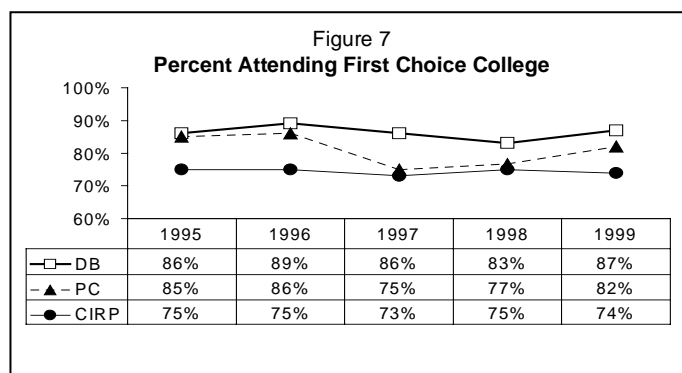
Table 9: Percent of Freshmen Noting “Very Important” Reasons in Selecting College of Attendance

Reason	CIRP	Daytona Beach	Prescott
Good academic reputation	70%	79%	72%
Graduates get good jobs	60%	82%	81%
Size of College	51%	32%	45%
I was offered financial assistance	49%	23%	19%
Graduates get into top graduate/professional schools	43%	36%	29%
Good reputation for social activities	24%	14%	11%
Special programs offered	24%	22%	20%
Rankings in national magazines	13%	24%	21%
I was admitted through Early Action or Early Decision	12%	N/A	N/A
Multicollege guidebook information	11%	15%	14%
Wanted to live near home	9%	3%	5%
Religious affiliation/orientation	8%	N/A	N/A
Not offered aid by first choice	6%	N/A	N/A
High School guidance counselor advised me	6%	3%	1%
Relatives wanted me to come	5%	2%	2%
Low tuition	5%	21%	14%
Teacher advised me	4%	2%	1%
Private college counselor advised me	3%	N/A	N/A
Not accepted anywhere else	2%	2%	2%
To be in aviation/aerospace environment	N/A	84%	82%
Caring attitude of the University, its faculty & staff	N/A	44%	45%
Campus visit	NA	33%	28%
Brochures & catalogs	N/A	30%	27%
AFROTC/AROTC availability	N/A	15%	17%
Phone calls (800 line/calls from ERAU)	N/A	12%	11%
Reception/General information session	N/A	7%	7%
ERAU videos	N/A	6%	5%
Offered ROTC scholarship	N/A	5%	8%
Friend suggested attending	N/A	4%	8%
Recruited by athletic department	N/A	2%	3%
Recruited by college representative	N/A	2%	2%
Services/Accommodations for disabilities	N/A	1%	2%

Note: Shading represents where the proportion of those indicating “frequent” participation was higher for 1999 ERAU incoming freshmen than for CIRP respondents

### Rank of College Choice

Incoming freshmen were asked whether the college they were attending was their first, second, third, or less than third choice. Figure 7 gives percentages of CIRP and ERAU survey respondents over the past 5 years who attended their college of first choice. Both ERAU residential campuses attracted a larger share of first-time freshmen that said it was their first college choice than did the average college attended by CIRP respondents.



### Incoming ERAU Freshmen Impressions of Admissions, Housing and Financial Aid Services

Using a rating scale of “excellent”, “good”, “fair”, and “poor”, ERAU incoming freshmen were asked to rate university services they came into contact with during the college selection process. The figures below show the percent of students who gave a rating of “excellent” or “good”. The percentage of incoming freshmen at Daytona Beach rating their housing experience as “excellent” or “good” has steadily increased over the past four years, while for the Prescott campus this figure has steadily decreased, resulting in a 5-year low and 7% point decrease from 1998.

