

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 9, with factors listed in percent frequency order for 2001 CIRP respondents, refer to freshmen that rated items as 'very important'.

Table 9: Percentage of Freshmen Noting **Very Important** Factors in Deciding to Go to College

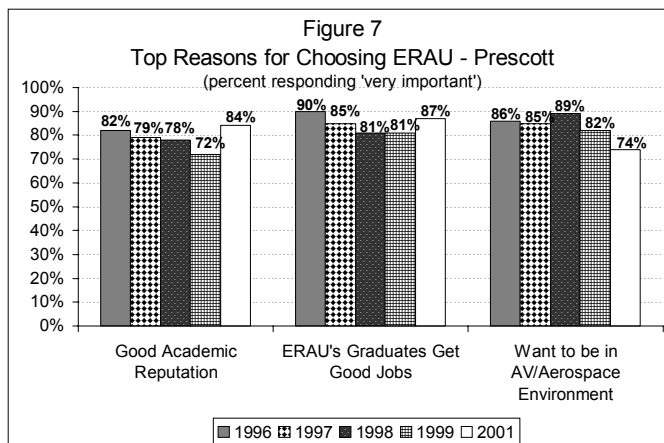
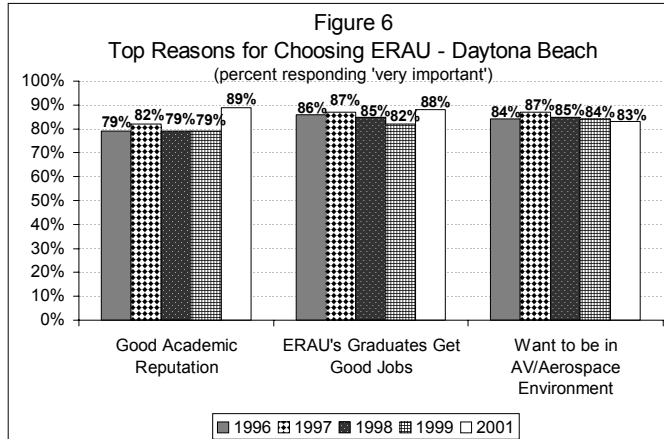
Factor	CIRP	Daytona Beach	Prescott
Learn more about things that interest me	81.9%	86.8%	83.2%
Gain a general education	69.1%	*58.7%	*49.3%
Be able to get a better job	67.5%	*77.0%	*79.8%
Get training for a specific career	62.7%	*91.6%	*89.2%
Be able to make more money	61.9%	*71.8%	*75.6%
Prepare for graduate/professional school	56.2%	*39.8%	*36.5%
Make me a more cultured person	46.6%	*36.9%	*29.6%
Improve my reading and study skills	39.3%	*32.1%	*25.0%
Parents wanted me to go	26.7%	23.6%	23.7%
Wanted to get away from home	19.4%	18.7%	17.5%
Mentor/role model encouraged me to go	11.1%	12.5%	16.5%
There was nothing better to do	3.1%	3.4%	3.9%
Could not find a job	3.2%	4.9%	3.0%

*Difference between ERAU campus and CIRP statistically significant at the .001 level.

2001 CIRP responses are similar in order and magnitude to previous years' CIRP results. Likewise, Embry-Riddle's 2001 incoming freshmen, the largest proportion of whom placed the highest importance on 'getting training for a specific career', have also responded similarly to ERAU incoming freshmen in previous years.

Reasons for Attending Embry-Riddle

Like past administrations, the largest proportions of ERAU incoming freshmen at both campuses have cited the same three factors as 'very important' in their decisions to attend Embry-Riddle (Figure 6 and Figure 7, on the next page).



At both Daytona Beach and Prescott, ratings for the factor 'Good Academic Reputation' were considerably higher than in years past, at 89% and 85%, respectively. Conversely ratings for 'Want to be in Aviation/Aerospace Environment' had a notable decrease at the Prescott campus, dropping to 74% from 82%.

There was similarity between the campuses in the next tier of influential factors. Those noted by at least 30% of the incoming freshmen were:

- Offers special educational programs (DB-53%; PC-50%)
- Graduates gain admission to top graduate/professional schools (DB-41%; PC-34%)
- Caring attitude of the University, its faculty, and staff (DB-35%; PC-38%)
- Rankings in national magazines (DB-33%)
- Wanted to go to a school about this size (PC-32%)
- Offered financial assistance (DB-30%)

On the other hand, fewer than 5% were influenced by:

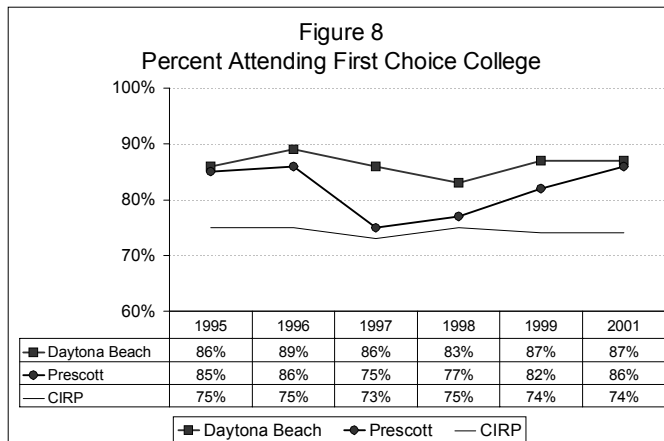
- H.S. or private college counselor's advice
- Relative's or teacher's suggestion (DB only)
- Recruitment by a college representative
- Athletics recruitment efforts/aid offer
- Disability services/accommodations
- Not accepted at or no aid offered from first choice
- Desire to live near home
- Friends are attending
- Low tuition
- Religious affiliation

The table below gives the complete list of factors presented to incoming freshmen. Reasons are listed in order of percent frequency for 2001 CIRP respondents.

Table 10: Percent of Freshmen Noting **Very Important** Reasons in Selecting College of Attendance

Reason	CIRP	Daytona Beach	Prescott
This college have a very good academic reputation	70.1%	*88.5%	*84.3%
This college's graduates get good jobs	60.9%	*88.0%	*87.2%
I wanted to go to a school about the size of this college	50.6%	*24.9%	*32.2%
I was offered financial assistance	48.5%	*29.6%	*29.3%
I was offered a merit-based scholarship	41.6%	*20.3%	*22.6%
This college's grads gain admission to top graduate/professional schools	38.8%	41.0%	34.2%
This college has a good reputation for its social activities	25.7%	*15.1%	*11.8%
I was offered a need-based scholarship	25.1%	*8.7%	*12.1%
This college offers special educational programs	23.3%	*53.3%	*49.7%
I was admitted through an Early Action or Early Decision program	15.7%	*24.9%	14.8%
Rankings in national magazines	14.5%	*33.1%	*28.3%
I was attracted by the religious affiliation/orientation of the college	11.4%	*1.4%	*1.3%
Information from a website	10.1%	*24.1%	*20.8%
I wanted to live near home	9.8%	*2.4%	*2.0%
High school counselor advised me	5.8%	5.2%	3.3%
Not offered aid by first choice	5.6%	3.1%	3.0%
My relatives wanted me to come here	5.5%	4.3%	6.6%
I was offered an athletic scholarship	4.2%	2.5%	4.4%
This college has low tuition	4.2%	3.6%	1.7%
My teacher advised me	3.9%	2.9%	5.6%
Private college counselor advised me	3.1%	1.0%	2.3%
My friends are attending	2.5%	1.6%	1.0%
Not accepted anywhere else	2.1%	2.1%	3.0%
Wanted to be in an aviation/aerospace environment	N/A	83.2%	74.2%
Caring attitude of the University, its faculty and staff	N/A	34.6%	38.3%
Availability of AFROTC/AROTC	N/A	26.3%	12.9%
I was offered a ROTC scholarship	N/A	15.0%	17.8%
Reception/general information session	N/A	12.4%	7.6%
Phone calls (800 lines/calls from ERAU)	N/A	6.8%	11.9%
Athletic department recruited me	N/A	3.6%	4.7%
Services/Accommodations for my disability available	N/A	2.6%	3.3%

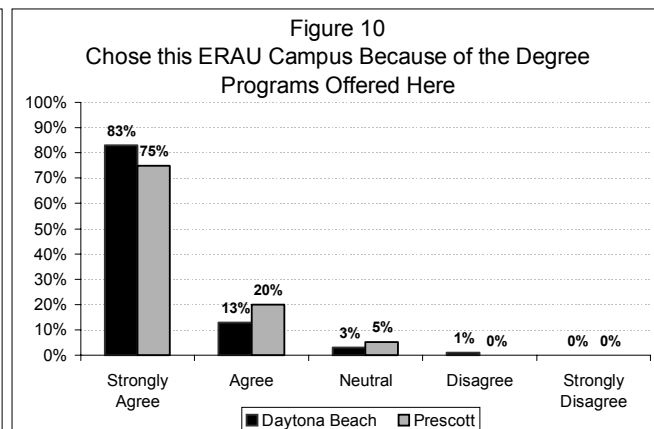
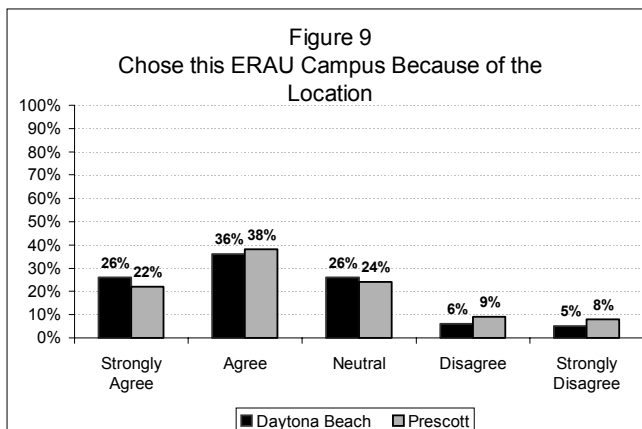
*Difference between ERAU campus and CIRP statistically significant at the .001 level.

Rank of College Choice

When asked whether ERAU was their first, second, third, or less than third choice, over eighty percent (87% at Daytona Beach and 86% at Prescott) of incoming freshmen responded they were attending their college of first choice (Figure 8). ERAU students continued to cite attendance at their first choice more frequently than did students nationwide.

Campus Choice

As shown in Figure 9, over half of the respondent (62% at Daytona Beach and 60% at Prescott) cited positively ('strongly agree' or 'agree') that they chose to attend the ERAU campus because of its location. Additionally, a large proportion of respondents (96% at Daytona Beach and 95% at Prescott) indicated that the degree programs offered at their campus choice was the reason for their attendance (Figure 10).

**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 on the next page show the percent of students who gave a rating of 'excellent' or 'good'. At Prescott campus, housing services bounced back from a 5-year low with a 12% point increase from 1999 while at Daytona Beach campus housing services remained steady. Admissions services at both campuses realized a gain of 5% points and 7% points at Daytona Beach and Prescott, respectively. 2001 respondents at both campuses rated financial aid services dramatically higher than respondents in 1999 (18% point increase at Daytona Beach and 31% point increase at Prescott). See Figures 11 and 12 on the following page.

