

# Research Bulletin

Center for Institutional Research  
Prepared by James Henson, March 4<sup>th</sup> 2003

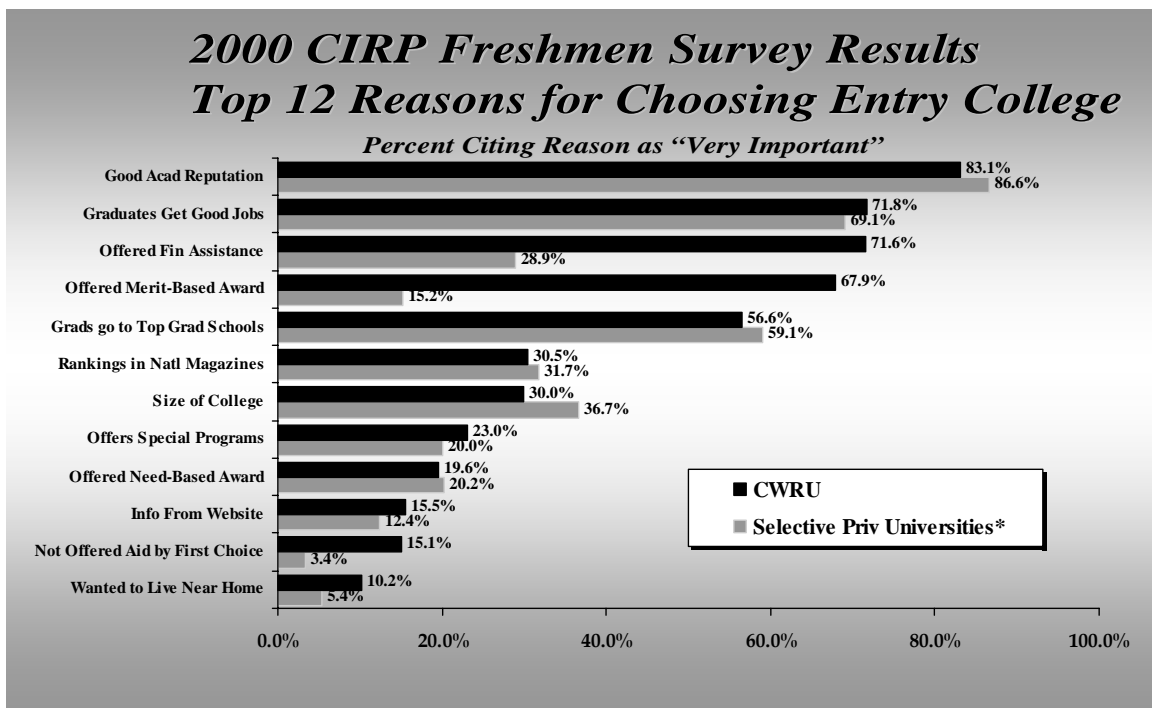
## 2000 CIRP Freshmen Survey Reasons For Choosing Entry College

### Overview

Each year the Cooperative Institutional Research Program (CIRP) administers a survey to over 300,000 freshmen across the country, collecting information about their demographic and background characteristics, skill and ability self-assessments, personal and educational aspirations, and a host of other factors (see attached survey for Fall, 2000). CWRU has participated in this survey project over the last few years, most recently in the Fall of 2000. The CIRP Freshmen Survey is part of a longitudinal data collection program, including follow-up surveys administered at the end of the freshmen year and at graduation. The Freshmen Survey data allow comparisons of CWRU freshmen to those of the most selective private and public universities who participate in the survey. This report is first in a series that examines how these data can be used to support policy analysis on CWRU entering classes.

### Major Results

- CWRU Freshmen are much more likely than their counterparts at selective private universities to cite financial aid offers as a “very important” reason for choosing their college (e.g., 71.6% of CWRU freshmen versus only 28.9% of those at other selective colleges cite the financial aid offer as a “very important” factor, 67.9% versus only 15.2% rating the importance of merit awards).
- CWRU freshmen are almost five times as likely as their counterparts at other selective private universities to cite not being offered financial aid by their first choice as a “very important” factor (15.1% versus 3.4%).
- CWRU’s size was cited by a smaller proportion of CWRU freshmen as a significant choice factor (30% versus 36.7%)
- Two factors did not finish among CWRU freshmen’s top 12 most influential but were significant for freshmen at other selective private universities. Whereas 27.7% said the colleges’ social activities were very important to freshmen at private selective universities, only 6.1% of CWRU freshmen cited this factor. Also, only 8.1% of CWRU freshmen cited an ED offer as a major influence versus an average of 23% for their counterparts at selective private universities.



\* Selective private universities include Cal Tech, Johns Hopkins, Northwestern, and Rice among others.