



# 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 more horizontal bars: a thin white bar, a thin yellow bar, and a thin white bar, all stacked vertically and partially overlapping the yellow bar above.

# 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)

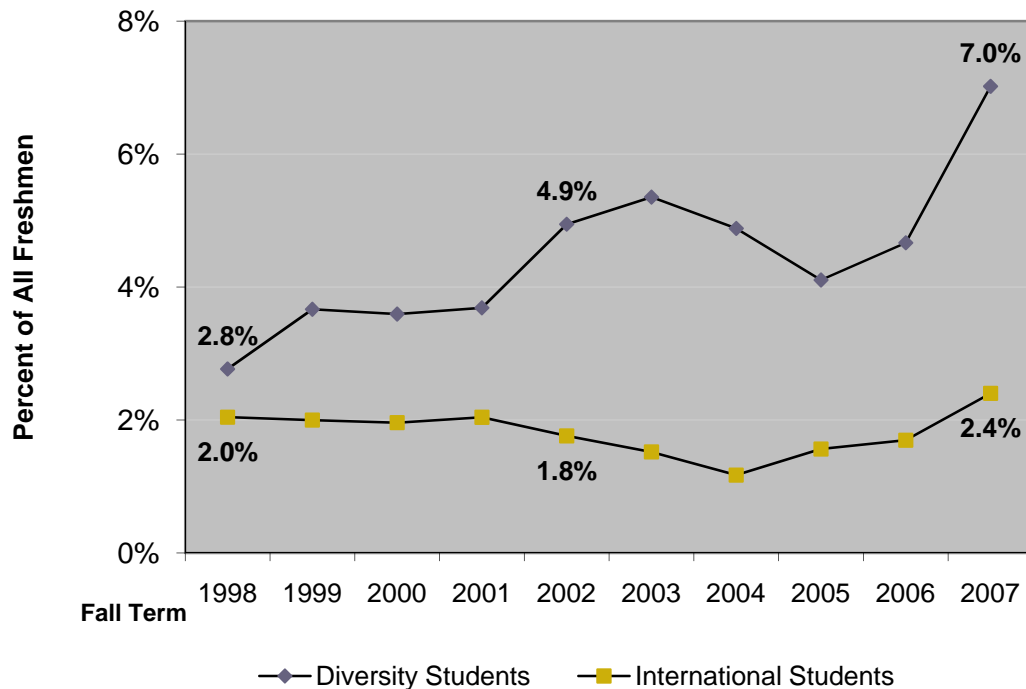
## Background Characteristics

- 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

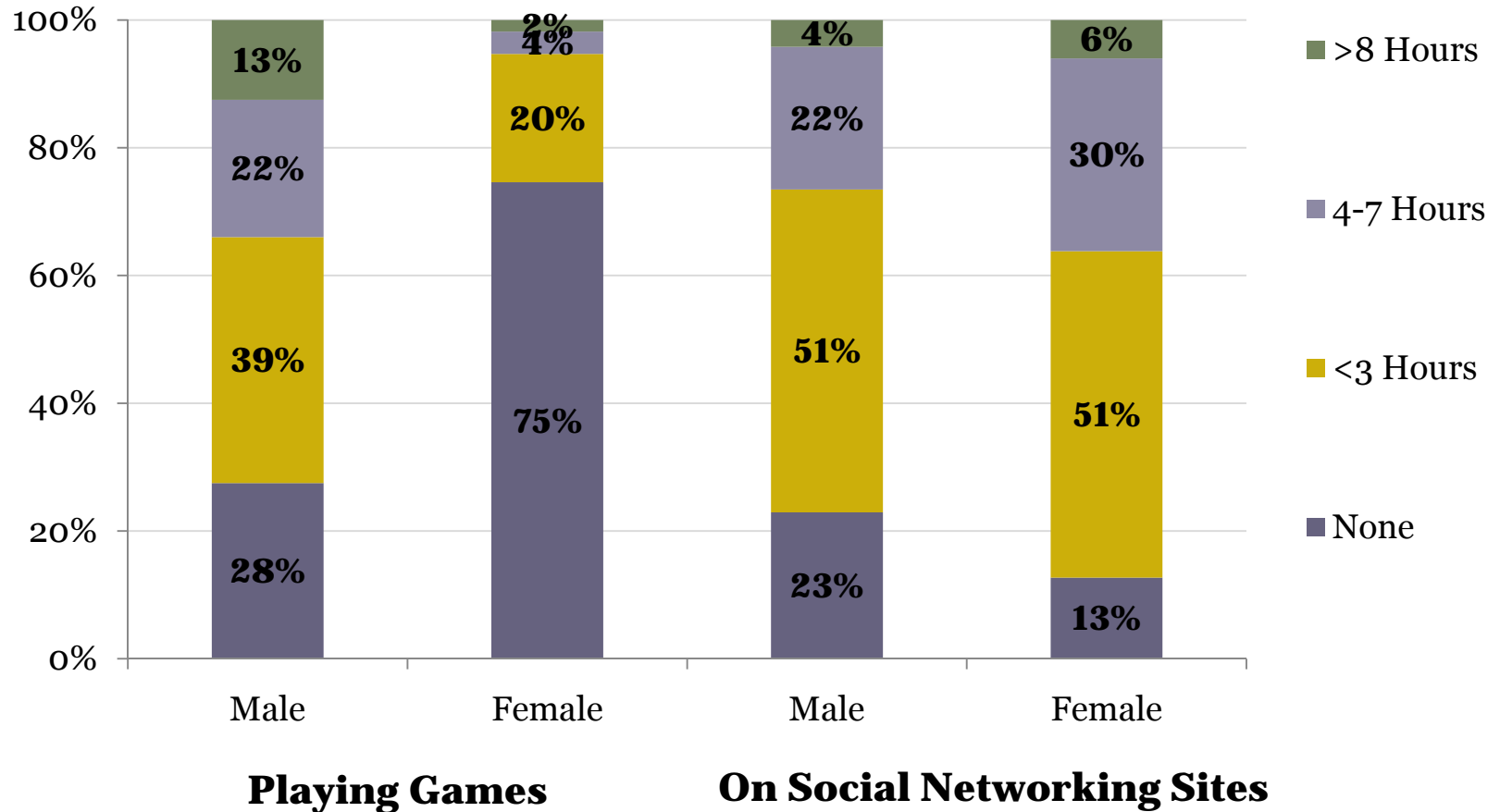
- The new freshmen class has become increasingly diverse

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

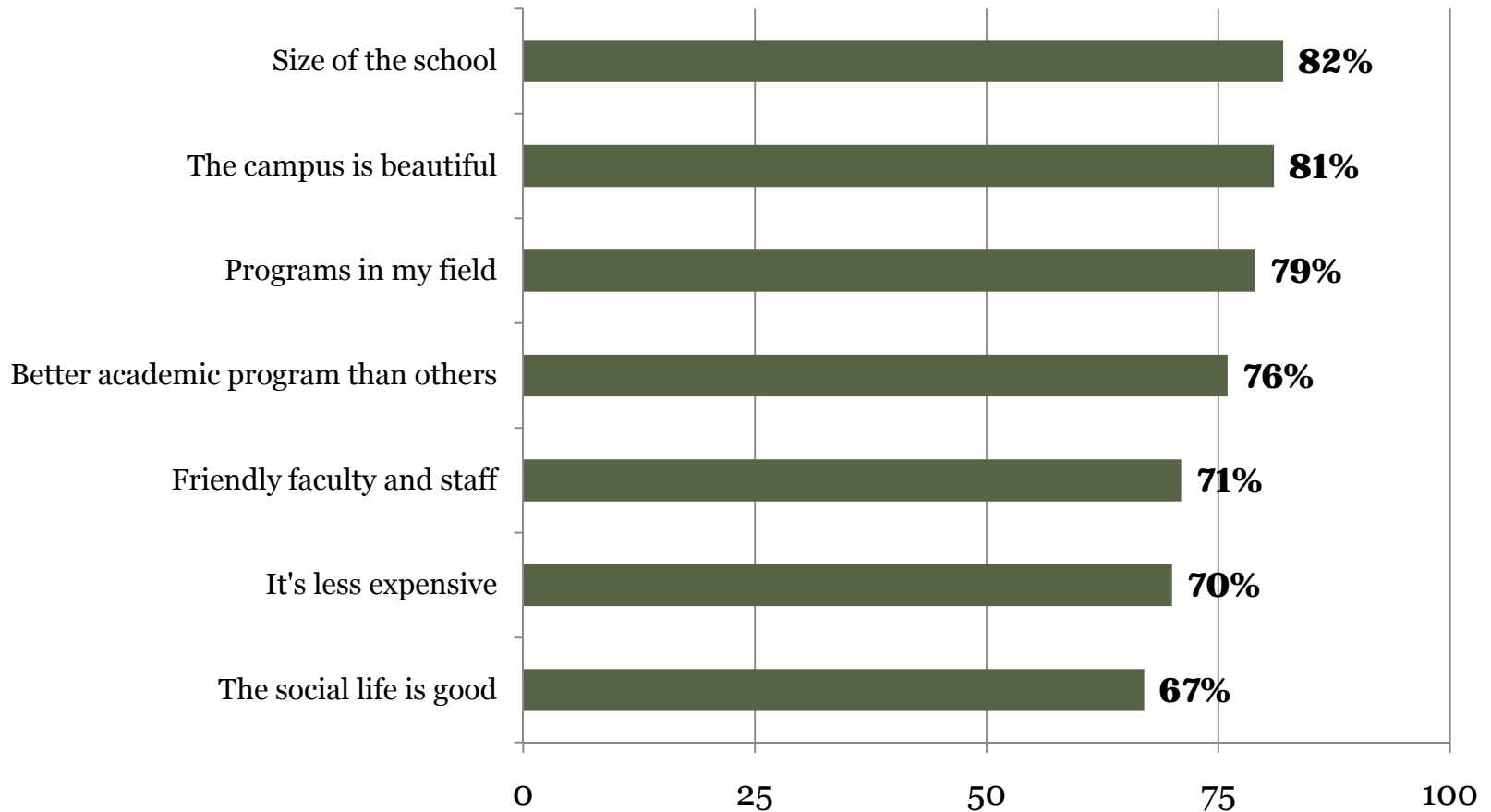
- **UWSP students are focused on career preparation.**
  - It is the biggest reason our students choose to attend college (68%)

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?

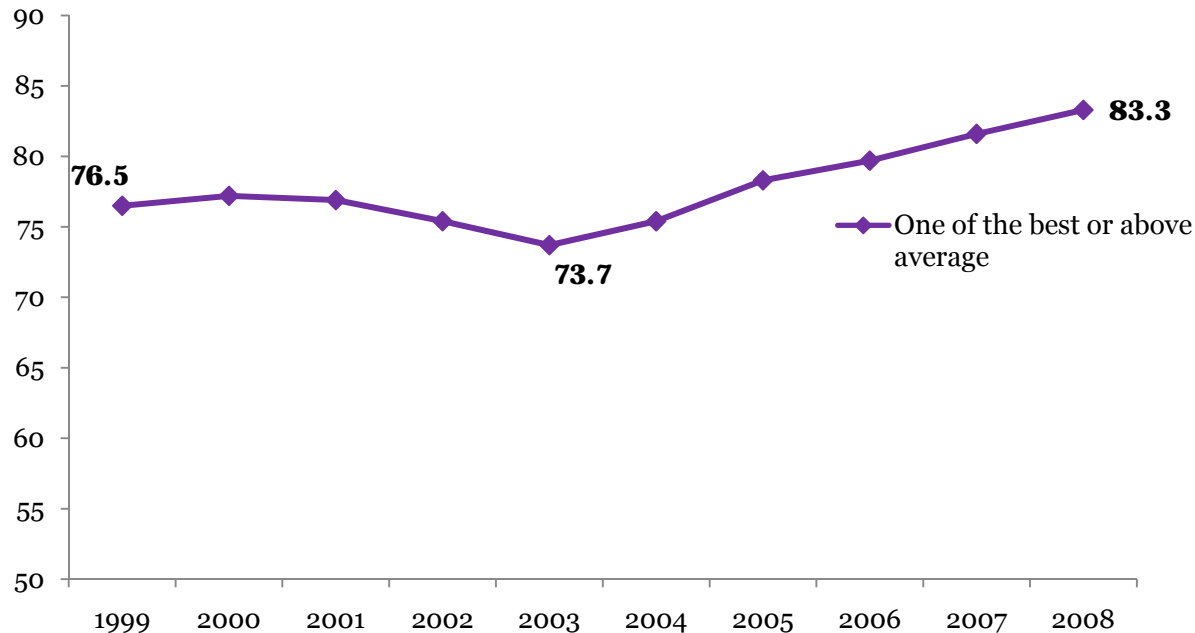
## Why UWSP?



## College Choice: Why UWSP?

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

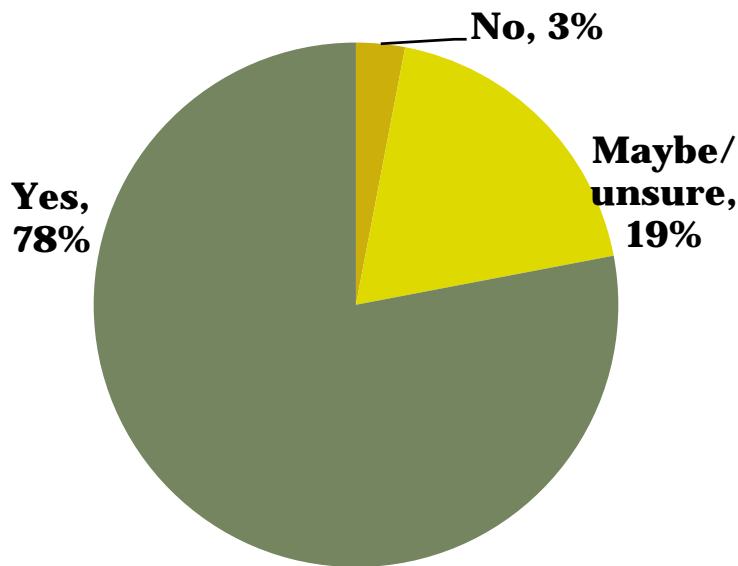
**New Freshmen Perceptions of UWSP  
Compared to Other Wisconsin Schools**



# Academic Preparation and Expectations

## Educational Intentions

**Do you intend to complete a degree at UWSP?**

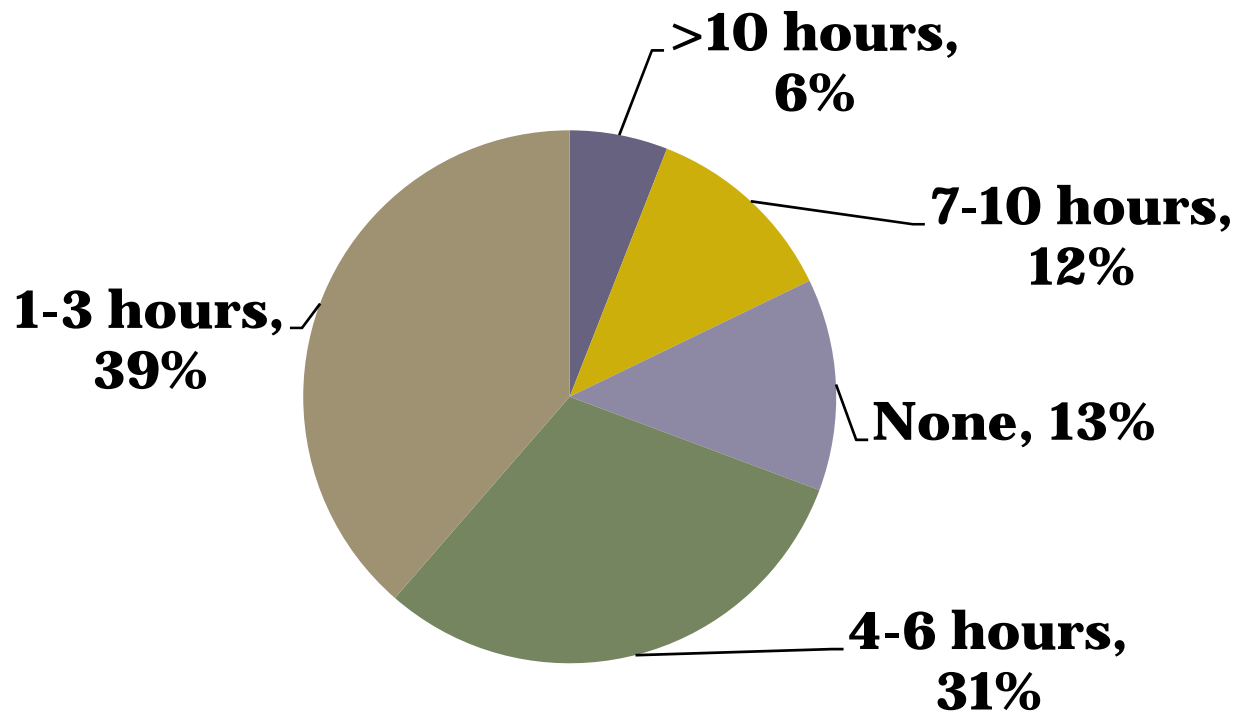


- Undeclared students are less certain that they will complete a degree at UWSP than students who have declared a major.

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

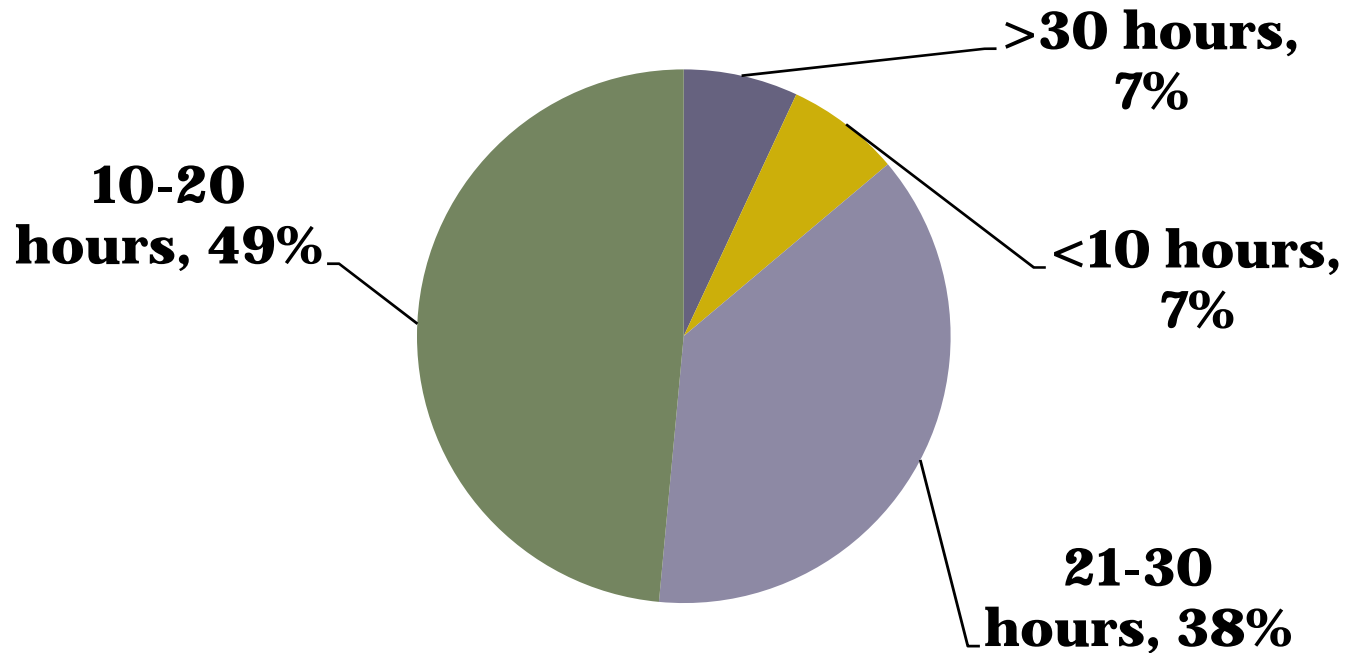
## Study Habits

**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:

	<b>Percent</b>
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:

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

### Students report “little or no” experience:

	<b>Percent</b>
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%

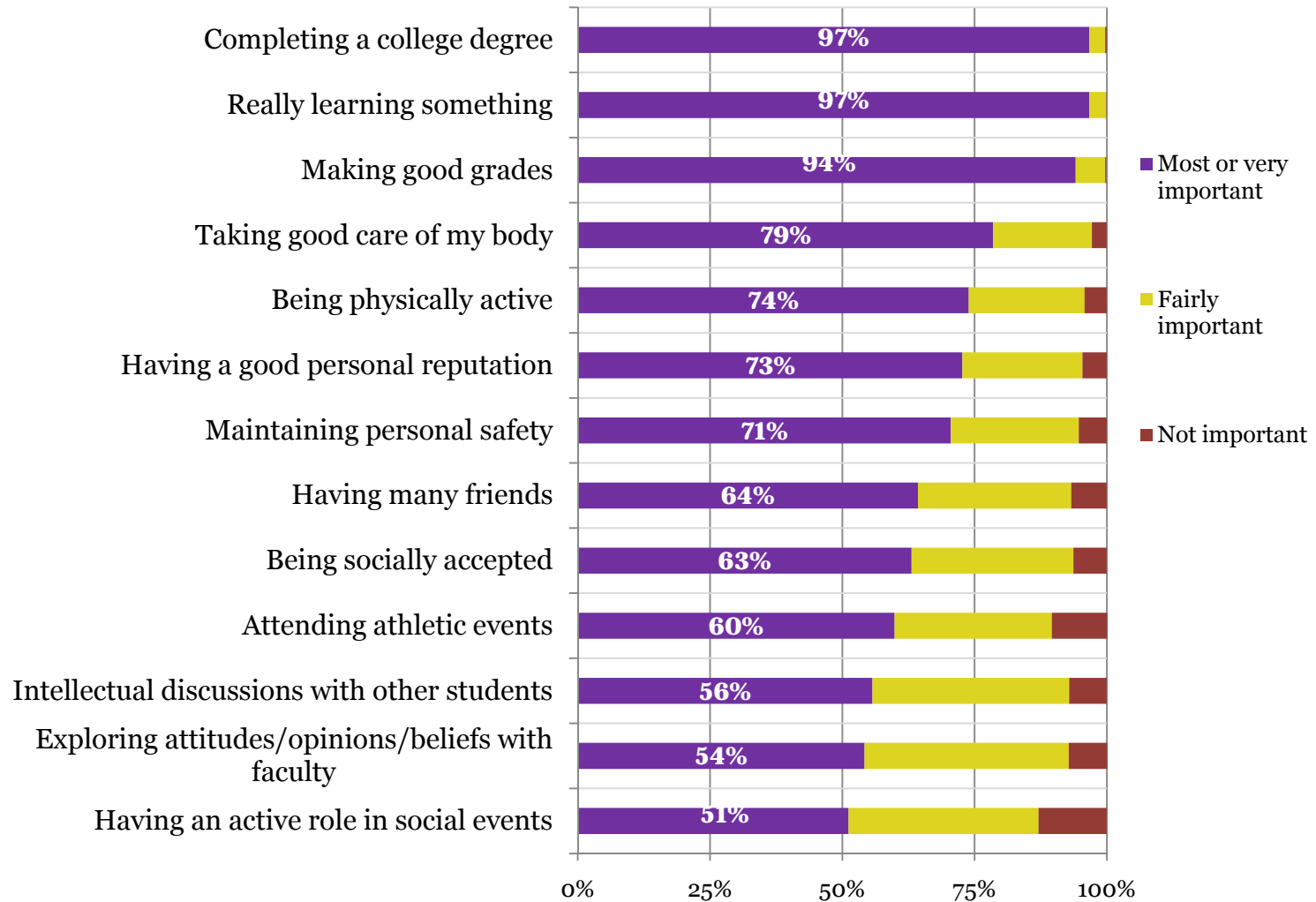
# Values and Needs

## Needs

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

<b>Most important services for UWSP to provide</b>	<b>%</b>
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

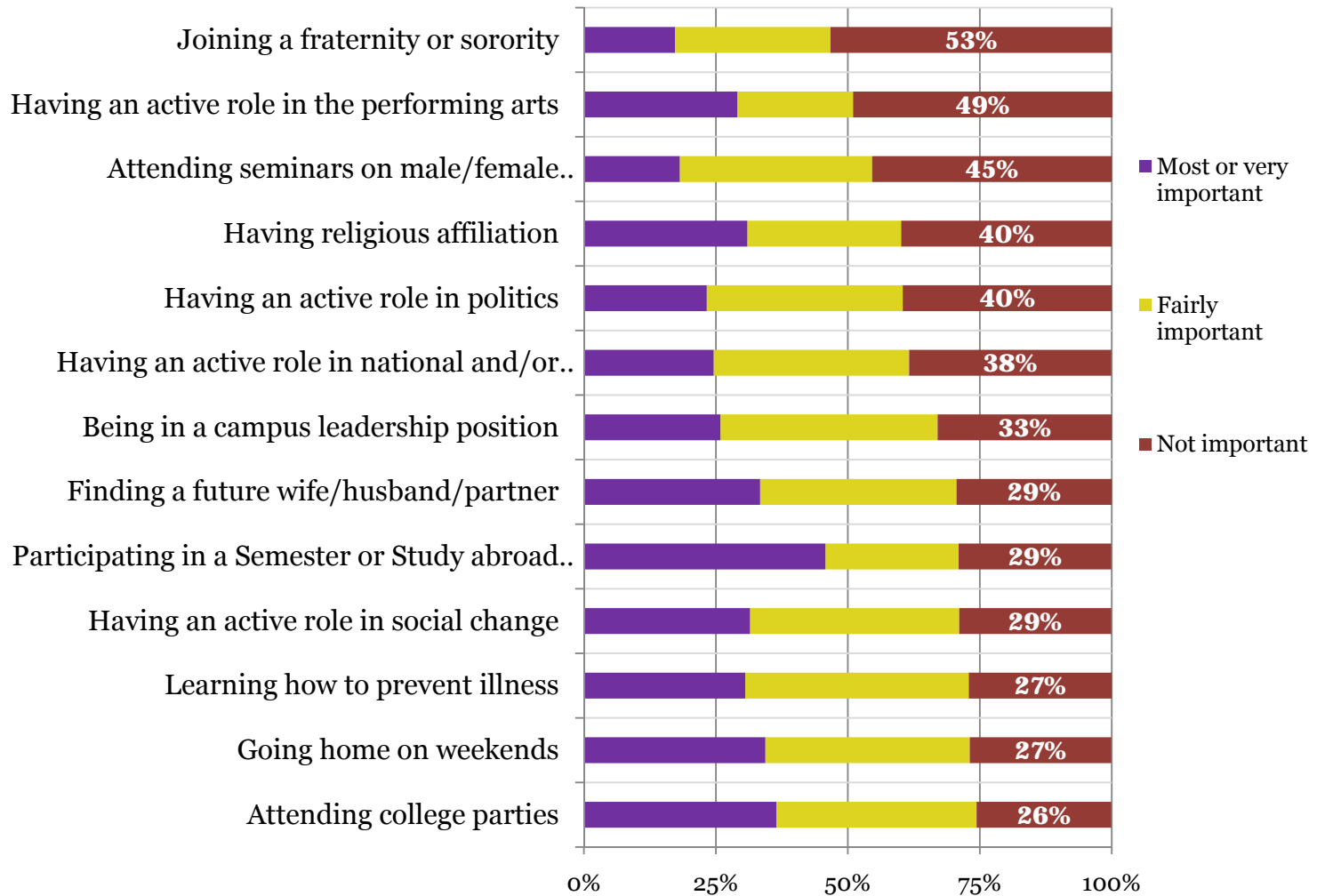


\* Defined as items where 50% or more marked the item as "most or very important."

## 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](http://www.uwsp.edu/instres)

- **UWSP Registration and Records**

[www.uwsp.edu/reg-rec/enrollment\\_reports.aspx](http://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)