



**Key Questions: What are the perceptions, behaviors, and decision-making processes of admitted IUPUI students? How do we use this information to inform future operational, marketing, and recruiting strategies?**

## METHODOLOGY

Considering multiple institutions participate in this research, an admitted student could appear in more than one list. To address duplication issues, lists are systematically deduped at a random rate, followed by a careful check and review of each institution's list to ensure that this process doesn't disproportionately impact any one institution more than another or the overall analysis.

In total, 7,817 admitted IUPUI students were invited to take the survey. The survey fielded from May 13 to June 24, 2019 and IUPUI received a total of 1,232 completed responses, resulting in a response rate of 16%, which is on par with national results. Total responses received consisted of 810 'enrolling' students and 422 'non-enrolling' students.

## HIGHLIGHTS



### **Enrolling IUPUI students make their decision earlier.**

- 45% of enrolling students stated they made their decision before December while 36% of non-enrolling students decided in Jan/Feb of 2019 and another third in March/April.



### **No differences between academic areas of interest between enrolling and non-enrolling students.**

- Health-related professions are the top area of interest followed by business programs, and engineering.



### **Non-enrolling students were more likely to also have been accepted by IU Bloomington, Purdue, and Butler compared to enrolling students.**

- A third of students, both enrolling and non-enrolling, mention being accepted to Ball State as well.



### **IUPUI was a second choice among 45% of non-enrolling students and a 'third or lower choice' among half of students.**

- 43% of non-enrolling students stated they were 'very close' or 'extremely close' to choosing IUPUI while 28% were 'not very' or 'not close at all'.



**When asked for main driver in decision, *affordability*, *core academic experience*, and *career preparation*, are cited equally among both groups of students. However, *academic environment* is cited more so among non-enrolling students.**

- *Academic environment includes attributes such as personal attention from faculty, class size, academic advising, and preparation for graduate/professional school.*

IUPUI Ratings: Top-2 Box Scores (% Excellent or Very Good Quality )	Enrolling	Non-Enrolling	Gap
Core academic experience	86%	65%	21%
Physical environment	83%	57%	26%
Social environment	79%	56%	22%
Diversity of academic opportunities	78%	62%	16%
Academic environment	72%	49%	23%
Career preparation	72%	57%	15%
Affordability	71%	58%	13%

**When asked to describe IUPUI, the same top set of words come up among both enrolling and non-enrolling students but there are still wide gaps between the two groups in the proportion of students who use these words to describe IUPUI.**

- **Enrolling students** describe IUPUI as: *diverse, affordable, friendly/inclusive, fun/exciting, career-minded, and comfortable.*
  - *Words such as: high quality, innovative, intelligent, spirit-school, and community-oriented are used by less than half of enrolling students.*
- **Non-enrolling students** describe IUPUI as: *affordable, diverse, well-known, friendly/inclusive, career-minded, and comfortable.*
  - *The word ‘average’ is used to describe IUPUI by 23% of non-enrolling students.*

**Parents influence the decision among half of students (both enrolling and non-enrolling) followed by peers/friends, and current students at their institution of choice.**

- Among non-enrolling students, 31% state admissions counselors at their institution of choice influenced their decision along with high school guidance counselors (25%) and alumni (24%).

**Among non-enrolling students, 82% state that the scholarships or grants awarded influenced their decision to attend their institution of choice.**

- 33% state the difference in net cost for one year between their institution of choice and IUPUI was \$5,000 and another 28% said it was closer to \$10,000.



### REASON FOR CHOICE (*open-ended responses*)

#### Enrolling



#### Non-Enrolling



- Being 'close to home' comes up for both enrolling and non-enrolling students as a reason they chose a particular institution (sometimes in a negative way for non-enrolling as some don't want to be close to home).
- Among non-enrolling, financial aid/scholarship is mentioned more often along with other attributes such as class sizes as well as a feeling of 'fit'.
- Statements around potential 'career' are not mentioned as often by either group.
- Responses related to a specific program/major come up the most as the reason why they chose a specific school.
  - **Enrolling students:** This group is more likely to include phrases such as 'great', 'good', or 'strong' program.

*"I have chosen to attend IUPUI because of the strong engineering program. This college is close to home and highly recommended to me by my parents and guidance counselor."*

- **Non-enrolling students:** Specific program names are mentioned among this group and are seen as having a higher reputation than IUPUI.

*"The reputation of the nursing program at IU Bloomington is one to remember. While IUPUI has more accessibility to hospitals, I believe that the program in Bloomington will push me to be my best."*



### REASON FOR CHOICE (continued)

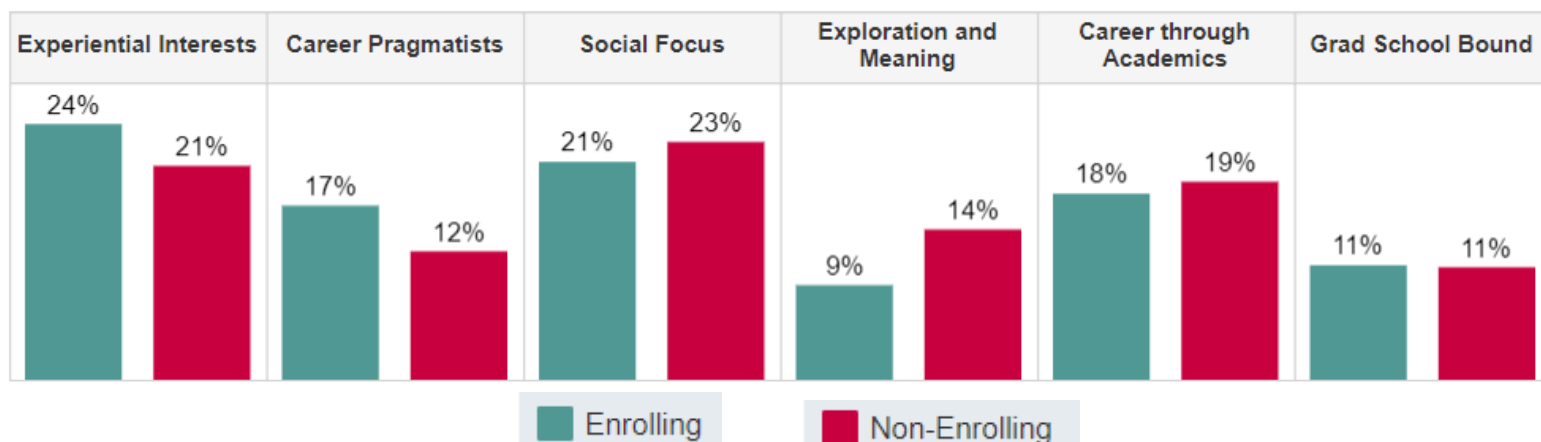
**Affordability** is the most important reason non-enrolling students chose another institution over IUPUI followed by *reputation/academic quality*. *Career outcomes* are still important among both groups and *offering desired program* was more of a factor for enrolling students.

What is the most important reason you have chosen to attend...	Enrolling	Non-Enrolling
Affordability	15%	20%
Reputation / academic quality*	5%	14%
Career outcomes / job opportunities for graduates	15%	11%
It offers my desired program*	19%	10%
Value of education for the cost of attending	8%	8%
The feeling that I would fit in*	3%	7%
Hands-on learning / real-world experience in curriculum	6%	6%
Campus and off-campus environment	4%	6%
Sense of community on campus	2%	4%
Close to home*	12%	4%
Location (quality of the area)*	6%	3%
My family wants me to go here	1%	1%
Flexibility of schedule (e.g., online options, course times)	1%	0%
Other*	1%	4%
Don't know / unsure	1%	1%

\* indicates a significant difference between the two groups at a 95% level of confidence  
Responses sorted in descending order by non-enrolling group.

### STUDENT MINDSETS

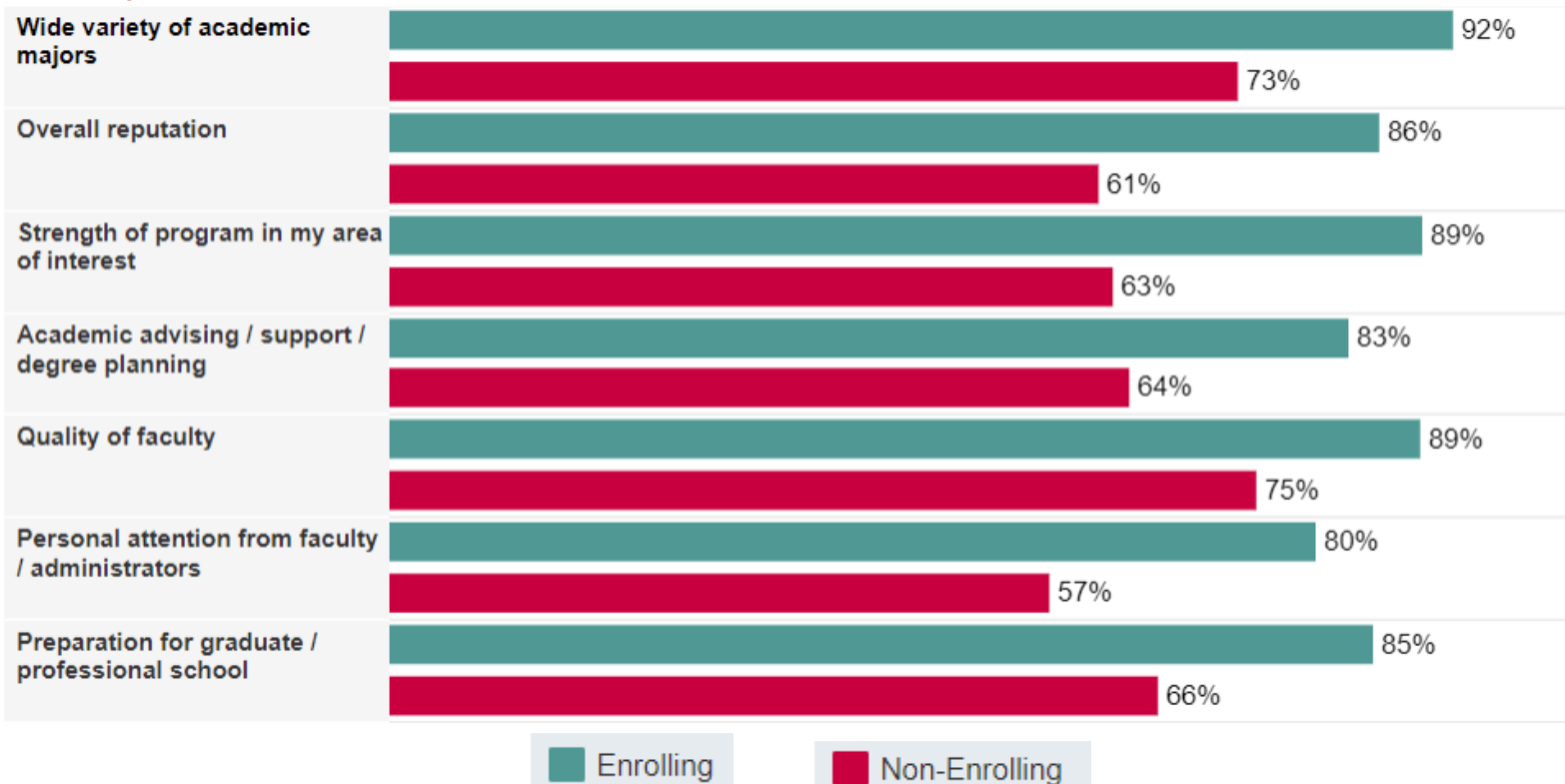
**Similar to the national distribution of mindsets, IUPUI admitted students are most often those with Experiential Interests (internships, study abroad, employment, etc.) or a Social Focus.**





### ACADEMIC ENVIRONMENT RATINGS (EXCELLENT OR VERY GOOD)

***Large gaps exist between enrolling and non-enrolling IUPUI students related to academic environment – particularly on overall reputation, strength of program in my area of interest and personal attention from faculty/administrators.***



### NEXT STEPS & FOLLOW-UPS

- Dig deeper into the interactive dashboard to further:
  - Understand how students view competing and other peer institutions as well as provide national and state level benchmark data
  - Explore further by student segments (i.e. geography, demographics, etc.)
  - Evaluate perceived usefulness of marketing and information sources from IUPUI and other institutions (i.e. campus tours, emails, etc.)
  - Make strategic decisions on how to best leverage current strengths and determine areas of opportunity for the future