

Executive Summary

Fall 2015 EPP Freshmen Survey

Office of Assessment and Accreditation

The ETS Proficiency Profile (EPP) is a 36-question standardized test on reading, writing, critical thinking, and mathematics. Divided into three context areas (humanities, social sciences, and natural sciences), ESU has administered it to assess part of its [General Education Learning Outcomes](#) since 2009. In fall 2015, a short entrance survey was introduced to the end of the online exam using the ETS Program Workshop testing management system. This survey was added as additional questions created by this institution, and students were told by the testing browser that the regular test had ended. The survey focused on assessing students' reasons for attending ESU, and their perceived preparedness for success both academically and socially. A total of 492 incoming first-time freshmen completed this survey, or approximately 35% of the 1,429 new freshmen that entered ESU in fall 2015.



Why College?

- Employment is the primary reason to get a degree among respondents, cited by 53%
- Hispanic respondents are driven more by the desire to expand their knowledge and skills, while African Americans are split between knowledge and jobs

Applying to College

- Among all respondents, 20% indicated they applied only to ESU for admission this year
- 75% of all respondents said ESU was their first choice among the colleges to which they applied
 - For students who applied to more than one college, ESU was the first choice for 70% of respondents
- 82% who scored below the 50th percentile in EPP total score applied to more than one college vs. 75% at the 75th percentile or higher

Academic and Social Preparedness

- Overall, respondents feel prepared to succeed academically and socially at ESU.

- Women feel slightly less prepared to get along socially at ESU, while men feel slightly less prepared to succeed academically

Why ESU?

- Campus culture/atmosphere was the most common reason to choose ESU, cited by 28%
- For those who only applied to ESU, location and campus culture/atmosphere contributed the most to their decision to attend, with 28% and 21% of responses respectively
 - Campus culture (29%) and cost (21%) play a stronger role among those who applied to more than ESU
- Women are slightly more likely to have applied to more than one college, and are slightly less likely to rank ESU as their first choice

Beyond the Bachelor's

- Over half (55%) of freshmen surveyed intend to pursue a graduate or professional degree
- More women (61%) than men (47%) have this goal in mind as they begin college
- Those in the Colleges of Education and Business and Management are the least sure about pursuing an advanced degree

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(This survey was administered to students online at the end of the ETS Proficiency Profile (EPP) administration. Questions were added to the end of the exam via ETS' Program Workshop test management system. Open-ended responses were not allowed per system limitations, and only one answer could be selected per question. Demographic indicators were included in the standard EPP profile questions, and thus were not asked. Respondents were given no special instructions prior to this survey. It was meant to serve as a small pilot survey to guide the formation of later assessment projects, and possibly to provide some data on the need to restart the currently nonoperational Incoming Freshmen Survey.)

1. Including ESU, how many colleges did you apply to for admission this year?

- One
- Two
- Three
- Four
- Five
- Six
- Seven
- More than seven

2. Among the colleges you applied to, how would you rank ESU?

- First choice
- Second choice
- Third choice
- Less than third choice

3. What factor contributed THE MOST to your decision to attend ESU?

- Academic Reputation
- Campus Culture/Atmosphere
- Cost
- Faculty
- Family or Friends Attend Here
- Location
- Specific Program
- Other

4. How well prepared do you feel you are to succeed academically at ESU?

- Very Well Prepared
- Well Prepared
- Prepared
- Somewhat Prepared
- Not at all Prepared

5. How well prepared do you feel you are to get along socially at ESU?
- Very Well Prepared
 - Well Prepared
 - Prepared
 - Somewhat Prepared
 - Not at all Prepared
6. Do you currently intend to pursue a graduate or professional degree after you complete your bachelor's degree?
- Yes
 - No
 - Not sure yet
7. What do you see as your PRIMARY reason for pursuing an undergraduate degree at ESU?
- So I can get a job
 - So I can go to graduate school/law school/medical school
 - To broaden my knowledge base and strengthen my skills
 - To take classes to transfer to another institution
 - My parents made me attend
 - I'm not sure
 - Other