

FIRST YEAR STUDENTS

- at a glance -

OAKLAND UNIVERSITY™

Aspirations

REASONS FOR GOING TO COLLEGE

83%

Get a better job

82%

Learn about things that interest me

81%

Get training for a specific career

PERSONAL GOALS

86%

Want to be very well off financially

74%

Want to help others

71%

Want to raise a family

Students want meaningful experiences

71%

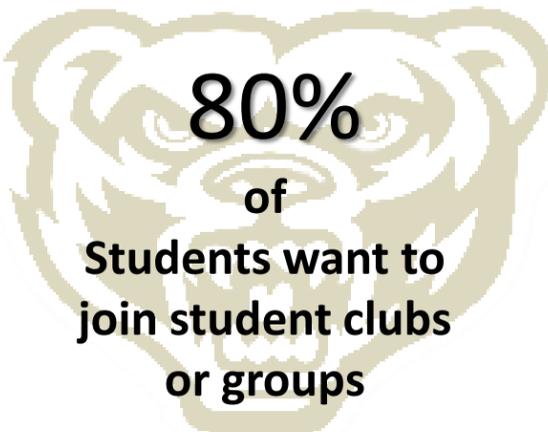
Participate in volunteer or community service work

56%

Work on a research project

45%

Are considering study abroad



Students want to get involved



29%

Want to participate in student government

34%

Want to join a fraternity or sorority



What matters more?

53% low cost of attendance

offered financial assistance 52%

49% OU's graduates get good jobs

63%

were attracted to



academic reputation

What matters less?

Parent's recommendation 18%

9% HS Counselor recommendation

Rankings in national magazines 7%

Choosing a College

INCOMING FRESHMAN HAVE POSITIVE ACADEMIC HABITS!



45%

Frequently asked questions in class

45%

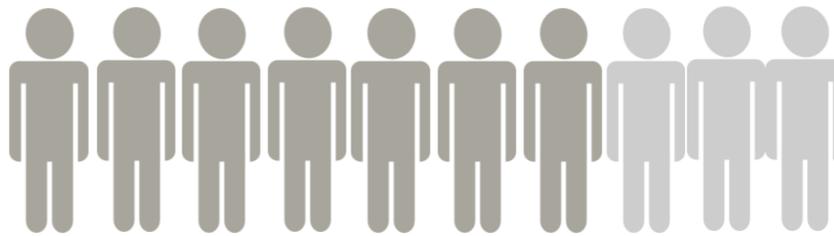
Frequently evaluated the quality or reliability of information



43%

Frequently analyzed information from multiple sources before drawing a conclusion

70%



Consider their academic abilities to be above average

CONFIDENT AND COMPETENT FRESHMEN!

Future career



9%

Undecided

Nurse 18%

Physician 10%

Engineer 6%

Physical/Speech Therapist 6%

Elementary School Teacher 4%

Will Probably Change 50%



7%

Undecided

Engineer 25%

Computer Programmer 9%

Physician 8%

Business Manager/Executive 4%

Finance 4%

Will Probably Change 49%

Information about the high school experiences of students entering college helps enrollment planning, retention efforts and provides a baseline for understanding college effectiveness.

See the full report for OU by clicking the 'CIRP' tab at <https://www.oakland.edu/oira/surveys/>

