

FIRST YEAR STUDENTS

- at a glance -

OAKLAND UNIVERSITY™

Aspirations

REASONS FOR GOING TO COLLEGE

83%

Get a better job

82%

Get training for a specific career

80%

Learn about things that interest me

PERSONAL GOALS

86%

Want to be very well off financially

75%

Want to help others

69%

Want to raise a family

Students want meaningful experiences

73%

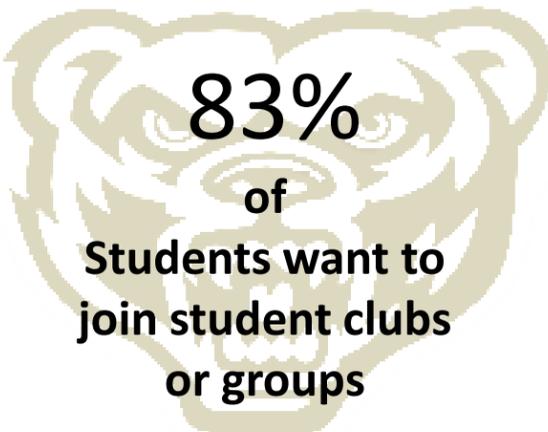
Volunteer or community service work

57%

Work on a research project

47%

Are considering study abroad



Students want to get involved



28%

Want to participate in student government

30%

Want to join a fraternity or sorority



What matters more?

62% low cost of attendance

offered financial assistance 61%

54% OU's graduates get good jobs

65%

were attracted to



academic reputation

What matters less?

Parent's recommendation 19%

9% HS Counselor recommendation

Rankings in national magazines 9%

Choosing a College

INCOMING FRESHMAN HAVE POSITIVE ACADEMIC HABITS!



47%

Frequently asked questions in class

56%

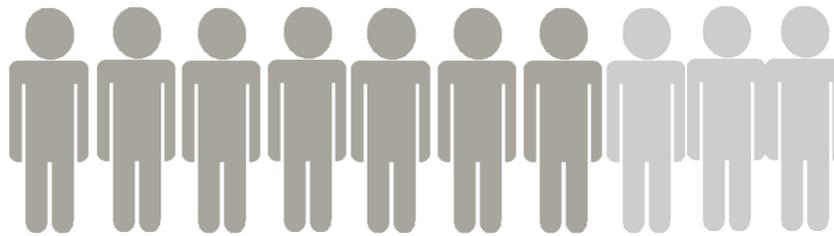
Frequently Seek solutions to problems and explain them to others



44%

Frequently analyzed information from multiple sources before drawing a conclusion

72%



Consider their academic abilities to be above average

CONFIDENT AND COMPETENT FRESHMEN!

Future career



10% Undecided

Physician 14%

Nurse 12%

Physical/Speech Therapist 4%

Engineer 4%

Lawyer/Judge 4%

Will Probably Change 46%



7% Undecided

Engineer 23%

Physician 9%

Computer Programmer 8%

Business Manager/Executive 4%

Finance 4%

Will Probably Change 42%

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/>

