# **Research Brief**



OFFICE OF INSTITUTIONAL EFFECTIVENESS

# **Entering Student Survey Report**

# Administered to First-Time Students Entering IU Southeast in 2016, 2017, and 2018

Sara Jewell Spalding, Beirne Miles, and Ronald E. Severtis, Jr.,

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There were 524 respondents in 2018, 622 respondents in 2017, and 771 respondents in 2016 who enrolled at IU Southeast in the subsequent Fall 2018, 2017, and 2016 terms, respectively. There were between 34 and 40 responding students in that same period of time who participated in this survey and who decided not to enroll at IU Southeast in the Fall 2018 term. This report focuses on that group of respondents that enrolled at IU Southeast and are included in the Fall 2018 official census report.

	Table 1	: Surveye	ed Studen	t Populat	tion	
	20	18	20:	17	20:	16
	Ν	%	Ν	%	Ν	%
Enrolled	524	93.4%	622	94.8%	771	95.1%
Unenrolled	37	6.6%	34	5.2%	40	4.9%
Total	561	100.0%	656	100.0%	811	100.0%

# **RESPONDENT DEMOGRAPHICS**

In 2018, the ratio of females to males at IU Southeast remained steady, with most students being female. A large majority of incoming students were single with no children.

	2018	2017	2016
Female	56.7%	59.0%	64.0%
Male	42.9%	41.0%	36.0%
No Response	<1%		

# Table 3: Marital Status

	2018	2017	2016
Single	98.1%	98.4%	1.0%
Married	1.1%	1.4%	<1%
Widowed	<1%	<1%	<1%
Divorced	<1%		<1%
No Response	<1%		

## Table 4: Number of Children

	2018	2017	2016
None	97.3%	97.6%	97.0%
One	1.5%	1.3%	2.0%
Two	<1%	<1%	<1%
Three		<1%	<1%
Four or more	<1%	<1%	<1%
No Response	<1%	<1%	

# **Research Brief**

# FIRST CHOICE FOR COLLEGE

Remaining consistent with the past years' worth of data, still more than half of all responding incoming students selected IU Southeast as their first choice for college. The University of Louisville remains the most considered alternative option, followed by IU Bloomington. Among the 104 responses in the "Other" category, Eastern Kentucky University and the University of Evansville were mentioned by 4 respondents each.

Table 5	5: First C	hoice	
	2018	2017	2016
Yes	59.4%	58.0%	58.0%
No	39.5%	41.3%	42.0%
No Response	1.1%	<1%	

## Table 6: Considered Attending

	2018	2017	2016
University of Louisville	42.7%	37.1%	40.0%
IU Bloomington	38.4%	26.2%	27.0%
Other	19.8%	24.4%	23.0%
IUPUI	16.0%	14.1%	15.0%
Ball State University	14.1%	14.0%	15.0%
Indiana State University	12.2%	13.7%	13.0%
Bellarmine University	11.8%	11.3%	12.0%
Ivy Tech Community College	11.5%	14.6%	14.0%
University of Southern Indiana	10.3%	10.0%	11.0%
Western Kentucky University	9.0%	10.9%	10.0%
Purdue University (West Lafayette)	8.8%	7.2%	8.0%
Hanover College	7.8%	5.1%	6.0%
Jefferson Community College	6.7%	5.5%	6.0%
Spalding University	4.6%	3.5%	4.0%

\*Please note that the respondents could choose more than one answer.

# SOURCES OF INFORMATION AND FACTORS INFLUENCING SCHOOL CHOICE

Personal contact with family and friends attending IU Southeast continues to be the greatest source of information for incoming students, followed closely by contact with current students and teachers. The efficacy of the IU Southeast website was demonstrated, as that resource was used by 8.4% more of the group in 2018 than in the previous year, which put that in second place at 46%. There were also three new sources of information added into the survey for this year, including email, mobile application and digital ads, and social media. These three have no historical data for comparison at the present time.

Tuble 7. Sources of Information Obtained abou		10000	
	2018	2017	2016
Friends or Family who Attend IU Southeast	46.2%	45.7%	49.0%
IU Southeast Website	46.0%	37.6%	41.0%
Current IU Southeast Students	44.8%	42.4%	44.0%
Counselors	43.3%	33.8%	37.0%
Teachers	42.2%	39.5%	42.0%
Materials Mailed to You	41.0%	33.9%	40.0%
Email	34.0%		
Contact with IU Southeast Graduates	29.4%	23.5%	25.0%
Friends or Family who do not Attend IU Southeast	21.9%	21.1%	23.0%
Social Media (Facebook, Instagram, Twitter, YouTube)	17.4%		
Coaches/Sports	10.1%	10.0%	9.0%
Mobile Application/Digital Ads	6.7%		
Billboards	4.6%	8.4%	10.0%
Other	1.9%	3.4%	4.0%
Print Ads	1.9%	2.6%	3.0%
TV Ads	1.9%	2.6%	3.0%
Radio Ads		1.3%	3.0%

Table 7: Sources of Information Obtained about IU Southeast

\*Please note that the respondents could choose more than one answer.

The top six factors influencing attendance at IU Southeast mirror the sources of information depicted in Table 28 above, with friends and family, the IU Southeast website, and current IU Southeast students leading the way. Billboards, print ads, television ads, and radio ads continued to decline in their influence toward this entering group's decision-making process.

	2018	2017	2016
Friends or Family who Attend IU Southeast	37.2%	34.2%	39.0%
IU Southeast Website	36.5%	28.9%	31.0%
Current IU Southeast Students	35.1%	32.6%	34.0%
Counselors	33.4%	25.7%	26.0%
Teachers	31.9%	27.7%	30.0%
Materials Mailed to You	28.6%	22.0%	27.0%
Contact with IU Southeast Graduates	25.0%	17.5%	19.0%
Email	24.8%		
Friends or Family who do not Attend IU Southeast	17.9%	15.9%	16.0%
Social Media (Facebook, Instagram, Twitter, YouTube)	9.9%		
Coaches/Sports	8.4%	8.4%	7.0%
Mobile application/ Digital Ads	3.6%		
Billboards	2.7%	3.4%	3.0%
Other	1.7%	1.6%	2.0%
Print Ads	1.0%	1.1%	1.0%
TV Ads	1.0%	1.1%	2.0%
Radio Ads		1.0%	1.0%

Table 8: Factors Influencing Decision to Attend IU Southeast

\*Please note that the respondents could choose more than one answer.

\*\*The percentages total the "A Lot" and "Some" categories.

# **DECISION FACTORS**

IU Southeast's cost, location, and quality of education remain the big three factors influencing respondents' decision to attend the institution. The university's choice of programs, small class size, and available financial aid were once more also important factors in students' decisions this year.

	2018	2017	2016
Cost	94.3%	92.0%	90.0%
Location	92.0%	89.9%	91.0%
Quality of Education	88.7%	87.8%	88.0%
Choice of Academic Programs	83.4%	78.9%	81.0%
Small Class Size	80.3%	75.7%	79.0%
Availability of Financial Aid	75.8%	71.1%	71.0%
Size of the Institution	74.6%	71.9%	76.0%
Applied Learning Opportunities	60.5%	50.2%	54.0%
Events, Activities, and Campus Life	52.5%	45.5%	45.0%
Friends or Family with or Pursuing an IU Southeast Degree	39.7%	40.8%	41.0%
Parent's Decision	35.9%	33.1%	32.0%
Reciprocity (Resident Tuition for Kentucky Students)	31.1%	29.9%	28.0%
Athletic Programs in which You would Like to Participate	26.9%	23.6%	20.0%

Table 9: Factors Contributing to Decision to Attend IU Southeast

\*Please note that the respondents could choose more than one answer.

\*\*The percentages total the "A Lot" and "Some" categories.

<u>IU Sout</u>	heast Entering Student Survey
his survey will take about 15-20 minutes	to complete. Please complete all of the items on the survey.
	om-right corner of the screen to navigate through the survey.
lext moves to the next page, while Back n utton to submit your responses.	noves to the previous page. At the end of the survey, be sure to click the final Next
ill not be revealed in any publication or process location. There are no foreseeable	tional research purposes. The identities of respondents will remain confidential and resentation of the results of this survey. Data will be kept in a secured, limited risks by participating in this study. If you have questions about your rights to the Office of Institutional Effectiveness at Indiana University Southeast at
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	Entering Student Survey, Section 1 of 5
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Last Name:	
UID Number (include leading zeros):	
Birth Date (mm/dd/yyyy):	
Email (IUS email preferred):	
Preferred Phone ((555) 123-4567):	
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Composition	
Music Business	Production/Audio Production
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Qualtrics Survey Software

Worker (please describe)		
» No plan / I don't know		
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	Entering Student Survey, Section 3	of 5
-	out any of the following activities (select all that	
Adult Student Support	Overseas study	
Children's programming		s events and entertainment
Athletic Pep Band	Political clubs	
Ethnic/Multi-cultural groups	Religious organi	zations
Finding employment	Sororities	Orzenizatione
Fraternities	Special Interest	•
Honors Program	Student Ambass	
Instrumental music	Student gublicat	
Internships	Student publicati	015
Intramural sports	Theatre/drama Varsity sports	
Mentoring	Vocal music	
Obtaining Financial Aid	Volunteering in t	
Organizations related to academic maj		ile community
thnic/Multicultural Groups (select	all that apply):	
Asian Pop Culture Club		
International Student Organization		
Japanese Pop Culture Club		
Multicultural Student Union		
Student African American Brotherhoo	od	
Students for Diversity CCR		
rganizations related to academic	major (select all that apply):	
Advertising Club	Marketing Club	German Club
Biology Club	National Science Teachers Association	Honors Community
Computer Security Group	Philosophy Club	Honors Program Student Advisory Board
Economics Club	Pre-Health Professional Society	Pre-Dental
English Club	Psychology Club	Pre-Med Society
Field Biology Club	Society for Human Resource Management	
Finance Club	Spanish Club	Political Science Club
French Club	Student Art Association	Sociology Club
Graphic Arts Club	Student Education Association	Women in Technology
History Club	Student Nurses' Association Criminal Justice Student Association	Business Professionals of America           Launch Entrepreneurship Club

Civil Liberties Union (CLU)	
College Democrats	
College Republicans	
Lodge Council	
Model United Nations	
Young Americans for Liberty	
Religious Organizations (select all that apply):	
Christian Student Fellowship	
Catholic Campus Community	
Free Thinkers	
Campus Ministry International at IU Southeast	
Jewish Student Union	
Campus Crusade (CRU)	
Delight Ministries	
Special Interest Organizations (select all that apply)	):
Allies	Acapella Geeks Club
American Society of Safety Engineers	Alpha Psi Omega (Theater)
Dance Marathon Council	Association for Computing Machinery
Debate Society	Beta Gamma Sigma
Earth Save	Castle Club
Gamer's Club	Coaster Club
Gay Straight Alliance	Concert Band
Indiana Underground Society	Makers Club
IUS Biology Volunteers	Panhellenic Council
Non-Traditional Student Union	Sound Together
One	Student Orientation Leaders
Outdoor Adventure Club	The Dining Hall (TDH)
ROTC (Reserve Officers' Training Corps)	Love Your Melons
Salsa Club	Sustainability Club
Student Alumni Association	Bass Fishing Club
Students for Life	Fit 4 You Club
Student Veterans Organization	Rotaract Club
Women in Computing	Film Club
Student Publications (select all that apply):	
Horizon Student Newspaper	
Literary Review	
Varsity Sports (select all that apply):	
Baseball	
Basketball - Men's	

Basketball - Women'sSoftball

🔲 Tennis - Men's

Tennis - Women's

Volleyball - Women's

een 4				
Entering Stu	udent Survey, Sec	tion 4 of 5		
rom which of the following did you obtain information a	about IU Southeas	st (select all that ap	oply)?	
Contact with IU Southeast graduates	TV ads			
Current IU Southeast students	Social M	ledia (Facebook, Insta	gram, Twitter, YouTu	be)
Friends or family who attend IU Southeast	Billboard	ls		
Friends or family who do not attend IU Southeast	Print ad	8		
Materials mailed to you	IU South	east website		
Teachers	Mobile a	pplication/ Digital Ads		
Counselors	Email			
_				
Coaches/Sports	Uther (p	lease specify):		
low much did each of the following information source				
	A lot	Some	A little	Not at all
Contact with IU Southeast graduates Current IU Southeast students	0	0	0	0
<ul> <li>Friends or family who attend IU Southeast</li> </ul>		0	0	0
<ul> <li>Friends or family who do not attend IU Southeast</li> </ul>			0	0
Materials mailed to you	0	0	Õ	0
7 Teachers	0	0	0	0
Counselors	0	0	0	0
Coaches/Sports	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
→ TV ads	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Social Media (Facebook, Instagram, Twitter, YouTube)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Billboards	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Print ads	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
IU Southeast website	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Mobile application/ Digital Ads	0	0	0	0
e Email	0	0	0	0
Other (please specify):	0	0	$\bigcirc$	$\bigcirc$
Did your parent or grandparent attend IU Southeast?				
Yes				
No No				
Please enter the name(s) of your parents or grandpare	nts who attended	IU Southeast.		
				1
Vac III Southeast your first shalos for sollars?				
Vas IU Southeast your first choice for college? Ves				
No				

Purdue (West Lafayette)

University of Louisville

1/15/2019

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University of Southern Indiana	Indiana State University
Ball State University	
Jefferson Community College	Hanover College
Ivy Tech Community College	Western Kentucky University
Bellarmine University	Other

	A lot	Some	A little	Not at a			
Location	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Cost	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Size of the institution	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Small class size	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Quality of education	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Choice of academic programs	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Availability of financial aid	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Athletic programs in which you would like to participate	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Reciprocity (resident tuition for Kentucky students)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Events, activities and campus life	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Applied learning opportunities (internship, research, service learning, study abroad)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Parents decision	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Friends or family with or pursuing an IU Southeast degree	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$			
Select all IU Southeast programs in which you have par	ticipated.	AHEAD					
Bridge to College	Sports C	Sports Camp					
College Fair	Theatre	Theatre and Music Dept. Programs					
Financial Aid Programs	Other	Other					
		at participated in any	IU Southeast program	ne			
High School College Prep Program	📃 l have n	ot participated in any	io Southeast program	115			

Please click the Next >> button to continue the survey.

#### Screen 5

#### Entering Student Survey, Section 5 of 5

### Indicate your current level of ability in the following areas:

	Excellent	Above Average	Average	Below Average	Very Poor
Expressing ideas, opinions, beliefs, and facts in writing	0	0	$\bigcirc$	$\bigcirc$	$\bigcirc$
Speaking in small groups	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Integrating knowledge from several different fields of study	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Relating knowledge with practice	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Presenting ideas, opinions, and beliefs effectively in a group	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Using information technology effectively	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
	Excellent	Above Average	Average	Below Average	Very Poor
/iewing events and phenomena from several different berspectives	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Reading comprehension	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Applying quantitative skills such as mathematics, statistics, etc.	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Speaking to a large group	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Understanding the traditions, values, and history of beople different from yourself	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Ability to listen effectively	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

Excellent       Above Average       Average       Below Average       Verage         Evaluating arguments to support a point of view       Image: State of the stat	ically about ideas and issues				are		
Evaluating arguments to support a point of view  Thinking critically about ideas and issues Reasoning about ethical and moral issues Working productively with other people in small groups Working area or ethnicity different than your own? People of a race or ethnicity different than your own? People who differ from you in their religious beliefs, political opinions, or Personal values? Wave you ever taken an online course? Yes No From where have you taken an online course? (Choose all that apply) In high school not for college credit In high school not for college credit From IU Southeast From any other college or university Please indicate the likelihood that you would enroll in coursework that is delivered Yery Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't Entirely online (allows student to	ically about ideas and issues		Excellent	Above Average	Average	Below Average	Very Poor
Thinking critically about ideas and issues Reasoning about ethical and moral issues Working productively with other people in small groups How often have you had a serious conversation with  Never Sometimes Often Verepople of a race or ethnicity different than your own? people of a race or ethnicity different than your own? people who differ from you in their religious beliefs, political opinions, or personal values?  Aave you ever taken an online course? Yes No From where have you taken an online course? (Choose all that apply) In high school for college credit From tul Southeast From JU Southeast From any other college or university Please indicate the likelihood that you would enroll in coursework that is delivered  Very Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't Entirely online (allows student to	ically about ideas and issues		Excellent	Above Average	Average	Below Average	Very Poor
Reasoning about ethical and moral issues       Image: Constraint of the second se	-	w	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Working productively with other people in small groups       Image: Constraint of the second se	bout ethical and moral issues		0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
How often have you had a serious conversation with         Image: the series of th	Bout ethical and MOIALISSUES		0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Never       Sometimes       Often       Verestype         people of a race or ethnicity different than your own?       Image: Comparison of the state of the st	ductively with other people in smal	ll groups	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
people of a race or ethnicity different than your own? people who differ from you in their religious beliefs, political opinions, or personal values?  Have you ever taken an online course?  Yes No  From where have you taken an online course? (Choose all that apply) In high school for college credit In high school not for college credit From IU Southeast From any other college or university  Please indicate the likelihood that you would enroll in coursework that is delivered  Very Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't Entirely online (allows student to	have you had a serious con	versation wit	th				
becopie who differ from you in their religious beliefs, political opinions, or bersonal values?  Have you ever taken an online course?  Yes No  From where have you taken an online course? (Choose all that apply) In high school for college credit In high school not for college credit In high school not for college credit From IU Southeast From any other college or university  Please indicate the likelihood that you would enroll in coursework that is delivered  Very Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't Entirely online (allows student to				Never	Sometimes	Often	Very Often
tave you ever taken an online course?  Yes  Yes  No  From where have you taken an online course? (Choose all that apply) In high school for college credit In high school not for college credit From IU Southeast From any other college or university  Please indicate the likelihood that you would enroll in coursework that is delivered  Very Unlikely Somewhat Unlikely Very Likely I don't Entirely online (allows student to	ace or ethnicity different than your	r own?		0	$\bigcirc$	$\bigcirc$	$\bigcirc$
Yes No  From where have you taken an online course? (Choose all that apply) In high school for college credit In high school not for college credit From IU Southeast From any other college or university Please indicate the likelihood that you would enroll in coursework that is delivered Very Unlikely Somewhat Unlikely Very Likely I don't Entirely online (allows student to		liefs, political o	pinions, or	0	$\bigcirc$	$\bigcirc$	$\bigcirc$
No  No  From where have you taken an online course? (Choose all that apply) In high school for college credit In high school not for college credit From IU Southeast From any other college or university Please indicate the likelihood that you would enroll in coursework that is delivered Very Unlikely Somewhat Unlikely Very Likely I don't Entirely online (allows student to	ever taken an online course?	?					
From where have you taken an online course? (Choose all that apply) In high school for college credit In high school not for college credit From IU Southeast From IU Southeast From any other college or university Please indicate the likelihood that you would enroll in coursework that is delivered Very Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't Entirely online (allows student to							
In high school for college credit In high school not for college credit From IU Southeast From any other college or university Please indicate the likelihood that you would enroll in coursework that is delivered Very Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't Entirely online (allows student to							
Very Unlikely Somewhat Unlikely Somewhat Likely Very Likely I don't							
Entirely online (allows student to							
	-						
complete course requirements at any time from any location)	Ve					y Likely	l don't know
Online interactive (with a few on- campus class meetings often for labs or exams, with 76% or more of o o o ( instructional content delivered online)	Vene (allows student to urse requirements at m any location)					y Likely	I don't know
Hybrid (combines classroom nstruction with online instruction, with 25%-75% instruction delivered	Ve ne (allows student to urse requirements at m any location) active (with a few on- is meetings often for ns, with 76% or more of	ery Unlikely	Somewhat Uni	ikely Somewhat L		0	

	0	10	20	30	40	50	60	70	80	90	Not Applicabl 100
Entirely online (allows student to complete course requirements at any time from any location)											
Online interactive (with a few on-campus class meetings often for labs or exams, with 76% or more of instructional content delivered online)											
Hybrid (combines classroom instruction, with online instruction, with 25%-75% instruction delivered online)											

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	Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	l don't know
Jpper-level courses in your major	0	0	0	0	0
ower-level courses in your major	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
General Education courses	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Any courses	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

### If you were to enroll in a course with at least some online content, how convenient would the following options be?

		•										
	Very inconvenient	Somewhat inconvenient	Somewhat convenient	Very convenient	l don't know							
Morning (7:00-11:00 AM)	0	0	0	0	0							
Mid-day (11:00 AM-1:00 PM)	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$							
Afternoon (1:00-5:00 PM)	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$							
Evening (5:00-10:00 PM)	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$							
Weekend	0	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$							

### Thank you for participating in the Entering Student Survey!

You MUST click the Next >> button to submit your responses.