



**INDIANA UNIVERSITY
SOUTHEAST**

OFFICE OF INSTITUTIONAL EFFECTIVENESS

Entering Student Survey Report

First Choice by Residency Status

**Administered to First-Time Students Entering
IU Southeast in 2019, 2020, and 2021**

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There were 519 respondents in 2021, 111 respondents in 2020, and 720 respondents in 2019 who enrolled at IU Southeast in the subsequent Fall 2021, 2020, and 2019 terms, respectively. Between 5 and 70 responding students in that same period participated in this survey and decided not to enroll at IU Southeast in the Fall term. This report focuses on that former group of respondents that enrolled at IU Southeast and are included in the Fall 2021 official census report.

Table 1: Surveyed Student Population

	2021		2020		2019	
	N	%	N	%	N	%
Enrolled	519	88.1%	111	95.7%	720	94.7%
Unenrolled	70	11.9%	5	4.3%	40	5.3%
Total	589	100.0%	116	100.0%	760	100.0%

Four-fifths (80%) of the respondents were Indiana residents in 2021, while a sixth (16%) of them were classified as reciprocal students (Kentucky residents qualified to receive in-state tuition rates). Reciprocity levels decreased for a second year in a row since 2019, while in-state resident and out-of-state student levels increased during that same period.

Table 2a: Enrolled Student Population, by Derived Residency Status

N = 519	2021	2020	2019
Indiana Resident	80.0%	76.6%	71.3%
Reciprocity Student	16.0%	20.7%	26.8%
Out-of-State Student	4.0%	2.7%	1.9%

Although there were an initial 519 respondents for many of the early overall Fall 2021 survey questions, 97 students appeared to stop answering questions after a certain point in the survey, resulting in a consistent 18.7% "No response" population. These respondents' blank responses were removed from further consideration, which decreased the total respondent count from 519 to 422 respondents for the remainder of the survey tables and discussion. This latter group of respondents and their derived residency status are described in the follow up table below.

Table 2b: Enrolled Student Population, by Derived Residency Status

N = 422	2021	2020	2019
Indiana Resident	82.5%	76.6%	71.3%
Reciprocity Student	14.2%	20.7%	26.8%
Out-of-State Student	3.3%	2.7%	1.9%

RESPONDENT DEMOGRAPHICS

In 2021, the ratio of females to males at IU Southeast remained consistent with previous years, with almost two-thirds of students selecting female. A higher percentage of in-state students (66.1%) were female than the reciprocal or out-of-state respondents. A large majority of incoming students were single with no children. Reciprocal students were found to be more likely to have non-single marital statuses and have one or more children than Indiana or out-of-state respondents.

Table 3: Gender Identity, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Female	66.1%	65.9%	65.7%	45.0%	73.9%	63.7%	50.0%	66.7%	50.0%	62.6%	67.6%	64.9%
Male	33.0%	32.9%	34.3%	51.7%	26.1%	36.3%	50.0%	33.3%	50.0%	36.3%	31.5%	35.1%
Other	<1%	--	--	3.3%	--	--	--	--	--	1.2%	--	--
No Response	--	1.2%	--	--	--	--	--	--	--	--	<1%	--

Table 4: Marital Status, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Single	98.9%	96.5%	98.1%	96.7%	95.7%	98.4%	100.0%	100.0%	100.0%	98.6%	96.4%	98.2%
Married	<1%	2.4%	1.4%	3.3%	4.3%	1.1%	--	--	--	1.2%	2.7%	1.3%
Divorced	<1%	--	<1%	--	--	<1%	--	--	--	<1%	--	<1%
Widowed	--	--	--	--	--	--	--	--	--	--	--	--
No Response	--	1.2%	<1%	--	--	--	--	--	--	--	<1%	<1%

Table 5: Number of Children, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
None	98.6%	96.5%	97.7%	93.3%	100.0%	97.4%	92.9%	100.0%	100.0%	97.6%	97.3%	97.6%
One	<1%	2.4%	1.0%	3.3%	--	2.1%	--	--	--	1.2%	1.8%	1.3%
Two	<1%	--	<1%	3.3%	--	<1%	7.1%	--	--	1.2%	--	<1%
Three	--	--	<1%	--	--	--	--	--	--	--	--	<1%
Four or more	--	--	<1%	--	--	--	--	--	--	--	--	--
No Response	--	1.2%	<1%	--	--	--	--	--	--	--	<1%	<1%

FIRST CHOICE FOR COLLEGE

Remaining consistent with the past years' data, almost two-thirds (64.7%) of all respondents stated that they selected IU Southeast as their first choice for college. The University of Louisville remains the most considered alternative option, followed by IU Bloomington, though both institutions have lost ground since 2019. The difference between in-state students' choices and reciprocal students' choices is made even clearer when separated this way. The University of Louisville, Jefferson Community & Technical College, Bellarmine University, and unlisted institutions are more popular among the reciprocal students, while in-state institutions including IU Bloomington, IUPUI, Ball State University, and Indiana State University are choices that are more competitive for Indiana residents applying to IU Southeast. IU Bloomington and Purdue University in West Lafayette were seen as the top two most popular alternative institutions for out-of-state respondents this year.

Ivy tech Community College continued to trend favorably with respondents, with about a fifth (18.7%) of incoming students applying there concurrently with IU Southeast. Among the 66 write-in responses in the "Other" category, a combined 16 respondents mentioned Sullivan University (N = 3), the University of Kentucky (N = 3), Eastern Kentucky University (N = 2), Franklin College (N = 2), Indiana Tech (N = 2), IU Kokomo (N = 2), and IUPUC (N = 2).

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Table 6: IU Southeast as First Choice, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Yes	63.8%	51.8%	57.7%	66.7%	65.2%	53.9%	78.6%	100.0%	78.6%	64.7%	55.9%	57.1%
No	24.7%	45.9%	41.3%	28.3%	34.8%	43.0%	14.3%	--	21.4%	24.9%	42.3%	41.4%
No Response	11.5%	2.4%	1.0%	5.0%	--	3.1%	7.1%	--	--	10.4%	1.8%	1.5%

Table 7: Institutions Considered Attending, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
University of Louisville	28.7%	27.1%	30.2%	53.3%	69.6%	56.5%	7.1%	--	42.9%	31.5%	35.1%	37.5%
IU Bloomington	31.0%	31.8%	35.5%	3.3%	--	5.7%	28.6%	--	28.6%	27.0%	24.3%	27.4%
Ivy Tech Community College	22.4%	27.1%	18.9%	--	--	1.0%	7.1%	33.3%	7.1%	18.7%	21.6%	13.9%
Other	13.2%	16.5%	20.1%	28.3%	39.1%	26.9%	21.4%	--	28.6%	15.6%	20.7%	22.1%
Ball State University	17.5%	18.8%	21.2%	--	4.3%	2.1%	14.3%	--	28.6%	14.9%	15.3%	16.3%
IUPUI	17.5%	22.4%	16.8%	1.7%	--	--	7.1%	--	7.1%	14.9%	17.1%	12.1%
Indiana State University	17.2%	16.5%	15.4%	--	--	2.6%	--	--	21.4%	14.2%	12.6%	12.1%
University of Southern Indiana	13.2%	15.3%	15.6%	--	--	--	--	--	14.3%	10.9%	11.7%	11.4%
Purdue University (West Lafayette)	9.2%	18.8%	9.6%	--	--	2.6%	21.4%	--	14.3%	8.3%	14.4%	7.8%
Bellarmino University	6.6%	11.8%	7.2%	15.0%	13.0%	21.8%	7.1%	--	7.1%	7.8%	11.7%	11.1%
Hanover College	6.9%	7.1%	7.2%	3.3%	--	3.6%	7.1%	33.3%	--	6.4%	6.3%	6.1%
Jefferson Community & Technical College	1.4%	--	1.0%	26.7%	39.1%	31.1%	7.1%	--	--	5.2%	8.1%	9.0%
Spalding University	2.3%	--	2.1%	10.0%	8.7%	7.8%	14.3%	--	--	3.8%	1.8%	3.6%
Western Kentucky University	2.9%	8.2%	4.7%	10.0%	13.0%	23.3%	--	--	7.1%	3.8%	9.0%	9.7%

**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 in all residency categories, followed closely by the IU Southeast website, contact with teachers, and mailed materials. Of the 16 informational resource categories, the top six categories each appear to have reached or informed between about a third and one-half of the 2021 respondents, though all six of these methods appear to have had less of an impact on respondents than in 2020. The respondents' written-in informational sources within the "Other" category included campus tours or visits, living near the campus, and college fairs, which made up 3.6% of responses. Television ads, billboards, and print ads continue to be the least beneficial of these informational resources.

Table 8: Sources of Information Obtained about IU Southeast, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Friends or Family Who Attend IU Southeast	48.3%	52.9%	50.1%	38.3%	47.8%	38.3%	35.7%	33.3%	50.0%	46.4%	51.4%	46.9%
IU Southeast Website	35.3%	44.7%	38.2%	43.3%	43.5%	32.1%	21.4%	--	28.6%	36.0%	43.2%	36.4%
Teachers	40.5%	41.2%	40.5%	13.3%	30.4%	32.1%	7.1%	33.3%	42.9%	35.5%	38.7%	38.3%
Materials Mailed to You	37.4%	45.9%	37.6%	23.3%	26.1%	23.8%	28.6%	--	21.4%	35.1%	40.5%	33.6%
Current IU Southeast Students	34.8%	45.9%	50.7%	15.0%	34.8%	32.1%	28.6%	--	35.7%	31.8%	42.3%	45.4%
Counselors	31.9%	38.8%	40.4%	10.0%	30.4%	30.6%	21.4%	66.7%	14.3%	28.4%	37.8%	37.2%
Email	26.4%	32.9%	30.8%	6.7%	26.1%	22.8%	--	--	7.1%	22.7%	30.6%	28.2%
Contact with IU Southeast Graduates	24.4%	25.9%	32.2%	10.0%	17.4%	23.8%	7.1%	33.3%	7.1%	21.8%	24.3%	29.4%
Friends or Family Who Do Not Attend IU Southeast	20.1%	23.5%	17.3%	23.3%	13.0%	18.7%	7.1%	33.3%	21.4%	20.1%	21.6%	17.8%
Social Media (Facebook, Instagram, Twitter, YouTube)	18.1%	20.0%	16.4%	5.0%	34.8%	18.1%	--	--	7.1%	15.6%	22.5%	16.7%
Coaches/Sports	8.0%	7.1%	10.1%	6.7%	8.7%	9.8%	28.6%	--	35.7%	8.5%	7.2%	10.6%
Mobile Application/Digital Ads	4.6%	4.7%	6.6%	1.7%	8.7%	3.6%	--	--	--	4.0%	5.4%	5.7%
Other	2.9%	3.5%	3.9%	5.0%	4.3%	4.7%	14.3%	--	--	3.6%	3.6%	4.0%
TV Ads	3.2%	4.7%	1.6%	--	4.3%	1.0%	--	--	--	2.6%	4.5%	1.4%
Billboards	2.6%	2.4%	2.1%	--	--	2.6%	--	--	--	2.1%	1.8%	2.2%
Print Ads	1.4%	--	1.8%	1.7%	4.3%	1.6%	--	--	7.1%	1.4%	<1%	1.8%

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

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The top six factors influencing attendance at IU Southeast continued to mirror the sources of information depicted in Table 8. Friends, family, or students attending IU Southeast; the IU Southeast website; mailed materials; and teachers and counselors were once again key factors in respondents' decisions to apply and enroll. Mobile applications and digital ads, television ads, billboards, and print ads continued to decline in their efficacy toward this entering group's decision-making process.

Table 9: Factors Influencing Decision to Attend IU Southeast, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Friends or Family Who Attend IU Southeast	39.7%	44.7%	38.2%	30.0%	34.8%	25.9%	28.6%	--	35.7%	37.9%	41.4%	21.0%
IU Southeast Website	27.0%	32.9%	28.7%	38.3%	39.1%	25.4%	14.3%	--	28.6%	28.2%	33.3%	27.8%
Current IU Southeast Students	27.3%	37.6%	38.2%	13.3%	26.1%	22.8%	21.4%	--	21.4%	25.1%	34.2%	33.8%
Teachers	28.2%	29.4%	31.2%	10.0%	21.7%	22.3%	--	33.3%	35.7%	24.6%	27.9%	28.9%
Materials Mailed to You	22.4%	32.9%	23.4%	16.7%	26.1%	15.5%	14.3%	--	21.4%	21.3%	30.6%	21.3%
Counselors	20.7%	28.2%	30.0%	10.0%	26.1%	20.2%	21.4%	33.3%	14.3%	19.2%	27.9%	27.1%
Contact with IU Southeast Graduates	17.2%	18.8%	23.2%	5.0%	8.7%	17.6%	--	--	7.1%	14.9%	16.2%	21.4%
Friends or Family Who Do Not Attend IU Southeast	13.5%	16.5%	12.3%	18.3%	8.7%	15.5%	7.1%	33.3%	21.4%	14.0%	15.3%	13.3%
Email	15.5%	23.5%	21.2%	5.0%	21.7%	15.0%	--	--	7.1%	13.5%	22.5%	19.3%
Social Media (Facebook, Instagram, Twitter, YouTube)	9.8%	10.6%	9.2%	3.3%	26.1%	6.7%	--	--	7.1%	8.5%	13.5%	8.5%
Coaches/Sports	6.6%	4.7%	8.4%	5.0%	8.7%	7.3%	21.4%	--	35.7%	6.9%	5.4%	8.6%
Other	2.3%	2.4%	1.8%	5.0%	--	1.6%	14.3%	--	--	3.1%	1.8%	1.7%
Mobile Application/Digital Ads	2.0%	--	4.3%	1.7%	4.3%	2.6%	--	--	--	1.9%	<1%	3.8%
TV Ads	1.4%	--	<1%	--	4.3%	<1%	--	--	--	1.2%	<1%	<1%
Billboards	1.1%	--	<1%	--	--	1.0%	--	--	--	<1%	--	<1%
Print Ads	<1%	--	1.0%	--	4.3%	--	--	--	7.1%	<1%	<1%	<1%

*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 location, cost, and quality of education remain the largest three factors influencing respondents' decision to attend the institution. The university's choice of programs, financial aid availability, and small class size were once more important factors in students' decisions this year. Small class size and the size of the IU Southeast once again played a larger part of the decision-making process for respondents outside of Indiana this year than their fellow in-state respondents.

Table 10: Factors Contributing to Decision to Attend IU Southeast, by Derived Residency Status

	Indiana Resident			Reciprocity			Out-of-State			Grand Total		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Location	85.3%	91.8%	93.8%	83.3%	91.3%	83.9%	85.7%	100.0%	71.4%	85.1%	91.9%	90.7%
Cost	81.6%	84.7%	91.8%	85.0%	95.7%	92.7%	71.4%	100.0%	85.7%	81.8%	87.4%	91.9%
Quality of Education	79.0%	81.2%	84.2%	85.0%	91.3%	87.6%	71.4%	100.0%	71.4%	79.6%	83.8%	84.9%
Choice of Academic Programs	69.3%	83.5%	78.8%	78.3%	87.0%	78.2%	57.1%	33.3%	64.3%	70.1%	82.9%	78.3%
Availability of Financial Aid	64.1%	76.5%	74.1%	60.0%	73.9%	76.7%	64.3%	66.7%	71.4%	63.5%	75.7%	74.7%
Small Class Size	59.2%	70.6%	75.0%	70.0%	91.3%	82.9%	64.3%	66.7%	57.1%	60.9%	74.8%	76.8%
Size of the Institution	55.2%	64.7%	71.3%	68.3%	91.3%	81.3%	78.6%	33.3%	57.1%	57.8%	69.4%	73.8%
Applied Learning Opportunities	41.7%	44.7%	54.8%	41.7%	52.2%	67.4%	50.0%	--	50.0%	41.9%	45.0%	58.1%
Events, Activities, and Campus Life	37.6%	32.9%	48.5%	45.0%	39.1%	56.0%	42.9%	--	35.7%	38.9%	33.3%	50.3%
Friends or Family with or Pursuing an IU Southeast Degree	34.2%	41.2%	43.9%	30.0%	39.1%	37.3%	50.0%	33.3%	14.3%	34.1%	40.5%	41.5%
Parent's Decision	25.9%	28.2%	32.2%	21.7%	21.7%	29.5%	35.7%	33.3%	21.4%	25.6%	27.0%	31.3%
Reciprocity (Resident Tuition for Kentucky Students)	8.6%	9.4%	15.0%	78.3%	95.7%	80.8%	21.4%	--	14.3%	19.0%	27.0%	32.6%
Athletic Programs in which You would Like to Participate	16.1%	14.1%	23.0%	15.0%	21.7%	25.4%	35.7%	--	21.4%	16.6%	15.3%	23.6%

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

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