



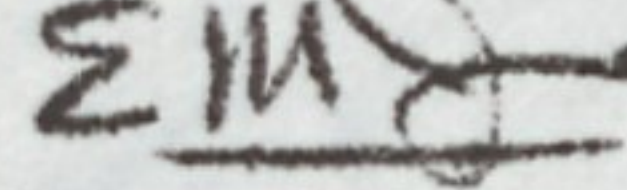
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OFFICE of THE VICE CHANCELLOR
for STUDENT LIFE
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June 27, 1988

MEMORANDUM

TO: Those Interested

FROM: Elmer Meyer, Jr. 
Vice Chancellor, Student Life

SUBJECT: Comparison Data About Our Entering Freshman Culled from the ACE-UCLA
Cooperative Institutional Research Programs for 1980, 1983, and 1987

The attached information is taken from a more detailed print out of information provided by our freshmen during the Summer Orientation Programs in 1980, 1983, and 1987. While male, female and total responses are given for 1987, only the total responses are included for 1980 and 1983. National percentages for universities classified like ECU are provided for 1987 as well. There are several notable shifts in response over the last eight years. Here are a few of them:

1. The number of freshmen who indicated their average grades in high school were B- or above has diminished. (1980 = 81.4%, 1987 = 75.2%)
2. More freshmen have met or exceeded recommended years of study in English, mathematics, foreign languages, and art or music, while fewer freshmen have met or exceeded standards in biological sciences and physical sciences (between 1987 and 1983, question was not asked in 1980). (See item number 2).
3. The estimated family income of students in the over \$40,000 range has increased from 18.2% in 1980 to 34.8% in 1983 to 53.6% in 1987. Those with parental income below \$10,000 has decreased from 37.8% in 1980 to 13.6 in 1987.
4. Fewer persons were reported to be currently dependent on parents for support: Two or less = 29.8% in 1987 and 11.4% in 1980. Five or more = 19.4% in 1987 and 33.4% in 1980.
5. Fewer other dependents are currently enrolled in college: None = 71.0% in 1987 and 66.8% in 1980.
6. Almost 22% of the freshmen reported their parents were divorced or separated. (1987 only)
7. Of the several activities listed as having been engaged in by freshmen during the past year, it is notable that "drank beer" decreased from 78.2% in 1983 to 68.8% in 1987. Also, only 12.9% indicated they had smoked cigarettes, up 1.0% from 1983.
8. ECU was indicated as the first choice of 66.6% in 1987 and 71.5% in 1980.

9. A higher percentage of students applied for admission to two or more colleges in 1987 (53.7%) than in 1980 (46.1%).

10. Of those items which 1987 freshmen indicated they can presently do well, it is notable that only 28.8% know the freedoms in the Bill of Rights, and 30.7% have no interest in learning them. (National average = 31.7% and 28.1%) Only 8.8% indicated they could identify classical compositions, while 66.6% were interested in learning to do so. (See questions 13 and 14 for more.)

11. Probable career occupations show a slight increase in being a teacher and a reduced interest in computer programming and nursing. (See item 15 for 41 other probable career occupations.)

12. The 1987 freshmen reported that over 60% of their fathers and 51.5% of their mothers had some college, a college degree, some grad school, or a graduate degree. In 1980, 42.9% of the fathers and 43.1% of the mothers had a high school education or less. In 1987 the percent dropped to 33.1% of the fathers and 38.0% of the mothers.

13. In the reasons noted as very important in deciding to go to college more students wanted to "make more money (1987 = 76.3%, 1980 = 69.8%), get away from home (1987 = 17.2%, 1980 = 10.5%), and prepare for graduate school (1987 = 50.0%, 1980 = 46.9%). Fewer students felt it important to gain a general education (1987 = 59.8%, 1980 = 70.2%), go to college because parents wanted them to go (1987 = 22.0%, 1980 = 37.8%) or to learn more about things (1987 = 72.3, 1980 = 76.1%).

14. In 1987, 35.9% indicated a very important reason for selecting ECU was its good academic reputation. In 1980 it was 40.1%. ECU's good social reputation was cited by 39.6% in 1987 and 27.6% in 1983. (See item 18 for more).

15. The largest shifts in items under "Objectives considered to be Essential or Very important" were:

<u>Item</u>	<u>1987</u>	<u>1980</u>	<u>Diff</u>
a. Be well off financially	77.7	66.4	+11.3
b. Help others in difficulty	59.1	72.5	-13.4
c. Raise a family	55.4	64.7	- 9.3
d. Develop a philosophy of life	37.8	58.0	-20.2
e. Promote racial understanding	27.5	36.1	- 8.6
f. Be involved in environmental cleanup	17.5	26.6	- 9.1
g. Participate in community action	22.6	36.5	-13.9

16. Freshmen were asked whether they agreed with twenty one social and political issue items (see item 25). Of these issues, the following eight showed the greatest change in percentage between 1980 and 1987:

<u>Item</u>	<u>1987</u>	<u>1980</u>	<u>Diff</u>
a. Prohibit homosexual relations	62.7	58.0	+ 4.7
b. Sex ok if people like each other	55.9	44.1	+11.8
c. Marijuana should be legalized	27.7	39.8	-12.1
d. Live together before marriage	49.8	38.3	+11.5
e. Should abolish death penalty	23.4	30.3	- 6.9
f. Women's activities best in home	32.8	24.4	+ 8.4
g. Increase federal military spending	32.5	44.7(1983)	-12.2
h. Gov't not protecting consumer	69.5	77.4	- 7.9

17. Other items which are not included in the attached table but are in the survey materials available in this office are:

- Year Graduated from High School
- Age, Dec. 31, 1987
- Racial background
- Twin status
- Highest degree planned at freshmen college
- Highest degree planned anywhere
- Student rated self above average or in highest 10%
- Native English speaker
- Hours per week in the last year spent on-----
- Probable major field of study
- U.S. Citizen
- Father's Occupation (Note: 37.8% indicated businessman)
- Father's religious preference (36.8% Baptist, 18.6% Methodist)
- Mother's Occupation (13.4% indicated full time homemaker)
- More detail on sources for educational expenses
- Student estimate chances are very good they will---(25 items)

In summary, freshmen in 1987 seem to show more self interest (being well off financially, making more money, etc.) and less interest in community service, helping others, or developing a philosophy of life. 1987 freshmen also come from smaller families than earlier and the education level of parents is higher than the freshmen of 1980. Incomes of parents are higher today and there is somewhat less concern about financing a college education.

For those interested, breakdowns and further information is available in this office. If you have any questions or comments, please let me know.

EM/bv