The Cooperative Institutional Research Program (CIRP) Freshman Survey is designed to capture a portrait of student characteristics of UCO’s entering first-year (FY) class. This survey was administered early in the fall 2012 semester to students enrolled in English Composition I. There were 1,132 respondents. Of those, 998 (88 percent) were first-time, full-time college students. Below are some highlights about our FY class.

**Why are students going to college?**

UCO’s FY students rated the following factors as *very important*: “to be able to get a better job” (89 percent), “to able to make more money,” (83 percent), and “to get training for a specific career” (83 percent). With this clear focus, our students should be highly motivated to do well with the help and guidance of faculty and staff. The predominance of this career orientation may have implications for the most effective ways to engage this group of students.

**Student Traits**

2012 UCO FY students rated themselves slightly higher in several key areas related to openness and working with others compared to the 2011 UCO FY entering class. This year’s class saw themselves as being open-minded and having the ability to see issues from other perspectives, and being confident in their ability to discuss and negotiate controversial issues. If we add the students who rated themselves average on these factors, we see that as a group, these students see themselves as able and inclined to learn by being engaged in the consideration of new ideas and perspectives. In addition, they are confident in their ability to work cooperatively with others.
Why students pick UCO

On the survey, students were asked to rate the importance of 23 factors on their decision to come to UCO. They indicated for each factor if it was not important, somewhat important, or very important. Eight factors emerged as predominant according to the percentage of students who rated them very important. Cost and the academic reputation of UCO were the factors rated very important by the highest percentage of entering students.

Could this data be relevant to your work?

This report highlights several findings that the Office of Institutional Assessment thought might be of interest to you. The Freshman Survey Report and the NSSE data are very rich and can provide many insights into our students and their experiences at UCO. Sometimes the data is much more meaningful if the responses are disaggregated to reveal contrasts or patterns among different categories of students or over time. Please let us know if you want us to create a report for you that reflects your specific interests. If you are unsure how the data could be helpful to you, the Institutional Assessment staff will work with you to clarify the parameters of a useful report. Please call or send us an e-mail; we welcome working with you to use the data to help us understand and improve UCO.

Contact us...

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