



# A Profile of OU 1<sup>st</sup> Year Students

OGL SESSION  
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# What IS OIRA?

- ▶ Office of Institutional Research & Assessment
- ▶ We do research about the university for the university.
- ▶ Usually it's about students or student behavior.
- ▶ Retention & Graduation, Course Taking Patterns, and Surveys!

# *Resources*

## OIRA Webpage

<https://www.oakland.edu/oira/>

# *Surveys, surveys, & more surveys!*



## **CIRP** (Cooperative Institutional Research Project)

@ freshman orientation

89% RESPONSE RATE FOR 2016!

## **NSSE** (National Survey on Student Engagement)

Early Winter semester

Freshmen and Seniors only

**NASCE** (National Assessment of Student Community Engagement)

**IDEALS** (Interfaith Diversity Experiences & Attitudes Longitudinal Survey)

New Graduate = 1080 (20%)

5,350

New  
Students

FTIACs = 2595 (49%)

F – First

T – Time

I – In

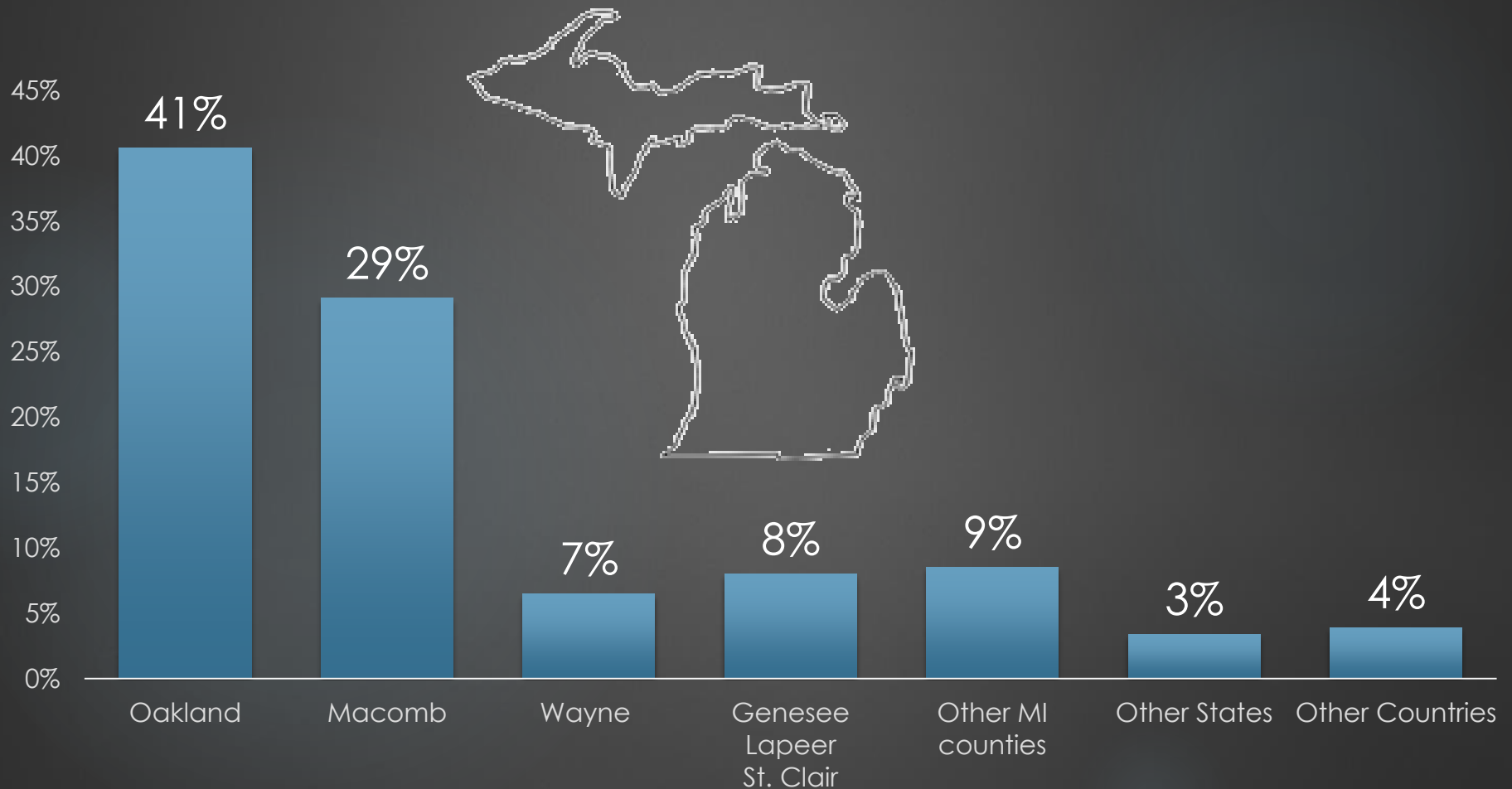
A – Any

C – College

Transfers = 1675 (31%)

# Where are students from?

93% of new students are from **Michigan**



# Freshmen

19%

First  
Generation  
Students

*Highest level of education of parents:*

- No Credential 4%
- High School 11%
- Some college 14%
- College Graduate 39%
- Advanced Degree 28%

*Expect to earn:*

- Bachelor's Degree 33%
- Master's Degree 38%
- Doctoral or Professional Degree 28%

# In the past 10 years...

FTIACs

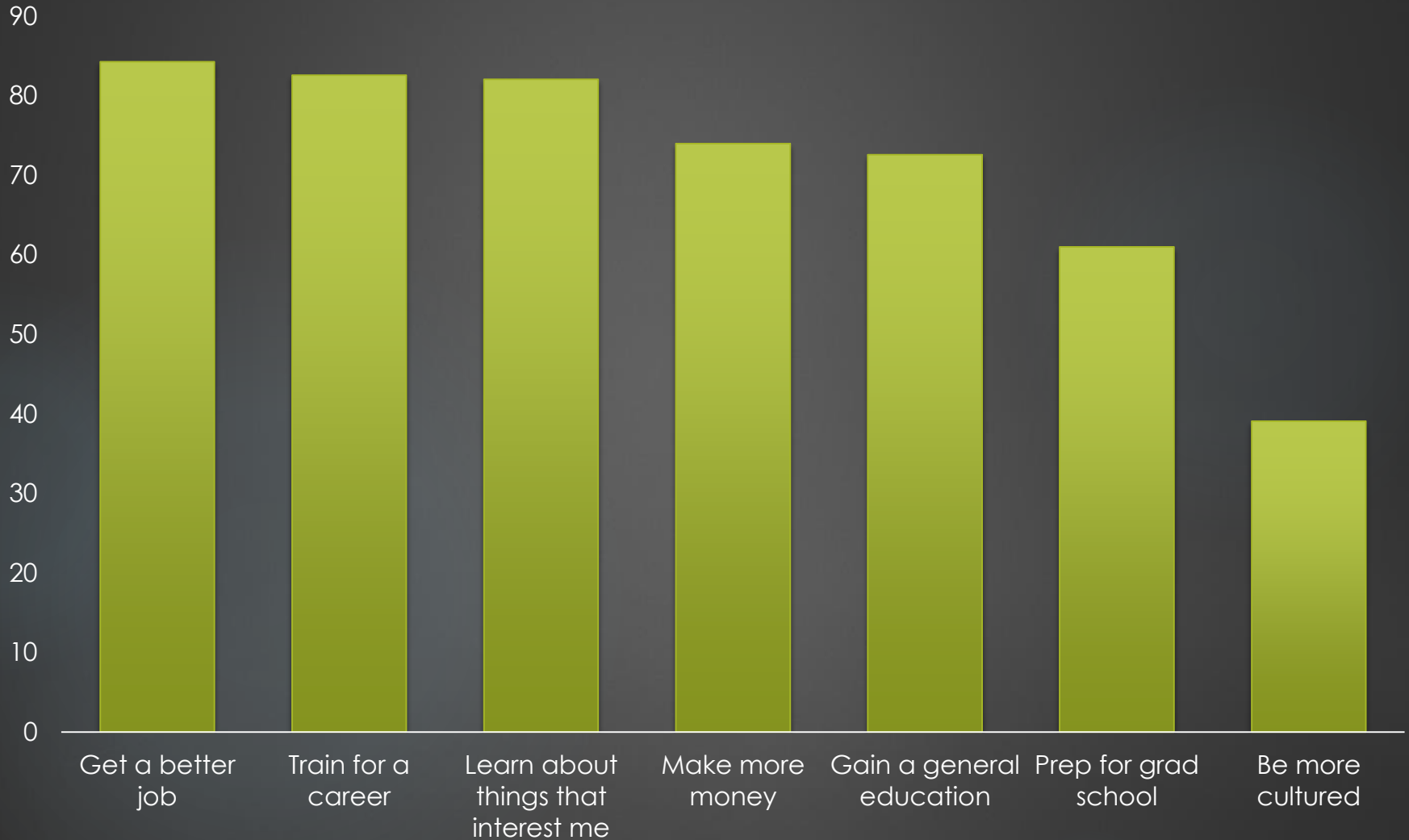
15%  
(2595)

Avg.  
ACT  
score  
9%  
(23.6)

Avg. HS  
GPA  
6%  
(3.4)

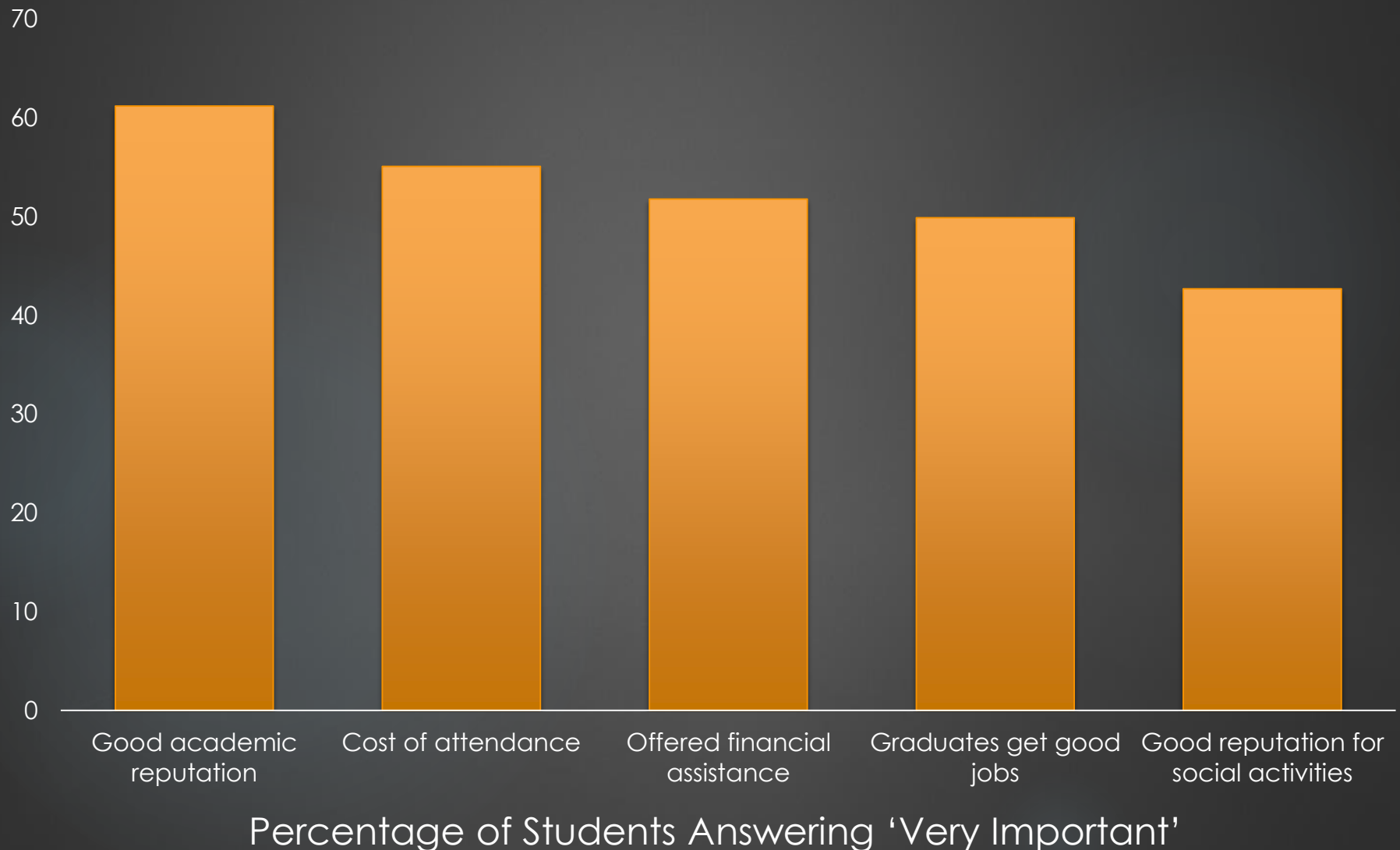


# Why go to college?



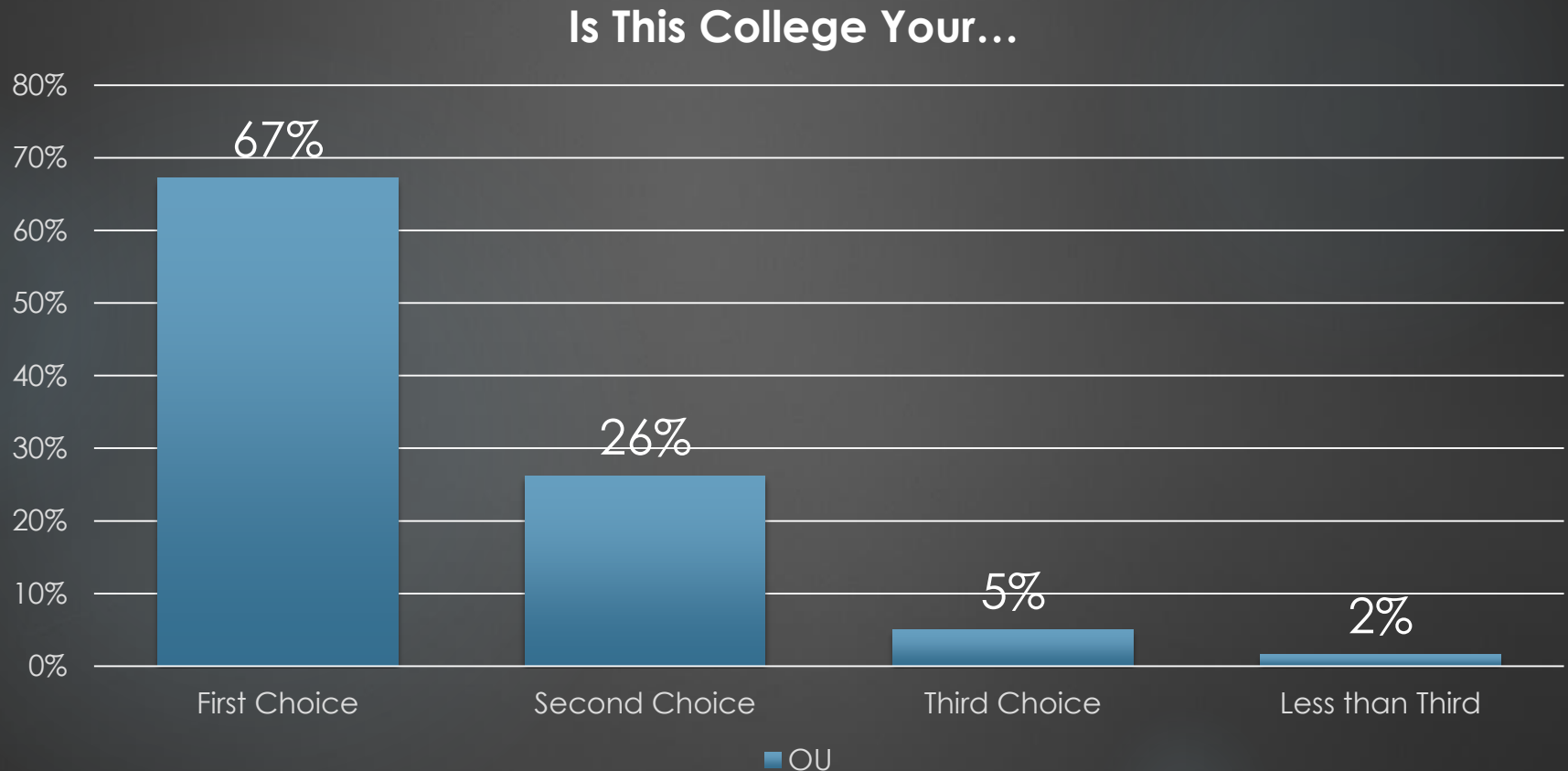
Percentage of Students Answering 'Very Important'

# Why go to OU?

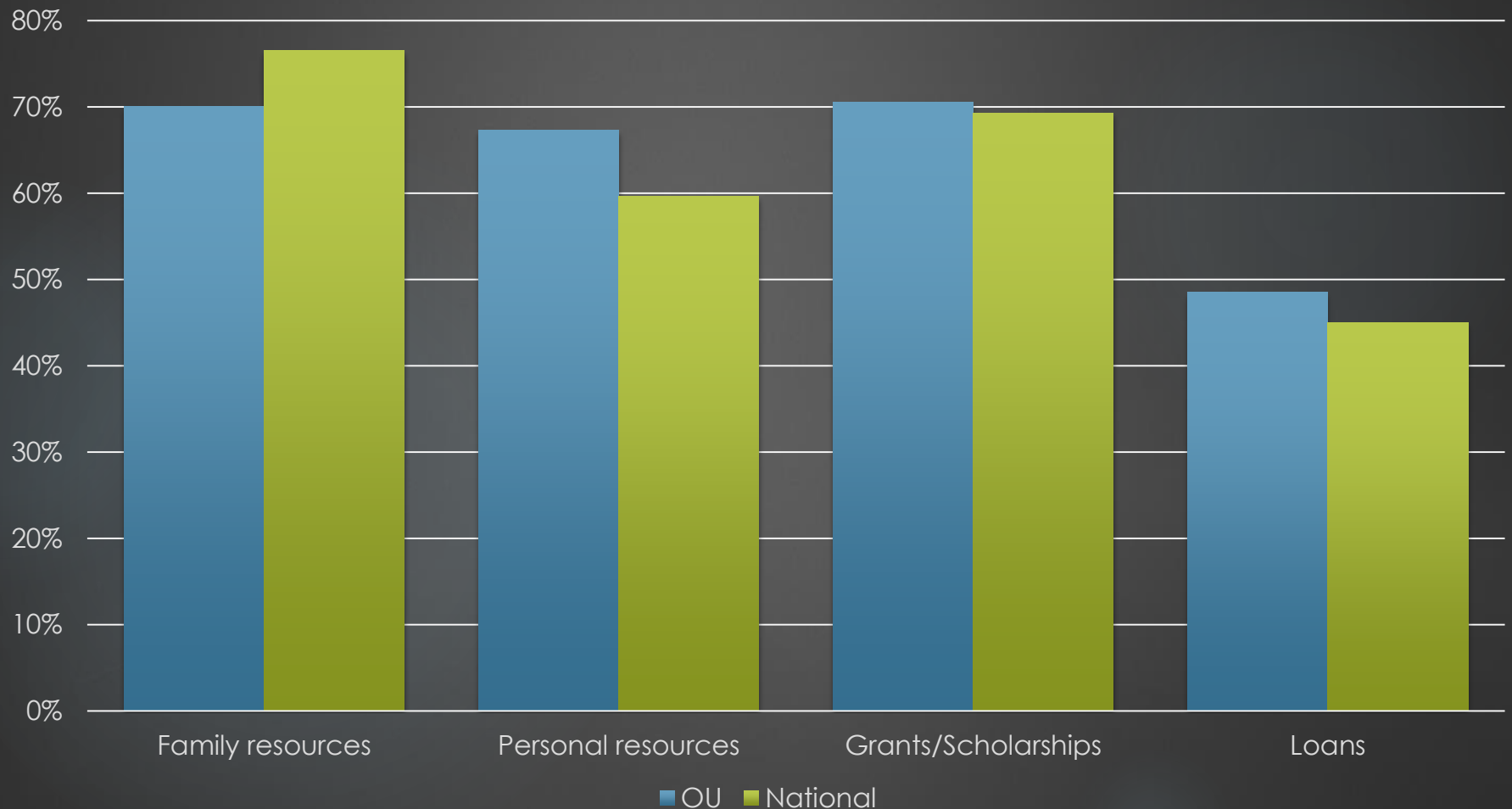


# An Enthusiasm Gap?

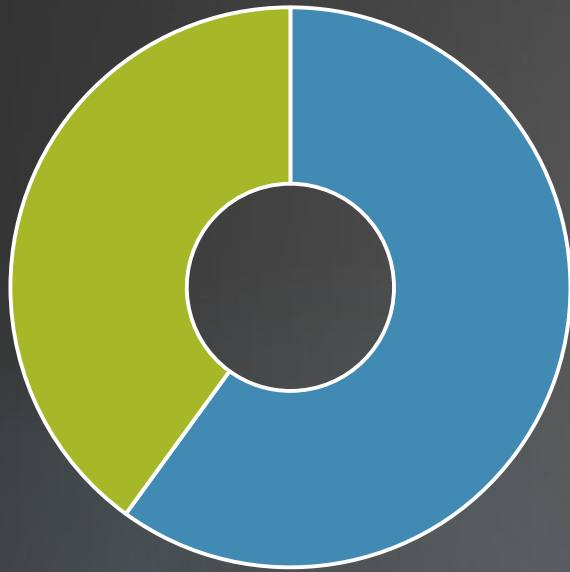
91% of freshmen are accepted to the institution that was their first choice. But that was not necessarily OU...



# How are OU students paying for college?

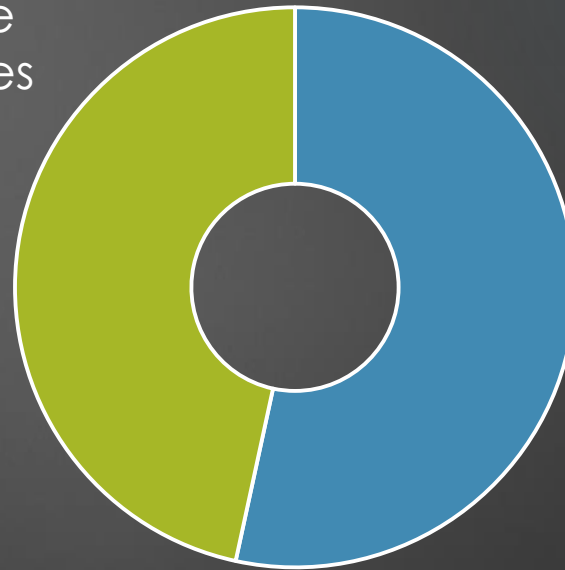


# Freshmen



**60%**

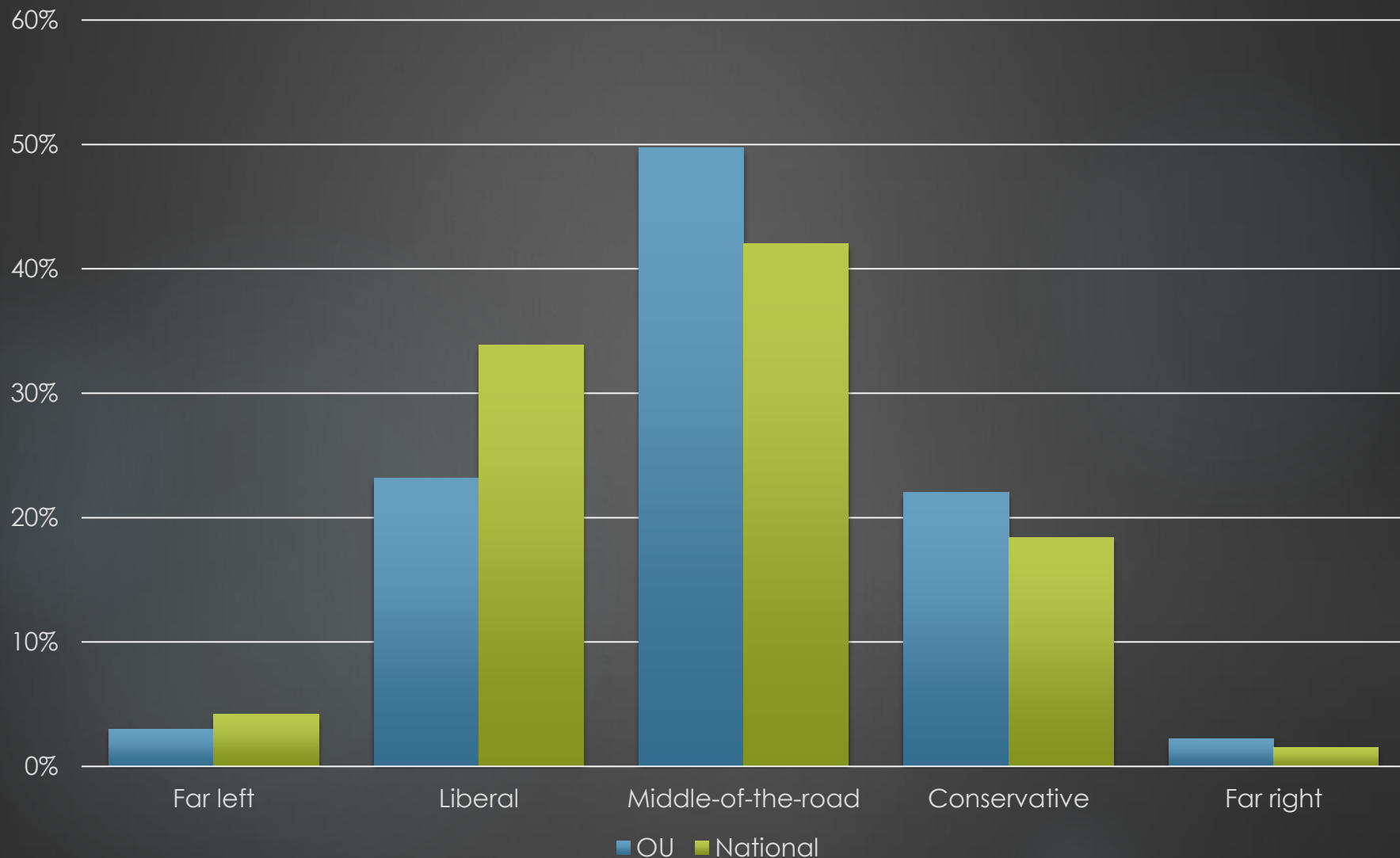
Expect to get  
a job to help  
pay for  
college  
expenses



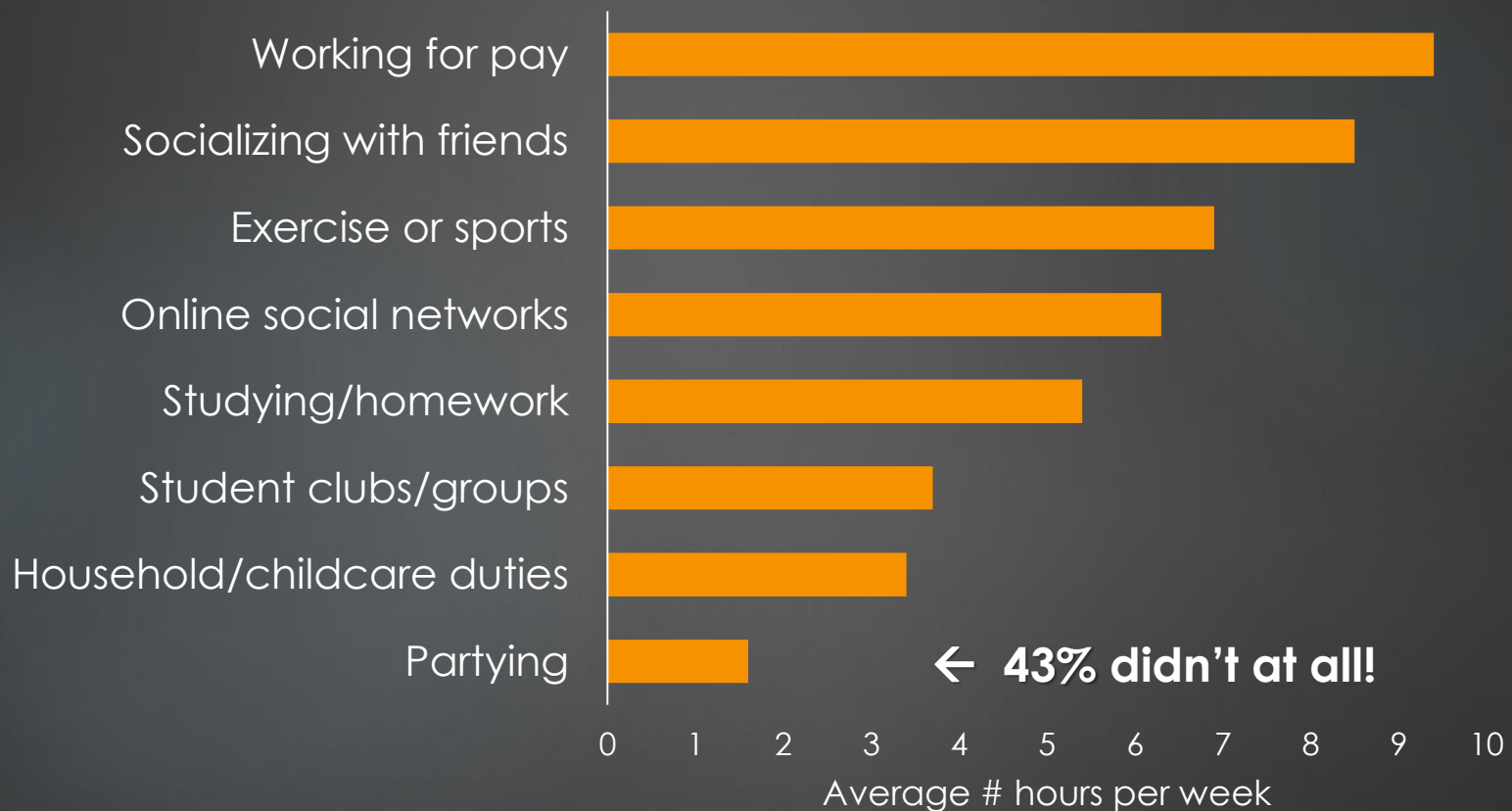
**53%**

Plan to live  
with family or  
relatives fall  
term

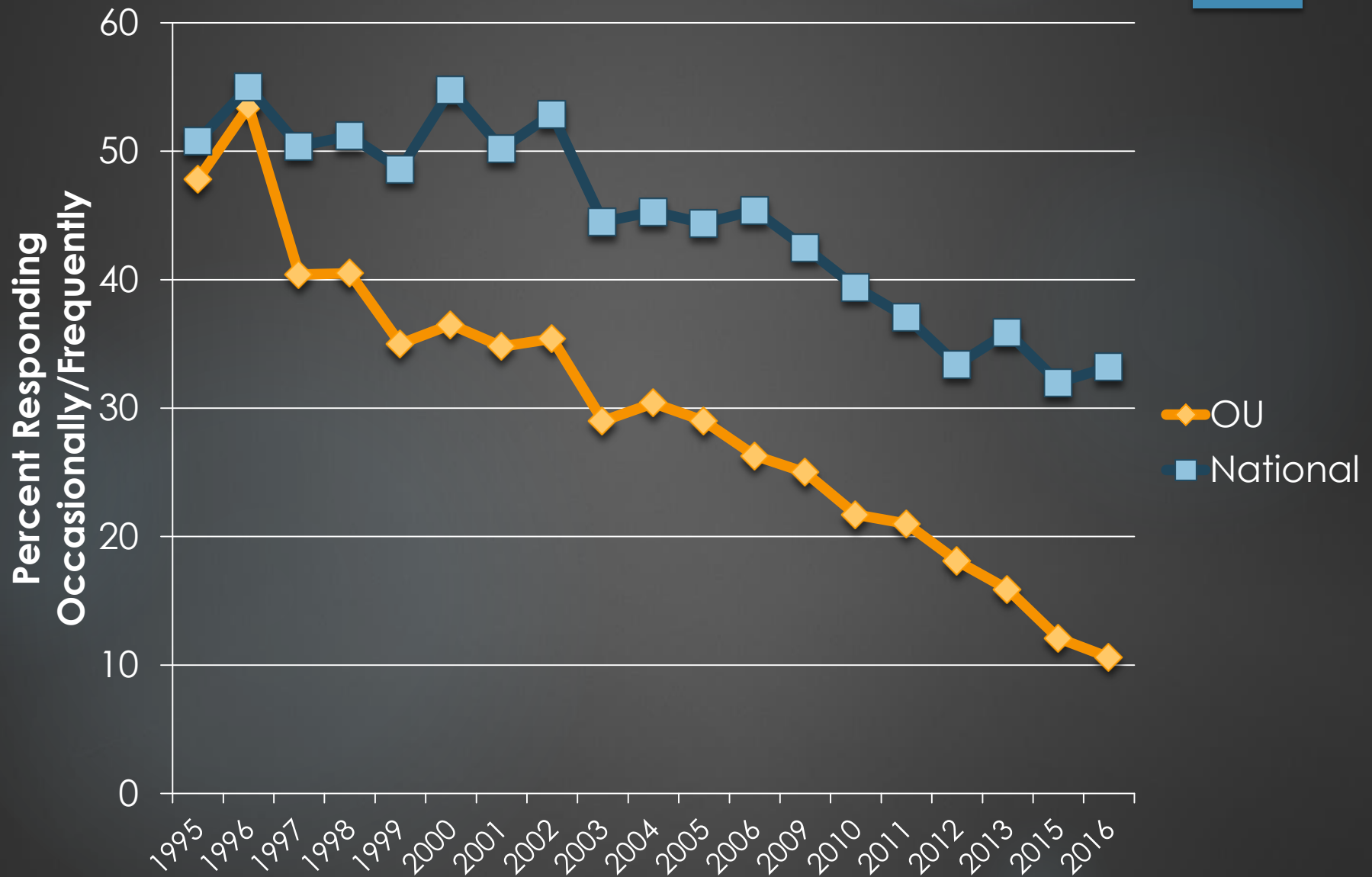
# OU students' political views



# How did incoming freshmen spend their senior year in HS?



# Drank beer during high school year





# How do OU Freshmen spend their time?

*Preparing for class & studying*  
**14.6 hrs/wk**



*Relaxing & Socializing*  
**12.0 hrs/wk**

*Working for pay*  
**10.0 hrs/wk**

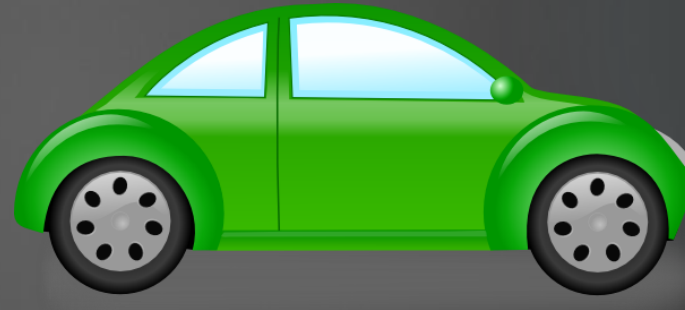


**62% of freshmen  
work either on or  
off campus!!**



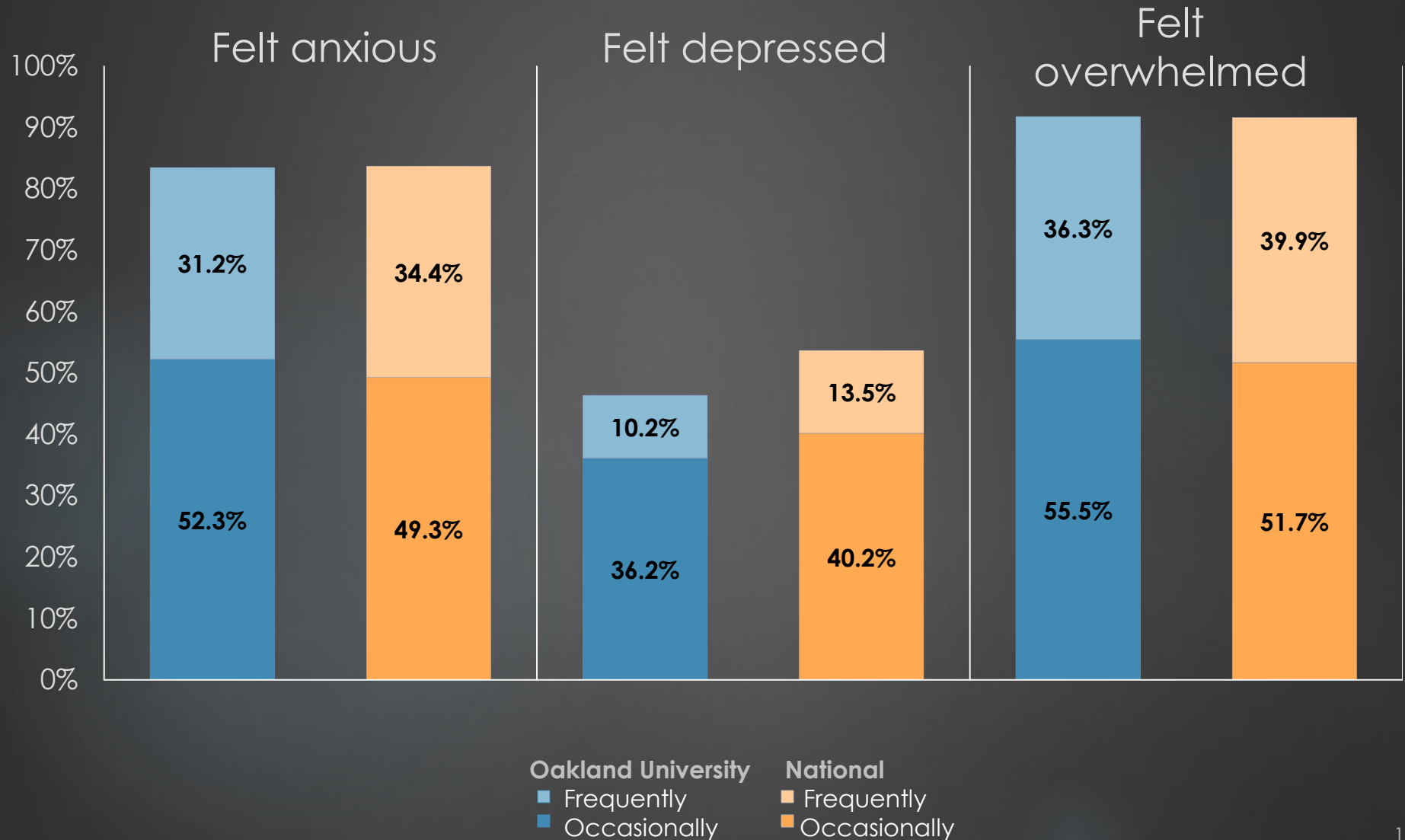
*Reading*  
5.6 hrs/wk

*Commuting*  
4.8 hrs/wk

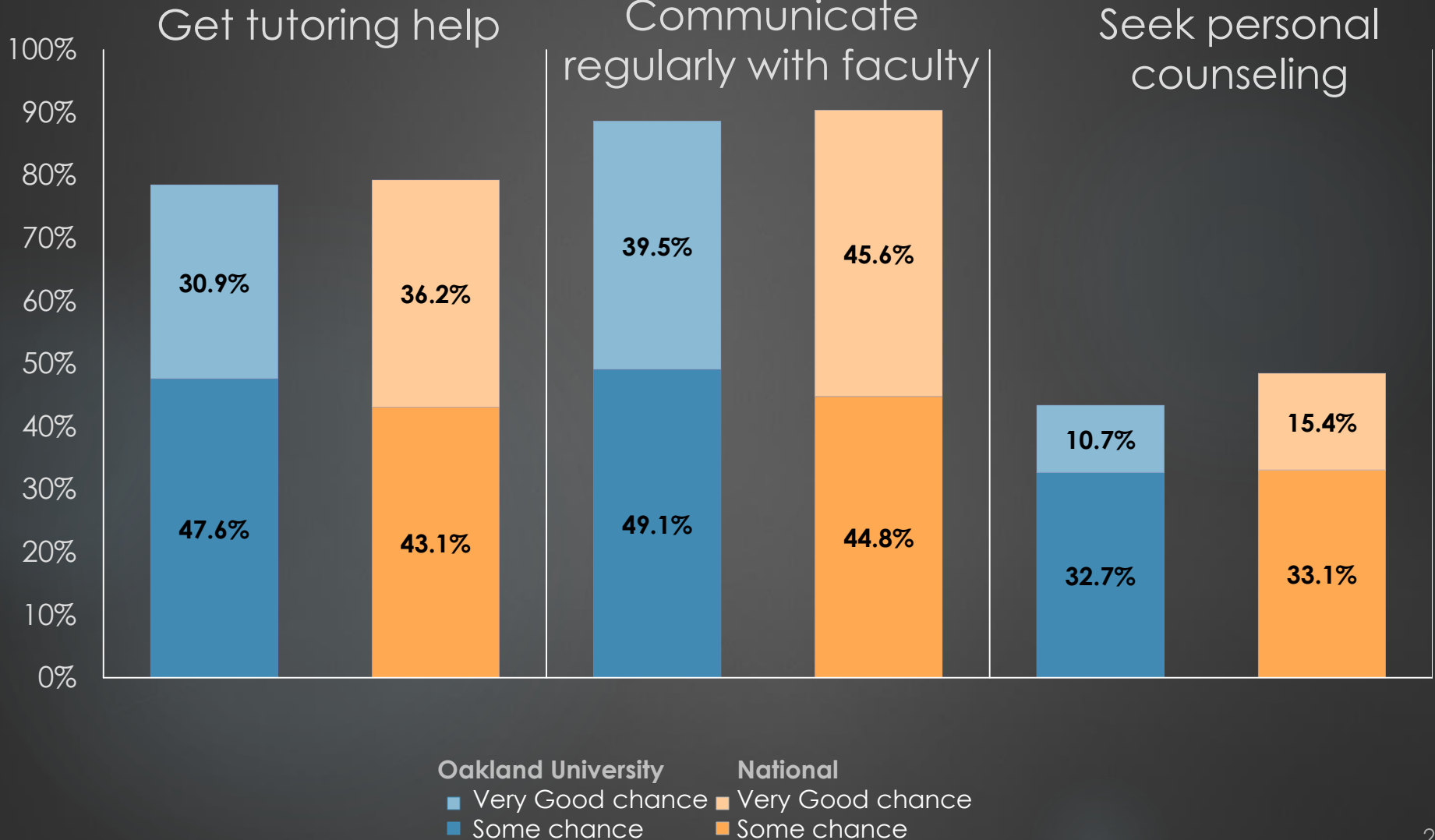


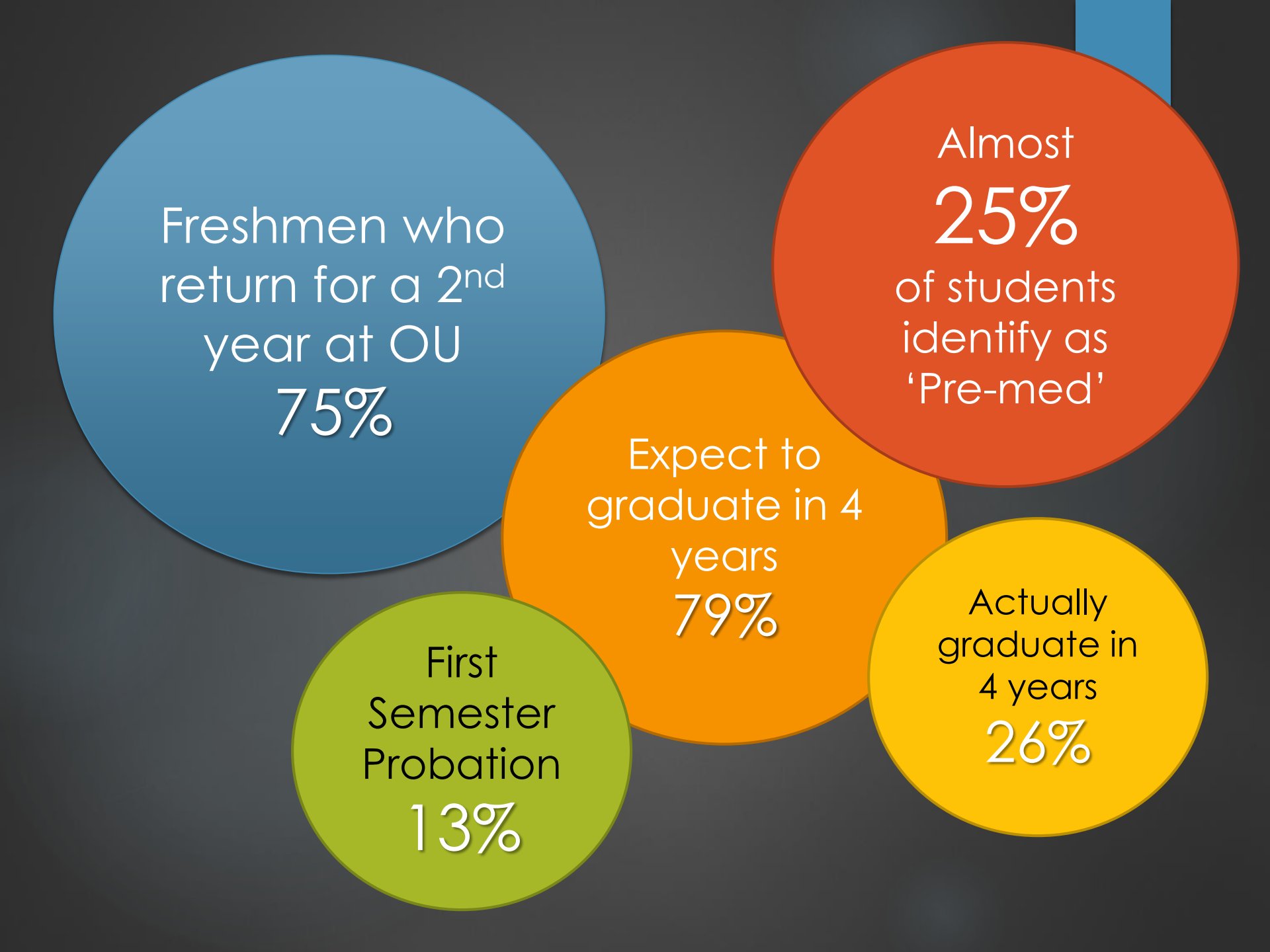
*Co-curricular Activities*  
4.6 hrs/wk

# Health and Wellness



# Anticipated Supports





Freshmen who  
return for a 2<sup>nd</sup>  
year at OU  
75%

Almost  
25%  
of students  
identify as  
'Pre-med'

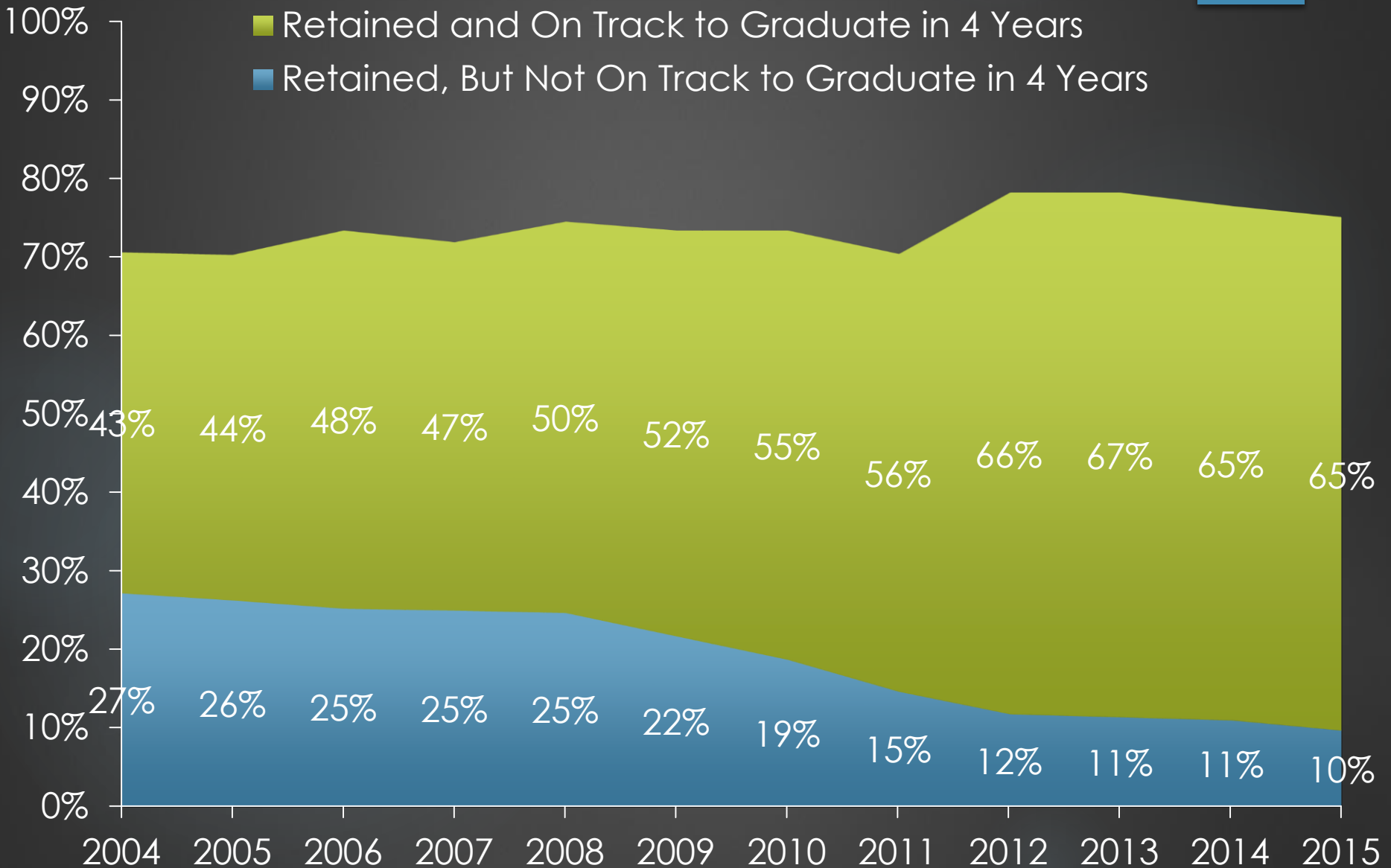
Expect to  
graduate in 4  
years  
79%

First  
Semester  
Probation  
13%

Actually  
graduate in  
4 years  
26%

## First Year Retention Rates for FTIACs

- Retained and On Track to Graduate in 4 Years
- Retained, But Not On Track to Graduate in 4 Years





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# *Contact us*



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