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St. Norbert College

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Program Review Data Available Electr...
Since 1971, St. Norbert has participated in the national freshman survey conducted by the Higher Education Research Institute (HERI) at UCLA.

Below are seven charts showing selected ten year trends from survey responses provided by entering freshman classes from 1997-2006 (data from our 2007 entering class are not yet available). Three topics from the survey (Reasons freshmen chose SNC, Goals after college, and Political Orientation) are represented by two charts each. A brief comment follows each topic.

Reasons Freshmen chose SNC

Comment: Since 1997, about 70-80% of our entering freshman men and women have indicated that the College’s academic reputation is a “very important” reason for selecting St. Norbert. No obvious trend is apparent.

The relatively small size of the College is consistently more “personal” than at a larger institution. Consistently, less than half our freshman men report that our size is a compelling factor in selecting SNC.

Anticipating the future: post-college goals

Comment: There is a clear ten year trend for more of our entering freshmen to view raising a family as an “essential” or “very important” life goal. Conversely, “becoming an authority in my field” has been losing importance for our freshmen. Coincidence? Correlation, maybe, but not a causal relationship? Hmmm. (Continued on Page 3)
Comment: Only half (or less) of our freshmen describe themselves as politically “middle-of-the-road” in 2006, down from about 60% in 1997. Freshman men have led the trend, with self-reported conservatism gaining at the expense of moderates for both sexes. Liberals have held fast to the 20% mark. Is this material for *Fox News*?

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**Politics and Health Care**

Comment: The 2005 & 2006 Surveys asked an opinion question re: national health care. The pooled data from these two class years shows the expected differences in agreement on the need for a national health care plan, based on political orientation. Note, however, that even self-described conservative freshmen show a majority in favor of the general concept.

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**SNC Participates in National U-CAN Roll-out**

St. Norbert College is one of about 500 independent colleges and universities whose profile will be available to prospective students when The National Association of Independent Colleges and Universities (NAICU) consumer-information initiative -- the University and College Accountability Network (U-CAN) -- is launched later this month. Based on focus group feedback, U-CAN was designed to give, in a common format, prospective students and their families concise, Web-based consumer-friendly information on individual private colleges and universities.

Included in the institutional profile is information about admissions, enrollment, academics, student demographics, graduation rates, most common fields of study, transfer of credit policy, accreditation, faculty information, class size, tuition and fee trends, price of attendance, financial aid, campus housing, student life, and campus safety. In the future, U-CAN profiles also will include information identified by policymakers as important for accountability. The OIE is currently developing a two page “assessment summary” to add to our U-CAN profile. St. Norbert College’s U-Can profile appears on Page 4.