



# CONTINUAL STUDY OF FACTORS INFLUENCING FRESHMEN'S DECISION TO MAJOR IN AGRICULTURE

**EXPERIENCE**

Purdue Agriculture

[www.purdue.edu/experience](http://www.purdue.edu/experience)

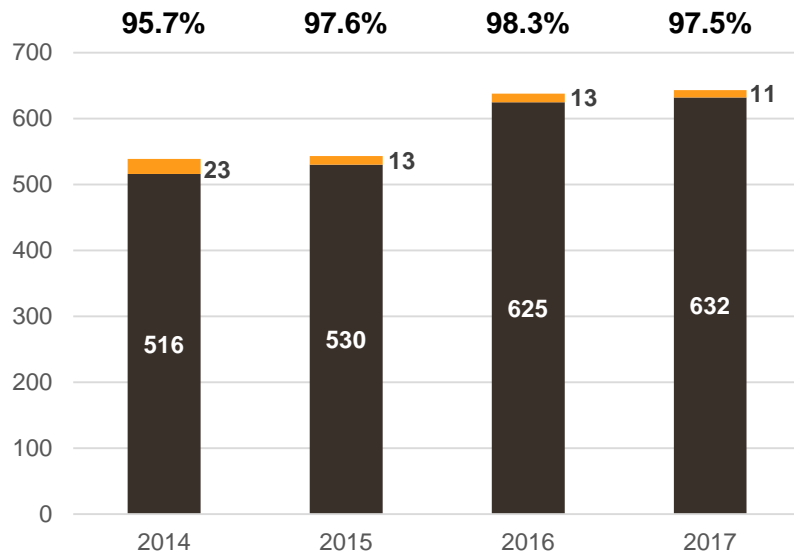
Presentation for NACTA 2018

Amy Jo Jones, Purdue University  
Dr. Tracie Egger, Purdue University  
Dr. Dennis Buckmaster, Purdue University

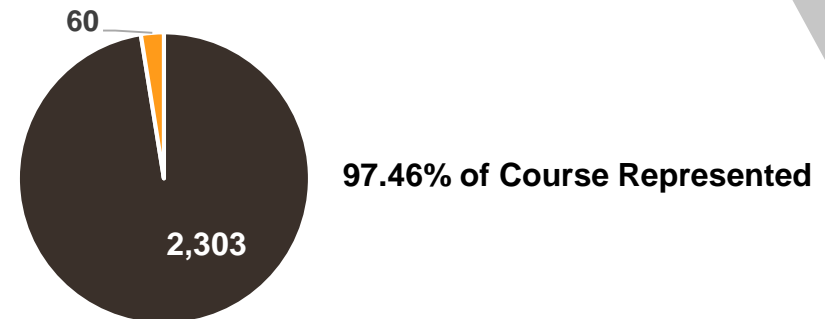
# METHODS AND RESPONSES

- Part of AGR 10100 – Introduction to Agriculture Assignment
- Qualtrics survey sent out on BlackBoard Learn
  - Students indicated if their answers could be used for a research study before completing questions
- 95+% Representation each year

**Yearly Representation**



**Total Representation**



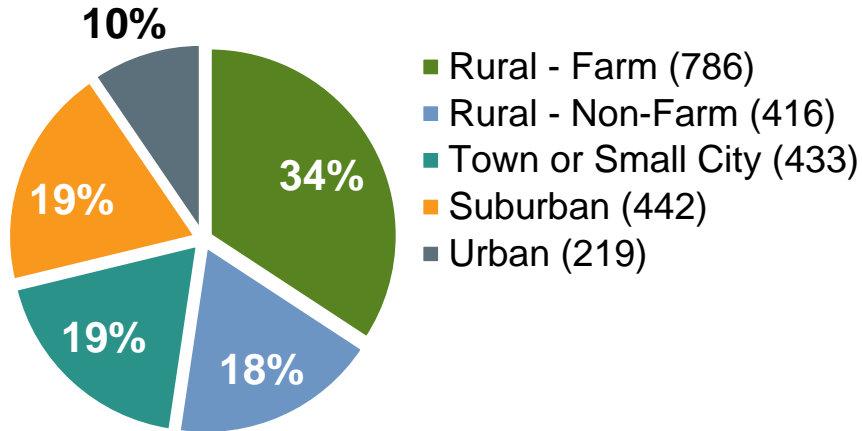
# DATA COLLECTED

- General Demographic Information
- Youth Organization Participation
- Factors that influenced them to choose to attend Purdue's College of Agriculture
- Factors that influenced them to choose their specific major

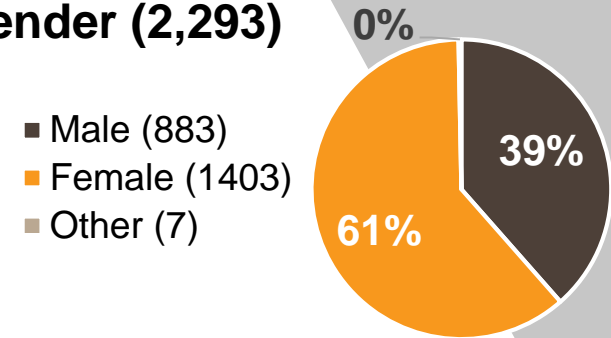


# DEMOGRAPHIC DATA

## Childhood Home (2,296)



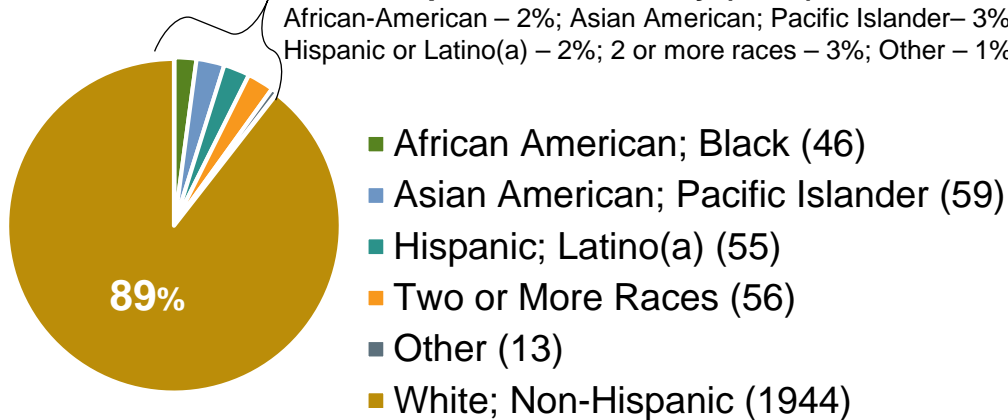
## Gender (2,293)



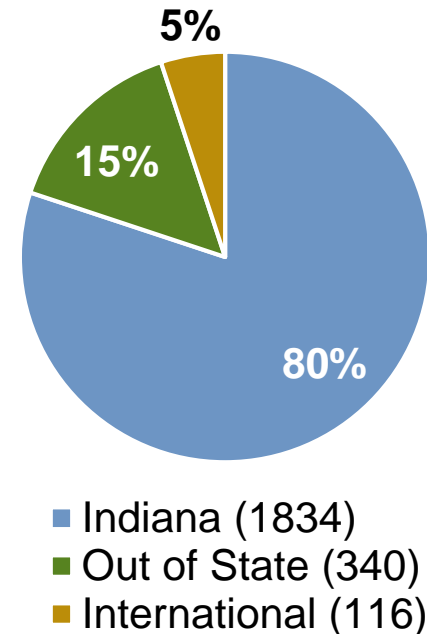
## Race/Ethnicity (US Residents Only)(2,173)

### Under-Represented Minority (URM) – 11%

African-American – 2%; Asian American; Pacific Islander – 3%; Hispanic or Latino(a) – 2%; 2 or more races – 3%; Other – 1%



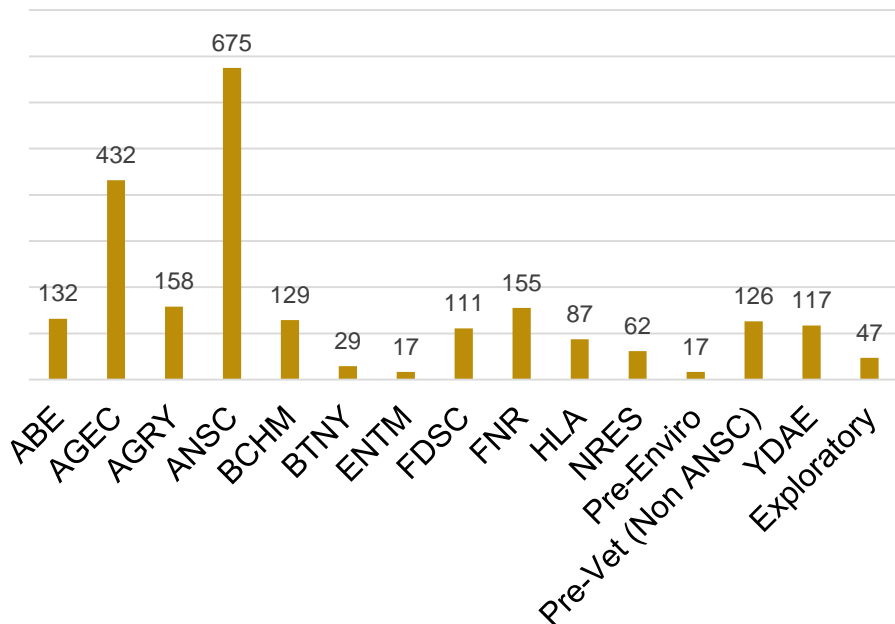
## Residency (2,290)



# DEMOGRAPHIC DATA

## Department of Program of Major

All 11 academic departments and 3 interdepartmental programs (Pre-Veterinarian Medicine, Pre-Environmental Sciences, and Natural Resources and Environmental Sciences) were represented. Exploratory Studies was added in 2016.



## Youth Program Involvement

### Program Involvement

4-H	1091 (47.4%)
FFA	841 (36.5%)
Not involved in 4-H or FFA	989 (42.9%)



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# INFLUENCING INDIVIDUALS



A ranking system was used to determine the individuals who served as an influence to the student to assist them in choosing their major, with 1 being the most influential individual and 10 being the least influential.

<b>Individual/Group</b>	<b>Mean</b>
Parents/Guardians	1.80
Family Members	2.86
Friends	5.18
Purdue Student/Alumni	5.41
High School Science Teacher	5.64
Agriculture Teacher	6.12
H.S. Counselor	6.55
Agriculture Professional	6.61
Purdue Staff/Faculty (Inc. Extension)	6.62
High School Principal	8.21



# INFLUENCING FACTORS

Using a 4 point Likert-type scale, students were asked to respond to questions in reference to how they chose Purdue University, the College of Agriculture, and their academic major, with 1 being “Strongly Disagree” and 4 being “Strongly Agree”. There was also an option of “Not Applicable”.

<b>Factors to choose major...</b>	<b>Row Avg.</b>
Being Able to Make A Difference in my Career	3.29
Related to my Hobbies	3.21
Future Job Market	2.90
Working with Animals	2.82
Working with People	2.80
Potential Salary	2.74
Work Experience	2.71
Science Courses in High School	2.63
Family Agriculture Operation	2.00
Agriculture Courses in High School	1.99
Working with Plants	1.94

<b>Factors to attend Purdue College of Ag...</b>	<b>Row Avg.</b>
Program Fits My Professional Interests	3.59
Reputation / Rankings	3.36
Experiences available outside of class	3.20
Campus Visit	2.90
Scholarships / Affordability	2.76
Distance from Home	2.72
Size of College	2.55
Cost of Education	2.48
College of Agriculture Tour	2.42
Experience Purdue Agriculture Major Sheet	1.96
College of Agriculture Website	1.79
Departmental Website	1.73
College of Agriculture Social Media Pages	1.59
Purdue YouTube Videos	1.40

PERSONALIZED

departmental  
reports

CREATED &  
SHARED



PRE-COLLEGE  
PROGRAMMING

structure &  
assessment