2016 NACTA Conference

Student Recruitment: What is it that REALLY makes them say YES?
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Introduction

♦ Budget changes are becoming detrimental to organizations
★ $33,000 to $0 in three years
Recruiters must understand:

★ Best practices

★ Return on investment (ROI)
The BIG Questions

♦ Student recruiters wonder…
★ Why does a student come to SHSU?
★ Why does a student choose another institution?
★ Why would a student leave SHSU?
♦ Retention is also an issue
The BIGGER Questions

♦ What are recruiters doing now that works?
♦ What can we do differently?
The BIGGEST Question

♦ What makes a student say “YES!”?
Methodology

♦ Population = First-semester freshmen and transfer students in Fall 2015
♦ 249 students surveyed within first two weeks of semester
Contents of Instrument

♦ Demographics
★ Transfer or Freshman
★ Distance from SHSU
★ Gender
★ Ethnicity
★ Major and Minor

♦ Major Questions
★ Deciding factor in choosing SHSU
★ Deciding factor to NOT choose SHSU
★ Deciding factor in leaving SHSU
## Findings

<table>
<thead>
<tr>
<th>Students</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer</td>
<td>117</td>
<td>47.0%</td>
</tr>
<tr>
<td>Freshman</td>
<td>109</td>
<td>43.8%</td>
</tr>
<tr>
<td>No Response</td>
<td>23</td>
<td>9.2%</td>
</tr>
</tbody>
</table>
Findings (cont.)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>114</td>
<td>45.8%</td>
</tr>
<tr>
<td>Female</td>
<td>135</td>
<td>54.2%</td>
</tr>
</tbody>
</table>
Findings (cont.)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>15</td>
<td>6.0%</td>
</tr>
<tr>
<td>Asian American</td>
<td>1</td>
<td>0.4%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>181</td>
<td>72.7%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>37</td>
<td>14.9%</td>
</tr>
<tr>
<td>Native American</td>
<td>2</td>
<td>0.8%</td>
</tr>
<tr>
<td>More than one ethnicity</td>
<td>11</td>
<td>4.4%</td>
</tr>
<tr>
<td>No Response</td>
<td>2</td>
<td>0.8%</td>
</tr>
</tbody>
</table>
## Findings (cont.)

<table>
<thead>
<tr>
<th>Hometown Distance from SHSU</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>50+ miles from SHSU</td>
<td>189</td>
<td>75.9%</td>
</tr>
<tr>
<td>&lt;50 miles from SHSU</td>
<td>58</td>
<td>23.3%</td>
</tr>
<tr>
<td>No Response</td>
<td>2</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

![Map of the United States](image-url)
Findings

♦ Students were asked to identify the SINGLE MOST IMPORTANT reason, then...

★ Other factors or reasons that were important...

♦ Findings reveal but SINGLE MOST IMPORTANT and “other factors”
Findings: Why SHSU?

- Cost was cheaper: 51%
- Close to home: 54%
- Liked size of campus: 56.6%
- Liked beauty of campus: 58.2%
- Liked specific program: 64.7%
Findings: Why Not SHSU?

- Another institution closer to home: 24%
- Scholarship/financial aid elsewhere: 28%
- Specific program elsewhere: 28.5%
- Friend(s), family elsewhere: 28.9%

Percent: 0 5 10 15 20 25 30 35
Findings: Why Leave SHSU?

- Cheaper at other institution: 17.2%
- Poor grades/suspension: 18.4%
- College too expensive: 19.2%
- Closer to home for: 21.3%
- Reputation of other: 32.6%
Conclusions

♦ Students likely to choose a university primarily based on desired major

♦ The size and beauty of a campus were shown to be major influences
Conclusions (cont.)

♦ Cost and proximity to home are major considerations

★ Even though hometown of more than three-fourths of population was 50+ miles from campus
Conclusions (cont.)

♦ Why students consider another institution
  ★ Who they know to be attending or formerly attended another institution (family, friends)
  ★ Financial reasons
  ★ Specific program at another institution
Conclusions (cont.)

♦ Students would leave...

★ Desire to attend another institution (reputation of specific program)

★ Financial

☐ College too expensive altogether

☐ Cheaper to attend elsewhere
Conclusions (cont.)

♦ For beginning freshmen:
  ★ Having been on campus for an FFA or 4-H event was an important factor (p<0.05)

♦ “Reputation of the department”
  ★ Important factor for Caucasian students compared to African-American (p<0.10) and Hispanic students (p<0.01)
The BIG Picture

♦ In all three cases, importance lies in:
  ★ Desired major or program
  ★ Location
  ★ Financial considerations
Implications and Recommendations

♦ Recruiting efforts should almost always include the promotion of specific programs that are available

♦ Activities that bring students to campus provide positive results
Implications and Recommendations (cont.)

♦ Attending events off-campus is important for awareness purposes.

♦ Showcasing the “physical” side of the campus is good **if** it’s worthy of such.
Thank You!

Questions?