



CHAPMAN UNIVERSITY

SNAPSHOT

May 2017

AN INFOGRAPHIC NEWSLETTER OF THE INSTITUTIONAL RESEARCH OFFICE

2016 CIRP FRESHMAN SURVEY

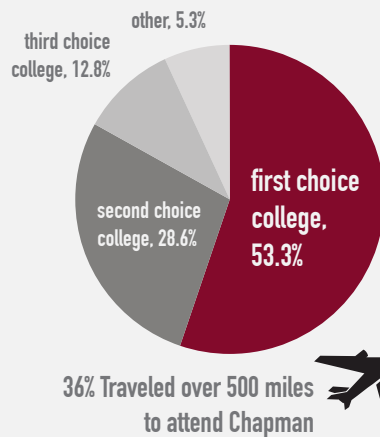
Each year thousands of students across the United States complete the CIRP Freshman Survey. The results in this newsletter profile Chapman University's 2016 first-time, full-time entering students. Over 1,300 freshmen completed the survey during Orientation resulting in an 85% response rate.

REASONS FOR CHOOSING CHAPMAN

Percent reporting "Very Important" reason



CHAPMAN UNIVERSITY WAS?



WHY GO TO COLLEGE AT ALL?



COLLEGE EXPECTATIONS

Percent reporting "Very Good Chance"

55%

Participate in Student Clubs/Groups

49%

Study Abroad

50%

Get a Job to Help Pay College Expenses

52%

Communicate Regularly with Your Professors

FINANCING COLLEGE

66%

Have Concerns About Their Ability to Finance College

79%

Report Receiving Merit Based Scholarships

80%

Plan to Cover Part of Their 1st Year College Expenses With Aid that Does Not Need to be Paid Back

DIVERSITY-RELATED STRENGTHS

Percent reporting "A Major Strength" or "Somewhat Strong"

91%

Ability to work cooperatively with diverse people

86%

Tolerance of others with different beliefs



84%

Ability to see the world from someone else's perspective

72%

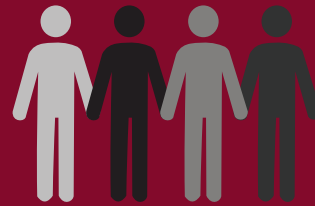
Ability to discuss and negotiate controversial issues

67%

Openness to having own views challenged

DIVERSITY-RELATED BELIEF

Percent reporting "Agree" or "Agree Strongly"



70%

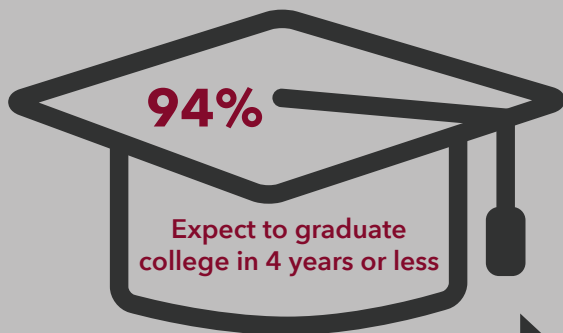
Chapman University is an institution that values diversity

LIFE GOALS

Percent reporting "Essential" or "Very Important"

75% Helping others in difficulty

48% Helping promote racial understanding



94%

Expect to graduate college in 4 years or less

43% Plan to Pursue a Master's Degree
13% Plan to Pursue a Doctorate Degree
8% Plan to Pursue a Medical Degree

CAREER GOALS

Percent reporting "Essential" or "Very Important"

63%

Becoming an authority in my field

60%

Obtaining recognition from my colleagues for contributions to my special field

47%

Becoming successful in a business of my own

TECHNOLOGY

97.8%

Came to Chapman with their own laptop

SOCIAL MEDIA

Which social media platform do you use the most?

39.3% Snapchat



33.1% Instagram



12.0% Facebook



11.2% Twitter



4.5% Other

22%

Spend 11 or more hours a week on social media