UNIVERSITY EXPLORATION PROJECT

Yash Marla, Manshuo (Sara) Wang and Zhibo Sun
WHY DO STUDENTS CHOOSE TO GO TO UNIVERSITY/COLLEGE
WE WILL BE TALKING ABOUT-

- Academic Aspects
- Reputation and Ranking
- Financial Support
- Amenities Offered
- Campus Location and Environment
THE ACADEMIC ASPECT
EVERY YEAR MORE AND MORE STUDENTS ARE CHOOSING TO GO TO UNIVERSITY

In fall of 2016, some 20.5 million students are expected to attend American colleges and universities, constituting an increase of about 5.2 million since fall 2000.

There are 10,999,420 universities in America.

Question: How do these 20.5 million students choose the University they want to go to?
Better Education
• The quality of education
• The quality of professors

Resources Available
• The hypostatic resource
• The network resource

Majors and Course
• Quantity
• Type

Course content (77%), academic quality (57%), quality of academic facilities (57%).
### THE QUALITY OF EDUCATION

- Get more opportunities in future career.
- Better education = More income
- Better education = More happiness
- Deeper and more professional education
- Gain valuable resources.

<table>
<thead>
<tr>
<th>School</th>
<th>Number of applications</th>
<th>U.S. News rank and category</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of California—Los Angeles</td>
<td>86,548</td>
<td>23 (tie), National Universities</td>
</tr>
<tr>
<td>University of California—Berkeley</td>
<td>73,779</td>
<td>20, National Universities</td>
</tr>
<tr>
<td>University of California—San Diego</td>
<td>73,440</td>
<td>39 (tie), National Universities</td>
</tr>
<tr>
<td>University of California—Santa Barbara</td>
<td>66,813</td>
<td>37 (tie), National Universities</td>
</tr>
<tr>
<td>University of California—Irvine</td>
<td>66,505</td>
<td>39 (tie), National Universities</td>
</tr>
</tbody>
</table>
### THE QUALITY OF PROFESSORS

Universities VS Community College

“higher-quality” teachers promote better educational outcomes.

How can we get from a professor who have a master or Ph.D degree?

1. get lots of useful academic advice
2. get many suggestions about life attitude from professors.
3. get positive impact from him

<table>
<thead>
<tr>
<th>requirements</th>
<th>Universities</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The minimum level is master degree. Most of professors in Universities have Ph.D degree.</td>
<td>Have much experience in specific field and pass the CTE exam.</td>
</tr>
<tr>
<td>fields</td>
<td>Offer different hundreds of fields which professors major in compared with other universities.</td>
<td>Only have 1-3 fields.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Universities</th>
<th>College</th>
</tr>
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<td>VS Community College</td>
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“higher-quality” teachers promote better educational outcomes.

How can we get from a professor who have a master or Ph.D degree?

1. get lots of useful academic advice
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### The quantity of hypostatic resource

- The size of university
- The quantity of facilities
- The amount of students
- The quality of environment
- The quality of facilities

### The variety of hypostatic resource

<table>
<thead>
<tr>
<th>University</th>
<th>Floor Area (acre)</th>
<th>Library</th>
<th>Employees</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana University</td>
<td>1973</td>
<td>9</td>
<td>19000</td>
<td>48514</td>
</tr>
<tr>
<td>Tulsa University</td>
<td>200</td>
<td>1</td>
<td>1250</td>
<td>3478</td>
</tr>
</tbody>
</table>

Printed books & Useful magazine or newspapers
Old printed resource
THE NETWORK RESOURCE

The variety of network resources:

a. Public Well-known website
b. Private academic website
c. Electronic Textbook

Improve recognition
Improve efficiency
### Major and Course

The quantity of Major
The variety of major
The quantity of course
The variety of course

<table>
<thead>
<tr>
<th>Major</th>
<th>Subject</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>• major</td>
<td>• Math &amp; science</td>
<td>• B-K201</td>
</tr>
<tr>
<td>• minor</td>
<td>• Business</td>
<td>• Math-M118</td>
</tr>
<tr>
<td></td>
<td>• Art and history</td>
<td>• Muz-p110</td>
</tr>
</tbody>
</table>

More choices
More space
Ranking
There are lots of agencies and companies rank colleges based on their graduation rate, academic reputation and etc. - U.S. news - World Report.

Is ranking of colleges strongly affect students decision-making for college? Absolutely YES.
Ranking decided where a student wants to apply

In 2003, a survey shows 846 senior high school students who will go college.

2/3 of students claim ranking of colleges is important part of college decision-making.

2/3 of students believe that ranking determine the difference between one college and another. (Art and Science, LLC for the College Board)
TYPE OF RANKING

- Major ranking
- Security ranking
- Environment ranking
- Sports ranking
- Military-friendly
MAJOR RANKING

- major ranking is important ranking
- Where to go study

- law school ranking
- medical school ranking
- engineering programs ranking
- business programs ranking
- TOP 5 business program -- IU
- TOP 9 engineering program -- Purdue

TOP 5 business program -- IU
A survey investigated more than 270 companies, and 42% of executives said that university prestige matters. (Robert Half Technology)

Reputation colleges highly relate with future income.

The Elite College Bonus

- Top Private: 39%
- Middle Private: 10%
- Bottom Private: -15%
- Top Public: 26%
- Middle Public: 6%
Cost is the 🔑

- Tuition
- Financial aids
- Income level of family

FINANCIAL SUPPORT
TUITION

- Two years college vs. Four years college
- In-state tuition vs. out-state tuition
- Public school tuition vs. Private school tuition

<table>
<thead>
<tr>
<th>Type of College</th>
<th>Average Published Yearly Tuition and Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Two-Year College (in-district students)</td>
<td>$3,440</td>
</tr>
<tr>
<td>Public Four –year College (in-state student)</td>
<td>$9,410</td>
</tr>
<tr>
<td>Public Four-Year College (out-of-state students)</td>
<td>$23,890</td>
</tr>
<tr>
<td>Private Four-Year College</td>
<td>$32,410</td>
</tr>
</tbody>
</table>

Source: Higher Education Research Institute Cooperative Institutional Research Program (CIRP), 2019 CIRP Freshman Survey
FINANCIAL AIDS

- Scholarships
- Loans
- Grants

Percentage of Freshmen Indicating financial aids as “Very Important” in Choosing Their College, by Income Quartile

INCOME LEVEL OF FAMILY

- prospective college students make decisions based on their family income level.
SPORTS

BIG TEN
SPORT FACILITIES
Over 33,500 students who participated in the NIRSA/NASPA (National Intramural-recreational sports association) Survey.

- Influence from Facilities: 68% of students report that campus recreation facilities influenced their decision of which college/university to attend.
- Influence from Programs: 62% of students report that campus recreation programs influenced their decision of which college/university to attend.
**Influence from Facilities:**
74% of students report that campus recreation facilities influenced their decisions to continue attending their chosen college/university.

**Influence from Programs:**
67% of students report that campus recreation programs influenced their decisions to continue attending their chosen college/university.
DORM AND RESIDENTIAL LIFE
HOUSING

Preferences

Graduate Students

The chart below represents the percentage of graduate students who reported interest in a particular unit type. The highest percentage of respondents among single graduate students, when considering cost, reported interest in a Four-Bedroom Apartment. The unit type with the least appeal for single, on-campus graduate student housing was a Studio/Efficiency Apartment.

Interest in Unit Type, Considering Cost as a Factor

<table>
<thead>
<tr>
<th>Gradate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Apartment</td>
<td>59%</td>
</tr>
<tr>
<td>1 BR Apartment</td>
<td>68%</td>
</tr>
<tr>
<td>2 BR Apartment</td>
<td>70%</td>
</tr>
<tr>
<td>3 BR Apartment</td>
<td>71%</td>
</tr>
<tr>
<td>4 BR Apartment</td>
<td>75%</td>
</tr>
</tbody>
</table>

Interest in Unit Type by Demographic, Considering Cost as a Factor

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
<th>Upper Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Double</td>
<td>77%</td>
<td>68%</td>
<td>54%</td>
</tr>
<tr>
<td>Semi-Suite Double</td>
<td>75%</td>
<td>68%</td>
<td>52%</td>
</tr>
<tr>
<td>Suite Single</td>
<td>86%</td>
<td>81%</td>
<td>72%</td>
</tr>
<tr>
<td>Studio/Efficiency</td>
<td>83%</td>
<td>73%</td>
<td>69%</td>
</tr>
<tr>
<td>2 BR Apartment</td>
<td>77%</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>4 BR Apartment</td>
<td>84%</td>
<td>78%</td>
<td>72%</td>
</tr>
</tbody>
</table>
LOCATION AND ENVIRONMENT
### Residency by Percentage for 2015-2016

<table>
<thead>
<tr>
<th>Residency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania Students University-wide</td>
<td>73%</td>
</tr>
<tr>
<td>Pennsylvania Students at University Park</td>
<td>62%</td>
</tr>
<tr>
<td>Out-of-state Students University-wide</td>
<td>28%</td>
</tr>
<tr>
<td>Out-of-state Students at University Park</td>
<td>38%</td>
</tr>
</tbody>
</table>

### PROFILE OF ADMITTED FRESHMEN FALL 2016

When we review our freshman applicants, we look at a wide variety of factors, some more easily quantified than others. We consider a wide variety of factors when we reviewed our freshman applicants for Fall Quarter 2016. There is a lot of the factors we consider.

#### Overview by Residency

<table>
<thead>
<tr>
<th></th>
<th>California Residents</th>
<th>Out of State</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>58,931</td>
<td>20,805</td>
<td>17,385</td>
<td>97,121</td>
</tr>
<tr>
<td>Admits</td>
<td>10,406</td>
<td>4,614</td>
<td>2,454</td>
<td>12,474</td>
</tr>
<tr>
<td>Enrolled</td>
<td>4,870</td>
<td>937</td>
<td>739</td>
<td>6,546</td>
</tr>
<tr>
<td>Admit Rate</td>
<td>18%</td>
<td>22%</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>Enroll Rate</td>
<td>47%</td>
<td>20%</td>
<td>30%</td>
<td>37%</td>
</tr>
<tr>
<td>% of Total Applicants</td>
<td>61%</td>
<td>2%</td>
<td>18%</td>
<td>100%</td>
</tr>
</tbody>
</table>
OTHER FACTORS
CAMPUS ENVIRONMENT
The Top 20 Party Schools In The Nation, Ranked By The Princeton Review For 2016-17:

1. University of Wisconsin-Madison
2. West Virginia University
3. University of Illinois at Urbana-Champaign
4. Lehigh University
5. Bucknell University
6. University of Iowa
7. University of Mississippi
8. Syracuse University
9. Tulane University
10. Colgate University
11. University of California—Santa Barbara
12. University of Delaware
13. University of Rhode Island
14. Wake Forest University
15. College of Charleston
16. University of Maine
17. University of Vermont
18. University of Florida
19. University of Colorado—Boulder
20. Florida State University