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Fall 2009 resident headcount enrollment was 17,535 (16,088.5 FTE), including 14,311 (13,582 FTE) undergraduates. 12,774 (89%) of undergraduate students were enrolled on a full-time basis. 67% of undergraduate students were female. 7% of undergraduate students were from out-of-state. 22% of undergraduate students were African-American. 31% of undergraduate students lived in residence halls.

Some highlights from the survey include:

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Some highlights from the survey include:

- 48.5% of respondents considered UNCG their “first choice” college while 36.7% responded that UNCG was their “second choice” college.
In addition, students expressed interest in pursuing activities on campus that involve multicultural topics. Students also recognized the importance of interacting with individuals of diverse backgrounds not only during their college careers but also the long-range impact of these interactions on their professional careers.

Educational opportunities garnered from the survey include that some students felt discrimination or harassment related to four categories in particular: someone else’s perception of appearance, ethnicity, political views, and religious beliefs. Survey responses indicated that other students were the primary source of the discrimination and the most frequent place on campus that students experienced this discrimination was the classroom. The Office of Multicultural Affairs is looking forward to using the results to develop educational initiatives for students in regard to diversity and multiculturalism. Staff are also interested members are interested in finding ways to inform and support students on campus in order to address issues of discrimination and harassment. For more information or to review the survey findings in their entirety, please contact Dr. Erin Bentrim-Tapio or Ms. Audrey Lucas.

### How would you describe the: - Racial/ethnic tension on campus

<table>
<thead>
<tr>
<th></th>
<th>National Average</th>
<th>University of North Carolina at Greensboro Consortium*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very tense</td>
<td>2.08%</td>
<td>0.82%</td>
</tr>
<tr>
<td>Somewhat tense</td>
<td>14.26%</td>
<td>11.02%</td>
</tr>
<tr>
<td>Slightly tense</td>
<td>36.91%</td>
<td>39.59%</td>
</tr>
<tr>
<td>Not at all tense</td>
<td>46.75%</td>
<td>48.57%</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>11757</td>
<td>245</td>
</tr>
</tbody>
</table>

### Please indicate your agreement level with each of the following statements: - I have witnessed discriminatory (race, gender, sexual orientation, etc.) behavior on campus within the last 12 months.

<table>
<thead>
<tr>
<th></th>
<th>National Average</th>
<th>University of North Carolina at Greensboro Consortium*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>8.31%</td>
<td>10.94%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>16.57%</td>
<td>16.02%</td>
</tr>
<tr>
<td>Neutral</td>
<td>13.09%</td>
<td>13.67%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>21.40%</td>
<td>17.58%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>40.63%</td>
<td>41.80%</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>12027</td>
<td>256</td>
</tr>
</tbody>
</table>

*University of North Carolina at Greensboro Consortium: Diversity/Multiculturalism/Inclusivity 2009 - Benchmark
• Of respondents who did not consider UNCG their “first choice,” 14.9% reported their “first choice” was another UNC system school.
• 22.8% “strongly disagree” that the study habits they used in high school will allow them to succeed at UNCG.
• 91.8% of respondents report that English is the native language spoken in their home.

<table>
<thead>
<tr>
<th>If not, what was your first choice?</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNC-Chapel Hill</td>
<td>234</td>
<td>10.1</td>
<td>19.3</td>
<td>19.3</td>
</tr>
<tr>
<td>North Carolina State University</td>
<td>156</td>
<td>6.7</td>
<td>12.9</td>
<td>32.2</td>
</tr>
<tr>
<td>Another UNC system school</td>
<td>346</td>
<td>14.9</td>
<td>28.5</td>
<td>60.7</td>
</tr>
<tr>
<td>A private college or university</td>
<td>255</td>
<td>11.0</td>
<td>21.0</td>
<td>81.7</td>
</tr>
<tr>
<td>in North Carolina</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A college or university in another state</td>
<td>222</td>
<td>9.6</td>
<td>18.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1213</td>
<td>52.4</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td>-1.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2316</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 63.4% report there is a “very good chance” that they will make “at least a B average.”
- 47% report that there is a “very good chance” they will get tutoring help in a specific course.
- 81.7% plan to be involved in volunteer/community projects while at UNCG.
- 80% of respondents report they expect to be continuously enrolled in UNCG until they graduate. 10% expect to transfer to another college or university because of their major.
- 59.1% reported having “some (but I will probably have enough funds)” concern about their ability to finance their college education.

Students were asked to consider reasons that might have influenced their decision to attend UNCG such as academic reputation, reputation for social activities, financial assistance and the school’s graduates finding “good jobs.” Respondents were asked how important each reason was. Findings are listed below:

- 77.5% reported the school’s good academic reputation as “very important.”
- The college’s good reputation for its social activities was “very important” for 47.3% and “somewhat important” for 44.7%.
- For 52.5% it was “very important” that they were offered financial assistance.
- 63.6% said it was “very important” that this college’s graduates get good jobs.
- 31.9% anticipate spending 11-15 hours per week studying outside of the classroom.
- 47.7% of students said there is “very little chance” they’ll need extra time to complete their degree requirements.
- 32.5% reported there is “some chance” they will seek personal counseling.
During the Spring 2009 semester, an electronic survey was sent to 4379 distance learners at UNCG. The purpose of the survey was to explore ways through which the University provides distance learners with programs and services that support their needs. The survey was designed by a committee of representatives across the university.

The response rate was 9% (or 396 students) which is a good response rate in the context of other surveys recently conducted by the University. The overall results were generally “unremarkable,” but data obtained can provide the University with a good baseline for future research and activity.

Specific analyses of sub-groups will be completed by the Division of Continual Learning under the leadership of Michelle Soler and shared with appropriate offices. See chart below:

Other findings:
- 74% of distance learners do not visit the UNCG campus in a typical week.
- 60% generally do their work from home while 35% do their work in another institution (i.e., high school)
- 83% were satisfied or very satisfied with the usefulness of the information and resources available on the UNCG website.
- 58% had never heard of UNC Online.
- 39% take online courses for convenience.
- 40% come to campus to purchase their books; 35% come to meet with their advisor, and 24% come to use the library.

Of all Student Affairs programs and services, Career Services is the most important to distance learners at 42%, followed by the Office of Adult Students at 37%. Programs and services of most importance beyond Student Affairs are the Registrar at 71%, Library at 66%, Academic Advising at 62%, and the DCL Help Desk at 55%. Satisfaction levels with these services fell a little lower and most students simply held “neutral” opinions on satisfaction. It should be noted that students with more than six credit hours and undergraduate students in general were more likely to rate these services as important than those students taking less than six hours or enrolled as graduate students. At the same time, students who live more than an hour away were less likely to rate these services as important when compared to students who live within an hour’s drive.

A question was also asked about a willingness to pay student fees for those programs that are available only to fee-paying students. Students noted that if these programs were available to them through a fee, they generally would be unlikely to use them (76% unlikely to use Campus Recreation, 77% unlikely to use Student Health Services, 74% unlikely to use Campus Activities programs, 84% unlikely to attend athletic events, and 82% unlikely to attend orientation).

A few comments offered were:
- “Thank you for asking my opinion.”
- “It was an experience for me being able to delve into the college life. I was able to learn valuable life lessons (setting priorities, working with my instructors).”
- “UNCG distance education has been an excellent experience for me.”

As previously noted, additional analyses will be conducted and shared appropriately with campus offices.
Readers may remember that last fall the office of Student Affairs Assessment announced the joining of the NASPA Assessment Consortium, an initiative led by NASPA and other student affairs associations. Results from a campus profile assessment are in. The profile consists of seven sections: Academic Involvement, Academic Integrity, Health and Wellness, Technology Use, Media Consumption, Future Aspirations, and Values and Beliefs.

National Highlights
(from, http://naspaconsortium.org/results.htm)

While students are less optimistic about job offers in 2009 versus 2008, they are still relatively confident that they will find employment within a few months of graduation. In 2008, some 39% of students believed that they would have job offers prior to graduation. In 2009, that number was 28%.

Over 20% of students report that they sometimes or often skip class. The most common reason is personal, such as family and illness, and the second most cited reason is related to the content of the class and teaching quality.

Students indicated that they most preferred and also learned the most through class discussions, although lecture is still the most common approach in classrooms, according to students.

91% of today’s college students have a profile on an online community site, and more than 50% report spending between 30-90 minutes each day in an online community.

UNCG Highlights

Some highlights from UNCG specifically are mentioned below.

Of 547 students who responded to the survey, 16.45% were freshmen, 20.11% were sophomores, 25.96% were juniors and 36.56% were seniors. 24.91% identify as male/man, 74.54% identify as female/woman and 0.55% identify as transgender.

Of 543 responses, 23.02% of respondents are first generation college students.

69.41% of students identified as White, 17.03% identified as Black/African American, 2% identified as Multiracial, 2.38% identified as Hispanic/Latino and 2.38% identified as Asian/Pacific Islander.

47.9% of UNCG students communicate with their parents/guardians daily, in comparison to the national average, 34.11% of students who communicate with parents/guardians daily.

53% expect to earn between $20,000 and $39,999 during their first year of employment.

90% access the Internet from their personal computer.

15.3% use the Internet multiple times a day to download or listen to music.

43.1% report that the internet is their source for international/world news while 28.4% use television as their primary source.

(Continued on page 6...)
55% of UNCG students strongly agreed with the statement, “I believe it's important to give back to my community.” Total respondents for the question were 242.

Of 242 respondents from UNCG, 79% of them strongly agreed with the statement, “It is important to stand up for what you believe in.”

Students were asked “Do you stay current with the local news?” 238 respondents, 52.94% said yes.

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Students were asked why they want to earn a college degree. Over 29% said “I need it for my career plans;” 26% of students want to make a good salary after they graduate; 25% want to “move ahead in life;” and 10% want to “make the world a better place.”

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Dr. Erin Bentrim-Tapio,
Director, Student Affairs Assessment

Ashley Babladelis,
Graduate Assistant

336.334.5099
http://studentaffairs.uncg.edu/assessment/