More than 2,400 new first-year students completed the Beginning College Survey of Student Engagement (BCSSE) during SOAR in 2012. The BCSSE provides insight about new students’ academic and co-curricular engagement during the last year of high school as well as their expectations for the first year of college. Given that 93% of SOAR participants completed the survey, we can feel rather confident that the results thoroughly represent the incoming first-time freshmen.

About the Survey Participants:
- 66% female
- 4% international
- 45% students of color
- Over 91% graduated from a public high school
- 36% reported having no close friends attending UNCG
- 40% hail from less than 50 miles away
- 32% hail from more than 100 miles away

In terms of high school academic preparation for college: 89% reported earning B’s or better, 69% took at least one AP course; and, 82% took four or more honors classes. As for self-reported academic rigor during the last year of high school: 54% wrote papers longer than five pages, 40% wrote more than one draft of papers, and 27% worked with peers outside of class on projects. In addition, 40% spent 1-5 hours a week on schoolwork while 27% spent 6-10 hours a week, and 42% were employed more than 10 hours per week.

When asked about how prepared they feel for college, students felt most prepared to work with others and learn independently but felt least prepared for math and writing. They (84%) expect to earn Bs or better in college; however, they also expect a fair amount of difficulty learning course material, managing their time, and paying for college. Students feel confident they’ll easily get help with coursework, make friends, and interact with faculty.

Regarding co-curricular involvement, students reported being involved or highly involved in a wide variety of activities (e.g., 59% in community service, 41% in arts, 41% in athletics, 24% in religious groups). In addition, 96% expect some level of non-academic involvement in college and 78% expect to spend six or more hours a week in co-curricular activities. Furthermore, 89% indicated it was important or very important that the university provide campus activities and events for students.

Continued on page 2
Overall, students ranked academic support services as the most important aspect of the campus environment, followed closely by campus activities and multicultural experiences. When comparing the 2012 results with prior years, we see consistent messages. Students continue to expect greater academic engagement and support services in college than high school, expect a great deal of interaction with college faculty, expect to earn very good grades, and expect to become highly engaged in the co-curricular life of the campus community. Finally, students fully expect to graduate from UNCG when they begin their career here (78% in 2012, 76% in 2011, 77% in 2010). Our challenge is to ensure an educational experience, in class and outside of class, that capitalizes on students’ high expectations for college engagement.

In terms of pre-college drinking behaviors, UNCG students are below the national average for both high risk and light/moderate drinking and above the national average for non-drinkers. Following the students to the midway point in their first fall semester, this positive trend continues. Additionally, UNCG male and female drinking rates are similar; and, women report engaging in high-risk drinking behaviors less frequently.

Of those who drink alcohol, 62% do so in an off-campus residence, 11% in an outdoor setting, 10% in an on-campus residence, 8% in a perceived fraternity/sorority house, and 9% in other locations. When examining drinkers and high risk behaviors, 19% choose drinks with higher alcohol content, 17% report chugging alcohol, 38% drink shots, and 36% drink as part of pre-athletic event activities. In each instance, UNCG students’ rates of high risk drinking are lower than the national average.

When asked about their experience with a variety of negative consequences of drinking, UNCG students report various impacts on academic performance (missing classes, poor test scores, etc.), having a hangover, and blacking out as the three most frequent consequences. Here again, the UNCG rates were lower than their peers across the country.

In terms of students’ reasons for drinking, to celebrate and to have a good time with friends were the most prominent. Reasons for not drinking included intent to drive, recognizing alcohol is not necessary

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UNCG Students’ Career & Professional Aspirations

About the Survey
During the Spring 2013 term, 3750 randomly selected students were invited to take the Career & Professional Aspirations survey. This assessment tool, sponsored by a national student affairs association, is used by campuses across the country to provide actionable data regarding the utilization of career services’ offerings, outcomes of said usage, and insight about students’ sources of career advice. More than 800 UNCG students participated in the study, yielding a 21% response rate. Student respondents included 20% first year students, 20% sophomores, 29% juniors, and 27% seniors. In terms of employment in their field of interest while enrolled at UNCG, 7% had full-time jobs, 18% had part-time jobs, and 16% had internships in their field.

Post-Graduation Plans
When asked about their plans immediately after graduation from college, 65% planned to go directly into the workforce and 46% planned to go to professional/graduate school (multiple responses were permitted for this item). Unfortunately, of the 75 senior respondents with plans for graduate school, 73% had not yet applied for admission to any schools/programs. In addition, of the 133 seniors planning to work after graduation, 67% had not participated in a job interview within the past six months. Upon further inquiry, just 23% of these seniors were actively seeking employment, 5% had accepted a job offer, 35% were continuing in a current job, and 38% were not actively job searching.

Of the 398 respondents planning to work after graduation:
• 93% expect it to take less than six months to find a job;
• 69% expect to earn $40,000 or less during their first year of employment;
• 80% expect to remain in their first job for five years or less;
• 82% of students expected to change employers between two and five times throughout their lifetime; and,
• 76% expect to change careers between one and five times throughout their lifetime.

Utilization of Career Services Center
When asked how often they have visited the Career Services Center, 26% of UNCG students had visited at least once in the past semester. The most popular uses of career services among respondents are on-campus job fairs (22%) and resume writing assistance (20%). Interestingly, the most popular explanations for not seeking career services’ assistance include: not ready yet/it’s too early (43%) and too busy (39%). Of those who utilized the resume writing service, 92% indicated it had been helpful.

Other Resources
UNCG student respondents also reported that, outside of career services staff, the most common means of obtaining career information/advice/mentoring are friends or peers, family members, and academic advisors. As a result of the career advice/counseling/information received since enrolling at UNCG, 52% of respondents reported gaining skills and abilities they’ll use after college and 58% reported being more likely to complete their degree at UNCG.

When examining barriers to internship participation, 33% said they could not afford to take an unpaid internship instead of a paying job, 36% said they did not have enough time, and 7% were not interested. Additionally 6% of students did not know an internship could be important, 26% did not know where to look, 14% could not find one, and 7% applied but did not get hired as an intern.

Finally, when considering a job opportunity, the following items were the most important to students: benefits, boss/supervisor I respect, and future career opportunities. When asked how comfortable they would be with a potential employer running various background checks, students indicated they would be very comfortable with the following (Facebook 61%, Google 74%, credit check 71%, drug test 89%).

For the Career & Professional Aspirations Benchmarking Study report, please visit the Student Affairs Assessment website: http://sa.uncg.edu/assessment/student-affairs-assessment-at-uncg/naspa-consortium/
Regarding satisfaction with a variety of student union functions, those eliciting the strongest satisfaction scores included:

- welcoming and comfortable atmosphere
- availability of lounges/meeting space
- atmosphere conducive to studying

UNCG respondents consistently reported improvement in skill development and connections within the campus community as a result of attending events at the EUC.

In nearly all cases, the UNCG students’ self-reported learning outcomes (e.g., gained experience/skills related to my academic major and future career, greater appreciation for the fine and performing arts, stress management skills increased) were higher than the national averages. Additionally, EUC student employees completing the survey indicated tremendous skill development (e.g., organization, networking, leadership) and a stronger sense of belonging within the UNCG community due to their employment.

Finally, 85% of UNCG respondents reported being satisfied with overall EUC programming, facility, and services.
AlcoholEdu Continued

for a good time, reluctance to spend the money, and having other things to do.

In order to examine the impact of AlcoholEdu on students’ knowledge base and behaviors, researchers asked students what they learned and then reviewed the pre- and post-test results. 86% of students said the course helped them plan for responsible decisions about alcohol and prepared them to identify and/or help someone with alcohol poisoning. Additionally, 69% said the course stimulated personal reflection about drinking attitudes and behaviors, and 70% said it had changed their perceptions of others’ drinking behaviors.

Among the high risk drinkers who saw “no need to change the way they drink” before taking AlcoholEdu, 30% indicated their readiness to change after completing the course. Finally, students reported 24%-38% increases in several positive behavioral intentions regarding alcohol consumption after completing AlcoholEdu: setting limits, avoiding drinking games, pacing oneself, selecting alternative drink types, reducing frequency, and reducing the number of drinks.

Finally, UNCG Student Health Services identified several learning outcomes as goals for this alcohol abuse prevention program and utilized them to measure the program’s impact. First, 78% of students reported recognizing alcohol as the most popular date rape drug after taking the course (up from 31% prior to AlcoholEdu). Next, 11% more students demonstrated a clearer understanding of the role alcohol use plays in consenting to have sex. Lastly, post-course responses indicated a greater understanding and self-awareness regarding sexual violence.

The UNCG Wellness Center and Substance Abuse Prevention program are using this benchmarked data to inform programs and services; and, the AlcoholEdu requirement continues for first-time, first-year students.

For more information regarding AlcoholEdu or UNCG students drinking behaviors, please contact Kim Sexton-Lewter in the UNCG Wellness Center (334-3072 or kim_lewter@uncg.edu).

Incentivizing Survey Responses

In case there was any doubt about whether the random drawings for prizes was real, just ask Nigel Robinson and Jonathan Riffey who each won a set of Beats by Dre headphones! Two sets of Beats headphones and eight $25 Barnes & Noble giftcards were distributed to randomly selected students who completed either the professional aspirations or student union benchmarking surveys last spring! Because the promise of these modest incentives for survey completion more than doubled our response rate, similar incentives will be offered for the Spring 2014 surveys as well.

Assessment Notes

Upcoming Spring 2014 benchmarking studies are fraternity and sorority life and residence life.

Did you know?
• UNCG students, faculty and staff have free access to Qualtrics, a software program for creating and administering surveys!
  http://its.uncg.edu/Software/Available/Survey
• We’re on the web! Additional Info Found Here:
  http://sa.uncg.edu/assessment

Student Affairs Assessment Graduate Assistant:
Wendy Powers