

Reasons for Attending Southeastern - Fall 2017
Section IV

In this section, students were asked to indicate how important a list of reasons were in their decision to attend Southeastern. Results are reported in Table 5, separately for beginning freshmen and transfer freshmen.

Overall, the most important reason for students' decision to attend Southeastern was "Southeastern's seemed to be a friendly place" (mean=4.15). The least important reason was "The campus is far enough away from home so I do not have to live at home" (mean=2.58).

Table 5
Reasons for Attending Southeastern Rather than Another Institution

		No Influence (1)	(2)	(3)	(4)	Major Influence (5)	Mean
Southeastern has a good degree program in the field I want to study	Beginning	5.2% (62)	5.8% (70)	18.3% (220)	19.1% (230)	51.6% (621)	4.06
	Transfer	0.0%	0.0%	22.0% (11)	18.0% (9)	60.0% (30)	4.38
Southeastern is the university closest to my home	Beginning	19.9% (239)	10.5% (127)	20.0% (241)	13.0% (145)	36.6% (441)	3.36
	Transfer	30.0% (15)	6.0% (3)	10.0% (5)	8.0% (4)	46.0% (23)	3.40
Southeastern's cost is lower than other schools I considered	Beginning	6.4% (77)	6.2% (75)	18.8% (227)	18.5% (223)	50.1% (604)	4.00
	Transfer	14.0% (7)	6.0% (3)	22.0% (11)	16.0% (8)	42.0% (21)	3.66
Southeastern has a good academic reputation	Beginning	3.1% (37)	3.6% (44)	22.5% (271)	24.8% (299)	46.1% (556)	4.07
	Transfer	4.0% (2)	4.0% (2)	24.0% (12)	18.0% (9)	50.0% (25)	4.06
I met the admission requirements at Southeastern	Beginning	5.1% (62)	4.6% (55)	16.8% (202)	20.6% (248)	52.9% (638)	4.12
	Transfer	8.2% (4)	8.2% (4)	26.5% (13)	6.1% (3)	51.0% (25)	3.84

Table 5 Continued
Reasons for Attending Southeastern Rather than Another Institution

		No Influence (1)	(2)	(3)	(4)	Major Influence (5)	Mean
Southeastern offered me a scholarship	Beginning	40.2% (484)	12.0% (145)	14.9% (179)	8.5% (103)	24.4% (294)	2.65
	Transfer	58.0% (29)	8.0% (4)	14.0% (7)	4.0% (2)	16.0% (8)	2.12
Southeastern seemed to be a friendly place	Beginning	3.2% (38)	3.5% (42)	18.2% (219)	25.6% (308)	49.6% (598)	4.15
	Transfer	2.0% (1)	6.0% (3)	20.0% (10)	18.0% (9)	54.0% (27)	4.16
My parents have a good opinion of Southeastern	Beginning	10.6% (127)	6.2% (75)	23.3% (280)	21.5% (259)	38.4% (461)	3.71
	Transfer	16.0% (8)	10.0% (5)	32.0% (16)	6.0% (3)	36.0% (18)	3.36
Southeastern's size seemed right for me	Beginning	4.1% (50)	4.1% (50)	17.1% (207)	21.1% (255)	53.5% (646)	4.16
	Transfer	6.1% (3)	0.0%	34.7% (17)	18.4% (9)	40.8% (20)	3.88
My friends and/or relatives recommended Southeastern	Beginning	10.5% (127)	10.0% (120)	23.4% (282)	21.4% (258)	34.7% (418)	3.60
	Transfer	12.0% (6)	8.0% (4)	28.0% (14)	10.0% (5)	42.0% (21)	3.62
I expect to be more successful in my courses at Southeastern than at another university	Beginning	6.2% (75)	5.7% (69)	22.0% (265)	22.6% (273)	43.4% (524)	3.91
	Transfer	6.0% (3)	2.0% (1)	28.0% (14)	16.0% (8)	48.0% (24)	3.98
My high school teachers or advisors recommended Southeastern	Beginning	18.6% (223)	12.6% (151)	29.6% (356)	16.6% (199)	22.7% (273)	3.12
	Transfer	34.0% (17)	10.0% (5)	22.0% (11)	10.0% (5)	24.0% (12)	2.80
I visited the Southeastern campus and really liked it	Beginning	7.3% (88)	6.9% (83)	21.4% (258)	21.2% (255)	43.1% (519)	3.86
	Transfer	6.0% (3)	18.0% (9)	26.0% (13)	16.0% (8)	34.0% (17)	3.54

Table 5 Continued
Reasons for Attending Southeastern Rather than Another Institution

		No Influence (1)	(2)	(3)	(4)	Major Influence (5)	Mean
The campus is far enough away from home so I do not have to live at home	Beginning	40.8% (490)	11.6% (140)	15.4% (185)	11.9% (143)	20.3% (244)	2.59
	Transfer	54.0% (27)	4.0% (2)	18.0% (9)	10.0% (5)	14.0% (7)	2.26
Some of my friends decided to attend Southeastern	Beginning	19.7% (237)	12.6% (151)	24.0% (289)	16.8% (202)	26.9% (323)	3.19
	Transfer	22.4% (11)	14.3% (7)	18.4% (9)	6.1% (3)	38.8% (19)	3.24