GETTING TO KNOW OUR OXY STUDENTS

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AUG 2015

OFFICE OF INSTITUTIONAL RESEARCH, ASSESSMENT AND PLANNING (IRAP)
We will talk about...

- Generation Z characteristics
- Demographics of Oxy freshmen
- Some important issues
  - Sexual assault
  - Habits of mind
  - Health and wellness
  - Expectations of college life
  - Sense of belonging
Meet Generation Z
(born mid-1990s to 2012)

- Global
- Social
- Technological multi-taskers
- Visual

Grew up in more diverse/pluralistic environment

Technology + Independence = crave more personalized learning

Feelings as sole guide to morality
(‘subjectivist ethics’, rise of the ‘nones’)

Religious affiliation of Oxy 2014 Freshmen

- None: 59%
- Christian: 29%
- Jewish: 6%
- Buddhist: 3%
- Other: 2%
- Muslim: 1%

Religious affiliation of Oxy 2014 Freshmen

Source: The Freshman Survey 2014
Notes: First-time full-time students. Oxy N=524, Private4 very high selectivity N=12,130, Priv4=25717
Growing up in a post 9/11 world during a recession

1 in 4 American children are living in poverty

73% of Americans were personally affected by the Great Recession

Gen Z were developing their personalities and life skills in a socio-economic environment marked by chaos, uncertainty, volatility and complexity. Blockbusters like The Hunger Games and Divergent depict teens being slaughtered. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.

Source of slide: “Meet Gen Z”, Sparks & Honey 2014
They are mature and in control

Use of Illicit Substances (Among high school seniors)
- Alcohol
- Marijuana
- Cigarettes
- Cocaine

Teen Birth Rate (per 1,000 women age 15-19)

25% of Gen Z teens say they were in a physical fight in the past year (down from 42% surveyed in 1991)

10% of Gen Z teens say they tried an e-cigarette in 2012 (a doubling in one year)

Source: Centers for Disease Control and Prevention via webMD: WebMD (CDC Survey 2014)
They intend to change the world

26% of 16-to-19 year-olds are currently volunteering

Social listening reveals that Gen Z are determined to “make a difference” and “make an impact.” Social entrepreneurship is one of the most popular career choices.

Source: U.S. Department of Labor, 2013

Source of slide: “Meet Gen Z”, Sparks&Honey 2014
72% of high school students want to start a business someday (compared to 64% of college students)

61% of high school students want to be an entrepreneur rather than an employee (compared to 43% of college students)

Entrepreneurship is in their DNA

Surrounded by DIY education and crowdsourcing, these teens dream of self employment. They feel pressured to gain professional experience at a very early age. Low wage entry level Gen Z jobs lead to competition with struggling Millennials, fueling competitiveness.


Source of slide: “Meet Gen Z”, Sparks&Honey 2014
Oxy and Entrepreneurship

Oxy was ranked #36 in Forbes Magazine’s “2015 America’s Most Entrepreneurial Colleges”

Methodology:

# alums who identified themselves as founders or business owners on linkedin

# Total alums
How to connect with Gen Z

1. Realize that they are diverse/pluralistic
2. Talk in images
3. Communicate more frequently in shorter bursts (8-second attention span)
4. Talk to them as adults
5. Tap into their entrepreneurial spirit
6. Collaborate with them
7. Live stream with them
8. Know that they prefer in-person communication over tech
9. Include a social cause that they can fight for

Sources: Bloomberg View, Sparks & Honey 2014, McCrindle 2012, Dan Schawbel
Oxy Demographics
Race/ethnicity of Fall 2015 Oxy freshmen (n=531)

Race/ethnicity by FGC status

- **Asian**: 82 (First Gen College: 17, non-First Gen College: 65)
- **Black**: 37 (First Gen College: 13, non-First Gen College: 24)
- **International**: 27 (First Gen College: 6, non-First Gen College: 21)
- **Latino**: 40 (First Gen College: 44, non-First Gen College: 0)
- **Native Am.**: 4 (First Gen College: 1, non-First Gen College: 3)
- **Unknown**: 9 (First Gen College: 0, non-First Gen College: 9)
- **White**: 233 (First Gen College: 17, non-First Gen College: 216)

Source: IRAP Office
Oxy freshmen are more diverse than freshmen of other colleges

Notes: First-time full-time students. Oxy N=527, Private/nonsectarian 4yr colleges – very high selectivity N=12,367
Race/ethnicity of Fall 2015 Oxy freshmen (n=531)

% Female by race/ethnicity

Overall = 59%

Source: IRAP Office
Fall 2015 Oxy freshmen (n=531)

% of Pell grantees
- Pell: 20%
- No Pell: 80%

Where our students come from
- In-state: 40%
- Out-of-state: 54%
- Intl: 6%

Source: IRAP Office
SAT scores: Fall 2014 and Fall 2015 Freshmen

Source: IRAP Office
College Acceptance

Were you accepted by your first choice college?

- Yes: 51.7%
- No: 48.3%

Is this college your …

- First Choice: 42.7%
- Second Choice: 56.2%
- Third Choice: 26.8%
- Less than Third Choice: 25.3%

Notes: First-time full-time students. Oxy N=527, Private/nonsectarian 4yr colleges – very high selectivity N=12,367
<table>
<thead>
<tr>
<th>Major</th>
<th>Your Inst</th>
<th>Comp Group</th>
<th>Your Inst</th>
<th>Comp Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>0.2%</td>
<td>0.1%</td>
<td>3.7%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Biological &amp; Life Sciences</td>
<td>15.9%</td>
<td>17.1%</td>
<td>3.1%</td>
<td>4.9%</td>
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<tr>
<td>Business</td>
<td>3.9%</td>
<td>9.2%</td>
<td>5.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Education</td>
<td>1.0%</td>
<td>1.9%</td>
<td>17.3%</td>
<td>12.9%</td>
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<tr>
<td>Engineering</td>
<td>2.7%</td>
<td>3.3%</td>
<td>0.0%</td>
<td>0.2%</td>
</tr>
<tr>
<td>English</td>
<td>2.2%</td>
<td>3.4%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Health Professions</td>
<td>6.1%</td>
<td>5.4%</td>
<td>2.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td>History or Political Science</td>
<td>14.1%</td>
<td>8.2%</td>
<td>16.7%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Arts &amp; Humanities</td>
<td>5.5%</td>
<td>5.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes: First-time full-time students. Oxy N=527, Private/nonsectarian 4yr colleges – very high selectivity N=12,367
Political views of Oxy 2014 Freshmen

Source: The Freshman Survey 2014
Notes: First-time full-time students. Oxy N=524, Private4 very high selectivity N=12,130, Priv4=25717
Important issues for your consideration

Sexual assault
Habits of mind
Health and wellness
Expectations for college life
Sense of belonging
8% reported they were sexually assaulted (51 out of the 634 respondents), 23 reported ‘unsure’.

Type: touching (80% of reported sexual assaults), vaginal intercourse (43%), oral intercourse (33%)

Demographic breakdowns of those who reported they were sexually assaulted:

- female respondents – 10%
- white females – 11%
- white males – 5%
- male respondents – 4%
- non-white females – 8%
- non-white males – 1%
Sexual Assault: Risk Factors

- Where: 49% of SA's occurred in Oxy residential buildings, 18% in Oxy non-residential, 31% off-campus
- When: 60% of SA incidents occurred during the first year.
- Who: 87% reported their assailants to be another Oxy student, 78% of the victims said it was someone they knew.
- Mostly alcohol related (80% of victims reported assailants drinking alcohol, 75% of victims reported their own drinking of alcohol) rather than physical force (33%) or drugs (33%).
Habits of Mind – a unified measure of the behaviors and traits associated with academic success. These learning behaviors are seen as the foundation for lifelong learning.

## Habits of Mind

### Survey items and factor loadings:

How often in the past year did you:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Seek solutions to problems and explain them to others</td>
<td>0.706</td>
</tr>
<tr>
<td>* Evaluate the quality or reliability of information you received</td>
<td>0.701</td>
</tr>
<tr>
<td>* Support your opinions with a logical argument</td>
<td>0.660</td>
</tr>
<tr>
<td>* Explore topics on your own, even though it was not required for class</td>
<td>0.591</td>
</tr>
<tr>
<td>* Seek alternative solutions to a problem</td>
<td>0.659</td>
</tr>
<tr>
<td>* Seek feedback on your academic work</td>
<td>0.629</td>
</tr>
<tr>
<td>* Take a risk because you felt you had more to gain</td>
<td>0.582</td>
</tr>
<tr>
<td>* Ask questions in class</td>
<td>0.545</td>
</tr>
<tr>
<td>* Revise your papers to improve your writing</td>
<td>0.565</td>
</tr>
<tr>
<td>* Accept mistakes as part of the learning process</td>
<td>0.540</td>
</tr>
<tr>
<td>* Look up scientific research articles and resources</td>
<td>0.509</td>
</tr>
</tbody>
</table>

*Cronbach's $\alpha = 0.864$*

Note: No significant difference between Oxy and comparison schools re Habits of Mind for Freshman and Seniors in the DLE.
Health and Wellness

Notes: First-time full-time students. Oxy N=527, Private/nonsectarian 4yr colleges – very high selectivity N=12,367
Communicate regularly with your professors

Take a course exclusively online at this institution

Work on a professor’s research project

**Expectations for College Life**

What is your best guess as to the chances that you will:

- **Your Institution**
  - Very Good Chance
  - Some Chance

- **Comparison Group**
  - Very Good Chance
  - Some Chance

Expectations for College Life

What is your best guess as to the chances that you will:

- Need extra time to complete your degree requirements
  - Your Institution: 4.6% (Very Good Chance), 17.5% (Some Chance)
  - Comparison Group: 4.5% (Very Good Chance), 18.1% (Some Chance)

- Take a leave of absence from this college temporarily
  - Your Institution: 1.9% (Very Good Chance), 9.0% (Some Chance)
  - Comparison Group: 2.6% (Very Good Chance), 9.3% (Some Chance)

- Transfer to another college before graduating
  - Your Institution: 4.0% (Very Good Chance)
  - Comparison Group: 3.2% (Some Chance)

Oxy FY retention is in league with higher-ranked schools.

Source: IRAP Office
First-year retention

Notes:
* FY retention of international students has been consistently lower.
* The 2010 cohort suffered more attrition than other cohorts.

Source: IRAP Office
The drop in FY retention for Cohort 2010 appears to be correlated with:

**Sense of belonging**
(a sense of academic and social integration on campus)

- I feel I am a member of this college
- I feel a sense of belonging to this campus
- I see myself as part of the campus community
- If asked, I would recommend this college to others

**Note:** Statistical difference in ‘sense of belonging’ between those who intend to stay, and those who intend to leave.

Source: IRAP Office