

NC STATE UNIVERSITY

2023 Incoming First-Year Student Survey Introduction, Methods, and Student Demographic Profile

Introduction

This series of reports presents findings from the 2023 Incoming First-Year Student Survey at NC State University. Each year since 1972, students beginning college at NC State in the Fall semester have been asked to participate in the survey. NC State's Institutional Strategy and Analysis office is responsible for administering the survey, analyzing the data, and preparing and distributing reports on results to various units on campus. The online survey is administered shortly after New Student Orientation in the summer before classes begin and closes a few weeks after the start of the semester. In the survey, students are asked about their experiences with the application process and deciding to enroll at NC State; their satisfaction with various NC State services and programs; how they are paying for their education; their preparation for college and their educational goals; what they are excited and concerned about in starting their first year of college; and, for variety of demographic information.

This introductory report describes the survey's methodology and compares the demographic profile of the 2023 first-year class to that of survey respondents with respect to their gender, race/ethnicity, and their college. A separate report, "[2023 Incoming First-Year Student Survey: Overall Results](#)," focuses on overall results. A link to a dashboard with results by gender, race/ethnicity, and college is available online through "[2023 Incoming First-Year Student Survey: Table of Contents](#)."

Survey Administration

The Incoming First-Year Student Survey opened on July 11, 2023, and closed on September 7, 2023. Shortly after they attended their on-campus New Student Orientation session over the summer, incoming first-year students were sent an email from NC State Chancellor Randy Woodson inviting them to participate in the survey. Survey nonrespondents were sent up to four email reminders. As an incentive for participating, ten participants who completed the survey by Tuesday, July 18, ten participants who completed the survey by Thursday, August 3, and ten participants who completed the survey by Thursday, August 17 were randomly selected to each win a \$20 Amazon.com eGift card. In addition, two students who completed the survey by the final deadline of Monday, September 7 were randomly selected to each win a \$50 Amazon.com eGift card.

Population and Survey Respondents

Based on Fall 2023 Census data (i.e., on September 1st, two weeks after the first day of classes), of the 5,555 students in all academic programs who were eligible to participate and have their responses recorded for final analyses, a total of 2,790 of them submitted usable surveys (50.2%).¹

Gender and Race/Ethnicity (Tables 1-2)

Women were significantly more likely than men to participate in the 2023 Incoming First-Year Student Survey. While women account for slightly more than half of the incoming first-year class (53.8%), they make over 60 percent of survey respondents (57.8%).

¹ Respondents from the Agricultural Institute have been excluded from the analyses presented in the following reports so that the data presented reflects the views and circumstances of students pursuing a four-year baccalaureate degree.

Table 1: Gender of the Incoming First-Year Class and Survey Respondents

Gender	Incoming First-Year Class		Survey Respondents		Response Rate
	%	N	%	N	%
Women	53.8%	2,988	61.9%	1,728	57.8%
Men	46.2%	2,567	38.1%	1,062	41.3%
<i>Total</i>	<i>100%</i>	<i>5,555</i>	<i>100%</i>	<i>2,790</i>	<i>50.2%</i>

Although participation in the survey varied somewhat by race/ethnicity, the racial/ethnic breakdown of survey respondents generally mirrors that of the incoming first-year student population. Among survey respondents, about two-thirds are white, 10.5 percent are Asian, 9.5 percent are Hispanic, 6 percent are African American/Black, 5.5 percent are multi-racial, and .5 of a percent are American Indian. The remaining percent of respondents are of another or unknown race/ethnicity.

Table 2: Race/Ethnicity of the Incoming First-Year Class and Survey Respondents

Race/Ethnicity	Incoming First-Year Class		Survey Respondents		Response Rate
	%	N	%	N	%
African American/Black	6.1%	338	5.8%	163	48.2%
American Indian	0.4%	23	0.4%	12	52.2%
Asian	10.7%	596	10.5%	293	49.2%
Hispanic	9.2%	511	9.6%	267	52.3%
White	66.6%	3,697	66.8%	1,864	50.4%
Multi-racial	5.2%	289	5.5%	152	52.6%
Other/Unknown	1.7%	95	1.3%	37	39.0%
<i>Total</i>	<i>100%</i>	<i>5,555</i>	<i>100%</i>	<i>2,790</i>	<i>50.2%</i>

Academic Units (Table 3)

Table 3 presents enrollment data for the incoming first-year student population at the beginning of the Fall 2023 semester compared to that of survey respondents by academic unit. While the distribution of academic units of survey respondents closely mirrors that of the population, given the combination of their size and their higher response rate relative to other colleges the College of Humanities and Social Sciences is slightly over-represented among survey respondents, and given their size and relatively low response rates, the Poole College of Management and the College of Engineering are slightly underrepresented.

Table 3: Classification by Academic Unit

Academic Unit	Incoming First-Year Class		Survey Respondents		Response Rate
	%	N	%	N	%
Agriculture and Life Sciences	8.9%	493	9.7%	271	55.0%
Design	2.3%	125	2.5%	70	56.0%
Education	2.4%	134	2.7%	75	56.0%
Engineering	32.4%	1,799	30.0%	838	46.6%
Natural Resources	5.1%	284	5.2%	144	50.9%
Humanities and Social Sciences	9.1%	508	10.5%	293	57.7%
Sciences	12.5%	693	13.4%	374	54.0%
Textiles	2.9%	162	2.7%	74	45.7%
Management	9.8%	542	8.4%	233	43.0%
Exploratory Studies	14.7%	816	15.0%	418	51.2%
<i>Total</i>	<i>100%</i>	<i>5,555</i>	<i>100%</i>	<i>2,790</i>	<i>50.2%</i>

For more information on the 2023 Incoming First-Year Student Survey, contact:
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