2024 Kickstart Survey

First Year Student Experiences

In Fall 2024, the Kickstart Survey was administered to new incoming students to understand students' decision-making process to attend CSUSM, their experiences with the enrollment process and expectations about their upcoming college journey.

Insights on Selecting CSUSM

Students' ranking of CSUSM...



45% 1st choice

33% 2nd choice

14% 3rd choice

8% 4th choice or more

Top Reasons for Selecting CSUSM...



60% selected that the **location of university is near home**



48% selected that their **desired major was available**



46% selected that **CSUSM was affordable**

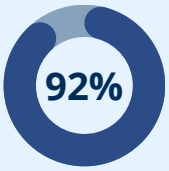


21% selected that their **friends/ family attended CSUSM**

New Student Experiences...

...applying to CSUSM.



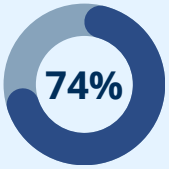


of first-year students indicated having **positive*** experiences applying to CSUSM

*Excellent/Good response options combined

...with admissions & enrollment.



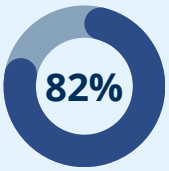


of first-year students **agree*** that they were able to find answers to their questions

*Strongly Agree/Agree response options combined

...becoming a student.





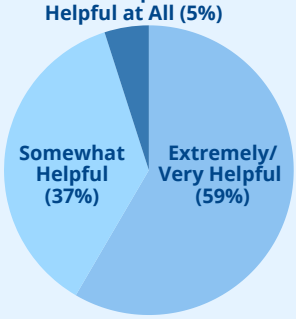
of first-year students indicated having **positive*** experiences becoming a student

*Excellent/Good response options combined

CSUSM Website

Helpfulness of CSUSM website:

"It listed all the information on housing, aid, clubs and organizations, and what CSUSM is all about."



"Some of the information was hard to find, but there were phone numbers available on the website for me to call"

Helpful Sources of Information

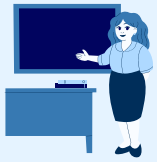
Helpful sources of information when choosing to attend CSUSM:



66% of students selected **Campus Visits**



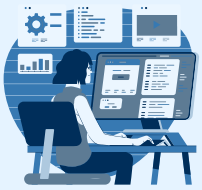
49% of students selected **Friends/Relatives**



36% of students selected **Counselor/Teacher**

Important Goals

Students identified outcomes that are most important to them:



64% indicated **finding a fulfilling career** as an important outcome



61% indicated **getting a well-paying job** as an important outcome



49% indicated **growing & developing personally** as an important outcome



39% indicated **interacting & connecting with others** as an important outcome

Infographic reflects the responses of incoming Fall 2024 first-year students at CSUSM who completed the 2024 Kickstart Survey (*n* = 1230).

Questions? Email: survey@csusm.edu