2025 CSUSM KICKSTART SURVEY

Becoming a Cougar: First Year Student Experiences

Voices of CSUSM

In Fall 2025, CSUSM administered the "Kickstart" Survey to new incoming students to better understand students' decision-making process to attend CSUSM, what their enrollment experience was like, and their expectations about the upcoming college journey.

1 BEFORE CSUSM

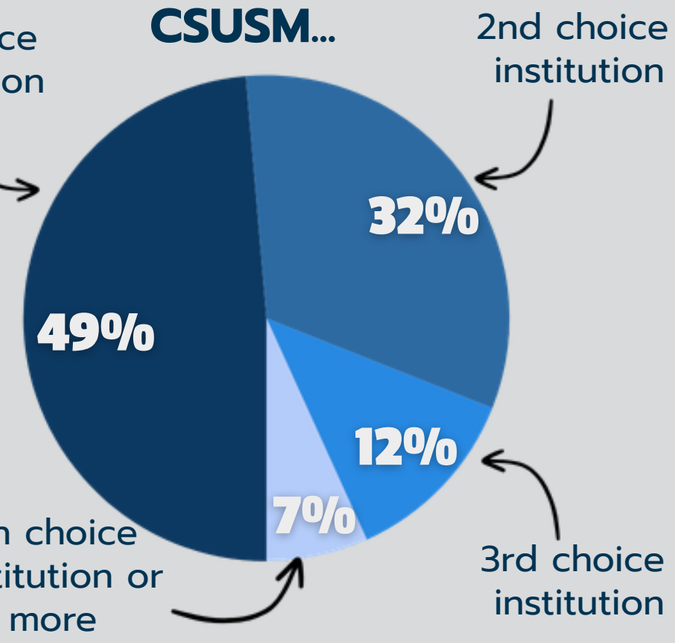
Top reasons for selecting CSUSM...

52% say that the **location of the university is near home**

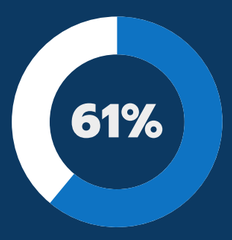
50% say that the **major they're interested in is offered**

44% say that CSUSM is **affordable**

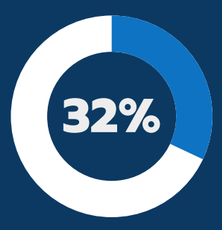
Student's ranking of CSUSM...



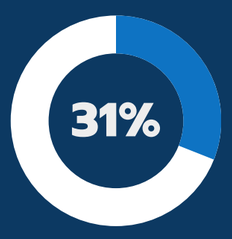
Most helpful sources of information when choosing to attend CSUSM...



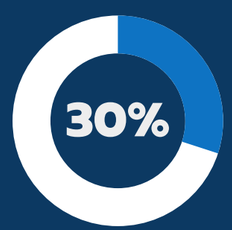
of students selected **Campus visits**



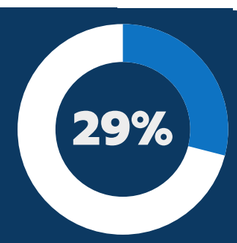
of students selected **Friend(s)**



of students selected **High school counselor or teacher**



of students selected **Parents/ guardians**



of students selected **New student orientation**

2 GETTING STARTED

The application experience...

94% reported that they had a **positive*** experience applying to CSUSM

*Excellent/Good response options combined

Experience becoming a CSUSM student...

81% reported that they had a **positive*** experience becoming a CSUSM student

*Excellent/Good response options combined

3 LOOKING AHEAD

CSUSM involvement plans...

66% indicated that they would likely* participate in an internship

65% indicated that they would likely* seek academic support

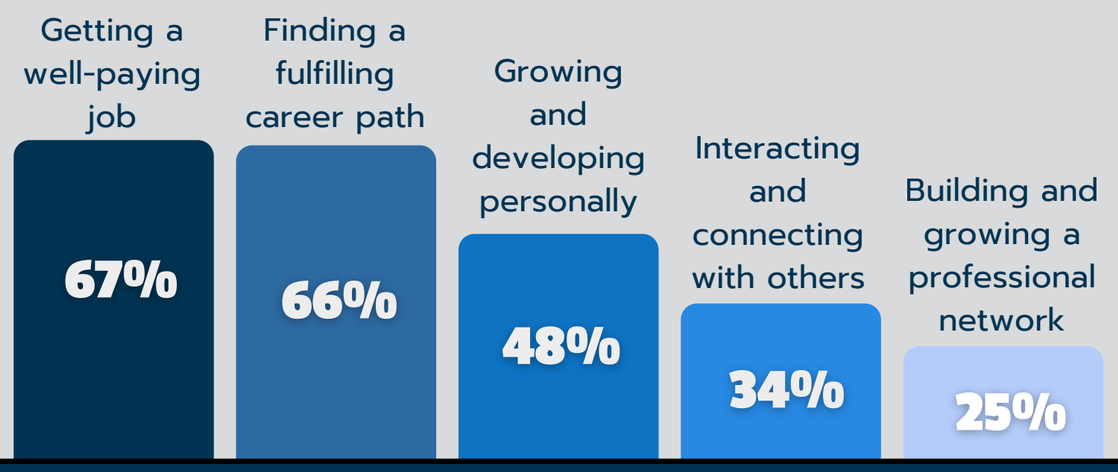
64% indicated that they would likely* participate in student organizations and/or clubs

*Very likely & Likely response options were combined

Expected graduation time...

89% of students say they expect to graduate in 4 years or less

Most important planned outcomes...



The Kickstart Survey was administered from August 25 to September 15, 2025 with a response rate of 42.8% (n=1,166) for first-year students.

Questions? Contact survey@csusm.edu