2024 Kickstart Survey

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

*Based off the number of first-year students who responded to the survey

- 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…

*Based off the number of first-year students who responded to the survey

- …applying to CSUSM.

  **Excellent/good response options combined*
    - **92%** of first-year students indicated having positive* experiences applying to CSUSM
- …with admissions & enrollment.

  **Strongly Agree/agree response options combined*
    - **74%** of first-year students agree* that they were able to find answers to their questions
- …becoming a student.

  **Excellent/good response options combined*
    - **82%** of first-year students indicated having positive* experiences becoming a student

CSUSM Website

*Based off the number of first-year students who responded to the survey

- Helpfulness of CSUSM website:
    - **59%** Extremely/ Very Helpful

    - **37%** Somewhat Helpful
    - **5%** Not so Helpful/ Not Helpful at All
- Student quotes:
    - "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

*Based off the number of first-year students who responded to the survey

- 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

*Based off the number of first-year students who responded to the survey

- 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).