NORTHERN ILLINOIS UNIVERSITY

How the University Honors Program Can Better Attract and Retain College of Business Students

A Thesis Submitted to the University Honors Program

In Partial Fulfillment of the Requirements of the Baccalaureate Degree

With University Honors

Department of Management

By

Korrey Stralka

DeKalb, Illinois

May 12, 2012
Capstone Title:

How the University Honors Program can Better Attract and Retain College of Business Students

Student Name: Korrey Stralka

Faculty Supervisor: Bart Sharp

Faculty Approval Signature: [Signature]

Department of Management

Date of Approval: 5/8/2013
ABSTRACT:

The University Honors Program has seen low enrollment totals of undergraduate students from the College of Business in the past and wants to improve these numbers. The distribution of a survey to undergraduate College of Business students was created to obtain student feedback on the University Honors Program to be analyzed and interpreted to develop realistic solutions to remedy the situation. Interviews were also conducted with select students who had previous communication with the program. Results showed that students are active in other organizations; they just had difficulty determining the benefits of being in the University Honors Program. Developing marketing materials, informational meetings, and a student referral program are all ways to increase awareness of the program and its benefits to potential students.
Table of Contents

I. Executive Summary ............................................... 3

II. Introduction ................................................................. 5
   a. Purpose ................................................................. 5
   b. Qualifications ...................................................... 6

III. The University Honors Program ....................................... 7
   a. Lower Division Honors ........................................... 7
   b. Upper Division Honors ........................................... 8
   c. University Honors ................................................ 8
   d. Honors Seminar ................................................... 8
   e. Capstone Project .................................................. 9

IV. Research Methods ....................................................... 10
   a. Survey ................................................................. 10
   b. Issues with Research Methods ................................. 11
   c. Results ................................................................. 12
   d. Quantifiable Survey Responses ............................... 12
   e. Qualitative Survey Responses ................................. 13
      i. Current Honors Students .................................... 13
      ii. Non-Honors Students ....................................... 14
   f. Qualitative Interview ............................................. 15

V. Conclusion ................................................................. 17
   a. Referral Program ................................................ 18
   b. Increased Marketing ............................................ 20
   c. Informational Meetings ......................................... 22
   d. Issues ................................................................. 21

VI. Summary ................................................................. 23

VII. References .............................................................. 24

VIII. Appendix ............................................................... 25
Executive Summary

The purpose of this report is to determine how the University Honors Program can better attract and retain College of Business students at Northern Illinois University. Research was gathered in the form of qualitative and quantitative surveys and interviews with College of Business Students. Results showed that students were either unaware of the program, or did not realize the benefits of joining the program. 58.2% of respondents stated they were active in two or more other organizations on campus. This shows that students are involved on campus, just not in the University Honors Program because they cannot rationalize the decision to join based on the limited information they have.

Increasing awareness of the program and its benefits to potential students may convince them to apply to the program. One method is the creation of a referral program for all current Honors students can increase enrollment because potential students are more likely to join after hearing the benefits from their friends that they trust. Increasing the marketing of the program to COB students through the use of promotional materials such as flyers that highlight the programs features (Figure 4 and Figure 5) can also raise awareness of the program. Another way is to hold informal meetings for potential students presented by Honors faculty and student workers. Faculty members can reflect the credibility of the program while student workers can better explain the time commitment required from a student perspective.

Participant responses showed that some current Honors students believe it is difficult to achieve UDH because of the limited number of classes offered outside of Liberal Arts and Sciences in
the 300-400 level range. Increasing the number of classes offered, especially in core classes, may make it easier for students to complete their requirements.

Overall the University Honors Program already has a lot of benefits that students can gain from being active in their program, they just have improve the communication process to better convey these to potential students.
Introduction

The University Honors Program (UHP) is a division of Northern Illinois University that provides an enriched, educational experience for academically intellectual students who are committed to increasing their knowledge and perception of the world (University Honors Program). Students who have shown significant academic potential at their past establishments, such as high schools or other colleges, are invited to join the University Honors Program through formal letters, emails, or phone calls sent by the department. Potential current NIU students are also contacted if their GPA meets the Honors Program requirements.

Purpose

The purpose of this project is to determine how the University Honors Program can better attract and retain College of Business (COB) students. In the past, the UHP has seen low numbers of COB students in their programs compared to other NIU colleges (Cisneros). For example, out of the graduation class of 2012 only 17% of the students are from the COB (Honors Day 2012). In order to develop a plan to increase the enrollment of UHP from the COB this situation should be analyzed to determine what factors are contributing to the low enrollment numbers. After identifying what aspects are causing these issues, an implementation plan will be developed to improve COB enrollment numbers.

The success of this project holds significant value to both the University Honors Program and the College of Business. Increasing the enrollment numbers of COB students in the UHP coincides with its own 2020 vision to expand the program to 2000 students overall at NIU (Cisneros).
accomplishment of this project will support the UHP’s own efforts, while also contributing materials and ideas that can be utilized to market to other colleges as well. The COB can also benefit from an increase enrollment in UHP students because it has the potential to increase their Businessweek’s ranking through an increase in hours spent on schoolwork since Honors student complete extra projects in their Honors courses (Lavelle).

Qualifications
I am qualified to efficiently conduct this project for a variety of reasons. My background in Sociology has given me the skills to effectively conduct qualitative and quantitative analysis in a professional manner. I have taken coursework in qualitative analysis, and am able to prepare research questionnaires in a way that presents the data in an unbiased manner. In addition, my experience as a current Honors student and as a former employee for the University Honors Program provides me a better understanding of the enrollment issues the program is facing and some possible reasoning behind it.
The University Honors Program

Students can choose to participate in one of three different program options offered by the UHP. Advisors assist students in determining which route is most beneficial for them, taking into account their academic year, how long before they graduate, their GPA, and what level their remaining coursework is. The three programs are: Lower Division Honors (LDH), Upper Division Honors (UDH), and University Honors (UH) (which is awarded after the completion of both LDH and UDH). The requirements for each of the different program options go as follows (University Honors Program):

**Lower Division Honors (LDH)**

Lower Division Honors consists of 15 credit hours, generally in 100-200 level coursework. Students that complete this division tend to be freshman or sophomores, coming into NIU out of high school or from another university. To complete LDH you must have a minimum 3.00 GPA overall at NIU, and a minimum 3.2 GPA in Honors coursework. Once LDH is completed the student is given the option of continuing on with Upper Division Honors or exiting the program.
Upper Division Honors (UDH)

Upper Division Honors is 12 credit hours that are primarily completed by juniors and seniors, since the coursework must be completed in 300-400 level classes. Since the requirements are designed for upperclassman, UDH is generally completed by transfer students, or students who enter the program later into their academic studies at NIU. Students must maintain a minimum 3.2 GPA in both Honors classes and overall at NIU to stay active in the program. In order to complete UDH, students are required to take two 300-400 level classes, an Honors seminar, and a Capstone project, or Senior Thesis. More information on the Honors seminar and Capstone project is available in the next section.

University Honors (UH)

University Honors is awarded when students have completed the requirements for both Lower Division Honors and Upper Division Honors.

Honors Seminar

An Honors seminar is a course designed by a professor in conjunction with the Honors department that focuses on a specific topic, or theme. Students must take an Honors seminar outside of their major, allowing them the opportunity to expand their knowledge and broaden their education with topics they otherwise may have not had the opportunity to study. Generally five to seven Honors seminars are offered every semester, and they vary throughout the year so that students can enroll in the course that most interests them.
Honors students also have the option of participating in an Experiential Learning Center (ELC) project in the College of Business as an alternative to an Honors seminar. ELC projects are semester long courses that allow students to work in teams on a real-life business issue, sponsored by a company. Students work in teams of five to six other students, and are guided by a faculty coach as well as an assistant coach. The experience involves more hands-on learning, and connects students to real-life business situations where they can use their academic knowledge to research, develop, and conduct a final presentation to their client.

Capstone Project

All students attempting UDH and UH must complete an Honors Capstone project. Generally the project is completed as an independent study in the students’ respective field of study. It is developed as a course where students can apply all of their academic experience into a final project, thesis, or study. The student completes the project under the guidance of a faculty member of their choosing. The Capstone project is a semester long course that involves completing a Capstone proposal, rough draft, and final project to be submitted at the end of the semester.
Research Methods

The purpose of this project is to develop a plan to better attract and retain College of Business students in the University Honors Program. Primary research for this project was gathered in the form of a qualitative and quantitative survey that was distributed by the COB Undergraduate Studies office to all undergraduate business students. Qualitative interviews were also conducted with select one student who was contacted by the University Honors Program but who decided not to enter the program, and another who only completed LDH.

Survey

The survey was distributed to students on March 20th and continued until April 1st, with a total of 131 students completing it. With the assistance of the Undergraduate Studies office, the survey was emailed to all undergraduate business students. The email template is shown in Figure 1. The survey consisted of only ten questions in an attempt to keep the completion time of the survey brief. The survey questions are highlighted in Figure 2, and the results in Figure 3. In addition to the efforts of the Undergraduate Studies office, two professors encouraged their student’s to complete the survey by offering extra credit. A raffle was also incorporated into the survey for a $25 gift card to the Village Commons Bookstore as an incentive for students to participate in the survey.
The breakdown for the survey questions are as follows:

- Four questions about the UHP
- One question about the respondent’s extracurricular involvement
- Three general questions about the respondent’s background
- One open-ended question on the respondent’s opinion of the UHP

Issues with Research Methods

The initial respondent goal of the survey was 200 students, but only 131 completed the survey. The survey was sent out to Undergraduate students with the title: *Are You a University Honors Student?* This title was chosen after careful consideration in an effort to attract students who were interested in the program. However the title was misinterpreted by students who assumed the email was meant only for current Honors students. This led to there being a larger number of students who identified themselves as current Honors students than those who did not. Overall this should not have a significant effect on the results of the survey since it was designed in a way that allows all students to give their feedback in an unbiased way.
Results

Quantifiable Survey Responses

The College of Business and University Honors survey had a total of 131 respondents. The survey was distributed to undergraduate business students, with 15.5% being freshman, 12.4% being sophomore, 19.4% juniors, 39.5% seniors, 10.9% super seniors (5+ years), and 2.3% graduate students. Of those respondents, 33.6% are current Honors students, 9.9% previously were in the program, but no longer are, 0.8% applied to the program but were not accepted, and 53.5% of the students who said they were current Honors students are Accountancy majors, the rest distributed between Management, Marketing, Finance, OM&IS, and Business Administration. When asked ‘How did you first hear about the University Honors Program?’ 42% of respondents stated they were contacted by the University Honors Program through phone, email, or a letter, 20.6% heard about it from a friend, 3.1% were recommended to it by a professor, 15.3% heard about it in a class, 9.2% read about it online, 22.9% heard about it when applying to NIU, 1.5% said other, and 13.0% have not heard about the UHP before. Responses to a multiple-answer question showed that students who are not current in the program would prefer to get more information by going online (79.2%), schedule an appointment with an adviser (36.1%), ask a friend about the program (29.2%) or walk into the office (25%). The majority of current Honors students were initially contacted by the department prior to joining (63.2%). Students who were contacted to the Honors program but decided not to join said they did so because they did not want to complete the extra assignments (59.3%), they did not see the significance of the program (48.1%), and they didn’t want to take a lot of Honors classes (33.3%). Of the respondents who said they were contacted by the Honors
department through phone, email, or letter, 50.9% joined the program. 58.2% of respondents are involved in 2 or more organizations on campus. The majority of non-honors students (61.1%) are involved in 0-1 organizations on campus, while 88.4% of current honors students are involved in 2 or more. Only 11.6% are involved in 0-1 organizations. 58.2% of COB students overall are involved in 2 or more organizations on campus. 61.1% of respondents have a grade point average that is high enough for them to be accepted into the UHP.

Qualitative Survey Responses

The following are direct quotations taken from responses to the question, “Based on what you know, what is your opinion of the University Honors Program?”

Current Honors Students

“I have 2 majors and the honors program still does not really offer courses in either of these areas making it difficult to be able to complete my honors requirements.”

“Great resume builder, it...challenges you. I am glad I did it.”

“I think it is a great program. I am very glad to be a part of it.”

“There aren’t many honors sections that aren’t in liberal arts. It is difficult to find honors sections once you start your upper division.”

“I have enjoyed working with the University Honors Program during my time here at NIU.”

“It is a great opportunity for bright young minds that allows a place for individuals to prosper in all aspects of life.”

“I think that it is a great opportunity and it challenges students to excel academically. It also opens many opportunities both socially and academically.”

“Good because it allows me to pick my classes first.”
“I really like the Honors Program, they are doing all they can to make the Honors Program an enjoyable experience for all students that is also accommodating to them.”

“I tell everyone I know who are not in the Honors Program to join. It’s a great experience without too much more work involved which is what most people assume.”

“It’s not good, it’s great.”

“It gives you many advantages during your school years.”

“I would highly recommend joining the Honors program.”

“Not as good as it could be.”

“I don’t feel like the program is impressive on a College of Business student’s resume.”

Non-Honors Students

“Waste of my time based on experience prior to college entrance.”

“... In my experience my current employer and all potential employers have told me it wouldn’t make much of a difference.”

“I do not know a lot about the University Honors Program. I know we have one, but there really isn’t much talk about it in school.”

“I believe that not enough people know it exists.”

“I don’t know anything about it.”

“It seems like a lot of extra work.”

“It is not very well advertised, because I have never heard of it.”

“When I first came to NIU as a Freshman, I didn’t think the Honors Program would be worth the extra work. Now after knowing more about educational development, I feel like I would have been worth doing.”

“Take the same classes as everyone else, but have to do extra work in them; lots of extra effort required with no clear payoff.”

“It is worthwhile to be in, it is just not clear on how to get in.”
"I find it hard to see the benefits. ...I am already taking difficult classes, why would taking extra/more difficult set me apart? Organizations offer interaction with mentors & advisers in my given field and present future opportunities that I feel are more in line with my career goals."

"Employers don’t put any extra attention on an Honors student."

"I’m not quite sure about it or how much it really adds to your transcript."

Qualitative Interviews:

Contacted Student:

Why did you choose not to join the University Honors Program?

I was already busy keeping up with work and school and I thought the Honors Program would just add to the amount of stress. Also, I thought the work would not outweigh the benefit.

Do you regret your decision not to join?

Now, I feel that I could have benefited greatly from the program after knowing people who have been a part of it.

What ways could the University Honors Program improve its recruitment methods?

They could provide specific benefits. I used to think there was not any real benefits of being in the Honors Program besides being able to say “I graduated from Honors at NIU,” because I was unaware of any further benefits.

LDH Student:

You Completed Lower Division Honors for the University Honors Program. Why did you decide not to continue on in the program and complete Upper Division Honors?

Did not want to. I was able to stay in the Honors Program for all four years, only taking 5 classes Honors. I am graduating with honors. I don’t have to write a capstone of anything like it.

Do you regret your decision not to complete UDH?

NO, I am graduating with honors and that is all that counts to me. I don’t need to say high honors, it is already on my resume.

How could the University Honors Program improve to change your decision?
More benefits. I did not want to do the extra work, so I did not continue, because there was no reason to. Also, it seems daunting, make it seem easy and I may have tried.
Conclusions

The majority of the participants in the survey were Senior's in the College of Business. The other participants are distributed somewhat evenly among the other main categories. Graduate students were not the target of the survey, and as such were not contacted and asked to complete it. They were only included as an option in an effort to keep the results focused on Undergraduate Students.

The results of the survey showed that 58.2% of students in the COB are involved in two or more organizations on campus. This means that COB students are not opposed to being involved; rather they rationalize the choice of what organizations to be involved in because they are aware of their own, personal time commitments. In basic terms, the University Honors Program is competing against all student organizations in an attempt to increase enrollment of students. What the Honors Program needs to do, is to showcase the benefits of being an Honors Student in a way that outweighs the extra work required to be in the program. Once students realize that the pros of being active in the program outweigh the cons, they will be more inclined to join. As a department at NIU the University Honors Program has a variety of traits that make it unique in comparison to student organizations such as:
- A network of 800 students
- Honors notation on transcript
- Priority registration
- Honors-only courses
- Honors center in the Campus Life Building
- Honors House

Most of these benefits cannot compete with similar student organizations, especially priority registration and Honors notation on final transcripts. Conveying these benefits to potential students may encourage them to join the program.

**Referral Program**

Over half of the respondents are not currently in the University Honors Program. Of those students, 61.1% of them have a GPA that is high enough for them to be accepted into the University Honors Program. Assuming this survey represents non-Honors students in the COB somewhat fairly, it can be concluded that over half of the students in the COB have a high enough GPA to join the program. The issue that the University Honors Program is experiencing is how to convince them of the benefits of joining the program.
Out of all of the respondents the majority of students were contacted by the University Honors Program at some point during their academic career. This method appears to currently be one of the best ways to inform potential students about the program, since 63.2% of respondents stated that they joined the UHP after being contacted. However, students who are currently not in the Honors program have heard about it most commonly from their friends. Increasing this social interaction will help to inform more students of the program, or encourage those who were contacted to consider joining. The development of a referral program will help to increase the number of students who are aware of the program. Attaching an incentive to the program, such as a drawing for a gift card or prize, has the ability to entice more Honors students to talk with their friends about joining. In addition, hearing about the program from a friend may have a stronger impact on the individual considering joining, because their friend would be able to explain the benefits of the program in a more personalized manner than simply receiving a letter.
**Increased Marketing**

The qualitative responses entered into the comment section of the survey show that the majority of non-Honors students are unfamiliar with the program, believe it is too difficult for them to complete, or do not see the benefits of joining. In contrast, current Honors students stated that the program was not too difficult for them to complete and presented a lot of opportunities. The discrepancy between these two groups shows that many potential Honors students are not being adequately informed of the benefits of the program. More marketing should be tactics should be incorporated to increase awareness of the University Honors Program, and the benefits of joining. In the survey results a significant number of current Honors Students talked about how much of a benefit it was to have priority registration. One way to increase the enrollment of College of Business students in the University Honors Program is to better convey these benefits. Including examples of the benefits in the letters used to contact students, especially the priority registration, may help to convince students that it is worth joining the program. The social and academic events can also be included in these materials, and will help to convey the UHP more as a community of students rather than the additional coursework that students will have to complete in order to graduate.

A variety of methods can be utilized in order to better convey the values and benefits of the University Honors Program to potential students. One such method involves advertising the program more as an organization of students, instead of an academic program. Many of the current Honors students commented on how the program was socially engaging, and opened a variety of opportunities for them. In addition, the Honors House and Honors Student Association act as social organizations within the program. If the UHP promoted itself in a way
that conveyed all of these aspects, more students may consider joining the program. Increasing the advertising of the program and these benefits may inform more potential students. Flyers can be posted in the College of Business advertising these benefits to students. Figure 3 and Figure 4 are examples of two flyers that could be utilized to inform students of the UHP.

**Informational Meetings**

The creation of an informational meeting presented at the beginning (or end) of each semester would allow interested potential students the opportunity to get more information on the program without having to make an appointment. Out of all of the respondents 20.9% said that they would be interested in attending an informational meeting to get more information on the program. The Honors Program currently has a promotional PowerPoint presentation that they use during college-wide events such as admitted students day or open houses that could be utilized in this setting. Honors faculty could explain the benefits in an open forum to the potential students, and Honors student workers could participate in a question and answer session. Holding this type of meeting would not only show interested students the benefits of being an Honors student, but would also give them the opportunity to speak with other students like themselves. Talking with a current Honors student is a positive experience because as a fellow student they are more likely to trust their opinion on how much extra work is involved and what the time commitment is like.

**Issues**

The qualitative portion of the survey questions and interviews highlight some areas of the Honors program that could be improved to benefit students in the College of Business. The first
is to increase the number of 300-400 Honors classes available in the COB. Respondents claimed that "there aren't many Honors sections that aren't in Liberal Arts." This may explain why 44% of Honors students in the COB graduated this semester with LDH, but only 22% graduated with UDH (Honors Day Pamphlet). Working with COB professors to add more Honors sections will make it easier for students to complete UDH, especially in core classes.
Summary

Overall there are a variety of ways that the University Honors Program can entice College of Business students to join. The University Honors Program already has a significant number of benefits to being a member that can be utilized more effectively to do this. Increasing student awareness of the UHP through marketing, informational meetings, and referral programs can lead to a higher enrollment totals. Conveying these benefits in a more direct way to potential students will demonstrate positive effects of being in the program.
References


   <http://www.businessweek.com/articles/2012-03-20/how-we-ranked-the-schools>.

   <http://niu.edu/honors/index.shtml>. 
Appendix

Figure 1:

From: cobuarad cobuarad
To: cobuarad cobuarad
Date: 03/20/12 09:20 am
Subject: Are you a University Honors Student?

Please take a brief 5 minute survey and be entered into a raffle for a $25 gift card to the Village Commons Bookstore! Just remember to enter your email address at the completion of the survey. The winner will be notified via email in April.

The survey can be found here: http://www.surveymonkey.com/s/B2KTY2J

I am conducting an independent research project aimed at identifying College of Business student's opinions of the University Honors Program. The information gathered from this survey will help to develop an implementation plan to better attract and retain College of Business students.

All of your answers will be kept confidential and are for the purpose of this project only.

Thank you for your assistance!

Korrey Straika
kstralka@niu.edu
Operations Management and Information Systems
**College of Business and University Honors Program**

**1. What is your current status with the University Honors Program?**
- I am currently in the University Honors Program
- I previously was in the University Honors Program, but no longer am
- I applied to the University Honors Program, but was not accepted
- I am not in the University Honors Program

**2. How did you first hear about the University Honors Program?**
- Contacted by the University Honors Program (Phone/Email/Letter)
- Heard about it from a friend
- A professor recommended it to me
- Heard about it in a class
- Read about it online
- I heard about it when I applied to NIU
- I have not heard about the University Honors Program before
- Other (please specify)

**3. If you are not currently in the University Honors Program, why did you decide not to join or to leave the program?**
- Didn’t meet the GPA requirement
- Didn’t want to take a lot of Honors classes
- Didn’t want to do the extra work
- Didn’t think my GPA was high enough to be accepted into the program
- Didn’t see the significance of being in the program
- I have never heard about the University Honors Program before
- I am currently in the University Honors Program
- Other (please specify)
College of Business and University Honors Program

4. If you wanted to get more information on the University Honors Program, what methods would you use?
- Go online
- Call
- Walk-in to the office
- Schedule an appointment to meet with an adviser
- Attend an informational meeting
- Chat online with an adviser
- Ask a friend about the program
- Other (please specify)

5. How many organizations are you involved in currently?
- 0-1
- 2-3
- 4-5
- 6+

6. Based on what you know, what is your opinion of the University Honors Program?

7. What department is your major of study in?
- Management
- Accounting
- Marketing
- Finance
- Operations Management and Information System
- Business Administration
- Other (please specify)
College of Business and University Honors Program

8. What year are you in school?
- Freshman
- Sophomore
- Junior
- Senior (4 years)
- Super Senior (6+ years)
- Student at Large
- Graduate Student

9. What is your GPA?
- Less than 2.0 GPA
- 2.1 GPA - 2.3 GPA
- 2.4 GPA - 2.7 GPA
- 2.8 GPA - 3.1 GPA
- 3.2 GPA - 3.5 GPA
- 3.6 GPA +

10. Please enter your email address to be entered into a raffle for a Village Commons Bookstore $25 gift card!
Figure 3:

College of Business and University Honors Program

1. What is your current status with the University Honors Program?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am currently in the University Honors Program</td>
<td>33.6%</td>
<td>44</td>
</tr>
<tr>
<td>I previously was in the University Honors Program, but no longer am</td>
<td>9.9%</td>
<td>13</td>
</tr>
<tr>
<td>I applied to the University Honors Program, but was not accepted</td>
<td>0.6%</td>
<td>1</td>
</tr>
<tr>
<td>I am not in the University Honors Program</td>
<td>55.7%</td>
<td>73</td>
</tr>
</tbody>
</table>

2. How did you first hear about the University Honors Program?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacted by the University Honors Program (Phone/Email/Letter)</td>
<td>42.0%</td>
<td>56</td>
</tr>
<tr>
<td>Heard about it from a friend</td>
<td>20.6%</td>
<td>27</td>
</tr>
<tr>
<td>A professor recommended it to me</td>
<td>3.1%</td>
<td>4</td>
</tr>
<tr>
<td>Heard about it in a class</td>
<td>15.3%</td>
<td>20</td>
</tr>
<tr>
<td>Read about it online</td>
<td>9.2%</td>
<td>12</td>
</tr>
<tr>
<td>I heard about it when I applied to NIU</td>
<td>22.9%</td>
<td>30</td>
</tr>
<tr>
<td>I have not heard about the University Honors Program before</td>
<td>13.0%</td>
<td>17</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>1.5%</td>
<td>2</td>
</tr>
</tbody>
</table>

answered question 131
skipped question 0
3. If you are not currently in the University Honors Program, why did you decide not to join or to leave the program?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Didn't meet the GPA requirement</td>
<td>7.6%</td>
<td>10</td>
</tr>
<tr>
<td>Didn't want to take a lot of Honors classes</td>
<td>14.5%</td>
<td>19</td>
</tr>
<tr>
<td>Didn't want to do the extra work</td>
<td>21.4%</td>
<td>28</td>
</tr>
<tr>
<td>Didn't think my GPA was high enough to be accepted into the program</td>
<td>13.0%</td>
<td>17</td>
</tr>
<tr>
<td>Didn't see the significance of being in the program</td>
<td>23.7%</td>
<td>31</td>
</tr>
<tr>
<td>I have never heard about the University Honors Program before</td>
<td>12.2%</td>
<td>16</td>
</tr>
<tr>
<td>I am currently in the University Honors Program</td>
<td>34.4%</td>
<td>45</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

4. If you wanted to get more information on the University Honors Program, what methods would you use?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go online</td>
<td>60.6%</td>
<td>104</td>
</tr>
<tr>
<td>Call</td>
<td>12.4%</td>
<td>16</td>
</tr>
<tr>
<td>Walk-In to the office</td>
<td>37.2%</td>
<td>48</td>
</tr>
<tr>
<td>Schedule an appointment to meet with an adviser</td>
<td>31.0%</td>
<td>40</td>
</tr>
<tr>
<td>Attend an informational meeting</td>
<td>20.9%</td>
<td>27</td>
</tr>
<tr>
<td>Chat online with an adviser</td>
<td>5.4%</td>
<td>7</td>
</tr>
<tr>
<td>Ask a friend about the program</td>
<td>26.4%</td>
<td>34</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

answered question | 129 |
skipped question | 2 |
5. How many organizations are you involved in currently?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>41.9%</td>
<td>54</td>
</tr>
<tr>
<td>2-3</td>
<td>45.0%</td>
<td>58</td>
</tr>
<tr>
<td>4-5</td>
<td>7.8%</td>
<td>10</td>
</tr>
<tr>
<td>6+</td>
<td>5.4%</td>
<td>7</td>
</tr>
</tbody>
</table>

answered question: 129
skipped question: 2

6. Based on what you know, what is your opinion of the University Honors Program?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>97</td>
</tr>
</tbody>
</table>

answered question: 97
skipped question: 34

7. What department is your major of study in?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>4.7%</td>
<td>6</td>
</tr>
<tr>
<td>Accounting</td>
<td>33.9%</td>
<td>43</td>
</tr>
<tr>
<td>Marketing</td>
<td>14.2%</td>
<td>18</td>
</tr>
<tr>
<td>Finance</td>
<td>9.4%</td>
<td>12</td>
</tr>
<tr>
<td>Operations Management and Information System</td>
<td>24.4%</td>
<td>31</td>
</tr>
<tr>
<td>Business Administration</td>
<td>13.4%</td>
<td>17</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

answered question: 127
skipped question: 4
8. What year are you in school?

<table>
<thead>
<tr>
<th>Year</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>15.5%</td>
<td>20</td>
</tr>
<tr>
<td>Sophomore</td>
<td>12.4%</td>
<td>16</td>
</tr>
<tr>
<td>Junior</td>
<td>19.4%</td>
<td>25</td>
</tr>
<tr>
<td>Senior (4 years)</td>
<td>39.5%</td>
<td>51</td>
</tr>
<tr>
<td>Super Senior (5+ years)</td>
<td>10.9%</td>
<td>14</td>
</tr>
<tr>
<td>Student at Large</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>2.3%</td>
<td>3</td>
</tr>
</tbody>
</table>

answered question 129
skipped question 2

9. What is your GPA?

<table>
<thead>
<tr>
<th>GPA Range</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2.0 GPA</td>
<td>0.8%</td>
<td>1</td>
</tr>
<tr>
<td>2.1 GPA - 2.3 GPA</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>2.4 GPA - 2.7 GPA</td>
<td>6.2%</td>
<td>8</td>
</tr>
<tr>
<td>2.8 GPA - 3.1 GPA</td>
<td>21.7%</td>
<td>28</td>
</tr>
<tr>
<td>3.2 GPA - 3.5 GPA</td>
<td>29.5%</td>
<td>38</td>
</tr>
<tr>
<td>3.6 GPA +</td>
<td>41.9%</td>
<td>54</td>
</tr>
</tbody>
</table>

answered question 129
skipped question 2
Figure 4:

Tired of Waiting?
Priority registration.
The classes you want, the professors you want, at the time you want.

Just another perk of being an University Honors Student
Figure 5:

Stand Out

Become a *University Honors Student*

Tradition, Excellence, Community