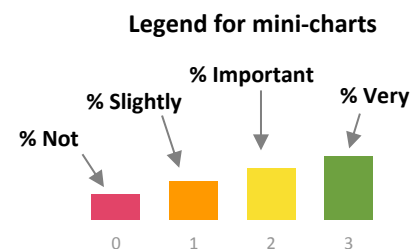
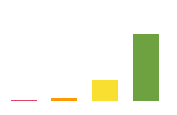
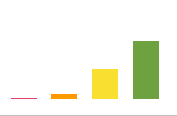
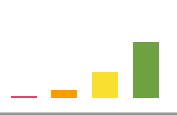
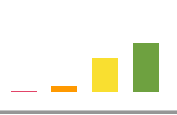
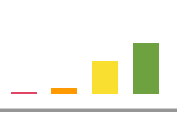
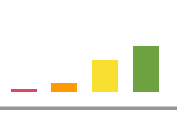
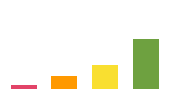


***In pursuing your college education, how important are the following goals?***

First-time, First-year Students were asked to indicate how important a series of goals were in earning their degree. The table below shows the series of questions sorted from the highest to the lowest mean response. The most common response for each item is bolded. The most important goal for First-time, First-year Students was Personal growth and development. The least important goal was Starting or improving a business.



***In pursuing your college education, how important are the following goals?***

<i>Listed in order of importance</i>	Mean	Not Important (0)	Slightly Important (1)	Important (2)	Very Important (3)	N
 Personal growth and development	2.71	0.4%	2.5%	23.2%	<b>74.0%</b>	285
 Gaining depth or expertise in a particular field	2.58	0.4%	4.3%	32.4%	<b>63.0%</b>	281
 Getting a job of your choice or making a career change	2.50	1.8%	8.1%	28.9%	<b>61.3%</b>	284
 Gaining an understanding of a broad range of ideas and fields of study	2.48	0.4%	6.3%	38.6%	<b>54.7%</b>	285
 Developing creative and effective communication skills	2.48	1.4%	5.7%	36.1%	<b>56.8%</b>	280
 Helping others or contributing to the community	2.35	3.2%	10.0%	35.7%	<b>51.1%</b>	280
 Gaining a better understanding and appreciation for differences (ethnic, political, etc.)	2.34	3.9%	13.8%	27.0%	<b>55.3%</b>	282

***In pursuing your college education, how important are the following goals?***

<i>Listed in order of importance</i>		Mean	Not Important (0)	Slightly Important (1)	Important (2)	Very Important (3)	N
	Conserving and restoring the environment	2.21	3.5%	19.1%	30.5%	<b>46.8%</b>	282
	Readiness for further education (graduate or professional)	2.08	5.3%	20.8%	33.9%	<b>39.9%</b>	283
	Developing artistic abilities (e.g. fine arts, media, performing arts, etc.)	2.04	8.8%	22.1%	26.0%	<b>43.2%</b>	285
	Getting involved or initiating change in community, state, or national politics	1.81	12.5%	26.1%	29.3%	<b>32.1%</b>	280
	Making more money	1.64	13.4%	31.7%	<b>32.7%</b>	22.2%	284
	Developing the ability to understand and use science, scientific principles, or methods	1.56	16.5%	<b>32.0%</b>	30.3%	21.1%	284
	Developing computer skills	1.39	17.0%	<b>39.0%</b>	32.3%	11.7%	282
	Developing the ability to understand and use mathematics, statistics, or quantitative reasoning	1.27	24.0%	<b>38.5%</b>	24.4%	13.1%	283
	Starting or improving a business	1.24	<b>30.9%</b>	29.5%	24.9%	14.7%	285