

Institutional Research Monthly-Friday Fact (IR-MFF), Issue 09-2017

Office of the Provost, Nazarbayev University

Why Do Students Choose NU?

Every year, since 2015, Institutional Research (IR) has administered the Entering Student Survey to incoming CPS and directly-admitted (DA) students. This survey measures students' background characteristics, high school experiences, skills and abilities, and expectations for life at NU. Among other things, incoming students are asked to rate factors that influenced their decision to attend NU. The present analysis uses data on 1,600 students who responded to this particular question in Fall 2015, 2016, and 2017.

Figure 1 shows the percent of incoming students who rated each factor as "very important." Overall, use of English as the language of instruction emerged as the most dominant reason why students chose NU: 73.5% of the students rated this factor as "very important." NU's academic reputation (65.2%) and facilities (64.7%) came in second and third position. Institutional location and financial support, which often play a key role in students' choice of an institution in other country contexts, did not appear to be major concerns in students' choice of NU.

Figure 1. Percent of students who rated each factor as "very important" in their decision to attend NU

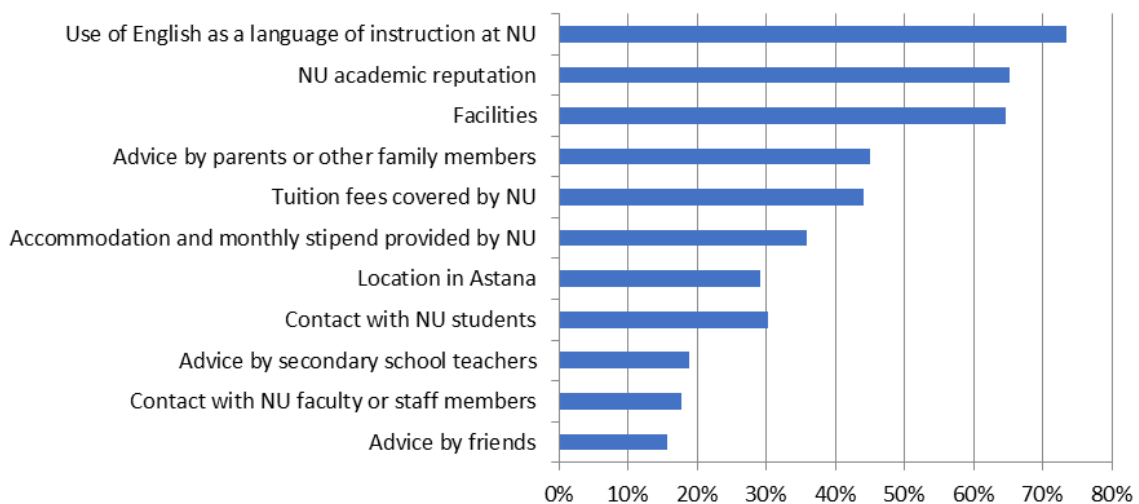
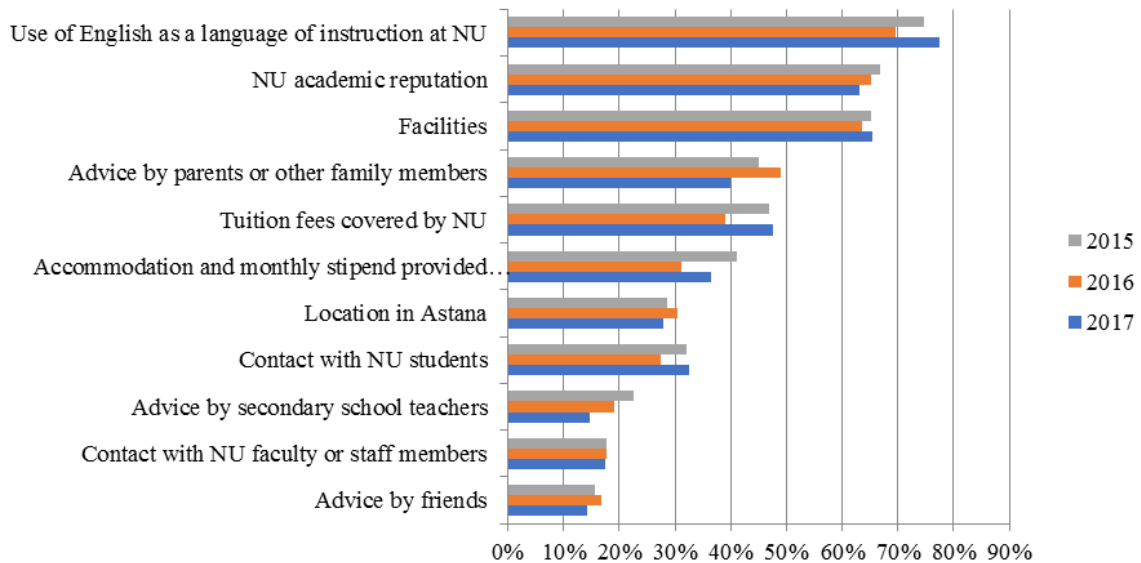


Figure 2 displays students' rating of factors by cohort. Within each cohort, use of English as the language of instruction remained the most important factor that influenced students' decision to attend NU, followed by NU's academic reputation and facilities. The percentage of students rating English as a "very important" factor increased slightly from 2015 to 2017, whereas the percentage of those rating academic reputation as "very important" decreased slightly during the same period.

Figure 2. Percent of students who rated each factor as "very important" in their decision to attend NU, by cohort



Results suggest that a combination of instructional language (i.e., English), academic reputation, and institutional facilities give NU a competitive edge (over other Universities in Kazakhstan) with respect to student recruitment. A question for reflection/consideration is: How can NU capitalize on these factors in order to (1) continue to attract the best students in Kazakhstan and (2) attract students from other countries/regions?

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We invite you to write to IR (ir@nu.edu.kz) and (1) share your thoughts and experiences relative to the topic under discussion in this **IR-MFF** issue and/or (2) suggest a question/topic that you would like us to address in a future issue of the **IR-MFF**. A PDF version of the current IR-MFF issue is attached to this email.

The IR-MFF is published every last Friday of the month or, if the relevance and timeliness of the topic require, earlier (August through November and January through April). Analyses are *limited to 300 words or less (narrative text) and one or two graphs/tables*. If you need more detailed information (methodological or otherwise), please contact IR at ir@nu.edu.kz.

