
Northern Michigan University

NSSE 2018 Major Field Report, Part II

Comparisons to Other Institutions

Comm, Media, PR

*Comparing your students majoring in the fields shown below to those
in the same fields at your comparison group institutions*

The Major Field Report group 'Comm, Media, PR' includes the following majors: Communications (general); Broadcast communications; Journalism; Mass communications and media studies; Public relations and advertising; Speech; Telecommunications; Other communications.

Note:

The Major Field Report was formatted for printing. When viewing on screen in Excel, some content may appear truncated or oddly formatted. This is normal. Increasing the zoom level or viewing the report in Print Preview will improve on-screen display.

About Your Major Field Report, Part II

NSSE data serve to identify institutional strengths and weaknesses in reference to selected comparison institutions, yet institution-level comparisons may not capture important variation in student engagement that can be found within key subpopulations such as major. This report displays selected results for students at your institution and at your selected comparison institutions in the major category: Comm, Media, PR.

NSSE results included in MFR, Part II

- Engagement Indicators
- High-Impact Practices
- Frequencies and Statistical Comparisons
- Respondent Profile

Related-Major Groups

Self-reported first and second (if applicable) majors were identified from the survey. Your institution had the option to customize how these majors were grouped, using up to ten related-major groups. Institutions choosing not to customize their major categories receive NSSE's ten default groups. The majors used in this report are listed on the cover page of this report.

Sample

This report is based on information from all randomly selected or census-administered students in the indicated group of majors for both your institution and your comparison institutions. Targeted and locally administered oversamples and other non-randomly selected students are not included. Report Sample (if applicable) respondents are also excluded.

Class

Results are presented separately by institution-reported class level. Keep in mind that majors are student-reported. First-year students may report *intended* majors that have not yet been *declared*. Also, much of the first-year experience may take place outside of the major field. For these reasons, first-year results should be interpreted with caution.

Technical Requirements

Related-major groups with fewer than 5 respondents in a given class are not reported (columns are blank). Groups containing at least 5 respondents, but fewer than 20, are reported in frequency distributions only. Comparison groups must contain at least 20 respondents in the major category, or they remain blank. Although 20 is a minimum requirement for all other statistics (Engagement Indicators, means, etc.), keep in mind that any statistical result requires a sufficient number of respondents per group to produce a reliable estimate. Due to the disaggregation of results by student-reported major, *Major Field Report* results are unweighted.

Report Sections (Those marked with an asterisk are included if at least one related-major group includes 20 or more respondents.)

Engagement Indicators*	Results on NSSE's ten Engagement Indicators (EIs) organized into four themes. See your <i>Engagement Indicators</i> report for more details.
High-Impact Practices*	Results on student participation in six High-Impact Practices (HIPs). See your <i>High-Impact Practices</i> report for more details.
Frequencies and Statistical Comparisons*	Response frequencies and statistical comparisons (including tests of significance and effect sizes) for all survey items except the demographics for your institution and your three core comparison groups.
Respondent Profile	Response frequencies for all demographic questions for your institution and your three core comparison groups.

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Frequencies and Statistical Comparisons: Comm, Media, PR

Northern Michigan University

Seniors^a in Comm, Media, PR

				Frequency Distributions								Statistical Comparisons ^k						
				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with				
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ		
														Mean	Effect size ⁿ	Mean	Effect size ⁿ	
1. During the current school year, about how often have you done the following?																		
a. Asked questions or contributed to course discussions in other ways	askquest	1 2 3 4	Never Sometimes Often Very often	0 3 4 10 17	0 18 24 59 100	0 37 56 88 181	0 20 31 49 100	1 39 68 100 208	0 19 33 48 100	16 338 559 807 1,720	1 20 33 47 100							
b. Prepared two or more drafts of a paper or assignment before turning it in	drafts	1 2 3 4	Never Sometimes Often Very often	3 8 1 5 17	18 47 6 29 100	41 64 53 22 180	23 36 29 12 100	47 83 47 29 206	23 40 23 14 100	343 642 440 291 1,716	20 37 26 17 100							
c. Come to class without completing readings or assignments	unpreparedr <i>(Reverse-coded version of unprepared created by NSSE.)</i>	1 2 3 4	Very often Often Sometimes Never	1 3 9 4 17	6 18 53 24 100	13 31 111 26 181	7 17 61 14 100	13 30 128 37 208	6 14 62 18 100	104 260 992 358 1,714	6 15 58 21 100							
d. Attended an art exhibit, play, or other arts performance (dance, music, etc.)	attendart	1 2 3 4	Never Sometimes Often Very often	5 8 2 2 17	29 47 12 12 100	56 79 32 14 181	31 44 18 8 100	62 95 37 15 209	30 45 18 7 100	413 748 359 200 1,720	24 43 21 12 100							
e. Asked another student to help you understand course material	CLaskhelp	1 2 3 4	Never Sometimes Often Very often	3 6 3 5 17	18 35 18 29 100	17 85 56 20 178	10 48 31 11 100	22 106 59 20 207	11 51 29 10 100	167 768 591 194 1,720	10 45 34 11 100							
f. Explained course material to one or more students	CLexplain	1 2 3 4	Never Sometimes Often Very often	1 5 6 5 17	6 29 35 29 100	2 69 76 34 181	1 38 42 19 100	2 96 84 27 209	1 46 40 13 100	57 585 761 317 1,720	3 34 44 18 100							

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Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
g. Prepared for exams by discussing or working through course material with other students	CLstudy	1	Never	2	12	40	22	37	18	258	15						
		2	Sometimes	6	35	57	32	81	39	640	37						
		3	Often	4	24	64	36	68	33	560	33						
		4	Very often	5	29	19	11	22	11	261	15						
		Total		17	100	180	100	208	100	1,719	100						
h. Worked with other students on course projects or assignments	CLproject	1	Never	1	6	8	4	5	2	56	3						
		2	Sometimes	3	18	39	22	56	27	414	24						
		3	Often	9	53	71	39	82	39	678	39						
		4	Very often	4	24	63	35	66	32	575	33						
		Total		17	100	181	100	209	100	1,723	100						
i. Given a course presentation	present	1	Never	1	6	11	6	10	5	67	4						
		2	Sometimes	3	18	39	22	41	20	335	19						
		3	Often	4	24	60	33	73	35	638	37						
		4	Very often	9	53	71	39	85	41	681	40						
		Total		17	100	181	100	209	100	1,721	100						
2. During the current school year, about how often have you done the following?																	
a. Combined ideas from different courses when completing assignments	RIintegrate	1	Never	0	0	3	2	5	2	43	3						
		2	Sometimes	4	24	37	20	35	17	393	23						
		3	Often	6	35	71	39	97	47	714	42						
		4	Very often	7	41	70	39	71	34	568	33						
		Total		17	100	181	100	208	100	1,718	100						
b. Connected your learning to societal problems or issues	RIsocietal	1	Never	0	0	6	3	8	4	59	3						
		2	Sometimes	4	24	38	21	55	26	455	26						
		3	Often	7	41	67	37	85	41	651	38						
		4	Very often	6	35	69	38	61	29	556	32						
		Total		17	100	180	100	209	100	1,721	100						
c. Included diverse perspectives (political, religious, racial/ethnic, gender, etc.) in course discussions or assignments	RIdiverse	1	Never	1	6	13	7	11	5	85	5						
		2	Sometimes	8	50	39	22	61	29	471	27						
		3	Often	2	13	67	37	80	39	671	39						
		4	Very often	5	31	61	34	55	27	492	29						
		Total		16	100	180	100	207	100	1,719	100						

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with			
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
d. Examined the strengths and weaknesses of your own views on a topic or issue	RIownview	1	Never	1	6	11	6	6	3	50	3						
		2	Sometimes	1	6	26	14	64	31	434	25						
		3	Often	12	71	89	49	90	43	801	47						
		4	Very often	3	18	55	30	49	23	436	25						
		Total		17	100	181	100	209	100	1,721	100						
e. Tried to better understand someone else's views by imagining how an issue looks from their perspective	RIperspect	1	Never	0	0	1	1	6	3	28	2						
		2	Sometimes	1	6	23	13	45	22	374	22						
		3	Often	11	65	81	45	101	48	770	45						
		4	Very often	5	29	75	42	57	27	548	32						
		Total		17	100	180	100	209	100	1,720	100						
f. Learned something that changed the way you understand an issue or concept	RInewview	1	Never	0	0	2	1	3	1	25	1						
		2	Sometimes	3	18	41	23	53	25	420	24						
		3	Often	10	59	76	42	97	46	799	46						
		4	Very often	4	24	61	34	56	27	477	28						
		Total		17	100	180	100	209	100	1,721	100						
g. Connected ideas from your courses to your prior experiences and knowledge	RIconnect	1	Never	0	0	1	1	1	0	10	1						
		2	Sometimes	0	0	17	9	20	10	222	13						
		3	Often	10	59	95	53	118	57	867	50						
		4	Very often	7	41	67	37	69	33	619	36						
		Total		17	100	180	100	208	100	1,718	100						
3. During the current school year, about how often have you done the following?																	
a. Talked about career plans with a faculty member	SFcareer	1	Never	1	6	20	11	19	9	156	9						
		2	Sometimes	5	29	60	34	81	39	580	34						
		3	Often	3	18	52	29	72	34	543	32						
		4	Very often	8	47	47	26	37	18	440	26						
		Total		17	100	179	100	209	100	1,719	100						
b. Worked with a faculty member on activities other than coursework (committees, student groups, etc.)	SFotherwork	1	Never	7	41	60	34	60	29	422	25						
		2	Sometimes	3	18	51	28	66	32	590	34						
		3	Often	3	18	31	17	48	23	405	24						
		4	Very often	4	24	37	21	34	16	303	18						
		Total		17	100	179	100	208	100	1,720	100						

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Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
c. Discussed course topics, ideas, or concepts with a faculty member outside of class	SFdiscuss	1	Never	3	18	29	16	27	13	244	14						
		2	Sometimes	5	29	69	39	90	43	737	43						
		3	Often	6	35	48	27	70	34	466	27						
		4	Very often	3	18	32	18	21	10	268	16						
		Total		17	100	178	100	208	100	1,715	100						
d. Discussed your academic performance with a faculty member	SFperform	1	Never	4	24	38	21	41	20	241	14						
		2	Sometimes	6	35	65	37	92	44	751	44						
		3	Often	3	18	53	30	59	28	463	27						
		4	Very often	4	24	22	12	17	8	262	15						
		Total		17	100	178	100	209	100	1,717	100						
4. During the current school year, how much has your coursework emphasized the following?																	
a. Memorizing course material	memorize	1	Very little	1	6	17	9	10	5	178	10						
		2	Some	3	18	62	35	83	40	670	39						
		3	Quite a bit	9	53	69	39	83	40	656	38						
		4	Very much	4	24	31	17	33	16	211	12						
		Total		17	100	179	100	209	100	1,715	100						
b. Applying facts, theories, or methods to practical problems or new situations	HOapply	1	Very little	1	6	5	3	8	4	46	3						
		2	Some	1	6	45	25	39	19	414	24						
		3	Quite a bit	8	47	76	42	94	45	803	47						
		4	Very much	7	41	54	30	68	33	455	26						
		Total		17	100	180	100	209	100	1,718	100						
c. Analyzing an idea, experience, or line of reasoning in depth by examining its parts	HOanalyze	1	Very little	1	6	12	7	9	4	60	3						
		2	Some	2	13	41	23	49	24	384	22						
		3	Quite a bit	7	44	73	41	96	46	788	46						
		4	Very much	6	38	52	29	54	26	487	28						
		Total		16	100	178	100	208	100	1,719	100						
d. Evaluating a point of view, decision, or information source	HOevaluate	1	Very little	1	6	6	3	7	3	50	3						
		2	Some	1	6	30	17	48	23	349	20						
		3	Quite a bit	10	59	91	51	97	46	830	48						
		4	Very much	5	29	53	29	57	27	485	28						
		Total		17	100	180	100	209	100	1,714	100						

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		<i>Your seniors compared with</i>					
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ	Mean	Effect size ⁿ	
e. Forming a new idea or understanding from various pieces of information	HOform	1	Very little	1	6	9	5	10	5	47	3								
		2	Some	1	6	35	20	43	21	370	22								
		3	Quite a bit	9	53	75	42	106	51	814	47								
		4	Very much	6	35	60	34	49	24	487	28								
		Total		17	100	179	100	208	100	1,718	100								
5. During the current school year, to what extent have your instructors done the following?																			
a. Clearly explained course goals and requirements	ETgoals	1	Very little	0	0	0	0	5	2	25	1								
		2	Some	3	18	33	18	26	13	323	19								
		3	Quite a bit	7	41	86	48	109	52	801	47								
		4	Very much	7	41	60	34	68	33	570	33								
		Total		17	100	179	100	208	100	1,719	100								
b. Taught course sessions in an organized way	ETorganize	1	Very little	0	0	3	2	4	2	40	2								
		2	Some	5	29	30	17	30	14	361	21								
		3	Quite a bit	6	35	86	48	104	50	769	45								
		4	Very much	6	35	59	33	69	33	544	32								
		Total		17	100	178	100	207	100	1,714	100								
c. Used examples or illustrations to explain difficult points	ETexample	1	Very little	0	0	3	2	6	3	42	2								
		2	Some	3	18	34	19	19	9	322	19								
		3	Quite a bit	7	41	82	46	104	50	786	46								
		4	Very much	7	41	61	34	79	38	566	33								
		Total		17	100	180	100	208	100	1,716	100								
d. Provided feedback on a draft or work in progress	ETdraftfb	1	Very little	1	6	15	8	16	8	106	6								
		2	Some	2	12	41	23	47	22	401	23								
		3	Quite a bit	6	35	64	36	97	46	713	42								
		4	Very much	8	47	60	33	49	23	496	29								
		Total		17	100	180	100	209	100	1,716	100								
e. Provided prompt and detailed feedback on tests or completed assignments	ETfeedback	1	Very little	0	0	10	6	14	7	99	6								
		2	Some	4	24	40	22	61	29	487	28								
		3	Quite a bit	8	47	79	44	85	41	739	43								
		4	Very much	5	29	49	28	47	23	387	23								
		Total		17	100	178	100	207	100	1,712	100								

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with					
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Mean	Effect size ⁿ		
														Mean	Effect size ⁿ		Mean	Effect size ⁿ	
6. During the current school year, about how often have you done the following?																			
a. Reached conclusions based on your own analysis of numerical information (numbers, graphs, statistics, etc.)	QRconclude	1	Never	2	12	32	18	32	15	356	21								
		2	Sometimes	6	35	74	41	82	39	679	40								
		3	Often	8	47	49	27	72	34	493	29								
		4	Very often	1	6	25	14	23	11	187	11								
			Total	17	100	180	100	209	100	1,715	100								
b. Used numerical information to examine a real-world problem or issue (unemployment, climate change, public health, etc.)	QRproblem	1	Never	2	13	37	21	38	18	438	26								
		2	Sometimes	12	75	75	42	84	41	725	42								
		3	Often	2	13	41	23	57	28	383	22								
		4	Very often	0	0	25	14	27	13	167	10								
			Total	16	100	178	100	206	100	1,713	100								
c. Evaluated what others have concluded from numerical information	QRevaluate	1	Never	3	19	37	21	34	16	424	25								
		2	Sometimes	10	63	81	46	100	48	714	42								
		3	Often	3	19	39	22	54	26	430	25								
		4	Very often	0	0	20	11	19	9	143	8								
			Total	16	100	177	100	207	100	1,711	100								
7. During the current school year, about how many papers, reports, or other writing tasks of the following lengths have you been assigned? (Include those not yet completed.)																			
a. Up to 5 pages	wrshortnum	0	None	2	12	2	1	4	2	72	4								
	(Recorded version of wrshort created by NSSE. Values are estimated number of papers, reports, etc.)	1.5	1-2	3	18	38	21	30	14	261	15								
		4	3-5	6	35	45	25	57	27	462	27								
		8	6-10	5	29	39	22	62	30	435	25								
		13	11-15	1	6	20	11	27	13	227	13								
		18	16-20	0	0	21	12	11	5	113	7								
		23	More than 20	0	0	15	8	17	8	142	8								
			Total	17	100	180	100	208	100	1,712	100								
b. Between 6 and 10 pages	wrmednum	0	None	4	25	30	17	28	13	300	18								
	(Recorded version of wrmed created by NSSE. Values are estimated number of papers, reports, etc.)	1.5	1-2	5	31	62	34	73	35	583	34								
		4	3-5	5	31	58	32	66	32	503	29								
		8	6-10	2	13	19	11	34	16	215	13								
		13	11-15	0	0	6	3	4	2	72	4								
		18	16-20	0	0	2	1	1	0	21	1								
		23	More than 20	0	0	3	2	3	1	16	1								
			Total	16	100	180	100	209	100	1,710	100								

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Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
c. 11 pages or more	wrlongnum	0	None	7	41	88	49	82	39	694	41						
	(Recoded version of wrlong created by NSSE. Values are estimated number of papers, reports, etc.)	1.5	1-2	9	53	72	40	84	40	681	40						
	4	3-5	1	6	13	7	21	10	210	12							
	8	6-10	0	0	2	1	14	7	78	5							
	13	11-15	0	0	2	1	4	2	29	2							
	18	16-20	0	0	1	1	2	1	11	1							
	23	More than 20	0	0	2	1	1	0	5	0							
	Total			17	100	180	100	208	100	1,708	100						
Estimated number of assigned pages of student writing.	wpages		(Continuous variable, recoded and summed by NSSE from wrshort, wrmed, and wrlong. Values are estimated pages of assigned writing.)														
8. During the current school year, about how often have you had discussions with people from the following groups?																	
a. People of a race or ethnicity other than your own	DDrace	1	Never	1	6	2	1	9	4	56	3						
		2	Sometimes	4	24	36	20	65	31	391	23						
		3	Often	4	24	57	31	65	31	547	32						
		4	Very often	8	47	86	48	70	33	724	42						
			Total			17	100	181	100	209	100						
b. People from an economic background other than your own	DDeconomic	1	Never	0	0	4	2	4	2	45	3						
		2	Sometimes	5	29	37	20	53	25	398	23						
		3	Often	4	24	60	33	92	44	643	38						
		4	Very often	8	47	80	44	60	29	628	37						
			Total			17	100	181	100	209	100						
c. People with religious beliefs other than your own	DDreligion	1	Never	1	6	2	1	9	4	75	4						
		2	Sometimes	4	24	39	22	46	22	468	27						
		3	Often	2	12	62	34	86	41	584	34						
		4	Very often	10	59	77	43	68	33	590	34						
			Total			17	100	180	100	209	100						
d. People with political views other than your own	DDpolitical	1	Never	0	0	3	2	4	2	72	4						
		2	Sometimes	8	47	35	19	73	35	498	29						
		3	Often	2	12	66	36	67	32	544	32						
		4	Very often	7	41	77	43	65	31	603	35						
			Total			17	100	181	100	209	100						

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Item wording or description	Variable name ^l	Values ^m	Response options															
				Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ	Mean	Effect size ⁿ
9. During the current school year, about how often have you done the following?																		
a. Identified key information from reading assignments	LSreading	1	Never	0	0	9	5	5	2	40	2							
		2	Sometimes	5	29	31	17	40	19	376	22							
		3	Often	4	24	83	46	111	53	785	46							
		4	Very often	8	47	57	32	52	25	516	30							
		Total		17	100	180	100	208	100	1,717	100							
b. Reviewed your notes after class	LSnotes	1	Never	1	6	17	9	17	8	164	10							
		2	Sometimes	7	41	67	37	79	38	617	36							
		3	Often	4	24	54	30	70	33	550	32							
		4	Very often	5	29	42	23	43	21	384	22							
		Total		17	100	180	100	209	100	1,715	100							
c. Summarized what you learned in class or from course materials	LSsummary	1	Never	1	6	14	8	12	6	134	8							
		2	Sometimes	6	35	47	26	80	38	573	33							
		3	Often	6	35	78	44	87	42	648	38							
		4	Very often	4	24	40	22	29	14	359	21							
		Total		17	100	179	100	208	100	1,714	100							
10. During the current school year, to what extent have your courses challenged you to do your best work?																		
	challenge	1	Not at all	0	0	1	1	0	0	18	1							
		2		0	0	2	1	5	2	22	1							
		3		1	6	5	3	7	3	72	4							
		4		2	12	22	12	19	9	196	11							
		5		5	29	67	37	79	38	571	33							
		6		7	41	44	25	55	26	454	27							
		7	Very much	2	12	38	21	44	21	378	22							
Total		17	100	179	100	209	100	1,711	100									
11. Which of the following have you done or do you plan to do before you graduate?^o																		
a. Participate in an internship, co-op, field experience, student teaching, or clinical placement	intern	Have not decided		0	0	14	8	11	5	102	6							
		Do not plan to do		0	0	13	7	33	16	211	12							
		Plan to do		3	18	41	23	45	22	305	18							
		Done or in progress		14	82	112	62	119	57	1,094	64							
		Total		17	100	180	100	208	100	1,712	100							

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Frequencies and Statistical Comparisons: Comm, Media, PR

Northern Michigan University

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			Frequency Distributions								Statistical Comparisons ^k								
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with						
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ	Mean	Effect size ⁿ	
b. Hold a formal leadership role in a student organization or group	leader		Have not decided	2	12	15	8	18	9	122	7								
			Do not plan to do	6	35	66	37	80	38	560	33								
			Plan to do	0	0	10	6	10	5	104	6								
			Done or in progress	9	53	89	49	101	48	930	54								
			Total	17	100	180	100	209	100	1,716	100								
c. Participate in a learning community or some other formal program where groups of students take two or more classes together	learncom		Have not decided	3	18	24	13	25	12	215	13								
			Do not plan to do	10	59	94	52	123	59	889	52								
			Plan to do	0	0	15	8	17	8	137	8								
			Done or in progress	4	24	48	27	44	21	475	28								
			Total	17	100	181	100	209	100	1,716	100								
d. Participate in a study abroad program	abroad		Have not decided	0	0	26	14	21	10	156	9								
			Do not plan to do	14	88	116	64	133	64	1,080	63								
			Plan to do	0	0	11	6	12	6	100	6								
			Done or in progress	2	13	28	15	43	21	377	22								
			Total	16	100	181	100	209	100	1,713	100								
e. Work with a faculty member on a research project	research		Have not decided	3	18	24	13	25	12	220	13								
			Do not plan to do	9	53	102	57	126	61	971	57								
			Plan to do	2	12	16	9	14	7	132	8								
			Done or in progress	3	18	38	21	43	21	390	23								
			Total	17	100	180	100	208	100	1,713	100								
f. Complete a culminating senior experience (capstone course, senior project or thesis, comprehensive exam, portfolio, etc.)	capstone		Have not decided	3	18	7	4	15	7	72	4								
			Do not plan to do	1	6	26	14	44	21	216	13								
			Plan to do	2	12	35	19	38	18	289	17								
			Done or in progress	11	65	113	62	111	53	1,132	66								
			Total	17	100	181	100	208	100	1,709	100								

12. About how many of your courses at this institution have included a community-based project (service-learning)?

Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ
	servcourse		1 None	6	35	54	30	75	36	499	29					
			2 Some	11	65	97	54	118	56	1,004	59					
			3 Most	0	0	21	12	11	5	181	11					
			4 All	0	0	8	4	5	2	27	2					
			Total	17	100	180	100	209	100	1,711	100					

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with			
Item wording or description	Variable name ^l	Values ^m	Response options														
				Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ	Mean
13. Indicate the quality of your interactions with the following people at your institution.																	
a. Students	QIstudent	1	Poor	0	0	0	0	1	0	25	1						
		2		1	6	1	1	2	1	22	1						
		3		2	12	8	4	9	4	71	4						
		4		2	12	20	11	21	10	171	10						
		5		2	12	35	19	51	25	434	25						
		6		4	24	57	32	60	29	483	28						
		7	Excellent	6	35	58	32	64	31	498	29						
		—	Not applicable	0	0	1	1	0	0	7	0						
			Total	17	100	180	100	208	100	1,711	100						
b. Academic advisors	QIadvisor	1	Poor	0	0	5	3	4	2	62	4						
		2		0	0	7	4	9	4	64	4						
		3		0	0	10	6	14	7	127	7						
		4		4	24	19	10	26	13	207	12						
		5		5	29	33	18	43	21	321	19						
		6		2	12	35	19	44	21	395	23						
		7	Excellent	6	35	70	39	67	32	530	31						
		—	Not applicable	0	0	2	1	1	0	11	1						
			Total	17	100	181	100	208	100	1,717	100						
c. Faculty	QIfaculty	1	Poor	0	0	0	0	2	1	13	1						
		2		0	0	3	2	8	4	33	2						
		3		0	0	3	2	3	1	62	4						
		4		2	12	14	8	16	8	181	11						
		5		4	24	54	30	50	24	437	26						
		6		6	35	59	33	67	33	500	29						
		7	Excellent	5	29	44	25	60	29	480	28						
		—	Not applicable	0	0	1	1	0	0	2	0						
			Total	17	100	178	100	206	100	1,708	100						

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with			
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
d. Student services staff (career services, student activities, housing, etc.)	Qlstaff	1	Poor	2	12	6	3	11	5	72	4						
		2		0	0	9	5	7	3	60	4						
		3		2	12	8	4	18	9	130	8						
		4		0	0	19	10	22	11	260	15						
		5		3	18	45	25	41	20	393	23						
		6		4	24	36	20	46	22	350	20						
		7	Excellent	3	18	35	19	48	23	295	17						
		—	Not applicable	3	18	23	13	13	6	151	9						
	Total			17	100	181	100	206	100	1,711	100						
e. Other administrative staff and offices (registrar, financial aid, etc.)	Qladmin	1	Poor	1	6	6	3	7	3	86	5						
		2		2	12	5	3	14	7	90	5						
		3		1	6	12	7	18	9	160	9						
		4		2	12	26	14	29	14	285	17						
		5		4	24	41	23	44	21	391	23						
		6		2	12	46	25	49	23	376	22						
		7	Excellent	5	29	35	19	43	21	290	17						
		—	Not applicable	0	0	10	6	5	2	40	2						
	Total			17	100	181	100	209	100	1,718	100						
14. How much does your institution emphasize the following?																	
a. Spending significant amounts of time studying and on academic work	empstudy	1	Very little	0	0	6	3	8	4	47	3						
		2	Some	7	41	42	23	52	25	455	27						
		3	Quite a bit	7	41	91	50	107	51	854	50						
		4	Very much	3	18	42	23	42	20	360	21						
			Total			17	100	181	100	209	100						
b. Providing support to help students succeed academically	SEacademic	1	Very little	0	0	11	6	12	6	83	5						
		2	Some	6	35	48	27	48	23	408	24						
		3	Quite a bit	9	53	72	40	88	43	771	45						
		4	Very much	2	12	48	27	59	29	451	26						
			Total			17	100	179	100	207	100						
c. Using learning support services (tutoring services, writing center, etc.)	SElearnsup	1	Very little	3	18	17	9	20	10	173	10						
		2	Some	4	24	41	23	45	22	419	24						
		3	Quite a bit	5	29	70	39	87	42	692	40						
		4	Very much	5	29	51	28	55	27	428	25						
			Total			17	100	179	100	207	100						

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with			
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
d. Encouraging contact among students from different backgrounds (social, racial/ethnic, religious, etc.)	SEdiverse	1	Very little	5	29	20	11	32	15	222	13						
		2	Some	4	24	48	27	63	30	514	30						
		3	Quite a bit	5	29	65	36	71	34	600	35						
		4	Very much	3	18	48	27	41	20	373	22						
		Total		17	100	181	100	207	100	1,709	100						
e. Providing opportunities to be involved socially	SEsocial	1	Very little	1	6	9	5	14	7	97	6						
		2	Some	7	41	44	24	48	23	390	23						
		3	Quite a bit	5	29	69	38	88	42	684	40						
		4	Very much	4	24	59	33	59	28	541	32						
		Total		17	100	181	100	209	100	1,712	100						
f. Providing support for your overall well-being (recreation, health care, counseling, etc.)	SEwellness	1	Very little	3	18	22	12	21	10	157	9						
		2	Some	8	47	45	25	52	25	489	29						
		3	Quite a bit	4	24	65	36	79	38	635	37						
		4	Very much	2	12	48	27	57	27	431	25						
		Total		17	100	180	100	209	100	1,712	100						
g. Helping you manage your non-academic responsibilities (work, family, etc.)	SEnonacad	1	Very little	7	41	61	34	59	28	562	33						
		2	Some	8	47	59	33	83	40	618	36						
		3	Quite a bit	2	12	39	22	46	22	359	21						
		4	Very much	0	0	21	12	21	10	176	10						
		Total		17	100	180	100	209	100	1,715	100						
h. Attending campus activities and events (performing arts, athletic events, etc.)	SEactivities	1	Very little	2	12	21	12	28	14	158	9						
		2	Some	5	29	56	31	65	31	489	29						
		3	Quite a bit	8	47	60	33	75	36	655	38						
		4	Very much	2	12	43	24	39	19	409	24						
		Total		17	100	180	100	207	100	1,711	100						
i. Attending events that address important social, economic, or political issues	SEevents	1	Very little	1	6	31	17	34	16	218	13						
		2	Some	10	59	63	35	82	39	623	36						
		3	Quite a bit	5	29	50	28	66	32	569	33						
		4	Very much	1	6	37	20	27	13	301	18						
		Total		17	100	181	100	209	100	1,711	100						

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with				
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ		
														Mean	Effect size ⁿ	Mean	Effect size ⁿ	
15. About how many hours do you spend in a typical 7-day week doing the following?																		
a. Preparing for class (studying, reading, writing, doing homework or lab work, analyzing data, rehearsing, and other academic activities)	tmprephrs <i>(Recoded version of tmprep created by NSSE. Values are estimated number of hours per week.)</i>	0 3 8 13 18 23 28 33	0 hrs 1-5 hrs 6-10 hrs 11-15 hrs 16-20 hrs 21-25 hrs 26-30 hrs More than 30 hrs	0 2 8 1 4 0 1 1	0 12 47 6 24 0 6 6	0 38 50 38 22 16 5 9	0 21 28 21 12 9 3 5	0 45 49 52 22 22 9 9	0 22 24 25 11 11 4 4	10 335 469 362 233 139 81 84	1 20 27 21 14 8 5 5							
	Total			17	100	178	100	208	100	1,713	100							
b. Participating in co-curricular activities (organizations, campus publications, student government, fraternity or sorority, intercollegiate or intramural sports, etc.)	tmcocurrhrs <i>(Recoded version of tmcocurr created by NSSE. Values are estimated number of hours per week.)</i>	0 3 8 13 18 23 28 33	0 hrs 1-5 hrs 6-10 hrs 11-15 hrs 16-20 hrs 21-25 hrs 26-30 hrs More than 30 hrs	4 5 3 1 1 0 2 1	24 29 18 6 6 0 12 6	60 52 32 16 13 5 1 1	33 29 18 9 7 3 1 1	71 66 34 19 7 6 3 3	34 32 16 9 3 3 1 1	422 526 301 198 135 55 29 46	25 31 18 12 8 3 2 3							
	Total			17	100	180	100	208	100	1,712	100							
c. Working for pay on campus	tmworkonhrs <i>(Recoded version of tmworkon created by NSSE. Values are estimated number of hours per week.)</i>	0 3 8 13 18 23 28 33	0 hrs 1-5 hrs 6-10 hrs 11-15 hrs 16-20 hrs 21-25 hrs 26-30 hrs More than 30 hrs	8 1 1 1 4 0 2 0	47 6 6 6 24 0 12 0	124 8 12 11 11 9 2 1	70 4 7 6 6 5 1 1	118 14 19 24 18 10 3 1	57 7 9 12 9 5 1 0	958 96 216 160 172 60 25 27	56 6 13 9 10 4 1 2							
	Total			17	100	178	100	207	100	1,714	100							

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with			
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
d. Working for pay off campus	tmworkoffhrs	0	0 hrs	5	29	59	33	85	41	697	41						
	(Recorded version of tmworkoff created by NSSE. Values are estimated number of hours per week.)	3	1-5 hrs	2	12	7	4	10	5	102	6						
	8	6-10 hrs	3	18	9	5	13	6	142	8							
	13	11-15 hrs	1	6	15	8	17	8	166	10							
	18	16-20 hrs	2	12	25	14	22	11	182	11							
	23	21-25 hrs	0	0	20	11	20	10	145	8							
	28	26-30 hrs	4	24	10	6	9	4	116	7							
	33	More than 30 hrs	0	0	36	20	32	15	166	10							
	Total		17	100	181	100	208	100	1,716	100							
Estimated number of hours working for pay	tmworkhrs		(Continuous variable created by NSSE)														
e. Doing community service or volunteer work	tmservicehrs	0	0 hrs	10	59	93	51	122	59	816	48						
	(Recorded version of tmservice created by NSSE. Values are estimated number of hours per week.)	3	1-5 hrs	3	18	55	30	57	27	618	36						
	8	6-10 hrs	2	12	19	10	15	7	143	8							
	13	11-15 hrs	0	0	12	7	7	3	69	4							
	18	16-20 hrs	0	0	1	1	2	1	30	2							
	23	21-25 hrs	0	0	0	0	2	1	23	1							
	28	26-30 hrs	1	6	0	0	0	0	2	0							
	33	More than 30 hrs	1	6	1	1	3	1	15	1							
	Total		17	100	181	100	208	100	1,716	100							
f. Relaxing and socializing (time with friends, video games, TV or videos, keeping up with friends online, etc.)	tmrelaxhrs	0	0 hrs	1	6	4	2	2	1	36	2						
	(Recorded version of tmrelax created by NSSE. Values are estimated number of hours per week.)	3	1-5 hrs	5	29	43	24	47	22	378	22						
	8	6-10 hrs	4	24	38	21	57	27	489	28							
	13	11-15 hrs	0	0	37	21	50	24	367	21							
	18	16-20 hrs	3	18	26	15	21	10	225	13							
	23	21-25 hrs	2	12	12	7	12	6	95	6							
	28	26-30 hrs	1	6	5	3	8	4	43	3							
	33	More than 30 hrs	1	6	14	8	12	6	83	5							
	Total		17	100	179	100	209	100	1,716	100							

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with					
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ	Mean	Effect size ⁿ	
g. Providing care for dependents (children, parents, etc.)	tmcarehrs	0	0 hrs	13	76	126	70	147	71	1,333	78								
		3	1-5 hrs	2	12	18	10	24	12	157	9								
		8	6-10 hrs	0	0	9	5	10	5	56	3								
		13	11-15 hrs	0	0	5	3	6	3	39	2								
		18	16-20 hrs	0	0	3	2	6	3	36	2								
		23	21-25 hrs	0	0	1	1	2	1	18	1								
		28	26-30 hrs	0	0	3	2	0	0	10	1								
		33	More than 30 hrs	2	12	14	8	12	6	63	4								
		Total			17	100	179	100	207	100	1,712	100							
h. Commuting to campus (driving, walking, etc.)	tmcommutehrs	0	0 hrs	0	0	19	10	34	16	379	22								
		3	1-5 hrs	14	82	117	65	128	61	933	54								
		8	6-10 hrs	2	12	33	18	32	15	241	14								
		13	11-15 hrs	0	0	5	3	7	3	84	5								
		18	16-20 hrs	1	6	5	3	1	0	33	2								
		23	21-25 hrs	0	0	0	0	1	0	15	1								
		28	26-30 hrs	0	0	0	0	0	0	11	1								
		33	More than 30 hrs	0	0	2	1	6	3	21	1								
		Total			17	100	181	100	209	100	1,717	100							
16. Of the time you spend preparing for class in a typical 7-day week, about how much is on assigned reading?																			
	reading	1	Very little	3	18	33	18	32	15	259	15								
		2	Some	6	35	52	29	52	25	477	28								
		3	About half	4	24	48	27	56	27	492	29								
		4	Most	2	12	35	19	48	23	363	21								
		5	Almost all	2	12	13	7	21	10	124	7								
			Total	17	100	181	100	209	100	1,715	100								
	tmreadinghrs																		
	<i>(Continuous variable created by NSSE. Calculated as a proportion of tmprephrs based on reading, where Very little=.10; Some=.25; About half=.50; Most=.75; Almost all=.90)</i>																		

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				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with						
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Mean	Effect size ⁿ			
														Mean	Effect size ⁿ		Mean	Effect size ⁿ		
	tmreadinghrscol	1	0 hrs	0	0	0	0	0	0	10	1									
	<i>(Collapsed version of tmreadinghrs created by NSSE.)</i>	2	More than zero, up to 5 hrs	12	71	102	57	106	51	937	55									
		3	More than 5, up to 10 hrs	2	12	51	29	63	30	466	27									
		4	More than 10, up to 15 hrs	0	0	14	8	13	6	138	8									
		5	More than 15, up to 20 hrs	1	6	4	2	17	8	88	5									
		6	More than 20, up to 25 hrs	1	6	5	3	7	3	52	3									
		7	More than 25 hrs	1	6	2	1	2	1	16	1									
			Total		17	100	178	100	208	100	1,707	100								

17. How much has your experience at this institution contributed to your knowledge, skills, and personal development in the following areas?

a. Writing clearly and effectively	pgwrite	1	Very little	1	6	9	5	10	5	47	3									
		2	Some	2	12	27	15	26	12	270	16									
		3	Quite a bit	8	47	59	33	78	37	645	38									
		4	Very much	6	35	85	47	95	45	748	44									
		Total		17	100	180	100	209	100	1,710	100									
b. Speaking clearly and effectively	pgspeak	1	Very little	0	0	5	3	6	3	56	3									
		2	Some	3	18	28	15	22	11	244	14									
		3	Quite a bit	6	35	60	33	78	37	638	37									
		4	Very much	8	47	88	49	103	49	776	45									
		Total		17	100	181	100	209	100	1,714	100									
c. Thinking critically and analytically	pgthink	1	Very little	0	0	7	4	3	1	37	2									
		2	Some	2	12	19	10	19	9	206	12									
		3	Quite a bit	9	53	68	38	77	37	646	38									
		4	Very much	6	35	87	48	110	53	827	48									
		Total		17	100	181	100	209	100	1,716	100									
d. Analyzing numerical and statistical information	pganalyze	1	Very little	3	18	33	18	29	14	350	20									
		2	Some	10	59	68	38	70	34	700	41									
		3	Quite a bit	3	18	51	28	71	34	434	25									
		4	Very much	1	6	29	16	38	18	232	14									
		Total		17	100	181	100	208	100	1,716	100									

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Frequencies and Statistical Comparisons: Comm, Media, PR

Northern Michigan University

Seniors^a in Comm, Media, PR

				Frequency Distributions								Statistical Comparisons ^k					
				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with			
Item wording or description	Variable name ^l	Values ^m	Response options	Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ		Effect size ⁿ	
														Mean	Effect size ⁿ	Mean	Effect size ⁿ
e. Acquiring job- or work-related knowledge and skills	pgwork	1	Very little	1	6	6	3	12	6	109	6						
		2	Some	6	35	45	25	39	19	367	21						
		3	Quite a bit	4	24	68	38	82	39	618	36						
		4	Very much	6	35	61	34	76	36	621	36						
		Total		17	100	180	100	209	100	1,715	100						
f. Working effectively with others	pgothers	1	Very little	1	6	3	2	4	2	43	3						
		2	Some	3	18	29	16	26	12	265	15						
		3	Quite a bit	4	24	69	38	79	38	688	40						
		4	Very much	9	53	80	44	100	48	719	42						
		Total		17	100	181	100	209	100	1,715	100						
g. Developing or clarifying a personal code of values and ethics	pgvalues	1	Very little	3	18	12	7	18	9	122	7						
		2	Some	2	12	31	17	42	20	360	21						
		3	Quite a bit	8	47	68	38	87	42	641	37						
		4	Very much	4	24	70	39	62	30	595	35						
		Total		17	100	181	100	209	100	1,718	100						
h. Understanding people of other backgrounds (economic, racial/ethnic, political, religious, nationality, etc.)	pgdiverse	1	Very little	2	12	7	4	15	7	114	7						
		2	Some	3	18	33	18	57	27	358	21						
		3	Quite a bit	6	35	58	32	72	34	669	39						
		4	Very much	6	35	83	46	65	31	579	34						
		Total		17	100	181	100	209	100	1,720	100						
i. Solving complex real-world problems	pgprobsolve	1	Very little	2	12	14	8	13	6	156	9						
		2	Some	5	29	47	26	65	31	469	27						
		3	Quite a bit	6	35	65	36	74	36	628	37						
		4	Very much	4	24	54	30	56	27	463	27						
		Total		17	100	180	100	208	100	1,716	100						
j. Being an informed and active citizen	pgcitizen	1	Very little	2	12	15	8	21	10	121	7						
		2	Some	5	29	37	20	55	26	449	26						
		3	Quite a bit	8	47	74	41	73	35	625	37						
		4	Very much	2	12	55	30	60	29	517	30						
		Total		17	100	181	100	209	100	1,712	100						

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Frequencies and Statistical Comparisons: Comm, Media, PR

Northern Michigan University

Seniors^a in Comm, Media, PR

Item wording or description	Variable name ^l	Values ^m	Response options	Frequency Distributions								Statistical Comparisons ^k						
				NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		Your seniors compared with				
				Count	%	Count	%	Count	%	Count	%	Mean	Mean	Effect size ⁿ	Mean	Effect size ⁿ	Mean	Effect size ⁿ
18. How would you evaluate your entire educational experience at this institution?																		
	evalexp	1	Poor	1	6	5	3	7	3	36	2							
		2	Fair	3	18	17	9	14	7	175	10							
		3	Good	9	53	77	43	95	46	755	44							
		4	Excellent	4	24	81	45	92	44	746	44							
		Total		17	100	180	100	208	100	1,712	100							
19. If you could start over again, would you go to the same institution you are now attending?																		
	sameinst	1	Definitely no	4	24	6	3	11	5	85	5							
		2	Probably no	0	0	25	14	28	13	207	12							
		3	Probably yes	11	65	65	36	83	40	709	41							
		4	Definitely yes	2	12	85	47	87	42	714	42							
		Total		17	100	181	100	209	100	1,715	100							

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR Northern Michigan University

Comm, Media, PR

			First-Year Students ^a								Seniors ^a							
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
Item wording or description	Variable name	Response options	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
21a. How many majors do you plan to complete? (Do not count minors.)	MAJnum	One									14	82	156	86	155	74	1,436	83
		More than one									3	18	25	14	54	26	287	17
		Total									17	100	181	100	209	100	1,723	100
First major or expected first major, in NSSE's default related-major categories. (This does not reflect any customization made for the Major Field Report.)	MAJfirstcol <i>(Recoded from MAJfirst.)</i>	Arts & Humanities									2	12	2	1	7	3	45	3
		Biological Sci., Agriculture, & Natural Resources									0	0	0	0	1	0	5	0
		Physical Sci., Mathematics, & Computer Science									0	0	0	0	2	1	1	0
		Social Sciences									0	0	2	1	4	2	26	2
		Business									0	0	3	2	18	9	17	1
		Communications, Media, & Public Relations									15	88	174	96	175	84	1,605	93
		Education									0	0	0	0	1	0	12	1
		Engineering									0	0	0	0	0	0	0	0
		Health Professions									0	0	0	0	0	0	2	0
		Social Service Professions									0	0	0	0	0	0	7	0
		All Other									0	0	0	0	1	0	5	0
		Undecided, Undeclared									0	0	0	0	0	0	0	0
Total										17	100	181	100	209	100	1,725	100	
Second major or expected second major, in NSSE's default related-major categories. (This does not reflect any customization made for the Major Field Report.)	MAJsecondcol <i>(Recoded from MAJsecond.)</i>	Arts & Humanities									0	0	5	20	5	9	53	19
		Biological Sci., Agriculture, & Natural Resources									0	0	0	0	0	0	3	1
		Physical Sci., Mathematics, & Computer Science									0	0	0	0	0	0	1	0
		Social Sciences									0	0	6	24	4	7	22	8
		Business									0	0	3	12	4	7	13	5
		Communications, Media, & Public Relations									3	100	10	40	39	72	168	59
		Education									0	0	0	0	0	0	3	1
		Engineering									0	0	0	0	0	0	0	0
		Health Professions									0	0	0	0	0	0	3	1
		Social Service Professions									0	0	1	4	1	2	5	2
		All Other									0	0	0	0	1	2	11	4
		Undecided, Undeclared									0	0	0	0	0	0	4	1
Total										3	100	25	100	54	100	286	100	

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR
Northern Michigan University

Comm, Media, PR

			First-Year Students ^a								Seniors ^a							
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
Item wording or description	Variable name	Response options	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
22. What is your class level?	class	Freshman/First-year									0	0	0	0	0	0	3	0
		Sophomore									0	0	1	1	1	0	6	0
		Junior									0	0	3	2	5	2	63	4
		Senior									16	94	175	97	198	95	1,620	94
		Unclassified									1	6	2	1	5	2	23	1
		Total										17	100	181	100	209	100	1,715
23. Thinking about this current academic term, are you a full-time student?	fulltime	No									3	19	29	16	36	17	239	14
		Yes									13	81	148	84	172	83	1,467	86
		Total									16	100	177	100	208	100	1,706	100
24a. How many courses are you taking for credit this current academic term?	coursenum	0									3	18	3	2	3	1	38	2
		1									0	0	5	3	3	1	50	3
		2									0	0	15	8	16	8	108	6
		3									4	24	32	18	21	10	191	11
		4									8	47	63	35	73	35	518	30
		5									1	6	41	23	53	25	496	29
		6									1	6	12	7	25	12	212	12
		7 or more									0	0	10	6	15	7	101	6
Total										17	100	181	100	209	100	1,714	100	
b. Of these, how many are entirely online?	onlinenum	0									15	88	126	70	134	64	1,189	70
		1									2	12	33	18	59	28	346	20
		2									0	0	19	10	10	5	108	6
		3									0	0	1	1	4	2	34	2
		4									0	0	2	1	2	1	15	1
		5									0	0	0	0	0	0	8	0
		6									0	0	0	0	0	0	4	0
		7 or more									0	0	0	0	0	0	1	0
Total										17	100	181	100	209	100	1,705	100	
Collapsed recode of courses taken online (Based on responses to coursenum and onlinenum.)	onlinecrscol	No courses taken online									15	88	126	70	134	64	1,189	70
		Some courses taken online									2	12	51	28	72	34	454	27
		All courses taken online									0	0	4	2	3	1	62	4
		Total									17	100	181	100	209	100	1,705	100

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR

Northern Michigan University

Comm, Media, PR

			First-Year Students ^a								Seniors ^a							
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
Item wording or description	Variable name	Response options	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
25. What have most of your grades been up to now at this institution?	grades	C- or lower									0	0	0	0	0	0	2	0
		C									0	0	2	1	1	0	20	1
		C+									0	0	11	6	4	2	56	3
		B-									1	6	9	5	12	6	91	5
		B									4	24	31	17	42	20	285	17
		B+									3	18	45	25	37	18	355	21
		A-									1	6	41	23	41	20	421	25
		A									8	47	42	23	72	34	485	28
		Total								17	100	181	100	209	100	1,715	100	
26. Did you begin college at this institution or elsewhere?	begincol	Started here									13	76	92	51	118	57	1,119	65
		Started elsewhere									4	24	88	49	89	43	595	35
		Total									17	100	180	100	207	100	1,714	100
27. Since graduating from high school, which of the following types of schools have you attended <i>other than</i> the one you are now attending? (Select all that apply.)	attend_voc attend_com attend_col attend_none attend_other	Vocational or technical school									0	0	6	3	19	9	86	5
		Community or junior college									3	18	92	51	71	34	494	29
		4-year college or university other than this one									2	12	40	22	51	24	343	20
		None									12	71	64	36	94	45	921	54
		Other									2	12	5	3	4	2	43	3
28. What is the highest level of education you ever expect to complete?	edaspire	Some college but less than a bachelor's degree									0	0	12	7	8	4	87	5
		Bachelor's degree (B.A., B.S., etc.)									10	59	98	54	125	60	847	49
		Master's degree (M.A., M.S., etc.)									6	35	54	30	60	29	612	36
		Doctoral or professional degree (Ph.D., J.D., M.D., etc.)									1	6	16	9	15	7	167	10
		Total									17	100	180	100	208	100	1,713	100

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR Northern Michigan University

Comm, Media, PR

			First-Year Students ^a								Seniors ^a							
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
Item wording or description	Variable name	Response options	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
29. What is the highest level of education completed by either of your parents (or those who raised you)?	parented	Did not finish high school									2	12	3	2	8	4	45	3
		High school diploma or G.E.D.									3	18	36	20	47	23	294	17
		Attended college, but did not complete degree									5	29	26	14	30	14	205	12
		Associate's degree (A.A., A.S., etc.)									4	24	21	12	28	13	184	11
		Bachelor's degree (B.A., B.S., etc.)									2	12	53	29	59	28	566	33
		Master's degree (M.A., M.S., etc.)									1	6	33	18	31	15	329	19
		Doctoral or professional degree (Ph.D., J.D., M.D., etc.)									0	0	9	5	5	2	85	5
		Total										17	100	181	100	208	100	1,708
First-generation status (Neither parent holds a bachelor's degree.)	firstgen (Recoded from parented.)	Not first-generation									3	18	95	52	95	46	980	57
		First-generation									14	82	86	48	113	54	728	43
		Total									17	100	181	100	208	100	1,708	100
30. What is your gender identity?	genderid	Man									4	24	68	38	64	31	453	26
		Woman									13	76	109	61	143	69	1,224	71
		Another gender identity									0	0	0	0	0	0	12	1
		I prefer not to respond									0	0	3	2	1	0	23	1
		Total									17	100	180	100	208	100	1,712	100
31. Enter your year of birth (e.g., 1994):	agecat (Recoded from the information entered in birthyear.)	19 or younger									0	0	0	0	0	0	7	0
		20-23									11	65	131	73	145	70	1,407	83
		24-29									4	24	34	19	30	14	172	10
		30-39									1	6	8	4	17	8	63	4
		40-55									1	6	6	3	13	6	46	3
		Over 55									0	0	0	0	2	1	10	1
Total										17	100	179	100	207	100	1,705	100	
32a. Are you an international student?	internat	No									17	100	177	100	201	98	1,653	97
		Yes									0	0	0	0	4	2	47	3
		Total									17	100	177	100	205	100	1,700	100
[If answered "yes"] Country of citizenship, collapsed into regions by NSSE. Responses to country are in the data file.	countrycol (Recoded from country.)	Africa Sub-Saharan									0	0	0	0	0	0	1	2
		Asia									0	0	0	0	2	67	13	30
		Canada									0	0	0	0	0	0	3	7
		Europe									0	0	0	0	0	0	9	20
		Latin America and Caribbean									0	0	0	0	0	0	9	20
		Middle East and North Africa									0	0	0	0	1	33	8	18
		Oceania									0	0	0	0	0	0	1	2
		Unknown region/uncoded									0	0	0	0	0	0	0	0
Total										0	0	0	0	3	100	44	100	

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR Northern Michigan University

Comm, Media, PR

			First-Year Students ^a								Seniors ^a							
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
Item wording or description	Variable name	Response options	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
33. What is your racial or ethnic identification? (Select all that apply.)	re_amind	American Indian or Alaska Native									0	0	5	3	2	1	29	2
	re_asian	Asian									0	0	2	1	8	4	83	5
	re_black	Black or African American									1	6	22	12	17	8	219	13
	re_latino	Hispanic or Latino									0	0	7	4	18	9	157	9
	re_pacific	Native Hawaiian or Other Pacific Islander									0	0	3	2	0	0	17	1
	re_white	White									15	88	150	84	165	79	1,256	73
	re_other	Other									0	0	2	1	4	2	36	2
	re_pnr	I prefer not to respond									1	6	4	2	5	2	62	4
	Racial or ethnic identification	re_all	American Indian or Alaska Native									0	0	0	0	0	0	7
<i>(Recoded from re_amind to re_pnr where each student is represented only once.)</i>		Asian									0	0	2	1	8	4	53	3
		Black or African American									1	6	17	9	14	7	185	11
		Hispanic or Latino									0	0	3	2	12	6	95	6
		Native Hawaiian/Other Pac. Islander									0	0	0	0	0	0	4	0
		White									15	88	140	78	155	75	1,161	68
		Other									0	0	1	1	3	1	23	1
		Multiracial									0	0	12	7	11	5	121	7
		I prefer not to respond									1	6	4	2	5	2	62	4
	Total									17	100	179	100	208	100	1,711	100	
34. Are you a member of a social fraternity or sorority?	greek	No									17	100	157	88	196	94	1,454	85
		Yes									0	0	22	12	13	6	258	15
		Total									17	100	179	100	209	100	1,712	100
35. Which of the following best describes where you are living while attending college? <i>(Revised for 2018. Data from 2017 & 2018 merged as appropriate. Labels shown are 2018 unless otherwise noted.)</i>	living18	Campus housing (other than a fraternity or sorority house)									3	18	23	13	34	16	376	22
		Fraternity or sorority house									0	0	1	1	3	1	18	1
		House, apartment, or other residence within walking distance to campus									8	47	53	29	70	33	555	33
		House, apartment, or other residence farther than walk. dist. to campus									6	35	94	52	97	46	703	41
		None of the above (2017 only)									0	0	8	4	5	2	45	3
		Not applicable: No campus, entirely online program, etc. (2018 only)									0	0	1	1	0	0	7	0
		Not applicable: Homeless or in transition (2018 only)									0	0	0	0	0	0	2	0
		Total										17	100	180	100	209	100	1,706
36. Are you a student-athlete on a team sponsored by your institution's athletics department?	athlete	No									15	88	171	96	202	97	1,606	94
		Yes									2	12	7	4	6	3	102	6
		Total									17	100	178	100	208	100	1,708	100

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR Northern Michigan University

Comm, Media, PR

			First-Year Students ^a								Seniors ^a							
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
Item wording or description	Variable name	Response options	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
37. Are you a current or former member of the U.S. Armed Forces, Reserves, or National Guard?	veteran	No									16	94	174	97	204	98	1,665	98
		Yes									1	6	5	3	5	2	37	2
		Total									17	100	179	100	209	100	1,702	100
38a. Have you been diagnosed with any disability or impairment?	disability	No									13	76	149	83	167	80	1,383	81
		Yes									2	12	25	14	33	16	264	15
		I prefer not to respond									2	12	5	3	8	4	65	4
		Total									17	100	179	100	208	100	1,712	100
b. <i>[If answered "yes"]</i> Which of the following has been diagnosed? (Select all that apply.)	dis_sense	A sensory impairment (vision or hearing)									0	0	3	13	5	16	28	11
	dis_mobility	A mobility impairment									0	0	4	17	2	6	16	6
	dis_learning	A learning disability (e.g., ADHD, dyslexia)									1	100	11	46	12	38	117	45
	dis_mental	A mental health disorder									0	0	11	46	16	50	110	42
	dis_other	A disability or impairment not listed above									0	0	5	21	8	25	54	21
Disability or impairment	disability_all	A sensory impairment									0	0	0	0	3	1	15	1
	<i>(Recoded from disability and dis_sense to dis_other where each student is represented only once.)</i>	A mobility impairment									0	0	1	1	0	0	6	0
		A learning disability									1	6	7	4	6	3	81	5
		A mental health disorder									0	0	7	4	11	5	77	5
		A disability or impairment not listed									0	0	2	1	5	2	35	2
		More than one disability or impairment									0	0	7	4	7	3	48	3
		No disability or impairment									13	81	149	84	167	81	1,383	81
	Prefer not to respond									2	13	5	3	8	4	65	4	
	Total									16	100	178	100	207	100	1,710	100	
39. Which of the following best describes your sexual orientation?	sexorient17	Straight (heterosexual)									12	71	150	83	185	89	1,435	84
		Bisexual									3	18	11	6	10	5	102	6
		Gay									0	0	4	2	2	1	33	2
		Lesbian									0	0	2	1	3	1	21	1
		Queer									0	0	3	2	2	1	15	1
		Questioning or unsure									0	0	1	1	0	0	12	1
		Another sexual orientation									0	0	1	1	1	0	21	1
		I prefer not to respond									2	12	8	4	6	3	73	4
		Total									17	100	180	100	209	100	1,712	100

NSSE 2018 Major Field Report, Part II: Comparisons to Other Institutions

Respondent Profile: Comm, Media, PR

Northern Michigan University

Comm, Media, PR

First-Year Students^a





Seniors^a

Item wording or description	Variable name	Response options	First-Year Students ^a				Seniors ^a											
			NMU		State Peers		State and Regional		Crngie Size/Setting		NMU		State Peers		State and Regional		Crngie Size/Setting	
			Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Institution-reported information																		
(Variables provided by your institution in your NSSE population file.)																		
Institution-reported: Sex	IRsex	Female									13	76	113	62	143	68	1,258	73
		Male									4	24	68	38	66	32	467	27
		Total									17	100	181	100	209	100	1,725	100
Institution-reported: Race or ethnicity	IRrace	American Indian or Alaska Native									0	0	0	0	2	1	5	0
		Asian									0	0	2	2	5	2	47	3
		Black or African American									1	6	15	12	14	7	173	12
		Hispanic or Latino									0	0	3	2	16	8	120	8
		Native Hawaiian/Other Pac. Islander									0	0	0	0	0	0	5	0
		White									13	76	99	77	158	76	980	68
		Other									0	0	0	0	0	0	0	0
		Foreign or nonresident alien									0	0	0	0	4	2	28	2
		Two or more races/ethnicities									1	6	6	5	6	3	47	3
		Unknown									2	12	4	3	4	2	39	3
		Total									17	100	129	100	209	100	1,444	100
Institution-reported: Class level	IRclass	Freshman/First-Year									0	0	0	0	0	0	0	0
		Sophomore									0	0	0	0	0	0	0	0
		Junior									0	0	0	0	0	0	0	0
		Senior									17	100	181	100	209	100	1,726	100
		Other									0	0	0	0	0	0	0	0
		Total									17	100	181	100	209	100	1,726	100
Institution-reported: First-time first-year (FTFY) student	IRftfy	Not first-time first-year									17	100	181	100	209	100	1,712	99
		First-time first-year (FTFY) student									0	0	0	0	0	0	14	1
		Total									17	100	181	100	209	100	1,726	100
Institution-reported: Enrollment status	IRenrollment	Not full-time									2	12	34	19	41	20	168	10
		Full-time									15	88	147	81	168	80	1,558	90
		Total									17	100	181	100	209	100	1,726	100

Endnotes

- a. All results are unweighted.
- b. Standard deviation is a measure of the amount the individual scores deviate from the mean of all the scores in the distribution.
- c. Standard error of the mean, used to compute a confidence interval (CI) around the sample mean. For example, the 95% CI is the range of values that is 95% likely to contain the true population mean, equal to the sample mean $\pm 1.96 * SEM$.
- d. A percentile is the point in the distribution of student-level EI scores at or below which a given percentage of EI scores fall.
- e. Degrees of freedom used to compute the t -tests. Values differ from Ns due to whether equal variances were assumed.
- f. Statistical significance represents the probability that the difference between the mean of your institution and that of the comparison group occurred by chance: $*p < .05$, $**p < .01$, $***p < .001$ (2-tailed).
- g. Cohen's d : The mean difference divided by the pooled standard deviation. Effect size indicates the practical importance of an observed difference. For EI comparisons, NSSE research has concluded that an effect size of about .1 may be considered small, .3 medium, and .5 large (Rocconi & Gonyea, 2015). Comparisons with an effect size of at least .3 in magnitude (before rounding) are highlighted in the Overview.
- h. Percentage of students who responded "Done or in progress" except for service-learning which is the percentage who responded that at least "Some" courses included a community-based project.
- i. Percentage point differences (institution – comp. group) rounded to whole numbers. Values less than one may not display a bar and may be shown as +0 or -0.
 $*p < .05$, $**p < .01$, $***p < .001$ (z -test comparing participation rates).
- j. Cohen's h : The standardized difference between two proportions. Effect size indicates the practical importance of an observed difference. NSSE research has found that interpretations vary by HIP: For service-learning, internships, study abroad, and culminating senior experiences, an effect size of about .2 may be considered small, .5 medium, and .8 large. For learning community and research with faculty, an effect size of about .1 may be considered small, .3 medium, and .5 large (Rocconi & Gonyea, 2015).
- k. Means calculated from ordered response options (e.g., Very Often, Often, Sometimes, Never) assume equal intervals and should be interpreted with caution. Unless otherwise noted, statistical comparisons are two-tailed independent t -tests. Exceptions are the dichotomous high-impact practice items (11a to 11f) which are compared using a z -test.
- l. Items that make up the Engagement Indicators include the following two-letter prefixes: CL = Collaborative Learning, DD = Discussions with Diverse Others, ET = Effective Teaching Practices, HO = Higher-Order Learning, LS = Learning Strategies, QI = Quality of Interactions, QR = Quantitative Reasoning, RI = Reflective and Integrative Learning, SE = Supportive Environment, and SF = Student-Faculty Interaction.
- m. These are the values used to calculate means. For the majority of items, these values match the codes in the data file and codebook. For items estimating number of papers and hours per week, the values represent actual units using the midpoints of response option ranges and an estimate for unbounded options.
- n. Effect size for independent t -tests uses Cohen's d ; z -tests use Cohen's h .
- o. Statistical comparison uses z -test to compare the percentage who responded "Done or in progress."

Key to symbols:

-  **Your students' average** was significantly higher ($p < .05$) with an effect size at least .3 in magnitude.
-  **Your students' average** was significantly higher ($p < .05$) with an effect size less than .3 in magnitude.
-  **Your students' average** was significantly lower ($p < .05$) with an effect size less than .3 in magnitude.
-  **Your students' average** was significantly lower ($p < .05$) with an effect size at least .3 in magnitude.

Note: It is important to interpret the direction of differences relative to item wording and your institutional context.

Reference: Rocconi, L., & Gonyea, R. M. (2015). Contextualizing student engagement effect sizes: An empirical analysis. Paper presented at the Association for Institutional Research Annual Forum, Denver, CO.