

Decode the Campus Research Exercise

Use the tools provided plus any other means you can to learn about the campus God is calling you to reach. **We will use this information during the training, complete as much as possible in advance.**

Tools to help

1. College Navigator <https://nces.ed.gov/collegenavigator>
2. <https://www.collegedata.com>
3. Your local campus website, Wikipedia, asking around

COLLEGE NAVIGATOR INFORMATION:

Enrollment Tab:

How many students attend the university?

Number of undergrads:

Number of grad Students, if applicable:

Number of full-time and part-time:

Male to female ratio:

Enrollment undergrad ethnicity breakdown:

Undergrad student age under 24:

In-state, out-of-state and foreign countries:

Undergraduate distance education percentage enrolled only in distance education, & not enrolled in distance education:

Retention and Graduation Rates Tab:

Retention rate for first-time students full-time and part-time:

Graduation rate four-year, six-year?

Graduation rate by gender?

Graduation rate by ethnicity?

LOCAL CAMPUS WEBSITE, COLLEGEDATA.COM

How many live in the dorms?

How many are involved in the Greek system (male/female)?

What is the athletics program like?

What are the most popular student clubs?

What are the largest campus events?

Is there a "Welcome Week" or "Move-In Day?"

What Christian groups are active on campus?

CAMPUS SURVEYS SUMMARY

Percentage of freshmen, sophomores, juniors, seniors, and grad students:

Top five hometowns:

Major and why top seven:

Percentage said establishing healthy friends in college: easy, medium, hard, none

Top seven challenges last semester (non-COVID):
Top seven helpful resources for success in college:
If were to attend religious event: Top seven things would want to see:
Number of people of no faith:
Number of people of faith:
Top seven religious backgrounds:
Number in active in religious student group:
Number who attend church:
Number who have attended small group:

WHAT LOCALS KNOW, GOOGLE, WIKIPEDIA, ETC.

What are the “hot spots” for students to hangout on campus? Off Campus?
What could be the best place to hold events and Bible studies on campus?
Are there any faculty or staff who are believers?
What are their study habits?
Where do they live?
When do they party?
Do they go home for the weekend or stay in town?
Do most have part time jobs?
Who are the gatekeepers on campus (administrative, student life directors, etc.)?

One key to reaching your campus is discovering how many different “people groups” or “affinity groups” are on campus. Make a list of all the affinity groups. Ask students to help you rank them in order from most influential to the least influential.