

# Women Enrollment at Northwestern College

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## Introduction

The goal is to help admissions find ways to increase women enrollment at Northwestern College. Enrollment rates are constantly changing for women, so the purpose of this project is to look for possible reasons.

Female Students	143	127	146	124	134
% of Total	51%	47%	50%	45%	50%
Male Students	138	144	147	149	135
% of Total	49%	53%	50%	55%	50%

2021	Prime	Apply	Accepted	Enrolled
Male	34	58.1	56.3	49
Female	61.7	41.9	43.6	51.0

## Hypotheses

1. Women are not as interested in the Christian atmosphere or the sense of community as men.
2. More men who committed to Northwestern College attended RED101 than women.
3. The lower the scholarship students receive, the less likely they are to attend Northwestern College.
4. Women who graduated from public high schools are less likely to decide on attending Northwestern College.
5. Men who did not attend Northwestern were offered more scholarships beyond academic (sports, music, theatre, etc.) than women.

## Results

H1.  $\chi^2(4) = 4.90, p = 0.30$ .

There is no correlation between gender and affordability for a 4-year private college.

H2.  $\chi^2(1) = 12.42, p = 0.0004$ .

Tables 1 and 2 show that there is some relationship between gender and attendance of RED101.

However, more women attend RED101, which contradicts the hypothesis.

H3.  $\chi^2(4) = 3.85, p = 0.43$ .

Shows no relationship between gender and scholarship amount.

H4.  $\chi^2(3) = 7.07, p = 0.07$ .

Shows no relationship between gender and school type.

H5a.  $X^2(1) = 20.89, p < 0.01$ .

Table 3 shows that men are offered significantly more scholarships for athletics than women.

H5b.  $\chi^2(1) = 3.33, p = 0.07$ .

Shows no relationship between gender and theatre scholarships.

H5c.  $\chi^2(1) = 1.30, p = 0.25$ .

Shows no relationship between gender and music scholarships.

Table 1

2020 Data	Male	Female
No Attend	73%	57%
Yes Attend	27%	43%

Table 2

2021 Data	Male	Female
No Attend	75%	47%
Yes Attend	25%	53%

Table 3

	Male	Female
Yes Schol	64 %	33 %
No Schol	35 %	66%

## Method

Qualtrics admissions satisfaction surveys from 2020 and 2021 Northwestern College enrollees  
Qualtrics survey of students who decided not to enroll at Northwestern College  
Multiple Chi-square tests in R

## Conclusion

Women are more interested in a faith-based community than men are.  
RED101 appears to be a key contributor to women enrollment, so it is important to check for satisfaction of this event.  
Men who did not enroll were offered more sports scholarships than women, which could affect affordability to attending a 4-year private college.  
Students are not expected to enroll at Northwestern College based on affordability for a 4-year private college, gender, or high school type.

## Future Directions

Continue to observe enrollment rates.  
Use feedback from RED101 to improve the experience for prospective students.  
Consider ways to offer more athletic scholarships to female athletes.