

The Evergreen State College
 Evergreen New Student Survey 2005

How important were the following sources of information in your decision to attend Evergreen?

New students were asked to indicate the level of importance of various sources of information in their decisions to attend Evergreen. The tables below show the level of importance reported by first-time, first-year students and transfer students on items that have been sorted from highest mean level of importance to lowest. Most frequently mentioned as a "very important" source of information was a campus visit, which was cited as "very important" by 52.6% of first-time, first-year students and 31.6% of transfer students. Other sources of information that were frequently cited as "somewhat important" or "very important" for first-time, first-years were: parents, other relatives, and/or friends; printed information sent from Evergreen; and Evergreen's web site, online catalog.

First-time, First-year Students (N=417)

How important were the following sources of information in your decision to attend Evergreen?

<i>Items Listed from Highest to Lowest Means Scale: 0=Not Important, 1=Slightly Important, 2=Somewhat Important, 3=Very Important</i>	Mean	Not Important (0)	Slightly Important (1)	Somewhat Important (2)	Very Important (3)	Missing
Campus visit	2.11	16.3%	9.5%	21.6%	52.6%	18
Parents, other relatives, and/or friends	1.66	19.0%	22.6%	31.6%	26.8%	18
Printed information sent from Evergreen	1.59	21.1%	20.8%	35.8%	22.3%	18
Evergreen's web site, online catalog	1.58	21.6%	18.5%	40.4%	19.5%	18
Evergreen student or alumni	1.27	36.6%	22.1%	19.0%	22.3%	18
Financial aid information	1.11	37.9%	26.5%	21.9%	13.7%	24
Contact with Evergreen faculty or staff	1.10	38.8%	26.0%	22.0%	13.3%	17
Evergreen admissions counselor or recruiter	1.04	42.5%	24.0%	21.0%	12.5%	17
National ranking and/or college guide (such as US News and World Report)	0.99	44.5%	22.5%	23.0%	10.0%	17
Teacher or Counselor at prior school	0.98	48.2%	18.3%	20.4%	13.1%	19
Information about housing options on campus	0.98	44.8%	23.2%	20.9%	11.1%	20
Newspaper or magazine article	0.72	58.7%	19.6%	12.6%	9.1%	20
Evening and Weekend Studies class listing (Evergreen Times)	0.33	80.9%	9.6%	5.5%	4.0%	20
Radio ads	0.22	84.8%	10.1%	3.5%	1.5%	21