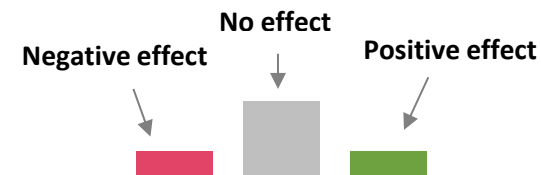


Sources of information

First-time, First-year Students were asked to indicate the level of importance of various sources of information in their decision to attend Evergreen. The table below shows the level of importance on items that have been sorted from highest mean level of importance to lowest. The most common responses are in bold. The source of information most often having a "positive effect" was a campus visit. The source of information most frequently cited as having "no effect" for First-time, First-year Students was college guide books. The source of information most frequently cited as having a negative effect was parents, relatives, or friends.

Legend for Mini Charts



First-time, First-year Students

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

	<i>Items Listed from Highest to Lowest Means</i>	Mean	Negative effect (0)	No effect (1)	Positive effect (2)	N
	Campus visit	1.86	0.9%	12.6%	86.6%	350
	Evergreen's online academic catalog	1.78	0.6%	21.1%	78.3%	351
	Evergreen admissions counselor, recruiter, or other staff member	1.72	0.3%	27.5%	72.2%	353
	Evergreen's website (other than the academic catalog)	1.66	2.3%	29.8%	67.9%	352
	Printed information from Evergreen (e.g. view book or catalog)	1.66	0.6%	33.2%	66.2%	352
	Evergreen student or alumni	1.65	1.1%	33.0%	65.9%	352
	Evergreen faculty	1.63	0.3%	36.3%	63.4%	350

First-time, First-year Students

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

	<i>Items Listed from Highest to Lowest Means</i>	Mean	Negative effect (0)	No effect (1)	Positive effect (2)	N
	Parents, other relatives, or friends	1.59	8.3%	24.8%	67.0%	351
	Teacher or counselor at prior school	1.41	4.0%	51.3%	44.8%	353
	College search website (other than Evergreen's website)	1.32	2.6%	62.7%	34.8%	351
	Social Media (e.g. Instagram, Facebook, student blogs)	1.27	2.3%	68.0%	29.7%	350
	College guide book (e.g. Princeton Review or US News and World Report)	1.21	1.2%	76.4%	22.5%	347
	Other	1.75	12.5%	0.0%	87.5%	8