

The Evergreen State College  
 Evergreen New Student Survey 2005  
 Tacoma Analysis

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 decision to attend Evergreen. The table below shows Tacoma students' answers to these questions, sorted from highest to lowest mean (average) response. The sources of information with the highest mean responses were a campus visit, contact with Evergreen faculty or staff, and an Evergreen student or alumni. On average, Tacoma students rated the following sources of information as least important: information about housing options on campus, radio ads, and newspaper or magazine articles.

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

<i>Scale = 0=Not Important, 1=Slightly Important, 2=Somewhat Important, Very Important</i>	Mean	Slightly				Missing
		Not Important (0)	Important (1)	Somewhat Important (2)	Very Important (3)	
Campus visit	1.75	19.3%	19.3%	28.1%	33.3%	1
Evergreen student or alumni	1.68	31.6%	3.5%	29.8%	35.1%	1
Contact with Evergreen faculty or staff	1.68	29.8%	15.8%	10.5%	43.9%	1
Teacher or Counselor at prior school	1.64	27.6%	19.0%	15.5%	37.9%	0
Evergreen admissions counselor or recruiter	1.64	29.1%	14.5%	20.0%	36.4%	3
Financial aid information	1.45	36.2%	13.8%	19.0%	31.0%	0
Evening and Weekend Studies class listing (Evergreen Times)	1.40	45.6%	8.8%	5.3%	40.4%	1
Parents, other relatives, and/or friends	1.33	35.1%	17.5%	26.3%	21.1%	1
Printed information sent from Evergreen	1.23	41.1%	17.9%	17.9%	23.2%	2
Evergreen's website, online catalog	1.19	42.1%	19.3%	15.8%	22.8%	1
National ranking and/or college guide (such as US News and World Report)	0.91	60.7%	8.9%	8.9%	21.4%	2
Newspaper or magazine article	0.50	71.4%	14.3%	7.1%	7.1%	2
Radio ads	0.36	76.4%	12.7%	9.1%	1.8%	3
Information about housing options on campus	0.29	85.5%	5.5%	3.6%	5.5%	3