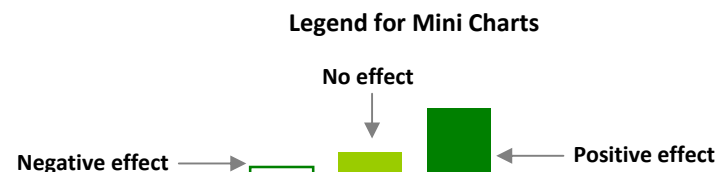


**The Evergreen State College**  
**Evergreen New Student Survey 2012**  
*Olympia Campus - First-time, First-years*



**Sources of information**

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 the level of importance reported by first-time, first-years on items that have been sorted from highest mean level of importance to lowest. The most common responses are in bold. The sources of information most frequently mentioned as a positive effect were: campus visit; Evergreen’s online academic catalog; and printed information from Evergreen (e.g. view book or catalog). Sources of information least frequently cited for first-time, first-years were: College search website (other than Evergreen’s website); Student blogs (e.g. Facebook, MySpace, student websites); and "Other".









**First time, First-years (N=315)**

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

	<i>Items Listed from Highest to Lowest Means</i>	<b>Mean</b>	<b>Negative effect (0)</b>	<b>No effect (1)</b>	<b>Positive effect (2)</b>	<b>Missing</b>
	Campus visit	1.78	0.6%	20.3%	<b>79.0%</b>	21
	Evergreen’s online academic catalog	1.72	2.2%	23.6%	<b>74.2%</b>	17
	Printed information from Evergreen (e.g. view book or catalog)	1.71	0.3%	28.6%	<b>71.1%</b>	16
	Evergreen admissions counselor, recruiter, or other staff member	1.67	0.3%	32.1%	<b>67.6%</b>	16
	Evergreen student or alumni	1.67	0.6%	31.5%	<b>67.8%</b>	17

**First time, First-years (N=315)**

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

	<i>Items Listed from Highest to Lowest Means</i>	<b>Mean</b>	<b>Negative effect (0)</b>	<b>No effect (1)</b>	<b>Positive effect (2)</b>	<b>Missing</b>
	Evergreen's website (other than the academic catalog)	1.61	<b>3.2%</b>	33.0%	<b>63.8%</b>	19
	Parents, other relatives, or friends	1.60	<b>8.3%</b>	23.6%	<b>68.2%</b>	17
	Evergreen faculty	1.54	<b>1.0%</b>	44.6%	<b>54.5%</b>	19
	Teacher or counselor at prior school	1.43	<b>5.4%</b>	46.5%	<b>48.1%</b>	17
	College guide book (e.g. Princeton Review or US News and World Report)	1.33	<b>1.0%</b>	<b>64.8%</b>	34.2%	21
	College search website (other than Evergreen's website)	1.27	<b>2.9%</b>	<b>67.5%</b>	29.5%	23
	Student blogs (e.g. Facebook, MySpace, student websites)	1.15	<b>2.9%</b>	<b>79.6%</b>	17.6%	18
	Other	1.15	<b>3.5%</b>	<b>78.3%</b>	18.2%	188