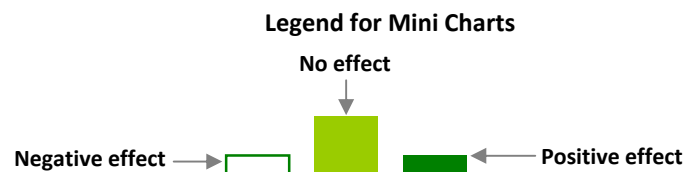


**The Evergreen State College**  
**Evergreen New Student Survey 2012**  
**Tacoma Campus**



**Sources of information**

Tacoma 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 sources of information most often having a "positive effect" were an Evergreen admissions counselor, recruiter, or other staff member; Evergreen faculty, and teacher or counselor at prior school. Sources of information most frequently cited as having "no effect" for Tacoma students were: College guide book (e.g. Princeton Review or US News and World Report), Student blogs (e.g. Facebook, MySpace, student websites), and "Other".

**Tacoma campus (N=59)**

**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 admissions counselor, recruiter, or other staff member	1.75	1.7%	22.0%	<b>76.3%</b>	0
	Evergreen faculty	1.69	0.0%	31.0%	<b>69.0%</b>	1
	Teacher or counselor at prior school	1.68	0.0%	32.2%	<b>67.8%</b>	0
	Evergreen student or alumni	1.67	1.8%	29.8%	<b>68.4%</b>	2
	Campus visit	1.61	0.0%	38.6%	<b>61.4%</b>	2

Tacoma campus (N=59)

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>
	Parents, other relatives, or friends	1.58	3.4%	35.6%	<b>61.0%</b>	0
	Printed information from Evergreen (e.g. view book or catalog)	1.45	3.4%	<b>48.3%</b>	<b>48.3%</b>	1
	Evergreen's website (other than the academic catalog)	1.35	5.3%	<b>54.4%</b>	40.4%	2
	Evergreen's online academic catalog	1.30	7.0%	<b>56.1%</b>	36.8%	2
	College search website (other than Evergreen's website)	1.20	5.4%	<b>69.6%</b>	25.0%	3
	College guide book (e.g. Princeton Review or US News and World Report)	1.13	3.6%	<b>80.4%</b>	16.1%	3
	Student blogs (e.g. Facebook, MySpace, student websites)	1.12	5.3%	<b>77.2%</b>	17.5%	2
	Other	1.00	4.3%	<b>91.3%</b>	4.3%	36