

ADMITTED STUDENT QUESTIONNAIRE PLUS

Earlham College

Highlights Report – 2015

FINAL REPORT

THE COLLEGE BOARD

This report was prepared for the College Board
by Applied Educational Research, Inc.

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SAMPLE QUESTIONNAIRE

INTRODUCTION

This section of the final report contains tables and graphs displaying a number of key findings based on overall analyses of responses to the Admitted Student Questionnaire Plus.

QUESTIONNAIRE RESPONSE RATES

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS |
|-----------------------------|-----------------------------|-----------------------|-------------------------------|
| Number of students surveyed | 1227 | 193 | 1034 |
| Number of respondents | 249 | 116 | 133 |
| Percent responding | 20% | 60% | 13% |

WEIGHTING OF RESPONSES, TREATMENT OF MISSING DATA, DEFINITIONS

For all analyses in this report, responses for enrolling students have been weighted by 1.6638, and responses for non-enrolling students have been weighted by 7.7744. These weights were determined as follows:

$$\frac{\text{Total number of enrolling students}}{\text{Number of enrolling students responding}} = \frac{193}{116} = 1.6638$$
$$\frac{\text{Total number of non-enrolling students}}{\text{Number of non-enrolling students responding}} = \frac{1034}{133} = 7.7744$$

The effect of this weighting is to express all results as estimates for the total groups of admitted, enrolling, and non-enrolling students. In this report the weighted numbers and the percentages of students who provided the data used in a given table are shown on a line labeled: N(%).

In this report, percentages greater than 0 but less than 0.5% are shown as *%. Percentages based on small numbers (fewer than 25 weighted cases) are bracketed []. Percentages in some tables do not add to 100% due to rounding.

SPECIAL MESSAGES

The response rates for enrolling and non-enrolling students differ by 25 percentage points or more. Although weighting has been used to correct for differential response rates, differences of this size increase the likelihood that reported yields may fail to approximate the true figures.

PART I: TOTAL SAMPLE ANALYSES

I-A: STUDENT BACKGROUND INFORMATION

EXHIBIT A-1: DEMOGRAPHIC CHARACTERISTICS AND TYPE OF HIGH SCHOOL

- How were admitted, enrolling, and non-enrolling students distributed by gender, ethnic background, parents' income, and type of high school attended?
- What yields were realized for these student subgroups?

| | | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|------------------------------------|--------------|-----------------------------|-----------------------|-------------------------------|-------|
| TOTAL POPULATION | N (%) | 1227 (100%) | 193 (100%) | 1034 (100%) | 16% |
| GENDER | N (%) | 809 (66%) | 133 (69%) | 676 (65%) | |
| Female | | 73% | 63% | 75% | 14% |
| Male | | 27% | 38% | 25% | 23% |
| | | 100% | 100% | 100% | |
| RACE/ETHNIC BACKGROUND | N (%) | 835 (68%) | 135 (70%) | 700 (68%) | |
| Hispanic, Latino | | 17% | 14% | 18% | 13% |
| Non-hispanic: | | | | | |
| American Indian, Alaskan Native | | 0% | 0% | 0% | -- |
| Asian | | 4% | 2% | 4% | 10% |
| Black, African American | | 3% | 11% | 1% | [66%] |
| Native Hawaiian, Other Pacific Isl | | 0% | 0% | 0% | -- |
| White (including Middle Eastern) | | 69% | 67% | 69% | 16% |
| Two or more marked | | 8% | 6% | 8% | 13% |
| | | 100% | 100% | 100% | |
| PARENTS' INCOME | N (%) | 745 (61%) | 123 (64%) | 622 (60%) | |
| Median Income: | | \$77881 | \$66000 | \$80000 | |
| Less than \$30,000 | | 18% | 23% | 18% | 21% |
| \$30,000 to \$39,999 | | 8% | 4% | 9% | 8% |
| \$40,000 to \$59,999 | | 10% | 19% | 9% | 30% |
| \$60,000 to \$79,999 | | 15% | 14% | 15% | 15% |
| \$80,000 to \$99,999 | | 10% | 12% | 10% | 19% |
| \$100,000 to \$149,999 | | 19% | 15% | 20% | 13% |
| \$150,000 to \$199,999 | | 9% | 3% | 10% | 5% |
| \$200,000 or higher | | 10% | 11% | 10% | 18% |
| | | 100% | 100% | 100% | |
| TYPE OF HIGH SCHOOL | N (%) | 835 (68%) | 135 (70%) | 700 (68%) | |
| Public | | 70% | 83% | 68% | 19% |
| Independent, not religious | | 17% | 9% | 19% | 8% |
| Independent, Catholic | | 6% | 5% | 7% | 12% |
| Other independent, religious | | 6% | 4% | 7% | 10% |
| | | 100% | 100% | 100% | |

EXHIBIT A-2: GEOGRAPHIC DISTRIBUTION

- How were admitted, enrolling, and non-enrolling students distributed by in-state or out-of-state residence, distance of our college from home, Enrollment Planning Service markets, and three-digit zip codes?
- What yields were realized for differing subgroups?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|---|-----------------------------|-----------------------|-------------------------------|-------|
| RESIDENCE N(%) | 827 (67%) | 135 (70%) | 692 (67%) | |
| Same state as our college | 19% | 17% | 19% | 15% |
| Other state | 81% | 83% | 81% | 17% |
| | 100% | 100% | 100% | |
| DISTANCE FROM HOME N(%) | 822 (67%) | 130 (67%) | 692 (67%) | |
| Less than 50 miles | 2% | 4% | 2% | [24%] |
| 51 to 100 miles | 16% | 18% | 16% | 18% |
| 101 to 300 miles | 29% | 14% | 31% | 8% |
| 301 to 500 miles | 7% | 10% | 7% | 22% |
| More than 500 miles | 45% | 54% | 44% | 19% |
| | 100% | 100% | 100% | |
| TOP 12 ENROLLMENT PLANNING SERVICE (EPS) MARKETS N(%) | 775 (63%) | 130 (67%) | 645 (62%) | |
| Chain of Lakes (IL-7) | 5% | 0% | 6% | 0% |
| West Central Ohio (OH-7) | 4% | 5% | 4% | 22% |
| Kalamazoo & Grand Rapids (MI-5) | 3% | 3% | 4% | 12% |
| West Indiana (IN-8) | 3% | 0% | 4% | [0%] |
| Greater Indianapolis (IN-7) | 3% | 4% | 2% | [24%] |
| East Indiana (IN-10) | 3% | 4% | 2% | [24%] |
| South Central Indiana (IN-9) | 3% | 4% | 2% | [24%] |
| Lexington & Fayette (KY-1) | 2% | 3% | 2% | [18%] |
| South Bend & Elkhart (IN-3) | 2% | 1% | 2% | [10%] |
| Central Ohio (OH-8) | 2% | 1% | 2% | [10%] |
| Springfld & Hampshire Co (MA-2) | 2% | 0% | 2% | [0%] |
| Research Triangle (NC-3) | 2% | 0% | 2% | [0%] |
| All other markets | 66% | 76% | 64% | 19% |
| | 100% | 100% | 100% | |
| TOP 12 THREE-DIGIT ZIP CODES N(%) | 775 (63%) | 130 (67%) | 645 (62%) | |
| 600 | 5% | 1% | 6% | 4% |
| 461 | 5% | 4% | 5% | 14% |
| 473 | 2% | 3% | 2% | [18%] |
| 432 | 2% | 1% | 2% | [10%] |
| 465 | 2% | 1% | 2% | [10%] |
| 492 | 2% | 1% | 2% | [10%] |
| 010 | 2% | 0% | 2% | [0%] |
| 606 | 2% | 0% | 2% | [0%] |
| 913 | 2% | 0% | 2% | [0%] |
| 474 | 2% | 0% | 2% | [0%] |
| 972 | 2% | 0% | 2% | [0%] |
| 462 | 2% | 4% | 1% | [39%] |
| All other zip codes | 69% | 85% | 66% | 20% |
| | 100% | 100% | 100% | |

EXHIBIT A-3: AVERAGE GRADES AND ADMISSION TEST SCORES

- What high school grades and admission test scores were attained by admitted, enrolling, and non-enrolling students?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|--------|
| AVERAGE GRADES N (%) | 836 (68%) | 136 (70%) | 700 (68%) | |
| A (90-100) | 71% | 62% | 72% | 14% |
| B (80-89) | 28% | 32% | 28% | 18% |
| C (70-79) | 1% | 6% | 0% | [100%] |
| D or below (69 or below) | 0% | 0% | 0% | -- |
| | 100% | 100% | 100% | |
| SAT CRITICAL READING SCORE N (%) | 515 (42%) | 80 (41%) | 435 (42%) | |
| Mean Score: | 655 | 645 | 657 | |
| Median Score: | 660 | 660 | 660 | |
| 700 and above | 32% | 33% | 32% | 16% |
| 650 to 690 | 30% | 21% | 32% | 11% |
| 600 to 640 | 16% | 19% | 16% | 18% |
| 550 to 590 | 6% | 10% | 5% | 26% |
| 500 to 540 | 8% | 4% | 9% | 8% |
| 450 to 490 | 4% | 8% | 4% | [30%] |
| 400 to 440 | 2% | 4% | 2% | [30%] |
| 350 to 390 | 0% | 0% | 0% | -- |
| 300 to 340 | 0% | 0% | 0% | -- |
| Below 300 | 0% | 0% | 0% | -- |
| | 100% | 100% | 100% | |
| SAT MATHEMATICS SCORE N (%) | 523 (43%) | 80 (41%) | 443 (43%) | |
| Mean Score: | 634 | 583 | 643 | |
| Median Score: | 642 | 570 | 653 | |
| 700 and above | 28% | 10% | 32% | 6% |
| 650 to 690 | 19% | 10% | 21% | 8% |
| 600 to 640 | 23% | 23% | 23% | 15% |
| 550 to 590 | 9% | 21% | 7% | 35% |
| 500 to 540 | 11% | 23% | 9% | 32% |
| 450 to 490 | 5% | 6% | 5% | 18% |
| 400 to 440 | 1% | 6% | 0% | [100%] |
| 350 to 390 | 1% | 0% | 2% | [0%] |
| 300 to 340 | 1% | 0% | 2% | [0%] |
| Below 300 | 0% | 0% | 0% | -- |
| | 100% | 100% | 100% | |

EXHIBIT A-3: AVERAGE GRADES AND ADMISSION TEST SCORES (continued)

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|---|-----------------------------|-----------------------|-------------------------------|-------|
| SAT WRITING SCORE N (%) | 515 (42%) | 80 (41%) | 435 (42%) | |
| Mean Score: | 647 | 631 | 650 | |
| Median Score: | 658 | 640 | 665 | |
| 700 and above | 35% | 31% | 36% | 14% |
| 650 to 690 | 22% | 17% | 23% | 12% |
| 600 to 640 | 20% | 21% | 20% | 16% |
| 550 to 590 | 5% | 6% | 5% | 18% |
| 500 to 540 | 9% | 13% | 9% | 20% |
| 450 to 490 | 5% | 10% | 4% | [35%] |
| 400 to 440 | 2% | 2% | 2% | [18%] |
| 350 to 390 | 2% | 0% | 2% | [0%] |
| 300 to 340 | 0% | 0% | 0% | -- |
| Below 300 | 0% | 0% | 0% | -- |
| | 100% | 100% | 100% | |
| ACT COMPOSITE SCORE N (%) | 565 (46%) | 83 (43%) | 482 (47%) | |
| Mean Score: | 28.0 | 26.7 | 28.2 | |
| Median Score: | 28.7 | 26.1 | 29.0 | |
| 30 and above | 43% | 32% | 45% | 11% |
| 25 to 29 | 38% | 32% | 39% | 12% |
| 20 to 24 | 16% | 34% | 13% | 31% |
| 15 to 19 | 3% | 2% | 3% | [10%] |
| 10 to 14 | 0% | 0% | 0% | -- |
| Below 10 | 0% | 0% | 0% | -- |
| | 100% | 100% | 100% | |

**I-B: PERCEPTIONS OF COLLEGE CHARACTERISTICS
AND COLLEGE IMAGES**

EXHIBIT B-1: IMPORTANCE OF COLLEGE CHARACTERISTICS

- What college characteristics did our admitted students rate as very important to them in choosing the college that they would attend?
- What yields were realized for students who rated each of these characteristics as very important?
- Which of these factors were relatively more important to enrolling or non-enrolling students than to the other group?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|-------|
| IMPORTANCE OF COLLEGE CHARACTERISTICS | | | | |
| Personal attention | 83% | 80% | 83% | 16% |
| Availability of majors | 78% | 78% | 78% | 16% |
| Value for the price | 73% | 72% | 73% | 16% |
| Cost of attendance | 72% | 76% | 72% | 17% |
| Academic reputation | 67% | 63% | 68% | 15% |
| Diverse student backgrounds | 65% | 69% | 64% | 17% |
| Environment of academic excellence | 65% | 68% | 64% | 17% |
| Extra-curricular activities | 62% | 61% | 62% | 16% |
| Quality of academic facilities | 59% | 54% | 60% | 15% |
| Quality of campus housing | 47% | 45% | 47% | 15% |
| Quality of social life | 45% | 39% | 47% | 14% |
| -- Surroundings | 42% | 24% | 46% | 9% |
| Access off-campus activities | 41% | 31% | 42% | 12% |
| Attractiveness of campus | 39% | 31% | 41% | 13% |
| Special academic programs | 39% | 34% | 40% | 14% |
| Recreational facilities | 35% | 36% | 35% | 16% |

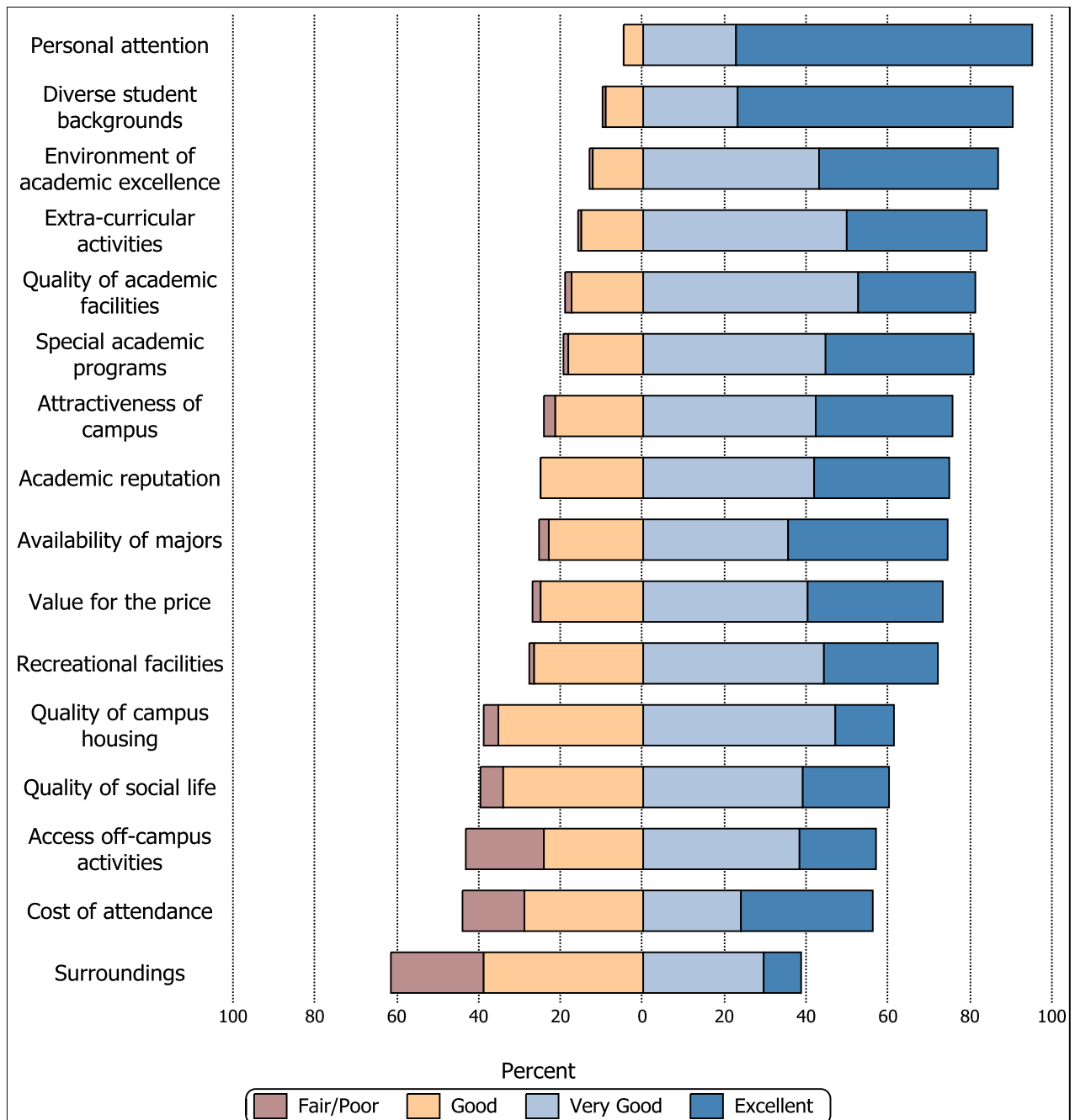
The table above lists all the college characteristics in decreasing order of the percentage of all admitted students marking the characteristic "very important."

Percentages shown for student groups are the percentages reporting that the given factor was "very important." Yields are the yields attained for those students who rated a given factor as "very important."

- + and - Indicate factors for which percentages of enrolling students and non-enrolling students indicating "very important" differ by statistically significant amounts. Factors reported as "very important" by significantly larger percentages of enrolling students are marked + ($p < .05$) or ++ ($p < .01$). Those reported as "very important" by larger percentages of non-enrolling students are marked - ($p < .05$) or -- ($p < .01$). See the Technical Note for an explanation of statistical significance.

EXHIBIT B-2: RATINGS OF OUR COLLEGE

- For which characteristics was our college most often rated "very good" or "excellent"?



In this graph each bar sums to 100%.

EXHIBIT B-3: RATINGS OF OUR COLLEGE BY ENROLLING AND NON-ENROLLING STUDENTS

- How did admitted, enrolling and non-enrolling students rate the characteristics of our college?
- What yields were realized for students with differing opinions of the characteristics of our college?

The four characteristics shown in the table below are those for which average ratings of enrolling and non-enrolling students differ by the greatest amounts.

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|--------|
| QUALITY OF SOCIAL LIFE N (%) | 814 (66%) | 138 (72%) | 676 (65%) | 17% |
| HOW WE RATE | | | | |
| Excellent | 21% | 46% | 16% | 37% |
| Very Good | 39% | 40% | 39% | 17% |
| Good | 34% | 14% | 38% | 7% |
| Poor/Fair | 6% | 0% | 7% | 0% |
| | 100% | 100% | 100% | |
| MEAN RATING | 2.8 | 3.3 | ++ 2.6 | |
| VALUE FOR THE PRICE N (%) | 865 (70%) | 150 (78%) | 715 (69%) | 17% |
| HOW WE RATE | | | | |
| Excellent | 33% | 60% | 27% | 32% |
| Very Good | 40% | 36% | 41% | 15% |
| Good | 25% | 4% | 29% | 3% |
| Poor/Fair | 2% | 0% | 2% | [0%] |
| | 100% | 100% | 100% | |
| MEAN RATING | 3.0 | 3.6 | ++ 2.9 | |
| ACCESS OFF-CAMPUS ACTIVITIES N (%) | 737 (60%) | 131 (68%) | 606 (59%) | 18% |
| HOW WE RATE | | | | |
| Excellent | 19% | 33% | 15% | 32% |
| Very Good | 38% | 38% | 38% | 18% |
| Good | 24% | 23% | 24% | 17% |
| Poor/Fair | 19% | 6% | 22% | 6% |
| | 100% | 100% | 100% | |
| MEAN RATING | 2.6 | 3.0 | ++ 2.5 | |
| ACADEMIC REPUTATION N (%) | 961 (78%) | 160 (83%) | 801 (77%) | 17% |
| HOW WE RATE | | | | |
| Excellent | 33% | 58% | 28% | 29% |
| Very Good | 42% | 32% | 44% | 13% |
| Good | 25% | 8% | 28% | 6% |
| Poor/Fair | *% | 1% | 0% | [100%] |
| | 100% | 100% | 100% | |
| MEAN RATING | 3.1 | 3.5 | ++ 3.0 | |

Scale: 4=Excellent, 3=Very Good, 2=Good, 1=Poor/Fair. Statistically significant differences are indicated by +/- (p < .05) or ++/-- (p < .01).

EXHIBIT B-4: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS

- On which of the characteristics considered very important by all admitted students was our college rated relatively high? On which were we relatively low?

| | |
|--|---|
| <p>A. Less important and our college rated higher</p> | <p>B. <u>Very</u> important and our college rated higher</p> <p>Diverse student backgrounds Personal attention</p> |
| <p>C. Less important and our college rated lower</p> <p>Surroundings Access off-campus activities Quality of social life Quality of campus housing Recreational facilities Attractiveness of campus Special academic programs</p> | <p>D. <u>Very</u> important and our college rated lower</p> <p>Quality of academic facilities Academic reputation Availability of majors Extra-curricular activities Value for the price Cost of attendance Environment of academic excellence</p> |

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for all other colleges. The characteristics are listed in decreasing order of the difference between the mean rating of our college and the mean rating of all other colleges.

EXHIBIT B-5: COLLEGE IMAGES

- What images are most frequently associated with our college?
- What yields were realized for students who associated each image with our college?

| | | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|-----------------------|----------------------|-----------------------------|-----------------------|-------------------------------|-------|
| COLLEGE IMAGES | N (%) | 969 (79%) | 168 (87%) | 801 (77%) | 17% |
| | Liberal | 81% | 85% | 80% | 18% |
| + | Friendly | 75% | 84% | 73% | 20% |
| | Intellectual | 75% | 79% | 74% | 18% |
| ++ | Diverse | 72% | 86% | 69% | 21% |
| | Not well-known | 63% | 60% | 63% | 17% |
| | Comfortable | 55% | 63% | 53% | 20% |
| - | Isolated | 45% | 31% | 48% | 12% |
| + | Challenging | 44% | 57% | 41% | 23% |
| | Highly respected | 41% | 52% | 39% | 22% |
| ++ | Excitingly different | 39% | 60% | 35% | 27% |
| | Fun | 38% | 45% | 37% | 20% |
| | Prestigious | 26% | 28% | 25% | 19% |
| | Selective | 25% | 27% | 24% | 19% |
| | Career-oriented | 18% | 22% | 17% | 21% |
| | Academic pressure | 17% | 13% | 17% | 13% |
| -- | Back-up school | 16% | 3% | 18% | 3% |
| - | Average | 8% | 2% | 10% | 4% |
| + | Athletics | 8% | 16% | 6% | 36% |
| | Partying | 5% | 2% | 6% | 7% |

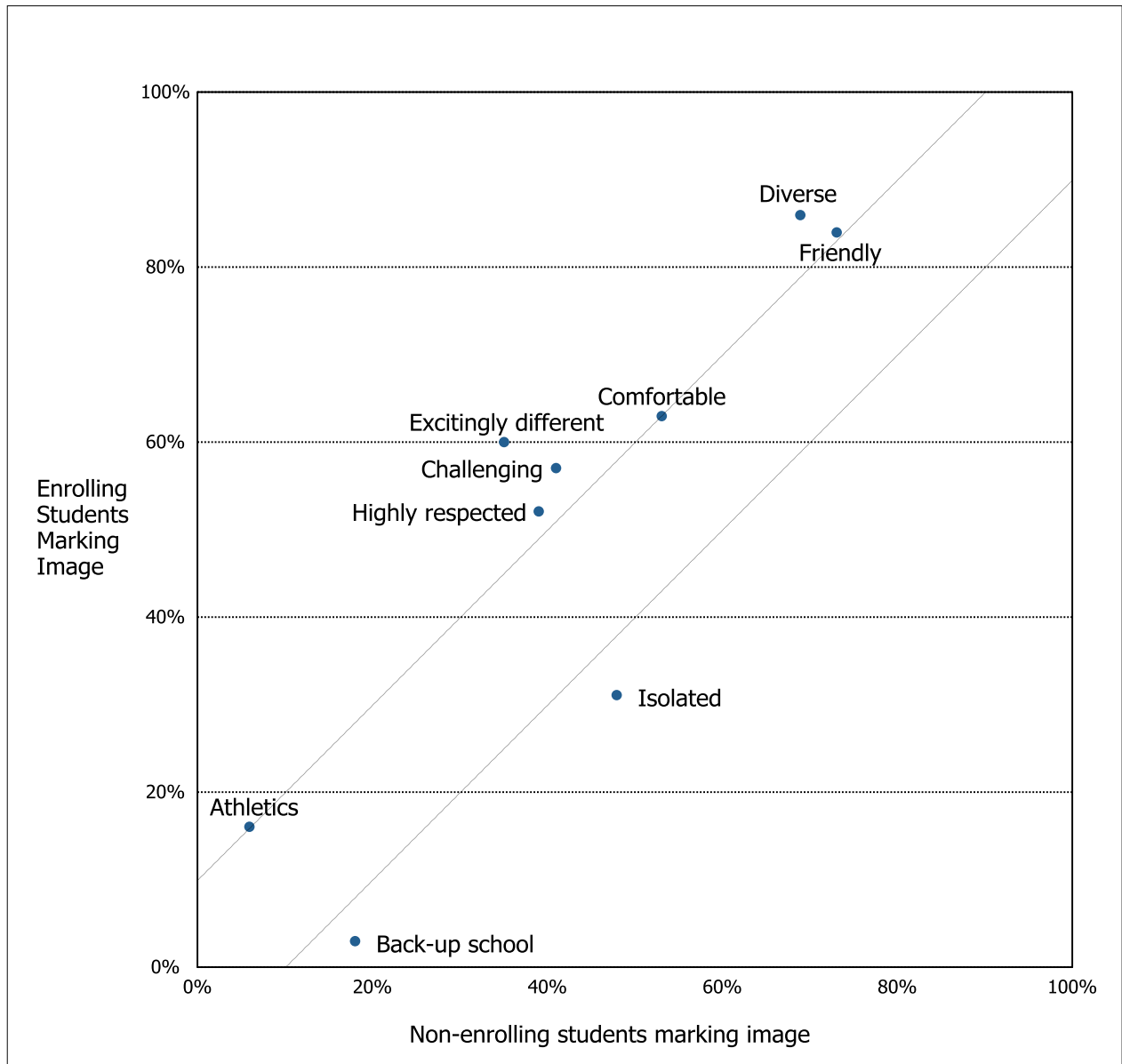
The images listed above are shown in decreasing order of frequency.

+ and - Indicate the images for which the percentages of enrolling students and non-enrolling students checking the image differ by statistically significant amounts.

Images checked by significantly larger percentages of enrolling students are marked + (p < .05) or ++ (p < .01). Images checked by larger percentages of non-enrolling students are marked - (p < .05) or -- (p < .01).

EXHIBIT B-6: COLLEGE IMAGES FREQUENTLY ASSOCIATED WITH OUR COLLEGE

- Which images are more frequently associated with our college by enrolling students?
- Which images are more frequently marked by non-enrolling students?



Only images with a difference of at least 10% are shown in this graph.

Images above the diagonal were marked more often by enrolling students, while those below the diagonal were marked more frequently by non-enrolling students.

I-C: INFORMATION SOURCES

EXHIBIT C-1: EXPOSURE TO INFORMATION SOURCES

- How often were different sources of information about our college used by enrolling and non-enrolling students?
- What yields were realized for students who used each information source?

| | | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|----------------------------|------------------------------------|-----------------------------|-----------------------|-------------------------------|-------|
| INFORMATION SOURCES | N (%) | 847 (69%) | 140 (73%) | 707 (68%) | 17% |
| | College web site | 96% | 99% | 96% | 17% |
| | Post-admission communication | 92% | 96% | 91% | 17% |
| | Electronic communication | 91% | 92% | 91% | 17% |
| | College publications | 85% | 79% | 86% | 15% |
| | Financial aid communications | 80% | 88% | 78% | 18% |
| ++ | Contact with the Admissions Office | 77% | 95% | 74% | 20% |
| ++ | Contact with students | 73% | 95% | 68% | 22% |
| ++ | Contact with faculty | 70% | 87% | 67% | 20% |
| ++ | Visit to campus | 63% | 88% | 58% | 23% |
| | College rankings publications | 57% | 61% | 56% | 18% |
| ++ | On-campus admissions interview | 40% | 57% | 36% | 24% |
| | High school visits | 28% | 21% | 30% | 12% |
| ++ | College blogs, podcasts | 21% | 36% | 18% | 29% |
| ++ | Contact with coaches | 17% | 36% | 13% | 35% |

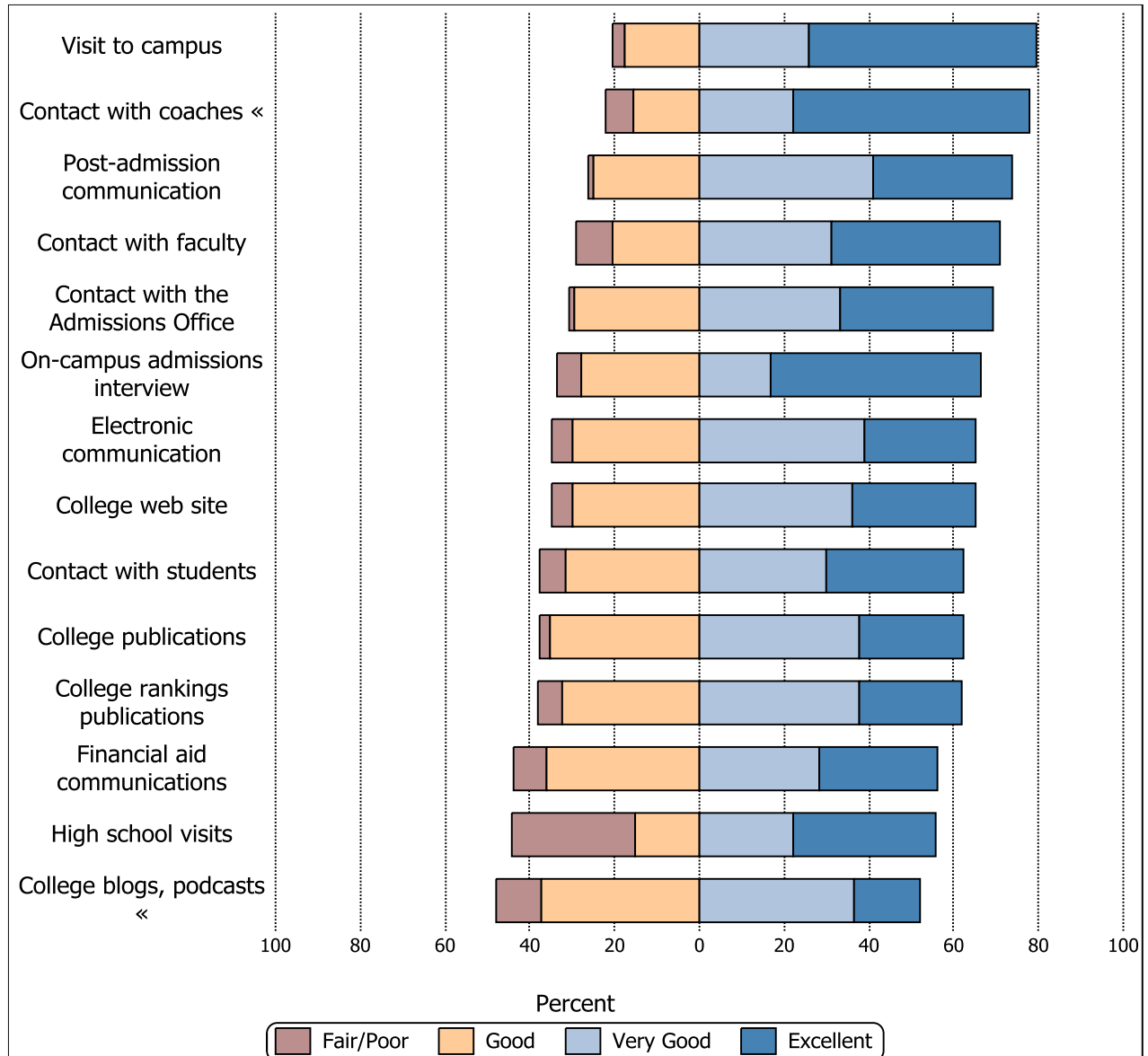
Yield figures shown above are for students using a given information source.

Sources used by significantly larger percentages of enrolling students are marked + (p < .05) or ++ (p < .01). Sources used by larger percentages of non-enrolling students are marked - (p < .05) or -- (p < .01).

EXHIBIT C-2: RATINGS OF OUR COLLEGE'S INFORMATION SOURCES

- How did admitted students rate our college on the quality of information provided by each source?

The following graph shows the percentage of students in each rating category for each source of information (excluding those who did not use a given source). The information sources are listed in decreasing order of the percentage of students rating them "Excellent" or "Very Good".



« Rated by fewer than 25% of the respondents (see Exhibit C-1).

EXHIBIT C-3: INFORMATION RATINGS BY ENROLLING AND NON-ENROLLING STUDENTS

- How did admitted, enrolling and non-enrolling students rate the information we provided?
- What yields were realized for groups with differing views of information we provided?

The four sources listed in the table below are the ones used by at least 25% of the respondents for which average ratings given by enrolling and non-enrolling students differ by the greatest amounts.

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|-------|
| VISIT TO CAMPUS N (%) | 535 (63%) | 123 (88%) | 412 (58%) | 23% |
| HOW WE RATE | | | | |
| Excellent | 54% | 70% | 49% | 30% |
| Very Good | 26% | 23% | 26% | 21% |
| Good | 18% | 7% | 21% | 9% |
| Poor/Fair | 3% | 0% | 4% | [0%] |
| | 100% | 100% | 100% | |
| MEAN RATING | 3.3 | 3.6 | ++ 3.2 | |
| ON-CAMPUS ADMISSIONS INTERVIEW N (%) | 337 (40%) | 80 (57%) | 257 (36%) | 24% |
| HOW WE RATE | | | | |
| Excellent | 50% | 54% | 48% | 26% |
| Very Good | 17% | 31% | 12% | 45% |
| Good | 28% | 10% | 33% | 9% |
| Poor/Fair | 6% | 4% | 6% | [18%] |
| | 100% | 100% | 100% | |
| MEAN RATING | 3.1 | 3.4 | 3.0 | |
| CONTACT WITH STUDENTS N (%) | 615 (73%) | 133 (95%) | 482 (68%) | 22% |
| HOW WE RATE | | | | |
| Excellent | 32% | 39% | 31% | 26% |
| Very Good | 30% | 34% | 29% | 24% |
| Good | 31% | 22% | 34% | 16% |
| Poor/Fair | 6% | 5% | 6% | 18% |
| | 100% | 100% | 100% | |
| MEAN RATING | 2.9 | 3.1 | 2.8 | |
| COLLEGE RANKINGS PUBLICATIONS N (%) | 481 (57%) | 85 (61%) | 396 (56%) | 18% |
| HOW WE RATE | | | | |
| Excellent | 24% | 35% | 22% | 26% |
| Very Good | 38% | 31% | 39% | 15% |
| Good | 32% | 27% | 33% | 15% |
| Poor/Fair | 6% | 6% | 6% | 18% |
| | 100% | 100% | 100% | |
| MEAN RATING | 2.8 | 3.0 | 2.8 | |

Students marking "Not used" are not included. Scale: 4=Excellent, 3=Very Good, 2=Good, 1=Poor/Fair. Statistically significant differences are marked by +/- (p < .05) or ++/-- (p < .01).

I-D: FINANCIAL AID AND COLLEGE COSTS

EXHIBIT D-1: FINANCIAL AID APPLICATIONS AND AWARDS

- What yields were realized for need-based aid applicants and for students awarded need-based aid by our college?
- For those students receiving financial aid from our college, what kinds of financial aid did they receive?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|-------|
| NEED-BASED AID APPLICATION N (%) | 856 (70%) | 141 (73%) | 715 (69%) | 17% |
| Applied for need-based aid | 74% | 85% | 72% | 19% |
| Did not apply for aid | 26% | 15% | 28% | 10% |
| | 100% | 100% | 100% | |
| NEED-BASED AID AWARD N (%) | 633 (52%) | 120 (62%) | 513 (50%) | 19% |
| Awarded need-based aid by us | 81% | 86% | 80% | 20% |
| Not awarded aid by us | 19% | 14% | 20% | 14% |
| | 100% | 100% | 100% | |
| NO-NEED AID AWARD N (%) | 832 (68%) | 140 (73%) | 692 (67%) | 17% |
| Awarded no-need aid by us | 77% | 85% | 75% | 18% |
| Not awarded no-need aid by us | 23% | 15% | 25% | 11% |
| | 100% | 100% | 100% | |
| FINANCIAL AID PACKAGE INCLUDED N (%) | 625 (51%) | 120 (62%) | 505 (49%) | 19% |
| Grants or scholarships | 95% | 99% | 94% | 20% |
| One or more loans | 79% | 86% | 77% | 21% |
| Work package or campus job | 56% | 67% | 54% | 23% |

Figures in parentheses are percentages responding to the question. Percentages for need-based aid award and financial aid package are based only on those applying for aid.

EXHIBIT D-2: SELF-REPORTED INFLUENCE OF FINANCIAL AID OR COLLEGE COSTS ON COLLEGE CHOICE

- To what extent did admitted students report that financial aid awards or the cost of attending was a significant factor influencing their enrollment decision?
- How did the significance of cost of attending or financial aid affect yields?
- How do these results vary for students who applied for need-based aid and for those who did not apply for aid?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|---|-----------------------------|-----------------------|-------------------------------|-------|
| ALL ADMITTED STUDENTS N (%) | 843 (69%) | 136 (70%) | 707 (68%) | 16% |
| Aid or cost significant | 72% | 80% | 70% | 18% |
| Aid and cost not significant | 28% | 20% | 30% | 11% |
| | 100% | 100% | 100% | |
| AID APPLICANTS AT OUR COLLEGE N (%) | 616 (50%) | 111 (58%) | 505 (49%) | 18% |
| Aid or cost significant | 82% | 87% | 82% | 19% |
| Aid and cost not significant | 18% | 13% | 18% | 14% |
| | 100% | 100% | 100% | |
| AID NON-APPLICANTS AT OUR COLLEGE N (%) | 216 (18%) | 22 (11%) | 194 (19%) | 10% |
| Aid or cost significant | 41% | [46%] | 40% | 11% |
| Aid and cost not significant | 59% | [54%] | 60% | 9% |
| | 100% | 100% | 100% | |

In this table "Applicants"/"Non-Applicants" refers to admitted students who did or did not apply for need-based aid at our college.

EXHIBIT D-3: SELF-REPORTED INFLUENCE OF FINANCIAL AID OR COLLEGE COSTS ON COLLEGE CHOICE, BY EPS MARKET

- For students in our top EPS markets, what percentage reported that financial aid or the cost of attending was a significant factor in their enrollment decision?

| | N | COST/AID SIGNIFICANT |
|--|----|-------------------------|
| TOP ENROLLMENT PLANNING SERVICE (EPS) MARKETS | | |
| Chain of Lakes (IL-7) | 39 | 80% |
| West Central Ohio (OH-7) | 30 | 74% |
| Kalamazoo & Grand Rapids (MI-5) | 25 | 69% |
| West Indiana (IN-8) | 23 | [67%] |
| Greater Indianapolis (IN-7) | 21 | [62%] |
| East Indiana (IN-10) | 21 | [54%] |
| South Central Indiana (IN-9) | 21 | [62%] |
| Lexington & Fayette (KY-1) | 19 | [100%] |
| South Bend & Elkhart (IN-3) | 17 | [100%] |
| Central Ohio (OH-8) | 17 | [100%] |

EXHIBIT D-4: RATINGS OF COST BY ENROLLING AND NON-ENROLLING STUDENTS

- How did enrolling and non-enrolling students rate the cost of attending our college (after subtracting financial aid offers)?
- What yields were attained for students rating the cost of attending our college high, moderately high, moderately low, or low?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|---|-----------------------------|-----------------------|-------------------------------|-------|
| ALL ADMITTED STUDENTS N(%) | 819 (67%) | 135 (70%) | 684 (66%) | 16% |
| Cost rated high (7-8) | 18% | 14% | 19% | 12% |
| Cost rated moderately high (5-6) | 35% | 23% | 38% | 11% |
| Cost rated moderately low (3-4) | 26% | 28% | 25% | 18% |
| Cost rated low (1-2) | 21% | 35% | 18% | 27% |
| | 100% | 100% | 100% | |
| Mean rating of net cost of attending our college | 4.5 | 3.8 | -- 4.6 | |

Scale: 1=Very Low, 8=Very High. A significant difference between enrolling and non-enrolling students in the mean rating of net cost is indicated by +/- (p < .05) or ++/-- (p < .01).

EXHIBIT D-5: INFLUENCE ON YIELD OF FINANCIAL AID OR COLLEGE COST; RATING OF THE COST OF ATTENDING OUR COLLEGE

- What was the relationship between the rating of the cost of attending our college and the significance of aid or cost in the enrollment decision?
- What yields were attained for students rating the cost of attending our college high, moderately high, moderately low, or low?

| | N | YIELD -- ALL ADMITTED STUDENTS | YIELD STUDENTS' RATING OF COST/AID | |
|----------------------------------|---|--------------------------------------|---------------------------------------|-------------|
| | | | SIGNIFICANT | NOT SIGNIF. |
| ALL ADMITTED STUDENTS | | 803 | 584 | 219 |
| Cost rated high (7-8) | | 11% | 11% | 12% |
| Cost rated moderately high (5-6) | | 10% | 9% | 16% |
| Cost rated moderately low (3-4) | | 18% | 20% | 11% |
| Cost rated low (1-2) | | 27% | 39% | 6% |
| Total | | 16% | 17% | 11% |

Scale: 1=Very Low 8 = Very High.

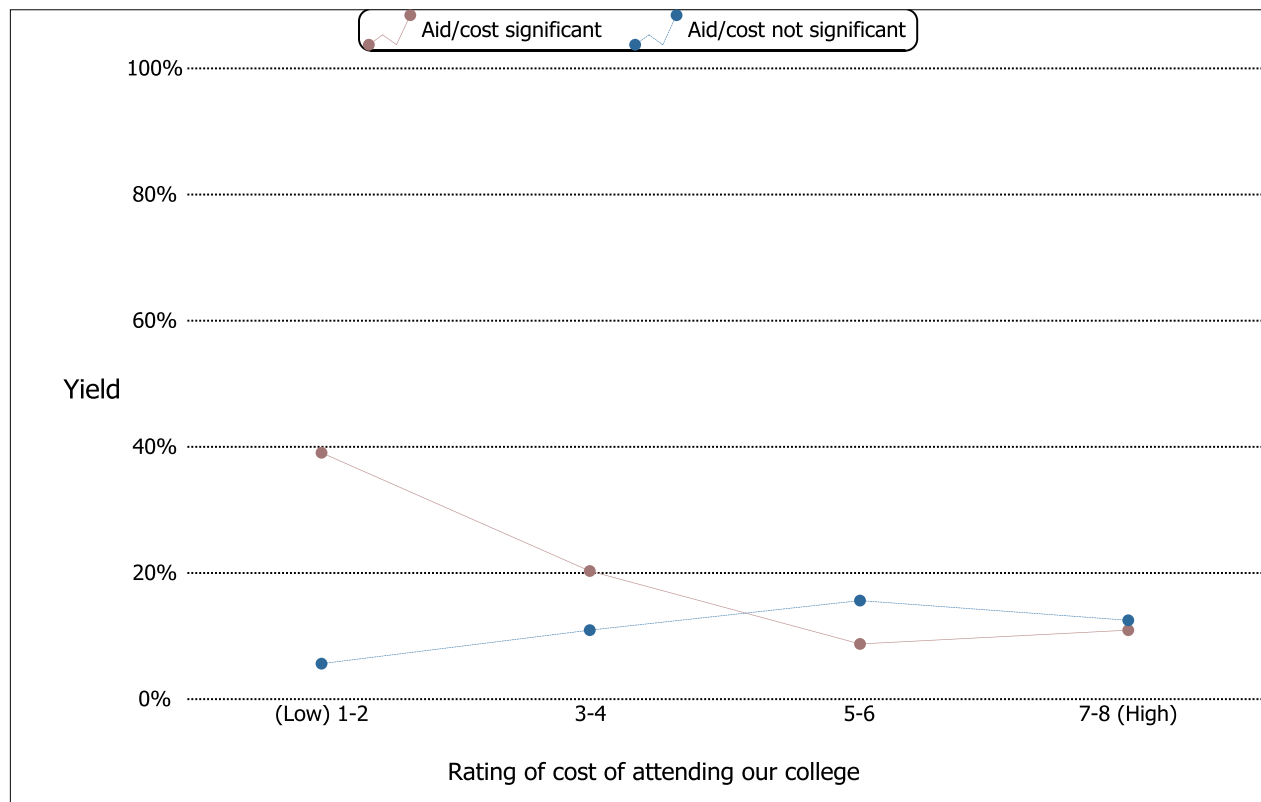


EXHIBIT D-6: AMOUNT AND TYPE OF FINANCIAL AID AWARDED

- Among students who reported receiving financial aid, what was the average amount of financial aid awarded by the college the student is planning to attend?

| | | AVERAGE AID AWARDED BY OUR COLLEGE (ENROLLING) | AVERAGE AID AWARDED BY COLLEGE ATTENDING (NON-ENROLLING) |
|--|--------------|---|--|
| STUDENTS REPORTING WORK AWARDED | N (%) | 45 (23%) | 233 (23%) |
| Work amount | | \$2,206 | \$2,251 |
| STUDENTS REPORTING LOAN AWARDED | N (%) | 63 (33%) | 264 (26%) |
| Loan amount | | \$6,018 | \$6,215 |
| STUDENTS REPORTING NEED-BASED GRANT AWARDED | N (%) | 58 (30%) | 257 (25%) |
| Need-based grant amount | | \$18,905 | \$21,034 |
| STUDENTS REPORTING MERIT GRANT AWARDED | N (%) | 83 (43%) | 365 (35%) |
| Merit grant amount | | \$20,479 | \$17,806 |
| STUDENTS REPORTING TOTAL AWARDED | N (%) | 83 (43%) | 451 (44%) |
| Total award amount | | \$38,075 | \$30,265 |

The averages reported in this table are based on students reporting an amount greater than zero for the given category.

EXHIBIT D-7: AID PERCENTAGE BY TYPE

- What percentage of financial aid was awarded as work, student loan, need-based grant, or merit-based grant?

| | | PERCENT DOLLARS AWARDED IN CATEGORY | |
|-------------------------------|--------------|--|--|
| | | AID AWARDED BY OUR COLLEGE (ENROLLING) | AID AWARDED BY COLLEGE ATTENDING (NON-ENROLLING) |
| AID COMPONENTS | N (%) | 95 (49%) | 482 (47%) |
| Work | | 3% | 4% |
| Student loan | | 12% | 12% |
| Need-based scholarship/grant | | 34% | 38% |
| Merit-based scholarship/grant | | 52% | 46% |
| | | 100% | 100% |

The percentages displayed in the table above are based on the sum of the amounts entered for the four aid categories, not on the amount entered as "Total".

Respondents are included in this table if they reported a non-zero amount for any type of financial aid.

EXHIBIT D-8: METHODS OF FINANCING PARENTAL CONTRIBUTION

- How do parents plan to finance their contribution to the student's education?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|-------|
| SOURCES FOR PARENTS' CONTRIBUTION N(%) | 753 (61%) | 131 (68%) | 622 (60%) | 17% |
| From current income | 81% | 72% | 83% | 16% |
| From past savings | 60% | 47% | 63% | 14% |
| From parent educational loans | 14% | 18% | 14% | 21% |
| From other parent loans | 9% | 4% | 10% | 7% |
| Help from relatives, friends | 29% | 22% | 30% | 13% |
| Employer's tuition benefit | 6% | 1% | 7% | 3% |

Percentages add to more than 100% due to multiple responses.

I-E: OVERLAP WITH OTHER COLLEGES

EXHIBIT E-1: NUMBERS OF APPLICATIONS AND ADMISSIONS TO OTHER COLLEGES

- To how many colleges did our admitted students apply and to how many were they admitted?
- What yields were realized for students with different numbers of applications and admissions offers?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|---------------------------------|-----------------------------|-----------------------|-------------------------------|--------|
| APPLICATIONS N(%) | 1224 (99+%) | 190 (98%) | 1034 (100%) | |
| Average Number: | 9.2 | 7.3 | -- 9.5 | |
| One (us only) | 2% | 10% | 1% | 70% |
| Two | 1% | 5% | 0% | [100%] |
| Three | 5% | 6% | 5% | 20% |
| Four | 5% | 6% | 5% | 18% |
| Five | 7% | 6% | 8% | 13% |
| Six | 5% | 10% | 5% | 28% |
| Seven | 11% | 13% | 11% | 19% |
| Eight | 11% | 7% | 12% | 10% |
| Nine | 11% | 11% | 11% | 15% |
| Ten or more | 41% | 26% | 44% | 10% |
| | 100% | 100% | 100% | |
| ADMISSIONS N(%) | 1224 (99+%) | 190 (98%) | 1034 (100%) | |
| Average Number: | 6.8 | 5.4 | -- 7.1 | |
| One (us only) | 2% | 11% | 0% | [100%] |
| Two | 2% | 8% | 2% | 49% |
| Three | 11% | 12% | 11% | 17% |
| Four | 7% | 10% | 7% | 21% |
| Five | 19% | 19% | 19% | 16% |
| Six | 10% | 9% | 11% | 13% |
| Seven | 16% | 12% | 17% | 12% |
| Eight | 6% | 4% | 7% | 9% |
| Nine | 8% | 4% | 9% | 8% |
| Ten or more | 18% | 11% | 19% | 9% |
| | 100% | 100% | 100% | |

Significant differences between enrolling and non-enrolling students are indicated
By +/- (p < .05) or ++/-- (p < .01).

- What percentage of our non-enrolling students plan to attend another college in the next year?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|---|-----------------------------|-----------------------|-------------------------------|-------|
| PLAN TO ATTEND COLLEGE IN THE N(%) NEXT TWELVE MONTHS | -- | -- | 1011 (98%) | |
| Yes | -- | -- | 96% | -- |
| No | -- | -- | 4% | -- |
| | -- | -- | 100% | |

EXHIBIT E-2: APPLICATION AND ADMISSION OVERLAP WITH OTHER COLLEGES -- TOP TWELVE COLLEGES

- To which other colleges do our admitted students submit the greatest number of applications?
- To which other colleges are our admitted students most frequently accepted?

| | NUMBER OF CROSS-APPLICATIONS | PERCENTAGE OF ALL ADMITTED STUDENTS |
|--|------------------------------|-------------------------------------|
| CROSS-APPLICATIONS -- TOP TWELVE COLLEGES | | |
| Beloit C | 132 | 11% |
| Oberlin C | 127 | 10% |
| Kenyon C | 127 | 10% |
| C Wooster | 125 | 10% |
| Ind U Bloomington | 107 | 9% |
| Kalamazoo C | 104 | 8% |
| U Vermont | 97 | 8% |
| Grinnell C | 96 | 8% |
| Haverford C | 83 | 7% |
| Lawrence U | 83 | 7% |
| Purdue U | 82 | 7% |
| St Olaf C | 81 | 7% |

| | NUMBER OF CROSS-ADMISSIONS | PERCENTAGE OF ALL ADMITTED STUDENTS |
|--|----------------------------|-------------------------------------|
| CROSS-ADMISSIONS -- TOP TWELVE COLLEGES | | |
| Beloit C | 116 | 9% |
| C Wooster | 114 | 9% |
| Ind U Bloomington | 107 | 9% |
| Kalamazoo C | 99 | 8% |
| U Vermont | 89 | 7% |
| Purdue U | 80 | 7% |
| St Olaf C | 79 | 6% |
| Hanover C | 68 | 6% |
| Lawrence U | 68 | 6% |
| DePauw U | 66 | 5% |
| Butler U | 64 | 5% |
| Ohio Wesleyan U | 61 | 5% |

Numbers of cross-applications shown above are the numbers of our admitted students applying to the listed college. These numbers do not include joint applicants who were not admitted to our college.

See the Appendix for a more complete list of cross-applications and cross-admissions.

EXHIBIT E-3: COLLEGES ATTENDED BY NON-ENROLLING STUDENTS

- Which colleges enroll the largest numbers of our non-enrolling admitted students?

| | NUMBER OF OUR NON-ENROLLING STUDENTS ATTENDING LISTED COLLEGE | PERCENTAGE OF ALL NON-ENROLLING STUDENTS |
|---|---|--|
| TOP COLLEGES ATTENDED BY OUR NON-ENROLLING STUDENTS | | |
| Beloit C | 31 | 3% |
| Purdue U | 31 | 3% |
| C Wooster | 23 | 2% |
| Kalamazoo C | 23 | 2% |
| Berea C | 23 | 2% |
| St Olaf C | 23 | 2% |
| U North Car Chap Hl | 23 | 2% |
| Bard C | 23 | 2% |
| Haverford C | 23 | 2% |

EXHIBIT E-4: WIN/LOSS ANALYSIS -- FOR COLLEGES WITH GREATEST NUMBERS OF CROSS-ADMISSIONS WITH OUR COLLEGE

- For the twenty colleges with which we share the greatest numbers of jointly admitted students:
 - What percent of jointly admitted students do we enroll?
 - What percent of jointly admitted students do they enroll?
 - What percent of these students attend other colleges?
- Among students choosing either our college or the listed competitor, what percentage do we enroll?

| | NO. OF CROSS-ADMITS | WIN PERCENT | PERCENTAGE OF CROSS-ADMITS ENROLLED BY | | |
|--|---------------------|-------------|--|----------------|---------------|
| | | | OUR COLLEGE | LISTED COLLEGE | OTHER COLLEGE |
| TOP TWENTY COLLEGES IN CROSS-ADMISSIONS | | | | | |
| Beloit C | 116 | 33% | 13% | 27% | 60% |
| C Wooster | 114 | 36% | 12% | 20% | 68% |
| Ind U Bloomington | 107 | 46% | 12% | 15% | 73% |
| Kalamazoo C | 99 | 36% | 13% | 24% | 63% |
| U Vermont | 89 | [100%] | 4% | 0% | 96% |
| Purdue U | 80 | 24% | 12% | 39% | 49% |
| St Olaf C | 79 | 7% | 2% | 29% | 69% |
| Hanover C | 68 | [100%] | 20% | 0% | 80% |
| Lawrence U | 68 | [63%] | 20% | 11% | 69% |
| DePauw U | 66 | [100%] | 18% | 0% | 82% |
| Butler U | 64 | [56%] | 16% | 12% | 72% |
| Ohio Wesleyan U | 61 | [100%] | 11% | 0% | 89% |
| Haverford C | 59 | 18% | 8% | 39% | 52% |
| Bard C | 59 | 18% | 8% | 39% | 52% |
| Kenyon C | 58 | [18%] | 6% | 27% | 67% |
| Mount Holyoke C | 54 | [0%] | 0% | 14% | 86% |
| U Puget Sound | 53 | [30%] | 12% | 29% | 58% |
| Knox C | 53 | [46%] | 12% | 15% | 73% |
| Denison U | 53 | [100%] | 12% | 0% | 88% |
| Lewis & Clark C | 52 | [100%] | 10% | 0% | 90% |

"Win Percent" is the percentage that we enrolled of those students attending either our college or the listed college.

EXHIBIT E-5: TOP CHOICE COLLEGES

- What percentage of students listed our college among their top three choices? As first choice?

| PERCENT LISTING | ENROLLING | | NON-ENROLLING | |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| | AMONG TOP THREE | AS FIRST CHOICE | AMONG TOP THREE | AS FIRST CHOICE |
| Earlham College | 92% | 72% | 60% | 8% |

- For the twenty colleges with which we share the greatest numbers of jointly admitted students:
 - Which were most often listed among the respondents' top three choices?
 - How often were they listed as the students' first choice college?

The following table lists the same twenty colleges shown in Exhibit E-4. In this table the colleges are listed in ascending order of win percent; that is, the colleges at the top of the list enroll a larger percentage of the students admitted to both our college and the listed college than colleges listed lower. The table also displays the percentage of all admitted students listing each college among their top three choices, and the percentage listing each college as their first choice.

| COLLEGE | NO. OF CROSS-ADMITS | OUR WIN PERCENT | PERCENTAGE OF CROSS-ADMITS LISTING COLLEGE | |
|-------------------|---------------------|-----------------|--|-----------------|
| | | | AMONG TOP THREE | AS FIRST CHOICE |
| Mount Holyoke C | 54 | [0%] | 71% | 14% |
| St Olaf C | 79 | 7% | 49% | 39% |
| Bard C | 59 | 18% | 65% | 39% |
| Kenyon C | 58 | [18%] | 43% | 30% |
| Haverford C | 59 | 18% | 74% | 55% |
| Purdue U | 80 | 24% | 72% | 39% |
| U Puget Sound | 53 | [30%] | 94% | 29% |
| Beloit C | 116 | 33% | 61% | 27% |
| C Wooster | 114 | 36% | 59% | 15% |
| Kalamazoo C | 99 | 36% | 57% | 24% |
| Ind U Bloomington | 107 | 46% | 76% | 15% |
| Knox C | 53 | [46%] | 76% | 0% |
| Butler U | 64 | [56%] | 22% | 15% |
| Lawrence U | 68 | [63%] | 53% | 23% |
| Ohio Wesleyan U | 61 | [100%] | 44% | 0% |
| DePauw U | 66 | [100%] | 48% | 12% |
| U Vermont | 89 | [100%] | 35% | 9% |
| Denison U | 53 | [100%] | 21% | 0% |
| Lewis & Clark C | 52 | [100%] | 37% | 3% |
| Hanover C | 68 | [100%] | 26% | 0% |

EXHIBIT E-6: PREFERENCE RANK OF COLLEGES ATTENDED BY ALL ADMITTED STUDENTS

- What proportion of the enrolling and non-enrolling students enroll in the college they listed as their first choice (from among those to which they were admitted)? Their second choice? Their third choice? A college that was not among their top three choices?

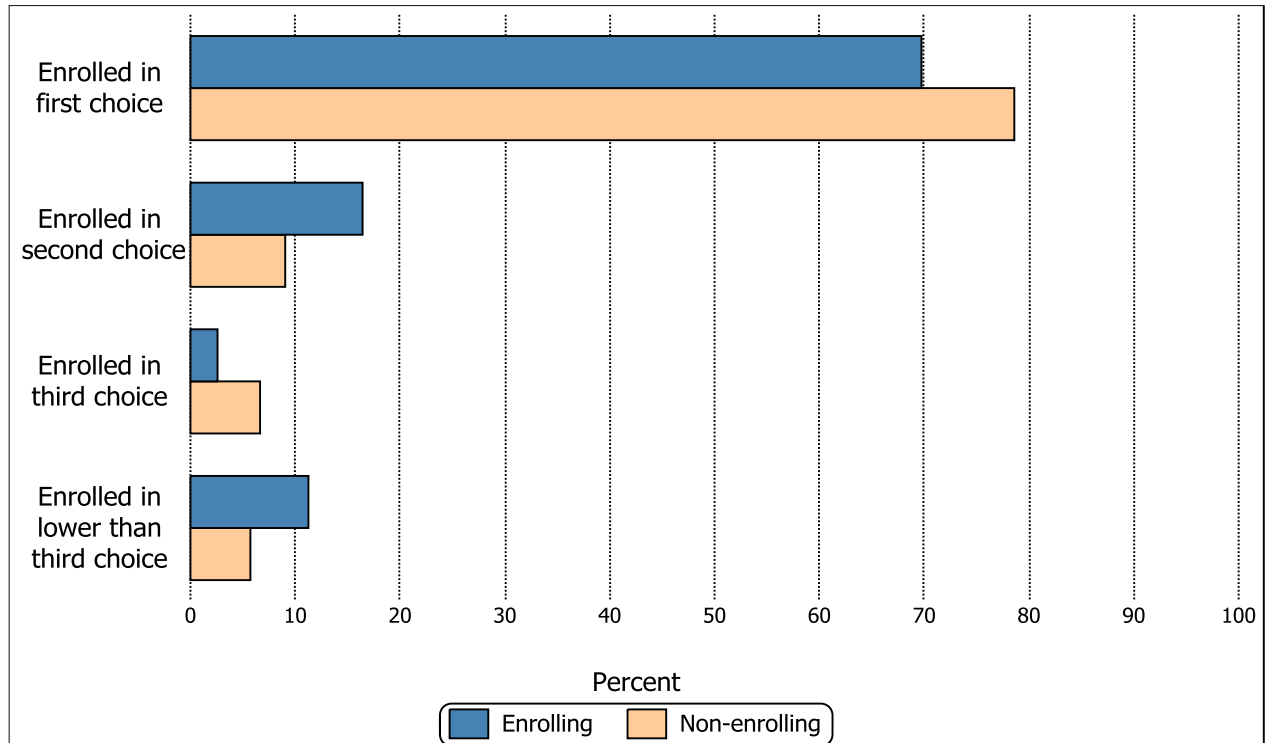


EXHIBIT E-7: APPLICATION, ADMISSION AND ENROLLMENT BY INSTITUTIONAL SECTOR

- What percentage of our admitted students apply to any college in a given sector?
What percentage have been admitted to any college in a given sector?

| | N | CROSS-APPLICANTS | | | CROSS-ADMITS | | |
|--------------------------|---|------------------|-----------|---------------|--------------|-----------|---------------|
| | | TOTAL | ENROLLING | NON-ENROLLING | TOTAL | ENROLLING | NON-ENROLLING |
| | | | | | | | |
| TOTAL | | 1173 | 170 | 1003 | 1173 | 170 | 1003 |
| FOUR-YEAR PUBLIC | | | | | | | |
| Doctoral | | 59% | 62% | 59% | 57% | 61% | 56% |
| Other four-year | | 23% | 20% | 23% | 22% | 19% | 22% |
| FOUR-YEAR PRIVATE | | | | | | | |
| Doctoral | | 46% | 35% | 47% | 30% | 25% | 31% |
| Master's | | 38% | 40% | 38% | 37% | 37% | 37% |
| Baccalaureate | | 88% | 88% | 88% | 83% | 78% | 84% |
| OTHER | | 9% | 6% | 9% | 8% | 6% | 9% |

- Which types of colleges are chosen by non-enrolling students for whom aid or cost is significant? For whom aid/cost is not significant?

| | TOTAL | NON-ENROLLING STUDENTS | |
|-------------------|-------|------------------------|--------------------------|
| | | AID/COST SIGNIFICANT | AID/COST NOT SIGNIFICANT |
| TOTAL N | 653 | 466 | 187 |
| FOUR-YEAR PUBLIC | | | |
| Doctoral | 26% | 33% | 8% |
| Other four-year | 2% | 3% | 0% |
| FOUR-YEAR PRIVATE | | | |
| Doctoral | 6% | 3% | 12% |
| Master's | 6% | 7% | 4% |
| Baccalaureate | 58% | 52% | 75% |
| OTHER | 1% | 2% | 0% |
| TOTAL | 100% | 100% | 100% |

I-F: HIGH-ACHIEVING STUDENTS

EXHIBIT F-1: DEFINITION OF HIGH ACHIEVING

- How are high achieving students determined for this report?
- What is the enrolling and non-enrolling breakdown of the high-achieving group?

For the purposes of the ASQ Plus a high-achieving student is one whose combined SAT-Critical Reading and SAT-Mathematics score (or comparable ACT Composite score) is in the top 25% of survey respondents who reported admission test scores. Respondents in this group had SAT-CR + SAT-M scores of 1390 or higher, or if SAT scores were not reported, an ACT Composite score of 32 or higher.

| | |
|---|-----|
| Number of high-achieving students admitted | 168 |
| Number of high-achieving students enrolling | 20 |
| Number of high-achieving students not enrolling | 148 |
| Yield for high-achieving students | 12% |

For the tables in this section, the number of students responding to each question is shown as a percentage of the total number of high-achieving students.

EXHIBIT F-2: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS

- On which of the characteristics considered very important by high-achieving students was our college rated relatively high? On which were we relatively low?

This figure summarizes the overall importance and rating given to each characteristic by high-achieving students (students whose self-reported admissions test scores were in the top 25% for all admitted students).

| | |
|--|---|
| A. Less important and our college rated higher Cost of attendance Quality of campus housing | B. <u>Very</u> important and our college rated higher Diverse student backgrounds Personal attention Value for the price |
| C. Less important and our college rated lower Access off-campus activities Quality of social life Recreational facilities Special academic programs Attractiveness of campus | D. <u>Very</u> important and our college rated lower Surroundings Academic reputation Extra-curricular activities Environment of academic excellence Quality of academic facilities Availability of majors |

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the high-achieving respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for all other colleges.

EXHIBIT F-3: COLLEGE IMAGES

- What images do high-achieving students most frequently associate with our college?
- What yields were realized among high-achieving students who associated each image with our college?

| | | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|----------------------|-------|-----------------------------|-----------------------|-------------------------------|-------|
| COLLEGE IMAGES | N (%) | 168 (100%) | 20 ([100%]) | 148 (100%) | 12% |
| Liberal | | 81% | [100%] | 79% | 15% |
| Not well-known | | 76% | [92%] | 74% | 14% |
| Diverse | | 76% | [92%] | 74% | 14% |
| Friendly | | 70% | [83%] | 68% | 14% |
| Intellectual | | 66% | [83%] | 63% | 15% |
| Comfortable | | 60% | [75%] | 58% | 15% |
| Isolated | | 53% | [58%] | 53% | 13% |
| Fun | | 43% | [50%] | 42% | 14% |
| Highly respected | | 42% | [42%] | 42% | 12% |
| Excitingly different | | 40% | [67%] | 37% | 20% |
| Back-up school | | 24% | [8%] | 26% | 4% |
| Challenging | | 24% | [42%] | 21% | 21% |
| Prestigious | | 14% | [0%] | 16% | [0%] |
| Selective | | 10% | [8%] | 11% | [10%] |
| Average | | 9% | [0%] | 11% | [0%] |
| Career-oriented | | 6% | [8%] | 5% | [18%] |
| Partying | | 5% | [0%] | 5% | [0%] |
| Academic pressure | | 5% | [0%] | 5% | [0%] |
| Athletics | | 0% | [0%] | 0% | -- |

The images listed above are shown in decreasing order of frequency.

- + and - Indicate the images for which the percentages of enrolling students and non-enrolling students checking the image differ by statistically significant amounts.
- Images checked by significantly larger percentages of enrolling students are marked + (p < .05) or ++ (p < .01). Images checked by larger percentages of non-enrolling students are marked - (p < .05) or - - (p < .01).

EXHIBIT F-4: FINANCIAL AID APPLICATIONS AND AWARDS

- To what extent did high-achieving admitted students report that financial aid awards or the cost of attending was a significant factor influencing their enrollment decision?
- What yields were realized for need-based aid applicants and for students awarded need-based aid by our college?
- For those students receiving financial aid from our college, what kinds of financial aid did they receive?

| | ALL ADMITTED STUDENTS | ENROLLING STUDENTS | NON- ENROLLING STUDENTS | YIELD |
|--|-----------------------------|-----------------------|-------------------------------|-------|
| ALL ADMITTED STUDENTS N (%) | 166 (99%) | 18 ([90%]) | 148 (100%) | 11% |
| Aid or cost significant | 46% | [82%] | 42% | 19% |
| Aid and cost not significant | 54% | [18%] | 58% | 4% |
| | 100% | 100% | 100% | |
| NEED-BASED AID APPLICATION N (%) | 168 (100%) | 20 ([100%]) | 148 (100%) | 12% |
| Applied for need-based aid | 64% | [67%] | 63% | 12% |
| Did not apply for aid | 36% | [33%] | 37% | 11% |
| | 100% | 100% | 100% | |
| NEED-BASED AID AWARD N (%) | 106 (63%) | 13 ([65%]) | 93 (63%) | 13% |
| Awarded need-based aid by us | 68% | [75%] | 67% | 14% |
| Not awarded aid by us | 32% | [25%] | 33% | 10% |
| | 100% | 100% | 100% | |
| NO-NEED AID AWARD N (%) | 158 (94%) | 18 ([90%]) | 140 (95%) | 12% |
| Awarded no-need aid by us | 95% | [100%] | 94% | 12% |
| Not awarded no-need aid by us | 5% | [0%] | 6% | [0%] |
| | 100% | 100% | 100% | |
| FINANCIAL AID PACKAGE INCLUDED N (%) | 106 (63%) | 13 ([65%]) | 93 (63%) | 13% |
| Grants or scholarships | 100% | [100%] | 100% | 12% |
| One or more loans | 60% | [75%] | 58% | 16% |
| Work package or campus job | 32% | [25%] | 33% | 10% |

Figures in parentheses are percentages responding to the question. Percentages for need-based aid award and financial aid package are based only on those applying for aid.

EXHIBIT F-5: AMOUNT AND TYPE OF FINANCIAL AID AWARDED

- Among students who reported receiving financial aid, what was the average amount of financial aid awarded by the college the student is planning to attend?

| | | AVERAGE AID AWARDED BY OUR COLLEGE (ENROLLING) | AVERAGE AID AWARDED BY COLLEGE ATTENDING (NON- ENROLLING) |
|--|--------------|--|--|
| STUDENTS REPORTING WORK AWARDED | N (%) | 2 ([8%]) | 8 (5%) |
| Work amount | | \$2320 | \$2300 |
| STUDENTS REPORTING LOAN AWARDED | N (%) | 7 ([33%]) | 47 (32%) |
| Loan amount | | \$4750 | \$9004 |
| STUDENTS REPORTING NEED-BASED GRANT AWARDED | N (%) | 3 ([17%]) | 8 (5%) |
| Need-based grant amount | | \$11000 | \$3000 |
| STUDENTS REPORTING MERIT GRANT AWARDED | N (%) | 17 ([83%]) | 86 (58%) |
| Merit grant amount | | \$25900 | \$19853 |
| STUDENTS REPORTING TOTAL AWARDED | N (%) | 13 ([67%]) | 78 (53%) |
| Total award amount | | \$31478 | \$25771 |

The averages reported in this table are based on students reporting an amount greater than zero for the given category.

EXHIBIT F-6: WIN/LOSS ANALYSIS -- FOR COLLEGES WITH GREATEST NUMBERS OF CROSS-ADMISSIONS WITH OUR COLLEGE

- For the colleges with which we share the greatest numbers of jointly admitted students:
 - What percent of jointly admitted students do we enroll?
 - What percent of jointly admitted students do they enroll?
 - What percent of these students attend other colleges?
- Among high-achieving students choosing either our college or the listed competitor, what percentage do we enroll?

| | NO. OF CROSS- ADMITS | WIN PERCENT | PERCENTAGE OF CROSS-ADMITS ENROLLED BY | | |
|---|----------------------------|----------------|---|-------------------|------------------|
| | | | OUR COLLEGE | LISTED COLLEGE | OTHER COLLEGE |
| TOP COLLEGES IN CROSS-ADMISSIONS | | | | | |
| Kenyon C | 33 | [100%] | 5% | 0% | 95% |
| Grinnell C | 27 | [30%] | 12% | 29% | 58% |
| Haverford C | 25 | [10%] | 7% | 62% | 31% |
| Reed C | 25 | [100%] | 7% | 0% | 93% |
| Oberlin C | 25 | [18%] | 7% | 31% | 62% |
| Bard C | 25 | [100%] | 7% | 0% | 93% |
| Vanderbilt U | 23 | -- | [0%] | [0%] | [100%] |
| St Olaf C | 23 | [0%] | [0%] | [33%] | [67%] |
| Macalester C | 19 | [100%] | [18%] | [0%] | [82%] |
| Connecticut C | 19 | [100%] | [18%] | [0%] | [82%] |
| C Wooster | 19 | [30%] | [18%] | [41%] | [41%] |

"Win Percent" is the percentage that we enrolled of those students attending either our college or the listed college.

APPENDICES

OVERLAP WITH OTHER COLLEGES

| | NO. OF CROSS- APPLIC | NO. OF CROSS- ADMITS | NUMBER OF CROSS- ADMITS ENROLLED BY | |
|---------------------|----------------------------|----------------------------|--|-------------------|
| | | | OUR COLLEGE | LISTED COLLEGE |
| Beloit C | 132 | 116 | 15 | 31 |
| Oberlin C | 127 | 32 | 8 | 8 |
| Kenyon C | 127 | 58 | 3 | 16 |
| C Wooster | 125 | 114 | 13 | 23 |
| Ind U Bloomington | 107 | 107 | 13 | 16 |
| Kalamazoo C | 104 | 99 | 13 | 23 |
| U Vermont | 97 | 89 | 3 | 0 |
| Grinnell C | 96 | 44 | 5 | 8 |
| Haverford C | 83 | 59 | 5 | 23 |
| Lawrence U | 83 | 68 | 13 | 8 |
| Purdue U | 82 | 80 | 10 | 31 |
| St Olaf C | 81 | 79 | 2 | 23 |
| Reed C | 77 | 34 | 3 | 8 |
| Carleton C | 76 | 27 | 3 | 8 |
| Macalester C | 69 | 32 | 8 | 0 |
| Bard C | 69 | 59 | 5 | 23 |
| DePauw U | 68 | 66 | 12 | 0 |
| Hanover C | 68 | 68 | 13 | 0 |
| Butler U | 64 | 64 | 10 | 8 |
| Ohio Wesleyan U | 61 | 61 | 7 | 0 |
| Clark U | 60 | 51 | 12 | 0 |
| Brown U | 59 | 8 | 0 | 0 |
| Lewis & Clark C | 59 | 52 | 5 | 0 |
| Connecticut C | 59 | 34 | 3 | 0 |
| Mount Holyoke C | 58 | 54 | 0 | 8 |
| Ball SU | 57 | 41 | 10 | 16 |
| Denison U | 57 | 53 | 7 | 0 |
| Franklin/Marshall C | 56 | 23 | 0 | 0 |
| Knox C | 53 | 53 | 7 | 8 |
| Ohio SU Columbus | 53 | 41 | 2 | 16 |
| Whitman C | 53 | 33 | 2 | 8 |
| U Puget Sound | 53 | 53 | 7 | 16 |
| Bates C | 52 | 16 | 0 | 8 |
| Guilford C | 51 | 51 | 12 | 16 |
| Wittenberg U | 50 | 50 | 3 | 0 |
| Hampshire C | 48 | 48 | 2 | 8 |
| Brandeis U | 48 | 23 | 0 | 16 |
| Bennington C | 48 | 48 | 2 | 0 |
| Bryn Mawr C | 47 | 23 | 0 | 0 |
| Xavier U | 47 | 47 | 8 | 0 |
| George Washington U | 47 | 16 | 0 | 0 |
| Cornell C | 47 | 47 | 0 | 8 |
| Hendrix C | 47 | 47 | 0 | 16 |
| Goucher C | 46 | 46 | 15 | 0 |
| Allegheny C | 46 | 46 | 7 | 8 |

OVERLAP WITH OTHER COLLEGES (continued)

| | NO. OF CROSS- APPLIC | NO. OF CROSS- ADMITS | NUMBER OF CROSS- ADMITS ENROLLED BY | |
|--|----------------------------|----------------------------|--|-------------------|
| | | | OUR COLLEGE | LISTED COLLEGE |
| Vassar C | 46 | 9 | 2 | 0 |
| Case Western Reserve U | 44 | 27 | 3 | 0 |
| Muhlenberg C | 44 | 42 | 3 | 8 |
| Yale U | 42 | 0 | 0 | 0 |
| Smith C | 42 | 31 | 0 | 16 |
| Bowdoin C | 42 | 16 | 0 | 0 |
| Washington U St. L. | 42 | 8 | 0 | 0 |
| Others (with 40 or fewer common applicants) | 4368 | 3297 | 476 | |
| Total | 7767 | 5790 | | |

TECHNICAL NOTES

Weighting, Rounding, and Missing Data

For all analyses, responses of enrolling and non-enrolling students have been weighted. See the introduction for a discussion of the weights used. Numbers of cases shown in all tables are rounded values of the weighted totals. Percentages are based on weighted numbers of cases before rounding.

Yield refers to the percentage of all admitted students (or to the percentage of all admitted students who marked a particular response) who were enrolling students. Because of the weighting procedures used, reported yields are estimates of yields realized for the total population of admitted students. They are not based simply on the ratio of enrolling respondents to all admitted respondents.

For some tables, the reported numbers of cases may be smaller than the numbers given for the total population in Exhibit A-1. This occurs when some respondents have omitted the question or questions on which a table is based. In the analyses summarized in this report, responses with codes of zero on the questionnaire ("Can't Rate" for questions 21 through 36, "Not Used" for questions 40 through 53) have been treated as though the question was not answered.

Potential for Response Bias or Inaccuracies in Self-Reported Data

The weighting procedure employed for the analyses reported here assumes that non-respondents would have given answers similar to those of respondents. If this assumption is not accurate, the results reported may be inaccurate to some degree due to "response bias."

All information summarized in this report is based on responses provided by students on the Admitted Student Questionnaire Plus. This is true not only of students' answers concerning factors influencing college choices, but also of student background data, such as sex, ethnic background, test scores, etc. For some respondents, self-reported data may differ from information available from other sources (such as an institution's own admissions records).

For either or both of these reasons, distributions reported here for admitted, enrolling, and non-enrolling students on such variables as gender, ethnic background, high school GPA, or admissions test scores may differ to some degree from summaries of such data available from other sources. The presence of response bias or of inaccuracies in self-reported information can be assessed by comparing tables in Part A of this report with comparable tables based on other sources of data for admitted students.

Conducting Comparable Analyses Using Computer-Readable Files of Raw Data

Colleges receiving computer-readable files of students responses to the questionnaire should note that it is necessary to weight responses, using case weights provided in the data records, if they wish to produce results that are comparable to the ones in this report.

Statistical significance

Statistically significant differences between enrolling and non-enrolling students have been noted on the displays as appropriate, based on the results of chi-square tests or tests of the differences between means. Differences favoring enrolling students have been marked + ($p < .05$) or ++ ($p < .01$). Those favoring non-enrolling students have been marked - ($p < .05$) or -- ($p < .01$). Please note that as the number of students involved in a test of significance increases, so does the likelihood that a small numeric difference will be statistically significant. Small differences may be statistically significant but not important.

Selection of Variables for Display in this Report

In certain tables, the displayed results are for selected subsets of larger groups of variables. The following procedures were used in forming these subsets:

Exhibit B-3: The four characteristics in this table are those for which the average ratings of our college by enrolling and non-enrolling students differed by the largest amounts. In computing averages, responses were coded: Excellent = 4, VeryGood=3, Good=2, Poor/Fair=1.

Exhibit B-6: The college images shown are the ones marked at least 10% more often by one group of students (i.e., enrolling or non-enrolling) than by the other.

Exhibit C-3: The four information sources shown are the ones used by at least 25% of the respondents for which average ratings by enrolling and non-enrolling students of the information we provided differed by the largest amounts. Response coding was the same as for Exhibit B-3.

Exhibit E-2: The first panel of Exhibit E-2 shows the twelve other colleges most frequently listed by respondents as colleges to which they applied. The second panel of Exhibit E-2 shows the twelve colleges most frequently listed by respondents as colleges to which they were admitted.

Exhibit E-3: This exhibit shows the twenty colleges listed most often by non-enrolling students as the college they plan to attend.

Exhibits E-4 and E-5: These exhibits show the twenty colleges highest in cross-admissions with our college. Exhibit E-4 lists these colleges in descending order of the number of cross-admits. Exhibit E-5 lists the same colleges in ascending order of our college's win percentage versus the other college.

Exhibits F-1 to F-4: These exhibits are based on students whose self-reported admissions test scores are in the top 25 percent for all admitted students. If more students supply SAT scores than the ACT composite score, ACT scores for those without an SAT score are converted to a total SAT score before the 75th percentile is determined for the entire distribution of SAT scores. Conversely, if the majority of students supply ACT scores, total SAT is converted to ACT for those students without the latter, before determining the ACT score at the 75th percentile.

Exhibit F-4: This exhibit shows the fifteen colleges most often listed by high-achieving non-enrolling students as the college they plan to attend.

Data Suppression Based on Low Response Rates or Small Numbers of Cases

In Exhibit D-5, points based on fewer than 10 weighted cases are not plotted.

In the Appendix, all colleges with more than 10 cross-admits (weighted cases) are normally listed. However, if the overall response rate for the study is less than 50%, the cutoff for inclusion in the appendix is raised to 20.

SAMPLE QUESTIONNAIRE