

<b>College-Choice Characteristics</b>	<b>Rank 95</b>	<b>1995</b>	<b>Rank 96</b>	<b>1996</b>	<b>Rank 97</b>	<b>1997</b>
Availability of programs or majors	1	8.11	3	7.85	1	8.27
Cost after financial aid	3	7.92	4	7.79	2	7.72
Availability of scholarships	n/a	n/a	2	7.94	3	7.68
Safety	2	8.02	1	8.01	4	7.52
Faculty quality	4	7.88	5	7.78	5	7.52
Cost before financial aid	8	7.66	6	7.65	6	7.48
Teaching facilities	5	7.85	8	7.59	7	7.48
Teaching emphasis	7	7.75	10	7.57	8	7.33
Academic reputation	15	7.39	17	7.20	9	7.19
Support for undecideds	20	7.07	16	7.25	10	7.16
Friendly	6	7.80	9	7.59	11	7.12
Residence life	11	7.49	11	7.57	12	7.07
Job placement	9	7.56	12	7.45	13	7.05
Access to faculty	10	7.50	13	7.45	14	7.05
Work while attending	13	7.46	7	7.62	15	7.03
Career counseling	14	7.43	14	7.27	16	7.01
Academic advising	12	7.47	18	7.15	17	6.99
Undergraduate degree in 4 years	n/a	n/a	22	6.90	18	6.89
Graduate school placement	n/a	n/a	15	7.27	19	6.83
Taught by faculty vs. TA	16	7.20	21	6.93	20	6.73
Computer access from dorms	n/a	n/a	19	7.07	21	6.68
Research as a student	21	6.96	28	6.73	22	6.65
Internships	17	7.17	20	7.01	23	6.64
Student quality	27	6.17	23	6.85	24	6.46
Extracurricular activities	19	7.08	26	6.79	25	6.29
Recreational facilities	18	7.15	24	6.80	26	6.24
Leadership opportunities	26	6.35	30	6.18	27	5.99
Opportunity to do volunteer work	n/a	n/a	n/a	n/a	28	5.79
Location	24	6.75	32	5.91	29	5.77
Student/Faculty ratio	n/a	n/a	n/a	n/a	30	5.77
Degree in 3 years	n/a	n/a	33	5.67	31	5.72
Study abroad	28	6.17	31	6.17	32	5.69
Beauty	25	6.42	29	6.30	33	5.62
Close to large city	30	5.37	35	5.26	34	5.48
Guide book recommendation	29	5.46	34	5.41	35	5.26
Size of the institution	n/a	n/a	n/a	n/a	36	5.01
Ethnic diversity	31	5.04	36	5.04	37	4.92
Close to home	n/a	n/a	n/a	n/a	38	4.80
Magazine recommendation	32	4.93	37	4.99	39	4.45
My own email account	n/a	n/a	n/a	n/a	40	4.36
Religious reputation	33	4.29	39	3.69	41	3.74
Support for underprepared	23	6.82	25	6.80	n/a	n/a
Research emphasis	22	6.90	27	6.77	n/a	n/a
Someone I know attends	n/a	n/a	38	4.94	n/a	n/a

<b>Help with the College Choice</b>	<b>Rank 95</b>	<b>1995</b>	<b>Rank 96</b>	<b>1996</b>	<b>Rank 97</b>	<b>1997</b>
Parents	1	7.67	1	7.46	1	7.16
High School guidance counselor	2	6.32	2	6.70	2	6.57
High School career counselor	n/a	n/a	3	6.42	3	6.28
College admissions officer	4	6.06	4	6.38	4	6.23
High School teacher	3	6.11	5	6.13	5	6.16
College faculty member	6	5.68	6	6.06	6	6.04
College friend	5	5.79	8	5.88	7	6.00
Independent college counselor	7	5.62	7	6.03	8	5.86
Relative	9	5.29	11	5.26	9	5.71
Family friend	n/a	n/a	13	5.20	10	5.59
College alumni	10	5.10	9	5.57	11	5.57
High School friend	8	5.51	10	5.49	12	5.13
Sibling	12	5.00	15	5.02	13	5.01
High School club advisor	11	5.06	12	5.20	14	4.98
College coach	14	4.48	14	5.05	15	4.47
High School coach	13	4.58	16	4.94	16	4.37
Religious	15	3.91	18	4.18	17	3.86
Employer	n/a	n/a	17	4.83	n/a	n/a

Recruiting Strategies	Rank		Rank		Rank	
	95	1995	96	1996	97	1997
Campus visit	1	8.21	1	7.85	1	7.82
Scholarship brochure	n/a	n/a	2	7.47	2	7.45
Academic viewbook	n/a	n/a	10	6.76	3	7.39
Financial aid brochure	3	7.28	4	7.16	4	7.25
Viewbook	8	7.06	11	6.67	5	7.10
Academic catalog	6	7.09	8	6.84	6	7.09
College rep at HS	4	7.11	7	7.02	7	6.88
Admissions rep letter	7	7.07	5	7.14	8	6.87
College fair or night	5	7.10	6	7.03	9	6.76
Spend night	2	7.66	3	7.26	10	6.70
President letter	9	6.92	9	6.80	11	6.66
Video	11	6.59	13	6.51	12	6.54
Call from admissions rep	12	6.55	12	6.58	13	6.47
Faculty letter	10	6.67	24	5.96	14	6.43
Department fact sheet	14	6.43	17	6.31	15	6.34
Internship	20	5.92	23	6.08	16	6.28
Student testimony	15	6.27	19	6.14	17	6.16
Outcomes	22	5.87	22	6.09	18	6.11
Alumni meeting	18	6.11	20	6.12	19	6.02
Admissions rep home visit	13	6.47	15	6.38	20	5.93
Call from faculty	17	6.11	21	6.09	21	5.89
Alumni letter	23	5.78	25	5.87	22	5.72
Web	n/a	n/a	29	5.55	23	5.34
Call from student	24	5.77	28	5.57	24	5.30
CD-ROM	25	5.30	27	5.70	25	5.28
Call from coach	27	5.00	31	5.09	26	5.15
Search brochure	19	6.10	26	5.79	27	5.13
Email message	n/a	n/a	n/a	n/a	28	5.13
Athletic brochure	28	4.75	32	4.97	29	5.10
Floppy	26	5.08	30	5.20	30	4.74
Search letter (no brochure)	n/a	n/a	n/a	n/a	31	4.22
Poster	29	4.32	33	4.39	32	4.05
Publication on quality	n/a	n/a	14	6.42	n/a	n/a
Recruiting newsletter	16	6.26	16	6.36	n/a	n/a
Student/faculty research pub	21	5.89	18	6.17	n/a	n/a

<b>Majors</b>	<b>Rank 95</b>	<b>1995</b>	<b>Rank 96</b>	<b>1996</b>	<b>Rank 97</b>	<b>1997</b>
Business	2	21.2%	1	19.5%	1	21.2%
Pre-medicine	1	23.5%	4	14.4%	2	14.7%
Education	3	18.9%	2	15.6%	3	14.4%
Psychology	4	16.4%	3	14.9%	4	14.2%
Engineering	6	13.4%	6	13.9%	5	12.6%
Computer Science	7	12.4%	7	13.3%	6	11.2%
Physical therapy	n/a	n/a	11	11.2%	7	10.8%
Biology	5	14.2%	12	11.1%	8	10.8%
Sports medicine	n/a	n/a	8	11.9%	9	10.4%
Music	10	11.5%	14	10.5%	10	10.3%
Nursing	n/a	n/a	13	10.9%	11	10.2%
Criminal justice	n/a	n/a	10	11.3%	12	9.0%
Pre-Law	9	11.8%	15	10.4%	13	9.0%
Undecided	8	12.4%	5	14.4%	14	8.6%
Management	15	9.2%	19	7.2%	15	8.6%
Art	11	10.5%	9	11.8%	16	8.1%
Math	12	10.5%	17	9.5%	17	7.6%
Accounting	14	9.3%	16	9.8%	18	6.7%
Drama/Theater	19	7.1%	20	6.8%	19	6.4%
Architecture	n/a	n/a	n/a	n/a	20	6.0%
Environmental science	n/a	n/a	23	5.5%	21	5.3%
Communication/Journalism	13	10.4%	18	8.5%	22	5.0%
History/Political science	16	8.4%	22	6.1%	23	4.9%
Foreign language	22	5.7%	27	4.9%	24	4.7%
Physical education	20	7.0%	21	6.6%	25	4.5%
Pharmacy	n/a	n/a	28	3.9%	26	4.5%
Chemistry	17	7.4%	25	5.3%	27	4.2%
English	18	7.2%	24	5.4%	28	3.8%
Pre-Vet	23	5.6%	26	5.0%	29	3.8%
Sociology	21	6.8%	29	3.4%	30	3.3%
Pre-Dentistry	27	1.8%	30	3.1%	31	2.6%
Religion	25	3.7%	32	2.2%	32	2.6%
Literature	24	4.7%	33	2.0%	33	2.1%
Philosophy	26	2.6%	31	2.4%	34	1.6%