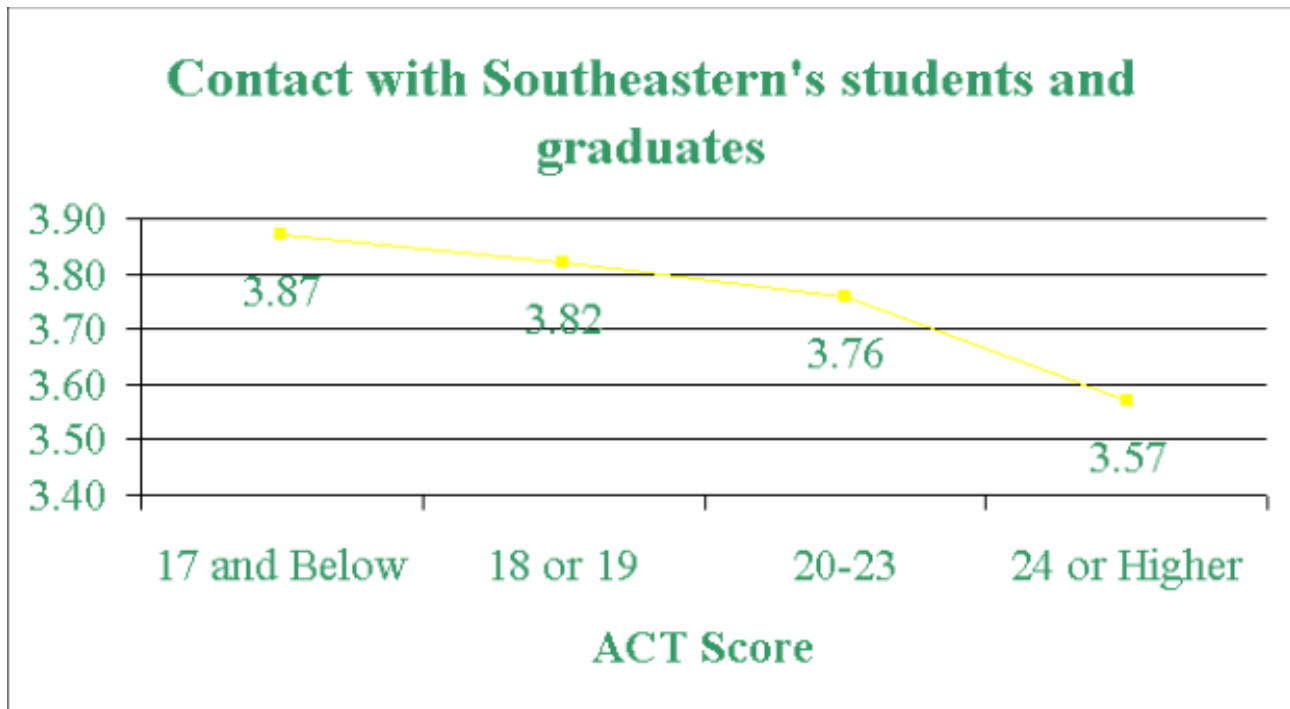


What Influences Students to Attend Southeastern?

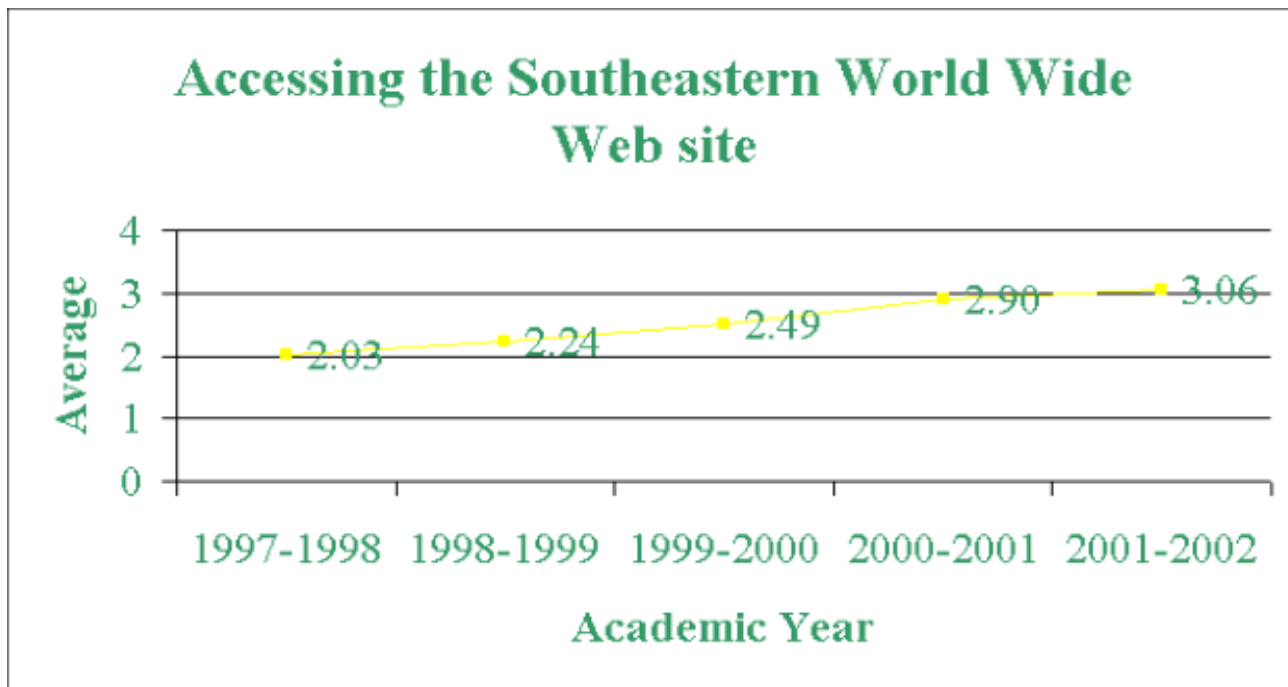
All students who start Southeastern with fewer than 30 hours must attend Orientation, which includes completing the Entering Freshmen Survey. One of the sections asks students how helpful (on a 5-point scale, 1=Did Not Help at All, 5=Helped a Lot) each of the following was in influencing their decision to attend Southeastern: Visits by admissions staff to high schools; College publications; Communications about financial aid; Visit to the campus; Contact with students and graduates; Accessing the web site; Information in the media; and College guide books. This research brief summarizes five years worth of data (1997-98 through 2001-2002) and looks at differences in the data.

- Contact with Southeastern's students and graduates is consistently the most helpful influence, while visits by Southeastern's admissions staff at students' high schools has been the least helpful overall.
- When the influences are examined by ACT score, there is a consistent finding. As the ACT score goes up, the helpfulness of each item goes down. The graph below is typical for each of the influences.



- After Screened Admissions was implemented in Fall 2000, three influences were rated as significantly more helpful than they had been prior to Screened Admissions. Those influences were: Visit to Southeastern's campus; Accessing the Southeastern Web site; Information about Southeastern in the media.

- Over the five years examined, Accessing the Southeastern World Wide Web site has been increasingly more helpful. In 1997-98, it had an average of 2.03 while in 2001-2002, the average was 3.06.



- In general, students who attended Southeastern as Beginning Freshmen and those who did not attend, rated all the influences as more helpful than did those students who attended Southeastern as a Transfer Freshman. The exception to this is accessing the Southeastern web site. Transfer Freshmen rated this as more helpful than did Beginning Freshmen (2.59 vs 2.53). Students who did not attend rated it as even more helpful (2.62).
- Information about Southeastern in the media and college guide books were more helpful to those who did not attend than they were to Beginning Freshmen. However, visits by Southeastern's admissions staff at high schools, contact with Southeastern students and graduates, visits to the campus, communications about financial aid and college publications were more helpful to Beginning Freshmen than they were to students who did not attend.
- For minority students, a visit to Southeastern's campus is the most helpful influence (mean=3.88), rather than contact with Southeastern students and graduates (mean=3.78). The least helpful influence is still visits by admissions staff to the high schools.