

## College Characteristics

1. Quality of faculty
2. Quality of majors of interest to you
3. Variety of courses
4. Access to faculty
5. Concentration on undergraduate education
6. Prominent intercollegiate athletics
7. Athletic programs in which you would like to participate
8. Availability of religious activities
9. Part of the country in which the college is located
10. Ease of getting home
11. Chance to be with students from different backgrounds
12. Size of academic classes
13. Number of students enrolled at the college
14. Student:faculty ratio
15. Faculty commitment to teaching undergraduates
16. Male:female ratio
17. Value for the price
18. Acceptance rates by graduate/professional schools
19. Preparation for career following graduation
20. Reputation of college with potential employers
21. On-campus jobs
22. Performance/exhibition opportunities
23. Availability of co-op programs
24. Opportunities for internships
25. Opportunities for study abroad
26. Availability of computer facilities
27. Quality of computer facilities
28. Availability of housing on campus
29. Personal safety on campus
30. Availability of scholarships based on merit, not financial need
31. Academic calendar (e.g., semesters, quarters)
32. General education requirements
33. Emphasis on humanities and the arts
34. Emphasis on science and technology
35. Emphasis on business and management
36. Emphasis on social sciences
37. Emphasis on the helping professions (education, nursing, social work, etc.)
38. Flexibility of curriculum
39. Opportunity to participate in college decision making
40. Environment that stresses academic excellence
41. Environment that stresses superior academic achievement
42. Friendliness of students
43. Chance to be with students from similar backgrounds
44. Presence of fraternities or sororities
45. Absence of fraternities or sororities
46. Social backgrounds of students
47. Religious affiliation of the college
48. Religious climate of the college
49. Availability of online courses

## College Images

1. Personal
2. Impersonal
3. Conservative
4. Liberal
5. Social
6. Intense
7. Relaxed
8. Snobbish
9. Close-knit
10. Exciting
11. Religious
12. Supportive
13. "Spirit" school
14. Large
15. Small
16. Politically active
17. Difficult
18. Manageable academics
19. Highly respected
20. Overrated
21. Social pressure
22. Academic pressure
23. Liberal arts
24. National
25. Regional
26. Cosmopolitan
27. Strict
28. Expensive
29. Inexpensive
30. School for the wealthy
31. Research oriented
32. Sensitive
33. Open-minded
34. Traditional
35. Nontraditional
36. Excitingly different
37. Intimidating
38. Diverse

## CHOOSE 6 INFORMATION SOURCES TO BE RATED

The following 8 items will be standard (the same on every survey):

College publications (catalogs, brochures, etc.)  
College web site  
Communications about financial aid  
Electronic communication with the college  
Campus visit  
Contact with the college after you were admitted  
Contact with faculty from the college  
Contact with students who attend the college

**Choose 6 more items from among the following set:**

The first six are the remainder of the original standard ASQ Plus list. Choose these if you would like the list to be the same as your survey has had prior to 2011.

1. Visits by admission staff at your high school
2. College-sponsored meetings in your home area
3. College videos/CDs/DVDs
4. Admissions interview
5. Contact with coaches
6. Contact with graduates of the college
  
7. Contact with the Admissions Office
8. Campus tour
9. On-campus recruitment events
10. College recruitment fair
11. Graduate school Forum
12. Information about transfer application/admission process
13. Information about transfer credit evaluations
14. Visits to galleries or museums in the area
15. Social media (Facebook, Twitter, YouTube, etc.)
16. College blogs, podcasts
17. High school guidance counselor
18. Private/independent admission consultant
19. College guidebooks (Peterson's, Fiske, etc.)
20. College rankings publications
21. Online college guides (collegeboard.com, College Prowler, etc.)
22. College advertising (radio, TV, Internet, etc.)
23. Graduate and professional schools
24. Potential employers
25. Professionals in your area of study