

ASQ - Fall 2009

Students completing the ASQ were asked to rate the importance of various characteristics of colleges. The table below indicates the characteristics the students felt were very important and their rating of Earlham and the admissions overlap schools. The characteristics marked with an X were considered to be very important to at least 50% of the admitted students. Characteristics for which Earlham was rated higher than competitor were those for which the mean rating of Earlham was higher than the mean rating for our competitor.

When admitted students rated the personal attention they felt they would get from colleges, Earlham rated higher than Wooster and Beloit. Student diversity was considered superior at Earlham when compared to Beloit and Kenyon. Earlham was rated above Oberlin in cost of attendance. Characteristics in which our overlap schools were considered superior by most of the student respondents included quality of academic facilities, extra curricular opportunities, and quality of social.

Characteristics	Very important for Oberlin/Earlham applicants		Very important for Grinnell/Earlham applicants		Very important for Wooster/Earlham applicants		Very important for Beloit/Earlham applicants		Very important for Kenyon/Earlham applicants	
	Earlham rated higher	Oberlin rated higher	Earlham rated higher	Grinnell rated higher	Earlham rated higher	Wooster rated higher	Earlham rated higher	Beloit rated higher	Earlham rated higher	Kenyon rated higher
Cost of attendance	X		Less important			X		X	Less important	
Personal attention		X	X		X		X			X
Academic reputation		X		X		X	X			X
Student diversity		X	Less important		Less important		X		X	
Environment of academic excellence		X		X	X		Less important			X
Quality of academic facilities		X		X		X	Less important			X
Availability of majors		X		X	X			X		X
Extra-curricular opportunities		X	Less important			X		X		X
Value for the price		X		X	X			X		X
Special academic programs	Less important		Less important		Less important			X	Less important	
Quality of social life		X	Less important		Less important			X		X