

## Appendix 16

**Responses to the Question "What was the single most influential publication or communication that affected your decision on where to attend college or university in Fall, 1999?" by Type and Name of Institution Selected by SDSU Undergraduate Accepted Applicants, SDSU Applicant Survey, Fall, 1999**

Responses by Fall, 1999 applicants declining admission are indicated in normal type. Responses by applicants that accepted but did not enroll are reproduced in italics. Responses by applicants that enrolled for the Fall, 1999 semester at SDSU are reflected at the end.

**California State University**

Chico	CSUC catalog
Chico	Loved the campus and the college town atmosphere
Chico	Certificate on early admission
Chico	Talking to Chico students
<i>Chico</i>	<i>Honors program</i>
<i>Dominguez Hills</i>	<i>Financial aid report</i>
Fresno	My husband's new orders (U.S. Navy)
Fresno	The financial aid statement from Fresno State and the listing of all costs.
Fresno	Letter of intent (Football)
Fullerton	Brochures for SDSU
Fullerton	I had already been there two years and I liked it
<i>Hayward</i>	<i>Personal issues</i>
Long Beach	Money
Long Beach	The I.T.E.P. brochure
Long Beach	My design teacher
Long Beach	The quality of the campus
Long Beach	Financial aid received
Long Beach	Visiting the campus
Long Beach	Parents
Long Beach	Good reputation of school
<i>Long Beach</i>	<i>Academic calendar</i>
<i>Long Beach</i>	<i>Distance from home</i>
<i>Long Beach</i>	<i>Actually it was all about the money</i>
<i>Long Beach</i>	<i>Sports/academics</i>
<i>Los Angeles</i>	<i>Visiting the CSULA campus</i>
Maritime Academy	College bulletin
Northridge	Comment from teacher
<i>Northridge</i>	<i>Not one/ considered all factors</i>
<i>Northridge</i>	<i>I was unable to get a dorm at SDSU or I would have come to the school</i>
Sacramento	It has a good liberal studies program
Sacramento	Internet
San Bernardino	EOP orientation and campus tour
San Francisco	SFSU literature
<i>San Francisco</i>	<i>A school that was persistent and seemed very interested in my attending their school</i>
<i>San Francisco</i>	<i><u>The Complete Guide to American Film Schools</u></i>
San Luis Obispo	<u>U. S. News and World Reports</u>
San Luis Obispo	Visiting the campus
San Luis Obispo	Theater department
San Luis Obispo	CD-Rom
San Luis Obispo	Personal visit
San Luis Obispo	Visit to the campus
San Luis Obispo	Internet
San Luis Obispo	Acceptance letter
San Luis Obispo	Brother
San Luis Obispo	Both Open Houses
San Luis Obispo	When I visited Open House
San Luis Obispo	The population [smaller enrollment]
San Luis Obispo	Talking to my cousin who went to Cal Poly SLO
San Luis Obispo	<u>Newsweek</u>
San Luis Obispo	<u>Newsweek</u> (ranking of schools)



Santa Barbara  
 Santa Barbara  
 Santa Barbara  
 Santa Barbara  
 Santa Barbara

Santa Cruz  
 Santa Cruz  
 Santa Cruz  
 Santa Cruz

Visitation to Santa Barbara  
 It's absolutely beautiful!  
 Reading all about the university on the internet (UCSB).  
 Campus tour  
*Word-of-mouth--Actual attendees and graduates of  
 SDSU and UCSB*  
 Campus packet  
 A teacher who was an alumni  
 UCSC's website  
 UC information sheets

### **Private California Colleges**

Azusa Pacific  
 Azusa Pacific

Azusa Pacific  
 California Lutheran University  
 Chapman University  
 Dominican College of San Rafael  
 Loyola Marymount University  
 Occidental College  
 Pepperdine University  
 Point Loma Nazarene  
*Point Loma Nazarene*  
 St. Mary's College of Moraga  
 St. Mary's College of Moraga  
*University of La Verne*  
 University of San Diego  
 University of San Diego  
 University of San Diego  
 University of San Diego  
 University of San Diego  
 University of San Diego  
 University of San Diego

University of San Francisco  
 University of San Francisco  
 University of Southern California  
 University of Southern California  
 University of Southern California  
 University of Southern California  
 University of Southern California  
 University of Southern California  
 University of Southern California  
 University of Southern California  
 University of Southern California  
*University of Southern California*

### **Colleges Outside California**

Arizona State University  
 Arizona State University  
*Autonomous University of Mexico*  
 College of Charleston  
 Embry-Riddle University  
 Louisiana Methodist University  
 Oregon State University  
 Ripon College  
 Slippery Rock University  
*State University of New York-Albany*  
 United States Air Force Academy  
 University of Arizona  
 University of Arizona  
 University of Arizona  
 University of Arizona  
 University of Arizona

How counselors were actually interested enough to call  
 Friendly people at APU. Brother/sister weekend for  
 prospective students

### **Peterson's Guide to Four-Year Colleges**

Caring individuals  
 Financial aid  
 Scholarships  
 Appearance of campus  
 Campus visit  
U.S. News and World Reports  
 Coach at Pt. Loma  
*Orientation*  
 Communication with St. Mary's staff  
 Talking to people first-hand from the college  
*Letter with scholarships available*  
 Parents  
 Scholarship letter  
 I got a scholarship to USD  
 USD brochure (2)  
 Speaking to USD students  
 Family member already at USD  
 Visiting the school (twin attending)  
 Visiting the school and the athletic department and  
 program (twin attending)  
 Availability of academic program  
 Athletics  
 USC Bulletin (program descriptions)  
 USC handouts  
 Campus visit  
 Availability of my major  
 The help of the staff  
 Community word-of-mouth  
 Preview--a campus visit/recruitment  
Times College Guide  
*The contacts after college*

Tours  
 Golf coach/team  
*Money*  
 Web listing--College Span  
 Visiting the campus  
 Cousin  
 Campus visit  
 Financial aid package  
 Letter from coach  
*Internet (Your web page)*  
 Air Force Academy catalog  
 Business ranking  
 Students of U of A.  
 Family  
 Letter of scholarship offered to me  
 Flyers

University of Arizona  
 University of Arizona  
*University of Arizona*  
 University of Colorado at Boulder  
 University of Colorado at Boulder  
 University of Colorado at Boulder  
 University of Colorado at Boulder  
 University of Massachusetts  
 University of Montana  
 University of Nevada, Las Vegas  
 University of Oregon  
 University of Puget Sound  
 University of Utah  
 University of Washington  
 Washington State University  
 West Virginia University  
 Xavier University

Program they offered  
 Visited campus  
*Overall visit to campus*  
U.S. News and World Reports  
 Engineering statistics  
Fiske College Guide  
 Location  
 Parents  
 Class size  
 Campus visit  
 U or O Summer Start Program  
 Puget Sound Viewbook  
Time, Newsweek  
 College guidebooks  
 My visit to WSU  
The Complete Guide to American Film Schools  
U.S. News and World Reports

### **Community Colleges**

Consumnes River College  
*Cuyamaca College*  
*Cuyamaca College*  
*Cuyamaca College*  
*Diablo Valley College*  
 Grossmont College  
 Grossmont College  
*Grossmont College*  
 Imperial Valley College  
 Las Positas College  
*Merced Junior College*  
 Monterey Peninsula College  
 Moorpark College  
*Mount San Jacinto College*  
 Palomar College  
*Palomar College*  
 Pasadena City College  
*San Diego Mesa College*  
 Santa Monica College  
*Sierra College*  
  
*Southwestern College*  
*West Valley College*

Cost  
 Cost  
 Academic  
 Academic  
 Money  
 High school counselor  
 A teacher's advice  
*Cost of schooling*  
 Parents  
 Declined acceptance  
*Financial aid*  
 One on the cost of college  
 Parents  
*Financial aid award letter--not enough money*  
 The Cal Poly catalog  
 FAFSA  
 Financial aid/lack of money  
*Attending students*  
 Financial aid  
*The pamphlet that said how cheap the junior college was!*  
 Money cost  
 Parents

### **Not Attending any College**

Location  
 Academic programs, safety  
*Colleges and Universities*  
*Alumni*  
*Where I was going to get funding to attend was #1 problem*  
*My mom works at SDSU, I know the school*  
*My dad would disown me if I left San Diego*  
*Financial situation*  
*Only need 11 units to graduate!*  
*Catalogs and informational handouts by SDSU*  
*Internet*  
*The campus tour*  
*Talk with advisor at San Diego City College*  
*My spouse*  
*Catalogs and informational handouts by SDSU.*

### **Unknown**

*The fact that I didn't receive enough financial aid*

**Fall, 1999 SDSU Attendees**

Financial aid  
 Further my education and get a degree  
 Orientation  
 The Website  
 Myself  
 Outstanding nursing program  
 Women's soccer coach  
 Cuyamaca [College] transfer center  
 A career fair during high school  
 My parents  
 Family  
 My brother-in-law is an alumnus  
 I didn't see any publications, but SDSU had a  
     communications program  
 Has a reputation as being a "teacher's college (i.e.,  
 program for future teachers)  
 Family lives there  
 People I know who want or go to SDSU  
 High school counselor  
 Orientation  
 Korn  
 My classmates were applying  
 Word-of-mouth  
 My brother graduated from there and it's a great  
 college  
 Open House  
 I was told that SDSU's public relations program was  
 ranked high in a magazine.  
Time Life College Guide  
 Chemistry program was given good standing  
 Good feedback from friends or other people I had met  
 Girl-to-guy ratio (in Playboy magazine)  
 Getting all the feedback during the summer about the  
 different programs  
 Acceptance letter  
 Advertising at community college  
 Hearing about the college of business  
 People  
 Myself  
 Many friends attend there  
 Decision deadline  
 People in the industry  
 Good engineering program  
 Be on my own  
 Freshman orientation  
 List of majors  
U.S. News and World Reports  
 Catalog  
 My relatives  
 First orientation  
 Brochure outlining school of communications and what  
     would be available to me as a journalism  
 student  
 Living Learning Center program  
 Hispanic magazine said it was ranked in the top 20 for  
     Hispanics  
 Word-of-mouth about nursing program  
 My friend that attends here  
 My grandmother's "college talk" with me  
 Grossmont College counselor  
 My acceptance letter  
 Parents could afford  
 Previous attendance  
 Open House in April, 1999

Word-of-mouth  
 Financial aid  
 Financial situation and the process of my application  
 Seeing campus  
 Diversity  
 Teachers  
 General catalog  
 Art program  
 Orientation in March, 1999  
 Acceptance letter  
 The location  
 My acceptance  
 Family  
 Environment/climate  
 University's reputation of having a good business  
 program  
 Boyfriend is an alum  
 Internet  
 My brother and friends  
 SDSU catalog  
 When I found out that it had the best state  
 communications program  
 SDSU has my major  
 Engineering department being good  
 Engineering program  
 SDSU newsletters  
 SDSU website  
 College counselors  
 Friends  
 Counselor information  
 When I came to look at the campus  
 Engineering orientation  
 Dad influenced me  
 Magazine  
 Reputation  
 Speaking to the nursing department and their advisors  
 Counselor  
 Best CSU college according to counselor  
 When I visited the campus  
 School counseling  
 Not competitive  
 My checkbook  
 Friend attending  
 Counselor from SDSU  
 Community college counselor  
 SDSU brochure  
 Boyfriend  
 There weren't any publications that influenced me. It  
 was only my personal feelings that led me to  
 my decision  
 Open House  
 Engineering pamphlet  
 EOP counselor  
 Was already in at Spring, 1999  
 Word-of-mouth  
 Tour of SDSU  
 The welcome day  
 Poster in community college counselor's office  
 Talking to professors from UCLA and USC as well as  
 description of majors in book.  
 Talking to professionals concerning music education  
 Business program  
 My acceptance letter  
 Good teaching  
 Ranking of business school

Friends who live here or know people who live here told me how much I would enjoy it over other schools I was considering. The most influential thing was visiting other schools and having a gut feeling that there was a better school out there for me!

Family alumni of SDSU

Brochures

Parents

Friends

Orientation/tour

Freshman Success

To obtain B.A.

My acceptance letter

A good program for counseling

Environment/campus

General catalog

College counselor

Family

School environment and information

The first orientation

Financial aid award letter

Business program

Brochures on SDSU

Close to home

Friends who attend

Advanced Placement credit table in catalog

Myself

Cost and proximity

Just coming to visit

The size of the student body; impacted classes

Publication/communication did not affect my choice

Close to home

People talking about how it was a very good school overall

My scholarship acceptance letter

I saw a presentation done by a representative of the international business program. I already knew I had an interest in the field.

Acceptance letter

Good program for major

The campus

SDSU's own mailings to me

I learned I couldn't get anywhere without a degree

My acceptance

Friends

Acceptance letter

Acceptance letter and financial aid package

Fall, '99 general catalog

Friend who studies at SDSU

Theater/dance section

Many, many hours of thought and prayers

Business program

Community college counselor

A college workshop in high school

Acceptance

SDSU's supplemental application for admission

The biology program

Business department

Ambassadors

My teacher (we had a talk)

I fell in love with the college atmosphere

I talked with a student who attends State, counselors, and came to see the campus and could just picture myself here, with the people

1999-2000 catalog  
 Brochures on academic programs  
 Parents  
 SDSU catalog  
 The cost  
 Counselor told me it was in the top 10 of business schools--that's awesome  
 Information I obtained from the community college  
 Word-of-mouth  
 Engineering brochure  
 I knew about the school  
 My acceptance letter  
 High school teachers/counselors  
 Open house, I spoke to many people with an abundance of information about SDSU. The way open house was organized and performed was very professional and impressed me as well as my guests, who now aren't sure if they should have attended the school in which they attend now (I think they was to come to SDSU. I can't blame them.).  
 The acceptance letter  
Big Book of Colleges  
 I attended classes with a friend before I applied  
 My brain  
 A friend who attended SDSU and is now very successful, making lots of \$\$\$  
 My career  
 The school's brochures  
 Open house flyer  
 Parents  
 Parents  
 Parents  
 Credibility of biology department  
 Previous professors  
 Rejection letter from U. C. Davis  
 My family  
 Good school  
 Listing of top business schools  
 Dr. Rosenstein's philosophy courses  
 Workshop  
 My acceptance letter  
 Acceptance letter  
 Friend  
 Alumni  
 Classes that transferred  
 My friends  
 SDSU catalog  
 Speech by accounting program dean  
 Open house orientations at SDSU nailed my decision