PART III: IMAGES

III-A.   PERCENT MARKING IMAGES FOR OUR SCHOOL: STUDENTS

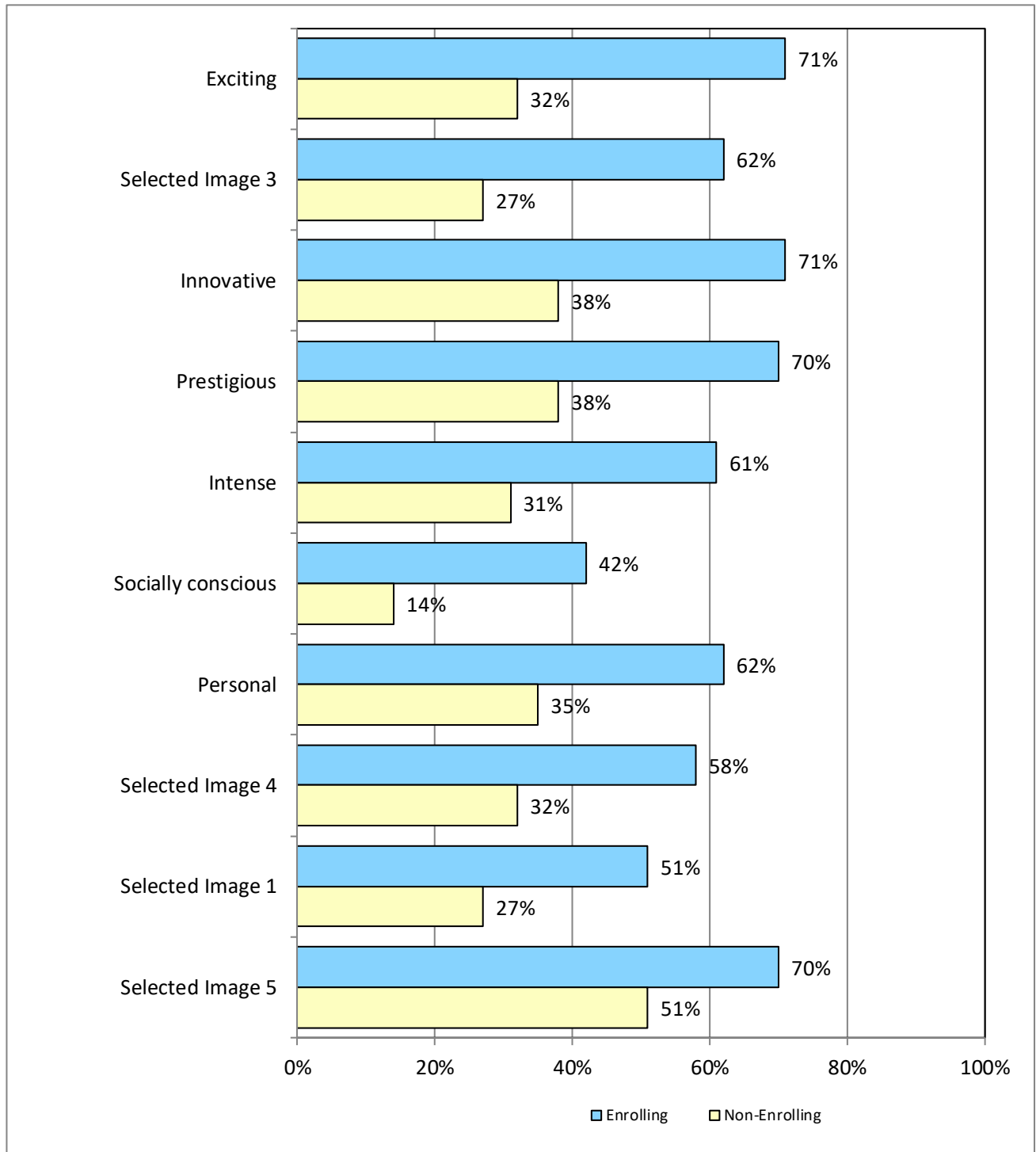| Images Marked - Student Responses	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
N(%)	68(91%)	42(65%)	110(79%)	62%
Academic	92%	73%	84%	67%
Intellectual	80%	73%	77%	64%
Diverse	79%	74%	77%	63%
Friendly	80%	68%	76%	66%
Challenging	79%	65%	74%	66%
Athletic	75%	55%	68%	69%
Fun	72%	55%	65%	68%
Selected Image 5	70%	51%	63%	69%
Innovative	71%	38%	58%	75%
Prestigious	70%	38%	58%	75%
Exciting	71%	32%	56%	78%
Comfortable	58%	49%	54%	66%
Personal	62%	35%	52%	74%
Warm	58%	41%	52%	70%
Intense	61%	31%	49%	76%
Selected Image 3	62%	27%	49%	79%
Selected Image 4	58%	32%	48%	75%
Selected Image 1	51%	27%	42%	75%
Selected Image 2	38%	33%	36%	65%
Socially conscious	42%	14%	31%	83%
Preppy	31%	12%	24%	81%
Liberal	29%	14%	24%	77%
Conservative	8%	8%	8%	[63%]
Back-up school	3%	8%	5%	[41%]
Average	3%	0%	2%	[100%]

III-B. PERCENT MARKING IMAGES FOR OUR SCHOOL: PARENTS

| Images Marked - Parent Responses	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
N(%)	70(93%)	60(92%)	130(93%)	54%
Academic	84%	73%	79%	57%
Friendly	71%	83%	77%	50%
Challenging	78%	67%	73%	57%
Intellectual	73%	70%	72%	54%
Diverse	72%	63%	68%	57%
Athletic	71%	61%	66%	57%
Socially conscious	57%	71%	64%	48%
Prestigious	64%	62%	63%	54%
Selected Image 3	72%	51%	62%	62%
Selected Image 5	60%	60%	60%	54%
Personal	52%	62%	56%	49%
Warm	44%	67%	55%	43%
Selected Image 1	57%	46%	52%	58%
Fun	45%	49%	47%	51%
Selected Image 2	45%	43%	44%	55%
Comfortable	36%	49%	42%	46%
Innovative	52%	25%	40%	71%
Exciting	50%	27%	40%	68%
Intense	41%	32%	37%	60%
Selected Image 4	36%	30%	33%	58%
Liberal	21%	17%	19%	60%
Preppy	6%	16%	11%	28%
Conservative	8%	11%	9%	45%
Back-up school	0%	8%	4%	[0%]
Average	4%	0%	2%	[100%]

III-C. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING STUDENTS: IMAGES MARKED

This graph displays the ten images showing the largest differences between the percentages marked by enrolling and non-enrolling students. All ten images were marked more frequently by enrolling students than by non-enrolling students.

Image	Enrolling	Non-Enrolling
Exciting	71%	32%
Selected Image 3	62%	27%
Innovative	71%	38%
Prestigious	70%	38%
Intense	61%	31%
Socially conscious	42%	14%
Personal	62%	35%
Selected Image 4	58%	32%
Selected Image 1	51%	27%
Selected Image 5	70%	51%

■ Enrolling   □ Non-Enrolling

III-D.   DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING PARENTS: IMAGES MARKED

This graph displays the ten images showing the largest differences between the percentages marked by enrolling and non-enrolling parents. Images above the line were marked more frequently by enrolling parents, while those below the line were marked more frequently by non-enrolling parents.
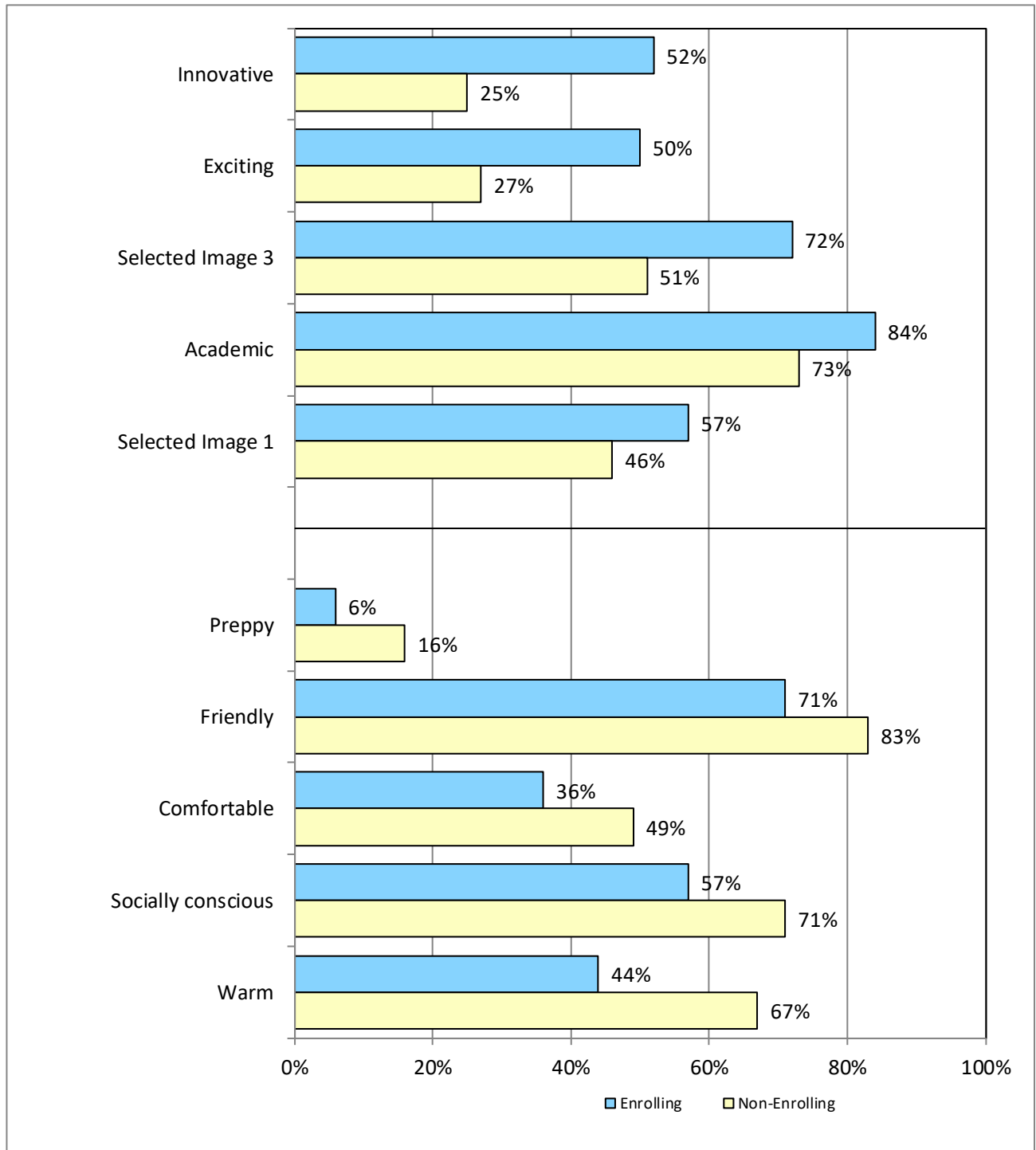
III-E.   IMAGES MARKED: STUDENTS AND PARENTS

Percent Marking Image	Students	Parents	Difference (Students-Parents)	
N(%)	110(79%)	130(93%)		
Fun	65%	47%	18%	**
Innovative	58%	40%	18%	**
Exciting	56%	40%	16%	*
Selected Image 4	48%	33%	15%	*
Preppy	24%	11%	13%	**
Comfortable	54%	42%	12%	
Intense	49%	37%	12%	
Diverse	77%	68%	9%	
Intellectual	77%	72%	5%	
Liberal	24%	19%	5%	
Academic	84%	79%	5%	
Selected Image 5	63%	60%	3%	
Athletic	68%	66%	2%	
Challenging	74%	73%	1%	
Back-up school	5%	4%	1%	
Average	2%	2%	0%	
Conservative	8%	9%	-1%	
Friendly	76%	77%	-1%	
Warm	52%	55%	-3%	
Personal	52%	56%	-4%	
Prestigious	58%	63%	-5%	
Selected Image 2	36%	44%	-8%	
Selected Image 1	42%	52%	-10%	
Selected Image 3	49%	62%	-13%	*
Socially conscious	31%	64%	-33%	**

** Difference is statistically significant at .01 level.
*   Difference is statistically significant at .05 level.

III-F. OUR SCHOOL VS. OTHER SCHOOLS: IMAGES MARKED BY ENROLLING STUDENTS

In general, the other schools rated by our enrolling students were their top choices other than our school.

Enrolling Students Marking Images For Our School and Another School	Marked for Our School	Marked for Other School	Difference (Us-Other)	
N(%)	60(80%)	60(80%)		
Innovative	67%	33%	34%	**
Warm	57%	26%	31%	**
Personal	58%	29%	29%	**
Friendly	78%	51%	27%	**
Exciting	70%	44%	26%	**
Diverse	76%	52%	24%	**
Selected Image 5	69%	48%	21%	*
Selected Image 1	49%	30%	19%	*
Academic	94%	75%	19%	**
Selected Image 4	55%	39%	16%	
Challenging	80%	64%	16%	
Fun	71%	55%	16%	
Intense	62%	47%	15%	
Comfortable	55%	40%	15%	
Prestigious	69%	60%	9%	
Selected Image 3	61%	52%	9%	
Intellectual	77%	72%	5%	
Liberal	31%	28%	3%	
Socially conscious	41%	38%	3%	
Athletic	72%	72%	0%	
Conservative	9%	10%	-1%	
Preppy	33%	34%	-1%	
Selected Image 2	38%	40%	-2%	
Average	4%	13%	-9%	
Back-up school	4%	19%	-15%	**

** Difference is statistically significant at .01 level.
* Difference is statistically significant at .05 level.

III-G. OUR SCHOOL VS. OTHER SCHOOLS: IMAGES MARKED BY <u>NON-ENROLLING STUDENTS</u>

In general, the other schools rated by non-enrolling students were the schools they chose to attend.

Non-Enrolling Students Marking Images For Our School and Another School	Marked for Our School	Marked for Other School	Difference (Us-Other)	
N(%)	42(65%)	42(65%)		
Intellectual	73%	53%	20%	
Selected Image 2	33%	17%	16%	
Academic	73%	59%	14%	
Selected Image 5	51%	37%	14%	
Prestigious	38%	26%	12%	
Intense	31%	21%	10%	
Back-up school	8%	0%	8%	
Conservative	8%	0%	8%	
Liberal	14%	12%	2%	
Average	0%	0%	0%	
Selected Image 3	27%	32%	-5%	
Preppy	12%	17%	-5%	
Warm	41%	46%	-5%	
Challenging	65%	73%	-8%	
Fun	55%	65%	-10%	
Socially conscious	14%	26%	-12%	
Diverse	74%	86%	-12%	
Innovative	38%	53%	-15%	
Athletic	55%	73%	-18%	
Selected Image 1	27%	45%	-18%	
Comfortable	49%	69%	-20%	
Exciting	32%	59%	-27%	*
Friendly	68%	100%	-32%	**
Personal	35%	73%	-38%	**
Selected Image 4	32%	73%	-41%	**

** Difference is statistically significant at .01 level.
* Difference is statistically significant at .05 level.

III-H.   IMAGES MARKED: DAY AND BOARDING STUDENTS

Percent of Students Marking Image	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
N(%)	5([100%])	101(77%)	
Selected Image 3	[100%]	49%	51% *
Personal	[100%]	52%	48% *
Selected Image 2	[69%]	32%	37%
Athletic	[100%]	65%	35%
Socially conscious	[65%]	31%	34%
Challenging	[100%]	71%	29%
Diverse	[100%]	75%	25%
Friendly	[100%]	78%	22%
Academic	[100%]	83%	17%
Warm	[69%]	53%	16%
Exciting	[69%]	58%	11%
Prestigious	[65%]	55%	10%
Comfortable	[65%]	56%	9%
Innovative	[65%]	56%	9%
Selected Image 5	[69%]	61%	8%
Fun	[69%]	68%	1%
Average	[0%]	2%	-2%
Back-up school	[0%]	5%	-5%
Conservative	[0%]	8%	-8%
Selected Image 1	[35%]	44%	-9%
Intellectual	[65%]	77%	-12%
Intense	[31%]	48%	-17%
Selected Image 4	[31%]	51%	-20%
Liberal	[0%]	22%	-22%
Preppy	[0%]	26%	-26%

**   Difference is statistically significant at .01 level.
*   Difference is statistically significant at .05 level.

III-I.   IMAGES MARKED: PARENTS OF DAY AND BOARDING STUDENTS

Percent of Parents Marking Image	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
N(%)	19(100%)	97(93%)	
Diverse	83%	65%	18%
Warm	60%	52%	8%
Socially conscious	71%	63%	8%
Average	8%	2%	6%
Prestigious	67%	62%	5%
Friendly	78%	77%	1%
Athletic	70%	69%	1%
Innovative	43%	43%	0%
Selected Image 4	34%	35%	-1%
Challenging	68%	72%	-4%
Liberal	15%	19%	-4%
Back-up school	0%	5%	-5%
Exciting	34%	41%	-7%
Preppy	4%	12%	-8%
Selected Image 3	53%	64%	-11%
Fun	39%	50%	-11%
Intense	25%	37%	-12%
Selected Image 1	44%	56%	-12%
Conservative	0%	13%	-13%
Academic	68%	83%	-15%
Selected Image 5	48%	63%	-15%
Personal	42%	58%	-16%
Selected Image 2	28%	46%	-18%
Intellectual	54%	73%	-19%
Comfortable	26%	46%	-20%

** Difference is statistically significant at .01 level.
* Difference is statistically significant at .05 level.