

PART IV: SOURCES OF INFORMATION

**IV-A. EXPOSURE TO SOURCES OF INFORMATION:
STUDENTS AND PARENTS**

| Percent Rating Source Student Responses | Enrolling Students | Non-Enrolling Students | All Admitted Students | Yield |
|--|-----------------------|---------------------------|--------------------------|-------|
| School publications | 84% | 69% | 78% | 66% |
| School web site | 100% | 100% | 100% | 60% |
| E-mail with the school | 98% | 100% | 99% | 60% |
| Contact about financial aid | 50% | 47% | 49% | 63% |
| Campus visit before admission | 38% | 55% | 45% | 52% |
| Admission interview | 98% | 100% | 99% | 60% |
| Admission packet | 93% | 100% | 96% | 59% |
| Contact with the school after admission | 100% | 95% | 98% | 62% |
| Accepted student programs | 92% | 74% | 85% | 65% |
| Contact with teachers from the school | 89% | 100% | 94% | 58% |
| Contact with parents of the school | 52% | 70% | 59% | 55% |
| Contact with students from the school | 87% | 79% | 84% | 63% |
| Selected Info Source 1 | 82% | 79% | 80% | 61% |
| Selected Info Source 2 | 87% | 92% | 89% | 59% |
| Selected Info Source 3 | 82% | 100% | 89% | 55% |

| Percent Rating Source Parent Responses | Enrolling Parents | Non-Enrolling Parents | All Admitted Parents | Yield |
|---|----------------------|--------------------------|-------------------------|-------|
| School publications | 88% | 73% | 81% | 58% |
| School web site | 100% | 97% | 99% | 54% |
| E-mail with the school | 100% | 97% | 99% | 54% |
| Contact about financial aid | 56% | 43% | 50% | 59% |
| Campus visit before admission | 33% | 53% | 42% | 41% |
| Admission interview | 96% | 97% | 96% | 53% |
| Admission packet | 90% | 94% | 92% | 53% |
| Contact with the school after admission | 92% | 92% | 92% | 54% |
| Accepted student programs | 78% | 73% | 76% | 55% |
| Contact with teachers from the school | 63% | 69% | 65% | 51% |
| Contact with parents of the school | 56% | 58% | 57% | 52% |
| Contact with students from the school | 76% | 77% | 76% | 53% |
| Selected Info Source 1 | 80% | 84% | 82% | 52% |
| Selected Info Source 2 | 79% | 86% | 82% | 51% |
| Selected Info Source 3 | 75% | 65% | 71% | 56% |

**IV-B. SOURCES OF INFORMATION RATED EXCELLENT:
STUDENTS AND PARENTS**

| Source Rated Excellent Student Responses | Enrolling Students | Non-Enrolling Students | All Admitted Students | Yield |
|--|--------------------|------------------------|-----------------------|-------|
| Selected Info Source 2 | 86% | 75% | 81% | 62% |
| Admission packet | 82% | 73% | 78% | 62% |
| School publications | 76% | 80% | 78% | 64% |
| Contact with the school after admission | 76% | 63% | 71% | 66% |
| School web site | 72% | 65% | 69% | 62% |
| Selected Info Source 3 | 71% | 65% | 69% | 57% |
| Selected Info Source 1 | 80% | 47% | 67% | 73% |
| Campus visit before admission | 81% | 49% | 66% | 64% |
| E-mail with the school | 72% | 55% | 65% | 66% |
| Accepted student programs | 73% | 50% | 65% | 73% |
| Contact with students from the school | 60% | 70% | 64% | 59% |
| Admission interview | 73% | 37% | 59% | 75% |
| Contact with teachers from the school | 53% | 42% | 48% | 64% |
| Contact about financial aid | 67% | 0% | 42% | 100% |
| Contact with parents of the school | 50% | 28% | 40% | 69% |

| Source Rated Excellent Parent Responses | Enrolling Parents | Non-Enrolling Parents | All Admitted Parents | Yield |
|---|-------------------|-----------------------|----------------------|-------|
| Admission packet | 86% | 83% | 85% | 54% |
| Selected Info Source 2 | 92% | 76% | 84% | 56% |
| Campus visit before admission | 93% | 74% | 82% | 47% |
| Accepted student programs | 84% | 77% | 81% | 57% |
| Selected Info Source 1 | 84% | 74% | 79% | 56% |
| School publications | 86% | 66% | 78% | 64% |
| Contact with the school after admission | 87% | 67% | 78% | 60% |
| Admission interview | 84% | 66% | 76% | 59% |
| E-mail with the school | 78% | 66% | 73% | 58% |
| Contact about financial aid | 84% | 56% | 72% | 69% |
| Contact with teachers from the school | 83% | 60% | 72% | 59% |
| Selected Info Source 3 | 73% | 50% | 63% | 65% |
| Contact with students from the school | 67% | 57% | 62% | 57% |
| Contact with parents of the school | 71% | 52% | 62% | 60% |
| School web site | 71% | 47% | 60% | 64% |

IV-C. MEAN RATING OF SOURCES OF INFORMATION, STUDENTS AND PARENTS: ENROLLING VS. NON-ENROLLING

| Rating of Source by Students | Mean Enrolling Students' Rating | Mean Non-Enrolling Students' Rating | Difference (Enrolling-Non-Enrolling) |
|---|---------------------------------|-------------------------------------|--------------------------------------|
| Contact about financial aid | 3.45 | 2.71 | 0.74 ** |
| Contact with parents of the school | 3.30 | 2.56 | 0.74 ** |
| Campus visit before admission | 3.75 | 3.07 | 0.68 ** |
| Selected Info Source 1 | 3.80 | 3.12 | 0.68 ** |
| Admission interview | 3.73 | 3.23 | 0.50 ** |
| Accepted student programs | 3.67 | 3.18 | 0.49 ** |
| Contact with the school after admission | 3.70 | 3.27 | 0.43 * |
| E-mail with the school | 3.72 | 3.32 | 0.40 ** |
| Admission packet | 3.78 | 3.45 | 0.33 * |
| Selected Info Source 2 | 3.86 | 3.60 | 0.26 * |
| Contact with teachers from the school | 3.36 | 3.11 | 0.25 |
| School web site | 3.72 | 3.51 | 0.21 |
| Selected Info Source 3 | 3.65 | 3.44 | 0.21 |
| Contact with students from the school | 3.51 | 3.53 | -0.02 |
| School publications | 3.74 | 3.80 | -0.06 |

| Rating of Source by Parents | Mean Enrolling Parents' Rating | Mean Non-Enrolling Parents' Rating | Difference (Enrolling-Non-Enrolling) |
|---|--------------------------------|------------------------------------|--------------------------------------|
| Contact about financial aid | 3.78 | 3.24 | 0.54 ** |
| Contact with parents of the school | 3.60 | 3.09 | 0.51 * |
| Contact with the school after admission | 3.87 | 3.52 | 0.35 ** |
| Contact with teachers from the school | 3.80 | 3.48 | 0.32 * |
| School web site | 3.60 | 3.33 | 0.27 * |
| Selected Info Source 3 | 3.59 | 3.37 | 0.22 |
| Campus visit before admission | 3.80 | 3.59 | 0.21 |
| Selected Info Source 1 | 3.82 | 3.61 | 0.21 |
| Contact with students from the school | 3.55 | 3.36 | 0.19 |
| Admission interview | 3.79 | 3.61 | 0.18 |
| E-mail with the school | 3.76 | 3.58 | 0.18 |
| School publications | 3.84 | 3.66 | 0.18 |
| Selected Info Source 2 | 3.89 | 3.73 | 0.16 |
| Admission packet | 3.86 | 3.71 | 0.15 |
| Accepted student programs | 3.75 | 3.77 | -0.02 |

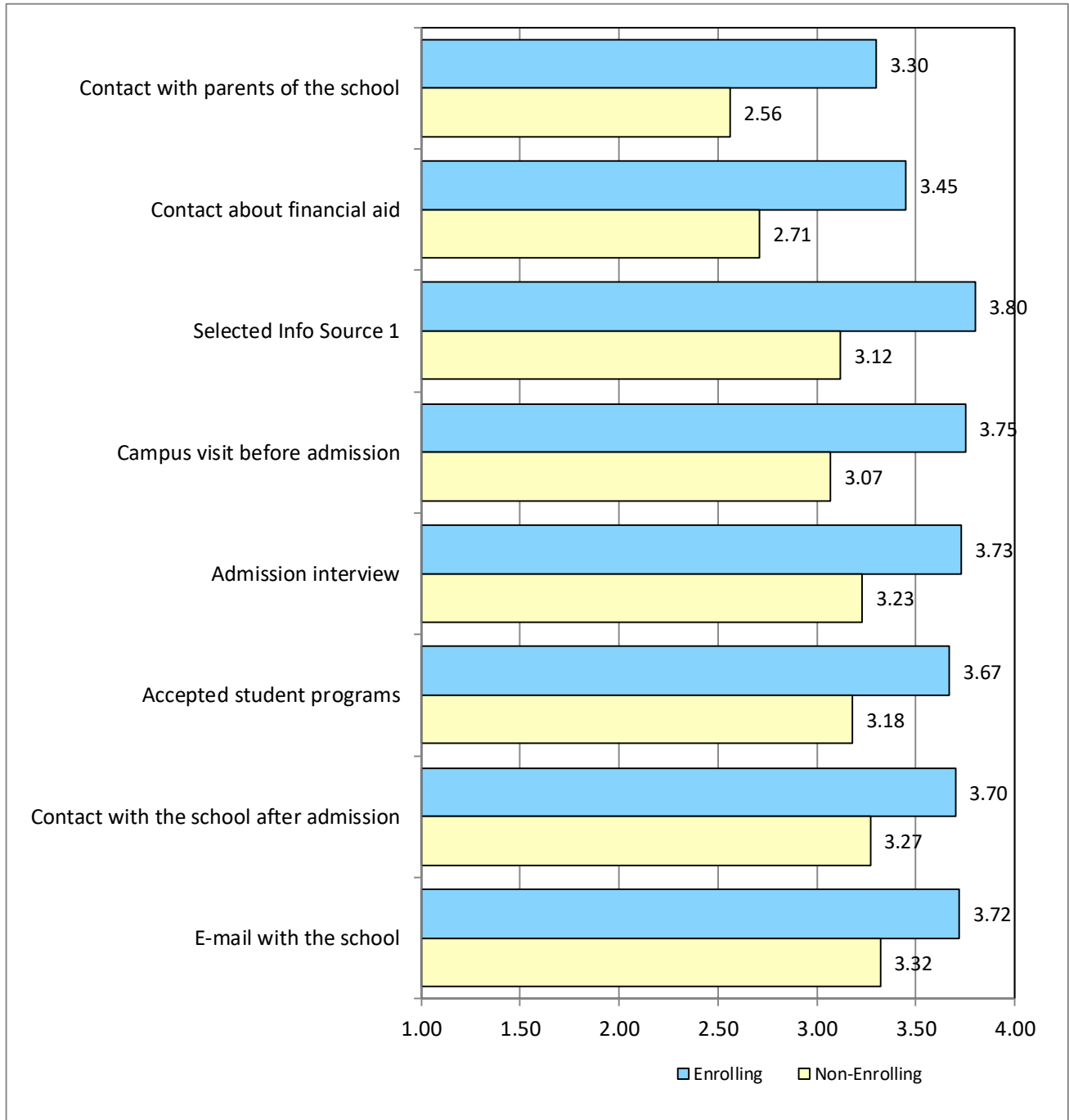
Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

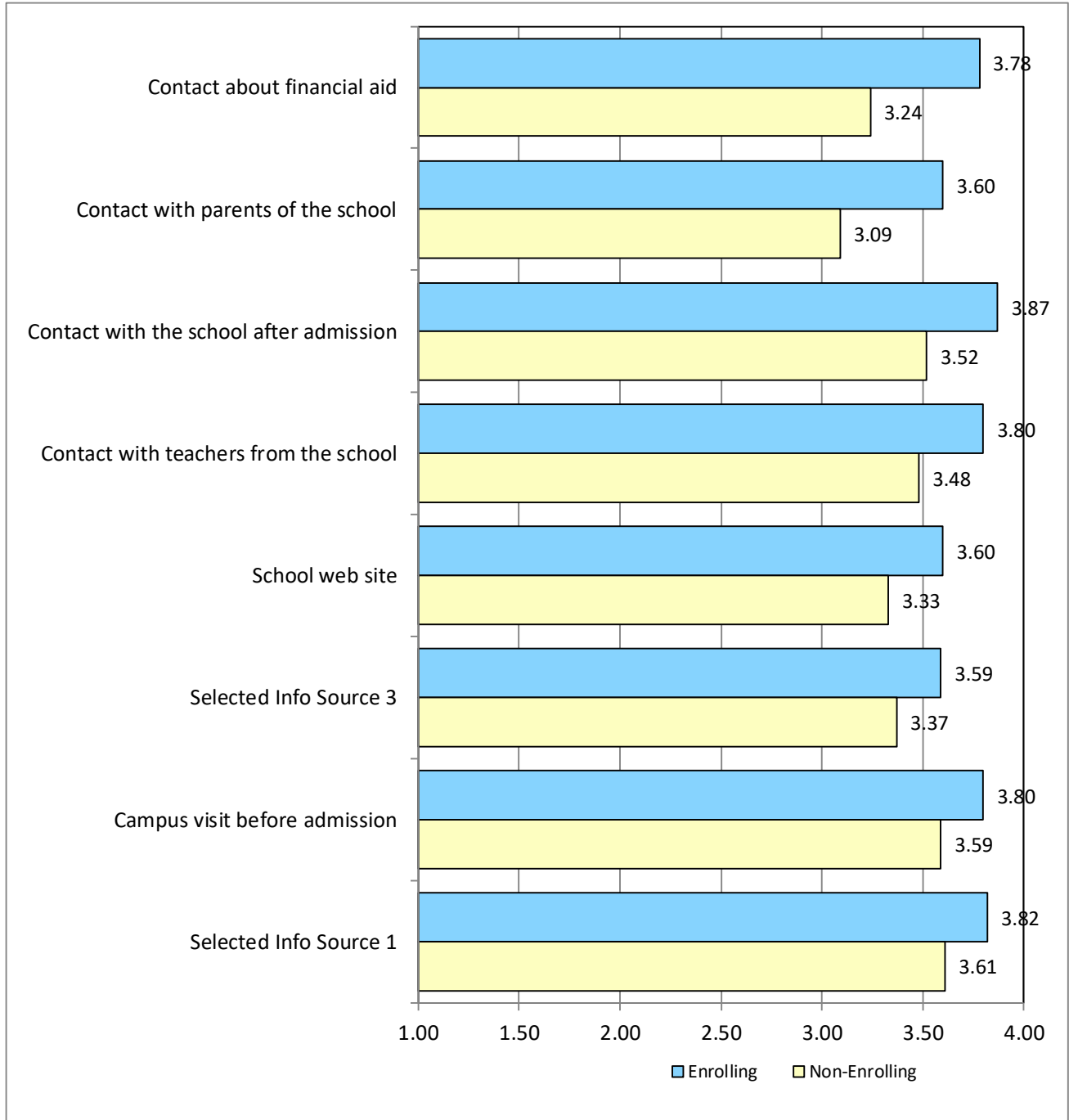
IV-D. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING STUDENTS: SOURCES OF INFORMATION

This graph displays the eight sources of information about our school showing the largest differences in mean quality rating between enrolling and non-enrolling students.



IV-E. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING PARENTS: SOURCES OF INFORMATION

This graph displays the eight sources of information about our school showing the largest differences in mean quality rating between enrolling and non-enrolling parents.



IV-F. RATING OF SOURCES OF INFORMATION: STUDENTS AND PARENTS

| Rating of Source | Mean Students' Rating | Mean Parents' Rating | Difference (Students-Parents) |
|---|-----------------------|----------------------|-------------------------------|
| School web site | 3.64 | 3.48 | 0.16 |
| Contact with students from the school | 3.52 | 3.46 | 0.06 |
| Selected Info Source 3 | 3.55 | 3.49 | 0.06 |
| School publications | 3.76 | 3.76 | 0.00 |
| Selected Info Source 2 | 3.75 | 3.81 | -0.06 |
| E-mail with the school | 3.56 | 3.68 | -0.12 |
| Admission packet | 3.65 | 3.79 | -0.14 |
| Selected Info Source 1 | 3.54 | 3.72 | -0.18 |
| Admission interview | 3.53 | 3.71 | -0.18 * |
| Contact with the school after admission | 3.53 | 3.71 | -0.18 |
| Accepted student programs | 3.50 | 3.76 | -0.26 ** |
| Campus visit before admission | 3.42 | 3.68 | -0.26 |
| Contact with parents of the school | 2.97 | 3.35 | -0.38 * |
| Contact with teachers from the school | 3.25 | 3.64 | -0.39 ** |
| Contact about financial aid | 3.17 | 3.56 | -0.39 * |

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

**IV-G. EXPOSURE TO SOURCES OF INFORMATION, STUDENTS AND PARENTS:
DAY VS. BOARDING**

| Percent Rating Source Student Responses | Day Students | Boarding Students | Both Day and Boarding Students |
|--|-----------------|----------------------|--------------------------------------|
| School publications | [100%] | 76% | 78% |
| School web site | [100%] | 100% | 100% |
| E-mail with the school | [100%] | 98% | 99% |
| Contact about financial aid | [65%] | 46% | 47% |
| Campus visit before admission | [0%] | 45% | 43% |
| Admission interview | [100%] | 99% | 99% |
| Admission packet | [100%] | 96% | 96% |
| Contact with the school after admission | [100%] | 98% | 98% |
| Accepted student programs | [100%] | 84% | 84% |
| Contact with teachers from the school | [100%] | 93% | 93% |
| Contact with parents of the school | [65%] | 57% | 58% |
| Contact with students from the school | [100%] | 82% | 83% |
| Selected Info Source 1 | [69%] | 80% | 80% |
| Selected Info Source 2 | [100%] | 88% | 89% |
| Selected Info Source 3 | [65%] | 90% | 88% |

| Percent Rating Source Parent Responses | Day Parents | Boarding Parents | Both Day and Boarding Parents |
|---|----------------|---------------------|-------------------------------------|
| School publications | 80% | 84% | 83% |
| School web site | 100% | 100% | 100% |
| E-mail with the school | 100% | 100% | 100% |
| Contact about financial aid | 64% | 50% | 52% |
| Campus visit before admission | 32% | 41% | 40% |
| Admission interview | 100% | 97% | 97% |
| Admission packet | 100% | 93% | 94% |
| Contact with the school after admission | 100% | 95% | 95% |
| Accepted student programs | 92% | 77% | 80% |
| Contact with teachers from the school | 92% | 64% | 69% |
| Contact with parents of the school | 75% | 56% | 59% |
| Contact with students from the school | 79% | 78% | 78% |
| Selected Info Source 1 | 75% | 84% | 82% |
| Selected Info Source 2 | 79% | 85% | 84% |
| Selected Info Source 3 | 83% | 72% | 73% |

IV-H. MEAN RATING OF SOURCES OF INFORMATION, STUDENTS AND PARENTS: DAY VS. BOARDING

| Mean Rating of Source by Students | Applied as Day Student | Applied as Boarder | Difference (Day-Boarder) |
|---|------------------------|--------------------|--------------------------|
| Selected Info Source 1 | 4.00 | 3.49 | 0.51 |
| Contact with students from the school | 4.00 | 3.52 | 0.48 |
| Accepted student programs | 4.00 | 3.55 | 0.45 |
| School publications | 4.00 | 3.73 | 0.27 |
| Contact with the school after admission | 3.69 | 3.50 | 0.19 |
| Admission interview | 3.69 | 3.51 | 0.18 |
| School web site | 3.69 | 3.62 | 0.07 |
| E-mail with the school | 3.69 | 3.62 | 0.07 |
| Admission packet | 3.69 | 3.63 | 0.06 |
| Contact with parents of the school | 3.05 | 3.04 | 0.01 |
| Selected Info Source 3 | 3.53 | 3.53 | 0.00 |
| Selected Info Source 2 | 3.69 | 3.79 | -0.10 |
| Contact about financial aid | 3.05 | 3.19 | -0.14 |
| Contact with teachers from the school | 3.04 | 3.32 | -0.28 |
| Campus visit before admission | -- | 3.55 | -- |

| Mean Rating of Source by Parents | Applied as Day Student | Applied as Boarder | Difference (Day-Boarder) |
|---|------------------------|--------------------|--------------------------|
| Contact with students from the school | 3.79 | 3.36 | 0.43 |
| E-mail with the school | 4.00 | 3.62 | 0.38 ** |
| Contact about financial aid | 3.87 | 3.50 | 0.37 |
| School web site | 3.75 | 3.40 | 0.35 * |
| Contact with parents of the school | 3.62 | 3.28 | 0.34 |
| Admission packet | 4.00 | 3.77 | 0.23 |
| School publications | 3.90 | 3.75 | 0.15 |
| Contact with the school after admission | 3.83 | 3.71 | 0.12 |
| Selected Info Source 1 | 3.69 | 3.71 | -0.02 |
| Selected Info Source 2 | 3.80 | 3.86 | -0.06 |
| Accepted student programs | 3.64 | 3.77 | -0.13 |
| Admission interview | 3.65 | 3.80 | -0.15 |
| Contact with teachers from the school | 3.50 | 3.66 | -0.16 |
| Selected Info Source 3 | 3.30 | 3.54 | -0.24 |
| Campus visit before admission | 3.48 | 3.83 | -0.35 |

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

IV-I. STUDENTS' FACTOR RATINGS BY EXPOSURE TO TEACHERS, PARENTS OF OUR SCHOOL, AND STUDENTS ATTENDING OUR SCHOOL

See the technical note at the end of the Appendix for a description of the factors.

| Scale Means for Students | Had Contact with Teachers | No Contact with Teachers | Difference Contact-No Contact |
|--------------------------|---------------------------|--------------------------|-------------------------------|
| Academic Reputation | 55 | 58 | -3 |
| Academic Quality | 75 | 69 | 6 |
| Supportive Environment | 53 | 84 | -31 |
| Student Life | 67 | 88 | -21 |
| Challenging/Intellectual | 63 | 39 | 24 |
| Exciting/Innovative | 57 | 50 | 7 |
| Scale Means for Students | Had Contact with Parents | No Contact with Parents | Difference Contact-No Contact |
| Academic Reputation | 57 | 59 | -2 |
| Academic Quality | 80 | 73 | 7 |
| Supportive Environment | 53 | 61 | -8 |
| Student Life | 69 | 73 | -4 |
| Challenging/Intellectual | 68 | 55 | 13 |
| Exciting/Innovative | 54 | 68 | -14 |
| Scale Means for Students | Had Contact with Students | No Contact with Students | Difference Contact-No Contact |
| Academic Reputation | 57 | 45 | 12 |
| Academic Quality | 77 | 66 | 11 |
| Supportive Environment | 58 | 42 | 16 |
| Student Life | 72 | 49 | 23 |
| Challenging/Intellectual | 64 | 48 | 16 |
| Exciting/Innovative | 57 | 54 | 3 |

IV-J. PARENTS' FACTOR RATINGS BY EXPOSURE TO TEACHERS, PARENTS OF OUR SCHOOL, AND STUDENTS ATTENDING OUR SCHOOL

See the technical note at the end of the Appendix for a description of the factors.

| Scale Means for Parents | Had Contact with Teachers | No Contact with Teachers | Difference Contact-No Contact |
|--------------------------|---------------------------|--------------------------|-------------------------------|
| Academic Reputation | 70 | 59 | 11 |
| Academic Quality | 82 | 67 | 15 |
| Supportive Environment | 60 | 51 | 9 |
| Student Life | 64 | 57 | 7 |
| Challenging/Intellectual | 52 | 57 | -5 |
| Exciting/Innovative | 35 | 47 | -12 |
| Scale Means for Parents | Had Contact with Parents | No Contact with Parents | Difference Contact-No Contact |
| Academic Reputation | 68 | 63 | 5 |
| Academic Quality | 77 | 76 | 1 |
| Supportive Environment | 61 | 52 | 9 |
| Student Life | 58 | 65 | -7 |
| Challenging/Intellectual | 56 | 49 | 7 |
| Exciting/Innovative | 40 | 39 | 1 |
| Scale Means for Parents | Had Contact with Students | No Contact with Students | Difference Contact-No Contact |
| Academic Reputation | 66 | 66 | 0 |
| Academic Quality | 81 | 63 | 18 |
| Supportive Environment | 58 | 53 | 5 |
| Student Life | 63 | 58 | 5 |
| Challenging/Intellectual | 54 | 52 | 2 |
| Exciting/Innovative | 43 | 29 | 14 |