Admitted Student Questionnaire (ASQ)

Fact Sheet

The Admitted Student Questionnaire® is a market research tool from the College Board that tells you what your admitted students think about your institution, and how those perceptions influenced their decision to enroll or not.

Using the ASQ® is a cost-effective and convenient way to see what you’re doing right and what you might want to change.

Overview

The ASQ asks your admitted students—enrolling and nonenrolling—what they think of your majors, recruitment literature, financial aid packages, competition, and more. The results are analyzed and compiled by the College Board into detailed, easy-to-understand reports.

- **ASQ PLUS™** offers an additional feature: It lets you compare your school with a core group of five other institutions that you choose.
- **ASQ PLUS Express** is a condensed version of ASQ PLUS. It’s designed to be accessible on mobile devices, and is shorter and more customizable.

How It Works

1. We set up a survey website and/or create paper questionnaires (not available for ASQ PLUS Express).
2. You send the website link and/or paper questionnaires to your admitted students and ask them to complete the survey.
3. You tell us when to close your website, and you send us the completed questionnaires.
4. We compile the data, analyze the results, and send you printed reports within six weeks. You can also get a computer file of all the data collected.

Good to Know

- You’ll get a user manual and a guide to help you plan your study, interpret the data, and make the most of the results.
- The surveys are customizable. You can add your own questions and use your own logo.

Reports

You’ll get these reports:

- **Highlights Report**: Summarizes student responses to show you the factors that most influence student enrollment decisions.
- **Detailed Report**: Contains a summary of all responses to the survey.
- **Norms Report**: Compares the responses of your admitted students with responses from students at other colleges and universities (based on data compiled from all institutions that use ASQ). Norms Reports are available for ASQ and ASQ PLUS only.
- **ASQ PLUS/ASQ PLUS Express Competitor Analysis**: Compares your school with five colleges or groups of colleges of your choice; shows how you rank among them by key characteristics, images, recruiting information sources, and financial aid packages. Five is the standard number to compare, but you can add more for an additional fee.

Other types of reports, including trend and subgroup analyses, are available for additional fees.

Contact us for more information:
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