

ASQ Plus Express Options List

CHARACTERISTICS – Select 12 or write your own

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|----|--------------------------------------|----|-------------------------------------|
| 1 | Academic reputation | 33 | Preparation for career |
| 2 | Availability of majors | 34 | Reputation with employers |
| 3 | Special academic programs | 35 | On-campus jobs |
| 4 | Personal attention | 36 | Performance opportunities |
| 5 | Quality of academic facilities | 37 | Availability of co-op programs |
| 6 | Recreational facilities | 38 | Internship opportunities |
| 7 | Quality of campus housing | 39 | Study abroad opportunities |
| 8 | Surroundings | 40 | Availability of computer facilities |
| 9 | Attractiveness of campus | 41 | Quality of computer facilities |
| 10 | Cost of attendance | 42 | Availability of campus housing |
| 11 | Quality of social life | 43 | Personal safety on campus |
| 12 | Access to off-campus activities | 44 | Availability of merit scholarships |
| 13 | Extra-curricular activities | 45 | Academic calendar |
| 14 | Quality of faculty | 46 | General education requirements |
| 15 | Quality of majors of interest | 47 | Emphasis on humanities/arts |
| 16 | Variety of courses | 48 | Emphasis on science/technology |
| 17 | Availability of online courses | 49 | Emphasis on business/management |
| 18 | Access to faculty | 50 | Emphasis on social sciences |
| 19 | Undergraduate emphasis | 51 | Emphasis on helping professions |
| 20 | Prominent athletics | 52 | Flexibility of curriculum |
| 21 | Athletic programs of interest | 53 | Decision-making opportunities |
| 22 | Availability of religious activities | 54 | Environment of academic excellence |
| 23 | Part of the country | 55 | Environment of academic achievement |
| 24 | Ease of getting home | 56 | Friendliness of students |
| 25 | Diverse student backgrounds | 57 | Similar student backgrounds |
| 26 | Size of academic classes | 58 | Presence of fraternities/sororities |
| 27 | Number of students enrolled | 59 | Absence of fraternities/sororities |
| 28 | Student/faculty ratio | 60 | Student's social backgrounds |
| 29 | Commitment to teach undergrads | 61 | Religious affiliation |
| 30 | Male/female ratio | 62 | Religious climate |
| 31 | Value for the price | | |
| 32 | Graduate school acceptance rates | | |

IMAGES – Select 16 or write your own

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|----|-----------------|----|------------------------|
| 1 | Isolated | 27 | Supportive |
| 2 | Prestigious | 28 | Spirit school |
| 3 | Fun | 29 | Large |
| 4 | Intellectual | 30 | Small |
| 5 | Career-oriented | 31 | Politically active |
| 6 | Not well-known | 32 | Difficult |
| 7 | Comfortable | 33 | Manageable academics |
| 8 | Back-up school | 34 | Highly respected |
| 9 | Selective | 35 | Overrated |
| 10 | Athletics | 36 | Social pressure |
| 11 | Friendly | 37 | Academic pressure |
| 12 | Partying | 38 | Liberal arts |
| 13 | Average | 39 | National |
| 14 | Challenging | 40 | Regional |
| 15 | Personal | 41 | Cosmopolitan |
| 16 | Diverse | 42 | Strict |
| 17 | Impersonal | 43 | Expensive |
| 18 | Conservative | 44 | Inexpensive |
| 19 | Liberal | 45 | School for the wealthy |
| 20 | Social | 46 | Research-oriented |
| 21 | Intense | 47 | Sensitive |
| 22 | Relaxed | 48 | Open-minded |
| 23 | Snobbish | 49 | Traditional |
| 24 | Close-knit | 50 | Non-traditional |
| 25 | Exciting | 51 | Excitingly different |
| 26 | Religious | 52 | Intimidating |

INFORMATION SOURCES – Select 12 or write your own

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|----|---|----|--|
| 1 | College web site | 18 | Campus tour |
| 2 | College publications | 19 | Post-admission communication |
| 3 | Email/letters from the admission office | 20 | Contact with graduates |
| 4 | High school visits | 21 | Contact with coaches |
| 5 | Visit to campus | 22 | On-campus recruitment events |
| 6 | Contact with students | 23 | College recruitment fair |
| 7 | Contact with faculty | 24 | Graduate school Forum |
| 8 | Contact with admission staff | 25 | Information about the transfer process |
| 9 | High school counselor or teacher | 26 | Information on transfer credit evaluations |
| 10 | Social media | 27 | Visits to galleries or museums |
| 11 | Guide books, ranking publications | 28 | College blogs, podcasts |
| 12 | Online guides, ranking information | 29 | Private/independent admission consultant |
| 13 | College-sponsored meetings | 30 | College advertising |
| 14 | College videos/DVDs | 31 | Graduate and professional schools |
| 15 | Financial aid communications | 32 | Potential employers |
| 16 | Electronic communication | 33 | Professionals in your area of study |
| 17 | On-campus interview | | |