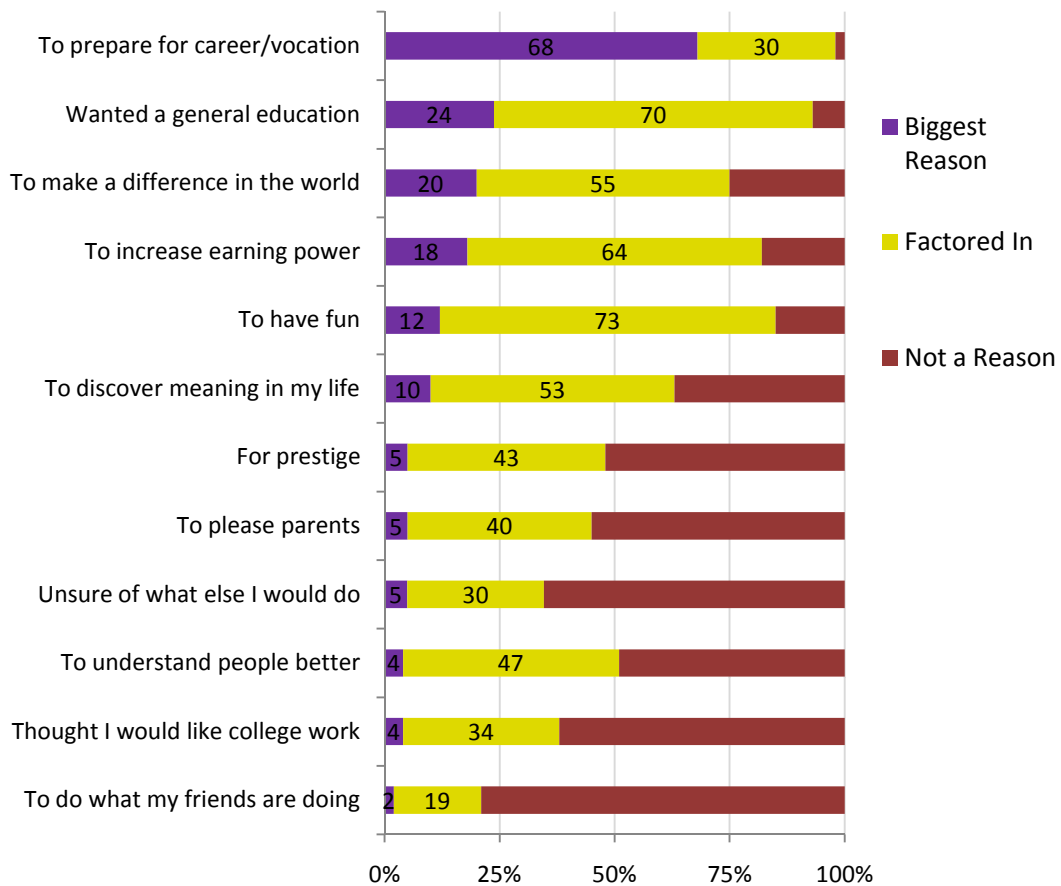


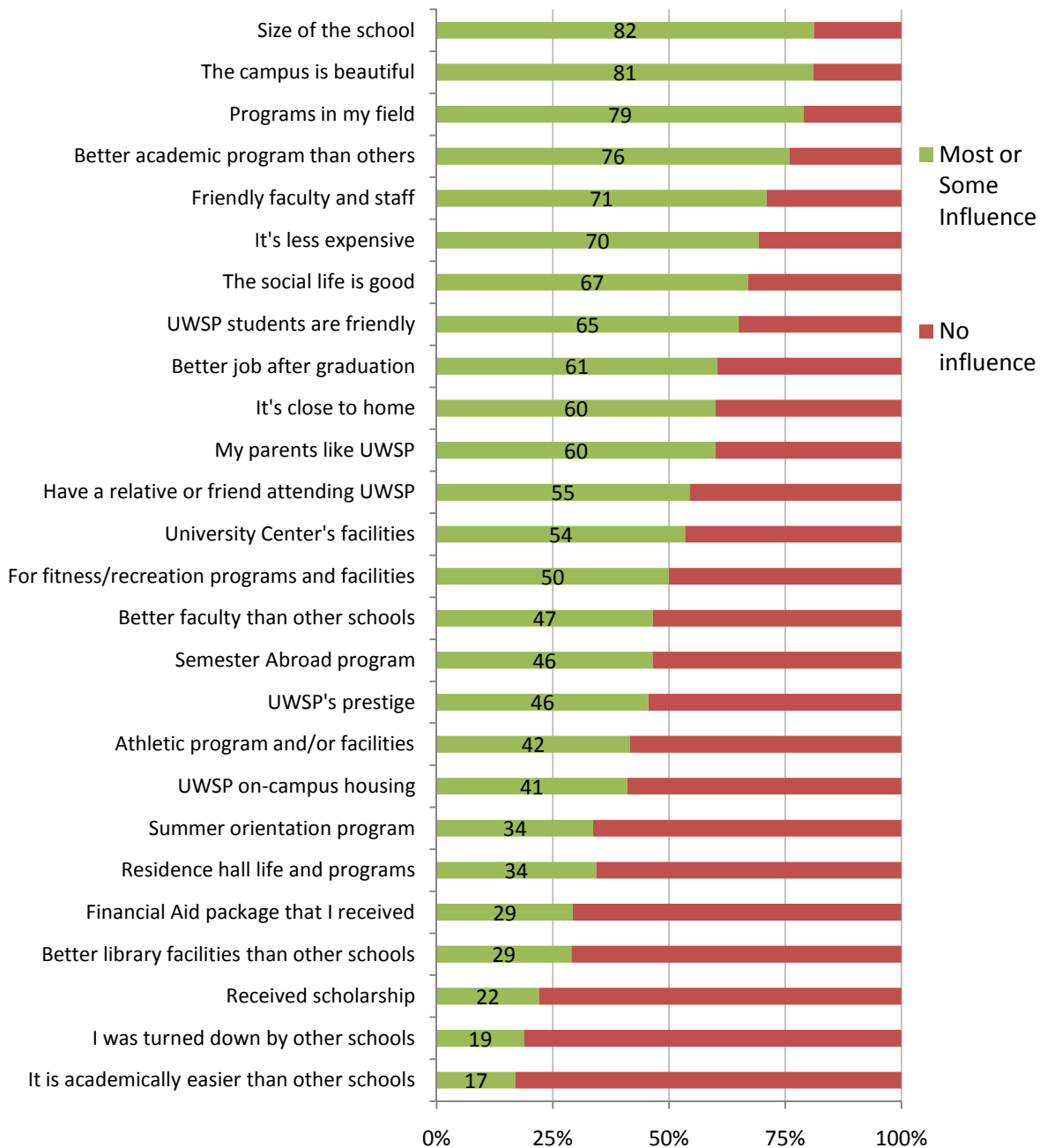
### New Students' Reasons for Attending College



**\* 68% of students said that preparing for a career was the biggest for attending college. This is highest value recorded in records dating back to 1981.**

**\* Students also were motivated to attend college by both intrinsic factors, such as making a difference in the world and having fun, and extrinsic factors such as increasing earning power.**

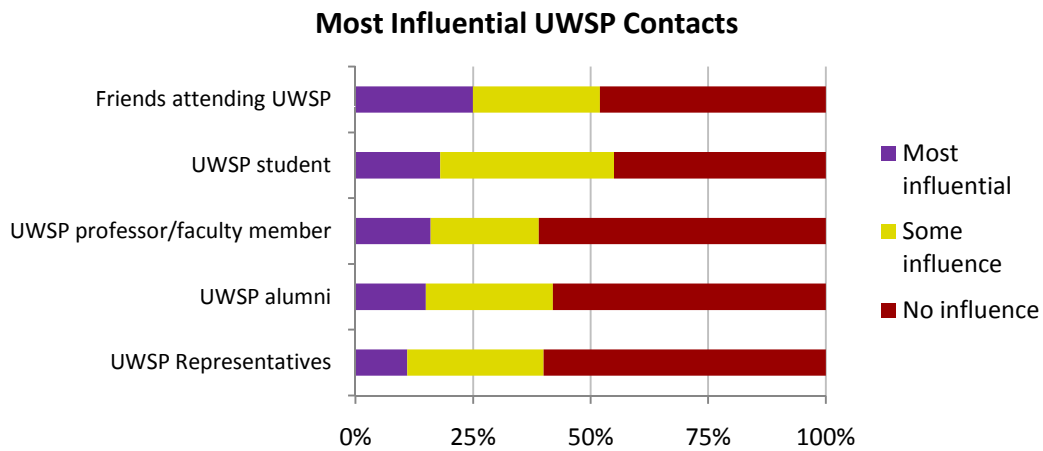
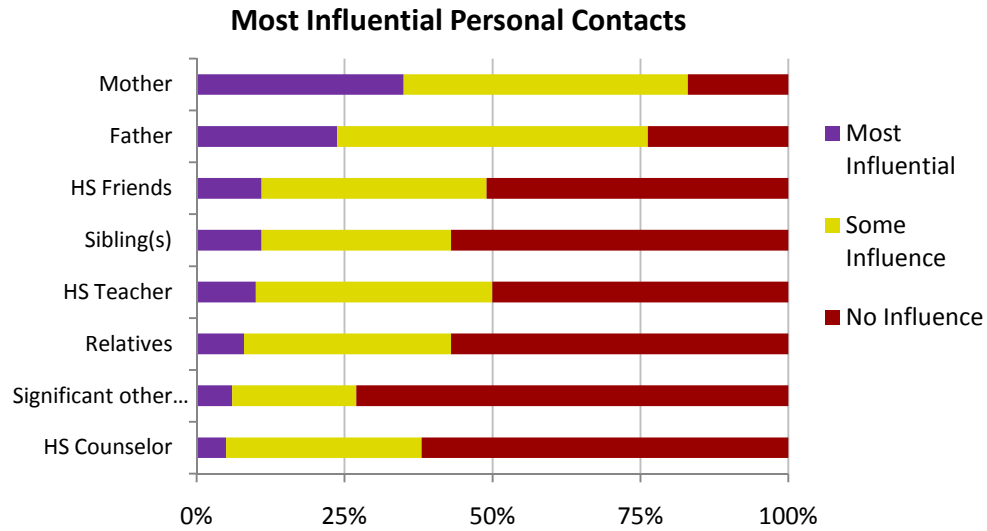
## Factors Affecting New Students' Choice of UWSP



**\* Students choose UWSP because of strong academic programs, the potential for better jobs after graduation, friendly faculty, staff, and students, and a beautiful campus located in close proximity to their homes.**

**\* Factors such as campus facilities and programs have a lesser impact on students' choice of UWSP.**

## Influences on Students' Choice of UWSP

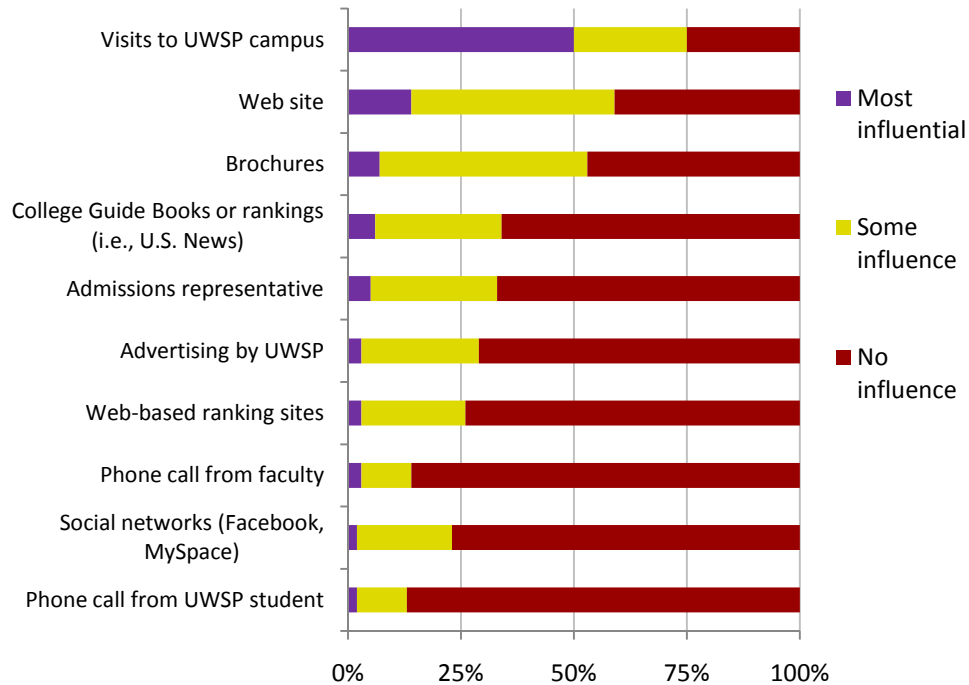


**\* Parents remain the most influential person in new students' choice of UWSP.**

**\* Of their contacts at UWSP, member of their peer group -- friends attending UWSP or other UWSP students -- are the most influential in their decision to attend UWSP.**

## Influences on Students' Choice of UWSP

### Most Influential Materials and Information Sources



**\* Visits to the UWSP campus have a positive impact on students' choice of UWSP with 75% of students saying that a campus visit(s) influenced them to attend college here.**

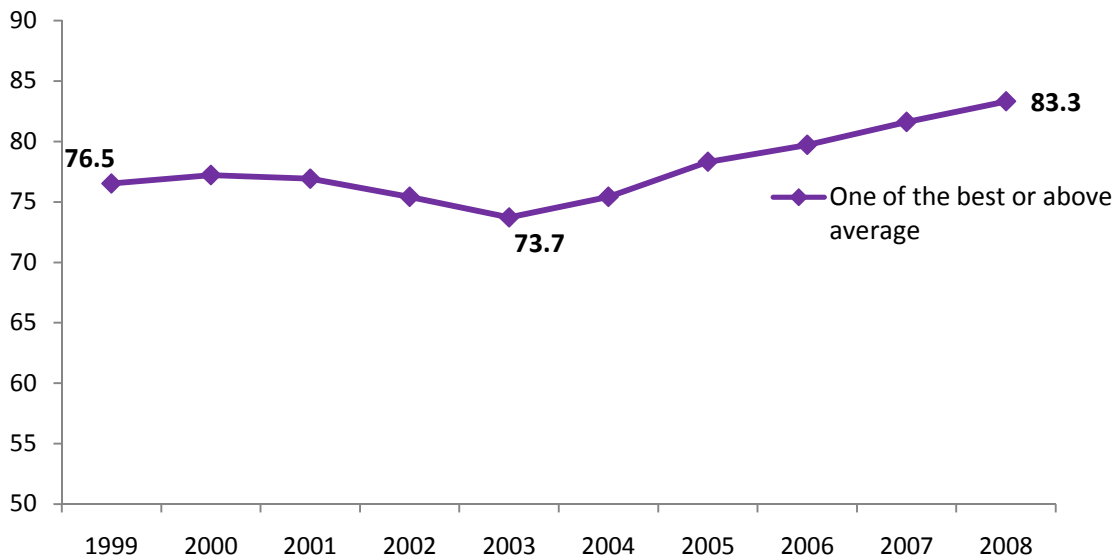
**\* The website and campus brochures also have an influence on students' decision to attend UWSP.**

### Comparison of UWSP with Other Schools in Wisconsin

	1981	1990	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
One of the best	26.0	30.7	32.0	34.4	33.9	34.0	37.5	29.9	30.0	27.4	27.9	23.9	22.8	25.3	25.7	23.3	25.9	24.8	31.6
Better than average	51.8	50.4	49.5	46.9	47.3	50.3	44.8	49.1	51.5	49.1	49.3	53.0	52.6	48.4	49.7	55.0	53.8	56.8	51.7
About like other schools	21.7	18.6	18.2	18.3	18.7	15.5	17.6	20.8	18.5	23.3	22.7	22.8	24.4	26.1	24.0	21.4	20.1	18.2	15.7
Not as good as others	0.6	0.4	0.3	0.3	0.2	0.2	0.0	0.2	0.0	0.2	0.2	0.3	0.2	0.2	0.5	0.4	0.2	0.5	1.1

Note: Prior to 2008, surveys were administered to a sample of freshmen before summer orientation. In 2008, surveys were administered during summer orientation to >95% of incoming freshmen.

### New Freshmen Perceptions of UWSP Compared to Other Wisconsin Schools



**\* Perceptions of UWSP as one of the best colleges in Wisconsin or above average compared to other institutions continue a positive upward trend that started in 2003.**