

Admitted Student Questionnaire® (ASQ®)



FACT:

Number of ASQ® Questions:
more than 90

Number of Colleges with Which You Can Compare Your School: 5



Description

The Admitted Student Questionnaire® asks your admitted students what they think of your majors, recruitment literature, financial aid packages, competition, and more. The College Board evaluates and compiles the results into detailed reports that will help you determine what you are doing right and what you are doing wrong. **ASQ PLUS** goes beyond a general market survey and compares your school with a core group of five other institutions you choose to analyze.

How does ASQ work?

- You order the questionnaires and the College Board sends them to you.
- You send the questionnaires to your admitted students and they send them back to you.
- You forward the completed questionnaires to the College Board for processing.
- We compile the data, analyze the results, and send you printed reports within six weeks, as well as the actual data on diskette or CD-ROM.
- We also send you a user manual and a guide to help you plan your study, interpret the data, and make the most of the results.

Also available on the Web! When you submit your order, choose the Web option to give your respondents the choice of completing the questionnaire online. Available for both **ASQ** and **ASQ PLUS**.

ASQ and ASQ PLUS Reports:

- **The Highlights Report:** This summary of student responses tells you the factors that influence student enrollment decisions the most, how students compare you with the other colleges they considered, student perceptions of your financial aid package, and how students compare your costs with those of your competitors.
- **The Detailed Report:** Contains all the documentation for your market survey.
- **The 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**).
- **The ASQ PLUS Competitor Analysis:** Compares your school with the five colleges or groups of colleges you chose. Shows how you rank with each of your named competitors according to key characteristics, images, recruiting information sources, and financial aid packages.

More Information:

Phone:
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e-mail:
enrollmentsolutions@collegeboard.org
Web:
www.collegeboard.com/highered

Benefits and Features:

- Surveys, both online and paper, are customizable. You can add your own questions and use your own logo.
- Supplemental reporting services are available for an additional charge.
- Cost effective, convenient, accurate, and effective.