

**Table 1.C. First-Year Students - UNIVERSITY Initial Sources of Contact**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<b>Total Enrollment</b>	<b>531</b>	<b>558</b>	<b>519</b>	<b>564</b>	<b>565</b>	<b>518</b>	<b>602</b>	<b>694</b>	<b>631</b>	<b>644</b>
E-Mail or Web	28	43	36	83	113	114	188	237	238	264
ACT	69	86	91	101	113	95	110	93	112	91
Telephone Call	52	37	46	70	94	67	59	73	60	53
Referrals	5	6	9	63	67	57	38	44	40	44
PSAT Search	55	43	30	64	45	35	38	57	37	42
College Fair	59	53	46	42	15	29	14	37	18	18
High School Visit	29	31	35	47	25	23	23	22	24	20
SAT	12	25	15	19	28	20	24	29	25	12
ACT Search	22	33	20	18	27	14	10	4	—	1
PLAN Search	—	42	17	17	7	14	19	37	24	20
College Bound Selection Service	—	—	—	—	—	12	7	12	7	7
Lutheran Card Deck	—	—	—	—	6	10	13	3	6	4
ELCA List	—	—	—	—	4	7	—	—	—	—
PSAT Remail	8	13	10	4	11	6	9	6	—	—
National Lutheran Youth Gathering	—	—	—	—	—	6	2	1	—	—
Letter	12	11	3	4	2	3	—	3	1	2
Lutheran Clg Night	—	1	—	1	1	3	—	1	1	—
Brochure Cards	—	—	—	11	3	1	3	1	—	4
Campus Visit	10	8	8	—	3	1	—	1	1	8
CBSS- ROTC Search	—	—	—	—	—	1	—	—	—	—
NRCCUA Search	—	—	—	—	—	—	34	14	28	33
Plan Remail	—	—	—	—	—	—	9	—	—	—
Football Group Visit	25	3	6	9	*	*	*	*	*	—
Athletic Referral	18	13	7	*	*	*	*	*	*	—
CAP Student Referral	4	6	7	*	*	*	*	*	*	—
Conservatory Referral	3	—	—	*	*	*	*	*	*	—
Development referral	1	1	1	*	*	*	*	*	*	—
Faculty/Staff Referral	1	5	1	*	*	*	*	*	*	—
HS Teacher referral	1	—	—	*	*	*	*	*	*	—
Lutheran Alum referral	1	—	—	*	*	*	*	*	*	—
School Referral	1	—	—	*	*	*	*	*	*	—
Guide Book	—	—	—	—	1	—	1	—	—	—
College Planning Card	—	—	5	—	—	—	—	—	—	—
Discover Capital Day	3	2	—	—	—	—	—	—	—	—
FAFSA - 1st contact	—	4	—	—	—	—	—	—	—	—
Lutheran Search	4	—	—	—	—	—	—	—	—	—
Lutheran Student Weekend	2	1	2	1	—	—	—	—	—	—
Lutheran Youth Event	4	2	1	—	—	—	—	—	—	—
Toward College in OH	—	—	1	—	—	—	—	—	—	—
Honors Card Deck	—	—	—	—	—	—	—	—	—	2
Who's Who Card Deck	—	—	2	—	—	—	—	6	9	4
ACT Remail	5	—	1	—	—	—	—	—	—	—
Applic. - 1st contact	27	40	56	—	—	—	—	13	—	7
Alumni Referral	4	2	2	—	—	—	—	—	—	—
Campus Open House	10	4	14	—	—	—	—	—	—	—
Football Letter	16	10	6	—	—	—	—	—	—	—
MIC Card	8	17	—	—	—	—	—	—	—	—
On-Campus Events	5	2	—	—	—	—	—	—	—	—
On-line Application	3	4	9	—	—	—	—	—	—	—
Other self initiated	1	1	1	—	—	—	—	—	—	—
Petersons Referral	5	1	—	—	—	—	—	—	—	—
Talbot	5	1	—	—	—	—	—	—	—	—
Other/Unknown	—	2	4	3	—	—	—	3	—	8

Note: "\*" indicates that sources have been included in "Referrals" category