

**Table 1.D. First-Year Students - ARTS & SCIENCES Initial Sources of Contact**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<b>Total A&amp;S Enrollment</b>	<b>428</b>	<b>438</b>	<b>414</b>	<b>369</b>	<b>356</b>	<b>267</b>	<b>295</b>	<b>321</b>	<b>426</b>	<b>410</b>
E-mail or Web	16	26	38	50	68	63	91	121	168	173
ACT	51	66	75	68	73	45	52	40	76	54
Telephone Call	40	30	31	38	63	37	31	28	40	31
Referrals*	5	5	7	49	45	24	16	21	27	32
PSAT Search	44	31	25	40	26	19	17	20	22	23
College Fair	44	42	36	33	8	19	7	19	9	14
High School Visit	22	27	29	33	17	14	13	14	20	10
SAT	8	18	11	12	15	10	9	12	12	7
College Bound Selection Service	—	—	—	—	—	9	2	8	4	4
Lutheran Card Deck	—	—	—	—	—	—	—	—	—	4
Plan Search	—	31	14	10	3	8	6	15	14	14
ELCA List	4	—	2	5	7	7	6	1	3	—
ACT Search	9	23	16	11	17	6	6	—	—	1
PSAT Remail	8	9	9	2	8	2	5	2	—	—
Letter	8	7	2	3	2	1	—	—	1	—
Campus Visit	9	7	7	—	2	1	—	—	1	7
NRCCUA Search	—	—	—	—	—	—	—	—	—	21
National Lutheran Youth Gathering	—	—	—	—	—	1	1	—	—	—
Letter	—	—	—	—	—	—	—	—	—	1
CBSS-ROTC	—	—	—	—	—	1	—	—	—	—
Brochure Card	—	—	—	—	1	—	3	—	—	2
Lutheran College Fair	—	—	—	—	1	—	—	1	1	—
NRCCUA	—	—	—	—	—	—	—	9	22	—
Plan Remail	—	—	—	—	—	—	5	—	—	—
Who's Who Card Deck	—	—	—	—	—	—	—	—	—	3
Football Group Visit	25	3	6	6	—	—	—	—	—	—
MIC Card - 1st contact	8	9	—	4	—	—	—	—	—	—
Mass Dist Piece Card	10	1	7	2	—	—	—	—	—	—
ACT Remail	5	—	1	—	—	—	—	—	—	—
Discover Capital Day	3	2	—	—	—	—	—	—	—	—
FAFSA - 1st contact	—	4	—	—	—	—	—	—	—	—
Lutheran Student Weekend	1	2	1	—	—	—	—	—	—	—
Other Self-Initiated	1	—	1	—	—	—	—	—	—	—
Honors Card Deck	—	—	—	—	—	—	—	—	—	2
ACT Cycle 1 Search	6	4	—	*	*	*	*	*	*	—
Alumni Referral	4	2	2	*	*	*	*	*	*	—
Application-1st contact	23	36	46	*	*	*	*	7	*	3
Athletic Referral	18	13	6	*	*	*	*	*	*	—
Cap Student Referral	2	5	7	*	*	*	*	*	*	—
Conservatory Referral	2	—	—	*	*	*	*	*	*	—
Development Referral	—	—	1	*	*	*	*	*	*	—
Faculty/Staff Referral	—	—	1	*	*	*	*	*	*	—
Football Letter	16	10	6	*	*	*	*	*	*	—
Lutheran Alumni Referral	11	—	—	*	*	*	*	*	*	—
Lutheran Youth Event	3	2	—	*	*	*	*	*	*	—
On-Campus events	5	—	—	*	*	*	*	*	*	—
Open House - 1st contact	10	3	12	*	*	*	*	*	*	—
Peterson's referral	5	1	—	*	*	*	*	*	*	—
School Referral	1	—	—	*	*	*	*	*	*	—
Talbot	5	1	—	*	*	*	*	*	*	—
Toward College In Ohio	2	—	1	*	*	*	*	*	*	—
Who's Who Referral	—	—	2	*	*	*	*	3	6	—
Other/Unknown	2	—	4	—	—	—	—	—	—	4

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