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FOR IMMEDIATE RELEASE:

EASTERN RATED "TOPS" IN BOG SURVEY

CHARLESTON, IL--A majority of guidance counselors, regional leaders, students and graduates rate the quality of teaching at Eastern Illinois University as "Excellent/Above Average," according to a survey released Thursday (April 12) by the Board of Governors of State Colleges and Universities.

Eastern was also rated "Excellent/Above Average," the top category on the survey, by a majority of its graduates asked to rate their overall educational experience at the University.

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In March, 1988, the Board, which is the governing body for Eastern and four other universities, sent surveys to all high school counselors in Illinois, and to 500 randomly selected current students and graduates, to all regional leaders identified by the University, and to 500 randomly selected applicants for admission.

The period since then has been used to collect, collate, and analyze responses to the survey, to gather additional data, and to prepare reports for each university.

When currently enrolled students were asked if Eastern was their "First Choice" in selecting a University to attend, a majority replied that it was.

The survey also revealed that the recommendation of counselors and teachers was the top factor in a student's decision to attend Eastern, closely followed by the recommendation of friends and Eastern's Financial Aid Program.

A majority of the transfer students who responded to the survey rated Eastern better than the institution they last attended.

Service to the region is an important part of the program of the BOG universities and a majority again rated Eastern as "Excellent/Above Average" in this area.

The survey was part of an image study being developed for the BOG by Dr. Jim Finlay, a member of the Western Illinois University Marketing Department. Finlay had proposed the image study as the first step in the development of a marketing plan for the Board.

The other BOG universities are Chicago State, Governors State, Northeastern Illinois, and Western.