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Research Regarding
Community Perceptions
of
Wichita State University
And Key Competitors

Presented to
SMART
(Shocker Marketing and Recruitment Team)

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Focus Groups



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Research Goal and Objectives for Focus Groups & Telephone Survey



Research Goal

The overall goal of the research was to obtain community members' and community leaders' perceptions of Wichita State University, and its key competitors.



Objectives

Specific objectives to reach the overall goal included:

1. To determine what college or university the respondent would recommend, both in general, and in relation to specific courses of study (such as business or fine arts).
2. To determine the perceived strengths of Kansas based colleges and universities. This included ascertaining which school has the best:



Objectives (cont.)

- ❑ Overall academic programs
- ❑ Overall faculty
- ❑ Value for the money
- ❑ Best engineering school
- ❑ Best school for health professionals other than physicians
- ❑ Best fine arts school
- ❑ Best liberal arts and sciences school
- ❑ Best business school
- ❑ Best education and teacher training school
- ❑ Best general college degree



Objectives (cont.)

3. To compare the descriptors used by respondents to describe Butler County Community College, Wichita State University and the University of Kansas.
4. To ascertain recall that respondents have of Wichita State University's advertising (Butler Community College and any "other" university advertising were included in the telephone survey). Specifically this included probing on:
 - a. Determining where they recall seeing or hearing the advertising.
 - b. Determining what they recall about the advertising message.
 - c. Determining if the advertising message has affected impressions of WSU.
 - d. Determining if consumers have comprehension of the "unique selling proposition" that WSU credentials assist in obtaining a job and building a resume. (Focus Groups only)



Objectives (cont.)

5. To explore how well the following phrases/words describe Wichita:
 - a. A good place to live.
 - b. Urban.
 - c. A lot of opportunity.
 - d. Major city.
 - e. Largest city in Kansas.
 - f. A city to be proud of.



Objectives (cont.)

6. To understand the “proud” thermometer that respondents have for WSU, specifically exploring (Focus Groups only):
 - a. The level of agreement that WSU has an economic and cultural impact on the city of Wichita.
 - b. If respondents are proud of WSU or not proud of WSU, and what drives their level of “pride”.
 - c. If respondents are not proud of WSU, how can they be moved to a more positive attitude?



Objectives (cont.)

7. To obtain information from those attending a college or university including:
 - a. If the college attended was a college or university in the state of Kansas.
 - b. If respondents have attended a college or university in Kansas, which one(s).
 - c. If respondents have graduated with a four year degree, and at what Kansas school.
8. To determine the importance of key characteristics in evaluating a college/university.
9. To provide a demographic profile of those participating in the research.



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Methodology

Methodology

To achieve the goal and objectives, three focus groups were conducted in Wichita, Kansas as follows:

Group Description	Date/Time	Number of Participants
General Public	Nov 16, 2009/6:30 PM	9
General Public	Nov 17, 2009/5:30 PM	7
Business/Government Leaders	Nov 20, 2009/11:30 AM	10
Total Number of Participants		26



Methodology (cont.)

Participants in each of the groups were screened to meet the following criteria:

Business Leaders/Government Officials:

- Were senior level executives in a business that is currently working or recently retired (e.g. director, vice president, etc.) or be a government official (e.g. mayor, senator, etc.)
- Lived in Wichita for 2 years or longer.
- Participants and their family members could not work or have ever worked in advertising, for a market research company, or for a college or university.



Methodology (cont.)

Participants in each of the groups were screened to meet the following criteria:

Members of the General Public

- Were 35 years of age or older.
- Had children that are college bound, and are sophomores, juniors, or seniors in high school.
- Had an annual household income of \$40,000 or higher.
- Lived in the Wichita metropolitan area for **2 years or longer**.
- Were the parent in the household who is most influential in assisting their child in selecting a university.



Methodology (cont.)

Participants in each of the groups were screened to meet the following criteria:

Members of the General Public (cont.)

- ❑ Each group had a mix of males and female.
- ❑ Participants and their family members could not currently work or have ever worked in advertising, for a market research company, or for a college or university.



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Results



Results

Participant's Educational Background:

- The focus groups were conducted with a total of 26 participants in 3 groups.
- Of these, 20 participants were college graduates or post graduates.



Results

Recommended Colleges and Programs:

College they would recommend in general:

- ❑ Several recommended a combination of schools such as starting out at a junior college then transferring to a four year school to finish.
- ❑ Several also mentioned that the recommendation would depend on the personality of the individual.
- ❑ Financial situations will also play a role in the college a person might attend.



Results

Recommended Colleges and Programs (cont.):

College they would recommend in general (cont.):

- ❑ Of the participants that recommended specific colleges, 14 of 26 recommended WSU.
- ❑ Friends University was recommended by 5 participants.

Results

Recommended Colleges and Programs (cont.):

“Considering only the colleges and Universities in Kansas, what ONE comes to mind when thinking of:”

Note: Responses will not add up to 26, some gave multiple responses in some categories, and did not respond in other categories.

Category	WSU	KSU	KU	Other
a. Best overall academic programs	4	5	16	3
b. Best overall faculty	7	1	7	4
c. Best value for the money	15	1	1	9

Results

Recommended Colleges and Programs (cont.):

“Considering only the colleges and Universities in Kansas, what ONE comes to mind when thinking of:” (cont.)

Category	WSU	KSU	KU	Other
d. Best engineering school	20	7	1	0
e. Best school for health professionals other than physicians	11	0	10	5
f. Best fine arts school	7	0	2	11
g. Best liberal arts & sciences school	13	2	4	3
h. Best business school	19	2	2	3
i. Best education and teacher training school	7	0	2	18
j. Best general college degree	13	5	3	4



Results

Recommended Colleges and Programs (cont.):

- ❑ The top three categories in which Wichita State University is recommended are:
 - ❑ Engineering School (20 responses),
 - ❑ Barton School of Business, (19 responses)
 - ❑ “Best value for the money” (15 responses).

- ❑ The lowest area for WSU is “**best overall academic programs**”, with only 4 responses.

Results

Perceptions of Wichita:

Summary (all 3 groups) N=26

Attributes	Describes Well				Does <u>Not</u> Describe Well
a. A good place to live	14	9	3		
b. Urban	8	5	10	3	
c. A lot of opportunity	9	11	4	2	
d. Major city	6	10	6	3	1
e. Largest city in Kansas	18	4	2	2	
f. A city to be proud of	15	8	3		



Results

Perceptions of Wichita (cont.):

- ❑ Of all groups, group 3 (business/government leaders) reflected the most pride for Wichita.
- ❑ The business/government leaders also have stronger agreement that Wichita is a good place to live and provides a lot of opportunity.



Results

Wichita State University Pride:

Participants were asked to use brands of cars as descriptors of Butler Community College, Wichita State University and the University of Kansas. They were also asked to indicate why these cars describe the school. (KU asked in groups 2 and 3 only).

❑ Butler was almost always an economy car.

-Ford Focus

-VW bug

❑ Butler is economical, reliable and will get you a great start



Results

Wichita State University Pride (cont.):

- Wichita State University was typically a mid sized family car or a compact SUV.
 - Toyotas
 - Hondas
 - Chevy Equinox
 - Chevy Traverse

- Wichita State University is a good value. It provides a quality education that will get you far for a reasonable price.



Results

Wichita State University Pride (cont.):

- University of Kansas was almost unanimously described as a luxury vehicle.
 - Cadillac
 - Lexus
 - Mercedes
 - Limo
 - General Sports Car

- The University of Kansas is a more prestigious choice that is only available to those who can afford it.

Results

Wichita State University Pride (cont.):

Participants were asked to rank their level of pride in Wichita State University on a thermometer of 0° (no pride in WSU) to 100 ° (could not be more proud of WSU). The responses are as follows:

Attributes	Degrees Given	Group Average
a. Group 1 (N=9)	90, 90, 80, 80, 70, 60, 55, 30, 8	62.6
b. Group 2 (N=7)	80, 80, 80, 79, 70, 70, 60	74.1
c. Group 3 (N=10)	100, 100, 95, 85, 85, 85, 80, 80, 70, 60	84.0



Results

Wichita State University Pride (cont.):

Reasons for a high level of pride in WSU include:

- ❑ The quality education provided
- ❑ The quality of the professors
- ❑ Good academic programs
- ❑ The variety of degree options
- ❑ The opportunity that WSU provides to all students
- ❑ The real world learning provided by WSU
- ❑ The community partnerships WSU enjoys
- ❑ The nationally recognized applied research done at WSU



Results

Wichita State University Pride (cont.):

Another of the main drivers of pride in WSU comes from athletics.

- ❑ The baseball program was named as a source of pride by several participants.
- ❑ The basketball team was also a driver of pride from both the positive and negative sides.
- ❑ The single largest factor in lowering the feelings of pride in WSU across all three groups was also related to athletics - the absence of a football program.



Results

Wichita State University Impact:

Economic Impact

Focus group participants give a variety of examples of WSU's economic impact.

- ❑ The jobs provided by the university
- ❑ Workforce training provided by WSU
- ❑ Graduates who stay in Wichita to work and raise families
- ❑ The reputation of the university both in the form of academic programs and athletic teams. This draws many students from outside the city to live (and spend money) in Wichita.



Results

Wichita State University Impact (cont.):

Cultural Impact

Focus group members had a harder time describing WSU's cultural impact. They mention the following:

- ❑ The outdoor art collection, the art and museum exhibits
- ❑ The music programs, dance and theater performances that WSU provides
- ❑ Group members felt that University athletic events had a cultural impact.
- ❑ Another aspect of the University's cultural impact relates to the diversity of the student population, including the exposure to different places, religions, backgrounds and perspectives that WSU's international students bring.



Results

Wichita State University Advertising:

- ❑ The advertising campaign featuring WuShock in various jobs throughout the Wichita community had unaided recall by 11 participants.
- ❑ The majority of those with recall felt the ads illustrate that WSU graduates are a major part of the community and many business and civic leaders are WSU alumni.



Results

Wichita State University Advertising (cont.):

- ❑ Sporting event advertisements were recalled by 9 participants.
- ❑ “Thinkers, Doers, Movers, Shockers” was recalled by 6 participants.
- ❑ The “I am Wichita State” campaign was also mentioned by 4 participants.



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Telephone Survey



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Telephone Survey Methodology



Methodology

The following methodology was utilized:

1. On the basis of previous university research and input from the client, a telephone questionnaire was developed.
 - The telephonic method of administration was chosen because of the ability that it offers to probe the consumer, as well as the higher response rate that it provides in comparison to mail.
2. The telephonic survey did not exceed 10 minutes and had approximately 10 open-ended questions.

Methodology (cont.)

The survey was administered to a random sample large enough to yield the following completions.

County	Number of Completions	Maximum Margin of Error at the 95% Confidence Level
Sedgwick County	298	+ or - 5.7%
Sumner County	51	+ or - 13.9%
Reno County	50	+ or - 13.9%
Harvey County	51	+ or - 13.9%
Butler County	50	+ or - 13.9%
Subtotal Wichita Market	500	+ or - 5.7%

- Data was collected from December 13 to January 13, 2010.



Methodology (cont.)

3. Respondents were screened to meet the following criteria:
 - Lived in their county for one year or longer.
 - Were 18 years of age or older.
 - Respondents or their family members could not currently work or have ever worked for a **university, college, junior college, in higher education, for a vocational/technical school, in market research, or for an advertising agency.**
4. The survey was pre-tested on a small sample of individuals meeting the screening criteria between November 30 and December 12, 2009.



Methodology (cont.)

5. All surveys were administered by individuals who are professional telephone interviewers that were specifically trained on the survey instrument.
6. After the interviews were completed, the data was edited, coded, and submitted for computer analysis.



Methodology (cont.)

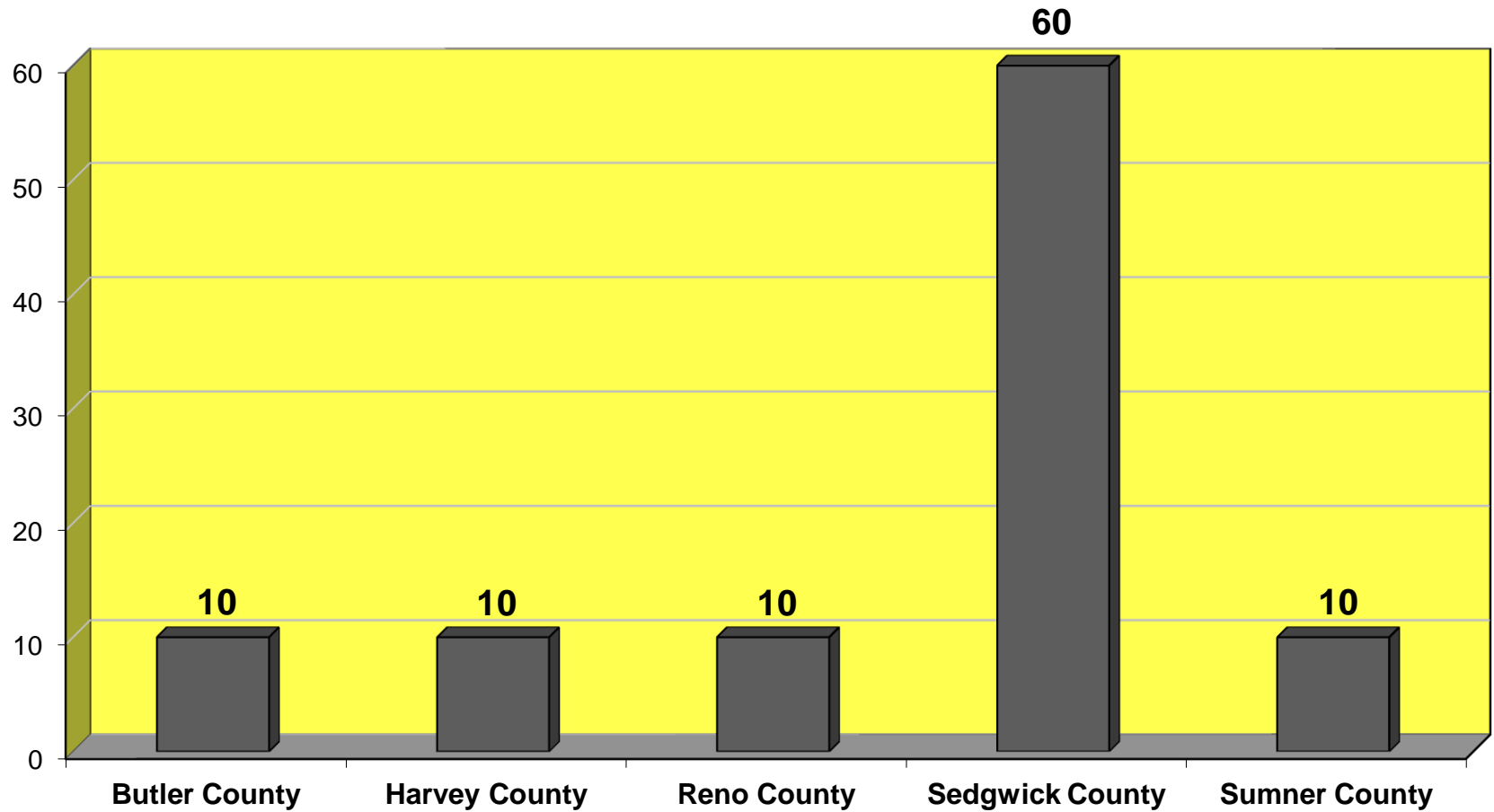
7. Once the analysis was complete, a report was prepared consisting of:
 - ❑ An *introduction* (which includes the objectives and methodology).
 - ❑ A *managerial summary* of key conclusions.
 - ❑ An overview of the *results* of the study (in table and chart format).
 - ❑ An *appendix* (includes a copy of the survey).



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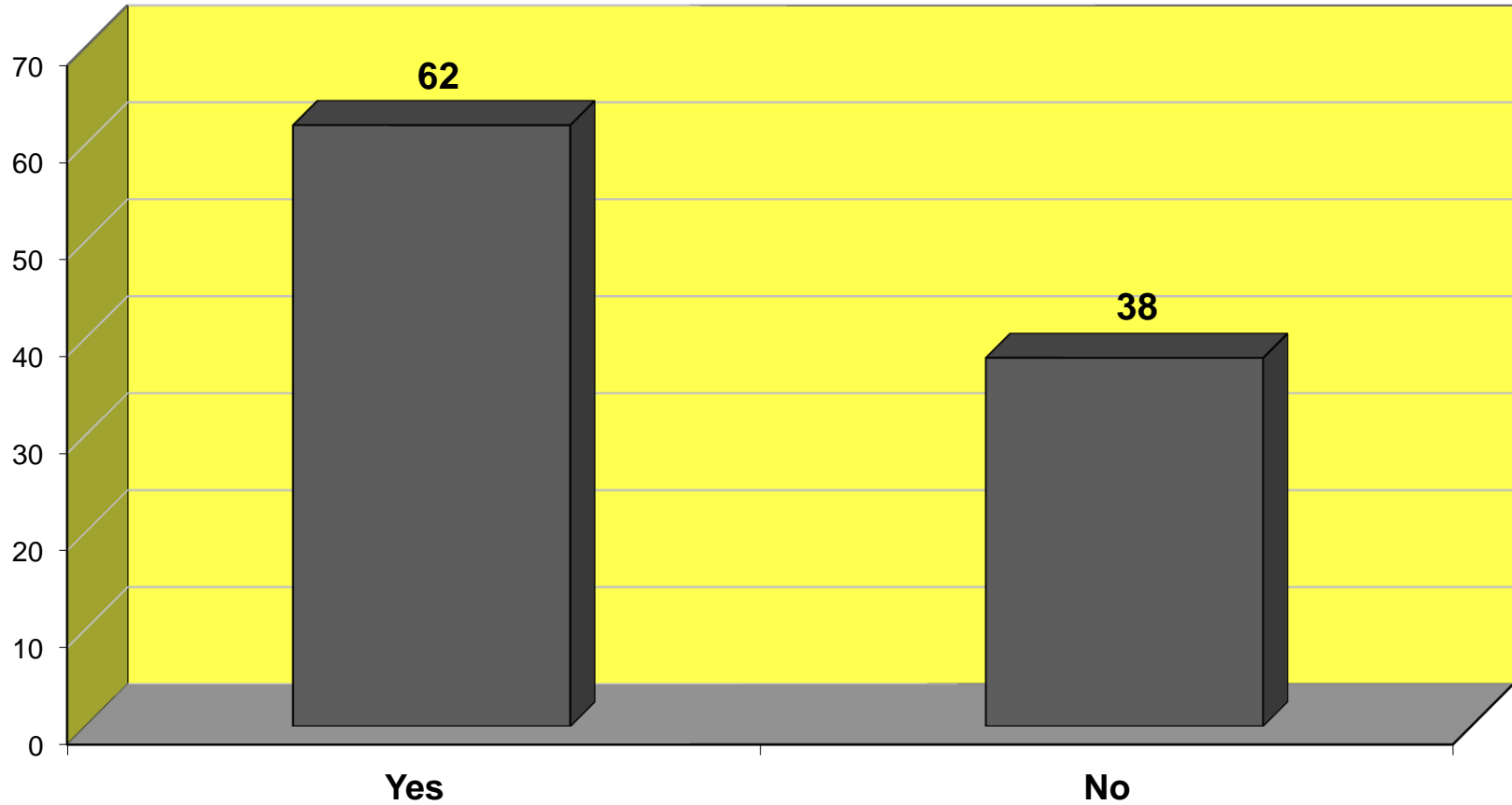
Telephone Survey Results

B. In which county do you live? (N=500)



1a. Have you attended a college or university in the state of Kansas?

(N=500)





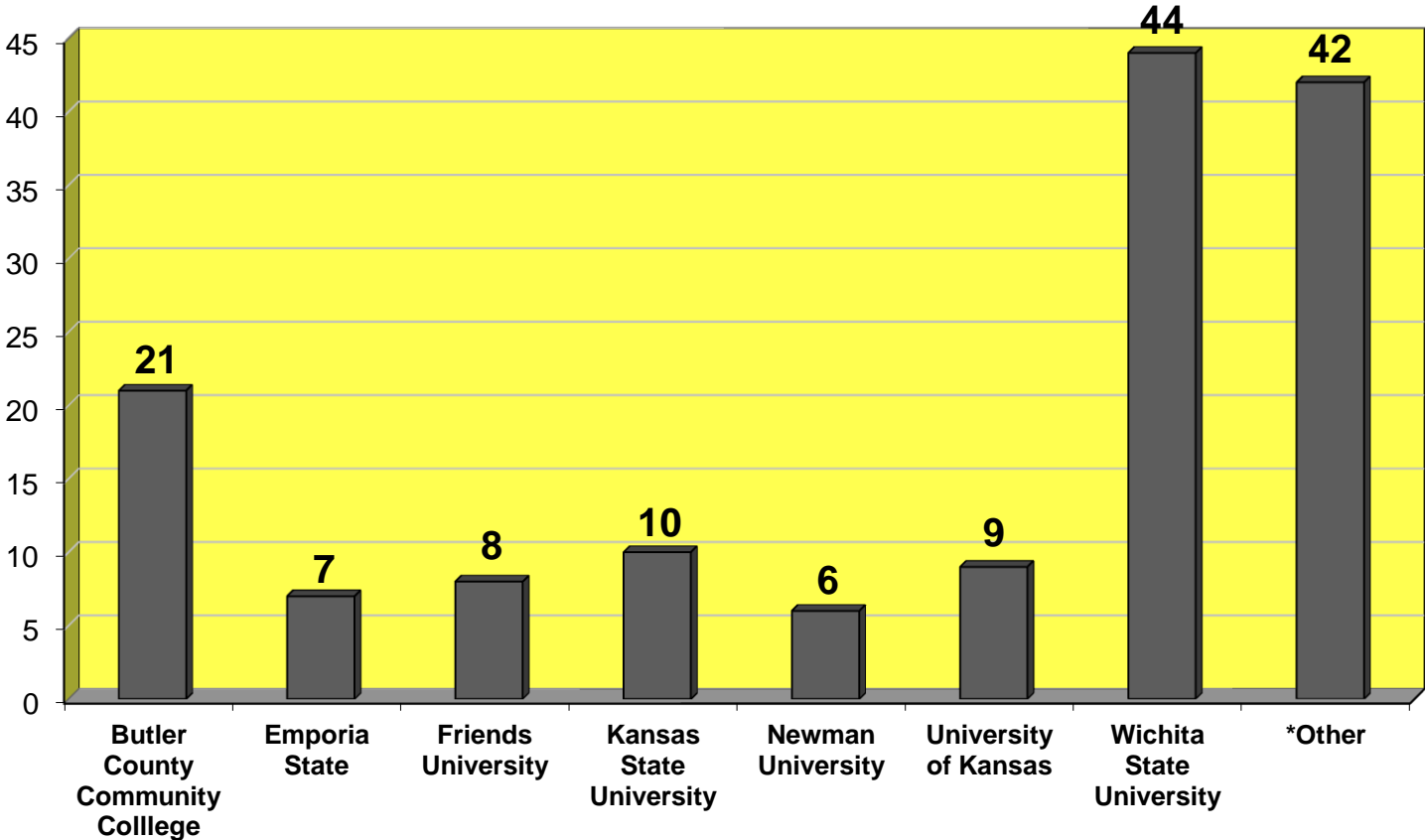
**1a. Have you attended a college or university in the
state of Kansas?**

(N=500)

Of the 500 respondents surveyed, 62% have attended a Kansas college or university. The same percentage had also attended a college or university in the state of Kansas when this question was asked in 2007.

1b. If yes, Which one(s)?

(N=309)





1b. If yes, Which one(s)?
Other Responses

Most common responses include:

- Hutchinson Community College
(27 responses)
- Fort Hays State University
(23 responses)
- Cowley College (11 responses)

1b. If yes, Which one(s)? (cont.)

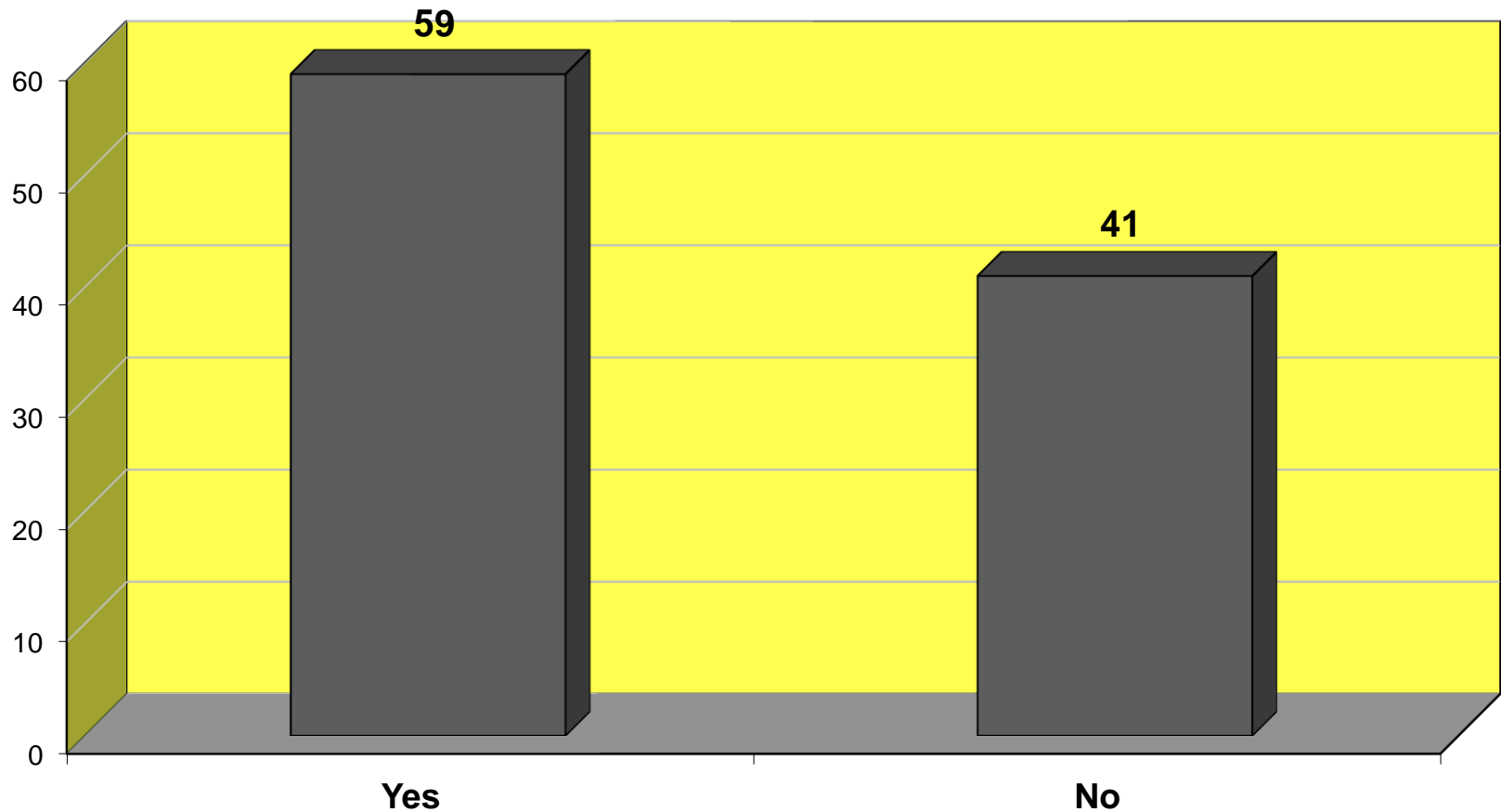
Comparison with 2007

College/University	2007 % Responses (N=186)	2009 % Responses (N=309)
Butler County Community College	8	21
Emporia State	12	7
Friends University	6	8
Kansas State University	13	10
Newman University		6
University of Kansas	5	9
Wichita State University	44	44
*Other		42

*For a complete listing of “Other” responses, please see the results section.

1c. Did you graduate with a degree from a college or university in the state of Kansas?

(N=309)



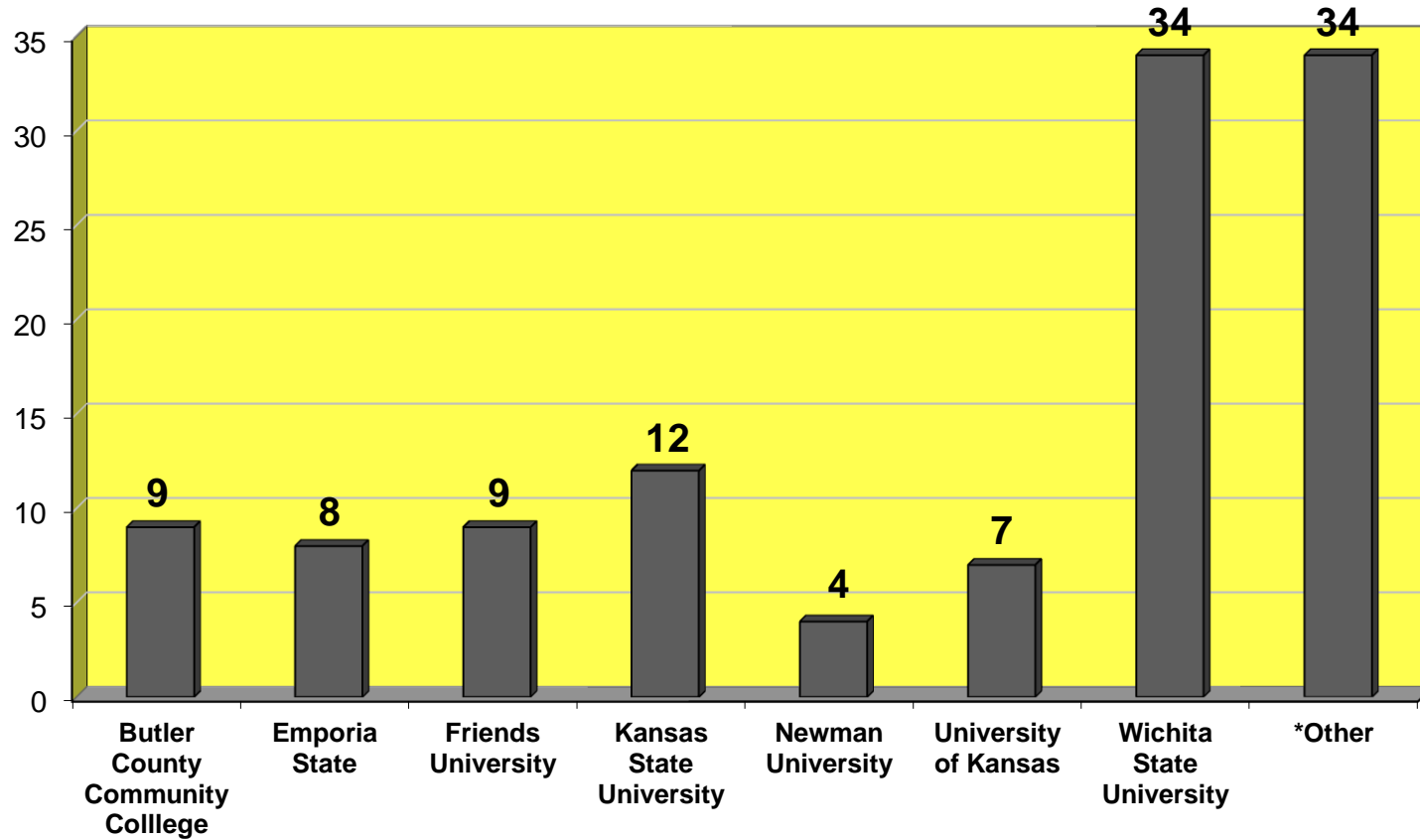


1c. Did you graduate with a degree from a college or university in the state of Kansas? (cont.)

(N=309)

Of the 309 respondents that attended a Kansas college or university, 59% graduated with a degree. This is a significant increase over the 43% (N=186) of respondents that had graduated in 2007.

1d. Which college(s) or university(s)? (N=181)





1d. Which college(s) or university(s)?
Other Responses

Most common responses include:

- Fort Hays State University
(10 responses)
- Hutchinson Community College
(8 responses)
- Pittsburg State University (7 responses)

1d. Which college(s) or university(s)? (cont.)

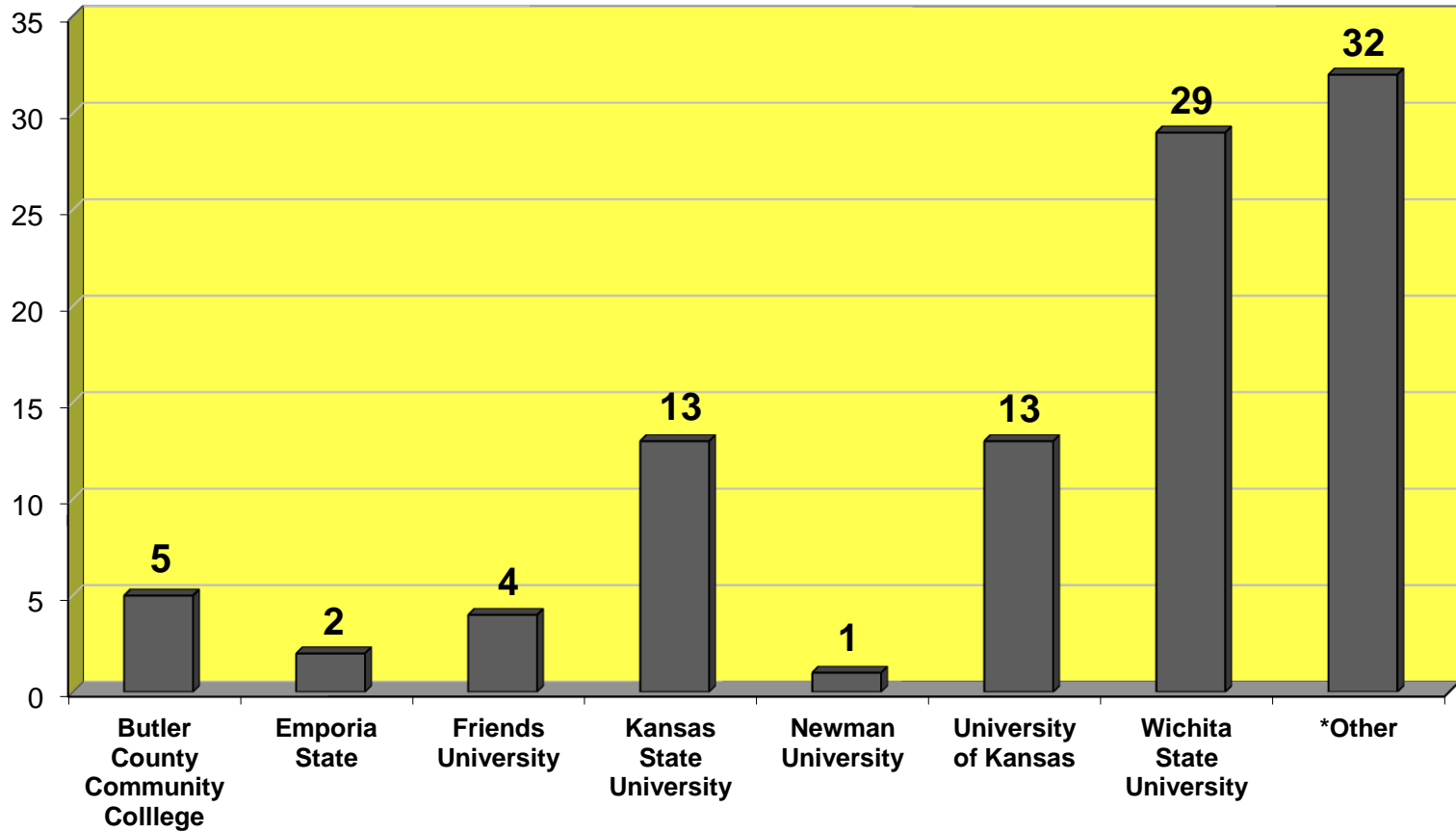
Comparison with 2007

College/University	2007 % Responses (N=80)	2009 % Responses (N=181)
Butler County Community College		9
Emporia State	5	8
Friends University		9
Kansas State University	6	12
Newman University		4
University of Kansas	3	7
Wichita State University	45	34
*Other		34

*For a complete listing of “Other” responses, please see the results section.

2. In general, what ONE college would you recommend for someone to attend to obtain a degree?

(N=500)




2. In general, what ONE college would you recommend for someone to attend to obtain a degree?
(cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Butler County Community College	4	5
Emporia State	2	2
Friends University	7	4
Kansas State University	23	13
Newman University	2	1
University of Kansas	9	13
Wichita State University	30	29
*Other	4	32

*For a complete listing of “Other” responses, please see the results section.



2a. Why would you recommend this school? (N=500)

- The most frequently mentioned reason for recommending a school is because a friend or family member went or goes there (103 responses).

Other responses are too diverse to report. Please see appendix for complete listing of responses.



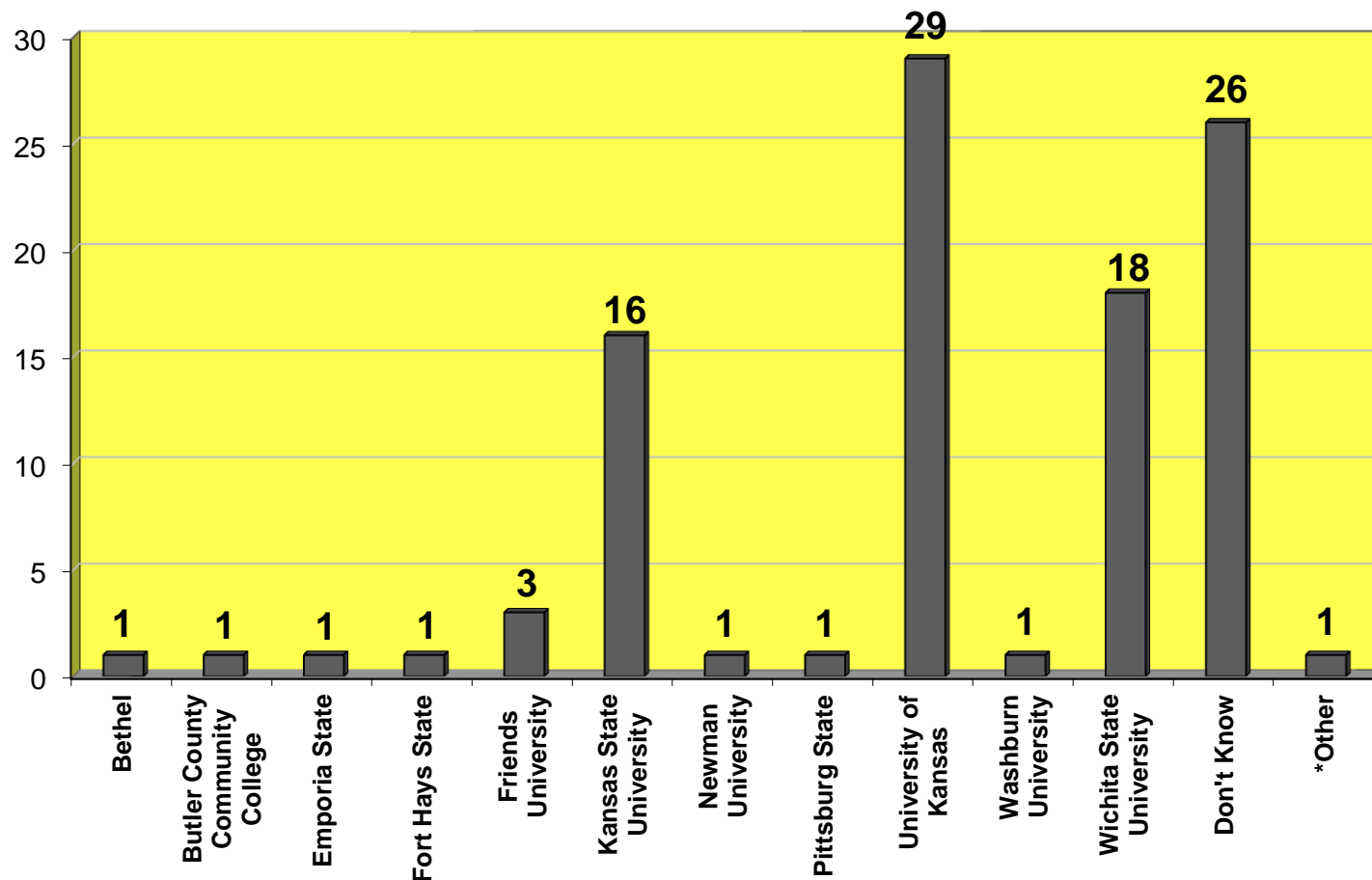
3. Considering only the colleges and universities in Kansas, which ONE comes to mind when thinking of?

While specific schools definitely come to the respondents' minds for specific programs, the “Don't Know” responses make up approximately one quarter of the responses in each category for question 3.

3a. Considering only the colleges and universities in Kansas, which **ONE** comes to mind when thinking of?

(N=500)

“Best overall academic programs”



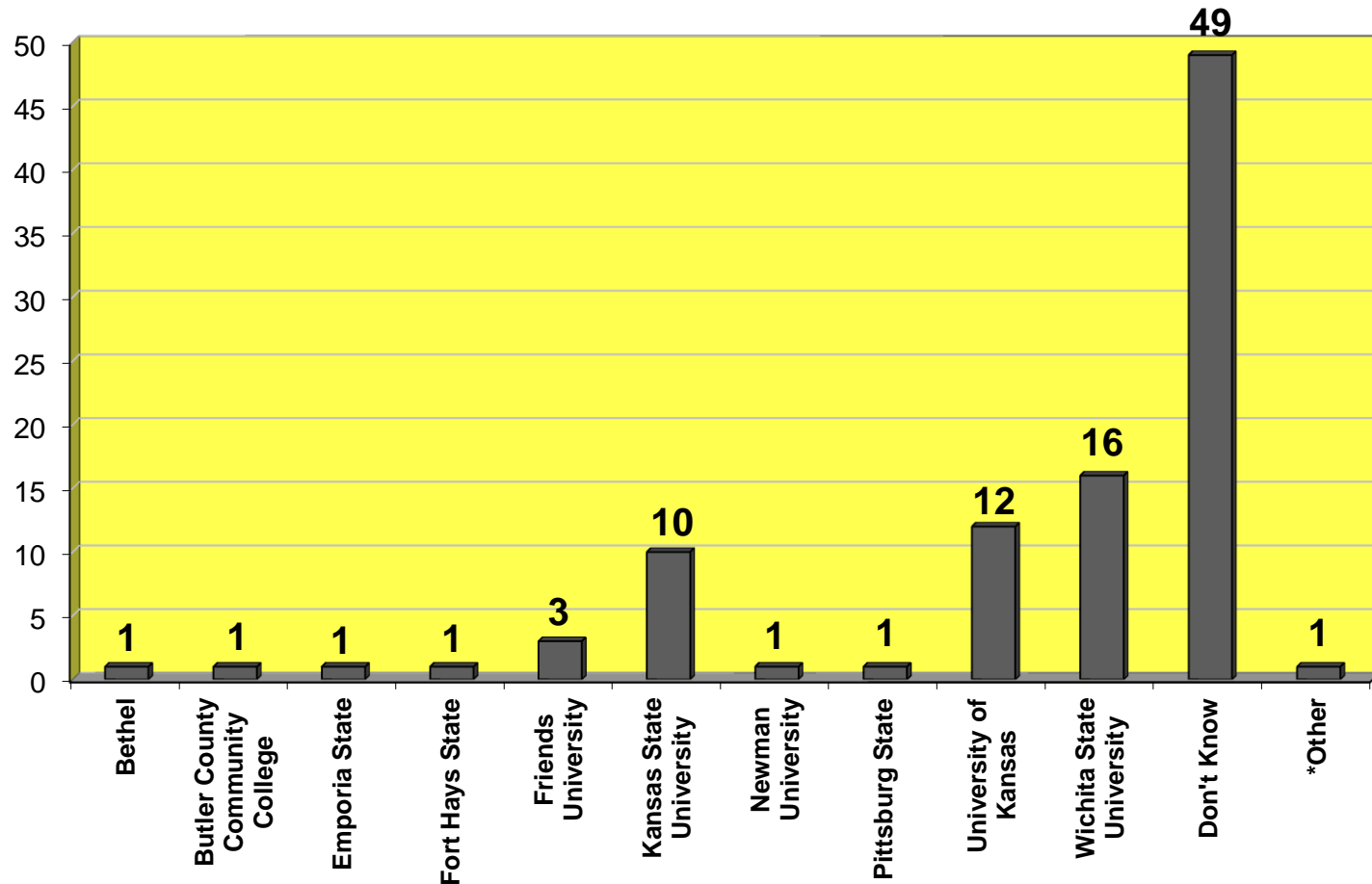
3a. “Best overall academic programs” (cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Friends University	4	3
Kansas State University	21	16
University of Kansas	15	29
Wichita State University	16	18
Don't Know	31	26
*Other	3	8

*For a complete listing of “Other” responses, please see the results section.

3b. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?
(N=500)
“Best overall faculty”



3b. “Best overall faculty” (cont.)

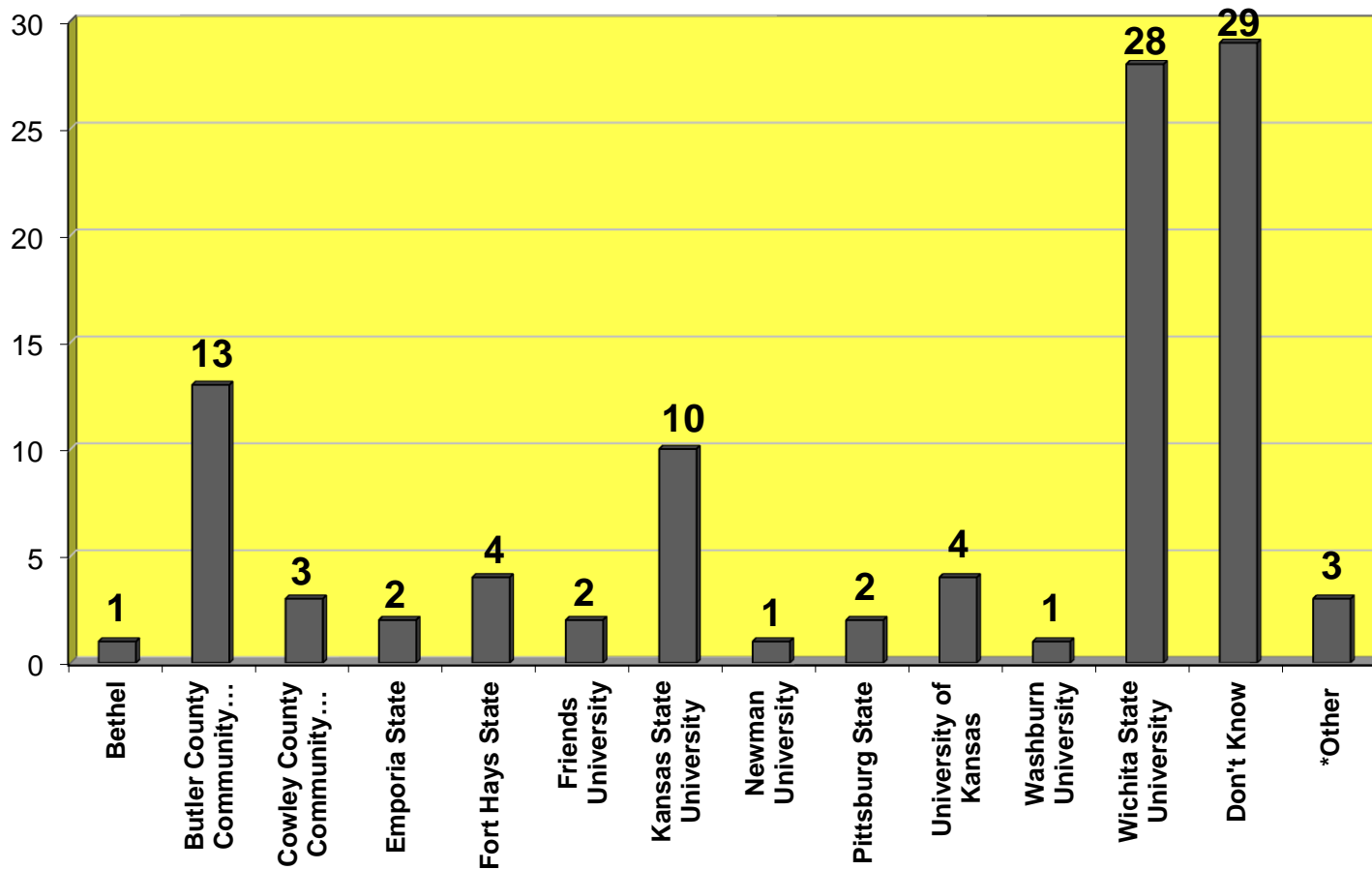
As might be expected, respondents were unsure how to rate faculty quality across the schools in Kansas. As the table reflects, the “don’t know” category represents the largest category of response. Respondents named Wichita State most frequently of the colleges and universities in Kansas.

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Friends University	2	3
Kansas State University	16	10
University of Kansas	8	12
Wichita State University	14	16
Don’t Know	45	49
*Other	3	7

*For a complete listing of “Other” responses, please see the results section.

3c. Considering only the colleges and universities in Kansas, which **ONE** comes to mind when thinking of
(N=500)
“Best value for the money”



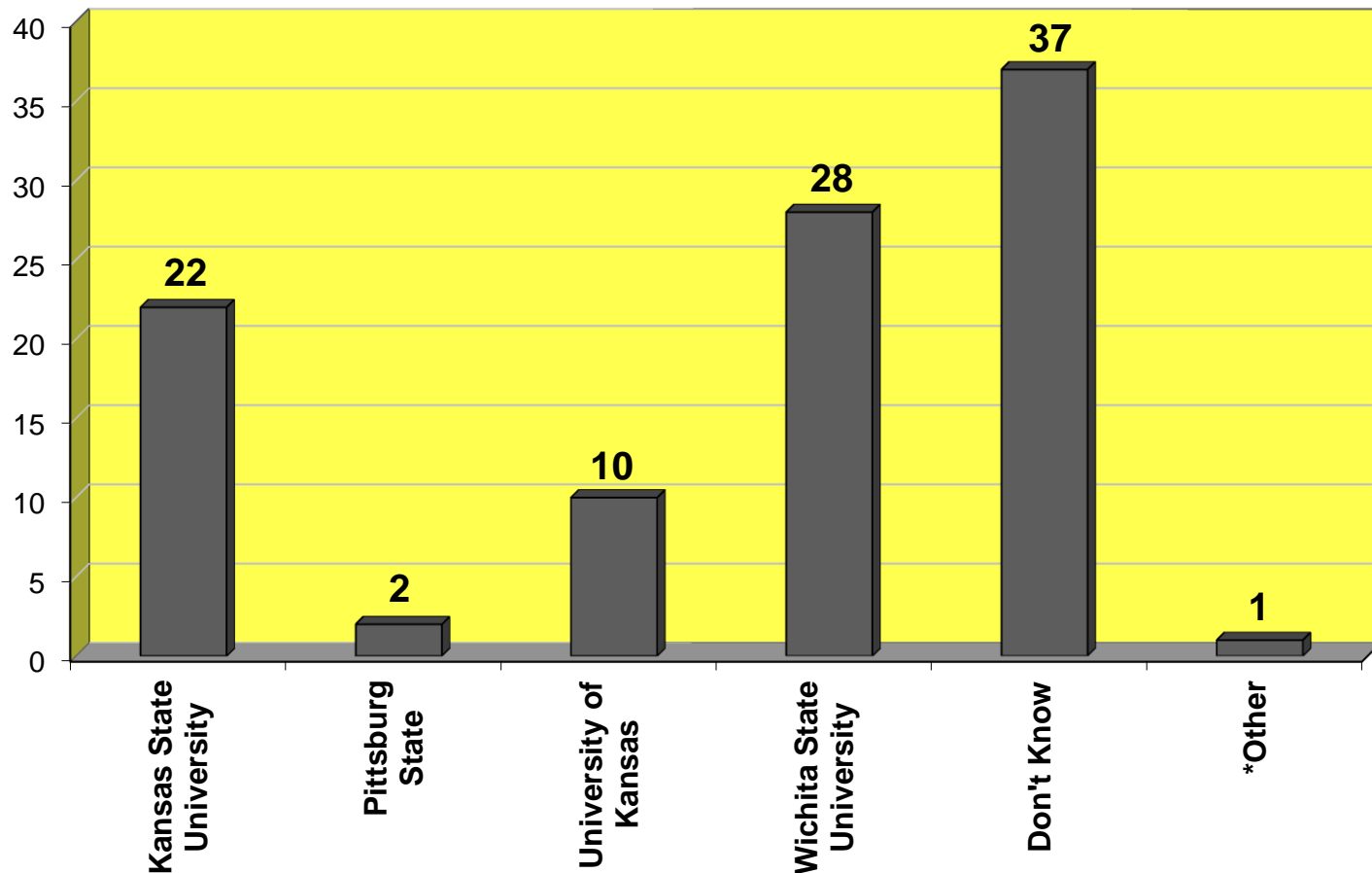
3c. “Best value for the money” (cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Butler County Community College	7	13
Cowley County Community College	2	3
Emporia State	2	2
Fort Hays State	3	4
Friends University	3	2
Kansas State University	9	10
Pittsburg State	2	2
University of Kansas	4	4
Wichita State University	34	28
Don't Know	24	29
*Other	5	6

*For a complete listing of “Other” responses, please see the results section.

3d. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?
(N=500)
“Best engineering school”



3d. “Best engineering school” (cont.)

Comparison with 2007

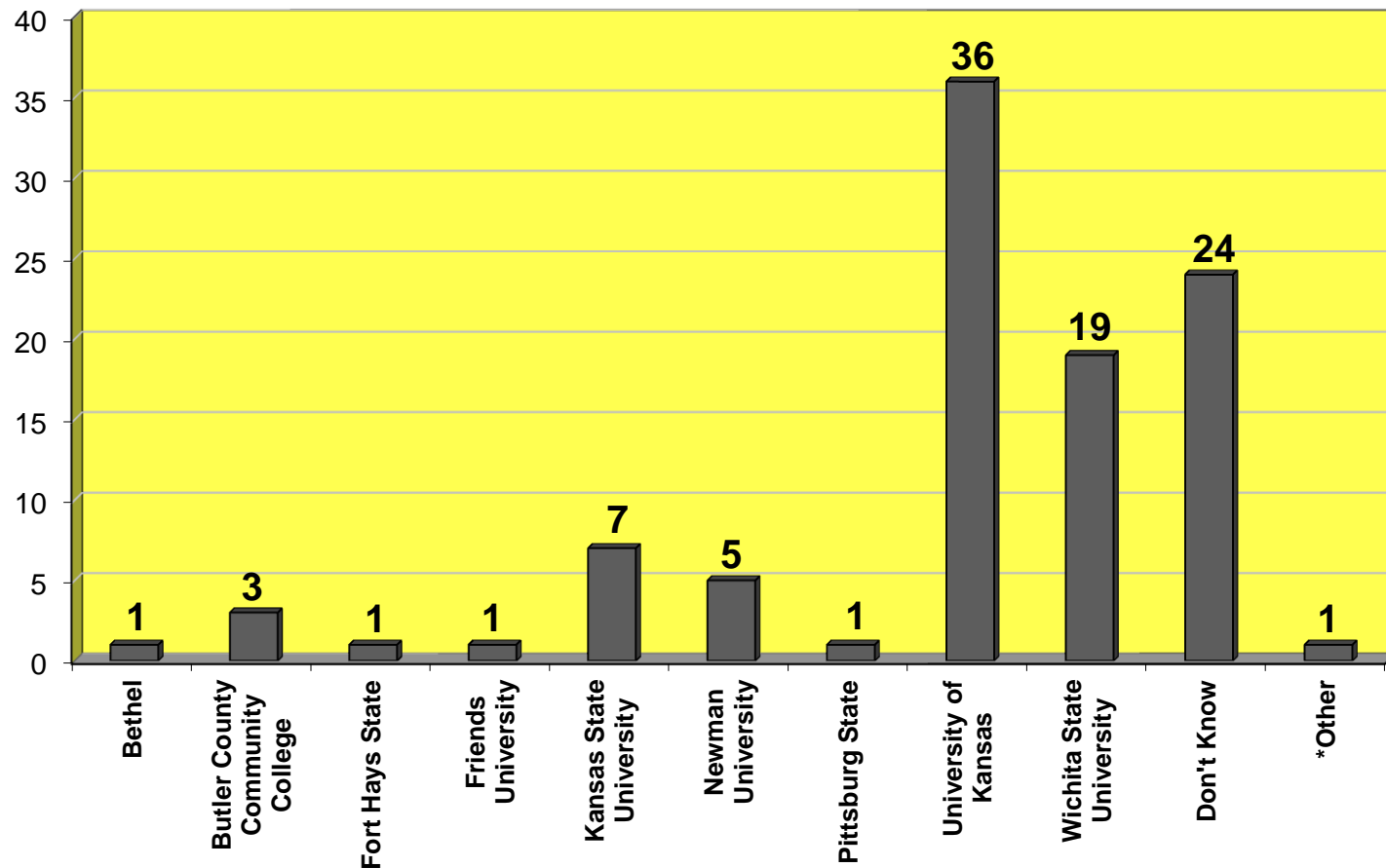
College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Kansas State University	26	22
Pittsburg State	1	2
University of Kansas	6	10
Wichita State University	27	28
Don't Know	38	37
*Other	1	1

*For a complete listing of “Other” responses, please see the results section.

3e. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?

(N=500)

“Best school for health professionals other than physicians”



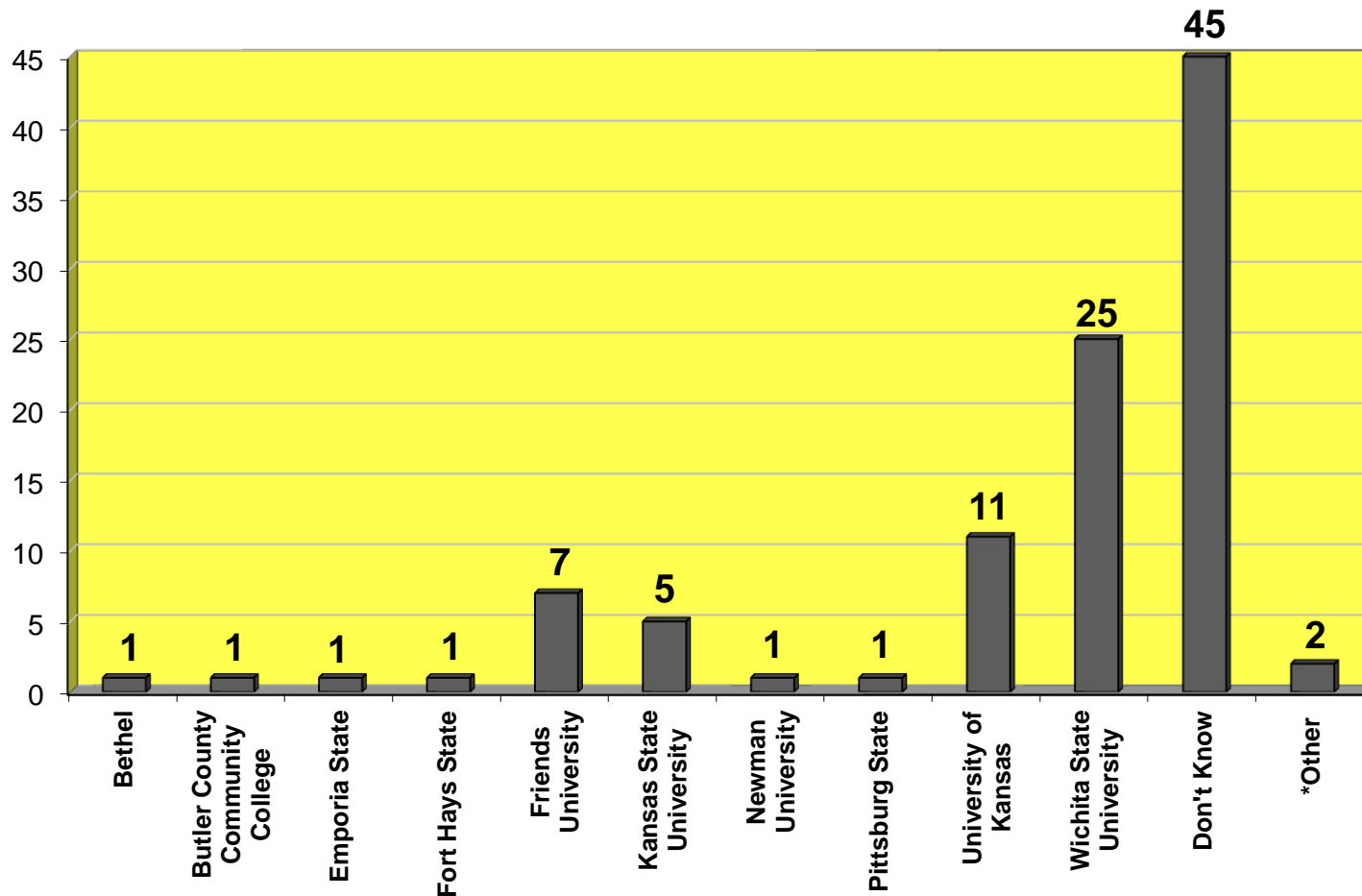
3e. “Best school for **health professionals** other than physicians” (cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Butler County Community College	3	3
Kansas State University	11	7
Newman University	5	5
University of Kansas	26	36
Wichita State University	16	19
Don't Know	30	24
*Other	2	5

*For a complete listing of “Other” responses, please see the results section.

3f. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?
(N=500)
“Best fine arts school”



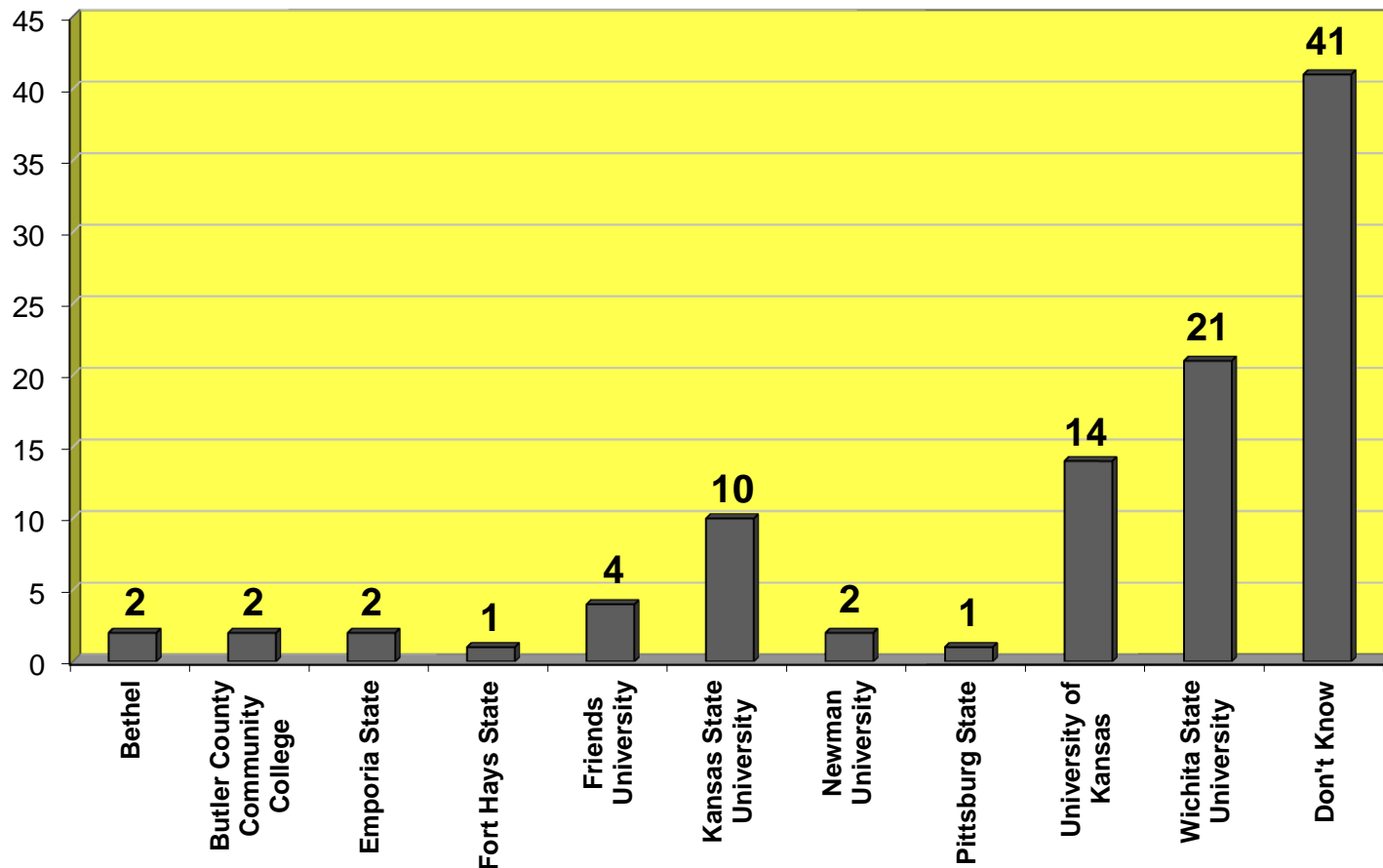
3f. “Best fine arts school” (cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Friends University	6	7
Kansas State University	7	5
University of Kansas	9	11
Wichita State University	27	25
Don't Know	40	45
*Other	1	8

*For a complete listing of “Other” responses, please see the results section.

3g. Considering only the colleges and universities in Kansas, which ONE comes to mind when thinking of
(N=500)
“Best liberal arts & sciences school”



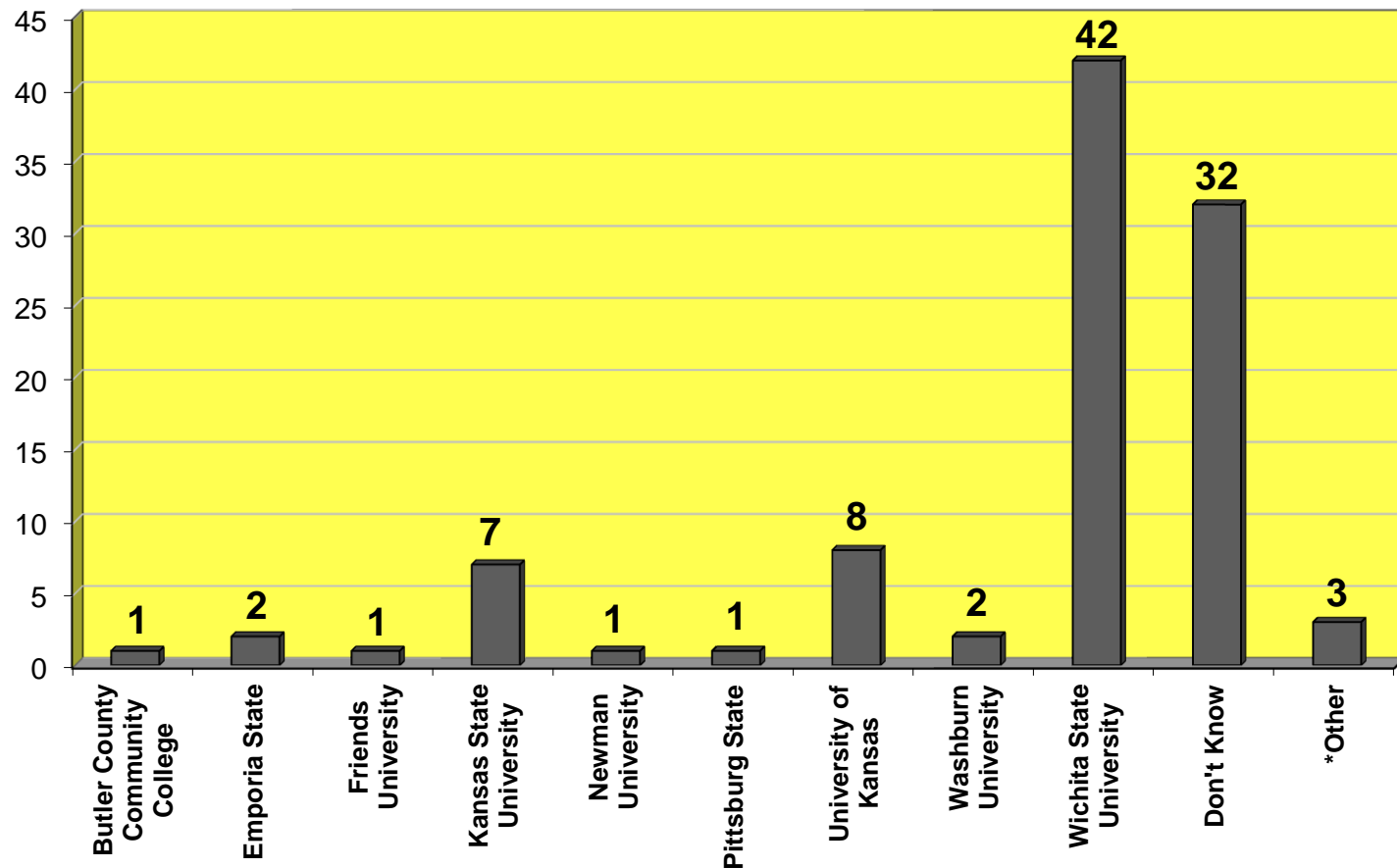
3g. “Best liberal arts & sciences school” (cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Bethel College	2	2
Butler County Community College	1	2
Emporia State	3	2
Friends University	2	4
Kansas State University	17	10
Newman University	2	2
University of Kansas	11	14
Wichita State University	23	21
Don't Know	38	41

*For a complete listing of “Other” responses, please see the results section.

3h. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?
(N=500)
“Best business school”



3h. “Best business school” (cont.)

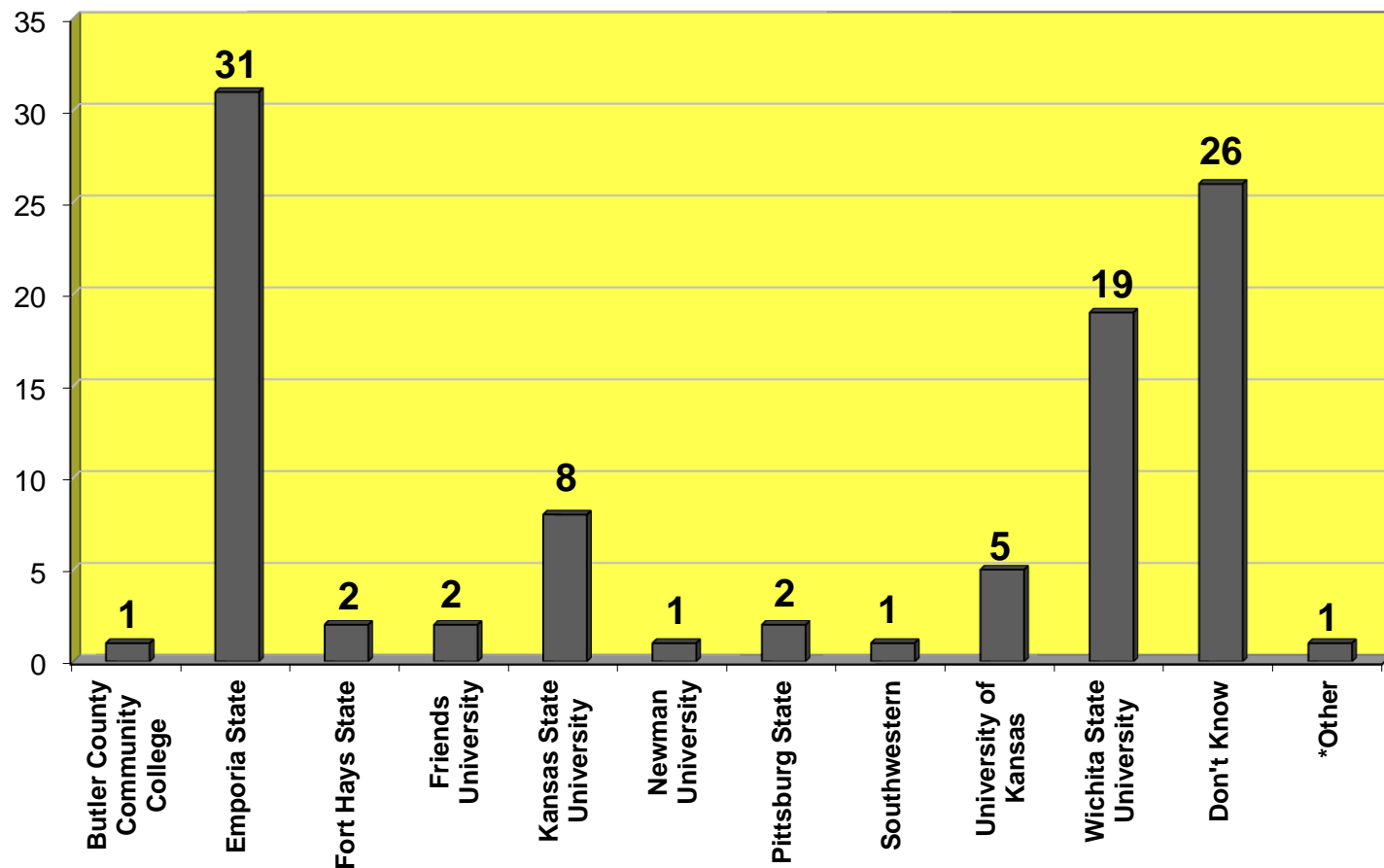
Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Emporia State	1	2
Kansas State University	10	7
University of Kansas	6	8
Washburn	-	2
Wichita State University	43	42
Don't Know	33	32
*Other	2	7

*For a complete listing of “Other” responses, please see the results section.

3i. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?
(N=500)

“Best education and teacher training school”



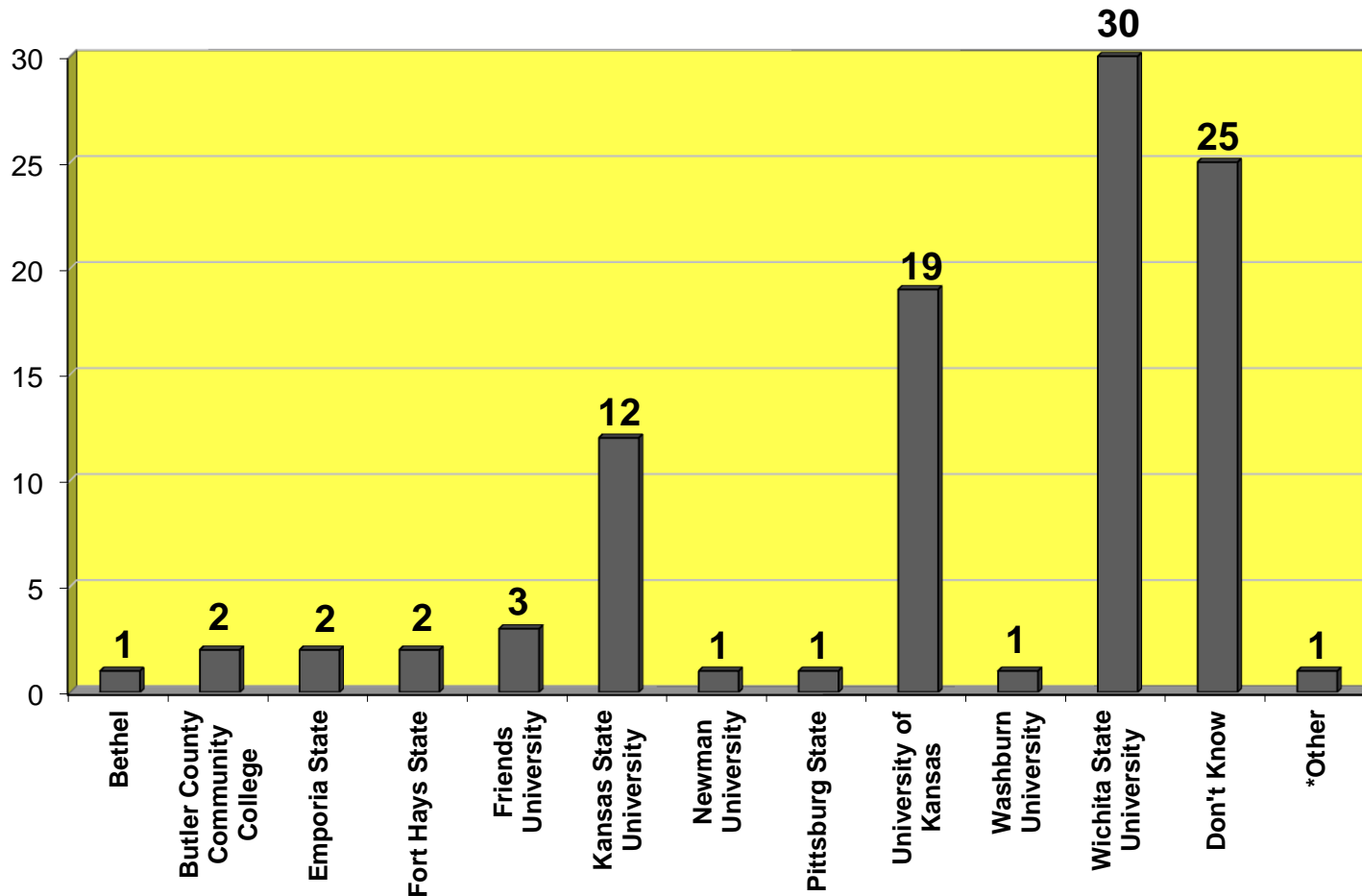
3i. “Best education and teacher training school”(cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Emporia State	32	31
Fort Hays State	2	2
Friends University	4	2
Kansas State University	10	8
Pittsburg State	2	2
University of Kansas	4	5
Wichita State University	15	19
Don't Know	24	26
*Other	1	4

*For a complete listing of “Other” responses, please see the results section.

3j. Considering only the colleges and universities in **Kansas**, which **ONE** comes to mind when thinking of?
(N=500)
“Best general college degree”



3j. “Best general college degree” (cont.)

Comparison with 2007

College/University	2007 % Responses (N=300)	2009 % Responses (N=500)
Butler County Community College	4	2
Emporia State	2	2
Fort Hays State	2	2
Friends University	2	3
Kansas State University	21	12
University of Kansas	8	19
Wichita State University	29	30
Don't Know	23	25
*Other	3	5

*For a complete listing of “Other” responses, please see the results section.



4. Aside from the **Grizzly Bear mascot** and **sports**, what are the first **2 words** or phrases that come to mind when you think of **Butler Community College**?
(N=500)

The most frequent descriptor used by respondents for Butler Community College was in regards to its location.

- 64 respondents made location based observations such as:
 - Its main campus is in El Dorado.
 - It has outreach campuses “everywhere.”

4. Aside from the **Grizzly Bear mascot and sports**, what are the first **2 words** or phrases that come to mind when you think of **Butler Community College?** (cont.)
(N=500)

Other categories of comments regarding Butler County Community College include:


- ❑ The cost of attending Butler County. This included descriptors such as “cheap,” “inexpensive,” “affordable” and “good value.” (34 responses)
- ❑ The specific programs offered by Butler County. Those named most frequently were the nursing and music programs. (34 responses)
- ❑ Comments referring to Butler’s status as a community/junior college, a 2 year school, or a place to obtain an Associates degree. (28 responses)
- ❑ Comments regarding the size of the School, as well as the small class sizes. (18 responses)



4. Aside from the **Grizzly Bear** mascot and sports, what are the first **2 words** or phrases that come to mind when you think of **Butler Community College**? (cont.)
(N=500)


In summary, the responses indicate:

- ❑ Respondents view Butler as a good transitional school.
- ❑ Butler is known for offering a good 2 year program for students to achieve their associate's degree and to be prepared to either enter the workforce or a 4 year college.



5. Aside from the **Jayhawk mascot** and **sports**, what are the first **2 words** or phrases that come to mind when you think of **The University of Kansas**?
(N=500)


Given the geographical scope of the survey, it is not surprising that the most frequent response to this question relates to KU's medical school, with 188 respondents mentioning the medical school.



5. Aside from the **Jayhawk mascot** and **sports**, what are the first **2 words** or phrases that come to mind when you think of **The University of Kansas?** (cont.)
(N=500)

Other categories of comments regarding The University of Kansas include:

- ❑ Some form of the phrase “Rock Chalk Jayhawk”
(24 responses)
- ❑ Comments regarding the quality of the academic program (22 responses)
- ❑ The quality of specific programs. Most frequently mentioned are Pharmacy, Journalism and other health professions.
- ❑ Comments regarding the cost of attending school there, or the economic status of the student body
(29 responses)




6. Aside from the **WuShock mascot** and **sports**, what are the first **2 words** or phrases that come to mind when you think of **Wichita State University**?
(N=500)

The location of WSU was mentioned (60 responses) - examples of responses are:

- ❑ WSU is convenient (7 responses)
- ❑ WSU is a commuter school (6 responses)
- ❑ Located in Wichita
- ❑ Local school
- ❑ Close to where I live
- ❑ Can live at home while attending school

A few negative comments regarding location include:

- ❑ In a bad neighborhood
- ❑ On a dirty side of town



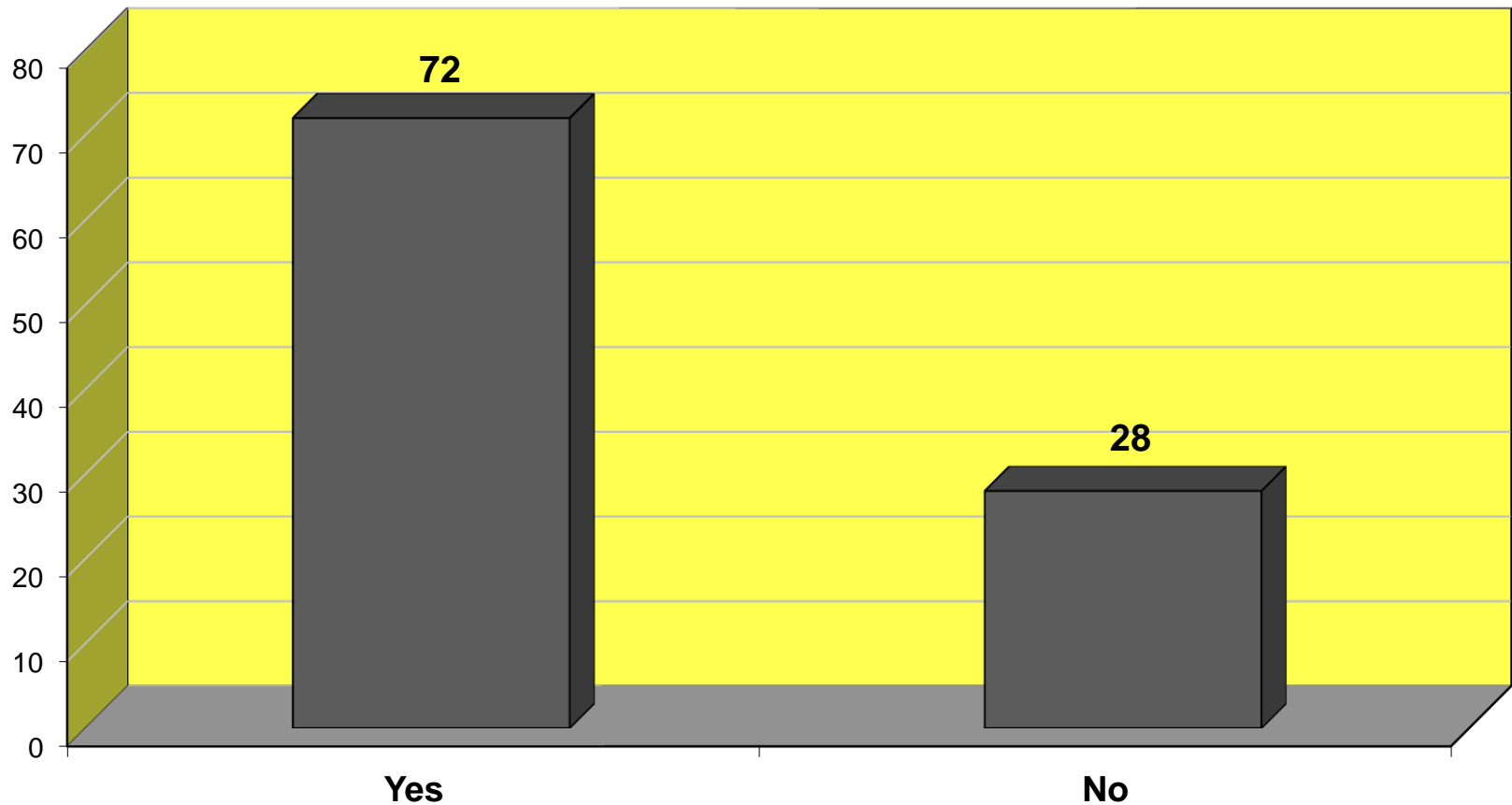
6. Aside from the **WuShock mascot** and **sports**, what are the first **2 words** or phrases that come to mind when you think of **Wichita State University?** (cont.)
(N=500)

Other categories of comments regarding Wichita State include:

- ❑ The Business School (51 responses)
- ❑ Other programs that WSU offers, such as nursing, dental hygiene, music and dance (47 responses)
- ❑ The Engineering School (23 responses)
- ❑ Aeronautical Engineering (23 responses)

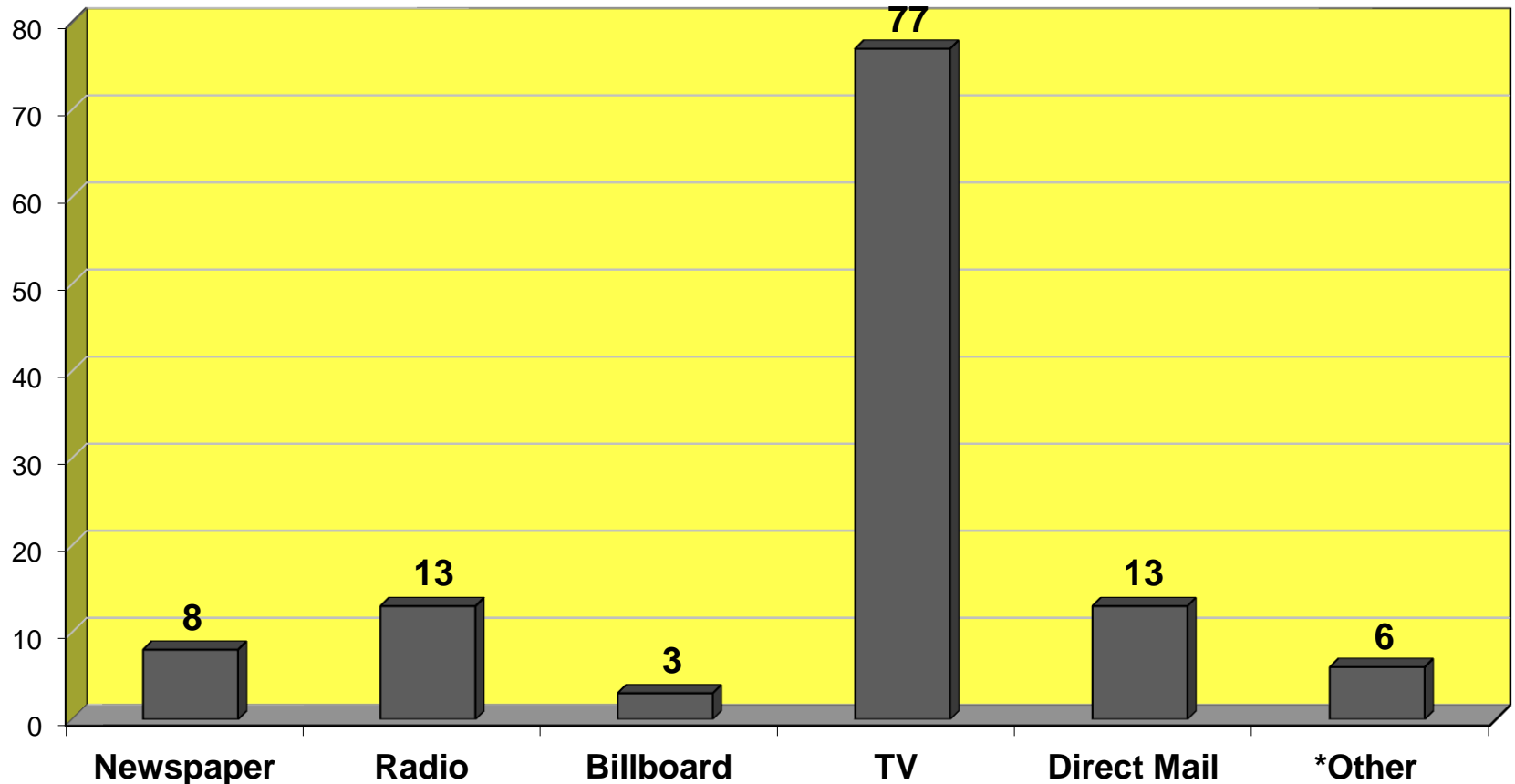
Responses highlighted WSU's urban setting and the quality programs that it offers area students. Although WSU is mentioned elsewhere in the results as being perceived as offering a "good value for the money," cost was not a frequently mentioned descriptor of the School.

7a. Over the last **six** months or so, do you remember seeing or hearing any advertising for **Butler Community College?**
(N=500)



7b. Where do you recall seeing or hearing the advertising? (Butler County Community College)

(N=358)





7c. What do you recall about the message of the advertisement?

(Butler County Community College)

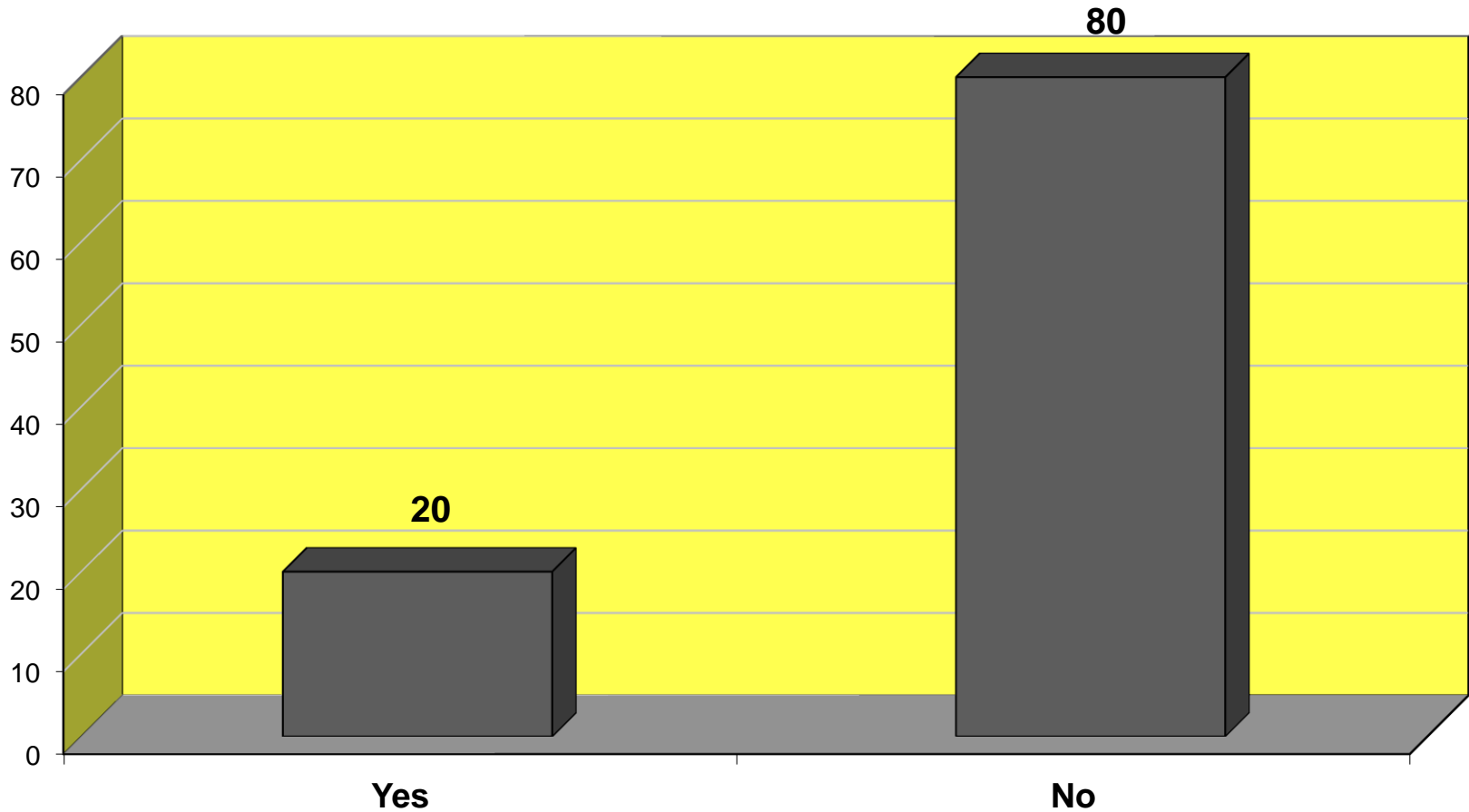
(N=358)

Most frequently mentioned themes include:

- ❑ Location and Accessibility (21 responses)
- ❑ Cost effectiveness of attending Butler and the value provided (20 responses)
- ❑ Smaller classes and personal attention (15 responses)

7d. Has the advertising message affected your impression of Butler Community College?

(N=358)



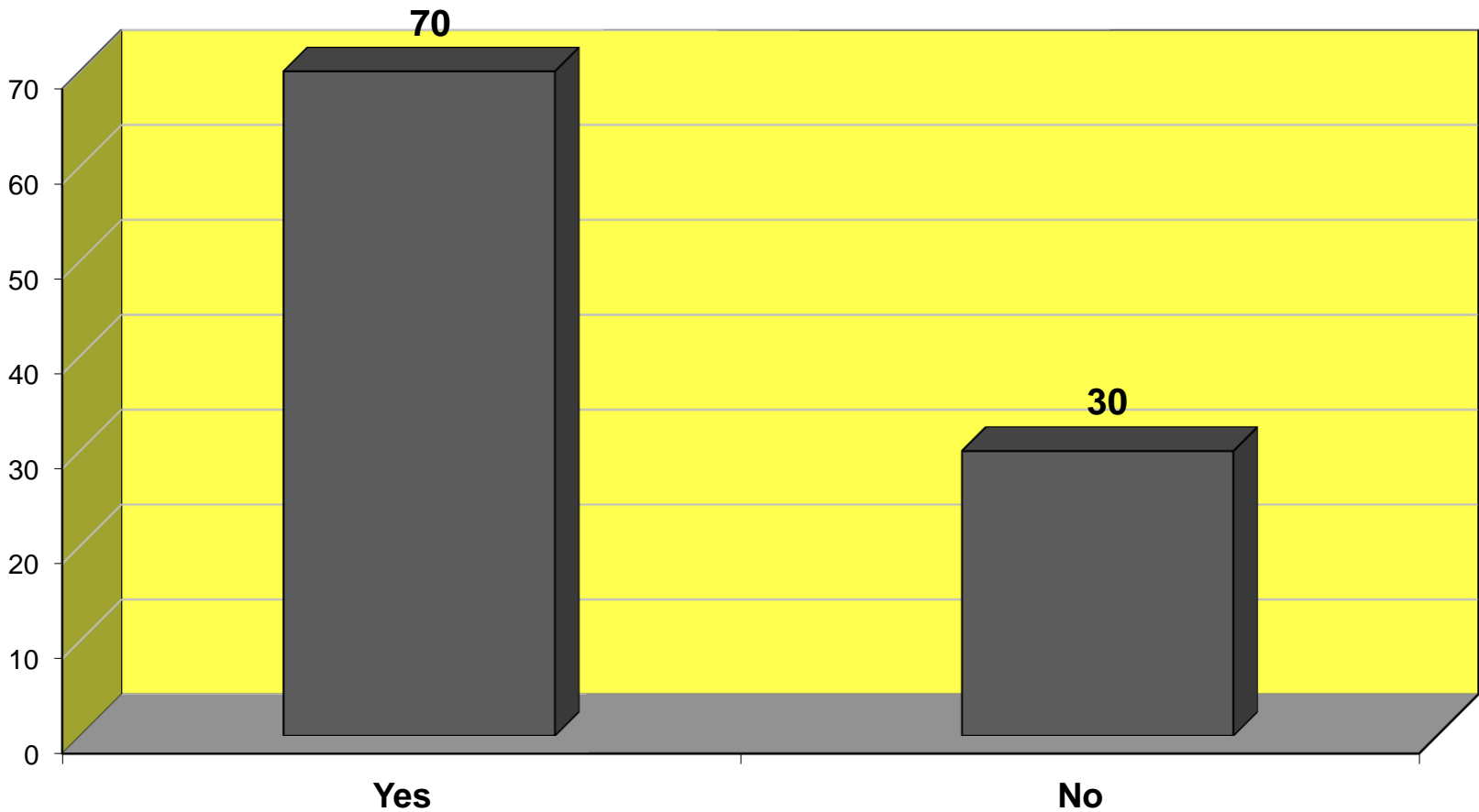


7d. If yes, how?
(Butler County Community College)

Of the respondents reporting that advertising has affected their impression of BCCC, the following can be summarized:

- ❑ Positive impression of the school
(50 responses)
- ❑ Would consider BCCC for myself or a family member, or had recommended BCCC based on an ad seen (11 responses)

8a. Over the last six months or so, do you remember seeing or hearing any advertising for **Wichita State University?**
(N=500)





8a. Over the last **six** months or so, do you remember seeing or hearing any advertising for **Wichita State University?** (cont.)

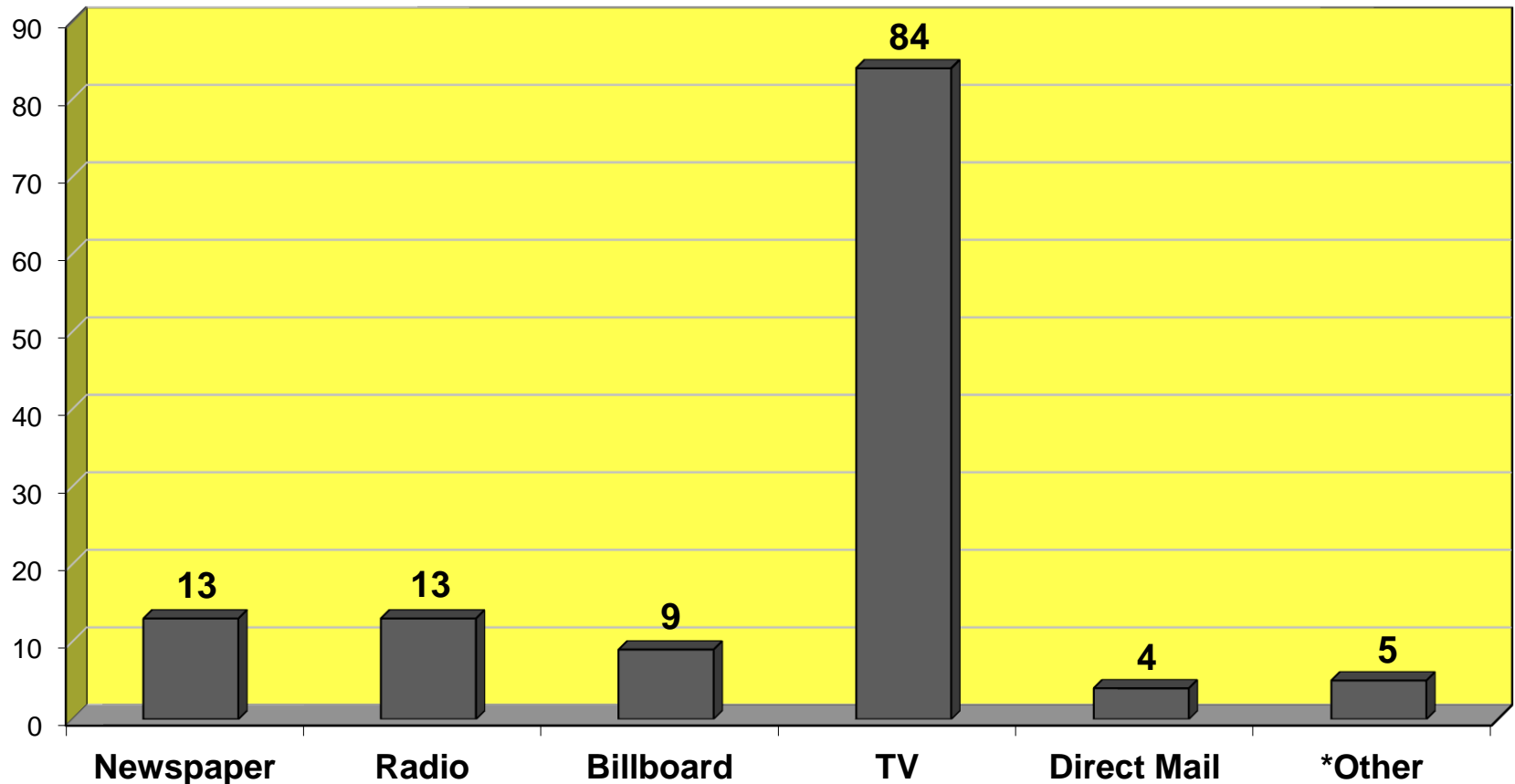
An interesting result of cross tabulation analysis on this question is that:

- ❑ Males were more likely to recall being exposed to an advertisement for WSU within the last six months than females. Of the 197 males surveyed, 75% recalled a WSU advertisement. This could be a result of the concentrated effort WSU puts on advertising during sporting events.

8b. Where do you recall seeing or hearing the advertising?

(N=348)

(Wichita State University)



8b. Where do you recall seeing or hearing the advertising?
(cont.)
(Wichita State University)

Comparison with 2007

Media	2007 % Responses (N=223)	2009 % Responses (N=348)
Newspaper	15	13
Radio	16	13
Billboard	13	9
TV	81	84
Direct Mail		4
*Other	9	5

*For a complete listing of “Other” responses, please see the results section.




8c. What do you recall about the message of the advertisement?

(Wichita State University)

(N=348)

- ❑ 43 respondents recalled the ads featuring Wu Shock in various career positions throughout the Wichita community.
- ❑ This result reflects positively for Wichita State University because a 12% recall is excellent.
- ❑ Showcasing the WSU student (represented by WuShock) in numerous career roles will tap into the 2 biggest factors in evaluating a school; opportunities for jobs and the success of its students.

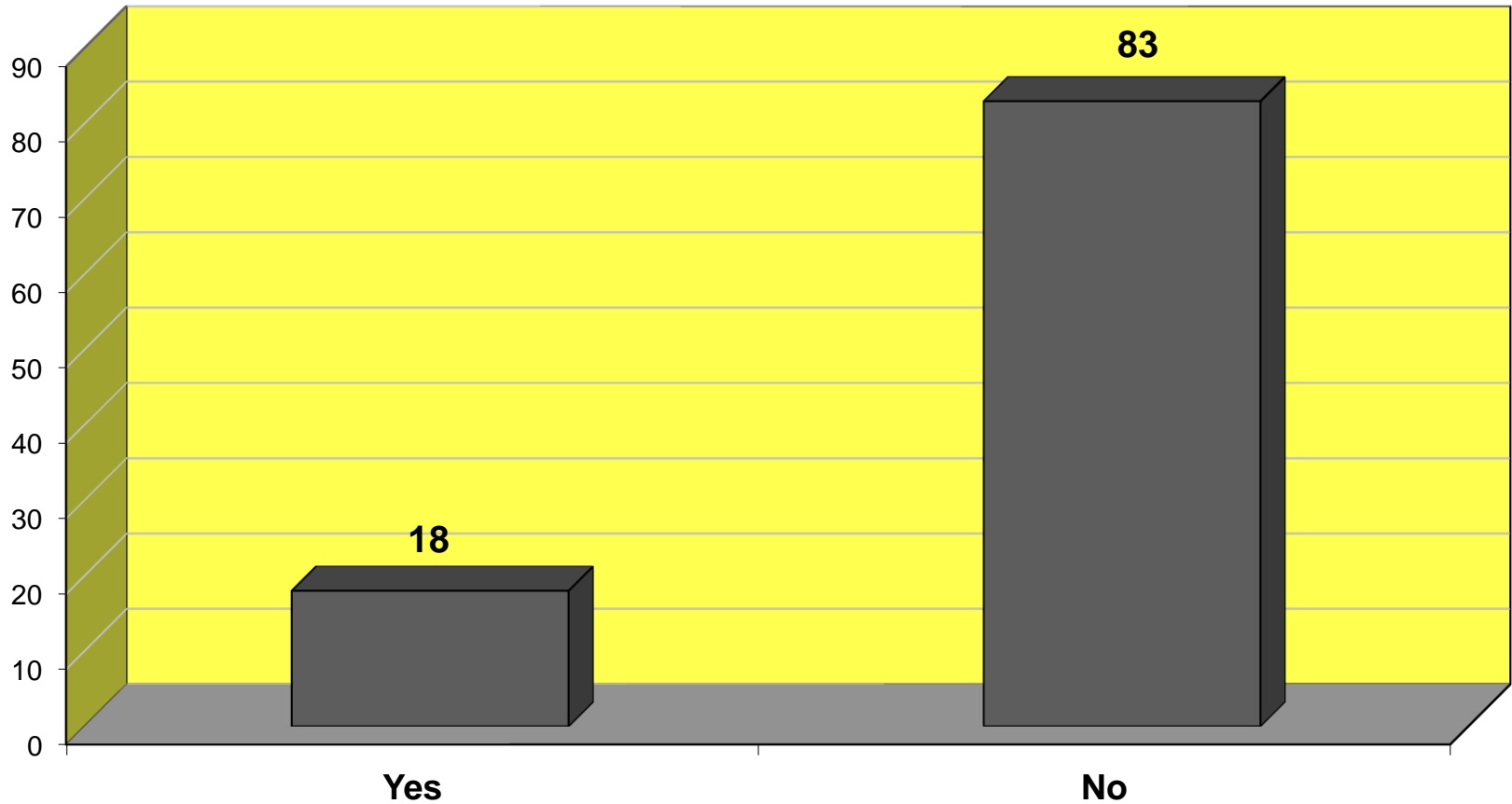



8c. What do you recall about the message of the advertisement? (cont.)
(Wichita State University)
(N=348)

- ❑ 34 respondents recalled advertising for the sports teams.
- ❑ The majority of messages recalled from WSU advertisements in the 2007 survey were sports (primarily basketball and baseball), programs (such as business and engineering), and the phrase “We are Wichita State.”

8d. Has the advertising message affected your impression of Wichita State University?

(N=348)



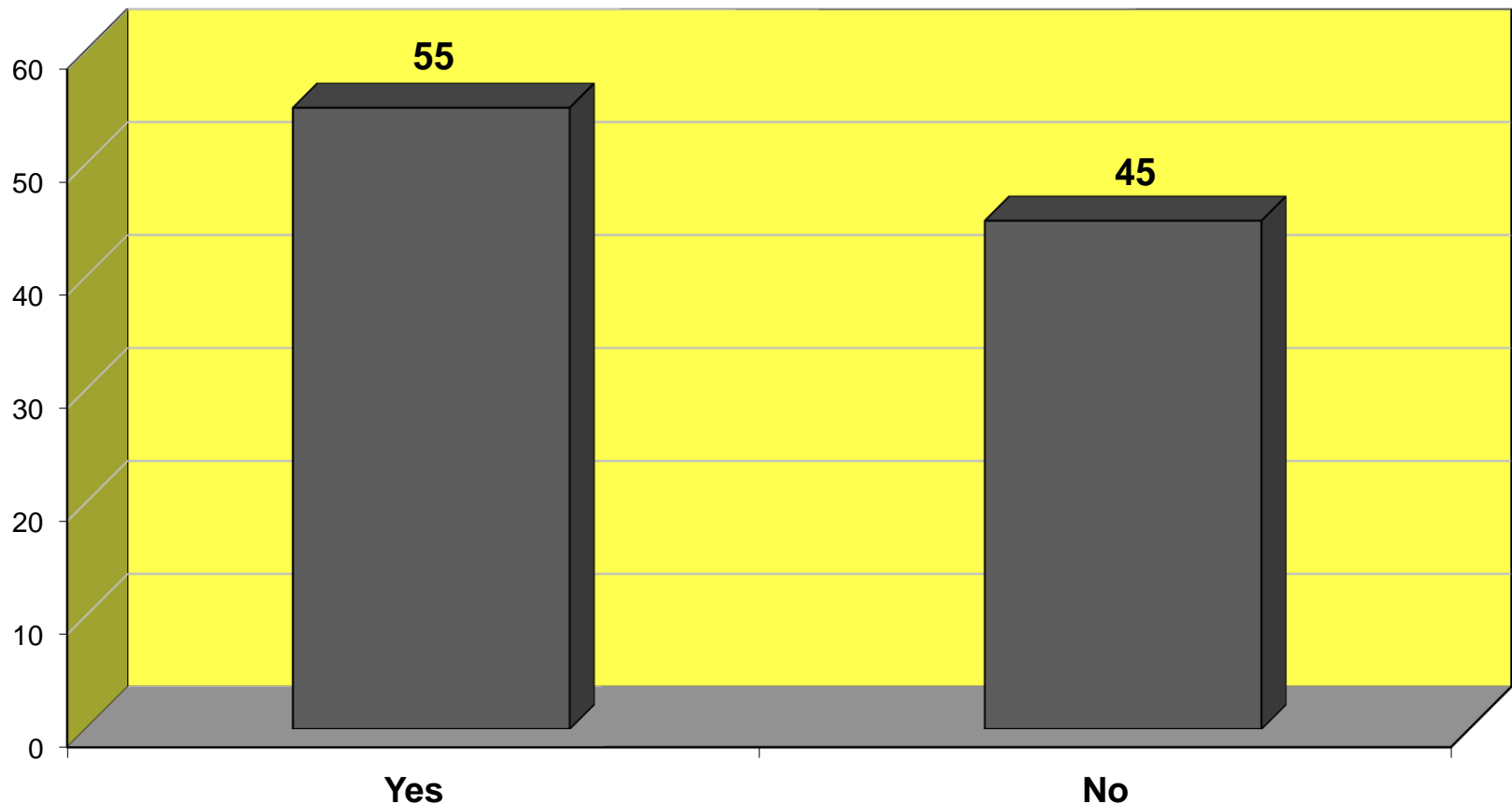


8d. If yes, how? (Wichita State University)

- ❑ The message of the recalled ads reflected positively on WSU for 41 respondents.
- ❑ 7 respondents stated the advertisement reinforced their already positive impression of WSU.
- ❑ In summary, 3/4 of those respondents who reported that WSU's advertising had affected their impression of the University, indicated that the affect was positive.

9a. Over the last six months or so, do you remember seeing or hearing any advertising for **ANY OTHER UNIVERSITY?**

(N=500)



9a. Over the last six months or so, do you remember seeing or hearing any advertising for **ANY OTHER UNIVERSITY?** (cont.)

(If responded YES): what university?

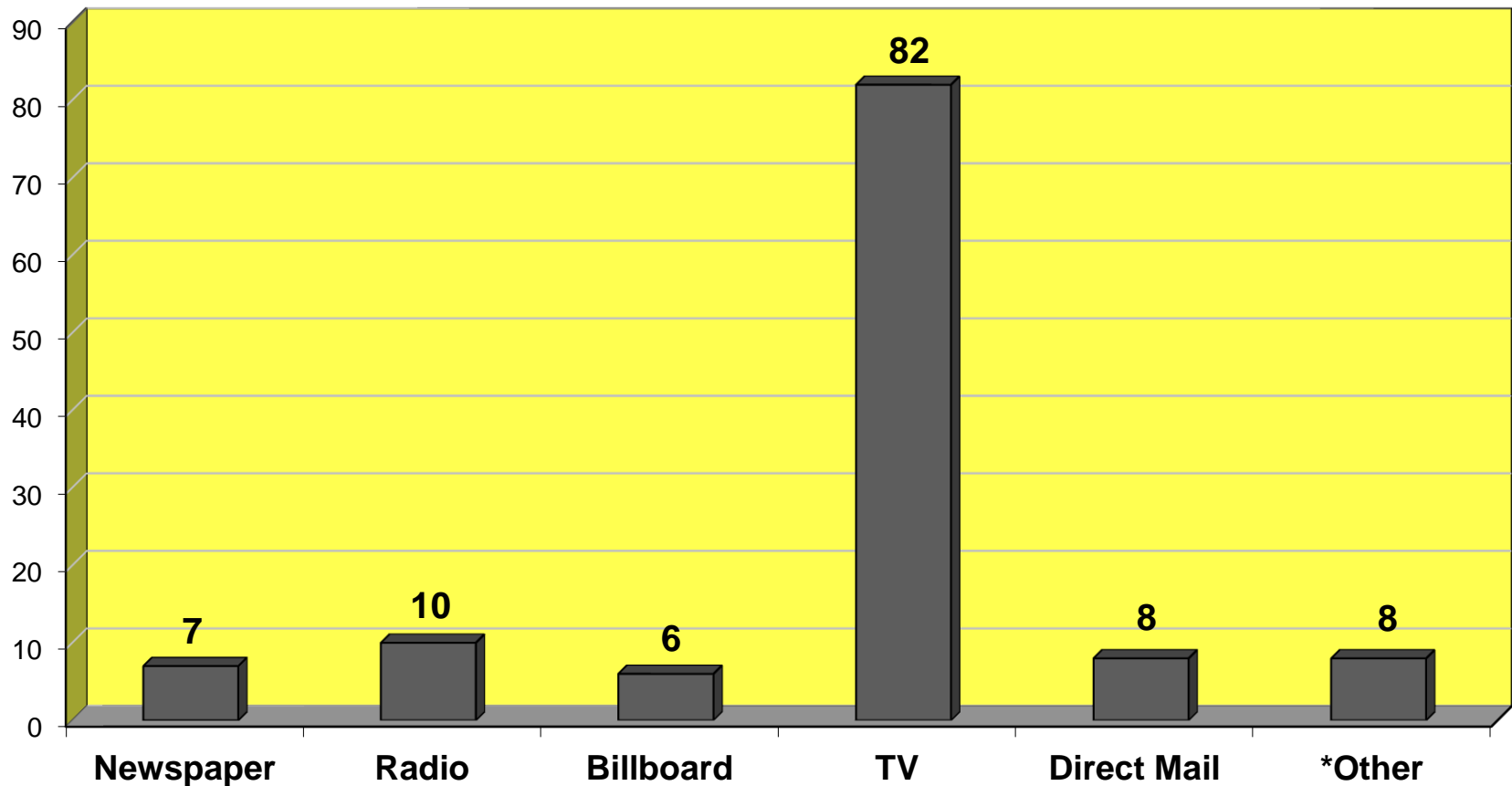
UNIVERSITY	2009 % Responses (N=273)
Fort Hays	8
Friends	10
Kansas State University	23
University of Kansas	23
National American University	12
Newman	10
University of Phoenix	8
*Other	52

*For a complete listing of “Other” responses, please see the results section.

9b. Where do you recall seeing or hearing the advertising?

(N=273)


(ANY OTHER UNIVERSITY)



Q.10 Using a scale of 1 to 5, where 1=Very Important and 5=Very Unimportant, how important are the following characteristics when evaluating a college or university?

(N=500) 2009 %Responses				
Characteristics	Very Important/ Important	Neutral	Unimportant/ Very Unimportant	Don't Know
a. Traditional student life (e.g. Residential vs. Commuter School)	59	27	11	3
b. Accomplishments of alumni	58	26	13	3
c. School rankings (e.g. US News & World Report, Newsweek, Forbes)	55	29	13	3
d. Accomplishments of faculty	66	23	9	2
e. Success of athletic teams	35	24	39	2
f. Accomplishments of students	<u>86</u>	10	3	1
g. Appearance of the campus (e.g. the buildings, grounds, etc.)	74	21	5	1
h. Traditional college experience (e.g. Dorm living, school activities)	62	29	7	2
i. University involvement in the community	71	23	5	1
j. Media visibility (e.g. newspaper & magazine articles, etc.)	43	36	19	1
k. Opportunities for job based learning. (e.g. Cooperative education & internships)	<u>92</u>	7	0	1
If answered 4 or 5 on "k", Why do you say that? (Please see appendix for the 1 response.)				

The chart summarizes the respondent's selection criteria for evaluating a college or university.



Q.10 Using a scale of 1 to 5, where 1=Very Important and 5=Very Unimportant, how important are the following characteristics when evaluating a college or university?
(cont.)


- ❑ The most important factor in evaluating a college or university is the opportunity for job based learning.
- ❑ Continuing a trend seen in the 2007 results, an almost unanimous 92% found this criterion to be either important or very important in evaluating a school.
- ❑ The second most highly ranked factor in evaluating a college or university was the accomplishments of its students with 86% of the responses on the “Important” side of the scale.

11. How well do the following words or phrases describe Wichita, using a scale of 1 = describes Wichita well to 5 = does not describe Wichita well.
(N=500)

The table below displays the responses to this question.

Words/Phrases	Describes Well “1 & 2”	“3”	Does <u>Not</u> Describe Well “4 & 5”	Don’t Know
a. A good place to live	68	21	10	1
b. Urban	56	28	12	3
c. A lot of opportunity	55	29	14	2
d. Major city	57	28	14	1
e. Largest city in Kansas	78	13	8	3
f. A city to be proud of	77	17	5	1


NOTE: This question was significantly modified between the 2007 and the 2009 surveys. Added were the words/phrases “a good place to live,” “a lot of opportunity,” and “a city to be proud of.”



11. How well do the following words or phrases describe Wichita, using a scale of 1 = **describes Wichita well** to 5 = **does not describe Wichita well**. (cont.)
(N=500)

In comparing the results for the statements that were on both surveys:


- ❑ 56% indicated that the phrase “urban” described Wichita well on both the 2007 and 2009 surveys.
- ❑ On the 2009 survey, the percentage who indicated that the term “major city” described Wichita well increased by 6% over the 2007 results.
- ❑ The percent indicating that “major city” did not describe Wichita well declined 9% from the 2007 results.
- ❑ The percentage of respondents who felt that “largest city in Kansas” described Wichita well, and did not describe Wichita well were nearly identical between the 2007 and the 2009 results.



11. How well do the following words or phrases describe Wichita, using a scale of 1 = **describes Wichita well** to 5 = **does not describe Wichita well**. (cont.)
(N=500)

For the 2009 survey, the following statistically significant results were found:


- The phrase “a lot of opportunity” was used to describe Wichita well by:
 - 61% of respondents who are college graduates/postgraduates
 - 51% of respondents with some college/technical school
 - 52% of respondents with high school diploma or less
- Men felt that each of the words/phrases were good descriptors of Wichita more frequently than females for every word/phrase except “major city.”



12. How does WSU affect the city of Wichita's economy? (N=500)

Most respondents perceived that Wichita State did have an economic impact on the city of Wichita. Their responses can be analyzed as follows:

- ❑ 87 respondents felt that WSU has a good/positive impact on the city of Wichita.
- ❑ 65 respondents felt WSU had a significant impact on Wichita.
- ❑ 28 respondents felt the WSU has little to no economic impact on the city.



12. How does WSU affect the city of Wichita's economy? (cont.) (N=500)

Several respondents discussed how the university created this impact:


- ❑ 76 respondents felt WSU provided an economic impact to the city by bringing in students that live and spend their money here.
- ❑ Bringing in spectators for sporting events was also mentioned in the attractions that WSU provides to bring people into Wichita.
- ❑ Providing an educated workforce was mentioned by 54 respondents.



13. How does WSU affect the city of Wichita **culturally**, such as the arts and music?

(N=500)


- ❑ Of the 500 respondents, only 145 indicated that they felt that WSU had a direct cultural impact on the city of Wichita.
- ❑ Those who indicated the existence of such an impact cited:
 - the WSU Fine Arts Program
 - the opportunity that WSU gives community members to attend fine arts events
- ❑ Several respondents were unsure how to answer this question.



13. How does WSU affect the city of Wichita **culturally**,
such as the arts and music? (cont.)
(N=500)


Specific fine arts mentioned include:

- ❑ Musical events (41 responses)
- ❑ The art exhibits and art museum (36 responses)
- ❑ Theater (12 responses)
- ❑ The diverse student population of WSU and the impact of international students was also thought of as providing a cultural impact on Wichita. (15 responses)



14. Thinking of a thermometer, what is your level of pride in Wichita, Kansas? The thermometer goes from **0 degrees** (no pride in Wichita at all) to **100 degrees** (could not be more proud of Wichita). At what degree on the thermometer is your level of pride for Wichita?
(N=500)

- ❑ The average level of pride the total 500 respondents felt for the city of Wichita was 72°.
- ❑ The most frequently mentioned number for the level of pride was 80°.
- ❑ This validates the statistic shown previously in question 11f where 77% of respondents felt the phrase “a city to be proud of” described Wichita well.




14. Thinking of a thermometer, what is your level of pride in Wichita, Kansas? The thermometer goes from **0 degrees** (no pride in Wichita at all) to **100 degrees** (could not be more proud of Wichita). At what degree on the thermometer is your level of pride for Wichita? (cont.)

14a. Why do you say that?
(N=500)

Those respondents giving a level of pride under 50° provided a variety of reasons including:

- Do not live in Wichita and rarely visit
- Concern for the violence and crime
- Do not feel safe in Wichita




14. Thinking of a thermometer, what is your level of pride in Wichita, Kansas? The thermometer goes from **0 degrees** (no pride in Wichita at all) to **100 degrees** (could not be more proud of Wichita). At what degree on the thermometer is your level of pride for Wichita? (cont.)

14a. Why do you say that? (cont.)
(N=500)

Responses for the higher levels of pride include:

- ❑ “I like it here”
- ❑ “I have lived elsewhere and came back to Wichita”
- ❑ “Wichita is a great place to live.”
- ❑ The opportunities the city provides for activities and entertainment (21 responses)
- ❑ The great atmosphere for raising a family (14 responses)




14. Thinking of a thermometer, what is your level of pride in Wichita, Kansas? The thermometer goes from **0 degrees** (no pride in Wichita at all) to **100 degrees** (could not be more proud of Wichita). At what degree on the thermometer is your level of pride for Wichita? (cont.)

14a. Why do you say that? (cont.)
(N=500)

Respondents indicated that their level of pride would have been even higher if it was not for:

- ❑ Their lack of experience with the community.
- ❑ The leadership and government officials
(14 responses)
- ❑ Violence and crime in Wichita (10 responses).



15. Thinking of a thermometer, what is your level of pride in Wichita State University? The thermometer goes from **0 degrees** (no pride in Wichita State at all) to **100 degrees** (could not be more proud of Wichita State). At what degree on the thermometer is your level of pride for Wichita State University?
(N=500)

- ❑ The average level of pride felt by respondents for Wichita State University was 73.5°.
- ❑ The most frequently mentioned level was 80°.
- ❑ These results are similar to those reflecting the respondent's sense of pride in Wichita.

15. Thinking of a thermometer, what is your level of pride in Wichita State University? The thermometer goes from **0 degrees** (no pride in Wichita State at all) to **100 degrees** (could not be more proud of Wichita State). At what degree on the thermometer is your level of pride for Wichita State University? (cont.)

(N=500)

15a. Why do you say that?

(N=500)

- ❑ For respondents with a level of pride 50° and below, the most frequently mentioned reasons for their low level of pride was the lack of familiarity with the school. (39 responses)
- ❑ There were 12 respondents who indicated that they did not feel Wichita State was a very good school.

15. Thinking of a thermometer, what is your level of pride in Wichita State University? The thermometer goes from **0 degrees** (no pride in Wichita State at all) to **100 degrees** (could not be more proud of Wichita State). At what degree on the thermometer is your level of pride for Wichita State University? (cont.)

(N=500)

15a. Why do you say that? (cont.)

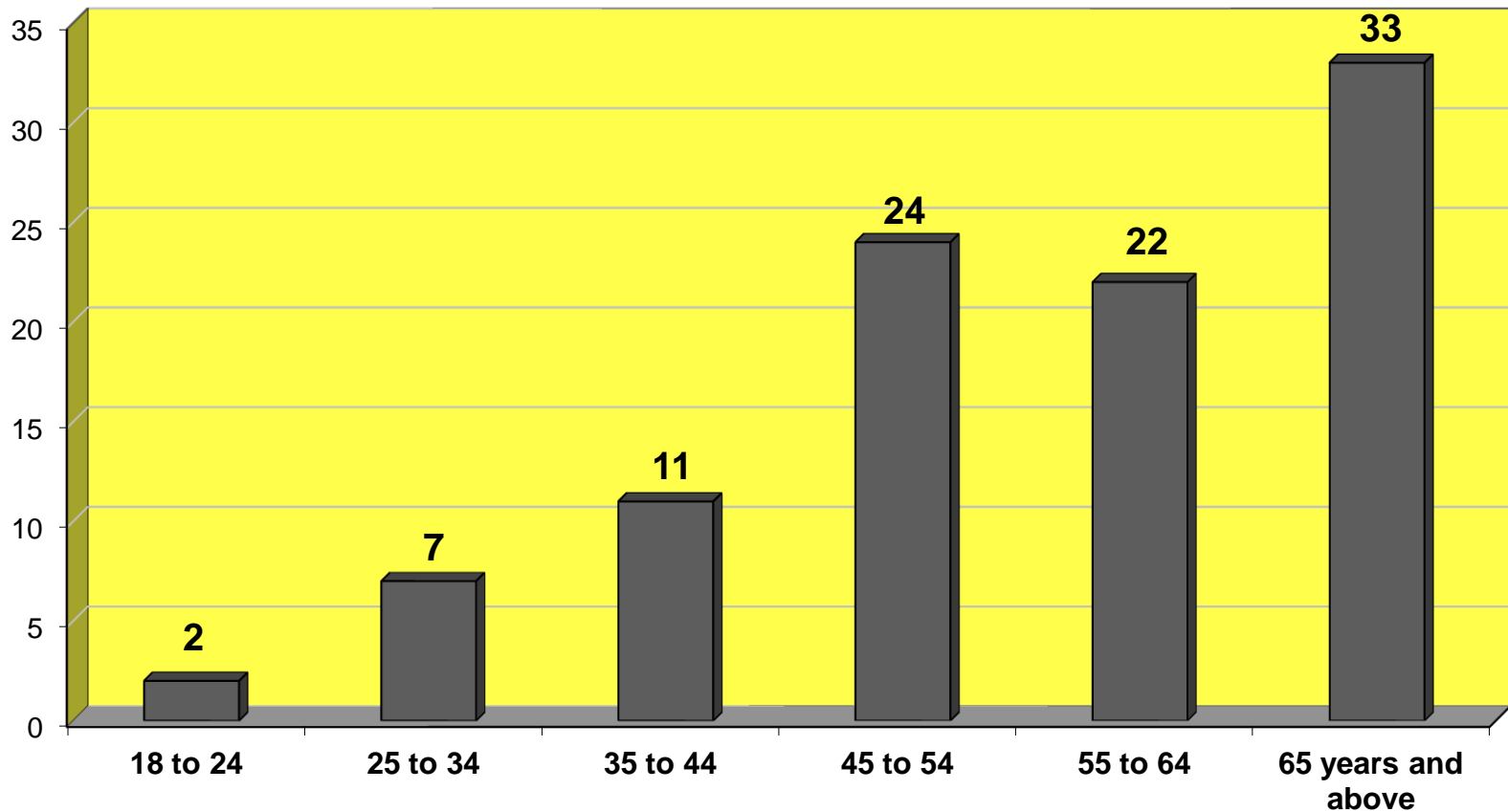
(N=500)

For respondents with a pride level of 51° and above, reasons include:

- ❑ “WSU is a good school” (77 responses)
- ❑ Experiences at WSU, either personally or on the part of a friend or family member (47 responses)
- ❑ Sports teams (24 responses)

Fourteen respondents indicated that their level of pride in WSU would have been higher, were there to be a football team.

16. Which of the following categories best describes your age? (N=500)

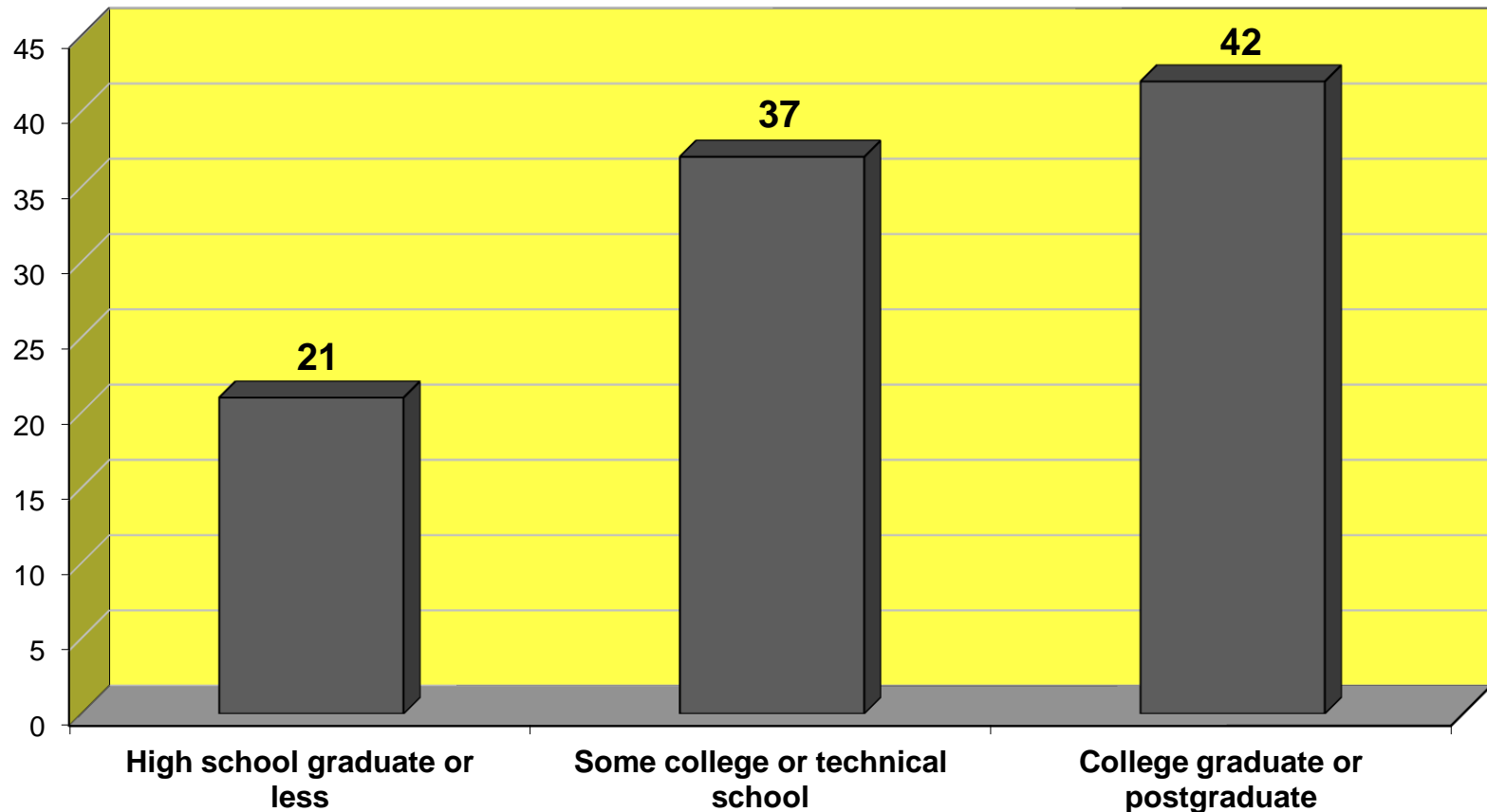


17a. What is your occupation? (N=500)

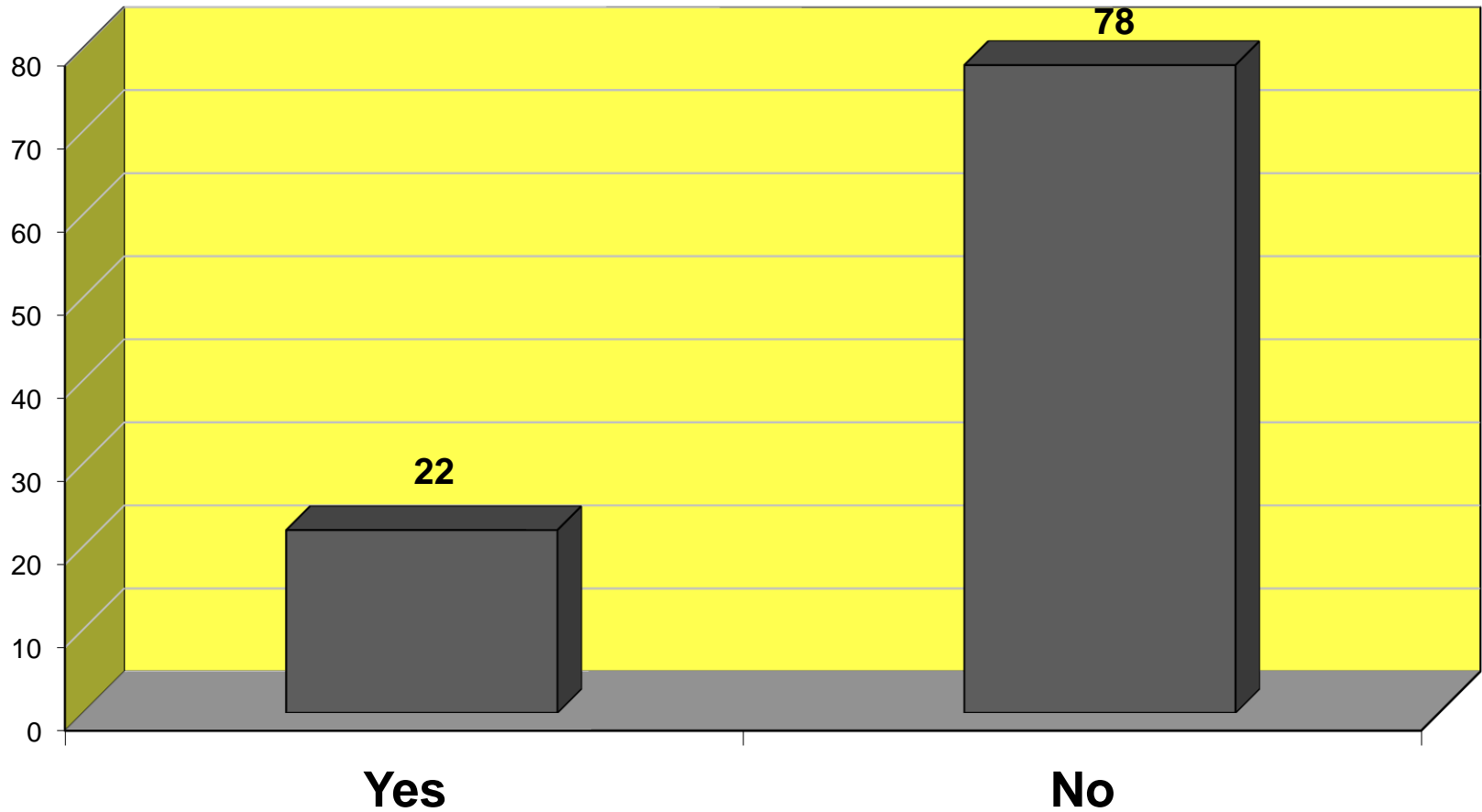
OCCUPATION	2009 % Responses (N=500)
White Collar	35
Blue Collar	20
Homemaker	6
Unemployed	2
Disabled	2
Retired	35
Refused	0

For Retiree's previous occupation, please see the results section.

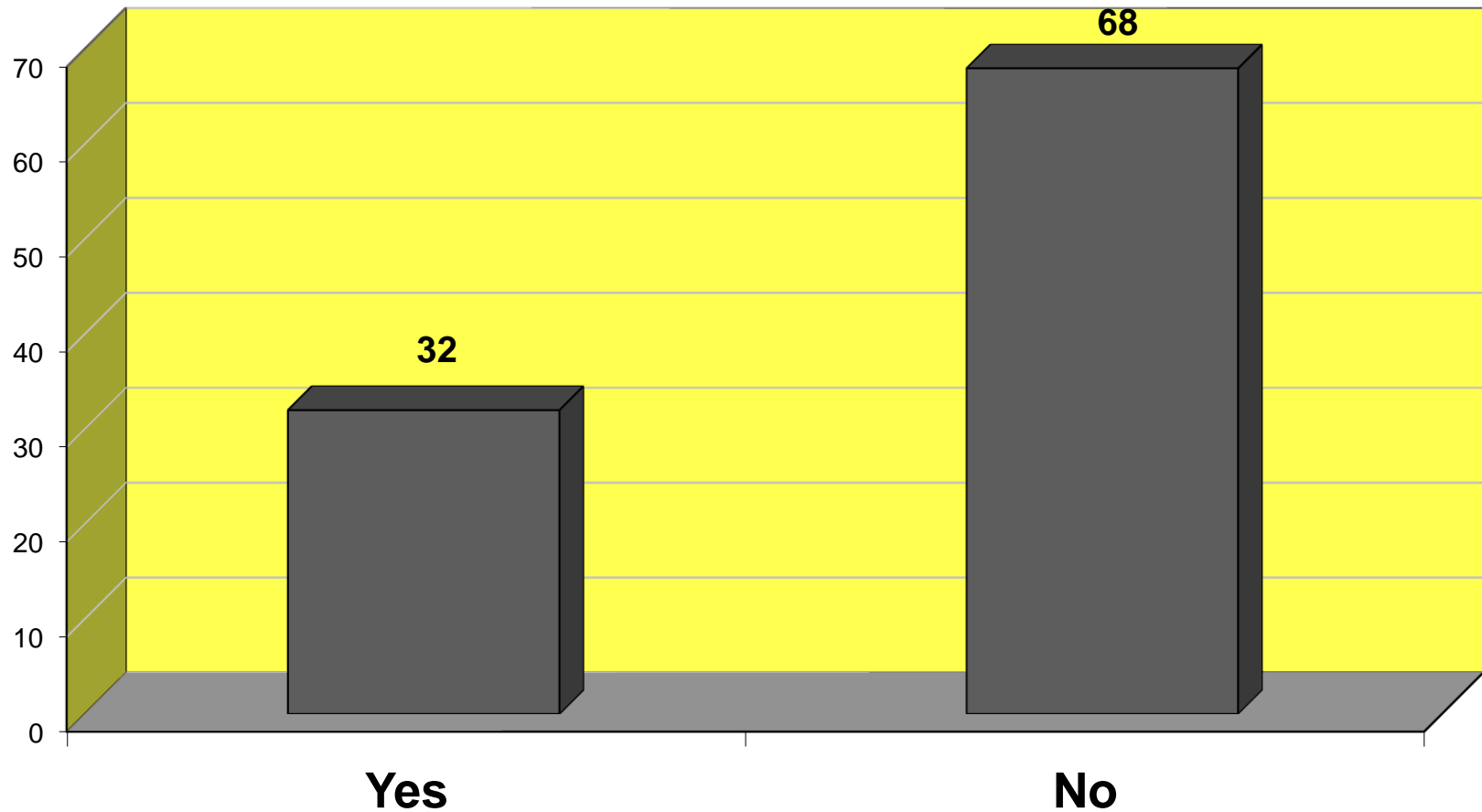
18. What is the highest level of education you have completed?
(N=500)



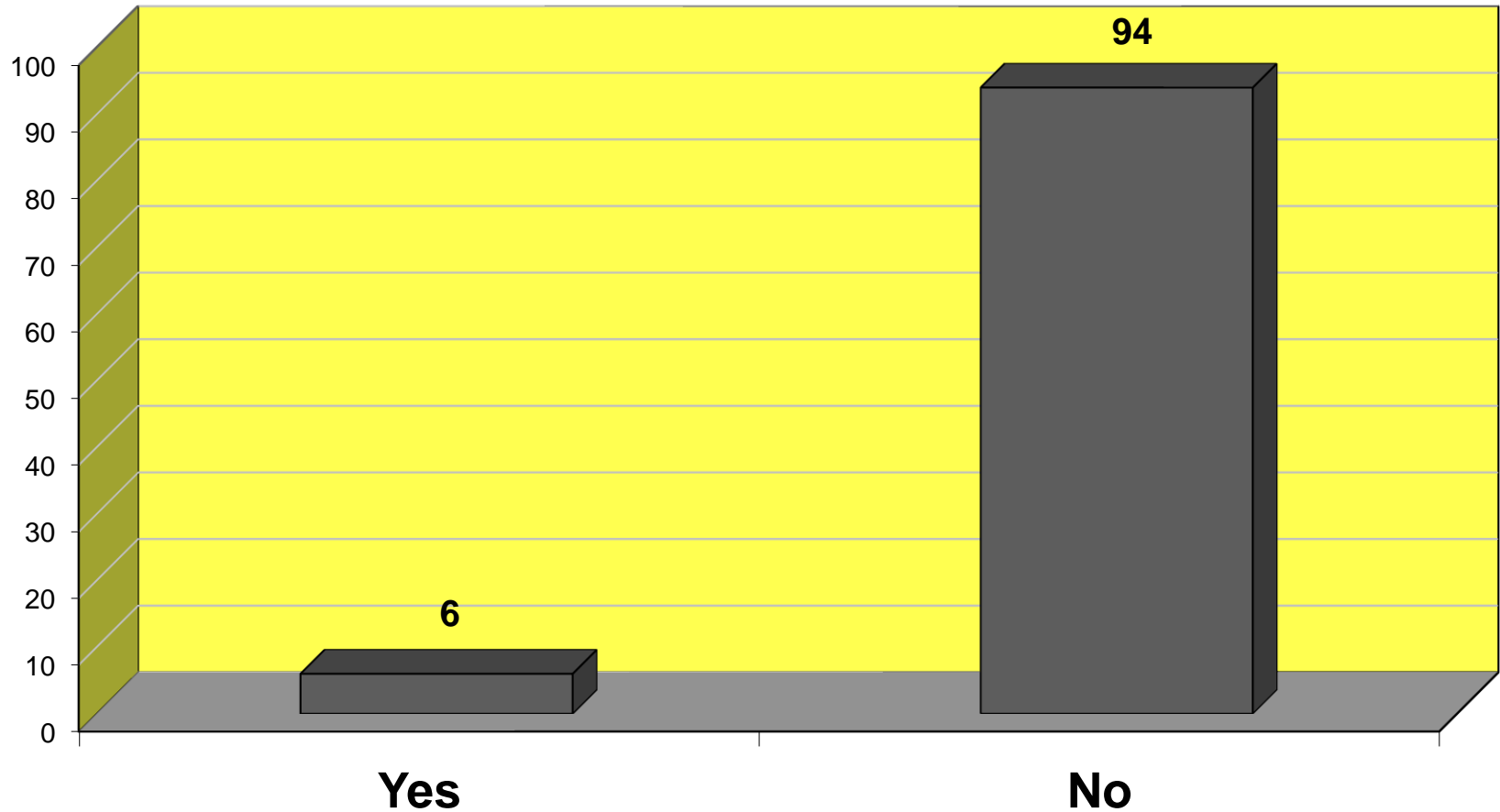
19. Do you have a son or daughter that is college bound?
(N=500)



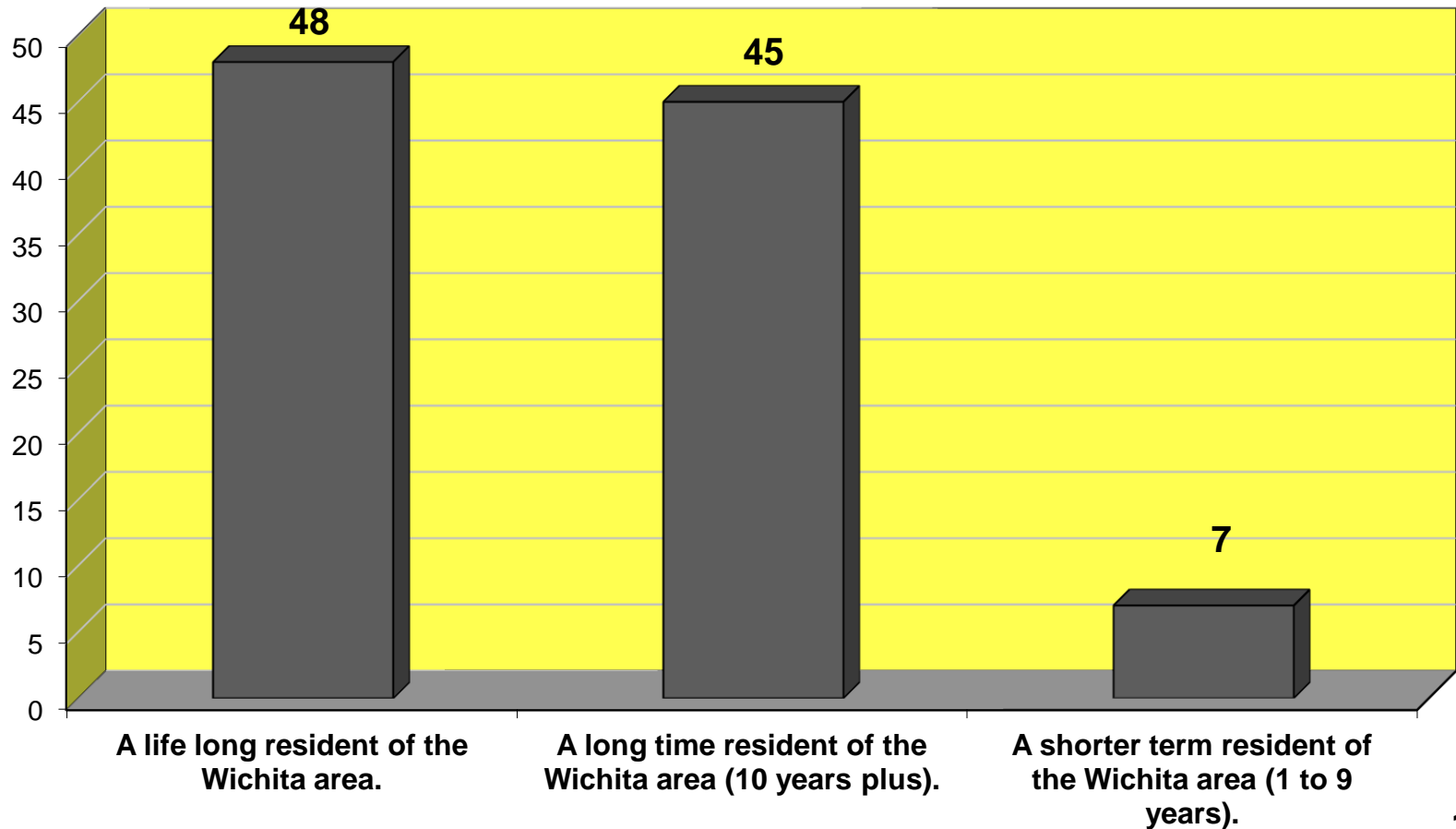
20. Do you currently have an account on Facebook? (N=500)



21. Do you currently have an account on Twitter? (N=500)

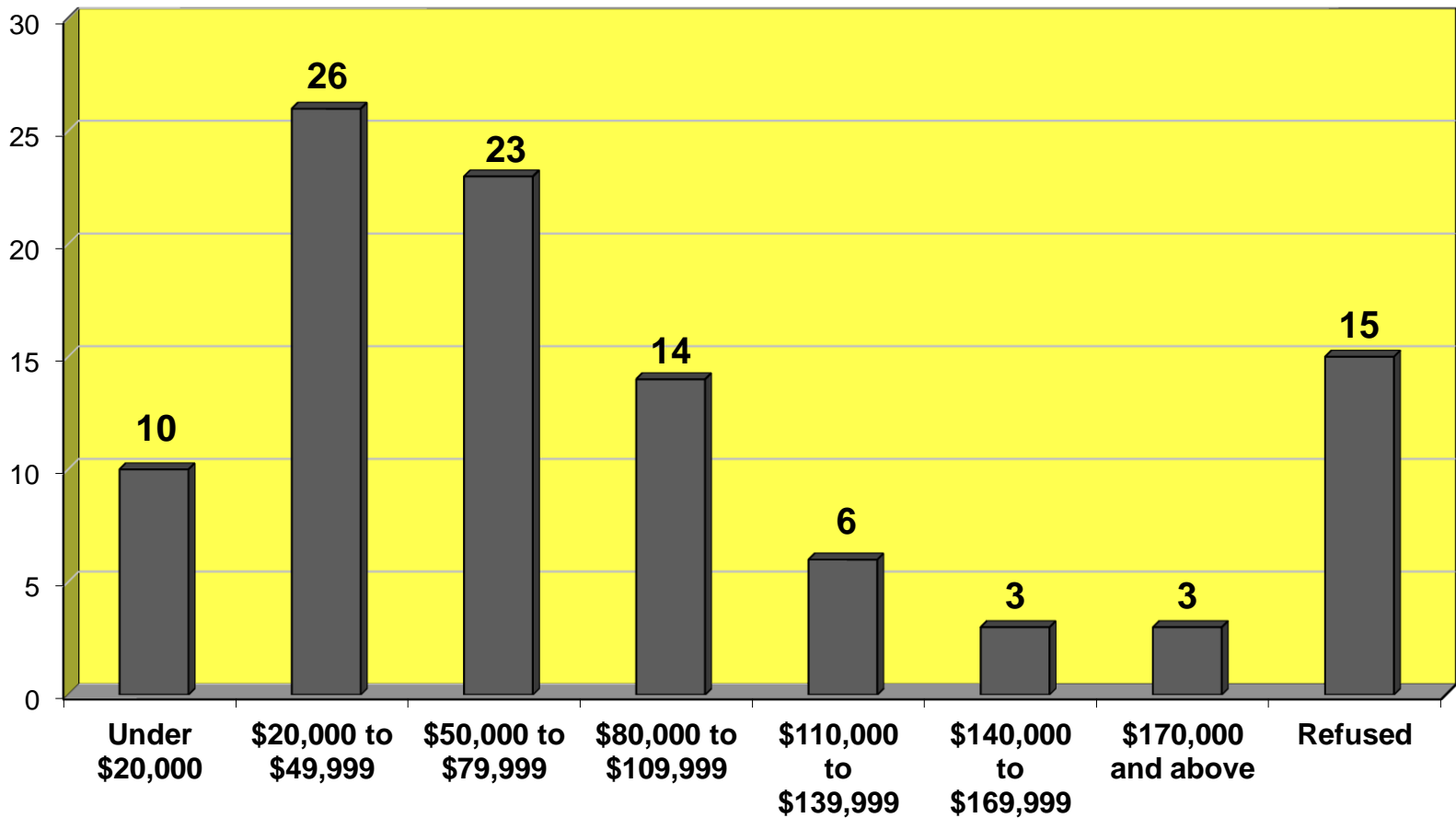


22. Earlier you said you have lived in your county for one year or longer. I am considering your county to be in the Wichita area. Which of the following best describes you?
(N=500)

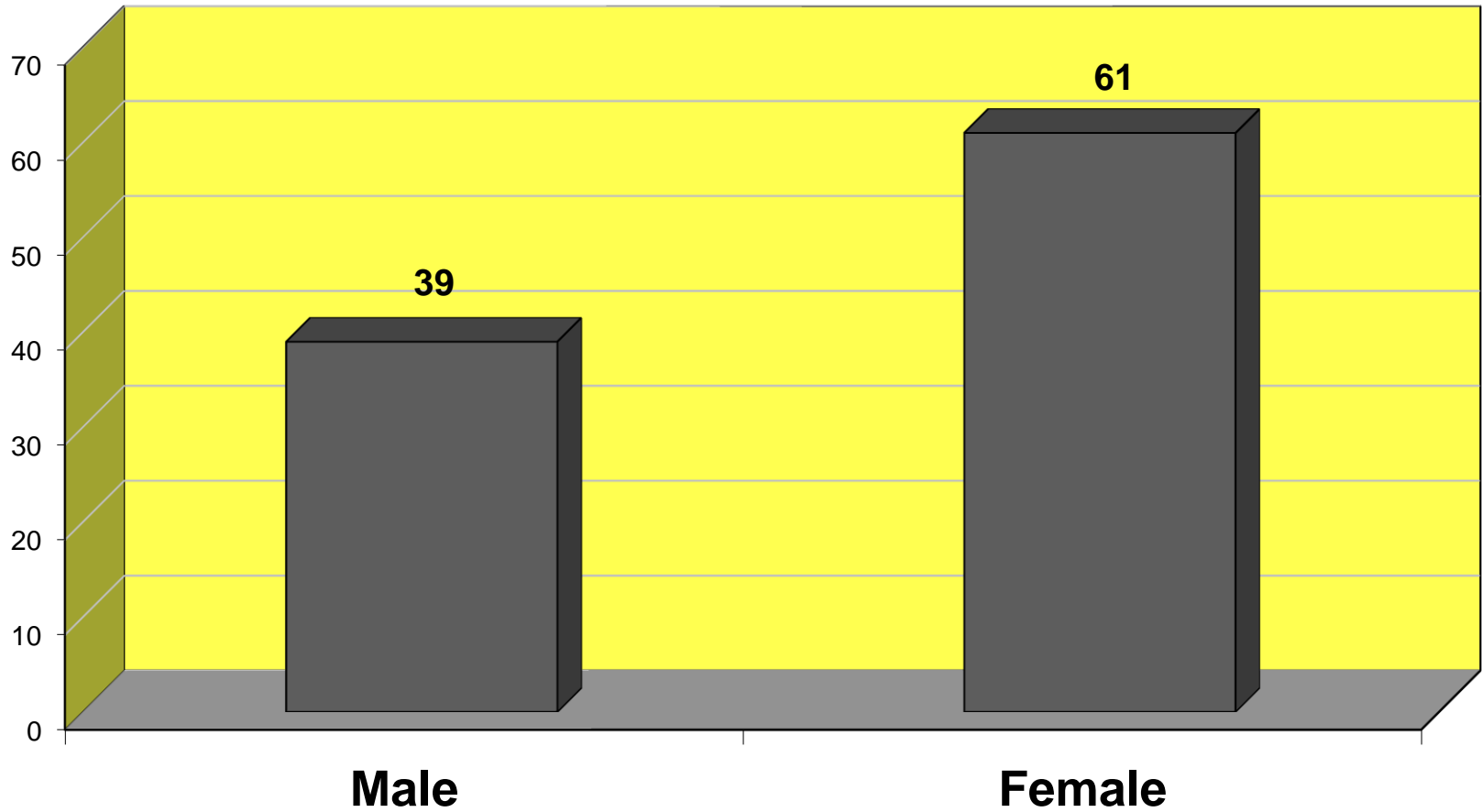


23. Which of the following categories best describes your annual household income?

(N=500)



24. Gender (N=500)





WICHITA STATE
UNIVERSITY

Research Observations & Recommendations



1. Consistent perceptions of Wichita State University in the Wichita market:

The results to Question 3 suggest that Wichita State is “holding on to its own” in this time of intensified competition in the market for higher education.

- It is our perception that the cumulative effect of WSU’s advertising over the past decade continues to “bear fruit.” Therefore, even within budgetary limitations this campaign should be continued.
- “Don’t Know” responses indicate that there is room for WSU to enhance perceptions held of the University through selective promotional activities.



2. The continued importance of “work based learning” in the selection criteria of a school:

- Better than 90% of the 2009 respondents to the survey indicated that this was an important criterion in the selection of a college or university, a continuing trend also seen in the 2007 results.
 - The existing economic situation has probably enhanced the perceived desirability of these types of educational offerings.
- It seems prudent to continue to find ways to highlight this availability to potential students.



3. In recruitment advertising, focus on student accomplishments:

- The *accomplishments of students* was seen as the second most important characteristic for evaluating a university.
- What this may suggest is that a promotional campaign focusing on the accomplishments of recent WSU graduates would be valuable in the recruitment process.



4. As in 2007, respondents in the Wichita market have an overwhelmingly positive top of mind recall regarding Wichita State:

- Relatively few negative comments were made regarding WSU in the 2009 responses.

- Some aspects of the University that received the most positive top of mind comments are:
 - The Business School
 - The Engineering School
 - Other programs offered by WSU, including Dental Hygiene, Music and Dance
 - Aeronautical Engineering

5. The importance of pride:

- Pride is an issue that resonates emotionally with many people. They naturally want to be proud of thing that they associate with or belong to.
 - A. Pride in Wichita as a community – When asked how well the following words/phrases describe Wichita, 77% indicated that “a city to be proud of” describes Wichita Well.
 - B. Pride in Wichita State – Both focus group participants as well as survey respondents gave WSU positive evaluations regarding the level of pride that they felt for the institution. Reasons for these positive pride evaluations include:
 - The perception that WSU is “a good school.”
 - Personal experiences
 - Accomplishments of sports teams



6. Recall of Wichita State University advertising:

- As in the 2007 responses, WSU advertising enjoyed a high level of unaided recall.
- The most frequently recalled advertising campaign featured WuShock in various career positions throughout the Wichita community.
 - This work based learning platform is particularly topical given the importance of work based learning and the success of students.



7. The impact of Wichita State on the economy of Wichita and the region:

- Ways mentioned that the University contributes to the economy of the area:
 - Providing educated work force
 - The role of the University itself as an employer
 - The economic stimulus provided by the students who come to Wichita to attend school

- This perceived level of economic impact could be more clearly communicated to members of the Wichita community.



8. The impact of Wichita State on the city of Wichita culturally:

- The focus group participants, as well as survey respondents were both unsure of how to answer this question.
- Although some mentioned the musical events, art exhibits and theater performances sponsored by the University, many seemed unaware of this aspect and WSU's role in the Wichita community.
 - If the University desires higher levels of awareness of these programs, a specifically developed program to attract broader attention to them may be in order.



9. Publicizing the results of this survey:

- The results of both the focus groups and the telephonic survey are, once again, quite positive.
- These results might become part of a “point paper” regarding the positive impact of the University on Wichita and the State.
 - Although it is beyond our scope of responsibility to recommend how best to make these results more widely known in the community and the surrounding area, this certainly seems to be a laudable effort for the administration of the University to consider.



WICHITA STATE
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Questions