



**Focus Group Research
Regarding:
COMMUNITY PERCEPTIONS OF
WICHITA STATE UNIVERSITY
December 2012**



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HIGH SCHOOL STUDENT GROUPS

Students want a variety of activities and opportunities for involvement in the school they choose

Key Criteria High School Students Use to Evaluate Colleges and Universities:



- A variety of clubs, organizations, activities and sports to be involved in and through which to meet people.
- Calm student life – NOT a party school
- Variety of classes and majors offered
- Recognition – people know the school
- Not too big and overwhelming the first year
- Pretty campus
- Good dorms – In nice condition, gathering areas and no community style showers.
- Not too far from family but the chance to be independent.

Students consider it their responsibility to get a job

History of Graduates Obtaining a Good Job:

- While the student groups consider this an important criteria, not many consider it when evaluating a college.
- Most students considered this a factor based on the **individual graduate**, not the school.
 - “Every student is different, it is up to you to go out and get a job.”
 - “Going to a good college does not mean you will get a good job.”



Choice of major is the biggest factor on salary

History of Graduates Obtaining a Good Salary:

- Students consider all education to be equal and did NOT consider the school to have a big impact on salary.
- The **choice of major** and where you go to work have more impact on salary than the school.
 - (Becoming an orthodontist versus a dentist and opening a practice in the city versus a rural community.)
- “Rated #1 or #5 – it is still a college education.” (The college’s rating is not as important as the fact that it provides a good education.)



Students prefer experienced based learning

Experienced Based Learning:

- Students do not consider this when evaluating colleges, however all thought this type of learning was better than sitting in classrooms and listening to lectures.
- Hands on learning is **more exciting** and gives students a chance to test the field before committing.
- This type of learning also **gives experience** and contacts to use as references when applying for jobs after college.



Students want relatable, friendly professors

Students want professors ...

- Who have worked in the field and can tell the class what the field is like.
- Who are friendly and relatable.
- Who are fun to have in class.
- Who are willing to help them in and out of the classroom.
- Who are willing to provide 1 on 1 instruction if needed.
- Who are engaging.



Students do **not** consider faculty research when evaluating colleges or universities.

Schools students would recommend

KU was recommended by **6 out of 15** student participants.

- It is an all around school that is good in most fields
- Offers a wide variety of degrees
- Offers a lot of good scholarships
- KU makes you feel welcome

K-State was recommended by **5 out of 15** student participants.

- Go to Butler first, then transfer to K-State
- Less partying than KU
- K-State makes you feel welcome

Reasons for Choosing WSU



Wichita State University was recommended by **4 out of 15** student participants.

- Reasons included:
 - WSU is known for engineering
 - Closer to home
 - Nearby, has good programs and in-state tuition
 - Sister goes there and she likes it

Recommended programs:

For a specific course of study, **3** students would recommend **WSU** for **engineering** and an additional student would recommend WSU for **Aerospace Engineering**.



6 students would recommend **KU** for their **medical program**.

K-State was recommended by **2 students** for the **veterinary medicine** program and **once** for **engineering**.

Fine Arts, Business and Engineering are among WSU's best known programs

Considering Kansas colleges and universities, what **ONE** comes to mind when thinking of... N=15

Statement	# of participants naming Wichita State University
a. Best overall academic programs	5
b. Best overall faculty	2
c. Best value for the money	5
d. Best engineering school	6
e. Best school for health professionals other than physicians	0
f. Best fine arts school	8
g. Best liberal arts & sciences school	3
h. Best business school	6
i. Best education and teacher training school	4
j. Best general college degree	5
k. Known as Kansas's best "center for experienced based learning" (learning in a job in your field of study)	3

ALL 15 students think of KU for health professions.

Considering Kansas colleges and universities, what **ONE** comes to mind when thinking of... N=15

Statement	# of participants naming KU
a. Best overall academic programs	8
b. Best overall faculty	1
c. Best value for the money	1
d. Best engineering school	1
e. Best school for health professionals other than physicians	15
f. Best fine arts school	1
g. Best liberal arts & sciences school	5
h. Best business school	1
i. Best education and teacher training school	3
j. Best general college degree	4
k. Known as Kansas's best "center for experienced based learning" (learning in a job in your field of study)	5

Statement	# of participants naming KSU
a. Best overall academic programs	2
b. Best overall faculty	2
c. Best value for the money	0
d. Best engineering school	5
e. Best school for health professionals other than physicians	0
f. Best fine arts school	0
g. Best liberal arts & sciences school	0
h. Best business school	5
i. Best education and teacher training school	1
j. Best general college degree	3
k. Known as Kansas's best "center for experienced based learning" (learning in a job in your field of study)	1

How well do the following attributes describe Wichita? N=15



Attributes	Describes Wichita Well				Does <u>Not</u> Describe Wichita Well
a. A good place to live	6	6	2	1	0
b. Urban	1	8	6	0	0
c. A lot of opportunity	2	4	6	2	1
d. Major city	3	6	4	2	0
e. Largest city in Kansas	4	5	1	4	0
f. A city to be proud of	7	1	4	3	0

Note: One participant put a 1 and a 2 for e. Largest city in Kansas. This was left out of the chart, therefore N=14 on this attribute.

Student's Views of Wichita

- The high school students see Wichita as an aircraft city, and that “everyone in Wichita works in the aircraft industry.” If that is not their desired career path, it is their perception Wichita does not offer much else...
- “Wichita is not a place you brag about.”
- Wichita is not “known for much.”



Perceptions of Kansas State

(Participants analogized K-State to an automobile, and explained their choice.)

- Truck F150 – Big and strong
- Ford F150 – Lifted up and dirty
- Old reliable Chevy truck – It is easier to succeed at K-State just like the Chevy will pull you through.
- Mustang (4 responses)
 - Younger generation
 - Football program is very competitive
 - Sporty
 - Kids that go to KSU drive Mustangs
- Corvette – Costs a lot of money, but does not have the luxury.
- Charger – Basketball
- Escalade – Costs a lot of money and during basketball season you hear about it more.
- Purple truck – Because of the farming program.

Images of cars used to describe:



Perceptions of KU (Analogy to a car and why?)

- Ambulance (2 responses) – Medical program
- VW Bug (2 responses)
 - Well rounded university
 - I haven't really heard of them
- Party Bus – Heard they have a lot of parties
- Pink Cadillac – Medical program (Pink for breast cancer)
- Ferrari – Basketball stadium is always loud and full of energy. I think of rich doctors when I think of KU.
- Lexus/BMW/Bentley/Mercedes – Money and luxury
- Camaro (2 responses)
 - You really want it but then it stresses you out.
 - The new Camaros are awesome and KU is a great school.

Images of cars used to describe:

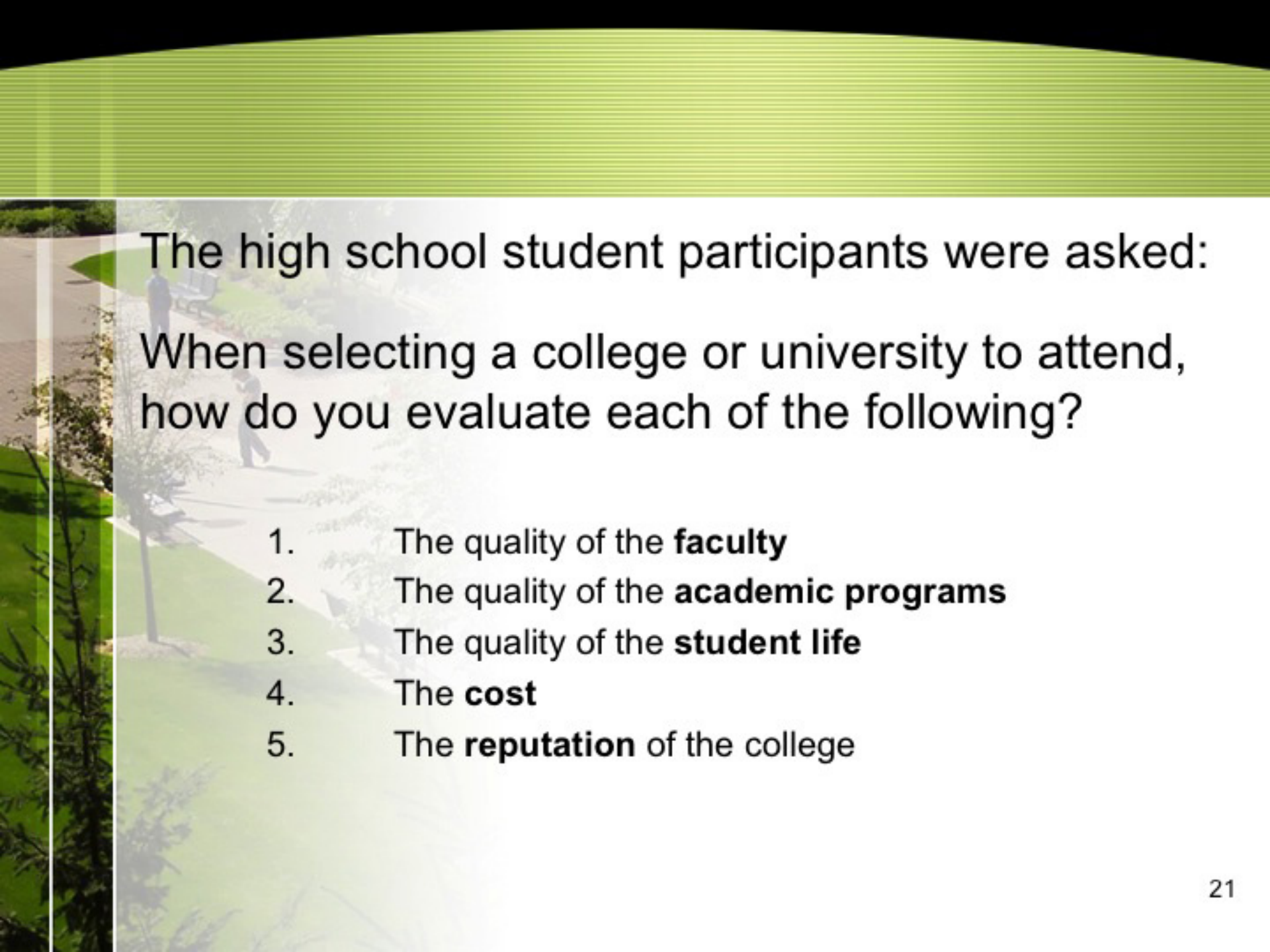


Perceptions of WSU (Analogy to a car and why?)

- Station Wagon (2 responses)
 - Old and dumpy
 - Cheap and dependable. It's not fast, but gets you from A to B.
- City Bus – If I went to WSU I could take the bus to school.
- Nissan – It does not cost too much but is well known for what they do.
- Honda – Pretty basic and generic
- Hyundai – Average
- VW Bug – Only carries a few people (smaller classes). All around useful car with many unique opportunities.
- SUV (2 responses) – Engineering program

Images of cars used to describe:





The high school student participants were asked:

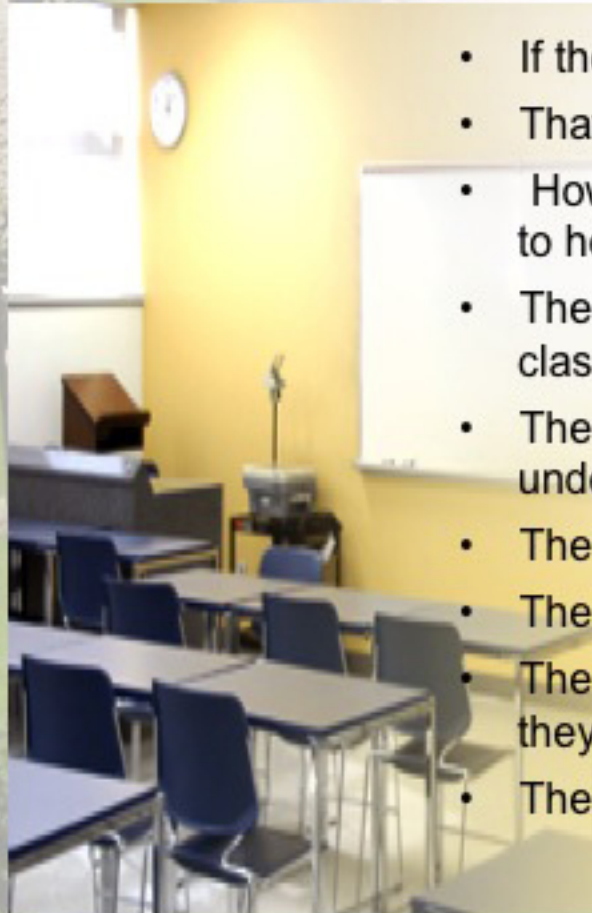
When selecting a college or university to attend, how do you evaluate each of the following?

1. The quality of the **faculty**
2. The quality of the **academic programs**
3. The quality of the **student life**
4. The **cost**
5. The **reputation** of the college

Students want professors who care and are willing to help

The **Faculty** is evaluated by:

- If they are friendly and relatable.
- That they care about education and the subject they teach.
- How they interact with their students and their willingness to help.
- Their having a humorous side and being fun to have in class.
- Their ability to speak English well enough to be understood.
- The ease of talking to them and asking for help.
- The student to teacher ratio.
- Their background – Education and experience in the field they are teaching.
- Their positive, encouraging and passionate outlook.



Students evaluate faculty in person

- Students would find out about the faculty by:
 - Talking to current students
 - Spending time on the campus
 - Sitting in on a class
 - Meeting with professors in their field of interest



Students want a variety of class options

Academic Programs are evaluated by:



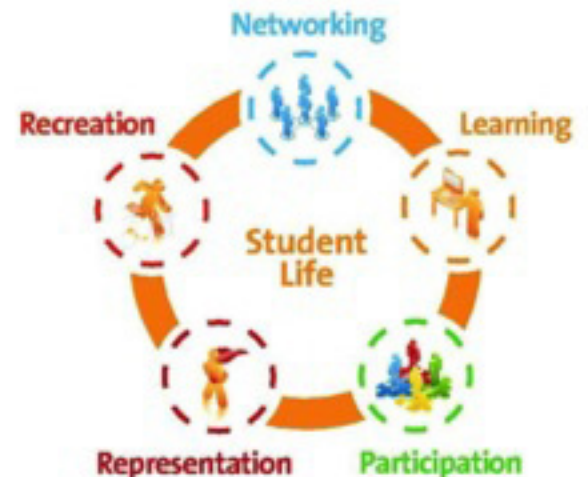
- Student to teacher ratio
- Talking to students
- Variety of classes to choose from
- Challenging honors programs
- Students can conduct their own research
- Graduation and success rates
- Specialized classes in the student's career path

Evaluation of Student Life

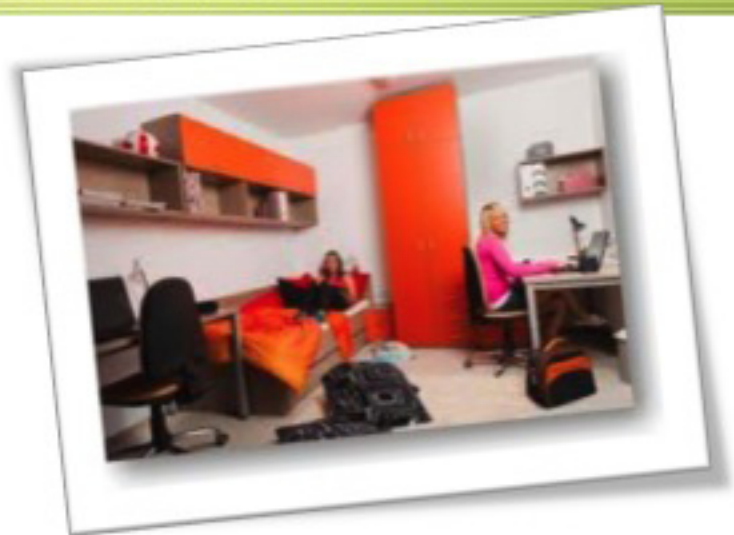
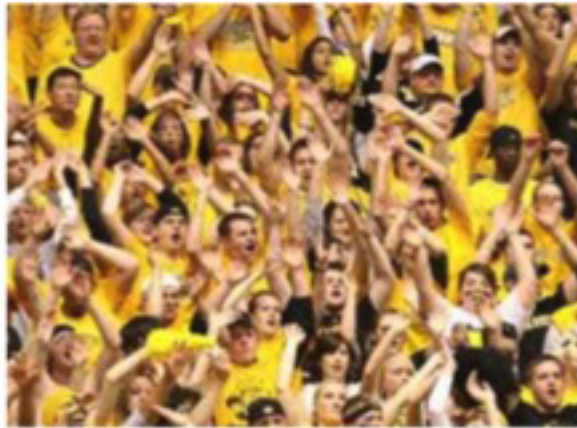
Student Life is evaluated by:



- Activities and clubs for students
- How much the current students enjoy the school
- Students are calm and easy to get a long with
- School spirit
- Diversity of the students
- Good nightlife options such as shopping, food, exercise and sports
- Crime rate



Spending time on campus is how high school participants evaluate student life



The high school student participants would assess the ***student life*** at potential colleges by:

- Going to the campus, walking around and talking to students
- While on the campus, watching students interact
- Going to sporting events to see the school pride/spirit
- Going to the dorms and walking around

Scholarships are extremely important when evaluating the cost of college

The **Cost** is evaluated by:

- Scholarships offered/accepted (7 responses)
- Cost of living
- Cost has to fit within a specific budget
- In addition to tuition, room and board must be considered.
- Compare out of pocket costs to other colleges
- “Need as much help as I can get!”
- Value of the degree – will you get what you paid for?



Word of mouth and scope of the athletic program determine a school's reputation

The **Reputation** is evaluated by:

- The division of the school's sports teams (Big or small)
- Talking to students
- Is the school **known** for something? (Specific academic programs or sports teams.)
- Asking past graduates about their experience
- Not having a reputation as a party school
- Word of Mouth – what is heard about the school, what friends/relatives recommend etc.

Reputation



Academic programs and cost are the most important selection criteria to the student participants

Importance of the following criteria when selecting a college or university to attend: N=15

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Faculty	6	5	3	0	0
Academic Programs	9	6	0	0	0
Student Life	7	4	4	0	0
Cost	10	3	0	2	0
Reputation	0	9	5	0	0

Note: One participant put 1 and 2 for faculty. This was left out of the chart, therefore N=14 on this attribute.

Note: One participant put 3 or 4 for reputation. This was left out of the chart, therefore N=14 on this attribute.



Direct mail and athletic advertisements had the highest advertising recall

- Several students recalled advertising from colleges they have received in the **mail** including letters from advisors and recruiting letters from coaches.
- WSU commercials recalled included:
 - Basketball
 - Volleyball
 - Athletic programs
 - Fine arts/drama
 - WuShock in different jobs
 - People talking about their success at WSU (teaching, engineering etc.)
- Posters of WuShock in the bleachers with students and of WuShock in front of the school
- “WSU came to my school and spoke about programs offered.”

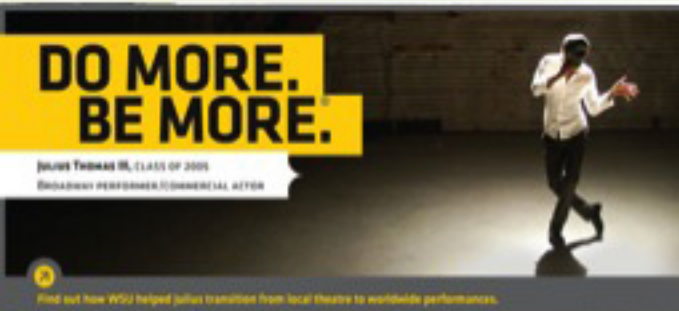


Student participant perceive athletics is the main theme of WSU ads

- **8 out of 15** participants perceived **athletics** to be the main theme of recent WSU advertising.
- Other themes recalled included:
 - WSU is a good school and people become successful there.
 - WSU has many different fields that can lead to many different careers.

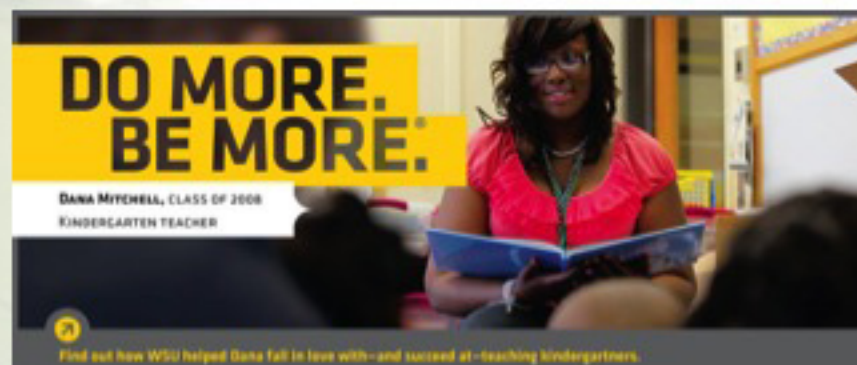


“Do More Be More” had low ad recall among student participants



None of the 15 student participants recalled the phrase “Do more. Be more.”

- After thinking about it, one participant felt like he had seen it on a poster at school.
- In the previous discussion of WSU advertising, 1 participant recalled ads on TV about WSU programs (engineering and teaching) and successful students who had gone to WSU (the “Do more. Be more. campaign).



Students like to get direct mail from schools

Preferred Communication Media:

- Student participants overwhelmingly and surprisingly preferred **direct mail** to any other type of communication.

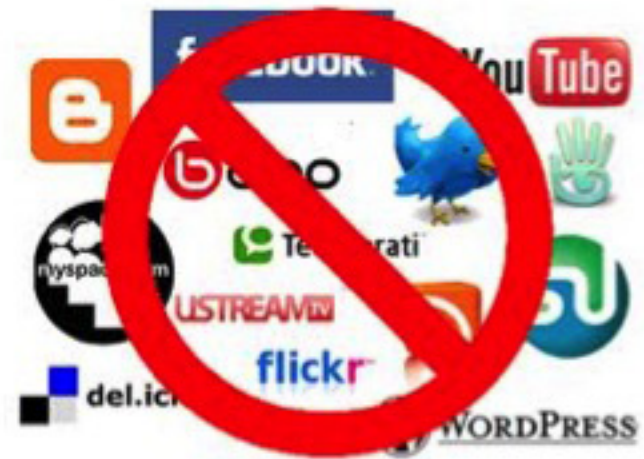
The direct mail packet should have:

- A **personalized letter** to them which indicates WSU is interested in having them at the university
- An offer to arrange a meeting with **counselors/advisors**
- **Photos** of the dorms, classrooms and campus
- Descriptions of **financial assistance** and scholarships
- A schedule of **senior days, tours and family visits** can be attended
- **Facts** about programs offered and activities available



Social Media is for friends not university advertising

- **All 15** students preferred **traditional media** over social media. After direct mail, television is the next best communication media.
- Students do not want schools to interfere with their social media.
- Their online lives are for friends and family. They will use the internet to do their own research, but do not feel it is appropriate for schools to advertise/recruit on social media sites.



WSU is close to but not quite KU or K-State

- **13 out of 15** students feel WSU provides the **background and credentials** to build a resume and get a satisfying job.
 - Many of the students felt that **all colleges** should be able to provide this to graduates
 - Some students felt specific programs at WSU such as pharmacy would provide this background.
- Compared to other schools:
 - WSU is considered **close** to KU and K-State, but not as good.
 - KU and K-State seem “happier and friendlier, like they really want you to come. WSU is more like - we are here if you want.”





PARENT GROUPS

Key criteria parents use to evaluate a college:

- How the school **ranks** academically – graduates and job retention.
- **Activities** (intramural sports for those who can't play at the college level, but still want to participate in athletics)
- **Ratings in publications** such as US News and World Report
- Not a “party” school
- True undergrad program, not just “funneling them through” to grad school.
- **Well balanced (well rounded)** undergrad program
- **Scholarships**
- **Internships** in their field of interest

Key criteria parents use to evaluate a college:

continued

- **Location** – easier to finance if they stay at home.
- “18, 19 years old is not a good time to be away from home”
- **Campus atmosphere** – safe for teenage daughter
- “I want my kid to go far away – see new things.”
- It is likely that they will meet their future spouse at college – they “may not come home and you end up with kids and grandkids (who live) far away.”
- Class sizes – **easy access to professors**
- **Scholarships and financial aid**



Jobs and employment opportunities are important to parents

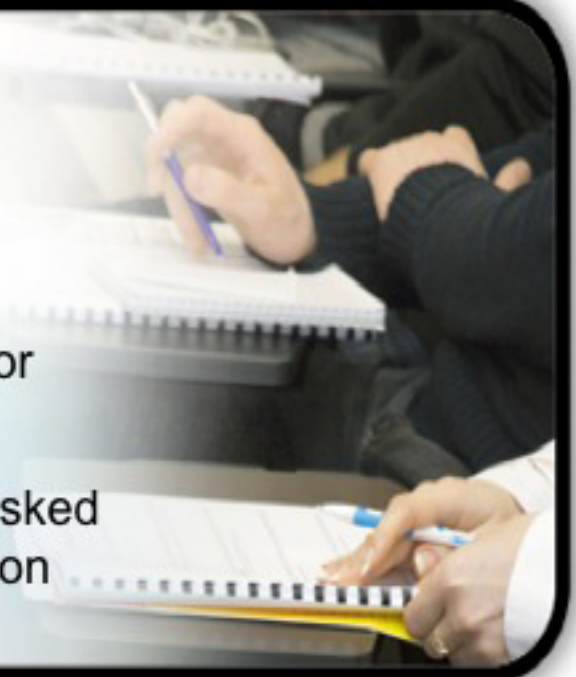
History of Graduates Obtaining a Good Job:

- The **program** will have more impact on jobs (go into studio art and starve or go into graphic art and have a job)
- WSU has a better business school, the **prestige of the diploma** is different in certain programs
- Kids will change their program while in college, therefore choosing a college based on a specific program may not matter by the time they graduate.
- More **internships are available in cities.** (There are 4 to 5 times the accounting internships available at WSU than at K-State.)
 - **Internships are the best way to test a field** – they should be done *early* in the program rather than waiting until the last semester. Then if the student doesn't like it, they basically start over.

Jobs and employment opportunities are important to parents Continued

Parent's perceptions of internships:

- Great way to test skills and see if this choice is a good fit.
- Get out there and do it as opposed to sitting in a classroom.
- Need to find out early if a field is right for the student.
- 3 of 8 parents in group 4 had already asked about experience/work based learning on tours.



Jobs and employment opportunities are important to parents Continued

History of Graduates Obtaining a Good Salary:

- “My kids have different perspectives on salary. My daughter wants to discover new things and make an impact. My son wants to earn a good salary to take care of his family.”
- “My son looked up the top 10 job salaries and picked from those – he ended up in computer engineering.”
- The parent participants wanted to know how graduate’s salaries could be evaluated. They wondered what research was available on this topic.



Faculty research is not important to parents

- “Some schools are publish or perish – that does not tell me anything about the school.”
- The phrase “an emphasis on faculty research” gave some parents the perception of higher tuition.
- It is perceived that a “world renowned” professor will not be the one teaching the class. The assistant will.
- Many of the parent participants had never considered faculty research when evaluating a college for their child.



More parents recommend WSU to get a degree



WSU was recommended by **9 out of 16** parents.

Local school – lower cost to live at home, local interest in hiring a shocker

- Wide variety of degree options
- Highly accredited
- Well known in the area
- Availability of co-op education
- Modestly priced and well rounded
- Business program



Parents who recommend KU or KSU...

KU was recommended by **3 out of 16** parents.

- Good name
- Close to Kansas City
- Many degree programs
- Pricey – but a very good education
- Scholarship opportunities

K-State was recommended by **2 out of 16** parents.

- Word of mouth (know several people who went there and had positive experiences)
- Impressed by accolades at a recent presentation
- Know many alumni who speak highly of KSU

Frequent responses for specialized courses of study...

- Parent participants thought of **WSU** for:
 - Business (4 responses)
 - Fine Arts (3 responses)
 - Aeronautical engineering
 - Aerospace/Aerospace engineering
 - Engineering
- Parent participants thought of **KU** for:
 - Medical/Pre-med (5 responses)
 - Pharmacy
 - Journalism
 - History



THE UNIVERSITY OF KANSAS



PRE-MEDICAL SOCIETY

WSU is best know for a general or business degree

Considering Kansas colleges and universities, what **ONE** comes to mind when thinking of... N=16

Statement	# of participants naming Wichita State University
a. Best overall academic programs	2
b. Best overall faculty	3
c. Best value for the money	8
d. Best engineering school	6
e. Best school for health professionals other than physicians	1
f. Best fine arts school	7
g. Best liberal arts & sciences school	3
h. Best business school	9
i. Best education and teacher training school	3
j. Best general college degree	9
k. Known as Kansas's best "center for experienced based learning" (learning in a job in your field of study)	6

KU is known for **health professions** KSU is known for **engineering**

Considering Kansas colleges and universities, what **ONE** comes to mind when thinking of... N=16

Statement	# of participants naming KU
a. Best overall academic programs	8
b. Best overall faculty	5
c. Best value for the money	0
d. Best engineering school	2
e. Best school for health professionals other than physicians	10
f. Best fine arts school	1
g. Best liberal arts & sciences school	3
h. Best business school	2
i. Best education and teacher training school	2
j. Best general college degree	5
k. Known as Kansas's best "center for experienced based learning" (learning in a job in your field of study)	3

Statement	# of participants naming KSU
a. Best overall academic programs	0
b. Best overall faculty	1
c. Best value for the money	2
d. Best engineering school	7
e. Best school for health professionals other than physicians	0
f. Best fine arts school	0
g. Best liberal arts & sciences school	1
h. Best business school	0
i. Best education and teacher training school	1
j. Best general college degree	1
k. Known as Kansas's best "center for experienced based learning" (learning in a job in your field of study)	1

How well do the following attributes describe Wichita? N=16

Attributes	Describes Wichita Well				Does <u>Not</u> Describe Wichita Well
a. A good place to live	6	8	2	0	0
b. Urban	3	6	3	4	0
c. A lot of opportunity	1	9	2	4	0
d. Major city	2	5	5	3	1
e. Largest city in Kansas	10	4	1	0	1
f. A city to be proud of	6	7	2	0	0

Note: One participant put a 2.5 for f. a city to be proud of. This was left out of the chart, therefore N=15 on this attribute.



Parent participant's perceptions of Wichita:

- Great atmosphere, great place to raise kids.
- Relatively metropolitan – people do not know that
- Best kept secret
- Diverse population
- Clean city
- Trying to grow and keep up with changes
- Small enough to get where you need to go, big enough to keep your attention
- Great assets – Zoo, Exploration Place, Symphony, Arena
- Low crime compared to KC etc.
- Great work ethic – people are driven to work hard
- Equal based opportunities



Parents are concerned about the local economy

Many of the parent participants are concerned with the career opportunities in Wichita.

- Many of the larger companies are moving out of Kansas
- As the headquarters move – so do the high end office jobs. Participants are concerned that soon Wichita will be strictly a blue collar city.



Perceptions of Kansas State (analogy to a car)

- Chevy Truck (2 responses)
 - Blue collar, rural (engineering, agriculture and veterinarian oriented)
 - Sturdy, reliable, middle class, agriculture
- Purple Chevy Dually – Agriculture, solid and heavy duty. Degrees that are rough and tough.
- Ford Truck (3 responses)
 - Midwest pickup truck mentality
 - More appealing to HS grads
 - Agriculture, “good old boys”
- Mini Cooper – Stylish, small not as appealing as KU but has a loyal following
- PT Cruiser – Fun and energetic
- Purple VW Bug – Party school, adventurous (travel), footloose (no worries) and great self image

Images of cars used to describe:



Perceptions of KU (analogy to a car)

- Volvo (2 responses) – Preppy and upscale. Great name.
- Cadillac (2 responses) – Name recognition and status. Well known and excellent quality.
- Honda – Serious and long term
- Mustang (2 responses)
 - Jet set, professional, style, “better than you” attitude, driven and purposeful
 - Higher cost, better education
- Lexus – High end luxury, upper middle class students, flashy
- Blue Prius – Cutting edge yet proven success
- Lincoln Continental – The “airs” about the grads from KU
- Buick – Dependable
- Sports Car – Fast, sleek and mobile
- Chevy Pickup – Midwest pickup truck mentality

Images of cars used to describe:



Perceptions of WSU (analogy to a car)

- 2012 VW – Dependable and steady.
- VW Bug – Something most people can afford.
- Minivan (3 responses)
 - “Down home” and good quality
 - Work ethic, family oriented, sports, groups, fun times, get together
 - Family friendly
- Hyundai Santa Fe – All around reliable, fits most people
- Chevy Pickup – Work horse
- Ford Taurus (2 responses) – Family car, working class. Popular and very useable.
- Suburban – Large and less expensive
- Chevrolet Malibu – sporty but economical, 4 door
- In between a hybrid and a crossover – Trying to be a little bit of everything to appeal to more people

Images of cars used to describe:



WICHITA STATE
UNIVERSITY





The parent participants were asked:

When selecting a college or university to attend, how do you evaluate each of the following?

1. The quality of the **faculty**
2. The quality of the **academic programs**
3. The quality of the **student life**
4. The **cost**
5. The **reputation** of the college

Parents want faculty members who are willing to help and able to explain their subject clearly

The **Faculty** is evaluated by:

- Their **degrees/education**
- Their ability to speak clear English and be **easily understood**
- Their ability to explain their subject well and on the student's level
- Being **available** to the students for help and clarification
- Their teaching **experience**
- The student to teacher ratio
- Their reviews and evaluations
- Their time at that university

Success of past graduates impacts perception of the academic program

Academic Programs are evaluated by:

- Statistics on past graduates
- Variety of courses and degrees offered (students will likely switch around)
- Job placement of graduates
- Ranked high in more than 1 study or method of ranking
- Testimonials
- Graduation rate
- Accreditation
- Admission standards
- Internships available



Parents desire a variety of activities in a safe environment for their children

Student Life is evaluated by:

- Not a party school
- Opportunities for involvement
- Crime rates
- Sports teams
- Dorms and housing
- Safety of students
- % of students living on campus
- Physical location of the school
- Opportunities to meet other students



Parents look at the total cost minus scholarships when comparing schools



The **Cost** is evaluated by:

- Scholarships
- Per credit hour cost
- Housing cost
- Travel to/from school and home
- If a car will be required
- Comparison of total cost to other schools
- The value of degree
- Getting one's monies worth (spend \$100,000 to get a \$20,000 job.)

Reputation is created by alumni through their word of mouth and success

The *Reputation* is evaluated by:

- Student “marketability” after graduation
- A degree which is taken seriously by employers
- Perceptions (based on word of mouth and media/ advertisements)
- Graduation rates
- Alumni
- News heard about the school

**WE LOVE WHEN
OUR ALUMNI MAKE
US PROUD, WHICH
THEY OFTEN DO.**

Parent participants perceive **academic programs** to be the most important criteria to use when evaluating a college



Importance of the following criteria when selecting a college or university to attend: N=16

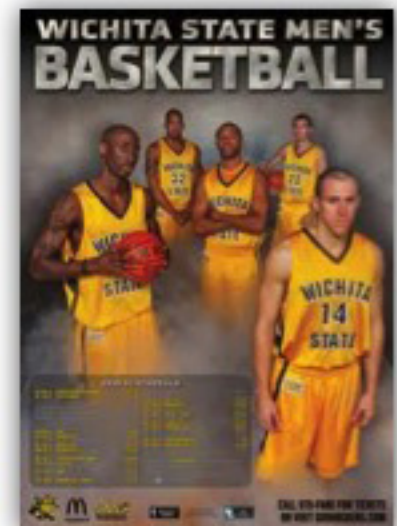
	Very Important	Important	Neutral	Unimportant	Very Unimportant
Faculty	7	7	1	0	1
Academic Programs	12	4	0	0	0
Student Life	2	10	3	1	0
Cost	8	6	2	0	0
Reputation	4	10	1	0	1

Recall of WSU advertisements:

- Different businesses in Wichita that are owned by WSU graduates.
- The “round house”
- WSU = Business
- “Grow your own” teacher, nurse etc.
- Shocker mascot posing as various people (showing that graduates are everywhere)
- Movers, Shakers, Shockers
- Fine Arts ads on TV
- Men's Basketball
- I am Wichita State (featuring student's tweets)
- Hire a Wu Shock
- Ice Cream – multiple flavors
- Dancer commercial (Do More. Be More.)
- Baseball, basketball, volleyball
- WSU is a part of the community

Advertising **themes** recalled included:

- Graduates are successful leaders among our community.
- Solid, marketable degrees offered
- WSU graduates are preferred by local companies.
- Hire a WuShock
- Opportunity
- Awareness of WSU and its programs
- Quality fine arts program
- Everyone is welcome
- Come watch the basketball team



8 out of 16 recalled the phrase “*Do More. Be More.*”

Participants recalled the slogan from billboards and television ads.



None of the participants recalled any WSU ads from social media. Although one participant recalled the ads utilizing tweets from students.

Parents want facts and figures in advertisements

The **ideal** advertisement:

- The availability of scholarships, financial assistance and cost information should be upfront and easy to find.
- Provide ratings/Rankings
- Shows that hard work will pay off
- Shows that graduates will be employable
- Assures School will not overwhelm them the first year. They will be oriented and taken care of.
- Includes the points discussed earlier (Faculty, Academic Programs, Student Life, Cost and Reputation)



“The commercial with the roller skater – that was effective”

WSU as compared to other area schools:

- All **16** participants in the parent groups felt WSU would provide the background and credentials to build a resume and get a satisfying job.
 - However, none of the participants feel WSU is better than other schools.
- Participants commented that WSU needs to overcome the “Hillside High” reputation.
- WSU was considered to be **every bit as good** as K-State and KU, the image just needs to be elevated to match.
- WSU may do a good job at providing the background and credentials to get a job in the area, but not if the graduate travels out of the area.



Objectives and Methodology

Objectives

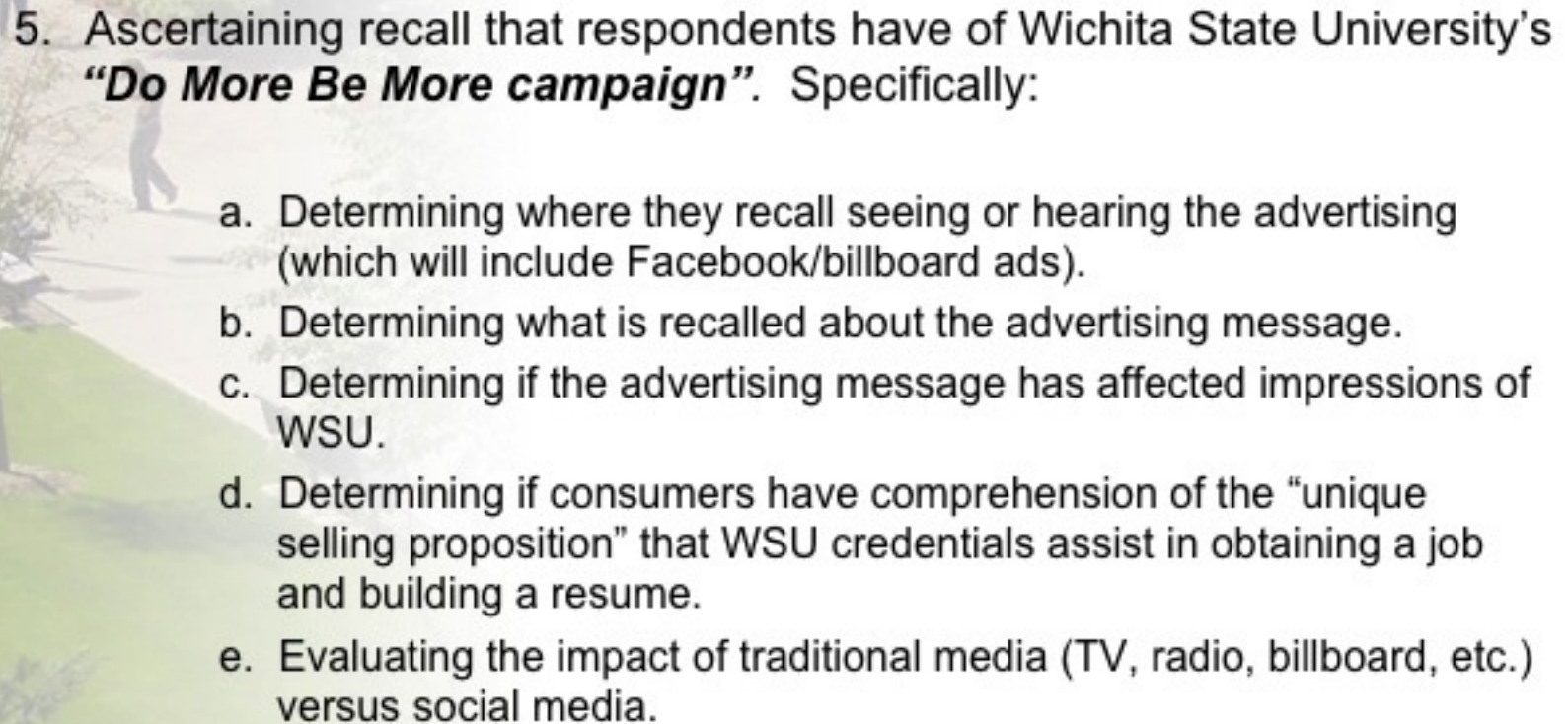
1. Determining what college or university the respondent would recommend, both in general, and in relation to specific courses of study (such as business or fine arts).
2. Determining the perceived strengths of Kansas based colleges and universities. This includes ascertaining which school is perceived to have the following:
 - a. Best overall ***academic programs***
 - b. Best overall ***faculty***
 - c. Best ***value*** for the money
 - d. Best ***engineering school***
 - e. Best ***school for health professionals*** other than physicians
 - f. Best ***fine arts school***
 - g. Best ***liberal arts and sciences school***
 - h. Best ***business school***
 - i. Best ***education and teacher training school***
 - j. Best ***general college degree***
 - k. Known best as Kansas's "***center for experienced based learning***"

Objectives Continued

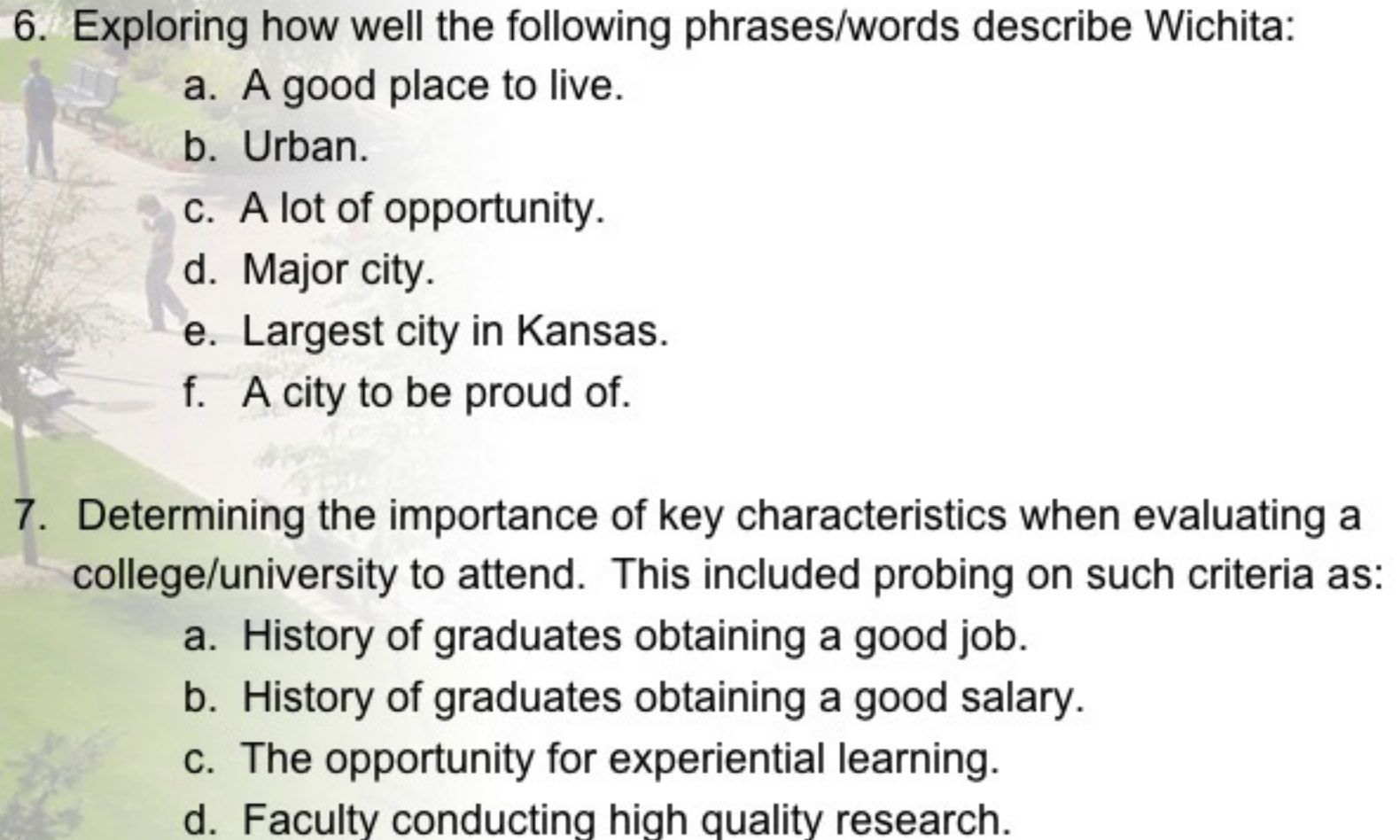
3. Comparing the descriptors used by respondents to describe Wichita State University, University of Kansas and Kansas State University.
4. Exploring what **quality** means in evaluating/selecting a university to attend. This will include probing on:
 - a. Faculty
 - b. Academic programs
 - c. Student life
 - d. Cost
 - e. Reputation



Objectives Continued

- 
5. Ascertaining recall that respondents have of Wichita State University's ***"Do More Be More campaign"***. Specifically:
 - a. Determining where they recall seeing or hearing the advertising (which will include Facebook/billboard ads).
 - b. Determining what is recalled 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.
 - e. Evaluating the impact of traditional media (TV, radio, billboard, etc.) versus social media.

Objectives Continued

- 
- A background image showing a person walking on a paved path next to a bench. The scene is outdoors with trees and a building in the background. The image is semi-transparent and serves as a background for the text.
6. Exploring 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.

 7. Determining the importance of key characteristics when evaluating a college/university to attend. This included probing on such criteria as:
 - a. History of graduates obtaining a good job.
 - b. History of graduates obtaining a good salary.
 - c. The opportunity for experiential learning.
 - d. Faculty conducting high quality research.

Objectives Continued



8. Providing the basic demographics (age, income, gender, etc.) of those participating in the research, as well as the following in the parent groups only.
 - 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.

Methodology

4 focus groups were held in Wichita, KS as follows:

Group Description	Date/Time	Number of Participants
Wichita Area <u>High School</u> <i>Juniors & Seniors who are college bound</i>	November 6, 2012 @ 4:00 pm	8
<u>Parents</u> of Wichita Area High School <i>Juniors & Seniors who are college bound</i>	November 6, 2012 @ 6:30 pm	8
Wichita Area <u>High School</u> <i>Juniors & Seniors who are college bound</i>	November 15, 2012 @ 4:00 pm	7
<u>Parents</u> of Wichita Area High School <i>Juniors & Seniors who are college bound</i>	November 15, 2012 @ 6:30 pm	8
Total Number of Participants		31

Methodology Continued



Participants were screened to meet the following criteria:

Student Groups:

- a. Must be a junior or senior high school student currently enrolled at a Wichita area high school.
- b. Must have lived in the Wichita area for 2 years or longer.
- c. Must be planning to attend college after high school.
- d. Each group will have a mix of males and females.
- e. Participants and their family members cannot currently work or have ever worked in advertising, for a market research company, or for a college or university.

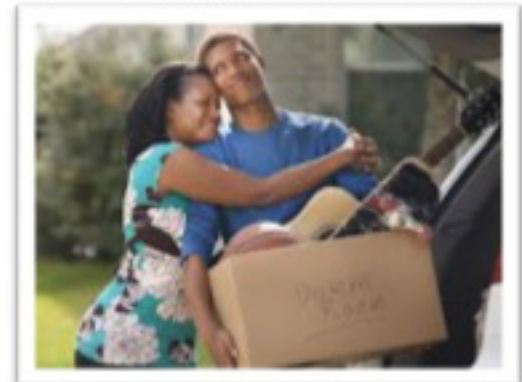


Methodology Continued

Participants were screened to meet the following criteria:

Parent Groups:

- a. Must be 35 years of age or older.
- b. Must have children that are college bound junior or senior high school students.
- c. Must have an annual household income of \$40,000 or higher.
- d. Must have lived in the Wichita area for 2 years or longer.
- e. Must be the parent in the household who is most influential in assisting their child in selecting a university.
- f. Each group will have a mix of males and females.
- g. Participants and their family members cannot currently work or have ever worked in advertising, for a market research company, or for a college or university.





Thank you for the opportunity to work
with Wichita State University!