

NCTC Faculty-Staff Survey Spring 2004

64 responses

Questions 1-20: Using a scale of one to five, with one being ineffective and five being very effective, please rate your impression of the following marketing materials or recruiting efforts on students:

- | | |
|--|---|
| <input type="checkbox"/> Brochures, pamphlets, etc.
<input type="checkbox"/> College posters
<input type="checkbox"/> Program-specific posters
<input type="checkbox"/> Direct home mailings
<input type="checkbox"/> Direct e-mails
<input type="checkbox"/> Direct phone calls
<input type="checkbox"/> High school visits
<input type="checkbox"/> Career fairs
<input type="checkbox"/> Special event participation
<input type="checkbox"/> Newspaper advertisements | <input type="checkbox"/> Television advertisements
<input type="checkbox"/> Radio advertisements
<input type="checkbox"/> Magazine advertisements
<input type="checkbox"/> Newspaper suffers/flyers
<input type="checkbox"/> Billboards
<input type="checkbox"/> Website banner advertisements
<input type="checkbox"/> NCTC's website
<input type="checkbox"/> Marketing of specific programs
<input type="checkbox"/> Marketing of NCTC as a whole
<input type="checkbox"/> Marketing of NCTC campuses |
|--|---|

Q1. Brochures, pamphlets, etc.

Mean:	3.6	
Standard Deviation:	0.8	
Responses	Count	Percent
ineffective	0	0.0%
minimally effective	4	6.3%
somewhat effective	25	39.1%
quite effective	27	42.2%
very effective	8	12.5%

Q2. College posters

Mean:	3.2	
Standard Deviation:	0.8	
Responses	Count	Percent
ineffective	0	0.0%
minimally effective	14	21.9%
somewhat effective	28	43.8%
quite effective	19	29.7%
very effective	3	4.7%

Q3. Program-specific posters

Mean:	3.5	
Standard Deviation:	1.0	
Responses	Count	Percent
ineffective	3	4.7%
minimally effective	6	9.4%
somewhat effective	19	29.7%
quite effective	27	42.2%
very effective	9	14.1%

Q4. Direct home mailings

Mean:		3.5
Standard Deviation:		1.1
Responses	Count	Percent
ineffective	4	6.3%
minimally effective	6	9.4%
somewhat effective	18	28.1%
quite effective	23	35.9%
very effective	13	20.3%

Q5. Direct e-mails

Mean:		3.2
Standard Deviation:		1.1
Responses	Count	Percent
ineffective	4	6.3%
minimally effective	13	20.3%
somewhat effective	24	37.5%
quite effective	15	23.4%
very effective	8	12.5%

Q6. Direct phone calls

Mean:		3.7
Standard Deviation:		1.2
Responses	Count	Percent
ineffective	5	7.8%
minimally effective	6	9.4%
somewhat effective	12	18.8%
quite effective	23	35.9%
very effective	18	28.1%

Q7. High school visits

Mean:		4.0
Standard Deviation:		0.9
Responses	Count	Percent
ineffective	2	3.1%
minimally effective	1	1.6%
somewhat effective	9	14.1%
quite effective	33	51.6%
very effective	19	29.7%

Q8. Career fairs

Mean:		3.7
Standard Deviation:		0.9
Responses	Count	Percent
ineffective	1	1.6%
minimally effective	4	6.3%
somewhat effective	21	32.8%
quite effective	24	37.5%
very effective	14	21.9%

Q9. Special event participation

Mean:		3.8
Standard Deviation:		0.9
Responses	Count	Percent
ineffective	1	1.6%
minimally effective	3	4.7%
somewhat effective	21	32.8%
quite effective	25	39.1%
very effective	14	21.9%

Q10. Newspaper advertisements

Mean:		3.5
Standard Deviation:		0.9
Responses	Count	Percent
ineffective	1	1.6%
minimally effective	8	12.5%
somewhat effective	24	37.5%
quite effective	23	35.9%
very effective	8	12.5%

Q11. Television advertisements

Mean:		3.9
Standard Deviation:		1.0
Responses	Count	Percent
ineffective	2	3.1%
minimally effective	5	7.8%
somewhat effective	11	17.2%
quite effective	27	42.2%
very effective	19	29.7%

Q12. Radio advertisements

Mean:		3.6
Standard Deviation:		1.0
Responses	Count	Percent
ineffective	3	4.7%
minimally effective	4	6.3%
somewhat effective	19	29.7%
quite effective	25	39.1%
very effective	13	20.3%

Q13. Magazine advertisements

Mean:		3.1
Standard Deviation:		0.9
Responses	Count	Percent
ineffective	3	4.7%
minimally effective	9	14.1%
somewhat effective	33	51.6%
quite effective	15	23.4%
very effective	4	6.3%

Q14. Newspaper stuffers/flyers

Mean:		3.2
Standard Deviation:		1.1
Responses	Count	Percent
ineffective	4	6.3%
minimally effective	12	18.8%
somewhat effective	21	32.8%
quite effective	20	31.3%
very effective	7	10.9%

Q15. Billboards

Mean:		3.4
Standard Deviation:		1.0
Responses	Count	Percent
ineffective	3	4.7%
minimally effective	9	14.1%
somewhat effective	18	28.1%
quite effective	26	40.6%
very effective	8	12.5%

Q16. Website banner advertisements

Mean:		2.9
Standard Deviation:		1.1
Responses	Count	Percent
ineffective	7	11.1%
minimally effective	15	23.8%
somewhat effective	24	38.1%
quite effective	11	17.5%
very effective	6	9.5%

Q17. NCTC's website

Mean:		3.6
Standard Deviation:		1.2
Responses	Count	Percent
ineffective	6	9.4%
minimally effective	5	7.8%
somewhat effective	17	26.6%
quite effective	19	29.7%
very effective	17	26.6%

Q18. Marketing of specific programs

Mean:		3.8
Standard Deviation:		0.9
Responses	Count	Percent
ineffective	1	1.6%
minimally effective	5	7.8%
somewhat effective	13	20.3%
quite effective	30	46.9%
very effective	15	23.4%

Q19. Marketing of NCTC as a whole

Mean:	3.6	
Standard Deviation:	1.0	
Responses	Count	Percent
ineffective	2	3.1%
minimally effective	7	10.9%
somewhat effective	18	28.1%
quite effective	24	37.5%
very effective	13	20.3%

Q20. Marketing of NCTC campuses

Mean:	3.5	
Standard Deviation:	1.0	
Responses	Count	Percent
ineffective	4	6.3%
minimally effective	5	7.8%
somewhat effective	19	29.7%
quite effective	29	45.3%
very effective	7	10.9%

Questions 21-29: Please rank in order of importance, who do you feel are the most powerful influencers in a student's decision to attend NCTC?

- | | |
|--|---|
| <input type="checkbox"/> Alumni | <input type="checkbox"/> Coach/Athletic Recruiter |
| <input type="checkbox"/> Employers | <input type="checkbox"/> Faculty |
| <input type="checkbox"/> Parents | <input type="checkbox"/> High School Counselors |
| <input type="checkbox"/> Friends/Girlfriend/Boyfriend | <input type="checkbox"/> Other |
| <input type="checkbox"/> College Recruiter/Admissions Representative | |

Q21. Alumni

Mean:	5.6	
Standard Deviation:	2.4	
Responses	Count	Percent
1	5	7.8%
2	5	7.8%
3	6	9.4%
4	4	6.3%
5	5	7.8%
6	8	12.5%
7	10	15.6%
8	21	32.8%

Q22. Employers

Mean:	5.6	
Standard Deviation:	2.3	
Responses	Count	Percent
1	6	9.5%
2	3	4.8%
3	4	6.3%
4	4	6.3%
5	5	7.9%
6	12	19.0%
7	14	22.2%
8	15	23.8%

Q23. Parents

Mean:		4.5
Standard Deviation:		2.3
Responses	Count	Percent
1	9	14.1%
2	8	12.5%
3	7	10.9%
4	9	14.1%
5	5	7.8%
6	12	18.8%
7	6	9.4%
8	8	12.5%

Q24. Friends/Girlfriend/Boyfriend

Mean:		4.4
Standard Deviation:		2.6
Responses	Count	Percent
1	15	23.4%
2	9	14.1%
3	2	3.1%
4	4	6.3%
5	6	9.4%
6	12	18.8%
7	5	7.8%
8	11	17.2%

Q25. College Recruiter/Admissions Representative

Mean:		4.3
Standard Deviation:		1.9
Responses	Count	Percent
1	6	9.4%
2	5	7.8%
3	10	15.6%
4	11	17.2%
5	17	26.6%
6	7	10.9%
7	3	4.7%
8	5	7.8%

Q26. Coach/Athletic Recruiter

Mean:		4.5
Standard Deviation:		2.3
Responses	Count	Percent
1	9	14.3%
2	7	11.1%
3	6	9.5%
4	7	11.1%
5	11	17.5%
6	12	19.0%
7	3	4.8%
8	8	12.7%

Q27. Faculty

Mean:		5.4
Standard Deviation:		1.9
Responses	Count	Percent
1	2	3.1%
2	4	6.3%
3	8	12.5%
4	5	7.8%
5	8	12.5%
6	18	28.1%
7	11	17.2%
8	8	12.5%

Q28. High School Counselors

Mean:		4.6
Standard Deviation:		2.3
Responses	Count	Percent
1	7	11.1%
2	7	11.1%
3	9	14.3%
4	7	11.1%
5	10	15.9%
6	2	3.2%
7	15	23.8%
8	6	9.5%

Q29. List any other important influencers in the text box below.

5 responses Programs
 3 responses Cost
 2 responses Current Students
 2 responses Facilities
 1 response Scholarships

Q30. At what age do you believe students are making their higher education decisions?

Mean:		2.6
Standard Deviation:		0.7
Responses	Count	Percent
-15	0	0.0%
15-17	32	50.0%
18-20	29	45.3%
21-25	1	1.6%
25+	2	3.1%

Q31. Where, or with whom, do you believe students learn about NCTC? Check all that apply.

Responses	Count	Percent
Recruiters/Admissions representative	54	84.4%
Friends	58	90.6%
Family/Alumni	54	84.4%
High School Counselors	39	60.9%
Advertising	40	62.5%
Direct mail	21	32.8%
Media attention/news articles	33	51.6%

Questions 32-38: Please rank in order of importance, what you believe students watch, listen or pay attention to, in advertising:

_____ Billboards	_____ Newspapers
_____ Radio	_____ Magazines
_____ Websites/On-line banner ads	_____ Location kiosks/displays
_____ Television	

Q32. Billboards

Mean:		4.4
Standard Deviation:		1.8
Responses	Count	Percent
1	4	6.5%
2	6	9.7%
3	8	12.9%
4	15	24.2%
5	11	17.7%
6	7	11.3%
7	11	17.7%

Q33. Radio

Mean:		3.6
Standard Deviation:		1.9
Responses	Count	Percent
1	11	17.5%
2	11	17.5%
3	8	12.7%
4	12	19.0%
5	10	15.9%
6	6	9.5%
7	5	7.9%

Q34. Websites/On-line banner ads

Mean:		3.6
Standard Deviation:		2.1
Responses	Count	Percent
1	14	22.6%
2	8	12.9%
3	11	17.7%
4	5	8.1%
5	9	14.5%
6	7	11.3%
7	8	12.9%

Q35. Television

Mean:		3.7
Standard Deviation:		2.2
Responses	Count	Percent
1	14	22.2%
2	11	17.5%
3	9	14.3%
4	3	4.8%
5	7	11.1%
6	10	15.9%
7	9	14.3%

Q36. Newspapers

Mean:		4.4
Standard Deviation:		1.7
Responses	Count	Percent
1	6	9.7%
2	4	6.5%
3	5	8.1%
4	13	21.0%
5	18	29.0%
6	8	12.9%
7	8	12.9%

Q37. Magazines

Mean:		4.8
Standard Deviation:		1.9
Responses	Count	Percent
1	6	9.7%
2	4	6.5%
3	6	9.7%
4	6	9.7%
5	8	12.9%
6	22	35.5%
7	10	16.1%

Q38. Location kiosks/displays

Mean:		4.4
Standard Deviation:		1.7
Responses	Count	Percent
1	2	3.2%
2	8	12.7%
3	10	15.9%
4	14	22.2%
5	9	14.3%
6	11	17.5%
7	9	14.3%

Q39. What special events do you believe have the greatest impact for the college?

18 responses	sporting events / high school athletic tournaments
11 responses	music and theater productions
10 responses	Career/College Fair
9 responses	Demo Days / Career Exploration
5 responses	high school visits
3 responses	tours
3 responses	successful alumni participate in high school recruiting
3 responses	open house
2 responses	service learning
1 response	parade participation
1 response	Graduations
1 response	public meetings
1 response	extracurricular events (i.e. dances)

Q40. What do you believe is the most effective marketing tool?

15 responses	radio/television advertising
10 responses	alumni
8 responses	word-of-mouth
7 responses	website
6 responses	billboards/print advertising
5 responses	news articles/public relations
2 responses	direct mail
2 responses	Demo Days/special campus events
2 responses	current students
2 responses	employees who are active in communities
2 responses	program-specific brochures
2 responses	campus visits
1 response	tours
1 response	selection of programs
1 response	facilities
1 response	high school visits
1 response	viewbook
1 response	college organization

Q41. What do you believe is the most effective recruiting tool?

20 responses	high school visits / person-to-person visits
8 responses	advertising
6 responses	alumni
5 responses	strong recruiters
5 responses	word-of-mouth
5 responses	current students
5 responses	special events
3 responses	news articles
3 responses	program-specific brochures
3 responses	campus visits / tours
2 responses	coaches
2 responses	faculty
1 response	website
1 response	job placement
1 response	location of campuses and programs
1 response	family
1 response	scholarships
1 response	direct mail

Q42. What do you believe is the role of marketing at NCTC?

27 responses	generate good press / community awareness
7 responses	college image
5 responses	get information to prospective students
4 responses	program-specific marketing
4 responses	increase enrollment
4 responses	advertising
3 responses	recruiting / visits
3 responses	creating promotional materials
2 responses	increase funding
1 response	be resource for individual programs
1 response	NCTC sells itself

Q43. What do you believe is the role of recruiting at NCTC?

17 responses increase enrollment
 9 responses high school visits
 9 responses prospective student awareness / college promotion
 6 responses meeting with prospective students and their parents
 6 responses generating interest to bring students in for tours
 5 responses targeted recruiting (non-traditional students, athletics, etc.)
 4 responses provide college information / materials
 3 responses program-specific marketing
 1 response current-student retention

Q44. What do you believe is the role of public relations at NCTC?

32 responses generate good press / community awareness
 7 responses being active in community
 3 responses promote graduates
 2 responses be prepared for damage control
 1 response internal communication
 1 response produce promotional material
 1 response support program-specific recruiting / activities
 1 response organize special events

Q45. What do you feel is the greatest advantage for students enrolled/seeking a degree at NCTC? Check only one.

Responses	Count	Percent
Cost/Tuition	7	10.9%
Faculty-to-student ratio/Personal attention	27	42.2%
Job Placement	7	10.9%
Small class sizes	6	9.4%
Transferability	7	10.9%
Unique programs	9	14.1%
Other	0	0.0%

Other responses:

Hard to choose one--all are advantages here!

Questions 46-61: Using a scale of one to five, with one being not important and five being very important, please rate marketing and public relations in the following areas:

_____ MnSCU system	_____ Counseling and career advising
_____ NCTC as a whole	_____ Job placement
_____ NCTC campuses	_____ Communities of the campuses
_____ Specific programs	_____ Diversity of the college and/or campuses
_____ On-line classes and distance education	_____ Demographics of students
_____ Athletics, extracurriculars and student life	_____ Customized training and continuing education
_____ Student housing	_____ Business partnerships
_____ Financial aid and scholarships	_____ Transfer institution partnerships

Q46. MnSCU System

Mean:	2.3	
Standard Deviation:	1.1	
Responses	Count	Percent
Not Important	16	26.7%
Somewhat Important	24	40.0%
Important	12	20.0%
Very Important	5	8.3%
Extremely Important	3	5.0%

Q47. NCTC as a whole

Mean:	4.2	
Standard Deviation:	1.0	
Responses	Count	Percent
Not Important	1	1.7%
Somewhat Important	3	5.0%
Important	9	15.0%
Very Important	18	30.0%
Extremely Important	29	48.3%

Q48. NCTC campuses

Mean:	4.2	
Standard Deviation:	1.0	
Responses	Count	Percent
Not Important	2	3.3%
Somewhat Important	2	3.3%
Important	9	14.8%
Very Important	19	31.1%
Extremely Important	29	47.5%

Q49. Specific programs

Mean:	4.4	
Standard Deviation:	0.7	
Responses	Count	Percent
Not Important	0	0.0%
Somewhat Important	0	0.0%
Important	6	9.8%
Very Important	23	37.7%
Extremely Important	32	52.5%

Q50. On-line classes/distance education

Mean:	3.5	
Standard Deviation:	1.2	
Responses	Count	Percent
Not Important	4	6.6%
Somewhat Important	9	14.8%
Important	11	18.0%
Very Important	25	41.0%
Extremely Important	12	19.7%

Q51. Athletics, extra-curriculars and student life

Mean:	3.2	
Standard Deviation:	1.3	
Responses	Count	Percent
Not Important	6	9.8%
Somewhat Important	14	23.0%
Important	15	24.6%
Very Important	14	23.0%
Extremely Important	12	19.7%

Q52. Student housing

Mean:	3.3	
Standard Deviation:	1.2	
Responses	Count	Percent
Not Important	5	8.3%
Somewhat Important	9	15.0%
Important	22	36.7%
Very Important	14	23.3%
Extremely Important	10	16.7%

Q53. Financial aid and scholarships

Mean:	4.6	
Standard Deviation:	0.7	
Responses	Count	Percent
Not Important	0	0.0%
Somewhat Important	1	1.6%
Important	4	6.6%
Very Important	16	26.2%
Extremely Important	40	65.6%

Q54. Counseling and career advising

Mean:	3.8	
Standard Deviation:	0.9	
Responses	Count	Percent
Not Important	2	3.3%
Somewhat Important	2	3.3%
Important	16	26.7%
Very Important	27	45.0%
Extremely Important	13	21.7%

Q55. Job placement

Mean:	4.2	
Standard Deviation:	0.9	
Responses	Count	Percent
Not Important	1	1.6%
Somewhat Important	0	0.0%
Important	12	19.7%
Very Important	23	37.7%
Extremely Important	25	41.0%

Q56. Communities of the campuses

Mean:	3.5	
Standard Deviation:	1.1	
Responses	Count	Percent
Not Important	3	5.1%
Somewhat Important	6	10.2%
Important	19	32.2%
Very Important	20	33.9%
Extremely Important	11	18.6%

Q57. Diversity of the colleges and/or campuses

Mean:	3.3	
Standard Deviation:	1.1	
Responses	Count	Percent
Not Important	6	9.8%
Somewhat Important	5	8.2%
Important	22	36.1%
Very Important	22	36.1%
Extremely Important	6	9.8%

Q58. Demographics of students

Mean:	3.3	
Standard Deviation:	1.0	
Responses	Count	Percent
Not Important	3	4.9%
Somewhat Important	9	14.8%
Important	20	32.8%
Very Important	22	36.1%
Extremely Important	7	11.5%

Q59. Customized training and continuing education

Mean:	3.1	
Standard Deviation:	1.0	
Responses	Count	Percent
Not Important	5	8.2%
Somewhat Important	10	16.4%
Important	24	39.3%
Very Important	19	31.1%
Extremely Important	3	4.9%

Q60. Business partnerships

Mean:	3.6	
Standard Deviation:	1.1	
Responses	Count	Percent
Not Important	1	1.6%
Somewhat Important	8	13.1%
Important	19	31.1%
Very Important	17	27.9%
Extremely Important	16	26.2%

Q61. Transfer institution partnerships

Mean:	4.2	
Standard Deviation:	0.9	
Responses	Count	Percent
Not Important	1	1.6%
Somewhat Important	1	1.6%
Important	9	14.8%
Very Important	23	37.7%
Extremely Important	27	44.3%

Q62. Where do you believe NCTC recruiters/admissions representatives can make the largest impact?

30 responses high schools
7 responses communities
4 responses with targeted populations (non-traditional students, diverse populations)
3 responses job / career fairs
2 responses on our campuses
1 response other colleges
1 response with high school counselors and parents

Q63. How would you personally be willing to participate in the college's marketing and recruiting efforts? Check as many as apply.

Responses	Count	Percent
Evening cold calls	5	10.9%
Follow-up visit calls	18	39.1%
Weekend/evening tours and demo days	28	60.9%
Other	16	34.8%

Q64. If you checked "other" above, please type in the text box what that would be.

7 responses on-campus events
6 responses visit high schools / attend events
1 response serve on committee
1 response help with mailings
1 response work on retention

Q65. How aware do you feel personally of the college's recruiting efforts?

Mean:	2.0	
Standard Deviation:	0.7	
Responses	Count	Percent
High awareness	17	27.9%
Basic awareness	29	47.5%
Low/nominal awareness	15	24.6%

Q66. Would you like to be more aware of the college's recruiting efforts?

Mean:	1.4	
Standard Deviation:	0.5	
Responses	Count	Percent
Yes	36	62.1%
No	22	37.9%

Q67. What means do you think are the most effective for increasing internal awareness?

12 responses e-mail
8 responses staff meetings
6 responses Pioneer News
4 responses one-on-one meetings / reports
2 responses reports in employee mailboxes
1 response offer current students a tuition stipend or scholarship for recruiting a new student

Q68. What percentage of the college's operating budget should go into marketing and/or recruiting?

19 responses leave it to the experts to figure out
7 responses 20%25%
6 responses 15%
3 responses 10%
3 responses more than they have now
2 responses 4%-5%
1 response 40%
1 response 2%
1 response none

Q69. Do you have any additional comments related to the current marketing and/or recruiting efforts of NCTC?

5 responses recruiters (and those involved including coaches) do great job
 4 responses more marketing is needed
 2 responses program-specific marketing with equal dollar amounts and attention given
 1 response has improved
 1 response get alumni involved
 1 response promote campuses separately

Q70. How many years have you worked at NCTC?

Mean:	4.3	
Standard Deviation:	1.3	
Responses	Count	Percent
Less than one year	2	3.1%
1 to 2 years	4	6.3%
3 to 5 years	12	18.8%
6 to 10 years	14	21.9%
11 to 20 years	21	32.8%
More than 20 years	11	17.2%

Q71. What is your age?

Mean:	3.0	
Standard Deviation:	1.0	
Responses	Count	Percent
Under 30	6	9.5%
30-39	13	20.6%
40-49	22	34.9%
50 or over	22	34.9%

Q72. What is your gender

Mean:	1.6	
Standard Deviation:	0.5	
Responses	Count	Percent
Male	23	37.1%
Female	39	62.9%

Q73. Are you currently classified as full-time or part-time?

Mean:	1.1	
Standard Deviation:	0.3	
Responses	Count	Percent
full time	57	90.5%
part time	6	9.5%

Q74. Which most closely describes your position?

Mean:	2.2	
Standard Deviation:	0.5	
Responses	Count	Percent
Administration	3	4.8%
Faculty	43	68.3%
Support staff	17	27.0%

Q75. Which most closely describes your primary employment location?

Mean:	1.6	
Standard Deviation:	0.6	
Responses	Count	Percent
East Grand Forks	26	40.6%
Thief River Falls	35	54.7%
Distance education/Satellite sites	3	4.7%