



Missouri State University

Phase II Appendix: Message Scores
Audience Breakouts

April 30, 2013



Methodology

Between November 17, 2012, and March 1, 2013, PSB conducted quantitative online and phone surveys among the following audiences:

AUDIENCES		SAMPLE SIZE	MARGIN OF ERROR
Key Administrators, Faculty and Staff		50*	+/-13.86%
Alumni		200	+/-6.93%
Graduate Students		100	+/-9.80%
Undergraduate Students		202	+/-6.89%
Prospective Nontraditional Students – PHONE		100	+/-9.80%
Prospective Transfer Students		70*	+/-11.71%
Admitted Students Who Did Not Enroll		103	+/-9.66%
All Prospective High School Students		421	+/-4.78%
Prospective HS	Students	344	+/-5.28%
	Parents of Prospective Students	77	+/-11.17%

Message Scoring Methodology

To easily compare the messages, PSB creates a Summary Index Score for each message comprised of the following components:

$$\text{SCORE} = \left[\begin{array}{c} \text{Net} \\ \text{Believability} \\ \text{Total \% believable} - \text{total} \\ \text{\% not believable} \end{array} \right] + \left[\begin{array}{c} \text{2x Much More} \\ \text{Favorable} \\ \text{Total \% Much more favorable} \end{array} \right]$$

To easily compare the message scores across audiences, PSB has broken out the message components and the message scores by audience.

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Financial Aid	92	38	168
Community Involvement	90	34	158
Faculty and Staff	70	40	150
Public Affairs Mission	84	28	140
Programs	64	36	136

Score = net believability + 2 much more favorable*

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Programs	95	46	187
Faculty and Staff	96	45	186
Community Involvement	86	41	168
Financial Aid	88	37	162
Public Affairs Mission	82	35	152
Alumni	71	27	125
Alumni Records	69	17	103
Access	60	17	94

Score = net believability + 2 much more favorable*

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Graduate Assistantship	79	61	201
Faculty and Staff	91	34	159
Public Affairs Mission	100	26	152
Community Involvement	80	35	150
Financial Aid	78	32	142
Graduate Funding	82	30	142
Programs	74	28	130
Graduate Programs	77	23	123

Total score = net believability + 2 much more favorable*

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Faculty and Staff	95	52	199
Financial Support	88	43	174
Programs	90	39	168
Tagline Test	78	45	168
Affordability	74	43	160
Experience	86	36	158
Public Affairs Mission	85	34	153
Undergraduate 1	76	28	132

Total score = net believability + 2 much more favorable*

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Tutoring	100	50	200
Adult Student Services	91	32	155
Course Formats	81	21	123
Classroom Environment	87	17	121
Evening College Plus	80	20	120
Work-Family Balance	88	15	118
Integration	76	19	114
Online Degrees	58	26	110
Clear Roadmap	69	18	105
Financial Aid	63	13	89

Total score = net believability + 2 much more favorable*

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Programs	81	51	183
Community Involvement	76	44	164
Financial Aid	76	41	158
Public Affairs Mission	79	38	155
Faculty and Staff	60	30	120

Total score = net believability + 2 much more favorable*

Message Score Breakouts

STUDENTS

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Financial Aid	77	31	139
Programs	73	32	137
Community Involvement	75	30	135
Faculty and Staff	72	31	134
Public Affairs Mission	72	20	112

PARENTS

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Community Involvement	92	45	182
Faculty and Staff	92	44	180
Financial Aid	94	35	164
Programs	84	37	158
Public Affairs Mission	86	32	150

Total score = net believability + 2 much more favorable*

Message Score Breakouts

MESSAGE TITLE	NET BELIEVABILITY	MUCH MORE FAVORABLE	TOTAL SCORE
Financial Aid	80	36	152
Faculty and Staff	82	30	142
Programs	75	28	131
Community Involvement	77	26	129
Public Affairs Mission	82	23	128

Total score = net believability + 2 much more favorable*