



Missouri State University

Phase II Quantitative Report
Full Report with Audience Breakouts

April 30, 2013



Phase II 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%

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VI. Prospective high school students and parents	106
VII. Prospective transfer students	135
VIII. Admitted students who didn't enroll	164



KEY ADMINISTRATORS, FACULTY AND STAFF

Key Findings and Summary

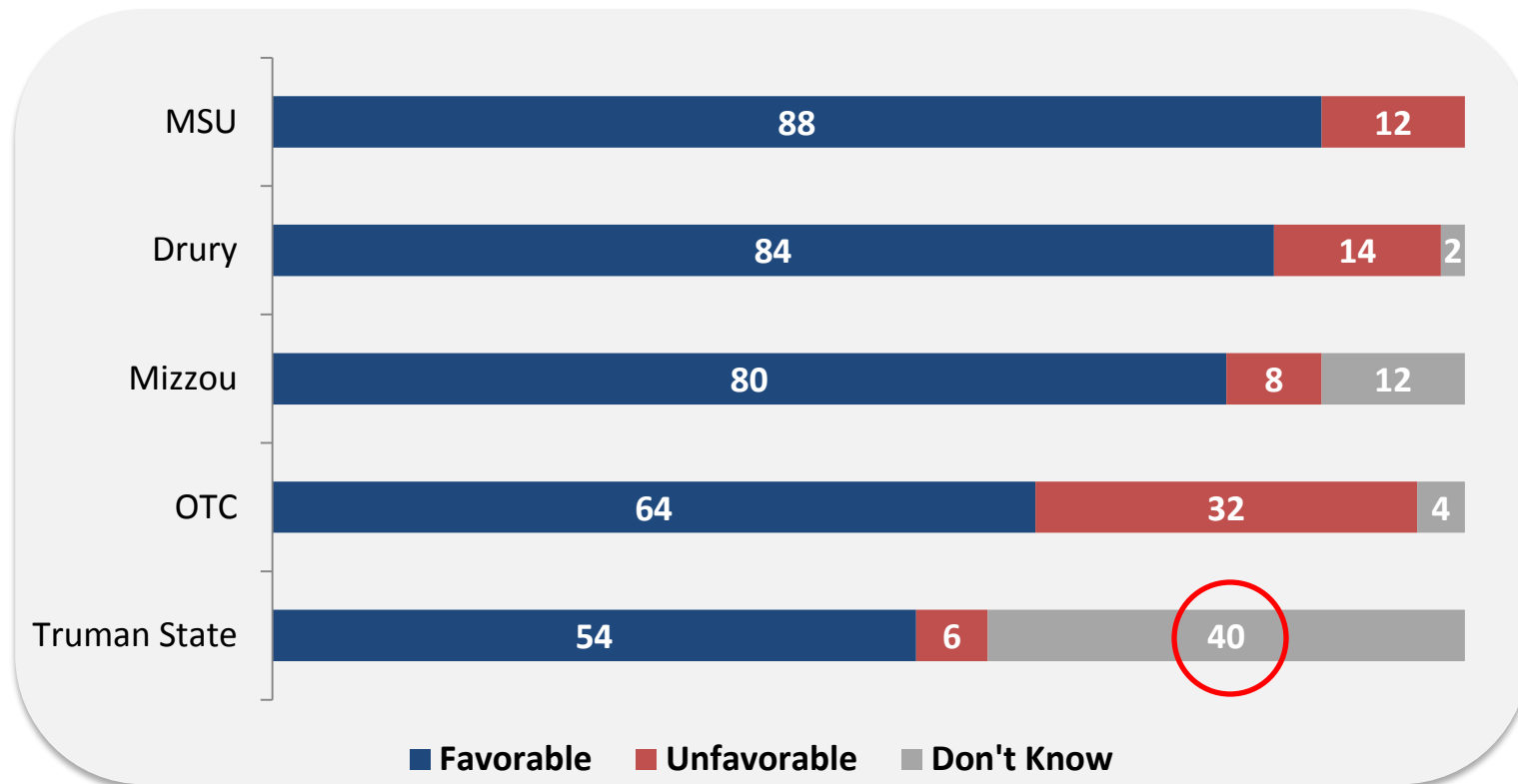
**Region specific cuts not used in Key Administrators, Faculty and Staff survey. Therefore, N sizes are consistent across questions.*



Favorability

Over 8 in 10 have a favorable view of MSU. Drury and Mizzou remain close with OTC and Truman State lagging significantly.

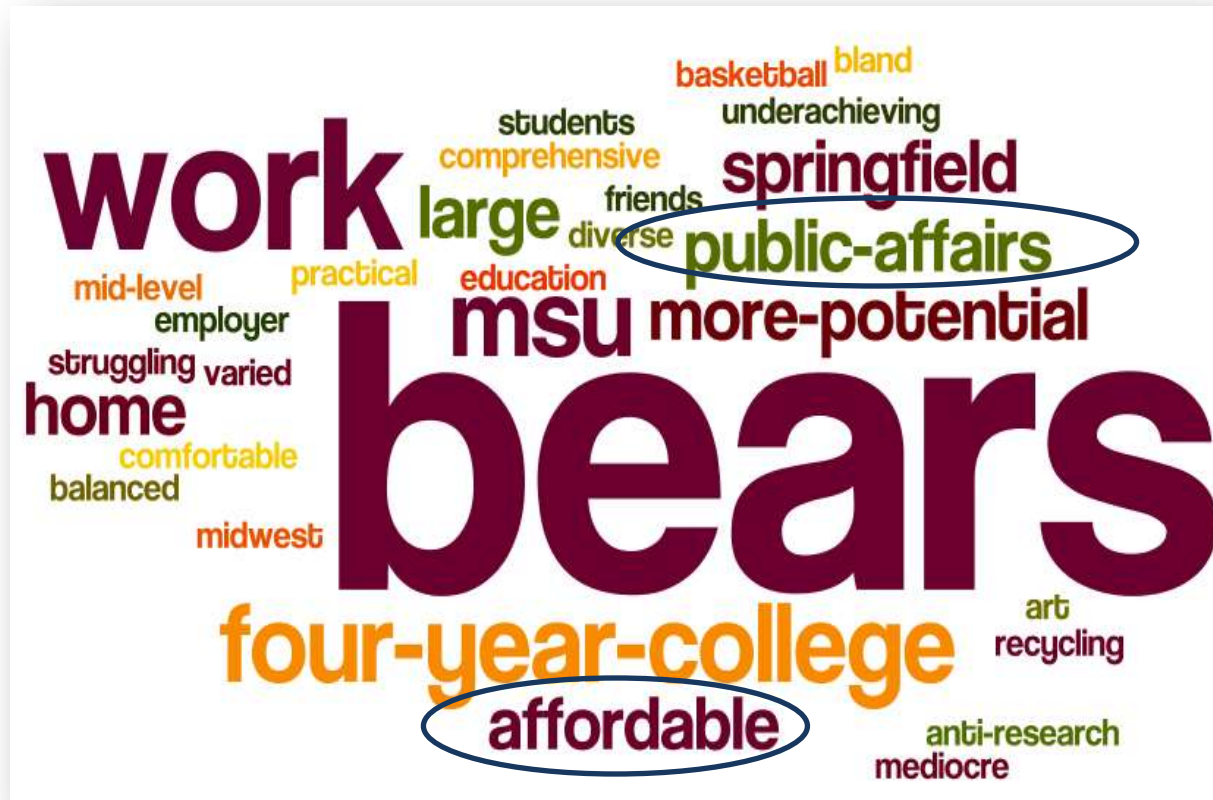
- Truman State remains largely unknown.



MSU: Top of Mind Associations

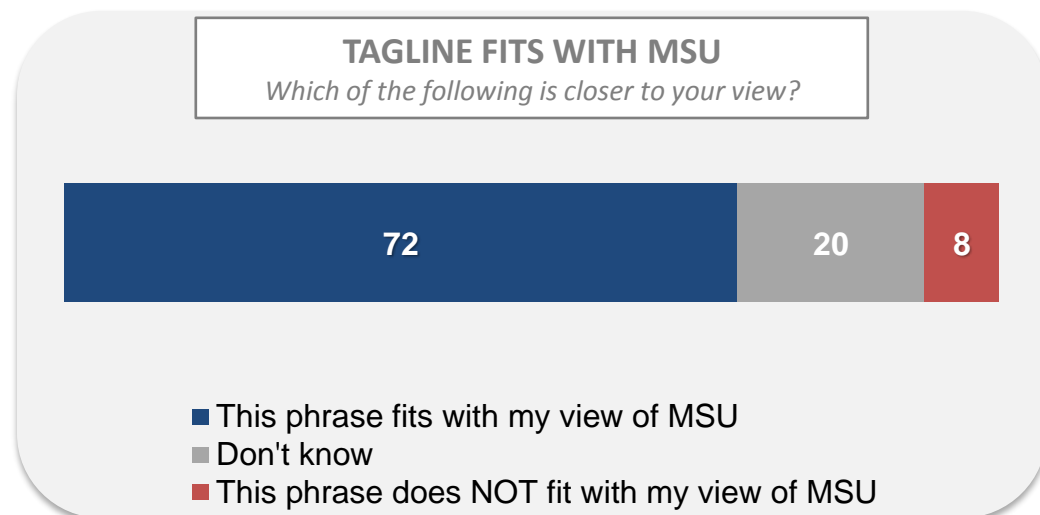
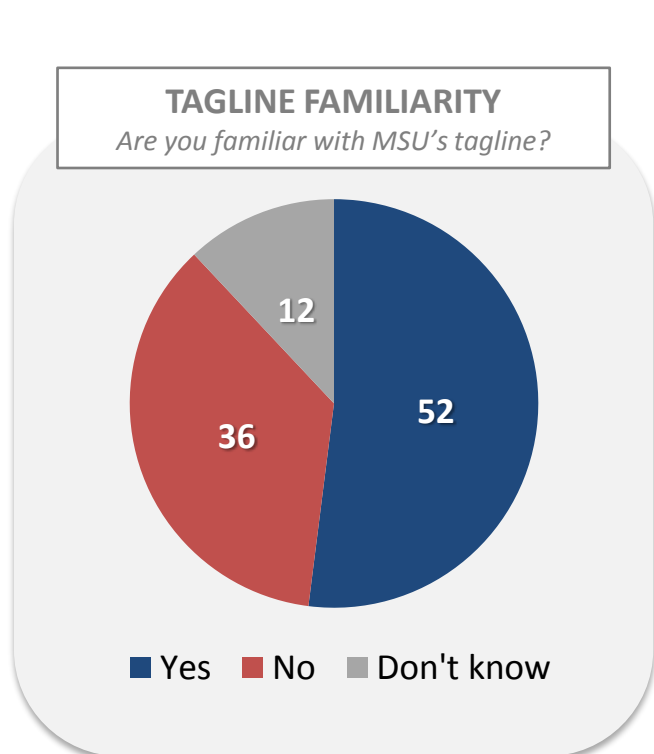
MSU's top of mind associations include "work" and "bears."

- "Public affairs" and "affordable" are also among the leading associations.



MSU's Tagline

While 1/3 are unfamiliar with MSU's tagline, once prompted, nearly 3 of 4 respondents view the tagline as fitting with the University.



"One where students can enjoy exploring options and find a good career path." — Faculty and Staff

"Varied opportunities; good preparation for future" — Faculty and Staff

"Wide range of programs, good advisement, varied learning experiences" — Faculty and Staff

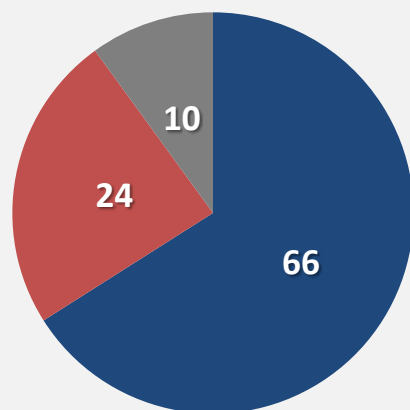
MSU's Mission Statement

The mission statement is well-liked among faculty and fits with views of the University; however, given the low awareness, this should be a key area on which to focus.

- In particular, the phrases “develop educated persons” and “ethical leadership” resonate.

MISSION STATEMENT FITS WITH MSU

Does the public affairs mission fit with your view of MSU? (after displaying current University mission statement)



■ Yes ■ No ■ Don't know

MESSAGE HIGHLIGHTING

Missouri State University is a **public, comprehensive metropolitan** system with a statewide mission in public affairs, whose purpose is to **develop educated persons**. The University's identity is distinguished by its **public affairs** mission, which entails a **campus-wide commitment** to foster **expertise** and responsibility in **ethical leadership, cultural competence** and **community engagement**.

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half.

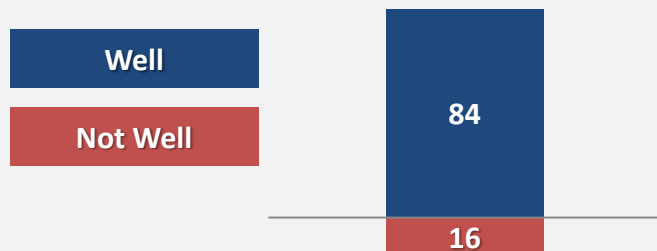
MSU's Brand

Respondents think the description of the brand fits with their views of MSU but are split on whether MSU has a clearly defined brand/image.

DESCRIPTION OF BRAND: *Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body — yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.*

STATEMENT FITS WITH MSU

In general, how well do you believe this description fits with MSU?



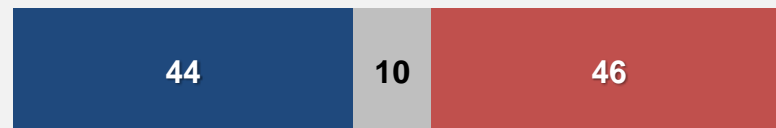
CLARITY OF BRAND

Which of the following is closer to your view?

MSU has a clearly defined University brand/image or identity.

Don't Know

MSU does not have a deeply-rooted or well-defined brand/image and its identity as a school is unclear.



Message Scoring Methodology

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

SCORE =

<p>Net Believability <i>Total % believable – total % not believable</i></p>	+	<p>2x Much More Favorable <i>Total % Much more favorable</i></p>
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Message tables are color coded in order to allow easy identification of the highest and lowest scoring messages:

COLOR CODING LEGEND	
Top Scoring Message	
Top Third Messages	
Bottom Third Messages	

Messages — Evaluating MSU's Brand

- 'Financial Aid' is the top performing message among faculty and staff.
- 'Community Involvement' is also a leading message among faculty and staff and a key area to promote.

TITLE	MESSAGE TEXT	SCORE
Financial Aid	MSU takes pride in its level of financial support and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	168
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.	158
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90% of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	150
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities.	140
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	136

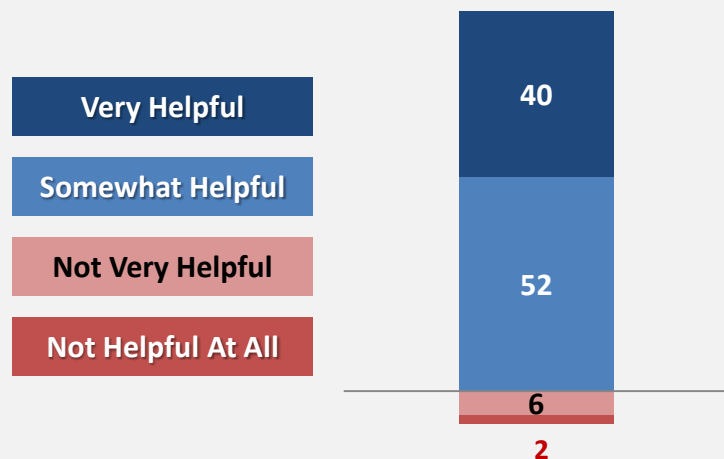
Score = net believability + 2 much more favorable*

MSU's Website

The majority view the website as helpful; however, they would like the website to offer more specifics and updated information about events on campus.

HELPFULNESS OF WEBSITE

How helpful do you view MSU's website to be?



ADDITIONAL INFORMATION

What additional information would you like the website to provide?

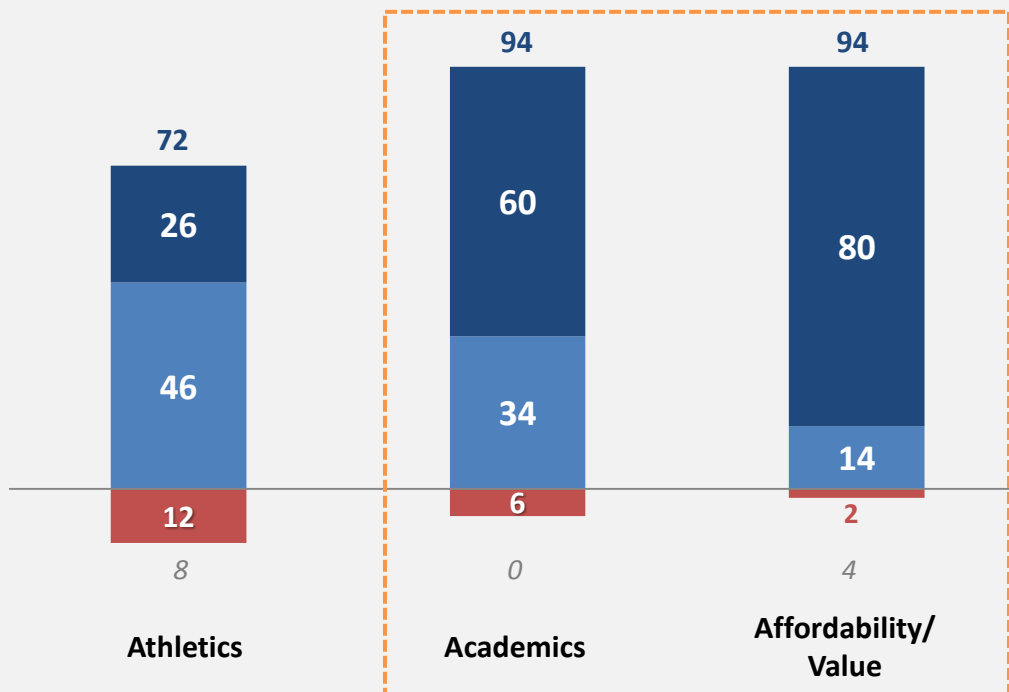
“More information about opportunities - intramural sports, volunteer opportunities, etc. I frequently hear of initiatives or events and can't find them on our website.” — Faculty and Staff

*“Information about **specific majors**, including programs that are excellent on a national level (even if they are not always huge).” — Faculty and Staff*

Perceptions of MSU: Strengths

Affordability/value and academics are viewed as strengths among faculty and staff

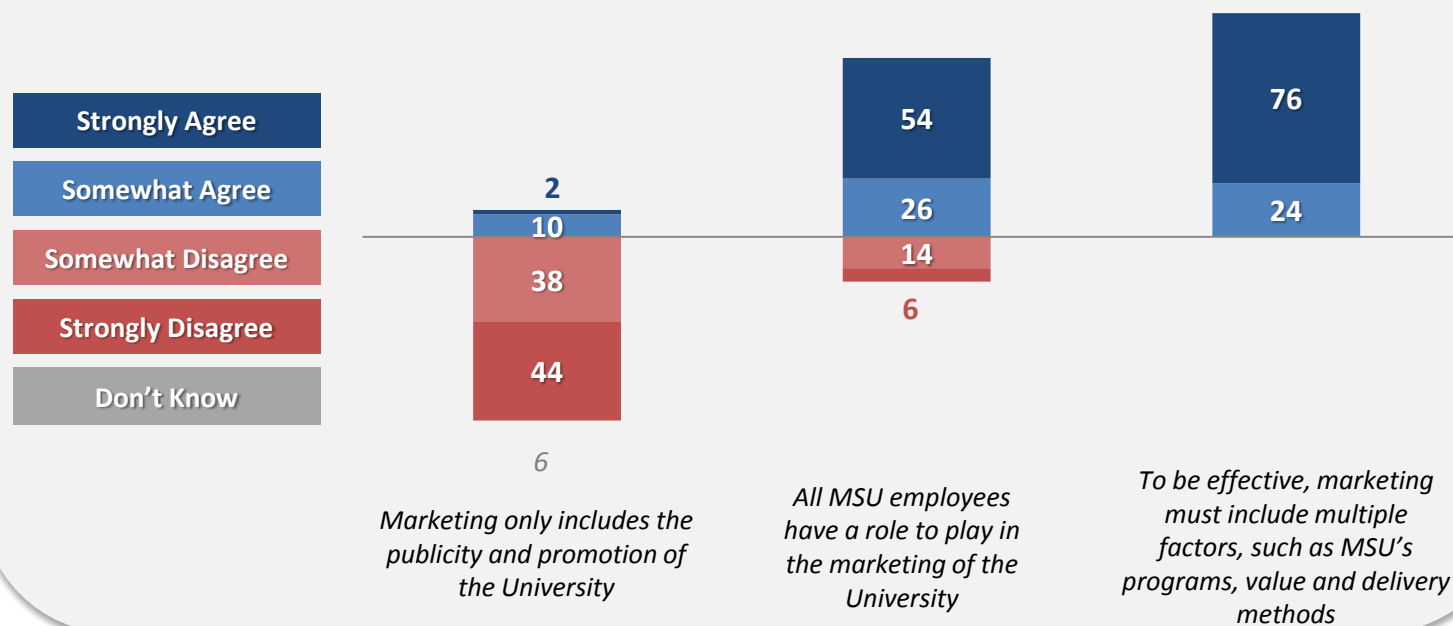
Generally speaking, how would you rate Missouri State University (MSU) on the following areas?



Perceptions of Marketing Efforts

Over 3 in 4 strongly agree that marketing must include multiple factors.

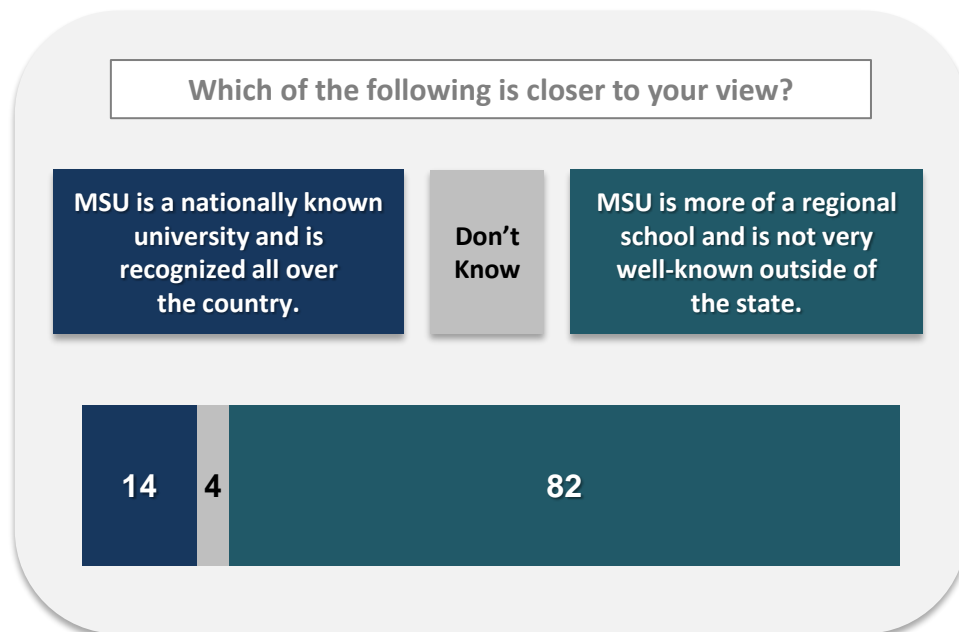
Generally speaking, how much do you agree or disagree with the following statements?



Additional Perceptions of MSU

Over 4 in 5 view MSU to be more of a regional school than a national school – and identify with the nicknames ‘Missouri State’ and ‘MSU.’

Which of the following nicknames identifies best with the University?	Faculty/Staff
Missouri State	46
MSU	44
Missouri State University	8
MO State	2



MSU Attributes

Faculty view cost and on-campus offerings to be strengths, and view diversity and traditions to be key weaknesses.

Please read the attributes below and indicate how well each applies to MSU. Please rate them on a 10-point scale, where 10 means “applies completely” and 1 means it “does not apply at all”. Showing % 8+9+10	MSU
Is affordable	75
Has a wide range of activities for students	60
Is one of the top institutions in Missouri	59
Offers academic programs that interest me	57
Has a compact campus	57
Is a place where students feel welcome	54
Has a good reputation among my friends	49
Is located in a college-friendly town (Springfield)	48
Has a desirable student/faculty ratio	47
Has strong school spirit	40
Graduates will compete well for jobs with those from other institutions	40
Has strong academic programs	32
Has quality residence halls	28
Advertises itself well	25
Has a diverse student body	23
Has strong traditions	20

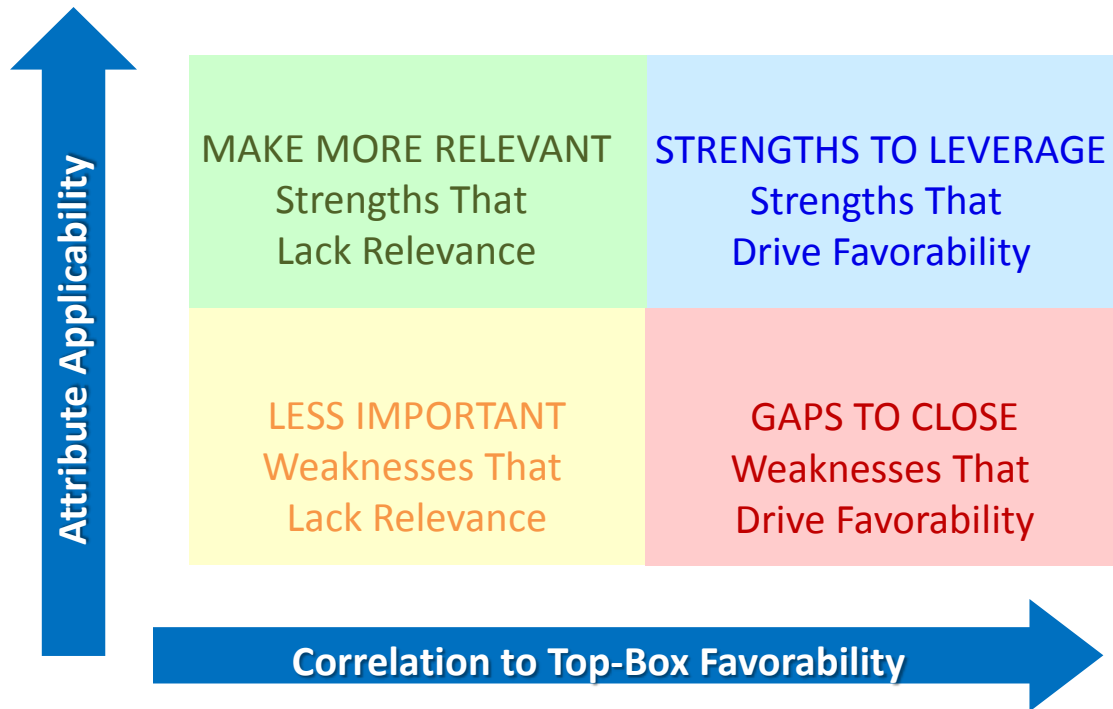
Affordability is viewed as MSU's strongest attribute

Diversity and traditions are weaknesses

Understanding the Scatter

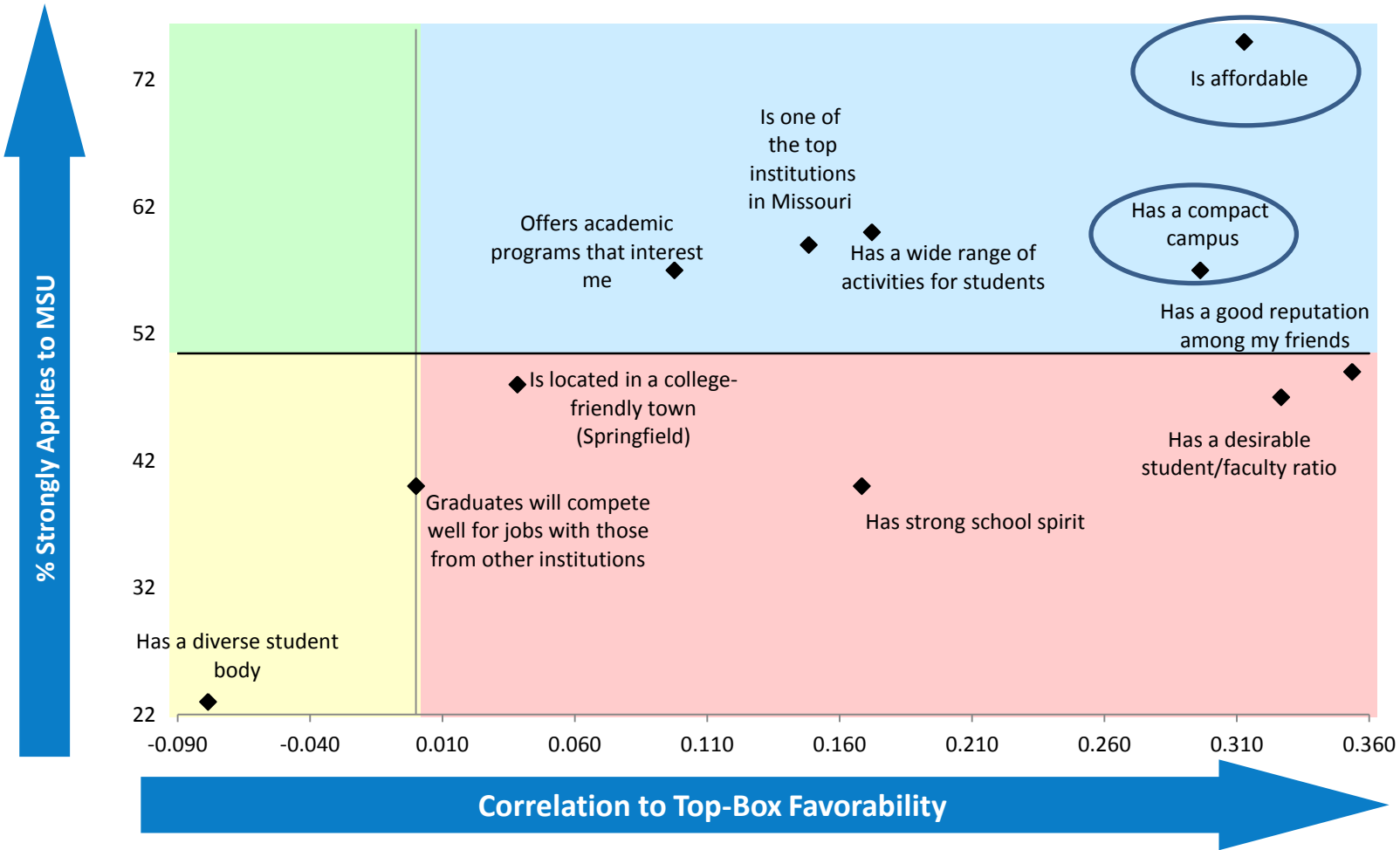
Attribute Scatter Methodology

- Respondents were asked to evaluate MSU on a series of attributes.
- Attributes were then visually mapped through statistical correlations on a 2-D chart to derive which qualities are the **strongest drivers of favorability**.
- On the Y axis we are showing MSU's score on each attribute.



MSU's Scatter

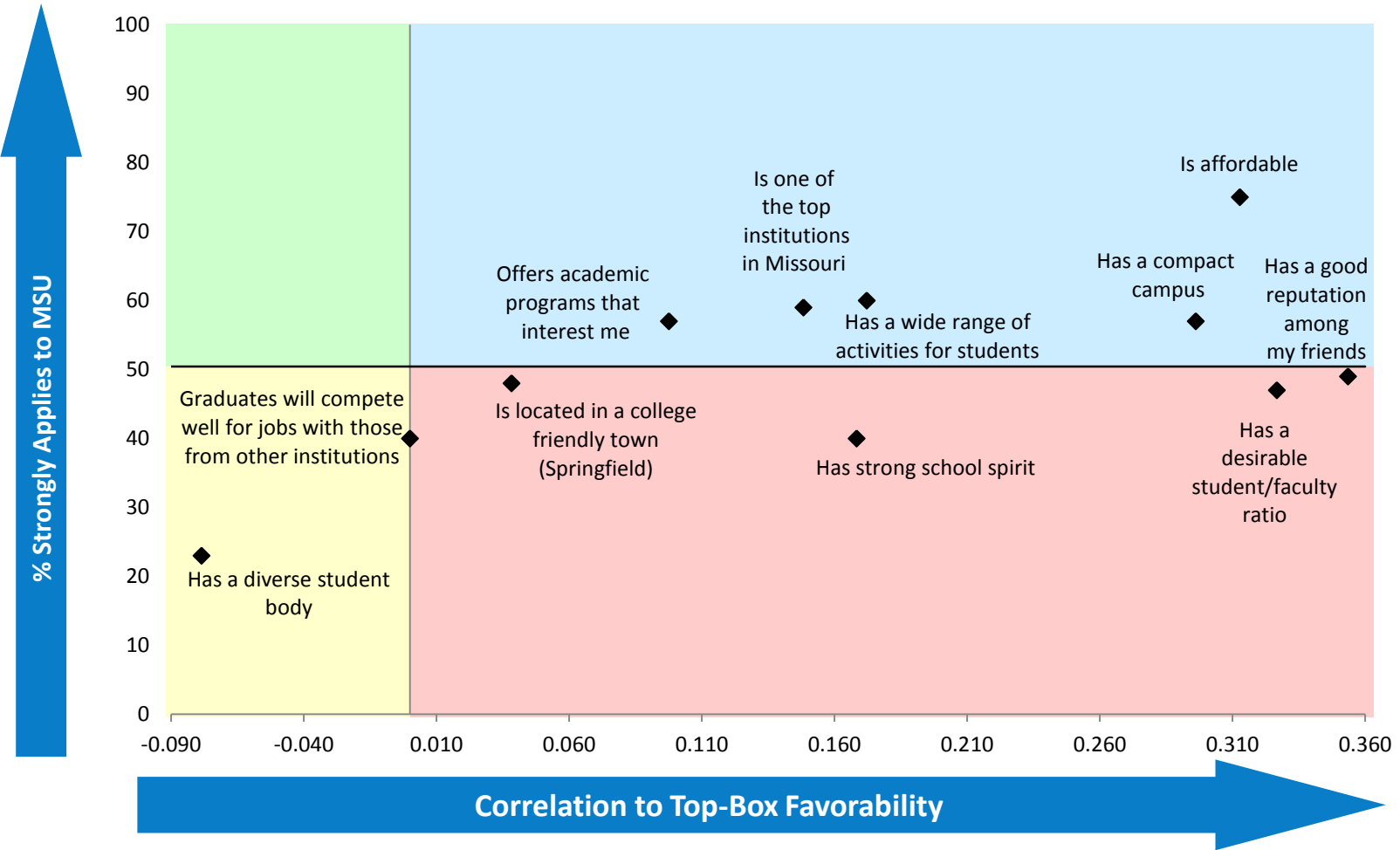
Cost and campus size are key strengths and top drivers of favorability.



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall



MSU's Scatter II



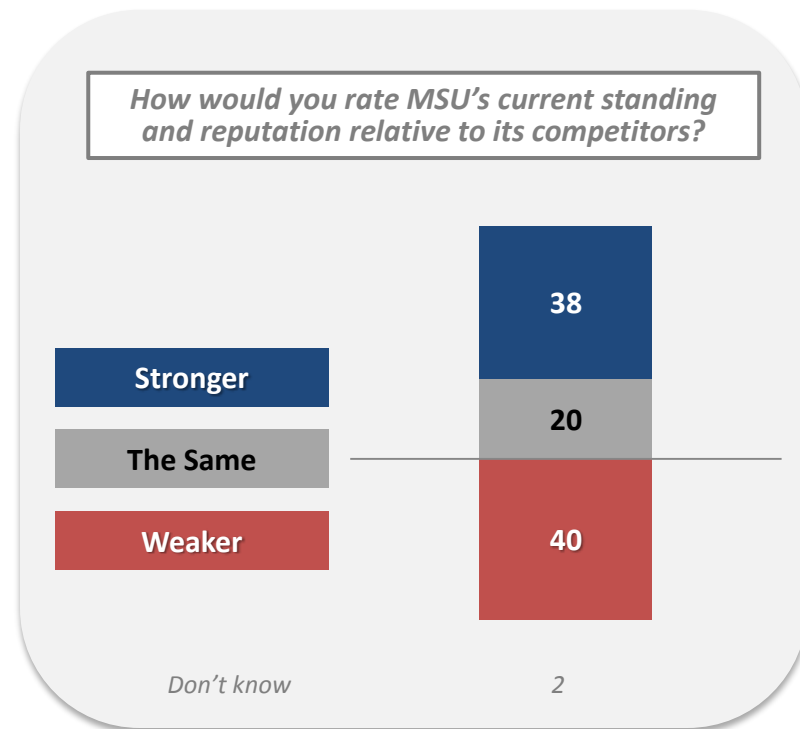
NOTE: Y Axis displaying 0 to 100



MSU's Top Competitors

Mizzou is seen as MSU's closest competitor — with 3 in 5 seeing MSU as the same as or weaker than competitors.

Which colleges or universities do you view to be MSU's top competitors? (Showing 10 and above)	Faculty/Staff
University of Missouri (Mizzou)	78
Drury University	50
Ozarks Technical Community College (OTC)	30
Truman State University	30
University of Missouri-St. Louis (UMSL)	24
University of Missouri-Kansas City (UMKC)	22
University of Central Missouri (UCM)	18
Evangel University	12



Competitor Top-of-Mind Associations

- OTC is most associated with being a junior/vocational college.
- Drury is viewed as being a private, expensive and small college.
- Mizzou is best known for its football and location.
- Truman is most associated with being a small school with strong academics — President Truman is also a top mention.

OTC



Drury



Mizzou



Truman State



MSU vs. Competitors on Key Attributes

OTC and Mizzou are MSU's closest competition on MSU's top performing attributes.

- Overall, MSU is best known for its cost, location and campus facilities.

Generally speaking, how would you rate...on the following areas? <i>Showing % Excellent + Very good</i>	MSU	OTC	Drury	Mizzou	Truman
Affordability/value	80	63	4	27	28
Location	66	45	52	46	8
Size of campus/campus facilities	64	23	26	62	16
Academics	60	5	52	77	40
Student life/extracurricular activities	56	0	22	23	4
Reputation	54	14	70	81	40
Quality of residence halls	50	0	7	15	0
Job placement after graduation	32	14	19	27	8
Athletics	26	0	7	57	0
<i>Average of don't know</i>	9	43	41	33	68

MSU leads on affordability/value and location — though OTC and Mizzou close behind on these attributes.

Mizzou viewed as having the strongest reputation, academics and athletics.

MSU holds significant leads to Truman across attributes.

Summary of Faculty and Staff

- Faculty and staff view cost, location and campus offerings to be key strengths of MSU.
 - ‘Financial Aid’ and ‘Community Involvement’ are the top performing messages.
 - Affordability/value is the top performing attribute relative to competitors.
- Respondents are favorable toward MSU’s tagline and mission statement and view them as fitting with the University — though unaided awareness of both are low.
- Faculty and staff think that MSU’s brand isn’t being fully utilized and view MSU as the same as or weaker than competitors. (40% say MSU is weaker than competitors.)
 - Traditions, diversity and athletics are viewed as weaknesses.
 - Mizzou is MSU’s top competitor on key attributes.



ALUMNI

Key Findings and Summary

******NOTE: Survey includes region specific cuts. We have included a note on all slides where N sizes are not consistent and included an additional slide with full breakouts.***



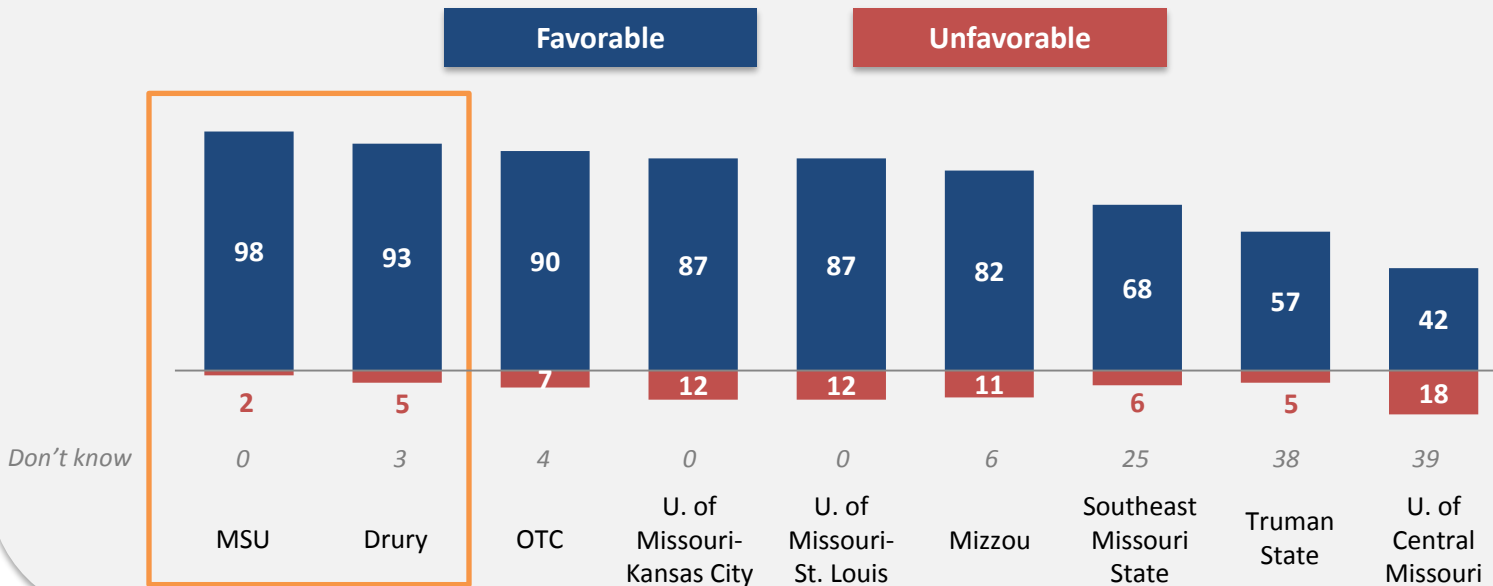
Favorability

MSU and Drury are the most favorable schools among alumni.

- 3 in 4 are *very favorable* of MSU.

FAVORABILITY

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities?



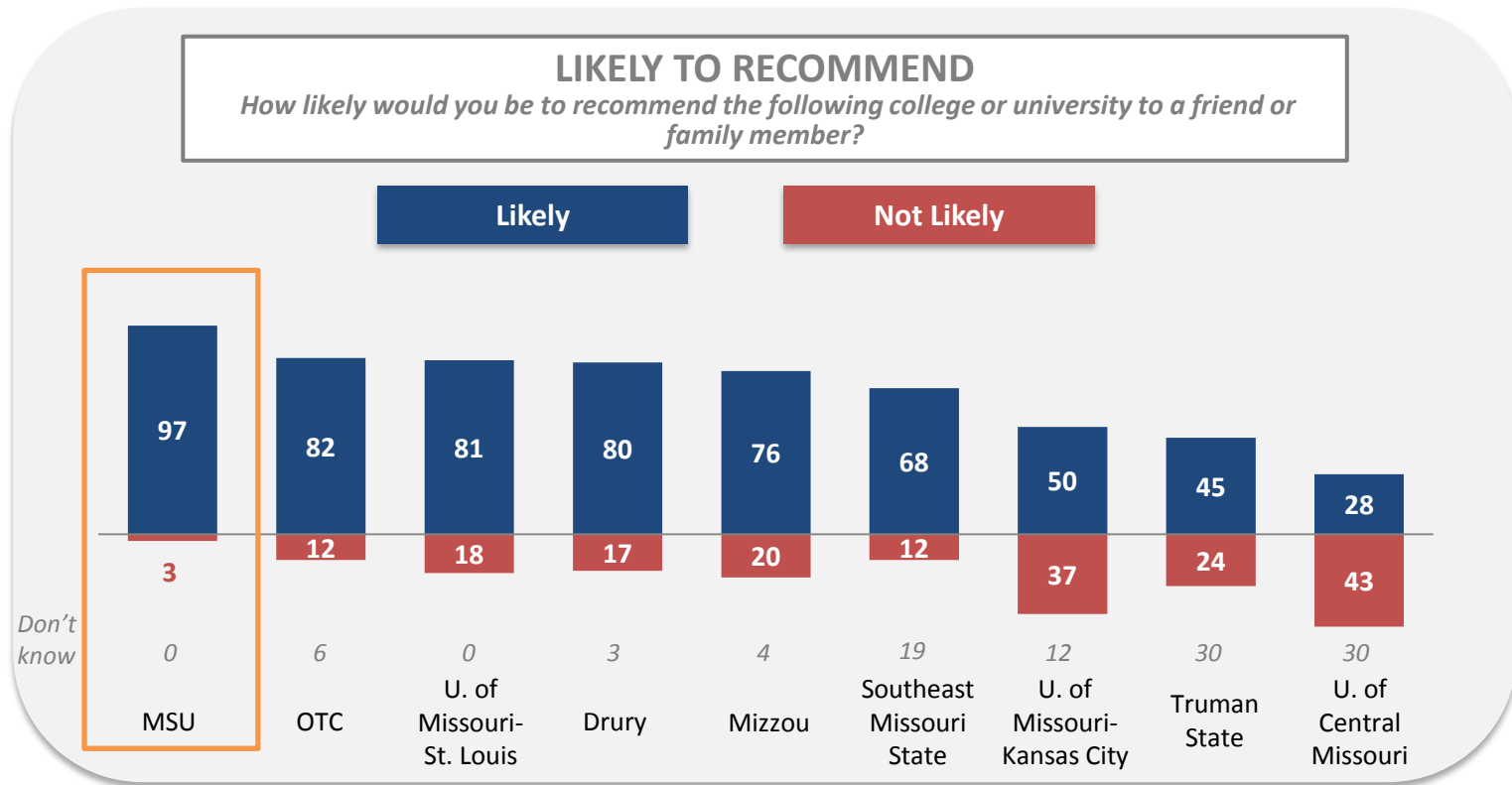
Favorability – Regional Breakouts

Alumni favorability of MSU is consist across regions.

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities? <i>Showing % Favorable/ Unfavorable /Don't Know</i>	All N=200	Southwest Missouri N=105	St. Louis Area N=16	Kansas City Area N=8	Other/ Out of State N=71
Missouri State University (MSU)	98/2/0	98/2/0	100/0/0	100/0/0	97/3/0
Drury University (DU)	93/5/3	93/5/3	--	--	--
Ozarks Technical Community College (OTC)	90/7/4	90/7/4	--	--	--
University of Missouri-Kansas City (UMKC)	87/12/0	--	--	87/12/0	--
University of Missouri-St. Louis (UMSL)	87/12/0	--	87/12/0	--	--
University of Missouri (Mizzou)	82/11/6	80/13/7	88/12/0	100/0/0	83/10/7
Southeast Missouri State	68/6/25	--	68/6/25	--	--
Truman State University	57/5/38	53/7/40	87/0/12	88/0/12	51/4/45
University of Central Missouri (UCM)	42/18/39	40/19/41	63/6/31	76/25/0	39/18/42

Likely to Recommend

MSU leads competitors on likelihood of recommending, with 79% *very likely* to recommend MSU.



*****NOTE:** Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.



Likely to Recommend – Regional Breakouts

MSU alumni are very likely to recommend the university regardless of their region.

How likely would you be to recommend the following college or university to a friend or family member? <i>Showing % Likely / Not Likely/ Don't Know</i>	All N=200	Southwest Missouri N=105	St. Louis Area N=16	Kansas City Area N=8	Other/Out of State N=71
Missouri State University (MSU)	97/3/0	99/1/0	100/0/0	100/0/0	93/7/0
Ozarks Technical Community College (OTC)	82/12/6	82/12/6	--	--	--
University of Missouri-St. Louis (UMSL)	81/18/0	--	81/18/0	--	--
Drury University (DU)	80/17/3	80/17/3	--	--	--
University of Missouri (Mizzou)	76/20/4	72/24/4	81/19/0	87/0/12	79/16/6
Southeast Missouri State	68/12/19	--	68/12/19	--	--
University of Missouri-Kansas City (UMKC)	50/37/12	--	--	50/37/12	--
Truman State University	45/24/30	40/27/32	75/6/19	75/12/12	44/24/32
University of Central Missouri (UCM)	28/43/30	24/43/32	37/37/25	63/24/12	27/45/28

MSU vs. Competitors on Key Attributes

While viewing Mizzou to be MSU's top competitor, MSU outperforms all other schools on campus and location.

Generally speaking, how would you rate...on the following areas? <i>Showing % Excellent + Very Good</i>	MSU	OTC	Drury	Mizzou
Location	87	57	70	63
Size of campus/campus facilities	84	32	48	59
Academics	76	23	71	76
Affordability/value	75	66	12	20
Reputation	72	38	69	80
Student life/extracurricular activities	63	4	23	53
Quality of residence halls	48	1	7	18
Job placement after graduation	42	19	28	32
Athletics	34	1	16	73
<i>Average of don't know</i>	<i>12</i>	<i>51</i>	<i>33</i>	<i>24</i>

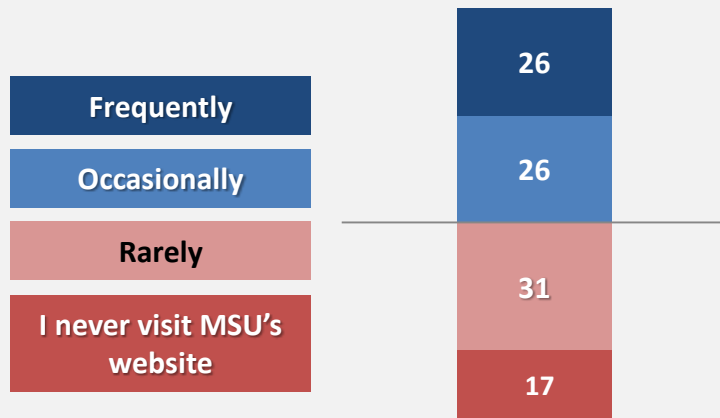
MSU's location and size of campus/campus facilities are top performing.

Mizzou trails MSU on key metrics and holds a significant lead on athletics, a perceived area of weakness.

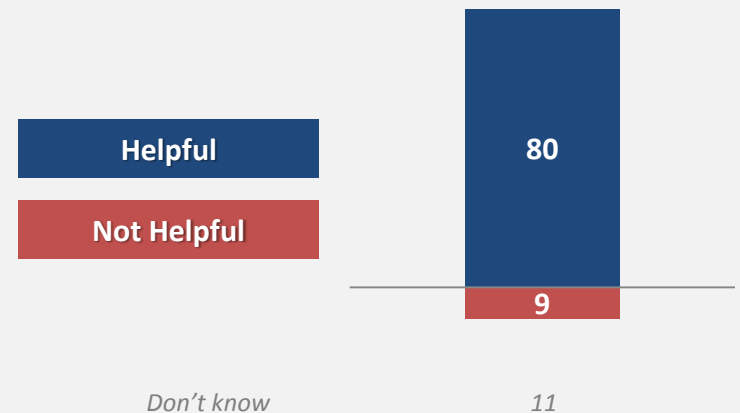
MSU's Website

Over half of alumni visit MSU's website regularly and view the website to be helpful.

Generally speaking, how frequently do you visit MSU's website (www.missouristate.edu)?



How helpful do you view MSU's website to be?



NOTE: Alumni network offerings include: magazine, e-newsletter, reunions, Homecoming, recognition programs, social media, travel program and special events throughout the state, across the nation and beyond. Response indicates need for additional research in how to best communicate with alumni to boost participation.

Website Offerings

However, many think the website is too student focused — and only 37% know that the website offers information on the alumni network.

Which of the following information does MSU's website provide?	Alumni
Upcoming events on campus	73
Athletic scores	53
Overview of majors available	51
Public affairs mission	46
Spotlight on students	40
Network to connect with alumni	37
Tuition calculator	31
Current opportunities and services by major	28
Don't know	16

What additional information would you like the website to provide?

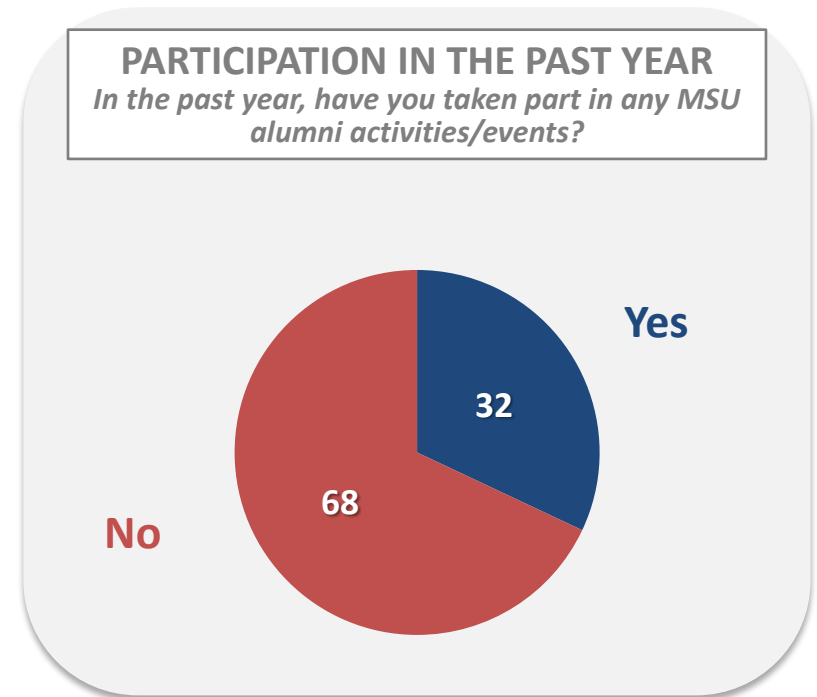
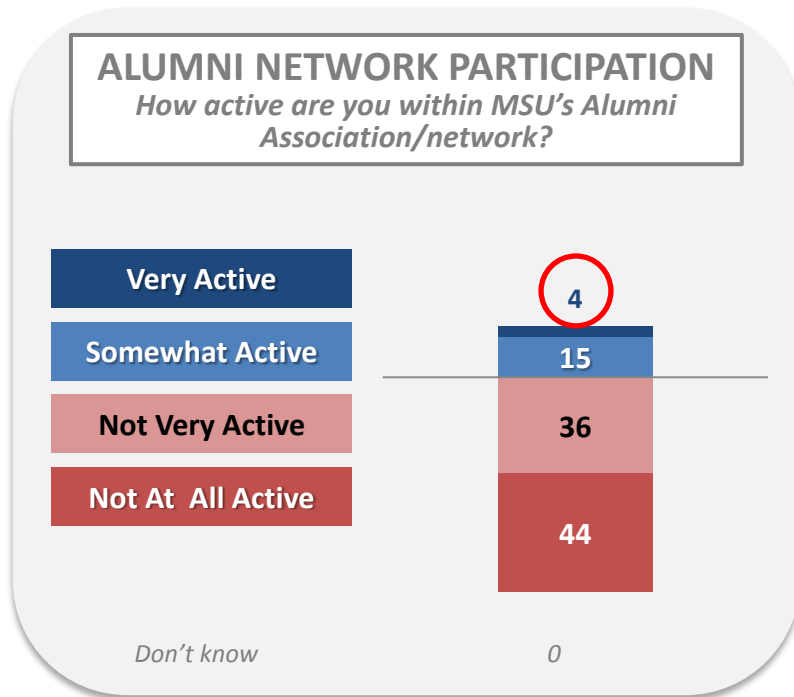
“Reunion information for specific classes, clubs, fraternities/sororities, other campus organizations, athletic teams.” — Alumni

“Quicker/more visible access to sporting and theater events that the public can attend.” — Alumni

NOTE: Alumni network offerings include: magazine, e-newsletter, reunions, Homecoming, recognition programs, social media, travel program and special events throughout the state, across the nation and beyond. Response indicates need for additional research in how to best communicate with alumni to boost participation.

Participation in Alumni Network

Additionally, participation in the alumni network is extremely low — with only 1 in 5 currently active and 1 in 3 having participated in the last year.



NOTE: Alumni network offerings include: magazine, e-newsletter, reunions, Homecoming, recognition programs, social media, travel program and special events throughout the state, across the nation and beyond. Response indicates need for additional research in how to best communicate with alumni to boost participation.

Website and Social Media – Key Opportunities

While alumni are visiting the website, they are not doing so for alumni related news.

- Only 11% currently use MSU’s website for alumni related information.
- Additionally, only 37% know that the website offers information on the alumni network.

<i>Which of the following sources do you primarily rely on for alumni/MSU related news and information?</i>	Alumni
Alumni magazine	42
Newsletter or mailing list	29
MSU website	11
Word of mouth	6
Social media (Facebook, Twitter, LinkedIn, etc.)	3
None of the above	3



KEY OPPORTUNITY: Strengthen communications efforts and increase awareness of alumni information and offerings on the website and social media to help boost alumni participation.

NOTE: Alumni network offerings include: magazine, e-newsletter, reunions, Homecoming, recognition programs, social media, travel program and special events throughout the state, across the nation and beyond. Response indicates need for additional research in how to best communicate with alumni to boost participation.

Interest Participating in Alumni Activities and Events

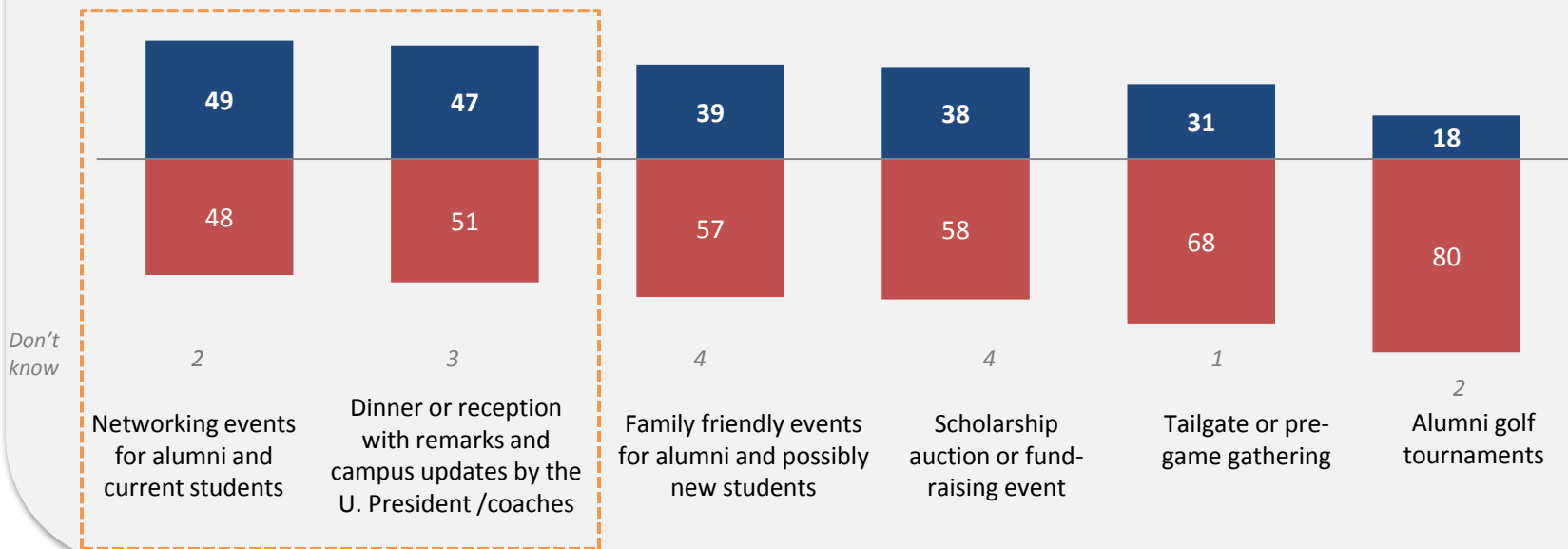
Alumni are most interested in taking part in networking events and dinner/reception.

INTEREST IN ACTIVITIES/EVENTS

How interested would you be in taking part in the following alumni activities/events?

Interested

Not Interested



Don't know

MSU's Competitors

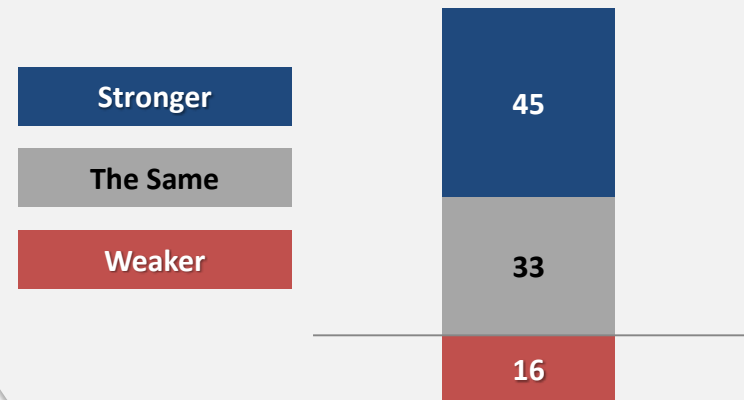
78% think MSU is the same as or stronger than competitors.

- Mizzou is seen as MSU's top competitor.

Which colleges or universities do you view to be MSU's top competitors?	Alumni
University of Missouri (Mizzou)	88
Drury University	46
Ozarks Technical Community College (OTC)	34
Truman State University	22
University of Missouri-Kansas City (UMKC)	19
University of Central Missouri (UCM)	18
Evangel University	10
University of Phoenix	2
Mizzou Online	2
Columbia College	1
Don't know	2

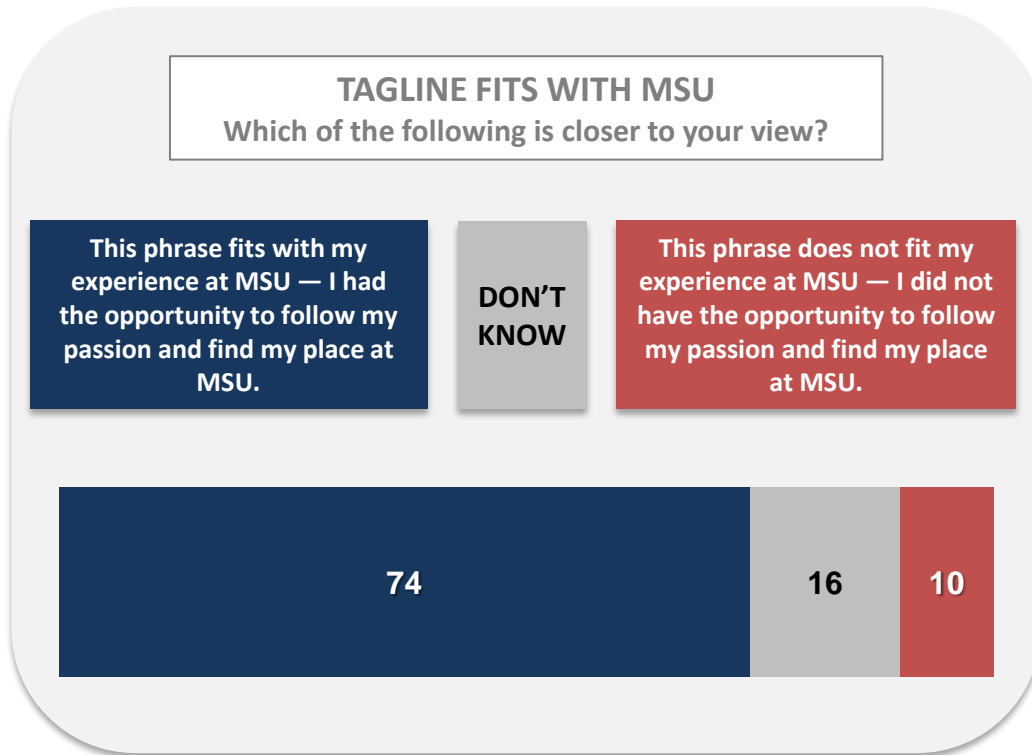
MSU RELATIVE TO COMPETITORS

How would you rate MSU's current standing and reputation relative to its competitors?



MSU's Tagline

While only 1 in 5 are familiar with MSU's tagline, once prompted, respondents view the tagline as fitting with their views of MSU.



Generally speaking, what sort of experience would you expect from a college or university with this tagline?

"A broad range of programs and welcoming faculty, staff and community." — Alumni

"An opportunity to explore various career paths and majors in a supportive environment." — Alumni

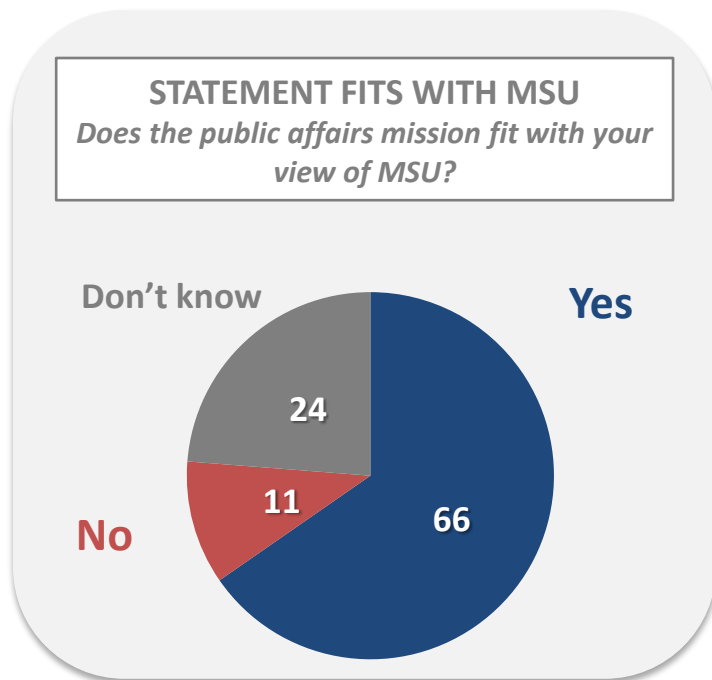
"A well rounded, connected University with broad, far reaching connections for its graduates." — Alumni

"A college with a wide variety of classes and activities, so every student can find a place to fit in and achieve his/her goals." — Alumni

MSU's Mission Statement

The mission statement performs well and fits with views of the University.

- In particular, alumni view 'develop educated persons' and 'leadership and engagement' to be compelling.



MESSAGE HIGHLIGHTING

Missouri State University is a public, **comprehensive metropolitan** system with a **statewide mission** in public affairs, whose purpose is to **develop educated persons**. The University's identity is distinguished by its public affairs mission, which entails a **campus-wide commitment** to foster **expertise and responsibility** in **ethical leadership**, **cultural competence** and **community engagement**.

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half.

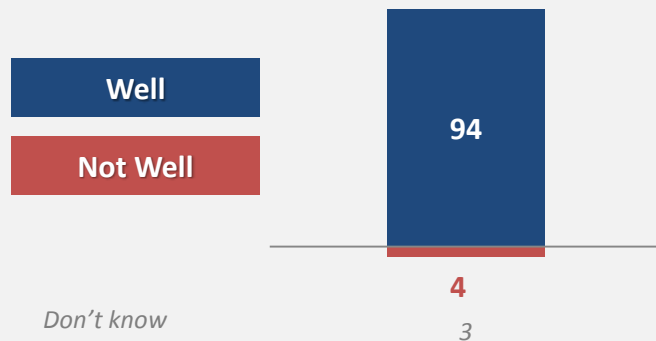
MSU's Brand

Alumni view MSU as having a clear brand/image and think the statement fits with the University — with 54% saying it fits very well.

DESCRIPTION OF BRAND: *Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body — yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.*

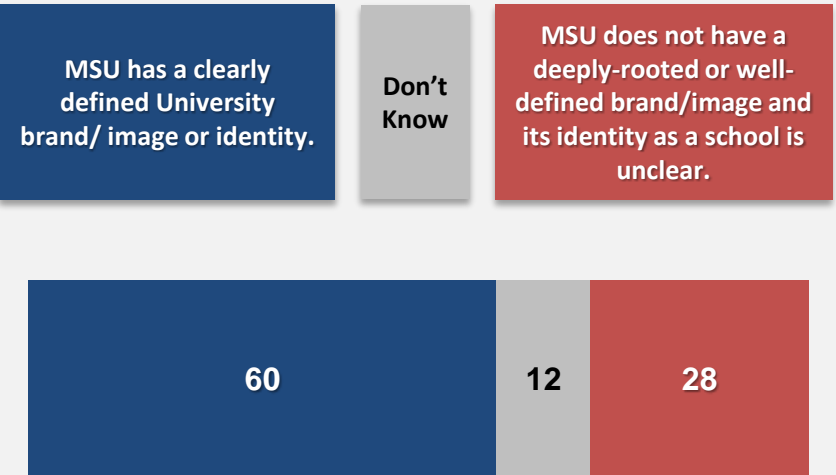
STATEMENT FITS WITH MSU

In general, how well do you believe this description fits with MSU?



CLARITY OF BRAND

Which of the following is closer to your view?



Message Scoring Methodology

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

SCORE =

Net Believability <i>Total % believable – total % not believable</i>	+	2x Much More Favorable <i>Total % Much more favorable</i>
--	---	---

Message tables are color coded in order to allow easy identification of the highest and lowest scoring messages:

COLOR CODING LEGEND	
Top Scoring Message	
Top Third Messages	
Bottom Third Messages	

Messages – Evaluating MSU’s Brand

‘Programs’ is the top performing message among alumni — while those relating to MSU’s alumni association and network are the weakest performing.

TITLE	MESSAGE TEXT	SCORE
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU’s offerings are also top of the line — with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.'	187
Faculty And Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU’s 700 full-time faculty members have a doctorate or the highest degree in their field.	186
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.	168
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	162
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities	152
Alumni Association	The MSU Alumni Association is an extensive network that ties together the University and its graduates. The Alumni Association is a non-dues-paying organization, with the overall goal being to make it easier for alumni to stay in touch, informed and involved with their alma mater.	125
Alumni Records	MSU’s alumni network is always connected. With more than 100,000 mailing addresses and 60,000 email addresses on record, there are always opportunities to re-connect with those who share the same experiences.	103
Access	The MSU alumni are always staying engaged regardless of where they may be. Alumni events held throughout the state of Missouri and across the United States provide alums a great opportunity to network and discuss current events surrounding the University.	94

Score = net believability + 2 much more favorable*

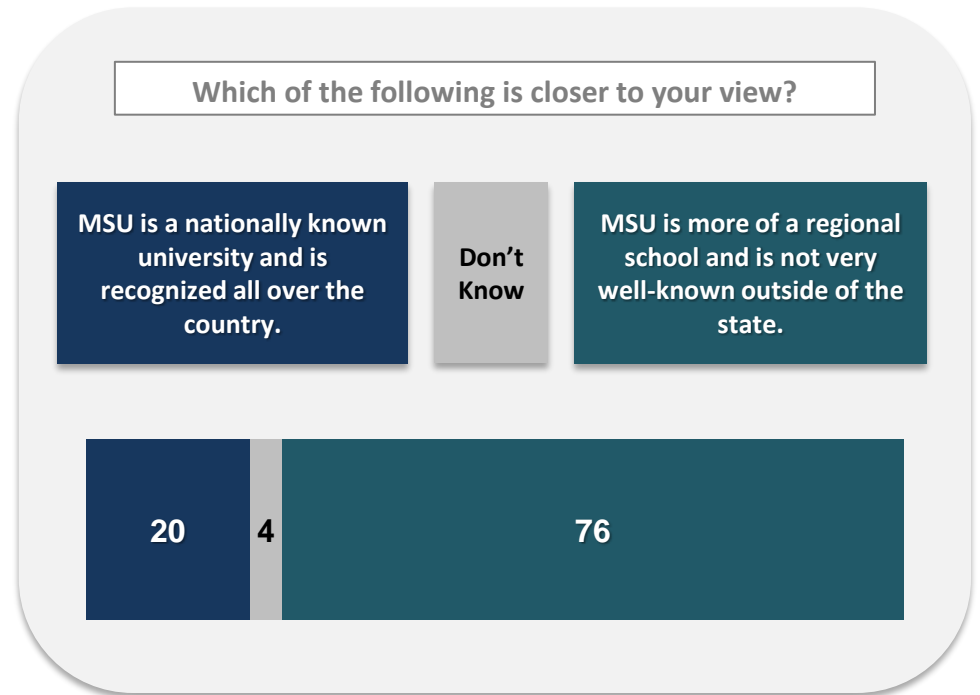
Additional Findings

Missouri State is the most popular nickname among alumni.

- 3 in 4 associate MSU with being a regional school.

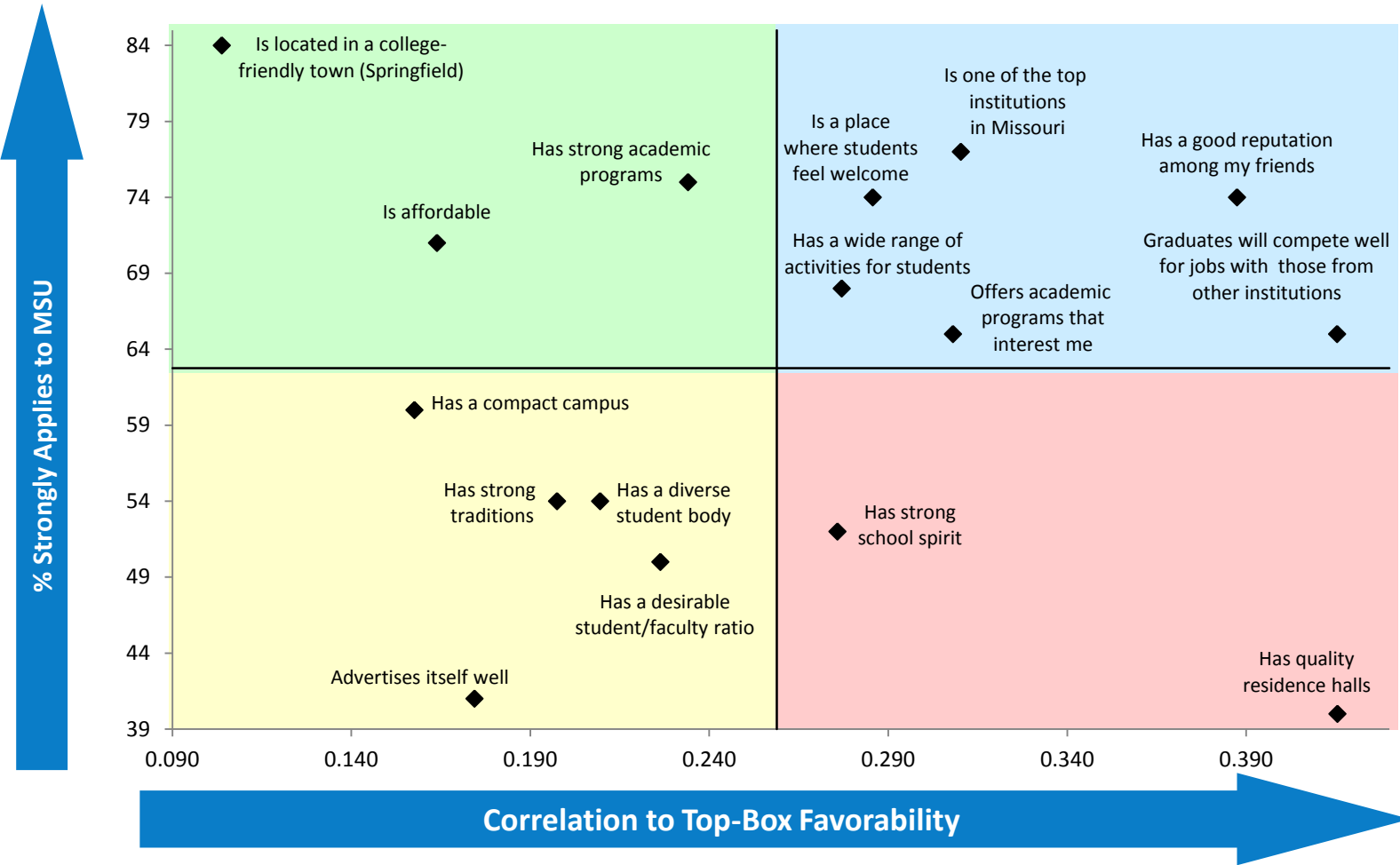
Which of the following nicknames identifies best with the University?	Alumni
Missouri State	57
MSU	20
Missouri State University	11
MO State	4
Other	6

Those who chose "Other" identify most with "Southwest Missouri State" or "SMS."



MSU's Scatter

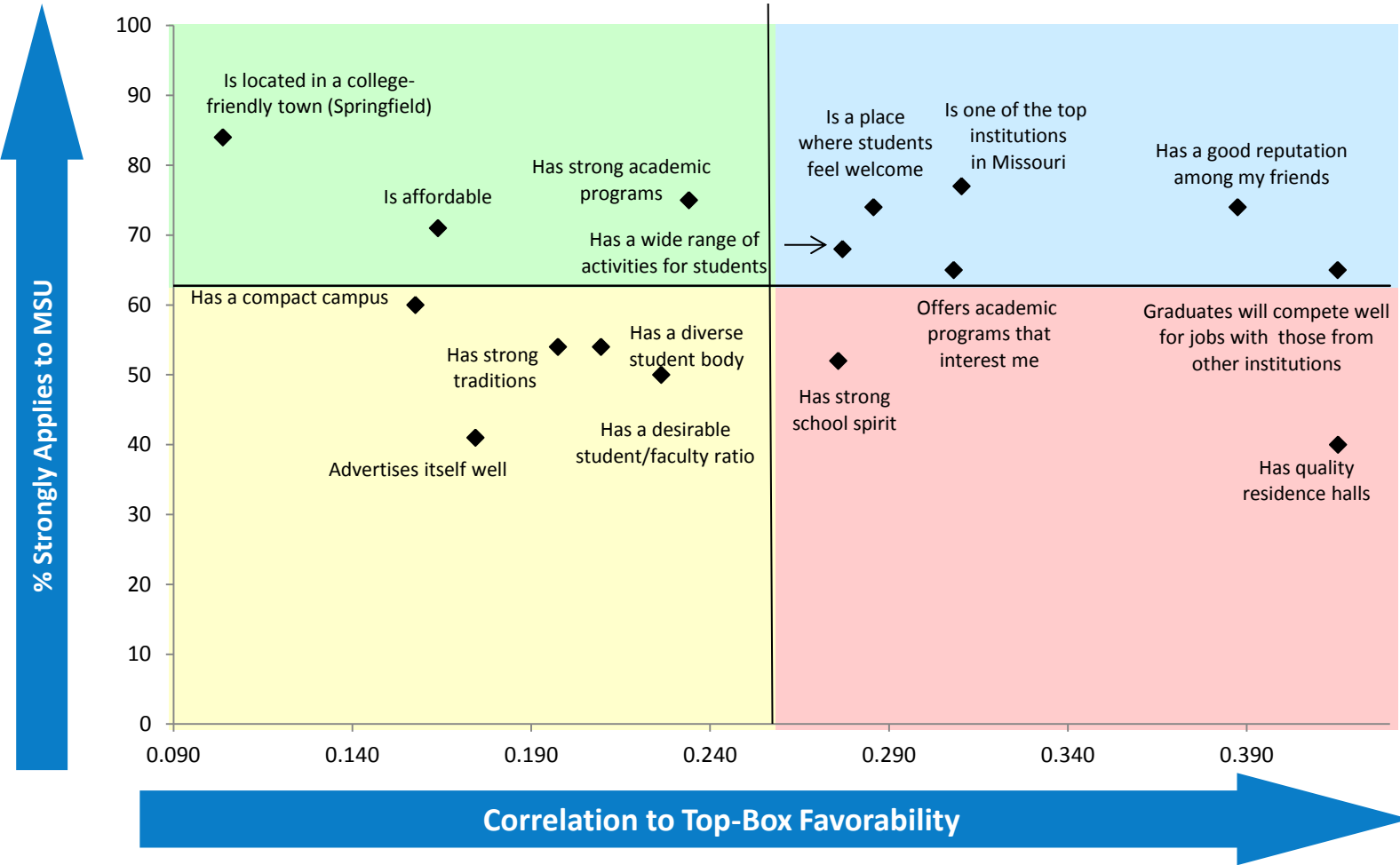
Reputation, prestige, and academic/extra curricular offerings are strengths and top drivers.



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall



MSU's Scatter II

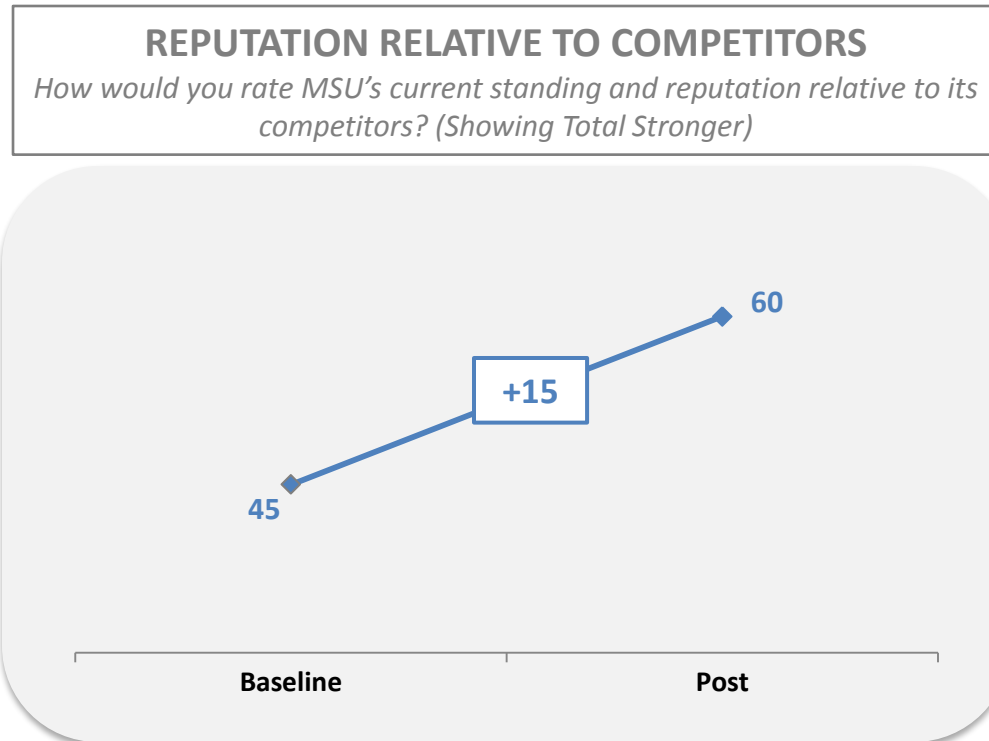


NOTE: Y Axis displaying 0 to 100



Post Metrics

Views of MSU's reputation and standing relative to competitors increase post messaging, indicating that messaging is effective.



Summary of Alumni

- Alumni are very favorable of MSU and can serve as a strong resource in promoting the University.
- Alumni are not currently active in the alumni network but want to be.
 - Only 1 in 5 are currently active in the alumni network and 1/3 have taken part in an alumni event in the past year.
 - However, alumni are interested in participating in the alumni network.
- The website and social media can be used to strengthen alumni connections.
 - While over half visit the website regularly, only 1 in 10 using the website for alumni related information.
 - Additionally, only 37% are aware that the website offers alumni related information.





GRADUATE STUDENTS

Key Findings and Summary

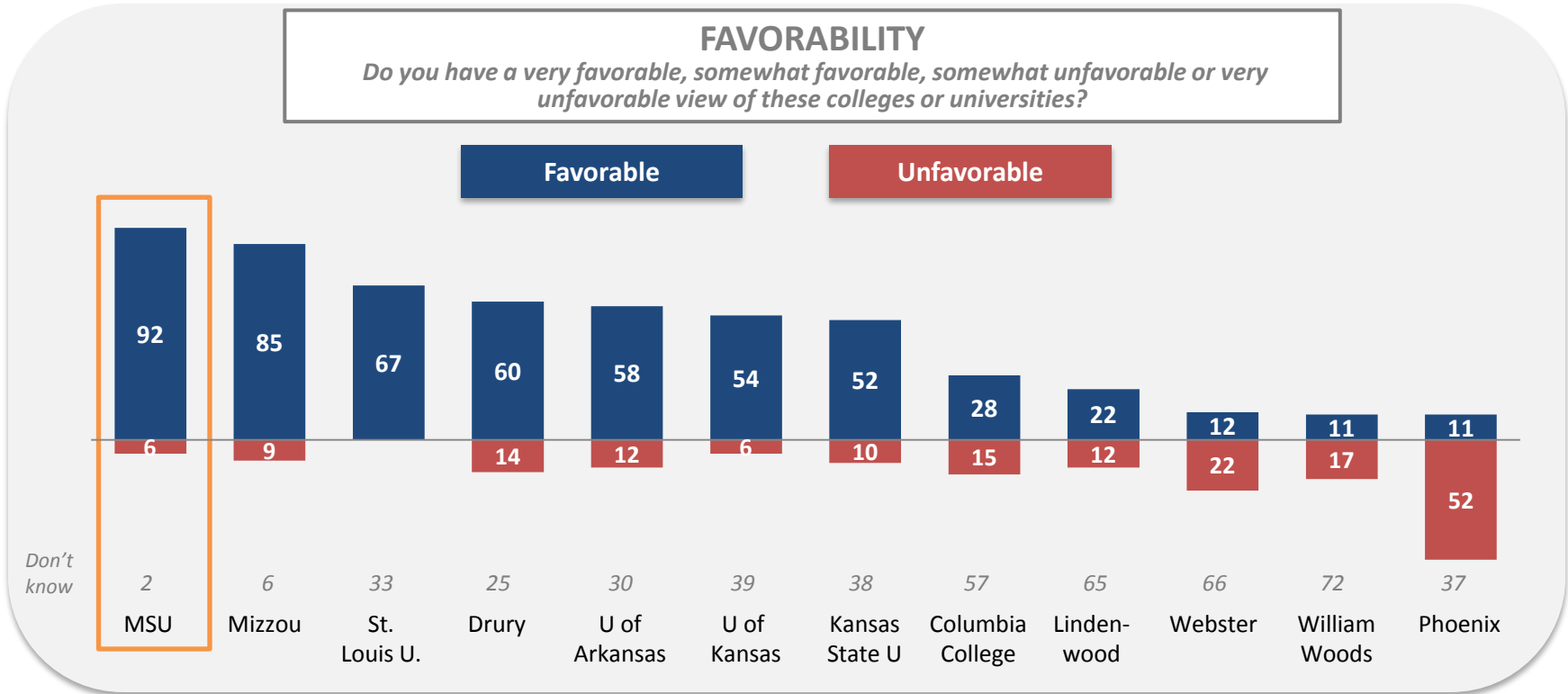
**Region specific cuts not used in Graduate survey. Therefore, N sizes are consistent across questions.*



Favorability

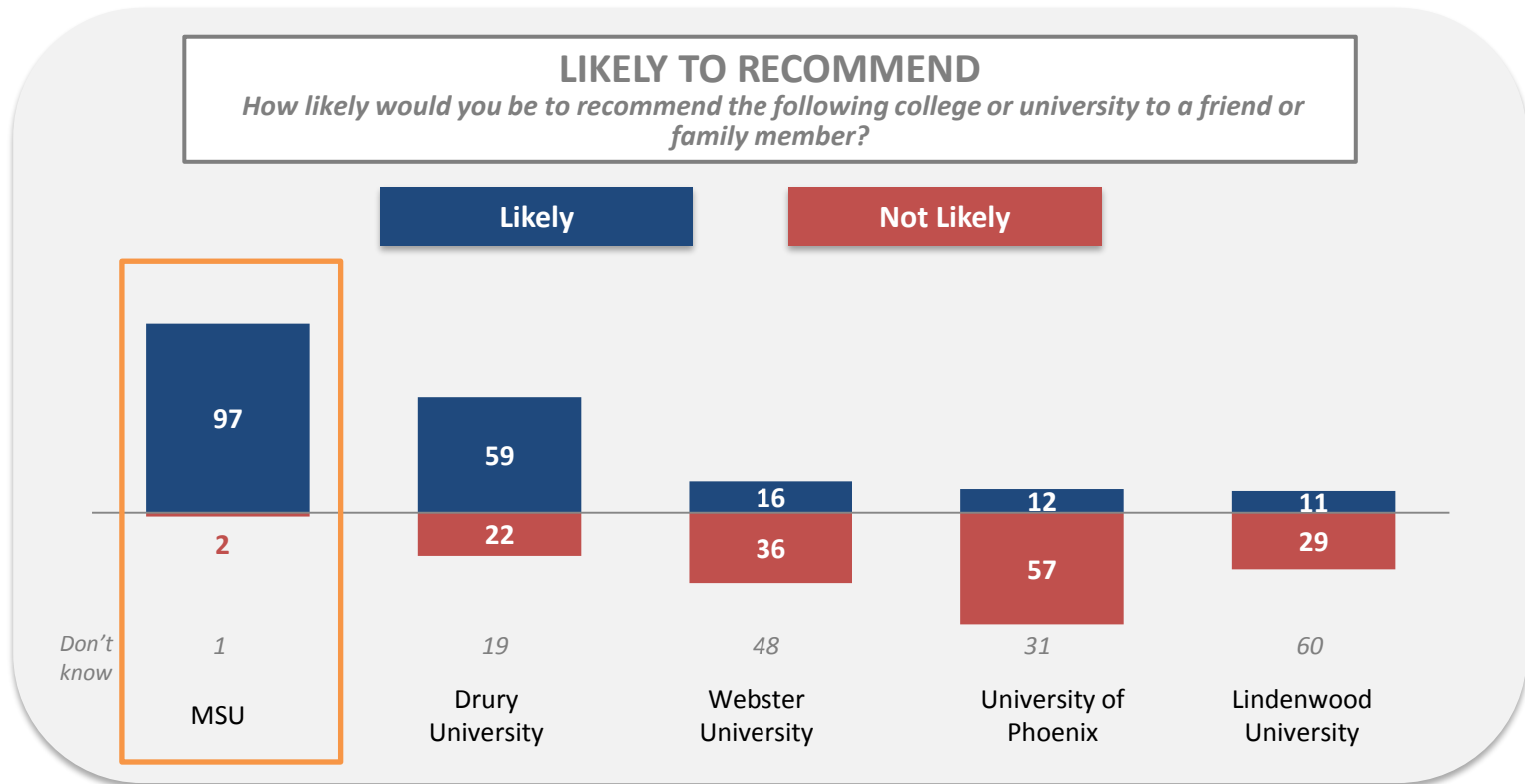
MSU leads on favorability with Mizzou close behind.

- Drury lags behind among graduate students.



Likely to Recommend

Additionally, graduate students are very likely to recommend MSU to a friend or family member.



Prospective Schools

MSU's closest competitor is Mizzou, with over a third saying they seriously considered Mizzou.

- Only 17% considered attending Drury for graduate studies.

<i>When you were deciding on what school to attend for graduate studies, which of the following schools did you seriously consider? (OPEN END RESPONSE)</i>	Graduate
University of Missouri (Mizzou)	33
Drury University (DU)	17
St. Louis University	17
University of Arkansas	10
Columbia College	7
University of Kansas	7
Kansas State University	6
University of Phoenix	5
Webster University	3
William Woods University	2
Lindenwood University	1
Other in-state university	15
Other out-of-state university	27
None of the above	23

MSU: Top-of-Mind Associations

MSU's top-of-mind associations relate to its mascot and location.

- Many also associate MSU with its business school and being a large, affordable option.



Competitor – Top-of-Mind Associations

- Drury: Most associated with private and expensive
- Phoenix: Most associated with being an online program
- Webster and Lindenwood: Low familiarity among both



MSU vs. Competitors on Key Attributes

Graduate students are largely unfamiliar with how competitors perform on key attributes.

- Drury is best known for its reputation and academics while Phoenix is most associated with its online courses.

Generally speaking, how would you rate...on the following areas? <i>Showing % Excellent + Very Good</i>	MSU	Drury	Lindenwood	Webster	Phoenix
Value	76	28	10	11	6
Student support services	72	26	8	4	6
Academics	71	49	10	7	4
Size of campus/campus facilities	71	31	6	6	9
Reputation	65	51	10	9	4
Cost	64	12	12	7	15
Availability of evening programs	52	26	8	13	20
Availability of online programs	50	10	8	7	50
Job placement after graduation	35	30	10	5	7
<i>Average of don't Know</i>	<i>7</i>	<i>50</i>	<i>81</i>	<i>82</i>	<i>58</i>

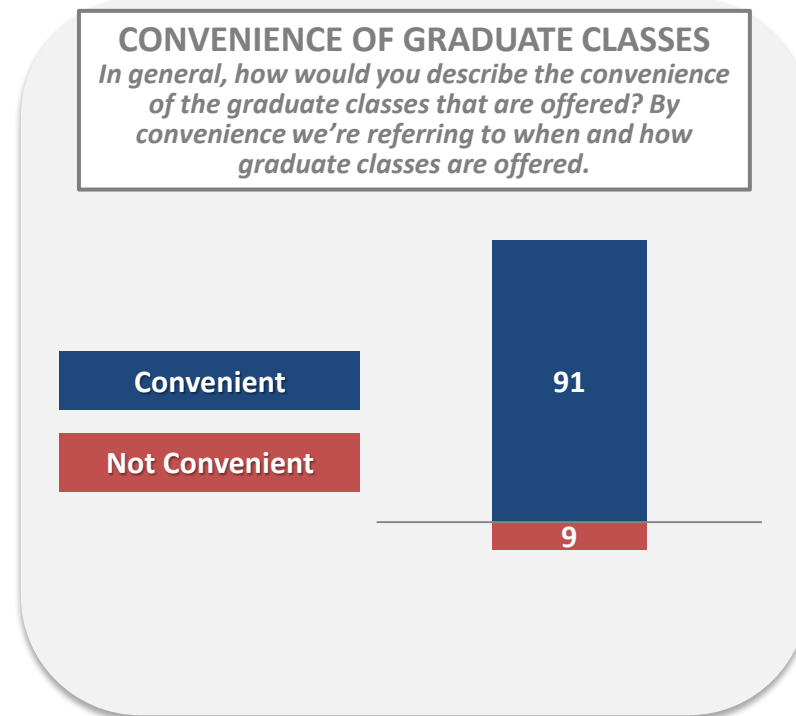
High
unawareness of
competitor
attributes

Perceptions of MSU

The majority of graduate students chose MSU for its location and cost.

- Convenience is also mentioned, with 9 in 10 viewing MSU as convenient.

<i>Why did you choose Missouri State University for your graduate education over the other colleges/universities you previously selected?</i>	Graduate
Location of Missouri State University	69
Cost	67
Convenience of graduate classes	36
Reputation of your graduate program of study	35
Graduate assistantships	32
Reputation of MSU	28
Degree completion time	28
Accelerated master's programs	21
Acceptance of prior credits	16
Career Placement	6
Research opportunities	3
Other	15

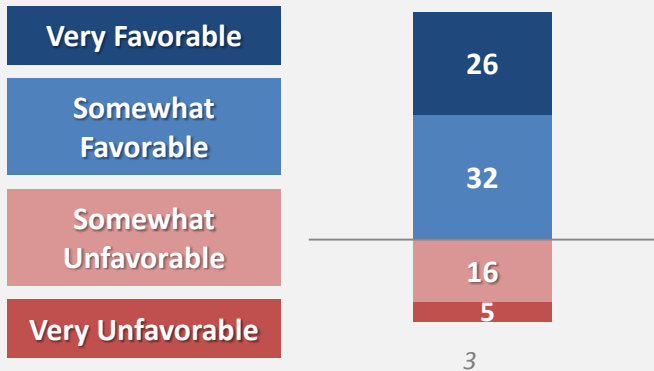


Combined Courses

Graduate students are favorable toward combined classes and view them as beneficial.

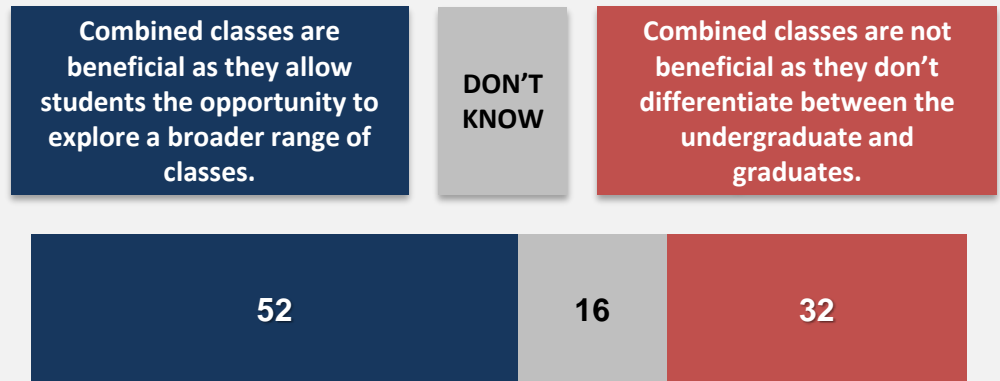
FAVORABILITY

If you have been or are currently in a combined class (containing both graduate and undergraduate students), how favorable would you say you are to the idea of combined classes?



COMBINED CLASSES AS BENEFICIAL

Which of the following is closer to your view?



Course work at MSU

However, over half think the level of instruction varies across classes and fields — particularly online courses.

- Respondents note wanting a more structured online curriculum.

CONSISTENCY ACROSS CLASSES

Which of the following is closer to your view?

The level of instruction at MSU is consistent across classes and fields of study.

DON'T KNOW

The level of instruction at MSU varies across classes and fields of study.

35

9

56

What would you suggest, specifically, in order to improve the graduate programs?

*“More **structured online curriculum**...current [curriculum] has different requirements for different classes and no two classes are the same, makes it very challenging to stay on track!” — Graduate*

*“**Quality standards for online classes**. Some instructors work really hard and have great classes. Others just make you read the book and take tests without ever teaching you anything, so you are basically teaching yourself the material without any guidance.” — Graduate*

Suggestions for Improving the Graduate Program

Suggestions include the number and variety of courses offered, both online and traditional, internship and career support and communication between departments.

GREATER VARIETY OF CLASSES/ CLASS TIMES

"More options for one class each semester. Class fills too quickly causing classes needed to graduate to close before some can even register."

"Offer the option to 'build' individualized graduate programs."

"If you are going to offer evening classes, make sure they are after normal work hours."

COMMUNICATION BETWEEN DEPARTMENTS

"Better communication between each department."

"Advertise the programs to more undergrad students. I have a BS in Econ from MSU, but because I was not part of COBA, I didn't know about the accelerated master's program and knew very little about the MBA program."

NUMBER AND QUALITY OF ONLINE COURSES

"More courses offered for full-time professionals seeking graduate degrees outside of normal business hours & more online options."

"Make more classes available online with instructors who are all comfortable and effective with online instruction."

"More online classes for working individuals."

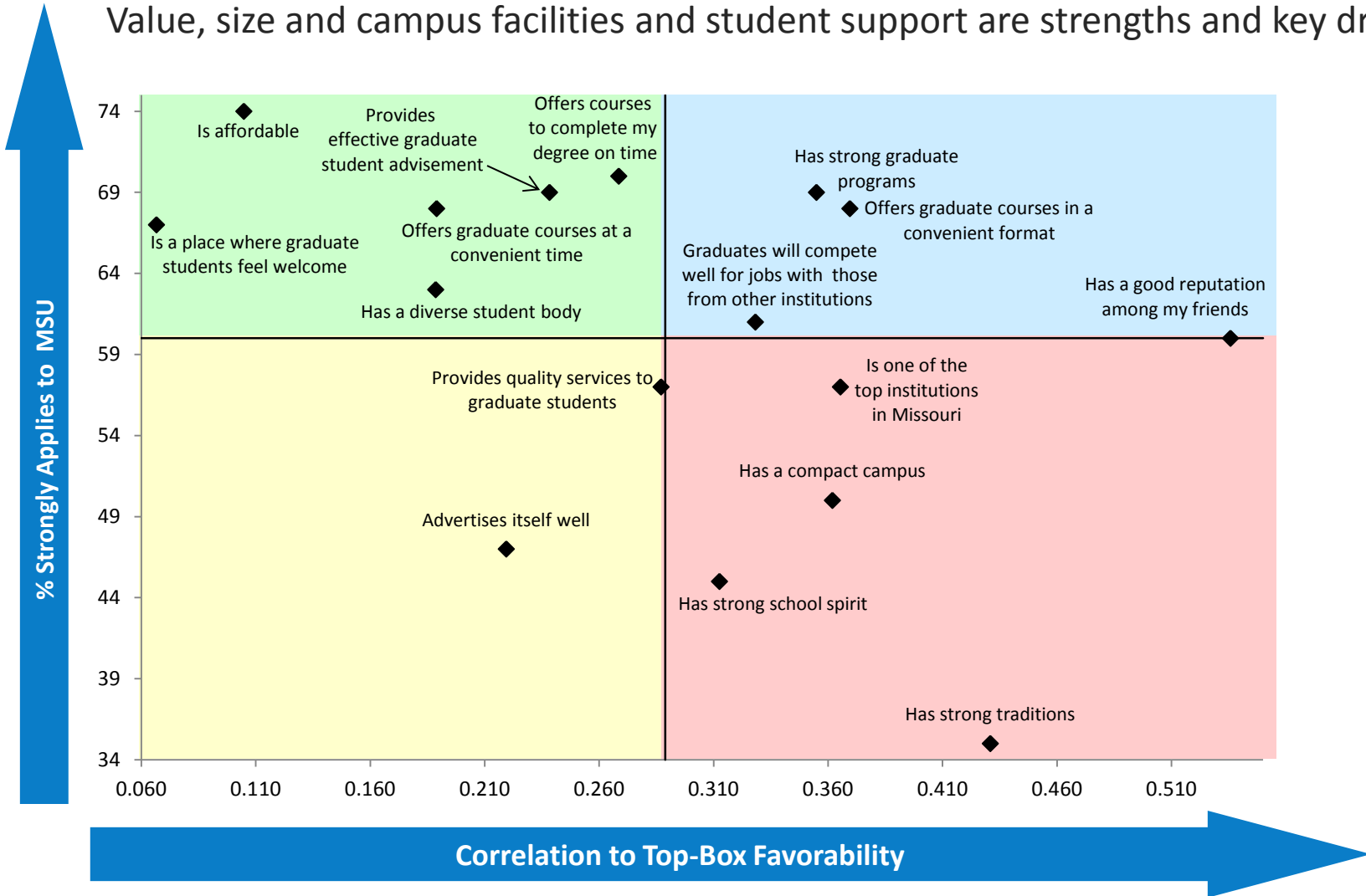
INTERNSHIPS/CAREER INFORMATION

"Greater availability of assistantships, internships, maybe a Career Center just for graduate students as their needs can be quite different."

"Improve the career help and opportunities for graduate students."

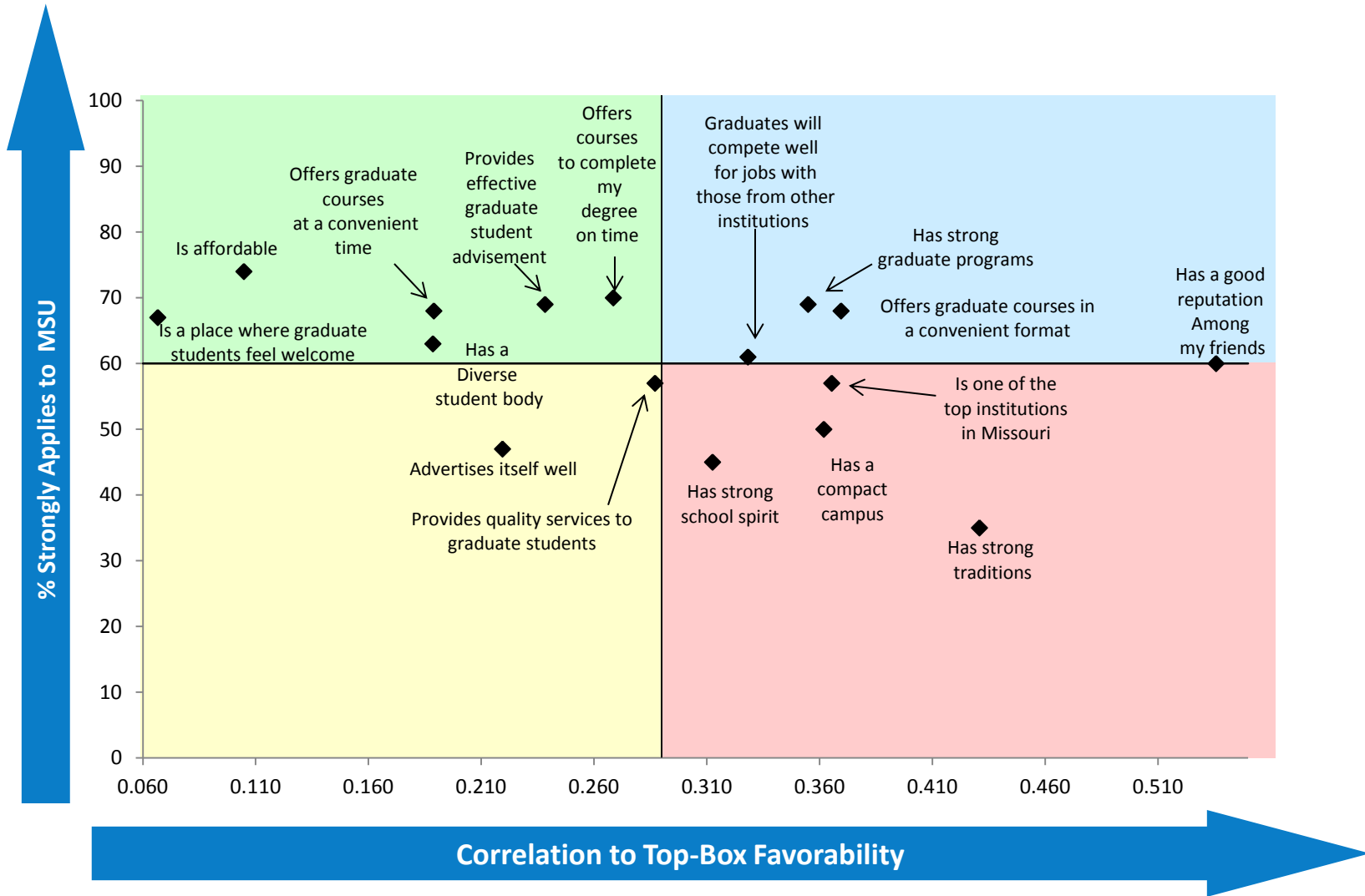
MSU's Scatter

Value, size and campus facilities and student support are strengths and key drivers.



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall

MSU's Scatter II



NOTE: Y Axis displaying 0 to 100

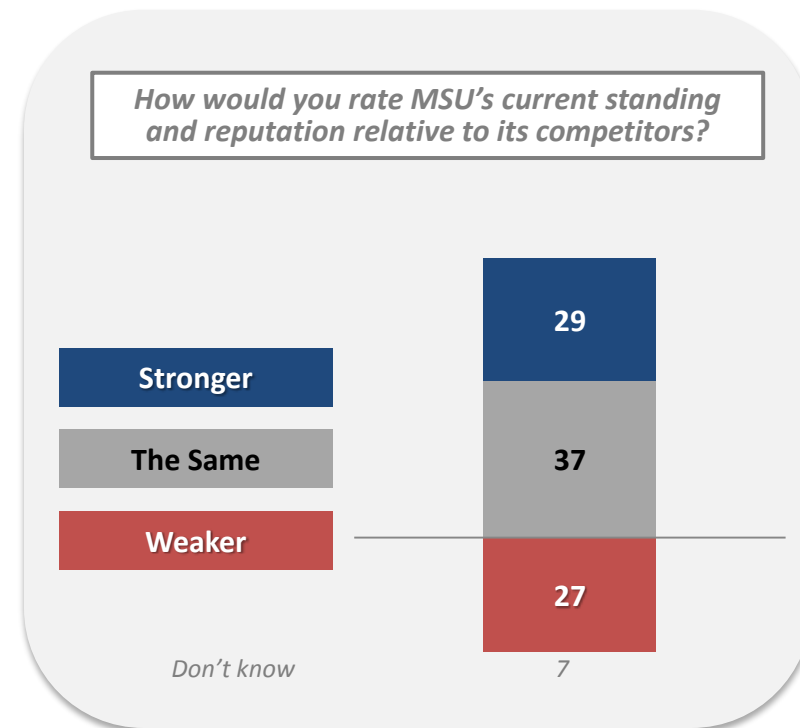


MSU's Top Competitors

Over 3 in 5 view MSU's standing and reputation to be stronger or on par with competitors.

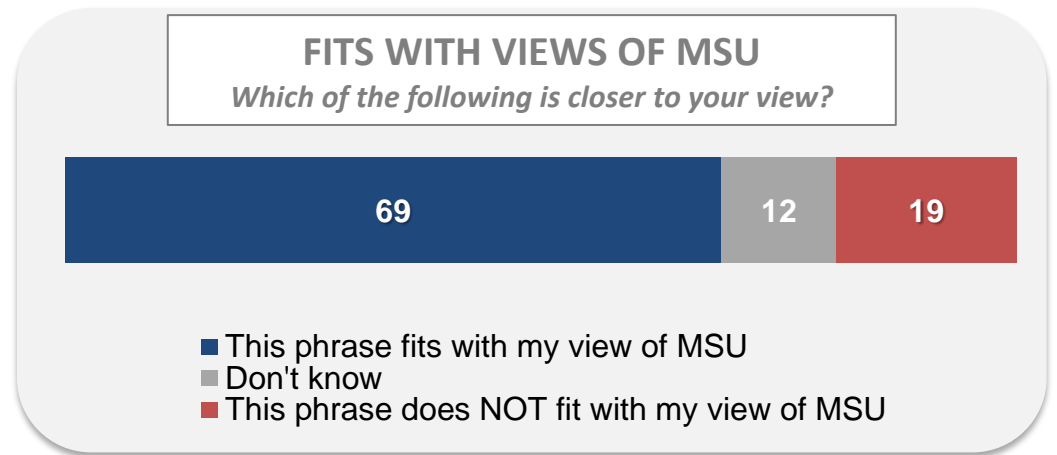
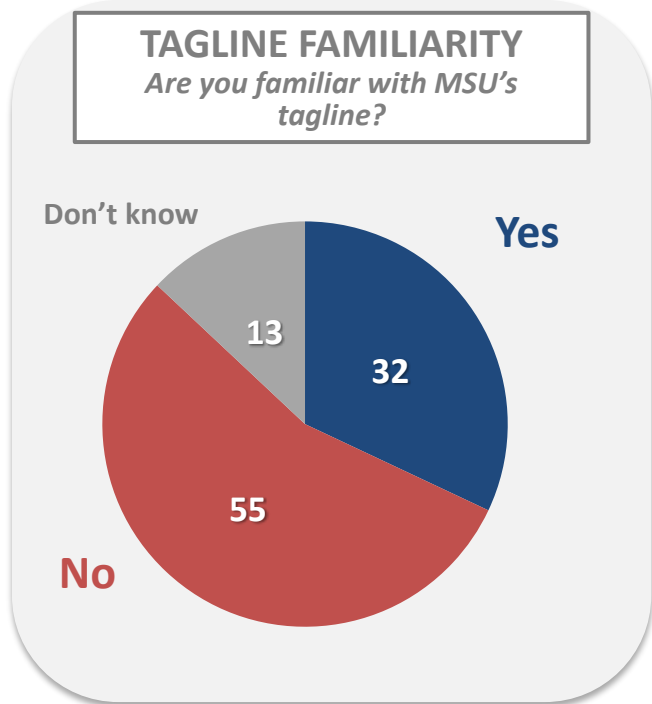
- Mizzou and Drury are seen as MSU's top competitors.

<i>Which colleges or universities do you view to be MSU's top competitors?</i>	Graduates
University of Missouri (Mizzou)	73
Drury University (DU)	52
University of Arkansas	25
St. Louis University	20
Kansas State University	18
University of Kansas	15
Columbia College	8
University of Phoenix	5
Webster University	4
William Woods University	2
Lindenwood University	1
Don't know	8



MSU's Tagline

While more than half are not familiar with MSU's tagline, once prompted, respondents view the tagline as fitting with their views of the University.



"Diverse opportunities for students to get involved with their university...Faculty encouragement for students to pursue the many different aspects offered." — Graduate

"Extra circular activities, multiple course disciplines, study away opportunities supported by the university." — Graduate

"Chances to be involved and explore who you are." — Graduate

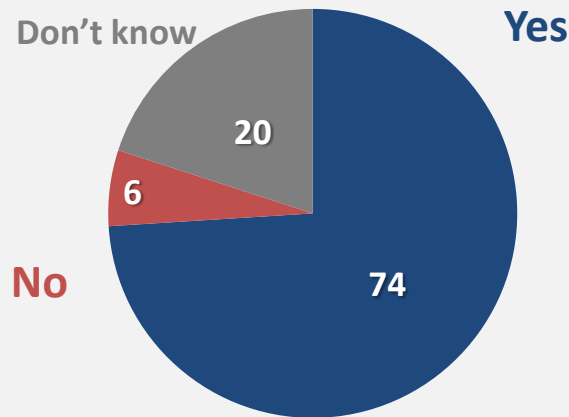


MSU's Mission Statement

3 in 4 think the mission statement fits with views of the University and think the statements about MSU's commitment to ethical leadership, cultural competence and community engagement are most compelling.

STATEMENT FITS WITH MSU

Does the public affairs mission fit with your view of MSU?



MESSAGE HIGHLIGHTING

Missouri State University is a public, **comprehensive** metropolitan system with a **statewide** mission in public affairs, whose purpose is to **develop educated persons**. The University's identity is distinguished by its public affairs mission, which entails a **campus-wide commitment** to **foster expertise and responsibility** in **ethical leadership, cultural competence** and **community engagement**.

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half.

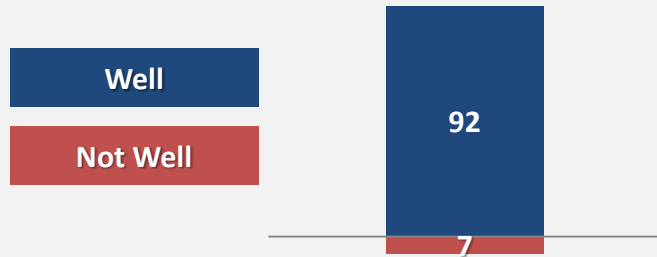
MSU's Brand

Respondents think the brand statement is fitting and think that MSU has a clearly defined brand/image.

Description of brand: Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body — yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.

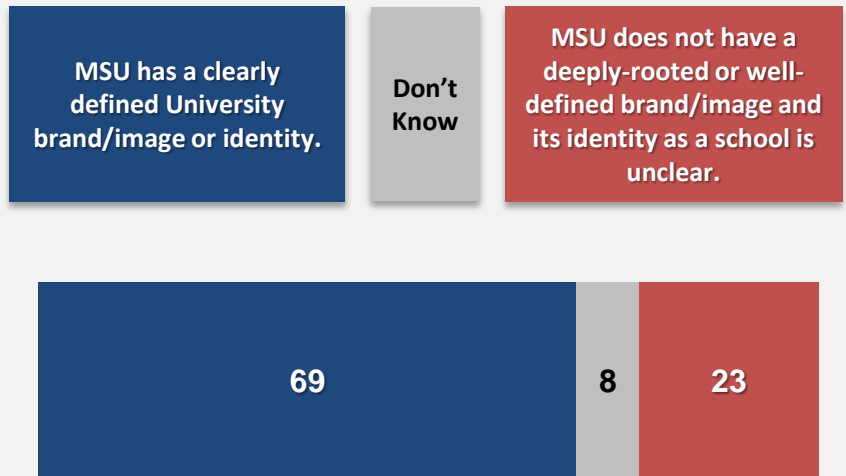
STATEMENT FITS WITH MSU

In general, how well do you believe this description fits with MSU?



CLARITY OF BRAND

Which of the following is closer to your view?



Messages — Evaluating MSU's Brand

Graduate students view information about assistantship offerings to be extremely compelling.

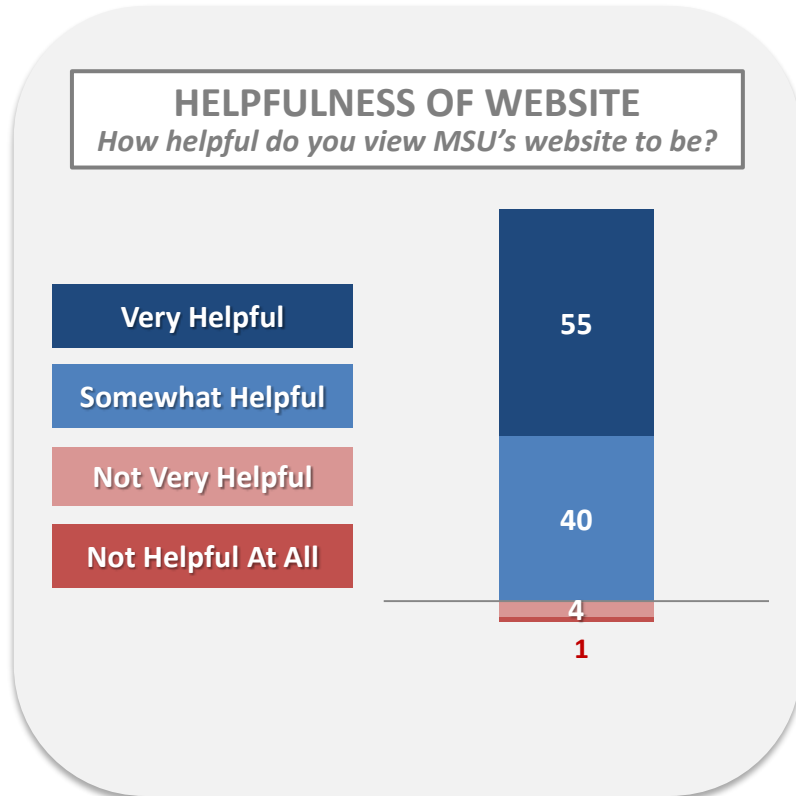
TITLE	MESSAGE TEXT	SCORE
Graduate Assistantships	At MSU, graduate students have the opportunity to take part in a variety of graduate assistantships. These assistantships not only help students with the financial burdens of college, but enhance learning and experience at the graduate level. Graduate assistantships are offered in both administrative and academic areas and involve administrative, research and/or teaching responsibilities and cover up to 15 hours of graduate coursework.	201
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	159
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities	152
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them	150
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	142
Graduate Funding	At Missouri State, graduate students are provided the opportunity to work with top-tier faculty and engage in specified research within their chosen field. In 2011-2012 alone, Missouri State received nearly \$19 million in grant and research funding.	142
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	130
Graduate Programs	MSU takes pride in the breadth of programs and offerings at the graduate level. MSU graduate students have the opportunity to choose from more than 50 master's, specialist and doctoral programs, as well as 20 graduate certificate programs.	123

Score = net believability + 2 much more favorable*

MSU's Website

While over half view MSU's website to be *very helpful*, 1 in 5 are interested in seeing additional information.

- Students are interested in more information on event calendar, course syllabi and costs.



ADDITIONAL INFORMATION

What additional information would you like the website to provide?

"A more organized or user-friendly community calendar that invites members of the greater community to take part in University events (like athletics!)"
—Graduate

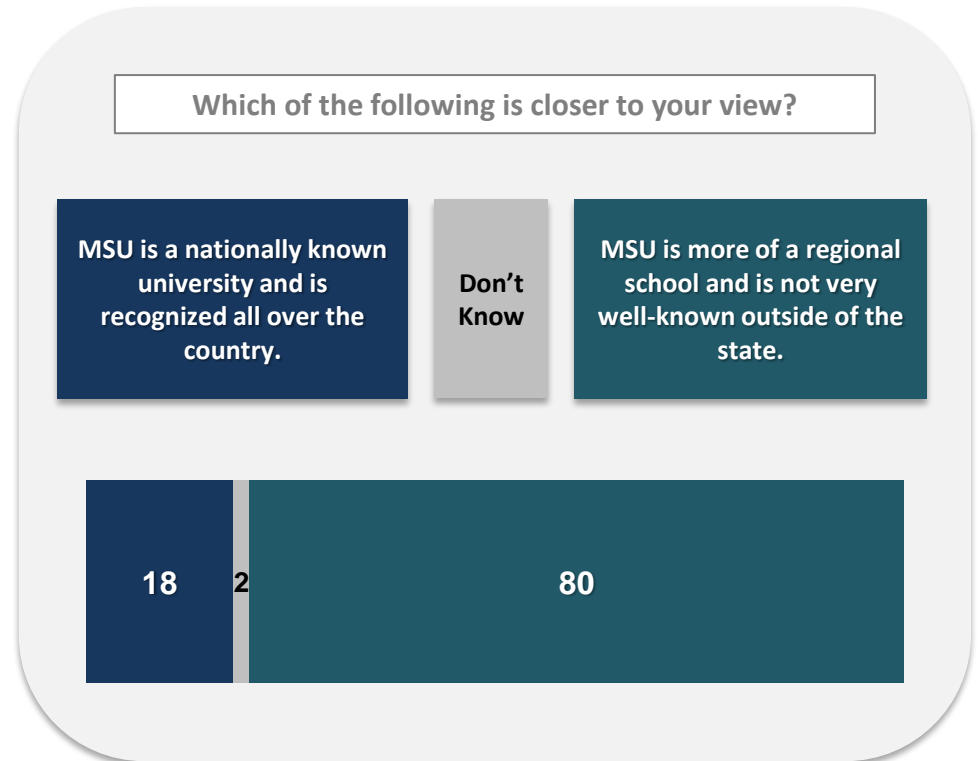
"Easy access to campus sports schedules."
—Graduate

"More information on upcoming events of interest." — Graduate

Additional Findings

Graduate students view MSU to be more of a regional school and think the nickname “MSU” is most fitting.

Which of the following nicknames identifies best with the University?	Graduate
MSU	52
Missouri State	34
Missouri State University	7
MO State	5



Summary of Graduate Students

- Graduate students are satisfied with MSU's offerings and view its reputation to be on par or stronger than competitors.
 - MSU has a clear brand and the tagline and mission statement fit with the University.
- Cost, value and location are key drivers of school choice and seen as strengths of MSU.
 - MSU outperforms its top competitors, Drury and Mizzou, on these attributes.
- Information about MSU's graduate assistantships and offerings is particularly compelling and increases favorability.
- However, over half think level of instruction varies across classes and fields, particularly online courses.
 - Many note wanting the online curriculum to be more structured.
- Suggestions for improving the graduate program include number and variety of courses offered, both online and traditional, internship and career support and communication between departments.





UNDERGRADUATE STUDENTS

Key Findings and Summary

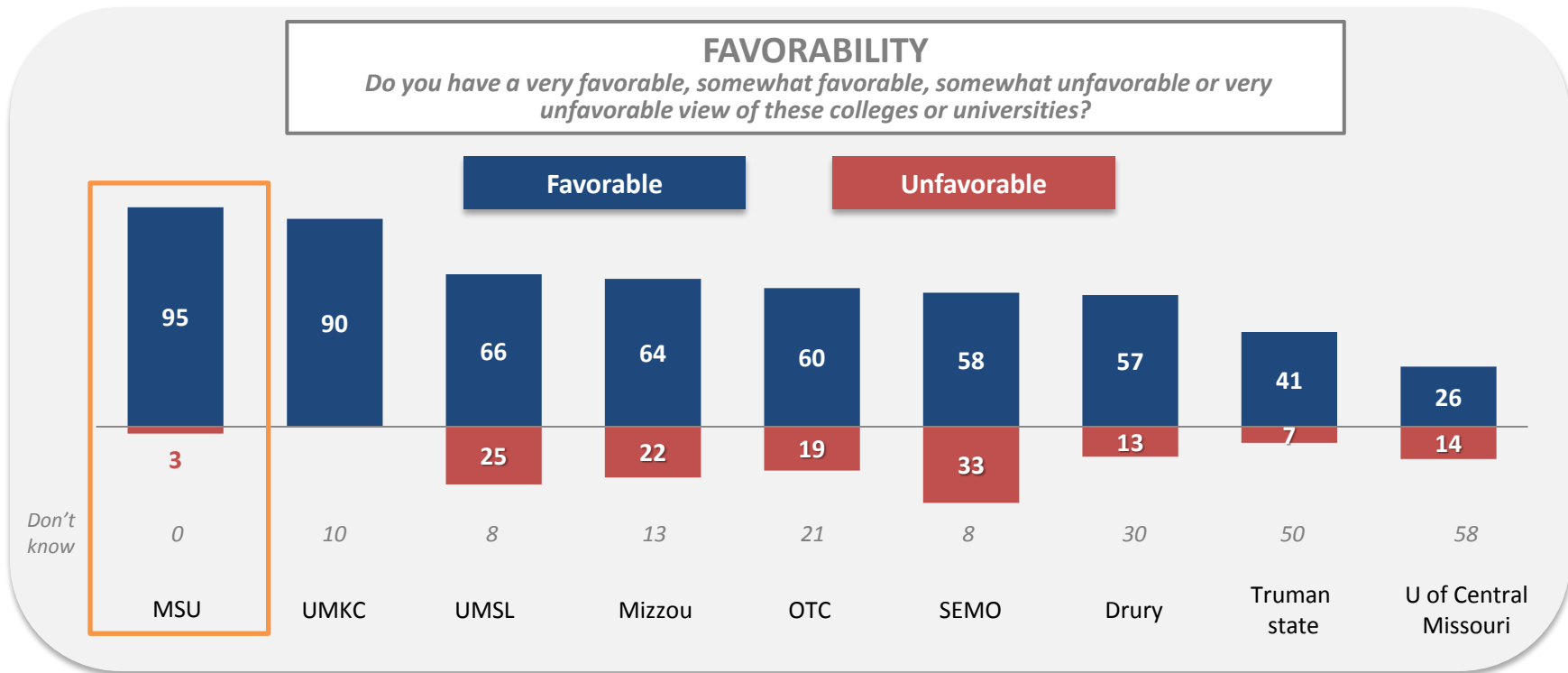
******NOTE: Survey includes region specific cuts. We have included a note on all slides where N sizes are not consistent and included an additional slide with full breakouts.***



Favorability

MSU leads on favorability among undergrads

- Just over half are favorable of Drury.
- Awareness of Truman and UCM is low among undergrads.



Favorability – Regional Breakouts

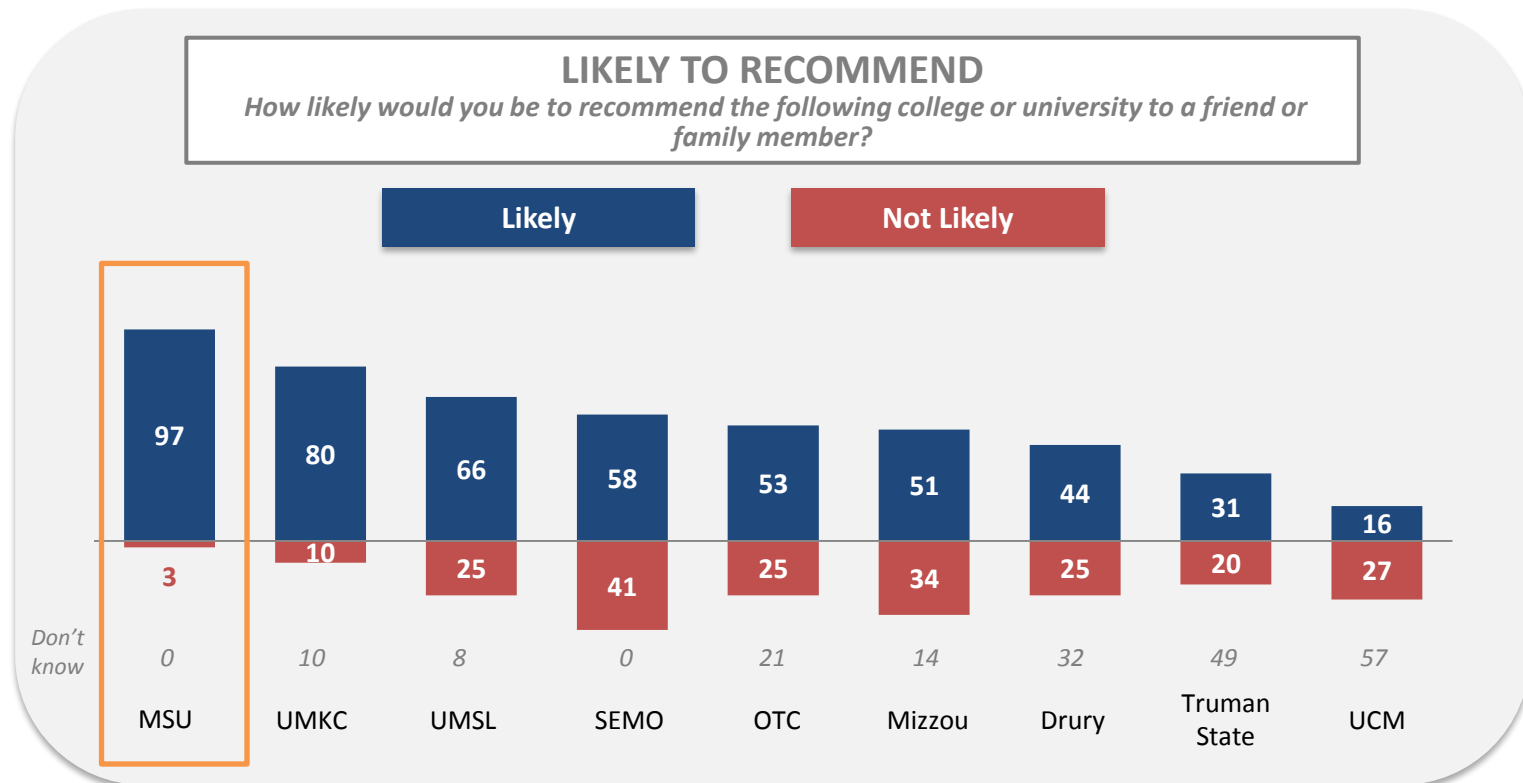
Undergrads are favorable of MSU across regions

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities? <i>Showing % Favorable/ Unfavorable /Don't Know</i>	All N=202	Southwest Missouri N=165	St. Louis Area N=12	Kansas City Area N=10	Other/ Out of State N=15
Missouri State University (MSU)	95/3/0	96/4/1	92/8/0	100/0/0	93/7/0
University of Missouri-Kansas City (UMKC)	90/0/10	--	--	90/0/10	--
University of Missouri-St. Louis (UMSL)	66/25/8	--	66/25/8	--	--
University of Missouri (Mizzou)	64/22/13	62/22/15	83/16/0	80/10/10	60/34/7
Ozarks Technical Community College (OTC)	61/19/21	61/19/21	--	--	--
Southeast Missouri State (SEMO)	58/33/8	--	58/33/8	--	--
Drury University (DU)	57/13/30	57/13/30	--	--	--
Truman State University	41/7/50	40/6/55	42/25/33	60/20/20	46/13/40
University of Central Missouri (UCM)	26/14/58	22/13/65	42/17/42	60/30/10	40/27/33

Likely to Recommend

Undergrads would be most likely to recommend MSU.

- Only half would be likely to recommend OTC or Mizzou.



Likely to Recommend – Regional Breakouts

Across regions, undergrads across regions are likely to recommend MSU.

How likely would you be to recommend the following college or university to a friend or family member? <i>Showing % Likely / Not Likely/ Don't Know</i>	All N=202	Southwest Missouri N=165	St. Louis Area N=12	Kansas City Area N=10	Other/ Out of State N=15
Missouri State University (MSU)	97/3/0	96/3/0	92/8/0	100/0/0	100/0/0
University of Missouri-Kansas City (UMKC)	80/10/10	--	--	80/10/10	--
University of Missouri-St. Louis (UMSL)	66/25/8	--	66/25/8	--	--
Southeast Missouri State (SEMO)	58/41/0	--	58/41/0	--	--
Ozarks Technical Community College (OTC)	53/25/21	53/25/21	--	--	--
University of Missouri (Mizzou)	51/34/14	51/33/16	67/33/0	50/30/20	46/46/7
Drury University (DU)	44/25/32	44/25/32	--	--	--
Truman State University	31/20/50	28/17/55	41/34/25	30/50/20	53/20/27
University of Central Missouri (UCM)	16/27/57	14/23/63	17/41/42	30/50/20	27/47/27

Competitor – Top-of-Mind Associations

Drury is most associated with private and expensive, while OTC is viewed as more of an affordable and practical option.

- Mizzou's mascot and football team stand out as top-of-mind.
- Truman is most associated with being a small school with strong academics; President Truman is also mentioned.

Drury



N=165

OTC



N=165

Mizzou



N=202

Truman



N=202

*****NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional.**

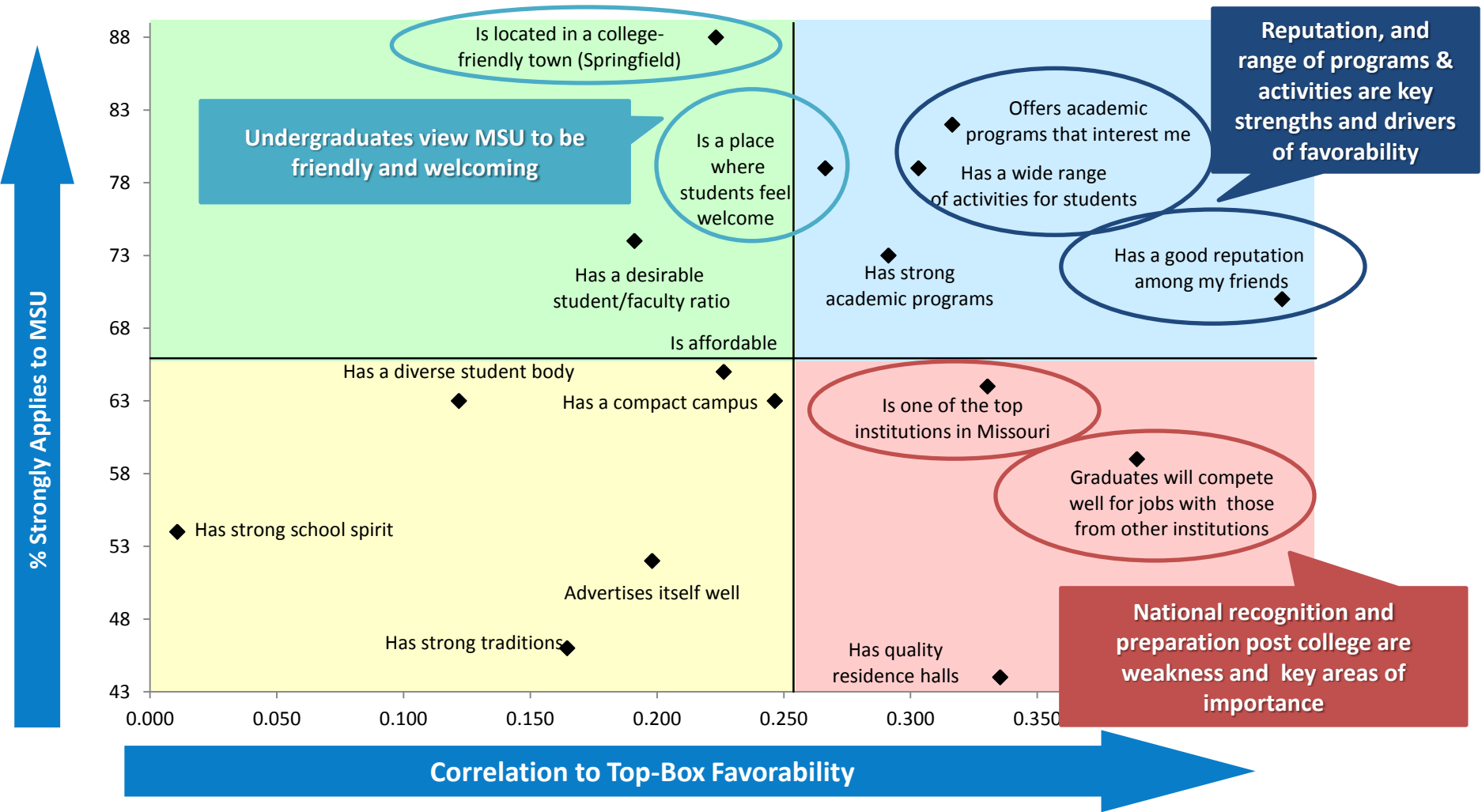
MSU vs. Competitors on Key Attributes

MSU holds significant leads on size of campus, location, academics and activities.

- OTC is best known for being affordable.
- Drury's strengths are its location, academics and reputation.
- Mizzou is viewed as having a good reputation and campus size/facilities.

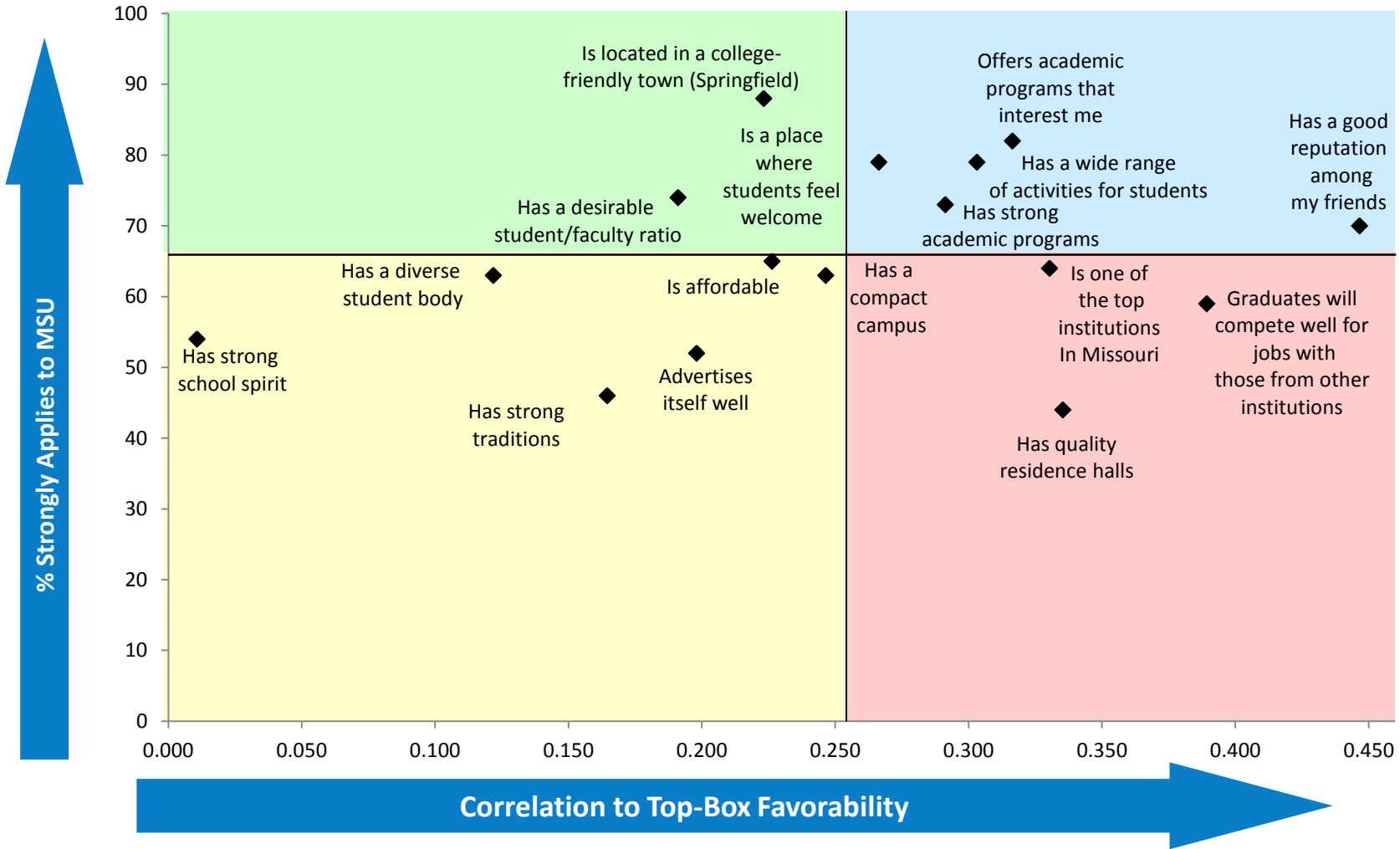
Generally speaking, how would you rate... on the following areas? <i>Showing % Excellent + Very Good</i>	OTC	Drury	Mizzou
Size of campus/campus facilities	20	23	50
Location	50	45	38
Academics	19	41	44
Student life/extracurricular activities	4	15	40
Reputation	21	37	58
Affordability/value	65	5	4
Quality of residence halls	3	13	23
Job placement after graduation	10	15	28
Athletics	1	13	72
<i>Average of don't know</i>	<i>47</i>	<i>58</i>	<i>35</i>

MSU's Scatter



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall

MSU's Scatter II



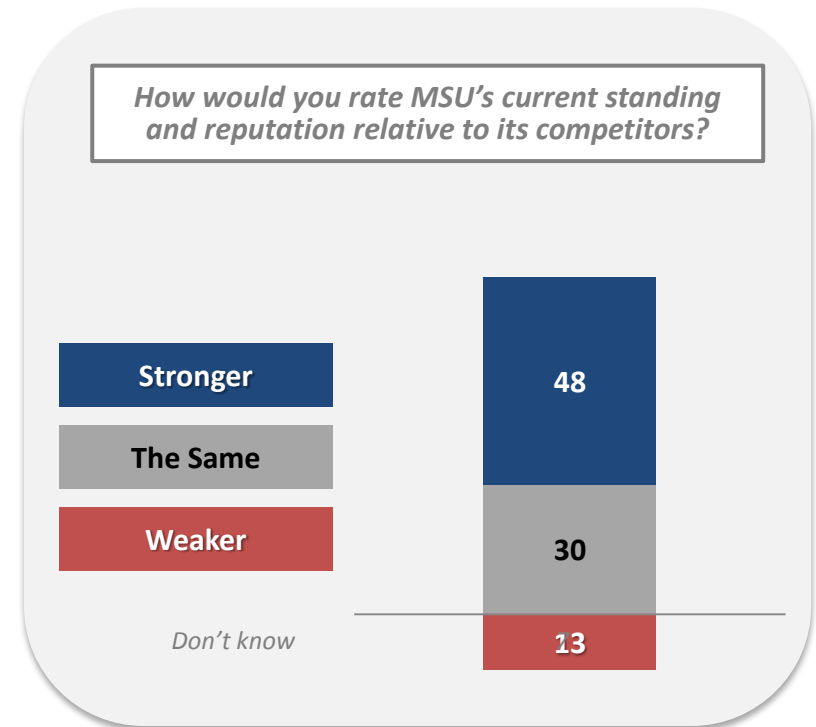
NOTE: Y Axis displaying 0 to 100

Top Competitors

Just under half view MSU as stronger than competitors, with a third seeing MSU as the same as others.

- 9 in 10 view Mizzou to be a top competitor.

Which colleges or universities do you view to be MSU's top competitors? (Showing 10 and above)	Undergrad
University of Missouri (Mizzou)	90
Drury University (DU)	43
Ozarks Technical Community College (OTC)	27
University of Central Missouri (UCM)	23
Truman State University	23
Don't know	3



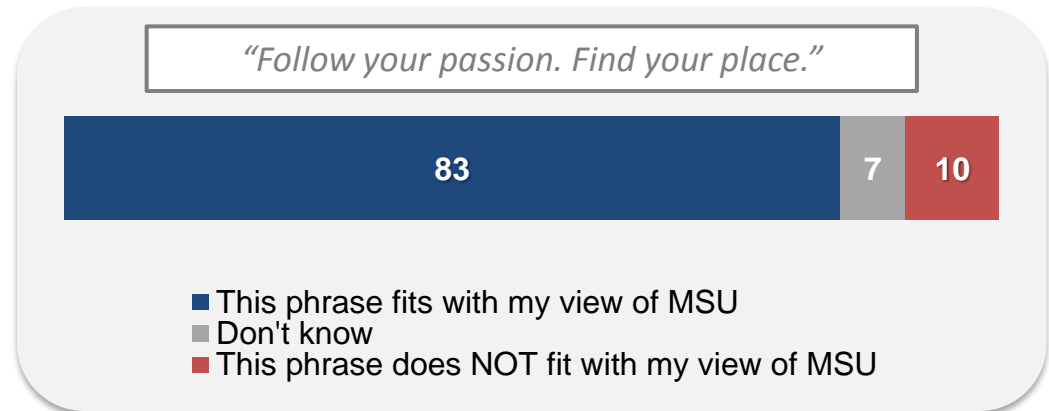
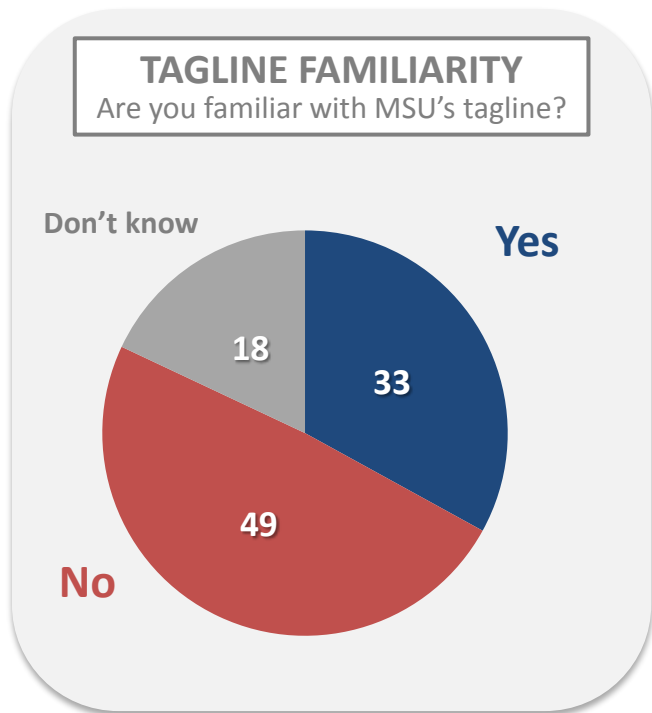
Top Competitors – Regional Breakouts

MSU undergrads from all regions agree that Mizzou is the University's top competitor.

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All N=202	Southwest Missouri N=165	St. Louis Area N=12	Kansas City Area N=10	Other/ Out of State N=15
University of Missouri (Mizzou)	90	89	92	90	93
Drury University (DU)	43	53	--	--	--
Ozarks Technical Community College (OTC)	28	34	--	--	--
University of Central Missouri (UCM)	23	21	33	30	33
Truman State University	23	21	17	50	27
Southeast Missouri State (SEMO)	2	--	42	--	--
University of Missouri-Kansas City (UMKC)	1	--	--	20	--
University of Missouri-St. Louis (UMSL)	1	--	17	--	--
Don't know	3	2	--	10	7

MSU's Tagline

Although almost half are not familiar with MSU's tagline — once prompted, over 4 in 5 view the tagline as fitting.



"Lots of extracurricular, a welcoming atmosphere, a wide variety of academic majors so that students can take a variety of classes to determine what career they want to go into."

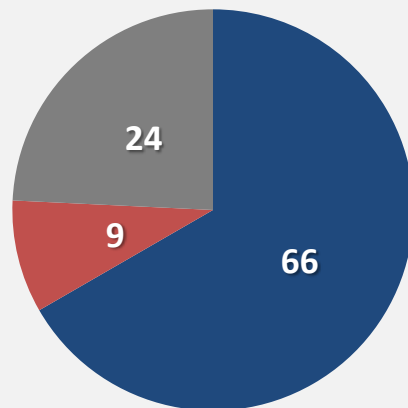
"Diverse clubs and extracurricular and numerous classes to chose from with a variety of subject matter."

MSU's Mission Statement

The mission statement is well-liked and fits with views of the University.

- It is also well known, with 81% familiar with the statement, unprompted.

MSU has a statewide public affairs mission focused on ethical leadership, cultural competence, and community engagement. Does the public affairs mission fit with your view of MSU?



■ Yes ■ No ■ Don't know

MESSAGE HIGHLIGHTING

Missouri State University is a public, **comprehensive metropolitan** system with a statewide mission in public affairs, whose purpose is to **develop educated persons**. The University's identity is distinguished by its public affairs mission, which entails a **campus-wide commitment to foster expertise and responsibility in ethical leadership, cultural competence and community engagement**.

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half.

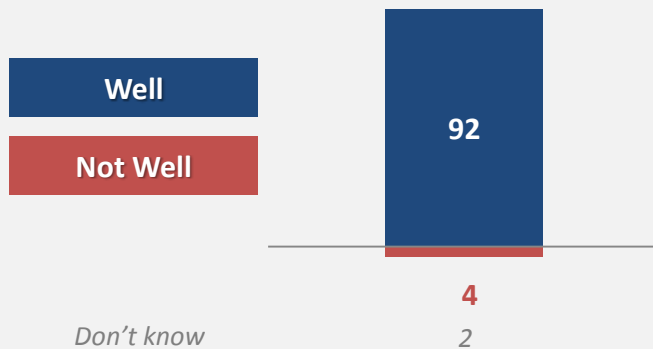
MSU's Brand

Undergraduates think the brand statement fits with MSU, and believe MSU has a clearly defined brand/image.

DESCRIPTION: *Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body – yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.*

STATEMENT FITS WITH MSU

In general, how well do you believe this description fits with MSU?

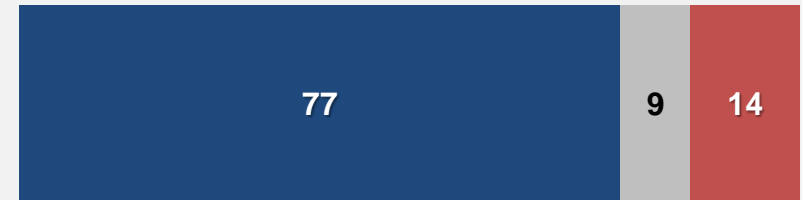


Which of the following is closer to your view?

MSU has a clearly defined University brand/ image or identity.

Don't Know

MSU does not have a deeply-rooted or well-defined brand/image and its identity as a school is unclear.



Traditions and School Spirit

Homecoming and BearWear Fridays are the top forms of school spirit — though low responses overall suggest that school spirit/traditions are an area of weakness.

<i>What do you think are the University's best traditions or forms of school spirit?</i>	Undergrad
Homecoming / Homecoming week / events	34
BearWear / BearWear Fridays / Wearing school colors/maroon and white	25
Band / Marching Band / Pride Band	22
Athletics	20
School song / Fight Song	12
Maroon Madness	11
Bear Bash / Welcome Weekend	11
BearFest Village / Tailgating/ Events before games	11
Bears / Bear image/logo / Boomer	10
Breakfast during finals week	4
Public Affairs week	4
Greek life / Greek Week	4

"Friday spirit day — Everyone wears maroon" — Undergrad

*"Homecoming Week brings out a lot of school spirit from the activities during the week to the parade and game itself."
— Undergrad*

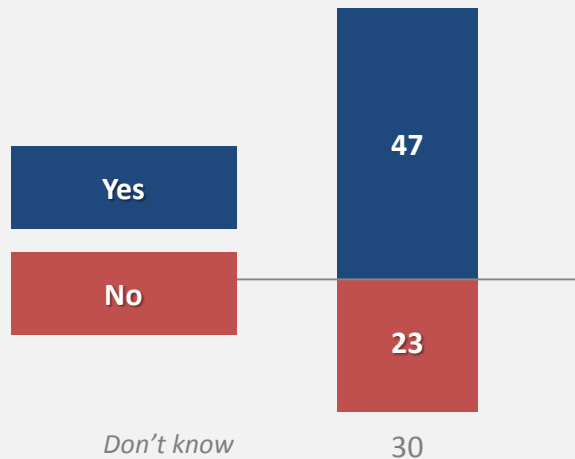
*"Student section activities at basketball games."
— Undergrad*

School Spirit

School spirit is seen as an area to improve upon, particularly attendance at athletic events.

ROOM FOR IMPROVEMENT

Thinking again about school spirit and traditions at the school, is there any tradition or aspect of school spirit that you think the University needs to improve on?



TOP AREAS TO IMPROVE UPON	Undergrad
Athletics / Better teams	27
Attendance at games / Student involvement at games	26
Everything / Need more/better school spirit/traditions	15
More student support/involvement overall	16

"Student attendance at sporting events"
— Undergrad

"Attendance at all school related events."
— Undergrad

"Some sort of tradition that returning students are invested in. Besides Bear Bash because that still seems more like a new student thing." —Undergrad

"Advertising events more"
—Undergrad

Messages — Evaluating MSU's Brand

Undergrads view information about faculty and staff to be most compelling.

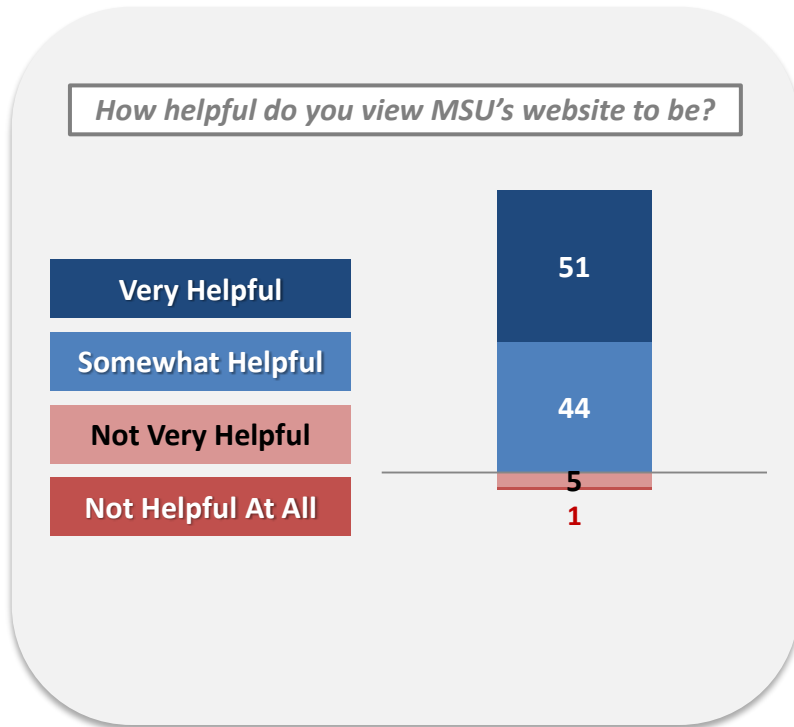
TITLE	MESSAGE TEXT	SCORE
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	199
Financial aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.'	174
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	168
Tagline Test	At Missouri State, we want you to follow your passion through your pursuit of a major, your involvement with student organizations, your volunteer work in the community, and all aspects of your college life. And we are committed to helping you find your place by connecting you with those organizations and opportunities and, after you graduate, to helping you find your place in your career or graduate school.'	168
Affordability	MSU is committed to providing the highest quality of education while remaining among the most affordable public universities. Not only are MSU's overall costs lower than state and national averages, but MSU offers among the lowest room and board rates in the state.	160
Experience	MSU allows students to gain a worldwide perspective while enjoying the benefits of a small town experience. The Springfield campus includes a community of more than 20,000 students, from nearly every state in America and from over 85 countries.'	158
Public affairs mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities. 72. In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.	153
Undergrad	MSU is dedicated to ensuring diversity and inclusion across the campus and the greater Springfield community. That's why MSU has taken on a 5-year commitment to enhance the diversity of its campus and build an inclusive community in greater Springfield.	132

Score = net believability + 2 much more favorable*

MSU's Website

Undergrads utilize MSU's website and view the content to be helpful.

- Half view MSU's website to be *very helpful*, and only 1 in 10 are interested in seeing additional information.
- 71% visit the website frequently.



What additional information would you like the website to provide?

"I think the search engine could be improved to show a better variation of results." — Undergrad

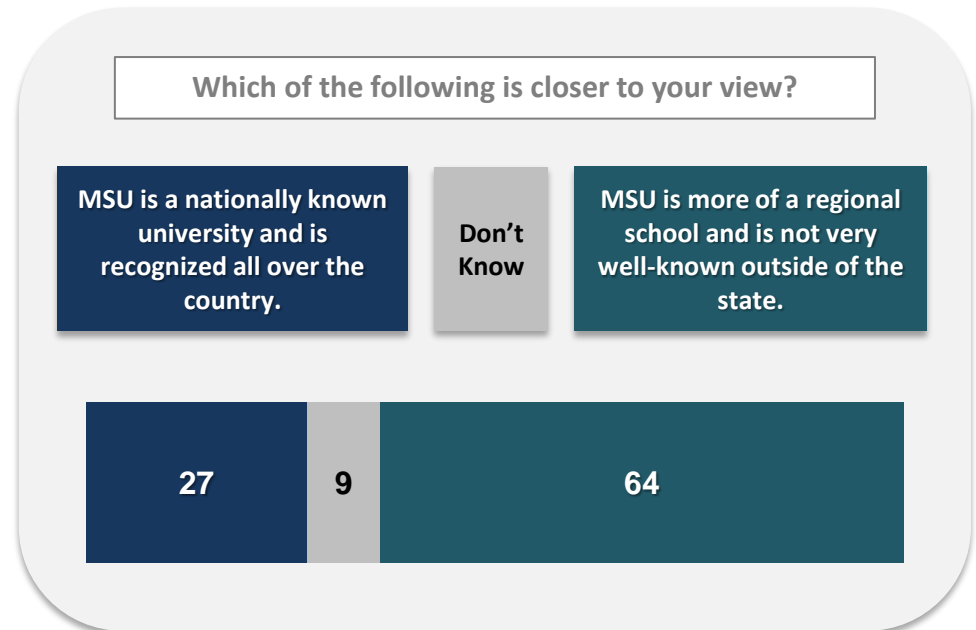
"A lot of department pages aren't set up very well. It's hard to navigate to find the information you need...It's not condensed or organized enough." — Undergrad

"An itemized cost list per semester for easier comparison between universities. If MSU is truly less expensive, a compiled listed would illustrate that beautifully." — Undergrad

Perceptions of MSU

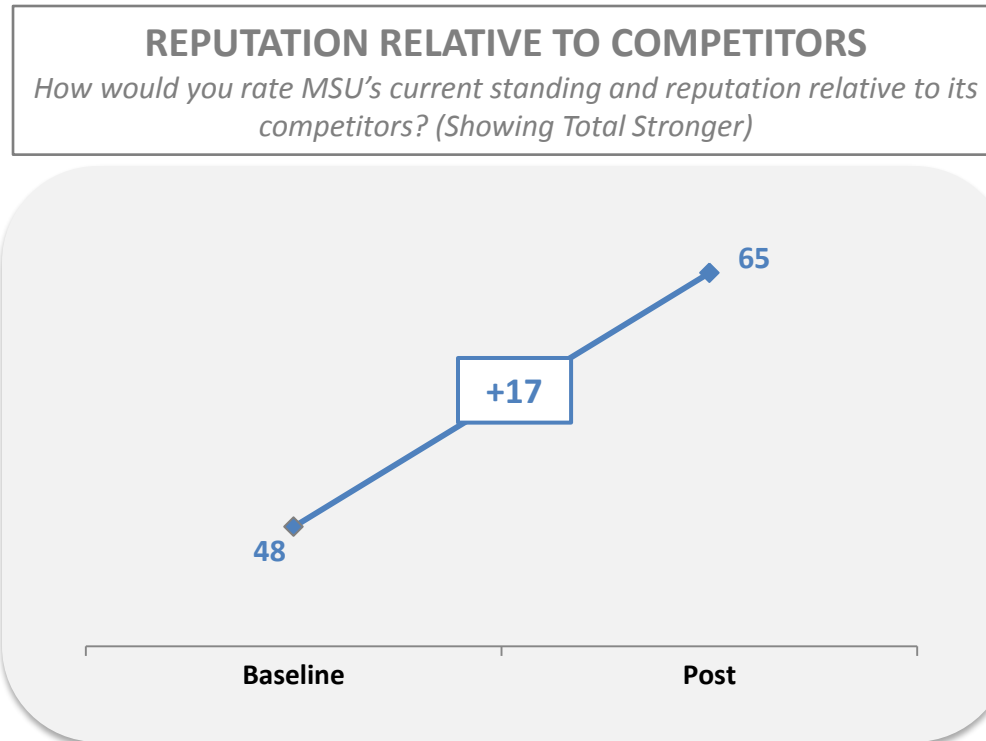
- Undergrads identify most with the nickname “MSU.”
- MSU is seen as more of a regional school than a national school.

Which of the following nicknames identifies best with the University?	Undergrad
MSU	49
Missouri State	33
MO State	13
Missouri State University	2



Post Metrics

Post messaging, perceptions of MSU's reputation and standing relative to competitors increases +17 points, indicating that the messaging is effective among undergrads.



Summary of Undergraduate Students

- Undergrads are satisfied with MSU and view cost, campus offerings, resources and student life to be strengths of the University.
 - Additionally, undergrads strongly attribute MSU with being a welcoming and friendly campus.
- Undergrads think MSU has a clearly defined brand/image, and view the tagline and mission statement as fitting.
- However, traditions, school spirit and pride remain weak – with almost half thinking there is room for improvement.
 - Involvement and support for events on campus (particularly athletics) are key areas for the University to focus.
- These weaknesses may hinder MSU's reputation and national recognition.

Moving Forward: With undergrads already viewing MSU as welcoming, friendly and as having a concrete brand, MSU has the opportunity to leverage these areas in order to further build upon and promote spirit and pride in order to boost national recognition and overall reputation.

Additionally, with 47% of students transferring from other colleges/universities, it is important to ensure that emphasis of traditions and school spirit is not limited to freshman students.



PROSPECTIVE NON-TRADITIONAL STUDENTS

Key Findings and Summary

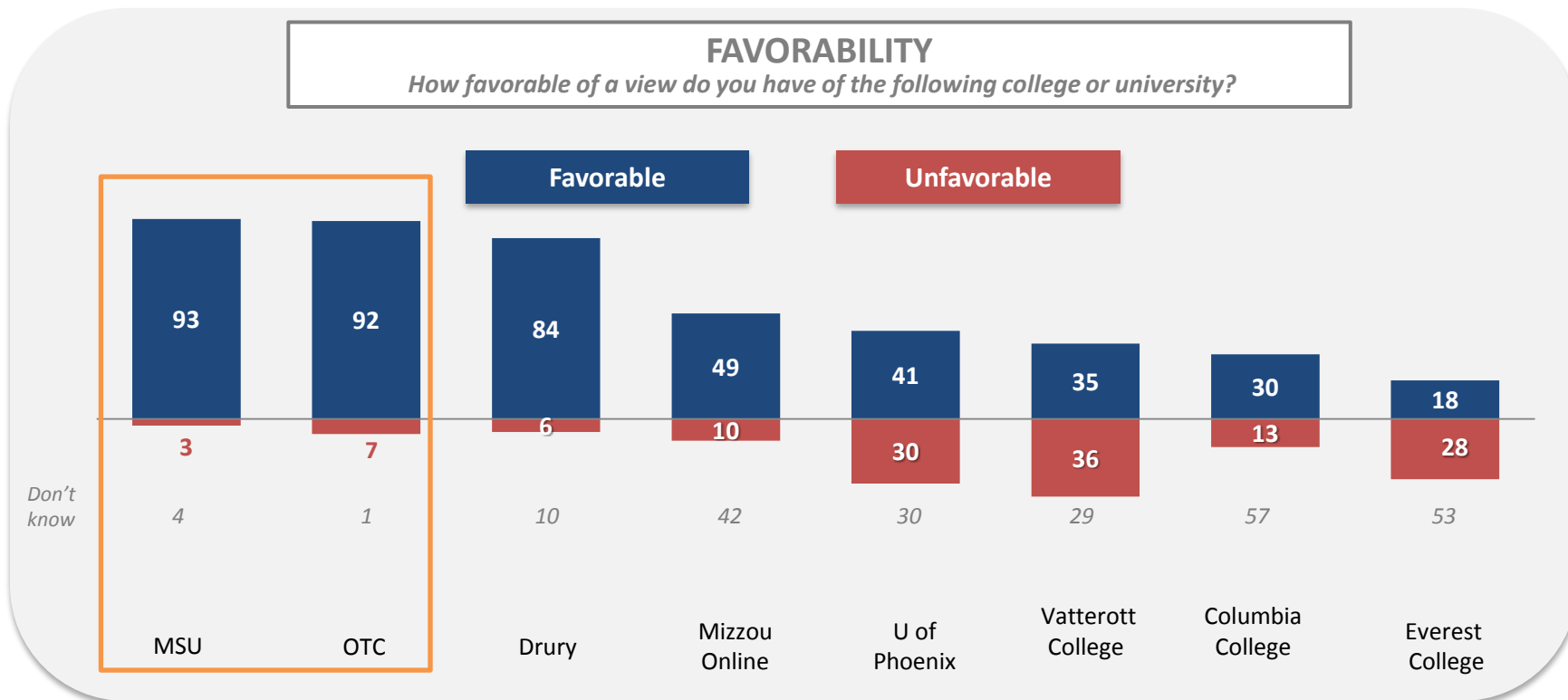
**Region specific cuts not used in Prospective Non –Traditional Students survey. Therefore, N sizes are consistent across questions.*



Favorability

MSU and OTC lead on favorability among prospective non-traditional students.

- Familiarity is highest among MSU and OTC.

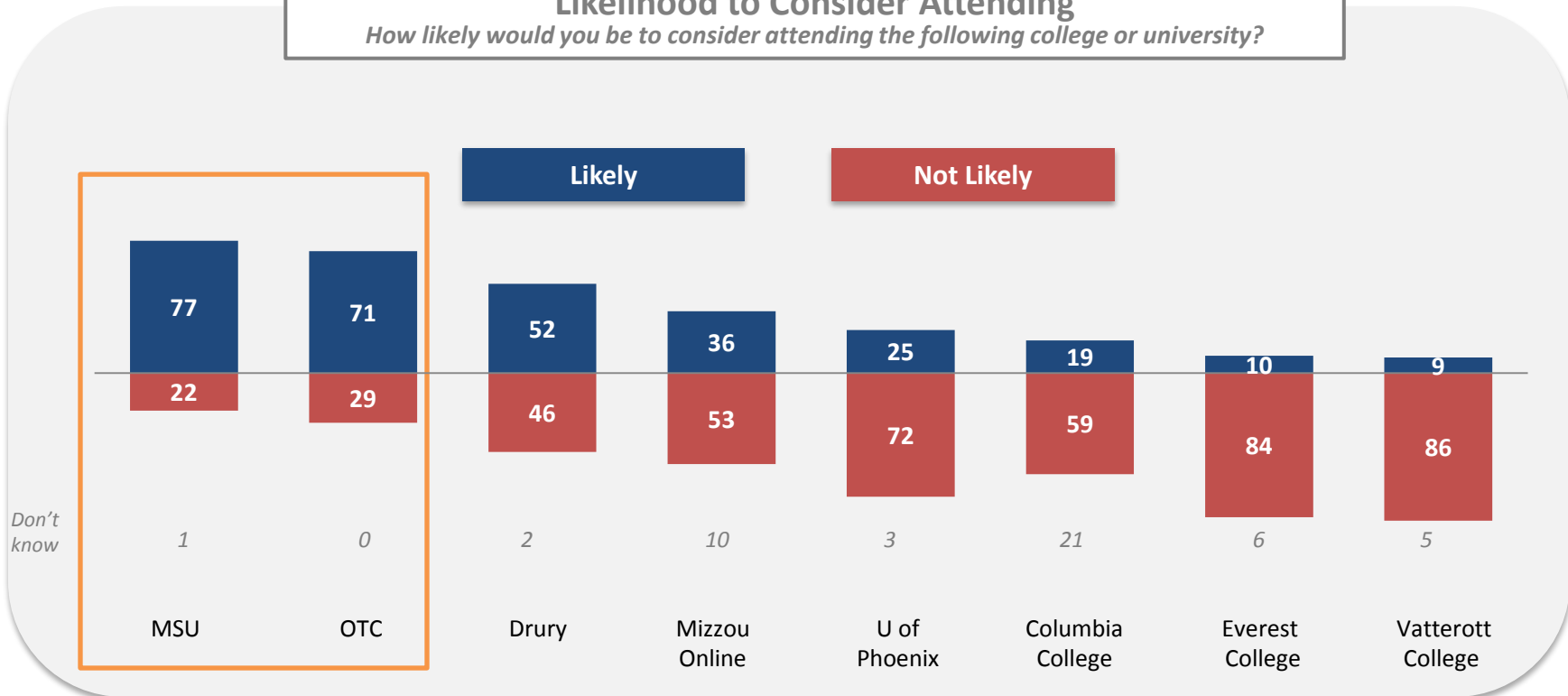


Likely to Consider Attending

MSU also leads on consideration

- OTC trails close behind, with 7 in 10 likely to consider

Likelihood to Consider Attending
How likely would you be to consider attending the following college or university?



Top of Mind Associations

Apart from its mascot, MSU is most associated with being a good and professional state school.

- “Close” and “opportunities” are also mentioned.



Competitor - Top of Mind Associations

- Drury’s associations are mixed — with top mentions including expensive and private.
- OTC’s associations are primarily positive — being viewed as an affordable and convenient choice.
- Mizzou Online is less well known — though those aware associate it most with its mascot.

Drury



OTC



Mizzou Online



With OTC being viewed as the more affordable and convenient option, it is important for MSU to stress these attributes.



MSU vs. Competitors on Key Attributes

MSU performs on par or slightly weaker than competitors on key attributes — though it maintains a lead on size of campus/facilities.

- Drury is MSU's top competitor on academics and reputation.

Generally speaking, how would you rate... on the following areas? <i>Showing % Excellent + Very Good</i>	MSU	OTC	Drury
Academics	72	58	74
Reputation	69	67	79
Size of campus/campus facilities	63	58	48
Advising and other student support services	50	51	33
Value	46	74	42
Availability of evening programs	31	78	38
Job placement after graduation	28	38	28
Availability of online programs	26	45	21
Cost	22	81	23
<i>Average of don't Know</i>	<i>18</i>	<i>11</i>	<i>32</i>

Drury best known for academics and reputation

OTC is best known for its cost, value and availability of evening programs

MSU Attributes

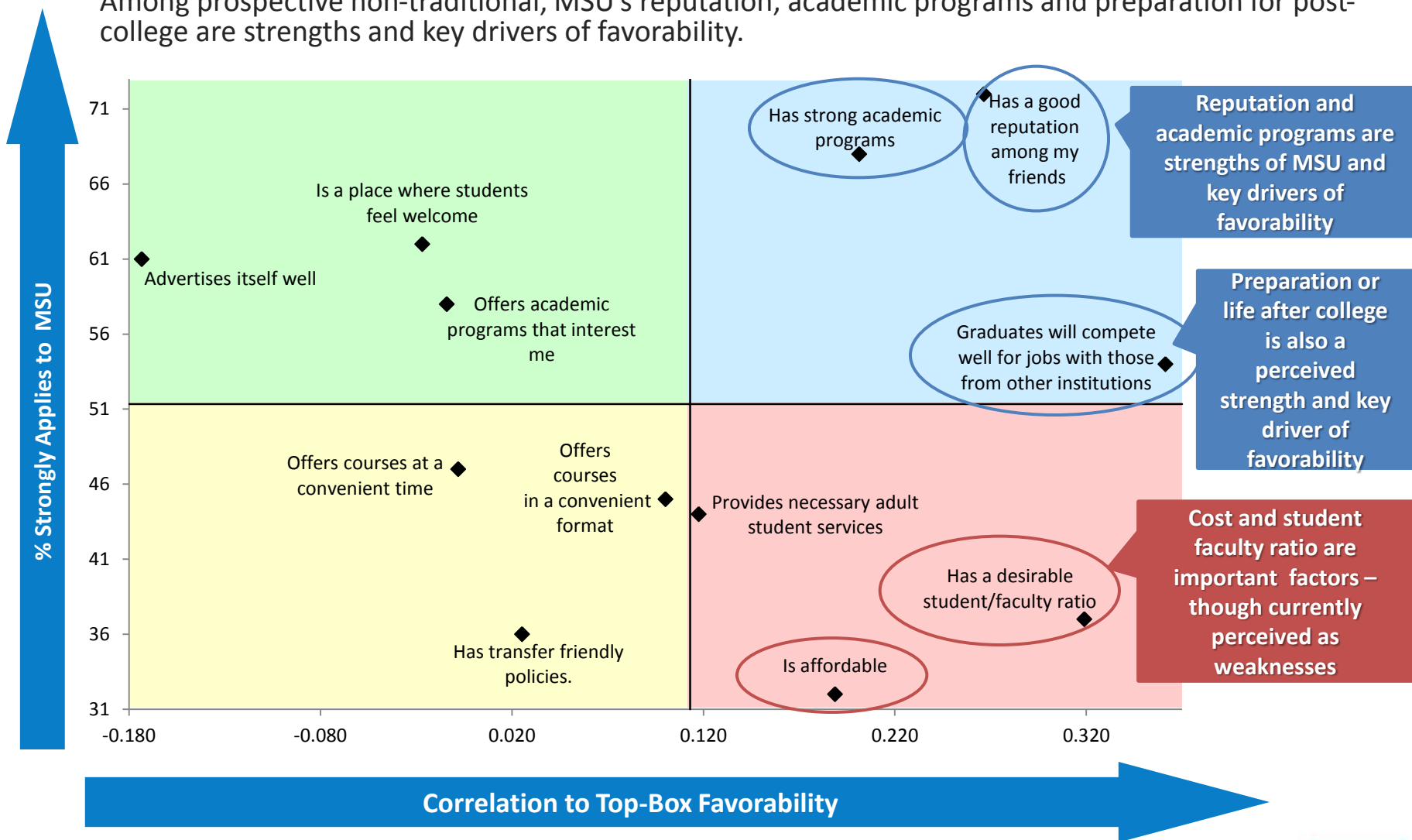
Prospective non-traditional students view MSU's reputation and academic programs to be strengths.

- Cost and transfer policies are seen as weaknesses among this audience.

Please indicate how well the following applies to MSU. Please rate them on a ten-point scale, where 10 means "applies completely" and 1 means it "does not apply at all" <i>Showing % 8+ 9 +10</i>	MSU
Has a good reputation among my friends	72
Has strong academic programs	68
Is a place where students feel welcome	62
Advertises itself well	61
Offers academic programs that interest me	58
Graduates will compete well for jobs with those from other institutions	54
Offers courses at a convenient time	47
Offers courses in a convenient format	45
Provides necessary adult student services	44
Has a desirable student/faculty ratio	37
Has transfer friendly policies	36
Is affordable	32

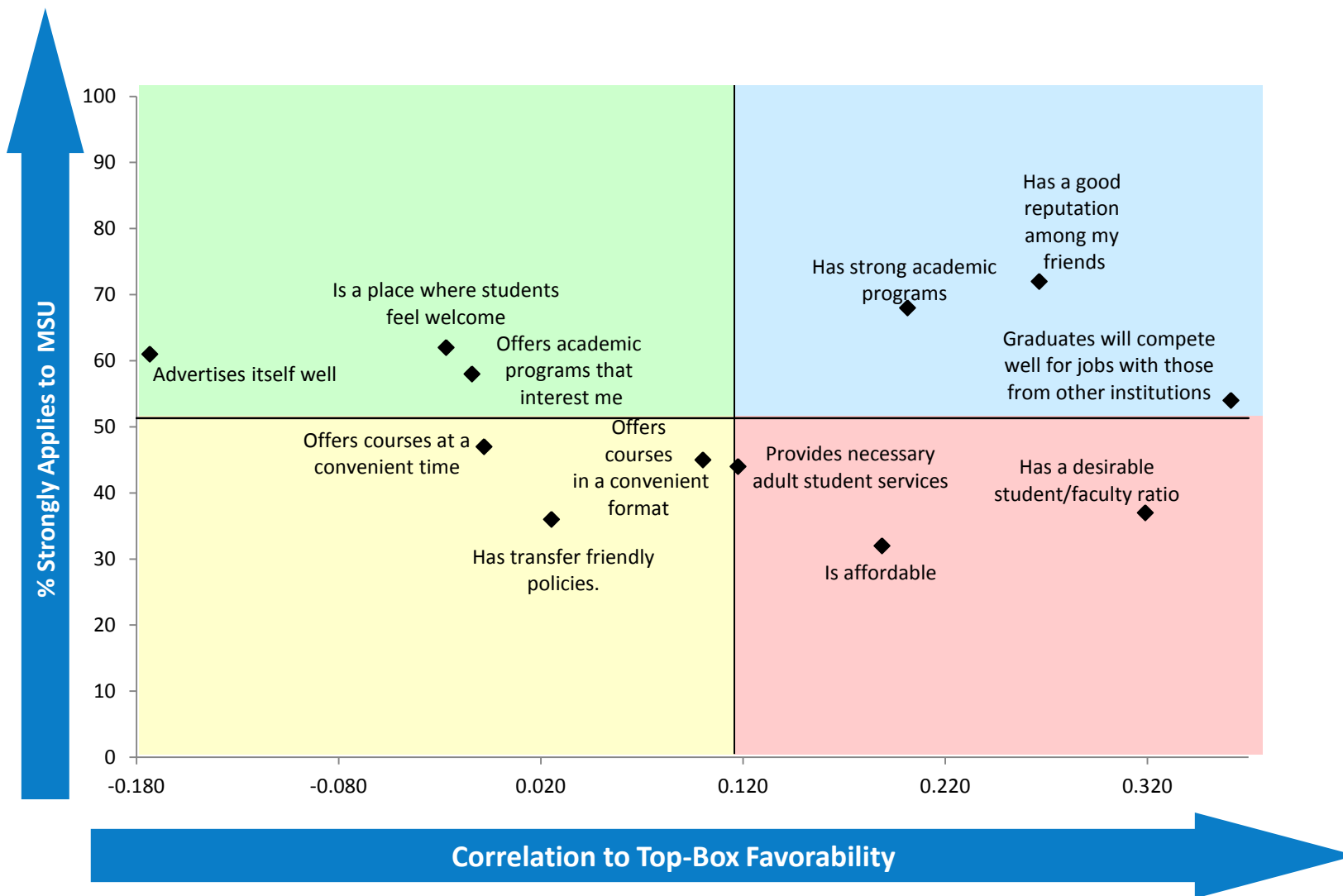
MSU's Scatter

Among prospective non-traditional, MSU's reputation, academic programs and preparation for post-college are strengths and key drivers of favorability.



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall

MSU's Scatter II



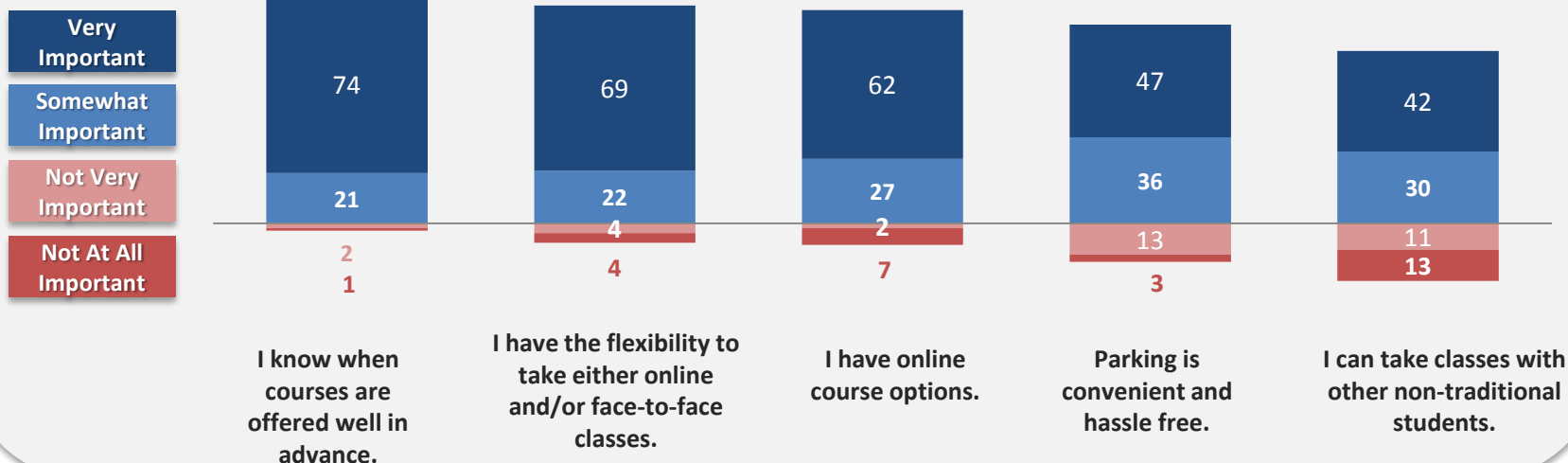
NOTE: Y Axis displaying 0 to 100

Important Factors in Choosing a University

Knowing in advance when courses are offered and the flexibility of course format are the most important factors to prospective non-traditional students.

Importance of Factors

When considering a potential college or university, please indicate how important each of the following aspects are – Please use the following scale: very important, somewhat important, not very important or not at all important.



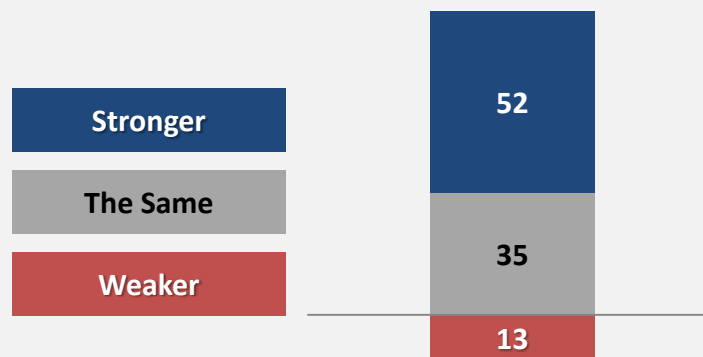
Top Competitors

Drury and OTC are viewed as MSU's top competitors.

- While Drury outperforms MSU on the majority of key attributes, overall MSU is viewed as stronger or on par with competitors on standing and reputation.

Which colleges or universities do you view to be MSU's top competitors?	Prospective Non-traditional
Drury University (DU)	70
Ozarks Technical Community College (OTC)	63
Mizzou Online	45
Columbia College	27
University of Phoenix	10
Everest College	9
Vatterott College	6
None / Don't know	1

In general, how would you rate MSU's current standing and reputation relative to its competitors?



Messages — Evaluating MSU's Brand

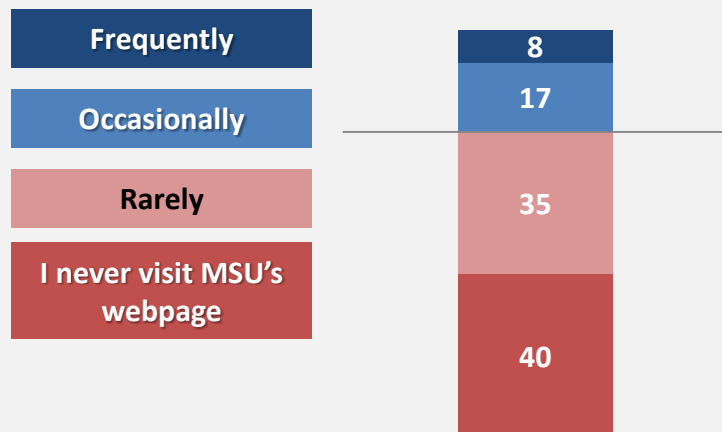
'Tutoring' is the top performing message among prospective non-traditional students.

TITLE	MESSAGE TEXT	SCORE
Tutoring	For students who have been away from the classroom for a long period of time some subjects can be quite challenging. At MSU, the availability of after-hours tutoring in Math and writing, as well as specific subject areas, is a great step towards ensuring the success of nontraditional students.	200
Adult-Student Services	MSU offers non-traditional students a one-stop shop for advising, registration, placement testing and financial aid. The office of Adult Student Services is dedicated to ensuring that nontraditional students have access to all the support they need to be successful.'	155
Course Formats	Providing quality programs on a workable schedule is an important factor in choosing a university to attend. MSU is an adult friendly university known for offering courses and programs in a variety of convenient formats such as online, on iTunes, in 8-week formats and evening course schedules allowing students to attend classes just one or two evenings per week.'	123
Classroom Environment	Adults have a great deal of experience to bring to the classroom and want the class setting to provide opportunities for interaction. In general, MSU's smaller classroom settings enable students to collaborate, share their experience, and create a rich community of learners.	121
Evening College Plus	MSU's Evening College Plus program allows nontraditional students to earn degrees in 7 highly relevant areas entirely in the evening (with some online). For example, the General Business program provides students with a wide range of instruction in the business operations that will prepare them for management positions in both the private and public sectors of our economy.	120
Work-Family-Balance	Work and family responsibilities are important for everyone. MSU's convenient locations, evening support hours, and flexibility of course offerings mean you can earn your degree without shirking on those responsibilities.	118
Integration	At MSU, adults enjoy the opportunity to interact with students of all ages so taking courses with traditional-aged students is viewed as a positive attribute for a university. MSU seeks to create an optimal learning environment for learners by letting non-traditional students take classes alongside traditional aged students as opposed to offering special nontraditional student-only classes.	114
Online Degrees	When choosing a delivery format for degree completion, adult students often prefer the convenience and flexibility of online classes. MSU demonstrates concern for adult needs by providing a variety of programs that can be completed entirely online.	110
Clear Roadmap	Adults want to know how long it will take to earn a degree before they enroll in the first course. MSU accomplishes this through their scheduling and advising process by outlining the degree requirements, course rotation and anticipated time for degree completion providing the roadmap from start to finish.'	105
Financial Aid	Paying for college while maintaining family can be quite challenging. The availability of special financial aid opportunities for nontraditional students at MSU makes it easier to pay for college and ensure that you complete your degree on time.	89

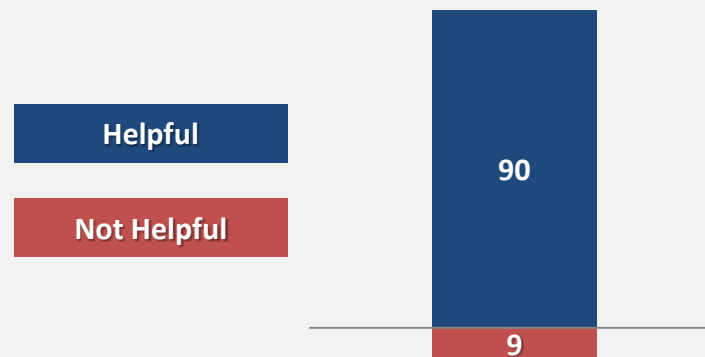
MSU's Website

While only a quarter visit MSU's website occasionally or frequently, 90% (of those that have visited the website) view it to be very helpful.

Generally speaking, how frequently do you visit MSU's website (www.missouristate.edu)?



[If visit website] How helpful do you view MSU's website to be?



Sources of Info

The majority of prospective non-traditionals get their information about education opportunities from friends or family.

- 18% get their information from a school visit.

<i>What is your primary source of information regarding education opportunities?</i>	
Friends/Family	39
School Visit	18
Email	12
Television Ads	5
Direct Mail	5
Radio Ads	2

Summary of Prospective Non-Traditional Students

- For prospective non-traditional students, flexibility and advanced planning are extremely important factors when choosing a university.
 - One of the most important factors in considering a university is advance notice on class times and offerings.
 - Having the flexibility to take courses online or in person is also a top factor.
- Drury and OTC are MSU's top competitors.
 - MSU leads Drury on affordability and leads OTC on academics.
- The majority of prospective non-traditional students get their information about education opportunities from friends and family or from a school visit.
- Top messages highlight flexibility of offerings and assistance in reentering the academic world.





PROSPECTIVE HIGH SCHOOL STUDENTS AND PARENTS

Key Findings and Summary

******NOTE: Survey includes region specific cuts. We have included a note on all slides where N sizes are not consistent and included an additional slide with full breakouts.***



Favorability

Just over half of students have a favorable view of MSU.

- Parents are particularly favorable towards MSU (85% are favorable).

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities? <i>Showing % Favorable/ Unfavorable /Don't Know</i>	Students	Parents
University of Missouri-Kansas City (UMKC)	72/22/6	92/0/8
Drury University (DU)	69/11/20	75/25/0
University of Missouri (Mizzou)	64/24/12	75/19/6
University of Missouri-St. Louis (UMSL)	56/29/14	64/28/8
Missouri State University (MSU)	53/17/30	85/10/5
Ozarks Technical Community College (OTC)	44/44/13	50/37/12
Truman State University	35/17/47	48/14/38
Southeast Missouri State (SEMO)	32/46/23	76/20/4
University of Central Missouri (UCM)	20/25/56	48/18/34
University of Missouri-Kansas City (UMKC)	72/22/6	92/0/8

Favorability – Regional Breakouts

While MSU and Mizzou are viewed with similar favorability In State, Out of State prospective students view Mizzou more favorably.

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities? <i>Showing % Favorable/ Unfavorable /Don't Know</i>	All N=421	Southwest Missouri N=62	St. Louis Area N=109	Kansas City Area N=30	Other/ Out of State N=220
University of Missouri-Kansas City (UMKC)	80/13/7	--	--	80/13/7	--
Drury University (DU)	71/14/15	71/14/15	--	--	--
University of Missouri (Mizzou)	67/23/11	72/23/5	68/29/3	70/30/0	63/18/18
Missouri State University (MSU)	59/16/25	84/14/2	64/21/15	67/20/13	48/13/39
University of Missouri-St. Louis (UMSL)	58/29/13	--	58/29/13	--	--
Ozarks Technical Community College (OTC)	45/42/13	45/42/13	--	--	--
Southeast Missouri State (SEMO)	42/39/18	--	42/39/18	--	--
Truman State University	37/18/45	32/21/47	51/24/24	50/27/23	31/11/59
University of Central Missouri (UCM)	25/23/52	21/26/53	24/29/47	57/26/17	22/19/58

*****NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/ schools.**

***Regional breakouts are directional given small sample size**

Likely to Recommend/Attend

Prospective students are more than twice as likely to recommend MSU as they are to consider it for themselves.

- While 66% of prospective students would be likely to recommend MSU, only 1 in 4 prospective students would be likely to consider attending MSU.

LIKELY TO RECOMMEND <i>How likely would you be to recommend the following college or university to a friend or family member? (Question not asked among Parents)</i>	Students
<i>Showing % Likely/ Not Likely/Don't Know</i>	
University of Missouri (Mizzou)	73/19/9
University of Missouri-Kansas City (UMKC)	67/23/11
Missouri State University (MSU)	66/18/17
Drury University (DU)	63/17/20
University of Missouri-St. Louis (UMSL)	59/32/8
Ozarks Technical Community College (OTC)	54/33/13
Truman State University	49/24/27
Southeast Missouri State (SEMO)	39/42/20
University of Central Missouri (UCM)	30/29/40

LIKELY TO CONSIDER ATTENDING <i>How likely would you be to consider attending the following college or university? (Showing scores among Students)</i>	Students
<i>Showing % Likely/ Not Likely/Don't Know</i>	
University of Missouri (Mizzou)	29/58/14
Missouri State University (MSU)	19/65/16
Truman State University	10/66/24
University of Central Missouri (UCM)	9/67/24

*****NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/ schools.**

Likely to Recommend – Regional Breakouts

Prospective HS students in Southwest Missouri are much more likely to recommend MSU than those from St. Louis, Kansas City or Out of State.

- By comparisons, students from these regions are much more likely to recommend Mizzou

How likely would you be to recommend the following college or university to a friend or family member? <i>Showing % Likely/ Not Likely/Don't Know</i>	All N=421	Southwest Missouri N=62	St. Louis Area N=109	Kansas City Area N=30	Other/ Out of State N=220
University of Missouri (Mizzou)	73/19/9	74/13/13	73/23/4	78/17/6	69/16/15
University of Missouri-Kansas City (UMKC)	67/23/11	--	--	67/23/11	--
Missouri State University (MSU)	66/18/17	85/9/7	58/21/20	55/22/22	64/17/19
Drury University (DU)	63/17/20	63/17/20	--	--	--
University of Missouri-St. Louis (UMSL)	59/32/8	--	59/32/8	--	--
Ozarks Technical Community College (OTC)	54/33/13	54/33/13	--	--	--
Truman State University	49/24/27	33/27/41	57/28/15	50/33/17	50/12/38
Southeast Missouri State (SEMO)	39/42/20	--	39/42/20	--	--
University of Central Missouri (UCM)	30/29/40	20/26/54	25/33/42	55/23/22	41/27/31

Likely to Attend – Regional Breakouts

In State, prospective students from Southwest Missouri are most likely to consider MSU, though the university ranks highly across regions.

How likely would you be to consider attending the following college or university? <i>Showing % Likely/ Not Likely/Don't Know</i>	All N=421	Southwest Missouri N=62	St. Louis Area N=109	Kansas City Area N=30	Other/ Out of State N=220
Drury University (DU)	75/25/0	75/25/0	--	--	--
University of Missouri-Kansas City (UMKC)	67/33/0	--	--	67/33/0	--
University of Missouri (Mizzou)	40/51/9	75/24/0	60/40/0	75/25/0	31/56/12
Southeast Missouri State (SEMO)	40/56/4	--	40/56/4	--	--
Missouri State University (MSU)	39/49/12	88/12/0	76/20/4	66/25/8	27/58/15
Ozarks Technical Community College (OTC)	37/62/0	37/62/0	--	--	--
University of Missouri-St. Louis (UMSL)	32/60/8	--	32/60/8	--	--
University of Central Missouri (UCM)	17/63/21	19/56/25	40/44/16	33/58/8	12/67/22
Truman State University	16/64/20	18/56/25	32/60/8	41/59/0	13/64/23

MSU: Top-of-Mind Associations

- “Bears” is the top association among those in-state, while “Springfield” leads among parents.
- Awareness is much lower among those out-of-state, with “unknown” leading the top-of-mind associations among out-of-state.

In-state



Out-of-State



Parents



MSU’s mascot is top of mind among those in-state while MSU’s location is top of mind among parents.

Top-of-Mind Associations — Competitors

- Drury is associated with being expensive and small; Drury's mascot is also mentioned.
- OTC is viewed as being a cheap, community/technical school.
- Mizzou is most associated with "tigers," "football" and its size — its cost is also among the top mentions.
- Truman's top associations include "President Truman," the mascot and being a small school with strong academics.

Drury



N= 62

Mizzou



N= 421

OTC



N= 62

Truman



N= 421

***NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional.

MSU Attributes

MSU is best known for its affordability/value and location, particularly among prospective parents.

Generally speaking, how would you rate Missouri State University (MSU) on the following areas? Showing "Excellent" and "Very Good".	Students	Parents
Size of campus/campus facilities	37	60
Affordability/Value	36	62
Student life/Extracurricular activities	36	53
Academics	35	60
Location	35	69
Reputation	35	60
Athletics	24	27
Quality of residence halls	23	41
Job placement after graduation	22	26

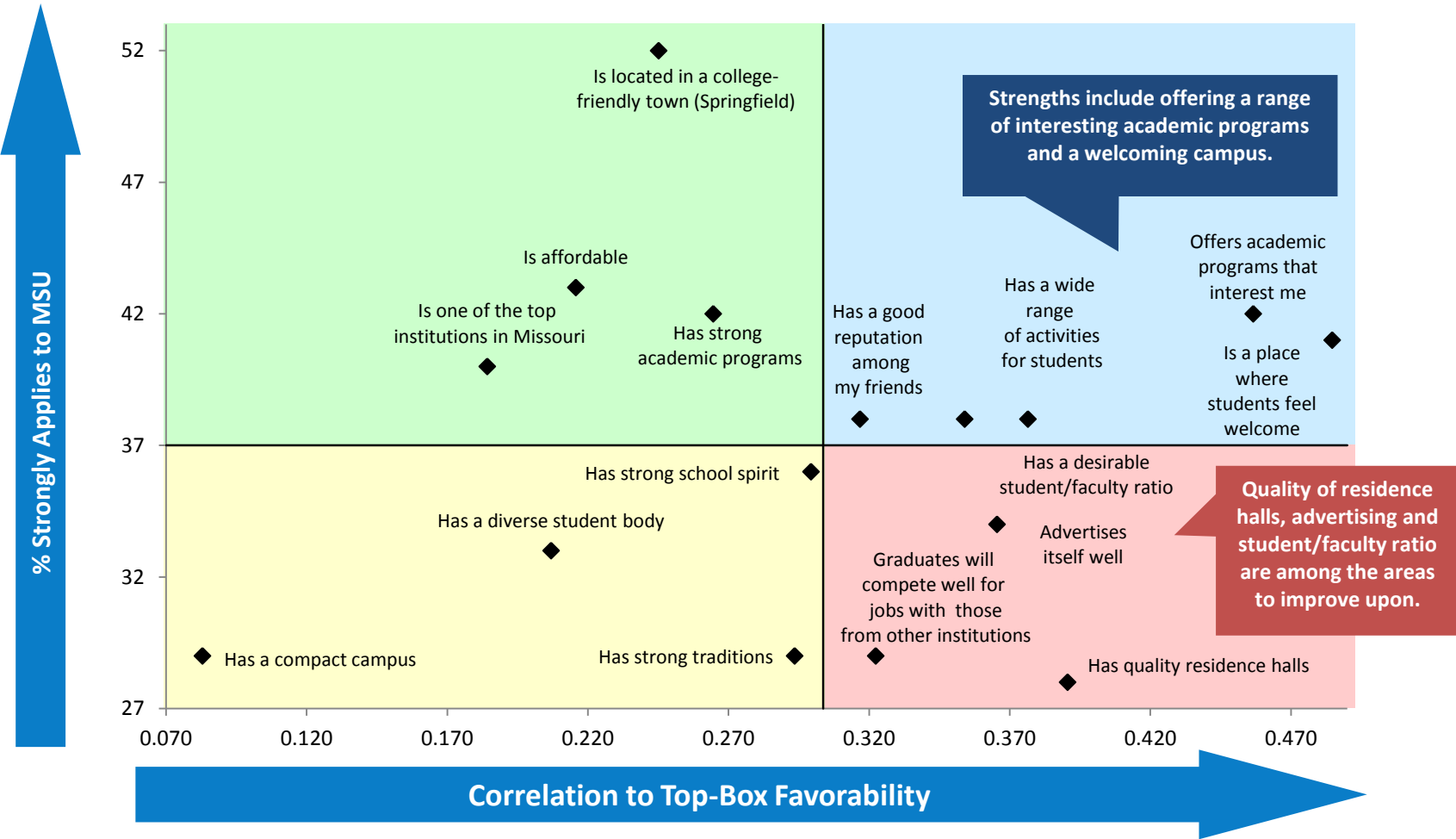
MSU vs. Competitors on Key Attributes

Mizzou is MSU's strongest competitor across almost all attributes.

- Affordability/Value is MSU's main strength against its competitors; MSU also performs well on academics.
- Mizzou is known for its athletics and student life.

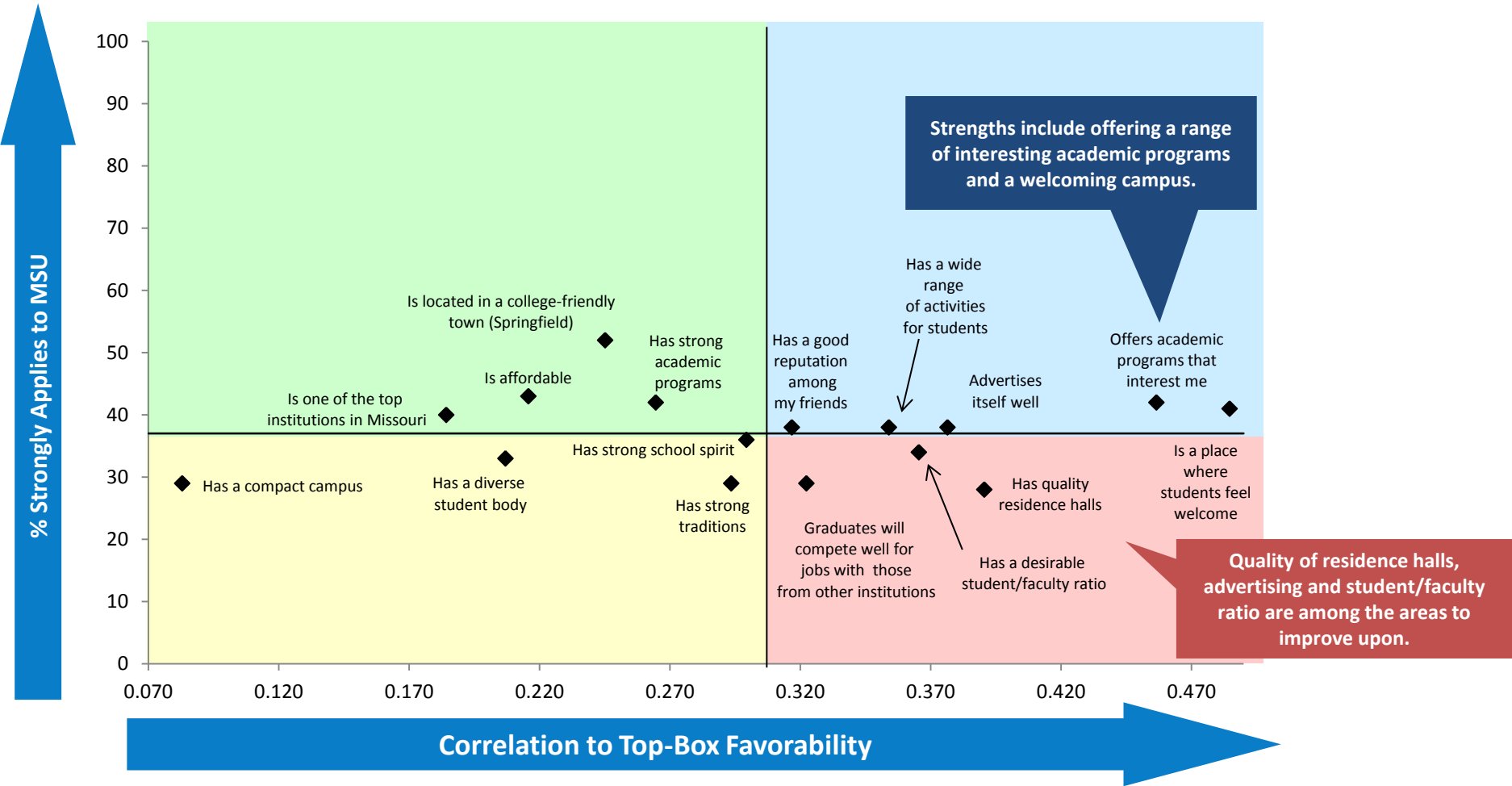
Generally speaking, how would you rate... on the following areas? <i>Showing % Excellent + Very good</i>	Students				Parents			
	MSU	OTC	Drury	Mizzou	MSU	OTC	Drury	Mizzou
Academics	35	8	22	46	60	17	32	70
Athletics	24	4	8	62	27	4	12	83
Affordability/Value	36	20	8	24	62	33	2	29
Student life/Extracurricular activities	36	5	16	57	53	11	9	78
Location	35	14	19	42	69	21	44	74
Size of campus/campus facilities	37	8	16	54	60	15	14	57
Quality of residence halls	23	5	13	32	41	5	7	51
Reputation	35	10	24	57	60	21	31	76
Job placement after graduation	22	8	13	33	26	12	9	51

MSU's Scatter



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall

MSU's Scatter II

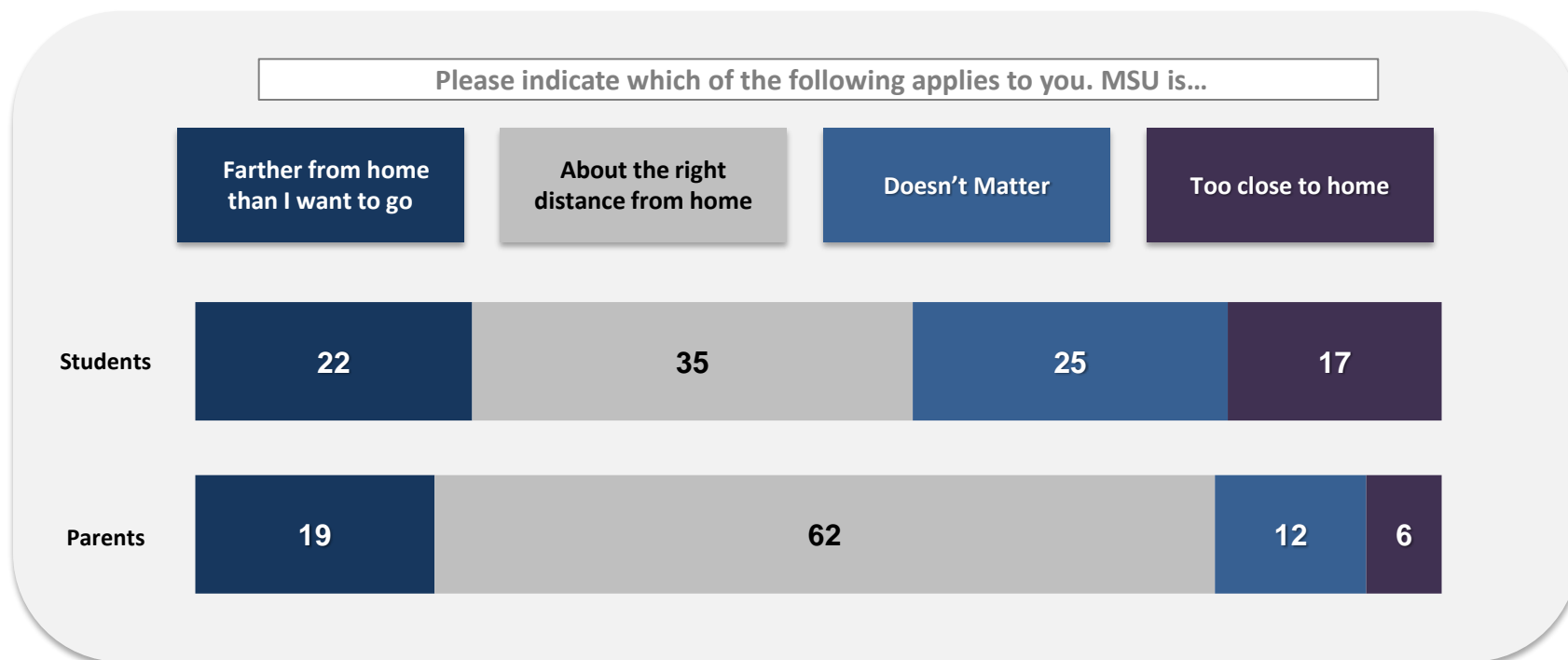


NOTE: Y Axis displaying 0 to 100



Perceptions of the University

- Most prospective students think that MSU is the right distance or that distance doesn't matter.
- Over 3 in 5 parents think MSU is the right distance from home.

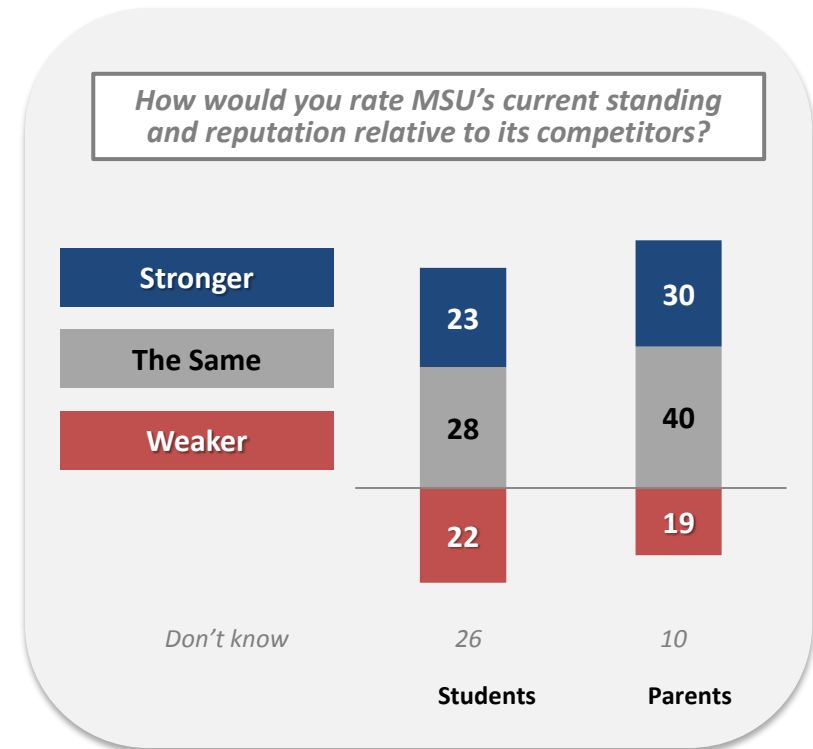


MSU's Top Competitors

Students and parents agreed that Mizzou is MSU's leading competitor.

- Both groups are split on how MSU stacks up against its competitors.

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	Students	Parents
University of Missouri (Mizzou)	65	61
Truman State University	28	31
University of Missouri-Kansas City (UMKC)	21	25
University of Central Missouri (UCM)	21	32
University of Missouri-St. Louis (UMSL)	19	17
Southeast Missouri State (SEMO)	17	30
Drury University (DU)	15	22
Ozarks Technical Community College (OTC)	5	5
Don't know	17	6



MSU's Top Competitors – Regional Breakouts

Across regions prospective HS students agree that Mizzou is MSU's top competitor

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All N=421	Southwest Missouri N=62	St. Louis Area N=109	Kansas City Area N=30	Other/ Out of State N=220
University of Missouri (Mizzou)	64	74	68	73	58
Truman State University	29	23	46	37	21
University of Central Missouri (UCM)	23	8	25	47	24
University of Missouri-Kansas City (UMKC)	22	19	23	40	19
University of Missouri-St. Louis (UMSL)	19	6	26	10	20
Southeast Missouri State (SEMO)	19	10	39	7	15
Drury University (DU)	16	61	8	17	8
Ozarks Technical Community College (OTC)	5	19	0	0	5
Don't know	15	6	6	3	24



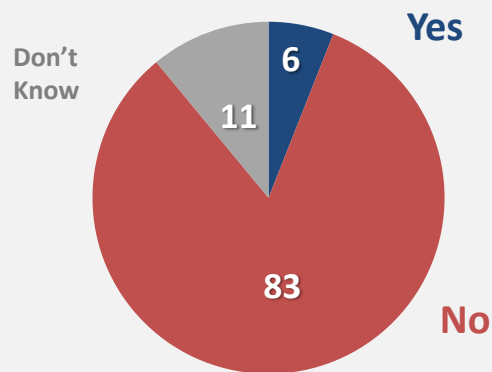
MSU's Tagline

The vast majority of prospective students and parents are not aware of MSU's tagline.

- However, once exposed, over half think the tagline fits with MSU.

TAGLINE FAMILIARITY

Are you familiar with MSU's tagline?
(Showing All)



TAGLINE FITS WITH MSU

MSU promotes itself as a university where you can "Follow your passion. Find your place." Based on what you know about MSU and your view of the University, which of the following applies: (Showing All)



- This phrase fits with my view of MSU
- Don't know
- This phrase does not fit my view of MSU

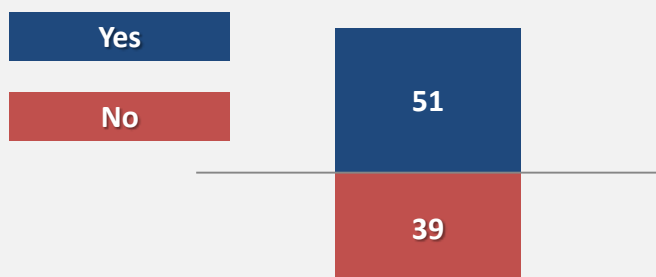
	Students	Parents
Yes	6	5
No	83	83
Don't Know	10	12

	Students	Parents
Fits	54	70
Does not Fit	4	5
Don't Know	41	25

Perceptions of Tagline

Additionally, the tagline increases interest in MSU, and demonstrates MSU as a school that offers students many different paths and opportunities.

Does, or would, this phrase make you more interested in attending MSU? (Showing All)



	Students	Parents
Yes	51	52
No	40	35
Don't Know	9	13

EXPECTATIONS OF TAGLINE

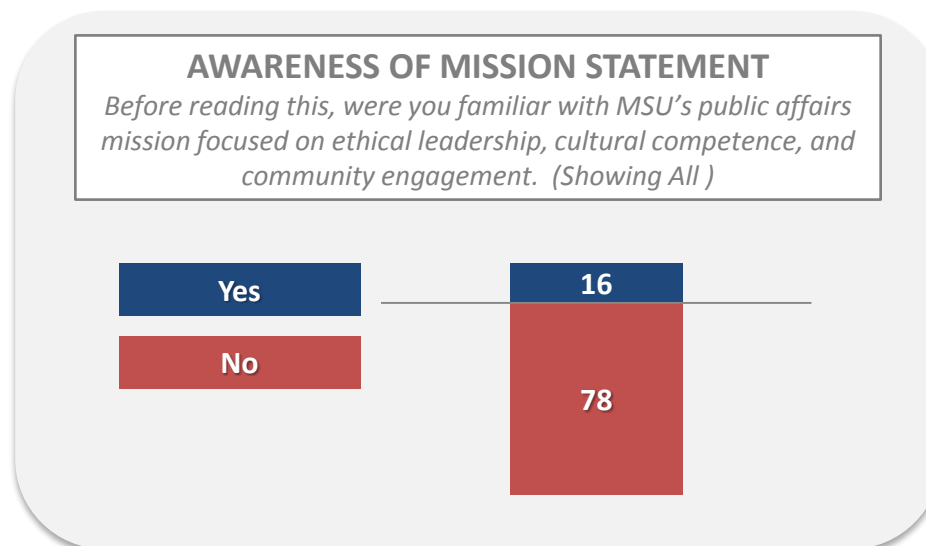
Generally speaking, what sort of experience would you expect from a college or university with this tagline? (Open End)

“A college with lots of options to choose from in terms of majors and minors that encourages creativity.” — Prospective HS student

“Offers many different majors as well as opportunities on campus to meet others and step out of your box.” — Prospective HS student

MSU's Mission Statement

Almost 4 in 5 prospective HS students and parents are not familiar with MSU's mission statement.



AWARENESS	Students	Parents
Yes	15	18
No	78	78
Don't Know	7	4

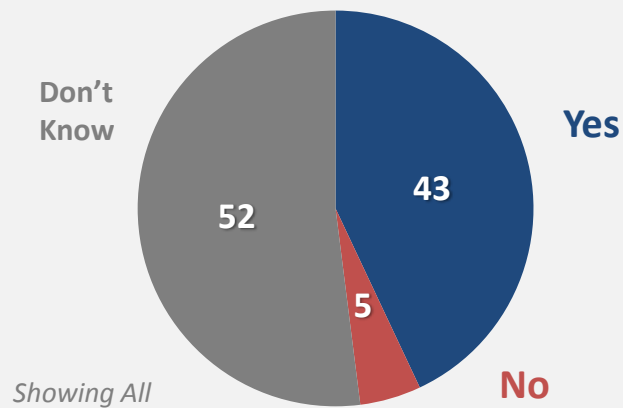
MSU's Mission Statement

Given the low awareness, the majority do not know if the statement fits with MSU.

- However, respondents do have positive impressions — with 43% saying the statement fits, particularly “develop educated persons.”

MISSION STATEMENT FITS WITH MSU

Based on what you know or have heard, do you think the public affairs mission fits with MSU?



Showing All

	Students	Parents
Yes	42	51
No	6	3
Don't Know	53	47

MESSAGE HIGHLIGHTING

Missouri State University is a public, **comprehensive metropolitan** system with a statewide mission in public affairs, whose purpose is to **develop educated persons**. The University's identity is distinguished by its public affairs mission, which entails a **campus-wide commitment to foster expertise and responsibility in ethical leadership, cultural competence and community engagement**.

Showing All

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half.

MSU's Brand

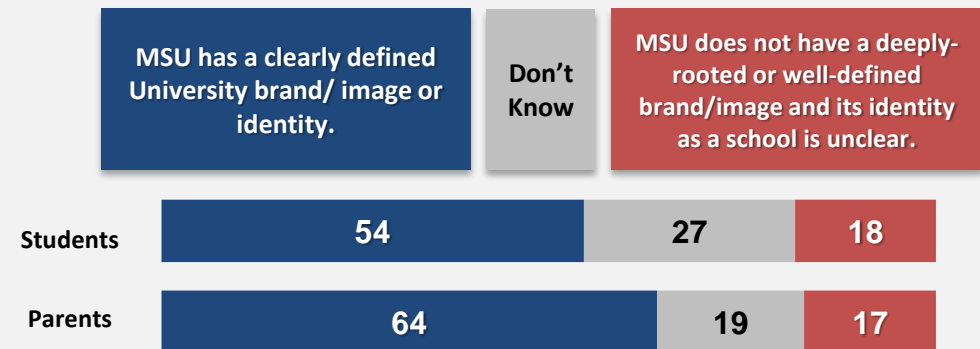
Respondents, particularly parents, think the brand statement fits with MSU, and view MSU as having a clearly defined image.

DESCRIPTION OF BRAND: *Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body — yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.*

In general, how well do you believe this description fits with MSU?	Students	Parents
Well	61	84
Not Well	6	6
Don't Know	33	9

CLARITY OF BRAND

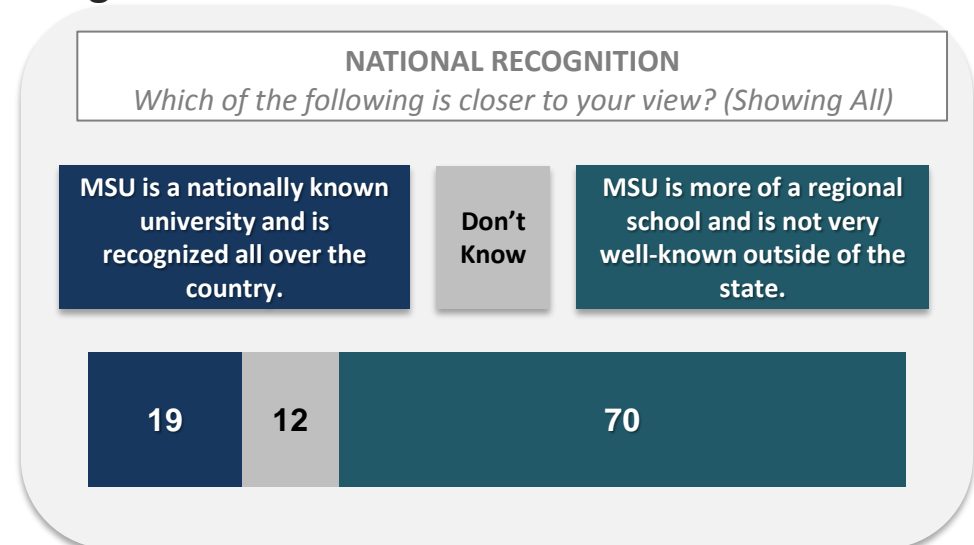
Which of the following is closer to your view?



Additional Perceptions of MSU

- “MSU” is the most popular nickname among prospective students while parents prefer “Missouri State.”
- Across audiences, MSU is viewed as a regional school.

Which of the following nicknames identifies best with the University?	Students	Parents
MSU	45	38
Missouri State	29	44
Missouri State University	9	10
MO State	9	8



	Students	Parents
Nationally known	19	19
More regionally known	69	70
Don't Know	12	10

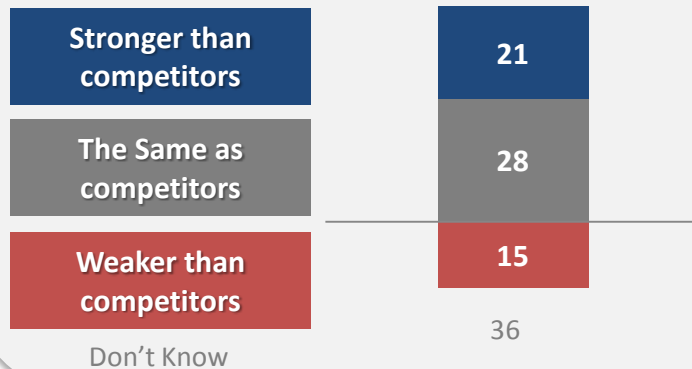
MSU's Traditions and School Spirit

School spirit/traditions is an area to focus on, with only 1 in 5 currently thinking that MSU is stronger than competitors.

- BearWear Fridays, homecoming and community service are well-known traditions.

SCHOOL SPIRIT RELATIVE TO COMPETITORS

How would you rate MSU's school spirit relative to its competitors? (Showing All)



	Students	Parents
Stronger	21	23
Same as	26	36
Weaker	14	17
Don't know	38	23

TRADITIONS AND SCHOOL SPIRIT

Thinking about school spirit and traditions at MSU, what traditions or forms of school spirit do you associate with MSU?

"Every Friday show your spirit with BearWear" — Prospective HS Student

"Homecoming parade." — Prospective HS Parent

"Sugar bears, marching band, community service projects" — Prospective HS Student

Messages – Evaluating MSU’s Brand

- “Financial aid” and “programs” are the top performing messages among prospective students.
- Parents find “community involvement” and “faculty and staff” to be the most engaging.
- “Public affairs mission” is the weakest performing message across audiences.

TITLE	MESSAGE TEXT	Students	Parents
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	139	164
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU’s offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	137	158
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.	135	182
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU’s 700 full-time faculty members have a doctorate or the highest degree in their field.	134	180
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities.	112	150

Score = net believability + 2 much more favorable*

Message Score Breakouts

- Both audiences view the 'Financial Aid' message to be very believable.
- The 'Public Affairs Mission' message lacks favorability among both audiences.

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

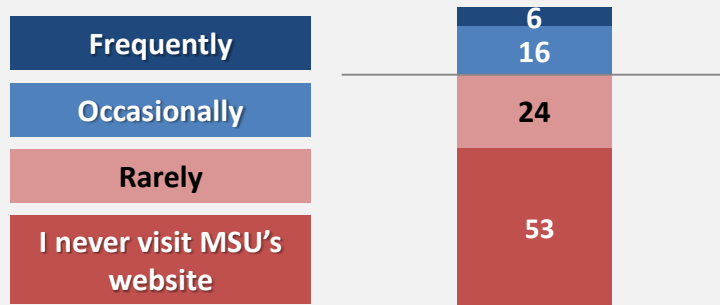
Score = net believability + 2 much more favorable*

MSU's Website

While most do not visit MSU's website very frequently, those that do visit MSU's website think it is helpful.

- Parents visit MSU's site most frequently.

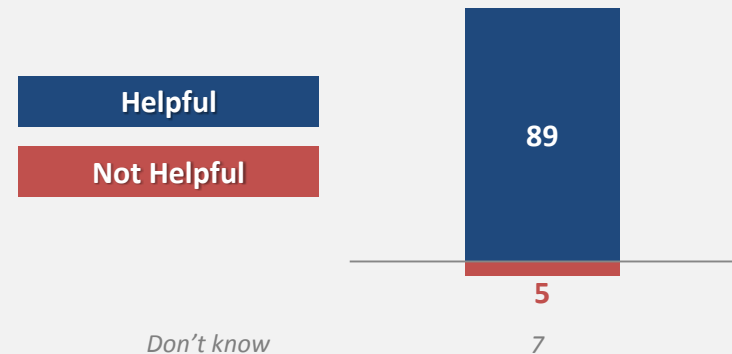
Generally speaking, how frequently do you visit MSU's website (www.missouristate.edu)?
(Showing All)



	Students	Parents
Frequently	5	13
Occasionally	16	19
Rarely	22	36
Never	58	31

HELPFULNESS OF WEBSITE

[IF VISITED WEBSITE] How helpful do you view MSU's website to be? (Showing All)



	Students	Parents
Helpful	87	93
Not Helpful	7	0
Don't know	6	8

Website Offerings

Those that visit the website are most familiar with the cost, scholarship and academic information featured.

WEBSITE OFFERINGS [IF VISTED WEBSITE] Which of the following information does MSU's website provide?	Students	Parents
Cost information	74	72
Scholarship and financial aid information	71	74
Academic program information	67	68
Application/admission information	58	72
Housing/room and board	45	58
Current opportunities and services by major	31	26
Athletics	29	34
Upcoming events on campus	25	21
Public Affairs mission	8	4
Spotlight on students	8	6

Website Offerings

The vast majority are satisfied with MSU's website offerings — though a small percent note the website as difficult to navigate.

INFO MISSING FROM WEBSITE [IF VISTED WEBSITE] Is there any information that MSU's website doesn't currently provide that you would like to see?	Students	Parents
Yes	3	0
No	71	58
Don't Know	26	42

ADDITIONAL INFO

[IF VISTED WEBSITE] What additional information would you like the website to provide? (Showing All)

"I don't know if I would say additional information. But I found it difficult to find the information that I needed on the website...it wasn't very orderly and condensed." — Prospective HS Students

Post Metrics

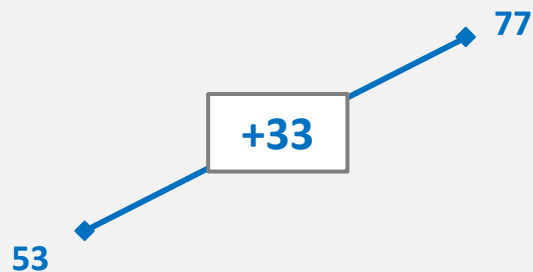
After viewing the messages, favorability increases +33 points among prospective HS students, indicating that the messages are very effective with this audiences.

- The message also increase favorability among parents, though increase is more modest.

FAVORABILITY

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of MSU? (Showing Total Favorable)

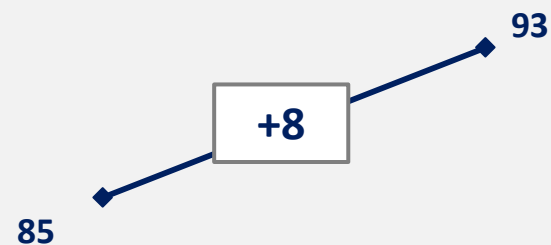
STUDENTS



Pre Messaging

Post Messaging

PARENTS



Pre Messaging

Post Messaging

Summary of Prospective High School Students and Parents

- Overall, MSU is well-known and well-liked.
 - Across all metrics MSU ranks highest amongst parents.
- MSU's top competitor is Mizzou.
 - Mizzou is best known for student life and athletics.
 - MSU's main strength is its affordability/value.
- School spirit and traditions are perceived weaknesses.
- MSU's tagline, brand statement and website are effective tools when they are seen. However, awareness remains low.
 - Increasing awareness can help strengthen brand and identity.
- Post messaging, favorability increases +33 points among prospective HS students, indicating that the message are very effective and well received.
 - We recommend using these messages in marketing MSU.





PROSPECTIVE TRANSFER STUDENTS

Key Findings and Summary

******NOTE: Survey includes region specific cuts. We have included a note on all slides where N sizes are not consistent and included an additional slide with full breakouts.***



**Missouri
State.**
UNIVERSITY

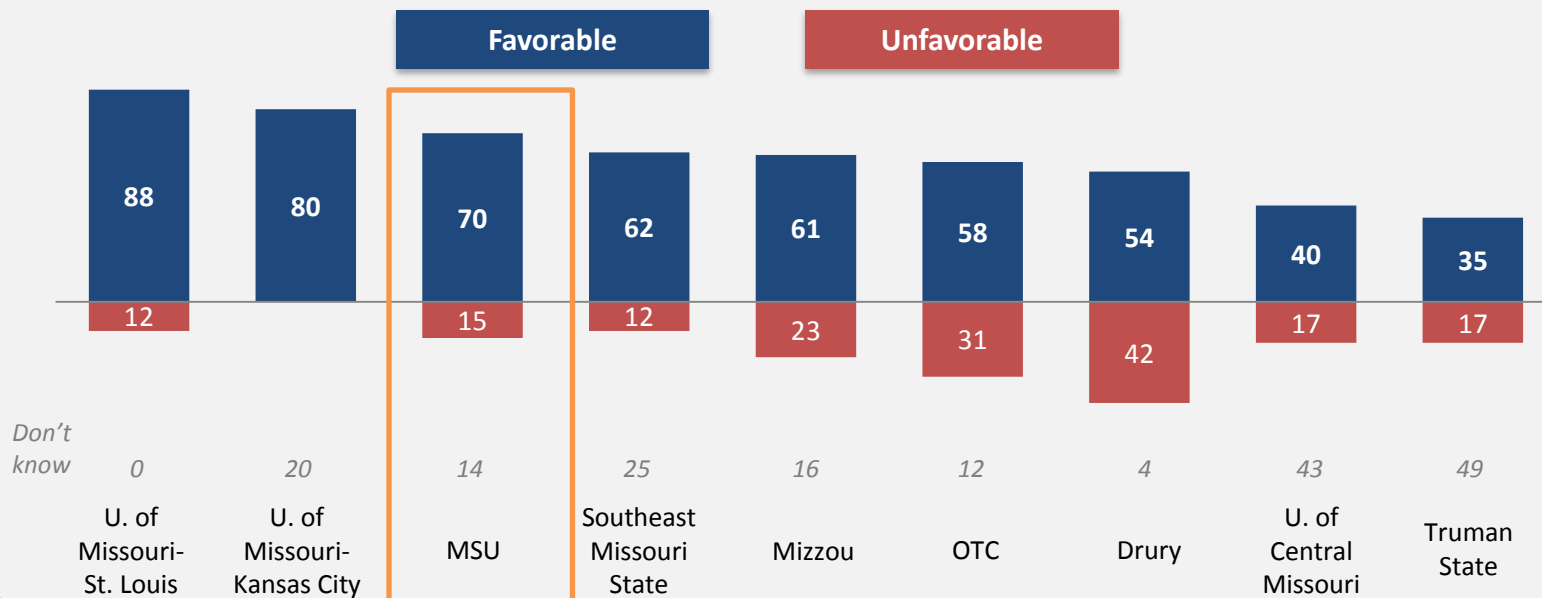
Favorability

Prospective transfers are overall favorable of MSU — with 7 in 10 favorable.

- University of Missouri -St. Louis/Kansas City are MSU's largest competitors in terms of favorability.

FAVORABILITY

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities?



*****NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.**

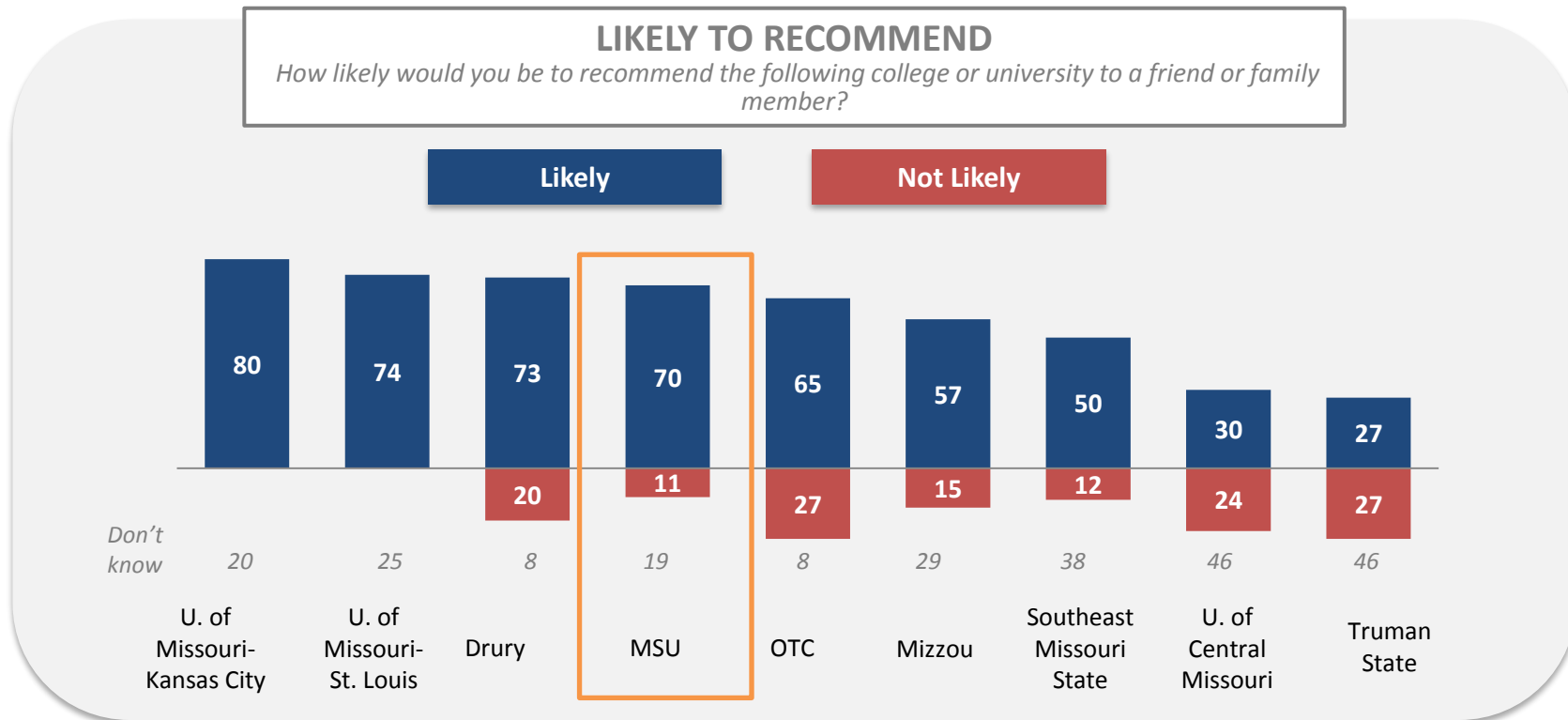
Favorability – Regional Breakouts

Across regions, prospective transfers are favorable of MSU.

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities? <i>Showing % Favorable/ Unfavorable /Don't Know</i>	All N=70	Southwest Missouri N= 26	St. Louis Area N= 8	Kansas City Area N= 5	Other/ Out of State N= 31
University of Missouri-St. Louis (UMSL)	88/12/0	--	88/12/0	--	--
University of Missouri-Kansas City (UMKC)	80/0/20	--	--	80/0/20	--
Missouri State University (MSU)	70/15/14	84/15/0	50/37/12	40/0/60	68/12/19
Southeast Missouri State (SEMO)	62/12/25	--	62/12/25	--	--
University of Missouri (Mizzou)	61/23/16	58/31/12	75/25/0	80/0/20	58/19/23
Ozarks Technical Community College (OTC)	58/31/12	58/31/12	--	--	--
Drury University (DU)	54/42/4	54/42/4	--	--	--
University of Central Missouri (UCM)	40/17/43	34/19/46	63/12/25	80/0/20	32/19/48
Truman State University	35/17/49	27/20/54	75/12/12	20/20/60	33/16/52

Likely to Recommend

Additionally, 7 in 10 are likely to recommend MSU.



*****NOTE:** Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.



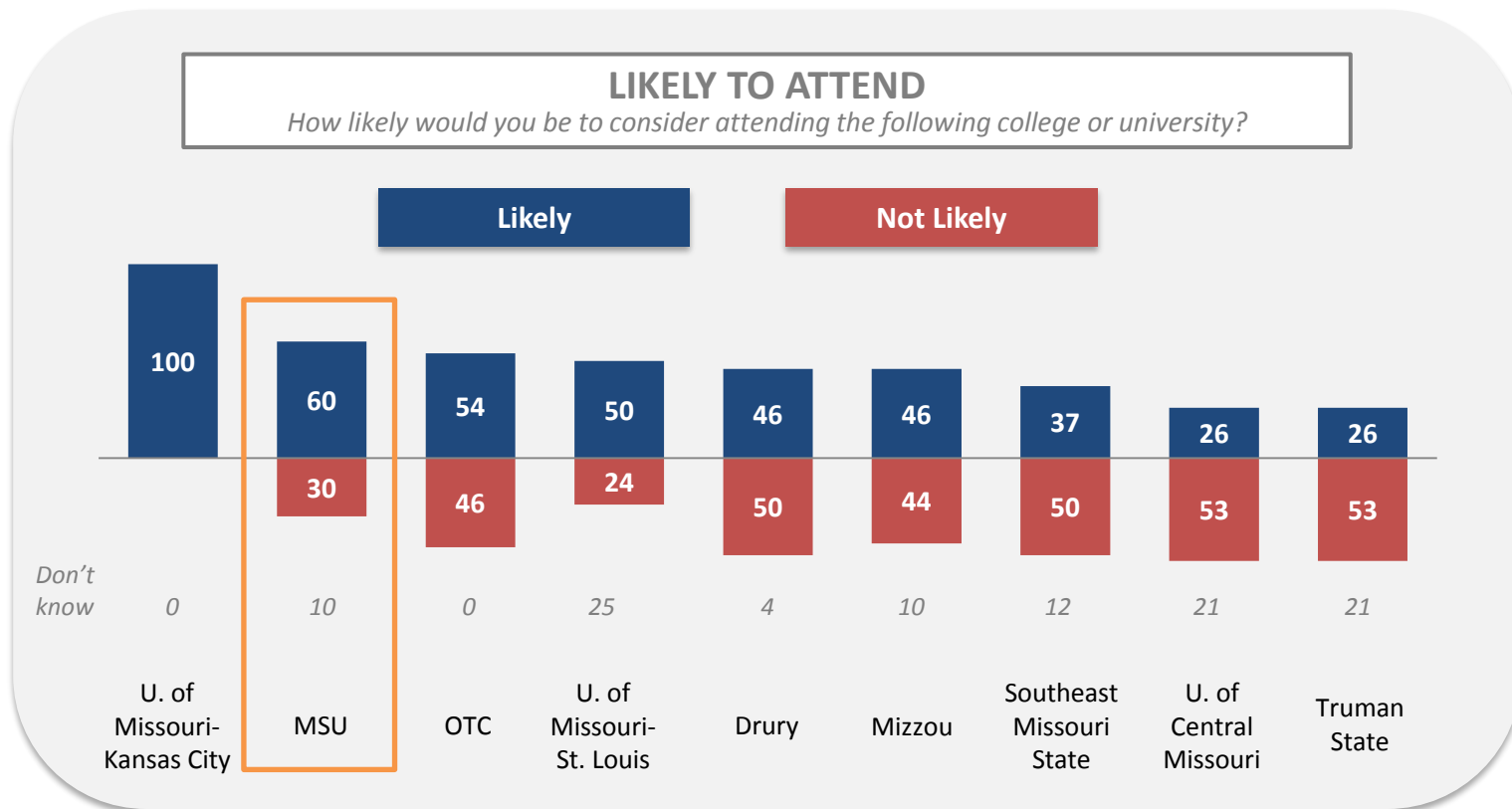
Likely to Recommend – Regional Breakouts

Respondents are likely to recommend MSU.

How likely would you be to recommend the following college or university to a friend or family member? <i>Showing % Likely / Not Likely / Don't Know</i>	All N=70	Southwest Missouri N= 26	St. Louis Area N= 8	Kansas City Area N= 5	Other/ Out of State N= 31
University of Missouri-Kansas City (UMKC)	80/0/20	--	--	80/0/20	--
University of Missouri-St. Louis (UMSL)	74/0/25	--	74/0/25	--	--
Drury University (DU)	73/20/8	73/20/8	--	--	--
Missouri State University (MSU)	70/11/19	89/12/0	76/12/12	60/0/40	55/12/32
Ozarks Technical Community College (OTC)	65/27/8	65/27/8	--	--	--
University of Missouri (Mizzou)	57/15/29	54/20/27	62/0/38	80/0/20	55/16/29
Southeast Missouri State (SEMO)	50/12/38	--	50/12/38	--	--
University of Central Missouri (UCM)	30/24/46	30/20/50	24/12/62	80/0/20	22/36/42
Truman State University	27/27/46	23/23/54	38/12/50	40/20/40	25/36/39

Likely to Attend

3 in 5 are likely to attend MSU.



*****NOTE:** Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.



Likely to Attend – Regional Breakouts

How likely would you be to consider attending the following college or university? <i>Showing % Likely / Not Likely / Don't Know</i>	All N=70	Southwest Missouri N= 26	St. Louis Area N= 8	Kansas City Area N= 5	Other/ Out of State N= 31
Missouri State University (MSU)	60/30/10	89/12/0	37/50/12	40/40/20	45/38/16
Ozarks Technical Community College (OTC)	54/46/0	54/46/0	--	--	--
University of Missouri-St. Louis (UMSL)	50/24/25	--	50/24/25	--	--
Drury University (DU)	46/50/4	46/50/4	--	--	--
University of Missouri (Mizzou)	46/44/10	46/47/8	50/37/12	60/40/0	42/45/13
Southeast Missouri State (SEMO)	37/50/12	--	37/50/12	--	--
University of Central Missouri (UCM)	26/53/21	23/58/19	25/62/12	80/20/0	19/52/29
Truman State University	26/53/21	20/58/23	37/50/12	60/20/20	22/54/23
University of Missouri-Kansas City (UMKC)	100/0/0	--	--	100/0/0	--

MSU: Top-of-Mind Associations

MSU is most associated with “bears,” “state school” and “Springfield.”

- However, “not familiar” also stands out.



N=70 (asked of all)

Competitor Top-of-Mind Associations

- Drury's top associations are "expensive," "private" and "smart."
- OTC is viewed as being a community/ technical school and "cheap."
- Mizzou is most associated with "tigers," "party" and "football."
- Truman is most associated with "President Truman," though "not familiar" also leads.

Drury



N=26 (Only asked among SW MO)

OTC



N=26 (Only asked among SW MO)

Mizzou



N=70 (asked of all)

Truman State



N=70 (asked of all)

***NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional.

MSU vs. Competitors on Key Attributes

MSU is best known for reputation, location and academics.

- Mizzou is MSU's largest competitor on key attributes.

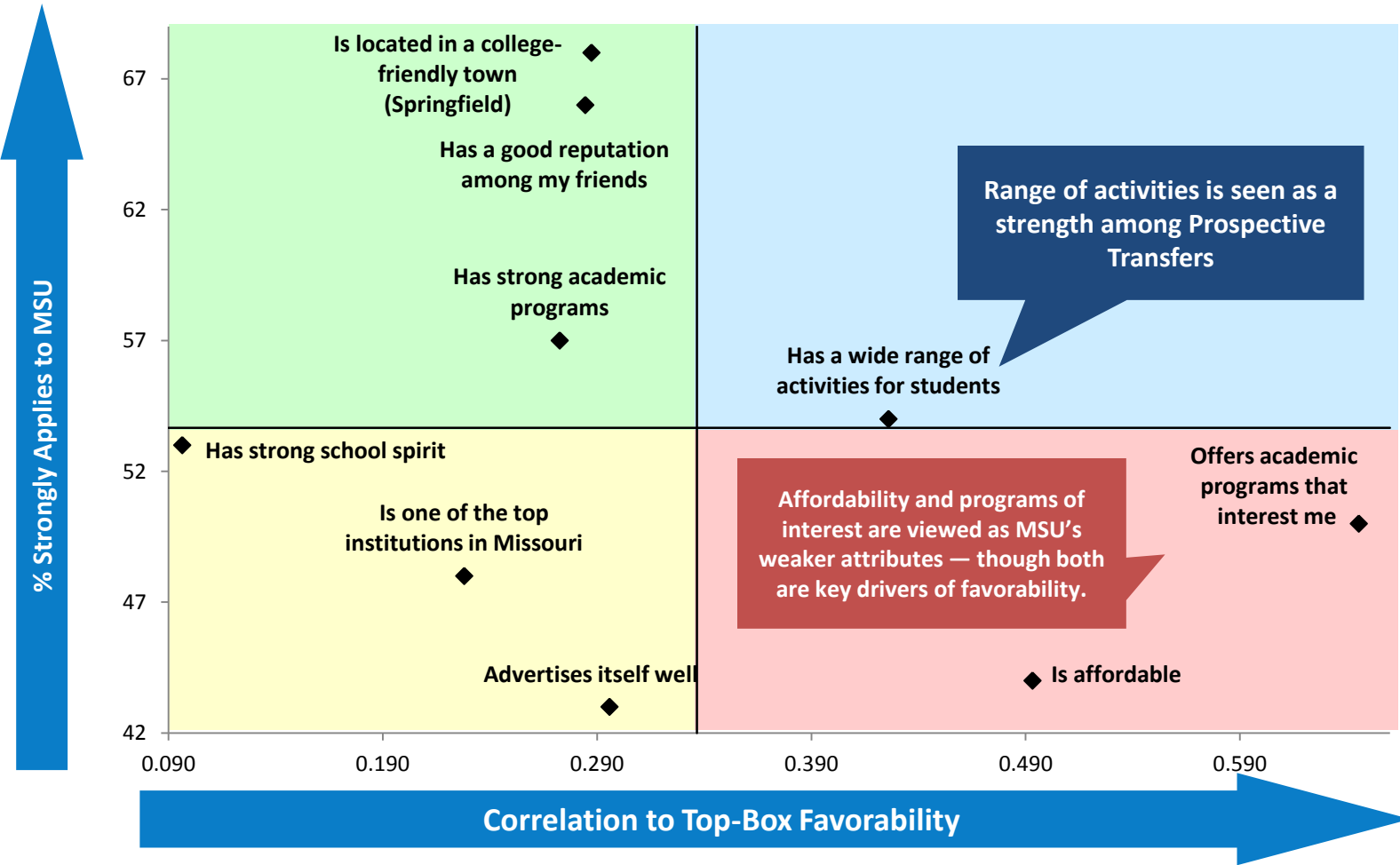
Generally speaking, how would you rate... on the following areas? <i>Showing % Excellent + Very good</i>	MSU N=70	OTC N=26	Drury N=26	Mizzou N=70
Reputation	54	12	39	77
Location	52	32	30	53
Academics	51	22	37	56
Student life/extracurricular activities	46	8	18	50
Size of campus/campus facilities	43	22	24	60
Affordability/value	37	36	10	23
Job placement after graduation	28	12	20	35
Quality of residence halls	27	4	12	40
Athletics	25	4	20	70
<i>Average of don't Know</i>	<i>39</i>	<i>58</i>	<i>54</i>	<i>37</i>

Mizzou leads MSU on key attributes — reputation, location and academics.

MSU is on par with OTC and leads Mizzou on affordability/value.

MSU's Scatter

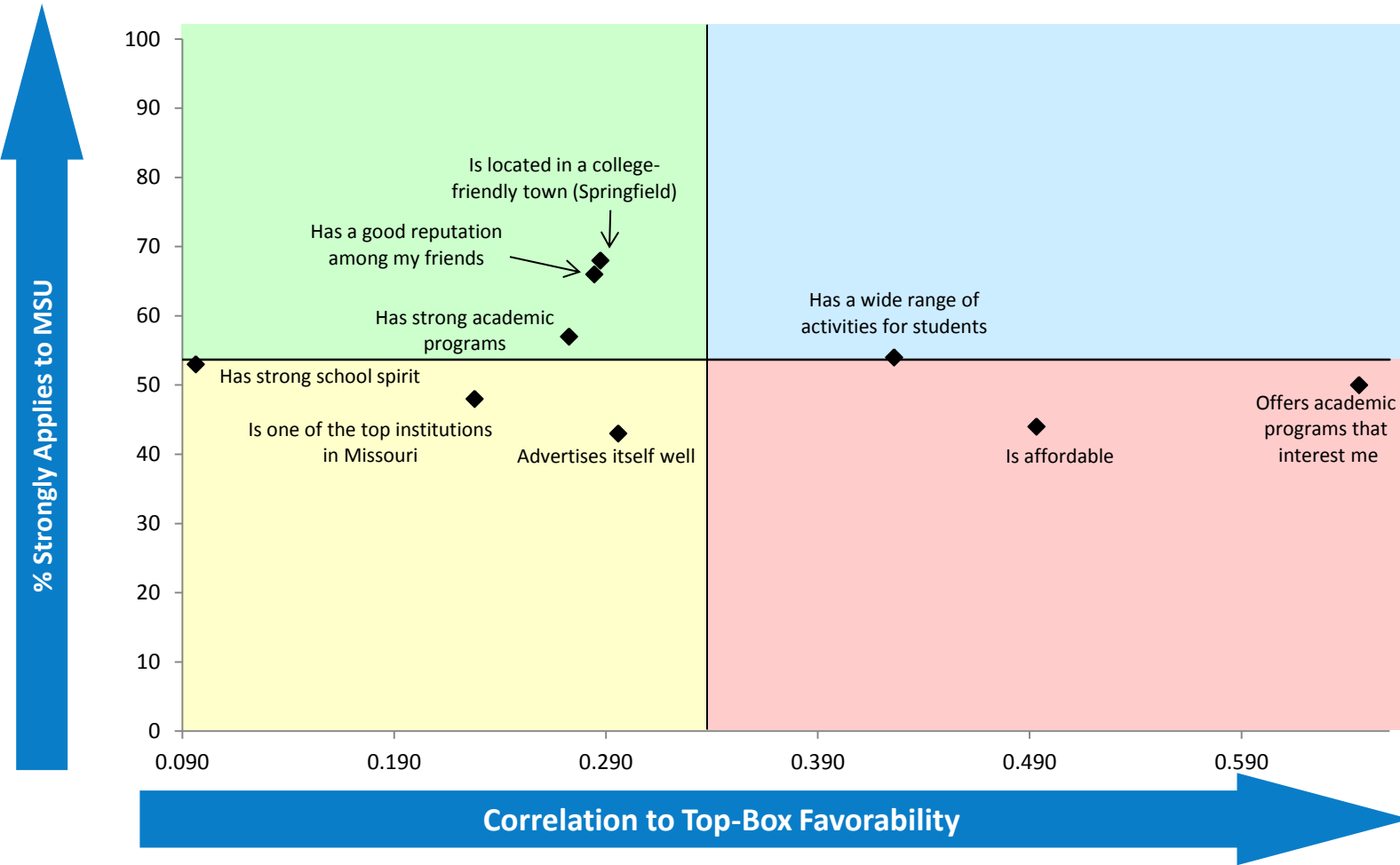
Range of opportunities is a strength and key driver.



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall



MSU's Scatter II



NOTE: Y Axis displaying 0 to 100

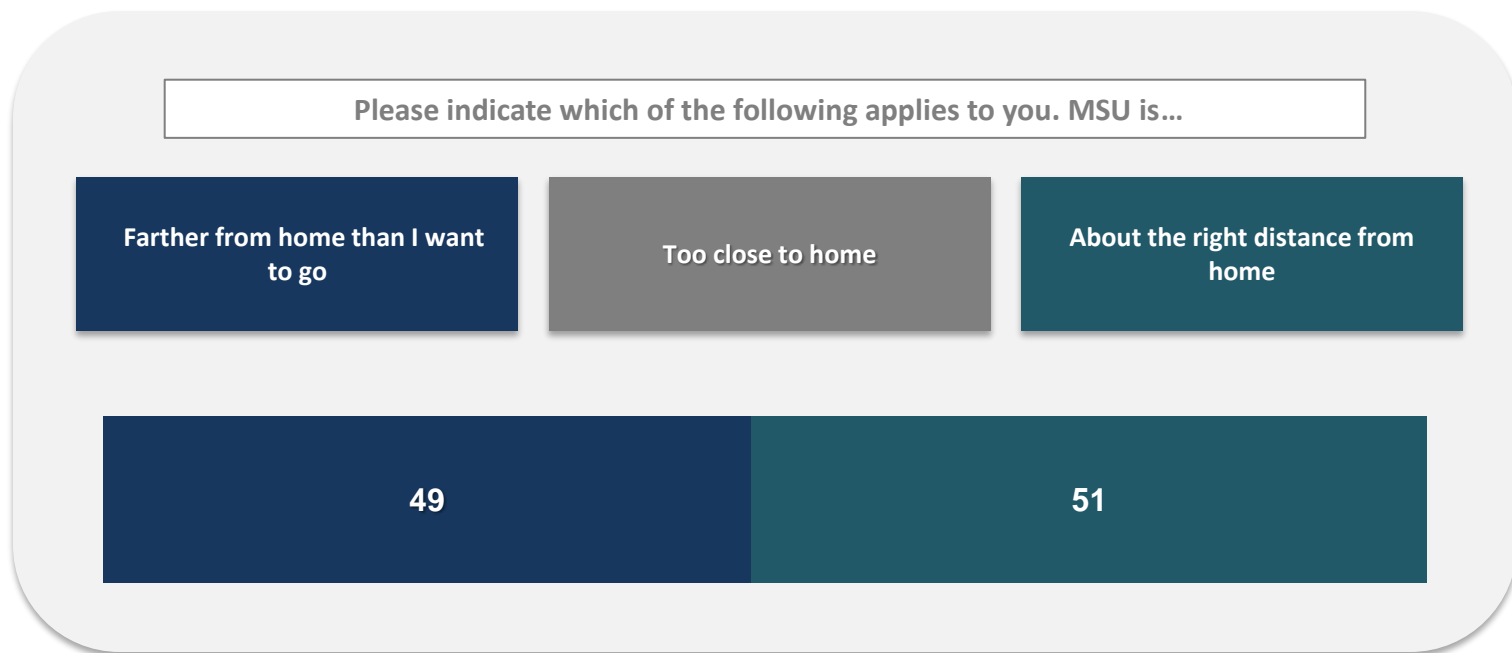
**Several correlations not included - due to sample sizes less than 30, and therefore not statistically significant.*



MSU's Distance from Home

Respondents are split on feelings about MSU's distance, with half saying that MSU is too far from home and half saying that MSU is the right distance from home.

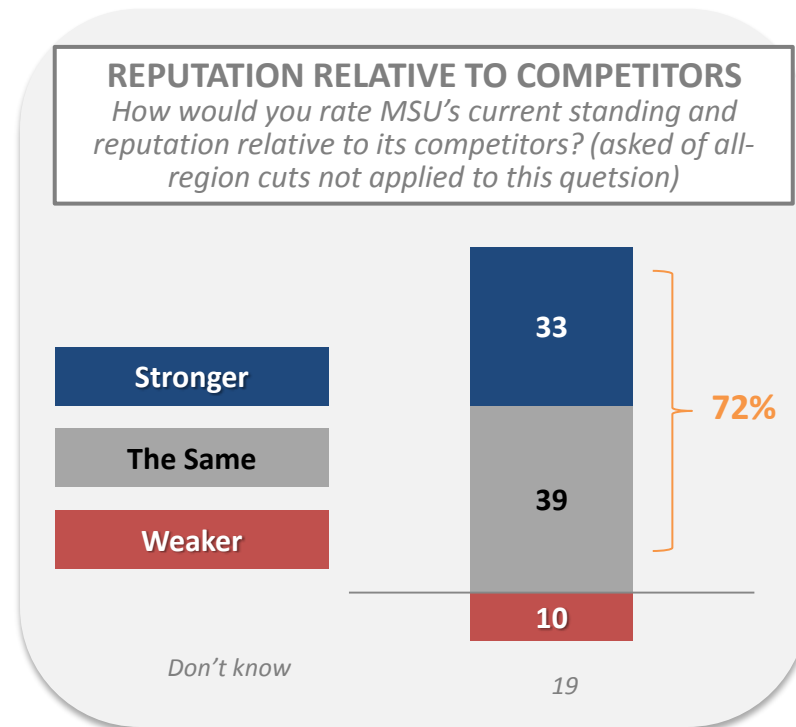
- No one views MSU as too close to home.



MSU's Top Competitors

Mizzou is MSU's biggest competitor among prospective transfers — though 72% view MSU's reputation as stronger than or the same as competitors.

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All
University of Missouri (Mizzou)	67
University of Central Missouri (UCM)	34
Drury University (DU)	21
Truman State University	16
Ozarks Technical Community College (OTC)	10
University of Missouri-Kansas City (UMKC)	6
University of Missouri-St. Louis (UMSL)	6
Southeast Missouri State (SEMO)	6
Don't know	9



148 ***NOTE: Survey includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.

* Findings are directional given small sample size

MSU's Top Competitors – Regional Breakouts

Across regions, Mizzou is viewed as a leading competitor

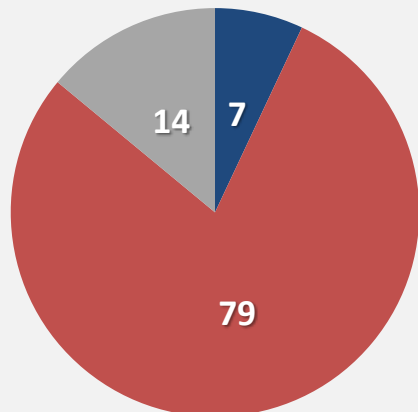
Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All N=70	Southwest Missouri N= 26	St. Louis Area N= 8	Kansas City Area N= 5	Other/ Out of State N= 31
University of Missouri (Mizzou)	67	81	38	60	65
University of Central Missouri (UCM)	34	38	38	80	23
Drury University (DU)	21	58	--	--	--
Truman State University	16	8	25	20	19
Ozarks Technical Community College (OTC)	10	27	--	--	--
University of Missouri-Kansas City (UMKC)	6	--	--	80	--
University of Missouri-St. Louis (UMSL)	6	--	50	--	--
Southeast Missouri State (SEMO)	6	--	50	--	--
Don't know	9	4	12	--	13

MSU's Tagline

While initial awareness is low, once prompted, over 3 in 5 think the phrase fits with views of MSU.

TAGLINE FAMILIARITY

Are you familiar with MSU's tagline?



■ Yes ■ No ■ Don't know

TAGLINE FITS WITH MSU

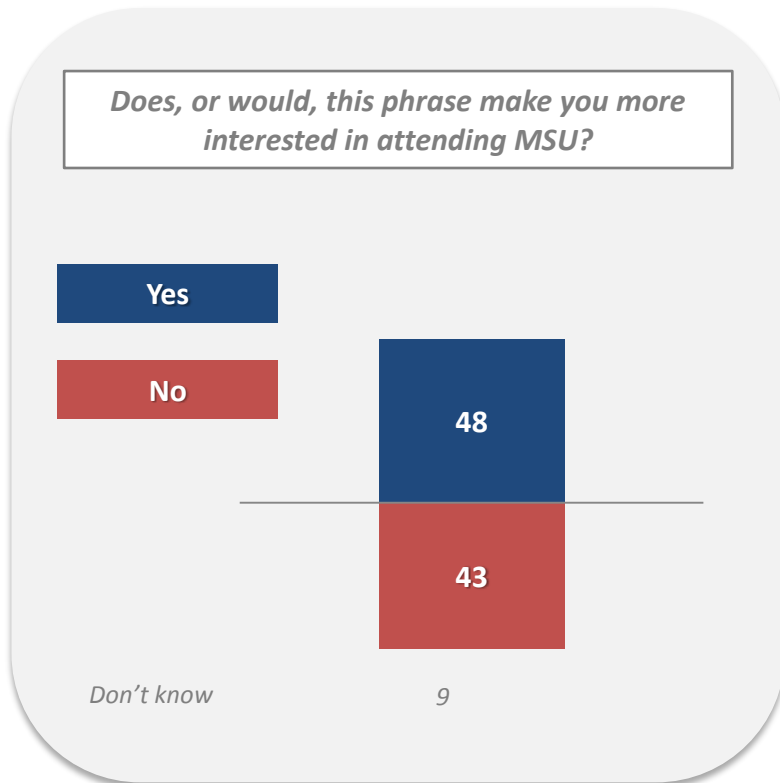
MSU promotes itself as a university where you can "Follow your passion. Find your place." Based on what you know about MSU and your view of the University, which of the following applies:



- This phrase fits with my view of MSU
- Don't know
- This phrase does not fit my view of MSU

Perceptions of Tagline

The tagline increases interest in MSU, with respondents seeing the school as one that offers students a wide range of opportunities.



EXPECTATIONS OF TAGLINE

Generally speaking, what sort of experience would you expect from a college or university with this tagline? (Open End)

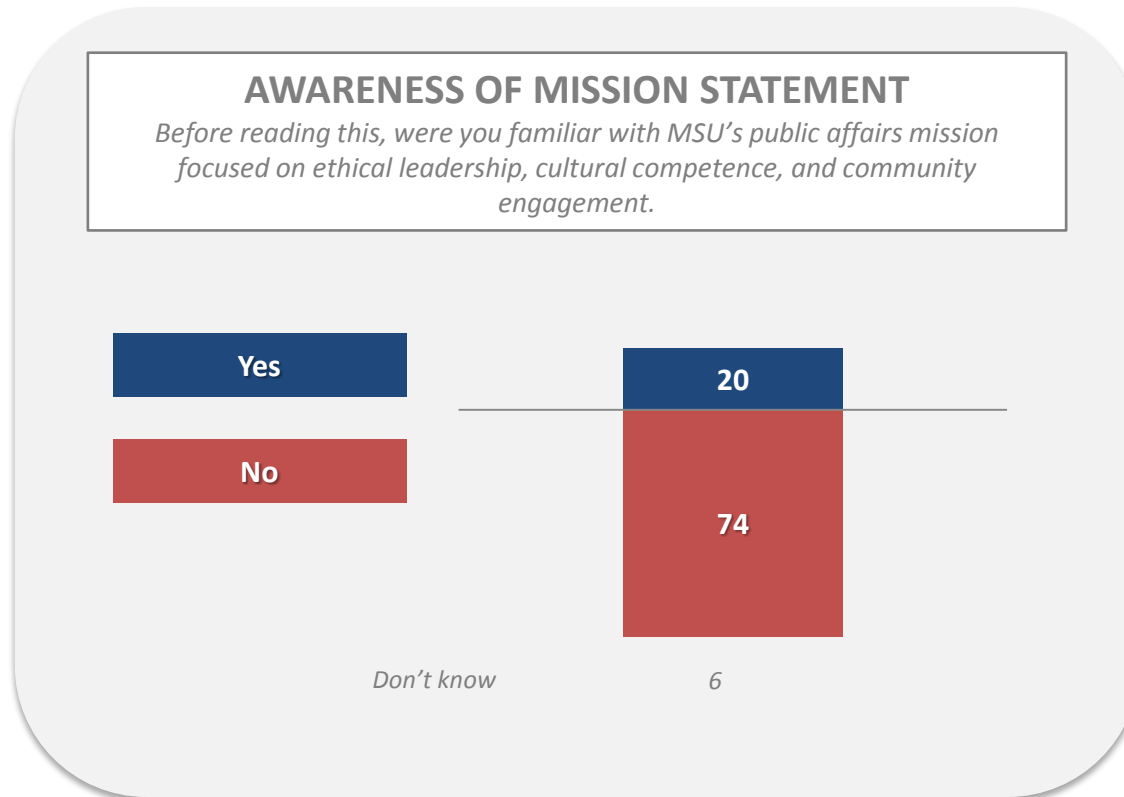
*"A college that helps me find my passion and helps me fit my passion into my future."
— Prospective Transfer*

"Helpful advisors who help you find classes that fit you, campus activities to get connected, a friendly atmosphere that allows you to express your interests" — Prospective Transfer

*"A very wide range of academic possibilities."
— Prospective Transfer*

MSU's Mission Statement

Only 1 in 5 are familiar with the mission statement.



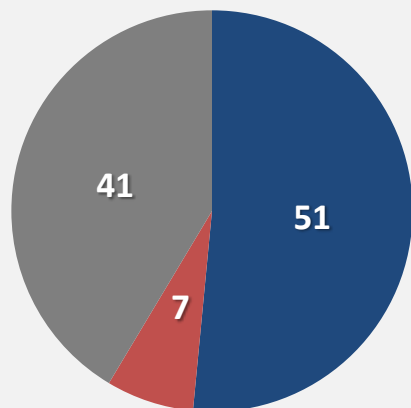
MSU's Mission Statement

Prospective transfers see the statement as fitting with MSU.

- “Develop educated persons” stands out to prospective transfers.

MISSION STATEMENT FITS WITH MSU

Based on what you know or have heard, do you think the public affairs mission fits with MSU?



■ Yes ■ No ■ Don't know

MESSAGE HIGHLIGHTING

Missouri State University is a public, **comprehensive metropolitan** system with a **statewide mission** in public affairs, whose purpose is to **develop educated persons**. The University's identity is **distinguished** by its public affairs mission, which entails a **campus-wide** commitment to **foster expertise and responsibility** in **ethical leadership, cultural competence** and **community engagement**.

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half

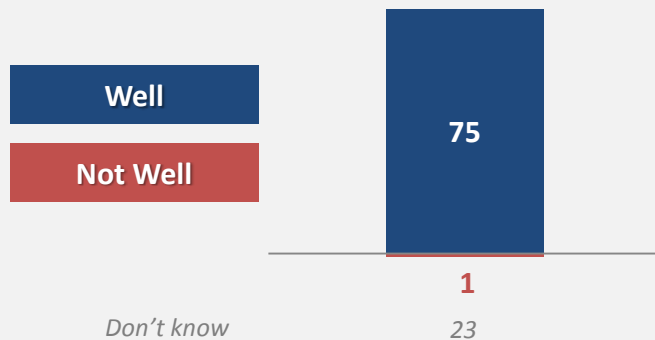
MSU's Brand

- MSU's brand statement fits with the University.
- Additionally, respondents think MSU has a clearly defined brand/image.

DESCRIPTION OF BRAND: *Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body — yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.*

STATEMENT FITS WITH MSU

In general, how well do you believe this description fits with MSU?



CLARITY OF BRAND

Which of the following is closer to your view?

MSU has a clearly defined University brand/ image or identity.

Don't Know

MSU does not have a deeply-rooted or well-defined brand/image and its identity as a school is unclear.

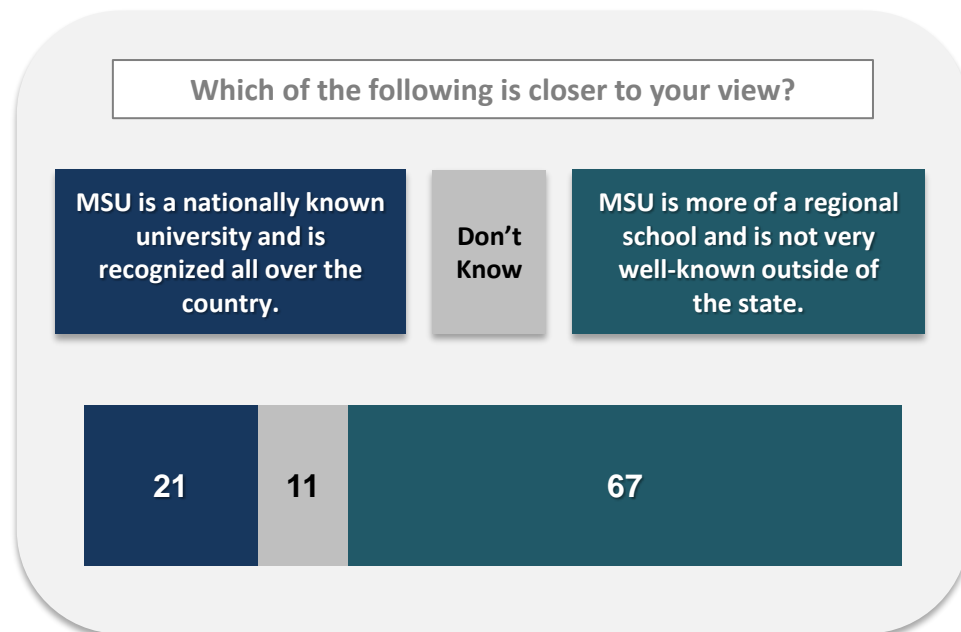


Additional Perceptions of MSU

MSU is the top nickname among prospective transfers.

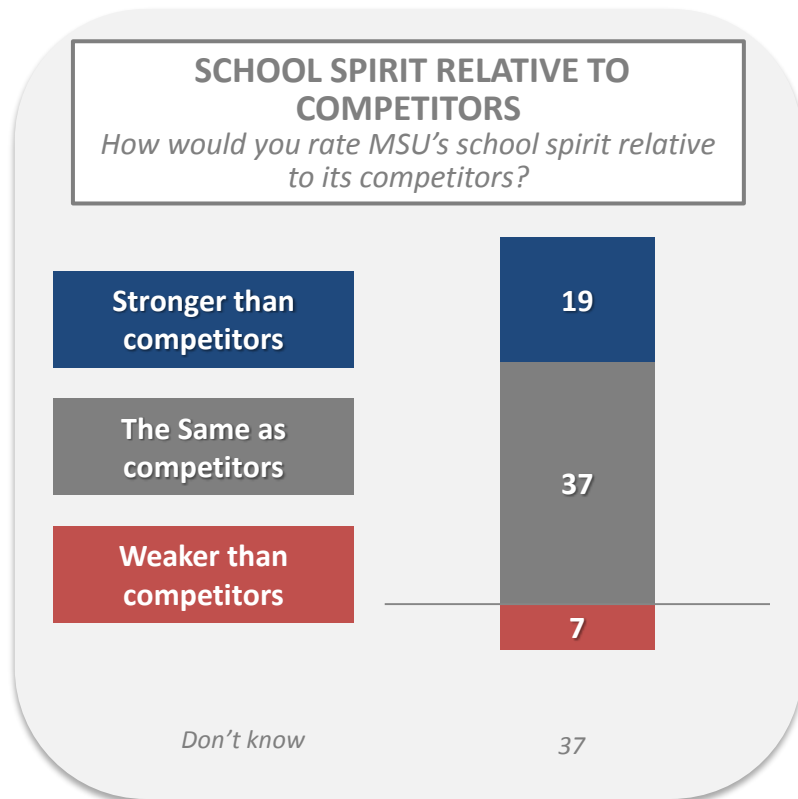
- The University is most associated with being a regional school.

Which of the following nicknames identifies best with the University?	All
MSU	53
Missouri State	21
Missouri State University	13
MO State	7



MSU's Traditions and School Spirit

While respondents think MSU is overall stronger than competitors, when it comes to school spirit, the majority think the school is on par with competitors.



TRADITIONS AND SCHOOL SPIRIT
Thinking about school spirit and traditions at MSU, what traditions or forms of school spirit do you associate with MSU?



Messages — Evaluating MSU's Brand

'Programs' is the top performing message among prospective transfers.

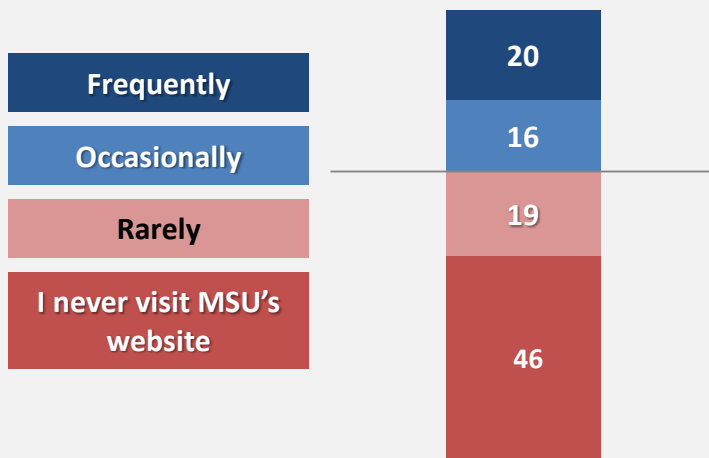
TITLE	MESSAGE TEXT	All
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line — with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.'	183
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.'	164
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	158
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities.	155
Faculty And Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	120

Score = net believability + 2 much more favorable*

MSU's Website

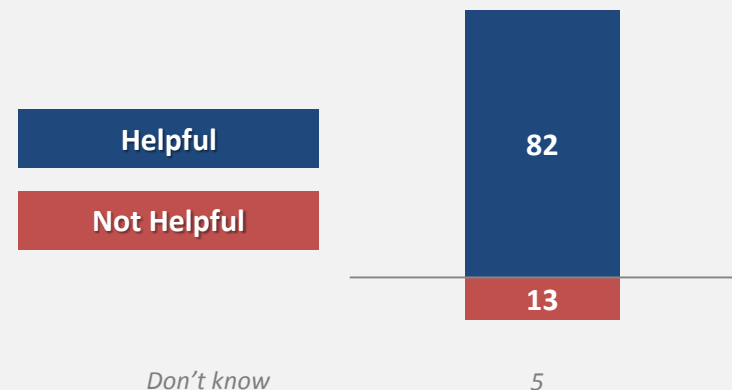
- The majority of respondents do not visit MSU's website.
- However, those that do view the website as very helpful.

Generally speaking, how frequently do you visit MSU's website (www.missouristate.edu)?
(Showing All)



HELPFULNESS OF WEBSITE

[IF VISTED WEBSITE] How helpful do you view MSU's website to be? (N=38)



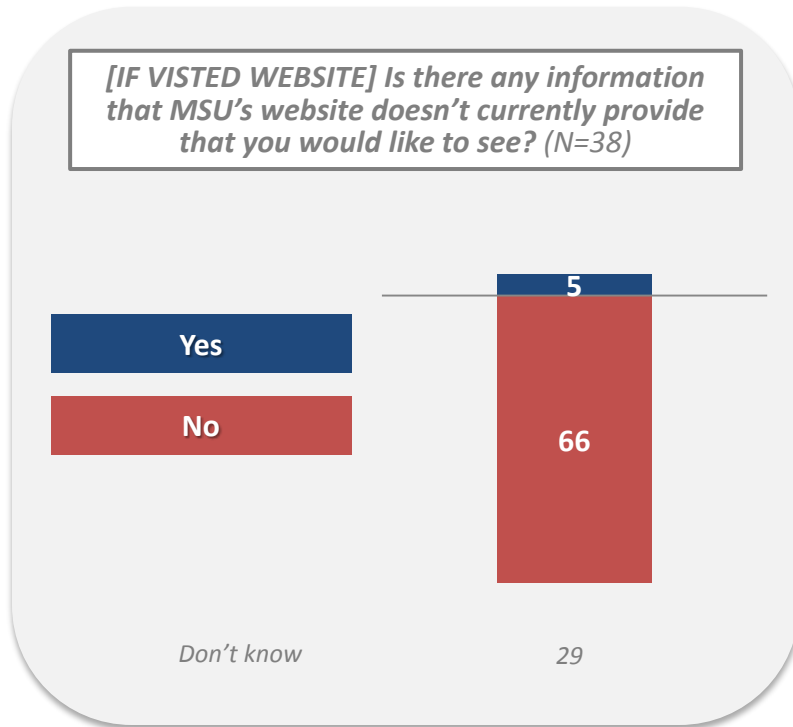
Website Offerings

Those who visit the website are most familiar with its information on applications/admissions, cost and academic programs.

[IF VISTED WEBSITE] Which of the following information does MSU's website provide? (N=38)	All
Application/admission information	68
Cost information	68
Academic program information	66
Scholarship and financial aid information	63
Upcoming events on campus	37
Current opportunities and services by major	29
Athletics	24
Housing/room and board	24
Public Affairs mission	11
Spotlight on students	11
None of the above	3

Website Offerings

Those who visit the website are overall satisfied with its offerings.



ADDITIONAL INFO

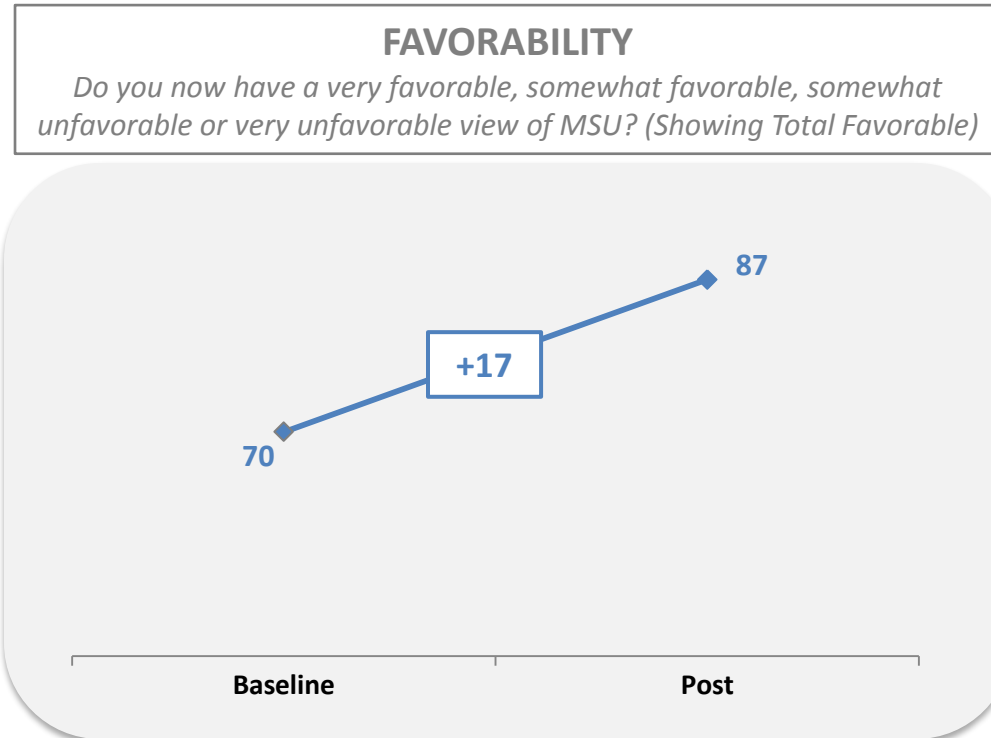
[IF VISTED WEBSITE] What additional information would you like the website to provide?

"More alumni connections-community connections." — Prospective Transfer

" [Information] about online classes" — Prospective Transfer

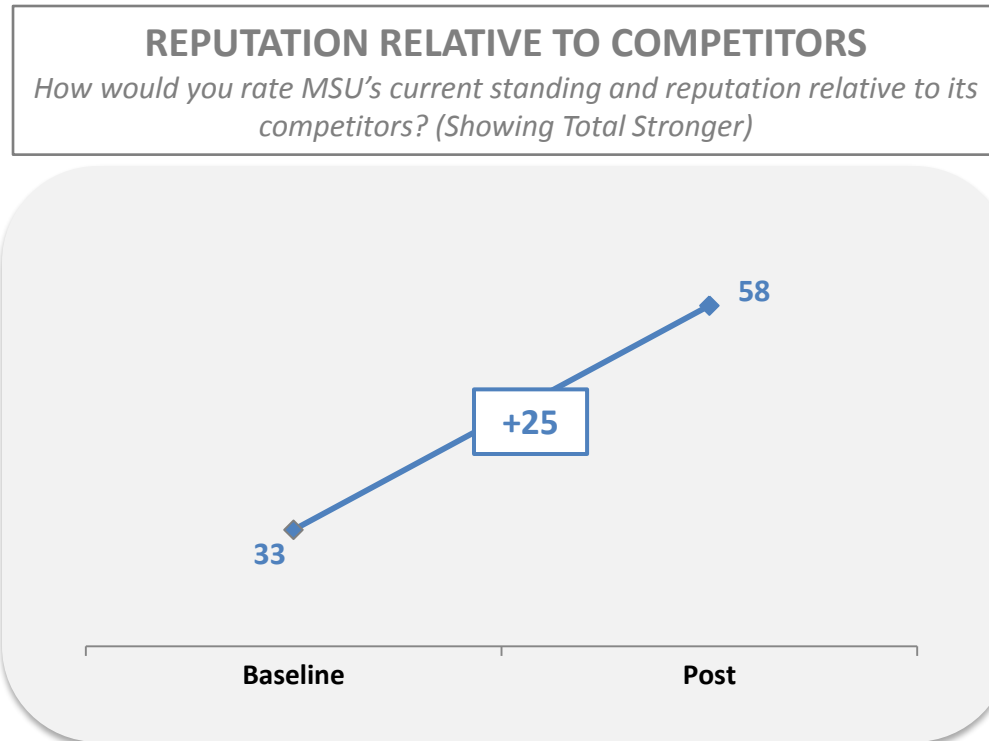
Post Metrics: Favorability

The messages and information about MSU increases favorability among prospective transfers.



Post Metrics: Reputation

Views of MSU's reputation and standing relative to competitors also improves post messaging.



Summary of Prospective Transfer Students

1. Among prospective transfers, MSU is best known for its reputation, location and academics.
2. Mizzou is viewed as a top competitor, with leads on key metrics.
3. School spirit and traditions are seen as weaknesses — overall and relative to competitors.
4. Once exposed, perceptions of the tagline, mission statement and brand are positive and seen as fitting with the University.
5. Messages are effective and boost favorability and views of MSU's reputational standing.
 - Use messages in positioning MSU to prospective transfers.



ADMITTED STUDENTS WHO DIDN'T ENROLL

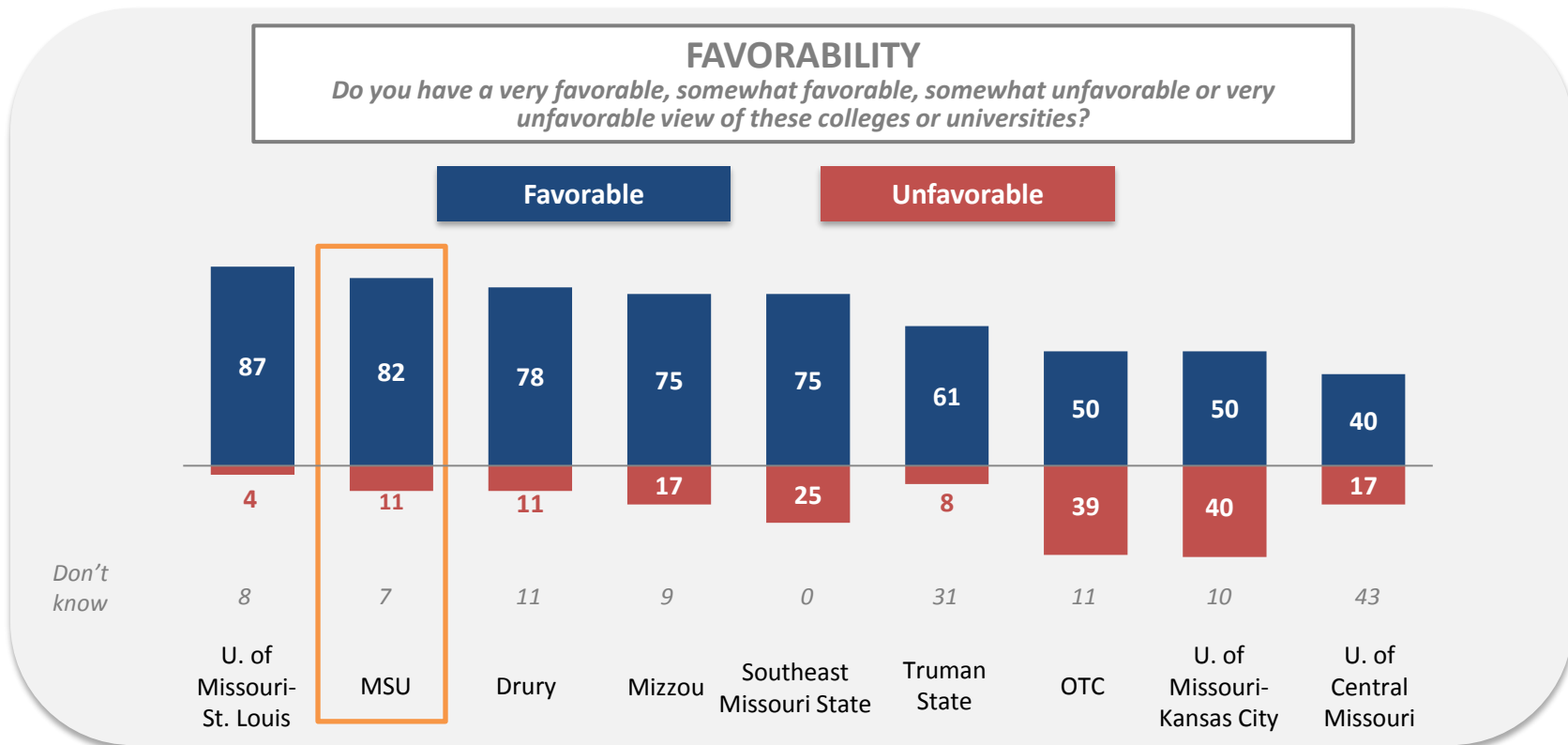
Key Findings and Summary

******NOTE: Survey includes region specific cuts. We have included a note on all slides where N sizes are not consistent and included an additional slide with full breakouts.***



Favorability

Perceptions are overall positive, with 4 in 5 favorable of MSU.



**U of Missouri St Louis only asked among those in St. Louis*

*****NOTE: Question includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.**



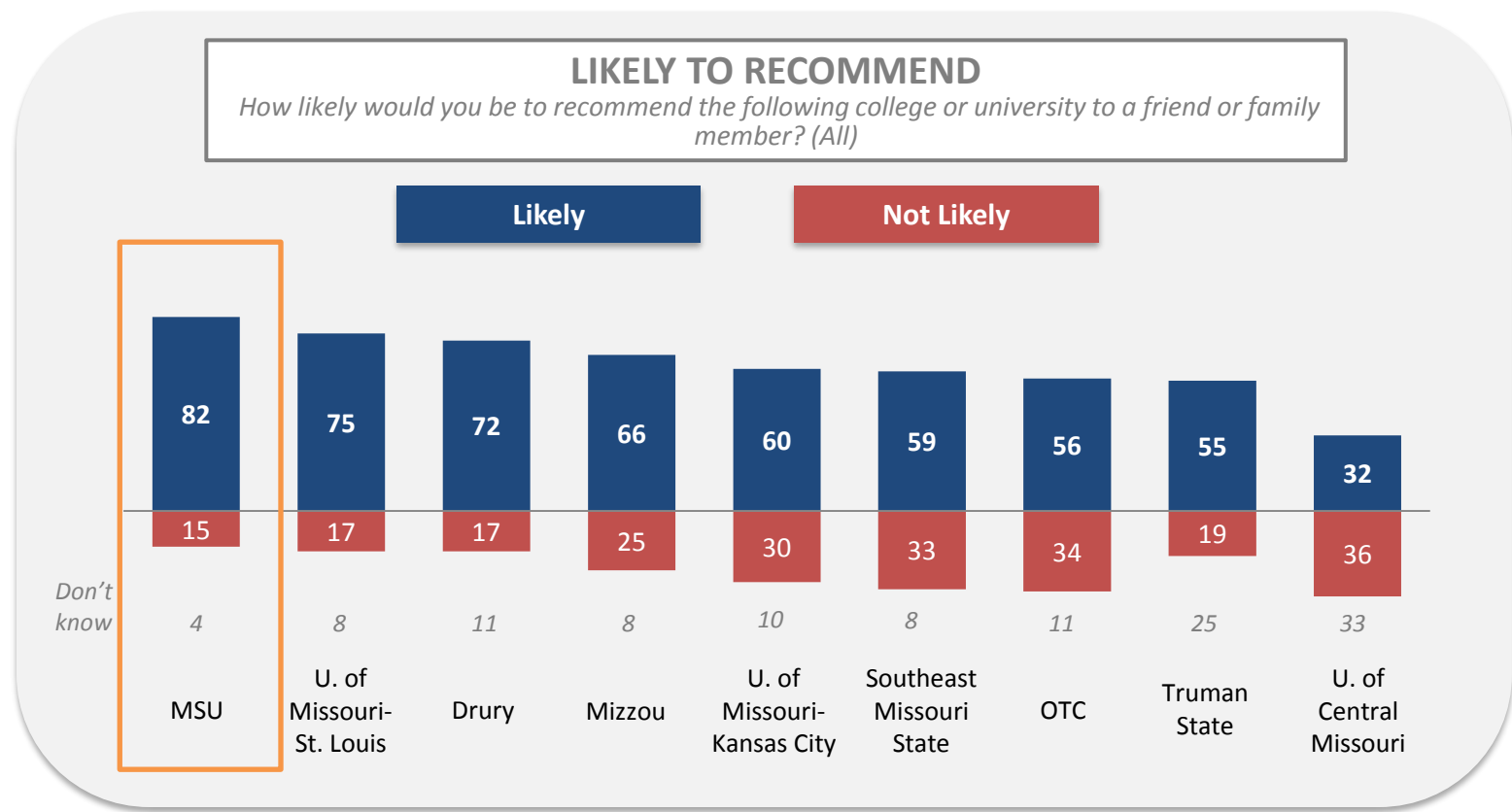
Favorability – Regional Breakouts

Across regions, perceptions of MSU are favorable.

Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these colleges or universities? <i>Showing % Favorable/ Unfavorable /Don't Know</i>	All N=110	Southwest Missouri N= 18	St. Louis Area N= 24	Kansas City Area N= 10	Other/ Out of State N= 58
University of Missouri-St. Louis (UMSL)	87/4/8	--	87/4/8	--	--
Missouri State University (MSU)	82/11/7	88/6/6	87/8/4	70/10/20	80/14/7
Drury University (DU)	78/11/11	78/11/11	--	--	--
Southeast Missouri State (SEMO)	75/25/0	--	75/25/0	--	--
University of Missouri (Mizzou)	75/17/9	89/0/11	79/12/8	80/10/10	67/24/9
Truman State University	61/8/31	67/0/33	63/12/25	50/10/40	60/9/31
University of Missouri-Kansas City (UMKC)	50/40/10	--	--	50/40/10	--
Ozarks Technical Community College (OTC)	50/39/11	50/39/11	--	--	--
University of Central Missouri (UCM)	40/17/43	39/17/44	42/17/42	80/20/0	33/17/50

Likely to Recommend

Additionally, 4 in 5 are likely to recommend MSU.



*****NOTE:** Question includes region specific cuts. Therefore, N sizes are not consistent across universities/schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.



Likely to Recommend – Regional Breakouts

Respondents across regions are also very likely to recommend MSU.

How likely would you be to recommend the following college or university to a friend or family member? <i>Showing % Likely / Not Likely / Don't Know</i>	All N= 110	Southwest Missouri N= 18	St. Louis Area N= 24	Kansas City Area N= 10	Other/ Out of State N= 58
Missouri State University (MSU)	82/15/4	88/6/6	88/4/8	80/20/0	77/21/2
University of Missouri-St. Louis (UMSL)	75/17/8	--	75/17/8	--	--
Drury University (DU)	72/17/11	72/17/11	--	--	--
University of Missouri (Mizzou)	66/25/8	77/17/6	75/12/12	70/30/0	59/32/9
University of Missouri-Kansas City (UMKC)	60/30/10	--	--	60/30/10	--
Southeast Missouri State (SEMO)	59/33/8	--	59/33/8	--	--
Ozarks Technical Community College (OTC)	56/34/11	56/34/11	--	--	--
Truman State University	55/19/25	56/17/28	54/20/25	40/50/10	59/13/28
University of Central Missouri (UCM)	32/36/33	33/28/39	33/20/46	70/30/0	24/45/31

MSU: Top-of-Mind Associations

“Bears” and “Springfield” are the biggest top of mind associations among admitted students that didn’t enroll.

- Other views are positive, and include “fun” and “good.”



N= 110 (Asked of all)



Competitor Top-of-Mind Associations

- “Private” is the leading association for Drury.
- OTC is most associated with being “affordable” and “cheap.”
- Mizzou is most associated with “tigers,” “party” and “big.”
- Truman is most associated with “small town” and “smart.”



N= 18 (only asked among SW MO)



N= 18 (only asked among SW MO)



N= 110 (Asked of all)



N= 110 (Asked of all)

***NOTE: Question includes region specific cuts. Therefore, N sizes are not consistent across universities/ schools and findings on this slide are directional.



MSU vs. Competitors on Key Attributes

MSU is best known for affordability/value, student life and campus facilities reputation, location and academics.

- Mizzou is MSU's largest competition on key attributes.

Generally speaking, how would you rate... on the following areas? <i>Showing % Excellent + Very good</i>	MSU N=110	OTC N=18	Drury N=18	Mizzou N=110
Affordability/value	61	24	12	22
Student life/extracurricular activities	61	0	13	78
Size of campus/campus facilities	58	2	14	70
Location	52	10	26	71
Reputation	52	4	31	73
Academics	49	3	32	61
Quality of residence halls	40	0	7	48
Athletics	27	0	13	82
Job placement after graduation	21	3	19	39
<i>Average of don't Know</i>	<i>15</i>	80	61	<i>15</i>

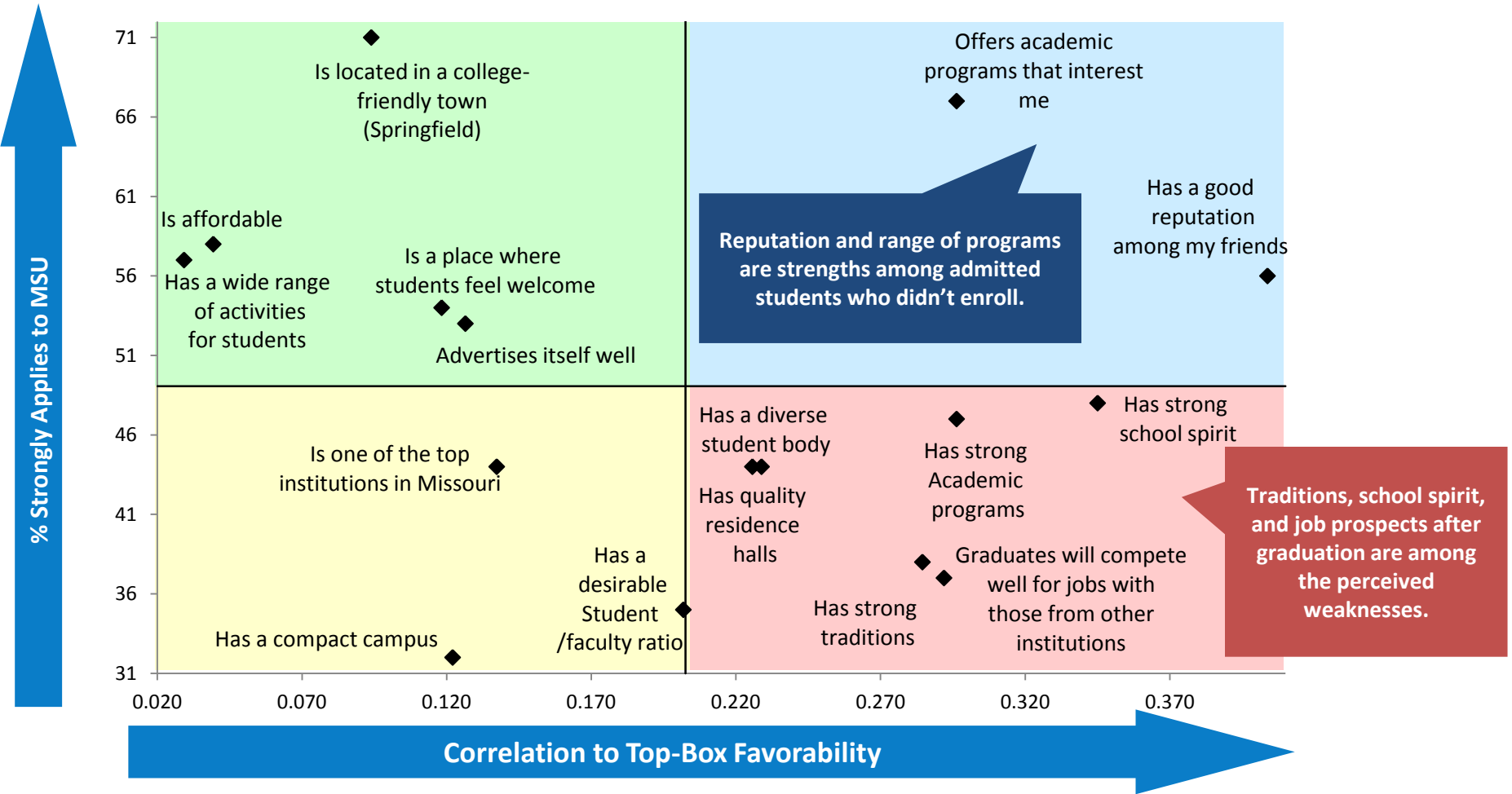
Mizzou is best known for its athletics and student life.

OTC and Drury both have extremely low familiarity when it comes to attributes.

*****NOTE:** Question includes region specific cuts. Therefore, N sizes are not consistent across universities/ schools and findings on this slide are directional.

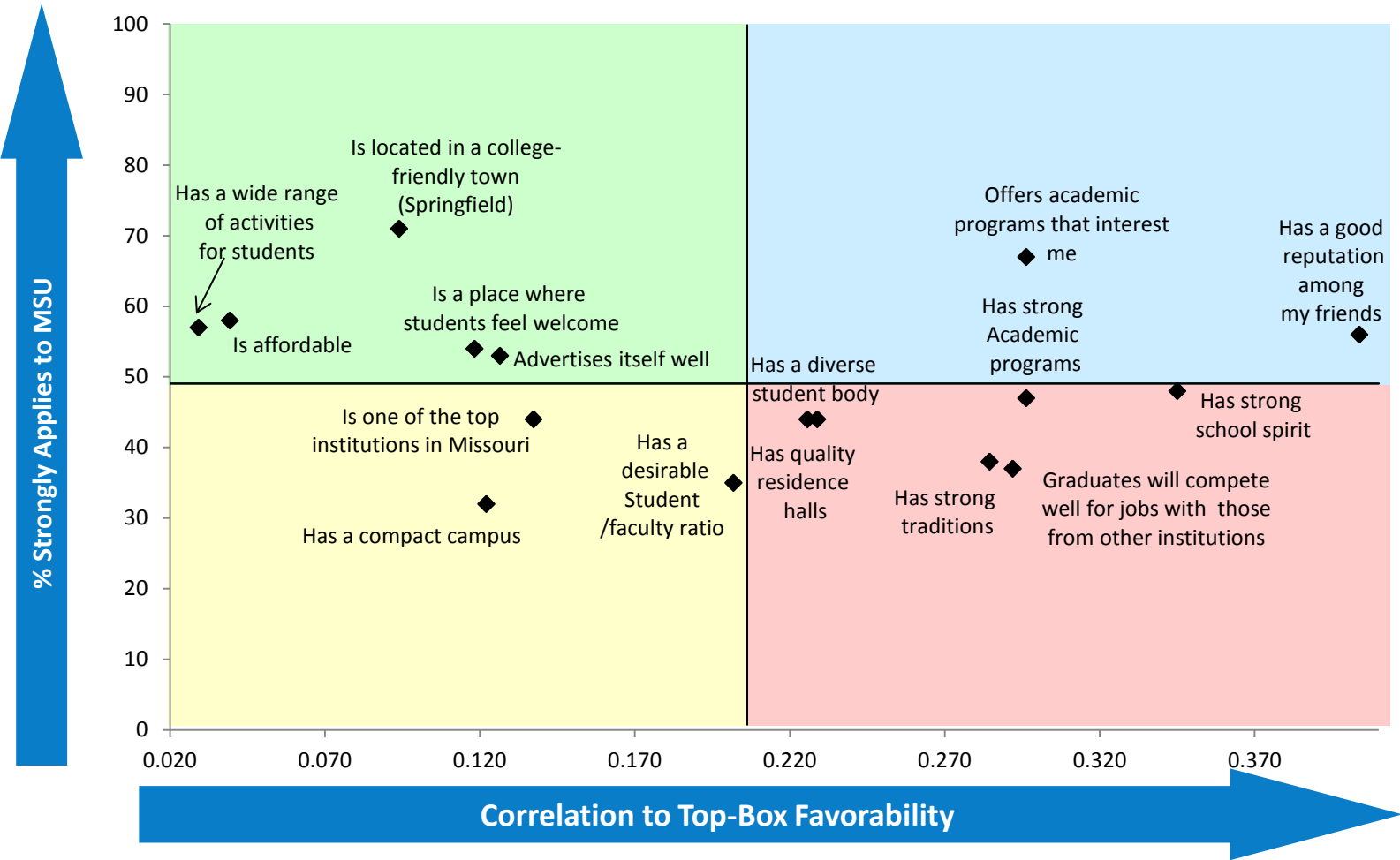
MSU's Scatter

MSU's strengths include interesting academic programs and strong reputation



NOTE: We have zoomed in on the portion of the Y axis where all attributes fall

MSU's Scatter II

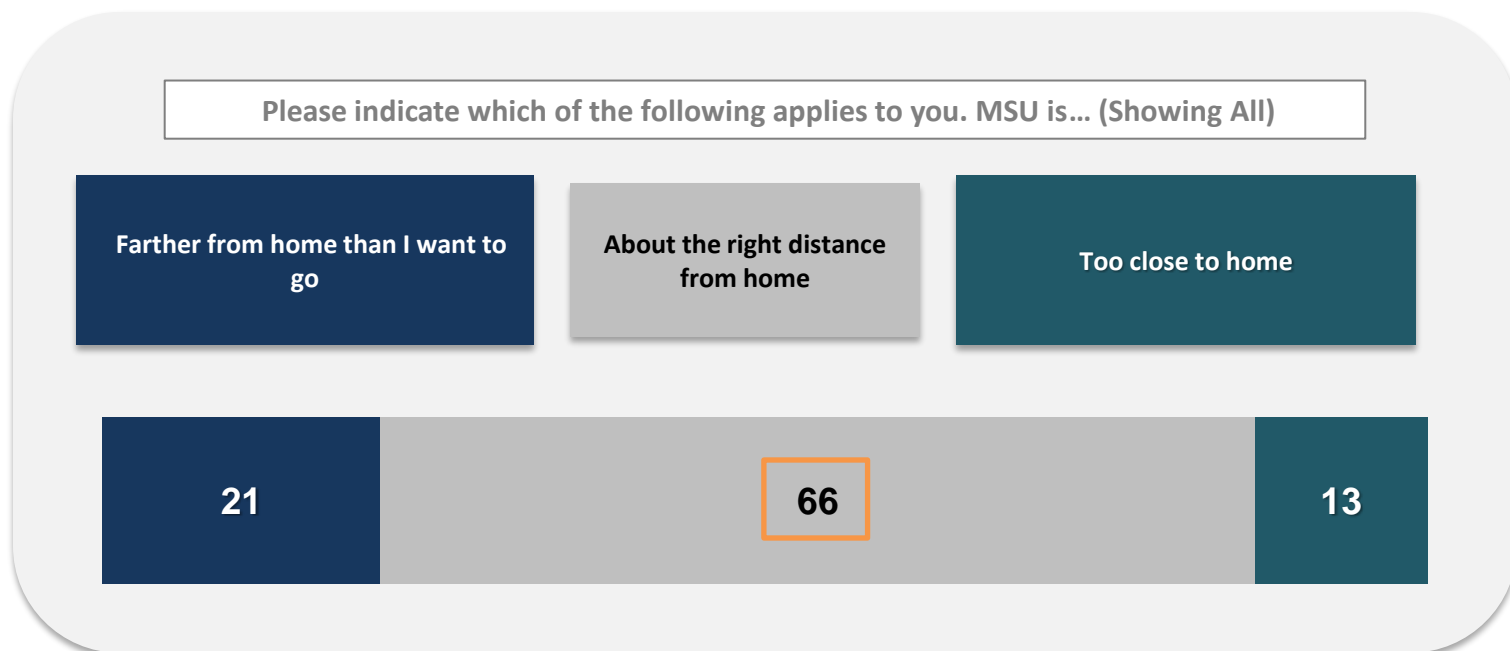


NOTE: Y Axis displaying 0 to 100



Perceptions of the University

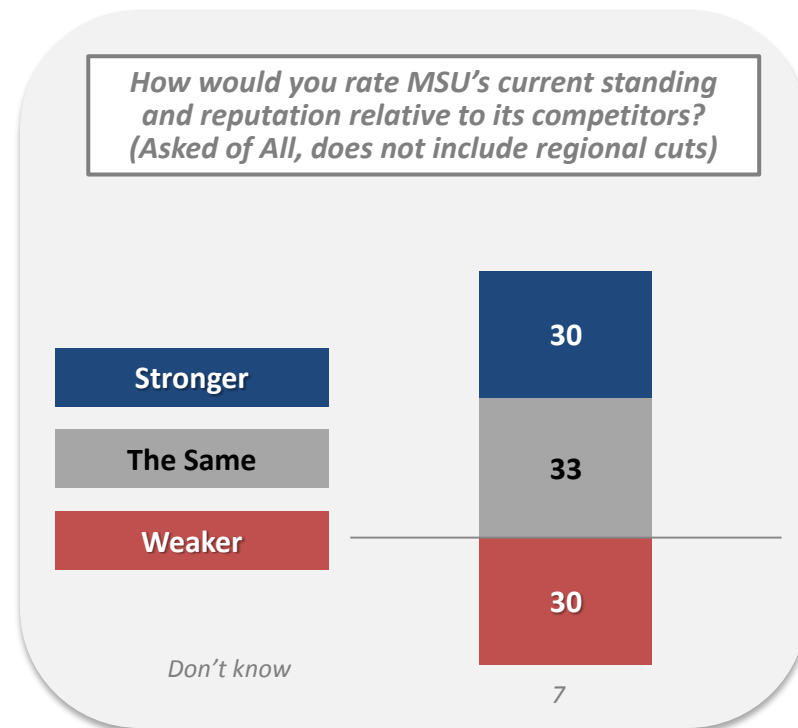
MSU's location is not a significant deterrent for those who didn't enroll, with 66% saying MSU is about the right distance from home.



MSU's Top Competitors

- Mizzou is recognized as MSU's top competitor.
- Respondents are split on MSU's standing relative to competitors.

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All
University of Missouri (Mizzou)	79
University of Central Missouri (UCM)	28
Truman State University	27
Southeast Missouri State (SEMO)	13
Drury University	12
University of Missouri-St. Louis (UMSL)	7
Ozarks Technical Community College (OTC)	6
University of Missouri-Kansas City (UMKC)	3
Don't know	8



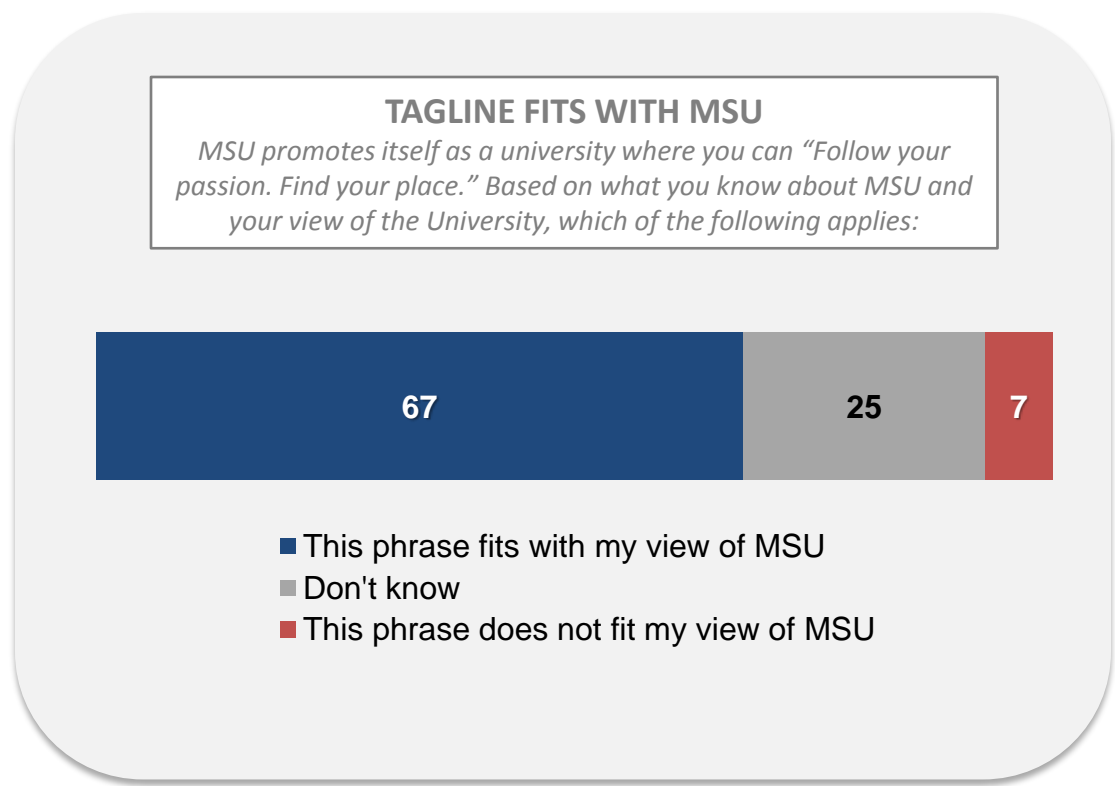
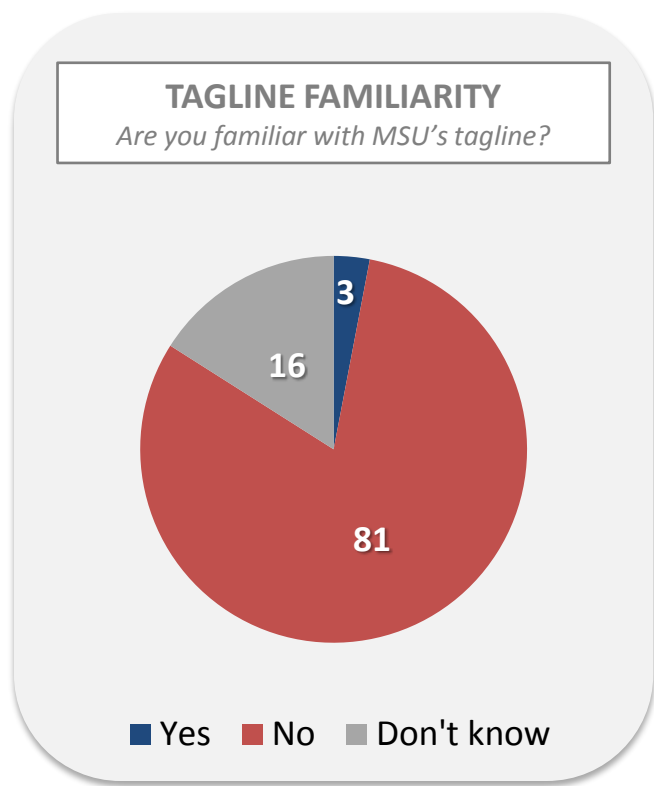
175 ***NOTE: Question includes region specific cuts. Therefore, N sizes are not consistent across universities/ schools and findings on this slide are directional. Reference slide with cuts by region for full breakouts.

MSU's Top Competitors – Regional Breakouts

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All N= 110	Southwest Missouri N= 18	St. Louis Area N= 24	Kansas City Area N= 10	Other/ Out of State N= 58
University of Missouri (Mizzou)	79	78	92	70	76
University of Central Missouri (UCM)	28	6	17	60	34
Truman State University	27	6	29	20	34
Southeast Missouri State (SEMO)	13	--	58	--	--
Drury University (DU)	12	72	--	--	--
University of Missouri-St. Louis (UMSL)	7	--	33	--	--
Ozarks Technical Community College (OTC)	6	39	--	--	--
University of Missouri-Kansas City (UMKC)	3	--	--	30	--
Don't know	8	6	--	20	10

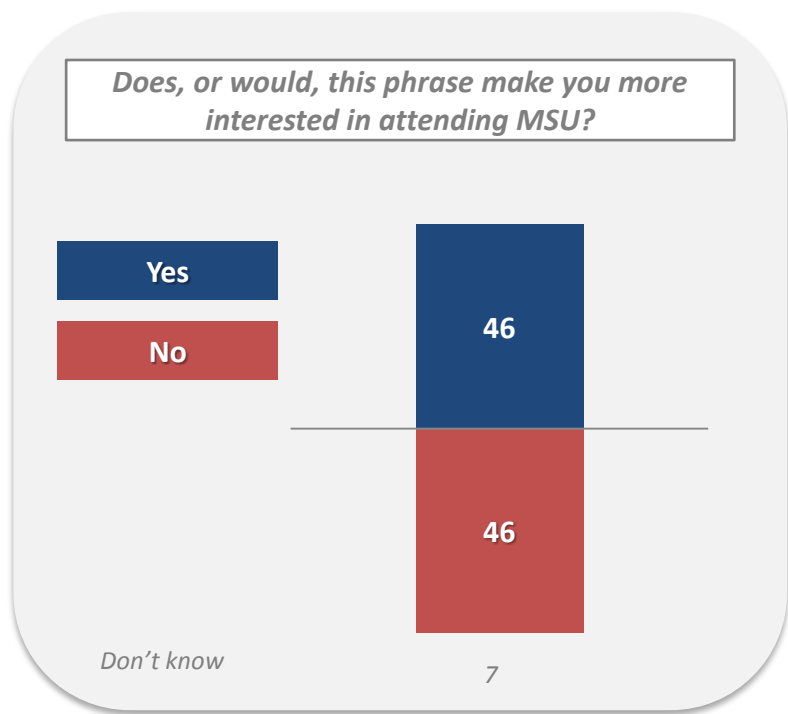
MSU's Tagline

While tagline awareness is low, once prompted, the majority think that the phrase is fitting.



Perceptions of Tagline

The tagline increases interest in MSU — with respondents viewing MSU as a University that allows students to find their place.



EXPECTATIONS OF TAGLINE

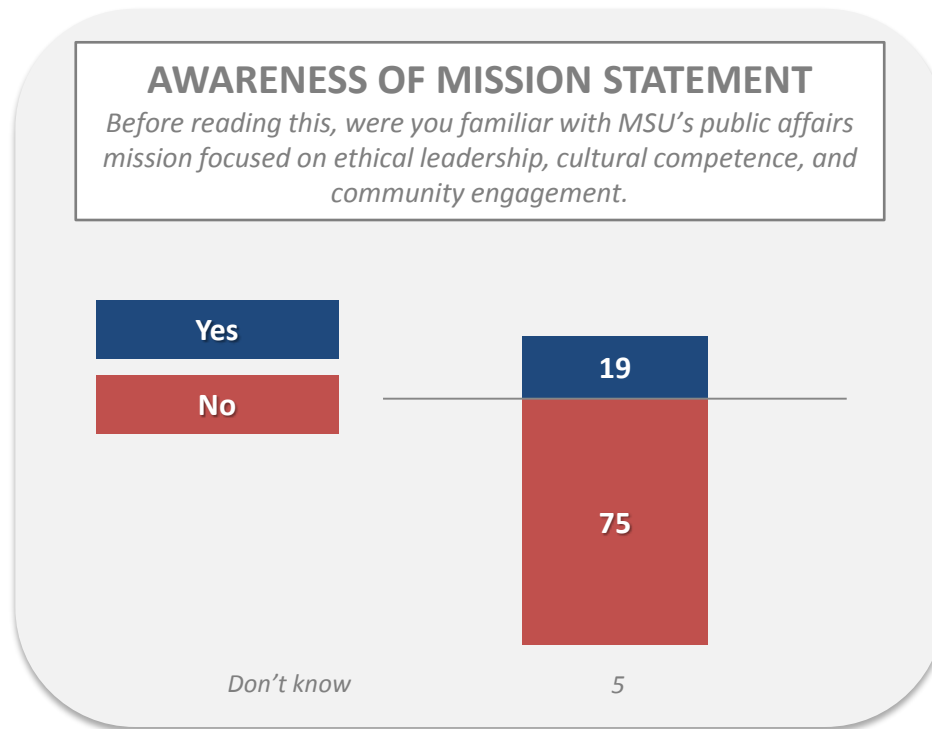
Generally speaking, what sort of experience would you expect from a college or university with this tagline? (Open End)

“A college that gives you the freedom to find out what you want to do with life through exploration; one that encourages Study Abroad programs and various different areas of study.”
— Admitted didn't enroll

“A place with a wide range of majors and activities for students to experience and find their niche.”
— Admitted didn't enroll

MSU's Mission Statement

Awareness of the mission statement is also low — with only 1 in 5 aware, unaided.



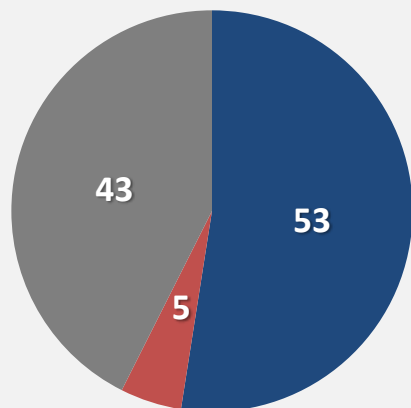
MSU's Mission Statement

Once aided, respondents see the mission statement as fitting.

- “Develop educated persons” is the most compelling portion of the statement.

MISSION STATEMENT FITS WITH MSU

Based on what you know or have heard, do you think the public affairs mission fits with MSU?



■ Yes ■ No ■ Don't know

MESSAGE HIGHLIGHTING

Missouri State University is a public, **comprehensive metropolitan** system with a statewide mission in public affairs, whose purpose is to **develop educated persons**. The University's identity is distinguished by its public affairs mission, which entails a **campus-wide commitment to foster expertise and responsibility in ethical leadership, cultural competence and community engagement**.

The most compelling phrases have been **bolded in dark blue font** if in the top 10%; in **dark blue font** if in the top 3rd; and in **light blue font** if in the top half.

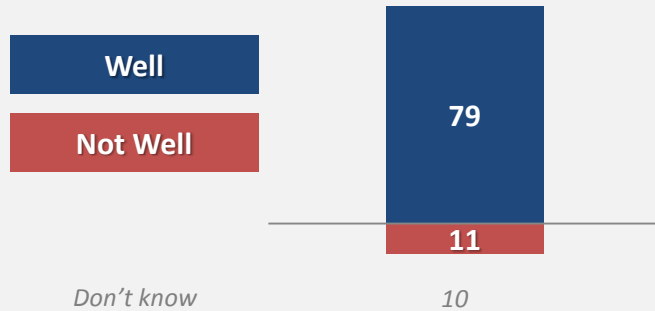
MSU's Brand

- 4 in 5 think the brand statement fits with the University.
- Additionally, respondents think MSU has a clearly defined brand/image.

DESCRIPTION OF BRAND: *Missouri State University offers the advantages of a major university, with a wide range of programs and diverse student body – yet offers the comfortable feeling of a smaller college, with a compact campus where students, faculty and staff are known for their friendliness.*

STATEMENT FITS WITH MSU

In general, how well do you believe this description fits with MSU?



CLARITY OF BRAND

Which of the following is closer to your view?

MSU has a clearly defined University brand/ image or identity.

Don't Know

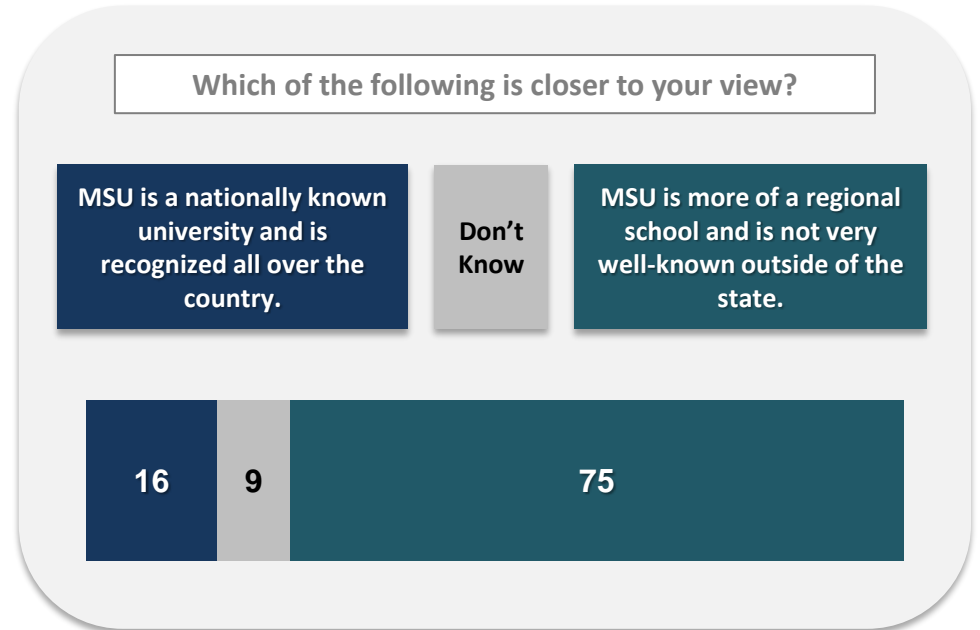
MSU does not have a deeply-rooted or well-defined brand/image and its identity as a school is unclear.



Additional Perceptions of MSU

Respondents identify most with the nickname “Missouri State” and view MSU to be more of a regional school rather than a nationally known university.

Which of the following nicknames identifies best with the University?	All
Missouri State	43
MSU	35
MO State	18
Missouri State University	2



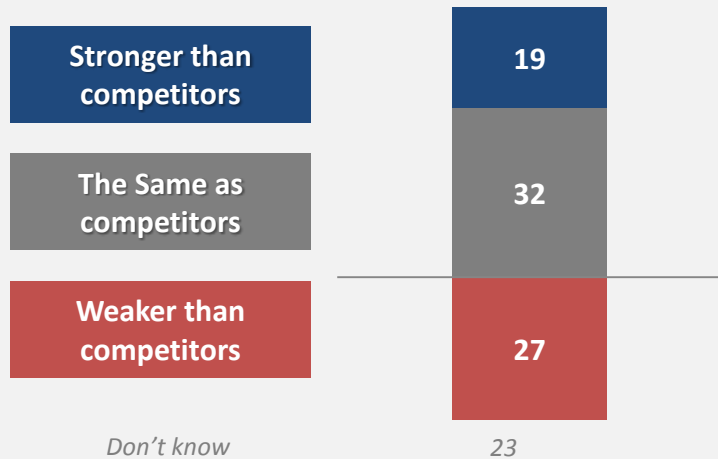
MSU's Traditions and School Spirit

Consistent with attributes, MSU falls behind competitors on school spirit — with only 19% saying MSU is stronger than competitors.

- Respondents strongly associate traditions with athletics and MSU's mascot.

SCHOOL SPIRIT RELATIVE TO COMPETITORS

How would you rate MSU's school spirit relative to its competitors?



TRADITIONS AND SCHOOL SPIRIT

Thinking about school spirit and traditions at MSU, what traditions or forms of school spirit do you associate with MSU?

"BearWear Fridays" — Admitted didn't enroll

*"Boomer the Bear"
— Admitted didn't enroll*

*"Chants at games, school colors" ?
— Admitted didn't enroll*

Messages – Evaluating MSU’s Brand

‘Financial Aid’ is the top performing message, scoring particularly well on making respondents more favorable.

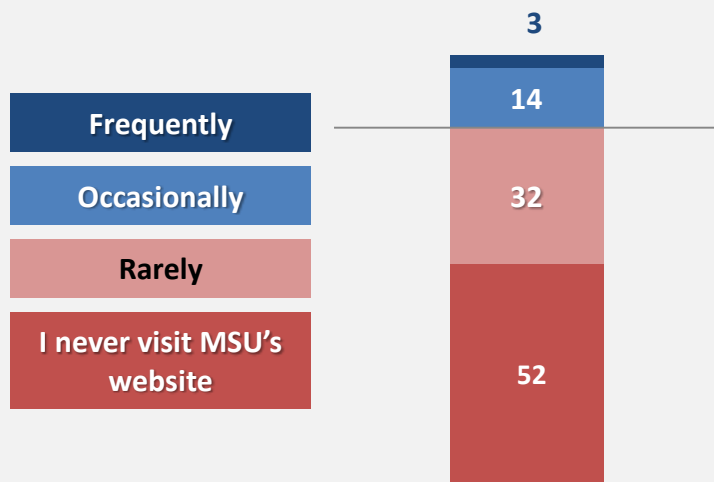
TITLE	MESSAGE TEXT	All
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Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities.	128

Score = net believability + 2 much more favorable*

MSU's Website

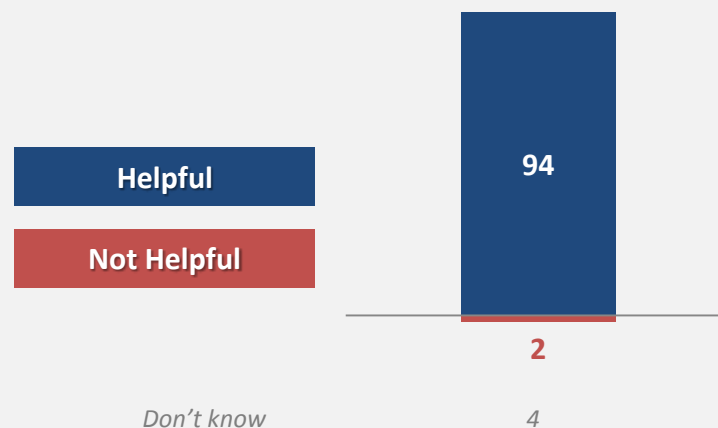
- Respondents do not frequently visit MSU's website.
- However, those who do are satisfied with the website offerings.

Generally speaking, how frequently do you visit MSU's website (www.missouristate.edu)?



HELPFULNESS OF WEBSITE

[IF VISTED WEBSITE] How helpful do you view MSU's website to be? (N=53)



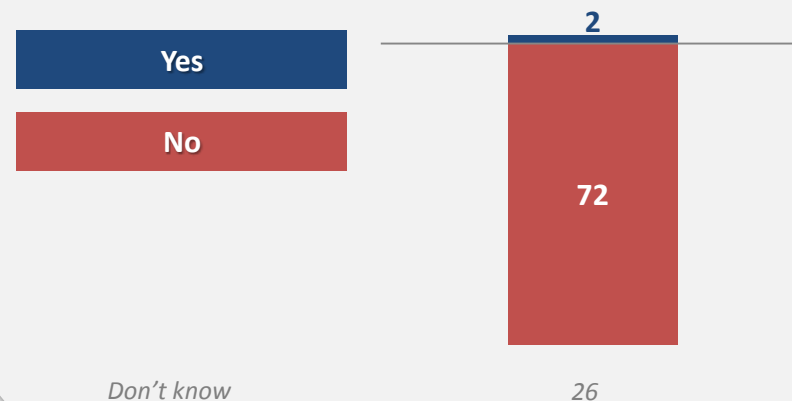
Website Offerings

Those who have visited the website are most familiar with the website's cost information, including info on scholarships and financial aid.

- Respondents are overall satisfied with the information.

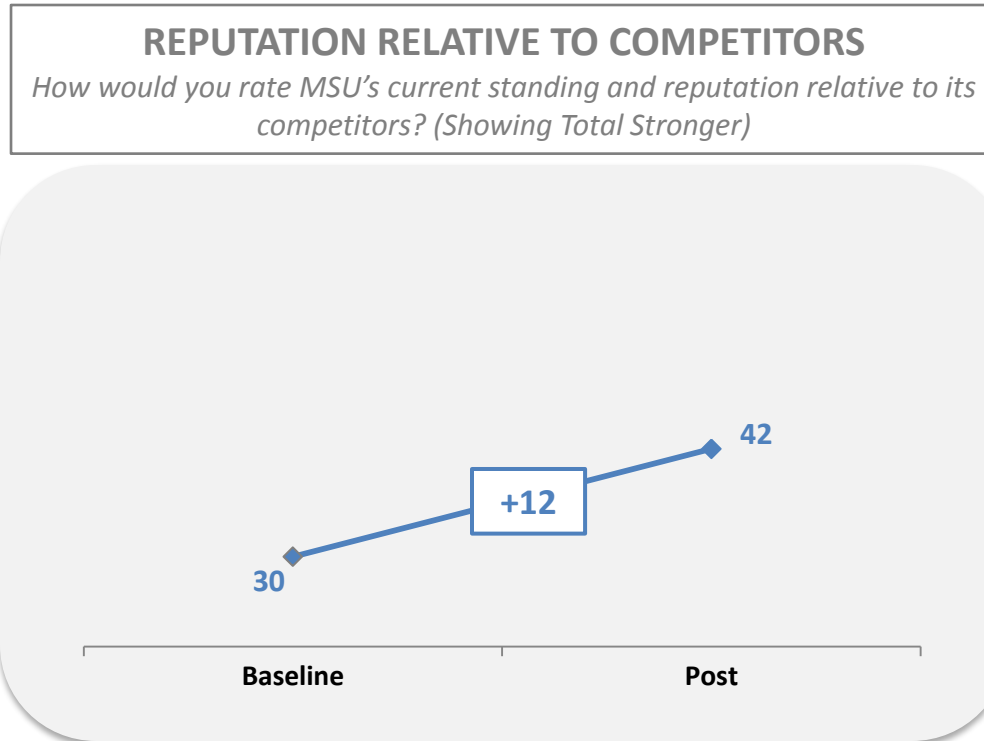
[IF VISTED WEBSITE] Which of the following information does MSU's website provide? (N=53)	IF VISITED WEBSITE
Scholarship and financial aid information	85
Cost information	83
Application/admission information	77
Academic program information	68
Housing/room and board	68
Current opportunities and services by major	34
Athletics	21
Upcoming events on campus	15
Public Affairs mission	9
Spotlight on students	9
Don't know	2

[IF VISTED WEBSITE] Is there any information that MSU's website doesn't currently provide that you would like to see? (N=53)



Post Metrics

Post messaging, MSU's reputation and standing relative to competitors increases +12 points, indicating that the messages resonate among this audience.



Summary of Admitted Students Who Didn't Enroll

1. Perceptions of MSU are positive, with 4 in 5 favorable of MSU and 4 in 5 likely to recommend the University.
2. MSU is best known for affordability and value, both overall and relative to competitors.
3. Mizzou is MSU's top competitor, particularly on extracurricular activities/student life and athletics.
4. School spirit and traditions are perceived weaknesses.
5. Awareness of the tagline and mission are low, though both are viewed as fitting.
6. The messages are effective and move the needle on views of MSU's reputational standing relative to competitors.

