



Missouri State University

Phase IV – Diversity Study

September 2013



Methodology

Between March 4 and April 1, 2013, PSB conducted quantitative online surveys among the following, historically excluded audiences:

AUDIENCES		SAMPLE SIZE	MARGIN OF ERROR
ALL – Historically Excluded Groups (HEG)		275	+/-5.92%
Breakouts	Current MSU Undergraduate Students – Historically Excluded Groups	147	+/-8.08%
	(Prospective) High School Students – Historically Excluded Groups	127	+/-8.70%

Historically Excluded Groups (HEGs): *This term is used instead of “minority group” as a more inclusive and precise term regarding the impact of group membership. “Any group that has been historically disenfranchised is deserving of the label. In this way, the term is more inclusive than race, gender (sex), ability differences (disabled), gender orientation, religious, national origin, color, etc.,. HEGs have experienced discrimination and oppression socially, legally, politically, educationally and socio-economically in the United States”*

The protected classes automatically fall within this group designation as do other groups who may not meet the legal requirements to be in a protected class pursuant to affirmative action and equal opportunity laws but those who may have experienced discrimination and oppression socially, legally, politically, educationally, and socio-economically (e.g., the poor populations in urban and rural communities).



Executive Summary

Key Findings and Summary



Executive Summary

1. MSU IS VIEWED POSITIVELY AND PERFORMS WELL AMONG CURRENT HEG STUDENTS.

- Scores are consistent with scores among current audiences surveyed in the full report.

2. PROSPECTIVE HEG STUDENTS ARE INITIALLY LESS FAMILIAR WITH MSU'S OFFERINGS THAN CURRENT HEG STUDENTS, WITH HIGH UNAWARENESS ACROSS METRICS.

- Additionally, scores among prospective HEG students are lower than scores among prospective audiences surveyed in the full report, with higher unawareness among HEG students.

3. AWARENESS OF MSU'S BRAND, MISSION STATEMENT AND TAGLINE IS LOW, PARTICULARLY AMONG PROSPECTIVE HEG STUDENTS.

4. HOWEVER, WHEN UTILIZED, THESE TOOLS EFFECTIVELY BOOST FAVORABILITY AND INTEREST.

5. MESSAGES RESONATE ACROSS AUDIENCES AND MOVE THE NEEDLE ON KEY METRICS.

- The top messages emphasize MSU's quality, affordability and range of opportunities.
- Additionally, top message themes are consistent with factors that respondents view to be most important to a college experience.

Initial Perceptions of MSU: Current HEG Start Off Positively, While High Unawareness Exists Among Prospective HEG

Baseline Metric: MSU	Current – HEG		Prospective – HEG	
	% Total Positive	% Don't Know	% Total Positive	% Don't Know
FAVORABILITY	94	1	46	37
LIKELY TO RECOMMEND	91	2	42	30
REPUTATION RELATIVE TO COMPETITORS	48	4	12	31

Initial perceptions among current HEG students are very positive.

Over 1/3 of prospective HEG students are unfamiliar with MSU's standing.

Mission Statement and Tagline are Effective – When Used

Across audiences, unaided awareness of MSU's mission statement and tagline is low.

66% *current HEG students are not familiar with the tagline.*

80% *prospective HEG students are not familiar with the mission statement.*

However, when utilized, these tools boost interest, favorability and effectively promote MSU's range of possibilities and offerings.

*"I would expect a college that would help me **achieve my goals** and **assist me** in my academic pursuits." –Prospective HEG*

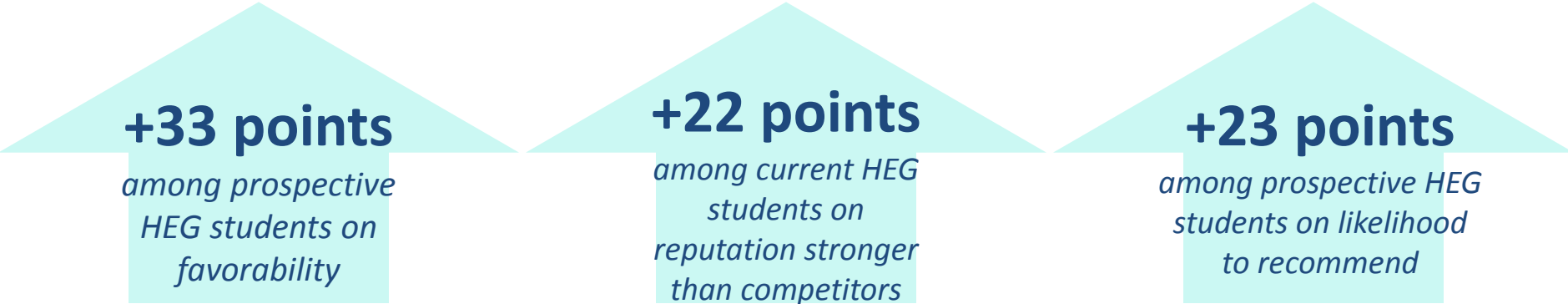
*"A **variety of opportunities** to explore what interests me... **strong faculty and programs.**"
–Current HEG*

*"A **well-rounded experience** with multiple options to complete different courses, along with a diverse set of student activities to participate in." –Current HEG*

*"A university with a **wide range of quality degree programs and activities.**"
–Prospective HEG*

Messages Move the Needle and in Line with Top Factors

➤ The messages resonate and effectively move the needle across key metrics.



➤ Additionally, the top message themes, **affordability, strong programs and variety of opportunities**, coincide with the factors that students view to be most important to a college experience.

MOST IMPORTANT FACTORS TO COLLEGE EXPERIENCE
<i>Offers academic programs that interest me</i>
<i>The college offers a variety of financial aid options, including scholarships and employment opportunities</i>
<i>Graduates get good jobs</i>
<i>The college is affordable</i>





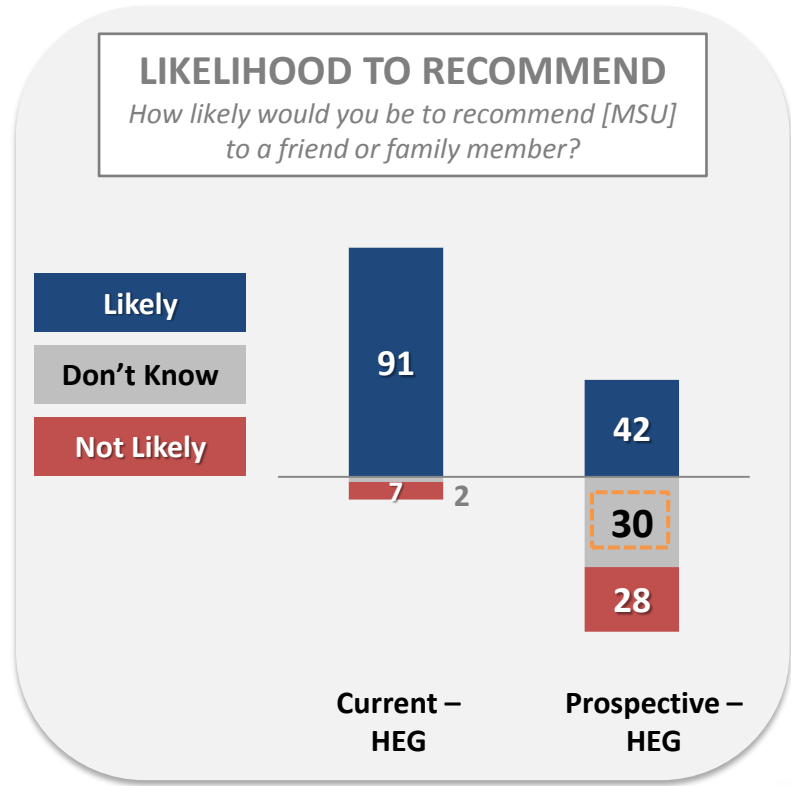
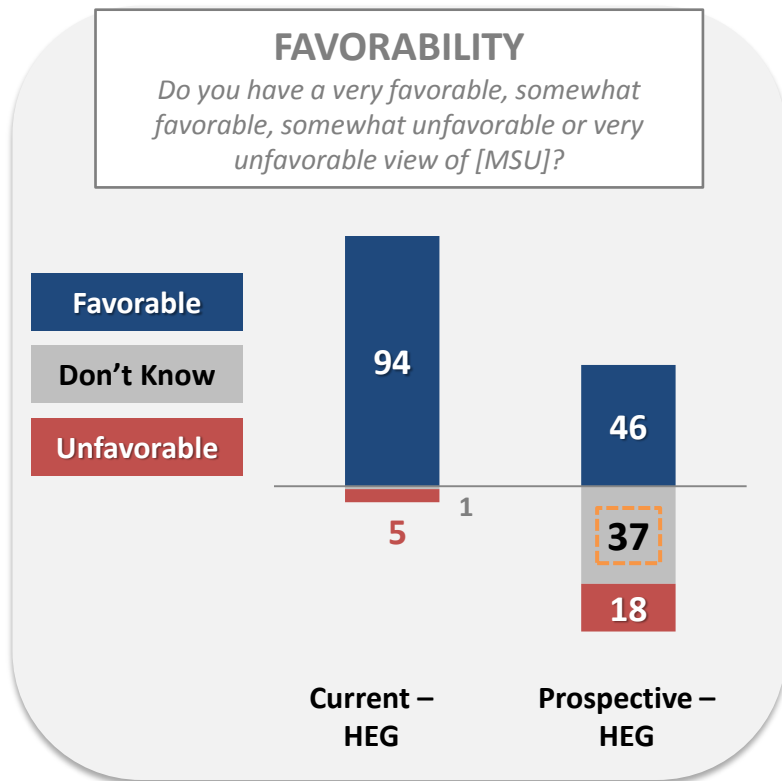
LANDSCAPE

Baseline Perceptions



Initial Perceptions of MSU

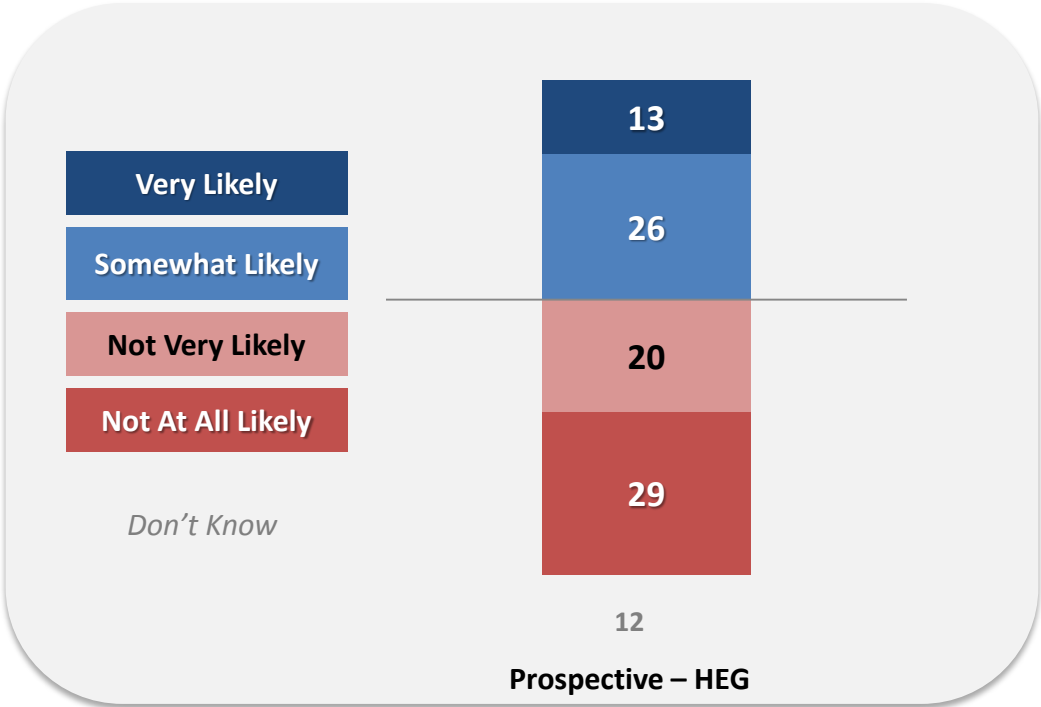
- Current HEG students are very positive, with 94% favorable of MSU and 9 in 10 likely to recommend MSU.
- Prospective HEG students are more uncertain about their perceptions of MSU, with over a third saying 'don't know.'



Likelihood of Considering MSU

39% of prospective HEG students would be likely to consider attending MSU.

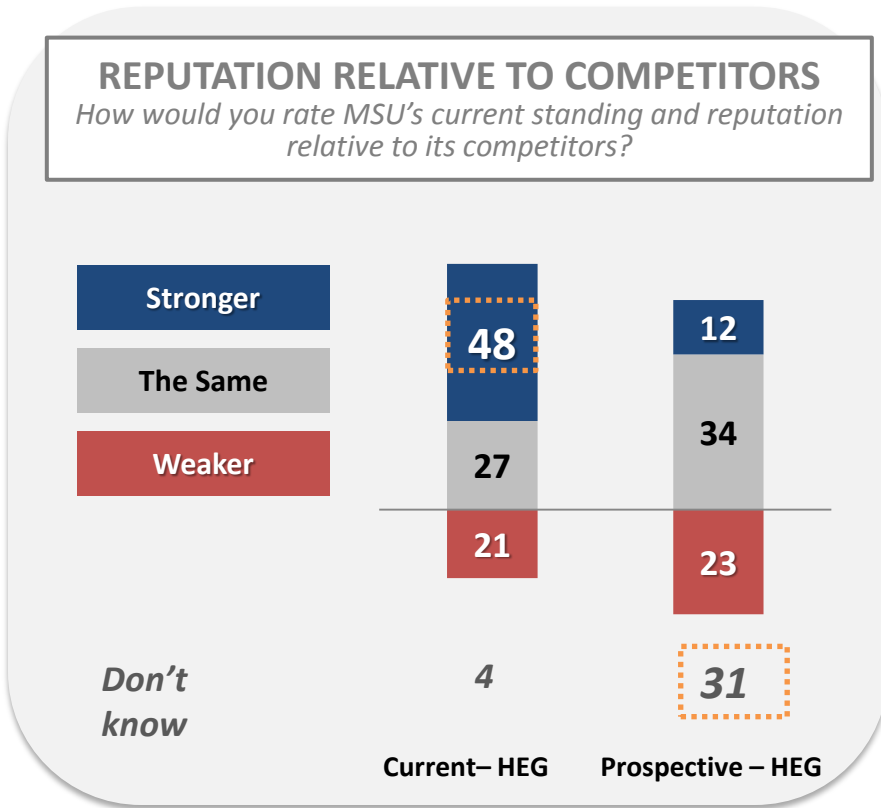
LIKELIHOOD OF CONSIDERING
How likely would you be to consider attending [MSU]?



MSU's Reputation Relative to Competitors

Almost half of current HEG students view MSU's reputation to be stronger than competitors, while 31% of prospective HEG students say 'don't know.'

- Both audiences view Mizzou to be MSU's top competitor



Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	Current – HEG	Prospective – HEG
University of Missouri (Mizzou)	82	52
Drury University (DU)	39	2
University of Central Missouri (UCM)	27	30
Truman State University	27	25
Ozarks Technical Community College (OTC)	19	1
Southeast Missouri State (SEMO)	3	5
Don't know	5	25

Perceptions of MSU

Current HEG students view MSU’s campus, academics and student life/activities to be strengths of the University, while over half of prospective HEG students answer ‘don’t know.’

- While half of current HEG students think MSU performs well on diversity related attributes, only 1 in 5 prospective HEG students agree

Generally speaking, how would you rate Missouri State University (MSU) on the following areas? (Showing Percent Excellent + Very Good)	Current – HEG	Prospective – HEG
Size of campus/campus facilities	78	21
Academics	76	31
Student life/Extracurricular activities	68	26
Affordability/Value	67	26
Diverse campus	53	21
Job placement after graduation	43	11
Diverse community	43	19
Quality of residence halls	34	18
Athletics	27	27
<i>Average Score</i>	<i>54</i>	<i>22</i>
<i>Average Don't Know</i>	<i>9</i>	<i>57</i>

32 point gap between audiences

24 point gap between audiences

Over half of prospective HEG students are unfamiliar with MSU’s offerings



MSU'S BRAND AND IDENTITY

Findings and Recommendations

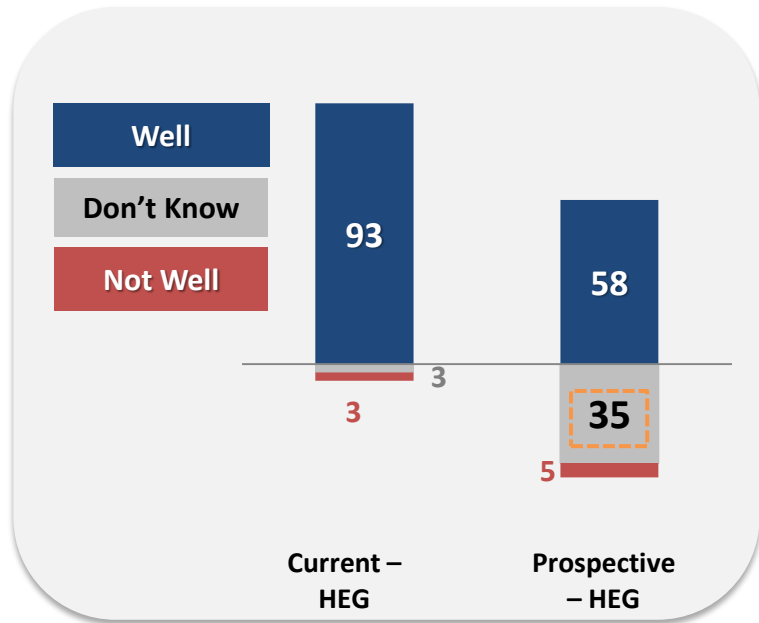


Clarity of MSU's Brand

- Current HEG students think MSU's brand statement is fitting and think MSU has a clearly defined brand.
- Prospective HEG students are largely unsure whether the brand statement fits or whether MSU has a clearly defined brand, with almost 2 in 5 saying 'don't know.'

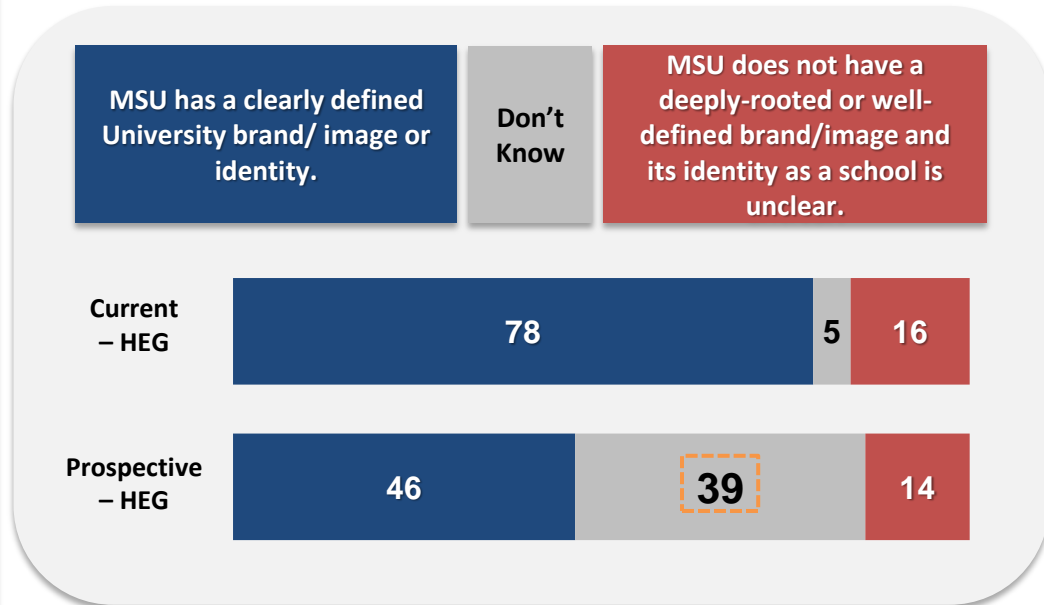
BRAND STATEMENT FITS WITH MSU

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's Tagline

Awareness of the tagline is low among current and prospective HEG students; however, once prompted, the tagline resonates and is well liked.

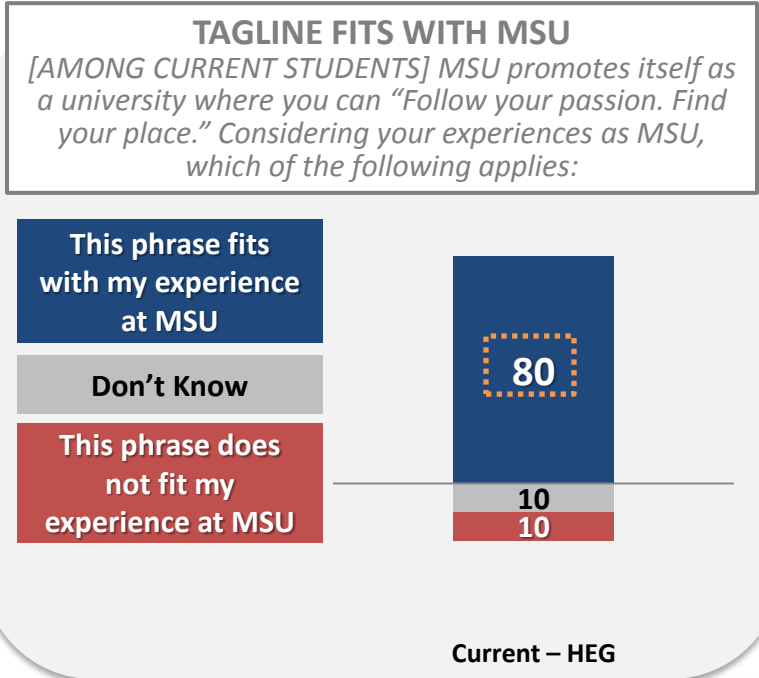
- Post exposure, 4 in 5 current HEG students say the tagline is fitting.

66% OF CURRENT HEG STUDENTS ARE NOT FAMILIAR WITH TAGLINE.



80% SAY TAGLINE FITS WITH THEIR EXPERIENCE.

AWARENESS OF TAGLINE <i>Are you familiar with MSU's Tagline?</i>	Current – HEG	Prospective – HEG
Yes	20	4
No	66	82
Don't Know	14	14



MSU's Tagline Continued

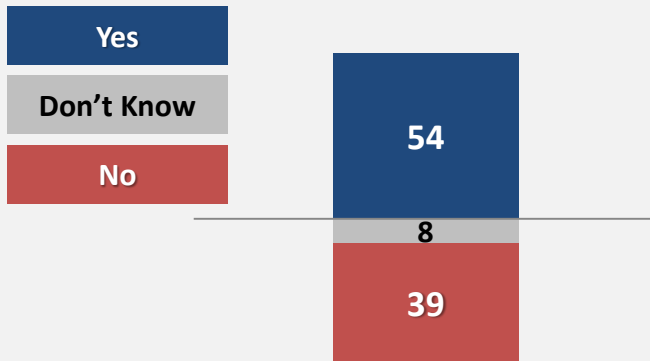
Additionally, the tagline increases interest among prospective HEG students, with over half *more* interested in attending, and demonstrates MSU as being a welcoming university with a range of opportunities and programs.



54% SAY TAGLINE INCREASES INTEREST

INCREASE INTEREST IN ATTENDING

[Among Prospective Students] *Does, or would, this phrase make you more interested in attending MSU?*



Prospective – HEG

EXPECTATIONS OF TAGLINE

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

*“A university with a **wide range of quality degree programs and activities.**”*
–Prospective HEG

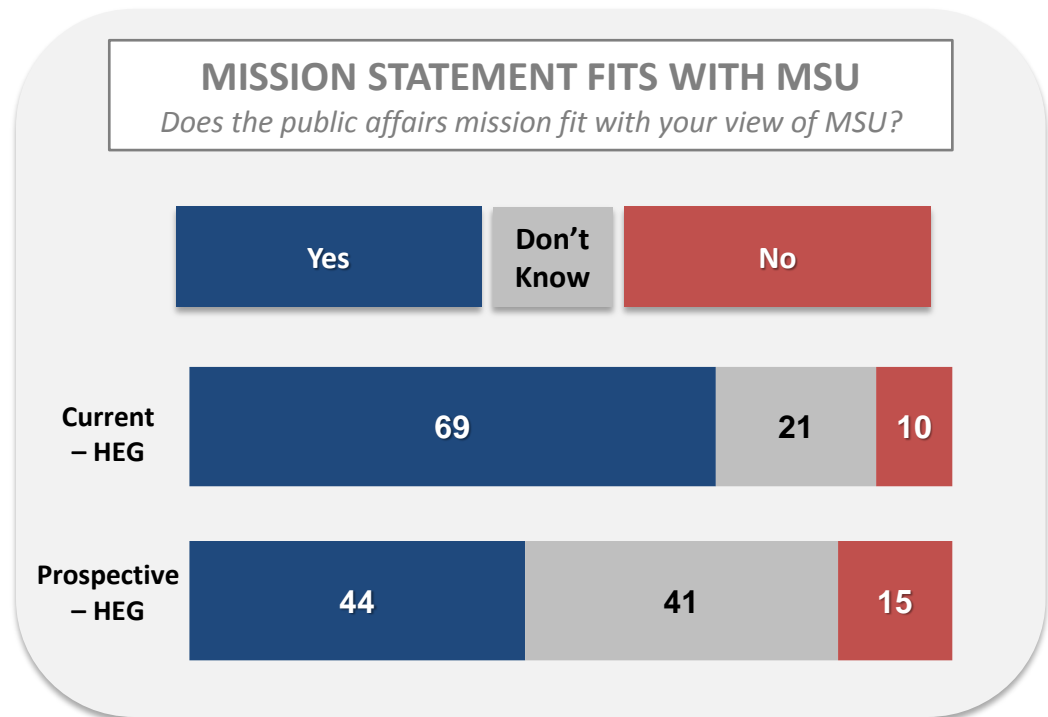
*“I would expect the college to **focus on nurturing** each individual's passion and to help them to **feel welcome.**”* –Prospective HEG

*“An **accepting environment with many degree and education options.**”* –Prospective HEG

MSU's Mission Statement

- The mission statement is well known and well liked among current HEG students.
- Prospective HEG students are largely unfamiliar with the statement, and therefore are unsure whether the statement fits with the University.

AWARENESS OF MISSION STATEMENT	Current – HEG	Prospective – HEG
Yes	82	13
No	15	80
Don't know	3	7



Recommendations For Prospective HEG Students: Strengthen MSU's Brand

PROSPECTIVE HEG STUDENTS

CURRENT CHALLENGE: MSU's tagline, mission statement and brand statement are well liked, when shown. However, unaided awareness of all three is low among prospective HEG students.



KEY OPPORTUNITY: Further emphasize these statements in order to:

- ✓ Solidify MSU's brand and identity.
- ✓ Boost interest among prospective HEG students.
- ✓ Highlight MSU's strengths, including its welcoming environment and range of opportunities.

HOW?

- Feature MSU's tagline, mission statement and brand statement more prominently when advertising to prospective HEG students.
- Provide concrete examples of how MSU embodies these statements.

Recommendations For Current HEG Students: Increase Awareness of MSU's Tagline

CURRENT HEG STUDENTS

CURRENT CHALLENGE: While current HEG students are familiar with MSU's mission statement and brand statement, over 3 in 5 current HEG students are *not* familiar with MSU's tagline. However, after being exposed to the tagline, the majority view it as fitting with their experience.

66% CURRENT STUDENTS
ARE NOT FAMILIAR WITH MSU'S
TAGLINE.



80% SAY TAGLINE FITS
WITH THEIR EXPERIENCE.



KEY OPPORTUNITY: Further utilize MSU's tagline by incorporating it within the classroom, orientation events, and in clubs and organizations. In doing so, ensure emphasis is across all academic fields.



TRADITIONS AND SCHOOL SPIRIT

Findings and Recommendations



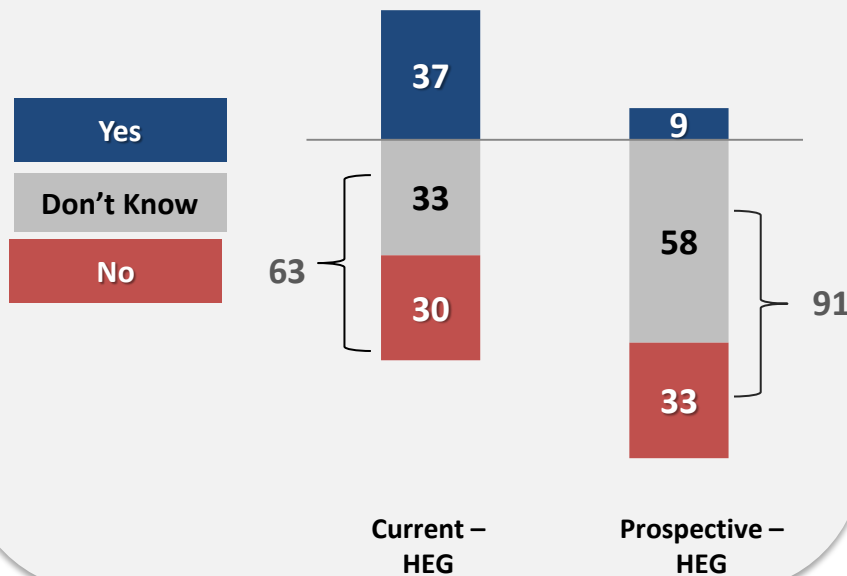
MSU's Traditions and School Spirit

Both current and prospective HEG students are unsure whether school spirit needs to be improved, with the majority saying 'no' or 'don't know.'

- Among those who think it should be improved, suggestions include further promotion of MSU's school colors, mascot and brand, and greater attendance at school events.

TRADITIONS AND SCHOOL SPIRIT

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?



AREAS TO IMPROVE ON

[IF YES] Please list as many as you can think of...

*“Attendance at athletic games”
– Prospective HEG*

“Advertising MSU’s school colors and mascot ... getting the mascot and school spirit out there” – Current HEG

*“First off, there should be more people wearing MSU stuff than Mizzou stuff.”
– Current HEG*

MSU's Top Traditions and School Spirit

Current HEG students think that MSU's Bear mascot, homecoming activities and participation at events (fight song, cheers, band) are among the University's top rated traditions.

- Prospective HEG students are less familiar with MSU's traditions; though 1 in 5 cite MSU's athletics and participation at events.

<i>What do you think are the University's best traditions or forms of school spirit? (Multiple responses permitted) (Showing percents)</i>	Current – HEG	Prospective – HEG
The Bear mascot	36	14
Homecoming events	35	2
Student participation at events (including: fight song , cheers, pep rallies, band)	30	20
Athletics	21	20
BearWear Fridays	14	1
School colors / Maroon and white / Wearing school colors (not specific to games or Friday)	12	9
Greek life / Greek Week / Fraternities/Sororities	5	2

Recommendations: Emphasize Traditions and School Spirit

CONTINUE TO WORK TOWARD A MORE COHESIVE IDENTITY: Increase the number of school sponsored events and heighten emphasis on school pride/traditions to help further promote a more cohesive and unified identity.

FOCUS ON ASSOCIATIONS AND EVENTS THAT ARE ALREADY WELL-RECEIVED: MSU's Bear mascot, homecoming and participation at events (fight song, cheers, band) are already well liked, and associated with the University. Focus on these, already liked associations.

*"Emphasis on traditions."
– Prospective HEG*

*"More students attending athletic events."
– Current HEG*

*"Students creatively displaying their school spirit such as face paintings."
– Current HEG*

*"Students wear[ing] BearWear outfits to display school spirit."
– Prospective HEG*



MESSAGES

Findings and Recommendations



Message Scores

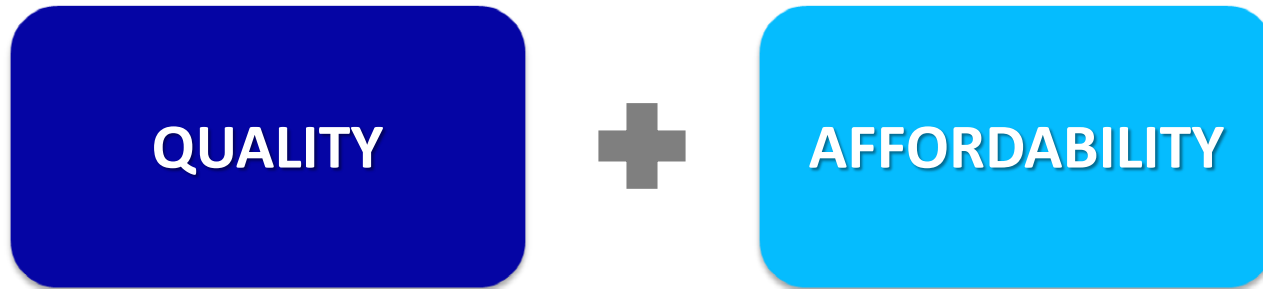
Across audiences, 'Affordability' is the top performing message, which increases favorability, while the 'Diversity and Inclusion' message does not perform as well on believability and as a result does not increase favorability

TITLE	CURRENT – HEG	PROSPECTIVE – HEG
AFFORDABILITY	205	130
FACULTY AND STAFF	203	110
FINANCIAL AID	192	120
TAGLINE TEST	183	124
EXPERIENCE	180	111
PUBLIC AFFAIRS	173	95
COMMUNITY INVOLVEMENT	170	111
PROGRAMS	162	121
DIVERSITY AND INCLUSION	144	91



Top Performing Messages – Current HEG Students

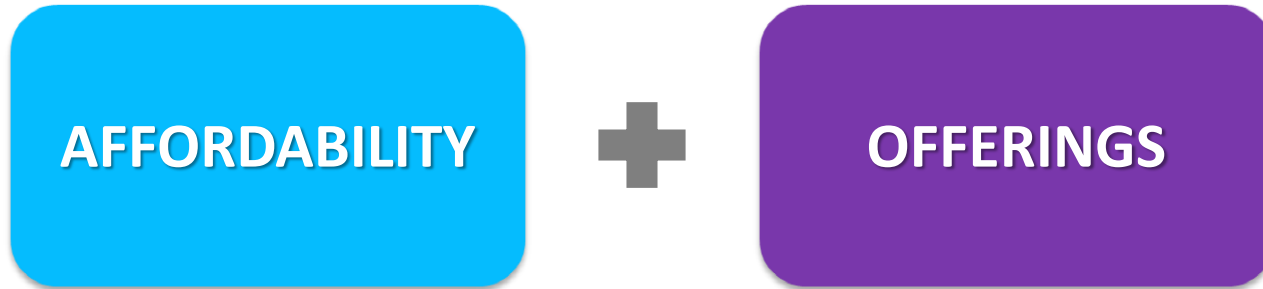
Among Current HEG Students, Top Messages Focus On...



TITLE	MESSAGE TEXT
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.
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 .
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 .

Top Performing Messages – Prospective HEG Students

Among Prospective HEG Students, Top Messages Focus On...



TITLE	MESSAGE TEXT
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.
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 .
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.

Top Message Themes in Line with Factors That are Considered Most Important to a College Experience

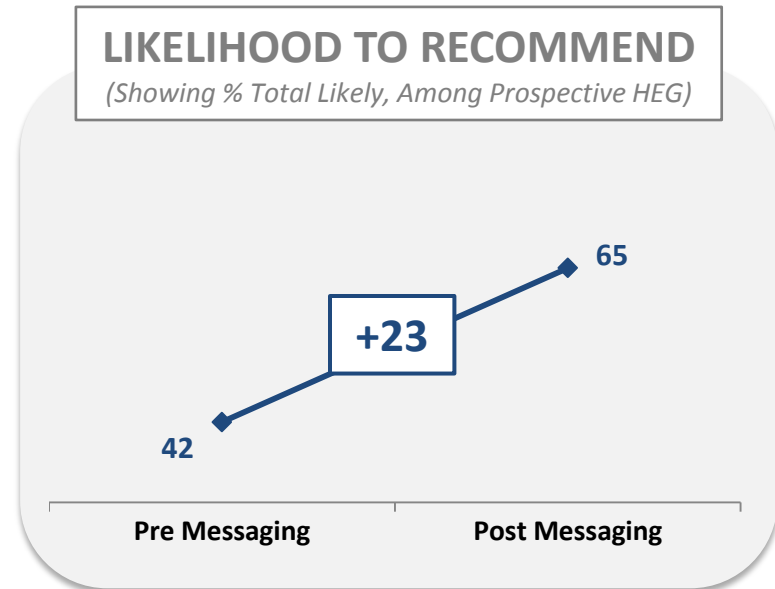
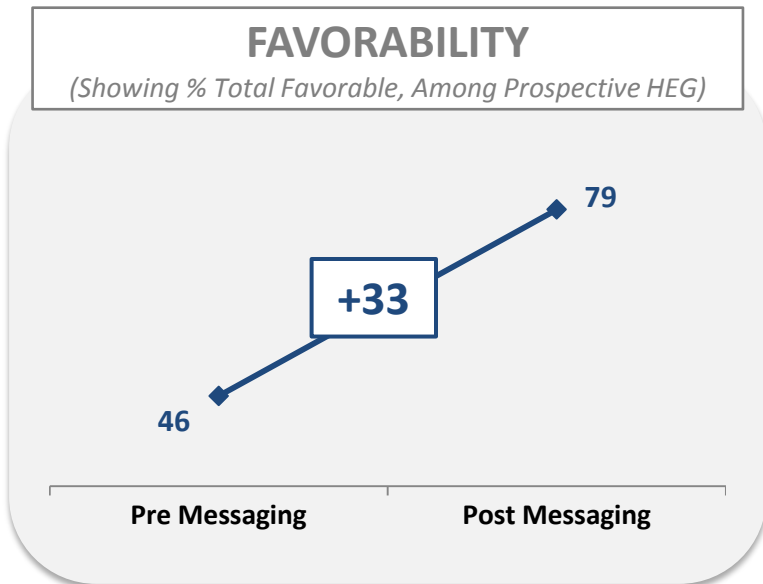
Across both audiences, the top message themes, **affordability, strong programs and variety of opportunities**, coincide with the factors that respondents view to be *most* important to a college experience.

MOST IMPORTANT FACTORS TO COLLEGE EXPERIENCE <i>How important are the following to your college experience? (Showing Very Important, showing top five choices – percents)</i>	Current – HEG	Prospective – HEG
Offers academic programs that interest me	89	91
The college offers a variety of financial aid options, including scholarships and employment opportunities	89	85
Graduates get good jobs	88	83
The college is affordable	82	74
Has a reputation for strong academic programs	77	79

Post Messaging: Moving the Needle Across Prospective HEG Students

After viewing the messages, prospective HEG students increase...

- +33 points on favorability
- +23 points on likelihood to recommend
- +16 points on likelihood to consider attending



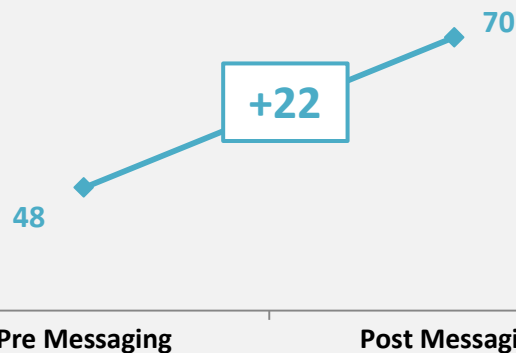
Post Messaging: MSU's Reputation Relative to Competitors

Additionally, after viewing the messages, perceptions of MSU's reputation relative to competitors increases among both current and prospective HEG students.

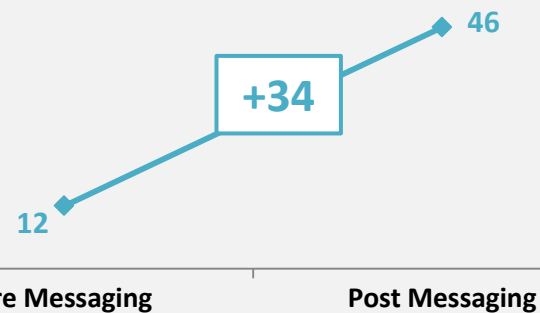
MSU'S REPUTATION RELATIVE TO COMPETITORS

Showing % Total Stronger than Competitors

CURRENT HEG STUDENTS



PROSPECTIVE HEG STUDENTS



Recommendations: Utilize Messages

- **MOVE FORWARD WITH MESSAGING:** The messages are effective, and we recommend continued use of them in MSU's marketing campaign.
- **RUN A ROBUST MESSAGING CAMPAIGN AMONG PROSPECTIVE STUDENTS:** While current HEG students are generally familiar with the offerings and programs cited in the messages, prospective HEG students are largely unaware, and require a more vigorous campaign.
- **TAILOR COMMUNICATIONS BY AUDIENCE:** Focus on leading themes by audience.
 - ❑ **Current HEG students:** Lead with messages that highlight MSU's superior quality and affordability.
 - ❑ **Prospective HEG students:** Focus on MSU's breadth of programs, range of opportunities and affordability.
- **PROVIDE EXAMPLES:** Include concrete examples and numeric proof points to help reinforce messages, support key themes and boost believability.



HOW DO HEG STUDENTS COMPARE TO THE BROADER STUDENT POPULATION?



**Missouri
State.**
UNIVERSITY

Overview of Audiences

To provide additional perspective on how HEG students perform, we compare scores among HEG audiences to scores among audiences surveyed in the Phase II Full Quantitative Report.

In the following slides, we will compare scores among:

- **Current Undergraduate Students in the Full Report** and **Current HEG Students**
- **Prospective High School Students in the Full Report** and **Prospective HEG Students**

AUDIENCES		SAMPLE SIZE	MARGIN OF ERROR
FULL REPORT	Current MSU Undergraduate Students	200	+/-6.93%
	Prospective High School Students	344	+/-5.28%
HEG REPORT	Current MSU Undergraduate Students – Historically Excluded Groups	147	+/-8.08%
	Prospective High School Students – Historically Excluded Groups	127	+/-8.70%

Current Students: HEG Relative to Full Report

MSU performs well among all current audiences, both HEG students and those in the full report, with little doubt across the board.

Baseline Metric: MSU	Current – Full Report		Current – HEG Students	
	% Total Positive	% Don't Know	% Total Positive	% Don't Know
FAVORABILITY	95	0	94	1
LIKELY TO RECOMMEND	97	0	91	2
REPUTATION RELATIVE TO COMPETITORS*	48	7	48	4
AVERAGE	80	2	78	2

Initial perceptions among current HEG students are very positive

36 *Question text : How would you rate MSU's current standing and reputation relative to its competitors? Showing stronger than competitors



Prospective Students: HEG Relative to Full Report

Prospective HEG students are initially less familiar with MSU’s offerings than the prospective students in the full report, with **33% unfamiliar**

- Additionally, scores among those aware are more negative among prospective HEG students than they are among the prospective students in the full report, with an average gap of **14 points**

Baseline Metric: MSU	Prospective – Full Report		Prospective – HEG	
	% Total Positive	% Don't Know	% Total Positive	% Don't Know
FAVORABILITY	53	30	46	37
LIKELY TO RECOMMEND	66	17	42	30
REPUTATION RELATIVE TO COMPETITORS*	23	26	12	31
AVERAGE	47	24	33	33

9 point gap between prospective HEG students and prospective students from the full report on “don’t know”

14 point gap

37 *Question text : How would you rate MSU’s current standing and reputation relative to its competitors? Showing stronger than competitors



Perceptions of MSU: Comparing Current Students

Current students, both those in the full report and HEG, view size/facilities and academics to be key strengths of MSU.

- Audiences are comparable on all attributes except ‘quality of residence halls,’ where HEG students fall behind.

Generally speaking, how would you rate Missouri State University (MSU) on the following areas? <i>(Showing Percent Excellent + Very Good)</i>	Current – Full Report	Current – HEG
Size of campus/campus facilities	83	78
Academics	74	76
Student life/Extracurricular activities	73	68
Affordability/Value	67	67
Job placement after graduation	44	43
Quality of residence halls	44	34
Athletics	23	27
Average Score	58	58
Average Don't Know	10	11

10 point gap between audiences

40 Not including attributes: Diverse campus, diverse community, location as these were not asked of both audiences

Charts showing percentages



Perceptions of MSU: Comparing Prospective Students

Across the board, scores among prospective HEG students are lower than those among prospective students in the full report, largely attributed to a higher unawareness among HEG.

Generally speaking, how would you rate Missouri State University (MSU) on the following areas? <i>(Showing Percent Excellent + Very Good)</i>	Prospective – Full Report	Prospective – HEG
Size of campus/campus facilities	37	21
Student life/Extracurricular activities	36	26
Affordability/Value	36	26
Academics	35	31
Athletics	24	27
Quality of residence halls	23	18
Job placement after graduation	22	11
Average Score	30	23
Average Don't Know	44	58

16 point gap, with HEG students not familiar

14 point gap between audiences, with almost 3 in 5 prospective HEG unfamiliar

41 Not including attributes: Diverse campus, diverse community, location as these were not asked of both audiences

Charts showing percentages



Traditions and School Spirit: Comparing Current Students

- Current HEG students are less likely to think that MSU needs to improve on traditions.
- Suggestions for improvements are consistent across audiences, with further promotion of MSU’s school colors, mascot and brand, and greater attendance at school events being the leading suggestions among both audiences.

<i>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? (Showing percents)</i>	CURRENT – Full Report	CURRENT – HEG
Yes	47	37
No	23	30
Don’t know	30	33

AREAS TO IMPROVE ON
[IF YES] Please list as many as you can think of...

“Advertising MSU’s school colors and mascot ... getting the mascot and school spirit out there” – Current HEG

“Attendance at all school related events.” – Current Full Report

“Advertising events more” – Current Full Report

“First off, there should be more people wearing MSU stuff than Mizzou stuff.” – Current HEG

“Some sort of tradition that returning students are invested in. Besides Bear Bash because that still seems more like a new student thing.” – Current Full Report





MESSAGES

Comparing HEG to Full Report



Message Scores: Comparing Current Students

‘Faculty and Staff’ leads among current students in the full report, while ‘Affordability’ is the top performing message among current HEG students.

TITLE	MESSAGE TEXT	CURRENT – Full Report	CURRENT – HEG
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	203
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	192
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	162
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	205
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	180
PUBLIC AFFAIRS	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	153	173
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.	132	183

#1 among Full Report

#1 among HEG



Message Scores: Comparing Prospective Students

Messages score consistently across prospective audiences, with 'Financial Aid' being the top performing message. Therefore, MSU can run the same messages among prospective HEG students and prospective students in the full report.

TITLE	MESSAGE TEXT	PROSPECTIVE – Full Report	PROSPECTIVE – HEG
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	110
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	120
PUBLIC AFFAIRS	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	95
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	111
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	121

The 2 Big Differences

PROSPECTIVE STUDENTS:

Prospective HEG students are less familiar with MSU's offerings than prospective students in the full report. Therefore, it is important to aggressively target the HEG audience when marketing to prospective students.

CURRENT STUDENTS:

The top performing message differs among current HEG students and current students from in full report. When targeting current HEG students, lead with the message, 'Affordability.' When targeting current students in the full report, lead with 'Faculty and Staff.'



APPENDIX





APPENDIX I

Perceptions of MSU



Factors Important to College Experience

Across audiences: affordability, interesting programs and post-graduation opportunities are viewed as the most important factors to a college experience.

- Audiences diverge on importance of diversity and community welfare.

How important are the following to your college experience? (Showing Percent Very Important)	Current – HEG	Prospective – HEG
Offers academic programs that interest me	89	91
The college offers a variety of financial aid options, including scholarships and employment opportunities'	89	85
Graduates get good jobs	88	83
The college is affordable	82	74
Has a reputation for strong academic programs	77	79
Know that you are physically safe on or off campus : How important are the following to your college experience?	76	72
Have someone to help you get academic and career planning help when you need it, such as picking the right class or identifying an internship'	72	77
Attend college in a community that is welcoming to diverse students	71	44
Believe that others are concerned about your welfare in the community	59	37
Are made aware of safety measures on campus (i.e., emergency phones, police, safe walk escort service, lighted areas, etc.)'	49	51
Establish a relationship that is like an extended family while you are in college	48	43
Believe that others are concerned for your welfare in the classroom	45	45
Attend a university that has a good reputation among your family and friends	52	32
Have someone to talk to or help you make good decisions about getting involved or finding things in the area (shopping, food, etc.)'	49	31
See people (both faculty and staff) who are like you in leadership positions on campus	50	32
Be on a campus that is accessible to and welcoming toward students with disabilities	46	34

-27 point gap between audiences

-22 point gap



Views of MSU's Distance From Home

62% of prospective HEG students say MSU is the right distance from home or say that distance doesn't matter.

[Among Prospective Students] Please indicate which of the following applies to you. MSU is...

Farther from home
than I want to go

About the right
distance from home

Doesn't Matter

Too close to home

Prospective
- HEG

25

28

34

13

62%



APPENDIX II

MSU's Messages



Message Scoring Methodology

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

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

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

COLOR CODING LEGEND	
Top Scoring Message	Blue
Top Third Messages	Cyan
Bottom Third Messages	Red

Messages

TITLE	MESSAGE TEXT
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.
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
DIVERSITY AND INCLUSION	MSU is committed to enhancing diversity and inclusion across the campus and the greater Springfield community. We are promoting cultural competence and inclusive excellence
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

Messages Continued

TITLE	MESSAGE TEXT
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
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.
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
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
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.



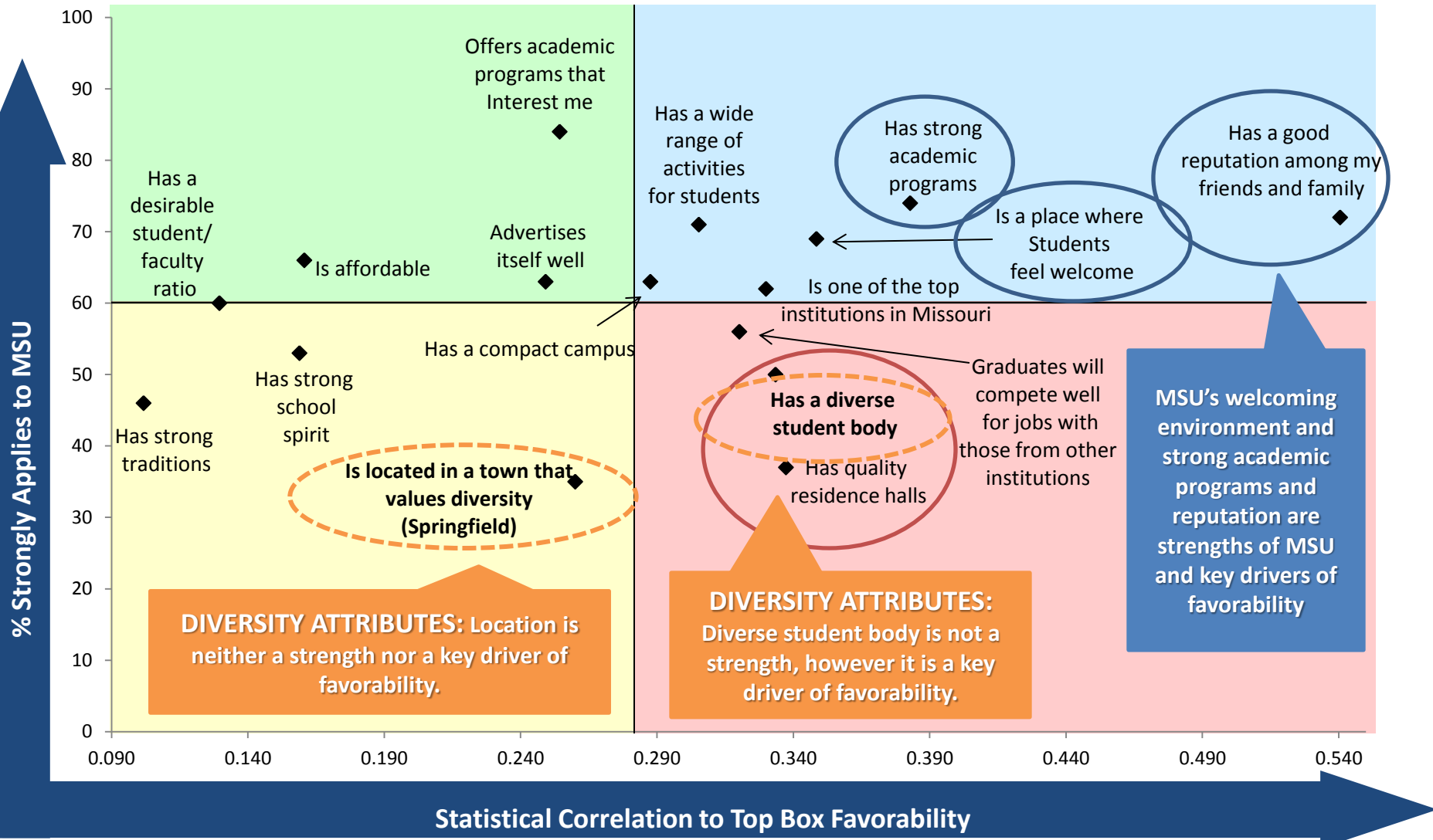


APPENDIX III

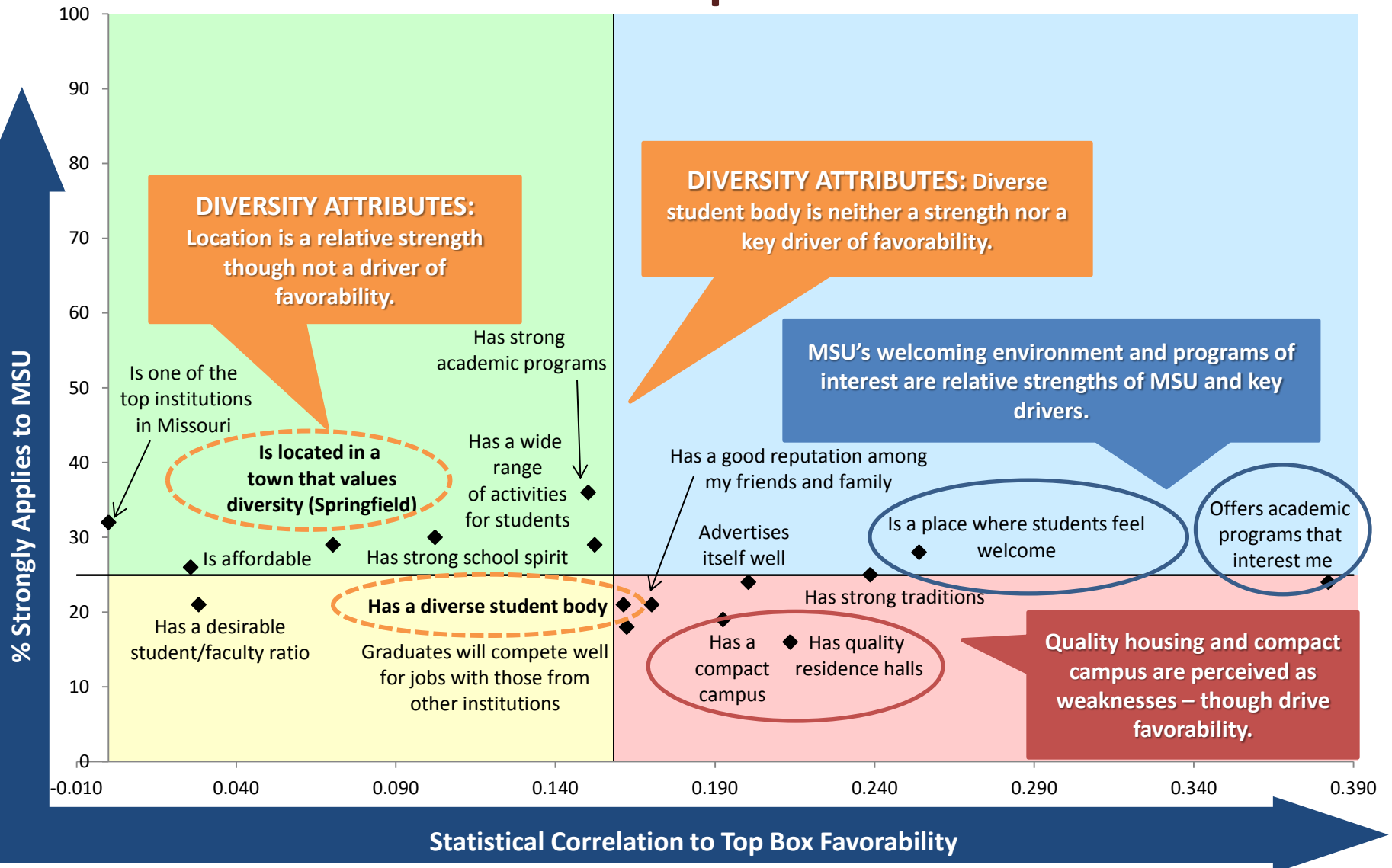
Scatter Charts



MSU's Scatter – Current HEG Students



MSU's Scatter – Prospective HEG Students



** Orange marking used to identify those attributes that relate to diversity.





APPENDIX IV

HEG Regional Breakouts



Favorability Across Competitors – Regional Breakouts

MSU performs well across regions, particularly those in Southwest Missouri.

- Favorability is slightly lower among those out of state.

<i>Do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable view of these college or universities? (Showing Percent Total Favorable)</i>	All HEG N= 275	Southwest Missouri N= 128	St. Louis Area N= 25	Kansas City Area N= 10	Other/ Out of State N= 112
University of Missouri-Kansas City (UMKC)	80	--	--	80	--
Missouri State University (MSU)	72	93	84	80	45
University of Missouri (Mizzou)	60	65	80	60	50
University of Missouri-St. Louis (UMSL)	56	--	56	--	--
Drury University	50	50	--	--	--
Southeast Missouri State (SEMO)	48	--	48	--	--
Ozarks Technical Community College (OTC)	36	36	--	--	--
University of Central Missouri (UCM)	28	25	48	60	23
Truman State University	27	25	60	40	22
Lincoln University (LU)	24	--	24	--	--
Harris-Stowe University (HSSU)	24	--	24	--	--



Likely to Recommend Across Competitors – Regional Breakouts

Across regions, respondents are likely to recommend MSU.

- Scores are slightly lower among those out of state, though on par or higher than competitors.

<i>How likely would you be to recommend the following college or university to a friend or family member? (Showing Percent Total Likely)</i>	All HEG N= 275	Southwest Missouri N= 128	St. Louis Area N= 25	Kansas City Area N= 10	Other/ Out of State N= 112
University of Missouri-Kansas City (UMKC)	70	--	--	70	--
Missouri State University (MSU)	68	91	76	70	42
University of Missouri-St. Louis (UMSL)	64	--	64	--	--
University of Missouri (Mizzou)	55	58	88	60	44
Drury University	49	49	--	--	--
Southeast Missouri State (SEMO)	48	--	48	--	--
Ozarks Technical Community College (OTC)	43	43	--	--	--
Harris-Stowe University (HSSU)	32	--	32	--	--
Truman State University	26	21	68	40	22
University of Central Missouri (UCM)	23	19	32	60	22
Lincoln University (LU)	16	--	16	--	--

Likely to Consider Across Competitors – Regional Breakouts

Just over 1/3 of prospective HEG students out of state would be likely to consider attending MSU.

<i>How likely would you be to consider attending the following college or university? (Only asked among Prospective Students) (Showing Percnt Total Likely)</i>	All HEG N= 127	Southwest Missouri N= 6	St. Louis Area N= 15	Kansas City Area N= 7	Other/ Out of State N= 100
University of Missouri-Kansas City (UMKC)	72	--	--	72	--
Southeast Missouri State (SEMO)	57	--	53	--	--
University of Missouri-St. Louis (UMSL)	42	--	40	--	--
Missouri State University (MSU)	39	67	67	43	33
University of Missouri (Mizzou)	38	67	73	43	32
Drury University	34	34	--	--	--
Lincoln University (LU)	29	--	27	--	--
Harris-Stowe University (HSSU)	29	--	27	--	--
Truman State University	24	33	67	--	19
University of Central Missouri (UCM)	20	--	34	57	16

MSU's Top Competitors – Regional Breakouts

Across regions, Mizzou is identified as MSU's top competitor.

Which colleges or universities do you view to be MSU's top competitors? Please select up to three.	All HEG N= 275	Southwest Missouri N= 128	St. Louis Area N= 25	Kansas City Area N= 10	Other/ Out of State N= 112
University of Missouri (Mizzou)	68	80	80	60	52
University of Central Missouri (UCM)	28	25	24	60	29
Truman State University	26	24	36	10	27
Drury University (DU)	22	48	--	--	--
Ozarks Technical Community College (OTC)	11	23	--	--	--
Southeast Missouri State (SEMO)	4	--	44	--	--
University of Missouri-St. Louis (UMSL)	2	--	20	--	--
University of Missouri-Kansas City (UMKC)	1	--	--	40	--
Don't know	15	5	8	--	28





APPENDIX V

HEG Demographics



HEG Demographic Information

Please identify your gender.	Current – HEG	Prospective – HEG
Male	29	32
Female	71	65
Transgender	0	1
Transsexual	1	0
Other	0	0

Religion	Current – HEG	Prospective – HEG
Christianity	65	63
Islam	1	4
Hinduism	2	0
Buddhism	3	4
Sikhism	1	0
Judaism	1	0
Baha'i	0	0
No religion	14	13
Other	7	7
Don't know / prefer not to answer	6	9

Which of the following best describes your ethnic or racial background?	Current – HEG	Prospective – HEG
White, Caucasian, European, European-American	11	20
Black, African-American, Caribbean, African, Caribbean-American	29	24
Hispanic, Latino, Latin American	15	24
Asian-American, Asian, Pacific Islander	14	17
Arab, Middle Eastern	1	1
American Indian, Native American	5	1
2 or more races	22	13
Other	3	0
Don't know	1	0

Region	Current – HEG	Prospective – HEG
Southwest Missouri	83	5
St. Louis Area	7	11
Kansas City Area	2	6
Other	5	9
Out of State	3	70