

Market Research Introduction

Board of Governors Meeting – Thursday, May 16, 2013



**Missouri
State**
UNIVERSITY

At the August 2012 meeting, the Board of Governors approved a contract to conduct a comprehensive market research project. The project was to focus on recruitment and retention of students to have a positive impact on enrollment.

The partnership of Penn Schoen Berland (PSB), a global research-based consultancy from Washington, D.C., and Cranford Johnson Robinson Woods (CJRW), an advertising, marketing and strategic communications agency, from Little Rock, Ark.

- PSB conducted quantitative online and phone surveys for Missouri State from Nov. 17, 2012–March 1, 2013, which included a full quantitative study, as well as college specific surveys to gauge perceptions and performance. The PSB lead researcher, Amy Crosby, will make the presentation to the Board on May 16.
- Following the presentation of the research findings, CJRW, under the direction of senior account executive Luis Gonzalez, will be developing marketing plans. These plans will be presented to Missouri State for consideration and possible implementation by existing University staff members.

There are two other parts of the Market Research Project.

- First, specific research has been conducted for all six academic colleges, the graduate college, the Darr School of Agriculture, and Outreach. The results of this research will be presented to the colleges in June, with the marketing plans presented in August.
- Second, specific research also is being conducted on diversity of the student body. This research will be completed in the near future and then presented to the University, along with the marketing plan recommendations.

Below is a link to the materials that Amy Crosby will discuss with the Board on May 16.

www.missouristate.edu/universityrelations/marketing.htm

- **Executive Summary of the Research (22-Slide Presentation)**
- **Full Report (188-Slide Presentation)**
- **Audience Demographics (14-Slide Presentation)**
- **Message Scores Audience Breakouts (11-Slide Presentation)**