

Missouri State University

Employee Quantitative Study

In follow up to the 2012 marketing research survey conducted by Penn Schoen Berland (PSB), Missouri State University Springfield campus faculty and staff members were asked to take part in a second issuing of the marketing survey to gain further insight of employee opinions of MSU.

During October 2013, 3,235 full-time and part-time employees were invited to participate in the online survey. Over the three-week survey period, 1,528 responded, resulting in a 47% response rate. An incentive of 20 pairs of tickets to the November 2 Bears Football home game against Indiana State was offered. Survey results are provided in this report, along with a sampling of open-ended responses by employees.

West Plains faculty and staff are to be surveyed separately.

1. Are you Instructional Faculty or Staff (includes administrators with faculty status) at Missouri State?

Answer Options	Response Count	Response Percent
Instructional Faculty	579	37.9%
Staff	949	62.1%

2. Which of the following best describes your position?

Answer Options	Response Count	Response Percent
Tenured	288	49.7%
Tenure eligible	81	14.0%
Not tenure eligible	210	36.3%

3. Which of the following best describes your position?

Answer Options	Response Count	Response Percent
Executive/Managerial/Administrative	304	32.2%
Instruction/Research	40	4.2%
Support/Specialist	312	33.0%
Secretarial/Clerical	196	20.7%
Skilled Crafts	48	5.1%
Service Maintenance	45	4.8%

4. Are you currently full-time or part-time in your position?

Answer Options	Response Count	Response Percent
Full-time	1292	85.0%
Part-time	228	15.0%

5. Which of the following categories best describes your age?

Answer Options	Response Count	Response Percent
18 to 24	26	1.7%
25 to 34	226	14.9%
35 to 49	453	29.8%
50 to 64	688	45.3%
65 to 70	96	6.3%
70 or older	31	2.0%

6. What is your view of these colleges or universities?

Answer Options	Very Favorable (1)	Somewhat Favorable (2)	Somewhat Unfavorable (3)	Very Unfavorable (4)	Don't Know (5)	Rating Average	Response Count
Missouri State University (MSU)	978 (65.9%)	426 (28.7%)	50 (3.4%)	25 (1.7%)	5 (.3%)	1.42	1484
University of Missouri (Mizzou)	545 (36.9%)	563 (38.1%)	136 (9.2%)	50 (3.4%)	182 (12.3%)	2.16	1476
Drury University (DU)	496 (33.6%)	666 (45.1%)	138 (9.3%)	34 (2.3%)	143 (9.7%)	2.09	1477
Ozarks Technical Community College (OTC)	376 (25.4%)	729 (49.3%)	224 (15.1%)	51 (3.4%)	99 (6.7%)	2.17	1479
Truman State University	270 (18.3%)	426 (28.9%)	73 (4.9%)	18 (1.2%)	689 (46.7%)	3.29	1476

7. What is the first word you think of when you hear or see the following college or university names?

Missouri State University (MSU)

Answer Options	Response Count	Response Percent
Bear	313	1387 99.4%
Home	83	
Work	78	
Good/Great	40	
Affordable/Cheap	36	
Value	34	
Springfield	31	
Quality	25	
Local	21	
Growing	20	
Maroon	20	
Public-Affairs	20	

Drury University (DU)

Answer Options	Response Count	Response Percent
Private	306	1341 96.1%
Expensive	201	
Small	95	
Panthers	68	
Liberal-Arts	29	
Basketball	20	
Architecture	18	
Elite	18	
Prestigious	16	
Religious	16	
Rich	16	

Ozarks Technical Community College (OTC)

Answer Options		Response Count	Response Percent
		1348	96.6%
Inexpensive/Affordable	199		
Community College	122		
Technical	56		
Associates/2-year	53		
A+ program	49		
Vocational	42		
Easy	22		
Growing	22		
Transfer	18		
General education	17		
Practical	17		

University of Missouri (Mizzou)

Answer Options		Response Count	Response Percent
		1338	95.8%
Tigers	180		
Large	171		
Football	82		
Research	47		
Flagship	37		
Columbia	36		
Sports	34		
Expensive	30		
Arrogant	25		
Party	24		

Truman University

Answer Options		Response Count	Response Percent
		1234	88.4%
Small-town	74		
Harry Truman	42		
Academics	42		
Liberal-Arts	33		
Kirksville	30		
North	28		
Quality	26		
Selective	23		
Good	21		
Elite	19		

8. Generally speaking, how would you rate these colleges or universities across the following areas?

Missouri State University (MSU)

Answer Options	Excellent	Very Good	Average	Below Average	Poor	Don't Know	Response Count
Academics	288 (20.1%)	750 (52.3%)	348 (24.3%)	22 (1.5%)	12 (.8%)	15 (1%)	1435
Athletics	68 (4.8%)	289 (20.2%)	631 (44.1%)	254 (17.7%)	103 (7.2%)	86 (6%)	1431
Affordability/Value	472 (32.8%)	600 (41.8%)	311 (21.6%)	17 (1.2%)	6 (.4%)	31 (2.2%)	1437
Student Life/Extracurricular activities	400 (28.1%)	597 (41.9%)	255 (17.9%)	21 (1.5%)	3 (.2%)	150 (10.5%)	1426
Location	623 (43.4%)	601 (41.9%)	172 (12%)	23 (1.6%)	5 (.3%)	11 (.8%)	1435
Size of campus/campus facilities	408 (28.4%)	716 (49.9%)	271 (18.9%)	29 (2%)	4 (.3%)	7 (.5%)	1435
Quality of residence halls	167 (11.7%)	443 (31%)	356 (24.9%)	40 (2.8%)	6 (.4%)	419 (29.3%)	1431
Reputation	275 (19.2%)	708 (49.3%)	385 (26.8%)	44 (3.1%)	11 (.8%)	13 (.9%)	1436
Job placement after graduation	125 (8.8%)	476 (33.3%)	397 (27.8%)	41 (2.9%)	21 (1.5%)	368 (25.8%)	1428

Ozarks Technical Community College (OTC)

Answer Options	Excellent	Very Good	Average	Below Average	Poor	Don't Know	Response Count
Academics	39 (2.8%)	289 (20.5%)	598 (42.3%)	231 (16.3%)	65 (4.6%)	191 (13.5%)	1413
Athletics	1 (.1%)	10 (.7%)	32 (2.3%)	46 (3.3%)	141 (10.2%)	1150 (83%)	1380
Affordability/Value	607 (42.8%)	506 (35.7%)	136 (9.6%)	20 (1.4%)	4 (.3%)	146 (10.3%)	1419
Student Life/Extracurricular activities	4 (.3%)	39 (2.8%)	204 (14.5%)	209 (14.9%)	126 (9%)	823 (58.6%)	1405
Location	381 (26.9%)	593 (41.9%)	308 (21.8%)	35 (2.5%)	10 (.7%)	89 (6.3%)	1416
Size of campus/campus facilities	126 (8.9%)	471 (33.3%)	437 (30.9%)	87 (6.2%)	16 (1.1%)	277 (19.6%)	1414
Quality of residence halls	1 (.1%)	10 (.7%)	29 (2.1%)	14 (1%)	54 (3.9%)	1271 (92.2%)	1379
Reputation	119 (8.4%)	504 (35.6%)	499 (35.2%)	131 (9.3%)	25 (1.8%)	138 (9.7%)	1416
Job placement after graduation	53 (3.8%)	225 (15.9%)	304 (21.5%)	64 (4.5%)	27 (1.9%)	738 (52.3%)	1411

Drury University (DU)

Answer Options	Excellent	Very Good	Average	Below Average	Poor	Don't Know	Response Count
Academics	272 (19.3%)	624 (44.2%)	256 (18.1%)	36 (2.6%)	4 (.3%)	219 (15.5%)	1411
Athletics	84 (6%)	480 (34.2%)	341 (24.3%)	50 (3.6%)	18 (1.3%)	432 (30.47%)	1405
Affordability/Value	17 (1.2%)	169 (12%)	439 (31.1%)	395 (28%)	142 (10.1%)	250 (17.7%)	1412
Student Life/Extracurricular activities	103 (7.3%)	364 (26%)	239 (17%)	26 (1.9%)	2 (.1%)	668 (47.6%)	1402
Location	327 (23.1%)	602 (42.6%)	337 (23.8%)	37 (2.6%)	11 (.8%)	100 (7%)	1414
Size of campus/campus facilities	154 (10.9%)	493 (35%)	403 (28.6%)	66 (4.7%)	8 (.6%)	283 (20.1%)	1407
Quality of residence halls	26 (1.8%)	174 (12.4%)	187 (13.3%)	25 (1.8%)	5 (.4%)	991 (70.4%)	1408
Reputation	323 (22.9%)	688 (48.7%)	249 (17.6%)	20 (1.4%)	7 (.5%)	125 (8.9%)	1412
Job placement after graduation	89 (6.3%)	357 (25.4%)	184 (13.1%)	12 (.9%)	8 (.6%)	758 (53.8%)	1408

University of Missouri (Mizzou)

Answer Options	Excellent	Very Good	Average	Below Average	Poor	Don't Know	Response Count
Academics	280 (20.4%)	673 (48.9%)	211 (15.3%)	4 (.3%)	4 (.3%)	203 (14.8%)	1375
Job placement after graduation	80 (5.8%)	359 (26.1%)	168 (12.2%)	7 (.5%)	3 (.2%)	757 (55.1%)	1374
Location	250 (18.2%)	532 (38.7%)	332 (24.2%)	58 (4.2%)	19 (1.4%)	182 (13.3%)	1373
Affordability/Value	41 (3%)	264 (19.2%)	566 (41.1%)	143 (10.4%)	39 (2.8%)	324 (23.5%)	1377
Quality of residence halls	43 (3.1%)	175 (12.8%)	169 (12.3%)	36 (2.6%)	18 (1.3%)	930 (67.8%)	1371
Athletics	410 (29.8%)	588 (42.7%)	165 (12%)	8 (.6%)	6 (.4%)	199 (14.5%)	1376
Size of campus/facilities	299 (21.7%)	550 (40%)	208 (15.1%)	33 (2.4%)	13 (.9%)	273 (19.8%)	1376
Student life/extracurricular activities	267 (19.5%)	435 (31.8%)	99 (7.2%)	7 (.5%)	3 (.2%)	559 (40.8%)	1370
Reputation	392 (28.5%)	661 (48.1%)	188 (13.7%)	12 (.9%)	8 (.6%)	114 (8.3%)	1375

Truman University

Answer Options	Excellent	Very Good	Average	Below Average	Poor	Don't Know	Response Count
Academics	224 (16.4%)	297 (21.7%)	113 (8.3%)	9 (.7%)	5 (.4%)	719 (52.6%)	1367
Job placement after graduation	37 (2.7%)	137 (10%)	80 (5.9%)	8 (.6%)	5 (.4%)	1097 (80.4%)	1364
Location	22 (1.6%)	85 (6.2%)	238 (17.4%)	221 (16.2%)	113 (8.3%)	686 (50.3%)	1365
Affordability/Value	48 (3.5%)	189 (13.8%)	201 (14.7%)	64 (4.7%)	8 (.6%)	855 (62.6%)	1365
Quality of residence halls	6 (.4%)	34 (2.5%)	75 (5.5%)	13 (1%)	4 (.3%)	1232 (90.3%)	1364
Athletics	2 (.1%)	22 (1.6%)	128 (9.4%)	86 (6.3%)	34 (2.5%)	1094 (80.1%)	1366
Size of campus/facilities	37 (2.7%)	156 (11.4%)	198 (14.5%)	27 (2%)	6 (.4%)	942 (68.9%)	1366
Student life/extracurricular activities	25 (1.8%)	103 (7.6%)	129 (9.5%)	21 (1.5%)	7 (.5%)	1074 (79%)	1359
Reputation	191 (14%)	333 (24.4%)	151 (11.1%)	25 (1.8%)	9 (.7%)	657 (48.1%)	1366

Now you will see a series of attributes and be asked to select how well each applies to MSU.

9. Please rate these attributes on a five-point scale, where 5 means "applies completely" and 1 means "does not apply at all."

Answer Options	Applies completely (5)	(4)	(3)	(2)	Does not apply at all (1)	Don't know	Response Count	Rating Average
Has strong academic programs	381 (27.3%)	724 (51.9%)	228 (16.3%)	34 (2.4%)	9 (.6%)	19 (1.4%)	1395	3.99
Is affordable	588 (42.2%)	550 (39.5%)	208 (14.9%)	23 (1.7%)	1 (.1%)	23 (1.7%)	1393	4.17
Is one of the top institutions in Missouri	598 (43%)	496 (35.7%)	206 (14.8%)	54 (3.9%)	18 (1.3%)	19 (1.4%)	1391	4.11
Has strong school spirit	246 (17.6%)	428 (30.7%)	459 (32.9%)	199 (14.3%)	35 (2.5%)	29 (2.1%)	1396	3.40
Has strong traditions	221 (15.9%)	402 (29%)	452 (32.6%)	227 (16.4%)	45 (3.2%)	39 (2.8%)	1386	3.30
Has a good reputation among my friends	360 (25.9%)	587 (42.2%)	293 (21.1%)	82 (5.9%)	43 (3.1%)	25 (1.8%)	1390	3.77
Advertises itself well	234 (16.8%)	495 (35.6%)	407 (29.3%)	167 (12%)	44 (3.2%)	42 (3%)	1389	3.42
Has a diverse student body	288 (20.7%)	423 (30.4%)	396 (28.4%)	223 (16%)	47 (3.4%)	15 (1.1%)	1392	3.46
Is a place where students feel welcome	431 (31.1%)	627 (45.2%)	225 (16.2%)	43 (3.1%)	9 (.6%)	53 (3.8%)	1388	3.91
Has a wide range of activities for students	504 (36.3%)	590 (42.5%)	200 (14.4%)	29 (2.1%)	3 (.2%)	61 (4.4%)	1387	3.99
Has desirable student/faculty ratio	275 (19.8%)	578 (41.6%)	294 (21.2%)	81 (5.8%)	24 (1.7%)	138 (9.9%)	1390	3.42
Offers academic programs that interest me	428 (30.8%)	610 (43.9%)	190 (13.7%)	50 (3.6%)	50 (3.6%)	62 (4.5%)	1390	3.81
Graduates will compete well for jobs with those from other institutions	365 (26.2%)	601 (43.2%)	226 (16.2%)	63 (4.5%)	13 (.9%)	123 (8.8%)	1391	3.63
Has quality residence halls	221 (16%)	454 (32.8%)	301 (21.7%)	49 (3.5%)	18 (1.3%)	341 (24.6%)	1384	2.85
Has a compact campus	276 (20%)	531 (38.5%)	363 (26.3%)	141 (10.2%)	38 (2.8%)	32 (2.3%)	1381	3.56
Is located in a college-friendly town (Springfield)	656 (47.4%)	496 (35.8%)	162 (11.7%)	46 (3.3%)	18 (1.3%)	6 (.4%)	1384	4.23

10. Please select up to three of the colleges or universities below that you view to be MSU's top competitors.

Answer Options	Response Count	Response Percent
Drury University	652	46.8%
Ozarks Technical Community College	525	37.7%
University of Missouri (Mizzou)	1122	80.6%
Evangel	108	7.8%
University of Missouri-Kansas City (UMKC)	347	24.9%
Truman State University	206	14.8%
University of Central Missouri (UCM)	244	17.5%
University of Phoenix	35	2.5%
Columbia College	31	2.2%
Southeast Missouri State (SEMO)	158	11.4%
University of Missouri-St. Louis	268	19.3%
Don't Know	74	5.3%
Other (please specify)	97	7.0%

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

Answer Options	Response Count	Response Percent
Much stronger than competitors	73	5.3%
Somewhat stronger than competitors	493	35.5%
The same as competitors	456	32.8%
Somewhat weaker than competitors	260	18.7%
Much weaker than competitors	29	2.1%
Don't Know	78	5.6%

Missouri State's current tagline is: Follow your passion. Find your place.

12. Are you familiar with MSU's tagline?

Answer Options	Response Count	Response Percent
Yes	873	62.6%
No	375	26.9%
Don't Know	147	10.5%

13. 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 on the University, which of the following applies?

Answer Options	Response Count	Response Percent
This phrase fits with my view of MSU- Students have the opportunity to follow their passions and find their place at MSU	1002	72.7%
This phrase does not fit my view of MSU- Students do not have the opportunity to follow their passions and find their place at MSU	135	9.8%
Don't know	242	17.5%

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

**There were 1,396 responses to this question and are available for review. A summary of the responses is below.*

Answer Summary	Response Count
Appropriate/Diverse Courses/Degrees Offered	364
General Positive Experience	334
Discover/Support One's Goals/Passion	207
General Negative Experience	186
Support from Faculty/Staff	120
Student Involvement	99
Career/Future Preparation	80
Finding a Place to Belong/Fit in/Community	65
Diversity	28

As you know, Missouri State has a statewide public affairs mission focused on ethical leadership, cultural competence and community engagement.

15. Are you familiar with the public affairs mission?

Answer Options	Response Count	Response Percent
Yes	1262	91.2%
No	100	7.2%
Don't Know	22	1.6%

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

Answer Options	Response Count	Response Percent
Yes	1006	72.9%
No	179	13.0%
Don't Know	195	14.1%

17. Please rank the top three phrases that are most compelling to you (1-3).

Answer Options	Response Average	Response Total	Response Count
Public, comprehensive metropolitan	2.00	537	268
Statewide mission	2.13	461	216
Develop educated persons	1.47	1,394	951
Public affairs mission	1.98	541	273
Campus-wide commitment	2.26	639	283
Foster expertise and responsibility	2.19	1,310	597
Ethical leadership	1.97	1,261	639
Cultural competence	2.26	776	343
Community engagement	2.42	1,271	525

18. What should MSU provide to students with regards to arts and culture?

Answer Summary	Response Count
Opportunity for exposure to a variety of arts/culture/experiences	377
General	151
Diverse courses/Opportunities for learning	93
Opportunities to display their arts/Participate in events	84
Specific events	75
Museum	5
Music/art festival/exhibit	17
Theatrical production	22
Speakers	9
Concerts	16
Current offerings are sufficient	69
Free/reduced tickets	48
Diversity	34
More than what is offered now	25
Marketing/advertising	18
Additional degree programs	2

19. What should MSU provide to the community with regards to arts and culture?

Answer Summary	Response Count
Opportunity for exposure to/engage in a variety of arts/culture/experiences	391
General	121
Specific events	106
Theatrical production	42
Art festival/exhibit	30
Music Events	19
Speakers	12
Museum	3
Current offerings are sufficient	70
Free/reduced tickets	57
Marketing/advertising	55
Diversity	40
Showcase for student talents	36
Opportunities for learning	20
Not supportive	12

Missouri State University offers the advantages of a major university, with a wide range of programs and a 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.

20. In general, how well do you believe the description above fits MSU?

Answer Options	Response Count	Response Percent
Very well	568	41.8%
Somewhat well	660	48.5%
Not very well	92	6.8%
Not well at all	29	2.1%
Don't Know	11	0.8%

21. Which of the following statements best describes your view of MSU?

Answer Options	Response Count	Response Percent
MSU is a major university with many programs and a diverse student body	329	24.4%
MSU has a friendly atmosphere with a smaller college feel	413	30.6%
MSU is the right size in a good location	397	29.4%
MSU provides many activities with a metropolitan advantage	133	9.8%
Don't Know	79	5.8%

22. Which of the following statements is closer to your view?

Answer Options	Response Count	Response Percent
MSU has a clearly defined University brand/image or identity	676	50.0%
MSU does not have a deeply-rooted or well-defined brand and its identity as a school is unclear	538	39.8%
Don't Know	138	10.2%

23. Which of the following nicknames identifies best with the University?

Answer Options	Response Count	Response Percent
Missouri State University	102	7.5%
Missouri State	567	42.0%
MSU	598	44.3%
MO State	55	4.1%
*Other (please specify)	29	2.1%

**Comments supplied unaided*

- *SMS*
- *Southwest Missouri State - we've never moved beyond regional perspectives*
- *The clearly defined brand tends toward athletics*
- *SMSU*
- *I realize MSU is problematic but it is the most used in casual conversation, and thus the identity IMHO.*
- *MOst U (a play off of MO st. univ.) Must you go to university? Get the most for your \$...metro... with friendly campus. MOstU*
- *Nickname: MSU = "Miss You"*
- *Bears*
- *Mo St or MOST NOT MSU. see arguments of 2005*
- *MOST U*

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

Answer Options	Strongly agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Strongly disagree (4)	Don't know (5)	Rating Average	Response Count
All MSU employees have a role to play in the marketing of the University.	788 (58.2%)	449 (33.2%)	66 (4.9%)	37 (2.7%)	13 (1%)	1.55	1353
Marketing only includes the publicity and promotion of the University.	52 (3.9%)	212 (15.7%)	446 (33.1%)	578 (42.9%)	59 (4.4%)	3.28	1347
To be effective, marketing must include multiple factors, such as MSU's programs, value and delivery methods.	963 (71.3%)	343 (25.4%)	12 (.9%)	5 (.4%)	28 (2.1%)	1.37	1351

25. Now you will see some statements about MSU and be asked a few questions about each.

How believable is this statement coming from MSU?

Answer Options	Very believable	Somewhat believable	Not very believable	Not at all believable	Don't Know	Response Count
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.	766 (56.9%)	445 (33.1%)	86 (6.4%)	20 (1.5%)	29 (2.2%)	1346
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.	743 (55.7%)	478 (35.8%)	87 (6.5%)	15 (1.1%)	12 (.9%)	1335

How does this statement make you feel towards MSU?

Answer Options	Much more favorable	Somewhat more favorable	No change	Somewhat less favorable	Much less favorable	Don't Know	Response Count
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.	466 (35.2%)	382 (28.9%)	435 (32.9%)	21 (1.6%)	10 (.8%)	10 (.8%)	1324
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.	492 (37.6%)	387 (29.5%)	395 (30.2%)	19 (1.5%)	9 (.7%)	8 (.6%)	1310

How believable is this statement coming from MSU?

Answer Options	Very believable	Somewhat believable	Not very believable	Not at all believable	Don't know	Response Count
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, 78% of MSU students currently receive some form of financial aid.	808 (60.8%)	438 (33%)	45 (3.4%)	11 (.8%)	27 (2%)	1329
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.	787 (59.5%)	434 (32.8%)	63 (4.8%)	23 (1.7%)	16 (1.2%)	1323

How does this statement make you feel towards MSU?

Answer Options	Much more favorable	Somewhat more favorable	No change	Somewhat less favorable	Much less favorable	Don't know	Response Count
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, 78% of MSU students currently receive some form of financial aid.	365 (27.9%)	386 (29.5%)	487 (37.2%)	43 (3.3%)	10 (.8%)	17 (1.3%)	1308
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.	348 (26.6%)	374 (28.6%)	517 (39.6%)	31 (2.4%)	24 (1.8%)	13 (1%)	1307

How believable is this statement coming from MSU?

Answer Options	Very believable	Somewhat believable	Not very believable	Not at all believable	Don't know	Response Count
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.	823 (62.6%)	428 (32.6%)	34 (2.6%)	9 (.7%)	20 (1.5%)	1314
Missouri State University offers the advantages of a major university, with a wide range of programs and a diverse student body, yet offers the comfortable feeling of a smaller college, with a compact campus where faculty, staff, and students are known for their friendliness.	631 (48.2%)	516 (39.4%)	129 (9.9%)	25 (1.9%)	8 (.6%)	1309

How does this statement make you feel towards MSU?

Answer Options	Much more favorable	Somewhat more favorable	No change	Somewhat less favorable	Much less favorable	Don't Know	Response Count
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.	416 (32%)	444 (34.2%)	388 (29.8%)	18 (1.4%)	20 (1.5%)	14 (1.1%)	1300
Missouri State University offers the advantages of a major university, with a wide range of programs and a diverse student body, yet offers the comfortable feeling of a smaller college, with a compact campus where faculty, staff, and students are known for their friendliness.	417 (32.2%)	377 (29.1%)	444 (34.3%)	32 (2.5%)	16 (1.2%)	10 (0.8%)	1296

26. Now thinking about all you have read today, what is your current view of MSU?

Answer Options	Response Count	Response Percent
Very Favorable	784	59.0%
Somewhat Favorable	466	35.1%
Somewhat Unfavorable	55	4.1%
Very Unfavorable	16	1.2%
Don't Know	8	0.6%

27. Keeping in mind everything you've read today, how would you rate MSU's current standing and reputation relative to its competitors?

Answer Options	Response Count	Response Percent
Much stronger than competitors	156	11.8%
Somewhat stronger than competitors	623	46.9%
The same as competitors	343	25.8%
Somewhat weaker than competitors	149	11.2%
Much weaker than competitors	21	1.6%
Don't Know	35	2.6%

28. On a scale of 1-5, what is your view of Missouri State University?

Rating	Faculty	Staff	Response Count	Response Percent
1-MSU is more of a regional school and not very well-known outside of the state	68	55	123	(9.2%)
2	126	161	287	(21.4%)
3	210	337	547	(40.9%)
4	104	201	305	(22.8%)
5-MSU is a nationally-known university and is recognized all over the country	15	61	76	(5.7%)
Mean Rating	2.76	3.06		
Missing Ratings	56	134		

29. Please provide a reason(s) as to why you gave the number rating you did.

**The previous ratings were combined to create a high (4-5), medium (3) and low (1-2) group. The various responses were grouped according to similar content, and they fell into 22 broad categories. The table below shows the number of faculty and staff in the high, medium and low groups and the responses in each of the categories.*

Stated Reasons	Examples	Number of Responses					
		Faculty			Staff		
		High (4-5)	Med (3)	Low (1-2)	High (4-5)	Med (3)	Low (1-2)
Known regionally, but not nationally	"Coming from out of state, the description is apt: "MSU is more of a regional school and not very well-known outside of the state"	37	77	79	63	122	99
Regionally known, on its way to becoming nationally known	"I believe that MSU is starting to lose its reputation as a regional school, but I'm not sure it is nationally known...yet. I believe we are making progress."	17	23	1	15	40	6
General	"I believe this is a great university"	8	16	19	22	22	11
Athletics	"I believe sports are one of the main ingredients to nationwide publicity and MSU sports have been lacking in recent years."	6	15	12	19	29	13
Unsatisfactory Marketing/TV coverage	"We don't market ourselves to the public as well as other schools."	2	8	9	13	19	14
Known nationally	"Considering the number of non-MO students (and international students) it is more than a regional school"	16	3	3	33	5	1
Confusion with University of Missouri	"Because I frequently have to explain to people I meet in other states that we are not MU."	0	3	9	2	8	15
Name change	"I am not sure it has evolved yet from being SMS. While it is making strides in that direction, it is still referred to as the former Southwest Missouri State."	3	6	3	5	10	19

Students are from the region	"The majority of my students are from this region. This hasn't changed in my classes for the last 12 years."	0	5	11	3	9	6
Not well-known for academics	"Poor reputation for quality of programs."	2	9	4	1	8	5
Known Internationally	"We have programs in other countries and are developing relationships with more universities outside the US."	2	1	0	20	2	1
Lack of graduate programs	"In my opinion I think MSU would be better known nationally if it had more creditable programs, such as PHD programs."	2	5	6	1	6	5
Known for some programs	"Certain programs have a national reputation. As a whole the university does not."	3	6	2	8	4	0
Room for improvement	"I believe we are recognized on a national and international level, but have room for growth."	1	1	1	11	2	2
Diversity	"I think because of the lack of diversity of the area (not just the University) that a perfect score would not be appropriate for this category."	3	1	2	6	1	2
Not well-known in general	"When I attend conferences regionally and nationally usually no one knows of Missouri State University"	0	0	5	2	2	2
Should be on the Same Level as Other State Schools	"We haven't yet established an identity as an institution with a statewide mission. There is KU and KSU, OU and OSU, but most people think that MSU is not a peer with MU."	1	0	2	0	4	2
Affordable tuition	"MSU is not Harvard or Yale, but it is an excellent, affordable school with a lot to be proud of."	1	0	2	2	0	1
Should be proud of what the university currently is	"MSU is an extremely successful regional university and should be proud of their heritage and capitalize on it."	0	1	2	0	1	1
Alumni spreading the word	"As graduates leave and move around the country, we are more well-known."	2	0	0	2	1	0
Needs School Pride	"MSU lacks tradition and is still viewed as a commuter school. Students have little school pride. They are more interested in going home for the weekend."	0	0	1	0	0	2

30. On a scale of 1-5, how do you believe Missouri State University should be viewed?

Rating	Faculty	Staff	Response Count	Response Percent
1-MSU should be a regional school and not very well-known outside of the state	8	9	17	(1.3%)
2	43	23	66	(4.9%)
3	119	154	273	(20.4%)
4	216	305	521	(38.9%)
5-MSU should be a nationally-known university recognized all over the country	137	324	461	(34.5%)
Mean Rating	3.82	4.12		
Missing Ratings	56	134		

31. Please provide a reason(s) as to why you gave the number rating you did.

**The above ratings were combined to create a high (4-5), medium (3), and low (1-2) group. The various responses were grouped according to similar content, and fell into 14 broad categories. The table below shows the number of faculty and staff responding in the high, medium and low groups and examples of responses in each broad category.*

Reasons	Examples	Number of Responses					
		Faculty			Staff		
		High (4-5)	Med (3)	Low (1-2)	High (4-5)	Med (3)	Low (1-2)
Should be viewed nationally/well-known	"For the size of the institution, we should be nationally known and not operate like a smaller regional school."	97	9	2	171	23	1
General (positive)	"I have worked for smaller and larger Universities and MSU offers a lot to both its students and its community."	52	2	1	102	7	2
Focus on regional students	"It should be an advantage mainly for residents of Missouri."	22	17	10	24	35	8
General (neutral)	"It should be viewed as better than average but less than excellent."	31	10	4	41	14	3
General (negative)	"So much potential, so much wasted opportunity."	13	14	19	28	19	4
Strong academics	"MSU offers an education close to prestige schools, but at a bargain price."	24	7	0	37	7	1
On its way to being nationally known	"I think we're doing everything right. Over time more and more people will be able to recognize MSU as a great school."	11	6	0	29	6	0
Needs better marketing/ branding	"I believe that MSU should do a better job of selling itself."	10	3	0	30	4	0
Affordability	"MSU offers excellent range of degrees at an affordable price."	15	3	0	27	1	0
Athletics	"Due to politics and the cultural emphasis on sports programs, in particular college football, MSU has not received as much recognition as it deserves."	6	7	1	21	7	0

Positive comment towards students/faculty	"The students and the faculty have the potential to make a nationally-known university."	19	2	1	12	0	0
Diversity	"It would be great to have a more diverse student body with people from all over the country."	4	2	1	15	2	0
Need more graduate programs	"We cannot be a top tier university without the ability to offer a variety of doctorate and professional degrees."	6	7	1	7	2	1
Should be nationally known because of size and "State" in the name	"As the second largest University in the state of Missouri, it should rightfully take a place among the more nationally-known schools in the country."	5	0	0	12	1	0

32. What does Missouri State need to do to become the type of university you think it should be?

** Again, the responses were grouped according to similar content, and fell into 17 broad categories. The table below shows the number of faculty and staff in the high, medium and low groups, with responses in each of the categories.*

Stated Reasons	Examples	Number of Responses					
		Faculty			Staff		
		High (4-5)	Med (3)	Low (1-2)	High (4-5)	Med (3)	Low (1-2)
Marketing, branding, recruitment	"It is doing a great job, but more work could be put into marketing, branding, and outreach."	70	11	3	126	25	3
Improve athletics	"Sports seem to be a major pull for a lot of people, and we could use a boost in this area while still providing outstanding academics."	26	2	1	80	14	1
Focus less on athletics	"Downplay athletics and concentrate on academics."	5	2	2	6	1	1
General	"Accomplish small goals and strive toward larger goals."	33	20	5	72	24	5
Add or improve programs (UG and GR levels)	"Add PhD programs and more masters programs."	31	9	4	58	14	3
No change	"I believe for the size of the university and the size of enrollment we are doing just fine."	22	6	4	59	16	1
Support faculty/staff	"Increased salaries for faculty and staff to improve morale and recruitment efforts."	30	14	10	28	13	2
Focus on students	"Do what is right for students...even if means change for MSU."	21	4	3	34	6	3
Academics in general	"Devote resources to academics. Students spread the word about their experience here and if their education is weak nothing else matters."	19	7	4	21	3	3
Support research	"More support of research and faculty who are research active."	24	9	2	11	5	0
Diversity in general	"Truly become welcoming to all diversities and cultures."	9	8	1	14	4	1
University leadership	"Bring in outside leadership who are first rate academics and knowledgeable about trends in higher education."	7	5	2	7	4	1
Quality faculty	"Students should never leave a class feeling that the instructor is incompetent or uncaring (but sadly this happens all too often)."	9	4	2	11	0	0
More funding	"Have realistic goals and budgets that match them. Currently we have very unrealistic goals and no money to really do a good job."	11	1	2	7	3	1

Build traditions/ school spirit	“Develop stronger traditions. Find ways to develop winning athletic teams for broader exposure.”	2	0	0	14	3	0
Student job placement	“Focus on programs that provide students employment possibilities and make them sought after because of superior preparedness to excel at the job.”	4	1	0	6	3	0
Alumni Relations	“Encourage alumni to be better champions of the school. Use alumni as your direct marketing force. When I think of the MSU alumni department, the first thing I think of is ‘they want my money.’ The alumni should be encouraged to be advocates first and financial supporters second.”	2	1	0	5	1	0

33. For statistical purposes only, which of the following best describes your ethnic or racial background?

Answer Options	Response Count	Response Percent
White, Caucasian, European, European-American	1174	88.7%
Black, African-American, Caribbean, African, Caribbean-American	31	2.3%
Hispanic, Latino, Latin American	20	1.5%
Asian-American, Asian, Pacific Islander	26	2.0%
Arab, Middle Eastern	5	0.4%
American Indian, Native American	8	0.6%
2 or more races	34	2.6%
Don't know	11	0.8%
Other (please specify)	15	1.1%

34. Please identify your gender.

Answer Options	Response Count	Response Percent
Male	535	40.9%
Female	773	59.1%