Brand Research

Image & Identity Perception Study
Longitudinal Surveying

- Continuation of 2003 and 2008 surveys

- Hired *SimpsonScarborough* to conduct surveys
External Survey Goals

What are the current perceptions and brand awareness of Michigan Tech by key target audiences?

What institutional features/benefits are most important to prospective students?

- How is Michigan Tech perceived within this context?
Internal Survey Goals

How do internal audiences perceive Michigan Tech’s brand?

In what manner do internal audiences contribute to brand awareness?

How has perception and manner changed since 2003/2008?
Survey Methodology
External Audiences

Prospective Students – Graduate and Undergraduate
Unaided Awareness

Excellent Schools in Michigan

they are not familiar with schools in Michigan.
Describing Desired Classmates

In descending order by UG Prospects
Describing Ideal College

d prospects are more interested in strong STEM.
Undergraduate Prospects Benchmarking
Current Perceptions

2014

2008

In descending order by 2014
Undergraduate Prospects
Current Perceptions vs. Important Attributes

Perceptions of Michigan Tech vs. Important Attributes (% very good vs. % very important)

- In-state prospects rate Michigan Tech higher on small town location. Out-of-state prospects rate higher on college experience.
- Male UG prospects rate Michigan Tech higher on: safety, outdoor rec, national reputation, faculty experts, fun experience, off-campus activities, and academic reputation than females.

Scale: 1=very unimportant/5=very important, 1=very poor/5=very good
Question Wording: Rate the IMPORTANCE of each of the following attributes as you select a college or university./Please rate your perception of Michigan Tech in regards to each of the ATTRIBUTES listed below. *Michigan Tech question only asked of prospects if somewhat/very familiar with Michigan Tech (n=195)
Graduate Prospects
Current Perceptions vs. Important Attributes

Perceptions of Michigan Tech vs. Important Attributes (% very good vs. % very important)

Academic Facilities

Faculty Mentors

Quality Programs

Financial Aid

Research Opportunities

Faculty Experts

Academic Reputation

World-Class Technology

Scale: 1=very unimportant/5=very important, 1=very poor/5=very good
Question Wording: Rate the IMPORTANCE of each of the following attributes as you select a college or university./Please rate your perception of Michigan Tech in regards to each of the ATTRIBUTES listed below. *Michigan Tech question only asked of prospects if somewhat/very familiar with Michigan Tech (n=77)
How Did You Hear of Michigan Tech?

Word-of-mouth

riend
Who Do You Want to Hear From?

nt students
Michigan Tech Publications
Prospective Students
Agreement with Michigan Tech Students
Internal Audiences

Current Students, Faculty, Staff and Alumni
Likelihood to Recommend

*oved from chart for clarity*
Benchmarking Data
Student Academic Experience

rgraduate vs. graduate students.
What does this mean?
Moving forward, additional emphasis should be placed on:

- The quality of Michigan Tech’s academic programs
- The value of a Michigan Tech degree in regards to a student’s job/graduate school placement
- The quality of faculty as teachers and mentors
- The quality of academic facilities
- The amount of financial aid available
- How this survey will impact Michigan Tech’s brand
- How we communicate and what we say