Survey of Current University of Minnesota Crookston Students and Their Perceptions of the "Small Campus. Big Degree." Marketing Theme

Data Compilation April 4, 2018
Final Report

Survey Conducted March 22 through April 4, 2018
Represented Responses: 216 out of 216

Andrew Svec, Director of Communications, Public Relations and Marketing

With assistance from Katlyn Tamalii, Institutional Effectiveness
The University of Minnesota Crookston has used the marketing theme “Small Campus. Big Degree.” for a number of years. As a system campus of the University of Minnesota, the U of M Crookston offers a highly regarded name brand in higher education with access to world-class teaching, learning, and research resources—all in a smaller, more personal campus setting that’s very much like a private school. That’s what “Small Campus. Big Degree.” aspires to reflect.

Student respondents to this survey were asked for their feedback about “Small Campus. Big Degree.” as a marketing theme. As a thank you for their time, at the end of the survey they had the option to provide their name and email address to be entered into a drawing for a $100 gift card at the UMC Bookstore.

The following are their responses.
ALL RESPONDENTS  Represented Responses: 216 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

- UMC should continue to use the marketing theme SMBD
  - 91% agree
  - 17 disagree, 166 agree

- SCBD doesn’t make sense to online students
  - 60% disagree, 40% agree
  - 111 disagree, 71 agree

- SCBD doesn’t mean anything to me
  - 92% disagree
  - 14 disagree, 169 agree

- SCBD is positive because of the BD component
  - 87% disagree
  - 160 disagree, 23 agree

- SCBD is confusing
  - 91% disagree
  - 163 disagree, 16 agree

- The prestige of UMC is reflected in SCBD
  - 79% agree
  - 38 disagree, 145 agree

- SCBD limits the reputation of UMC
  - 75% disagree
  - 137 disagree, 45 agree

- SCBD easily explains and matches my student experience at UMC
  - 96% agree
  - 7 disagree, 176 agree

- A personal, friendly campus atmosphere is reflected by SCBD
  - 96% agree
  - 8 disagree, 175 agree
On-Campus Students
Represented Responses: 143 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Disagreement</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMC should continue to use the marketing term SMBD</td>
<td>10</td>
<td>133</td>
</tr>
<tr>
<td>93% agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCBD doesn’t make sense to online students</td>
<td>8</td>
<td>135</td>
</tr>
<tr>
<td>SCBD doesn’t mean anything to me</td>
<td>125</td>
<td>18</td>
</tr>
<tr>
<td>SCBD is positive because of the BD component</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCBD is negative because of the SC component</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCBD is confusing</td>
<td>27</td>
<td>116</td>
</tr>
<tr>
<td>SCBD limits the reputation of UMC</td>
<td>108</td>
<td>35</td>
</tr>
<tr>
<td>SCBD easily explains and matches my student experience at UMC</td>
<td>4</td>
<td>139</td>
</tr>
<tr>
<td>97% agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A personal, friendly campus atmosphere is reflected by SCBD</td>
<td>4</td>
<td>139</td>
</tr>
<tr>
<td>97% agree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

93% agree
97% agree
97% agree
Online Students
Represented Responses: 33 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

The UMC should continue to use the marketing theme SCBD
85% agree

SCBD doesn’t make sense to online students.
21  12  5

SCBD is positive because of the BD component.
28  4

SCBD is negative because of the SC component.
29  3

SCBD is confusing.
29  3

The prestige of UMC is reflected in SCBD
26  6

SCBD limits the reputation of UMC

SCBD doesn’t mean anything to me.
28  4

SCBD is confusing.
29  3

The prestige of UMC is reflected in SCBD
26  6

SCBD limits the reputation of UMC

SCBD doesn’t mean anything to me.
28  4

SCBD is confusing.
29  3

The prestige of UMC is reflected in SCBD
26  6

SCBD limits the reputation of UMC

SCBD doesn’t mean anything to me.
Greater Minnesota Students

Represented Responses: 86 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

- **SCBD doesn’t make sense to online students.**
  - 58% disagree
  - 84% agree

- **SCBD is confusing.**
  - 16% disagree
  - 70% agree

- **SCBD is positive because of the BD component.**
  - 80% agree

- **SCBD is negative because of the SC component.**
  - 79% agree

- **The prestige of UMC is reflected in SCBD.**
  - 66% agree

- **SCBD doesn’t mean anything to me.**
  - 5% disagree
  - 81% agree

- **UMC should continue to use the marketing theme SCBD.**
  - 94% agree

- **SCBD doesn’t make sense to online students.**
  - 5% disagree
  - 81% agree

- **A personal, friendly campus atmosphere is reflected by SCBD.**
  - 1% disagree
  - 85% agree
## Twin Cities Metro Students

Represented Responses: 46 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

<table>
<thead>
<tr>
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<th>Disagreement</th>
</tr>
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<tbody>
<tr>
<td>UMC should continue to use the marketing theme SCBD</td>
<td>38</td>
<td>8</td>
</tr>
<tr>
<td>SCBD doesn’t make sense to online students.</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>SCBD is positive because of the BD component.</td>
<td>42</td>
<td>4</td>
</tr>
<tr>
<td>SCBD is negative because of the SC component.</td>
<td>6</td>
<td>40</td>
</tr>
<tr>
<td>SCBD doesn’t mean anything to me.</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td>SCBD is confusing.</td>
<td>5</td>
<td>41</td>
</tr>
<tr>
<td>The prestige of UMC is reflected in SCBD</td>
<td>10</td>
<td>36</td>
</tr>
<tr>
<td>SCBD limits the reputation of UMC</td>
<td>10</td>
<td>36</td>
</tr>
<tr>
<td>SCBD easily explains and matches my student experience at UMC</td>
<td>43</td>
<td>3</td>
</tr>
<tr>
<td>A personal, friendly campus atmosphere is reflected by SCBD</td>
<td>42</td>
<td>4</td>
</tr>
<tr>
<td>83% agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>93% agree</td>
<td></td>
<td></td>
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<tr>
<td>83% agree</td>
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<tr>
<td>91% agree</td>
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<td></td>
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<tr>
<td>91% agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>93% agree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ND, SD, IA, WI Students

Represented Responses: 26 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

- UMC should continue to use the marketing theme SCBD
  - 100% agree
- SCBD doesn’t make sense to online students.
  - 24 agree
  - 11 disagree
  - 2 disagree
- SCBD is positive because of the BD component.
  - 25 agree
  - 2 disagree
  - 1 disagree
- SCBD is negative because of the SC component.
  - 4 agree
  - 22 disagree
  - 1 disagree
- SCBD is confusing.
  - 24 agree
  - 2 disagree
  - 1 disagree
- The prestige of UMC is reflected in SCBD
  - 23 agree
  - 3 disagree
- SCBD limits the reputation of UMC
  - 4 agree
  - 22 disagree
- SCBD easily explains and matches my student experience at UMC
  - 100% agree
- A personal, friendly campus atmosphere is reflected by SCBD
  - 100% agree
**Students Under 21**

Represented Response: 111 out of 216

Please indicate your agreement with the following statements using a scale of 1 to 4: 1 - Strongly Disagree, 2 - Disagree, 3 - Agree, 4 - Strongly Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMC should continue to use the marketing theme SCBD</td>
<td>104</td>
<td>7</td>
</tr>
<tr>
<td>94% agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCBD doesn’t make sense to online students.</td>
<td>64</td>
<td>105</td>
</tr>
<tr>
<td>92% disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCBD is negative because of the SC component.</td>
<td>99</td>
<td>12</td>
</tr>
<tr>
<td>SCBD is confusing.</td>
<td>99</td>
<td>9</td>
</tr>
<tr>
<td>The prestige of UMC is reflected in SCBD</td>
<td>85</td>
<td>26</td>
</tr>
<tr>
<td>SCBD limits the reputation of UMC</td>
<td>108</td>
<td></td>
</tr>
<tr>
<td>SCBD easily explains and matches my student experience at UMC</td>
<td>108</td>
<td></td>
</tr>
<tr>
<td>97% agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A personal, friendly campus atmosphere is reflected by SCBD</td>
<td>108</td>
<td></td>
</tr>
<tr>
<td>97% agree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
I personally like the marketing theme "Small Campus, Big Degree."

**ALL RESPONDENTS:** 96% yes

- **On-Campus students only:** 96% yes
- **Online students only:** 91% yes
- **ND, SD, IA, WI students only:** 100% yes
- **Greater MN students only:** 99% yes
- **Twin Cities Metro students only:** 89% yes
- **Students under age 21 only:** 97% yes
ALL RESPONDENTS

If you had the power to determine UMC’s marketing theme, what words or phrases would you use?

95 comments were deemed valid (“don’t know” and “N/A” were deemed invalid)

Of those 95 comments:
- 47 were supportive of or specifically restated Small Campus. Big Degree.
- 12 recognized the small campus aspect
- 6 mentioned the personal, friendly atmosphere
- 5 suggested a greater focus on online education
- 4 supported the Big Degree idea
- 3 suggested playing up the agricultural focus of the campus

All raw comments:

- I would keep it the same.
- I like the "Small Campus, Big Degree." I think it describes Crookston very well.
- I like small campus big degree because it is a small campus with a big 10 degree.
- Small campus, big degree
- Small Campus, Big Degree...Even On-Line!!
- I think the current theme is fine.
- Small campus, big degree
- Work hard, dream big
- Something to do with Minnesota Nice - we are so friendly and walk with our heads up and say Hi to everyone we meet.
- 1. "We may be small, but what we do is BIG!" 2. "The Education You Want. The Attention You Deserve." 3. "Limited capacity, limitless results!"
- I think one of the benefits of Crookston is that the teacher/student ratio is better than a place like the twin cities. It’s not our small campus that benefits us- it’s the care and attention that we get from our teachers that enables us to do better
- I believe the marketing theme right now is a perfect fit for UMC
- small campus, big degree
- small campus big dream
- I like the Small Campus, Big Degree
- small campus big degree
- Small Campus, Friendly Staffs.
- no sure
- I think the current "small campus big degree" works for the time being, however, I think it may need to be revised in the future
- I would not change it. The current theme is a strong representation of our campus.
Small Campus, Big Degree is the exact reason why I am attending UMC. I wanted a smaller school with the reputation that the U of M brings.

I like the one we currently use

A Degree that develops like a mastered seed!

I am an online student, and UM Crookston suited my needs perfectly. A degree from the U of M is something that will give me a sense of pride. If you had to change it, I would suggest something like, "Degree opportunities for every adult".

Intimate, not insignificant.

Keep it the same

Maybe say opportunity or possibility, something like that. Small campus. Big opportunities. I think that has a similar connotation but is less clunky. I also don't love "big." Limitless. Small campus Unlimited possibilities.

The campus of knowledge and innovations.

I would keep it the same. Small Campus, Big Degree is a perfect representation of UMC. Small friendly atmosphere (great people) and a prestigious degree that's recognizable.

I feel like the theme that is already used is a great one because it describes the school in a great way. But I also feel like somewhere in the theme it should state that this is pretty much an Agricultural school

Personal & Prestigious (I know it is used for online already). UMC-where everyone will know your degree, but on campus everyone will know you! (Something like that but more clever!)

small campus

One things that amazed me when I got here was how diverse the campus is, but yet small.

I'm getting a high quality education that is useful in forwarding my career, all available online.

North of ordinary

Small campus care, Big degree respect

Personal yet professional. UMC takes the success of its students personally towards accomplishing their professional dreams.

I would use the same one

I would not change the marketing theme. It appealed to me coming in as a new student and helped me make the decision to attend school here.

"never stop learning"

Honestly, I am uncertain.

"Small Campus, Big Degree."

"Broaden Your Horizons"

"Small Campus, Big Degree."

Small campus for big goals The campus where degrees happen On campus or online, degrees come true

Online learning

Opportunities, supportive, experienced faculty

I like the current version, but as my answers reflect, there are positives and negatives to the “small campus” portion. I’m not sure of a good alternative at the moment, but maybe something like “small class size”?

Small Campus, Big Degree, Personnal Faculty.

I would not change it for marketing on campus enrollment, I use the phrase "Small Campus, Big Degree" when I talk to kids about coming here. It is a true statement. However, for online students it has no meaning really, they are not on campus ever.
• I like the Small Campus, Big Degree theme
• Incorporate words such as: agriculture and aviation, since they are also big aspects of this campus.
• Leave it how it is, its catchy and does a good job describing crookston in as little words as possible
• Small Town, Big Accomplishments
• I would definitely mention something about UMC being an agricultural school. For me, UMC is my home away from home. I've found a friendly, welcoming, and accepting community here. Those are some of the words I'd use to describe UMC.
• Small Campus Big Degree does nothing to encourage students to come, its just a fact. Iowa State's is "choose your adventure", this gives the idea of students having power, freedom, and options. Small Campus Big Degree creates no positive emotions.
• A Legacy in Learning.
• Family; Opportunities; Big Degree; Development; Home
• I would not change it I personally feel the phrase "Small Campus, Big Degree" is perfect for Crookston!
• I like the Small Campus, Big Degree theme, especially for rural students who are attracted to more of a hometown feel like myself.
• Everything starts small, but the outcome it huge.
• I like the current theme of "Small Campus Big Degree"
• "Learning Differently to Think Greatly...Harness the Best of Big & the Beauty of Small" "Educational Excellence is the Only Measure That Matters....Come Find What You Are Capable of?" "A Campus of the Mind is Wherever You Make It, Choose Wisely."
• Comfortable, catalyst for growth, maximize the possibilities
• I would keep it as is.
• I do not have a better idea than Small Campus Big Degree...
• I still like the current "Small Campus, Big Degree" around it I would surround it with positive words like "friendly" "hands-on experience" And even positive reviews back from visitors.
• Innovation-Creativity-Bold
• Personable campus environment
• Something more relevant to online students because small campus doesn’t mean much to them!
• I would incorporate something that includes the online option.
• Small Campus is a serious perk, and a reason why a lot of people come here. Individual students can get attention here. Big Degree encourages confidence in earn a degree from a small campus, implying that there is high quality education here.
• get more than you think.
• Keep it the same
• Dynamic and Diverse.
• Use adjectives describing the programs or goals of the University instead of bland adjectives like 'Small' and 'Big'.
• Current theme is matched with crookston.
• Small campus big degree with less stress for studing
• Small campus, small class sizes, great professors, and welcoming environment
• i like small campus big degree
• the same "small campus, big degree"
• I would keep it the same. I'm not a marketing major.
• Big Degree sounds good to me, but the Small Campus part does not so much. I don't know what other words or phrases to use, but I would think maybe something to highlight the diversity here, whether it’s students, majors, minors, etc.

• We were asked about “small campus” being negative and “big degree” being positive. I actually find small campus to be very positive. That was one of the most important factors for me when deciding on a school. I like the small class sizes.

• Small campus, Big degree


• The degree you are looking for, in a Campus that fits. The degree you deserve - The class size you prefer. Spend more time pursuing your degree and less time walking to class. Small Class Sizes, Enormous Degree.

• University of Minnesota Crookston -- Prestige Worldwide

• I think it is important to remind potential students that the degree you get is an actual University of Minnesota degree so the Small Campus, Big Degree theme works well.

• Homey

• Small campus, big degree. A place for all.

• n/a

• Small Campus. Big Minds.

• "Small class sizes" that help us to "change the world"

• innovation, discovery, community, success, achievement

• Small Campus. Big Degree.
**ALL RESPONDENTS**

Currently, I am:

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>An on-campus student</td>
<td>79.89%</td>
<td>143</td>
</tr>
<tr>
<td>2</td>
<td>An online student</td>
<td>18.44%</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Not a student</td>
<td>1.68%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>179</strong></td>
</tr>
</tbody>
</table>
ALL RESPONDENTS

I identify as:

- 28%, 50 Male
- 72%, 130 Female

My age range is:

- 60%, 109 18-21 years old
- 22%, 39 22-25 years old
- 17%, 31 26 or older

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17 or younger</td>
<td>1.10%</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>18-21 years old</td>
<td>60.22%</td>
<td>109</td>
</tr>
<tr>
<td>3</td>
<td>22-25 years old</td>
<td>21.55%</td>
<td>39</td>
</tr>
<tr>
<td>4</td>
<td>26 or older</td>
<td>17.13%</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>181</td>
</tr>
</tbody>
</table>
ALL RESPONDENTS

I identify as:

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<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hispanic/Latino</td>
<td>1.68%</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>American Indian or Alaskan Native</td>
<td>0.56%</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Asian</td>
<td>4.47%</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Black or African American</td>
<td>3.91%</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>White</td>
<td>83.24%</td>
<td>149</td>
</tr>
<tr>
<td>7</td>
<td>Two or more races</td>
<td>6.15%</td>
<td>11</td>
</tr>
</tbody>
</table>

Total 100% 179
ALL RESPONDENTS

I am from:

- Greater Minnesota: 86
- The Twin Cities Metro Area: 46
- North Dakota, South Dakota, Iowa, or Wisconsin: 26
- Another country than the U.S.: 12
- Another U.S. State or Territory: 11