

# UNC Image Survey 2011: Executive Summary

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April 19, 2011

In 2009, the University of Northern Colorado surveyed alumni, employees, and students about their perceptions and experiences with UNC. Results from the 2009 survey were used in the development of an integrated marketing strategy. In spring 2011, UNC repeated the survey, adding community members for additional perspective.

UNC received completed surveys from 266 alumni, 305 employees, 211 students, and 163 community members. Respondents shared similar perspectives across groups regarding the qualities and characteristics they associate with UNC. In addition, there were increases in the average ratings for several items. Specific highlights<sup>1</sup> from the survey include the following:

1. Those surveyed identified similar positive perspectives about UNC qualities and characteristics, including:
  - o Academic quality
  - o A friendly, welcoming environment
  - o Positive interactions with faculty and staff
  - o Beauty of the campus
  - o The size of the campus
  - o A feeling of community
2. Responses from students and alumni regarding advantages and disadvantages associated with attending UNC were similar to those reported in 2009.
3. Students and alumni most frequently cited the quality of their education as the single largest advantage to attending UNC, with other commonly described advantages including interactions with faculty, the location, cost, size, and opportunities for growth and development.
4. Although alumni cited fewer disadvantages to attending UNC (86 indicated there were no disadvantages), a large number of students indicated the single biggest disadvantage of attending UNC was its location in Greeley, citing concerns such as odor, safety, and lack of things for students to do in the community.
5. The top five attributes viewed most favorably by alumni, employees, and students did not change from the 2009 survey and are as follows:
  - o I am proud of my association with UNC.
  - o UNC's current size is a strength of the University.
  - o UNC students receive personal attention from teachers, advisors, and support services.
  - o UNC graduates are well prepared for their careers.
  - o UNC's Greeley campus is safe.
6. Items with the largest gains in average ratings since 2009 include the following:
  - o UNC has a clear, well-defined image.
  - o UNC athletics programs contribute to a positive image of the University.
  - o UNC has an excellent academic reputation.
  - o UNC's location in Greeley, Colorado, is appealing.
  - o UNC encourages and provides opportunities for students to engage with the community through research and service learning.
7. The top attribute cited by community members was "UNC is an asset to the Northern Colorado community."

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<sup>1</sup> Items 2-6 do not include responses from community members because there is no comparison data from 2009 for this group.

Several questions were added in the 2011 survey to assess perceptions related to specific marketing efforts. A majority of each group agreed with the statement, “UNC is ‘Bringing education to life,’” with average scores ranging from 7.41 for alumni to 6.64 for employees. In general, it appears that a majority of respondents associate UNC with the five “tag” phrases developed in the marketing campaign. Alumni, students, and community members reported the strongest levels of association with the phrase, “Lead a richer life.” Employees had the strongest association with the phrase, “Find your sense of belonging,” which received the lowest score from community members.

Across all four groups, respondents were more likely to report seeing information about UNC in the last 12 months from billboards and positive articles in the press. Fewer reported seeing ads in magazines or signage at DIA.

Although there were some responses unique to each group, when asked to describe what the UNC experience means to them, there were some common themes across alumni, employee, and student responses.<sup>2</sup> These include the following:

- Personal growth – “It has opened me up to things I would have never tried; It has exposed me to all sorts of different cultures and people.”
- Career preparation – “My whole career was based on my education at UNC.”
- Opportunity – It gave me opportunities that other schools wouldn't have.
- Relationships – “Strong relationships with faculty and staff that have the very best in mind for their students.”

Overall, results from the survey suggest that UNC continues to be viewed favorably by its constituencies, particularly in the following areas:

- Right size – “Small enough to care, large enough to make a difference.”
- Strong faculty – “Professors are willing to help students and spend extra time with them if they are studying. Professors want to get to know their students.
- Friendly, welcoming environment – “Warm, open campus that spends a lot of effort making students feel welcomed.”
- Beautiful campus – “Beautifully preserved campus.”
- Strong programs in teacher education, business, performing and visual arts, and nursing.

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<sup>2</sup> This question was not included on the community survey.

## Image Survey – Combined Results

Table 1 (Community not included because it was not surveyed in 2010)

Item	Alumni (n = 266)	Employees (n = 305)	Students (n = 211)	All 2011 (n = 782)	2010 (n = 689)
<i>Value Perception of UNC (0-10 scale, 0 = LOW, 10 = HIGH)</i>					
Price compared to other public universities.*	6.34	4.93	6.07	5.74	5.35
Quality compared to other public universities.	7.75	6.91	7.26	7.33	7.28
<i>Level of Agreement (0-10 scale, 0 = Strongly Disagree, 10 = Strongly Agree)</i>					
I am proud of my association with UNC.	8.22	7.95	7.83	8.01	7.82
UNC's current size (approximately 13,000 students) is a strength of the University.	7.71	7.72	7.77	7.73	7.72
UNC students receive personal attention from teachers, advisors, and support services.	7.53	7.52	7.75	7.59	7.43
UNC graduates are well prepared for their careers.	7.68	6.93	7.35	7.30	7.26
UNC's Greeley campus is safe.	7.66	7.12	7.08	7.29	7.08
UNC offers a variety of strong academic degrees.	7.34	6.94	7.39	7.20	6.99
UNC is "Bringing education to life."	7.41	6.64	7.16	7.04	n.d.
UNC encourages diversity when recruiting students, faculty, and staff.	7.07	6.85	6.91	6.94	6.47
UNC provides students with high-quality extra-curricular activities.	7.12	6.32	6.88	6.75	6.35
UNC encourages and provides opportunities for students to engage with the community through research and service learning.	6.84	6.65	6.75	6.74	6.24
UNC has an excellent academic reputation.	7.08	6.00	7.06	6.66	6.09
UNC offers a wide variety of financial aid options for students.	6.66	6.46	6.15	6.44	6.12
UNC athletics programs contribute to a positive image of the University.	7.23	5.69	5.85	6.25	4.95
UNC has a clear, well-defined image.	6.49	5.57	6.53	6.14	4.75
UNC inspires people to give to the University with their time, talents, and financial resources.*	**	5.48	6.38	5.85	5.56
UNC's location in Greeley, Colorado is appealing.	6.80	4.53	4.00	5.16	4.60
<i>Overall Satisfaction (0-10 scale, 0 = NOT AT ALL SATISFIED, 10 = HIGHLY SATISFIED)</i>					
Level of satisfaction with UNC.*	8.21	7.35	7.65	7.73	7.69
<i>Recommendation to Potential Students (0-10 scale, 0 = NOT AT ALL LIKELY, 10 = HIGHLY LIKELY)</i>					
Likelihood of recommending to potential students.	8.34	8.35	7.95	8.24	8.20

\*statistically significant differences between groups

\*\*question modified for alumni survey

n.d. indicates question not included on the survey

Table 2 shows comparisons between alumni, employee, and student responses on questions added to the 2011 surveys.

Table 2

Item	Alumni (n = 266)	Employees (n = 305)	Students (n = 211)	All 2011 (n = 782)
<i>Associate with UNC (0-10 scale, 0 = DO NOT ASSOCIATE, 10 = STRONGLY ASSOCIATE)</i>				
Lead a richer life*	7.11	5.83	7.21	6.66
Be the difference*	6.88	5.96	7.20	6.62
Create meaningful connections*	6.57	6.33	7.02	6.61
Advance human understanding*	6.65	5.82	7.07	6.45
Find your sense of belonging*	6.41	5.78	6.47	6.19

Figure 1 shows the percentage from each group who reported seeing something about UNC within the last 12 months by the type of media.

Figure 1

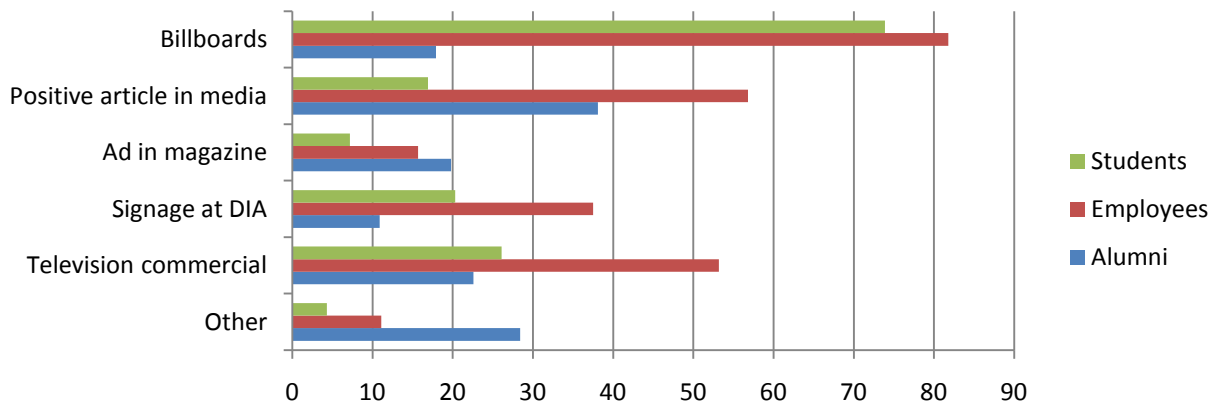
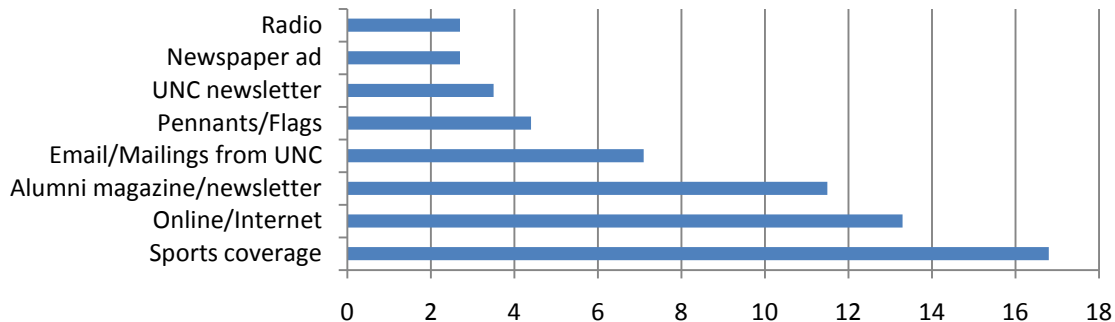


Figure 2 shows the types of media cited under “Other” based on the percentage of responses.

Figure 2



Other coverage included the following:

- Mention made at the Grammy’s
- South Metro Denver Chamber
- Car license plates/decals
- Question on Jeopardy game show
- At CMEA
- UNC Merchant posters