

STAMATS

Higher Education Marketing

Telephone Survey of Business Representatives

University of North Carolina Asheville

presented by

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About Stamats

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Objectives and Method

■ Objectives

- Measure perceptions of the University of North Carolina Asheville (UNC Asheville or UNCA) among the business entities located in or in close proximity to the Asheville metro area

■ Method

- Telephone interview of business representatives
- List of businesses provided by UNC Asheville (n=150 contacts) and from the independent list source (n=1,580 contacts)
- Phone calls to 1,729 valid records were placed and 32 interviews were completed
- Fieldwork was conducted May 14–May 24, 2013
- Stamats designed and hosted the survey, performed data collection and analysis

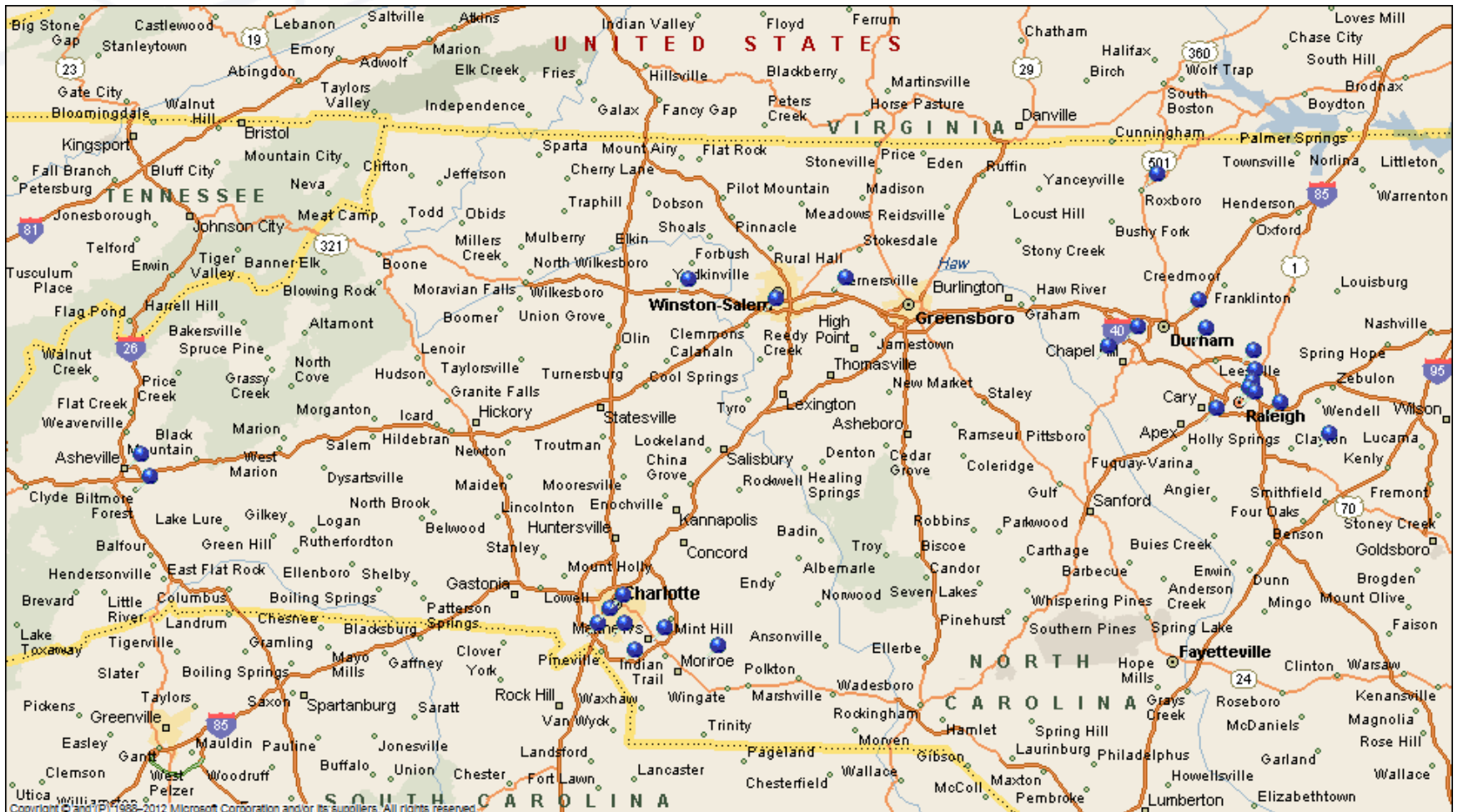
Demographics

- Gender: Male 28%, Female 72%
- Education: Some college 19%, College graduate 56%, Post-graduate degree 25%
- Race: Black 9%, White 91%
- Ethnicity: Not Hispanic 50%, Refused to answer 50%
- Type of industry: Government 9%, Health care/Medical 9%, Education 9%, Construction 9%, Retail 6%, Food/Beverages, Restaurants 3%, Computer services 3%, Consulting 3%, Other 49% (including Publishing, Assisted living, Hospitality, Audit, Architectural services, Health clubs, Staffing services)
- Number of employees: Under 50 13%, 50–99 13%, 100–249 13%, 250–499 30%, 500–999 6%, 1,000 25%
- Job title: HR Manager/Talent acquisition/Recruiter 38%, Manager 25%, Senior manager 6%, Administrative 13%, Other 19%

Demographics (cont.)

- Education plans: Eight of 32 respondents reported considering or having member(s) of their immediate family consider attending college in the fall of 2014
- Two of eight indicated UNC Asheville as a top-choice institution which they or a member of their immediate family plan to attend
 - Other mentioned schools were:
 - North Carolina State
 - Southwestern College
 - Winston-Salem State University
 - Wake Forest University

Distribution of Respondents, n=31

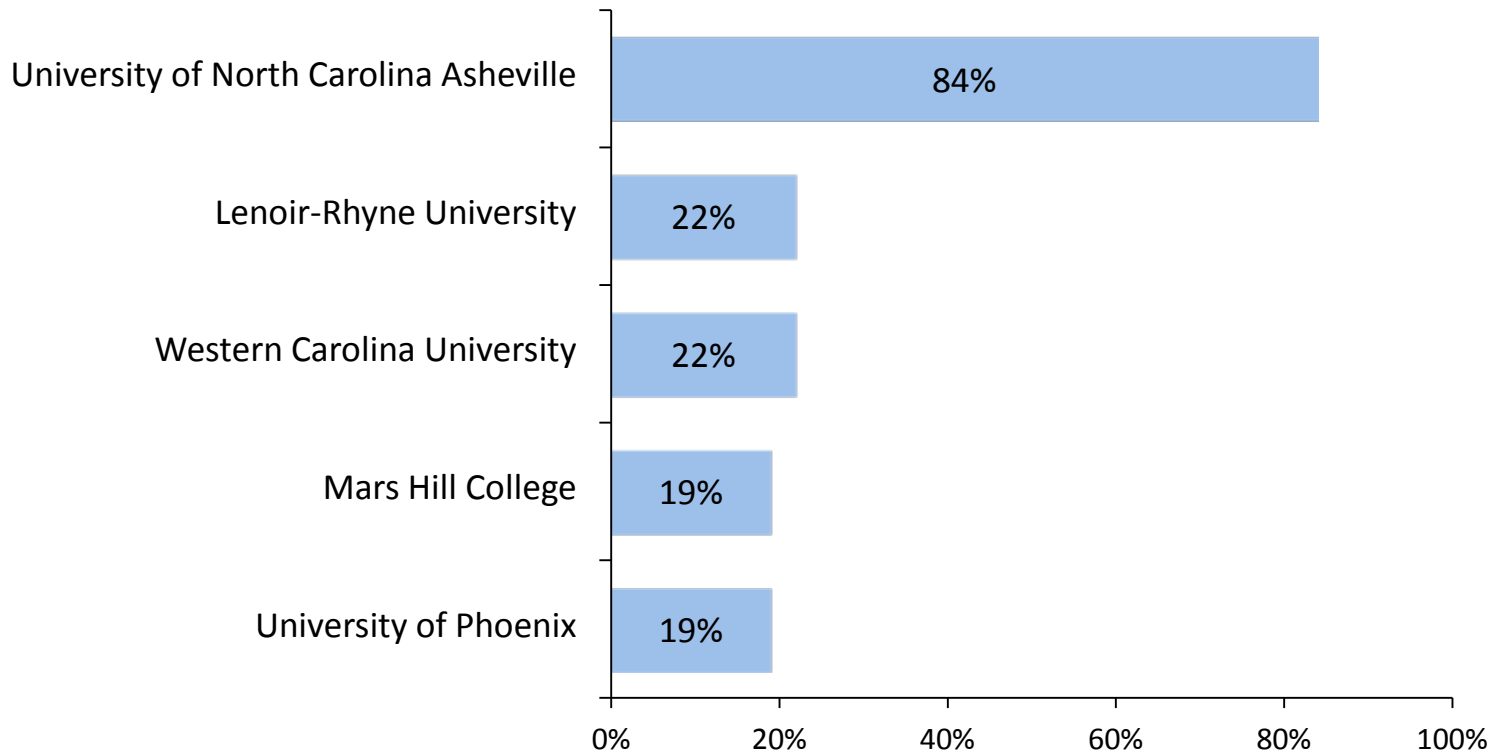


- Most respondents are located in the Raleigh, Durham, Winston-Salem, Charlotte, and Asheville metro areas

Main Findings

Familiarity with Local Colleges and Universities

Q1: What colleges and universities are you aware of in and around the Asheville metro area? Aided. N=32

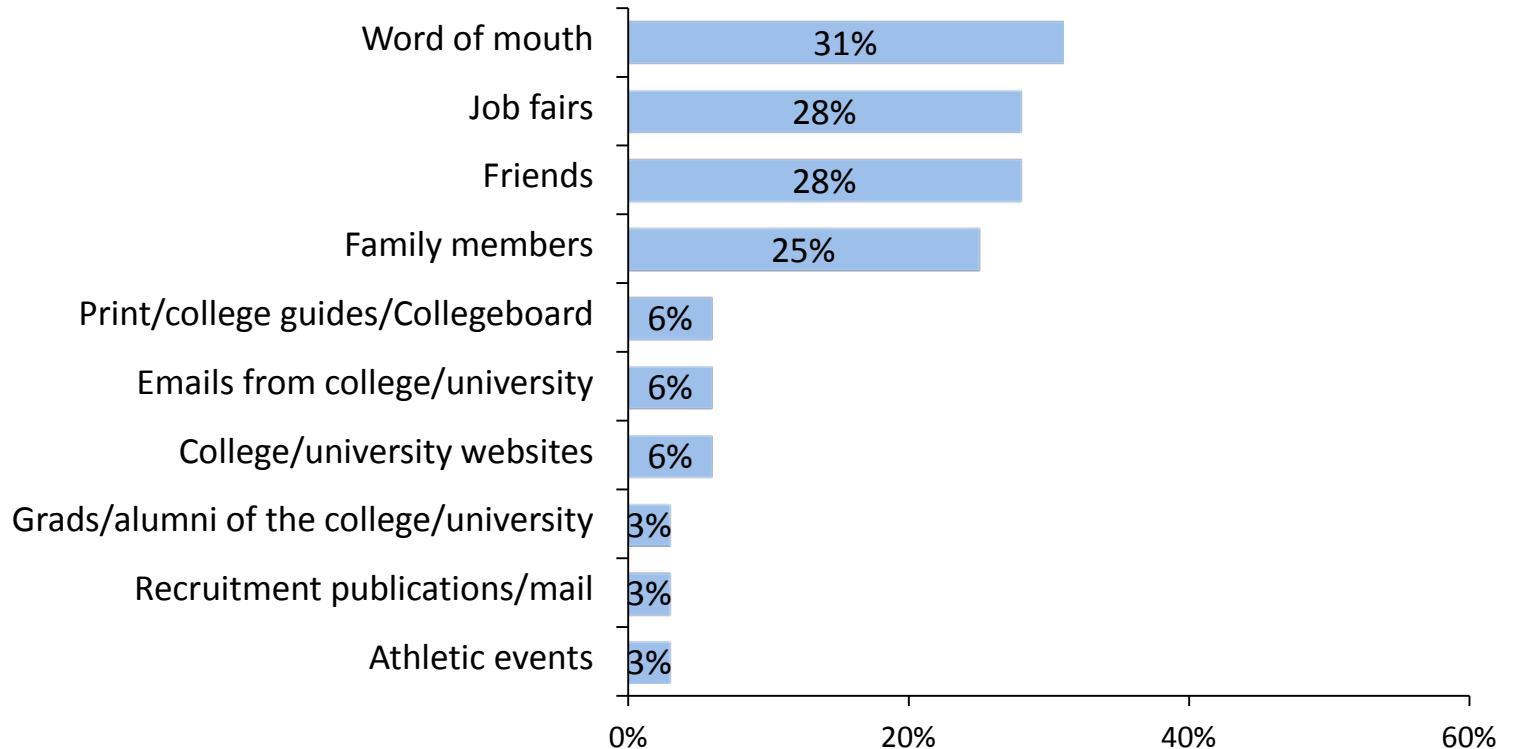


Multiple mentions possible.

- UNC Asheville is the most recognizable school in the area

Information about Colleges and Universities

Q2: Where do you get most of your information about colleges and universities?
Unaided. N=32

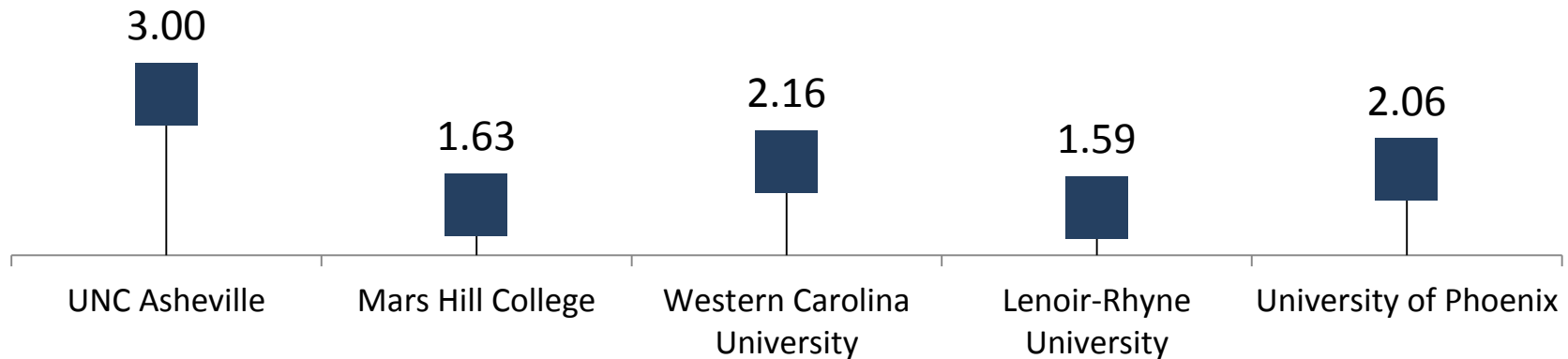


Multiple mentions possible.

- Word of mouth, job fairs, friends, and family members were mentioned among the main sources of information about colleges and universities

Familiarity with Colleges and Universities

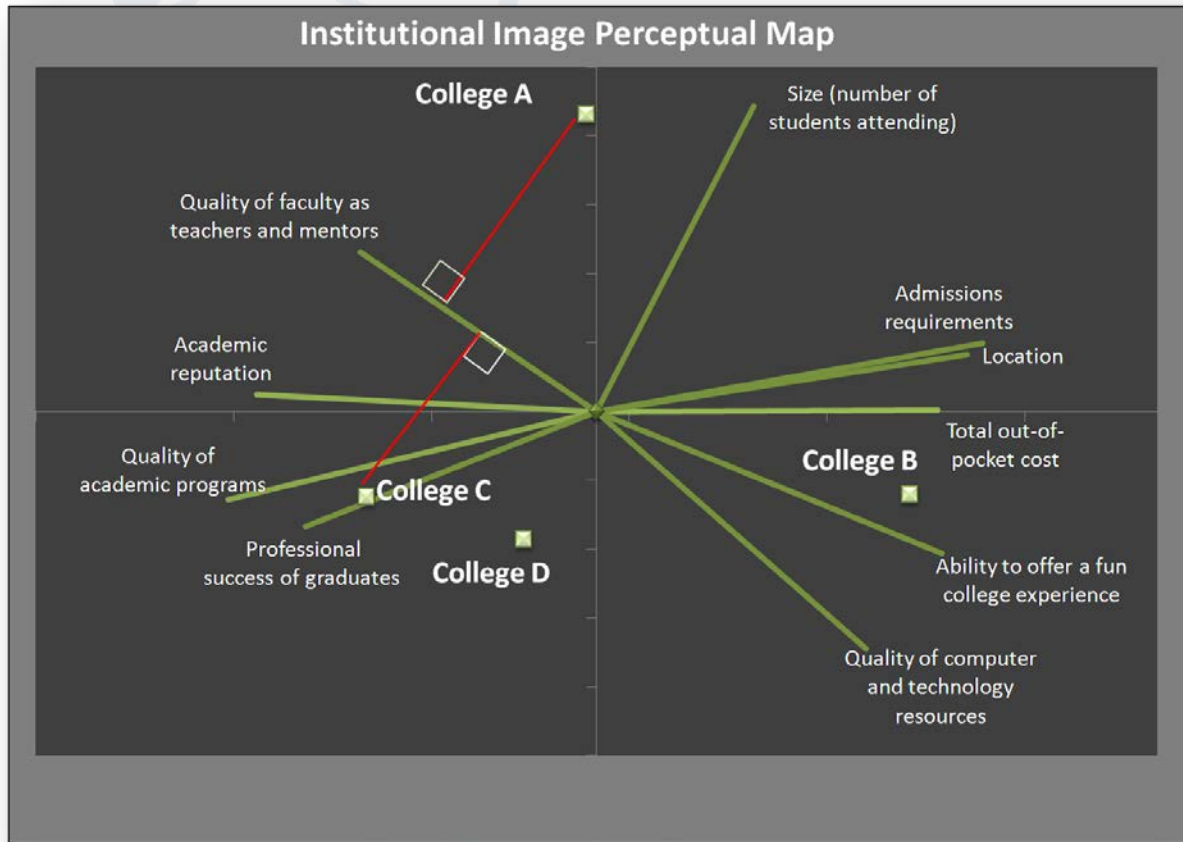
Q3: Please tell me how familiar you are with each of the following institutions. 1=Not at all familiar, 5=Very familiar. Aided. Mean value. N=32



	UNC Asheville	Mars Hill College	Western Carolina University	Lenoir-Rhyne University	University of Phoenix
% Very familiar	44%	6%	28%	9%	19%

- Respondents are most familiar with UNC Asheville, followed by Western Carolina University and University of Phoenix
- Mars Hill College and Lenoir-Rhyne University are the least recognizable schools

Description of Perceptual Map

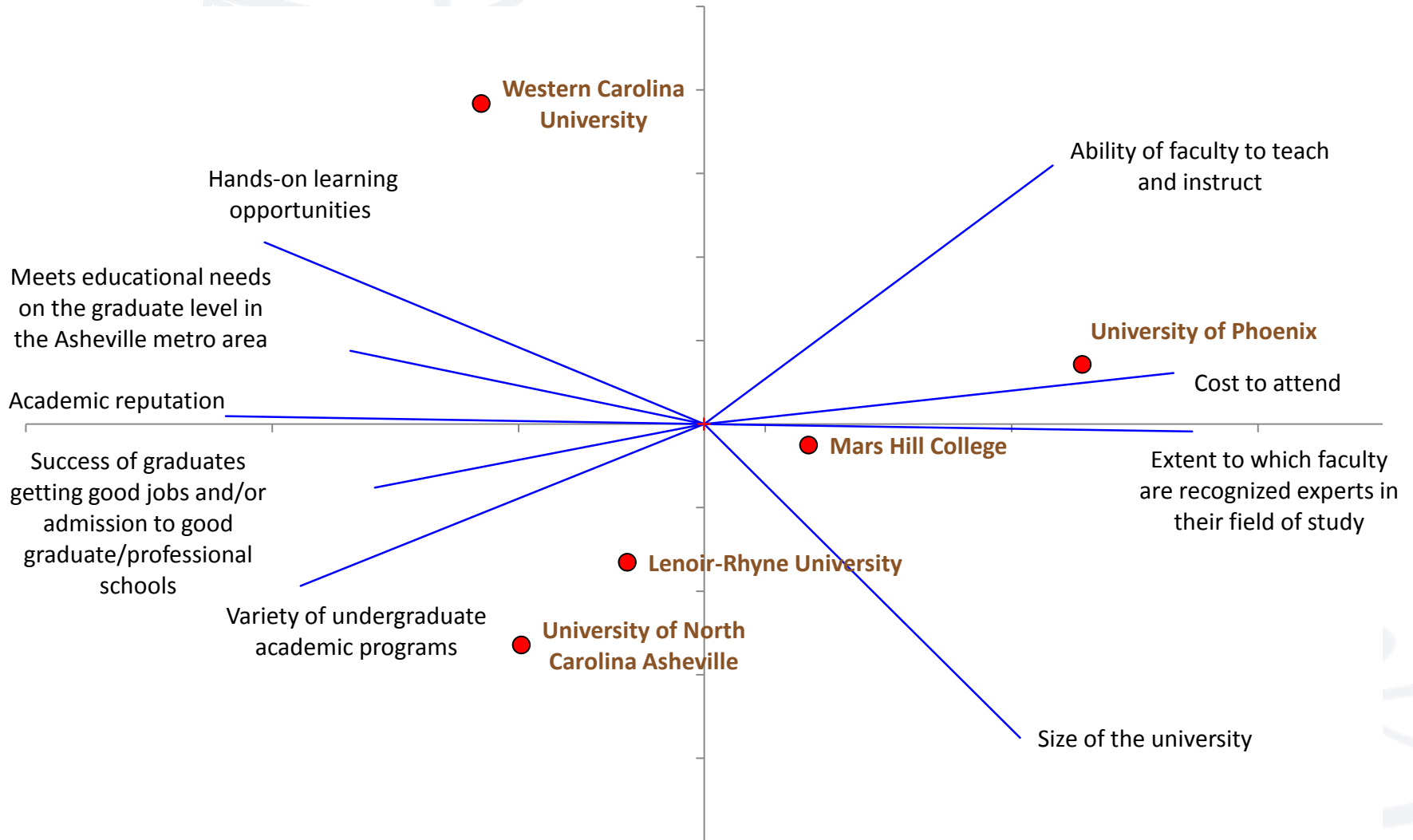


- To assess relative performance on a given attribute, draw a perpendicular line from the “vector” through the point depicting the position for each institution. The college that intersects the vector at a point farthest from the origin is strongest on that attribute. In this depiction, College A is perceived as stronger on “quality of faculty as teachers and mentors” compared to College C

Description of Perceptual Map (cont.)

- The perceptual map provides UNC Asheville with a visualization of how local businesses perceive the relationships between institutions and the characteristics that make them distinct and different
 - The distances between institutions on the map indicate their perceived similarities. Institutions that are closer together are perceived as more similar, whereas those that are farther apart are perceived as less similar
 - The length of a line on the map indicates the variance in that attribute explained by the perceptual map. The longer a line, the greater is the importance of that attribute in differentiating among institutions in the market
 - To position an institution on any attribute on the map, you can draw an imaginary perpendicular line from the school to the vector for that attribute. This is shown on the following slide

Perceptual Map – UNC Asheville Among Other Schools



Summary of Perceptual Map

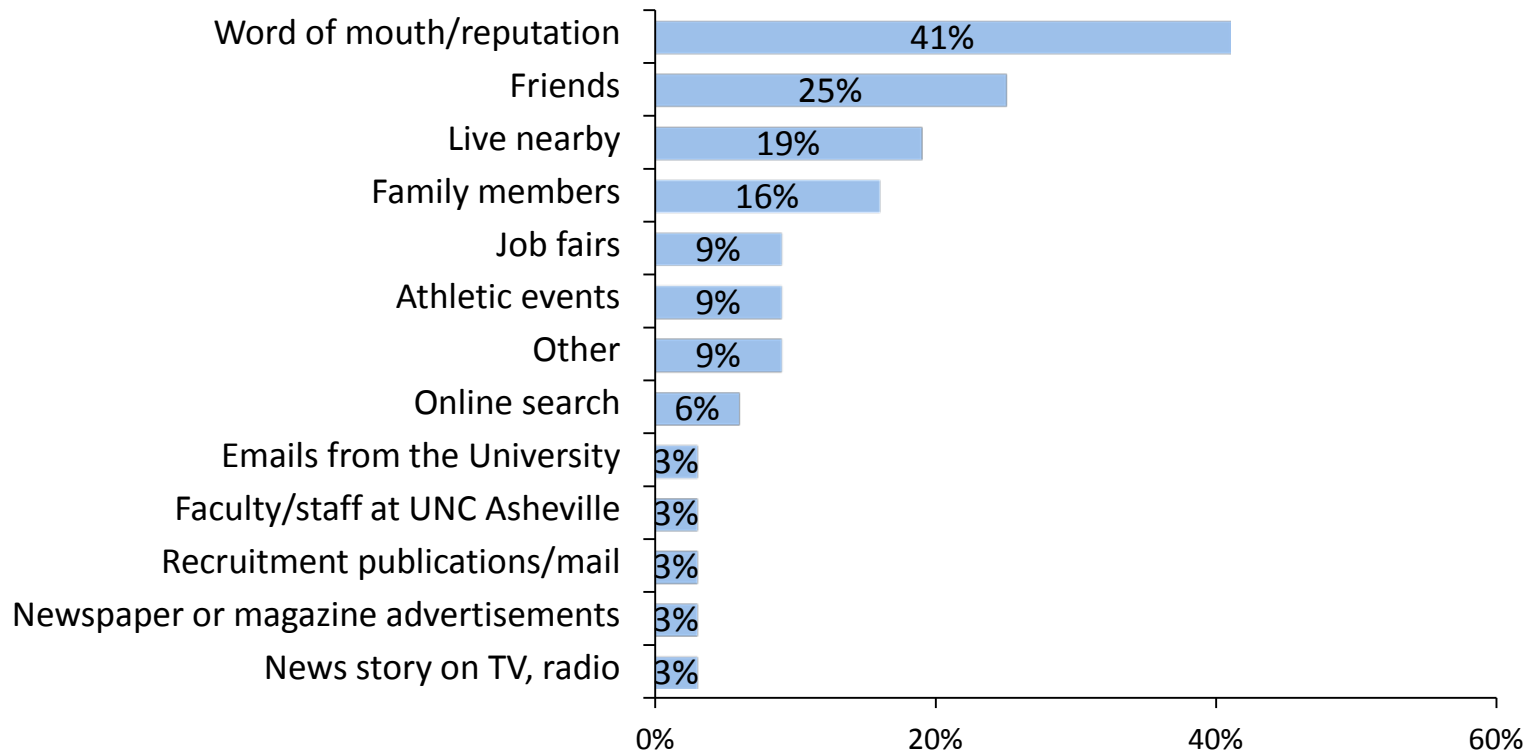
- Six of nine factors were particularly important in differentiating the perception of UNC Asheville among the five institutions
- Among these competitors, **UNC Asheville** is associated with:
 - Variety of undergraduate academic programs (*Strong*)
 - Success of graduates getting good jobs and/or admission to good graduate schools (*Strong*)
 - Academic reputation (*Less strong*)
 - Meets educational needs on the graduate level in the Asheville metro area (*Weak*)
 - Hands-on learning opportunities (*Weak*)
 - Size of the University (*Weak*)
- **Western Carolina University** has strong associations with hands-on learning opportunities, and meeting educational needs on the graduate level; this school's association with academic reputation is somewhat stronger than such of UNC Asheville, and the associations with variety of undergraduate programs and success of graduate outcomes are weaker than such of UNC Asheville

Summary of Perceptual Map (cont.)

- **Lenoir-Rhyne University** shares similar associations as UNC Asheville albeit most are a lot weaker for this school compared to UNC Asheville
- **University of Phoenix** is strongly associated with ability of faculty to teach and instruct, cost to attend, and less strongly with the size of the university and extent to which faculty are recognized experts in their field of study
- **Mars Hill College** has associations with the size of the school, ability of faculty to teach and instruct, cost to attend, and faculty being recognized experts in their field of study; all associations for this school are weak

Information about UNC Asheville

Q6: Where did you first hear of University of North Carolina Asheville? Unaided. N=32

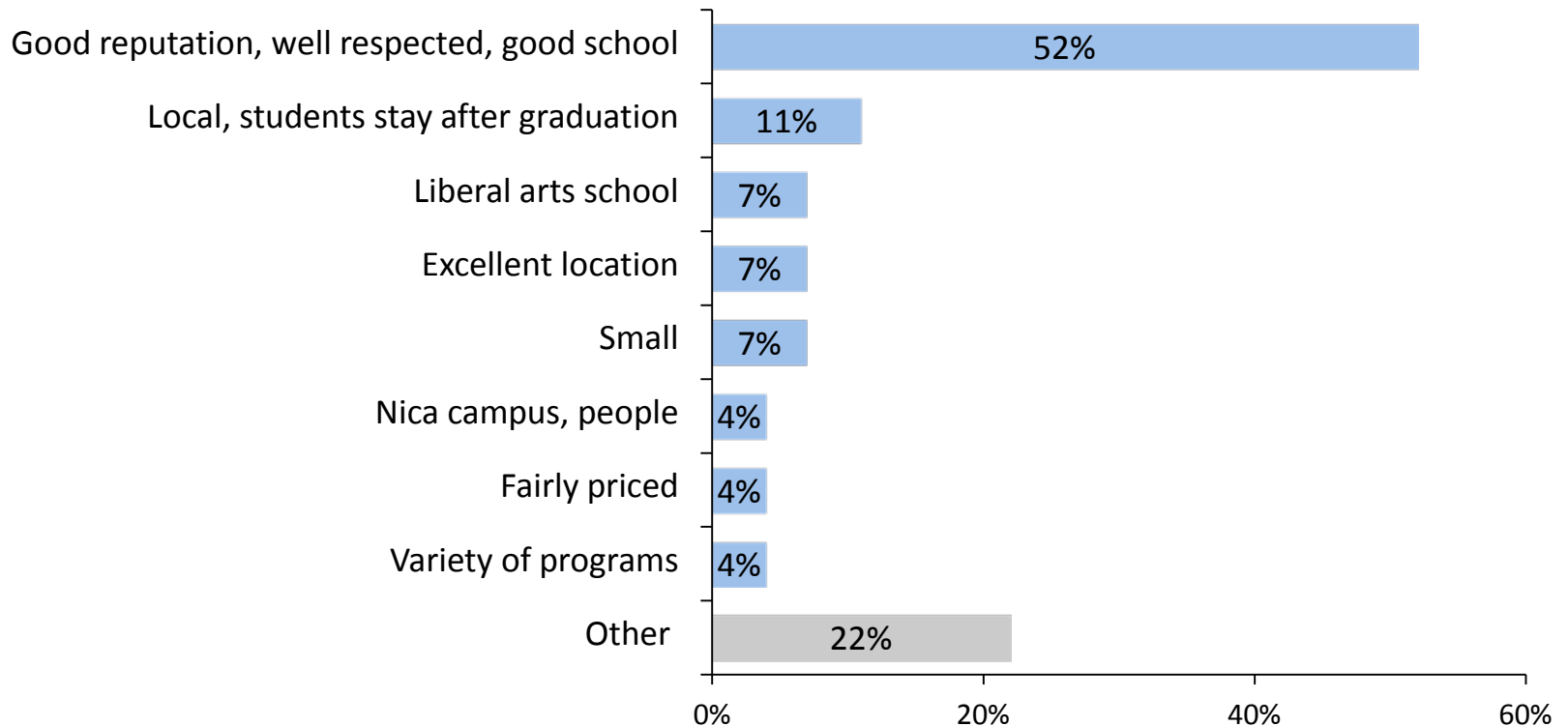


Multiple mentions possible.

- Word of mouth, job fairs, friends, and family members were mentioned among the main sources of information about UNC Asheville

Description of UNC Asheville

Q7: What words or phrases come to mind when you hear University of North Carolina Asheville? In other words, how would you describe the University? Unaided. N=32



Multiple mentions possible.

- Other mentions included specifics like *horticulture, basketball, extension campus, creative writing, counseling and psychology*

Agreement with Statements about UNC Asheville

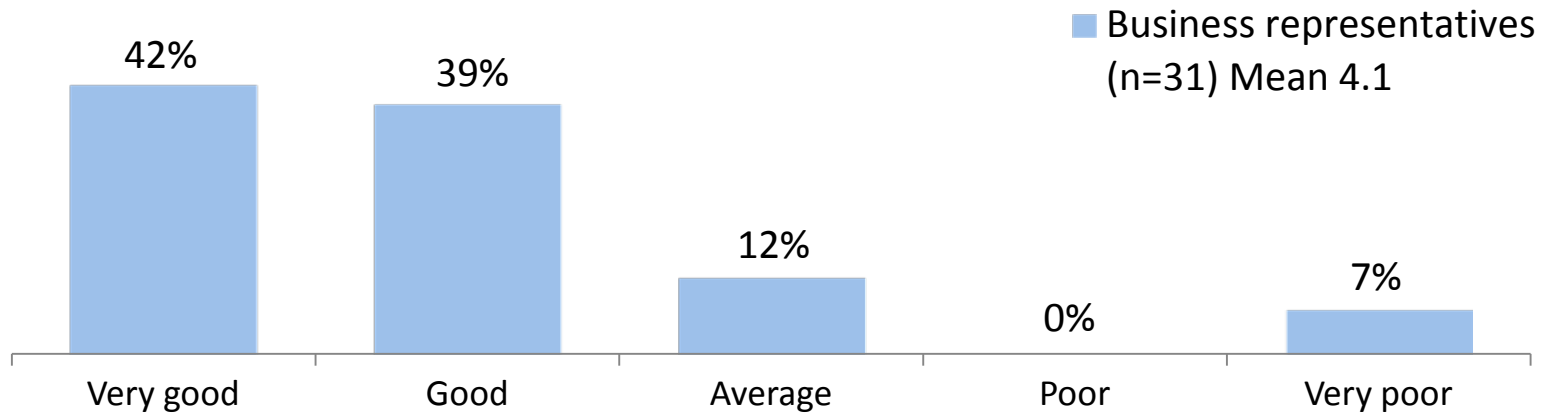
Q8: Please indicate how much you agree or disagree with the following statements using the following 5-point scale provided. 1=Strongly disagree, 5=Strongly agree. Aided. N=32

	Mean Business	Mean Internal
UNC Asheville offers quality of undergraduate education experience	4.43	4.45
UNC Asheville is a diverse and inclusive community which values people from all walks of life	4.40	3.69
UNC Asheville collaborates with Asheville community on issues of mutual concern, benefit, and accomplishment	4.33	3.88
The size and mission of UNC Asheville is acknowledged and rewarded within the state for funding	4.25	3.11
UNC Asheville has the ability to attract private funding to fulfill commitments to students	4.21	3.26
UNC Asheville is recognized as a leader for environmental stewardship	4.20	4.15
UNC Asheville invests in the development and success of all students, faculty, and staff	4.19	3.83
UNC Asheville offers exceptional faculty-student mentoring	4.17	4.24
UNC Asheville develops students as highly accomplished thinkers, negotiators, planners, collaborators, and problem solvers	4.10	4.16
UNC Asheville provides interdisciplinary learning	4.00	4.41
UNC Asheville is recognized as a leading undergraduate research institution	4.00	3.65

- Overall, business representatives rate UNC Asheville higher compared to the internal audiences
- Cells in **green** indicate statements which received considerably higher mean values in the respective group; significant difference was not derived

Perception of UNC Asheville

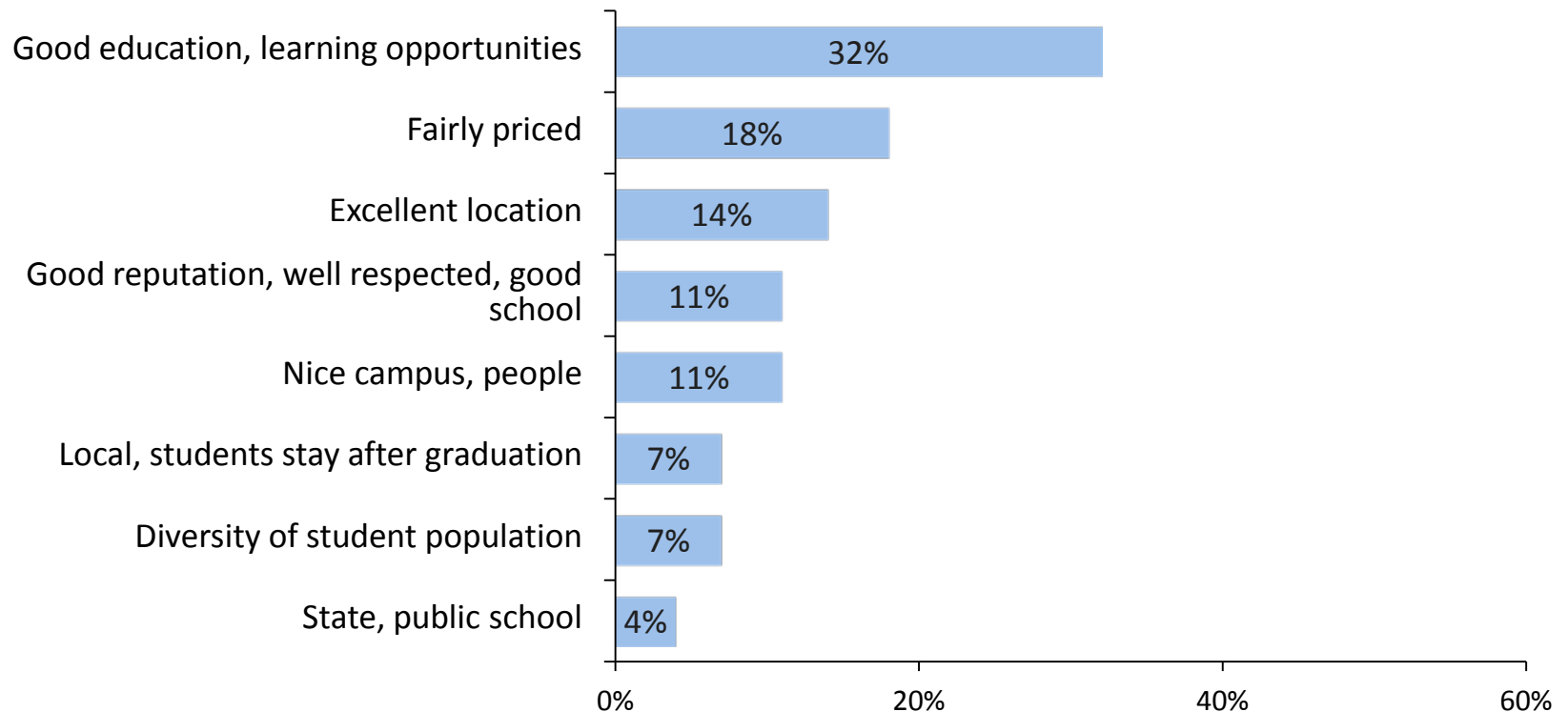
Q9: What is your overall perception of UNC Asheville? 1=Very poor, 5=Very good. Aided. N=31



- Perception of UNC Asheville is positive among the business representatives, although the overall rating does not jump above the “good” category due to a few less positive ratings

UNC Asheville Advantages

*Q10: What do you think would be the biggest advantage of attending UNC Asheville?
Unaided, Top Mentions. N=32*

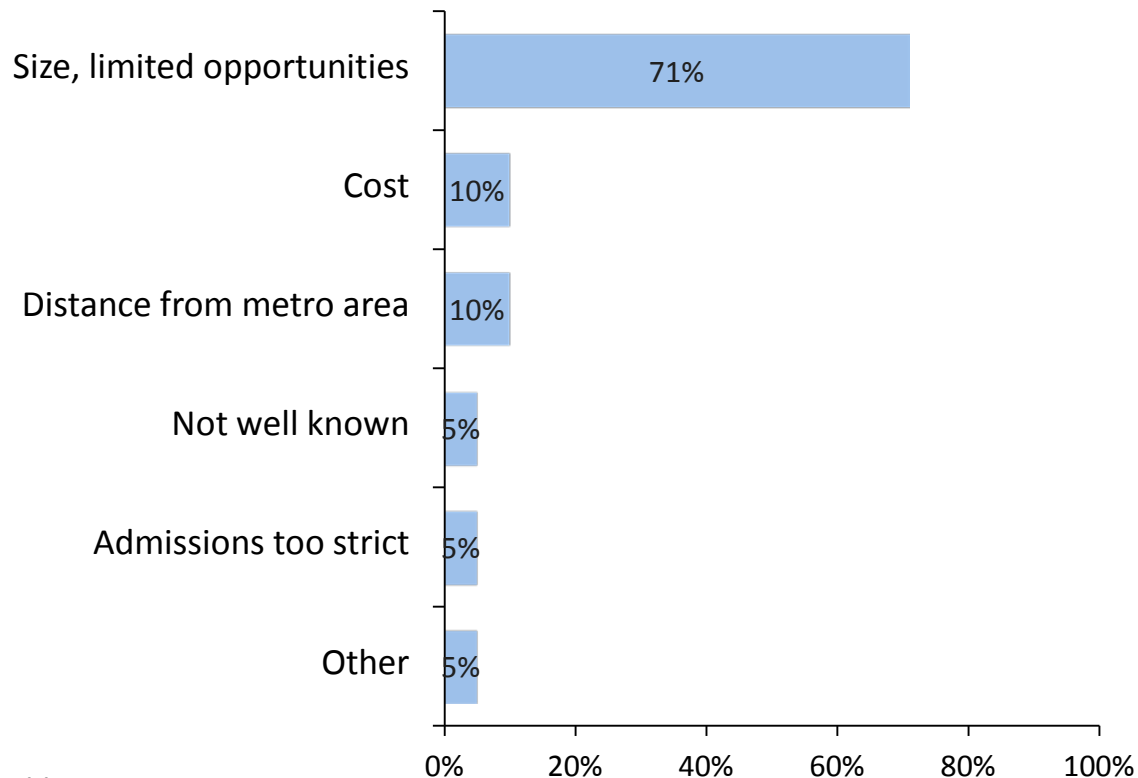


Multiple mentions possible.

- Good education and learning opportunities, combined with fair cost of education and excellent location of UNC Asheville's campus were mentioned by business representatives as main advantages of attending the school

UNC Asheville Weaknesses

Q11: What do you think would be the biggest disadvantage of attending UNC Asheville? Unaided. N=32



Multiple mentions possible.

- Size of the University was mentioned as a limiting factor for learning and other opportunities at UNC Asheville

Best Known Programs and Majors at UNCA

Q12: For what academic programs or majors do you feel University of North Carolina Asheville is best known? Unaided, Top Mentions. N=32

Programs / Majors	%
Business	34%
DK/No answer	31%
Language and Literature	28%
Mathematics	22%
Biology	16%
Chemistry	9%
Engineering	9%
Physics	6%
Other (Psychology, Counseling, Law)	15%

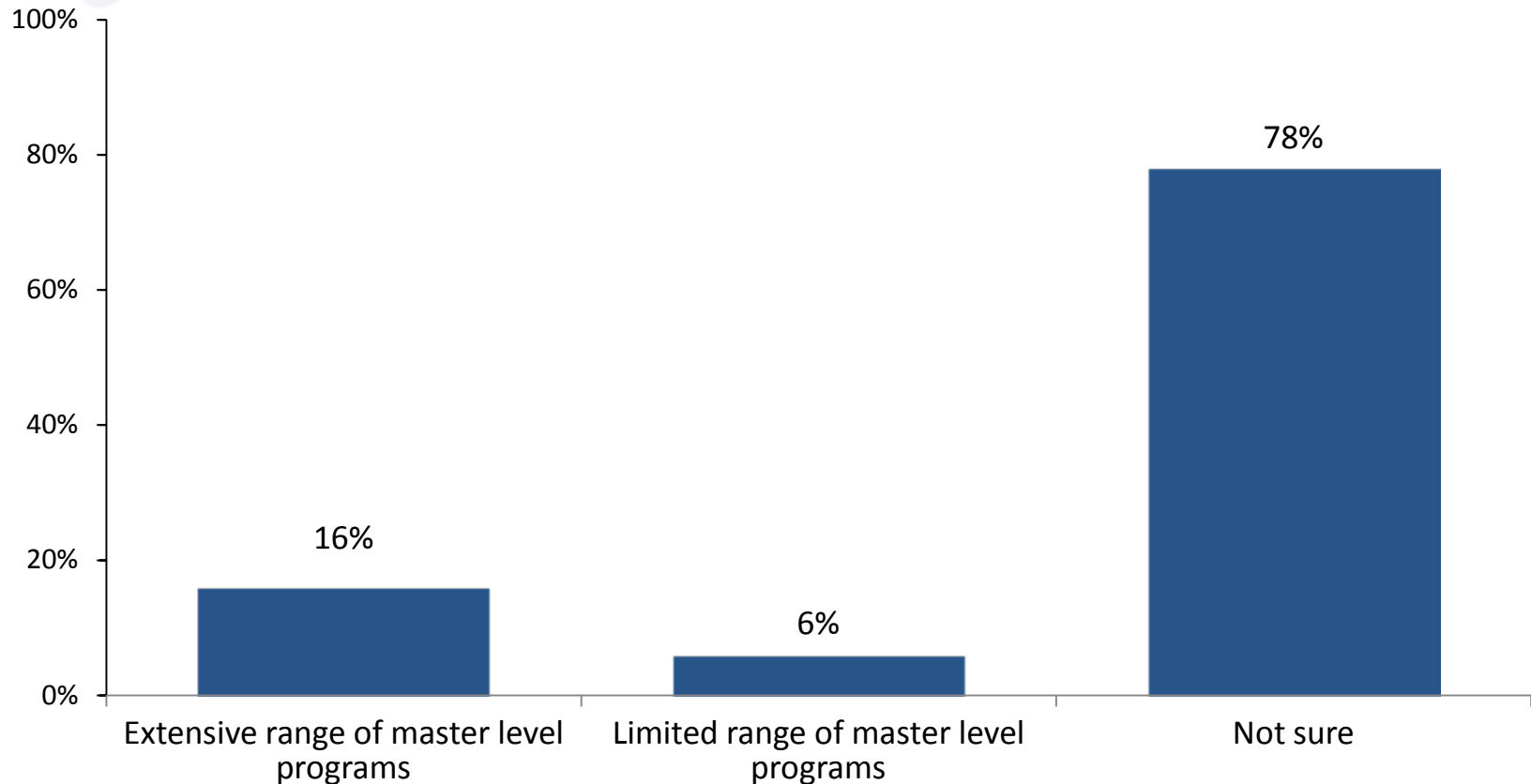
Multiple mentions possible.

- Business, followed by language and literature were mentioned most often
- Three in 10 respondents were not able to answer the question which, perhaps, indicates the need of a more extensive liaison with the local business community

Perception of UNC Asheville's Range of Master Programs

Q13: To the best of your knowledge, would you say that University of North Carolina Asheville has an extensive range of master level programs, a limited range of master level programs, or you're not sure about master level programs at UNC Asheville?

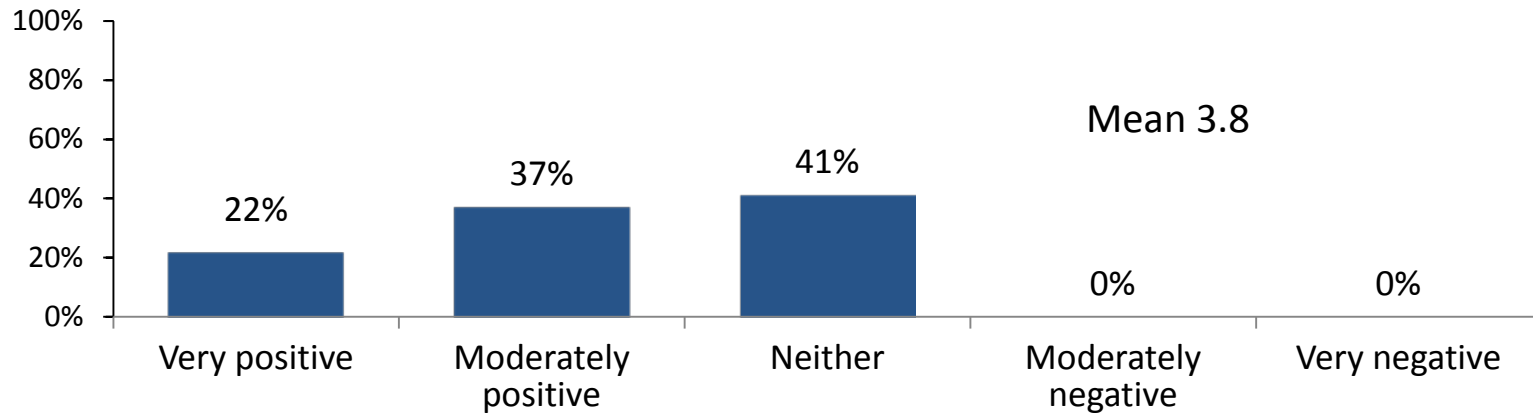
Aided. N=32



- Eight in 10 respondents could not comment on the extent of master level programs at UNC Asheville which indicates a low level of awareness of the programs offered by the school

Addition of New Master Level Degree Programs at UNC Asheville – First Reaction

Q14: If UNC Asheville added another master level program, which of the following best describes how you would feel about it? 1=Very negative, 5=Very positive. Aided. N=32

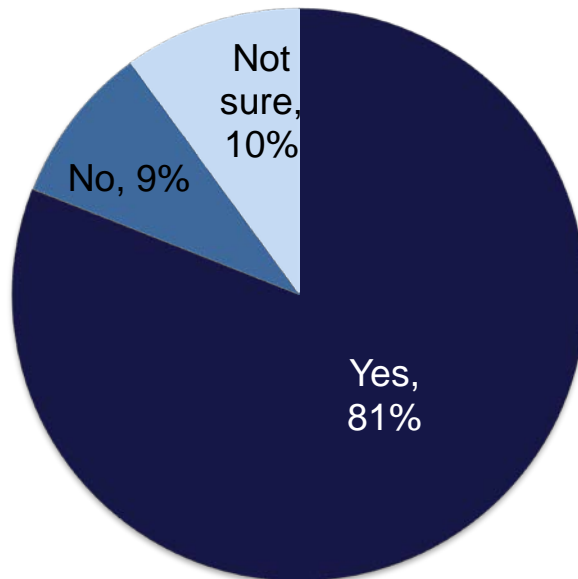


Reason	N
More is better	8
UNC Asheville will be more attractive to students	6
More opportunities	2
UNC Asheville will add more educational value to its image	2

- Six in 10 business representatives feel positive about the expansion of the master level education at UNC Asheville; four in 10 have no opinion due to the lack of knowledge about the extent of the currently offered programs

Perception of Schools Which Offer Graduate Programs

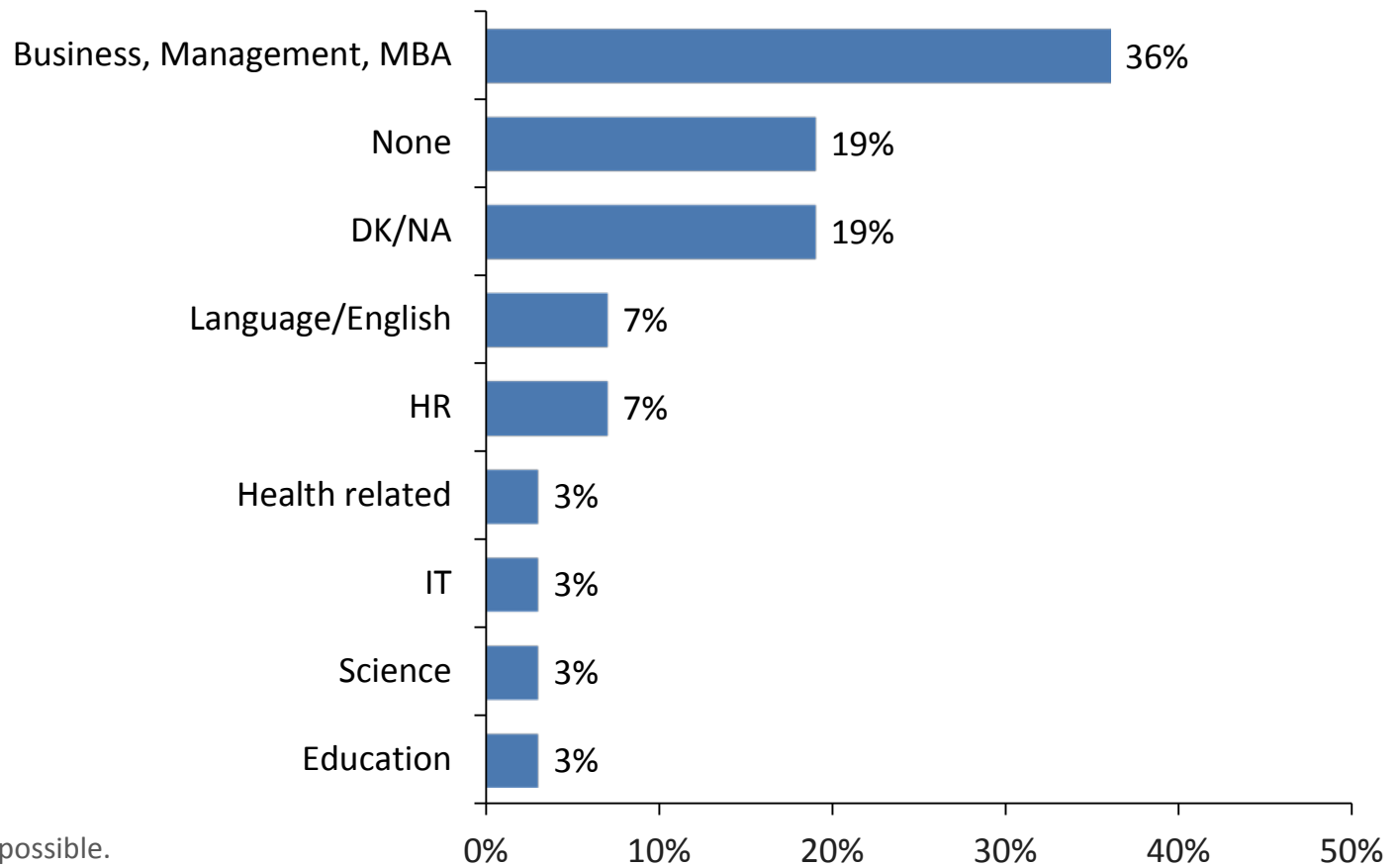
Q15: Do you feel schools which offer graduate degrees are, in general, considered more prestigious or enjoy stronger academic reputations? Aided. N=32



- Eight in 10 among business representatives consider schools which offer graduate degrees more prestigious and have higher reputations
- One in 10 disagrees and one in 10 does not have a definitive opinion

Interest in Graduate Programs

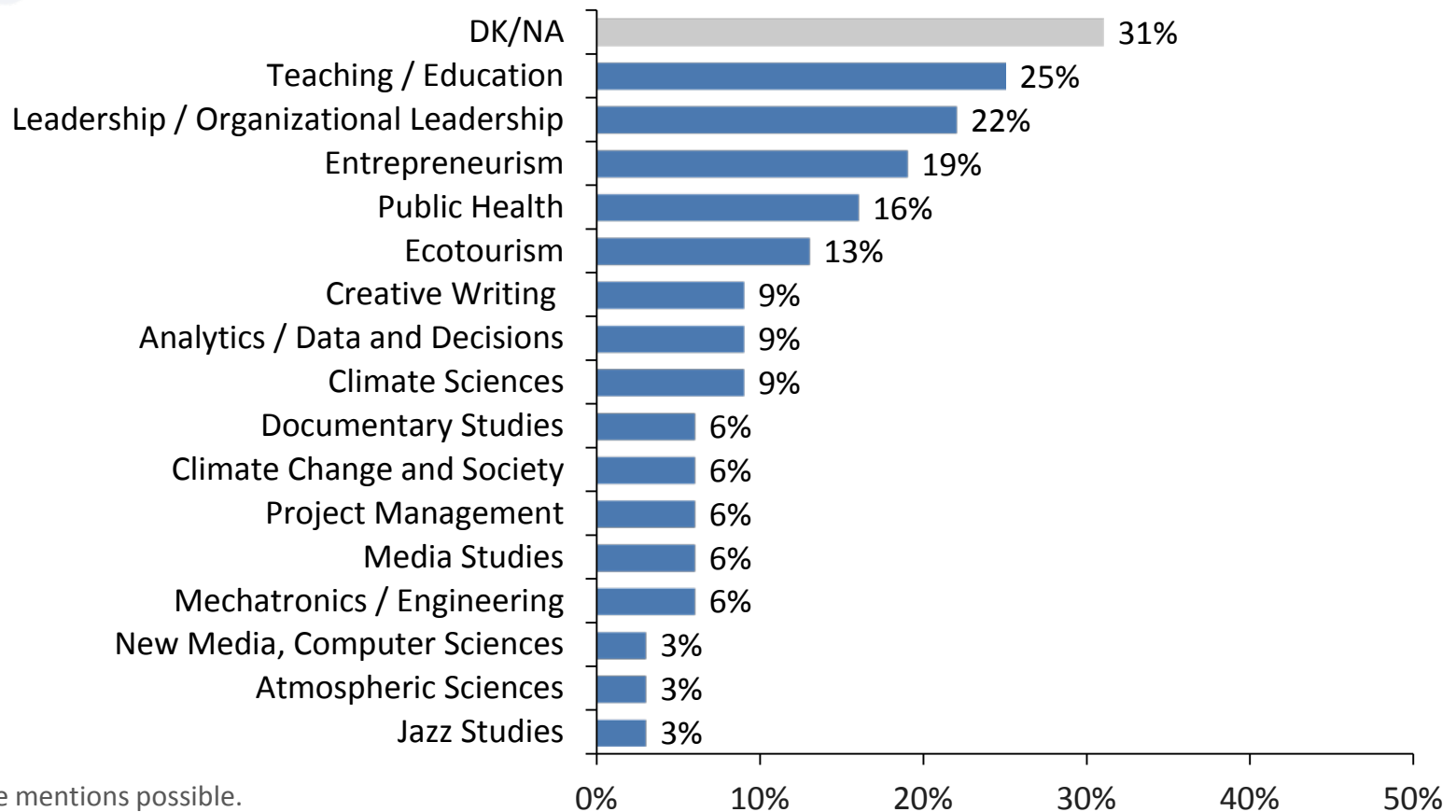
Q16: What master level program would be of most interest to you if offered at UNC Asheville?
Unaided. N=32



- Business-related disciplines were top-of-mind responses when asked about interest in master level programs at UNC Asheville

Interest in Graduate Programs

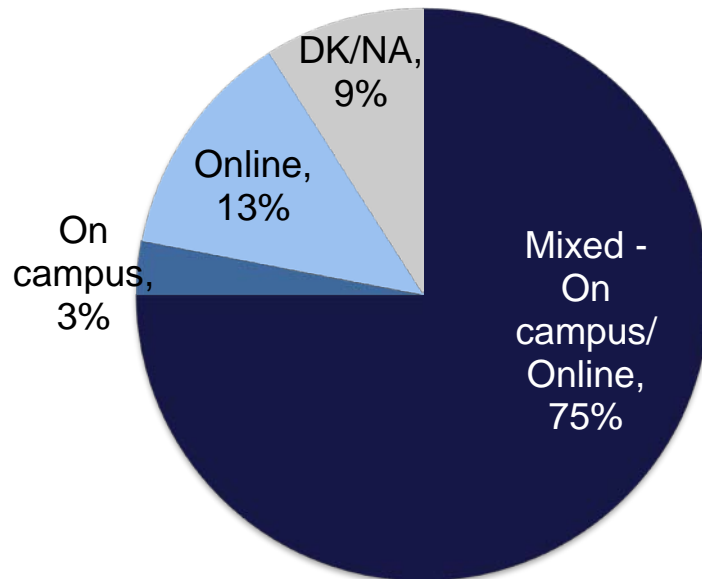
Q17: Which of the following academic programs, if any, would be of interest to you if offered at UNC Asheville? Aided. N=32



- When asked to choose from the list of suggested programs, teaching and education and organizational leadership topped the list
- About one-third of the respondents were not able to identify any programs at all

Delivery Format for Graduate Programs

Q18: What delivery formats for the master level program and courses if introduced at UNC Asheville will be most relevant? Aided. N=32



- Most respondents indicated that the mixed format of course delivery—online/on campus—would be the most relevant for the master level programs and courses if introduced at UNC Asheville

Summary and Recommendations

Summary

- When asked about the familiarity with colleges and universities around the Asheville metro area, UNC Asheville was the most recognizable school in the set—eight in 10 respondents said they were aware of the school, and four in 10 said they were “very familiar” with UNC Asheville
- According to the respondents, businesses get most of their information about colleges and universities through social exchanges, including word of mouth (31%), family members (25%), friends (28%), and by attending job fairs (28%)
- Similarly, when asked how respondents learned about UNC Asheville, word of mouth was the most typical response (41%), followed by exchanges with family (16%) and friends (25%), as well as being located in close proximity to school (19%)
- Respondents were asked to rate UNC Asheville and four other schools (Western Carolina University, Mars Hill College, Lenoir-Rhyne University, and University of Phoenix) on nine attributes in order to determine how the schools were perceived by potential employers

Summary

- As a result of this exercise perception of UNA Asheville appears to be associated with the following attributes:
 - Variety of undergraduate academic programs (*Strong*)
 - Success of graduates getting good jobs and/or admission to good graduate schools (*Strong*)
 - Academic reputation (*Less strong*)
 - Meets educational needs on the graduate level in the Asheville metro area (*Weak*)
 - Hands-on learning opportunities (*Weak*)
 - Size of the University (*Weak*)
- Western Carolina University is perceived as a stronger school when it comes to hands-on learning opportunities, meeting educational needs on the graduate level, and academic reputation
- University of Phoenix has strong associations with the ability of faculty to teach and instruct, and cost to attend
- Respondents were less familiar with Lenoir-Rhyne University and Mars Hill College, and the associations with different attributes were a lot weaker for these schools as compared to UNC Asheville, Western Carolina University, and University of Phoenix

Summary

- UNC Asheville is described as a good, well-respected school with good reputation (52%), where local residents go and stay in the area after graduation (11%)
- When asked to rate 11 statements describing UNC Asheville, business representatives rated the school considerably higher on six attributes compared to the overall rating by internal audiences (*see next slide for numeric details*)
- The only attribute where businesses rated UNC Asheville lower than all internal audiences is interdisciplinary learning
- The following attributes were rated considerably higher by businesses:
 - UNC Asheville has the ability to attract private funding to fulfill commitments to students
 - The size and mission of UNC Asheville is acknowledged and rewarded within the state for funding
 - UNC Asheville is a diverse and inclusive community which values people from all walks of life
 - UNC Asheville collaborates with the Asheville community on issues of mutual concern, benefit, and accomplishment
 - UNC Asheville is recognized as a leading undergraduate research institution (*same as faculty but lower than alumni, students, and staff*)

Agreement with Statements about UNCA — By Audience

Q: Please indicate how much you agree or disagree with the following statements using the following 5-point scale provided. 1=Strongly disagree, 5=Strongly agree. Aided.

	Business Mean (n=32)	Alumni Mean (n=334)	Student Mean (n=529)	Faculty Mean (n=147)	Staff Mean (n=197)
UNC Asheville offers quality of undergraduate education experience	4.4	4.5	4.4	4.5	4.6
UNC Asheville offers exceptional faculty-student mentoring	4.2	4.3	4.2	4.5	4.2
UNC Asheville provides interdisciplinary learning	4.0	4.5	4.4	4.3	4.4
UNC Asheville develops students as highly accomplished thinkers, negotiators, planners, collaborators, and problem solvers	4.1	4.1	4.2	4.2	4.2
UNC Asheville is recognized as a leading undergraduate research institution	4.0	3.5	3.5	4.0	3.9
UNC Asheville is recognized as a leader for environmental stewardship	4.2	4.2	4.1	3.9	4.3
UNC Asheville collaborates with Asheville community on issues of mutual concern, benefit, and accomplishment	4.3	3.9	4.0	3.6	3.8
UNC Asheville is a diverse and inclusive community which values people from all walks of life	4.4	3.7	3.7	3.4	3.8
UNC Asheville invests in the development and success of all students, faculty, and staff	4.2	4.0	4.0	3.3	3.6
UNC Asheville has the ability to attract private funding to fulfill commitments to students	4.2	3.3	3.5	2.8	3.0
The size and mission of UNC Asheville is acknowledged and rewarded within the state for funding	4.3	3.2	3.3	2.5	2.9

- Means provided for indicative comparison only; statistical difference has not been derived

Summary

- Overall perception of UNC Asheville is “good”
- The main perceived advantages of attending the school are good education and learning opportunities (32%), cost (18%), and excellent location (14%)
- Size of the school was mentioned most often (71%) as the biggest disadvantage of attending UNC Asheville
- When asked about academic programs which UNC Asheville was best known for, about one-third of respondents indicated business-related disciplines and another one-third could not answer the question; language and literature (28%) and mathematics (22%) were among the most often mentioned programs as well
- Eight in 10 respondents could not comment on the extent of master level programs at UNC Asheville which indicates a low level of awareness of the programs offered by the school
- Six in 10 business representatives feel positive about the expansion of the master level education at UNC Asheville; four in 10 have no opinion due to the lack of knowledge about the extent of the currently offered programs
- Eight in 10 among business representatives consider schools which offer graduate degrees more prestigious and have higher reputations

Summary

- Business-related disciplines were top-of-mind responses when asked about interest in master level programs at UNC Asheville
- When asked to choose from the list of suggested programs, teaching and education and organizational leadership topped the list
- Most respondents indicated that the mixed format of course delivery—online/on campus—would be the most relevant for the master level programs and courses if introduced at UNC Asheville

Recommendations

- More proactive and frequent communication with local businesses may be recommended to increase their awareness of UNC Asheville; to foster a broader and more knowledgeable relationship with businesses as not only potential employers but as influencers; and to get their support of various initiatives, including the introduction of master level programs
- Business representatives rate UNC Asheville much higher compared to the internal groups on the school's ability to attract state and private funding to fulfill its commitments to students and to invest the development of programs, professional and scholarly pursuits. This perception has a good chance to have a positive return if taken to the next level which will encompass more involvement and more funding from the business community
- If the additional master level programs were to be introduced, teaching and education and organizational leadership programs should be considered first. These programs received the highest level of support among the business representatives and are in line with the suggestions from the internal groups