Mississippi State University Office of Public Affairs

Mississippi State University Brand Review

Fall 2014
Overview

- Demographics
- Key Findings
- Questions
Demographics

Internal

- A population of 98,014 internal stakeholders consisted of alumni, administrators, faculty, staff, and students.
- Of this population, 11.8% responded for a total sample size of 11,560.
- The student population was broken down into 6 categories: Freshmen, Sophomores, Juniors, Seniors, Graduates, and Veterinary.

External

- An online survey panel was held that received a sample size of 507.
- This sample contained respondents from 46 states.
89% of the respondents consider MSU’s current image to be “strong” or “very strong.” (Internal Survey, Question 1)
When broken down by status in the University, Administrators and Faculty showed the lowest amount of approval of the current image. On the exact opposite side, the Student population showed the largest amount of approval. (Internal Survey, Question 1)

How do you view Mississippi State University’s current image?
85% of survey participants are “very likely” to recommend MSU to others. (Internal Survey, Question 14)

- Choose to skip this question: 0.2%
- Don’t Know: 0.5%
- Very likely: 85.4%
- Likely: 10.3%
- Neutral: 2.3%
- Less likely: 0.8%
- Unlikely: 0.5%

N=11,560
89% of people are “satisfied” or “very satisfied” with the current direction of MSU. (Internal Survey, Question 3)
61% of the respondents who were affiliated with the University thought that those outside of it would consider MSU’s image as positive, while the actual results showed that 73% found it to be favorable or positive. (Internal Survey, Questions 5; External Survey, Question 7)
The affiliated population showed that there are significant items that people are and are not aware of MSU’s involvement with. The lack of familiarity presents some very significant opportunities. (Internal Survey, Question 6)

Please indicate whether you are familiar or unfamiliar with Mississippi State University's involvement in the following areas of research:

- Alternative vehicle designs (EcoCAR)
- World Hunger Solutions
- Agricultural research
- Cybersecurity research
- Ulysses S. Grant Presidential Library
- Pandemic influenza research
- Collaborative research with NASA
- Engineering research
- Forestry Research
- Football helmet safety research
- Composite airplane design
- Supercomputer technology
- Ocean vessel designs

N=11,560
The affiliated population showed that there are noteworthy accomplishments that people are and are not aware of MSU’s involvement with.

(Internal Survey, Question 7)

Please indicate whether you are familiar or unfamiliar with Mississippi State University’s involvement with the following:

- Rhodes Scholars
- Teacher preparation initiatives
- Golf management
- Extension services
- College World Series
- Veteran-friendly campus
- Economic development
- Broadcast meteorology
- Online MBA program
- Community volunteerism
- Architecture programs
- Mobile veterinary clinics

- Familiar
- Unfamiliar

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<thead>
<tr>
<th>Activity</th>
<th>Familiar</th>
<th>Unfamiliar</th>
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<tbody>
<tr>
<td>Rhodes Scholars</td>
<td>40.8%</td>
<td>58.6%</td>
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<tr>
<td>Teacher preparation initiatives</td>
<td>54.4%</td>
<td>44.9%</td>
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<tr>
<td>Golf management</td>
<td>30.0%</td>
<td>69.4%</td>
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<td>Extension services</td>
<td>19.1%</td>
<td>80.6%</td>
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<tr>
<td>College World Series</td>
<td>17.5%</td>
<td>82.1%</td>
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<td>Veteran-friendly campus</td>
<td>42.2%</td>
<td>57.3%</td>
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<tr>
<td>Economic development</td>
<td>44.6%</td>
<td>54.9%</td>
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<tr>
<td>Broadcast meteorology</td>
<td>36.0%</td>
<td>63.6%</td>
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<tr>
<td>Online MBA program</td>
<td>56.2%</td>
<td>43.3%</td>
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<tr>
<td>Community volunteerism</td>
<td>37.1%</td>
<td>62.4%</td>
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<tr>
<td>Architecture programs</td>
<td>25.3%</td>
<td>74.7%</td>
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<tr>
<td>Mobile veterinary clinics</td>
<td>53.7%</td>
<td>45.3%</td>
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</table>
Many of the responses on how those who are affiliated would describe the university were commonplace for university descriptions. Popular terms included university, education, friendly, research, beautiful, strong, and excellent. (Internal Survey, Question 9)
On the graded scale, Providing a Solid Education (93.6%) and Being Believable (86.9%) were the highest rated. Telling the MSU Story (77.3%) and Caring about the Needs of Alumni (72.6%) were the lowest rated. (Internal Survey, Question 15)
88% of affiliated people have seen a form of MSU advertising this past year. The strongest form of advertising was Television at 73.7%, while YouTube (13.9%) and Radio (44.8%) were the lowest seen. (Internal Survey, Question 16 & 17)
When looking at the frequency of items being seen, people most often see the website, emails, and social media. They very seldom see YouTube/Viral Videos, with over 60% reporting they hardly see them. (Internal Survey, Question 23)

*Selection #4 (Alumnus Magazine) had a system error that lost all of its responses.*
Only one item fell below the 50% approval rating for MSU’s effectiveness in utilization, this was YouTube/Viral Video with only 28.9% approval. (Internal Survey, Question 24)

For each of the communication methods listed below, please rate MSU’s effectiveness in utilizing that method.

- University Website
  - 12.2% No response
  - 3.2% Fail
  - 8.9% Neutral
  - 75.7% Pass

- Email
  - 6.2% No response
  - 3.7% Fail
  - 10.4% Neutral
  - 79.7% Pass

- Electronic Newsletter
  - 14.8% No Response
  - 5.2% Fail
  - 16.9% Neutral
  - 63.1% Pass

- Radio/TV Broadcast Advertising
  - 19.1% No response
  - 8.2% Fail
  - 19.8% Neutral
  - 53.0% Pass

- Print Advertising
  - 19.2% No response
  - 6.9% Fail
  - 18.0% Neutral
  - 56.0% Pass

- Billboards
  - 17.2% No response
  - 7.2% Fail
  - 12.0% Neutral
  - 63.5% Pass

- Social Media or Online Community
  - 23.7% No response
  - 5.1% Fail
  - 10.4% Neutral
  - 60.8% Pass

- YouTube/Viral Video
  - 44.7% No response
  - 10.7% Fail
  - 15.8% Neutral
  - 28.9% Pass

*Selection #4 (Alumnus Magazine) had a system error that lost all of its responses.*
Positive words to describe colleges and universities. (External Survey, Question 2)
Negative words to describe colleges and universities. (External Survey, Question 3)
54% of the national panel has a positive perception of Mississippi, while only 40% of the panel consider themselves moderately or more familiar with MSU. (External Survey, Questions 4 & 5)
73% of the panel see MSU’s image as favorable, while 71.5% believe that MSU is taking the appropriate steps to keep a strong image in the future. (External Survey, Questions 7 & 8)
The external audience said they would describe Mississippi State to others in an overall positive way. Some important items to note were: education, good, school, leading, opportunities, affordable, and research. (External Survey, Question 9)
346 (68%) participants responded to Q10. Of those, 37% responded that they were unsure of what made MSU different from other universities, or that there was no difference at all. (External Survey, Question 10)
Participants responded with the four messages that resonated with them most. Overall, “Helping Students Find Their Place in the World” was the most appealing with 55.1% and 56.8% respectively. “Developing Sustainable Partnerships with University Neighbors” came in at the bottom with 11.5% and 8.9% respectively. (Internal Survey, Question 32; External Survey, Question 22)
Questions?