

Engagement and Data Gathering Session

Group: Parents of Prospective Students
SPT Partners: Bacarisse, McDonald
Date: November 19, 2014
Design: Interview
Attendees: 11

KEY DATA: *Please use these five questions as common questions, but feel free to ask additional questions as your team sees fit.*

1. What makes SFA special? Unique?

- a. Truth(s)
 - i. Faculty and staff are friendly and informative.
 - ii. Small, quaint, and safe. Mega campuses are too large and impersonal
 - iii. Faculty know their students
- b. Trend(s)
 - i. Pretty environment. You can breathe here.
 - ii. Study abroad programs.
 - iii. Warmly welcomed into family by staff and students

2. What could SFA do or be that would encourage you to support the university?

- a. Truth(s)
 - i. Train educators
 - ii. Mentoring programs.
 - iii. Ensure physical security and safety

3. What is one innovative idea SFA should implement?

a. Truth(s)

i. eBooks. Reduce weight in backpack and reduce cost to students.

ii. Parents want SFA to do ALL we can to lower costs. Such as create opportunities (such as the \$10,000 degree program) for students to come to school at low cost. Then advertise that.

iii. Have a Student Fitness initiative program. Many companies want their employees to be involved in such programs and it would be good preparation for the real world environment. Have an App that shows healthy choices for students at SFA.

iv. Parents wants an App that makes registration and bill payment EASIER for parents and students.

4. What do students need to get from a college education/experience to be successful in life?

a. Truth(s)

i. Real life support from faculty who have done what the students want to do.

ii. Open students thinking of what all is possible for them to do such as showing a theatre major that they can transfer those skills into additional career fields – show examples.

iii. SFA needs to provide “service after the sale”. Provide services to alumni after graduation to help them succeed in the job market. Resume writing, interviewing, ongoing support.

iv. Teach student professional discipline such as being on time, communication skills.

v. Growth in values, compassion, and maturity.

5. What have we not asked you that you would like to discuss?

a. Truth(s)

i. The choice students make about a school is principally due to the quality of the programs while the other points like safety, campus life, can be disqualifiers.

ALL DATA: Here is our complete raw data.....

Question 1: What makes SFA special? Unique?

- Very informative website
- Lots of theatre shows
- Smaller environment
- Smaller quaint town
- Faculty and staff very informative to potential students
- Summer workshops incredibly helpful
- Having faculty that are comforting to students
- When I go to other schools they treat me like I am joining their program, at SFA they already treat me
- Other mega campuses are too large and impersonal, comforting to parents to be at SFA
- Study abroad, England especially. Creative writing programs.
- Some alumni said that they knew professors personally
- So pretty. You can breathe in nature.
- Theatre school has good quality connections and you can learn all aspects of theatre. Can get hands on soon.
- My daughter. Researched website.
 - o Theatre program- # shows, student
 - o Learning experimental
 - o Smaller environment
 - o Quaint small town
- Visited as a junior
 - o Warmly welcomed by staff and students
 - o Answering questions didn't know to ask
 - o Summer workshop
 - Won't get lost- disappear- parental piece of mind
- Summer workshop
 - o Comforting advising- knows them and take awareness

- Have visited a couple different campuses, almost like other campuses did not want me there. Sense of belonging at SFA.
- Not a mega campus
 - o More familiar, more conf. in size
 - o Study abroad in England
 - o Creative writing aspect
 - o Alumni
- You know professors on 1st name basis and they remember conversations

Question 2: What could SFA do or be to encourage you to support the university?

- Like to billboards
- Turns out better educators
- Mentoring. Students mentoring students.
- What do we do for your child?
- Physical security and safety
 - o Publicize our communication system
 - o Driving jacks
- Would like to know exact place \$ is going
- Help the tech dept get funded like what
- Lumberjacks make great...
 - o Good we like it
- Mentoring program
 - o Emerging in all realms of life
 - o Students mentor students
- Create prod. Members of society
 - o Want to see benefit to my child
 - o What did you do for my child?
 - o What can you give to new students?
- Help another child have same success as my kid- scholarship
- Give time not just \$- pay it forward

Question 3: What is one innovative idea SFA should implement?

- Ebooks. Reduce the weight in the backpack. Reduce the cost.
- Parents want SFA to do all we can to lower cost

- Create opportunities (such as the \$10,000 degree program) for students to come to school at low cost. And advertise that.
- Fitness and wellness program. Student fitness initiative
 - For students it will be part of their job requirements eventually so you need to learn how to do it.
 - App to show healthy choices for students
 - Apps to make registering and paying easier for parents and students
- More technology
- Set up affordable
- Financially reasonable
 - Keep in manageable- 3 YRS BA??
- More opportunity to bring cost down and advertise it
- Free core texts
- Fitness center- wellness programs
- Healthy mind and bodies- run so many miles
- SFA APP!!!

Question 4: What do students need to get from a college education/ experience to be successful in life?

- Real life support form faculty who have done what they want to do
- Open their thinking of what all is possible for them to do
 - Such as showing a theatre major that they can do other things too- show examples
- My employees need resume writing, interviewing and ongoing support
 - SFA should provide “service after the sale”. Provide services to alumni after graduation to help them succeed in the job market.
- Teach how to get along with others
- Being on time!
- Professional
- Leverage alumni network
- Relate to boss and coworker
 - How to work with people
 - How to be a productive member of society
- Communication skills
 - Phone skills
 - Writing

- Listening
- You will get picked over those who can do it
- Send my kid out
 - Not come home completely changed
 - See growth in values, compassion, maturity
 - 90% the program
 - Genuine
 - SFA representatives

Question 5: What have we not asked you that you would like to discuss?

- Wants to see students mature
- School choice is principally due to the quality of the programs
- Other points are disqualifiers though- like poor safety
- Genuine sales job at recruiting booths