

Engagement and Data Gathering Session

Group:	Prospective Students (OFF SFA CAMPUS – SCHOOL OF MUSIC RECRUITMENT TOUR)
SPT Partners:	Megan Weatherly, J.D. Salas
Date:	October–November 2014
Design:	Interviews
Attendees:	31 (SCHOOL OF MUSIC RECRUITMENT TOUR – East Tx / Ft. Worth Area)

KEY DATA:

SCHOOL: Lindale High School – Lindale, TX (14 students)
SCHOOL: Southwest High School – Ft. Worth, TX (12 students)
SCHOOL: Alvarado High School – Alvarado, TX (5 students)

1. What makes SFA special? Unique? Have you heard of SFA?

Truth

1. Nice Campus
2. I have already applied

Trend

1. Heard of their academics and programs

Unique Ideas

1. Have not heard of them before today, Enjoyed the visit though

ALL RESPONSES

- Yes, I've heard of them. Great Band – LMB (Lumberjack Marching Band)
- Nice Campus (2)
- Have not heard of them before today, Enjoyed the visit though

- Yes, The Skill and Patience of the professors
- Not sure what makes SFA unique but I have heard of it.
- Yes, The students get great attention from the professors
- Yes, I have already applied (2)
- Yes, I've heard of them. Great Band – LMB (Lumberjack Marching Band)
- Yes, Academics – Music Education
- Yes, All my Band Directors went there
- No, but I think its great that you all are reaching out to high schools directly as opposed to sending emails.
- Their programs – i.e. Music
- No
- Yes, They send out materials about their programs

2. What could SFA do to encourage you to attend the university?

Truth

1. More Scholarships
2. The professors visiting made me excited about going to SFA

Trend

1. Learn more about other programs – Engineering/Computer Science
2. More outreach to HS on programs

Unique Ideas

1. Provide More Resources – Books, Study Materials

ALL RESPONSES

- Have a good Engineering Program (3)
- Planning on Attending Already (friend goes there)
- The professors visiting made me excited about going to SFA (3)
- Full Scholarships
- Provide more options to attend – dual credit/online/etc.
- More outreach to HS on programs
- More Scholarships

- If it was out of state
- A more active Computer Science Program
- Good Food and Recreational Activities
- Provide more resources – books
- Provide more information on academics
- More outreach from colleges
- Increase in Scholarship

3. What is one innovative idea that SFA could implement?

Truth

1. More Outreach to High Schools

Trend

1. Create a fun learning environment

Unique Ideas

1. One-on-One Tutoring for students

ALL RESPONSES

- Find a way to showcase the programs to HS Students
- Create a fun learning environment
- More outreach programs to High Schools (3)
- Out of Class study opportunities for success
- Increase in Scholarship Opportunities
- One-on-One tutoring for students

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

Truth

1. Experience
2. Organization & Leadership

Trend

1. Have a clear goal after you graduate

Unique Comment

1. I believe that colleges are only interested in making money, unfortunately it has become necessary to make a good living.

ALL RESPONSES

- Have a clear goal after you graduate
- Be able to handle anything afterwards
- Learning to be independent and responsible (2)
- Teamwork
- Real life situations/experience
- Organization & Leadership (2)
- A good education with links for jobs afterwards
- Real World Experience
- Clear preparation for work force
- Fun Learning experience
- I believe that colleges are only interested in money, unfortunately it has become necessary to make a living.
- Valuable Life skills
- To be challenged
- Students should come out proficient in their career choice
- Be well educated in their field
- Experience (2)

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

NONE