

## Engagement and Data Gathering Session

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**Group:** Prospective Students (ON SFA CAMPUS)  
**SPT Partners:** Megan Weatherly, J.D. Salas  
**Date:** October–November 2014  
**Design:** Interviews  
**Attendees:** 10 (Individual Students on SFA Campus Tour)

### KEY DATA:

#### What makes SFA special? Unique?

##### Truths

- i) Beautiful Campus

##### Trends

- i) Close Knit Community
- ii) The classroom space looks great, The workout center was amazing

##### Unique Ideas

- i) The traditions are very cool, the atmosphere is unique
- ii) I have never seen so much of a school's color on any other campus

### ALL RESPONSES

- SFA offers so many resources other colleges don't.
- SFA is a beautiful campus. The classroom space looks great. And a lot of hands on learning.
- The traditions are very cool, the atmosphere is unique, and everyone is friendly.
- Modern, clean, spacious. The small town community is unique.
- I would say the fact that I have never seen so much of a school's color on any other campus.
- The workout center was amazing. Not only can you get an amazing education but amazing lifestyle.
- The look of the school is beautiful. Trees are everywhere and it is very small, but not too small.
- All of the trees on campus are beautiful. Everyone is really friendly.
- The campus is very pretty, and the student body is very diverse.

- The close knit community and just how pretty the campus is. Very friendly and welcoming.

**What could SFA do or be to encourage you to attend the university?**

Truths

- Already done! My tour today was amazing! I can't wait to start!

Trends

- i) Advising Staff and other Helpful Incentives

Unique Ideas

- i) Give a more in-depth look at clubs and activities

ALL RESPONSES

- More bonfires
- Nothing. Everything is great.
- Just be helpful. For example, I really enjoyed hearing about all the tutoring opportunities and advising staff that could help me.
- Give a more in-depth look at clubs and activities.
- Keep giving campus tours.
- Already done! My tour today was amazing! I can't wait to start!
- Be closer to where I live!
- Keep in touch after the campus visit.
- I can't think of anything specific that would encourage me more.
- SFA could not do anything more to try to convince me to come here. I am very excited to attend already.

**What is one innovative idea SFA should implement to attract students?**

- Let prospective students sit in on a couple of different classes.
- College fairs
- Have a very cool freshman orientation (like A&M's Fish Camp)
- Have people from different clubs talk to student throughout the campus tour.
- Create more clubs for students.
- Tell more about the diverse student body.
- Advertise the Lumberjacks by having a wood chopping competition.

**What do you want to get from a college education/experience to be successful in life?**

Truths

- i) Hands on experience

ii) Life skills in order to be successful in my future career

ALL RESPONSES

- I want to learn how to be successful in my life and job.
- Just a great learning environment and hands on learning.
- Experience. I want to learn things by being hands on and doing/learning from experiencing new opportunities.
- Hands on experience.
- Life skills in order to be successful in my future career.
- Experience. The study opportunities are amazing.
- Real life experience
- Good education and experience to prepare me for life
- A high quality education that expands my knowledge.
- Hands on experience, which SFA seems to provide

**What have I not asked you that you would like to discuss?**

- Nothing