

PROMOTIONAL CAMPAIGN SURVEY REPORT

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Introduction

In the fall of 1987, 299 first time YSU students were contacted by phone in an attempt to determine the effectiveness of a summer promotional campaign. The campaign included television, radio, and newspaper advertisements designed to promote YSU as a quality institution of higher education. The survey included general questions concerning when and why respondents decided to attend YSU in addition to more specific questions concerning the advertisements (see attached questionnaire).

Results

When asked about the most important reason they attended YSU, the majority (66%) of students gave a response related to the University's location. Approximately 14 percent cited a reason related to quality while about 9 percent mentioned a cost related factor (see Table 1).

Respondents were then asked if any other factor influenced their decision. Quality was a secondary factor for approximately 17 percent, location for 15 percent, and cost for 12 percent of the respondents (see Table 2).

None of the respondents specifically mentioned any of the advertisements as a result of the open ended questions concerning why they chose YSU.

Student characteristics such as age, sex, and school appeared to have little relationship with reasons for deciding to attend YSU. Location was consistently the dominant factor regardless of age, sex, or academic discipline. It did appear, however, that

compared to their counterparts, a greater proportion of older students, as well as students in engineering and fine and performing arts, considered quality to be the most important factor.

The timing of the decision to attend YSU varied considerably. Nearly 10 percent of the respondents had made their decision prior to the year 1986; approximately 20 percent decided sometime in 1986; the majority (69%) did not decide until 1987. Three major decision times were evident in the responses: September 1986, January 1987, and Spring/Summer 1987. It is important to note that over half (53%) of those interviewed had made up their minds to attend YSU before the promotional campaign was initiated (see Table 3).

Although strong patterns by age, sex, and school were generally not evident, it did appear that females decided earlier than males, that a greater proportion of older students made a late decision, and that engineering students tended to make up their mind early while those in Arts and Sciences decided later.

The percentage of students who had seen or heard the advertisements ranged from approximately 14 percent for the television commercials to approximately 36 percent for newspaper ads (see Table 4). Between one-fifth and one-quarter of those who had seen or heard the ads (3 to 9 percent of total respondents) stated that the ads had an influence on their decision to attend YSU; applied to the total of 2144 first time students, these percentages produce estimates of 64 students who were influenced

by television commercials, 129 who were influenced by radio spots, and 193 who were influenced by newspaper ads (see Table 5).

Many individuals had actually made their decision prior to the commencement of the promotional campaign, however. Considering only those who made their decision in May of 1987 or later, between 9 and 14 percent of those who saw or heard the ads (1 to 4 percent of total respondents) were influenced by the campaign. These percentages suggest that the decisions of 36, 86, and 71 students respectively were influenced by television, radio, and newspaper ads (see Table 6).

Only two respondents stated that they would not have attended YSU if they had not seen or heard an advertisement (see Table 7). This translates into an approximate total of 14 first time students who would not have attended YSU in the absence of the promotional campaign.

The likelihood of a student seeing or hearing an ad or being influenced by it appeared to have little to do with student characteristics such as age, sex, and school. The only exception was that a substantially higher percentage of students aged 21 or over (69%) saw the newspaper ads compared with those younger than 21 (30%).

Conclusions

A definite decision about the effectiveness or success of the recent promotional campaign is beyond the scope of this limited research effort. This is true for several reasons. First, these survey results must be viewed within an appropriate context: what

was expected of the campaign?; what should have been expected given the parameters of the campaign? Second, other measures of effectiveness might be considered (e.g. increase in calls requesting registration materials). Third, other related questions remain unanswered; for example, what impact did the campaign have on "veteran" students (retention), on potential students not yet enrolled, or on faculty and staff (attitude/morale)?

Despite these limitations, it is possible to draw some general conclusions and point out some important issues which are pertinent to decisions concerning future promotional efforts.

* Over half of the respondents had made their decision to attend YSU before the promotional campaign commenced. This fact has two important implications. First, it is likely that the promotional campaign has had some impact on early decision makers which this survey could not measure because these individuals would not have yet enrolled. Second, it would appear that the potential impact of the campaign could have been increased if it would have begun earlier. If the three major decision times evidenced in this survey (September of the previous year, January of the enrollment year, and Spring/Summer of the enrollment year) are confirmed, future promotional campaigns could be tailored with these times in mind.

* It is clear that many people attend YSU because of its location. What is less clear is how to utilize this fact in any future advertising campaign. Emphasizing YSU's convenient location may encourage the matriculation of local students but it could also contribute to a "strictly commuter" image. Perhaps the best approach would be to mention location as simply one positive factor among many.

* A substantially greater number of students saw the newspaper ads and heard the radio spots than saw the television ads. This may be due to a number of reasons including relative intensity and timing of the various efforts. Aside from the number who were exposed to the various ads, there appeared to be little difference in effectiveness among the media utilized.

TABLE 1

Most Important Reason For Selecting YSU

	N	%
Location Related	198	66.2
Quality Related	41	13.7
Cost Related	26	8.7
Miscellaneous	29	9.7
NA	5	1.7

TABLE 2

Other Reason For Selecting YSU

	N	%	Adjusted %
Location Related	45	15.0	23.6
Quality Related	51	17.1	26.7
Cost Related	37	12.4	19.4
Miscellaneous	58	19.4	30.4
NA	108	36.1	----

TABLE 3
When Decision To Attend YSU Was Made*

	N	%
Prior to 1986	28	9.4
1986	59	19.7
September	23	7.7
1987	206	68.9
January	23	7.7
February	8	2.7
March	21	7.0
April	12	4.0
May	35	11.7
June	24	8.0
July	17	5.7
August	13	4.3
September	7	3.0
HA	6	2.0

* Monthly figures are subsets of yearly figures; 1987 monthly figures do not add up to yearly figure because a number of respondents did not specify which month they made their decision.

TABLE 4

Number And Percentage Of Respondents
Who Saw Or Heard Ads

	N	%
Television	42	14.0
Radio	88	29.4
Newspaper	109	36.5

TABLE 5

Number And Percentage Of Respondents
Who Were Influenced By Ads

	N	% Of Those Who Saw Or Heard Ads	% Of Total Respondents	Estimated* Total
Television	9	21.4	3.0	64
Radio	18	20.2	6.0	129
Newspaper	27	24.5	9.0	193

*Estimated number of first time students who were influenced by
ad. based on total of 2144 first time students.

TABLE 6

Number And Percentage Of Respondents
Who Were Influenced By Ads And Who
Made Decision To Attend YSU After Start Of Campaign

	N	% Of Those Who Saw Or Heard Ads	% Of Total Respondents	Estimated* Total
Television	5	11.9	1.7	36
Radio	12	13.6	4.0	86
Newspaper	10	9.2	3.3	71

*Estimated number of first time students who were influenced by
ad, based on total of 2149 first time students.

TABLE 7

Number Of Respondents Who Would Not Have Attended YSU
If They Had Not Seen Or Heard Ads

Television	1
Radio	1
Newspaper	0

YSU PROMOTIONAL CAMPAIGN SURVEY

1. How do you feel about the current promotional efforts of the YSU Student Union?

2. How do you feel about the current promotional efforts of the YSU Student Union?

3. How do you feel about the current promotional efforts of the YSU Student Union?

4. How do you feel about the current promotional efforts of the YSU Student Union?

5. How do you feel about the current promotional efforts of the YSU Student Union?

6. How do you feel about the current promotional efforts of the YSU Student Union?

7. How do you feel about the current promotional efforts of the YSU Student Union?

8. How do you feel about the current promotional efforts of the YSU Student Union?

9. How do you feel about the current promotional efforts of the YSU Student Union?

10. How do you feel about the current promotional efforts of the YSU Student Union?

11. How do you feel about the current promotional efforts of the YSU Student Union?

12. How do you feel about the current promotional efforts of the YSU Student Union?

13. How do you feel about the current promotional efforts of the YSU Student Union?

14. How do you feel about the current promotional efforts of the YSU Student Union?

15. How do you feel about the current promotional efforts of the YSU Student Union?

16. How do you feel about the current promotional efforts of the YSU Student Union?

17. How do you feel about the current promotional efforts of the YSU Student Union?

18. How do you feel about the current promotional efforts of the YSU Student Union?

19. How do you feel about the current promotional efforts of the YSU Student Union?

20. How do you feel about the current promotional efforts of the YSU Student Union?

11. X + 10 = 20

-10 = -10

11 - 10 = 20 - 10

1 = 10

11 - 10 = 10 - 10

1 = 0

YOUNGSTOWN STATE UNIVERSITY ALUMNI
ANNUAL FUND RAISING SURVEY

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Personal Data

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1. Legal name: Last (Maiden) First Middle
2. Home address: Street City State Zip
3. Telephone No.: () _____
4. Which is your preferred title?
- | | |
|---------|----------------|
| 1. Mr. | 4. Ms. |
| 2. Mrs. | 5. Dr. |
| 3. Miss | 6. None |
| | 7. Other _____ |
5. Date of birth: _____
6. Year of graduation: _____
7. Marital status:
- | | |
|--------------|-------------|
| 1. Single | 4. Divorced |
| 2. Married | 5. Widowed |
| 3. Separated | |

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Business Information, If Applicable
(If retired, enter your former company/position)

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8. Name of Employer: _____
Address: _____
9. Which is your preferred mailing address:
- _____ Home _____ Business
10. Title/Occupation
- _____
- _____
11. Does your employer have a matching gift program?
1. Yes 2. No 9. Don't know

12. Do you own your own business?

1. Yes---> Name of business _____
2. No

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Education Information

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13. Please list your undergraduate major at YSU (degrees, year, majors).

14. Please list your graduate studies (degree, year, college).

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Family Information

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15. Spouse's name: _____

Last First Middle

16. Spouse's undergraduate and graduate studies (degrees, year, majors, college).

17. Is your spouse employed?

1. Yes---> Name of employer: _____
2. No

18. Does your spouse's employer have a matching gift program?

1. Yes
2. No
9. Don't know

19. List names of all your children and provide information requested.

Name	Married/ Single	Age	Sex	College (If applicable)	Presently Enrolled
1. _____	M S	_____	F M	_____	Yes No
2. _____	M S	_____	F M	_____	Yes No
3. _____	M S	_____	F M	_____	Yes No
4. _____	M S	_____	F M	_____	Yes No
5. _____	M S	_____	F M	_____	Yes No
6. _____	M S	_____	F M	_____	Yes No
7. _____	M S	_____	F M	_____	Yes No

20. Have you received honors or awards (civic, professional, etc.)?

1. Yes---> (Specify) _____
2. No _____

21. Do you or does your spouse serve on the board of any business or community organization?

1. Yes---> (Specify) _____
2. No _____

22. Are there any foundations with which you have some connection that might be able and willing to help YSU?

1. Yes---> (Specify) _____
2. No _____

23. Which faculty members at YSU influenced you most?

1. _____
2. _____
3. _____
4. _____

24. As a student, to what degree did you feel a part of the college community?

1. Great degree
2. Some degree
3. Not at all

25. In your opinion, to what extent did your experience at YSU have a lasting impression on you?
1. Great extent
 2. Some extent
 3. Not at all
26. When you attended YSU, which two of the following seemed to be the most effective influences in promoting a feeling of community on campus?
1. Academic work
 2. Classroom contacts
 3. Faculty or administration contacts
 4. Student organizations
 5. Student activities
 6. Sports events
 7. Other (specify) _____
 9. Don't know
27. In your opinion, what level of preparation did you receive within your major field of study?
1. Very strong
 2. Strong
 3. Moderate
 4. Weak
 5. Very weak
28. In which of the following areas do you now wish that you had received stronger preparation? (circle all that apply)
1. Communication skills
 2. Computer skills
 3. The sciences
 4. Mathematics
 5. Philosophy
 6. Political science
 7. Economics
 8. Social sciences
 9. Business and financial management
 10. Other (specify) _____
29. Which of the following campus resources were helpful in determining your career choice (circle all that apply)?
1. Department chairperson
 2. Faculty in your major
 3. Academic dean
 4. Counseling and placement staff
 5. Other professionals among family and friends
 6. Alumni in your field
 7. Other (specify) _____
30. Did you receive the quality education at YSU that you expected to receive?
1. Yes
 2. No

31. Which of the following best describes your impression of YSU today?
1. Very favorable
 2. Favorable
 3. No impression
 4. Unfavorable
 5. Very unfavorable
32. Within the past five years, have you visited the campus?
1. Yes
 2. No
33. Would you describe yourself as an active alumnus?
1. Yes
 2. No---> What do you consider to be the single most important reason?
 1. Feel other causes more worthy of money
 2. Feel other causes more worthy of time
 3. Lack of interest in YSU
 4. Not made aware of the various functions
 5. Never asked to participate
 6. Live too far away
 7. Other (specify) _____
34. In general, what kind of job do you believe YSU does in keeping the alumni informed of what happens on campus?
1. A very good job
 2. A reasonably good job
 3. A poor job
 9. Don't know
35. In your opinion, what is the best source of information about YSU?
1. YSU Today
 2. Annual Fund brochure
 3. Personal involvement with the University
 4. Public press
 5. Word of mouth from other alumni
 6. Other (specify) _____
 9. Don't know
36. How much of the YSU Today do you usually read?
1. All
 2. Most
 3. Some
 4. None

37. How frequently do you support the University through the Annual Fund?
1. Each year
 2. Nearly each year
 3. Occasionally
 4. Seldom
 5. Never
38. If shown a convincing case, would you consider giving YSU one-time financial support beyond the scope of annual fund giving?
1. Yes
 2. No
 9. Don't know
39. Which of the following aspects of YSU would you most like to see strengthened?
1. High academic standards
 2. Liberal arts tradition
 3. Business or professional programs
 4. Community service
 5. Other (specify) _____
 9. Don't know
40. In your view, compared with other colleges and universities, YSU's financial position is probably:
1. Very sound
 2. Reasonably sound
 3. Somewhat unsound
 4. Very unsound
 9. Don't know
41. If YSU were to allocate additional funds for improvement, which two of the following improvements do you find most desirable?
1. Expansion of the curriculum
 2. More competitive faculty salaries
 3. Renovation/expansion of student housing
 4. Increased faculty size
 5. More library support
 6. More scholarships
 7. Better parking facilities
 8. New support services (e.g., computers, instructional aids)
 9. Lectures
 10. Refresher courses
 11. Upgraded classroom and instructional facilities
 12. Increased student services
 13. Expanded athletic opportunities
 14. More community service
 15. Other (specify) _____
 99. Don't know

42. Would you recommend YSU to your own son, daughter, relative, or friend?

1. Yes 2. No

43. How do you feel about being a YSU alumnus/a?

1. Extremely proud
2. Proud
3. Ambivalent
4. Regretful

44. Have you heard or read good things about YSU and its people?

1. Yes---> Through which of the following means (circle all
2. No that apply)?

1. Public press
2. Television
3. Radio
4. Conversations with friends, students
5. Have not heard or read good things
6. Other (specify) _____

45. In your opinion, is the quality of a YSU education today?

1. Excellent
2. Good
3. Fair
4. Poor

46. How did you finance your education at YSU (circle all that apply)?

1. Scholarships
2. Federal or state grants
3. Student loans
4. On-campus employment
6. Off-campus employment
7. Parents
8. Savings
9. Other (specify) _____

47. Which of the following represents your annual household income?

1. Under \$25,000
2. \$25,000-\$50,000
3. \$50,000-\$75,000
4. Over \$75,000

48. Additional comments: _____

