

## Focus Group Questions:

1. How do you rate the current POINTS OF PRIDE card?:
  - a. Overall Image: (10 – Very Good to 1 – Very Poor)
  - b. What does the card say about Broward College to you? (Open comment)
  - c. Should the imagery of the card be refined? (Yes, No, Misc comments)
  - d. Should the graphic layout of the card be refined? (Yes, No, Misc comments)
2. How do you rate the current ANNUAL REPORT?:
  - a. Overall Image: (10 – Very Good to 1 – Very Poor)
  - b. What does the annual report say about Broward College to you? (Open comment)
  - c. What parts of the annual report do you think are most valuable? (Open comment)
  - d. If you could add any feature to the annual report, what would it be? (Open comment)
  - e. Should the graphic layout of the annual report be refined? (Yes, No, Misc comments)
  - f. How would you like the annual report delivered to you? (Electronically, Hard copy, Misc comments)
3. How do you rate the TOP 10 card?:
  - a. Overall Image: (10 – Very Good to 1 – Very Poor)
  - b. What does the card say about Broward College to you? (Open comment)
  - c. Should the graphic layout of the card be refined? (Yes, No, Misc comments)
4. How do you rate the QUICK VIEW booklet?:
  - a. Overall Image: (10 – Very Good to 1 – Very Poor)
  - b. What does the booklet say about Broward College to you? (Open comment)
  - c. What parts of the booklet do you think are most valuable? (Open comment)
  - d. If you could add any feature to the booklet, what would it be? (Open comment)
  - e. Should the imagery of the booklet be refined? (Yes, No, Misc comments)
  - f. Should the graphic layout of the booklet be refined? (Yes, No, Misc comments)
  - g. How would you like the booklet delivered to you? (Electronically, Hard copy, Misc comments)
5. General Questions:
  - a. Is it important to include any other language versions of the materials? (Yes, No, Misc comments)
  - b. Please give three adjectives that you believe should describe Broward College. (Open comment)
  - c. What image should Broward College strive to present to the public? (Open comment)
  - d. What should be the style of any new Broward College marketing materials? (Open comment)
  - e. Are there any other ways to improve the Broward College identity? (Open comment)