

Survey Questions:

POINTS OF PRIDE

1. What is your overall satisfaction with the current POINTS OF PRIDE card?
 - a. Very Satisfied
 - b. Somewhat Satisfied
 - c. Neutral
 - d. Somewhat Dissatisfied
 - e. Very Dissatisfied
2. Rate your satisfaction with the following features of the current POINTS of PRIDE card.
 - a. Length
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - b. Content
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - c. Layout
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - d. Images
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - e. Color
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
3. How relevant do you find the information on the current POINTS OF PRIDE card?

- a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
4. What can we do to improve the current POINTS OF PRIDE card?
- a. [Limit answer to 10 lines/500 characters of open text.]

ANNUAL REPORT: Report to the Community 2014

5. What is your overall satisfaction with the current ANNUAL REPORT?
- a. Very Satisfied
 - b. Somewhat Satisfied
 - c. Neutral
 - d. Somewhat Dissatisfied
 - e. Very Dissatisfied
6. Rate your satisfaction with the following features of the current ANNUAL REPORT.
- a. Length
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - b. Content
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - c. Layout
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - d. Images
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - e. Color
 - i. Very Satisfied

- ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
7. How relevant do you find the information in the current ANNUAL REPORT?
- a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
8. Please rank each part of the current ANNUAL REPORT in order of importance to you. (Rank items numerically.)
- a. Top news story
 - b. Student success highlights
 - c. Community news
 - d. Faculty news
 - e. Finance news
 - f. Facilities news
 - g. Athletics news
 - h. Awards and scholarship news
9. What can we do to improve the current ANNUAL REPORT?
- a. [Limit answer to 10 lines/500 characters of open text.]

Connect Bookmark

10. What is your overall satisfaction with the current Connect Bookmark?
- a. Very Satisfied
 - b. Somewhat Satisfied
 - c. Neutral
 - d. Somewhat Dissatisfied
 - e. Very Dissatisfied
11. Rate your satisfaction with the following features of the current Connect Bookmark.
- a. Length
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - b. Content
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied

- c. Layout
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - d. Color
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
12. How relevant are images on the Connect Bookmark?
- a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
13. How relevant do you find the information on the current Connect Bookmark?
- a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
14. What can we do to improve the current Connect Bookmark?
- a. [Limit answer to 10 lines/500 characters of open text.]

QUICK VIEW

15. What is your overall satisfaction with the current QUICK VIEW booklet?
- f. Very Satisfied
 - g. Somewhat Satisfied
 - h. Neutral
 - i. Somewhat Dissatisfied
 - j. Very Dissatisfied
16. Rate your satisfaction with the following features of the current QUICK VIEW booklet.
- a. Length
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - b. Content
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral

- iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - c. Layout
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - d. Images
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - e. Color
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
- 17. How relevant do you find the information in the current QUICK VIEW booklet?
 - a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
- 18. Please rank each part of the current QUICK VIEW booklet in order of importance to you. (Rank items numerically.)
 - a. Message from the president
 - b. Value: Tuition and Fees, Financial Aid, Scholarships
 - c. Academic Options: Degrees and Programs, Online Courses, Honors Institute and Study Abroad Opportunities
 - d. Who We Are: Students, Faculty, Staff and Notable Alumni
 - e. Student Life: Activities, Clubs, Athletics and More
 - f. Convenience: Campus and Center Locations
- 19. What can we do to improve the current QUICK VIEW booklet?
 - a. [Limit answer to 10 lines/500 characters of open text.]

COLLEGE BROCHURE

- 20. What is your overall satisfaction with the current COLLEGE BROCHURE?
 - k. Very Satisfied
 - l. Somewhat Satisfied

- m. Neutral
- n. Somewhat Dissatisfied
- o. Very Dissatisfied

21. Rate your satisfaction with the following features of the current COLLEGE BROCHURE.

- a. Length
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
- b. Content
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
- c. Layout
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
- d. Images
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
- e. Color
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied

22. How relevant do you find the information in the current COLLEGE BROCHURE?

- a. Very Relevant
- b. Somewhat Relevant
- c. Not at All Relevant

23. How relevant are images on the COLLEGE BROCHURE?

- a. Very Relevant
- b. Somewhat Relevant
- c. Not at All Relevant

24. What can we do to improve the current COLLEGE BROCHURE?
a. [Limit answer to 10 lines/500 characters of open text.]

BROWARD COLLEGE WEBSITE HOMEPAGE

25. What is your overall satisfaction with the current BROWARD COLLEGE WEBSITE HOMEPAGE?
- p. Very Satisfied
 - q. Somewhat Satisfied
 - r. Neutral
 - s. Somewhat Dissatisfied
 - t. Very Dissatisfied
26. Rate your satisfaction with the following features of the current BROWARD COLLEGE WEBSITE HOMEPAGE.
- a. Length
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - b. Content
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - c. Layout
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - d. Images
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral
 - iv. Somewhat Dissatisfied
 - v. Very Dissatisfied
 - e. Color
 - i. Very Satisfied
 - ii. Somewhat Satisfied
 - iii. Neutral

- iv. Somewhat Dissatisfied
- v. Very Dissatisfied

27. How relevant do you find the information in the current BROWARD COLLEGE WEBSITE HOMEPAGE?
- a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
28. How relevant are the images on the BROWARD COLLEGE WEBSITE HOMEPAGE?
- a. Very Relevant
 - b. Somewhat Relevant
 - c. Not at All Relevant
29. Please rank each part of the current BROWARD COLLEGE WEBSITE HOMEPAGE in order of importance to you. (Rank items numerically.)
- a. Top bar - Home, A-Z, Calendars, Locations, Catalog, Contact Us, Login, Mobile, Search
 - b. Top navigation - Discover BC, Academics, Online, Admissions, Financial Aid, Student Life, Student Resources
 - c. Main image/News
 - d. Right navigation - Apply Now, Classes/Courses, Programs & Degrees buttons
 - e. Left navigation - Information for Future Students, Current Students, Other Visitors
 - f. "Considering Broward College?"
 - g. News, Events and Important Dates tabs
 - h. Connect buttons
 - i. Bottom navigation
30. What can we do to improve the current BROWARD COLLEGE WEBSITE HOMEPAGE?
- a. [Limit answer to 10 lines/500 characters of open text.]

BROWARD COLLEGE SOCIAL MEDIA

31. Are you familiar with BROWARD COLLEGE SOCIAL MEDIA?
- a. Facebook
 - b. Twitter
 - c. YouTube
 - d. Tumblr
 - e. LinkedIn
 - f. Google+
 - g. Pinterest
 - h. Instagram
32. Do you follow BROWARD COLLEGE SOCIAL MEDIA?
Which service?
33. Have you ever posted on one of the BROWARD COLLEGE SOCIAL MEDIA platforms?
Which service?
34. What can we do to improve the current BROWARD COLLEGE SOCIAL MEDIA platforms?

AUDIENCE

35. How long have you been affiliated with Broward College?
- Less than 6 months
 - 6 months to less than 1 year
 - 1 year to less than 3 years
 - 3 years to less than 5 years
 - 5 years or more
36. What is your affiliation with Broward College?
- Prospective student
 - Student
 - Faculty
 - Staff
 - Community member/Donor
 - Alumni
37. What county do you live in?
- Miami-Dade County
 - Broward County
 - Palm Beach County
 - Other
38. Please indicate your gender
- Male
 - Female
 - Prefer not to answer
39. What age range includes your age?
- Younger than 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55 – 64
 - 65 or older
 - Prefer not to answer
40. When you hear the “Broward College” name, what main idea comes to mind (something we stand for)?
- [Limit answer to 10 lines/500 characters of open text.]
41. What do we do that makes us unique from other colleges?
- [Limit answer to 10 lines/500 characters of open text.]
42. Compared with other colleges, where does Broward College rank in providing a college experience?
- Much better than other colleges
 - Somewhat better than other colleges

- c. The same as other colleges
 - d. Somewhat worse than other colleges
 - e. Much worse than other colleges
43. Is there an unaddressed need Broward College should focus on in its communication tools? If so, what?
- a. Yes
 - b. No
 - c. [Limit answer to 10 lines/500 characters of open text.]

Focus Group Questions:

1. General Questions:
 - a. Please give three adjectives that you believe should describe Broward College. (Open comment)
 - b. What image should Broward College strive to present to the public? (Open comment)
 - c. What should be the style of any new Broward College marketing materials? (Open comment)
 - d. Are there any other ways to improve the Broward College identity? (Open comment)