

Broward College Focus Group Study

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Broward College Focus Group Recommendations

Introduction:

Broward College hosted a series of focus groups to review current marketing materials with the goal of obtaining people's opinion on the effectiveness and attractiveness of the College's collateral materials. After introducing the marketing materials, focus group participants were provided with specific current materials to focus opinion. These specific materials included Broward College's Points of Pride card, Annual Report, Connect Bookmark, Quick View booklet, College Brochure, and a copy of the Broward College Homepage and Facebook page. The qualitative results are on the following pages of this report.

About the Focus Groups:

Date: February 11, 2014

Location: Broward College Central campus

Approximately 20 students enrolled in a "Bugs and People" class

Discussion: Approximately 1 hour and 15 minutes

Date: February 24, 2014

Location: Broward College Downtown campus

Approximately 8 members of Broward College's Alumni Group

Discussion: Approximately 1 hour and 30 minutes

Date: February 29, 2014

Location: Broward College Central campus

Approximately 15 high school students

Discussion: Approximately 1 hour

Date: March 21, 2014

Location: Broward College Downtown campus

Approximately 15 members of Broward College faculty

Discussion: Approximately 1 hour and 15 minutes

Date: April 21, 2014

Location: Broward College North campus

Approximately 5 students

Discussion: Approximately 1 hour

Date: April 21, 2014

Location: Broward College North campus

Approximately 7 students

Discussion: Approximately 1 hour and 15 minutes

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Focus Group Outline:

1. Please give three adjectives that you believe should describe Broward College.
2. What does Broward College do that makes it unique or different than other colleges?
3. POINTS OF PRIDE CARD: What does the card say about Broward College to you? Should the imagery/content of the card be refined?
4. ANNUAL REPORT: What does the annual report say about Broward College to you? What parts of the annual report do you think are most valuable? If you could add any feature to the annual report, what would it be?
5. CONNECT BOOKMARK: What does the card say about Broward College to you?
6. QUICK VIEW BOOKLET: What does the booklet say about Broward College to you? What parts of the booklet do you think are most valuable? If you could add any feature to the booklet, what would it be? Should the imagery of the booklet be refined?
7. COLLEGE BROCHURE: What does the brochure say about Broward College to you? What parts of the brochure do you think are most valuable? If you could add any feature to the brochure, what would it be? Should the imagery of the booklet be refined?
8. BROWARD COLLEGE WEBSITE HOMEPAGE: How often do you visit the BC homepage? What do you go to the homepage to do? Does it help you get what you need? What does the homepage say about Broward College to you? What parts of the homepage do you think are most valuable? What are you most likely to click on? Why? What wouldn't you click on? Why? If you could add any feature to the homepage, what would it be?
9. BROWARD COLLEGE SOCIAL MEDIA: Are you familiar with, follow, regularly view, post on social media platforms? How much time a day do you use on social media? How much of your online time is spent on social media platforms vs general email or web surfing? If you wanted info on BC, would you go to FB for it? Are you FB friends with BC? Do you follow BC on Twitter? Linked In? Have you ever posted to Instagram about BC? One of the Pinterest boards? Have you watched a BC video on YouTube? Do you use Google+ at all? Would you feel comfortable exploring for information on this type of page? Would you like or have you liked something you saw or posted a comment or question on the FB page or other social media platforms?
10. Are there any other ways you'd suggest to improve the Broward College identity from a communications standpoint?