

Attitudes and Perceptions of the Gaylord College



Client: the Gaylord College of Journalism and Mass Communication

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Executive Summary

Students do not have great knowledge about the college

Price College is a main competitor of Gaylord

Students have a general understanding that the Gaylord College offers only a journalism degree

Lack of advertisement

Background & Research Questions

Background

- Situation analysis: Searched databases for keyword, broadcasting and electronic media
- Produced a survey design that was sent out to 2,000 OU students
 - 122 responses
 - collected demographics and psychographics of students
- Conducted focus groups to receive qualitative data on how people outside of the Gaylord College perceive it
 - 3 focus groups
 - Simple random sampling

Research Questions

- “How does the rise of electronic media affect those pursuing degrees and careers in the industry?”
- “What are the opinions of non-Gaylord College OU students towards broadcasting and electronic media in Gaylord College?”

Secondary Research

Scholarly Literature Review and Implications

- Research shows if students feel they are benefiting from classes, they are more likely to engage themselves
- Integrating new programs into old ones has been successful for some, and should be a model for others
- Capstone programs are vital in a student's learning experience

Traditional and Social Media Analysis and Implications

- 4,550 tweets about Gaylord, but most recent were sent out by the Gaylord College's account
- Social media used: Twitter, IceRocket, BackTweets, Google Trends, Social-Searcher and Social Mention
- Traditional media used: News OK, The Wall Street Journal, PR Week, New York Times, NBC News
- Little conversation about Gaylord College on social media
- Narrow down and use specific keywords when searching social media

SWOT Analysis

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T

Building
Award
winning

Lack of
advertisement
Declining
enrollment

Change
perceptions
from neutral to
positive
Improve
programs

Other
colleges
Pride

Primary Research

- Purpose: Understand non-Gaylord students perceptions and attitudes of the Gaylord College
- Important that the client understands “outsiders” views
- How do students compare Gaylord to other campus institutions?
- What are “outsiders” initial thoughts when it comes to the college?

Methods

Survey:

- 2,000 OU students random sample
- 122 useful responses
- 19 question survey

Focus Group:

- 3 focus groups of 5 to 6 participants
- 12 combined questions and follow-up questions
- Random sample within 3 Greek organizations

Survey

- Research questions:
 - What are the perceptions and attitudes of OU students toward majors (degrees) offered by the Gaylord College?
 - What factors influence students' choice of a major?
 - What majors students perceive as most desirable and why?
- Simple random sample of all 26,397 OU students
- Survey sent to 2,000 students
- 19-questions survey through online link
- 3-step distribution process over email

Survey Results & Discussion

- Out of the 2,000 invitations to participate, 122 participants completed the survey
- Participants mainly represented graduates and seniors as well as the College of Arts and Sciences
- Participants do not have an understanding of the degrees and programs offered within Gaylord and many responses were neutral
- Participants chose their major based on job prospects and personal interest

Focus Group

Thursday, November 12, 2015

1:30 - 4 p.m.

Delta Gamma sorority house

16 total participants over 3 focus groups

Participants represented all different grade levels as well as colleges

Focus Group Results & Findings

- 16 individuals participated in three focus groups
- In general, participants knew close to nothing about the college
- Price is a major competitor to the college
- Gaylord offers advertising, but doesn't seem to advertise their programs
- Participants all said that Gaylord has one of the nicest buildings on campus
- None of the participants were approached by Gaylord before or during college

Focus Group Recommendations

1. Gaylord College needs to reach out to current students to ensure that students are satisfied with their experience in Gaylord College
2. Gaylord College must increase awareness among prospective and current OU non-Gaylord College through campaigns targeting common misconceptions about the school
3. Gaylord College must reach out to high school students in person during recruitment to show prospective students that Gaylord College wants them to come to the college

THANK YOU