Engagement and Data Gathering Session

Group: Prospective Students (ON SFA CAMPUS)

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Date: October–November 2014

Design: Interviews

Attendees: 10 (Individual Students on SFA Campus Tour)

KEY DATA:

What makes SFA special? Unique?

Truths

i) Beautiful Campus

Trends

i) Close Knit Community
   ii) The classroom space looks great, The workout center was amazing

Unique Ideas

i) The traditions are very cool, the atmosphere is unique
   ii) I have never seen so much of a school’s color on any other campus

ALL RESPONSES

• SFA offers so many resources other colleges don’t.
• SFA is a beautiful campus. The classroom space looks great. And a lot of hands on learning.
• The traditions are very cool, the atmosphere is unique, and everyone is friendly.
• Modern, clean, spacious. The small town community is unique.
• I would say the fact that I have never seen so much of a school’s color on any other campus.
• The workout center was amazing. Not only can you get an amazing education but amazing lifestyle.
• The look of the school is beautiful. Trees are everywhere and it is very small, but not too small.
• All of the trees on campus are beautiful. Everyone is really friendly.
• The campus is very pretty, and the student body is very diverse.
• The close knit community and just how pretty the campus is. Very friendly and welcoming.

What could SFA do or be to encourage you to attend the university?

Truths
• Already done! My tour today was amazing! I can’t wait to start!

Trends
i) Advising Staff and other Helpful Incentives

Unique Ideas
i) Give a more in-depth look at clubs and activities

ALL RESPONSES
• More bonfires
• Nothing. Everything is great.
• Just be helpful. For example, I really enjoyed hearing about all the tutoring opportunities and advising staff that could help me.
• Give a more in-depth look at clubs and activities.
• Keep giving campus tours.
• Already done! My tour today was amazing! I can’t wait to start!
• Be closer to where I live!
• Keep in touch after the campus visit.
• I can’t think of anything specific that would encourage me more.
• SFA could not do anything more to try to convince me to come here. I am very excited to attend already.

What is one innovative idea SFA should implement to attract students?
• Let prospective students sit in on a couple of different classes.
• College fairs
• Have a very cool freshman orientation (like A&M’s Fish Camp)
• Have people from different clubs talk to student throughout the campus tour.
• Create more clubs for students.
• Tell more about the diverse student body.
• Advertise the Lumberjacks by having a wood chopping competition.

What do you want to get from a college education/experience to be successful in life?

Truths
i) Hands on experience
ii) Life skills in order to be successful in my future career

ALL RESPONSES

- I want to learn how to be successful in my life and job.
- Just a great learning environment and hands on learning.
- Experience. I want to learn things by being hands on and doing/learning from experiencing new opportunities.
- Hands on experience.
- Life skills in order to be successful in my future career.
- Experience. The study opportunities are amazing.
- Real life experience
- Good education and experience to prepare me for life
- A high quality education that expands my knowledge.
- Hands on experience, which SFA seems to provide

What have I not asked you that you would like to discuss?

- Nothing