

Project Proposal

Sam Houston State University Image Analysis Proposal

http://www.shsu.edu/~ird_www/

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Executive Summary

The following is a plan for the Sam Houston State University Image Survey. The purpose of the survey is to define a competitive position for the university, identify strengths and weaknesses of SHSU compared to other universities, and determine implications for alumni relations, new student recruitment, and current student retention as they relate to the university image. The study will not be a comprehensive recruitment or retention analysis or a publications and marketing materials audit.

The Office of Institutional Research will conduct the study beginning in January 2001 and finishing its initial phase in December 2001. The current study will be conducted in four stages:

1. Planning Meetings– May 2000 (conducted under the previous director)
2. Gathering Questions/Suggestions from various SHSU community members– January/February 2001
3. Survey Development and Administration to Staff/Faculty/Students/High School Guidance Counselors – March/May 2001
4. Survey Development and Administration to Alumni/Huntsville Community/Employers – June/August 2001
5. Survey Analysis for Alumni/Huntsville Community/Employers and Survey Administration for High School Seniors/ Other Universities' Deans/Prospective Transfer students – September 2001
6. Survey Reporting and Process Revision for Alumni/Huntsville Community/Employers – October 2001
7. Survey Reporting and Process Revision for High School Seniors/Other Universities' Deans/Prospective Transfer students – October 2001



Project Description

The proposed image analysis is to be conducted into different phases. This analysis is part of a cycle that must be completed in order for the anticipated outcomes to be achieved. Several groups will be included in the study: alumni, currently enrolled undergraduate and graduate students, faculty, staff, high school counselors, high school seniors, prospective transfer students, Huntsville community leaders, and prospective employers. Each group will have an opportunity to complete a survey based on research and other universities surveys. After the current cycle, the survey, the image analysis process, and the budget will be revisited with the President, Vice President for Academic Affairs, Student Affairs, Finance, Deans, graduate admissions, and undergraduate admissions. Each area will have an opportunity to explore new areas of research from these results. Those new areas will be included in the proposal for the 2003 image analysis.

Background

“At a time when colleges vie for declining supplies of students, it becomes imperative for them to determine their images in the eyes of their various publications (Riecken and Yavas 1991). An image is a total perception of an object which is formed by processing information from various sources over time. These sources include word-of-mouth, past experiences and marketing communications . Image represents the stimulus value of an object for an individual and consists of core and peripheral attitudes” (Yavas and Shemwell, 1996).



Objectives

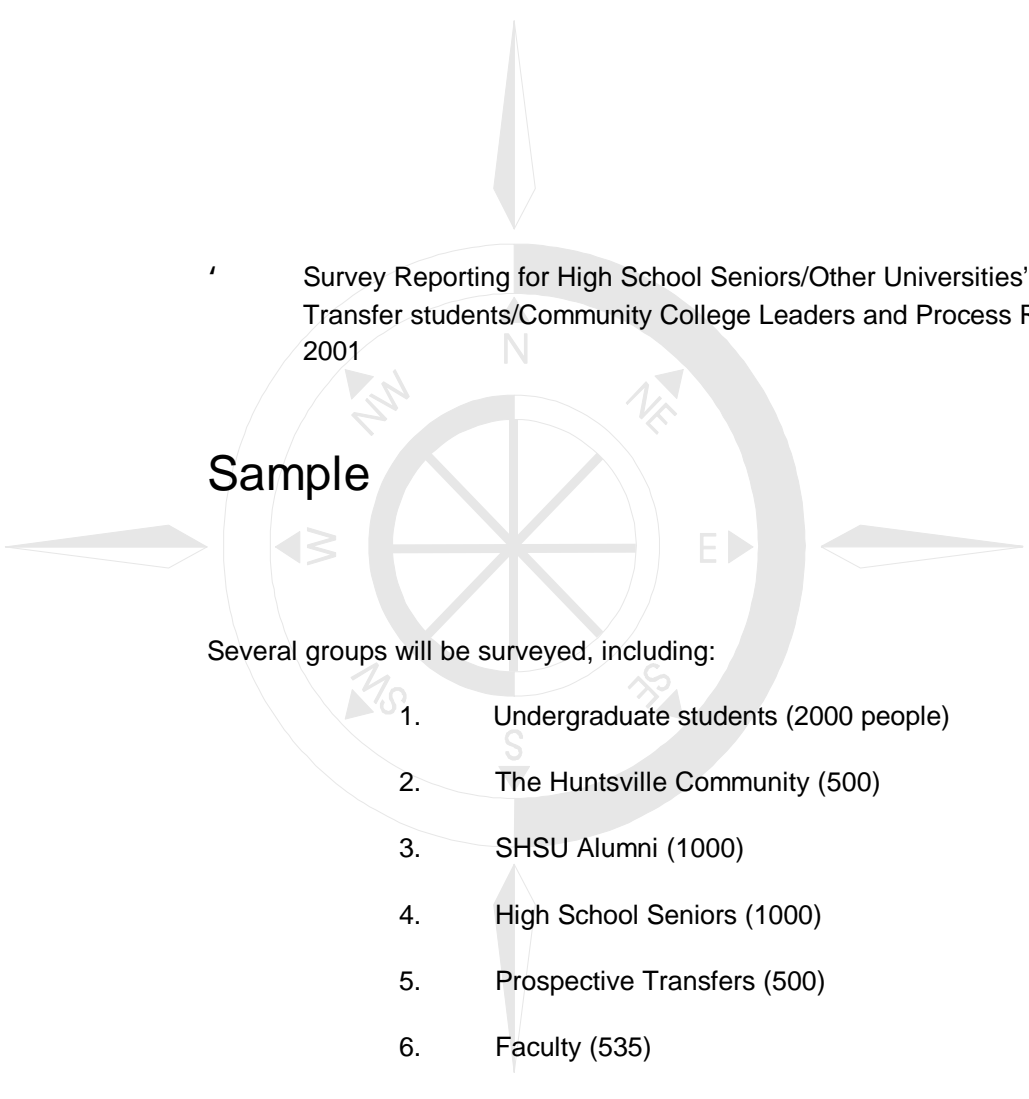
The following are the objectives that the Office of Institutional Research will have:

- ' Provide shareholders a comprehensive image of Sam Houston through the eyes of their shareholders
- ' Develop and employ procedures that will help combat problems and emphasize beneficial ideas that evolve from the analysis
- ' Develop and employ the continued use of the image analysis process.

Methods

The Office of Institutional Research will conduct the study beginning in January 2001 and finishing its initial phase in December 2001. The current study will be conducted in four stages:

- ' Planning Meetings– May 2000 (conducted under the previous director)
- ' Gathering Questions/Suggestions from various SHSU community members– January/February 2001
- ' Survey Development and Administration to Staff/Faculty/Students/High School Guidance Counselors – February/May 2001
- ' Survey Development and Administration to Alumni/Huntsville Community/Employers – June/August 2001
- ' Survey Analysis for Alumni/Huntsville Community/Employers and Survey Administration for High School Seniors/ Other Universities' Deans/Prospective Transfer students/Community College Leaders – September 2001
- ' Survey Reporting and Process Revision for Alumni/Huntsville Community/Employers – October 2001



Survey Reporting for High School Seniors/Other Universities' Deans/Prospective Transfer students/Community College Leaders and Process Revision– October 2001

Sample

Several groups will be surveyed, including:

1. Undergraduate students (2000 people)
2. The Huntsville Community (500)
3. SHSU Alumni (1000)
4. High School Seniors (1000)
5. Prospective Transfers (500)
6. Faculty (535)
7. Staff (250)
8. Graduate students (1390)
9. Prospective and Previous Employers (300)
10. High School Counselors (300)
11. Deans from SWT, UT, Uof H, Texas A&M, SFA (62)
12. Community College Counselors (71)

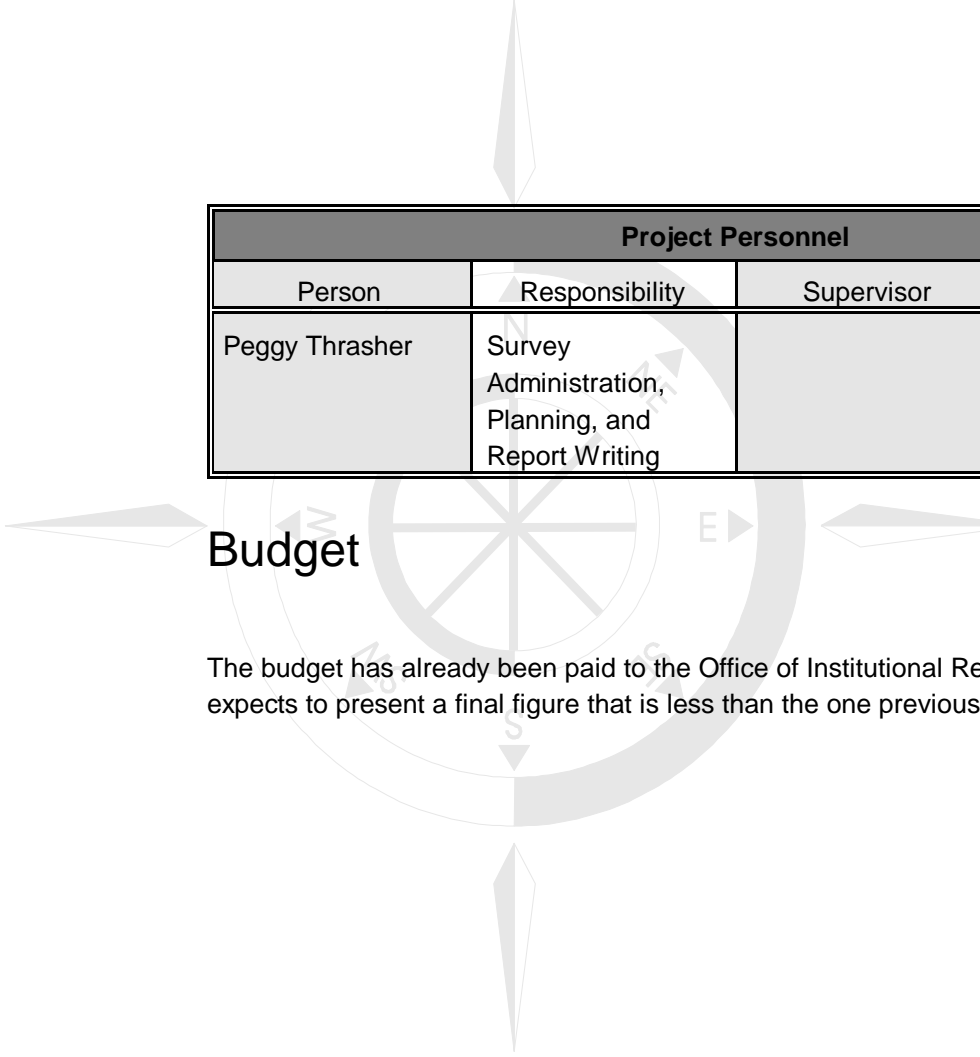
Deliverables

- ' Report on Sam Houston Image according to Staff/Faculty/Students/High School Guidance Counselors – August 2001
- ' Report on Sam Houston Image according to Alumni/Huntsville Community/Employers – August 2001
- ' Report on Sam Houston Image according to High School Seniors/Other Universities' Deans/Prospective Transfer students – October 2001
- ' Report on revisions to the Sam Houston Image Analysis process– February 2002
- ' Proposal on Sam Houston Image Analysis Phase Two– August 2002

Organization

The lead investigator of the study will be the Director of Institutional Research with help from the support staff and collaboration from all areas of the SHSU community. The lead investigator has experience in developing and implementing marketing surveys, conducting and analyzing focus groups, and designing and publishing surveys.

Project Personnel			
Person	Responsibility	Supervisor	Phone Number
Troy Courville	Survey Construction, Planning, Sampling, Data Analysis, and Report Writing	Jim Stevens	294-3618



Project Personnel			
Person	Responsibility	Supervisor	Phone Number
Peggy Thrasher	Survey Administration, Planning, and Report Writing		294-3619

Budget

The budget has already been paid to the Office of Institutional Research. The office fully expects to present a final figure that is less than the one previously presented.