

Brand Perceptions Survey

Prepared for North Hennepin Community College

December 2018



Table of Contents

Introduction	P 3
Methodology	P 4
Key Findings	P 5
Important Factors	P 6
One Word to Describe NHCC	P 7
Competition	P 8
NPS	P 9
Employer Ratings	P 10
Academic Opportunities, Outcomes, and Partnerships	P 11
Logo	P 12
Program Interest	P 13
Appendix	P 15
Recommendations	P 16

Introduction

- In the following report, Hanover Research (Hanover) has partnered with North Hennepin Community College (NHCC) to design, administer, and analyze a Brand Perceptions Survey.
- The purpose of the survey is to gain a greater understanding of the factors that are important to stakeholders when forming an opinion about a college/university, of respondents' overall opinions of NHCC, and of stakeholder awareness of NHCC and its competitors.
- Hanover surveyed a number of different stakeholder groups. Please see the figures below for a breakdown of respondent groups.

**Respondent Type
(n=576)**

RESPONDENT TYPE	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Enrolled	209	36%
Foundation	99	17%
Employee	89	15%
Prospect	74	13%
Alumnus/Graduated	38	7%
Counselor	34	6%
Employer	33	6%

Methodology

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- For full aggregate and segmented results, please consult the accompanying data supplement.
- Statistically significant differences (95% confidence level) between groups are noted with an asterisk (*).
- After data collection, Hanover identified and removed low-quality respondents.¹

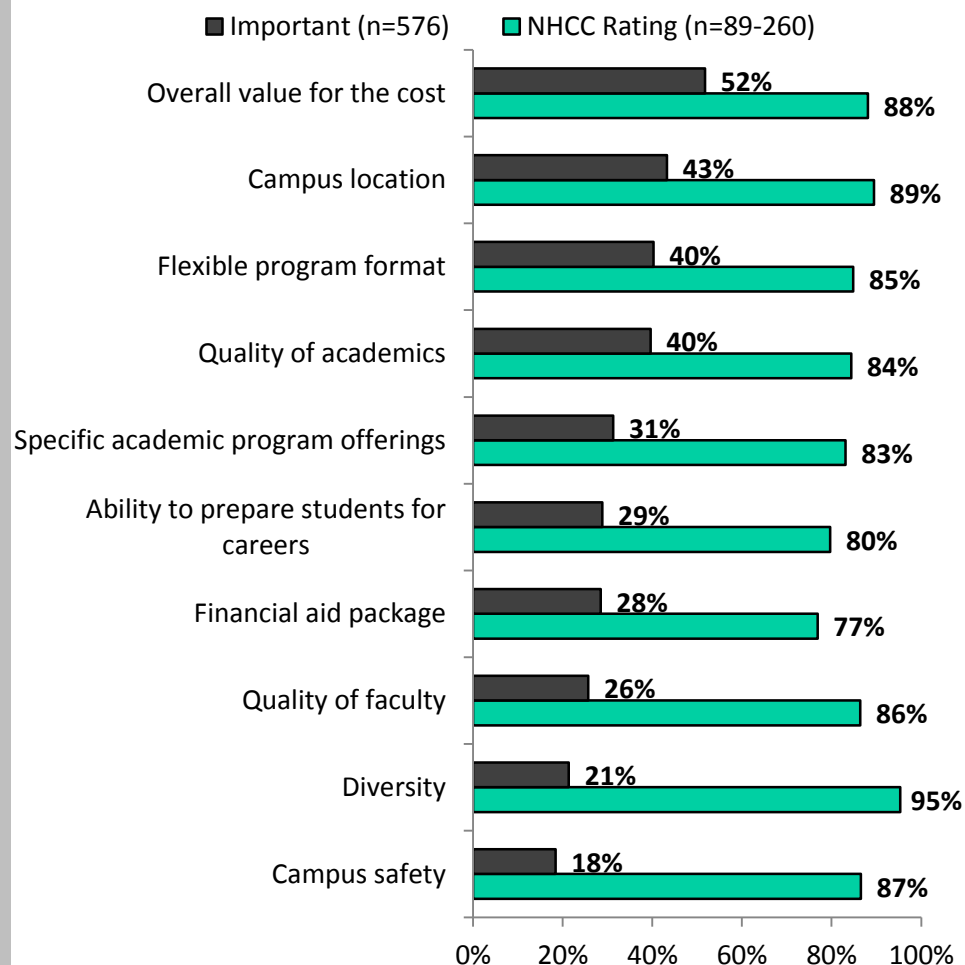
¹For additional methodology notes please see the appendix.

KEY FINDINGS

Key Findings: Important Factors

- Respondents express positive views of NHCC, particularly with regards to **campus diversity**. For the top 10 factors respondents indicate are most important to them when forming an opinion about a college/university, **over 75%** rate NHCC “Good” or “Excellent” on each.
 - Respondents rate diversity the highest, and this perception **does not differ** by race/ethnic group with **98 percent** of white respondents and **94 percent** of non-white/multi-racial respondents rating NHCC “Good” or “Excellent”.
 - “Diverse” is also the most common word respondents use to describe NHCC.

Important Factors and NHCC Ratings
(% Respondents Indicating Factor is Important & % Good + Excellent Rating of NHCC)



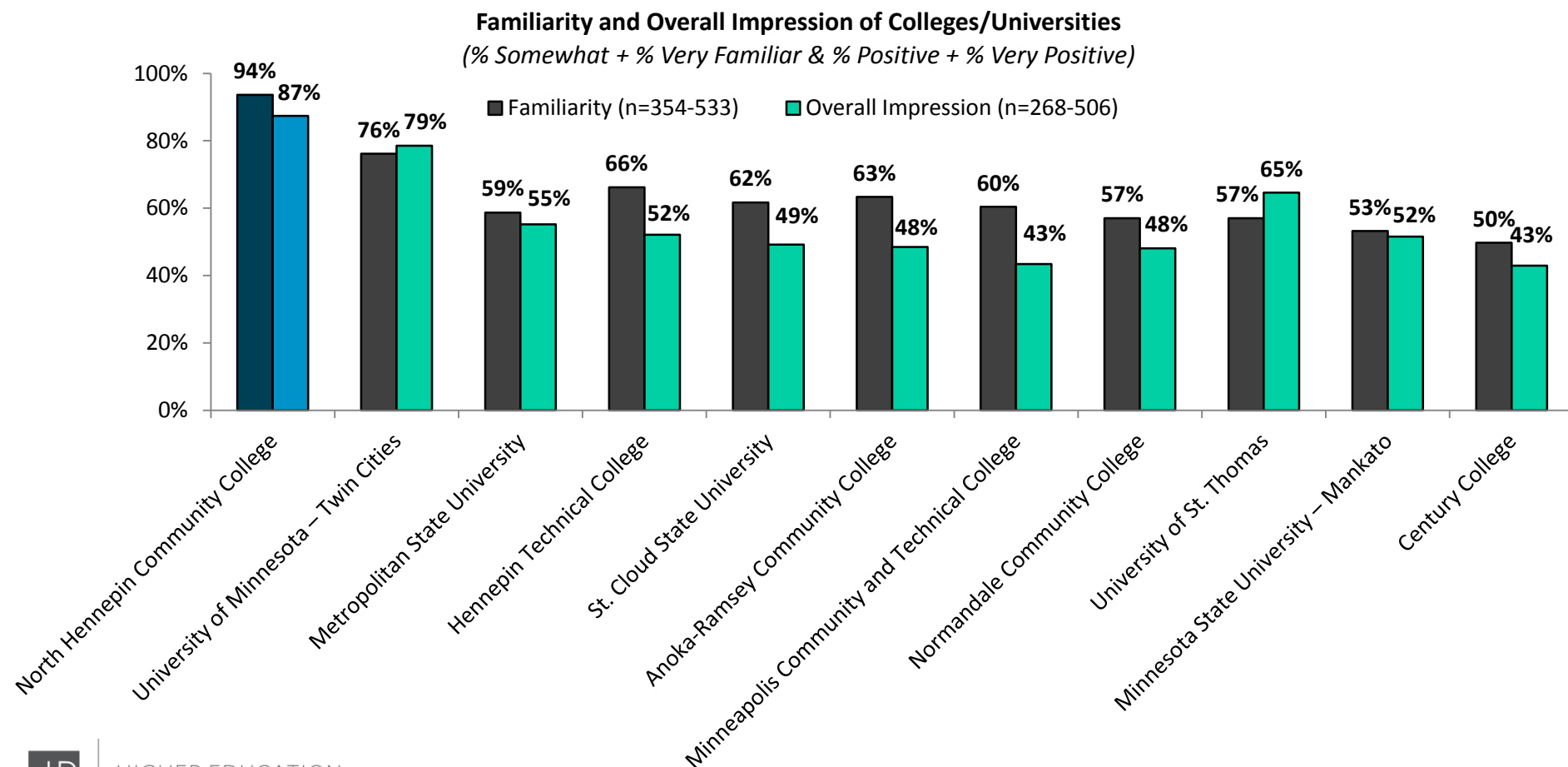
Note: Only the top 10 responses selected by respondents are shown above. See data supplement for a full list of responses.

Key Findings: One Word to Describe NHCC



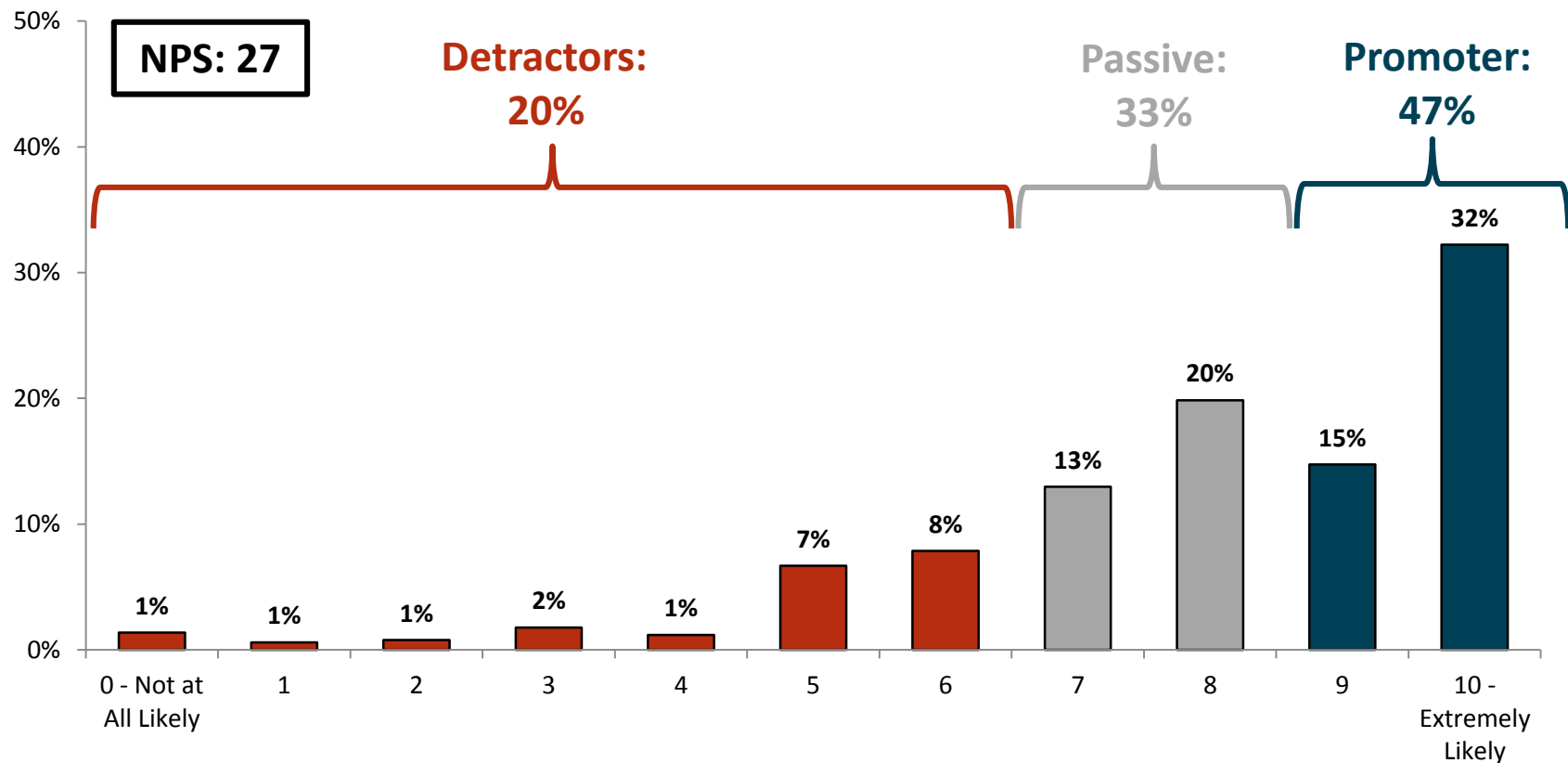
Key Findings: Competition

- **Respondents rate NHCC highest among competitor schools.** Nearly all respondents indicate being familiar with NHCC, and of those respondents, 87 percent express a positive opinion of the College.



Key Findings: Net Promotor Score

How likely are you to recommend NHCC to a friend, family member, or colleague? (n=509)



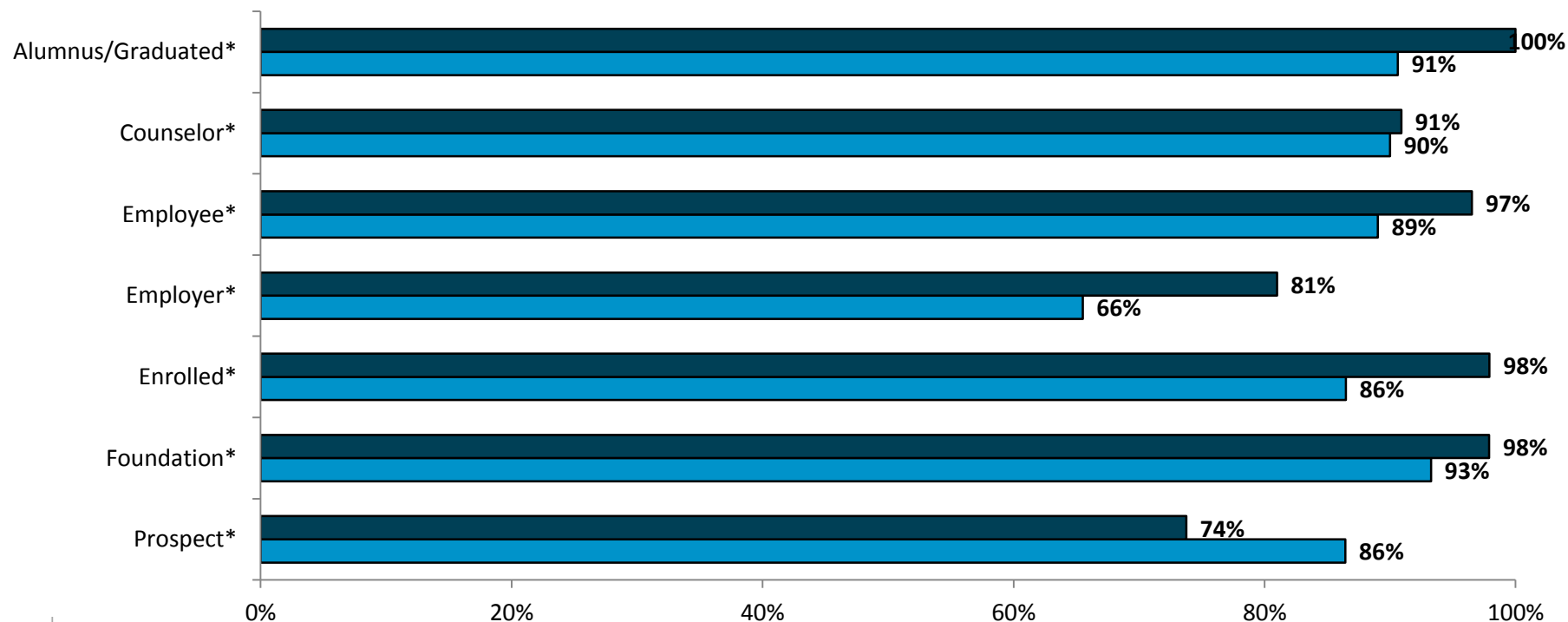
Key Findings: Employer Ratings

- **NHCC should work with employers to increase familiarity with and positive opinions of NHCC.** In addition to being less familiar than most other surveyed groups and having fewer positive opinions of NHCC, surveyed employers report a negative NPS (-19; compared to the overall NPS of 27).

Familiarity and Overall Impression of NHCC

(% Somewhat + Very Familiar & % Positive + % Very Positive by Respondent Type)

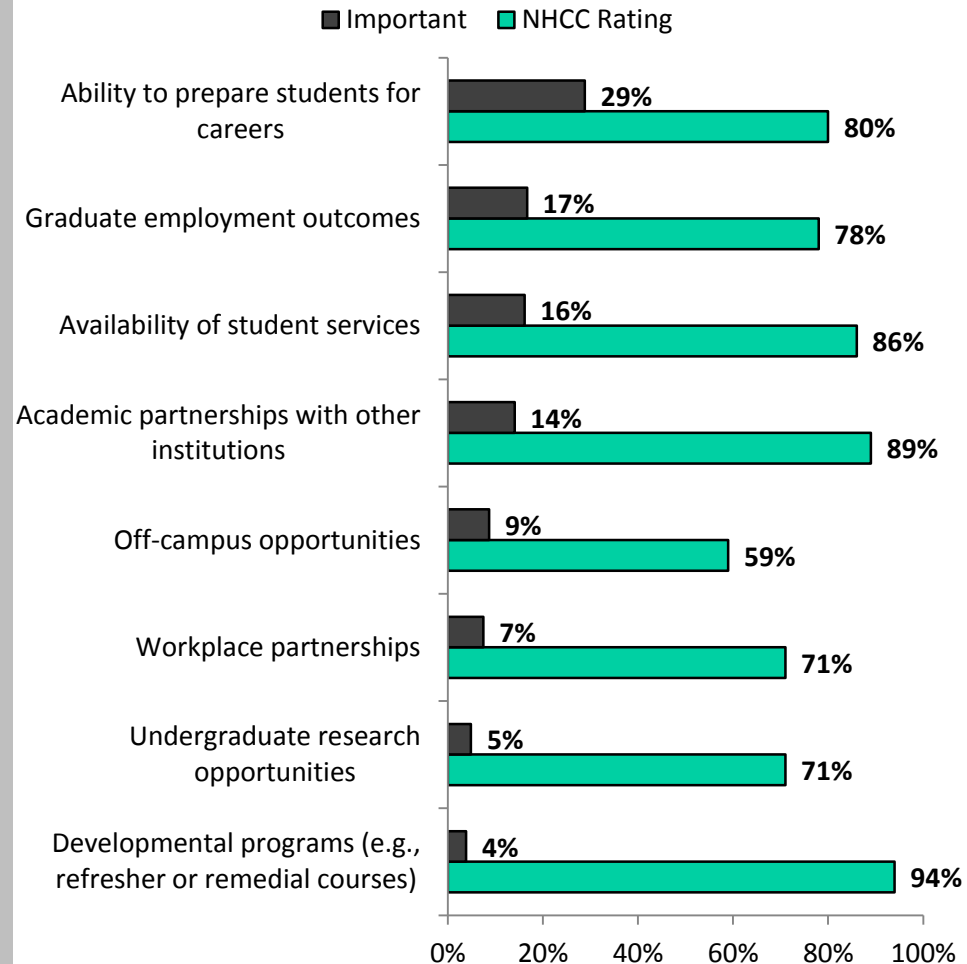
■ Familiarity ■ Overall Impression



Key Findings: Academic Opportunities, Outcomes, and Partnerships

- NHCC should emphasize factors that are important to stakeholders in their rebranding efforts. While respondents rate NHCC favorably on student opportunities and outcomes, relatively few indicate that these factors are important **when forming an opinion about a college/university**.
 - Forty-five percent of employers indicate “Workplace partnerships” and “Ability to prepare students for college” are important factors.
 - Non-white/multi-racial respondents more frequently select “Academic partnership with other institutions” as an important factor when compared to with respondents (18% vs. 11%).

Important Factors and NHCC Ratings
(% Respondents Indicating Factor is Important & % Good + Excellent Rating of NHCC)



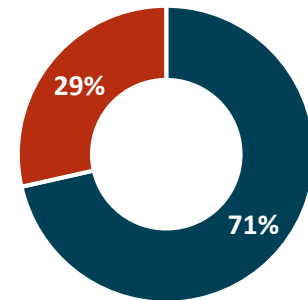
Key Findings: Logo



- **The NHCC logo is widely recognized, but fails to communicate a clear representation of NHCC.** Only 32 percent of respondents indicate that the current logo provides an understanding of the culture, value, and services of NHCC. However, non-white/multi-racial students are more likely to recognize (78% vs. 67%) this logo and say it provides an understanding of NHCC (43% vs. 25%) compared to white respondents.

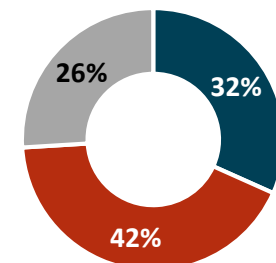
Do you recognize this logo?
(n=547)

■ Yes ■ No



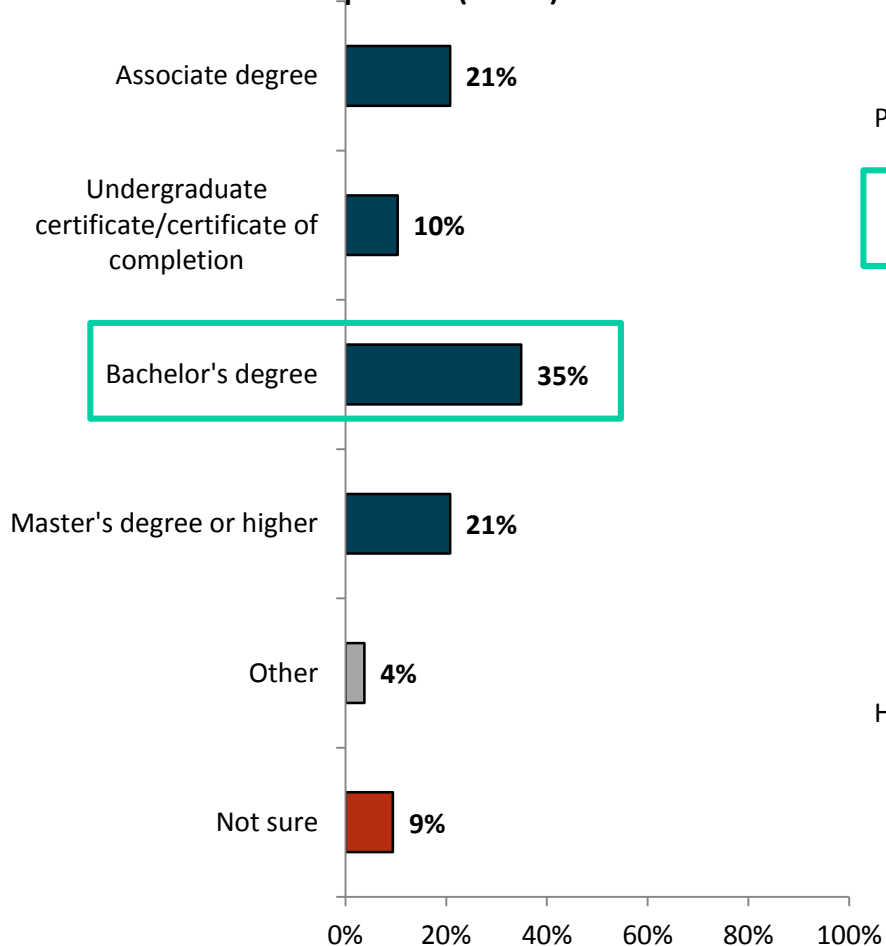
Does the logo give you an understanding of
the culture, value, and services of the entity
it represents? (n=385)

■ Yes ■ No ■ Unsure

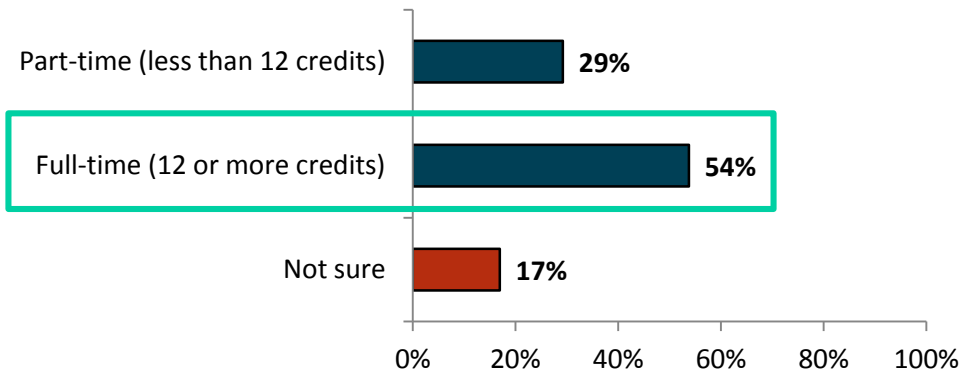


Key Findings: Program Interest

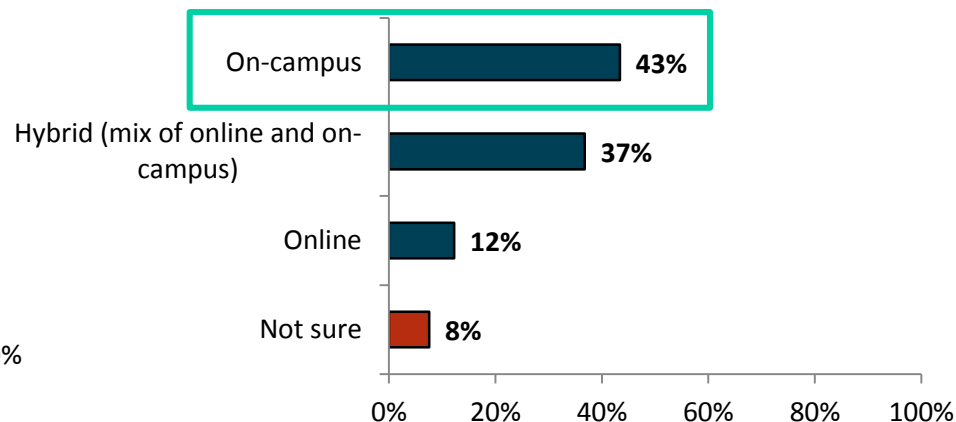
What degree or certificate level do you intend to pursue? (n=106)



Are you planning to enroll in a part-time or full time program? (n=106)



Are you planning to primarily take classes online or on campus? (n=106)



Appendix

- The survey was fielded online using the Qualtrics software platform in November 2018.
- “Don’t Know” or “Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.

Recommendations

- **NHCC should focus rebranding on factors that are most important to stakeholders.** Most respondents rate NHCC “Good” or “Excellent” across all factors. However, only “Overall value for the cost”, “Campus location”, “Flexible program format”, and “Quality of academics” are selected by more than one-third of respondents as the most important factors when forming an opinion about a college/university.
- **NHCC should work to improve relationships with employers.** Employers indicate being less familiar with NHCC compared to some other groups. Employers also have a less positive opinion of NHCC and are less likely to recommend NHCC than other stakeholder groups.



Rachel Hamann, MPPA

Content Director

202.517.1277

rhamann@hanoverresearch.com

www.hanoverresearch.com

