

## Qualitative Perception Survey Sample

Following are the results from the online qualitative survey as part of Brand Positioning & Messaging for Thomas College.

Names were used from Thomas College database. The audiences surveyed (and their respective response rates) were:

- Alumni: 16 out of 54 (30%)
- Current Students: 10 out of 50 (20%)
- Faculty: 21 out of 31 (68%)
- Staff: 23 out of 30 (77%)
- Trustees: 13 out of 19 (68%)
- Total: 83 (45% overall)

The results are not intended to be quantifiable or empirical. But rather, because the survey was qualitative in nature, the results are directional.

The results are presented by question and then segmented by audience. Please note that not all audiences were asked all questions, nor did all respondents answer all questions.

### **Q. When you think of Thomas College, what's the first thing that comes to mind?**

Respondents overwhelmingly think of Thomas College as a small college that provides students with both personal attention and practical experience (internships, career development services, and the Guaranteed Job Placement). Here is a college with a family-like community in which close relationships are forged among students, faculty, and staff. Thomas College is closely aligned with business education. It is viewed as a changing, evolving, and growing institution. "Great" was an adjective used frequently to describe a variety of categories: the college, education, place to work, business college, and graduates. Still, it is not necessarily seen as a first choice among prospective students.

#### **Alumni**

- Small
- My M.B.A and working hard towards the degree while working full time and raising a family.
- Inspiring and impactful professors who live and breathe as experts of the subjects they teach, great place to get a college experience that prepares one for life ahead. Less than inspiring campus housing experience, which has hopefully evolved and improved. Great place to make lifelong friends. Very good internship program and career development focus after college programs.
- A great small school with a better than average opportunity for job placement.
- MBA - 1992
- Great relationships between students and the professors
- Small business school; community
- Small school
- Great College. Great Education
- Great Education with great Career Opportunities
- Accounting
- Small class sizes
- Not premier
- Small Business College
- Affordable, yet reputable college that provides students with a real life, practical education, which leads often times leads to jobs in their field. Small college atmosphere with a well educated, well trained faculty and staff.
- Personal attention

## Current Students

- Friends
- Conviviality
- The fact that it is in Maine.
- Interesting
- Field hockey
- Education
- Community of people who work toward students' success and accomplishment of their goals.
- A great place to go to college
- A school that goes the distance to help their students achieve their goals and at the same time preparing them for the work force.
- Where I go to school.

## Faculty

- Provincial and conservative
- Business education
- Business school
- Best kept secret in Maine
- Community
- Thomas College is like a family to me and has been like a family for many of our students.
- Business
- This is probably silly, but the first thing is that it is where I work; I care about this place; it is important to me as are the people I work with there
- That you've asked this question in the four previous surveys I've filled out in the past year.
- A growing and vibrant college that unfortunately is not the first choice of high school seniors.
- Community of friendly intelligent people passionate about their work.
- Small
- Small and friendly college community
- Small business school that is trying to be more.
- Small
- Ambitious
- Higher education
- Close relationships
- Small business college
- Down-to-earth
- Educational opportunities

## Staff

- A campus that is growing and vibrant
- Guaranteed
- Community, a treasure, special place!
- "The New Thomas"
- Guaranteed job placement
- Guaranteed Job Placement
- Solid, but still perceived as a "2nd" choice by many, including alumni.
- Community
- Guarantee
- Exceptional customer service
- Close knit, community, home
- My college experience and meeting my wife.
- Community
- Small
- Business college, central Maine
- Guaranteed Job Placement
- Personal attention. Steady growth
- Family atmosphere

## Trustees

- Sturdiness of the Thomas College Oak Leaf symbol and how it reflects the community of students it represents
- Unknown, unappreciated, local focus.
- The excitement of the changes and the future opportunities for our students
- The Maine first-generation college students that Thomas has always served and continues to serve—and serve well
- On the move!
- Small local college for accounting and business