

# Johnson College

## 2023 Assessment Day - Marketing

### 1 - How did you first hear about Johnson College?

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Admission Representative	(1)	0	0.00%		<p>8.57</p>
Campus Visit	(2)	2	14.29%		
College Fair	(3)	0	0.00%		
Employer	(4)	0	0.00%		
Family member	(5)	2	14.29%		
Friend	(6)	1	7.14%		
Former Student	(7)	1	7.14%		
High School Counselor/Teacher	(8)	1	7.14%		
Public Agency	(9)	0	0.00%		
Print Publication	(10)	0	0.00%		
Social Media	(11)	0	0.00%		
Website/Internet Search	(12)	6	42.86%		
Other	(13)	1	7.14%		
				0 25 50 75 100	Question
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
14/14 (100%)	8.57	4.03			

- My grandfather graduated here and recommended me this school
- I've known about it since seeing flyers in HS.
- My uncle went here

### 2 - How do you currently consume media? (select top 3)

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Streaming TV (i.e. Netflix, Hulu etc)	(1)	8	57.14%		<p>1.64</p>
Streaming Audio (Spotify, Pandora, etc)	(2)	10	71.43%		
Streaming Video (You Tube, Twitch, etc)	(3)	6	42.86%		
Social Media (Facebook Twitter, Instagram, TikTok, etc)	(4)	10	71.43%		
Network TV (ABC, CBS, NBC, FOX)	(5)	3	21.43%		
Cable TV	(6)	3	21.43%		
Local Radio	(7)	2	14.29%		
				0 25 50 75 100	Question
<b>Response Rate</b>	14/14 (100%)				

### 3 - How easy do you feel it is to navigate our website?

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Extremely easy	(1)	5	35.71%		<p>1.64</p>
Fairly easy	(2)	9	64.29%		
Fairly hard	(3)	0	0.00%		
Extremely hard	(4)	0	0.00%		
I haven't seen the website	(5)	0	0.00%		
				0 25 50 75 100	Question
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
14/14 (100%)	1.64	0.50			

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4 - How do you learn about events/happenings on campus?					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Website	(1)	3	21.43%		<p>5.86</p>
Digital signs throughout campus	(2)	0	0.00%		
Facebook	(3)	0	0.00%		
Twitter	(4)	0	0.00%		
Instagram	(5)	0	0.00%		
LinkedIn	(6)	0	0.00%		
Desire2Learn (D2L)	(7)	10	71.43%		
Instructors	(8)	0	0.00%		
Staff members	(9)	1	7.14%		
Other	(10)	0	0.00%		
				0 25 50 75 100	Question
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
14/14 (100%)	5.86	2.68			

5 - What is your favorite TV show?	
<b>Response Rate</b>	8/14 (57.14%)
<ul style="list-style-type: none"> <li>• Breaking bad</li> <li>• None, really.</li> <li>• the walking dead</li> <li>• The Mandalorian on Disney</li> <li>• The Office</li> <li>• Family Guy</li> <li>• I don't have one right now.</li> <li>• The Dead Files</li> </ul>	

6 - Is there anything else you would like to share concerning the Marketing Department?	
<b>Response Rate</b>	1/14 (7.14%)
<ul style="list-style-type: none"> <li>• n/a</li> </ul>	