

This survey is designed to help you identify how your current students are finding out about your program and what they like/dislike about your program. The survey will also help you identify where you might focus your marketing efforts to find new students and craft stronger messages to engage with them.

Most questions are open-ended to give the survey taker room to give detailed impressions and feedback.

The questions in parentheses are not intended to be included in the survey, but are there to help you understand what type of information we're hoping that survey question will provide.

You may use any and all questions, and you may change/alter questions as you see fit. We suggest you at least ask the first four questions in the list. This survey is meant as a guide to help you better understand where your marketing efforts are working and how they could be improved.

If you have any questions, please contact:
Tricia Conner, Interim Web Communications Editor
tconner@collin.edu
469-365-1815

Recommended Questions

How did you hear about the college's IT program? *(How and where did you find us?)*

Check all that apply.

- | | |
|---------------------------------------|--|
| College course catalog (print/online) | Current/former student (word of mouth) |
| College website (online) | Program brochure (print) |
| Grant website (online) | News article (print/online) |
| College fair (in person) | Social media (online) |
| Advising office (in person) | Advertisement (print/online) |
| Career coach (in person) | Other (open response) |

What certificate and/or degree program are you pursuing? *(What are your interests?)*

Why did you choose your IT program? *(What do you like about us?)*

What made you choose the IT program over others at the college? *(What makes us different from others?)*

Supplemental Questions

Are you a member of any student organizations or clubs? If yes, please list. *(Where can your peers be found?)*

What can we do to improve the IT program to serve you better? *(How can we be better than others?)*

Can you provide a recent example of how the IT program has exceeded your expectations? Not met them? *(How are we doing?)*

What is one thing your IT program classes should be providing or offering but don't?

How would you search for us on Google? *(What do you refer to us as? Keywords?)*

What's the one thing the IT program should never stop doing? *(What are our strengths?)*

What would you tell someone who asked about the IT program? Would you refer others to us?