

Marketing & Communications Effectiveness Summary

Count and Percent

	Count	Percent
1. To which of the following do you belong?		
Administration/Staff	35	58.33 %
Faculty	25	41.67 %
Total Responses	60	100 %

2. Over the past six months, have you contacted the Office of Marketing & Communications for any service, assistance or information?

(Not Answered)	1	1.67 %
Yes	34	56.67 %
No (Skip to Question 6)	25	41.67 %
Total Responses	60	100 %

3. About how long did it take the Office of Marketing & Communications to respond to your request?

(Not Answered)	26	43.33 %
a. Immediately	8	13.33 %
b. In one hour or less	8	13.33 %
c. Two to four hours	6	10.00 %
d. One day	6	10.00 %
e. Several days	5	8.33 %
g. I did not receive a response.	1	1.67 %
Total Responses	60	100 %

4. Did the time required to complete your request meet your needs?

(Not Answered)	27	45.00 %
a. My request was completed faster than I required.	19	31.67 %
b. My request took longer to complete than I required.	3	5.00 %
c. I really had no specific time requirements.	11	18.33 %
Total Responses	60	100 %

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5. How satisfied were you with the service you received?		
(Not Answered)	26	43.33 %
a. Very satisfied	18	30.00 %
b. Satisfied	11	18.33 %
c. Neither satisfied nor dissatisfied	3	5.00 %
d. Dissatisfied	2	3.33 %
Total Responses	60	100 %

6a. Are you aware of the newspaper articles in the Daily Citizen News?

(Not Answered)	1	1.67 %
Very Aware	31	51.67 %
Somewhat Aware	18	30.00 %
Not Very Aware	5	8.33 %
Not Aware	5	8.33 %
Total Responses	60	100 %

6b. Are you aware of the newspaper articles in outlying county papers?

Very Aware	14	23.33 %
Somewhat Aware	19	31.67 %
Not Very Aware	14	23.33 %
Not Aware	13	21.67 %
Total Responses	60	100 %

6c. Are you aware of the newspaper articles in the Chattanooga Times Free Press?

Very Aware	19	31.67 %
Somewhat Aware	21	35.00 %
Not Very Aware	12	20.00 %
Not Aware	8	13.33 %
Total Responses	60	100 %

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6d. Are you aware of the brochures, forms, handouts, invitations, postcards, posters, programs, etc.?		
(Not Answered)	1	1.67 %
Very Aware	27	45.00 %
Somewhat Aware	17	28.33 %
Not Very Aware	9	15.00 %
Not Aware	6	10.00 %
Total Responses	60	100 %

6e. Are you aware of the photography for news releases, publications, and the web as requested?		
Very Aware	30	50.00 %
Somewhat Aware	19	31.67 %
Not Very Aware	7	11.67 %
Not Aware	4	6.67 %
Total Responses	60	100 %

6f. Are you aware of the E-Brochure for Enrollment Services?		
(Not Answered)	1	1.67 %
Very Aware	11	18.33 %
Somewhat Aware	16	26.67 %
Not Very Aware	16	26.67 %
Not Aware	16	26.67 %
Total Responses	60	100 %

6g. Are you aware of the web re-design & management?		
Very Aware	32	53.33 %
Somewhat Aware	15	25.00 %
Not Very Aware	4	6.67 %
Not Aware	9	15.00 %
Total Responses	60	100 %

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6h. Are you aware of the Bulletin Board weekly e-newsletter?		
Very Aware	47	78.33 %
Somewhat Aware	12	20.00 %
Not Very Aware	1	1.67 %
Total Responses	60	100 %

6i. Are you aware of the e-Quill monthly newsletter?		
Very Aware	50	83.33 %
Somewhat Aware	9	15.00 %
Not Very Aware	1	1.67 %
Total Responses	60	100 %

6j. Are you aware of the Discover Dalton State (twice yearly recruitment magazine)?		
(Not Answered)	1	1.67 %
Very Aware	24	40.00 %
Somewhat Aware	18	30.00 %
Not Very Aware	8	13.33 %
Not Aware	9	15.00 %
Total Responses	60	100 %

7a. Please rate the quality of the newspaper articles in the Daily Citizen News.		
(Not Answered)	5	8.33 %
Excellent	19	31.67 %
Good	26	43.33 %
Fair	9	15.00 %
Poor	1	1.67 %
Total Responses	60	100 %

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	Count	Percent
7b. Please rate the quality of the newspaper articles in outlying county papers.		
(Not Answered)	16	26.67 %
Excellent	9	15.00 %
Good	22	36.67 %
Fair	10	16.67 %
Poor	3	5.00 %
Total Responses	60	100 %

7c. Please rate the quality of the newspaper articles in the Chattanooga Times Free Press.		
(Not Answered)	11	18.33 %
Excellent	14	23.33 %
Good	25	41.67 %
Fair	7	11.67 %
Poor	3	5.00 %
Total Responses	60	100 %

7d. Please rate the quality of the brochures, forms, handouts, invitations, postcards, posters, programs, etc., as requested.		
(Not Answered)	13	21.67 %
Excellent	18	30.00 %
Good	25	41.67 %
Fair	4	6.67 %
Total Responses	60	100 %

7e. Please rate the quality of the photography for news releases, publications, and the web as requested.		
(Not Answered)	6	10.00 %
Excellent	24	40.00 %
Good	24	40.00 %
Fair	5	8.33 %
Poor	1	1.67 %
Total Responses	60	100 %

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	Count	Percent
7f. Please rate the quality of the E-Brochure for Enrollment Services.		
(Not Answered)	16	26.67 %
Excellent	13	21.67 %
Good	23	38.33 %
Fair	6	10.00 %
Poor	2	3.33 %
Total Responses	60	100 %

7g. Please rate the quality of the web re-design & management.

(Not Answered)	5	8.33 %
Excellent	12	20.00 %
Good	25	41.67 %
Fair	13	21.67 %
Poor	5	8.33 %
Total Responses	60	100 %

7h. Please rate the quality of the Bulletin Board weekly e-newsletter.

(Not Answered)	3	5.00 %
Excellent	27	45.00 %
Good	26	43.33 %
Fair	4	6.67 %
Total Responses	60	100 %

7i. Please rate the quality of the e-Quill monthly newsletter.

(Not Answered)	4	6.67 %
Excellent	30	50.00 %
Good	24	40.00 %
Fair	2	3.33 %
Total Responses	60	100 %

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	Count	Percent
7j. Please rate the quality of the Discover Dalton State (twice yearly recruitment magazine).		
(Not Answered)	9	15.00 %
Excellent	18	30.00 %
Good	27	45.00 %
Fair	5	8.33 %
Poor	1	1.67 %
Total Responses	60	100 %