The Situation

In order to ensure a successful transition through the realignment, Purdue University Fort Wayne must assess its current brand assets and liabilities.

Specifically, the University must be able to clearly articulate the value of the experiences provided, as well as understand any liabilities or threats that must be addressed as it navigates through this time of change.

The realignment brings uncertainty to many internal and external stakeholders.

Data helps to bring clarity to the issues in this unique situation.
Topics to be Addressed

Brand
- Awareness, familiarity, and preference for IPFW and Purdue University
- Key brand associations (both positive and negative)
- Positive, distinctive characteristics
- Performance on factors that influence quality perceptions
- Best known programs
- Prospect student motivations
- Role of Purdue University brand equity & brand associations
- Relationships with businesses, employers, and friends

Realignment
- Awareness
- Perceived benefits and concerns of realignment
- Impact of realignment on affinity and perceptions of the value of degree
- Preferred colors
- Mascot
## Data Collection Details

<table>
<thead>
<tr>
<th>Prospects</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
<th>Local Business Leaders/Employers/Friends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online survey n=329 15 minutes</td>
<td>Online survey n=488 17 minutes</td>
<td>Online survey n=746 20 minutes</td>
<td>Online survey n=131 19 minutes</td>
<td>Online survey n=255 21 minutes</td>
<td>In-depth interviews n=20 ~25 minutes</td>
</tr>
<tr>
<td>1% response rate</td>
<td>11% response rate</td>
<td>5% response rate</td>
<td>34% response rate</td>
<td>46% response rate</td>
<td></td>
</tr>
<tr>
<td>+/- 5.4%</td>
<td>+/-4.2%</td>
<td>+/-3.5%</td>
<td>+/-6.9%</td>
<td>+/-4.5%</td>
<td></td>
</tr>
<tr>
<td>52% Purdue</td>
<td>59% Purdue</td>
<td>59% Purdue</td>
<td>52% Purdue</td>
<td>59% Purdue</td>
<td></td>
</tr>
<tr>
<td>48% IU</td>
<td>41% IU</td>
<td>41% IU</td>
<td>48% IU</td>
<td>41% IU</td>
<td></td>
</tr>
</tbody>
</table>
Familiarity, Academic Quality, and Interest in Attending
Excellent Indiana Schools – Unaided
Indiana University and Purdue University dominate mindshare across all audiences.

Excellent Colleges/Universities in Indiana - % Mentioned

Notes:
Open-end. Chart shows mentions >20% for at least one audience.

Question Wording:
When you think of excellent colleges and universities in Indiana, which ones come to mind FIRST?
Excellent Colleges/Universities – Aided

Notre Dame, Purdue West Lafayette, and IU-Bloomington are most often selected as excellent.

= 40% or greater

<table>
<thead>
<tr>
<th>Excellent Colleges/Universities - % Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospects</td>
</tr>
<tr>
<td>University of Notre Dame</td>
</tr>
<tr>
<td>Purdue University West Lafayette</td>
</tr>
<tr>
<td>Indiana University Bloomington</td>
</tr>
<tr>
<td>Butler University</td>
</tr>
<tr>
<td>Ball State University</td>
</tr>
<tr>
<td>Michigan State University (MSU)</td>
</tr>
<tr>
<td>Indiana University – Purdue University Fort Wayne (IPFW)</td>
</tr>
<tr>
<td>Indiana University Purdue University Indianapolis (IUPUI)</td>
</tr>
<tr>
<td>The Ohio State University (OSU)</td>
</tr>
<tr>
<td>Indiana State University</td>
</tr>
<tr>
<td>Purdue University Northwest</td>
</tr>
<tr>
<td>University of Indianapolis</td>
</tr>
<tr>
<td>Xavier University</td>
</tr>
<tr>
<td>Indiana Institute of Technology (Indiana Tech)</td>
</tr>
<tr>
<td>Trine University</td>
</tr>
<tr>
<td>University of St. Francis</td>
</tr>
<tr>
<td>Miami University</td>
</tr>
<tr>
<td>Bowling Green University</td>
</tr>
<tr>
<td>Western Michigan University</td>
</tr>
<tr>
<td>Wayne State University</td>
</tr>
<tr>
<td>None of the above</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
</tbody>
</table>

Notes: Select all that apply. Sorted in descending order by prospects.

Question Wording: Which of the following schools, if any, do you consider to be EXCELLENT?
Secondary Analysis – Excellent Colleges/Universities

Students receiving an Indiana University or Purdue University diploma from IPFW are more likely to select their respective school.

Excellent Colleges/Universities - % Selected

<table>
<thead>
<tr>
<th>Current Undergraduates</th>
<th>Indiana University diploma</th>
<th>Purdue University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purdue University West Lafayette</td>
<td>60%</td>
<td>76%↑</td>
</tr>
<tr>
<td>Indiana University Bloomington</td>
<td>74%↑</td>
<td>60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alumni</th>
<th>Indiana University diploma</th>
<th>Purdue University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purdue University West Lafayette</td>
<td>76%</td>
<td>84%↑</td>
</tr>
<tr>
<td>Indiana University Bloomington</td>
<td>84%↑</td>
<td>67%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Sorted in descending order by prospects. Arrow indicates percentage is significantly higher than its counterpart. Only options containing significant differences are shown.

Question Wording:
Which of the following schools, if any, do you consider to be EXCELLENT?
Familiarity with Competitor Set

Two-thirds of prospects are familiar with IPFW. Generally, audiences are familiar with Purdue West Lafayette, Ball State, and IU Bloomington.

Notes:
Scale: 1=Never heard of it, 2=Only know the name, 3=Somewhat familiar, 4=Very familiar. Y axis begins at 20%. Only prospects were asked to rate their familiarity with IPFW.

Question Wording:
Rate your FAMILIARITY with each of the following:
## Familiarity with Colleges/Universities

Prospects are most familiar with IU and Purdue, followed by IPFW.

### Prospects – Familiarity with Competitor Set - % Selected

<table>
<thead>
<tr>
<th>College/University</th>
<th>Never heard of it</th>
<th>Only know the name</th>
<th>Somewhat familiar</th>
<th>Very familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana Bloomington</td>
<td>18%</td>
<td>17%</td>
<td>21%</td>
<td>44%</td>
</tr>
<tr>
<td>Purdue West Lafayette</td>
<td>12%</td>
<td>19%</td>
<td>26%</td>
<td>44%</td>
</tr>
<tr>
<td>IPFW</td>
<td>11%</td>
<td>21%</td>
<td>28%</td>
<td>40%</td>
</tr>
<tr>
<td>Ball State</td>
<td>14%</td>
<td>20%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Purdue Northwest</td>
<td>22%</td>
<td>36%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>Indiana Tech</td>
<td>29%</td>
<td>40%</td>
<td>18%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Notes:

Scale: 1=Never heard of it, 2=Only know the name, 3=Somewhat familiar, 4=Very familiar. Sorted in descending order by % Very familiar.

**Question Wording:**
Rate your FAMILIARITY with each of the following:
How Well-Known Schools Are
Prospects perceive IPFW to be best-known at the local level.

Prospects – Describing IPFW and Competing Institutions - % Selected

<table>
<thead>
<tr>
<th>Local</th>
<th>Don’t know</th>
<th>International</th>
<th>National</th>
<th>Regional</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>53%</td>
<td>11%</td>
<td>50%</td>
<td>30%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>33%</td>
<td>14%</td>
<td>35%</td>
</tr>
<tr>
<td>5%</td>
<td>11%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Notes:
- Only shown to prospects at least somewhat familiar with each school.
- Scale: 1=Well-known in its local city/state, 2=Well-known throughout the Midwest, 3=Well-known across the US, 4=Well-known internationally, 5=Don’t know. Sorted in descending order by Well-known in local city/state.

Question Wording:
In general, how WELL-KNOW do you feel the following schools are?

Sponsor not revealed to prospects. Shown before realignment description.
How Well-Known Schools Are

The majority of all internal audiences believe IPFW is best-known at the local level.

Describing IPFW - % Selected

<table>
<thead>
<tr>
<th></th>
<th>Faculty</th>
<th>Staff</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Regional</td>
<td>30%</td>
<td>29%</td>
<td>62%</td>
<td>58%</td>
<td>30%</td>
</tr>
<tr>
<td>Local</td>
<td>77%</td>
<td>64%</td>
<td>62%</td>
<td>58%</td>
<td>50%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3%</td>
<td>6%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Notes:
Scale: 1=Well-known in its local city/state, 2=Well-known throughout the Midwest, 3=Well-known across the US, 4=Well-known internationally, 5=Don't know. Sorted in descending order by Well-known in local city/state. Labels <3% removed for graph clarity.

Question Wording:
In general, how WELL-KNOW do you feel the following schools are?
Perception of Academic Quality
IU Bloomington and Purdue West Lafayette lead perceptions of having “excellent” academic quality.

Notes:
Scale: 1=Poor, 2=Fair, 3=Good, 4=Excellent, 5=Don't know. Only shown to prospects who are at least somewhat familiar with IPFW (n=223).

Question Wording:
Rate your perception of the ACADEMIC QUALITY of each of the following:
Perception of Academic Quality
Alumni rate IPFW’s academic quality highest; faculty rate academic quality lowest.

Perception of Academic Quality at IPFW - % Selected

- **Don’t know**
  - Alumni: 7%
  - Current undergrads: 12%
  - Staff: 15%
  - Prospects: 12%
  - Faculty: 19%

- **Poor**
  - Alumni: 49%
  - Current undergrads: 48%
  - Staff: 48%
  - Prospects: 12%
  - Faculty: 50%

- **Fair**
  - Alumni: 43%
  - Current undergrads: 37%
  - Staff: 34%
  - Prospects: 41%
  - Faculty: 28%

- **Good**
  - Alumni: 43%
  - Current undergrads: 37%
  - Staff: 34%
  - Prospects: 41%
  - Faculty: 28%

- **Excellent**
  - Alumni: 43%
  - Current undergrads: 37%
  - Staff: 34%
  - Prospects: 41%
  - Faculty: 28%

**Notes:**
Scale: 1=Poor, 2=Fair, 3=Good, 4=Excellent, 5=Don't know. Only shown to prospects who are at least somewhat familiar with IPFW (n=223). Sorted in descending order by % Excellent. Labels 3% or less removed for graph clarity.

**Question Wording:**
Rate your perception of the ACADEMIC QUALITY of each of the following:

Sponsor not revealed to prospects. Shown before realignment description.
**Interest in Attending Schools**

Prospects are most interested in attending Purdue West Lafayette and IU Bloomington; about one-quarter are highly interested in attending IPFW.

### Prospects – Interest in Attending Schools in Competitor Set - % Selected

<table>
<thead>
<tr>
<th>School</th>
<th>Don’t know</th>
<th>Not interested (Rated 1-3)</th>
<th>Moderately interested (Rated 4-7)</th>
<th>Highly interested (Rated 8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purdue West Lafayette</td>
<td>2%</td>
<td>19%</td>
<td>31%</td>
<td>48%</td>
</tr>
<tr>
<td>n=230</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indiana Bloomington</td>
<td>3%</td>
<td>20%</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>n=216</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ball State</td>
<td>3%</td>
<td>27%</td>
<td>39%</td>
<td>31%</td>
</tr>
<tr>
<td>n=217</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW</td>
<td>3%</td>
<td>26%</td>
<td>43%</td>
<td>28%</td>
</tr>
<tr>
<td>n=223</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purdue Northwest</td>
<td>6%</td>
<td>30%</td>
<td>42%</td>
<td>21%</td>
</tr>
<tr>
<td>n=139</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indiana Tech</td>
<td>3%</td>
<td>45%</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>n=100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**

Scale: 1=Not at all interested in attending, 10=Extremely interested in attending, 11=Don’t know. Prospects only shown schools they are at least somewhat familiar with. Sorted in descending order by highly interested. Labels <3% removed for graph clarity.

**Question Wording:**

Rate your INTEREST IN ATTENDING each of the following schools for your education:
Interest in Attending IPFW
Less than one-third of prospects are highly interested in attending IPFW.

Prospects – Interest in Attending IPFW - % Selected

- Extremely interested in attending (10): 13%
- 9: 7%
- 8: 8%
- 7: 18%
- 6: 9%
- 5: 12%
- 4: 4%
- 3: 4%
- 2: 4%
- Not at all interested in attending (1): 17%
- Don't know: 3%

Notes:
Scale: 1=Not at all interested in attending, 10=Extremely interested in attending, 11=Don't know. Only asked to prospects familiar with IPFW (n=223).

Question Wording:
Rate your INTEREST IN ATTENDING each of the following schools for your education:

Sponsor not revealed to prospects. Shown before realignment description.
Reasons for Lack of Interest in IPFW
Prospects most often attribute their lack of interest in IPFW to weakness in their desired major.

<table>
<thead>
<tr>
<th>Reasons for Lack of Interest in IPFW - % Selected</th>
<th>Prospects (n=31)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weak in my desired major</td>
<td>10</td>
</tr>
<tr>
<td>Too close to home</td>
<td>7</td>
</tr>
<tr>
<td>Admissions standards are too low</td>
<td>5</td>
</tr>
<tr>
<td>Academic ranking is not high enough</td>
<td>4</td>
</tr>
<tr>
<td>Too many students from my high school attend</td>
<td>3</td>
</tr>
<tr>
<td>Graduates are not successful</td>
<td>3</td>
</tr>
<tr>
<td>Lack of diversity in the student body</td>
<td>3</td>
</tr>
<tr>
<td>Lack of strong/nationally renowned athletic programs</td>
<td>3</td>
</tr>
<tr>
<td>Not enough clubs and student activities</td>
<td>3</td>
</tr>
<tr>
<td>Limited scholarship/financial aid packages</td>
<td>3</td>
</tr>
<tr>
<td>Too far from home</td>
<td>3</td>
</tr>
<tr>
<td>Too expensive</td>
<td>3</td>
</tr>
<tr>
<td>The University is too large</td>
<td>3</td>
</tr>
<tr>
<td>Located in an urban area</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td>I don’t know enough about this school</td>
<td>3</td>
</tr>
</tbody>
</table>

Notes: Select all that apply. Only shown to prospects who rate their interest in attending IPFW <5 (n=68).

Question Wording: Which of the following best indicate why you are NOT INTERESTED in IPFW?
Degree Completion at IPFW

Over 60% of prospects who are interested in attending IPFW plan to complete their degree there.

Prospects – Planned Degree Completion from IPFW - % Selected

- Plan to complete your degree from IPFW, 63%
- Plan to attend for a year or two and then transfer to another institution to finish your degree, 27%
- Don’t know, 7%
- Other, 3%

Notes:
Select one. Only shown to prospects who rate their interest in attending IPFW between 6 and 10 (n=122).

Question Wording:
If you were to attend IPFW for your undergraduate education, would you…?
Prospects: Positive and Negative Words to Describe IPFW

Notes:
Open-end. Only shown to prospects at least somewhat familiar with IPFW (n=223).

Question Wording:
What are some POSITIVE words you would use to describe IPFW, if any? / What are some NEGATIVE words you would use to describe IPFW, if any?
Current UG: Positive and Negative Words to Describe IPFW

Notes:
Open-end.

Question Wording:
What are some POSITIVE words you would use to describe IPFW, if any? / What are some NEGATIVE words you would use to describe IPFW, if any?
Alumni: Positive and Negative Words to Describe IPFW

Notes:
Open-end.

Question Wording:
What are some POSITIVE words you would use to describe IPFW, if any? / What are some NEGATIVE words you would use to describe IPFW, if any?
Question Wording:
What are some POSITIVE words you would use to describe IPFW, if any? / What are some NEGATIVE words you would use to describe IPFW, if any?
Notes:
Open-end.

Question Wording:
What are some POSITIVE words you would use to describe IPFW, if any? / What are some NEGATIVE words you would use to describe IPFW, if any?
**Ideal College Factors**

Affordability and financial aid/scholarship options are most important to prospects when thinking about their ideal school.

<table>
<thead>
<tr>
<th>Prospects – Ideal College/University Factors - % Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prospects</strong></td>
</tr>
<tr>
<td>Affordability</td>
</tr>
<tr>
<td>Financial aid/scholarship options</td>
</tr>
<tr>
<td>Safe campus</td>
</tr>
<tr>
<td>High job placement rates</td>
</tr>
<tr>
<td>Strong overall reputation</td>
</tr>
<tr>
<td>Hands-on learning</td>
</tr>
<tr>
<td>High quality faculty</td>
</tr>
<tr>
<td>On-campus housing options</td>
</tr>
<tr>
<td>Wide variety of majors</td>
</tr>
<tr>
<td>Wide variety of student clubs and activities</td>
</tr>
<tr>
<td>Location in an appealing city/town</td>
</tr>
<tr>
<td>Strong sense of community</td>
</tr>
<tr>
<td>Personal attention</td>
</tr>
<tr>
<td>Diverse student body</td>
</tr>
<tr>
<td>High quality career services</td>
</tr>
<tr>
<td>Small class sizes</td>
</tr>
<tr>
<td>Challenging academics</td>
</tr>
<tr>
<td>Strong rankings</td>
</tr>
<tr>
<td>Preparation for graduate/professional school</td>
</tr>
<tr>
<td>Study abroad opportunities</td>
</tr>
<tr>
<td>High quality students</td>
</tr>
<tr>
<td>State-of-the-art facilities</td>
</tr>
<tr>
<td>Innovative teaching methods</td>
</tr>
<tr>
<td>Graduates work for top companies</td>
</tr>
<tr>
<td>Undergraduate research opportunities</td>
</tr>
<tr>
<td>Connections to industry leaders</td>
</tr>
<tr>
<td>Close to home</td>
</tr>
<tr>
<td>Students involved in community service</td>
</tr>
<tr>
<td>Strong alumni network</td>
</tr>
<tr>
<td>Strong athletics program</td>
</tr>
<tr>
<td>Global perspective</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Don't know</td>
</tr>
</tbody>
</table>

Notes: Select all that apply.

Question Wording: Which of the following are MOST IMPORTANT to you as you think about your IDEAL college/university?
### IPFW’s Greatest Strengths
Respondents say IPFW’s greatest strengths are affordability, small class sizes, and proximity to home.

<table>
<thead>
<tr>
<th>Prospects</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability (39%)</td>
<td>Small class sizes (75%)</td>
<td>Close to home (78%)</td>
<td>Affordability (76%)</td>
<td>Affordability (78%)</td>
</tr>
<tr>
<td>Safe campus (36%)</td>
<td>Close to home (74%)</td>
<td>Affordability (76%)</td>
<td>Small class sizes (69%)</td>
<td>Close to home (78%)</td>
</tr>
<tr>
<td>Close to home (35%)</td>
<td>Affordability (72%)</td>
<td>Small class sizes (64%)</td>
<td>Close to home (66%)</td>
<td>Safe campus (72%)</td>
</tr>
<tr>
<td>Small class sizes (31%)</td>
<td>Safe campus (64%)</td>
<td>Safe campus (59%)</td>
<td>High quality faculty (66%)</td>
<td>Small class sizes (70%)</td>
</tr>
</tbody>
</table>

28% said Don’t know

- Location in an appealing city/town (48%)
- Location in an appealing city/town (49%)
- Personal attention (62%)
- Location in an appealing city/town (54%)
- Financial aid/scholarship options (43%)
- Wide variety of majors (44%)
- Safe campus (56%)
- Personal attention (47%)
- Wide variety of majors (38%)
- Personal attention (40%)
- Wide variety of majors (44%)
- On-campus housing options (45%)
- Diverse student body (36%)
- High quality faculty (34%)
- Location in an appealing city/town (39%)
- Wide variety of majors (33%)
- Personal attention (35%)
- Strong sense of community (32%)
- Hands-on learning (31%)
- High quality faculty (32%)
- On-campus housing options (33%)
- Diverse student body (30%)
- Strong sense of community (32%)
- Diverse student body (31%)
- Study abroad opportunities (32%)
- On-campus housing options (30%)

**Notes:**
Select all that apply. Prospects: Only if respondent is at least somewhat familiar with IPFW, n=223. Only strengths selected ≥30% by an audience are shown, only strengths selected above the threshold by at least 4 audience are highlighted.

**Question Wording:**
To the best of your knowledge, which of the following are IPFW’s GREATEST STRENGTHS?
Important College Attributes vs. IPFW’s Strengths

Prospects most value affordability, aid/scholarship opportunities, and safety, which they also associate as IPFW’s greatest strengths.

Notes:
Select all that apply. Prospects: Only if respondent is at least somewhat familiar with IPFW, n=223. Table sorted in descending order based on Prospects. Labels in bottom-left quadrant removed for graph clarity.

Question Wording:
Which of the following are MOST IMPORTANT to you as you think about your IDEAL college/university? To the best of your knowledge, which of the following are IPFW’s GREATEST STRENGTHS?
**IPFW’s Greatest Strengths**

Respondents say IPFW’s greatest strengths are affordability, small class sizes, and proximity to home.

<table>
<thead>
<tr>
<th>Strength</th>
<th>Prospects</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability</td>
<td>39%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safe campus</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Close to home</td>
<td>35%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small class sizes</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial aid/scholarship options</td>
<td>29%</td>
<td>43%</td>
<td>23%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Diverse student body</td>
<td>22%</td>
<td>36%</td>
<td>30%</td>
<td>15%</td>
<td>31%</td>
</tr>
<tr>
<td>Location in an appealing city/town</td>
<td>20%</td>
<td>48%</td>
<td>49%</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>Personal attention</td>
<td>20%</td>
<td>35%</td>
<td>40%</td>
<td></td>
<td>47%</td>
</tr>
<tr>
<td>On-campus housing options</td>
<td>20%</td>
<td>33%</td>
<td>30%</td>
<td>25%</td>
<td>45%</td>
</tr>
<tr>
<td>Wide variety of majors</td>
<td>19%</td>
<td>38%</td>
<td>44%</td>
<td>44%</td>
<td>33%</td>
</tr>
<tr>
<td>Strong sense of community</td>
<td>17%</td>
<td>30%</td>
<td>32%</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>Hands-on learning</td>
<td>16%</td>
<td>30%</td>
<td>23%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>High quality faculty</td>
<td>15%</td>
<td>31%</td>
<td>34%</td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>Strong overall reputation</td>
<td>15%</td>
<td>21%</td>
<td>21%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Wide variety of student clubs and activities</td>
<td>14%</td>
<td>31%</td>
<td>10%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>High quality students</td>
<td>12%</td>
<td>20%</td>
<td>13%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Challenging academics</td>
<td>11%</td>
<td>22%</td>
<td>23%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Study abroad opportunities</td>
<td>11%</td>
<td>32%</td>
<td>7%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Students involved in community service</td>
<td>10%</td>
<td>21%</td>
<td>11%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Connections to industry leaders</td>
<td>9%</td>
<td>16%</td>
<td>19%</td>
<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>Strong athletics program</td>
<td>9%</td>
<td>12%</td>
<td>16%</td>
<td>8%</td>
<td>23%</td>
</tr>
<tr>
<td>High job placement rates</td>
<td>9%</td>
<td>20%</td>
<td>14%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Undergraduate research opportunities</td>
<td>9%</td>
<td>20%</td>
<td>9%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Innovative teaching methods</td>
<td>7%</td>
<td>12%</td>
<td>6%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Preparation for graduate/professional school</td>
<td>7%</td>
<td>20%</td>
<td>23%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td>2%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>28%</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Prospects: Only if respondent is at least somewhat familiar with IPFW, n=223. Table sorted in descending order based on Prospects.

**Question Wording:**
To the best of your knowledge, which of the following are IPFW’s GREATEST STRENGTHS?

**Strengths selected <20% by ALL audiences:**
- Global perspective
- Graduates work for top companies
- High job placement rates
- High quality career services
- State-of-the-art facilities
- Strong alumni network
- Strong rankings

26% of prospects who saw this question are from the Fort Wayne area.
Describing an Ideal College vs. Describing IPFW

Internal audiences most often describe IPFW as welcoming, personable, and friendly – also the top prospect choice.

Word Groupings That Describe Ideal College Vs. Describe IPFW - % Selected

- Describes Ideal College, Does NOT Describe IPFW
  - Focused, purposeful, determined
  - Energetic, dynamic, enthusiastic
  - Optimistic, confident, hopeful
  - Curious, inquisitive, thoughtful
  - Forward-moving, fresh, reinventing
  - Rigorous, ambitious, intellectual
  - Careful, measured, conservative

- Describes Ideal College, Describes IPFW
  - Trustworthy, dependable, practical
  - Welcoming, personable, friendly
  - Flexible, understanding, supportive
  - Resourceful, persevering, motivated
  - Genuine, down-to-earth, real
  - Diverse, approachable, inclusive

- Does NOT Describe Ideal College, Does NOT Describe IPFW

- Does NOT Describe Ideal College, Describes IPFW

Notes:
Select all that apply. Green indicates Purdue University brand personality descriptor.

Question Wording:
(Prospects) Select the groupings of words or phrases below that BEST DESCRIBE the college/university you would LIKE TO ATTEND. / (Internal) Select the groupings of words or phrases below that BEST DESCRIBE IPFW.
Describing an Ideal College

The vast majority of prospects describe their ideal college as welcoming, personable, and friendly.

Prospects – Word Groupings That Describe Ideal College - % Selected

- Welcoming, personable, friendly: 71%
- Trustworthy, dependable, practical: 62%
- Flexible, understanding, supportive: 60%
- Focused, purposeful, determined: 59%
- Resourceful, persevering, motivated: 51%
- Genuine, down-to-earth, real: 48%
- Energetic, dynamic, enthusiastic: 48%
- Diverse, approachable, inclusive: 44%
- Optimistic, confident, hopeful: 44%
- Forward-moving, fresh, reinventing: 42%
- Rigorous, ambitious, intellectual: 36%
- Curious, inquisitive, thoughtful: 36%
- Unconventional, cutting-edge, innovative: 30%
- Careful, measured, conservative: 19%
- Don’t know/None of the above:

Notes:
Select all that apply.

Question Wording:
Select the groupings of words or phrases below that BEST DESCRIBE the college/university you would LIKE TO ATTEND.
Describing IPFW

Over half of each internal audience describes IPFW as welcoming, personable, and friendly.

<table>
<thead>
<tr>
<th>Word Groupings That Describe IPFW</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcoming, personable, friendly</td>
<td>59%</td>
<td>52%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Flexible, understanding, supportive</td>
<td>46%</td>
<td>37%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Diverse, approachable, inclusive</td>
<td>36%</td>
<td>28%</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Trustworthy, dependable, practical</td>
<td>35%</td>
<td>39%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Genuine, down-to-earth, real</td>
<td>33%</td>
<td>39%</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Focused, purposeful, determined</td>
<td>31%</td>
<td>24%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Optimistic, confident, hopeful</td>
<td>27%</td>
<td>19%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Resourceful, persevering, motivated</td>
<td>26%</td>
<td>21%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Forward-moving, fresh, reinventing</td>
<td>21%</td>
<td>14%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Energetic, dynamic, enthusiastic</td>
<td>17%</td>
<td>13%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Careful, measured, conservative</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Rigorous, ambitious, intellectual</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Curious, inquisitive, thoughtful</td>
<td>12%</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Unconventional, cutting-edge, innovative</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know/None of the above</td>
<td>12%</td>
<td>15%</td>
<td>19%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Sorted in descending order by Current Undergraduates.

Question Wording:
Select the groupings of words or phrases below that BEST DESCRIBE IPFW.
Describing an Ideal College vs. Describing IPFW

All audiences agree that welcoming, personable, and friendly best describe the school they want to attend or IPFW.

Internal Audiences – Word Groupings That Describe Ideal College Vs. Describe IPFW - % Selected

<table>
<thead>
<tr>
<th></th>
<th>Prospects</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcoming, personable, friendly</td>
<td>71%</td>
<td>59%</td>
<td>52%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Trustworthy, dependable, practical</td>
<td>62%</td>
<td>35%</td>
<td>39%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Flexible, understanding, supportive</td>
<td>60%</td>
<td>46%</td>
<td>37%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Focused, purposeful, determined</td>
<td>59%</td>
<td>31%</td>
<td>24%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Resourceful, persevering, motivated</td>
<td>51%</td>
<td>26%</td>
<td>21%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Genuine, down-to-earth, real</td>
<td>48%</td>
<td>33%</td>
<td>39%</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Energetic, dynamic, enthusiastic</td>
<td>48%</td>
<td>17%</td>
<td>13%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Diverse, approachable, inclusive</td>
<td>44%</td>
<td>36%</td>
<td>28%</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Optimistic, confident, hopeful</td>
<td>44%</td>
<td>27%</td>
<td>19%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Forward-moving, fresh, reinventing</td>
<td>42%</td>
<td>21%</td>
<td>14%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Rigorous, ambitious, intellectual</td>
<td>36%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Curious, inquisitive, thoughtful</td>
<td>36%</td>
<td>12%</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Unconventional, cutting-edge, innovative</td>
<td>30%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Careful, measured, conservative</td>
<td>19%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Don't know/None of the above</td>
<td>0%</td>
<td>12%</td>
<td>15%</td>
<td>19%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Notes: Select all that apply.

Question Wording:
(Prospects) Select the groupings of words or phrases below that BEST DESCRIBE the college/university you would LIKE TO ATTEND. / (Internal) Select the groupings of words or phrases below that BEST DESCRIBE IPFW.
Desired Student Characteristics

Prospects most want to attend college with students who are friendly and trustworthy.

Student Characteristics - % Selected (Top Half)

<table>
<thead>
<tr>
<th></th>
<th>Prospects</th>
<th>Current Undergrads</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly</td>
<td>71%</td>
<td>69%</td>
<td>61%</td>
</tr>
<tr>
<td>Trustworthy</td>
<td>71%</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Motivated</td>
<td>66%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>Supportive</td>
<td>64%</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>Genuine</td>
<td>60%</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>Ambitious</td>
<td>60%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Approachable</td>
<td>60%</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Dependable</td>
<td>60%</td>
<td>60%</td>
<td>72%</td>
</tr>
<tr>
<td>Welcoming</td>
<td>59%</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Understanding</td>
<td>57%</td>
<td>65%</td>
<td>47%</td>
</tr>
<tr>
<td>Academic achiever</td>
<td>56%</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Confident</td>
<td>56%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Focused</td>
<td>56%</td>
<td>52%</td>
<td>44%</td>
</tr>
<tr>
<td>Determined</td>
<td>54%</td>
<td>64%</td>
<td>51%</td>
</tr>
<tr>
<td>Enthusiastic</td>
<td>52%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Real</td>
<td>52%</td>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td>Intellectual</td>
<td>52%</td>
<td>50%</td>
<td>44%</td>
</tr>
<tr>
<td>Thoughtful</td>
<td>50%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>Optimistic</td>
<td>50%</td>
<td>41%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Sorted in descending order by prospects.

Question Wording:
(Prospects) Which of the following adjectives best describe the TYPE OF STUDENTS you would like to attend college with? / (Current Undergrads/Alumni) Which of the following adjectives best describe YOU?

Sponsor not revealed to prospects. Shown before realignment description.
Desired Student Characteristics

Prospects are least likely to want to attend college with students who are unconventional.

<table>
<thead>
<tr>
<th>Student Characteristics - % Selected (Bottom Half)</th>
<th>Want to attend college with students who are...</th>
<th>Describe themselves as...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prospects</td>
<td>Current Undergrads</td>
</tr>
<tr>
<td>Down-to-earth</td>
<td>49%</td>
<td>54%</td>
</tr>
<tr>
<td>Flexible</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Resourceful</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Diverse</td>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>Personable</td>
<td>42%</td>
<td>50%</td>
</tr>
<tr>
<td>Practical</td>
<td>36%</td>
<td>52%</td>
</tr>
<tr>
<td>Hopeful</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>Curious</td>
<td>35%</td>
<td>40%</td>
</tr>
<tr>
<td>Energetic</td>
<td>35%</td>
<td>21%</td>
</tr>
<tr>
<td>Innovative</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Forward-moving</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Inclusive</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Persevering</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Careful</td>
<td>22%</td>
<td>41%</td>
</tr>
<tr>
<td>Cutting-edge</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td>Reinventing</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Conservative</td>
<td>16%</td>
<td>30%</td>
</tr>
<tr>
<td>Unconventional</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Sorted in descending order by prospects.

Question Wording:
(Prospects) Which of the following adjectives best describe the TYPE OF STUDENTS you would like to attend college with? / (Current Undergrads/Alumni) Which of the following adjectives best describe YOU?
Desired Student Characteristics vs. IPFW Student Characteristics

Internal audiences often describe themselves as friendly and trustworthy, which are characteristics prospects desire most.

Desired Student Characteristics Vs. IPFW Student Characteristics - % Selected

Prospects – Want to Attend College With These Students

Desired Characteristic, Not Characteristic of IPFW Students

- Friendly
- Trustworthy

Desired Characteristic, Characteristic of IPFW Students

- Motivated
- Ambitious
- Supportive
- Academic achiever
- Genuine
- Understanding
- Dependable
- Optimistic
- Down-to-earth
- Resourceful
- Personable
- Practical

NOT a Desired Characteristic, NOT Characteristic of IPFW Students

- Diverse
- Energetic
- Innovative
- Forward-moving
- Inclusive
- Curious
- Hopeful
- Resourceful
- Careful
- Confident
- Real
- Intellectual
- Focused
- Understanding
- Determined
- Flexible
- Down-to-earth
- Personable
- Practical

Average of All Internal Audiences – Which Adjectives Describe You? - % Selected

Notes:
Select all that apply. Some labels are removed for graph clarity.

Question Wording:
(Prospects) Which of the following adjectives best describe the TYPE OF STUDENTS you would like to attend college with? / (Current Undergrads/Alumni) Which of the following adjectives best describe YOU?
Statements Describing an Ideal College
Prospects are most interested in a college that emphasizes real-world learning and provides work/life/study balance. They see IPFW delivering on balance.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Ideal College (%)</th>
<th>IPFW (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A university that places emphasis on real-world learning, with classes taught by faculty who have worked in the industries in which they teach.</td>
<td>62%</td>
<td>30%</td>
</tr>
<tr>
<td>A university that understands the demands of life, responding to meet the needs of students who are balancing work, study, and home life.</td>
<td>61%</td>
<td>47%</td>
</tr>
<tr>
<td>A university with academics at its core, focused on providing strong programs with high quality faculty.</td>
<td>54%</td>
<td>36%</td>
</tr>
<tr>
<td>A university that provides a transformative education, where students learn and become who they want to be.</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>A university connected to its local community, working closely with local businesses to train the workforce of tomorrow through academic instruction, internships, and innovative partnerships.</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM), but also places heavy emphasis on the arts, including fine arts, design, and music) (STEAM).</td>
<td>43%</td>
<td>25%</td>
</tr>
<tr>
<td>A university whose diverse population offers the opportunity to learn from others with a wide range of perspectives.</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM) programs.</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>A university where faculty and students are focused on conducting world-changing research.</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Top 2 statements in dark blue.

Question Wording:
Which of the following statements BEST DESCRIBE the college/university you would LIKE TO ATTEND? Select the statement(s) below that BEST DESCRIBE Indiana University – Purdue University Fort Wayne.
Legend – Statements that Describe IPFW
Statements were abbreviated for graph clarity in the following slides.

<table>
<thead>
<tr>
<th>Full Statement</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A university with academics at its core, focused on providing strong programs with high quality faculty.</td>
<td>Academic core</td>
</tr>
<tr>
<td>A university where faculty and students are focused on conducting world-changing research.</td>
<td>Research</td>
</tr>
<tr>
<td>A university that provides a transformative education, where students learn and become who they want to be.</td>
<td>Transformative</td>
</tr>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM) programs.</td>
<td>STEM</td>
</tr>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM), but also places heavy emphasis on the arts, including fine arts, design, and music (STEAM).</td>
<td>STEM with arts emphasis</td>
</tr>
<tr>
<td>A university that places emphasis on real-world learning, with classes taught by faculty who have worked in the industries in which they teach.</td>
<td>Real-world learning</td>
</tr>
<tr>
<td>A university whose diverse population offers the opportunity to learn from others with a wide range of perspectives.</td>
<td>Diverse</td>
</tr>
<tr>
<td>A university connected to its local community, working closely with local businesses to train the workforce of tomorrow through academic instruction, internships, and innovative partnerships.</td>
<td>Community</td>
</tr>
<tr>
<td>A university that understands the demands of life, responding to meet the needs of students who are balancing work, study, and home life.</td>
<td>Work/life study balance</td>
</tr>
</tbody>
</table>

Question Wording:
(Prospects) Select the statement(s) below that BEST DESCRIBE Indiana University – Purdue University Fort Wayne. / (Internal) Which of the following statements BEST describe IPFW today?
Statements that Describe Ideal College vs. IPFW
Prospects describe their both ideal college and IPFW as academic, transformative, and providing work/life/study balance.

How Prospects Describe their Ideal College Vs. How Prospects Describe IPFW

Describes Ideal College, Does NOT Describe IPFW
- Real-world learning
- Academic core
- Work/life/study balance
- Transformative
- STEM with arts emphasis
- Diverse
- Community
- Research
- STEM

Does NOT Describe Ideal College, Does NOT Describe IPFW

Does NOT Describe Ideal College, Describes IPFW

Notes:
Select all that apply. Only shown to prospects at least somewhat familiar with IPFW (n=223). Don’t know not shown on chart.

Question Wording: (Prospects) Which of the following statements BEST DESCRIBE the college/university you would LIKE TO ATTEND? / (Prospects) Which of the following statements BEST describe IPFW today?
Statements that Describe IPFW

Internal audiences most frequently describe IPFW as providing work/study/home life balance and connected to its local community.

<table>
<thead>
<tr>
<th>Statements that Describe IPFW - % Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>≥ 40%</td>
</tr>
<tr>
<td>Work/life/study balance</td>
</tr>
<tr>
<td>Current Undergrads: 56%</td>
</tr>
<tr>
<td>Alumni: 61%</td>
</tr>
<tr>
<td>Faculty: 61%</td>
</tr>
<tr>
<td>Staff: 62%</td>
</tr>
<tr>
<td>Community</td>
</tr>
<tr>
<td>Current Undergrads: 46%</td>
</tr>
<tr>
<td>Alumni: 47%</td>
</tr>
<tr>
<td>Faculty: 38%</td>
</tr>
<tr>
<td>Staff: 42%</td>
</tr>
<tr>
<td>Real-world learning</td>
</tr>
<tr>
<td>Current Undergrads: 40%</td>
</tr>
<tr>
<td>Alumni: 36%</td>
</tr>
<tr>
<td>Faculty: 24%</td>
</tr>
<tr>
<td>Staff: 23%</td>
</tr>
<tr>
<td>Diverse</td>
</tr>
<tr>
<td>Current Undergrads: 33%</td>
</tr>
<tr>
<td>Alumni: 22%</td>
</tr>
<tr>
<td>Faculty: 18%</td>
</tr>
<tr>
<td>Staff: 23%</td>
</tr>
<tr>
<td>Academic core</td>
</tr>
<tr>
<td>Current Undergrads: 30%</td>
</tr>
<tr>
<td>Alumni: 31%</td>
</tr>
<tr>
<td>Faculty: 45%</td>
</tr>
<tr>
<td>Staff: 25%</td>
</tr>
<tr>
<td>Transformative</td>
</tr>
<tr>
<td>Current Undergrads: 27%</td>
</tr>
<tr>
<td>Alumni: 22%</td>
</tr>
<tr>
<td>Faculty: 33%</td>
</tr>
<tr>
<td>Staff: 23%</td>
</tr>
<tr>
<td>STEAM</td>
</tr>
<tr>
<td>Current Undergrads: 24%</td>
</tr>
<tr>
<td>Alumni: 22%</td>
</tr>
<tr>
<td>Faculty: 16%</td>
</tr>
<tr>
<td>Staff: 22%</td>
</tr>
<tr>
<td>STEM</td>
</tr>
<tr>
<td>Current Undergrads: 22%</td>
</tr>
<tr>
<td>Alumni: 15%</td>
</tr>
<tr>
<td>Faculty: 6%</td>
</tr>
<tr>
<td>Staff: 14%</td>
</tr>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Current Undergrads: 11%</td>
</tr>
<tr>
<td>Alumni: 5%</td>
</tr>
<tr>
<td>Faculty: 2%</td>
</tr>
<tr>
<td>Staff: 3%</td>
</tr>
<tr>
<td>None of the above</td>
</tr>
<tr>
<td>Current Undergrads: 8%</td>
</tr>
<tr>
<td>Alumni: 11%</td>
</tr>
<tr>
<td>Faculty: 17%</td>
</tr>
<tr>
<td>Staff: 13%</td>
</tr>
</tbody>
</table>

Notes: Select all that apply. Only shown to prospects at least somewhat familiar with IPFW (n=223). Labels <10% removed for graph clarity.

Question Wording: Which of the following statements BEST describe IPFW today?
Secondary Analysis – Statements that Describe IPFW
Significant differences between Indiana and Purdue University groups are shown below.

Statements that Describe IPFW - % Selected

<table>
<thead>
<tr>
<th>Current Undergraduates</th>
<th>Purdue University diploma</th>
<th>Indiana University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>A university where faculty and students are focused on conducting world-changing research.</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM) programs.</td>
<td>34%</td>
<td>8%</td>
</tr>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM), but also places heavy emphasis on the arts, including fine arts, design, and music (STEAM).</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
<td>A university whose diverse population offers the opportunity to learn from others with a wide range of perspectives.</td>
<td>39%</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alumni</th>
<th>Purdue University diploma</th>
<th>Indiana University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>A university where faculty and students are focused on conducting world-changing research.</td>
<td>17%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Only shown to prospects at least somewhat familiar with IPFW (n=223). Arrow indicates percentage is significantly higher than its counterpart. Only options containing significant differences are shown.

Question Wording:
Which of the following statements BEST describe IPFW today?
### Statements Describing IPFW and Competing Institutions

IPFW is more frequently described as providing students work/life/study balance than West Lafayette and Northwest.

#### Prospects – Statements that Describe an Ideal School, IPFW, and Competing Institutions - % Selected

<table>
<thead>
<tr>
<th>Statement</th>
<th>Ideal School</th>
<th>IPFW</th>
<th>West Lafayette</th>
<th>Northwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-world learning</td>
<td>62%</td>
<td>30%</td>
<td>38%</td>
<td>33%</td>
</tr>
<tr>
<td>Work/life/study balance</td>
<td>61%</td>
<td>47%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Academic core</td>
<td>54%</td>
<td>36%</td>
<td>56%</td>
<td>46%</td>
</tr>
<tr>
<td>Transformative</td>
<td>53%</td>
<td>36%</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>Community</td>
<td>45%</td>
<td>52%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>STEAM</td>
<td>43%</td>
<td>25%</td>
<td>46%</td>
<td>37%</td>
</tr>
<tr>
<td>Diverse</td>
<td>42%</td>
<td>36%</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>STEM</td>
<td>37%</td>
<td>30%</td>
<td>65%</td>
<td>38%</td>
</tr>
<tr>
<td>Research</td>
<td>29%</td>
<td>22%</td>
<td>45%</td>
<td>27%</td>
</tr>
<tr>
<td>None of the above</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Only shown to prospects at least somewhat familiar with each school (IPFW n=223, West Lafayette n=230, Northwest n=139). Labels <1% removed for graph clarity.

**Question Wording:**
Which of the following statements BEST DESCRIBE the college/university you would LIKE TO ATTEND? / Select the statement(s) below that BEST DESCRIBE Indiana University – Purdue University Fort Wayne. / Select the statement(s) below that BEST DESCRIBE Purdue University West Lafayette. / Select the statement(s) below that BEST DESCRIBE Purdue University Northwest.
Statements that Describe IPFW Today vs. Future

Internal audiences would like to see IPFW become more like nearly all descriptions in the future

Average of all Internal Audiences – Statements That Describe IPFW Today vs. Future - % Selected

<table>
<thead>
<tr>
<th>Describes IPFW Today</th>
<th>Should describe IPFW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work/life/study balance, 60%</td>
<td>Community, 61%</td>
</tr>
<tr>
<td>Community, 43%</td>
<td>Work/life/study balance, 60%</td>
</tr>
<tr>
<td>Academic core, 33%</td>
<td>Academic core, 57%</td>
</tr>
<tr>
<td>Real-world learning, 31%</td>
<td>Transformative, 47%</td>
</tr>
<tr>
<td>Transformative, 26%</td>
<td>STEM and arts emphasis, 47%</td>
</tr>
<tr>
<td>Diverse, 24%</td>
<td>Real-world learning, 46%</td>
</tr>
<tr>
<td>STEM and arts emphasis, 21%</td>
<td>Diverse, 41%</td>
</tr>
<tr>
<td>STEM, 14%</td>
<td>STEM, 28%</td>
</tr>
<tr>
<td>Research, 5%</td>
<td>Research, 26%</td>
</tr>
</tbody>
</table>

Notes: Select all that apply. Only shown to prospects at least somewhat familiar with IPFW (n=223).

Question Wording: Select the statement(s) below that BEST DESCRIBE Indiana University – Purdue University Fort Wayne / Which of the following statements should describe IPFW in the future?
Current Undergraduates – Statements That Describe IPFW Today vs. Future - % Selected

- Work/life/study balance: 56% describes today, 4% should describe in the future
- Community: 46% describes today, 12% should describe in the future
- Real-word learning: 40% describes today, 12% should describe in the future
- Diverse: 33% describes today, 11% should describe in the future
- Academic core: 30% describes today, 11% should describe in the future
- Transformative: 27% describes today, 11% should describe in the future
- STEM with arts emphasis: 24% describes today, 11% should describe in the future
- STEM: 22% describes today, 11% should describe in the future
- Research: 11% describes today, 11% should describe in the future
- None of the above: 8% describes today, 11% should describe in the future

Notes:
Select all that apply.

Question Wording:
Which of the following statements BEST describe IPFW today? / Which of the following statements should describe IPFW in the future?
Alumni: Statements that Describe IPFW Today vs. Future

**Alumni – Statements That Describe IPFW Today vs. Future - % Selected**

- **Work/life/study balance**: Describes IPFW Today - 61%, Should Describe IPFW - 47%
- **Community**: Describes IPFW Today - 47%, Should Describe IPFW - 47%
- **Real-word learning**: Describes IPFW Today - 36%, Should Describe IPFW - 36%
- **Academic core**: Describes IPFW Today - 31%, Should Describe IPFW - 31%
- **Transformative**: Describes IPFW Today - 22%, Should Describe IPFW - 22%
- **STEM with arts emphasis**: Describes IPFW Today - 22%, Should Describe IPFW - 22%
- **Diverse**: Describes IPFW Today - 22%, Should Describe IPFW - 22%
- **STEM**: Describes IPFW Today - 15%, Should Describe IPFW - 15%
- **Research**: Describes IPFW Today - 5%, Should Describe IPFW - 5%
- **None of the above**: Describes IPFW Today - 11%, Should Describe IPFW - 11%

**Notes:**
Select all that apply.

**Question Wording:**
Which of the following statements BEST describe IPFW today? / Which of the following statements should describe IPFW in the future?
Faculty: Statements that Describe IPFW Today vs. Future

Faculty – Statements That Describe IPFW Today vs. Future - % Selected

- Work/life/study balance: 61%
- Academic core: 45%
- Community: 38%
- Transformative: 33%
- Real-word learning: 24%
- Diverse: 18%
- STEM with arts emphasis: 16%
- STEM: 6%
- Research: 2%
- None of the above: 17%

Notes:
Select all that apply.

Question Wording:
Which of the following statements BEST describe IPFW today? / Which of the following statements should describe IPFW in the future?

Shown before realignment description.
Staff: Statements that Describe IPFW Today vs. Future

Staff – Statements That Describe IPFW Today vs. Future - % Selected

- Work/life/study balance: 62% describes IPFW today, 42% should describe IPFW.
- Community: 42% describes IPFW today.
- Academic core: 25% describes IPFW today.
- Diverse: 23% describes IPFW today.
- Transformative: 23% describes IPFW today.
- Real-word learning: 23% describes IPFW today.
- STEM with arts emphasis: 22% describes IPFW today.
- STEM: 14% describes IPFW today.
- Research: 3% describes IPFW today.
- None of the above: 13% describes IPFW today.

Notes: Select all that apply.

Question Wording: Which of the following statements BEST describe IPFW today? / Which of the following statements should describe IPFW in the future?
Secondary Analysis – Statements that Should Describe IPFW

Significant differences between Indiana and Purdue University groups are shown below.

**Statements That Should Describe IPFW in the Future - % Selected**

<table>
<thead>
<tr>
<th>Current Undergraduates</th>
<th>Purdue University diploma</th>
<th>Indiana University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM) programs.</td>
<td>45%↑</td>
<td>23%</td>
</tr>
<tr>
<td>A university that places emphasis on real-world learning, with classes taught by faculty who have worked in the industries in which they teach.</td>
<td>57%↑</td>
<td>45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alumni</th>
<th>Purdue University diploma</th>
<th>Indiana University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>A university that is a leader in science, technology, engineering, and mathematics (STEM) programs.</td>
<td>40%↑</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Arrow indicates percentage is significantly higher than its counterpart. Only options containing significant differences are shown.

**Question Wording:**
Which of the following statements should describe IPFW in the future?
**Agreement with Statements About IPFW**

Most prospects agree that IPFW offers a wide array of courses/majors, but less than half agree that IPFW is a first-choice school.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don't know</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW offers a wide array of courses/majors</td>
<td>16%</td>
<td>11%</td>
<td>54%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>IPFW is a comprehensive university</td>
<td>21%</td>
<td>5%</td>
<td>60%</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>IPFW is a first-choice school</td>
<td>14%</td>
<td>13%</td>
<td>30%</td>
<td>33%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Notes:**
- **84%** of prospects who are **highly interested** in attending IPFW agree/strongly agree that it is a first-choice school.
- Only **9%** of prospects who are **not interested** in attending IPFW agree/strongly agree that it is a first-choice school.

**Question Wording:**
Rate your level of agreement with each of the following statements about IPFW:

**Scale:** 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Only shown to prospects at least somewhat familiar with IPFW (n=223). Sorted in descending order by Strongly agree. Labels <4% removed for graph clarity.
Describing Colleges with Strong Reputations

Prospects are more likely to believe schools with a wide range of majors have the best reputations.

Prospects – Colleges/Universities That are Known for _____ Have the Best Reputations - % Selected

<table>
<thead>
<tr>
<th>Major</th>
<th>% Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanical Engineering</td>
<td>56%</td>
</tr>
<tr>
<td>Business</td>
<td>53%</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>49%</td>
</tr>
<tr>
<td>Biology</td>
<td>40%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>39%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>38%</td>
</tr>
<tr>
<td>Computer Engineering Technology</td>
<td>38%</td>
</tr>
<tr>
<td>Computer Science</td>
<td>36%</td>
</tr>
<tr>
<td>Nursing</td>
<td>36%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>29%</td>
</tr>
<tr>
<td>Mechanical Engineering Technology</td>
<td>29%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>26%</td>
</tr>
<tr>
<td>Industrial Engineering Technology</td>
<td>24%</td>
</tr>
<tr>
<td>Electrical Engineering Technology</td>
<td>23%</td>
</tr>
<tr>
<td>Physics</td>
<td>21%</td>
</tr>
<tr>
<td>Fine Arts</td>
<td>20%</td>
</tr>
</tbody>
</table>

A wide range of all types of majors/areas of study.

One or a few particular majors/areas of study.

Don’t know

Notes:
Select one.

Question Wording:
Fill in the blank: Colleges/Universities that are known for ________ often have the best reputations.
Areas of Study the Best Colleges/Universities are Known For
Prospects believe the best colleges are known for mechanical engineering and business.

Prospects – Areas of Study the Best Colleges/Universities are Known For - % Selected

<table>
<thead>
<tr>
<th>Areas of Study</th>
<th>Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanical Engineering</td>
<td>56%</td>
</tr>
<tr>
<td>Business</td>
<td>53%</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>49%</td>
</tr>
<tr>
<td>Biology</td>
<td>40%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>39%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>38%</td>
</tr>
<tr>
<td>Computer Engineering Technology</td>
<td>38%</td>
</tr>
<tr>
<td>Computer Science</td>
<td>36%</td>
</tr>
<tr>
<td>Nursing</td>
<td>36%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>29%</td>
</tr>
<tr>
<td>Mechanical Engineering Technology</td>
<td>29%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>26%</td>
</tr>
<tr>
<td>Industrial Engineering Technology</td>
<td>24%</td>
</tr>
<tr>
<td>Electrical Engineering Technology</td>
<td>23%</td>
</tr>
<tr>
<td>Physics</td>
<td>21%</td>
</tr>
<tr>
<td>Fine Arts</td>
<td>20%</td>
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<tr>
<td>Economics</td>
<td>19%</td>
</tr>
<tr>
<td>Construction Engineering Technology</td>
<td>18%</td>
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<tr>
<td>Marketing</td>
<td>16%</td>
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<tr>
<td>Psychology</td>
<td>16%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>14%</td>
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<tr>
<td>Political Science</td>
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<tr>
<td>Music Performance</td>
<td>12%</td>
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<tr>
<td>Dental Hygiene</td>
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<tr>
<td>Elementary Education</td>
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<tr>
<td>Management and Administration</td>
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<tr>
<td>Finance</td>
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<tr>
<td>Information Systems</td>
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<tr>
<td>Visual Communication and Design</td>
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<td>Art Education</td>
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<td>History</td>
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<td>Anthropology</td>
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<tr>
<td>Communication</td>
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<tr>
<td>Hospitality Management</td>
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<tr>
<td>Interior Design</td>
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<tr>
<td>Public Affairs</td>
<td>6%</td>
</tr>
<tr>
<td>Secondary Education</td>
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<td>Spanish</td>
<td>6%</td>
</tr>
<tr>
<td>Communication Sciences and Disorders</td>
<td>4%</td>
</tr>
<tr>
<td>Early Childhood</td>
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<tr>
<td>Human Services</td>
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<td>Music Therapy</td>
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</tr>
<tr>
<td>Organizational Leadership and Supervision</td>
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</tr>
<tr>
<td>English</td>
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</tr>
<tr>
<td>General Studies</td>
<td>2%</td>
</tr>
<tr>
<td>Women's Studies</td>
<td>2%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Only shown to prospects who believe colleges with a wide range of majors/areas of study have the best reputations (n=90). Other, None of the above, and Don’t know removed for graph clarity.

Question Wording:
What major/areas of study are the best colleges/universities known for?
IPFW’s Strongest Academic Programs
Prospects believe IPFW’s strongest programs are computer engineering, nursing, and mechanical engineering.

Prospects – IPFW’s Strongest Programs - % Selected

<table>
<thead>
<tr>
<th>Program</th>
<th>Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Engineering</td>
<td>18%</td>
</tr>
<tr>
<td>Nursing</td>
<td>18%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>17%</td>
</tr>
<tr>
<td>Business</td>
<td>16%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>15%</td>
</tr>
<tr>
<td>Computer Engineering Technology</td>
<td>13%</td>
</tr>
<tr>
<td>Mechanical Engineering Technology</td>
<td>13%</td>
</tr>
<tr>
<td>Electrical Engineering Technology</td>
<td>13%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>12%</td>
</tr>
<tr>
<td>Computer Science</td>
<td>12%</td>
</tr>
<tr>
<td>Biology</td>
<td>11%</td>
</tr>
<tr>
<td>Dental Hygiene</td>
<td>11%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>11%</td>
</tr>
<tr>
<td>Industrial Engineering Technology</td>
<td>10%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>9%</td>
</tr>
<tr>
<td>Accounting</td>
<td>8%</td>
</tr>
<tr>
<td>Communication</td>
<td>8%</td>
</tr>
<tr>
<td>General Studies</td>
<td>8%</td>
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<tr>
<td>Human Services</td>
<td>8%</td>
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<tr>
<td>Music Education</td>
<td>8%</td>
</tr>
<tr>
<td>Fine Arts</td>
<td>7%</td>
</tr>
<tr>
<td>Construction Engineering Technology</td>
<td>6%</td>
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<tr>
<td>Elementary Education</td>
<td>6%</td>
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<tr>
<td>Marketing</td>
<td>6%</td>
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<tr>
<td>Information Technology</td>
<td>6%</td>
</tr>
<tr>
<td>Music Therapy</td>
<td>6%</td>
</tr>
<tr>
<td>Management and Administration</td>
<td>6%</td>
</tr>
<tr>
<td>Physics</td>
<td>6%</td>
</tr>
<tr>
<td>Psychology</td>
<td>6%</td>
</tr>
<tr>
<td>English</td>
<td>5%</td>
</tr>
<tr>
<td>Music Performance</td>
<td>5%</td>
</tr>
<tr>
<td>Early Childhood</td>
<td>5%</td>
</tr>
<tr>
<td>Finance</td>
<td>5%</td>
</tr>
<tr>
<td>Political Science</td>
<td>4%</td>
</tr>
<tr>
<td>Economics</td>
<td>4%</td>
</tr>
<tr>
<td>Theatre</td>
<td>4%</td>
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<tr>
<td>History</td>
<td>3%</td>
</tr>
<tr>
<td>Interior Design</td>
<td>3%</td>
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<tr>
<td>Secondary Education</td>
<td>3%</td>
</tr>
<tr>
<td>Sociology</td>
<td>3%</td>
</tr>
<tr>
<td>Visual Communication and Design</td>
<td>3%</td>
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<tr>
<td>Hospitality Management</td>
<td>3%</td>
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<tr>
<td>Information Systems</td>
<td>3%</td>
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<tr>
<td>Organizational Leadership and Supervision</td>
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<tr>
<td>Anthropology</td>
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</tr>
<tr>
<td>Art Education</td>
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<td>Public Affairs</td>
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<tr>
<td>Women's Studies</td>
<td>2%</td>
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<tr>
<td>Communication Sciences and Disorders</td>
<td>2%</td>
</tr>
<tr>
<td>Spanish</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
</tr>
<tr>
<td>Don't know</td>
<td>43%</td>
</tr>
</tbody>
</table>

Notes: Select all that apply. Prospects: Only if respondent is at least somewhat familiar with IPFW.

Question Wording: To the best of your knowledge, what are IPFW’s STRONGEST ACADEMIC PROGRAMS?
# IPFW’s Strongest Academic Programs

**Programs Selected ≥20% By At Least One Audience**

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursing (B.S.)</td>
<td>48%</td>
<td>45%</td>
<td>50%</td>
<td>72%</td>
</tr>
<tr>
<td>Business (B.S.B.)</td>
<td>40%</td>
<td>33%</td>
<td>29%</td>
<td>48%</td>
</tr>
<tr>
<td>Dental Hygiene (B.S.)</td>
<td>36%</td>
<td>39%</td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>Mechanical Engineering (B.S.M.E.)</td>
<td>30%</td>
<td>22%</td>
<td>23%</td>
<td>51%</td>
</tr>
<tr>
<td>Electrical Engineering (B.S.E.E.)</td>
<td>24%</td>
<td>20%</td>
<td>26%</td>
<td>42%</td>
</tr>
<tr>
<td>Computer Engineering (B.S.Cmp.E.)</td>
<td>23%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>Mechanical Engineering Technology (B.S.)</td>
<td>22%</td>
<td>19%</td>
<td>13%</td>
<td>36%</td>
</tr>
<tr>
<td>Accounting (B.S.B.)</td>
<td>22%</td>
<td>21%</td>
<td>19%</td>
<td>29%</td>
</tr>
<tr>
<td>Computer Science (B.S.)</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>37%</td>
</tr>
<tr>
<td>Civil Engineering (B.S.C.E.)</td>
<td>21%</td>
<td>15%</td>
<td>23%</td>
<td>38%</td>
</tr>
<tr>
<td>Elementary Education (B.S.Ed.)</td>
<td>20%</td>
<td>24%</td>
<td>16%</td>
<td>35%</td>
</tr>
<tr>
<td>Biology (B.S.)</td>
<td>19%</td>
<td>15%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Industrial Engineering Technology (B.S.)</td>
<td>19%</td>
<td>17%</td>
<td>13%</td>
<td>31%</td>
</tr>
<tr>
<td>Computer Engineering Technology (B.S.)</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
<td>30%</td>
</tr>
<tr>
<td>Computer Science (B.A.)</td>
<td>19%</td>
<td>14%</td>
<td>5%</td>
<td>27%</td>
</tr>
<tr>
<td>Electrical Engineering Technology (B.S.)</td>
<td>18%</td>
<td>18%</td>
<td>16%</td>
<td>37%</td>
</tr>
<tr>
<td>Psychology (B.A.)</td>
<td>18%</td>
<td>11%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Management and Administration (B.S.B.)</td>
<td>15%</td>
<td>18%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Human Services (B.S.)</td>
<td>14%</td>
<td>5%</td>
<td>4%</td>
<td>16%</td>
</tr>
<tr>
<td>Music Education (B.Mus.Ed)</td>
<td>13%</td>
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<td>22%</td>
<td>26%</td>
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<tr>
<td>Music Therapy (B.S.M.T.)</td>
<td>13%</td>
<td>13%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>Hospitality Management (B.S.)</td>
<td>12%</td>
<td>17%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>Mathematics (B.S.)</td>
<td>12%</td>
<td>13%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Secondary Education (B.S. Ed.)</td>
<td>12%</td>
<td>17%</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>Information Technology (B.S.)</td>
<td>10%</td>
<td>13%</td>
<td>12%</td>
<td>24%</td>
</tr>
<tr>
<td>Music Performance (B.Mus.)</td>
<td>10%</td>
<td>13%</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Construction Engineering Technology (B.S.)</td>
<td>10%</td>
<td>11%</td>
<td>7%</td>
<td>24%</td>
</tr>
<tr>
<td>Organizational Leadership and Supervision (B.S.)</td>
<td>8%</td>
<td>21%</td>
<td>12%</td>
<td>25%</td>
</tr>
<tr>
<td>Political Science (B.A.)</td>
<td>8%</td>
<td>12%</td>
<td>28%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Table sorted in descending order based on Current Undergrads. Faculty (n=94); Staff (n=156)

**Question Wording:**
To the best of your knowledge, what are IPFW’s STRONGEST ACADEMIC PROGRAMS?
# IPFW’s Strongest Academic Programs

## Programs Selected <20% By All Audiences

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication (B.A.)</td>
<td>15%</td>
<td>13%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Human Services (B.S.)</td>
<td>14%</td>
<td>5%</td>
<td>4%</td>
<td>16%</td>
</tr>
<tr>
<td>General Studies (B.G.S.)</td>
<td>13%</td>
<td>15%</td>
<td>5%</td>
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</tr>
<tr>
<td>Marketing (B.S.B.)</td>
<td>12%</td>
<td>9%</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>Early Childhood (B.S. Ed.)</td>
<td>12%</td>
<td>8%</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Chemistry (B.S.)</td>
<td>11%</td>
<td>9%</td>
<td>2%</td>
<td>16%</td>
</tr>
<tr>
<td>Finance (B.S.B.)</td>
<td>11%</td>
<td>5%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Physics (B.S.)</td>
<td>10%</td>
<td>5%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>English (B.A.)</td>
<td>10%</td>
<td>9%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Information Systems (B.S.)</td>
<td>8%</td>
<td>10%</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>Fine Arts (B.F.A.)</td>
<td>8%</td>
<td>9%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Women's Studies (B.A.)</td>
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<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>History (B.A.)</td>
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<td>5%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Theatre (B.A.)</td>
<td>7%</td>
<td>14%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Art Education (B.A.)</td>
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<td>6%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Economics (B.A.)</td>
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<td>5%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Public Affairs (BSPA)</td>
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<td>8%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Visual Communication and Design (B.F.A.)</td>
<td>5%</td>
<td>5%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Communication Sciences and Disorders (B.S.)</td>
<td>5%</td>
<td>5%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Sociology (B.A.)</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>Spanish (B.A.)</td>
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<td>3%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Anthropology (B.A.)</td>
<td>3%</td>
<td>5%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Interior Design (B.S.)</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
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<td>2%</td>
<td>3%</td>
<td>9%</td>
<td>1%</td>
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<tr>
<td>None of the above</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>11%</td>
<td>17%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Table sorted in descending order based on Current Undergrads.

**Question Wording:**
To the best of your knowledge, what are IPFW’s STRONGEST ACADEMIC PROGRAMS?
**Most Commonly Used Name**

There is a lot of variety in the official school name used by alumni on their resumes.

**Alumni – Most Commonly Used Name - % Selected**

- Indiana University–Purdue University Fort Wayne: 29%
- Purdue University: 16%
- Purdue University Fort Wayne: 15%
- IPFW: 13%
- Indiana University: 13%
- Indiana University Fort Wayne: 9%
- Other: 3%
- None of the above: 1%

**Differences between alumni with Purdue diploma vs. Indiana diploma**

<table>
<thead>
<tr>
<th></th>
<th>Purdue University diploma</th>
<th>Indiana University diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana University–Purdue University Fort Wayne</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>27%</td>
<td>1%</td>
</tr>
<tr>
<td>Purdue University Fort Wayne</td>
<td>25%</td>
<td>0%</td>
</tr>
<tr>
<td>IPFW</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Indiana University</td>
<td>3%</td>
<td>28%</td>
</tr>
<tr>
<td>Indiana University Fort Wayne</td>
<td>0%</td>
<td>22%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>None of the above</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Notes:**
Select one.

**Question Wording:**
When referring to your alma mater on your resume, which name do you most commonly use?
Agreement with Statements About IPFW
A majority of all internal audiences are proud to be a part of IPFW.

Agreement with Statements About IPFW - % Selected Agree or Strongly Agree

- Current Undergrads
- Alumni
- Faculty
- Staff

Notes:
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Sorted in descending order by alumni.

Question Wording:
Rate your level of agreement with each of the following statements.
Agreement with Statements About IPFW
A majority of all internal audiences are proud to be a part of IPFW.

Agreement with Statements About IPFW - % Selected Agree or Strongly Agree

Notes:
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Sorted in descending order by alumni.

Question Wording:
Rate your level of agreement with each of the following statements.
Agreement with Statements About IPFW

The vast majority of current undergrads are proud to be a part of IPFW.

### Current Undergrads – Agreement with Statements About IPFW - % Selected

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don’t know</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW’s association with Purdue University enhances its brand</td>
<td>10%</td>
<td>6%</td>
<td>14%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>I am proud to be a part of IPFW</td>
<td>5%</td>
<td>6%</td>
<td>56%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>IPFW is connected to and positively engaged with the local community</td>
<td>7%</td>
<td>8%</td>
<td>56%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Recent changes at IPFW have negatively impacted my relationship with the University</td>
<td>9%</td>
<td>11%</td>
<td>33%</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>I am optimistic about the future of IPFW</td>
<td>9%</td>
<td>7%</td>
<td>18%</td>
<td>46%</td>
<td>20%</td>
</tr>
<tr>
<td>IPFW is constantly improving</td>
<td>12%</td>
<td>4%</td>
<td>20%</td>
<td>48%</td>
<td>15%</td>
</tr>
<tr>
<td>IPFW is a comprehensive university</td>
<td>10%</td>
<td>8%</td>
<td>64%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>IPFW does a good job of communicating with me about its plans for the future</td>
<td>4%</td>
<td>11%</td>
<td>25%</td>
<td>46%</td>
<td>13%</td>
</tr>
<tr>
<td>IPFW is a first-choice school</td>
<td>7%</td>
<td>10%</td>
<td>32%</td>
<td>39%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Notes:**
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don’t know. Sorted in descending order by Strongly agree. Labels <4% removed for graph clarity.

**Question Wording:**
Rate your level of agreement with each of the following statements.
## Agreement with Statements About IPFW

The vast majority of alumni are proud to be a part of IPFW.

### Alumni – Agreement with Statements About IPFW - % Selected

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don’t know</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW’s association with Purdue University enhances its brand</td>
<td>9%</td>
<td>5%</td>
<td>10%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>I am proud to be a part of IPFW</td>
<td>7%</td>
<td>7%</td>
<td></td>
<td>49%</td>
<td>34%</td>
</tr>
<tr>
<td>IPFW is connected to and positively engaged with the local community</td>
<td>15%</td>
<td>10%</td>
<td></td>
<td>53%</td>
<td>21%</td>
</tr>
<tr>
<td>Recent changes at IPFW have negatively impacted my relationship with the University</td>
<td>19%</td>
<td>11%</td>
<td></td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>I am optimistic about the future of IPFW</td>
<td>14%</td>
<td>8%</td>
<td>21%</td>
<td>38%</td>
<td>19%</td>
</tr>
<tr>
<td>IPFW is a comprehensive university</td>
<td>11%</td>
<td>11%</td>
<td></td>
<td>58%</td>
<td>18%</td>
</tr>
<tr>
<td>IPFW is constantly improving</td>
<td>19%</td>
<td>4%</td>
<td>16%</td>
<td>44%</td>
<td>16%</td>
</tr>
<tr>
<td>IPFW is a first-choice school</td>
<td>10%</td>
<td>5%</td>
<td>30%</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>IPFW does a good job of communicating with me about its plans for the future</td>
<td>9%</td>
<td>8%</td>
<td>28%</td>
<td>43%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Notes:**
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Sorted in descending order by Strongly agree. Labels <4% removed for graph clarity.

**Question Wording:**
Rate your level of agreement with each of the following statements.
Agreement with Statements About IPFW

The majority of faculty are negatively impacted by recent changes at IPFW and do not feel the school communicates well.

**Faculty – Agreement with Statements About IPFW - % Selected**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don’t know</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recent changes at IPFW have negatively impacted my relationship with the University</td>
<td>4% 5% 17%</td>
<td>26%</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am proud to be a part of IPFW</td>
<td>4% 9% 15%</td>
<td>35%</td>
<td>36%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW’s association with Purdue University enhances its brand</td>
<td>5% 17% 12%</td>
<td>35%</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW is a comprehensive university</td>
<td>8% 12% 51%</td>
<td>28%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW is connected to and positively engaged with the local community</td>
<td>8% 5% 16%</td>
<td>51%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am optimistic about the future of IPFW</td>
<td>9% 21% 27%</td>
<td>27%</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW is constantly improving</td>
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<td>27%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW is a first-choice school</td>
<td>7% 16% 39%</td>
<td>29%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW does a good job of communicating with me about its plans for the future</td>
<td>29% 43%</td>
<td>19%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Sorted in descending order by Strongly agree. Labels <4% removed for graph clarity.

**Question Wording:**
Rate your level of agreement with each of the following statements.
## Agreement with Statements About IPFW

Most staff are proud to be a part of IPFW.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don’t know</th>
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<th>Agree</th>
<th>Strongly agree</th>
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<td>24%</td>
</tr>
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<td>IPFW is a comprehensive university</td>
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<tr>
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<td>17%</td>
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<td>IPFW is connected to and positively engaged with the local community</td>
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<td>16%</td>
<td></td>
</tr>
<tr>
<td>IPFW is a first-choice school</td>
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<td>35%</td>
<td>38%</td>
<td>10%</td>
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<td>21%</td>
<td>35%</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>IPFW is constantly improving</td>
<td>11%</td>
<td>6%</td>
<td>33%</td>
<td>42%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Notes:
- Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Sorted in descending order by Strongly agree. Labels <4% removed for graph clarity.

### Question Wording:
Rate your level of agreement with each of the following statements.
City of Fort Wayne

Over half of Prospects find the city of Fort Wayne appealing. Others need more information about the city.

Prospects – Agreement With Statements About the City of Fort Wayne - % Selected

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don’t know</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW’s location in Fort Wayne is appealing to me</td>
<td>11%</td>
<td>8%</td>
<td>17%</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>Fort Wayne offers many job/internship opportunities</td>
<td>26%</td>
<td>12%</td>
<td>43%</td>
<td></td>
<td>18%</td>
</tr>
<tr>
<td>Fort Wayne offers many social and cultural opportunities</td>
<td>20%</td>
<td>10%</td>
<td>51%</td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Fort Wayne is a good place for young people to live</td>
<td>20%</td>
<td>3%</td>
<td>11%</td>
<td>51%</td>
<td>14%</td>
</tr>
<tr>
<td>I would like to live in the Fort Wayne area after I graduate from college</td>
<td>19%</td>
<td>18%</td>
<td>35%</td>
<td>19%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Notes:
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don’t know. Prospects: Only shown to respondents at least somewhat familiar with IPFW (n=223). Labels <3% removed for graph clarity.

Question Wording:
Rate your level of agreement with each of the following statements about the city of Fort Wayne.
Secondary Analysis – City of Fort Wayne
The secondary breakdown by Fort Wayne Metro Statistical Area is shown below.

Prospects – City of Fort Wayne - % Selected Agree or Strongly Agree

<table>
<thead>
<tr>
<th></th>
<th>Inside Fort Wayne Area</th>
<th>Outside Fort Wayne Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW’s location in Fort Wayne is appealing to me</td>
<td>78%↑</td>
<td>59%</td>
</tr>
<tr>
<td>Fort Wayne is a good place for young people to live</td>
<td>81%↑</td>
<td>60%</td>
</tr>
<tr>
<td>I would like to live in the Fort Wayne area after I graduate from college</td>
<td>43%↑</td>
<td>23%</td>
</tr>
</tbody>
</table>

Notes:
Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know. Only options containing significant differences are shown. Arrow indicates percentage is significantly higher than its counterpart.

Question Wording:
Rate your level of agreement with each of the following statements about the city of Fort Wayne.
Internal audiences find the city of Fort Wayne appealing; nearly half of current undergrads want to live there after graduation.

### Internal Audiences – City of Fort Wayne - % Selected Agree or Strongly Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW’s location in Fort Wayne is appealing to me</td>
<td>89%</td>
<td>91%</td>
<td>81%</td>
<td>70%</td>
</tr>
<tr>
<td>Fort Wayne offers many job/internship opportunities</td>
<td>78%</td>
<td>61%</td>
<td>68%</td>
<td>88%</td>
</tr>
<tr>
<td>Fort Wayne offers many social and cultural opportunities</td>
<td>74%</td>
<td>82%</td>
<td>75%</td>
<td>88%</td>
</tr>
<tr>
<td>Fort Wayne is a good place for young people to live</td>
<td>81%</td>
<td>86%</td>
<td>71%</td>
<td>88%</td>
</tr>
<tr>
<td>I would like to live in the Fort Wayne area after I graduate from college</td>
<td>47%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Notes:**
- Scale: 1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly Agree, 5=Don't know.

**Question Wording:**
Rate your level of agreement with each of the following statements about the city of Fort Wayne.
Realignment
Awareness of Realignment

After reading the statement, the majority of internal audiences and one-third of prospects said they were already aware of the change.

Purdue University and Indiana University approved a new plan that splits the current university, creating two separate universities at the current IPFW campus location, effective July 1, 2018.

The new Indiana University Fort Wayne ("IU Fort Wayne") will focus on health services degrees.

The new Purdue University Fort Wayne ("Purdue Fort Wayne") will handle all other academic programs.

Before taking this survey, were you aware of the new structure?

60% of those highly interested in attending IPFW are aware

<table>
<thead>
<tr>
<th>Audience</th>
<th>Aware</th>
<th>Not Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospects</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>Current Undergrads</td>
<td>89%</td>
<td>10%</td>
</tr>
<tr>
<td>Alumni</td>
<td>81%</td>
<td>18%</td>
</tr>
<tr>
<td>Faculty</td>
<td>99%</td>
<td>0%</td>
</tr>
<tr>
<td>Staff</td>
<td>98%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Notes:
Select one. Prospects: Only if respondent has heard of IPFW, n=292. Labels less than 1% removed from chart. For all audiences, % Don’t know is ≤1% except for Prospects with 3%.

Question Wording:
Before taking this survey, were you aware of this new structure?
Feelings Toward Transition

Audiences have mixed feelings about the realignment.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Don’t care/No opinion</th>
<th>Very negative (%)</th>
<th>Negative (%)</th>
<th>Neutral (%)</th>
<th>Positive (%)</th>
<th>Very positive (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospects</td>
<td>16%</td>
<td>8%</td>
<td>41%</td>
<td>23%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Staff</td>
<td>12%</td>
<td>22%</td>
<td>33%</td>
<td>24%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Alumni</td>
<td>4%</td>
<td>18%</td>
<td>30%</td>
<td>27%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Faculty</td>
<td>3%</td>
<td>31%</td>
<td>33%</td>
<td>12%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Current Undergrads</td>
<td>5%</td>
<td>15%</td>
<td>22%</td>
<td>39%</td>
<td>11%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Notes: Select one. Prospects: Only if respondent has heard of IPFW, n=292. Chart sorted in descending order based on % Positive plus % Very positive. Labels <3% removed for graph clarity.

Question Wording: (Prospects) Overall, how would you describe your feelings toward this transition? / (Internal) Overall, how would you describe your CURRENT feelings toward this transition?
**Benefits of New Structure**

Prospects believe new programs will be offered, while faculty and staff believe it will eliminate confusion.

**Prospects – Greatest Benefits of the New Structure - % Selected**

- **≥ 30%**
  - New academic programs will be offered: 47%
  - Academic quality will increase: 40%
  - Eliminates confusion over what IPFW is: 33%
  - Admissions will be more selective: 26%
  - School colors will change: 8%
  - School mascot will change: 4%
  - None: 0%
  - Other: 3%
  - Don’t know: 18%

**Notes:**
Select all that apply. Only shown to prospects at least somewhat familiar with IPFW (n=223). “None” was calculated from write-in responses.

**Question Wording:**
What do you think will be the greatest BENEFITS of this new structure for the new Purdue Fort Wayne, if any?
### Benefits of New Structure

Staff are most likely to believe the new structure will eliminate confusion over what IPFW is.

<table>
<thead>
<tr>
<th>Internal Audiences – Greatest Benefits of the New Structure - % Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>≥ 30%</td>
</tr>
<tr>
<td>Current Undergrads</td>
</tr>
<tr>
<td>Eliminates confusion over what IPFW is</td>
</tr>
<tr>
<td>I feel my degree will be more valuable</td>
</tr>
<tr>
<td>New academic programs will be offered</td>
</tr>
<tr>
<td>Academic quality will increase</td>
</tr>
<tr>
<td>Admissions will be more selective</td>
</tr>
<tr>
<td>School colors will change</td>
</tr>
<tr>
<td>School mascot will change</td>
</tr>
<tr>
<td>None</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Sorted in descending order by current undergraduates. “None” was calculated from write-in responses.

**Question Wording:**
What do you think will be the greatest BENEFITS of this new structure for the new Purdue Fort Wayne, if any?
Concerns About New Structure

Nearly one-third of prospects are concerned that their program of interest will not be offered under the new structure.

### Prospects – Concerns About New Structure - % Selected

<table>
<thead>
<tr>
<th>Concern</th>
<th>% Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>My program of interest will no longer be offered</td>
<td>30%</td>
</tr>
<tr>
<td>Admissions will be more selective</td>
<td>22%</td>
</tr>
<tr>
<td>Academic quality will decrease</td>
<td>16%</td>
</tr>
<tr>
<td>Admissions will be less selective</td>
<td>12%</td>
</tr>
<tr>
<td>School colors will change</td>
<td>8%</td>
</tr>
<tr>
<td>School mascot will change</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>33%</td>
</tr>
</tbody>
</table>

**Notes:**
Select all that apply. Only asked to prospects who are at least somewhat familiar with IPFW (n=223).

**Question Wording:**
What CONCERNS, if any, might you have about this new structure for the new Purdue Fort Wayne?
Concerns About New Structure

Internal audiences are also concerned about confusion and wasted time.

Internal Audiences – Concerns About New Structure - % Selected

<table>
<thead>
<tr>
<th>Concern</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased confusion over who the University is</td>
<td>50%</td>
<td>48%</td>
<td>49%</td>
<td>40%</td>
</tr>
<tr>
<td>IPFW wasted all that time making the two schools work</td>
<td>42%</td>
<td>35%</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>School mascot will change</td>
<td>29%</td>
<td>12%</td>
<td>18%</td>
<td>35%</td>
</tr>
<tr>
<td>I feel my degree will be less valuable</td>
<td>29%</td>
<td>21%</td>
<td>N/A</td>
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<td>Academic quality will decrease</td>
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</tr>
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<td>My program will no longer be offered</td>
<td>24%</td>
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<td>16%</td>
<td>14%</td>
</tr>
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<td>Admissions will be more selective</td>
<td>17%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
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<td>Admissions will be less selective</td>
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<td>4%</td>
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<td>Other</td>
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<td>47%</td>
<td>30%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>15%</td>
<td>21%</td>
<td>9%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Sorted in descending order by current undergraduates.

Question Wording:
What CONCERNS, if any, might you have about this new structure for the new Purdue Fort Wayne?
Value of Degree Under New Structure

In light of the new structure, more than half of alumni believe the value of their degree will not change.

Alumni – Value of Degree Under New Structure - % Selected

- **My degree will be much more valuable**: 2%
- **My degree will be more valuable**: 6%
- **My degree will be less valuable**: 15%
- **My degree will be much less valuable**: 5%
- **The value of my degree will not change**: 57%
- **I don’t have enough information to have an opinion**: 15%

23% of IU alumni vs. 10% of PU alumni believe their degree will become **less valuable**.

Question Wording:
Which of the following statements best describes how you feel about the value of your degree in light of this new structure?

Notes:
Select one.
Preferred Sources of Information Regarding Realignment

All audiences prefer to hear from faculty members, except for staff, who prefer to hear from the Chancellor.

Notes:
Select all that apply.

Question Wording:
When learning more about the realignment, who would you MOST like to hear from?

Internal Audiences – Preferred Sources of Information - % Selected

- Faculty members, 73%
- The Chancellor, 48%
- Current students, 48%
- Board members, 43%
- Alumni, 19%
- Other, 4%
- Faculty members, 52%
- The Chancellor, 46%
- Current students, 33%
- Board members, 31%
- Alumni, 30%
- Other, 9%
- Faculty members, 54%
- The Chancellor, 54%
- Board members, 41%
- Current students, 28%
- Alumni, 19%
- Other, 16%
- The Chancellor, 68%
- Board members, 47%
- Faculty members, 30%
- Current students, 24%
- Other, 22%
- Alumni, 14%

Shown after realignment description.
Recommending the New Purdue Fort Wayne
Current undergrads and alumni are less likely than faculty and staff to recommend IPFW to a prospective student.

Net Promoter Score (NPS) = % of Promoters - % of Detractors

<table>
<thead>
<tr>
<th>DETRACTORS</th>
<th>PASSIVE</th>
<th>PROMOTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Rating of Likelihood to Recommend IPFW to a Prospective Student

- **Staff**
  - 18% Detractors
  - 27% Passive
  - 50% Promoters
  - NPS = 32
  - Range: -34 to 56
  - Average: 17

- **Faculty**
  - 31% Detractors
  - 26% Passive
  - 37% Promoters
  - NPS = 6
  - Range: -32 to 58
  - Average: 19

- **Current Undergrads**
  - 37% Detractors
  - 30% Passive
  - 25% Promoters
  - NPS = -11
  - Range: -17 to 53
  - Average: 19

- **Alumni**
  - 38% Detractors
  - 27% Passive
  - 24% Promoters
  - NPS = -14
  - Range: -17 to 53
  - Average: 40

**Notes:**
Scale: 1=Not at all likely, 10=Extremely likely, 11=Don't know. Don't know excluded from graph.

**Question Wording:**
Rate the likelihood that you would recommend the new Purdue Fort Wayne to the following:
Recommending the New Purdue Fort Wayne
Faculty are not likely to recommend IPFW to a prospective faculty/staff member.

Net Promoter Score (NPS) = % of Promoters - % of Detractors

<table>
<thead>
<tr>
<th>DETRACTORS</th>
<th>PASSIVE</th>
<th>PROMOTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6</td>
<td>7 8</td>
<td>9 10</td>
</tr>
</tbody>
</table>

Rating of Likelihood to Recommend IPFW to a Prospective Faculty/Staff Member

Staff
- 29% 24% 41%

Faculty
- 49% 22% 22%

NPS
- 12
- -26

Notes:
Scale: 1=Not at all likely, 10=Extremely likely, 11=Don't know. Don't know excluded from graph.

Question Wording:
Rate the likelihood that you would recommend the new Purdue Fort Wayne to the following:
School Mascot and Colors
IPFW’s School Mascot

Most prospects familiar with IPFW were able to correctly name the school mascot.

Prospects – What is IPFW’s Mascot? - % Mentioned

Of the 223 Prospects familiar with IPFW…

- “Mastodon” – 46%
- “Don the Mastodon” – 15%
- Named a similar animal to a mastodon (elephant/mammoth) – 4%
- Answered incorrectly – 3%
- Left blank – 33%

Notes:
Open-end. Only shown to respondents who are at least somewhat familiar with IPFW (n=223).

Question Wording:
What is IPFW’s school mascot?
## Opinion on Mascot

A majority of all audiences agree with the decision to maintain the school mascot.

<table>
<thead>
<tr>
<th>Support</th>
<th>Against</th>
</tr>
</thead>
<tbody>
<tr>
<td>I strongly support the decision to maintain the mascot</td>
<td>29%</td>
</tr>
<tr>
<td>I support the decision to maintain the mascot</td>
<td>26%</td>
</tr>
<tr>
<td>I do not support the decision to maintain the mascot</td>
<td>5%</td>
</tr>
<tr>
<td>I am strongly against the decision to maintain the mascot</td>
<td>5%</td>
</tr>
<tr>
<td>I do not care about the school mascot</td>
<td>25%</td>
</tr>
<tr>
<td>I am not sure how I feel about this issue</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Notes:**
Select one. Only shown to prospects who rate their interest in attending IPFW >5 (n=122).

**Question Wording:**
Recently, IPFW announced that after the transition, Purdue Fort Wayne will be keeping the Mastodon mascot. Which of the following best describes you?
Purdue Fort Wayne’s Colors Moving Forward
While most internal audiences prefer blue and white, prospects prefer black and gold.

Juniors are more likely to prefer blue and white (62%) than sophomores (46%).

Particularly strong among Purdue alumni (46%)

Notes:
Select one. Only shown to prospects at least somewhat familiar with IPFW (n=223).

Question Wording:
In light of the new structure, what do you think Purdue Fort Wayne’s colors should be moving forward?
Secondary Analysis – Colors Moving Forward

Secondary Analysis - Class Year, Current Undergrads

<table>
<thead>
<tr>
<th></th>
<th>Freshman</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and gold</td>
<td>25%</td>
<td>26%</td>
<td>19%</td>
<td>31%↑</td>
</tr>
<tr>
<td>Blue and white</td>
<td>64%</td>
<td>46%</td>
<td>62%↑</td>
<td>51%</td>
</tr>
<tr>
<td>Black, gold, blue, and white</td>
<td>6%</td>
<td>17%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>6%</td>
<td>12%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Secondary Analysis - Age, Alumni

<table>
<thead>
<tr>
<th></th>
<th>Less than 40</th>
<th>40-59</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black and gold</td>
<td>38%</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Blue and white</td>
<td>45%↑</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Black, gold, blue, and white</td>
<td>9%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>8%</td>
<td>15%↑</td>
<td>20%↑</td>
</tr>
</tbody>
</table>

Notes:
Arrow indicates percentage is significantly higher than its counterpart.

Question Wording:
In light of the new structure, what do you think Purdue Fort Wayne’s colors should be moving forward?
Opinion on Purdue Fort Wayne’s Colors

Only a small minority of all audiences are strongly in favor of changing the school colors.

<table>
<thead>
<tr>
<th></th>
<th>Not sure how I feel</th>
<th>Strongly against color change</th>
<th>Against color change</th>
<th>Do not care about color change</th>
<th>In favor of color change</th>
<th>Strongly in favor of color change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff</strong></td>
<td>9%</td>
<td>33%</td>
<td>20%</td>
<td>17%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Current Undergrads</strong></td>
<td>14%</td>
<td>28%</td>
<td>16%</td>
<td>24%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Faculty</strong></td>
<td>7%</td>
<td>35%</td>
<td>16%</td>
<td>27%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Alumni</strong></td>
<td>15%</td>
<td>16%</td>
<td>12%</td>
<td>38%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Prospects</strong></td>
<td>17%</td>
<td>7%</td>
<td>8%</td>
<td>46%</td>
<td>16%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Notes:**
Select one. Prospects: Only if respondent is at least somewhat familiar with IPFW, n=223. Sorted in descending order by Strongly in favor.

**Question Wording:**
Which of the following best describes you?
### Secondary Analysis – Opinion on Purdue Fort Wayne’s Colors

#### Secondary Analysis - Interested in attending IPFW, Prospects

<table>
<thead>
<tr>
<th></th>
<th>Not interested</th>
<th>Moderately interested</th>
<th>Highly interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Against color change</td>
<td>12%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>In favor of color change</td>
<td>17%</td>
<td>20%</td>
<td>33%</td>
</tr>
<tr>
<td>Don't care</td>
<td>62%↑</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td>21%↑</td>
<td>16%</td>
</tr>
</tbody>
</table>

#### Secondary Analysis - Age, Alumni

<table>
<thead>
<tr>
<th></th>
<th>Less than 40</th>
<th>40-59</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Against color change</td>
<td>35%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>In favor of color change</td>
<td>20%</td>
<td>23%↑</td>
<td>15%</td>
</tr>
<tr>
<td>Don't care</td>
<td>35%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Not sure</td>
<td>10%↑</td>
<td>13%</td>
<td>19%↑</td>
</tr>
</tbody>
</table>

**Notes:**
Arrow indicates percentage is significantly higher than its counterpart.

**Question Wording:**
Which of the following best describes you?
Reasons for Colors Not to Be Changed
The majority of all audiences say they would like IPFW to remain unique from Purdue West Lafayette.

% of Each Audience that is Against Changing Colors
- 52% of Faculty
- 52% of Staff
- 44% of Current Undergrads
- 28% of Alumni

Why Audiences Are Against Purdue Fort Wayne Changing Colors

<table>
<thead>
<tr>
<th>Reasons for Change</th>
<th>Prospects (n=32)</th>
<th>Current Undergrads (n=212)</th>
<th>Alumni (n=212)</th>
<th>Faculty (n=66)</th>
<th>Staff (n=133)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want the University to remain unique from Purdue University West Lafayette</td>
<td>61%</td>
<td>75%</td>
<td>65%</td>
<td>79%</td>
<td>85%</td>
</tr>
<tr>
<td>I feel pride when I think about the school colors</td>
<td>45%</td>
<td>52%</td>
<td>43%</td>
<td>32%</td>
<td>54%</td>
</tr>
<tr>
<td>I like the current color scheme</td>
<td>26%</td>
<td>63%</td>
<td>36%</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>It implies that the University is changing/becoming something new</td>
<td>26%</td>
<td>35%</td>
<td>19%</td>
<td>6%</td>
<td>23%</td>
</tr>
<tr>
<td>The current colors represent northeast Indiana</td>
<td>16%</td>
<td>44%</td>
<td>32%</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>It will probably cost the school a lot of money</td>
<td>6%</td>
<td>40%</td>
<td>24%</td>
<td>19%</td>
<td>71%</td>
</tr>
<tr>
<td>I just don't want to change the colors</td>
<td>2%</td>
<td>6%</td>
<td>7%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>5%</td>
<td>7%</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>Not sure</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Prospects: Only if respondent is at least somewhat familiar with IPFW AND Q30= a or b, n=32. Sorted in descending order by prospects.

Question Wording:
(Prospects) Why are you against Purdue Fort Wayne changing its colors? / (Internal) Why are you against the new Purdue Fort Wayne considering changing its colors?
Reasons for Colors to Be Changed
Prospects, current undergraduates, and staff are in favor of the school becoming something new.

% of Each Audience that is In Favor of Changing Colors

- 22% of Staff
- 19% of Alumni
- 19% of Current Undergrads
- 15% Faculty

Why Audiences Are In Favor of Purdue Fort Wayne Changing Colors

<table>
<thead>
<tr>
<th>Reason</th>
<th>Prospects (n=49)</th>
<th>Current Undergrads (n=91)</th>
<th>Alumni (n=139)</th>
<th>Faculty (n=19) COUNTS</th>
<th>Staff (n=57)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It implies that the University is changing/becoming something new</td>
<td>61%</td>
<td>72%</td>
<td>41%</td>
<td>16</td>
<td>70%</td>
</tr>
<tr>
<td>I want the University to have the same colors as Purdue University West Lafayette</td>
<td>35%</td>
<td>56%</td>
<td>72%</td>
<td>13</td>
<td>61%</td>
</tr>
<tr>
<td>The current colors don't represent northeast Indiana</td>
<td>10%</td>
<td>4%</td>
<td>3%</td>
<td>0</td>
<td>2%</td>
</tr>
<tr>
<td>I do not like the current color scheme</td>
<td>4%</td>
<td>14%</td>
<td>4%</td>
<td>0</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>7%</td>
<td>9%</td>
<td>4</td>
<td>26%</td>
</tr>
<tr>
<td>Not sure</td>
<td>8%</td>
<td>0%</td>
<td>1%</td>
<td>1</td>
<td>0%</td>
</tr>
</tbody>
</table>

Notes:
Select all that apply. Prospects: Only if respondent is at least somewhat familiar with IPFW AND Q30= c or d, n=49. Sorted in descending order by prospects. Faculty is presented in counts due to low n-value.

Question Wording:
Why are you in favor of Purdue Fort Wayne considering changing its colors?
Connection, Loyalty, and Giving to IPFW
Connection with IPFW Today
Faculty are most likely to report a very strong connection with IPFW.

<table>
<thead>
<tr>
<th>Internal Audiences – Connection Felt with IPFW Today - % Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very weak</td>
</tr>
<tr>
<td>Faculty</td>
</tr>
<tr>
<td>Staff</td>
</tr>
<tr>
<td>Current Undergrads</td>
</tr>
<tr>
<td>Alumni</td>
</tr>
</tbody>
</table>

Normative database:
- Range for very strong: 7%-45%
- Average: 23%

Notes:
Scale: 1=Very weak, 2=Weak, 3=Strong, 4=Very strong

Question Wording:
Would you say the CONNECTION you feel TODAY with IPFW is…?

No significant difference between Purdue and Indiana diploma alumni
## Connection to IPFW

Internal audiences feel the strongest connection to their department/major and IPFW as a whole.

### Internal Audiences – Connection to IPFW - % Selected

<table>
<thead>
<tr>
<th></th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>My department/major</td>
<td>63%</td>
<td>33%</td>
<td>68%</td>
<td>37%</td>
</tr>
<tr>
<td>Indiana University – Purdue University Fort Wayne as a whole</td>
<td>38%</td>
<td>43%</td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>My school/college</td>
<td>17%</td>
<td>11%</td>
<td>27%</td>
<td>13%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>16%</td>
<td>31%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Indiana University</td>
<td>12%</td>
<td>21%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>None of the above</td>
<td>4%</td>
<td>8%</td>
<td>4%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Purdue current undergrads (27%) are more likely to feel strongly connected to Purdue University than IU current undergrads (5%).

---

**Notes:**
Select all that apply.

**Question Wording:**
To which of the following do you feel the STRONGEST sense of connection?
Connection to IPFW

Internal audiences feel the strongest connection to their department/major and IPFW as a whole.

<table>
<thead>
<tr>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>My department/major (63%)</td>
<td>IPFW as a whole (43%)</td>
<td>My department/major (68%)</td>
<td>IPFW as a whole (53%)</td>
</tr>
<tr>
<td>IPFW as a whole (38%)</td>
<td>My department/major (33%)</td>
<td>IPFW as a whole (36%)</td>
<td>My department/major (37%)</td>
</tr>
<tr>
<td>My school/college (17%)</td>
<td>Purdue University (31%)</td>
<td>My school/college (27%)</td>
<td>Purdue University (15%)</td>
</tr>
<tr>
<td>Purdue University (16%)</td>
<td>Indiana University (21%)</td>
<td>Purdue University (10%)</td>
<td>My school/college (13%)</td>
</tr>
<tr>
<td>Indiana University (12%)</td>
<td>My school/college (11%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes: Select all that apply. Only responses selected ≥10% are shown. Only responses selected above the threshold are highlighted.

Question Wording: To which of the following do you feel the STRONGEST sense of connection?
Loyalty

Deepest loyalty resides with IPFW, although many also feel loyalty to the specific university granting their degree.

Current Undergrads and Alumni – Level of Loyalty To IPFW, Purdue University, and Indiana University - % Selected

<table>
<thead>
<tr>
<th></th>
<th>Not Loyal (rated 1-3)</th>
<th>Moderately Loyal (rated 4-7)</th>
<th>Highly Loyal (rated 8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Undergraduates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW</td>
<td>56%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>24%</td>
<td>42%</td>
<td>33%</td>
</tr>
<tr>
<td>Indiana University</td>
<td>22%</td>
<td>45%</td>
<td>33%</td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPFW</td>
<td>50%</td>
<td>38%</td>
<td>12%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>38%</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>Indiana University</td>
<td>33%</td>
<td>30%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Notes:
Scale: 1=Not at all loyal, 10=Extremely loyal. Sorted in descending order by Highly Loyal.

Question Wording:
Rate your loyalty to each of the following:

Shown before realignment description.
Faculty and staff are also highly loyal to IPFW, with mixed levels of loyalty to Purdue and IU.

Faculty and Staff – Level of Loyalty To IPFW, Purdue University, and Indiana University - % Selected

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Not Loyal (rated 1-3)</th>
<th>Moderately Loyal (rated 4-7)</th>
<th>Highly Loyal (rated 8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW</td>
<td>32%</td>
<td>12%</td>
<td>58%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>48%</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Indiana University</td>
<td>64%</td>
<td>25%</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staff</th>
<th>Not Loyal (rated 1-3)</th>
<th>Moderately Loyal (rated 4-7)</th>
<th>Highly Loyal (rated 8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPFW</td>
<td>11%</td>
<td>7%</td>
<td>68%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>30%</td>
<td>30%</td>
<td>43%</td>
</tr>
<tr>
<td>Indiana University</td>
<td>50%</td>
<td>30%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Notes:
Scale: 1=Not at all loyal, 10=Extremely loyal. Sorted in descending order by Highly Loyal.

Question Wording:
Rate your loyalty to each of the following:
Effects of Different Names on Financial Donations

None of the potential name changes would make a notable effect on alumni’s financial giving to the University.

Alumni – Effects on Different Names on Financial Donations - % Selected

<table>
<thead>
<tr>
<th>Name</th>
<th>Don’t know</th>
<th>Much less likely to give</th>
<th>Less likely to give</th>
<th>Giving will not change</th>
<th>More likely to give</th>
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</thead>
<tbody>
<tr>
<td>Purdue Fort Wayne Foundation</td>
<td>22%</td>
<td>17%</td>
<td>8%</td>
<td>37%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Mastodon Foundation</td>
<td>27%</td>
<td>13%</td>
<td>9%</td>
<td>39%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Fort Wayne Foundation</td>
<td>28%</td>
<td>18%</td>
<td>12%</td>
<td>38%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

PU alumni are more likely to give to the Purdue Fort Wayne Foundation (23%) compared to IU alumni (5%).

IU alumni are more likely to give to the Mastodon Foundation (20%) compared to PU alumni (9%).

Notes:
Scale: 1=I will be much less likely to give, 2=I will be less likely to give, 3=My giving will not be affected, 4=I will be more likely to give, 5=I will be much more likely to give, 6=Don’t know. Labels <2% removed for graph clarity.

Question Wording:
The University is reconsidering the name for its Foundation, given the new structure. How would each of the following names affect your financial giving to the University?
Describing IPFW
While community leaders are worried about the changes IPFW is going through, they describe IPFW as a great university.

Most employers mention the changes and turmoil currently going on with IPFW.

• Many are worried about the future of the University and what the new restructure will look like.
• Some are concerned with how the restructure will be communicated to the local community.
• A few are concerned that the University does not involve its advisory board in important decisions.

Several say IPFW is still a great regional university.

• Many describe IPFW as a great asset to the community.
• Some employers appreciate how IPFW allows students to stay close to home.

“Obviously, they’re in a state of flux; there’s no certainty.”

“They’ve gone through a lot of turmoil in the last year and a half to two years with the restructure, and I’ve had some concerns about how the Advisory Council was or was not involved in that process.”

“I think IPFW serves as a great community school in Fort Wayne that can allow local kids from northeast Indiana to be able to stay close to home.”
IPFW Strengths

- Most mention the affordability
- Many appreciate that students can stay close to home
- Some mention the engineering program
- Some mention the teacher education program
- A few speak of IPFW’s athletic programs
- A few mention the medical programs

“They do general education very well and they have a positive brand identity and some regionally successful athletic teams that are noteworthy.”

“[IPFW does] the best for students who would not have a chance at a public college education because they wouldn’t be able to afford to go away to school.”

“They have a higher percentage of graduates who stay closer to home, and I think that’s great for our region.”
IPFW Weaknesses

• Some mention a lack of a clear identity or brand
• Some want further communication with advisory boards and benefactors
• Several feel there is too much change
• A few mention a need for more engagement with local employers

“I’m afraid that there’s going to be a loss of cohesiveness from having one university; that culturally it’s going to change them.”

“Whatever the University can do to better connect with the needs of regional employers, it would be a positive thing. This includes both outreach from the campus into the community and in reach from the community to the campus.”

“Right now, I think there’s confusion in the community. We don’t know what they’re going to be offering.”
IPFW is best known for Engineering, Business, and Nursing.

<table>
<thead>
<tr>
<th>Academic Programs Best Known For</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Engineering (12)</td>
<td>Music (3)</td>
</tr>
<tr>
<td>Business (10)</td>
<td>Community Development (2)</td>
</tr>
<tr>
<td>Nursing (7)</td>
<td>Dental (2)</td>
</tr>
<tr>
<td>Technology (5)</td>
<td>Agriculture</td>
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<td>Education (4)</td>
<td>Communications</td>
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<tr>
<td>Hard Sciences (4)</td>
<td>Psychology</td>
</tr>
<tr>
<td>Medical (3)</td>
<td></td>
</tr>
</tbody>
</table>

“Engineering, business, community development and planning, but they’re probably best known for **business, engineering, and nursing.**”

“The **engineering** through Purdue, **nursing, medical training** from the IU side. I would say to me those are two of the most important.”

“The largest number of graduates were in programs like **nursing, education, and the technologies.**”
IPFW Faculty
While employers say faculty are high quality, some believe they aren’t involved in the local community.

Employers describe faculty as well-prepared and highly qualified.
• Specifically, some business leaders cite impressive faculty accomplishments and credentials.
• A few say that faculty are focused on teaching students, rather than solely focusing on research.

However, some say faculty are insular and not active in the local community.
• A few business leaders mention not seeing the faculty on community advisory groups or at community events.
• One employer believes faculty are not sufficiently connected to the needs of local employers.

Employers based their opinions of IPFW faculty on their personal interactions and experience with them.

“From the people I’ve met and the things I’ve read about them, I think they are outstanding.”

“They don’t ever go to anything; it doesn’t matter what ball game, what play, whatever – you don’t see any of them there. They’re not involved in anything in this community.”

“They have a reputation of being very difficult. They have been resistant to change, very insular; they are just not involved.”
IPFW’s Relationship with the Local Community

Relationships with the community and business leaders are good, but participants offer suggestions for improvement.

IPFW’s relationship with the local community is mostly good, but is currently in a state of confusion.

• Most feel that the current partnership is strong; however, IPFW must continue to develop relationships.

• Several business leaders worry that the split will cause confusion for some of the community about the identity of the University.

Employers believe their relationship with the University could be more engaging.

• Several suggest that professors communicate with local business leaders in order to tailor the curriculum to the needs of local businesses.

• A few also suggest including business leaders in key decisions regarding leadership at the University.

“It could be much better. All of this transition is going on and there is no vehicle in place to keep at least some key people informed.”

“I think it has been good. I think they have worked together and been supportive of each other. It has been a good team, so to speak.”

“In need of improvement; better alignment, better connection, better engagement. I just think there’s room for better connection with local employers.”
Impact of IPFW’s Athletic Programs

Athletic programs positively impact the relationship between IPFW and the local community.

Slightly more than half of business leaders think the athletic programs positively affect IPFW’s status in the community.

• Many business leaders say IPFW’s athletic programs give national attention and positive branding to the University.
• Some say athletics create pride and recognition within the local community.
• A few argue that the community could support the athletic programs more and increase attendance.

“The win over IU last year probably did more to create good will among IPFW and the community than anything they’ve done.”

“I think they’re healthy experiences, but at the end of the day, what the local employers need is of greater value.”

“What I worry about is how do you have two different schools come together and have one sports program? I’m concerned about that.”
New University Structure
Nearly all participants are concerned about what the new structure will mean for the University and community overall.

Several participants have questions about how the change will affect the University:

• How will two universities function on one campus?
• Why are they splitting?
• Will this create more division between IUFW and Purdue Fort Wayne?
• How will athletics programs fit into the new structure?
• Will this mean fewer degree options for students?

“I think it’s a really bad decision. We need more unity, not less unity, so to break that up even further muddies the waters of the messaging and identity of the University even more.”

“I think it’s been divisive and I think it’s hurt the image of the University.”

“I wish I knew why Indiana University is willing to have a smaller presence in northeastern Indiana.”
Benefits of the New Structure

Several participants do not see any benefits of the new structure, but hope it leads to better med programs and increased funding.

- Some do not see any benefits
- Some mention stronger medical programs
- Several mention more funding
- A few mention an opportunity to rebrand

“The hope would be a stronger presence and a stronger development of resources here in the medical school.”

“I think there is potential in that restructure. I think that with rebranding, there is opportunity in marketing.”

“I think it will eventually come out to be a good decision. It’s not going to happen in 2018 or 2019; it may take 3-5 years for it to fully mature and for people to see what’s happening as a result of it.”
Concerns about the New Structure
Many participants are concerned about logistics, including division of degrees.

- Most mention the division of degree programs
- Some mention increased tension between schools
- Some mention athletic programs
- Several worry about increased costs
- A few are concerned about branding
- A few mention finding the right University leadership
- A few mention lower enrollment

“I worry about whether or not they will be able to continue to be a Division I school.”

“That there would be tension on the campus between the two universities.”

“The school of business is going to be Purdue. I’m sorry, but IU’s school of business is known worldwide and now it’s going to be Purdue?”
Financial Contributions
Most business leaders have contributed financially to IPFW and say they will continue to do so.

17 of 20 business leaders have made a financial gift to IPFW.
• Many cite their belief that IPFW is a quality university and community asset, as well as their desire to support higher education in general.
• A few attribute their financial gift to their support of IPFW’s athletic programs.
• Two of the three who have not donated say they have never been directly asked.

Most business leaders believe the new structure will not negatively impact their giving to the University.
• Three business leaders say they are going to wait and see if the new structure negatively affects their relationship with the University.
• One says the new structure could positively influence them to give for the first time.

“I just believe in the institution and I love what they’re doing and that their athletic programs are growing and they’re bringing in good students.”

“When something is in turmoil, you want to hold back a little bit and wait and see.”

“Hopefully they are not going to make the colors of the university black and gold because Fort Wayne is a crimson and cream town. If you make it black and gold, you might lose the ability to tap into a lot of the local giving.”
What Employers Look for in New Hires

Soft skills are very important in new hires; candidates must also have degrees in relevant fields.

Most employers hire students who have the right training or degree, and who possess the necessary soft skills.

• Job candidates need to have the relevant degrees, certifications, and training for the position
  • Specific degrees mentioned include:
    • Business
    • Communications
    • Engineering
    • Marketing

Soft skills desired include:

• Being ambitious and motivated
• Thinking innovatively and collaboratively
• Solving problems on your own
• Working well in a team

“Technical skills are important to a person’s background, but the soft skills in many respects are far more important.”

“We are looking for relevance of those degrees to the work we have to do.”

“Often it’s less to do with the technical stuff, it’s more the soft skills; how well do they get along with people, do they follow up on stuff, do they show up on time, do they stay busy, can they solve problems.”
Top Schools They Recruit From
Employers mainly recruit from local schools, like IPFW and Purdue.

<table>
<thead>
<tr>
<th>Schools Employers Recruit From</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana University – Purdue University Fort Wayne (4)</td>
<td>Manchester University</td>
</tr>
<tr>
<td>Purdue University (4)</td>
<td>Massachusetts Institute of Technology</td>
</tr>
<tr>
<td>Indiana University – Purdue University Indianapolis (3)</td>
<td>Texas A&amp;M University</td>
</tr>
<tr>
<td>University of St. Francis (3)</td>
<td>Trine University</td>
</tr>
<tr>
<td>Indiana University Bloomington</td>
<td>University of Notre Dame</td>
</tr>
</tbody>
</table>

Most employers say they tend to recruit locally.

- Several say that they have a hard time bringing young job candidates to the Fort Wayne area from other areas (for example, from Notre Dame and Purdue).

“We are looking for **individuals who are committed to doing the work** that we do and often they have been **educated locally**.”

“I like to hire local when I can, and I would reach out to the community for referrals.”

“Typically we recruit from **IPFW** because we **struggle bringing young graduates to Fort Wayne** from places like Notre Dame and Purdue.”
IPFW Graduates and Employees
Graduates from IPFW are described as highly qualified and well-prepared.

The few who have not hired IPFW graduates cite:
• Small company doesn’t need new hires.
• Law firm looking for certificate-based skills over bachelor’s degrees.

“"We’ve had great success with the students we’ve hired. They’re very qualified, motivated; I think they’re well-prepared.”

“The ones we hire typically have a fair amount of experience by the time we hire them.”

“The ones I’ve dealt with are very professional and local and know the community well, and that usually serves the employer well.”

Students and graduates of IPFW are viewed as well-prepared for the workforce.
• Employers have success finding strong, well-trained candidates from IPFW.
• Some say that IPFW graduates tend to have a lot of work or internship experience.

<table>
<thead>
<tr>
<th>Hired IPFW graduates within last three years?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>5</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>Not in a hiring role</td>
<td>12</td>
</tr>
</tbody>
</table>
IPFW Graduates and Employees
Most participants have not had much first-hand experience with IPFW grads.

Most business leaders cannot describe common qualities among employees in their company who are IPFW grads.

Participants offer a variety of suggestions on how IPFW could help its students become more desirable:

• Develop soft skills
• Encourage them to stay local
• Attract students from outside the local area
• Facilitate internships
• Improve computer skills
• Offer programs that are in line with the needs of employers (programs listed include athletic training and physical therapy)

“Whatever they do at the campus to create programs that are better aligned with the needs of employers. Athletic training and physical therapy would be the main ones.”

“I think you can never have too many computer skills and if you can’t get along with your co-workers and play nice, you’re going to have trouble working in a team environment.”
Visibility Within and Outside of Indiana

To increase visibility, IPFW could work on improving its brand and developing strong athletic and academic programs.

Within Indiana, IPFW should focus on developing a strong brand and being involved in the community.

• Several business leaders say IPFW needs to market itself better within the community.
• Some leaders feel that faculty and administration should be more involved with the local community.

To strengthen visibility outside of Indiana, IPFW should focus on athletics and developing widely respected academic programs.

• Many participants argue that athletics are a great way to increase visibility outside northeast Indiana.
• Several maintain that IPFW should develop academic programs that put it at the forefront of important regional and national issues.

“They should conduct a public relations program to emphasize that they are here to stay even though the name has changed. I think they have to show a commitment to Fort Wayne, not to their home based universities.”

“They have to find a strength and champion that nationally and regionally, whether it’s a sport or if they are particularly good at theater or computer sciences; they have to find a hook and run with it.”
Key Findings from Prospective Students and Internal Audiences
(1 of 5)

Awareness and Familiarity
• Respondents most frequently mention IU-Bloomington and Purdue West Lafayette as excellent Indiana schools unaided, though they most frequently select Notre Dame when shown a list of schools (aided).
• Among the short competitor set, respondents are most familiar with Purdue West Lafayette and Indiana Bloomington, followed by Ball State.
• 68% of prospects report some level of familiarity with IPFW.

Academic Quality
• The majority of all audiences rate the academic quality at Purdue West Lafayette and IU-Bloomington as excellent.
• 32% of prospects rate IPFW as excellent in academic quality.

Interest in Attending
• Less than one-third of prospects (28%) are highly interested in attending IPFW, slightly behind Ball State (31%).
• Prospects who are not interested in attending IPFW say that it is weak in their desired major, is too close to home, and has low admissions standards.
• Over 60% of prospects interested in IPFW say if they attend, they plan to complete their degree there.

Net Promoter Score
• Staff are the most likely (NPS: 32) and alumni are least likely (NPS: -14) to recommend IPFW to a prospective student.
• Staff are more likely (NPS: 12) than faculty (NPS: -26) to recommend IPFW to a prospective faculty/staff member.
Key Findings from Prospective Students and Internal Audiences (2 of 5)

Describing an Ideal College

• Almost three-fourths of prospects consider affordability and financial aid/scholarship options as the most important factors in their college search.
• 71% of prospects describe their ideal college as welcoming, personable, and friendly.
• 71% of prospects describe the type of students they would like to attend college with as friendly and trustworthy.
• 93% of prospects select at least one of the following characteristics when describing students they would like to attend college with: friendly, academic achiever, and motivated.
• About 60% of prospects are interested in a university that places emphasis on real-world learning as well as a university that provides work/life/study balance.

Describing IPFW

• Three-fourths of internal audiences consider affordability to be one of IPFW’s greatest strengths, compared to 39% of prospects.
• Over half of all internal audiences describe IPFW as welcoming, personable, and friendly.
• Current IPFW undergrads and alumni most often describe themselves as friendly and trustworthy.
• Over half of prospects describe IPFW as connected to its local community, while the majority of internal audiences describe the school as providing work/life/study balance.
• The majority of all internal audiences are proud to be a part of IPFW.
• The majority of prospects agree that IPFW offers a wide array of courses and majors.
Key Findings from Prospective Students and Internal Audiences (3 of 5)

Positive and Negative Words Describing IPFW (open-ended)

• When asked to provide positive words describing IPFW, all audiences frequently said “affordable.”
• When asked to provide negative words, prospects and current undergrads said “small,” alumni said “realignment,” faculty said “administration,” and staff said “underfunded.”

Describing Strong Programs

• 66% of prospects believe the best colleges and universities are known for a wide range of majors/areas of study.
• Over half of all prospects believe the best colleges are known for mechanical engineering and business.
• Prospects cite computer engineering and nursing as top IPFW programs, though over 40% of prospects do not know which IPFW programs are strongest.
• Internal audiences mention nursing, business, and dental hygiene as the strongest IPFW programs.

Location

• The majority of all internal audiences believe IPFW is well-known in its local city/state
• Half of prospects believe IPFW and Indiana Tech are well-known in their local city/state.
• Over half of prospects find IPFW’s location in Fort Wayne appealing and believe the city offers many job/internship opportunities.
Key Findings from Prospective Students and Internal Audiences
(4 of 5)

Mascot and colors

- Most prospects familiar with IPFW are able to name the school mascot.
- The majority of all audiences support the decision to maintain the school mascot.
- Almost half of current undergrads, faculty, and staff are against an IPFW color change.
- The majority of current undergrads, faculty, and staff favor blue and white as the IPFW color moving forward. Prospects favor black and gold, while alumni are split between blue and white and black and gold.
- The top reason against color change is the desire for IPFW to remain unique from Purdue West Lafayette.
- Top reasons in favor of color change include the implication of the University becoming something new and sharing the same colors as Purdue West Lafayette.

Realignment

- After reading a statement explaining the decision to separate the two universities, the majority of internal audiences and over one-third of prospects say they were already aware of the change.
- Faculty are most likely to have negative feelings toward the realignment, followed by alumni.
- Almost half of prospects consider the availability of new academic programs as a benefit of the new structure, while over half of staff believe the new structure will eliminate confusion over what IPFW is.
- Almost one-third of prospects are concerned that their program of interest won’t be offered as a result of the new structure, while internal audiences mention are concerned about potential confusion and time wasted making the two schools work.
- Only 8% of alumni believe their degree will be more valuable under the new structure.
- Internal audiences would most like to hear from faculty or the Chancellor regarding the realignment.
Connection and Loyalty

- Faculty are most likely to rate their connection with IPFW as very strong.
- Current undergrads and faculty feel most connected to their department/major, while alumni and faculty are most connected to IPFW as a whole.
- All internal audiences are more loyal to IPFW than to either Purdue or IU.

Alumni Giving and Resume Name

- Neither the “Purdue Fort Wayne Foundation,” “Mastodon Foundation,” or “Fort Wayne Foundation” names yield a substantially positive effect on alumni giving.
- Indiana University – Purdue University Fort Wayne is the most commonly used name on resumes, selected by 29% of alumni.
Key Findings from Local Business Leaders/Employers/Friends (1 of 2)

• Nearly all Local Business Leaders/Employers/Friends have a genuine fondness for IPFW and describe it as a high-quality institution.

• Among this group, IPFW is most known for its engineering, business, education, and nursing programs.

• Most feel that IPFW’s athletic programs have a positive effect on the relationship between IPFW and the community, and some mention that they think athletics helps to draw students beyond the northeast Indiana region.

• Some say that IPFW faculty are very insular and aren't as involved in the community as much as they think they should be.

• Employers want to ensure IPFW offers programs that meet the needs of local businesses.

• Most graduates of IPFW are from the local area and tend to stay in the area, and employers want to hire employees who will stay local.
Key Findings from Local Business Leaders/Employers/Friends (2 of 2)

• Most Local Business Leaders/Employers/Friends are concerned and confused about the new structure and what it means for themselves and the community overall.
  • In fact, when asked to describe IPFW at first, most mentioned the realignment on their own.
  • Questions they have:
    • How will two universities function on one campus?
    • Why are they splitting?
    • Will this create more division between IUFW and Purdue Fort Wayne?
    • How will athletics programs fit into the new structure?
    • Will this mean fewer degree options for students?

• Several feel there was not enough communication with the community about the new structure, and they believe that IPFW could do more to communicate with them about the new structure.

• Most business leaders believe the new structure will not negatively impact their giving to the University.

“They have some really strong supporters. Right now, the confusion is ‘what is it going to be when it grows up?’”

“I don’t think the restructuring was at all sensible and I’m dubious of what it means for us in the future, but I'm hugely invested in getting the best outcome possible.”

“I have had some concerns about how the Advisory Council was or was not involved in that process from a public relations standpoint. I think we should have been kept informed.”
Next Steps
Next Steps

**TODAY**

**Orient + Analyze**
Qualitative and quantitative research, organizational assessments, communications audits and secondary data review provide a deep understanding of your brand.

**NEXT MONTH**

**Strategize + Message**
Research insights inform the development of core brand strategy, positioning and targeted messaging that drive your marketing objectives and branding efforts.

**NEXT ENGAGEMENT**

**Create + Validate**
Big ideas and creative concepts—which are validated and enhanced through quantitative testing and stakeholder engagement—bring your institution’s story and strategy to life.

**Plan + Launch**
Data-driven marketing plans, brand launches, advertising, and media strategies position you to meet and exceed institutional goals and objectives.

**Measure + Refine**
Measurement and benchmarking of branding efforts determine true ROI of integrated marketing activities and inform future refinement and extension.
**Brand Architecture**

**BrandPrint: This is an internal facing document**

<table>
<thead>
<tr>
<th>Brand Mantra</th>
<th>Brand Pillars</th>
</tr>
</thead>
</table>
| Short, descriptive word or phrase that encapsulates the heart of the brand into one thought | **Excel**
*What do we do differently or better than competitors?*
*Top-quality or unique academic programs and approaches* | **Engage**
*What makes people feel connected to us?*
*The emotional and experiential benefits* | **Endure**
*What do we believe in?*
The core elements of our mission, values, and traditions. |

<table>
<thead>
<tr>
<th>Personality Traits</th>
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</thead>
<tbody>
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<td>(up to 6 descriptors)</td>
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<table>
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<tr>
<th>Foundation</th>
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<tbody>
<tr>
<td>Proofs of parity: Strong yet non-differentiating pride points</td>
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**ETA: Week of 10/9**
Brand Strategy

Questions to consider:

• Which positive, distinctive characteristics may be used to better articulate the new Purdue University Fort Wayne campus' brand strategy and position?

• What role will the brand equity of Purdue University play in perceptions of the Purdue University Fort Wayne campus?

• What strategies can be implemented to best guide internal audiences through the realignment and new brand strategy?
# Data Collection Details

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<th>Prospects</th>
<th>Current Undergrads</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Staff</th>
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<td>All alumni on file with the University</td>
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<td><strong>Incentive</strong> (drawing)</td>
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<td>Sweepstakes for one $500 Amazon Gift Card</td>
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## Profile of Respondents
### Prospects (1 of 2)

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<th>Gender</th>
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<td>Prefer not to answer</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>64%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>17%</td>
</tr>
<tr>
<td>Asian</td>
<td>10%</td>
</tr>
<tr>
<td>American Indian or Alaska</td>
<td>4%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hispanic Origin</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not Spanish/Hispanic/Latino/a</td>
<td>80%</td>
</tr>
<tr>
<td>Yes, Mexican, Mexican American, Chicano/a</td>
<td>10%</td>
</tr>
<tr>
<td>Yes, other Spanish/Hispanic/Latino/a</td>
<td>6%</td>
</tr>
<tr>
<td>Yes, Puerto Rican</td>
<td>1%</td>
</tr>
<tr>
<td>Yes, Cuban</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is your home/permanent address in the US?</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>97%</td>
</tr>
<tr>
<td>No</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN</td>
<td>63%</td>
</tr>
<tr>
<td>IL</td>
<td>11%</td>
</tr>
<tr>
<td>OH</td>
<td>6%</td>
</tr>
<tr>
<td>MI</td>
<td>6%</td>
</tr>
<tr>
<td>Other (less than 3% of respondents)</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Academic Areas of Interest</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>22%</td>
</tr>
<tr>
<td>Biology</td>
<td>22%</td>
</tr>
<tr>
<td>Medicine</td>
<td>19%</td>
</tr>
<tr>
<td>Science, Technology, and Math</td>
<td>17%</td>
</tr>
<tr>
<td>Business</td>
<td>17%</td>
</tr>
<tr>
<td>Psychology</td>
<td>16%</td>
</tr>
<tr>
<td>Computer and Information Studies</td>
<td>15%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>12%</td>
</tr>
<tr>
<td>Nursing</td>
<td>12%</td>
</tr>
<tr>
<td>Law</td>
<td>12%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>Visual Design/Fine Arts</td>
<td>10%</td>
</tr>
<tr>
<td>Music</td>
<td>9%</td>
</tr>
<tr>
<td>Political Science and Government</td>
<td>7%</td>
</tr>
<tr>
<td>Economics</td>
<td>7%</td>
</tr>
<tr>
<td>Mathematics &amp; Statistics</td>
<td>7%</td>
</tr>
<tr>
<td>Physics</td>
<td>7%</td>
</tr>
<tr>
<td>Psychiatric and Mental Health Services</td>
<td>6%</td>
</tr>
<tr>
<td>English</td>
<td>6%</td>
</tr>
<tr>
<td>Liberal Arts and Humanities</td>
<td>6%</td>
</tr>
<tr>
<td>Communications</td>
<td>5%</td>
</tr>
<tr>
<td>Sociology</td>
<td>5%</td>
</tr>
<tr>
<td>Dentistry</td>
<td>4%</td>
</tr>
<tr>
<td>International Relations and National Security Studies</td>
<td>4%</td>
</tr>
<tr>
<td>Theatre</td>
<td>4%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>3%</td>
</tr>
<tr>
<td>Women's Studies</td>
<td>3%</td>
</tr>
<tr>
<td>Operations Management</td>
<td>2%</td>
</tr>
<tr>
<td>Technician Programs</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Profile of Respondents
#### Prospects (2 of 2)

<table>
<thead>
<tr>
<th>What is your high school GPA?</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+/95-100/3.75 or higher</td>
<td>38%</td>
</tr>
<tr>
<td>A/90-94/3.5 to 3.74</td>
<td>26%</td>
</tr>
<tr>
<td>B+/85-89/3.25 to 3.49</td>
<td>19%</td>
</tr>
<tr>
<td>B/80-84/3.0 to 3.24</td>
<td>11%</td>
</tr>
<tr>
<td>C/70-79/2.99 or lower</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When you are in college, do you plan to:</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work full-time (at least 35 hours a week)</td>
<td>7%</td>
</tr>
<tr>
<td>Work part-time (between 25-34 hours a week)</td>
<td>32%</td>
</tr>
<tr>
<td>Work part-time (less than 25 hours a week)</td>
<td>42%</td>
</tr>
<tr>
<td>Not work</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plan for first year of college:</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I plan to live on campus</td>
<td>69%</td>
</tr>
<tr>
<td>I plan to live at home and commute to my college/university</td>
<td>12%</td>
</tr>
<tr>
<td>I plan to live off campus, but not at home</td>
<td>6%</td>
</tr>
<tr>
<td>I’m not sure yet</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest level of education earned by either parent:</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school degree</td>
<td>8%</td>
</tr>
<tr>
<td>High school degree/GED</td>
<td>20%</td>
</tr>
<tr>
<td>Trade/Vocational school</td>
<td>3%</td>
</tr>
<tr>
<td>Associate degree/2-year degree</td>
<td>10%</td>
</tr>
<tr>
<td>Bachelor’s degree/4-year degree</td>
<td>27%</td>
</tr>
<tr>
<td>Master’s degree</td>
<td>21%</td>
</tr>
<tr>
<td>Doctoral degree/Ph.D.</td>
<td>3%</td>
</tr>
<tr>
<td>Professional degree</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t know/Does not apply</td>
<td>3%</td>
</tr>
</tbody>
</table>
## Profile of Respondents
### Current Undergraduate Students

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>60%</td>
<td>n/a</td>
</tr>
<tr>
<td>Male</td>
<td>37%</td>
<td>n/a</td>
</tr>
<tr>
<td>Alternate gender identity</td>
<td>2%</td>
<td>n/a</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>1%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>81%</td>
<td>n/a</td>
</tr>
<tr>
<td>Black or African American</td>
<td>6%</td>
<td>n/a</td>
</tr>
<tr>
<td>Asian</td>
<td>4%</td>
<td>n/a</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>n/a</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>5%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Hispanic Origin

<table>
<thead>
<tr>
<th>Hispanic Origin</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not Spanish/Hispanic/Latino/a</td>
<td>90%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Mexican, Mexican American, Chicano/a</td>
<td>3%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Puerto Rican</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Cuban</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, other</td>
<td>1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Spanish/Hispanic/Latino/a</td>
<td>6%</td>
<td>n/a</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>6%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Is your home/permanent address in the US?

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>97%</td>
</tr>
<tr>
<td>No</td>
<td>3%</td>
</tr>
</tbody>
</table>

### State

<table>
<thead>
<tr>
<th>State</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>OH</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other (less than 3%)</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Campus Description

<table>
<thead>
<tr>
<th>Campus Description</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purdue Fort Wayne</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>IU Fort Wayne</td>
<td>48%</td>
<td>50%</td>
</tr>
</tbody>
</table>

### Credits Earned

<table>
<thead>
<tr>
<th>Credits Earned</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 30 (Freshmen)</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>30-59 (Sophomore)</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>60-89 (Junior)</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>90 or more (Senior)</td>
<td>35%</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time</td>
<td>81%</td>
<td>73%</td>
</tr>
<tr>
<td>Part time</td>
<td>19%</td>
<td>27%</td>
</tr>
</tbody>
</table>

### Program Description

<table>
<thead>
<tr>
<th>Program Description</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary Education BSEd</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Biology BS</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Business BSB</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Business BSB Pre-Major</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Communication BA</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Computer Science BS</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Psychology BA</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>General Studies BGS</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Other (less than 3% of respondents)</td>
<td>54%</td>
<td>55%</td>
</tr>
</tbody>
</table>

### Which of the following best describes you currently?

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commute to campus and always have</td>
<td>75%</td>
</tr>
<tr>
<td>Commute to campus but lived on IPFW’s campus in the past</td>
<td>12%</td>
</tr>
<tr>
<td>Have always lived on campus</td>
<td>13%</td>
</tr>
<tr>
<td>Live on campus but commuted to IPFW in the past</td>
<td>1%</td>
</tr>
</tbody>
</table>
## Profile of Respondents

### Alumni

<table>
<thead>
<tr>
<th>Gender</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>52%</td>
<td>n/a</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>n/a</td>
</tr>
<tr>
<td>Alternate gender identity</td>
<td>1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>0%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>89%</td>
<td>n/a</td>
</tr>
<tr>
<td>Black or African American</td>
<td>3%</td>
<td>n/a</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Asian</td>
<td>1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>5%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hispanic Origin</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, not Spanish/Hispanic/Latino/a</td>
<td>94%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Mexican, Mexican American, Chicano/a</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Puerto Rican</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Cuban</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, other Spanish/Hispanic/Latino/a</td>
<td>0%</td>
<td>n/a</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>5%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is your home/permanent address in the US?</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100%</td>
<td>96%</td>
</tr>
<tr>
<td>No</td>
<td>0%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN</td>
<td>77%</td>
<td>76%</td>
</tr>
<tr>
<td>FL</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>OH</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other (less than 3%)</td>
<td>16%</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purdue or Indiana University</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purdue</td>
<td>59%</td>
<td>49%</td>
</tr>
<tr>
<td>Indiana</td>
<td>41%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>30-39</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>40-49</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>50-59</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>60+</td>
<td>38%</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Are you a member of either the Indiana University or Purdue University alumni associations?</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>45%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Purdue University</td>
<td>31%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes, Indiana University</td>
<td>29%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Have you made a financial gift to IPFW in the last 5 years?</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>62%</td>
<td>n/a</td>
</tr>
<tr>
<td>Yes</td>
<td>32%</td>
<td>n/a</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Which of the following best describes you when you were a student at IPFW?</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuted to campus and always did</td>
<td>94%</td>
<td>n/a</td>
</tr>
<tr>
<td>Commuted to campus but lived on IPFW’s campus at one time</td>
<td>3%</td>
<td>n/a</td>
</tr>
<tr>
<td>Always lived on campus</td>
<td>2%</td>
<td>n/a</td>
</tr>
<tr>
<td>Lived on campus but commuted to IPFW at one time</td>
<td>1%</td>
<td>n/a</td>
</tr>
</tbody>
</table>
## Profile of Respondents

### Faculty

<table>
<thead>
<tr>
<th>How long have you worked at Indiana University or Purdue University Fort Wayne?</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 years or more</td>
<td>58%</td>
<td>n/a</td>
</tr>
<tr>
<td>5 to less than 10 years</td>
<td>22%</td>
<td>n/a</td>
</tr>
<tr>
<td>1 to less than 5 years</td>
<td>18%</td>
<td>n/a</td>
</tr>
<tr>
<td>Less than 1 year</td>
<td>2%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizational Unit Long Name</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathematics</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>English and Linguistics</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>History</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Nursing</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Music</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Political Science</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Communication</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Educational Studies</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>International Language &amp; Culture Studies</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Anthropology</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Library</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Psychology</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Other (Less than 3% of respondents)</td>
<td>44%</td>
<td>53%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parent Org Unit Name</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Sciences Administration</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>Health &amp; Human Services</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>College of Education &amp; Public Policy</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Engineering &amp; Technology Administration</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Richard T. Doermer School of Business</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Visual &amp; Performing Arts Administration</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Library</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Vice Chancellor Academic Affairs</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Group</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>76%</td>
<td>75%</td>
</tr>
<tr>
<td>Continuing Lecturer</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Clin, Res, or NonTT</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Visiting Fac/Emeriti</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Profile of Respondents

Staff

<table>
<thead>
<tr>
<th>How long have you worked at Indiana University or Purdue University Fort Wayne?</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 years or more</td>
<td>37%</td>
<td>n/a</td>
</tr>
<tr>
<td>5 to less than 10 years</td>
<td>26%</td>
<td>n/a</td>
</tr>
<tr>
<td>1 to less than 5 years</td>
<td>28%</td>
<td>n/a</td>
</tr>
<tr>
<td>Less than 1 year</td>
<td>9%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizational Unit Long Name</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Information Technology Services</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Continuing Studies</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Administrative Business Services</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Admissions</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Marketing, Publications &amp; Creative Svcs</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Office Diversity &amp; Multicultural Affairs</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Vice Chancellor Academic Affairs</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other (Less than 3% of respondents)</td>
<td>64%</td>
<td>69%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Group</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin/Prof</td>
<td>45%</td>
<td>37%</td>
</tr>
<tr>
<td>Clerical</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Mgmt/Prof</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Operations/Technical</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Service</td>
<td>6%</td>
<td>20%</td>
</tr>
<tr>
<td>Fire/Police BW Sal</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Police Hourly</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parent Org Unit Name</th>
<th>Respondents</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vice Chancellor Academic Affairs</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>VC for Financial &amp; Administrative Affair</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Athletics</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Office of Advancement</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Office of Student Affairs</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Physical Plant Administration</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>Arts &amp; Sciences Administration</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Continuing Studies</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Engineering &amp; Technology Administration</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Dean of Students</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Library</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Chancellor</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>College of Education &amp; Public Policy</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Visual &amp; Performing Arts Administration</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Health &amp; Human Services</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Purchasing and Support Services</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Human Resources &amp; Institutional Equity</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Richard T. Doermer School of Business</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>General Studies</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Medical Education</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Methodology

Qualitative research obtains attitudes and perceptions. Findings are directional and derived from a non-statistical sample.

- 20 in-depth interviews were conducted with local business leaders/employers
- Interviews were conducted from July 12 through August 9, 2017
- Each interview lasted approximately 20-25 minutes
- Participants were invited from a random sample of the population data files provided by IPFW
- Participants were recruited via e-mail and telephone, and reminded through e-mail and telephone follow-up
<table>
<thead>
<tr>
<th>Company/Organization</th>
<th>Title</th>
<th>Years at Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retired (6)</td>
<td>President/CEO (6)</td>
<td>1 to 5 years (4)</td>
</tr>
<tr>
<td>IPFW (2)</td>
<td>Professor (3)</td>
<td>6 to 10 years (1)</td>
</tr>
<tr>
<td>Becker Consulting</td>
<td>Director (2)</td>
<td>11 to 20 years (3)</td>
</tr>
<tr>
<td>Carson Boxberger</td>
<td>Partner</td>
<td>21+ years (5)</td>
</tr>
<tr>
<td>Engineering Resources, Inc.</td>
<td>Senior Engineer</td>
<td></td>
</tr>
<tr>
<td>Garrett State Bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Isaac Knapp District Dental Society</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Northeast Regional Indiana Partnership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parkview Sports Medicine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science Applications International Corporation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit Fort Wayne</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Participant Overview (2 of 2)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Connection to IPFW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education (3)</td>
<td>Former/Current Employee of IPFW (6)</td>
</tr>
<tr>
<td>Consulting (2)</td>
<td>Advisory Board Member (5)</td>
</tr>
<tr>
<td>Health Services (2)</td>
<td>General Relationship (4)</td>
</tr>
<tr>
<td>Banking</td>
<td>Alumni (3)</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>IPFW Interns/Employees (1)</td>
</tr>
<tr>
<td>Economic Development</td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td></td>
</tr>
<tr>
<td>Law</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
</tr>
</tbody>
</table>
Contact Information and Survey Instrument
Contact Information & Survey Instruments

Elizabeth Johnson | CEO
esj@simpsonscarborough.com

Molly Jackson | Associate Vice President
mj@simpsonscarborough.com

Daniel Himmelfarb | Project Strategist
dh@simpsonscarborough.com

Sara Abtahi | Research Assistant
sara@simpsonscarborough.com
Thank You