



Focus Group Results

March 2010

Objective

Focus group high school students in our target recruitment and marketing areas regarding UM-Flint marketing and communication. The idea was to determine what adjustments, if any, to make to current creative concepts.

- Reviewed current undergraduate viewbook
- Reviewed UM-Flint creative clothing design samples

Focus Groups

- High Schools and Groups

- Frankenmuth High School
- Davidson High School
- Educational Opportunity Initiatives: Choosing to Succeed & Incentive Scholarship Programs
 - High Schools represented: Southwestern Academy, Carman-Ainsworth, Powers, Kearsley, Genesee Early College, The Classical Academy, EAJ-Mt. Morris, Central, Beecher, Northern, Hamady, Flushing, Northwestern,
- Grand Blanc High School
- Oxford High School
- Utica High School
- Genesee Early College (GEC)

Focus Groups

- High School Student Participants – 218
 - Freshman
 - Sophomore
 - Junior
 - Senior

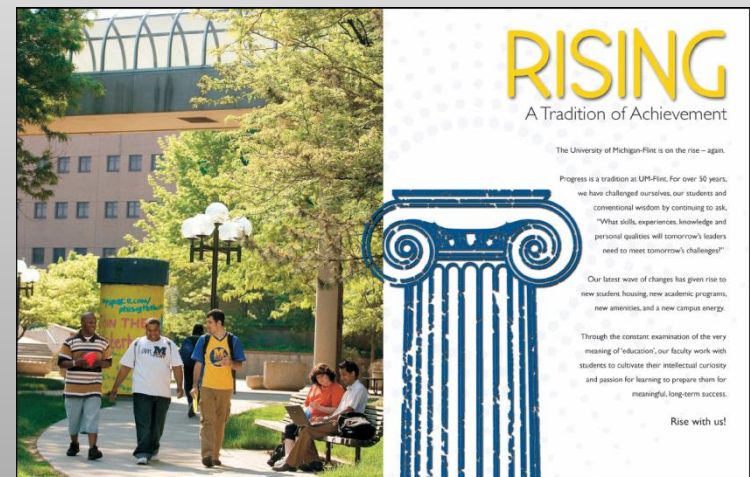
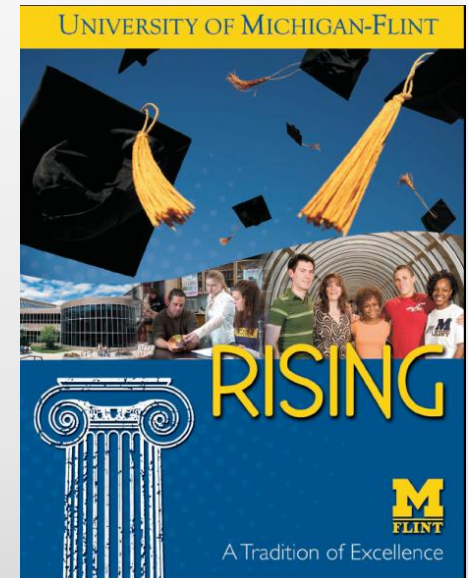
Methodology

- Overview of undergraduate viewbook design and content
- 2008-09 viewbook review
- 2009-10 viewbook review
- Eight creative shirt designs

2008-09 Viewbook

Overall Impression of design and layout

- I would open if received in mail
- I would open because of the University of Michigan affiliation
- Looks like other university books I've received
- Not good.
- Wouldn't read. Too wordy.
- Would keep flipping.
- Fake pictures. Look staged.
- Looks professional
- Pillar on cover distracting
- If there was nothing else in the mail, I would open



2009-10 Viewbook

(Cover)



2009-10 Viewbook

(Cover)

Would you open this if you got it in the mail?

- Yes
- Yes, because of the University of Michigan affiliation
- yellow is more interesting
- parents would like it too
- It's simplified
- Like the new design.
- Looks better than old viewbook
- Getting viewbooks in the mail makes me feel special
- Would not read whole book, just look for areas of interest: programs, tuition, etc.

2009-10 Viewbook

(Cover)

Would you open this if you got it in the mail?

- Like the M
- Seems to be designed for younger people
- Unexpected for a university, but I like it.
- Looks like a creative arts school. I wouldn't think they had a nursing program.
- This is more intriguing and draws people in. Makes me feel they're doing something different, and there is more creativity involved. Like there's more room for personal creativity.

2009-10 Viewbook

(Opening page spread)



2009-10 Viewbook

(Opening page spread)

When you see the opening page what do you think of?

- Really like the statement “Your Future, Own It”. I get it.
- Very colorful
- Texts stands out
- Too busy and too much going on.
- Art
- College
- I keep trying to read it, but get distracted by the images
- My eyes go to the images first
- Kind of hard to find the information
- Has a yearbook feel, so it ties back into your high school, but it gives you an idea of what you can do. The arrows are good, and I am into design. The arrows keep you moving. That is really good to do.
- If I look at some of the pictures, I think that maybe the school has health sciences.

2009-10 Viewbook

(Opening page spread)

When you see the opening page what do you think of?

- Yes, looks important
- Doesn't look serious
- Too much red, distracting
- Too busy with too many colors
- Don't get the reason for the layered images
- I like how it gives you a little of everything
- I would read this page
- "Your Future. Own It" means something to me. I get it. I can do what I want at UM-Flint.
- Eye catching. Futuristic. Exciting.
- text stands out
- photos are amazing
- recognize photos
- campus buildings are important

2009-10 Viewbook

(Opening page spread)

When you see the opening page what do you think of?

- The canoe guy doesn't make sense. Show he's in the water.
- The photos look posed.
- Too much going on
- Don't like the drawings with the photos. Should do one or the other (preferred drawings).
- Too many arrows. They look weird and should be removed.
- Different possibilities.
- It is our future to do what we want.
- You can be whatever you want to be.
- "What a concept" is kind of clique.
- "Own it." Is cheesy, but in a good way.
- You look at so many (viewbooks) while you're deciding, and the big words are so important (Your Future. Own it.). It's not all statistics and I hate giant statistics when you open it. This is more about you, and I like that.

2009-10 Viewbook

(Video Links)

*"I did it. I did it well. And it was
my first front page story."*

Jennifer Proffitt
Michigan Times Editor-In-Chief



Visit www.umflint.edu/viewofm
to see how Journalism students
turn classroom learning into
newsroom doing.



2009-10 Viewbook

(Video Links)

Would you go to the videos mentioned?

- Some of them
- Too much work,
- Only if sent to me electronically,
- Only if it was about a subject of my interest
- Don't know what the video is about. Need to know first.
- Want to see clips of classes
- Didn't notice it was a video
- I like that the people in the videos aren't posed. It makes it look more real.
- No, I would think they were scripted.
- I wouldn't because in this day and age we're lazy, so to ask the person to take an extra step, but if it came with a CD, I would be like, "Oh sure, why not."
- I would click on the video about housing, because that's something I look for...private or public bathrooms...is it a big enough room. Seeing the inside of a residence hall is important

2009-10 Viewbook

Would read this viewbook?

- Yes, but not all of it
- Would flip through book to look at pictures
- Would go to the website for more information
- Would leave the book out for parents to read
- Yes, because it's not a lot of text
- I would look at the areas of study first, then read it if they had mine.
- I feel like I read what it says depending on what the bigger words are...the bigger words make you ask questions, so you want to read more.
- If it's something that I want to study, then I'll read it.

2009-10 Viewbook

Would your parents?

- Yes, but not all of it
- Definitely
- My parents would think it was for me and not read
- Yes, they like reading college information
- I would show my parents

2009-10 Viewbook

(College Town)



2009-10 Viewbook

(College Town)

Are you interested in Flint becoming a college town?

- Yes, but need more things to do downtown like concerts, nightlife, movies
- Not believable
- Too scary, but getting better
- Hearing that idea more and starting to believe it
- It would get people to come
- Doesn't know what that means
- Surprised by the number of college students in Flint (30,000+)
- It's growing, but not there yet
- Interesting idea, but don't know much about Flint.

2009-10 Viewbook

(College Town)

Are you interested in Flint becoming a college town?

- The white circle line makes us follow it around. The graphic in the middle of the spread helps to guide the eye.
- I disagree with Flint as a college town. I've been going here since the 11th grade. It's not really anything to do. When I went to Ann Arbor, that was a college town because they had an arcade, clothing store, etc.

2009-10 Viewbook

(College Town)

What school is a college town?

- Michigan State
- University of Michigan
- Wayne State
- Central Michigan
- A school in a town with more stuff to do for students

2009-10 Viewbook

(Majors Page)

AREAS OF STUDY			
College of Arts & Sciences Africana Studies Biology <ul style="list-style-type: none"> • Biology General • Molecular & Biotechnology • Wildlife Biology • Human Biology • Natural History Chemistry & Biochemistry <ul style="list-style-type: none"> • Biochemistry • Chemistry General • Environmental Chemistry Communication & Visual Arts <ul style="list-style-type: none"> • Art - Studio • Ceramics • Digital Photography • Painting • Printmaking/Drawing • Sculpture • Art (Visual) Education • Communication • Media Studies • Organizational Communication • Relational Communication • Journalism • Visual Communication • Graphic Design • Photography Computer Science, Engineering, & Physics <ul style="list-style-type: none"> • Computer Science • Software Engineering • Systems Networking • Computer Information Systems • Engineering Science • Computer Engineering • Managerial Engineering • Engineering Physics • Mechanical Engineering • Physics Minors <ul style="list-style-type: none"> Africana Studies American Literature Anthropology Art Art History Biology British Literature Business Chemistry Communication Computer Science Computer Information Systems Crisis Intervention & Disaster Response Dance & Movement Earth Science 	Earth & Resource Science <ul style="list-style-type: none"> • Environmental Science & Planning • Environmental Health • Risk Management Economics <ul style="list-style-type: none"> • English General • English Specialization in Writing Foreign Languages & Literatures <ul style="list-style-type: none"> • French • French & International Studies • French & Linguistics • Spanish • Spanish & International Studies • Spanish & Linguistics History Mathematics <ul style="list-style-type: none"> • Mathematics General • Abstract Mathematics • Mathematical Sciences • Actuarial Mathematics Music <ul style="list-style-type: none"> • Music Education • Music General • Music Performance Philosophy <ul style="list-style-type: none"> • Philosophy General • Philosophy with Emphasis in Ethics, Social & Political • Philosophy & Psychology Political Science Psychology <ul style="list-style-type: none"> • Psychology General • Clinical/Community Psychology • Philosophy & Psychology • Research Psychology • General Psychology • Developmental Psychology • Cognitive Science Public Administration	Sociology, Anthropology & Criminal Justice <ul style="list-style-type: none"> • Anthropology • Criminal Justice • Sociology Theatre <ul style="list-style-type: none"> • Theatre • General • Literature/History • Performance • Dance • Theatre Design & Technology • Theatre Performance Multidisciplinary <ul style="list-style-type: none"> • Applied Science • Interdisciplinary Studies • Social Sciences Joint Programs School of Management Business Administration <ul style="list-style-type: none"> • Business - General • Accounting • Finance • International Business • Finance • Marketing • Management • Entrepreneurship • Organizational Behavior & Human Resources • Operations Management • Marketing 	School of Health Professions & Studies Health Sciences & Administration <ul style="list-style-type: none"> • Health Care Administration • Health Education • Health Sciences • General Health Sciences • Environmental Health • Pre-Physical Therapy • Clinical Laboratory • Science/Medical Technology • Radiation Therapy Nursing <ul style="list-style-type: none"> • Pre-Licensure • Post-Licensure • Accelerated School of Education & Human Services Education <ul style="list-style-type: none"> • Elementary Education • Fine Arts • Foreign Language • Integrated Science • Language Arts • Mathematics • Social Studies • Early Childhood Education • Secondary Teacher Education Cert. Social Work <ul style="list-style-type: none"> • Social Work
Graduate Programs Anesthesia Arts Administration <ul style="list-style-type: none"> • Museum and Visual Arts • Performance Biology Biochemistry Business Administration <ul style="list-style-type: none"> • Business Administration General • Accounting • Computer Information Systems • Finance • Health Care Management • International Business • Lean Manufacturing • Marketing • Organizational Leadership 	Chemistry Computer Science & Information Systems <ul style="list-style-type: none"> • Computer Science • Information Systems Education <ul style="list-style-type: none"> • Elementary Education with Teacher Cert. • Early Childhood Education • Literacy K-12 • Technology in Education • Special Education English <ul style="list-style-type: none"> • American Literature • British Literature • Composition & Rhetoric • Linguistics & Language • Pedagogy in English 	Health Education Liberal Studies <ul style="list-style-type: none"> • American Culture • Theatre & Community Public Administration <ul style="list-style-type: none"> • Public Administration General • Administration of Nonprofit Agencies • Criminal Justice Administration • Educational Administration • Health Care Administration Social Sciences <ul style="list-style-type: none"> • Global Studies • Gender Studies • US History & Politics 	Philosophy Physical Geography Physics Political Science Psychology Public Administration Public Health Sciences Religious Studies Sociology Spanish Substance Abuse Treatment & Prevention Studio Art Theatre Visual Communications Women's & Gender Studies
		Doctor of Nursing Practice <ul style="list-style-type: none"> • Adult Nurse Practitioner • Family Nurse Practitioner • Adult Psychiatric Mental Health Nurse Practitioner Doctor of Physical Therapy Transitional Doctor of Physical Therapy Clinical Physical Therapy Cert. <ul style="list-style-type: none"> • Orthopedics • Geriatrics • Neurology • Palliative • Cardiopulmonary Physical Therapy 	

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2009-10 Viewbook

(Majors Page)

What do you think of when you see the list of majors?

- More descriptions about programs
- Like. It list everything.
- Need pre-professional programs
- Important to have
- Need a link to a website with more information
- Didn't know UM-Flint had that much

2009-10 Viewbook

(Cut-out professors)


The success of the University of Michigan-Flint's unique academic environment is rooted in our long-standing belief in the importance of the authentic, open, and meaningful connections students form with their professors and peers.

At UM-Flint, learning is an active, collaborative process not a passive, solitary task. Students learn how to transform classroom knowledge into meaningful action. It is a process that mirrors the real-world recipe for

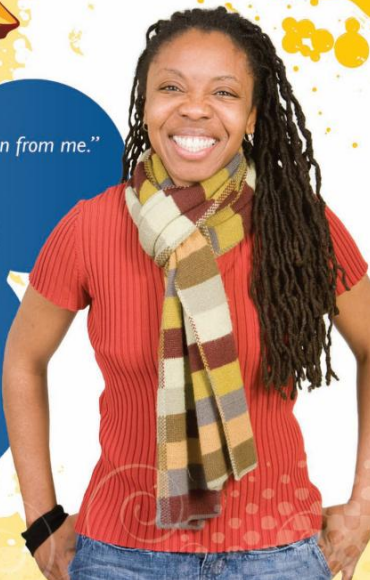
SUCCESS

"I learn from them. They learn from me."

Traci Currie, Ph.D.
Communication Department



Visit www.umflint.edu/viewofm to hear how our faculty describe UM-Flint's unique academic atmosphere.



A Tradition of RESEARCH

In 1941, Jonas Salk came to the University of Michigan to study virology and vaccine development. Ultimately, Salk's work at Michigan led to the creation of the polio vaccine.

The University of Michigan-Flint builds on that legacy by fostering a culture of research and support for faculty and student investigators throughout the entire life cycle of their research initiatives.

Joseph Susic, Ph.D. has been working with undergraduate Biology students to research the role enzymes may play in fighting cancer.

WE

As a publ
of serving
For over
improve
Whether
Civic Engag
our alumni
students

"We're working on a very specific, very small piece of a great, big puzzle."

Amanda Sheehy
Biology



Visit www.umflint.edu/viewofm to learn how undergraduate research opportunities enhance Biology students' post-graduate prospects.



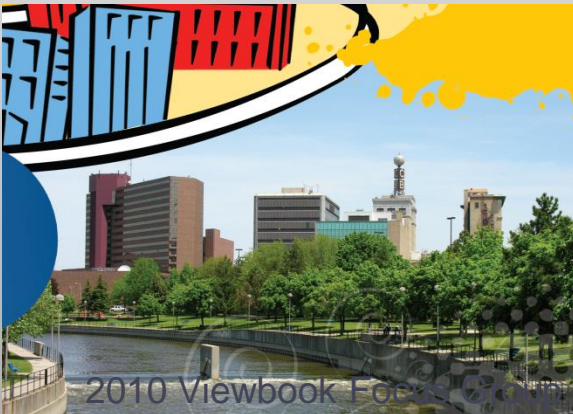
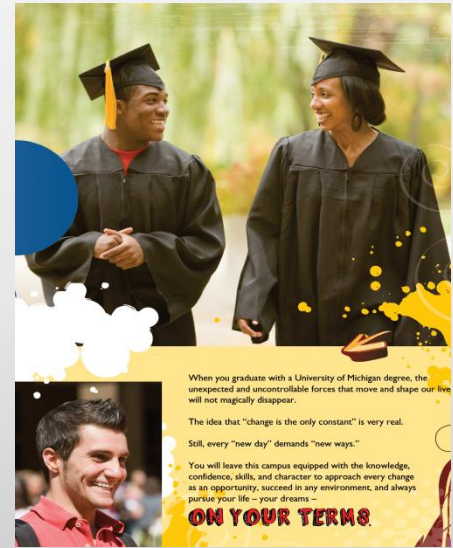
2009-10 Viewbook

How do you feel about the cut-outs of the professors?

- Looks staged
- Professors look nicer than typically seen, approachable
- More candid shots
- Makes the teachers look nice
- They don't look like typical professors, that's cool
- Too big
- They seem laid back

2009-10 Viewbook

(Overall Photos)



2009-10 Viewbook

(Overall Photos)

How do you feel about the photos?

- Need to balance the busy and toned down pages.
- I like that I recognize some people
- Cute students
- More believable than previous version
- The graphic bubbles highlight the wrong thing
- Like the new viewbook better
- The layout doesn't take away from the prestige of UM-Flint
- It caters to us
- Need captions with the photos. I don't get some of the images.

2009-10 Viewbook

(Overall Photos)

How do you feel about the photos?

- Like them
- Need more campus photos
- Need to show more prestigious looking graduation photos at graduation ceremony.
- Back page is cool for t-shirt or poster
- They look pretty real
- Some said the “guy in the canoe” was “cheesy.” Someone remarked, “Is there a lot of canoeing in the Flint River?”
- I want to keep the viewbook.
- Obviously you look at the symbols, and I’m one for really bright colors. It shows personality, it’s personalized.

2009-10 Viewbook

What perception do you have of UM-Flint after looking at this?

- More stuff to do than I thought
- Use to think of it like community college but not now, surprised in a good way.
- Better than I thought
- Cool school
- A lot going on
- Energy
- Still think prestige when I see it, always like UM-Flint
- Looks like the university is really trying to appeal to high school students, that's good
- Seems very active

2009-10 Viewbook

What perception do you have of UM-Flint after looking at this?

- Just the fact that you're doing social networks, shows that you are trying to connect, but the fact that you're making the effort shows a lot.
- All I need is the email, I don't need all the Facebook and all this stuff.
- I feel like it is above par. Most of the ones I've seen are like the first one. This one I'm going to remember as a pretty cool viewbook. I keep the ones I like. If it's this good as impacting, it's going to impact my decision more than the others.
- Overall, it had everything in it. One of the main things I look for is areas of study, and the dorms, so I think it had everything I look for.

2009-10 Viewbook

What perception do you have of UM-Flint after looking at this?

- I now know what they have to offer
- Didn't change. Going to State (MSU)
- Didn't change, I already made my decision
- Already had a good perception of UM-Flint since we're students here
- Looks fun
- I'm interested. Hadn't considered before.

Alumni information

- The Nickolodeon thing is neat.
- It's good that we have a state judge as an alum.
- Have never heard of Christopher Paul Curtis
- It gives more substance, separates it from Community colleges, and makes it seem more substantial. It definitely helps.

2009-10 Viewbook

What perception do you have of UM-Flint after looking at this?

Admissions/Financial Aid information

- I like the fact that the steps are short, because you always get scholarships with huge details. The fact that it is short and precise makes it quicker.
- I was filling out my FAFSA, they might not even help me out with assistance because my parents are married, but seeing the 70% get it would really help me out.
- The number (70% get aid) makes me skeptical, maybe the college is not giving out the financial aid.
- When I filled out my application for UM-Flint, I did it online so I didn't have to pay the fee, but I personally like doing the hard copies, because then I know...like maybe it got lost. Wasn't sure if the credit card submission worked - it was fuzzy. The form was easy, and I wasn't confused.

2009-10 Viewbook

What information is missing that you would want to know?

- Tuition
- Things to do downtown
- Jobs you can get after graduation
- More student life information
- Better alumni and career outcomes
- Housing information
- List of classes offered
- Scholarships

2009-10 Viewbook

What information is missing that you would want to know?

- Sports information
- Need a table of contents & page numbers
- More shots of campus
- Financial Aid statistics
- How many students are at UM-Flint
- Percentage of careers after graduation.
- Housing room layouts
- Page numbers on every page

2009-10 Viewbook

What information is missing that you would want to know?

- ECDC/daycare
- Food/dining services
- Rec Center
- Quote bubbles instead of video boxes
- Commencement picture
- Highlights of UM-Flint. What are you known for?
- Mascot
- Performing Arts
- Program statistics

2009-10 Viewbook

Do you prefer printed brochures or electronic versions?

- Printed makes me feel more seriously recruited
- Only electronic for web links
- Email feels like junk mail
- Would view the videos if sent electronically
- Would delete if it came in an email
- Most university websites aren't user friendly
- Printed is easier to read
- Hate having to fill out a bunch of things just to get information

Parent Focus Group

Participants - 13

Would you open this if you got it in the mail?

2009 Viewbook

- Yes –because it's a college
- Some liked the colors

2010 Viewbook

- Yes. Definitely open
- A few wanted to see more color, but liked the change
- Felt their students would really like the new design
- This still appeals to me to open, I would open it. I don't have the capabilities to do that kind of design, so I would open it.

Parent Focus Group

(2010 Viewbook)

When you see the opening page, what do you think of?

- A little busy, but it's not designed for me
- I really like it. Keep it.
- The layout makes sense
- "Your future. Own it" is my kid
- Reminds me of day camp
- Busy
- I wouldn't read
- It shows lots of opportunity, but the guy in the canoe is throwing me off. I know Ann Arbor has a rowing club, but I don't know why this is in Flint. Your eyes go right to that picture.
- The dance picture makes me think of gymnastics.

Parent Focus Group

(2010 Viewbook)

Would you go to the videos mentioned?

- No, too much work
- Don't use social networks
- Only if electronic
- Yes

What do you think of when you see the list of majors? Too many, not enough, not what you want to see?

- Like it.

Parent Focus Group

(2010 Viewbook)

Are you interested in Flint becoming a College Town?

- Yes
- I don't see it
- Think of Ann Arbor or Michigan State for example of a college town
- I remember the old Flint
- "Growing" makes it more believable
- Ann Arbor is purely a college town. State is sort of. This town is not a college town.

Parent Focus Group

(2010 Viewbook)

What perceptions do you have of UM-Flint after looking at this?

- Still think prestige when I see it, always like UM-Flint
- Looks like the university is really trying to appeal to high school students, that's good
- Seems very active
- Doesn't like the cut-out professors. Too big.

What information is missing that you would want to know?

- Want more outcomes of successful alums
- Statistics on alums: careers with degrees
- More financial assistance breakdowns
- Graduation rate

Creative Clothing Designs



Creative Clothing Designs



- boring. Seen it before
- Looks like a guy shirt

Creative Clothing Designs



- put something else on the back
- Ugly
- Plain
- Boring
- Cute and different
- The back looks like a zipper from a distance
- Don't like the back

Creative Clothing Designs



2nd favorite out of 218 responses

- multi-colored tshirt options
- I like!
- Different
- Reverse colors
- Continue design on back
- Don't like at all
- Parents would think this was cool
- Don't like the buildings on the sleeves

Creative Clothing Designs



3rd favorite out of 218 responses (tied)

- make a hoodie or polo
- Sporty
- Would wear to gym
- Logo looks out of place
- Typical university shirt

Creative Clothing Designs



Creative Clothing Designs



- I like
- Rows should start higher
- Didn't notice the block M
- Too busy
- If your name started with an "m", then it's cool

Creative Clothing Designs



3rd favorite out of 218 responses (tied)

- would like in a zip-up
- Create on different colored hoodies
- Move logo up on front
- Too bright
- Logos in weird spots
- Something on the sleeve
- More design
- Like the back

Creative Clothing Designs



Favorite out of 218 responses

- put on shirt for guys
- Cute!
- Cool
- I like without the logo
- Put logo on the sleeve

Creative Clothing Designs



- make into a polo or vest for guys
- Looks like my Granddad's shirt
- Too much
- Continue design on back
- No way!