Data Collection and Measurement Process

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Team
Mary Fontes, Scott Fletcher, Sherry Lindquist, Brian Huschle, 2 students (no show)

Current and previous
- Survey of Enrollment Experiences
- DH Research (VO), DMD Consulting
• **Updated the Survey** (Handout)

• **Administration Recommendations**
  - All students
  - Electronic
  - Incentive/s (Foundation)
  - Prior to halfway point of fall semester
  - Annually
External

- Find **Prospectus** from last survey
  - Original Manual?, palette in garage?

- **Survey Target Audiences**
  Residents (800 interviews)

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<th>Beltrami County, Minnesota</th>
<th>Cavalier County, North Dakota</th>
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<td>Clearwater County, Minnesota</td>
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<td>Roseau County, Minnesota</td>
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Manitoba?
Survey Target Audiences
Businesses
TRF and EGF/GF area businesses-Chambers

Transfer Institutions

University of North Dakota
Bemidji State University
University of Minnesota Crookston
Minnesota State University Moorhead
North Dakota State University
St. Cloud State University

The following information is compiled from several one-on-one telephone interviews with individuals from the top five transfer institutions. The primary objective of this study was to assess the current relationship between Northland Community and Technical College and these institutions.

NCTC Employees (64 respondents previous)
External

• **Missing?**
  Alumni Foundation
  Transfer Institutions – military, tribal colleges

• **Other points to consider**
  How will the company survey? Last time telephone interviews
  Target audience? Who do we want to survey?
Internal Questions to ponder

- Survey of EE
  Any questions missing?
  How do we increase response rate?
  Who is responsible for updating, maintaining, distributing, collecting, analyzing, and reporting the data?
  What responses that are reported out frequently?
External Information/Questions to Ponder

- Comprehensive Marketing Audit completed every five years

Who is responsible for updating, maintaining, distributing, collecting, analyzing, and reporting the data?

What responses that are reported out frequently?
Data Collection and Measurement Processes

- Other items of consideration
  - Can Hobson’s help us?
  - Visit BSU Personnel?
  - Data Retention/Maintenance?