



Campus Brand Audit

<p>Project Scope</p>	<ul style="list-style-type: none"> ❖ Fully customized, employer-specific primary research to measure the impact of your company’s campus brand ❖ Participating employers select up to twelve [12] key schools* to research, using a proprietary survey instrument
<p>Project Objectives</p>	<ul style="list-style-type: none"> ❖ Provides a diagnostic tool to gather actionable feedback that measures your employer brand and campus image ❖ Answers the question “Is our campus image consistent with our branding message among the students we target?” ❖ Questions can be designed to gather granular touchpoint data specific to the candidate experience
<p>Project Deliverable</p>	<ul style="list-style-type: none"> ❖ Report of Findings that charts up to 25 campus brand factors, with comparative ratings displayed by key schools ❖ Unaided, open-ended commentary, cataloging students’ text responses; Feedback is attributed to each key school
<p>Methodology</p>	<ul style="list-style-type: none"> ❖ Scott Resource Group consults with participating employers to design and build an electronic survey that is custom-designed and tailored to topics and questions specific to your research needs and interests ❖ Participating employers select their targeted schools and: <ul style="list-style-type: none"> ▪ Provide the email addresses of the specific students whose input they value [e.g. your candidates] OR ▪ Partner with key school Career Services staff to announce the survey and invite students’ participation
<p>Differentiators</p>	<ul style="list-style-type: none"> ❖ Survey content is driven by each participating employer, and includes both ratings and unaided commentary: <ul style="list-style-type: none"> ▪ Campus brand assessment statements selected from Scott Resource Group’s comprehensive roster and/or factors crafted to identify your competitive advantage – and surface perception gaps – among targeted talent ▪ Open-ended text questions give students the opportunity to weigh in on up to four ‘hot topics’ of your choosing ❖ Unique, secure survey links for each participant ensure that <u>only authorized students are able to provide feedback</u>
<p>Deliverable</p>	<ul style="list-style-type: none"> ❖ Deliverable provides customized, authentic findings rather than an extract from an existing multipurpose database ❖ Comprehensive, proprietary report out of comparative quantitative findings in slide deck format accompanied by an Appendix of verbatim commentary in response to text queries. Project fee includes presentation of findings by SRG. <p>* Additional schools can be included for a nominal fee</p> <p>Click here to contact SRG for additional information and pricing.</p>