

Campus Brand Differentiators: Students Benchmark Best Practices

Key Findings Data Extract

This set of slides is an extract from conference presentations based on the findings of SRG's student research project

**Campus Brand Differentiators:
Students Benchmark Best Practices**

The complete presentation PowerPoint is available on request and the full Report of Findings may be purchased.

Please see the final slide for details.

Project Background

- ❖ Sponsors: Arrow Electronics; ADP; Enterprise; EY; Fidelity Investments; Informatica; Liberty Mutual; Macy's;
- ❖ Fielding window: January 26 – March 12, 2016
- ❖ Campus focus groups; Online survey instrument
- ❖ Fielding sites selected by consortium members:
 - 22 undergraduate universities [16 focus group sites]
 - Primary focus on undergraduates: Business, Engineering; IT/CS; Liberal Arts

Survey Fielding Sites

Bentley

Boston College

Bryant

Cal State – Fullerton

Colorado State

Cornell

Georgia Tech

Indiana

Michigan State

NYU

Ohio State

Penn State

Purdue

Syracuse

Texas A&M

Texas Tech

Universities of:

California [Berkeley]

Colorado

Georgia

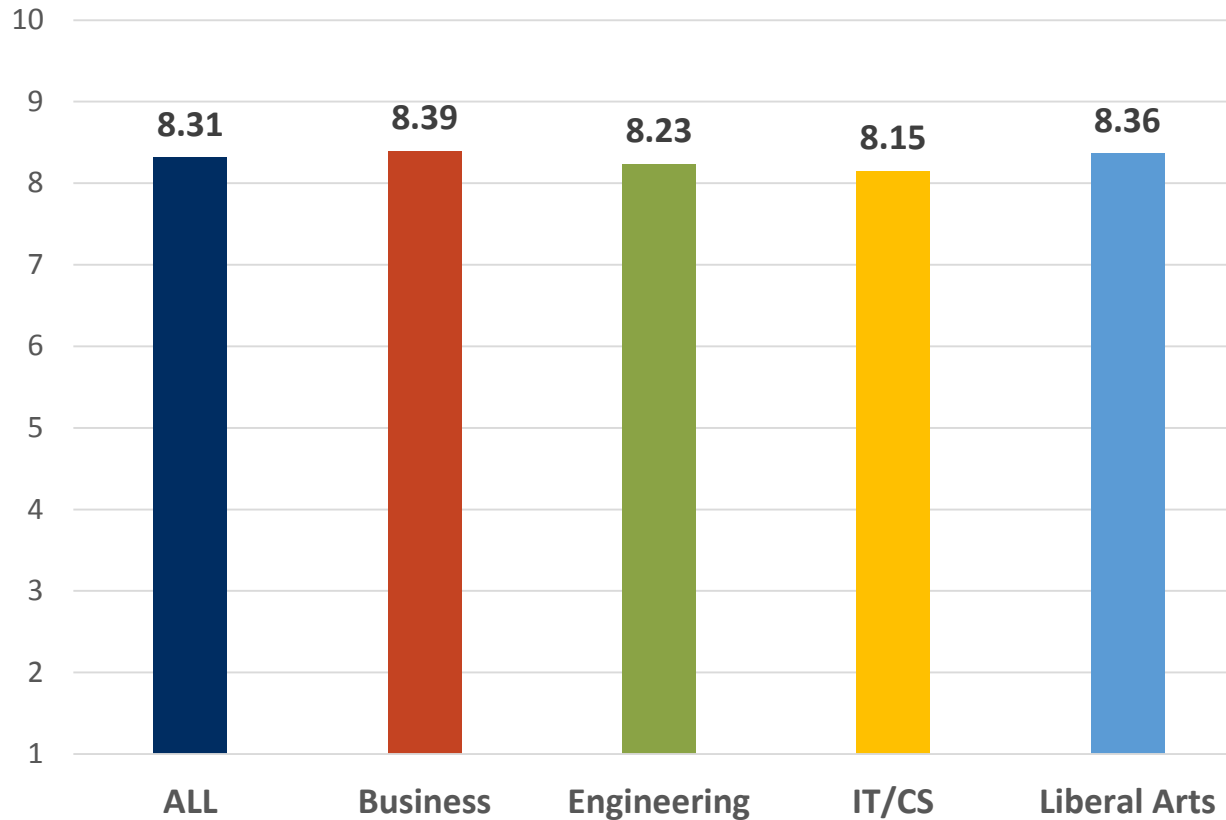
Illinois [Champaign]

Massachusetts [Amherst]

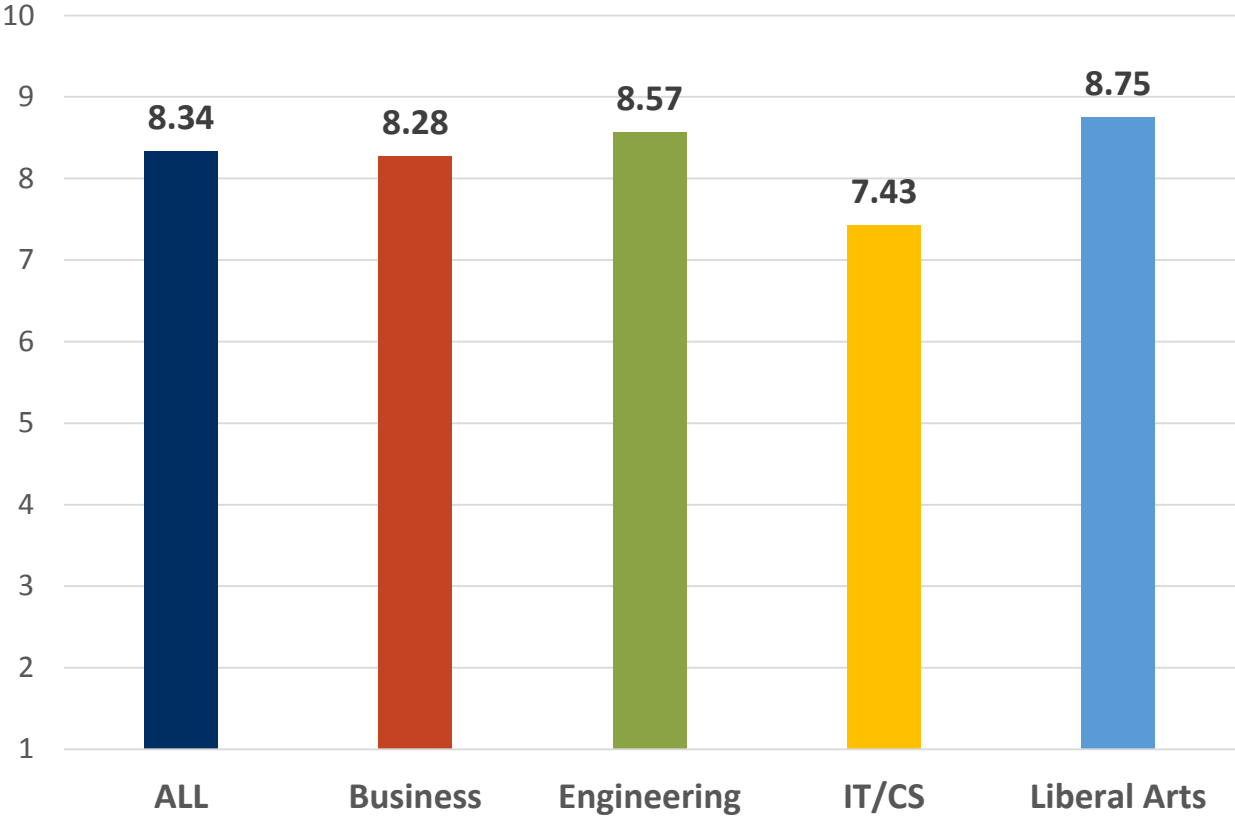
Michigan [Ann Arbor]

Texas [Austin]

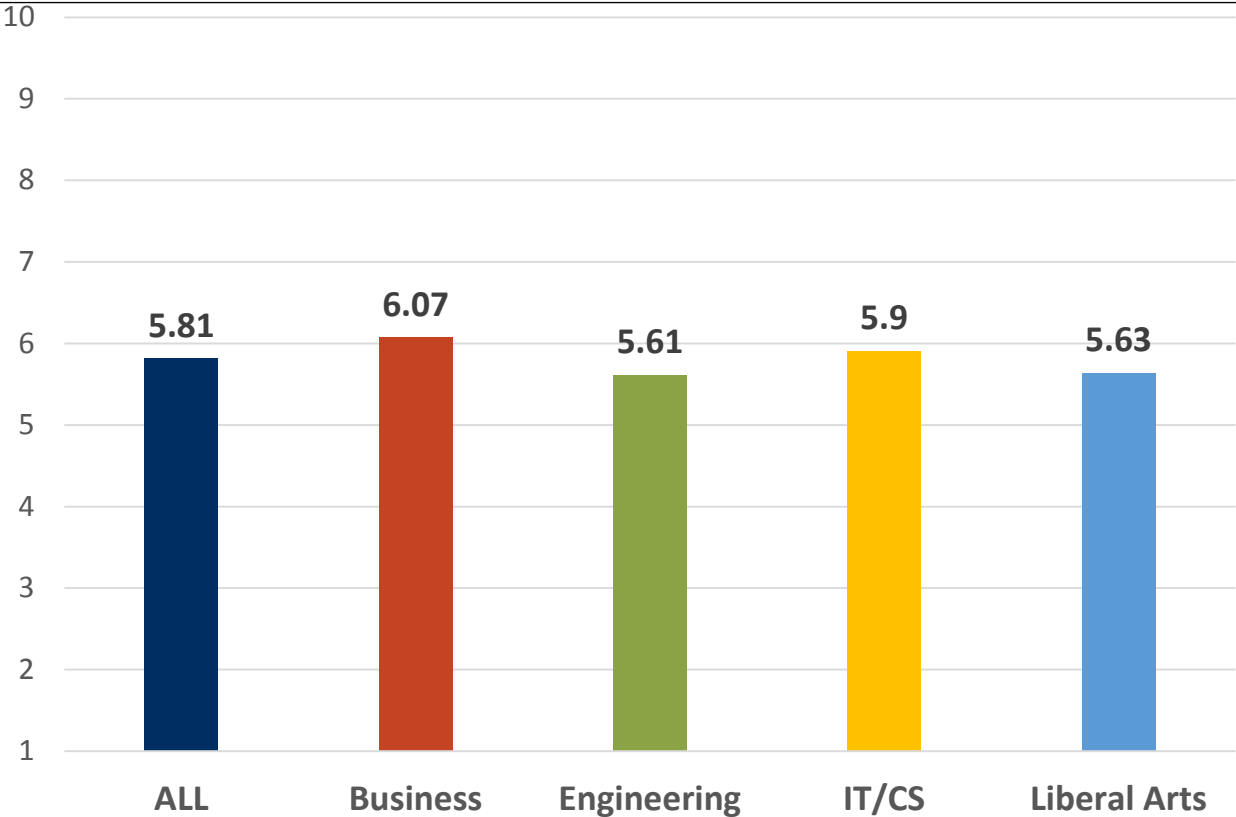
Were represented by impressive staff



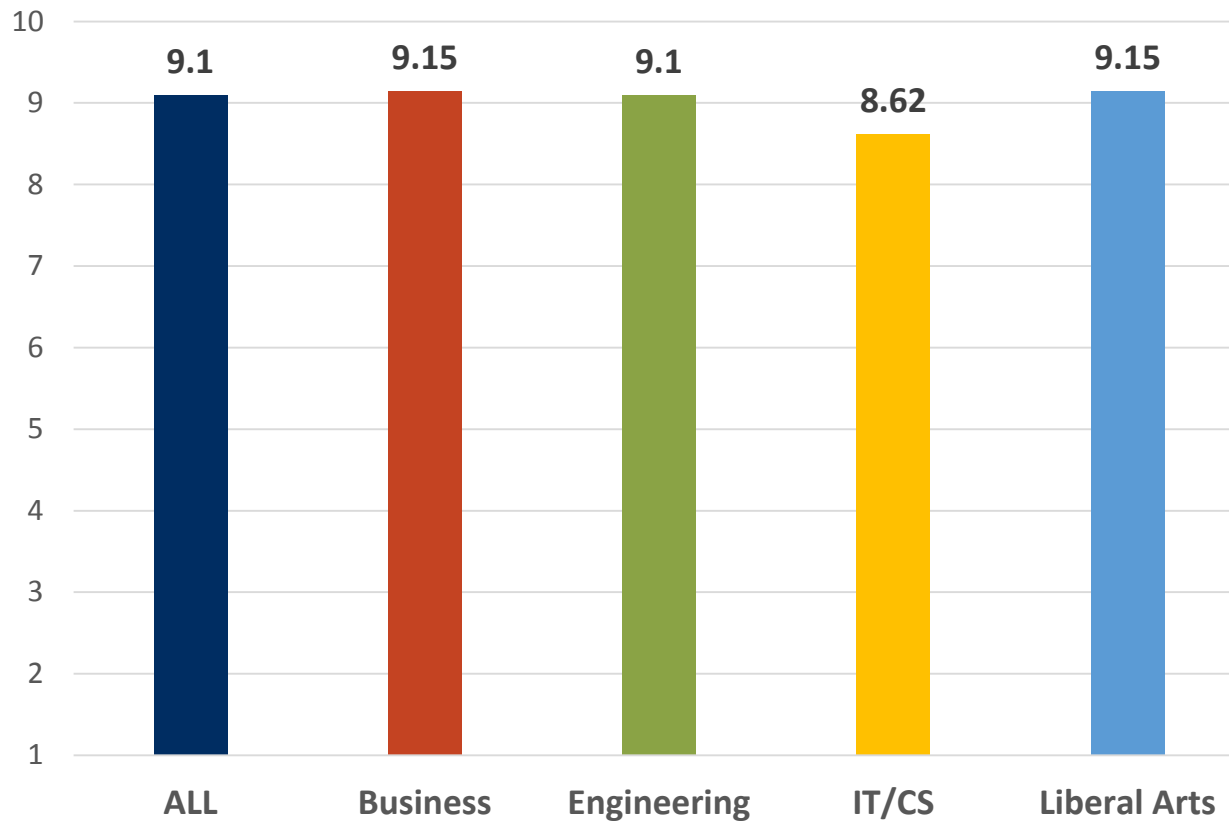
Opportunities to interact with recent hires



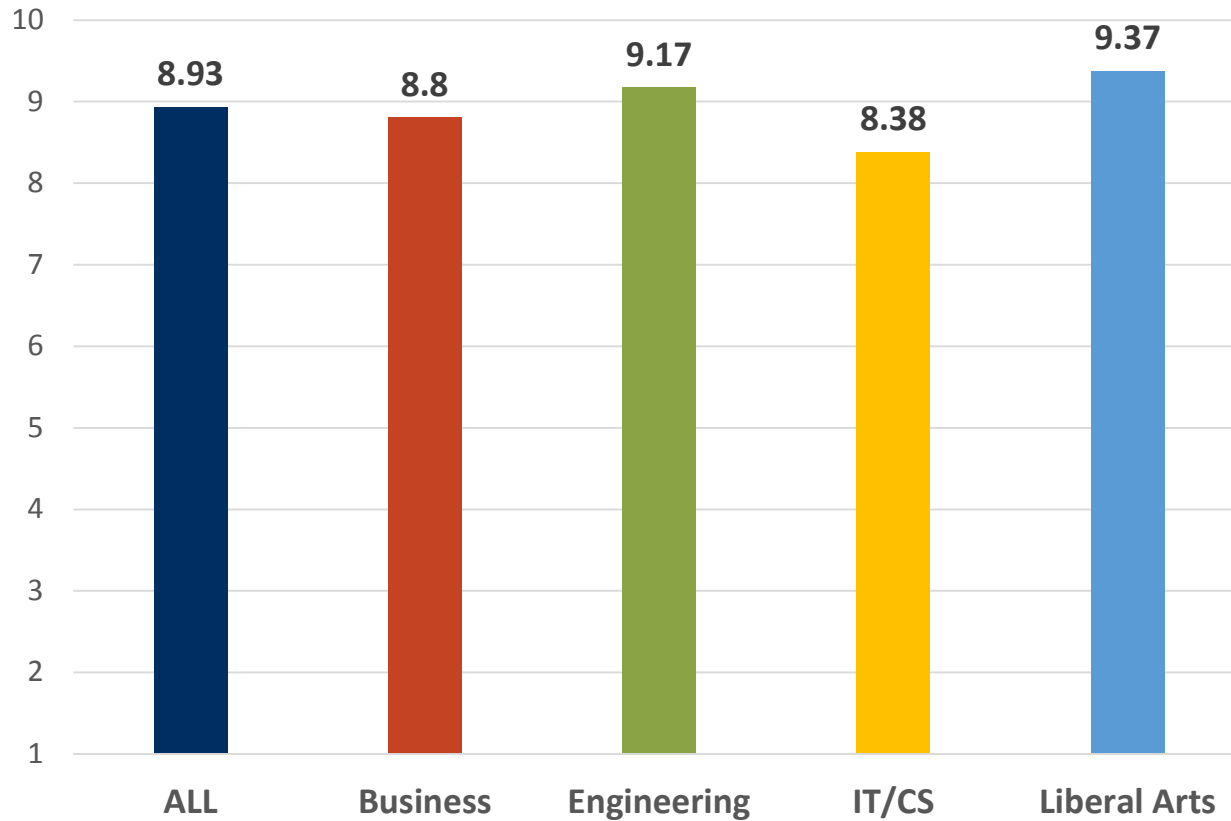
Used virtual recruitment tools and techniques



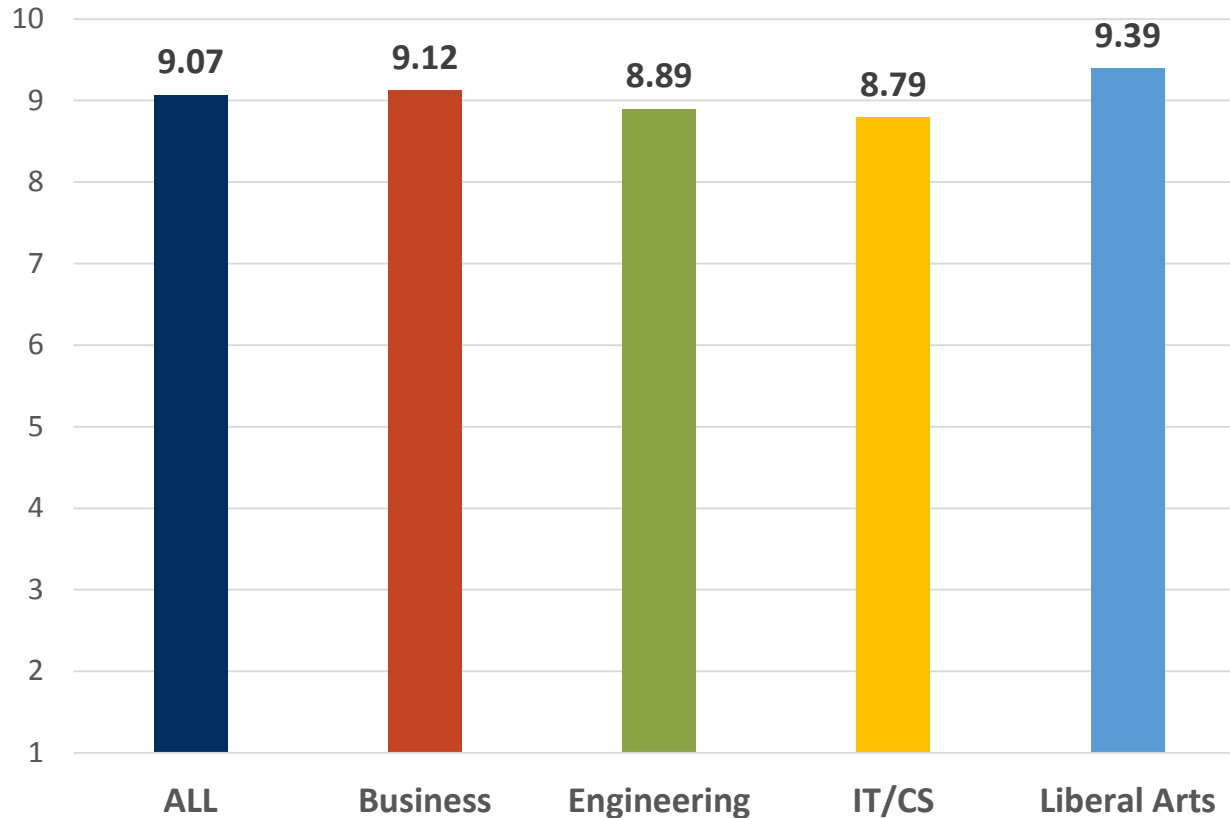
Treated me with respect throughout the process



Had a very transparent process



Authentic about their culture and opportunities



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Full presentation slide deck will be forwarded on request [complimentary]

Complete research Report of Findings [200 pp.] available for purchase [\$299]

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