



Plan Overview

Big Horn Basin Market Research Plan

Date of approval: Created April 2009 by the Integrated Communications Committee; approved May 2009 by the President's Advisory Council; reviewed May 2009 by College Council

Approving individual or group: Integrated Communications Committee and President's Advisory Council

Responsible administrator: Vice President for College Relations

Implementation timeframe: The 2010-2014 plan started in January 2010 with the first of five community surveys in the five-year plan.

Assessment schedule: While the overall five-year plan will be assessed at its close, assessment occurs each year as surveys are developed for residents in a different geographic area according to the plan.

Projected schedule for development of subsequent plan: Assuming the college continues this same approach to market research in its service area, the subsequent (2014-2018) plan will be developed in late spring 2013.

Projected timeframe for implementation of subsequent plan: The 2014-2018 plan will start in January 2014 with the first of five community surveys in the five-year plan.

Plan overview: This plan provides a five-year road map for the college's environmental scanning activities in its service area of the Big Horn Basin (the counties of Park, Big Horn and Washakie). Not having financial resources to proceed with a late 1990s plan to repeat comprehensive market research five years after first being done in 1998, the College Relations Office was charged with developing "home-grown" research. A five-year plan to survey service area residents was implemented, with annual community surveys conducted.

The plans stage out specific geographic areas to be targeted by community surveys each year, allowing all service area residents to be surveyed within the five-year period. Aggregate data collected from respondents regarding attitudes and perceptions, college selection factors, awareness of NWC, computer use, media habits, etc., are reviewed by the Integrated Communications Committee, and executive summaries are created in the College Relations Office. Those summaries are then reviewed by the President's Advisory Council, College Council and, finally, by the Board of Trustees. Actions taken as a result of survey respondents' input and subsequent analysis have informed changes to course delivery as well as approaches to promotional efforts.

Summary of ways the plan supports the Northwest College mission: The *Big Horn Basin Market Research Plan* supports the Northwest College mission by helping the institution and its Board of Trustees better understand needs, attitudes and perceptions of residents in its service area. Knowing that perception can drive behavior, the more the College knows about its service

area residents—especially their perceptions of the College, needs, overall awareness of NWC and their habits—the more responsive Northwest can be in providing meaningful programming and services. Finally, this plan helps avoid disconnects between what we think is true and what we know is true. Results of community surveys help inform how we shape our students' learning environments, how we help students succeed and how we can enhance vitality in our service area communities.