

Segmentation Report



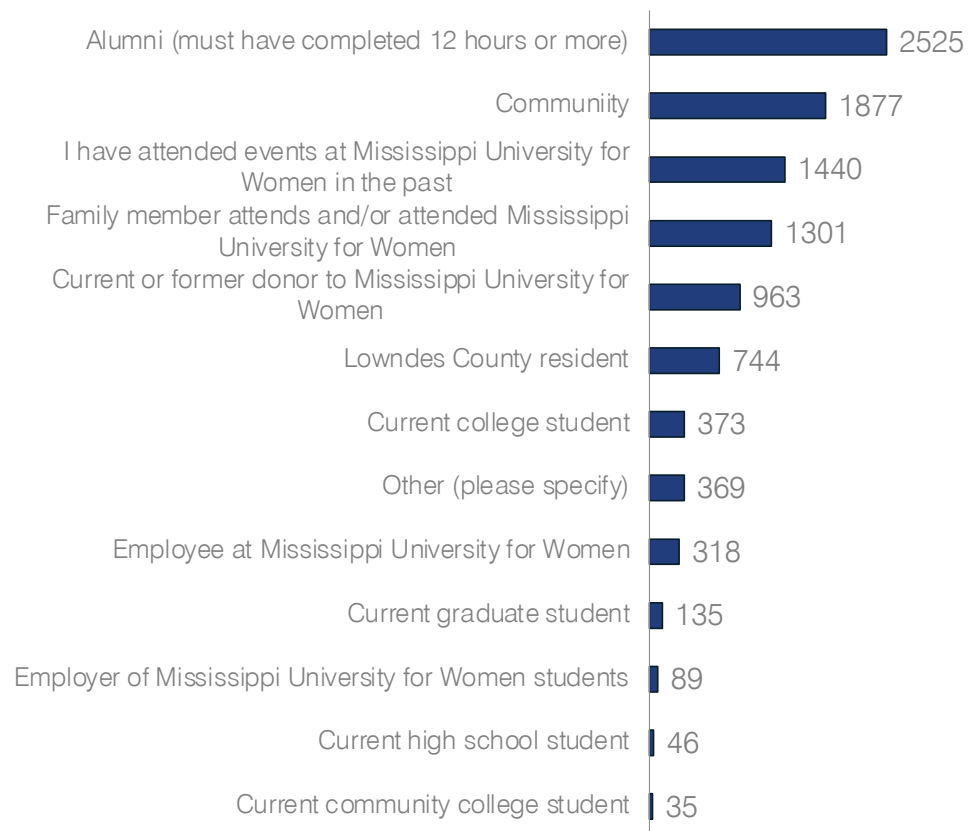


This following pages contain results from the survey that was distributed amongst the segments outlined on the chart to the right. The survey's objective was to research various naming themes regarding a potential renaming of the Mississippi University for Women.

- 4,322 individuals responded to this survey.

Survey Respondent Segments (Respondents Could Select all that Apply)

■ # of Respondents



Q1 - Which of the following factors would you say are most important to the future success of a university? Please rank the following nine factors in order of importance by dragging and dropping them, with 1 being most important and 9 being least important.

Factor	Avg. Ranking (Out of 9)
Academic Reputation	2.36
Affordability	3.16
Student Recruitment	4.07
Personal Learning Environment	4.21
Job Placement	5.3
Employee Recruitment	6.05
Graduate Schools	6.09
History	6.14
Athletics	7.63

The table above is an average ranking out of NINE. Respondents were asked to rank (via drag and drop) the nine items in the list in order of importance. Therefore, the lower the number equals a higher ranking in importance.

Q2 - What would you consider to be important when thinking about the name of a university? You may be as broad or as specific as you like in your response.

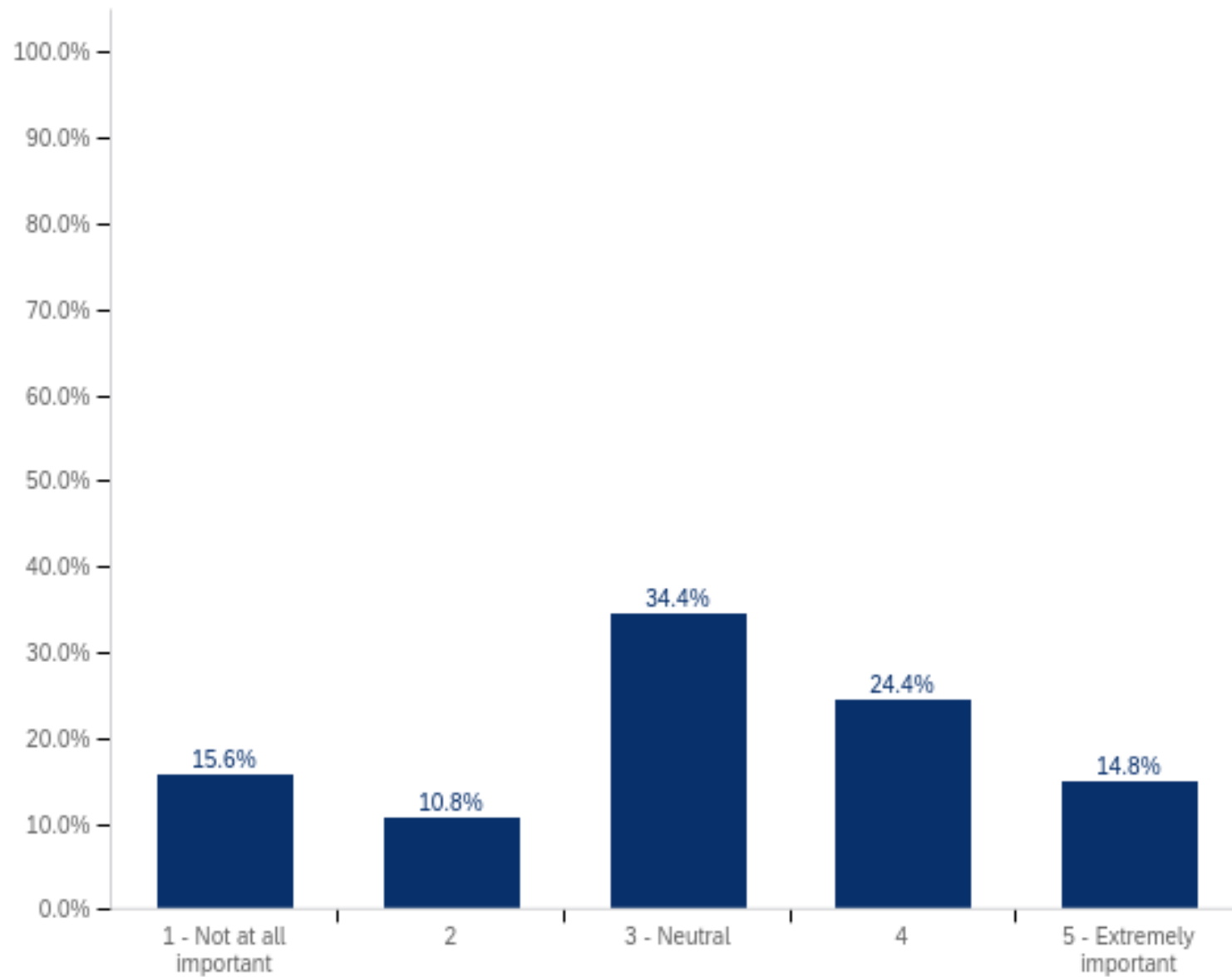


Q3 - Below are a handful of considerations that go into naming a university. Please drag and drop them to rank them in order of importance, where 1 is most important and 6 is least important.

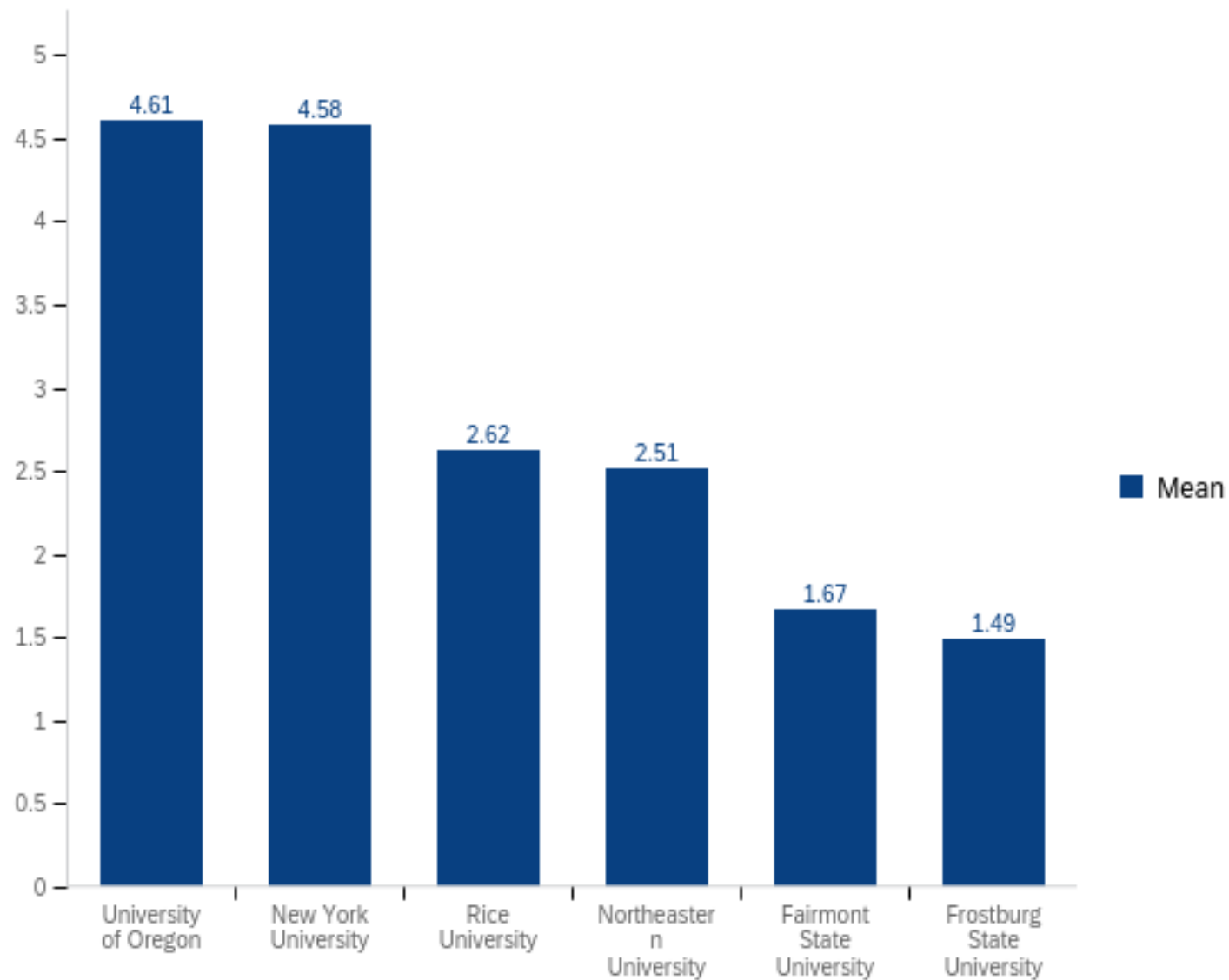
Factor	Avg. Ranking (Out of 6)
Supports the institution's mission	2.55
Uniqueness from other institutions' names	2.65
Acronyms (i.e."LSU" for Louisiana State University)	3.73
Visual appeal (how it looks next to the logo, etc.)	3.83
Geographical location	4.01
Trademark and website availability	4.07

The table above is an average ranking out of SIX. Respondents were asked to rank (via drag and drop) the six items in the list in order of importance. Therefore, the lower the number equals a higher ranking in importance.

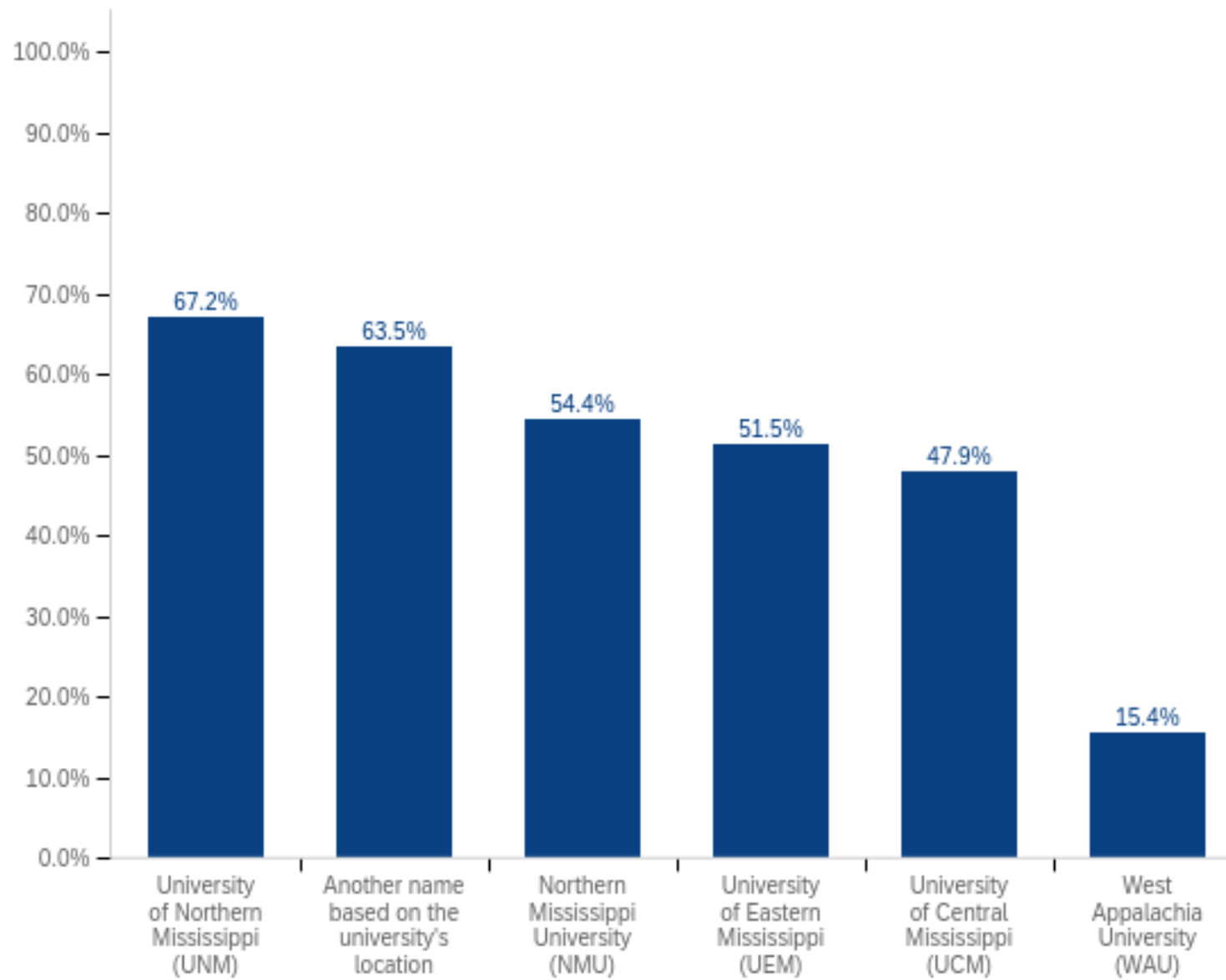
Q4 - On a scale of 1 to 5, where 1 is not at all important, 3 is neutral, and 5 is extremely important, how important would you say providing a geographical identifier is when naming a university?



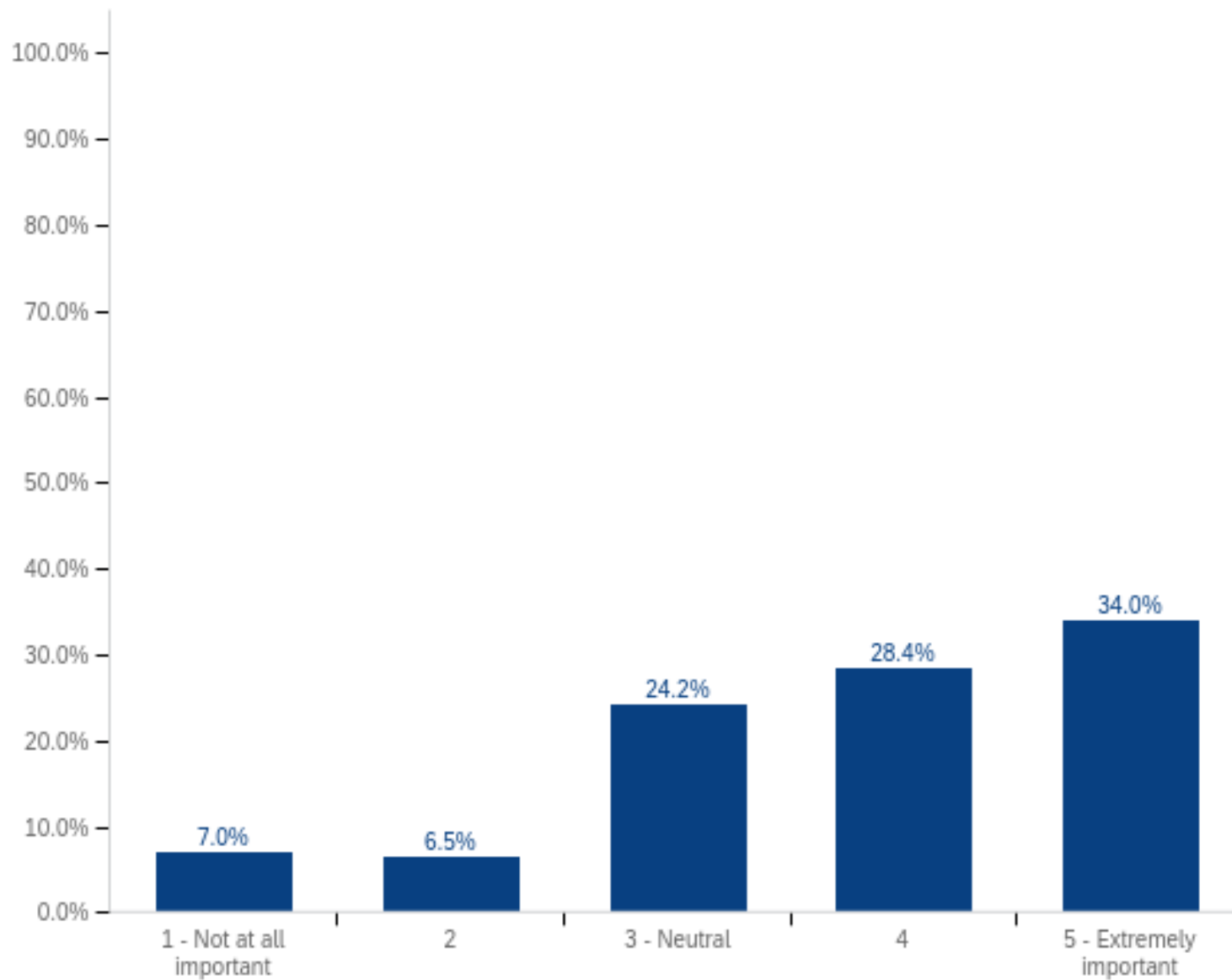
Q5 - Below are the names of several universities throughout the United States. Again, on a scale of 1 to 5, where 1 is not at all confident and 5 is extremely confident, how confident are you in knowing where these schools are located?



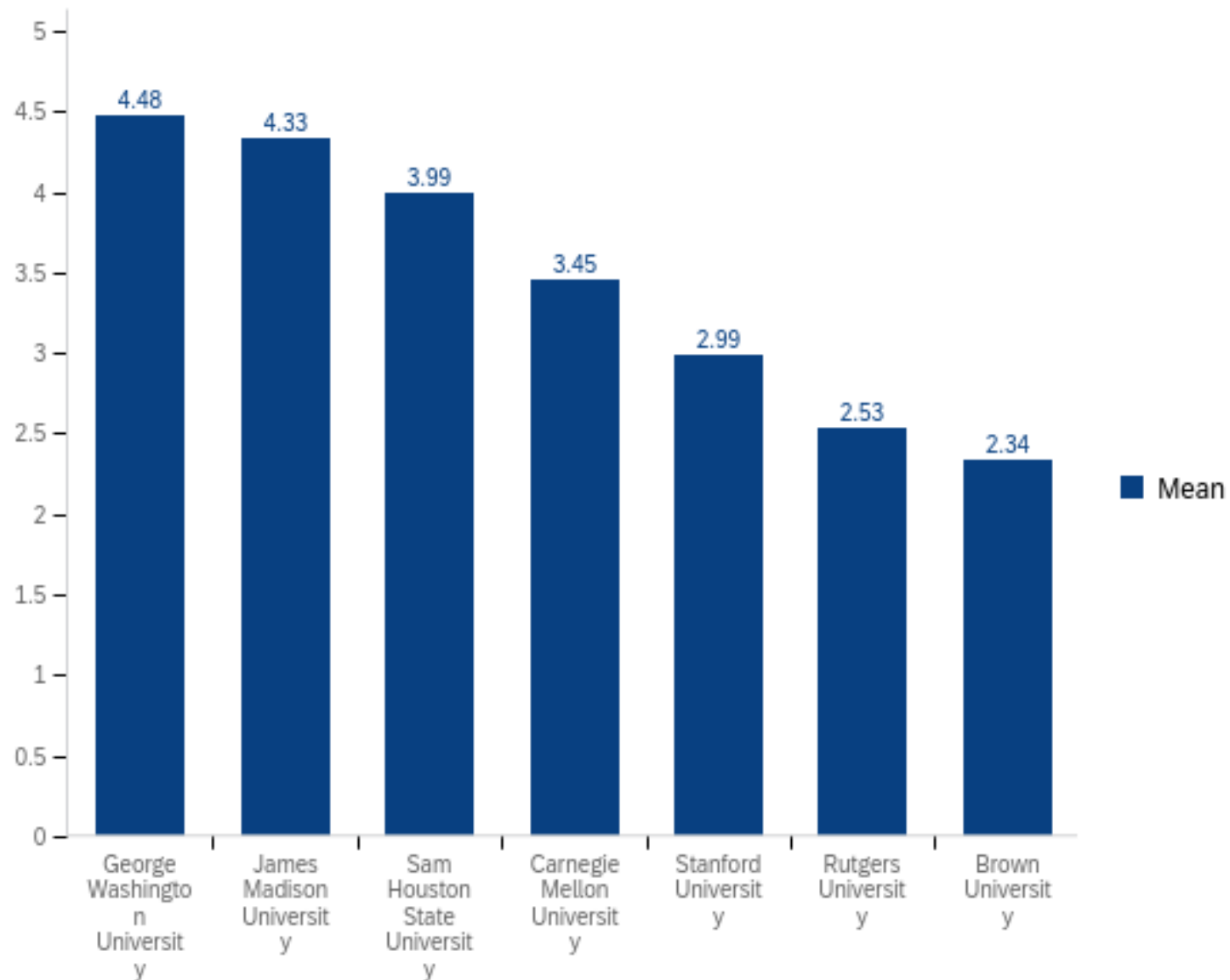
Q6 - Thinking now about some new names for the Mississippi University for Women, below are some potential options for the university that focus on its location. From this list, please select the three you like the most.



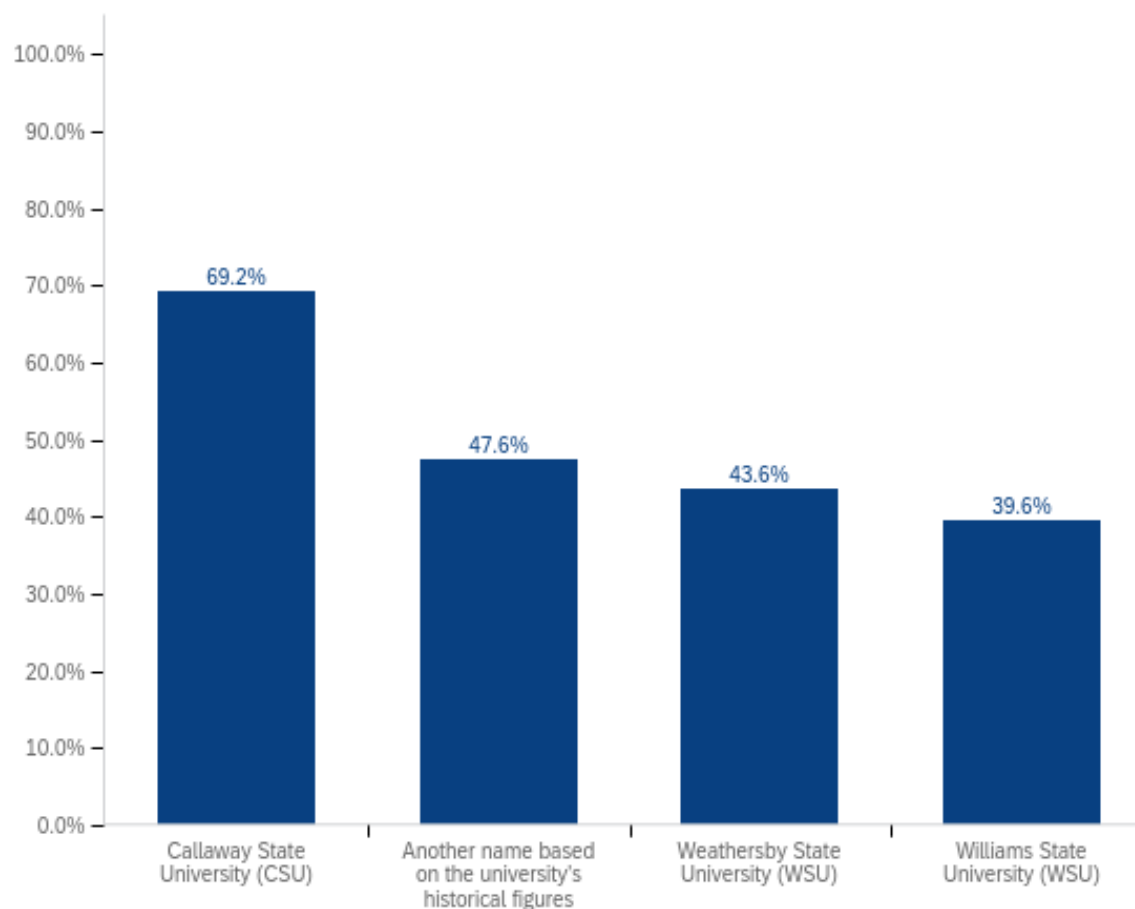
Q7 - On a scale of 1 to 5, where 1 is not at all important, 3 is neutral, and 5 is extremely important, how important would you say providing an historical identifier is when naming a university? In other words, how important is it to have terms or phrases in a name that relate to the university's past?



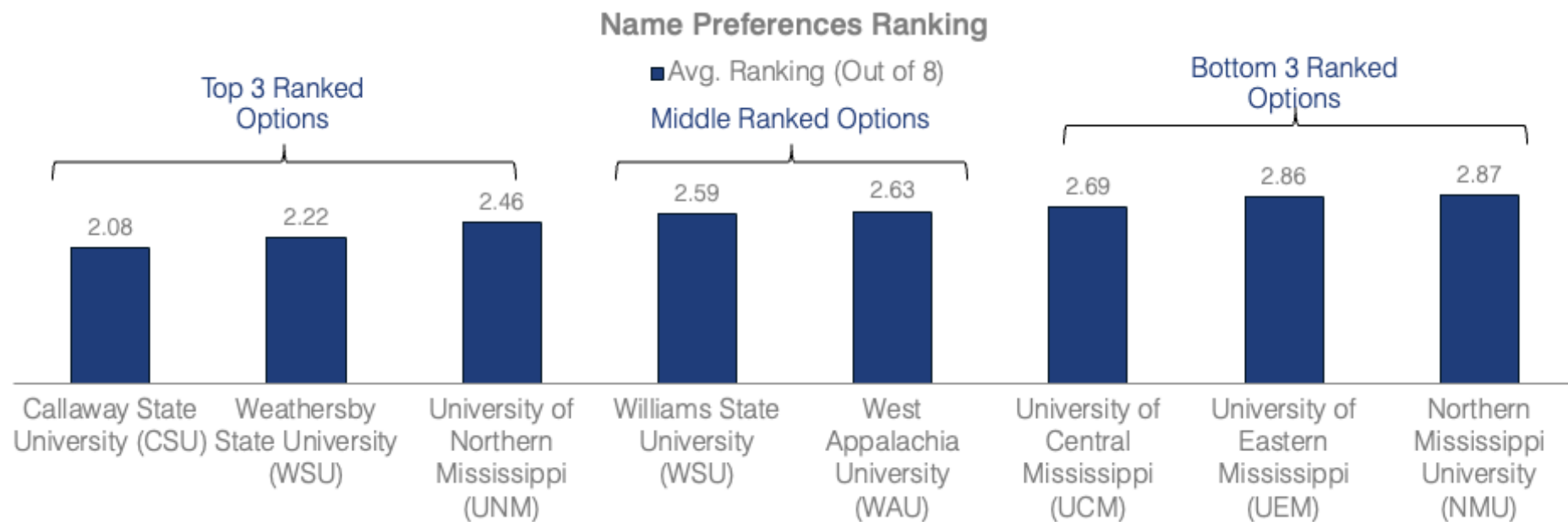
Q8 - Below are the names of several universities in the United States. Again, on a scale of 1 to 5, where 1 is not at all confident, 3 is neutral, and 5 is extremely confident, how confident would you say you are in knowing who these schools are named after?



Q9 - We now want to ask you about some potential names for the university that focus on the history or historical figures of the university. Before you answer this question, we first want to give you some more information about the historical names you can choose from and how they relate to the university. **Callaway State University (CSU)** Mary J. S. Callaway: II&C founding faculty, Mathematics Chair for 15 years, graduate of Centenary College; principal of Elisha Callaway Institute in Macon, MS; II&C “Lady Principal” and Interim President (twice); stabilizing force during early turbulent years of II&C. **Weathersby State University (WSU)** Dr. Mary Ellen Weathersby Pope: 1926 MSCW graduate; established home economics at MSCW and taught the first racially integrated class; also taught at LSU and Peabody; Assistant State Supervisor of Home Economics; early supporter of Head Start; MUW honorary doctorate. **Williams State University (WSU)** Dr. Blanche Colton Williams: 1898 II&C graduate; MA, PhD Columbia; II&C Alumnae Scholarship; chair of literature at Hunter College; internationally-known scholar, mentor of women's education; O. Henry Prize founder, editor; president of MSCW Alumnae Association. With this information in mind, please select the two names you like the most from the list below.



Q10 - Based on the previous questions, we have listed the names you like most from each naming category below. Please drag and drop the names to rank them in order of preference, where the name you list first is most preferred and the name you list last is least preferred.



The table above is a mean ranking out of eight options. Respondents were asked to rank (via drag and drop) the eight names in the list in order of preference. Therefore, the lower the number equals a higher ranking in preference.

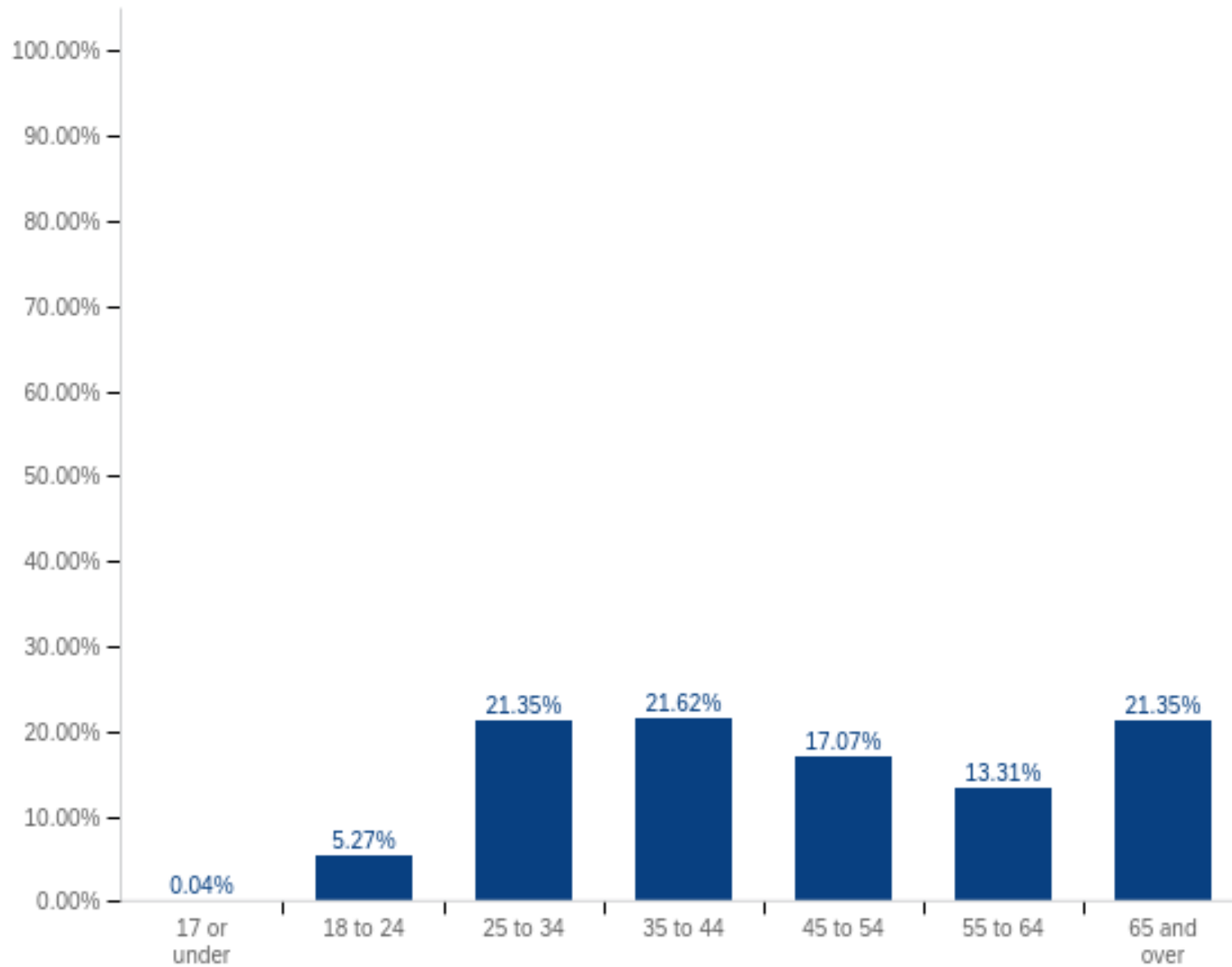
Q11 - You mentioned that you would like a name for the university based on its location that was not mentioned. What name(s) did you have in mind?



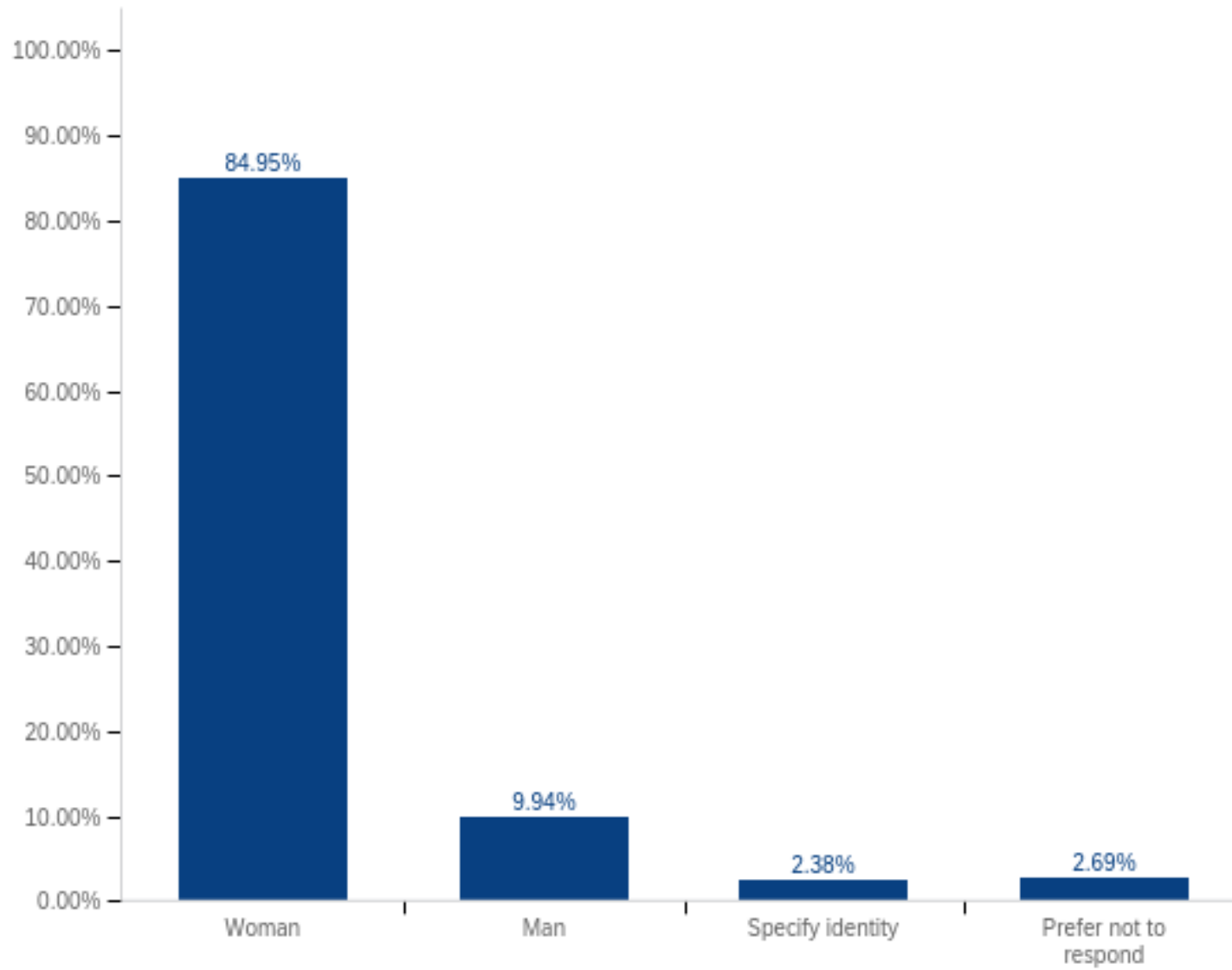
Q12 - You mentioned that you would like a name for the university based on an historical figure(s) that was not mentioned. What name(s) did you have in mind?



Q13 - What is your age?



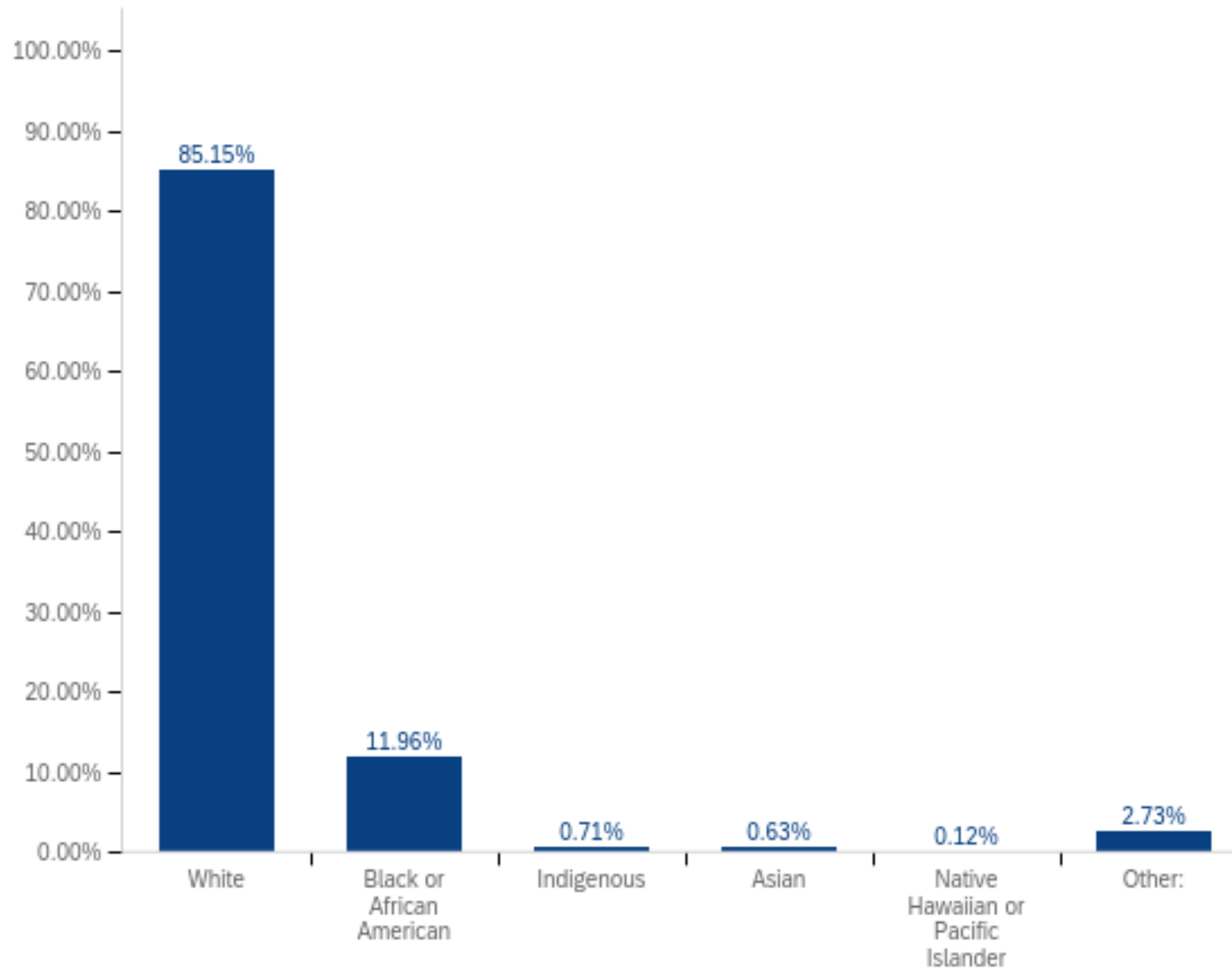
Q14 - What is your gender identity?



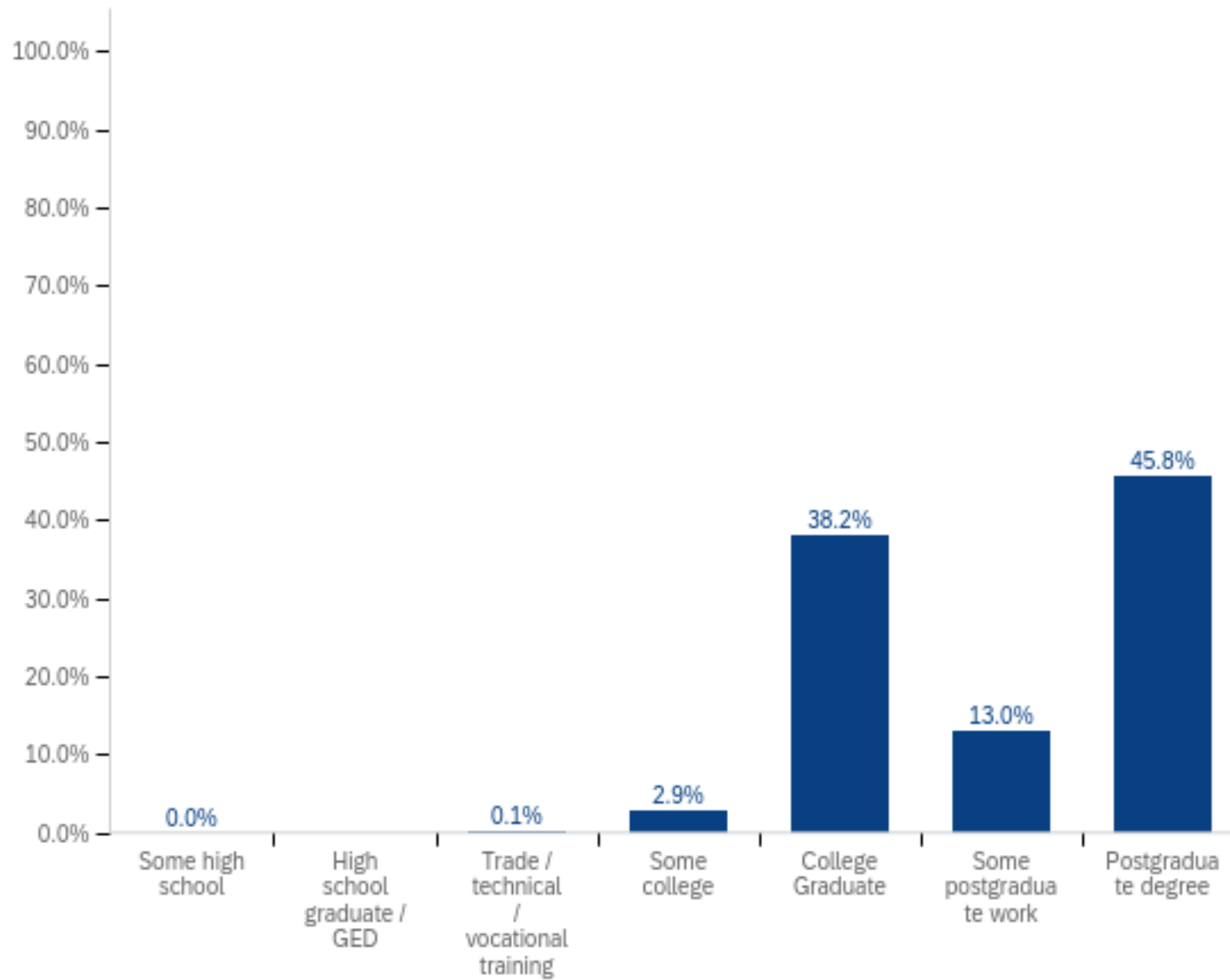
Q15 - What is your residential zip code?



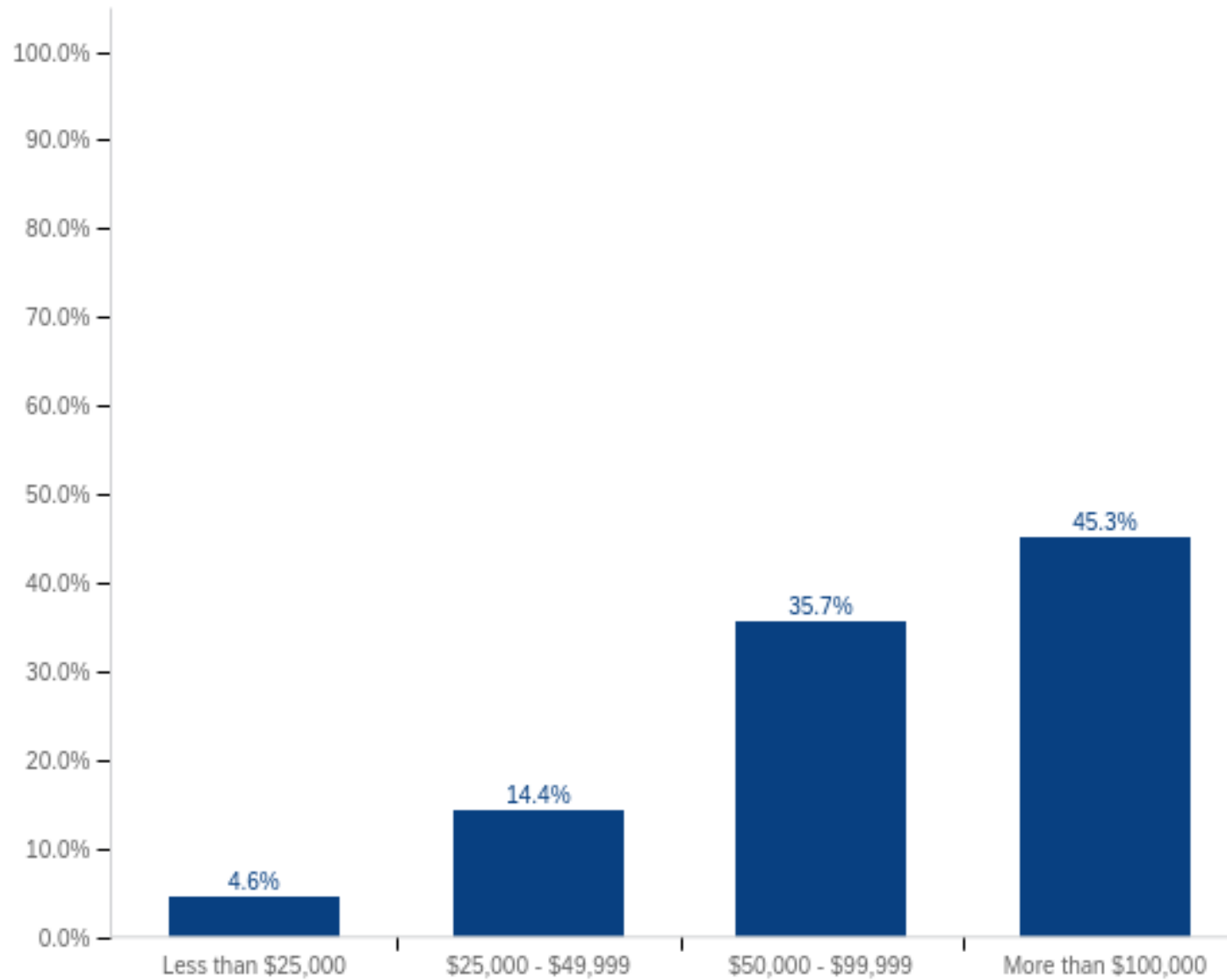
Q16 - Please specify your ethnicity (select all that apply).



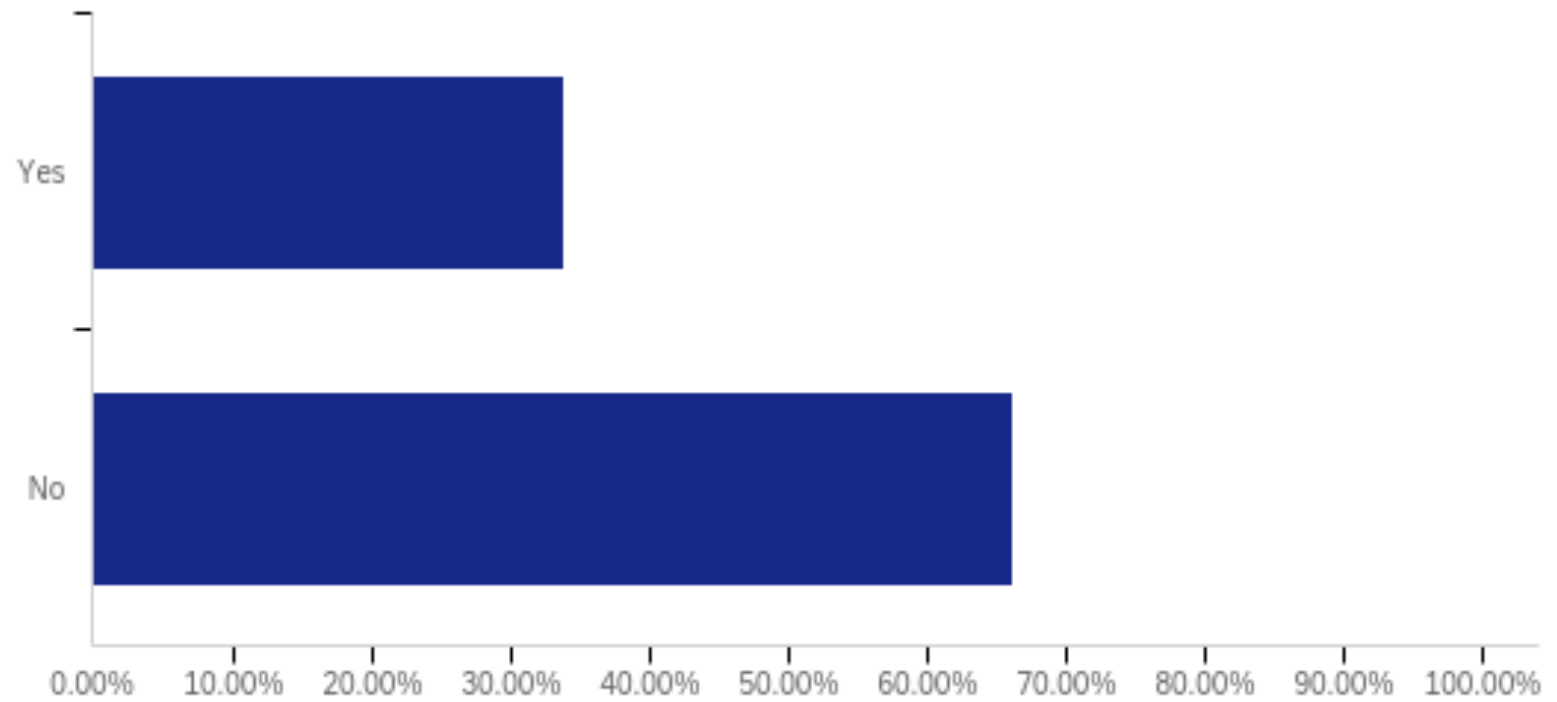
Q17 - What is the highest level of education you have completed?



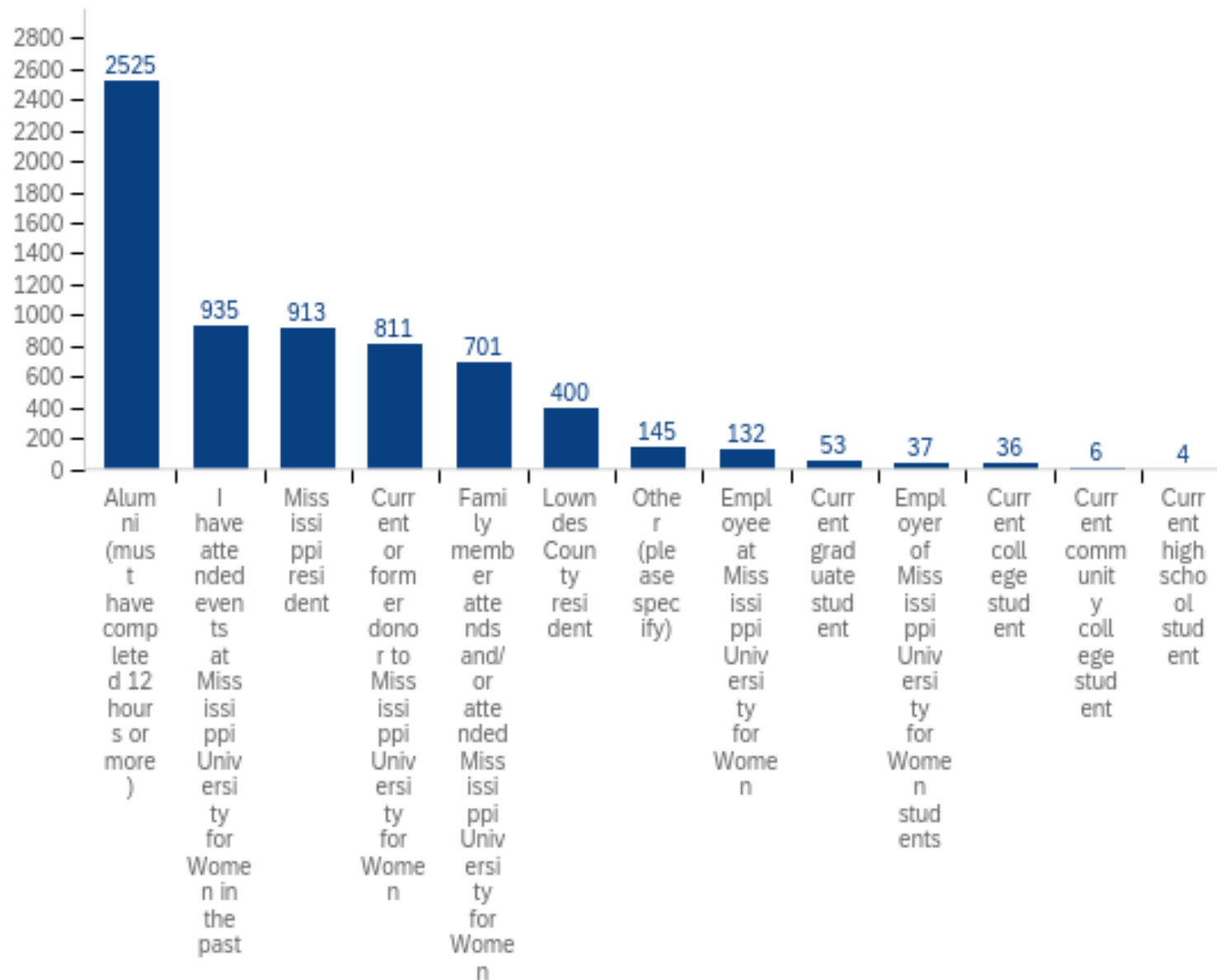
Q18 - What was your total household income before taxes during the past 12 months?



Q19 - Do you have children under the age of 18?



Q20 - Please identify how you are connected to Mississippi University for Women (select all that apply).



Q21 - Last question, are there any names for the university that you would like to propose that haven't been mentioned in this survey? You may be as broad or as specific as you like in your response.

