2017 WVU Viewbook Survey Results_FINAL.10.26.17

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**BACKGROUND AND RESEARCH OBJECTIVES**

**BACKGROUND**
A completely redesigned viewbook - WVU’s most important marketing piece to date – was introduced two years ago. Its new look was intended to better reflect the brand and break through the clutter of recruiting material potential college students receive.

**METHODOLOGY AND RESEARCH OBJECTIVES**
- Methodology: An introduction and link to the survey ran in Tuesday’s “survey opportunities” section of Unews and was posted on http://students.wvu.edu.
- Objective: Measure the satisfaction with and effectiveness of the redesign.

**SURVEY RESPONDENTS**
- Only freshmen were asked to evaluate the viewbook. Upon completing the survey, they were given the opportunity to enter a drawing for one of ten $10 Amazon eGift cards.
EXECUTIVE SUMMARY

WVU’s viewbook appears to have a significant and compelling presence in the sea of marketing material prospective college students receive. It has a high level of favorable recall, and it seems to have left a mark on most of these freshmen. They praised it for its well-thought-out and interesting design elements, creative photography and compelling portrayal of the school. The most powerful effect it had on students can be best captured in these two quotes:

“Before I had applied to WVU, I was a little apprehensive about the school. But, after reading the book and seeing all that WVU had to offer, it made me excited to come and visit and learn more about the school I could potentially be going to.”

“It captured the essence of what was important to WVU students and presented it aesthetically so that I felt it was something I wanted to be a part of and probably contribute to.”

Looking at the viewbook persuaded many students to see WVU in a much more positive light. In fact, the actions students took after looking at the viewbook substantiate the power WVU’s viewbook has in getting potential freshmen to take the next step:

a. Applied to WVU: 32%
b. Scheduled a visit to WVU: 20%
c. Researched WVU: 19%
d. Took a virtual tour: 7%
EXECUTIVE SUMMARY

Recommendations

• Given the cost of including the insert 14-page insert in the viewbook when just over half the freshmen looked at it, consider a different approach to promoting WVU’s presence in social media.

• Consider incorporating information on the hundreds of student organizations available at the University.
DETAILED FINDINGS
THE VIEWBOOK

Nearly six-in-ten freshmen remembered receiving the viewbook. After seeing a photo of a typical spread in the viewbook, nearly half of those who did not initially remember it, acknowledged that they did, in fact, receive it.

Q. You should have received a large, 60+ page, gold-colored booklet from West Virginia University sometime before you applied here or visited the campus. It's known as our Viewbook. Do you recall receiving it?

- Yes, 57%
- No, 43%

Initial Recall

Q. As a reminder, here is a picture of the front cover of the Viewbook and a few pages from it. Do you recall receiving it?

- Yes, 48%
- No, 52%

Prompted Recall*

*See Appendix, page 15
When considering the information or viewbooks they received from other schools, nearly half of the freshmen (46%) reported that WVU’s viewbook is “much better.” Another 25% indicated it was “somewhat better.” Just two-in-ten said WVU’s viewbook is similar to the information/viewbooks other schools sent them.
THE VIEWBOOK

More than half (55%) recall reading all or most of the viewbook. Another 38% acknowledged reading some of it. Just 6% said they did not look at the viewbook, while the vast majority (84%) of those who read it shared it with family and/or friends.

Q. How much of the Viewbook do you recall reading?

Q. Did you share the WVU Viewbook with family and/or friends?
THE VIEWBOOK
Over half (56%) felt more positive about WVU after looking at the viewbook. Another 37% reported that the viewbook did not impact the perceptions they had about WVU. Nearly one-third (32%) applied to the University after looking at the viewbook. Two-in-ten (20%) scheduled a visit. Nearly as many (19%) looked for more information on WVU, and 7% took a virtual tour of campus.
THE VIEWBOOK
About two-thirds (67%) of these freshmen indicated they liked the format of the viewbook very much. Another 24% somewhat liked it. Just 7% had no opinion of the format. After seeing a picture of the insert that talks about WVU’s presence in social media, just over half (56%) recalled glancing at it.

Q. Overall, how did you like the format in which the photos and information are presented in WVU’s Viewbook?

Q. There is an insert in the middle of the Viewbook that talks about WVU’s presence in social media (pictured below). Do you recall looking at the insert?

**See Appendix, page 16
THE VIEWBOOK

Sixty-eight percent found it very easy to read the viewbook; another 22% said it was somewhat easy to read. Most (75%) found all the information they had looked for in the viewbook. Many of the other students made suggestions about things that are not appropriate to include in a viewbook (major requirements, which professors are best, room layouts, outline of classes, second-year housing, etc.).

Q. Overall, how easy or difficult did you find it was to read the Viewbook?

Q. Do you recall looking for information in the Viewbook that was not included?

Relevant mentions of what is missing from the viewbook include:

- Major-specific information (4)
- Information on Honors College (3)
- Process for scholarships (2)
- List of popular majors (1)

Even those who were seeking major-specific information acknowledged that it’s not something that needs to be included in a Viewbook.
THE VIEWBOOK

When asked what they liked best about the way the information and photos were presented, freshmen said they found the viewbook easy to navigate and find what they were looking for, aesthetically appealing and inviting.

Design

- Important things are in bold font
- Use of vibrant color
- Interesting
- Well-organized
- Visually appealing
- Short bites of information
- Eye-catching
- All info is in one place
- Easy to understand
- Aesthetically pleasing
- Flows well
- Dynamic
- Professional, but comfortable
- Easy to look up information

“It was eye catching and colorful, unlike some of the boring novel-like books I received from other colleges.”
“I liked that the information and photos were all presented in a creative and understandable way.”
“The words and pictures appear to jump off the page.”
“The information and the photos were presented perfectly. The large titles were attention-grabbing and the pictures provided made my college choice easier.”
“Cool layout and I looked at every single picture and felt positive about coming to WVU.”

Photos

- Great format
- Presented in a creative and understandable way
- Happy people; fun pics
- Holds to WVU's image
- Shows the campus and environment

“They were very bright and held true to WVU's image.”
“The photos had a very cohesive progression throughout the Viewbook. The photos were well chosen. The information was also presented in an inviting manner. Different fonts, italics, bold, underline, colors, and sizes made it much easier to pick out the important information and made it stand out to the potential students.”

Image

- Creates a sense of belonging
- Compelling

“It really made West Virginia feel like home and that I was ready to join the family.”
“Gold and Blue through and through. Put a feel of the University into your fingertips.”
“It captured the essence of what was important to WVU students and presented it aesthetically so that I felt it was something I wanted to be a part of and probably contribute to.”

Q. What did you like best about the way the information and photos were presented? Please type “NA” if you are unable to answer this question.
THE VIEWBOOK

All but 4% of students indicated there was nothing they disliked or would change about the Viewbook. Two noted its size was problematic, and one suggested adding an insert about the clubs that are available.

“The size of the viewbook resulted in damage when it was shipped.”

“Its size, it was disproportionate and didn't fit in my college stack and was therefore recycled instead of saved.”

Q. What did you dislike about the Viewbook or suggest we change?
APPENDIX
3,244
AWP faculty actively perform research in their respective fields.

60+
AWP faculty members perform research in STEM (science, technology, engineering, and mathematics).

19
AWP faculty members have been honored as West Virginia Professor of the Year.

85%
AWP faculty members hold the highest academic degree in their field.

74
AWP faculty members have earned Fulbright Awards to teach and do research around the world.