Planning and Feedback Session

The purpose of this session was to gain an understanding of how the general public views Bismarck State College.

Group: 13 random community members surveyed at Bismarck Veterans Memorial Library

Date: October 5

Tool: Written survey

**Question #1 – Do you have any ties to BSC and if so, what is the connection?**

A: I drive my boyfriend there every morning. I was gonna go there to pay for AP Anatomy but unfortunately I missed the deadlines.

B: Prior employer, A.S. Degree from BSC, Used MSU@ BSC Bachelor’s Degree.

C: I’m a BSC Graduate.

D: Child attended.

E: No

F: Yes, My daughter is an Adjunct instructor in the Music Department. I have an Assoc. of Art and Science from BSC.

G: Taken a few Adult Classes.

H: Student

I: Yes, former student

J: No

K: No

L: No

M: No

N: No

O: No, but I plan on going back to college BSC online.

**Question #2 – What is the public perception of the quality of education at BSC?**

A: I have a friend how goes there. He says some of the homework is completely irrelevant and he is not very motivated anymore. It’s cool that they offer classes to High school students. Overall decent.

B: Excellent, stellar instruction, nice price for a quality education, easy to get around campus, nice cafeteria, lab and library, etc.

C: I believe it varies depending on who you ask, but when I speak with other BSC graduates their comments are almost always positive.

D: Very Good.

E: Good Technical.

F: You get out of it what you put into it.

G: Fast growing, definitely enhances what the city has to offer its citizens and visitors. I love the Sunday talks and the special events like the 9/11 10 years later event.

H: Average

I: Mediocre – typically used for generals.

J: N/A

K: Easy to get through.

L: My opinion is that the quality of education there is very good.

M: Public perception is getting better and better. The “What’s your Beyond” campaign has been great. Dr. Skogen’s community involvement & leadership has been great.

N: Good

O: Did not respond.
Question #3 – What should BSC do to attract students?

A: Offer and advertise options for kids who can’t afford it. Offer super advanced medical programs.
B: Keep prices on fees down where possible. More events for students in common areas like dances etc. Marketing “Hometown”.
C: Highlighting positive experiences other students have had may attract prospective students. BSC appears to have made progress towards making education accessible to a wide range of students and should continue in this direction. Students want affordable education with many different degree opportunities.
D: Get Bachelor program/degree. Get better advisors that actually advise. Student shouldn’t have to be self-guided.
E: 4 year programs.
F: BSC is relatively inexpensive particularly if you live here in the community and are able to live with parents. Focus on cost. Also, students are able to obtain a 4 year degree in a variety of careers. Also advertise the Arts and Music.
G: Don’t require partners for people who want to talk the dance classes. Be creative. It can be done to everyone’s benefit.
H: Advertisements that catch the attention of the High school kids.
I: More public visibility. Offer a broader class study.
J: N/A
K: Broaden its view to communities it attracts.
L: Visit more areas, so that future students know what your school offers.
M: The advertising, new logo, new dorms, new aquatic center has been great. (Just need a football team!) Actually getting into Jr. High and high school recruiting would be effective.
N: Advertise and send out recruiters.
O: More online courses.

Question #4- In what ways could BSC encourages and helps students contribute to the community?

A: Not overloaded us with homework, because with that and work we simply don’t have time. Also teenagers view community service as “lame” so maybe appeal the benefits of it.
B: Volunteer events and emphasize community work as bonus points or extra projects. Lead them into areas of interest which can help community, make them aware. Read/teach reading at library reading for the blind @ state library program, etc.
C: BSC might encourage students to participate in their community by offering credits for community service volunteerism.
D: Volunteer more, more PR in the newspapers, TV and radio. Have a radio spot on KFYR. Get out to the high schools if not already doing it.
E: No clue
F: Becoming more involved in Arts, Music at the college. So many students are working 1, 2 even 3 jobs to stay in school. Volunteering is difficult. But in part time jobs, students should work hard and be professional.
G: BSC as an entity and actively model ways to contribute to community.
H: Fun and active community dances and fundraisers.
I: Offer more community service options (Ronald McDonald House, Abuse Adult Resource Center, Secondary schools, etc)
J: N/A
K: Volunteer and Youth Programs.
L: More volunteer work.
M: Internships with companies would go a long way with more interaction. The 9/11 symposium and other cultural attractions help line the school. Local cable TV could be used.
N: Advertisement
O: More community services and on the job training. More volunteering.
Question #5- How can BSC become more visible in the community and the region?

A: If it has the best value financially for quality of education it will automatically be first choice to improve quality of education.

B: Organized community events and marketing

C-O: Did not respond.