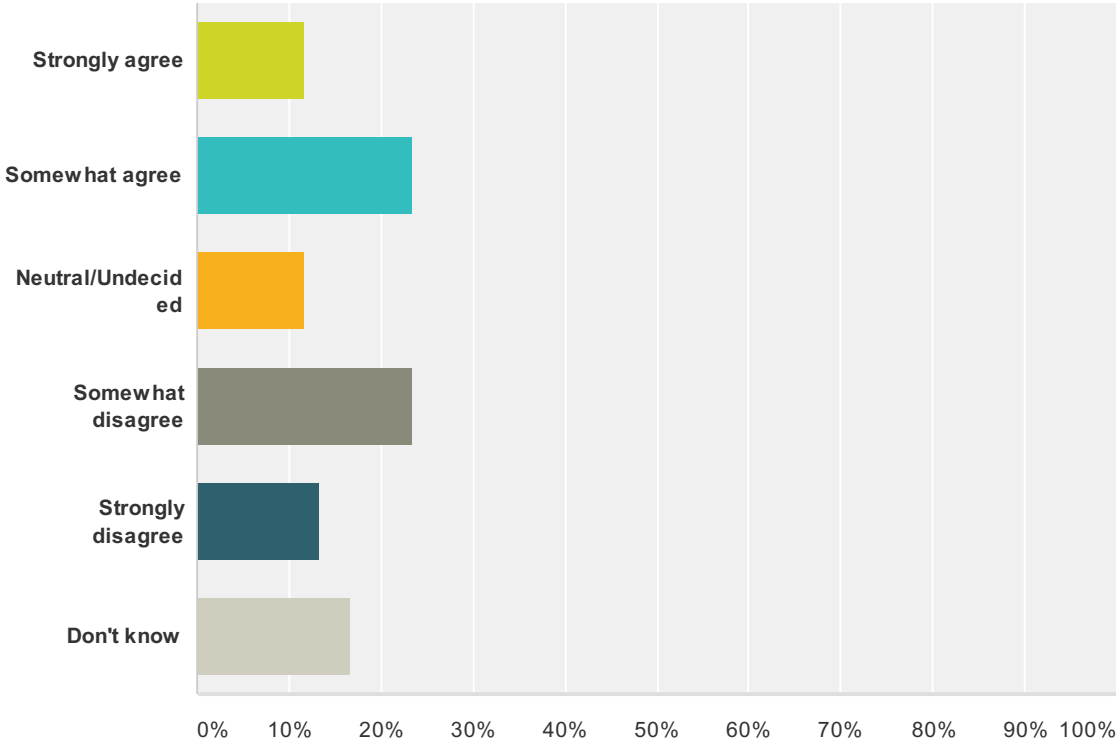


Q1 Through planning, managing, and coordinating marketing, publications, web communication, media relations and advertising activities of the university, the Office of Marketing and Communication assists very effectively with the student recruitment activities.

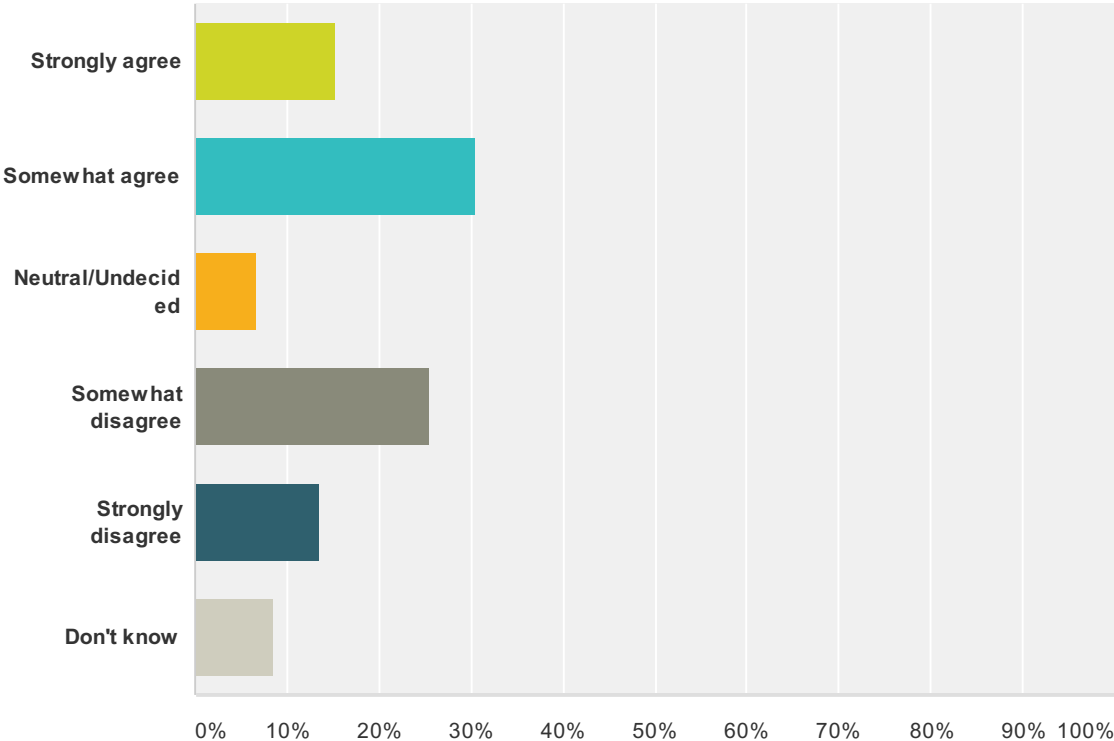
Answered: 60 Skipped: 0



Answer Choices	Responses
Strongly agree	11.67% 7
Somewhat agree	23.33% 14
Neutral/Undecided	11.67% 7
Somewhat disagree	23.33% 14
Strongly disagree	13.33% 8
Don't know	16.67% 10
Total	60

Q2 The activities of the Office of Marketing and Communication heighten the image and enhance the reputation of TWU.

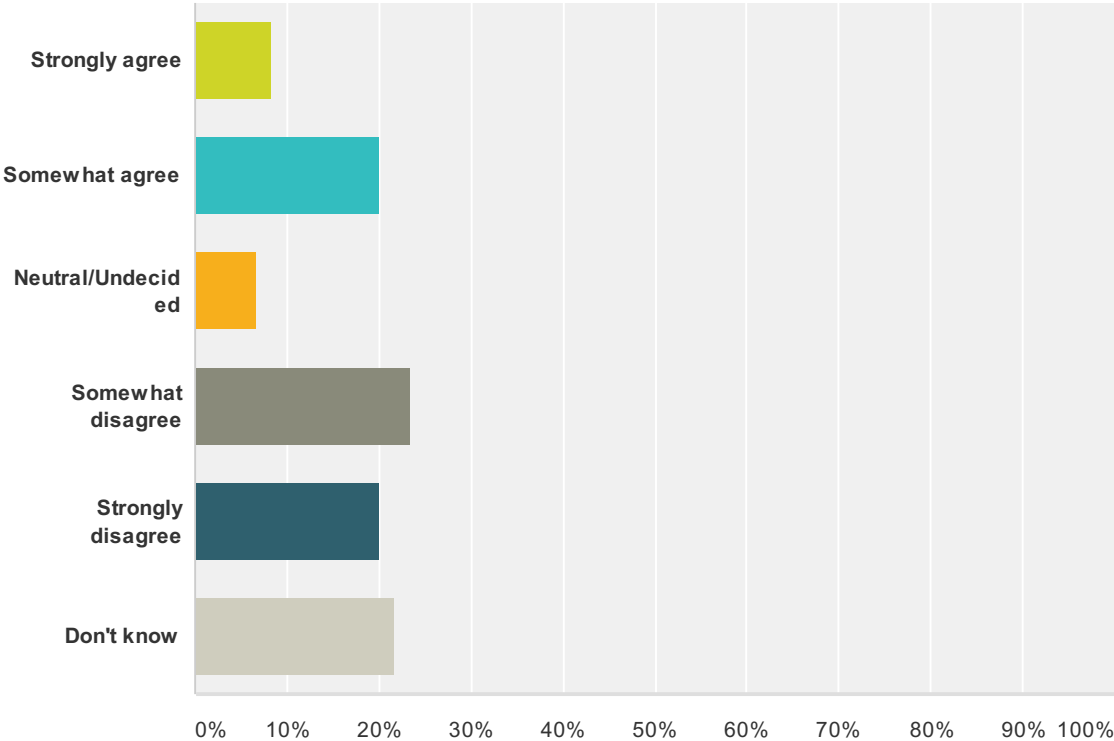
Answered: 59 Skipped: 1



Answer Choices	Responses
Strongly agree	15.25% 9
Somewhat agree	30.51% 18
Neutral/Undecided	6.78% 4
Somewhat disagree	25.42% 15
Strongly disagree	13.56% 8
Don't know	8.47% 5
Total	59

Q3 The Office of Marketing and Communication effectively researches and identifies key marketing opportunities that reach target audiences for TWU and timely initiates and implements marketing strategies that address those opportunities.

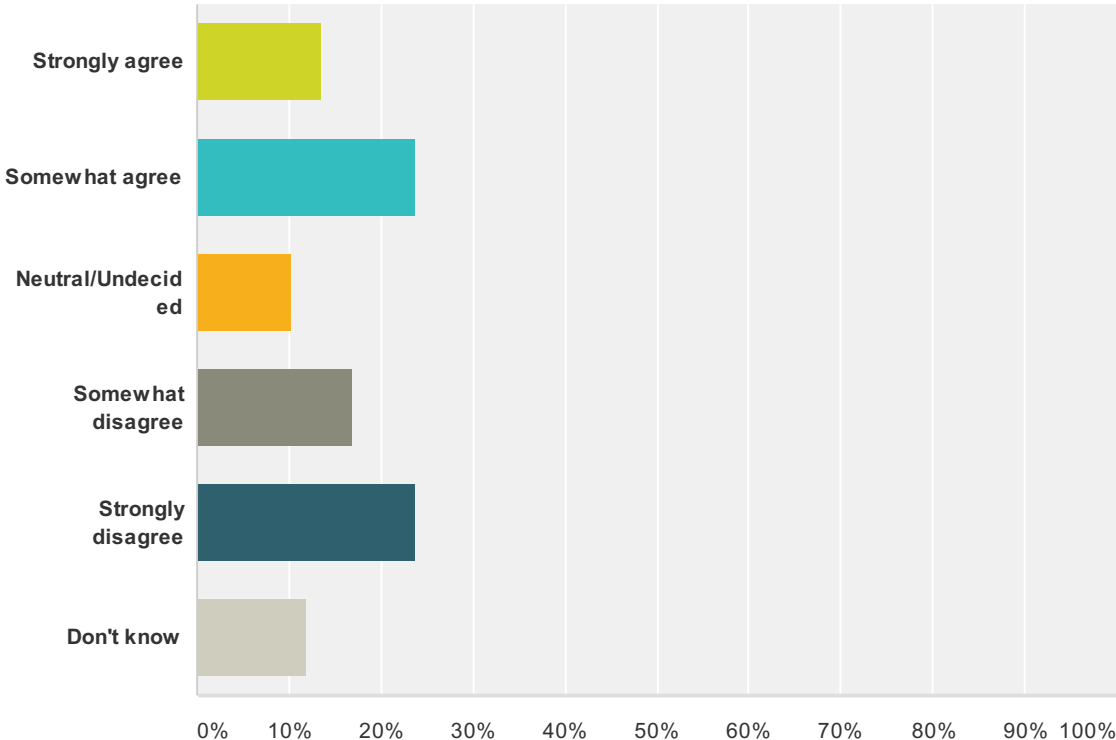
Answered: 60 Skipped: 0



Answer Choices	Responses
Strongly agree	8.33% 5
Somewhat agree	20.00% 12
Neutral/Undecided	6.67% 4
Somewhat disagree	23.33% 14
Strongly disagree	20.00% 12
Don't know	21.67% 13
Total	60

Q4 The Office of Marketing and Communication excels in coordinating marketing and communications initiatives by departments and other units to ensure consistency of content and design.

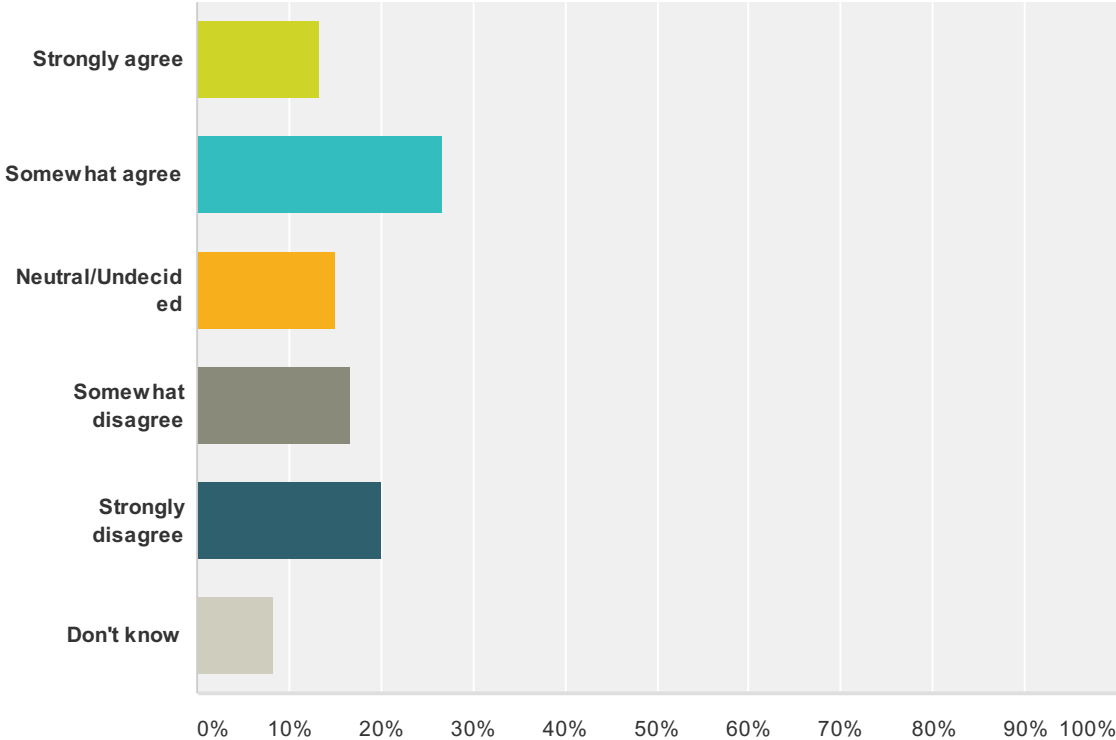
Answered: 59 Skipped: 1



Answer Choices	Responses
Strongly agree	13.56% 8
Somewhat agree	23.73% 14
Neutral/Undecided	10.17% 6
Somewhat disagree	16.95% 10
Strongly disagree	23.73% 14
Don't know	11.86% 7
Total	59

Q5 The news releases, strategic university publications, and other written materials disseminated by the Office of Marketing and Communication are reflective of the diverse activities of the university community.

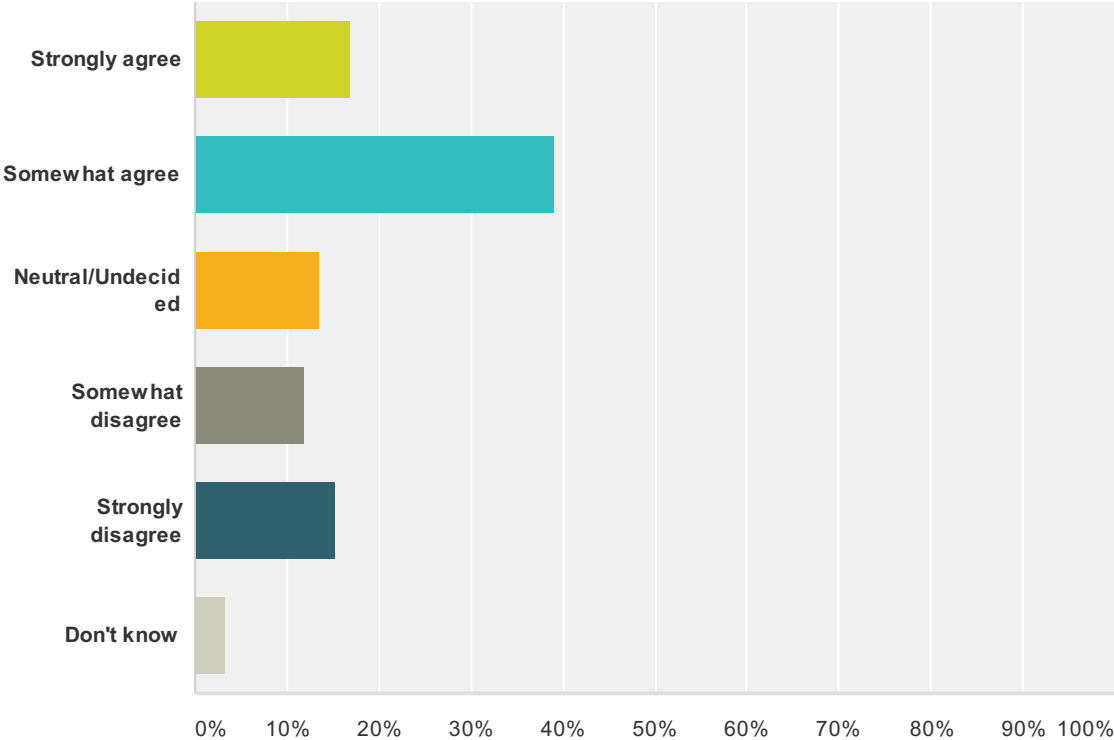
Answered: 60 Skipped: 0



Answer Choices	Responses	
Strongly agree	13.33%	8
Somewhat agree	26.67%	16
Neutral/Undecided	15.00%	9
Somewhat disagree	16.67%	10
Strongly disagree	20.00%	12
Don't know	8.33%	5
Total		60

Q6 The TWU Update distributed by the Office of Marketing and Communication to faculty and staff is an excellent internal means for disseminating news about the diverse activities of the university community.

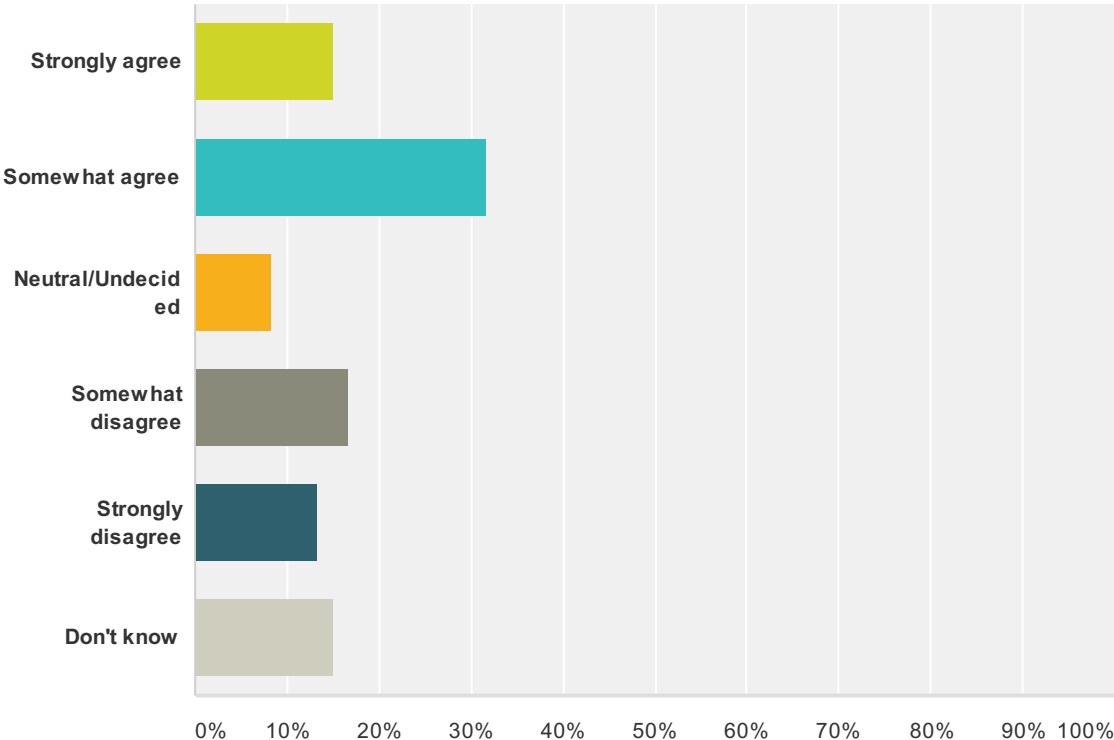
Answered: 59 Skipped: 1



Answer Choices	Responses	
Strongly agree	16.95%	10
Somewhat agree	38.98%	23
Neutral/Undecided	13.56%	8
Somewhat disagree	11.86%	7
Strongly disagree	15.25%	9
Don't know	3.39%	2
Total		59

Q7 The conceptualization, organization, and design of the TWU external website follows a marketing perspective consistent with the university’s overall marketing objectives.

Answered: 60 Skipped: 0



Answer Choices	Responses
Strongly agree	15.00% 9
Somewhat agree	31.67% 19
Neutral/Undecided	8.33% 5
Somewhat disagree	16.67% 10
Strongly disagree	13.33% 8
Don't know	15.00% 9
Total	60