

## **Shawnee State University Marketing Agency Projects**

Marketing instruction at Shawnee State University includes courses with Agency Projects.

The Agency Project model brings an actual business or non-profit into the class as a client. The client presents his/her current marketing situation to the students.

The students work in the second half of the course as a professional agency, building a comprehensive marketing plan to address the client's needs.

The agency team presents the proposal and all sample collaterals to the client, who is free to use these materials in actual practices.

The Agency Project is not a simulation. The clients can (and do) use these plans and materials in actual practice.

In return, the client permits the students to use copies of the plans in their portfolios to demonstrate their professional field experience.



# **Consumer Behavior Research Plan For Scioto County Career Technical Center**

Prepared for Chris Zornes  
by the BUMK 3300-01 Consumer Behavior Class

Shawnee State University

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The following agency project proposal was provided to Scioto County Career Technical Center for their use. The project is based on information obtained by researching the possible target markets and prospects. Here, we put together a plan that could be used to obtain Scioto County Career Technical Center's objectives.



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## **Introduction:**

The Scioto County Career Technical Center (SCCTC) is a post-secondary institution located near Lucasville, Ohio in Scioto County, practicing a hands-on approach to education. With a strong commitment to providing students county-wide with practical skills and knowledge, SCCTC stands out as a school that takes immense pride in ensuring its graduates are well-prepared for the workforce. Whether through laboratory simulations, internships, or industry partnerships, SCCTC equips its students with the tools they need to succeed in their chosen fields.

The SCCTC offers an abundance of post-secondary programs. The programs are encompassed in the following areas: business technologies, health technologies, public safety technologies, and trade and industrial technologies. The programs within these areas include Nurse Aide, Practical Nursing, LPN to RN, Surgical Technology, Pharmacy Technician, Phlebotomy, Firefighting, Police Academy, Medical Assisting, Dental Assisting, Chemical Dependency Counselor Assistant, Power Line Mechanic, Welding, Industrial/Constructional Electricity, Industrial Maintenance, and Information Technology.

Even with the variety of accredited programs offered, Chris Zornes, Business and Industry Coordinator for the SCCTC, still finds that the post-secondary institution is lacking in applicants. Chris identifies that he does not have a formal way of interacting with the 25 and older population, does not (and needs to) know where to go to get people who fit within in their the SCCTC's target market, and finally, Chris needs to learn optimal ways to interact with the SCCTC's target market. The goal, overall, is to develop a better understanding of the target markets so that Chris can meet all his needs and accumulate larger numbers of applicants.



To overcome these obstacles and meet the objective of boosting the number of applicants to the SCCTC, Chris acknowledges the significance of undertaking comprehensive market research. This research into some basic demographics, needs and expectations among prospective market segments, will lay the groundwork for crafting successful tactics and outreach initiatives customized to the SCCTC's target audience's requirements and desires.

### **Respondent Profile:**

The SCCTC's target market segments fall into three categories: individuals wishing to expand their professional skill set, individuals who are displaced and/or unemployed, and those who are current or past students. These prospects are normally residents in Scioto County, although some additional adult learners from the surrounding counties may also be viable potential students. In nearly all cases these target market segments must hold a high school diploma or GED to utilize the services provided by the SCCTC. The client requested tools to better reach individuals 25 and older.

### **Overview for Methodology:**

Several market research instruments are suggested for better understanding SCCTC prospects. Respondents for these market research efforts will be studied to collect key quantitative and qualitative data. Quantitative data is numerical in nature and is expressed in basic measurements. Qualitative data captures ideas and concepts to better understand respondents' beliefs and feelings about certain subjects.

When targeting the larger county population where these segments reside, the number of randomly sampled responses must be sufficient to be statistically generalizable to the entire population. To determine the number of responses needed to get a representative sample of the



population, understanding who is being targeted is essential. According to census.gov, the population of Scioto County is 72,194. 54.1% of the county population is of working age 18 – 65. This means the target population is 39,057. With a confidence level of 95% and a 4% margin of error, the number of surveys collected should be 591. It is ideal to round up to 600 responses to make room for incomplete surveys or other statistical errors. A number of free sample size calculators are available online to calculate the completions needed.

Note that in the analysis of findings for each instrument, “dummy” data is used. The “dummy” data is only mock data, generated based on some assumptions and preliminary information about the market as a substitute for live data in testing environments. The data is inserted to show how each result can be easily reported and tracked.

### **Methodology: General Survey**

A general survey of the target markets, in which the SCCTC is trying to reach, is recommended. This will aid in a better understanding of these markets and will facilitate the collection of valuable market segmentation data. The survey is especially targeted at those 25 and older who are looking to enhance their skill set, are displaced or unemployed, as well as those who are newly graduated from high school.

This survey will be deployed in digital (QR code/hyperlinks) and hard copy form. These forms will be distributed throughout a series of locations where these targeted populations are most likely available. Such locations include the Community Action Organization of Scioto County (CAO), open houses at the school itself, and regional job fairs. This approach is key in enabling the SCCTC to reach agencies and event attendees. Also, it would be in the SCCTC’s best interest to distribute this survey in the SCCTC newsletter, throughout their social media



accounts (where a hyperlink of the survey would be included for easy access), and by email. This survey should be no longer than 1 sheet, front and back, and it should take, at maximum, two minutes for the participant to fill out.

There needs to be reason for individuals to complete the SCCTC's survey. It is recommended that the potential participants be given the opportunity to enter a drawing for a fifty-dollar Amazon gift card, provided the school's budget allows for it. This incentive could encourage more people to share their thoughts and take part in the surveys. Ultimately, this inclusion will aid in attracting a diverse group of participants that will bring forth valuable contributions for target market research.

The raffle tickets should be positioned with the surveys for those interested in participating in the gift card drawing. Participants will be required to provide their name and preferred contact information in order to be entered into the drawing. A ready-to-use version of the survey, as well as a sample raffle ticket, is provided in Appendix A of this document.

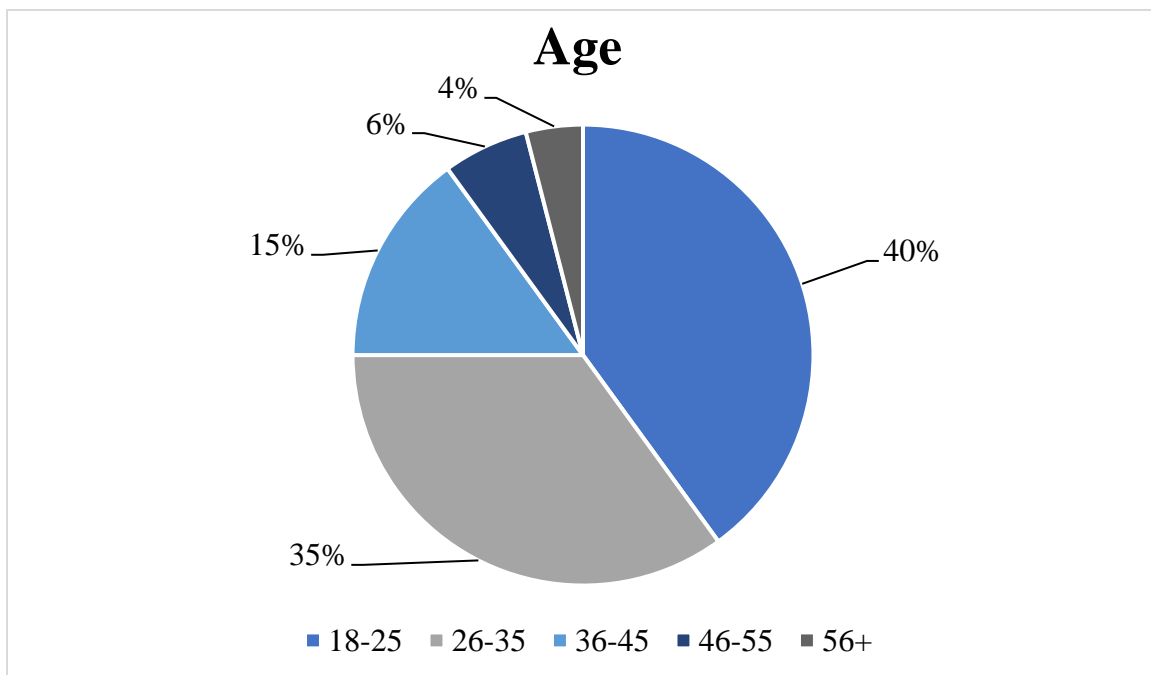


## General Survey: Analysis of Findings

### 1. Age range?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 55+

*This question is necessary to collect basic demographic data about those showing interest in the SCCTC. Data will show what the most common age range is for respondents, which will aid the client in determining optimal marketing efforts. The dummy data provided in the pie chart shows that 40% of respondents are between 18 – 25; 35% are 26 – 35; 15% are 36 – 45; 6% are 46 – 55; 4% are 56+.*



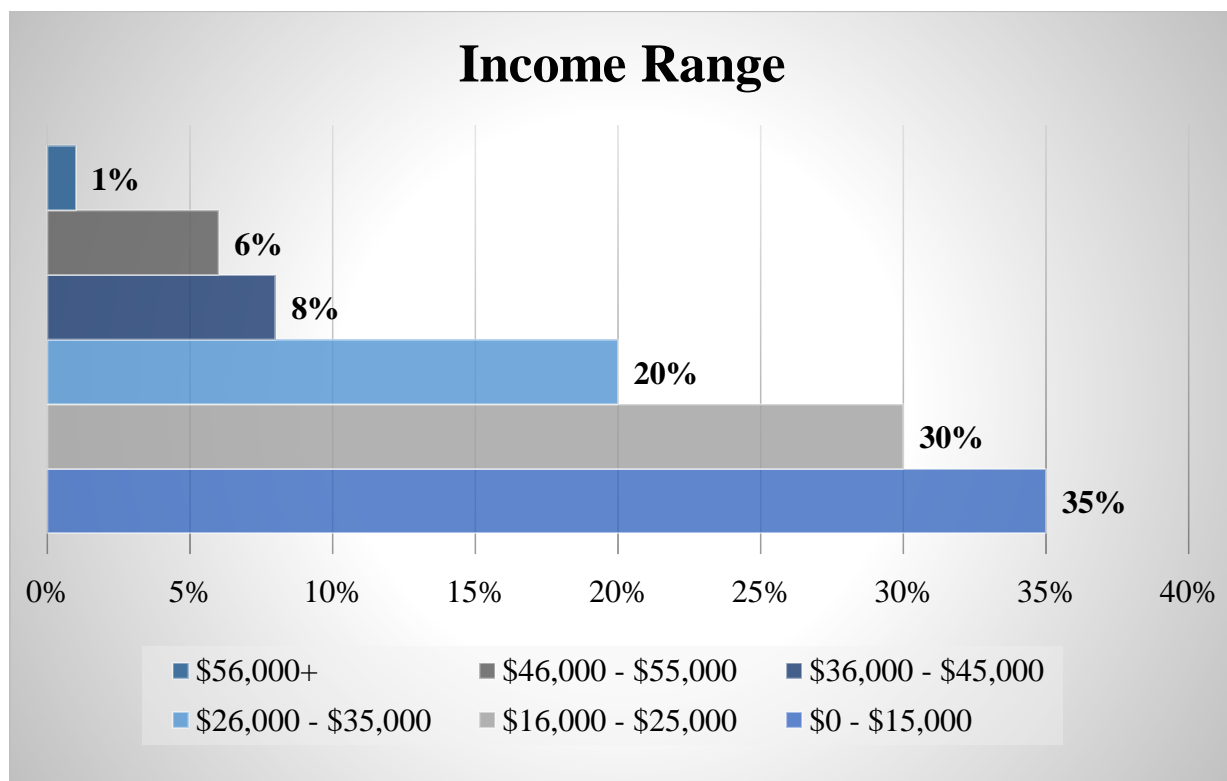




## 2. What is your approximate income range?

- ☐ \$0 - \$15,000
- ☐ \$16,000 - \$25,000
- ☐ \$26,000 - \$35,000
- ☐ \$36,000 - \$45,000
- ☐ \$46,000 - \$55,000
- ☐ \$56,000+

*This question will provide more demographic data for the client to understand those showing interest in the SCCTC. The income ranges will give the client a better idea of whom to target in their marketing efforts and the types of appeals in messaging. The bar graph below shows the following dummy data: 35% have an income of \$0 - \$15,000; 30% make \$16,000 - \$25,000; 20% make \$26,000 - \$35,000; 8% make \$36,000 - \$45,000; 6% make \$46,000 - \$55,000; 1% are making \$56,000+.*

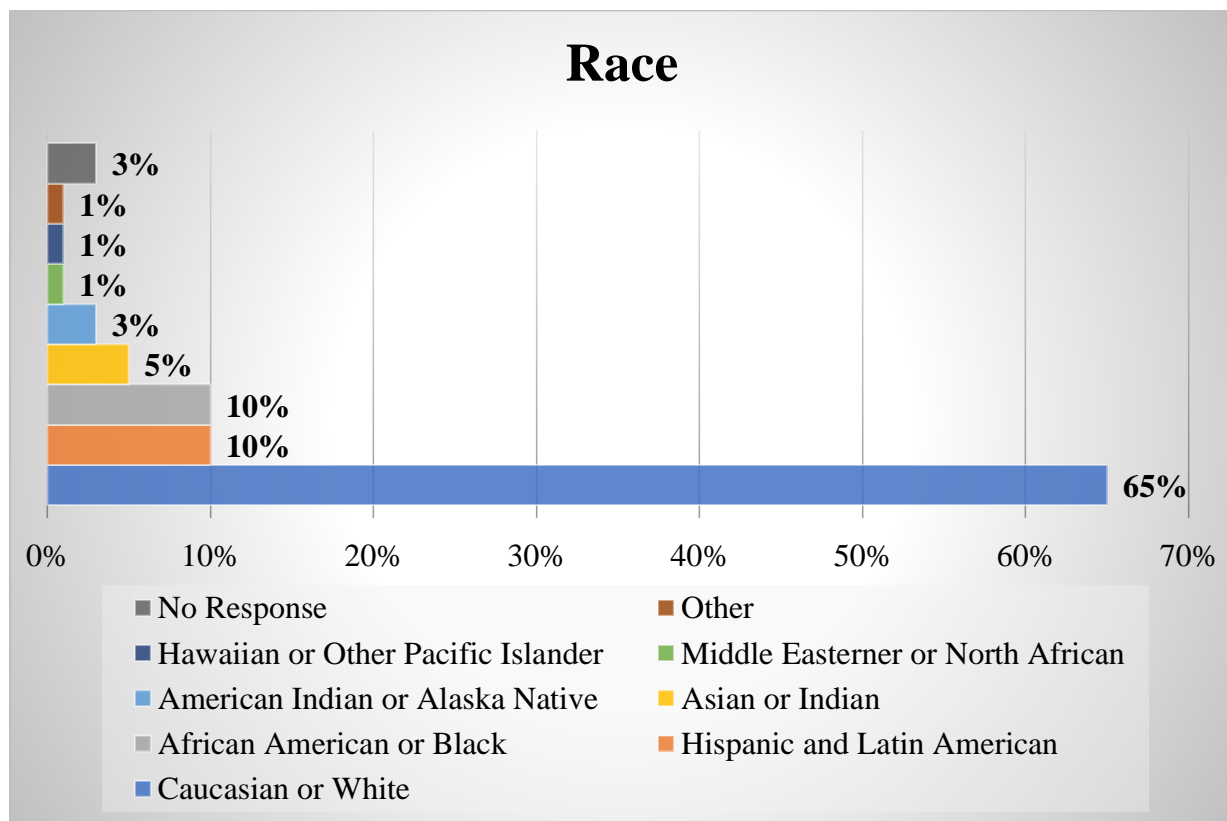




### 3. Race (optional):

- ☐ African American or Black
- ☐ American Indian or Alaska Native
- ☐ Asian or Indian
- ☐ Caucasian or White
- ☐ Hispanic and Latin American
- ☐ Indian
- ☐ Middle Easterner or North African
- ☐ Hawaiian or Other Pacific Islander
- ☐ Other \_\_\_\_\_

*This question will provide the client with more demographic data about those showing enough interest in the SCCTC to take their survey and some insight into optimizing message content to appeal to specific segments. The bar graph below shows the following dummy data: 65% Caucasian or White; 10% Hispanic and Latin American; 10% African American or Black; 5% Asian or Indian; 3% American Indian or Alaska Native; 1% Hawaiian; 1% Middle Easterner or North African; 1% Native Hawaiian or Other Pacific Islander; 1% Other; 3% No response.*

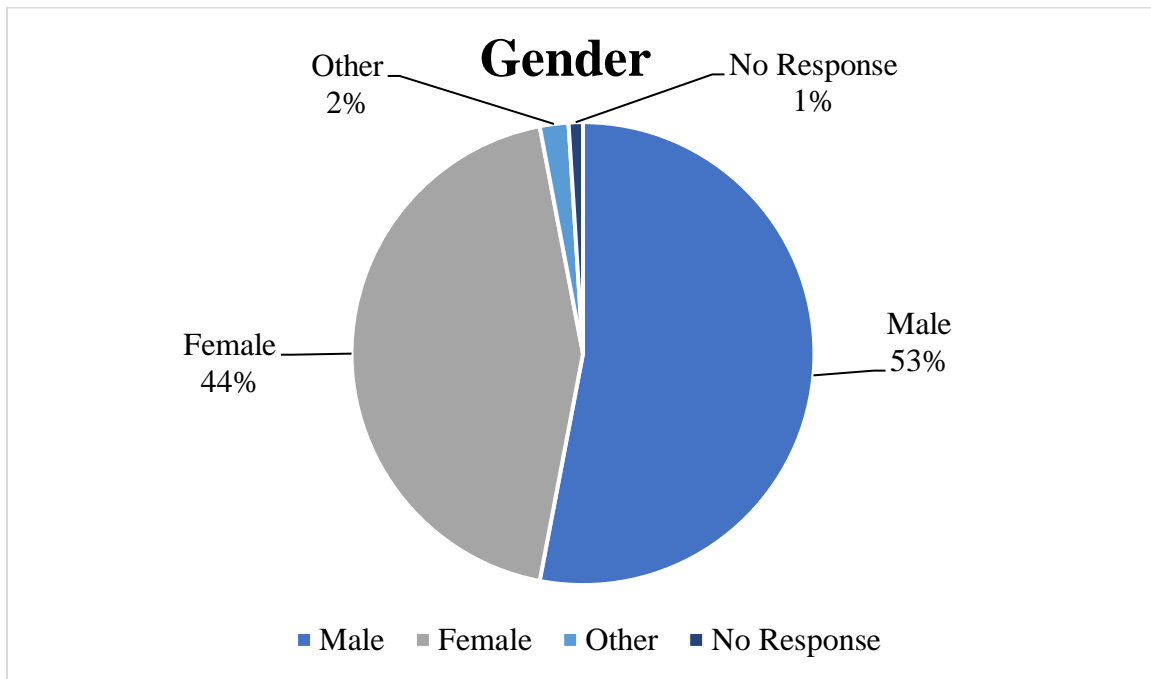




#### 4. Gender (optional):

☐ Male ☐ Female ☐ Other

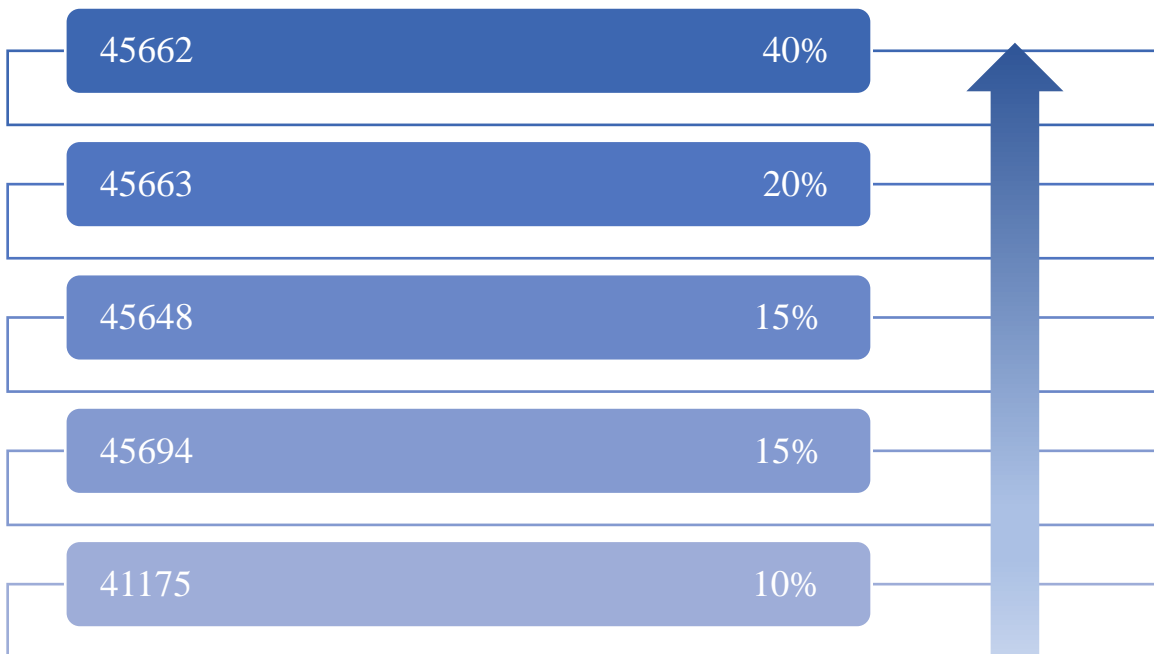
*Gender breakdown in the market population is important demographic data to the client, SCCTC. If the data were to be lopsided toward one gender responses, then the client would want to understand why this is occurring, and how they can better reach the other in their marketing efforts. The pie chart below shows the following dummy data: 53% responded male; 44% responded female; 2% responded other; 1% listed no response.*





## 5. What ZIP code do you live in? \_\_\_\_\_

*This question will provide the client with a breakdown of the region in which most of those taking the survey live. With this information, the SCCTC could choose to focus more time on the region that had more respondents or choose to target the underrepresented regions more aggressively. The following dummy data was recorded: 40% 45662; 20% 45663; 15% 45648; 15% 45694; 10% 41175. The chain below shows the top 5 zip codes ranked by most to least responses.*

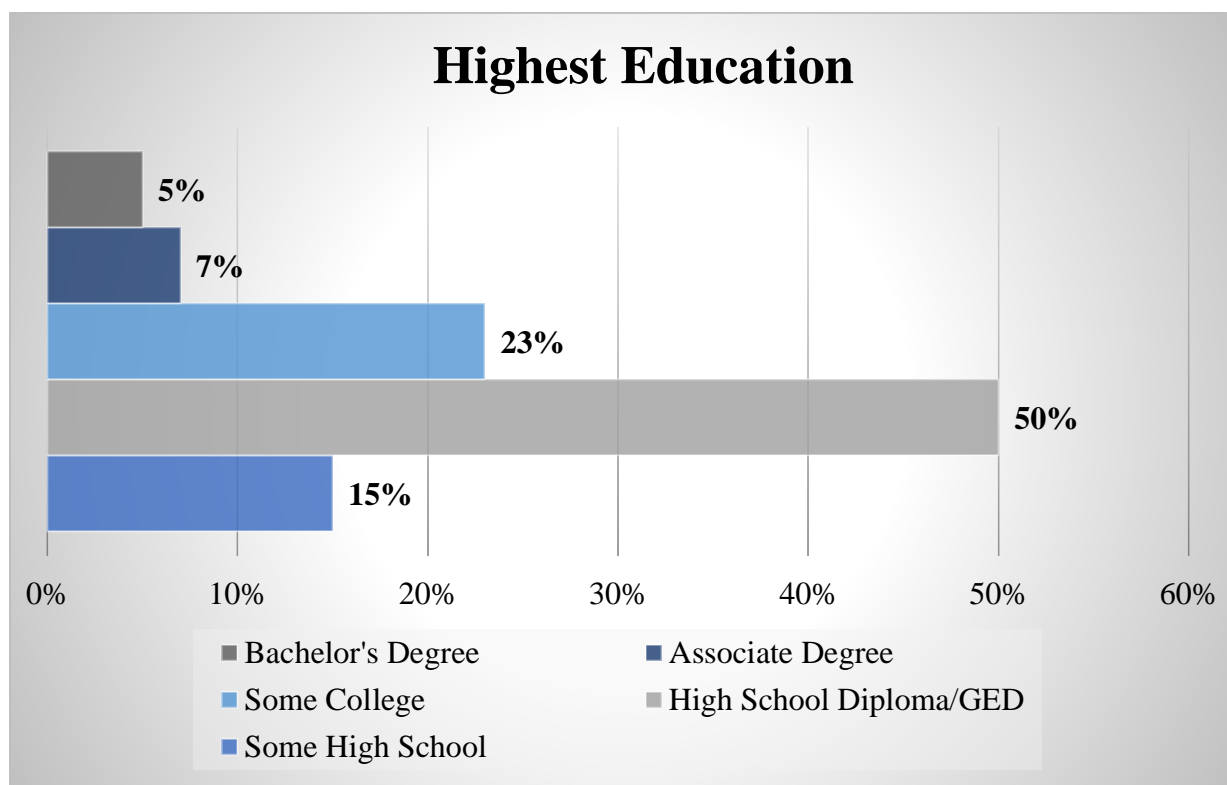




## 6. What is your highest education level?

- ☐ Some high school      ☐ High School Diploma/GED      ☐ Some college
- ☐ Associate Degree      ☐ Bachelor's Degree

*This provides the SCCTC with the highest form of education that respondents showing interest in the SCCTC have already completed. This can be exceptionally insightful, especially when cross-referenced with those expressing an interest in upskilling vs. displaced workers. The bar graph below shows the following dummy data: 15% some high school; 50% High School Diploma/GED; 23% some college; 7% Associate Degree; 5% Bachelor's Degree.*

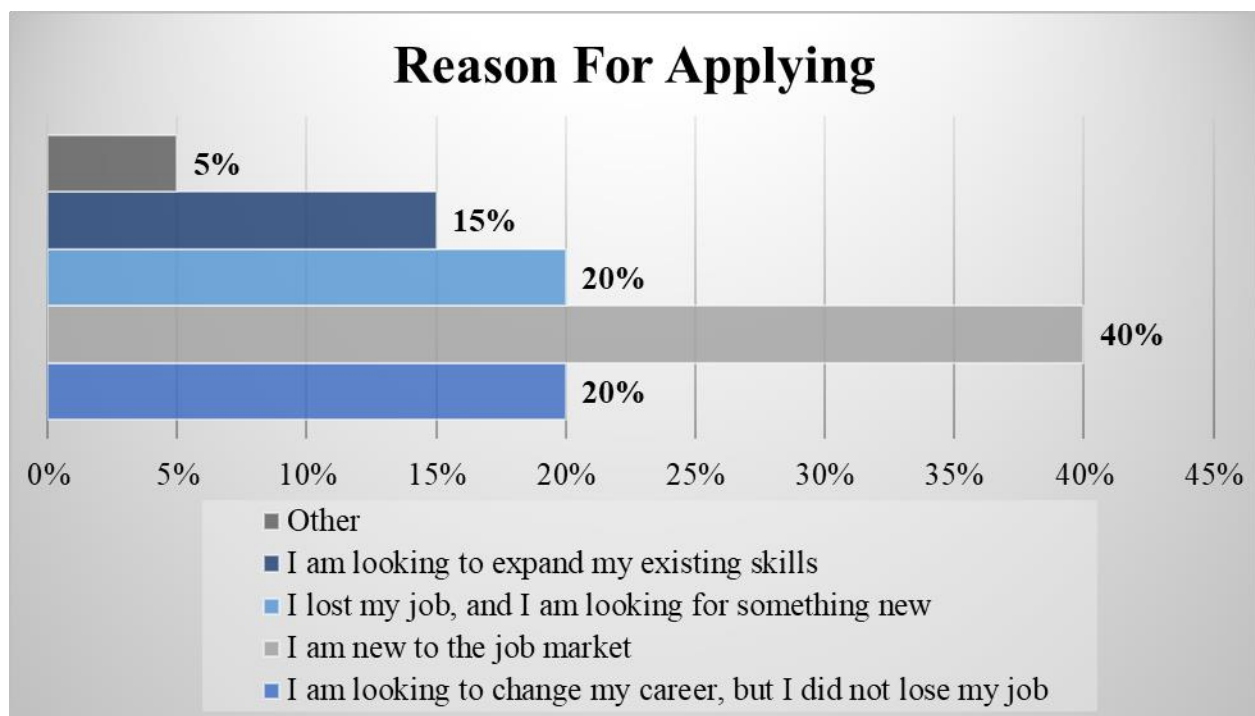




## 7. What is your reason for applying/interest in the SCCTC?

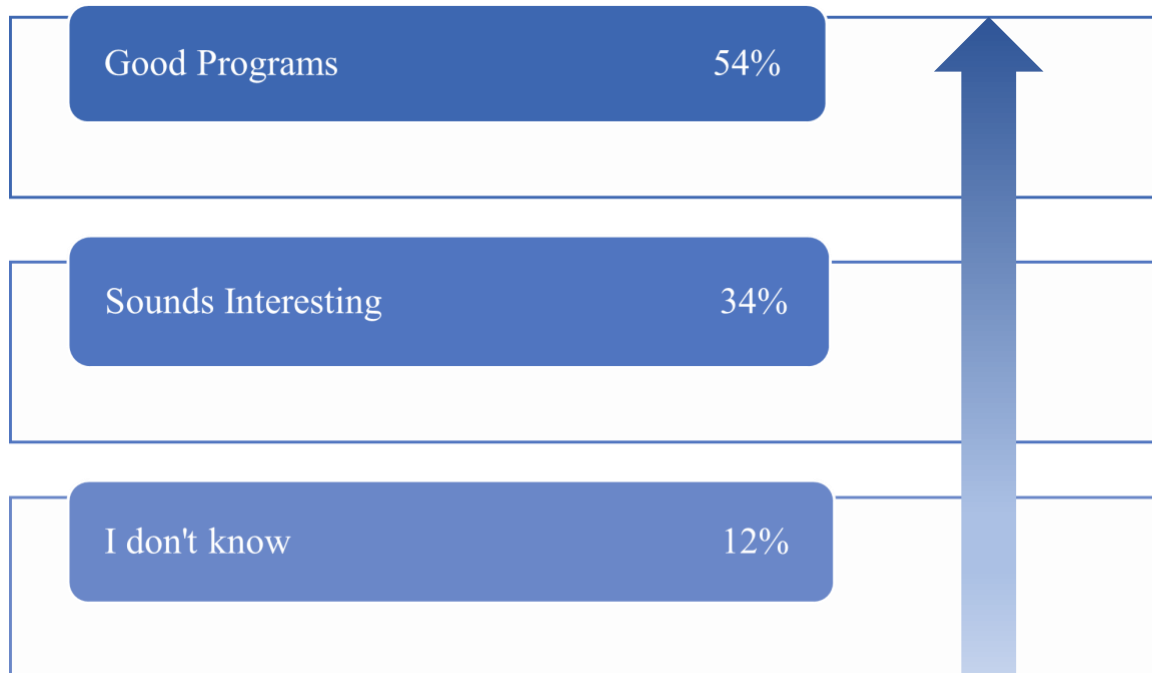
- ☐ I am new to the job market.
- ☐ I lost my job, and I am looking for something new.
- ☐ I am looking to change my career, but I did not lose my job.
- ☐ I am looking to expand my existing skills.
- ☐ Other \_\_\_\_\_

*This question is mostly explanatory. It will reveal some of the most common drivers of interest in the SCCTC among applicants as well as those who have applied to a program. The bar graph below shows the following dummy data: 40% I am new to the job market; 20% I lost my job and I am looking for something new; 20% I am looking to change my career but I did not lose my job; 15% I am looking to change my career but I did not lose my job; 5% Other. A corresponding chain list is provided which shows the top responses ranked for those who chose the “other” option.*





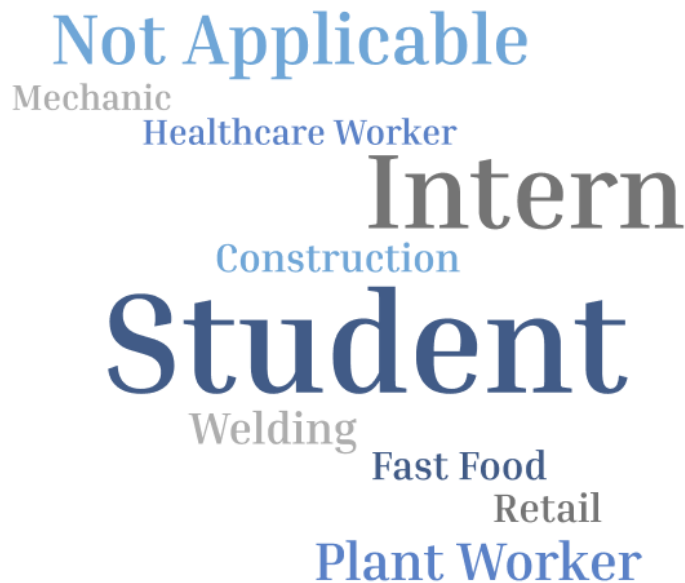
Top ranked “Other” responses:





**8. If applicable, what was your last occupation? \_\_\_\_\_**

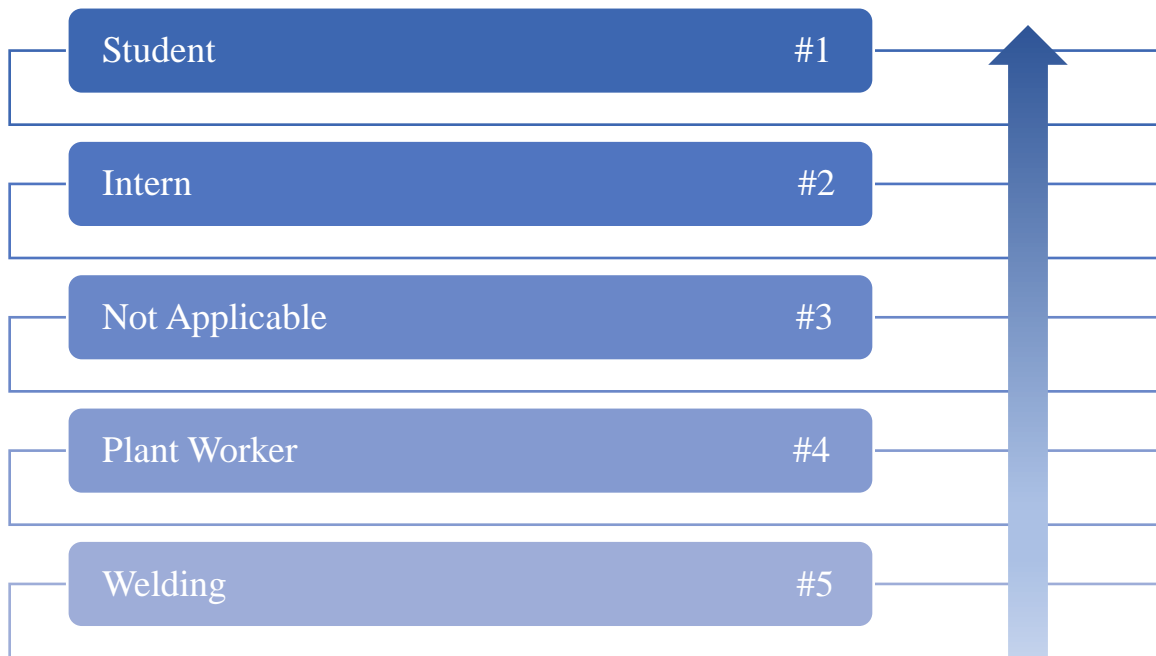
*This open-ended question provides the SCCTC with insight into what prior work experience respondents have and if it correlates to what programs they offer. The word cloud below has the top 10 most common responses ranked in size using dummy data: #1 student; #2 intern; #3 not applicable; #4 plant worker; #5 welding; #6 fast food; #7 retail; #8 construction; #9 healthcare worker; #10 mechanic. The most common responses are represented in a corresponding word chain.*







Top ranked verbatim responses:

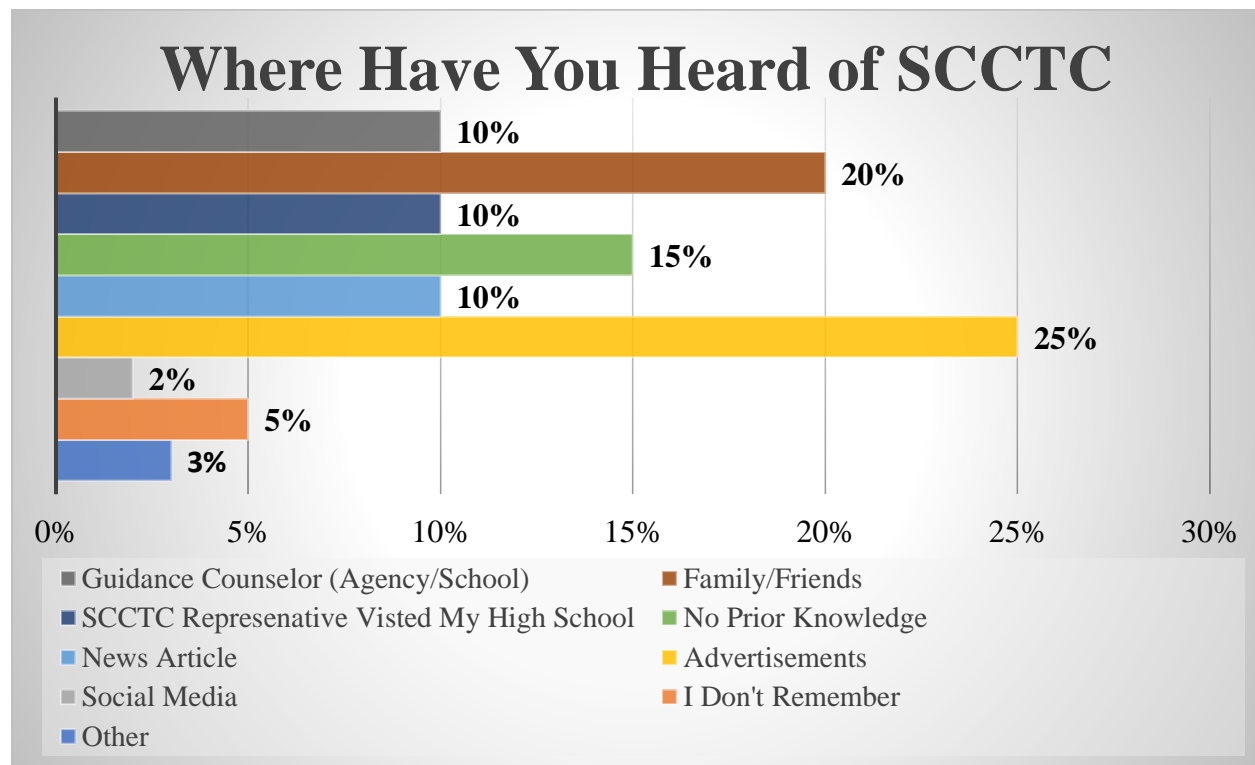




**9. Where had you previously heard of the Scioto County CTC (previously the Scioto County Joint Vocational School)?**

- ☐ News article
- ☐ Guidance counselor (agency/school)
- ☐ Advertisements
- ☐ Family/Friends
- ☐ Social Media
- ☐ SCCTC representative visited my high school
- ☐ I don't remember
- ☐ No prior knowledge
- ☐ Other

*This question provides insight for the SCCTC into level of brand awareness among prospects, which in turn can help the client identify what channels are best for creating brand awareness to the target segments. The bar graph below shows the following dummy data: 10% news article; 20% guidance counselor (agency/school); 10% advertisements; 15% family/friends; 10% social media; 25% SCCTC representative visited my high school; 2% I don't remember; 5% no prior knowledge; 3% other.*

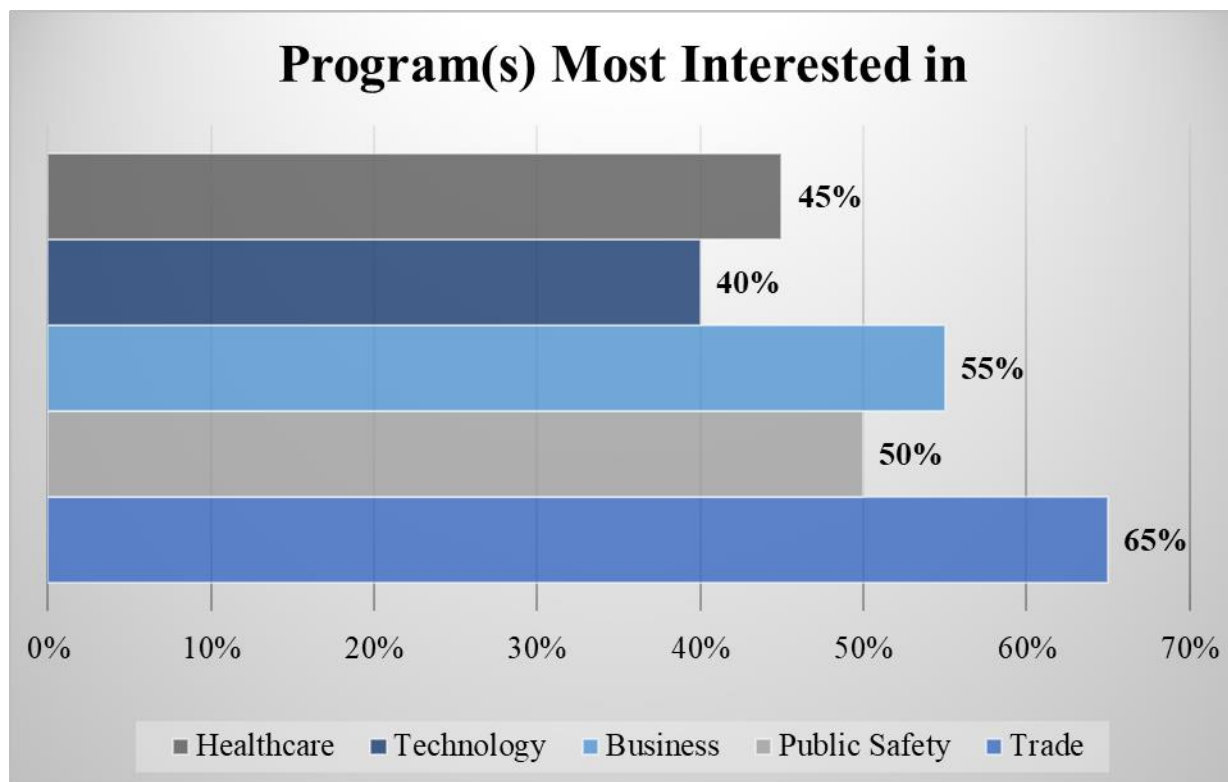




**10. What category/categories of program(s) offered at the SCCTC most interest(s) you?  
(Check all that apply)**

☐ Trade    ☐ Public safety    ☐ Business    ☐ Technology    ☐ Healthcare

*This question helps the SCCTC identify which program categories are most popular among survey respondents. The bar graph below shows the following dummy data: 65% trade; 50% public safety; 55% business; 40% technology; 45% healthcare. The data does not total 100% because respondents can choose more than one option (answers are not mutually exclusive).*

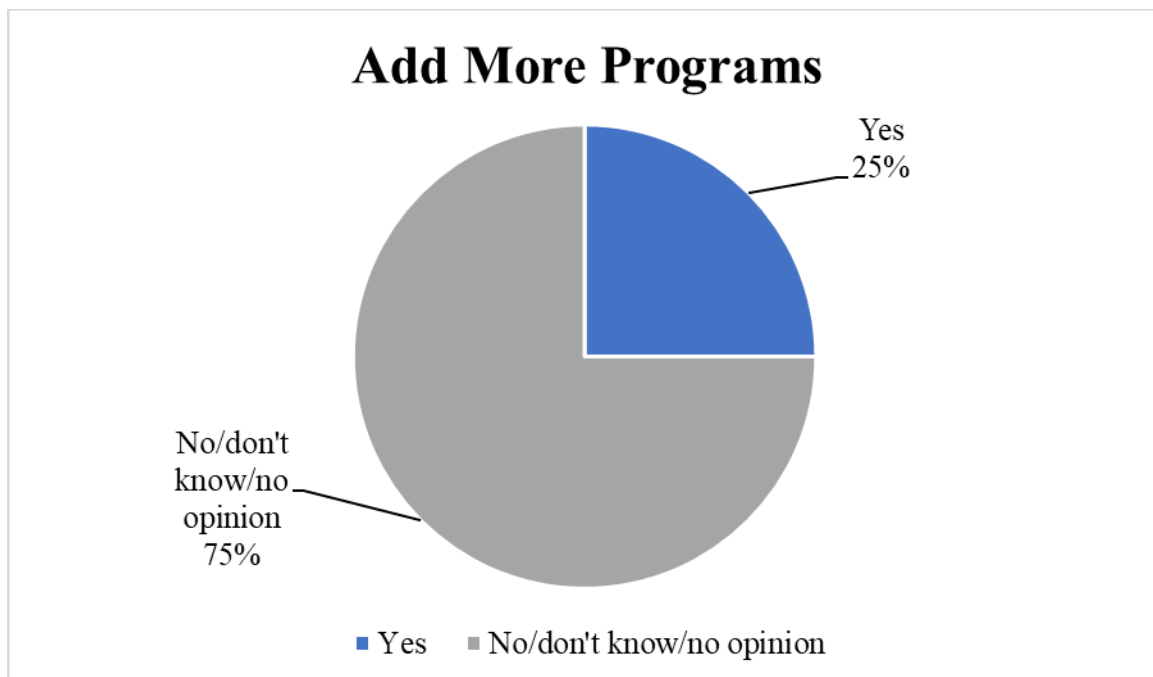




**11. Are there any other programs you would like to see offered at the SCCTC? Explain.**

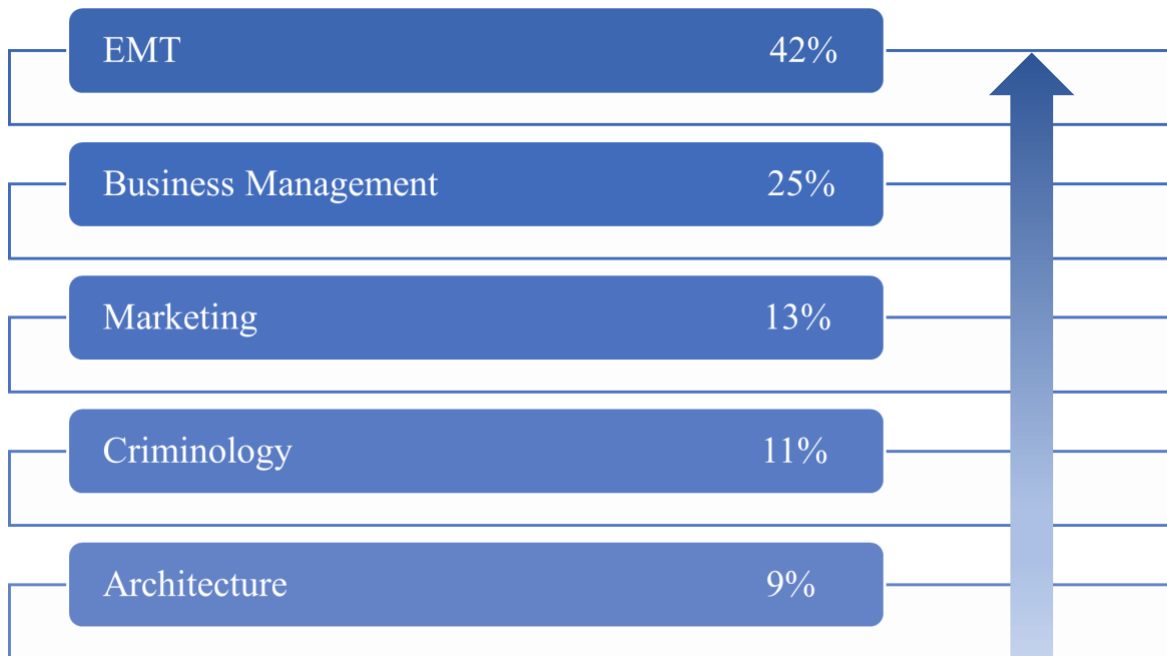
- ☐ Yes      If so, which program(s)\_\_\_\_\_
- ☐ No/don't know/no opinion

*This question provides the client with insight into how satisfied the respondents are with the current selection of programs at the SCCTC. The pie chart below shows the following dummy data: 25% yes; 75% no/don't know/no opinion. A corresponding ranked chain list is provided with the top 5 responses by the respondents who chose "yes."*





Top ranked verbatim responses for alternative programs:

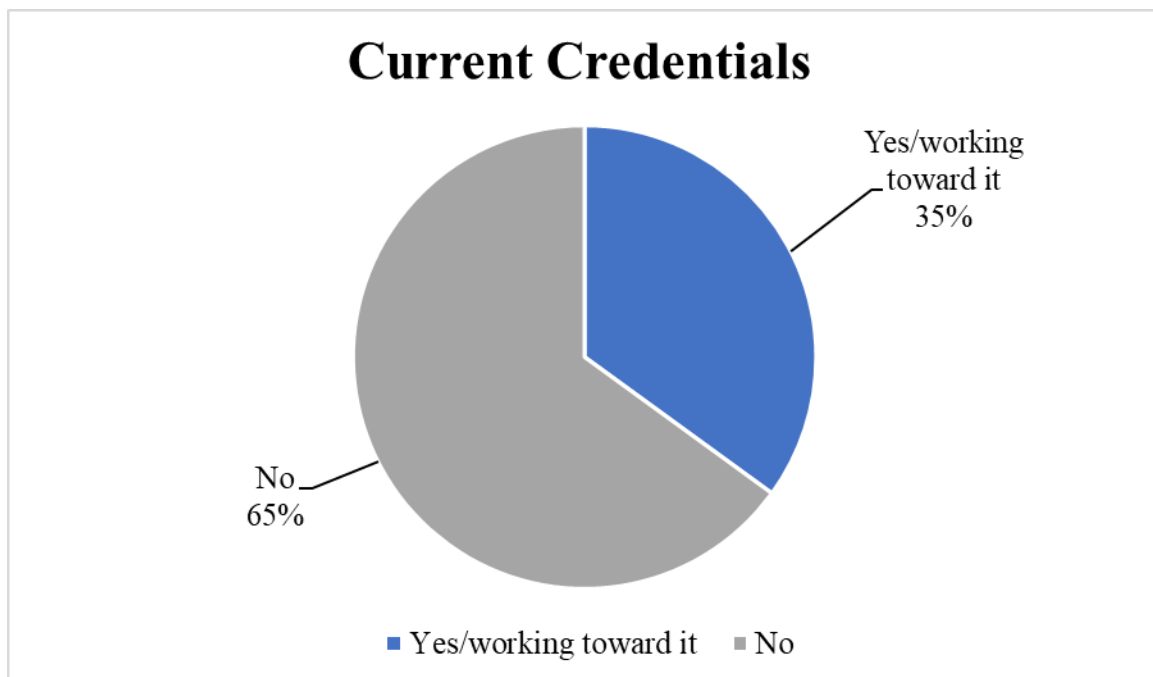




**12. Do you have any current industry credentials, certifications, or licensure? Explain.**

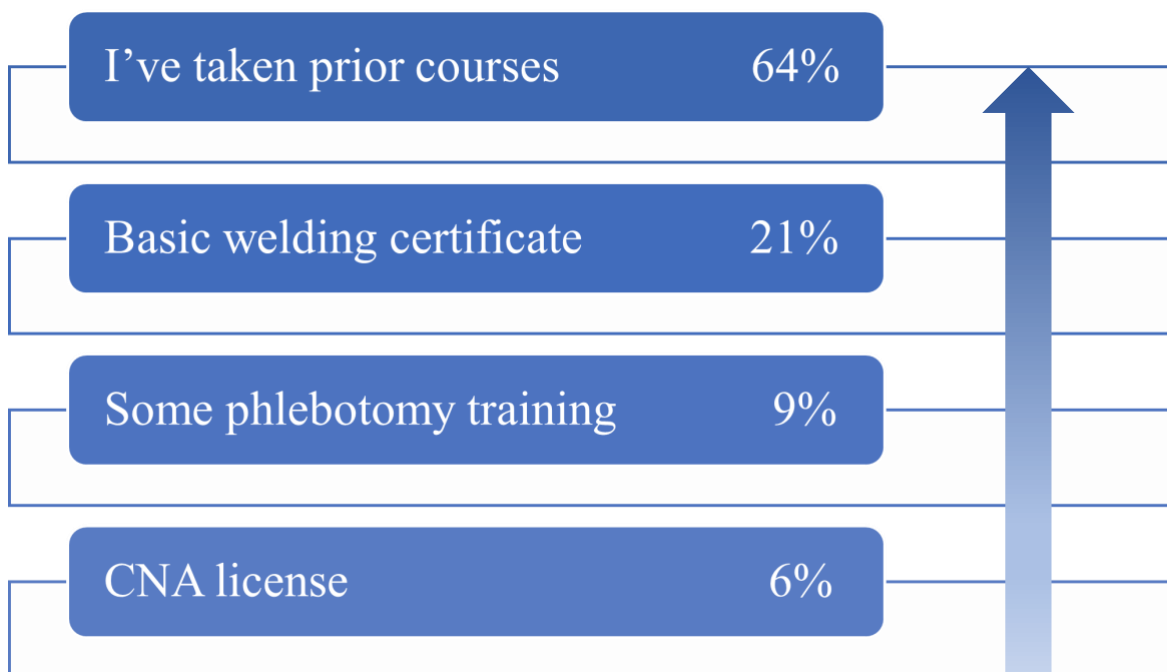
- ☐ Yes/working toward it. If so, which one(s)? \_\_\_\_\_
- ☐ No

*This question provides the client with more background about the respondents and the experience that they already have in any of the potential programs that they could apply to. The pie chart below shows the following dummy data: 35% yes/working toward it; 65% no. A corresponding ranked list is provided for the top responses of those who chose yes.*





Top ranked verbatim responses for credentials:

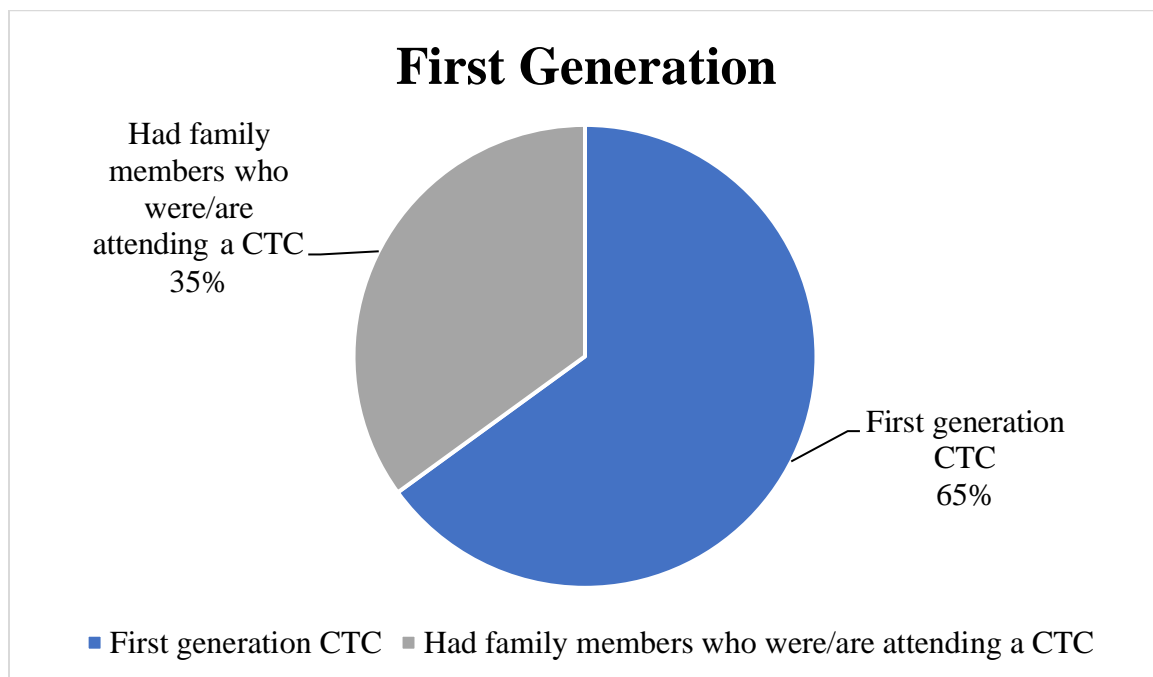




### 13. Which best applies to you?

- ☐ I would be the first member of my family to attend a CTC, (first generation).
- ☐ I have family members who attended/are attending a CTC.

*This question provides the SCCTC with the simple answer of whether those showing interest in the CTC would be first generation students or if they have family members before them who have attended. This helps identify potential special counseling needs for new students/prospects with no prior knowledge/experienced support system in vocational education. The pie chart below shows the following dummy data: 65% first generation CTC; 35% had family members who had/are attending.*







### **Methodology: Upskill Survey**

A survey of the upskill market is recommended. This survey should be no more than two minutes. It will provide information about the possible prospects who are looking to use SCCTC to upskill. Below, one will find a survey that specifically caters to those looking to enhance their current skills.

To get this survey into the hands of possible prospects, paper copies should be delivered to the HR department of surrounding companies and unions in Scioto County. The Human Resource managers should also send a company-wide email to their employees where they provide them with a hyperlinked version of the survey. A ready-made email message and survey copy are included in [Appendix B](#). With said measures in place, there should be an abundant number of responses, which will aid in generating a more precise market segment.

To determine the number of responses needed for a sample size large enough to represent the population, it is important to know who this sample is targeting. According to census.gov, the number of people who are of working age and are currently working is 18,574. With a 95% confidence interval and a 4% margin of error, the total number of upskill surveys that should be collected is 581. However, it is ideal to round the number of surveys that need to be collected to 600, in order to leave room for possible incomplete surveys and/or other statistical errors.

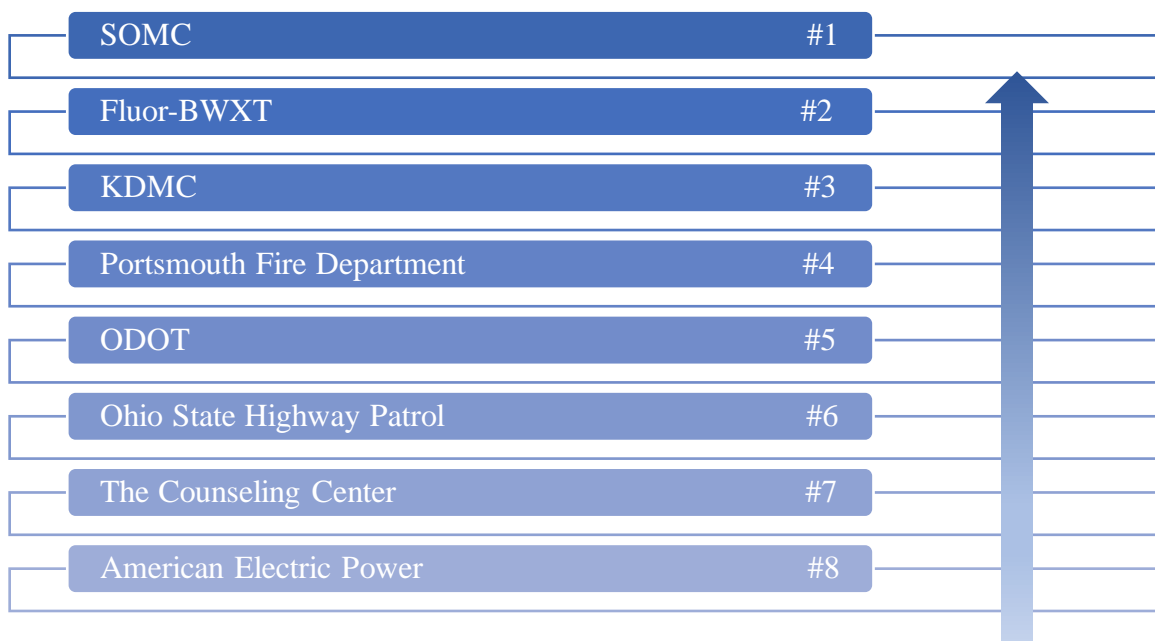
To enhance survey participation, it is recommended that a fifty-dollar Visa gift card raffle would accompany the survey, pending budget approval. This incentive aims to attract diverse participants, encouraging valuable input for target market research. The raffle ticket should only require the participant's name and preferred contact details. A sample raffle ticket is included in [Appendix B](#) of this document.



## Upskill Survey: Analysis of Findings

### 1. Current company/employer? \_\_\_\_\_

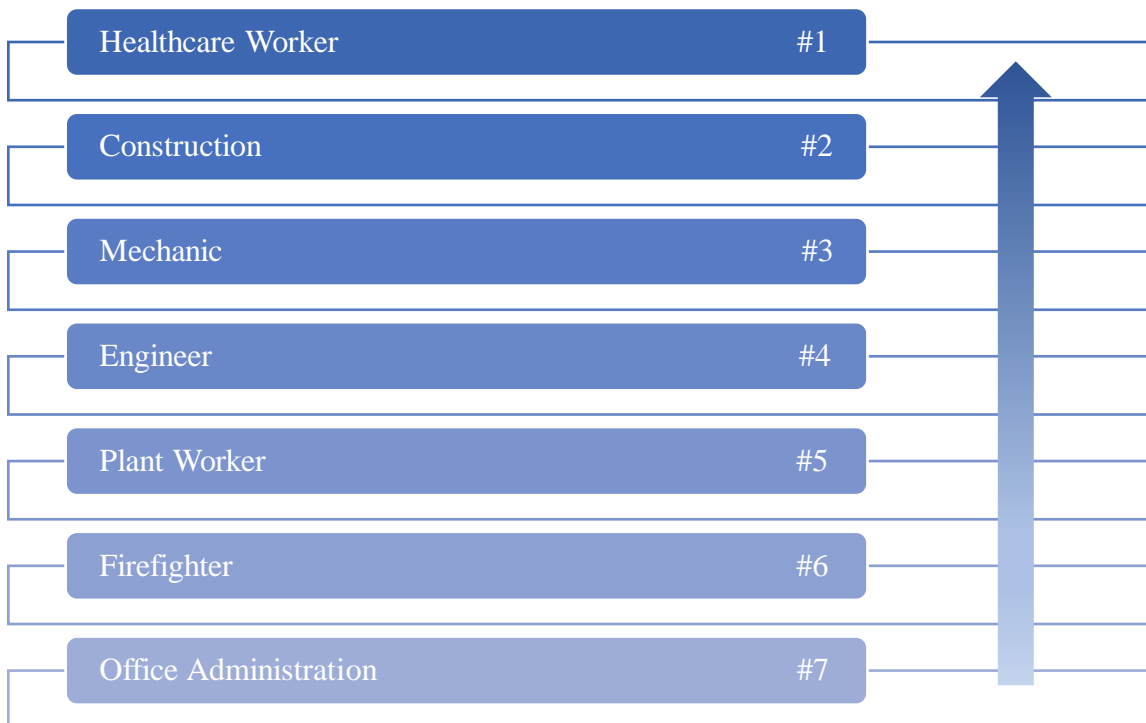
*This question will provide the client with information on possible companies within the area that the SCCTC could collaborate with to provide upskill opportunities. The chain below has the top 8 most common responses: #1 SOMC; #2 Fluor-BWXT; #3 KDMC; #4 Portsmouth Fire Department; #5 Ohio Department of Transportation; #6 Ohio State Highway Patrol; #7 The Counseling Center; and #8 American Electric Power. All responses are ranked based on dummy data.*





## 2. What is your current role in your job? \_\_\_\_\_

*This question will provide the client with information about what current role the respondent has at their current company, giving a basic understanding of what roles are currently in demand for upskill purposes. The chain below has the top 6 most common responses, ranked top to bottom, using the dummy data. The responses listed read as follows: #1 Healthcare Worker, #2 Construction Worker, #3 Mechanic, #4 Engineer, #5 Plant Worker, #6 Firefighter; #7 Office Administration.*





### 3. What is your current skill/certification? \_\_\_\_\_

*This question provides data to the client on the current skill set of potential attendees. Such data will allow the SCCTC to determine expectations about course content and prior knowledge/experience. Provided below is a chain with the top 8 most common responses, ranked top to bottom. The ranking reads as follows: #1 LPN; #2 RN; #3 CPR; #4 First Aide Certification; #5 Computer Programming Certification; #6 Skilled Trade Certification; #7 ASE Certification and #8 Project Management Certification.*

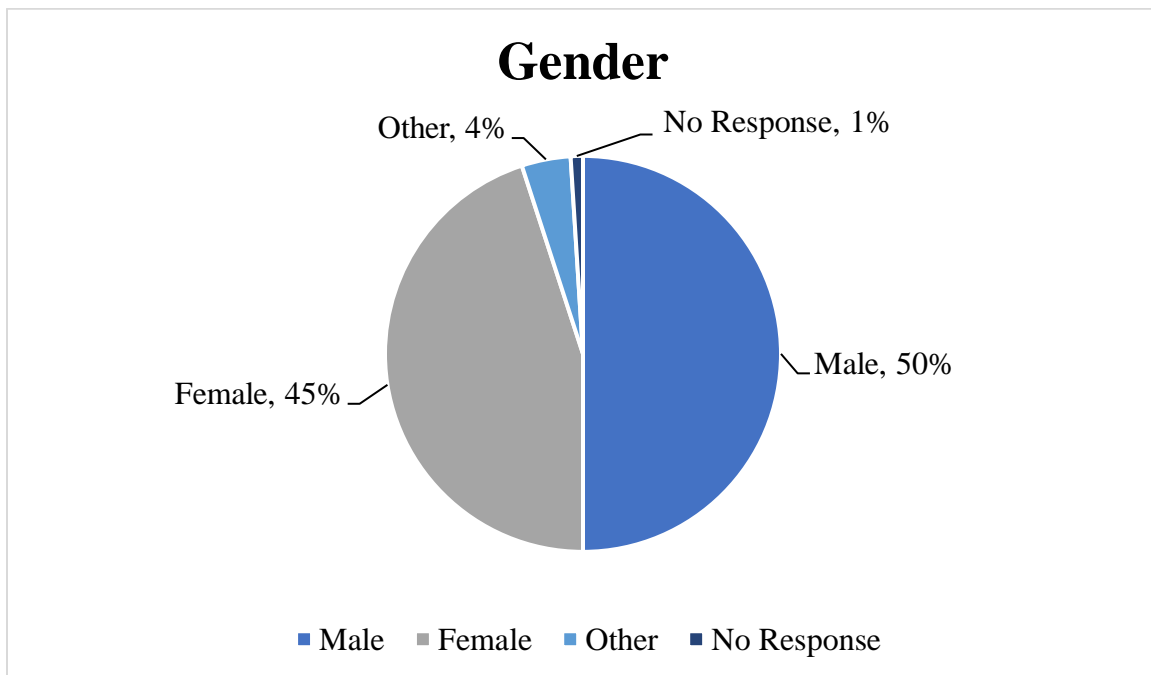




#### 4. Gender? (optional)

☐ M ☐ F ☐ Other

*This question will provide basic demographic data to SCCTC among upskill-focused prospects. This demographic will help give the SCCTC a better understanding of their target. This may also guide the SCCTC in some of their marketing messaging later. The pie chart below will show the following dummy data: The pie chart shows that 50% of respondents are male; 45% are female, and 5% are other.*

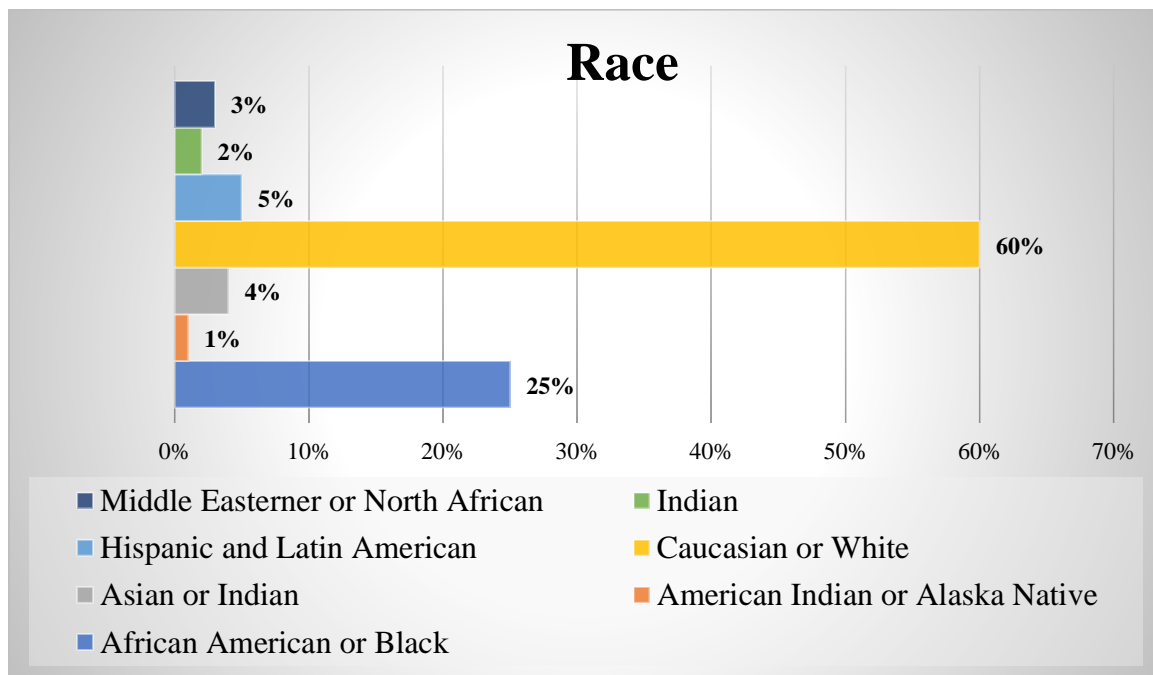




##### 5. Race? (optional)

- ☐ African American or Black
- ☐ American Indian or Alaska Native
- ☐ Asian or Indian
- ☐ Caucasian or White
- ☐ Hispanic and Latin American
- ☐ Indian
- ☐ Middle Easterner or North African
- ☐ Hawaiian or Other Pacific Islander
- ☐ Other \_\_\_\_\_

*This question will provide the SCCTC additional demographic data if they may choose to answer this question, which can help with optimizing themes and appeals in future marketing efforts. The bar graph below will show the following dummy data: 25% African American or Black; 1% American Indian or Alaska Native; 4% Asian or Indian; 60% Caucasian or White; 0% Hawaiian; 5% Hispanic and Latin American; 2% Indian; 3% Middle Easterner or North African; 0% Native Hawaiian or Other Pacific Islander, 0% Other.*

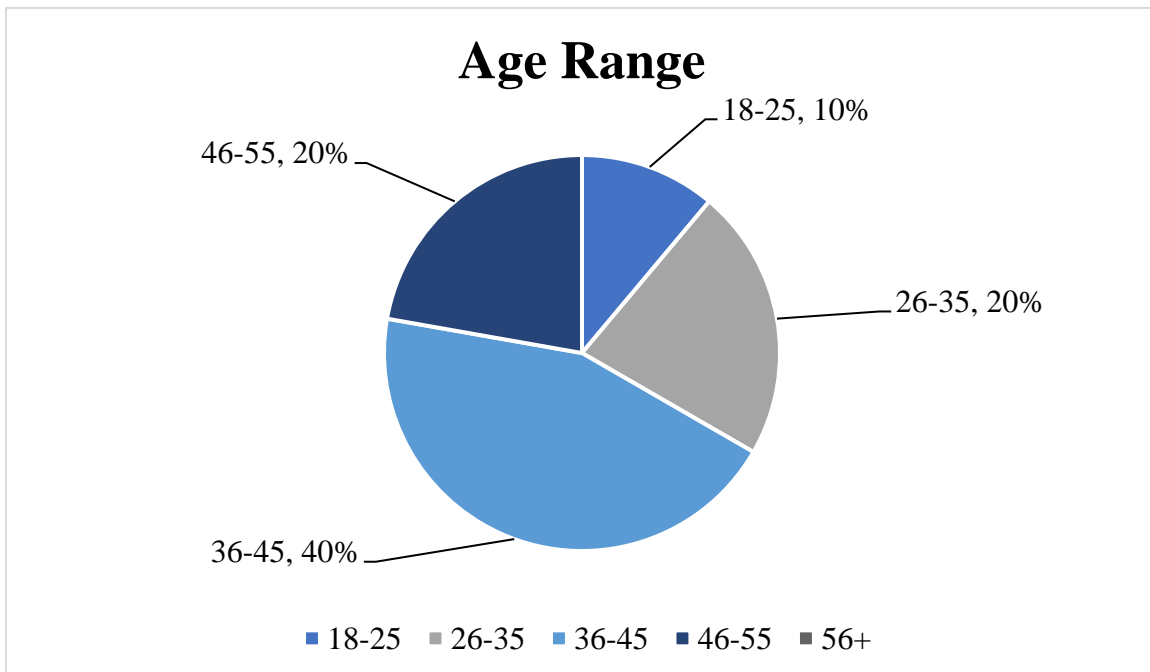




## 6. Age Range?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 55+

*This question will provide basic demographic data to the SCCTC about the age distribution among this population. Once the 600 surveys are completed, the data will show what the most common age range is. This, again, can be very useful later when SCCTC is developing the marketing messaging. The dummy data provided below shows what the responses may be. The Pie Chart shows that 10% of respondents are between the ages of 18-25; 20% are between 26-35; 40% are 36-45; 20% are between 46-55, and 10% are 56+.*

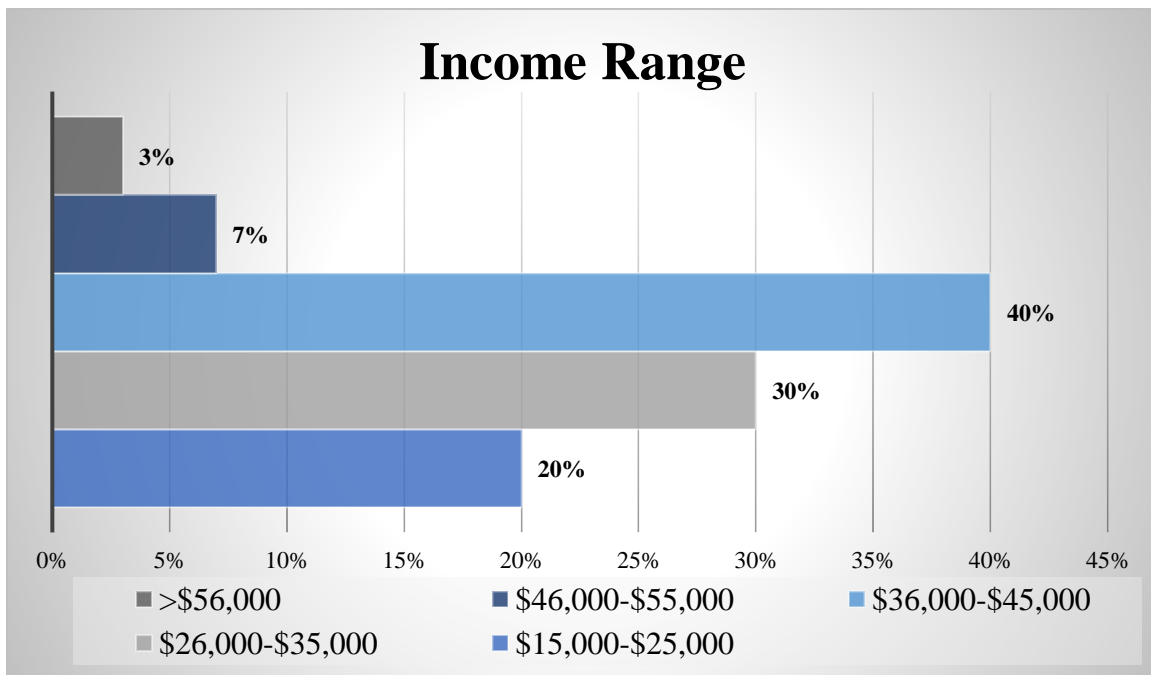




**7. Which range of income best describes how much you make yearly in your current position?**

- ☐ \$15,000-\$25,000
- ☐ \$26,000-\$35,000
- ☐ \$36,000-\$45,000
- ☐ \$46,000-\$55,000
- ☐ >\$56,000

*This question will provide additional demographic data to the client to get a better understanding of whom to target and their current financial position. The bar graph below shows the following dummy data: 20% have an income between \$15,000-\$25,000; 30% make between \$26,000-\$35,000; 40% make between \$36,000-\$45,000; 7% make between \$46,000-\$55,000, and 3% make >\$56,000.*



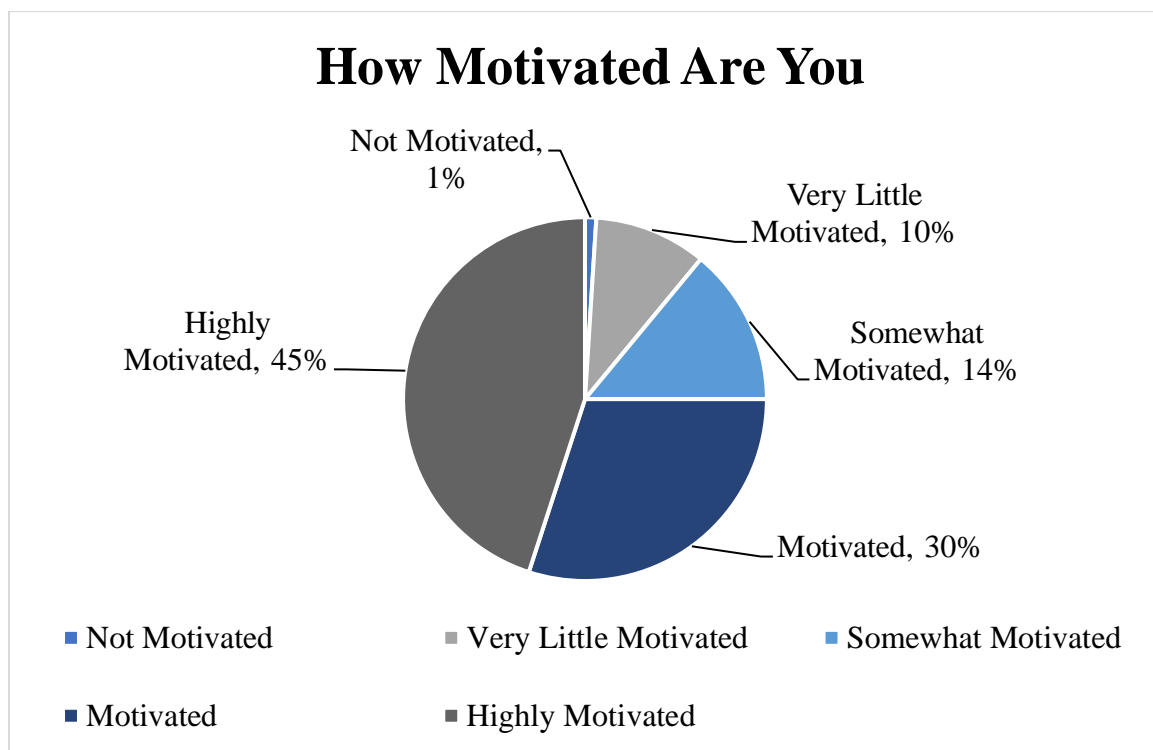




**8. How motivated are you to acquire new skills? Or expand on existing ones? (1 being the least motivated and 5 being the most motivated)**

1      2      3      4      5

*This question will show the percentages of how motivated the respondents are to learn or gain additional skills within their current job. This is essential data for the SCCTC client. The pie chart below will show the following dummy data: 1% of respondents said they were not motivated; 10% of respondents said they were very little motivated; 14% said they were somewhat motivated; 30% said they were motivated, and 45% said they were highly motivated.*



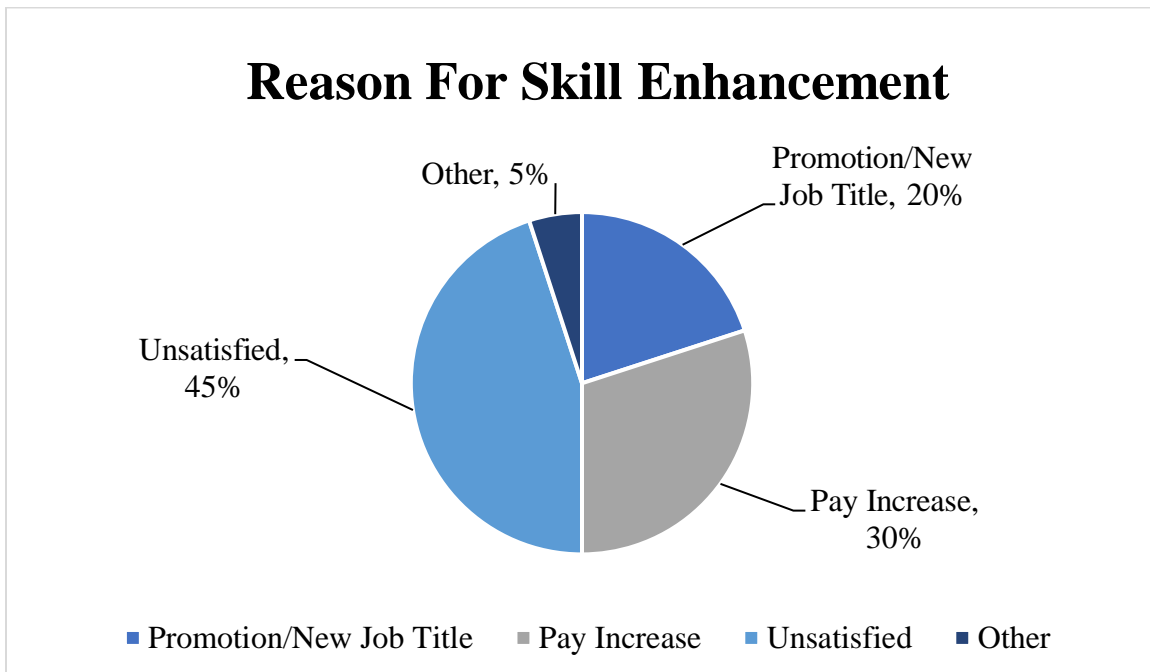
Responses	Value	# Of Responses
Not Motivated	1	6 (1%)
Very Little Motivated	2	60 (10%)
Somewhat Motivated	3	84 (14%)
Motivated	4	180 (30%)
Highly Motivated	5	270 (45%)
	Total	600



### 9. Reason for skill enhancement?

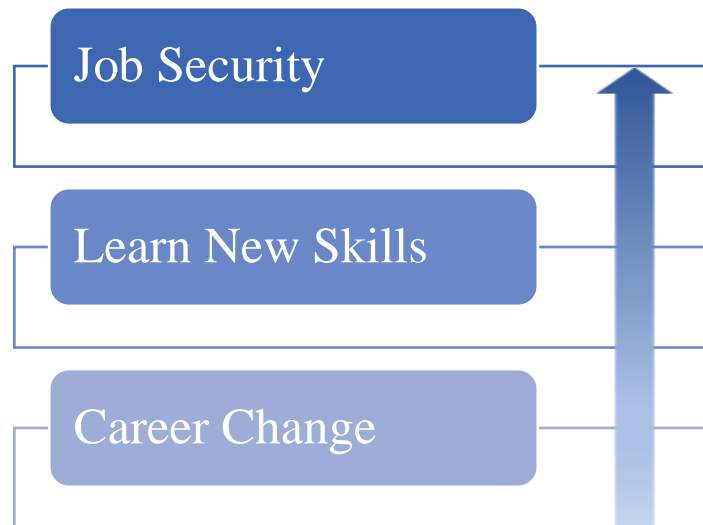
- ☐ Promotion/new job title
- ☐ Pay increase
- ☐ Unsatisfied with my current position
- ☐ Other \_\_\_\_\_

*This question provides the client with additional background about the respondents and why they would like to upskill. The pie chart below will provide the following dummy data: 20% promoting/ new job title; 30% pay increase; 45% unsatisfied with current position, and 5% other. A corresponding ranked chain list is provided with the top 3 responses by the respondents who chose other.*





Top 3 responses for “Other” reasons:

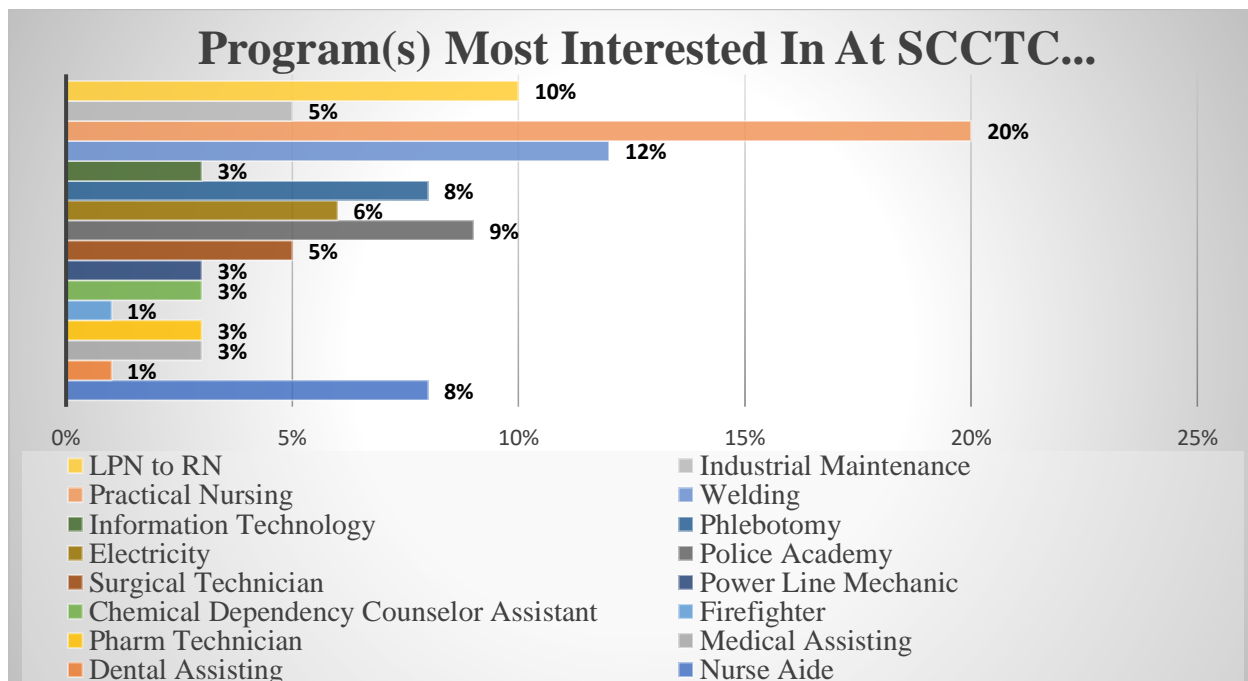




**10. Which of the following accreditations would assist you in fulfilling your desire to upskill? (Select all that apply)**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Nurse Aide                              | <input type="checkbox"/> Power Line Mechanic | <input type="checkbox"/> Information Technology |
| <input type="checkbox"/> Dental Assisting                        | <input type="checkbox"/> Surgical Technician | <input type="checkbox"/> Welding                |
| <input type="checkbox"/> Medical Assisting                       | <input type="checkbox"/> Police Academy      | <input type="checkbox"/> Practical Nursing      |
| <input type="checkbox"/> Electricity                             | <input type="checkbox"/> Pharmacy Technician | <input type="checkbox"/> Industrial Maintenance |
| <input type="checkbox"/> Firefighter                             | <input type="checkbox"/> Phlebotomy          | <input type="checkbox"/> LPN to RN              |
| <input type="checkbox"/> Chemical Dependency Counselor Assistant |  |   |

*This question provides critical insight to the client as to what programs the upskill-focused respondents are most interested in at the SCCTC, identifying the market segment's key expectations and needs. The bar graph below shows the following dummy data: 8% Nurse aide; 1% Dental assisting; 3% Medical Assisting; 3% Pharm Technician; 1% firefighter; 3% Chemical Dependency Counselor Assistant; 3% Power Line Mechanic; 5% Surgical Technician; 9% Police Academy; 6% Electricity; 8% Phlebotomy; 3% Information Technology; 12% Welding; 20% Practical Nursing; 5% Industrial Maintenance. 10% LPN to RN.*





### **Methodology: Focus Groups**

Another research instrument that is recommended is a focus group of current SCCTC students. The focus group should be conducted during school hours, totaling no more than one hour. There should be a representative from each existing program (Nursing, Surgical Technology, Pharmacy Technician, Phlebotomy, Public Safety, Medical Assisting, Dental Assisting, Chemical Dependency Counselor Assistant, Power Line Mechanic, Welding, Industrial/Constructional Electricity, Industrial Maintenance, and Information Technology) participating in this focus group.

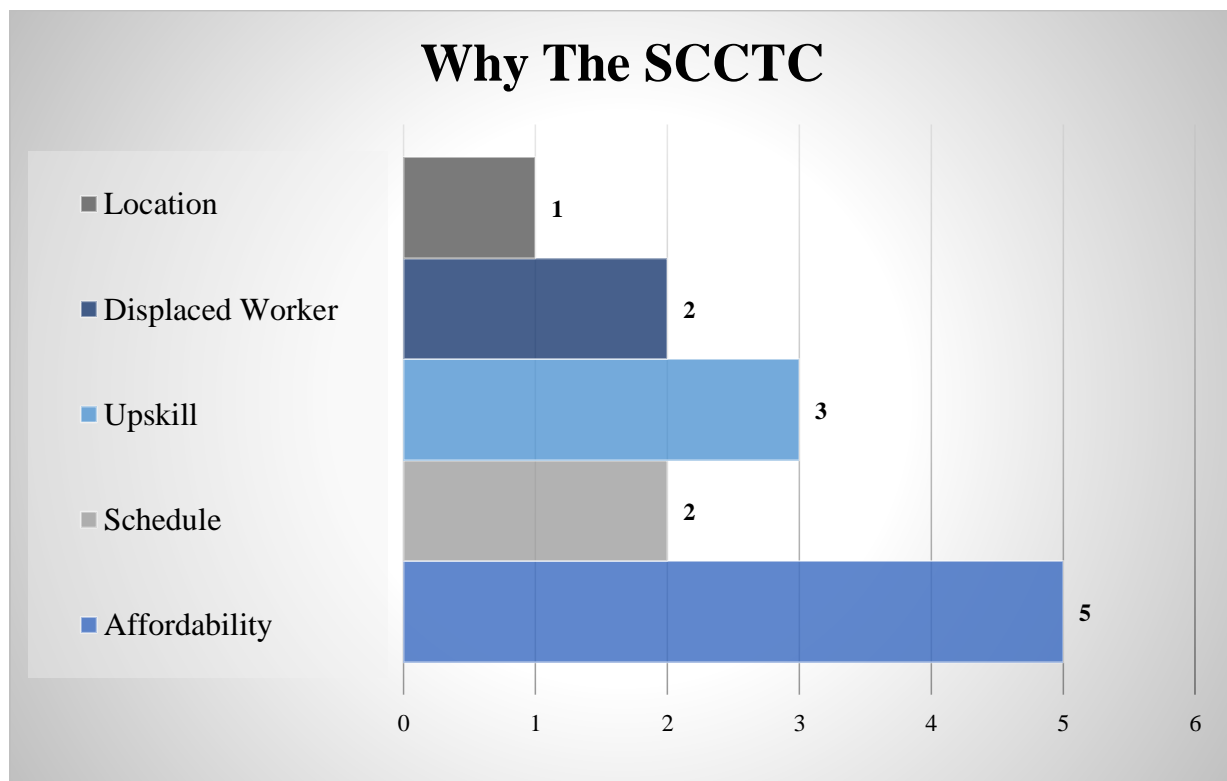
These participants need to be randomly chosen/requested from class rosters. Doing such will eliminate the possibility of biases within the controlled setting. To continue to facilitate the elimination of bias, a third-party proctor must lead the focus group. Since the goal of the focus group is to get a more precise understanding of the target market, it is suggested that a minimum of three focus groups will be conducted, totaling thirty-six participants. The three focus groups will all be held in a similar setting by the same impartial proctor. Further expanding on setting, these focus groups should be conducted within the school, in a room with quick access and minimal, if any, distractions. The complete proctor script is included in Appendix C. The questions in the discussion are included below with dummy results. The proctor should understand that each question should be discussed within a four-minute window to ensure the script is followed in its entirety.



## Focus Groups: Analysis of Findings

### **1. Why did you decide to attend the SCCTC?**

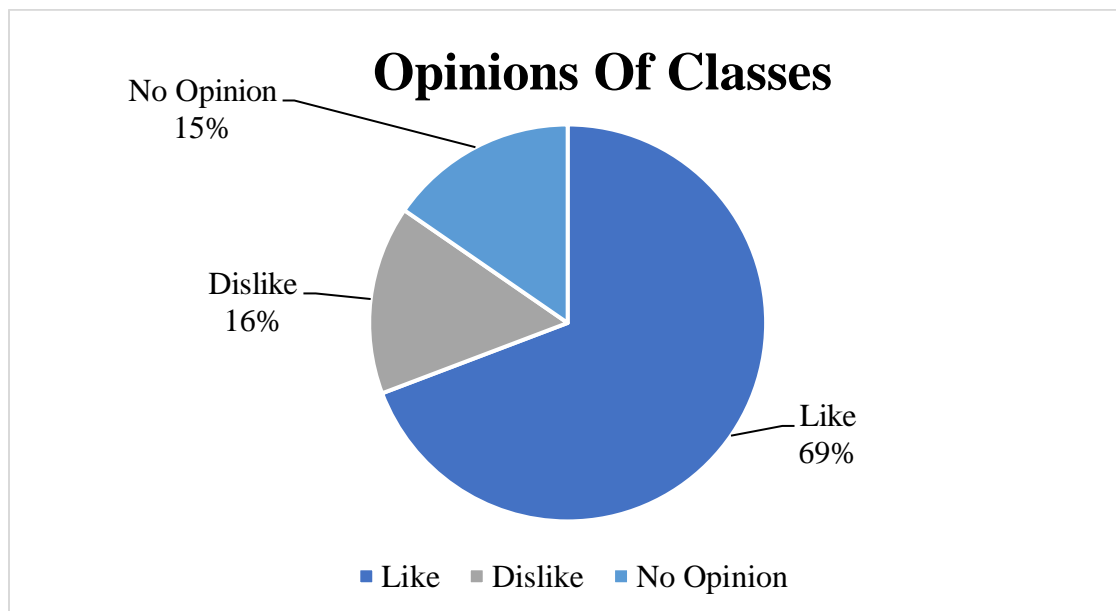
*This question will provide valuable information regarding why students are choosing to attend the SCCTC. Knowing this information will allow the SCCTC to understand what is drawing people in and areas that need to be targeted more. These results will show the most desirable traits the SCCTC presents to the target market. As shown in the chart below, affordability and opportunity to upskill are the most common answers and appealing traits.*





## 2. What do you think about the classes so far?

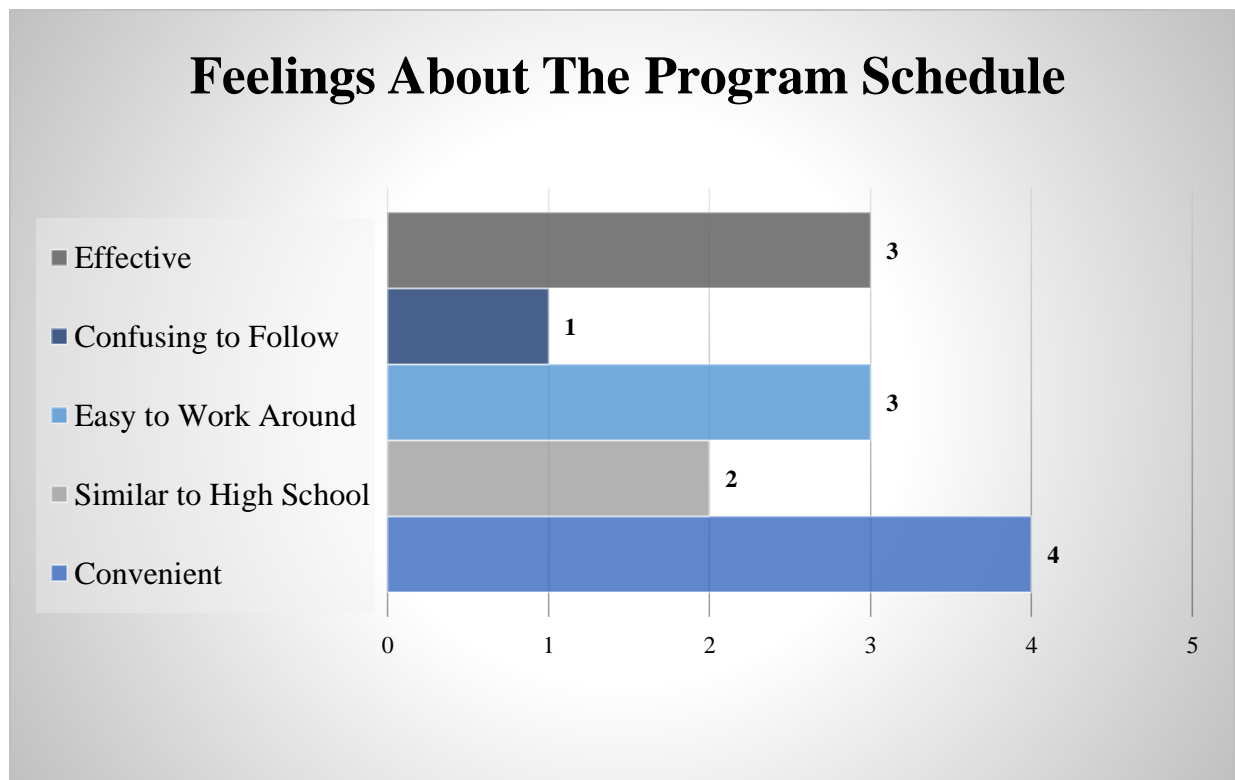
*Asking this question will unveil what current SCCTC students feel and think about the classes they are enrolled in. This is valuable information considering the goal is for students to stay enrolled until their program is over and to have positive word of mouth surrounding the SCCTC. If there is negativity surrounding classes at the SCCTC, it is beneficial to know so proactive changes can be made. The data below reveals that over half of the focus group participants feel positively about the classes they are enrolled in.*





### 3. How do you feel about the way this program is scheduled?

*This question will give insight into students' opinions on how the SCCTC schedules their classes and programs. Since the target market is people 25 and older, they may have to work around a job, kids, or anything else that takes up time day to day. The information received from this question will let the SCCTC know if students are satisfied with how their programs are scheduled or if there need to be changes that could attract more people in the target market. The data in the following graph shows most students feel positively about the current schedule.*

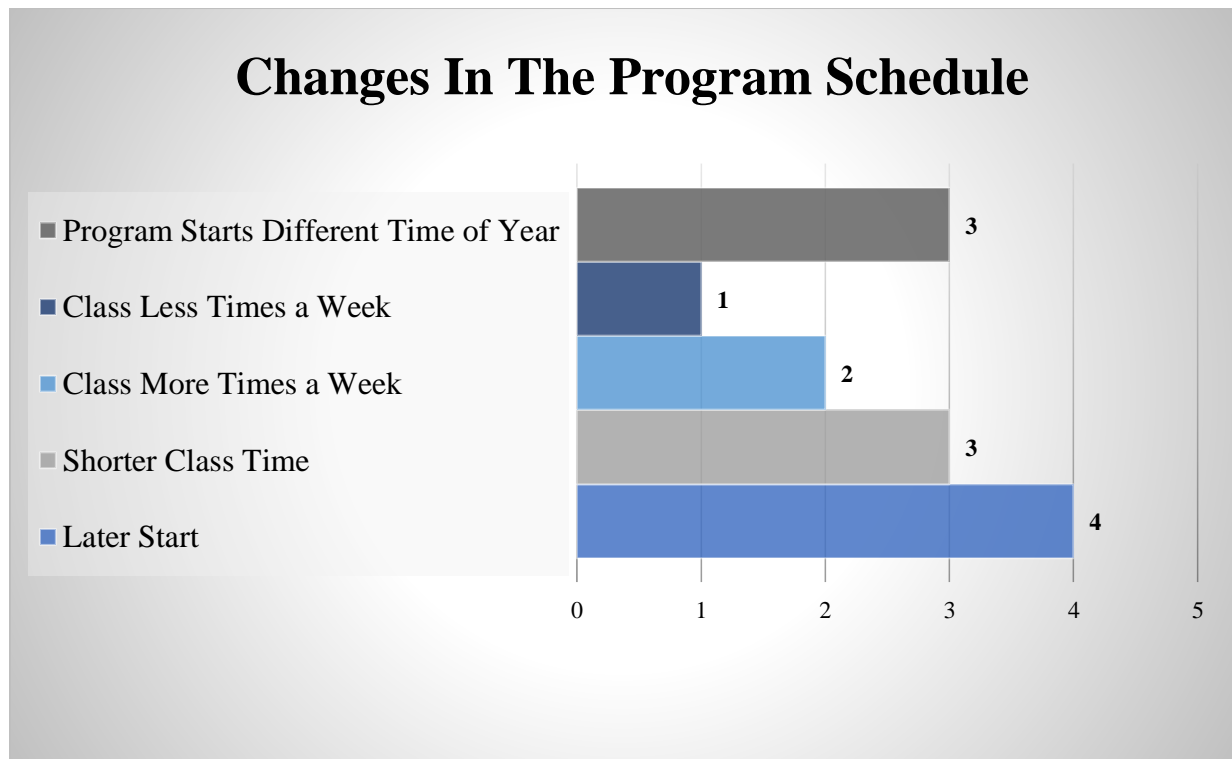






#### 4. As a follow-up to the previous question, would you prefer to see some changes in the scheduling of the program?

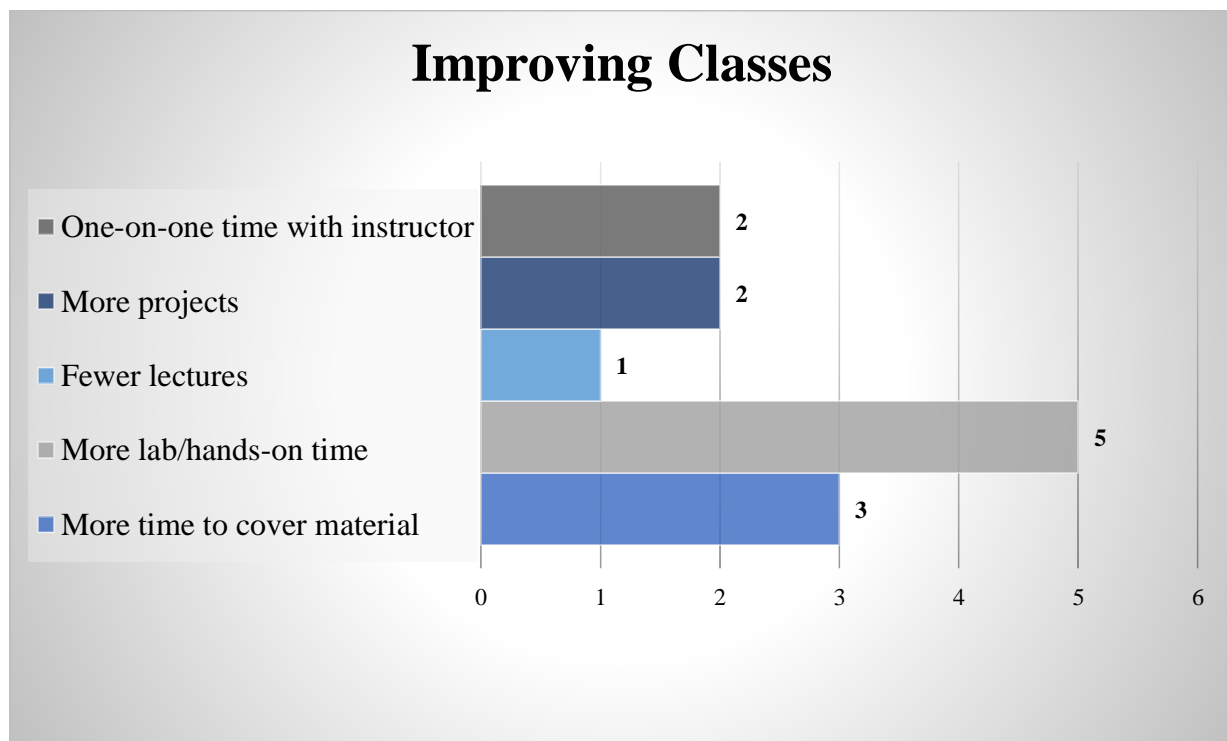
*This question goes more in depth regarding the scheduling of the programs at the SCCTC. Scheduling could very well be a factor why some people in the target market do not enroll in the SCCTC. By finding out what current students think of the schedule and/or would change about it, the SCCTC will be able to cater to more of the students' needs. Below, the dummy data gives an example of different factors students would change about their program schedules. The most popular answer was for classes to have a later starting time.*





## 5. What would you suggest to improve your classes?

*Asking this question will provide SCCTC information on what they can do to make classes better for current and future students. Improving the programs and classes will attract potential students in the target market to enroll at the SCCTC. The SCCTC needs to attract students, keep the students enrolled, and give them a great experience so they will recommend people and share about SCCTC by word of mouth. Testimonials shared with others would be an example of social proof, or seeing that someone else has legitimately had a favorable experience with a brand, product, or service. The data below gives different ways students would improve their classes, with more time to learn and experience being at the top.*





## 6. What do you think about your teachers?

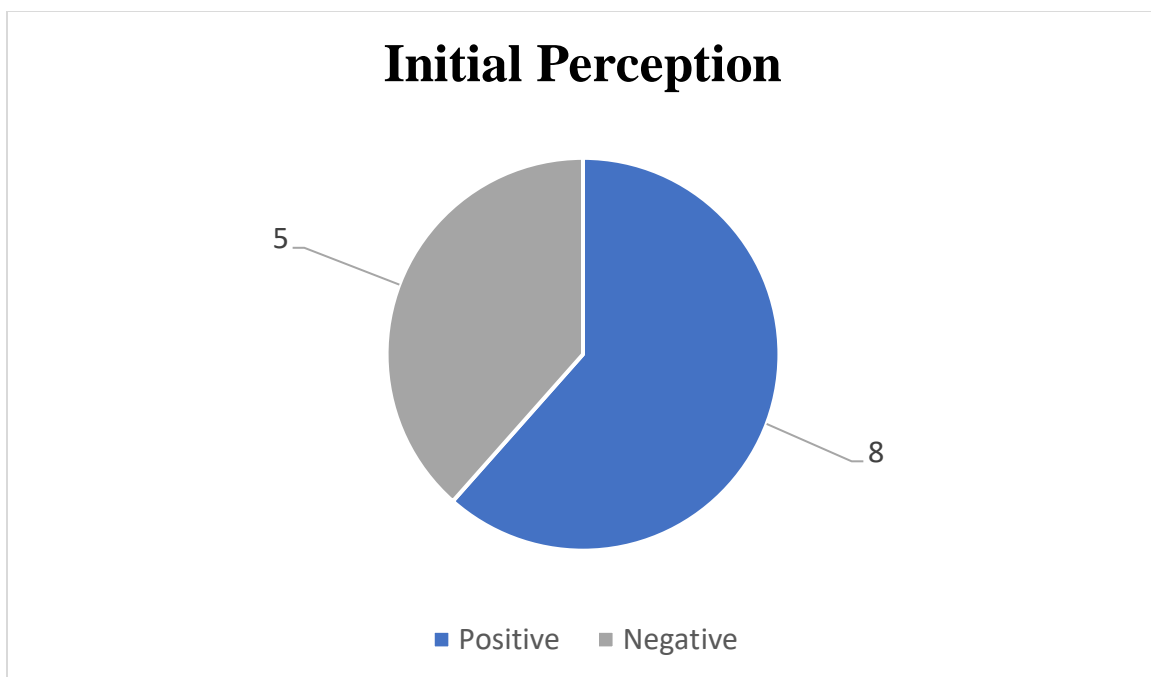
*SCCTC would benefit from receiving answers to this question because the students directly learn and interact with their teachers on a daily basis. The SCCTC needs to employ teachers who are knowledgeable about the program they are teaching and practice effective pedagogy, so the student receives everything they need to know before entering the work force. Not only do the teachers need to be knowledgeable and able to communicate the material to the students, but they need to care about how well their students are performing and doing in class. The word cloud below shows the most common words the participating students used to describe their teachers.*

Encouraging  
Adaptive  
Patient  
Fun  
Supportive  
Knowledgeable



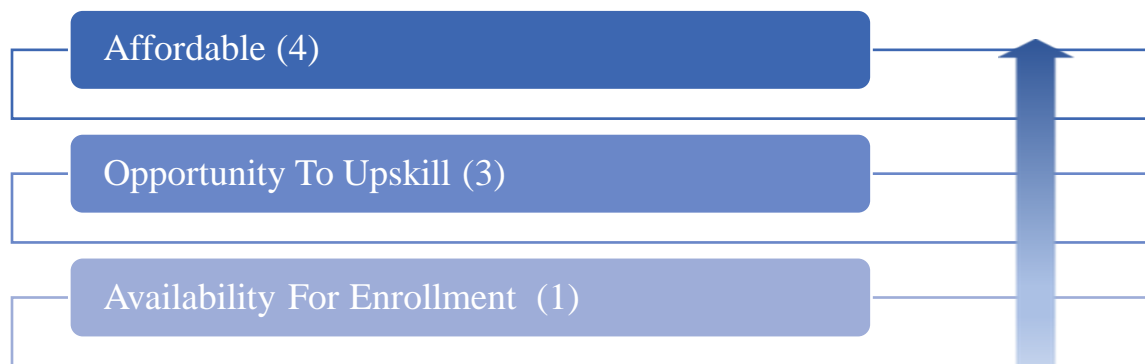
## 7. Did you have a positive or negative perception of the SCCTC before starting? Why?

*This question will provide the SCCTC with inside information about what potential students think about the school before they enroll. A positive perception of the SCCTC would attract more potential students in the target segment to enroll in a program. A negative connotation around the SCCTC would be detrimental, potentially steering students away from participating in a program. The following pie chart shows students were almost equal in having a positive or negative perception. The first word chain identifies the reasons for the students that answered positive. The second word chain provides the reasons why the five students answered they had a negative perception.*

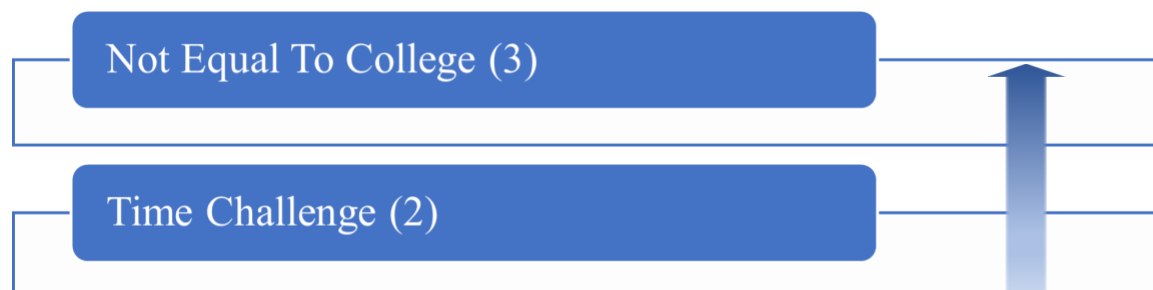




*Verbatim Positive Responses:*



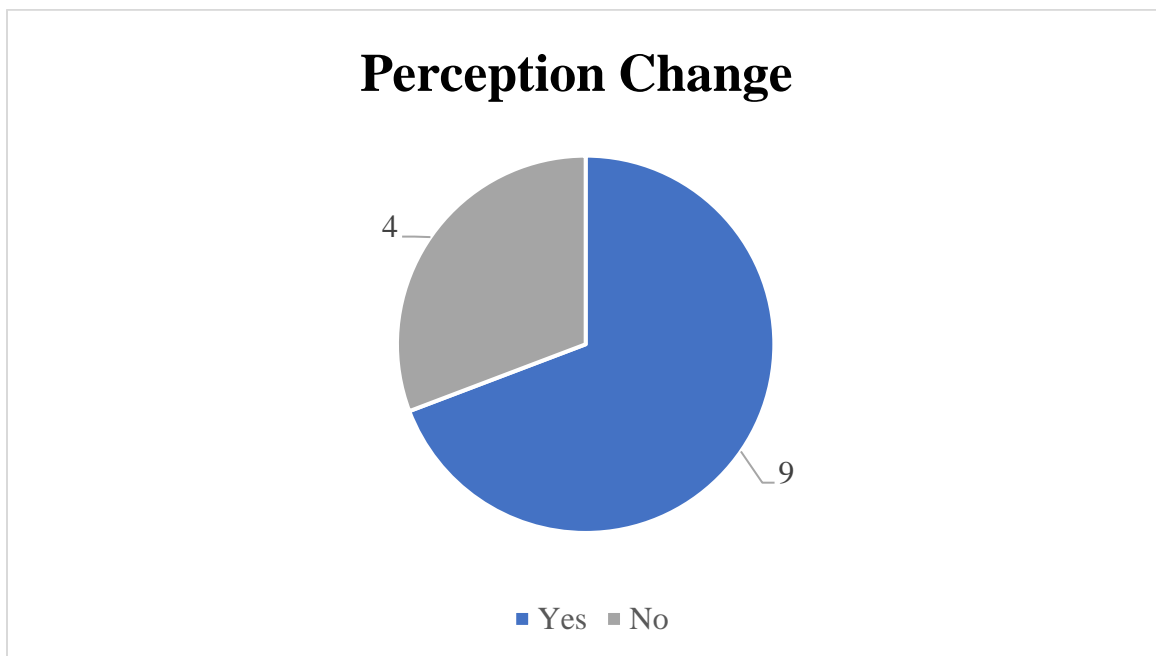
*Verbatim Negative Responses:*





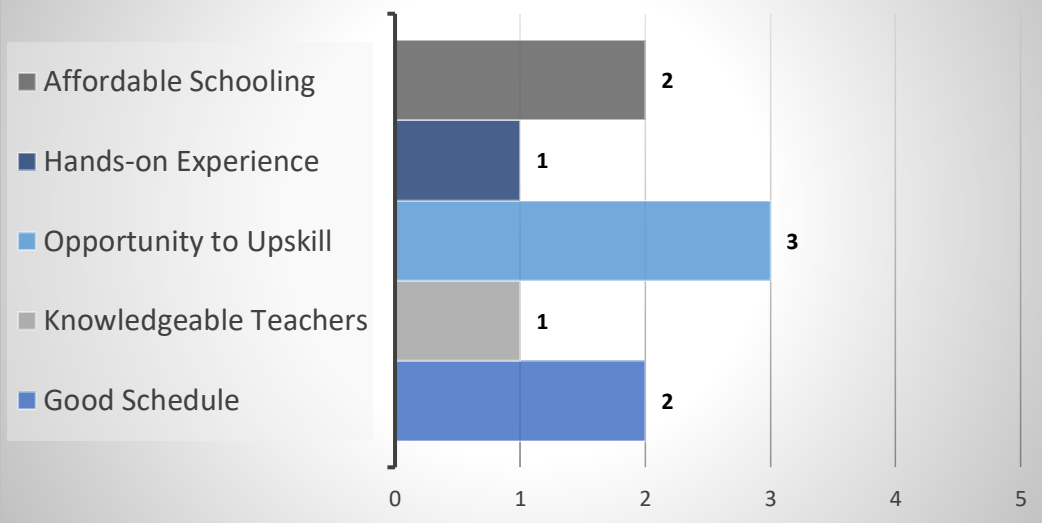
**8. Did your perception change about the SCCTC once you got into your program? Why?**

*As a follow up to the question above, information from this question will be able to guide the SCCTC in finding out what their perception is from current students who are enrolled in programs. The SCCTC will be able to determine if their school and/or programs are having a positive or negative effect on the students. This could be a factor in if there is positive word of mouth about the SCCTC in the surrounding environment. Below are two different charts, the first distinguishes if the student's perception changed and the second gives reasons why.*





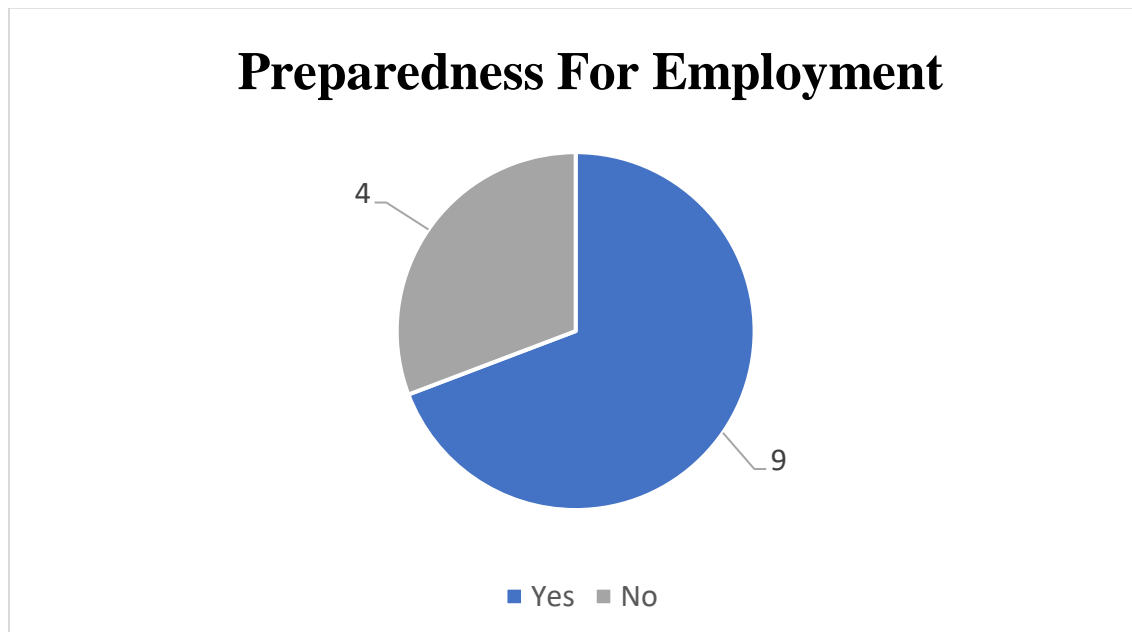
## How Their Perception Changed





## 9. Do you feel the program is preparing you for future employment? Why or why not?

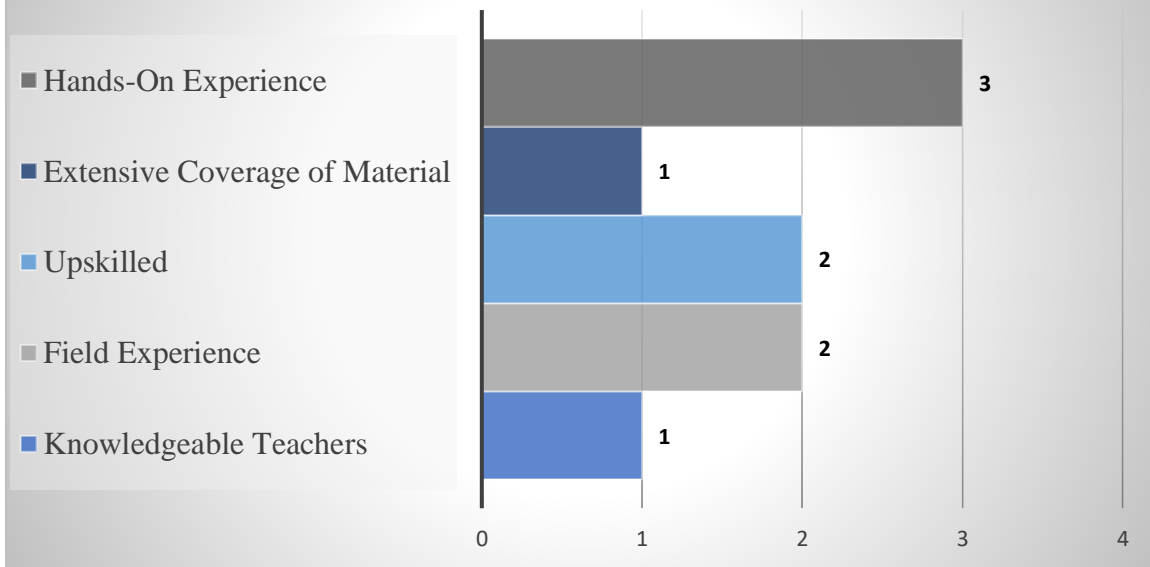
*Asking this question would give insight into the instruction, material and hands-on/lab experience the student is receiving and learning. A positive perception would be created around the SCCTC if every student who graduated felt ready for their respective field of work. The SCCTC needs to understand the students' perception of the value the school and programs provide them. Below are three figures breaking down the answers to this question. The first is a pie chart regarding the first question. The second figure is a bar graph for the 'yes' answers and gives examples why students feel prepared, such as hands-on experience and extensive coverage of the material. The third figure is a bar graph for the 'no' answers and provides reasons why students do not feel prepared.*



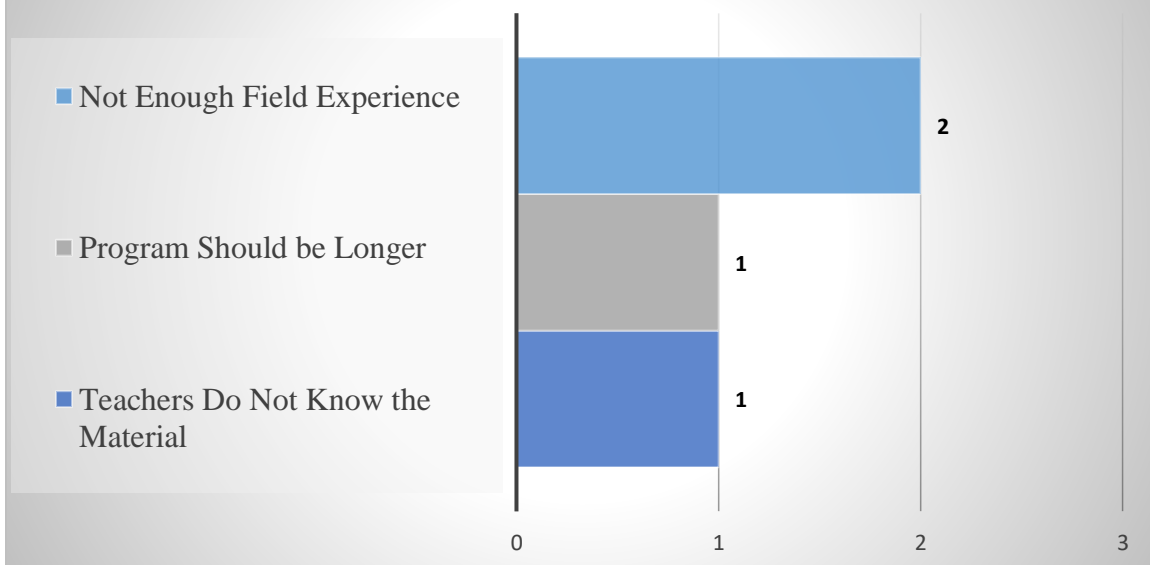




## Reasons They Feel Prepared



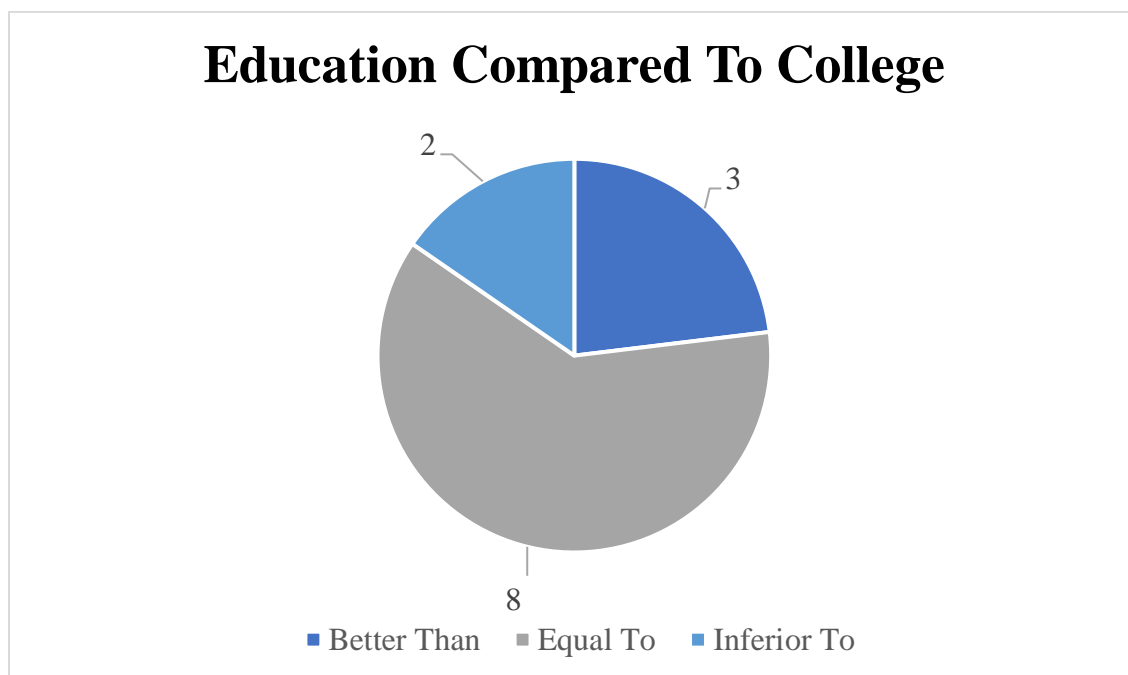
## Reasons They Do Not Feel Prepared





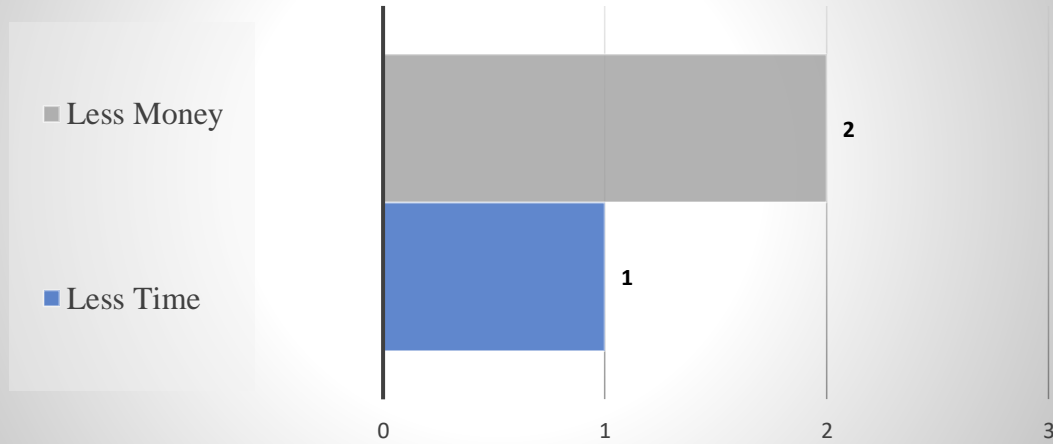
**10. Do you feel you are getting an experience better than, equal to, or inferior to a college experience? Why?**

*This question could provide a plethora of insight into the SCCTC concerning what the current students feel they are getting out of their programs. In some ways, the SCCTC is in competition with colleges to get students enrolled in their school. By providing an educational experience that is at least equal to a college, the SCCTC would attract more students. The following pie chart reveals the answers to if the students feel their experience is better, equal to, or interior to a college experience. The three bar graphs explain why the students chose either better than, equal to, or inferior to a college experience.*

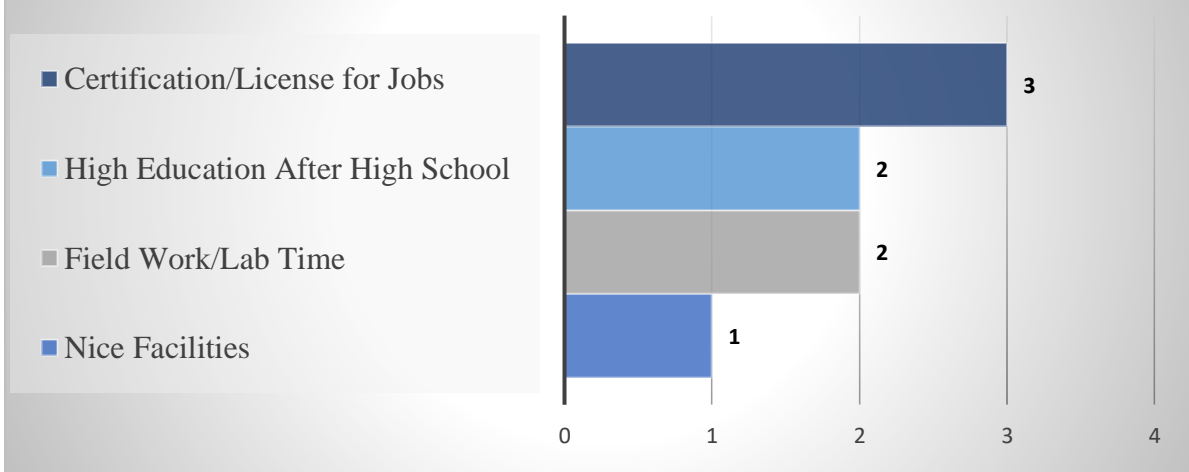




## Better Than College

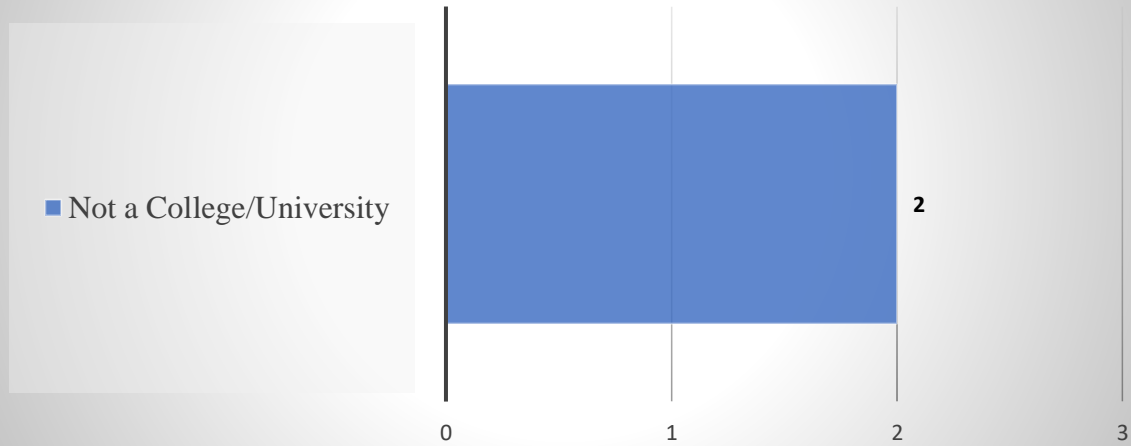


## Equal To College





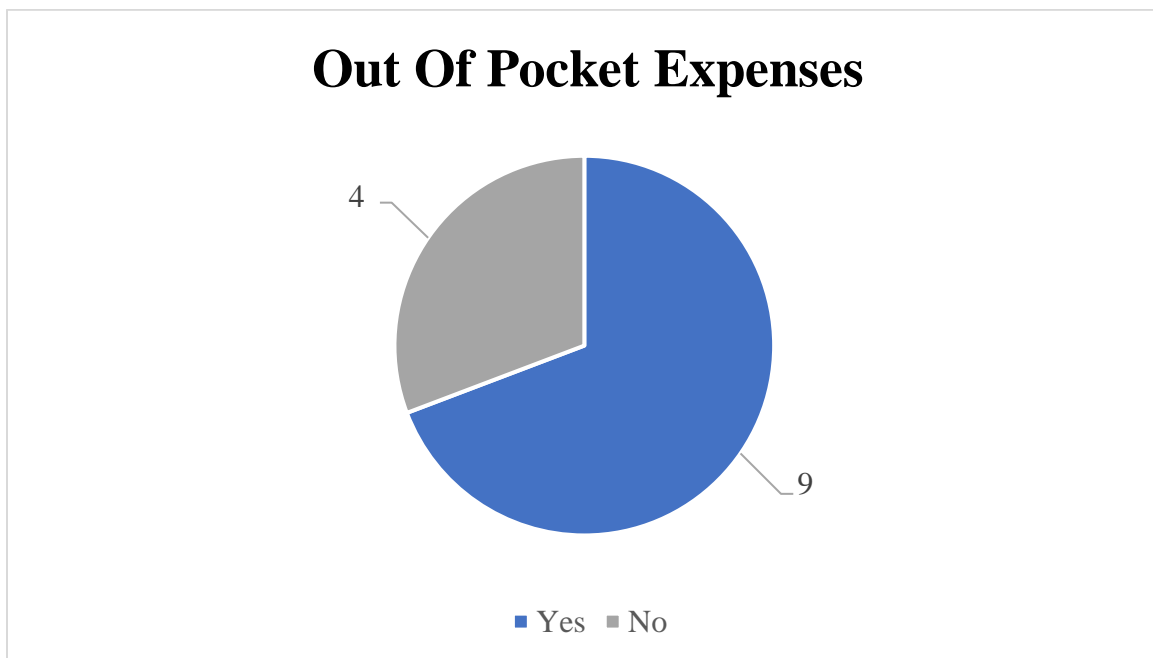
## Inferior To College





### 11. How many of you are paying at least part of your SCCTC program out of pocket?

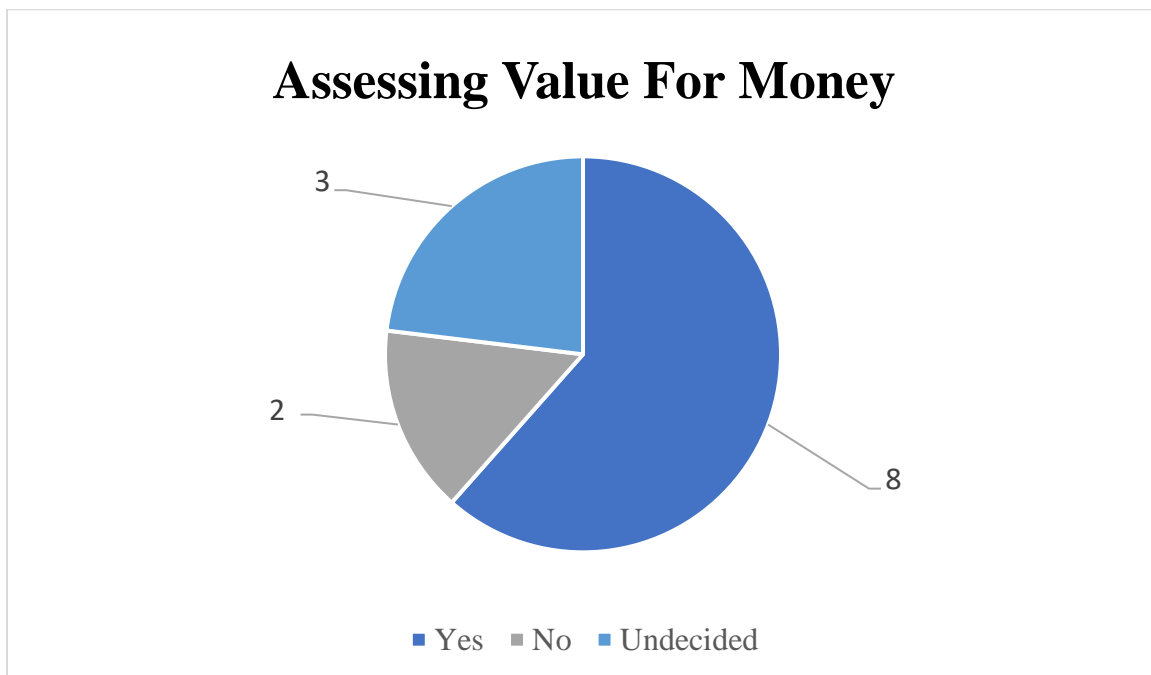
*This question provides the SCCTC with the information of how many students pay their tuition personally versus receiving full coverage with scholarships or grants. Affording the SCCTC could potentially be a problem for students in the target segment. By understanding if students pay out of their pockets, the SCCTC could provide more scholarship opportunities and financial advising services for future students who enroll. Below is a pie chart depicting how many students pay their tuition out of pocket to go to the SCCTC.*





**12. As a follow-up to those who answered that you do pay out of pocket, do you feel like you're getting your money's worth?**

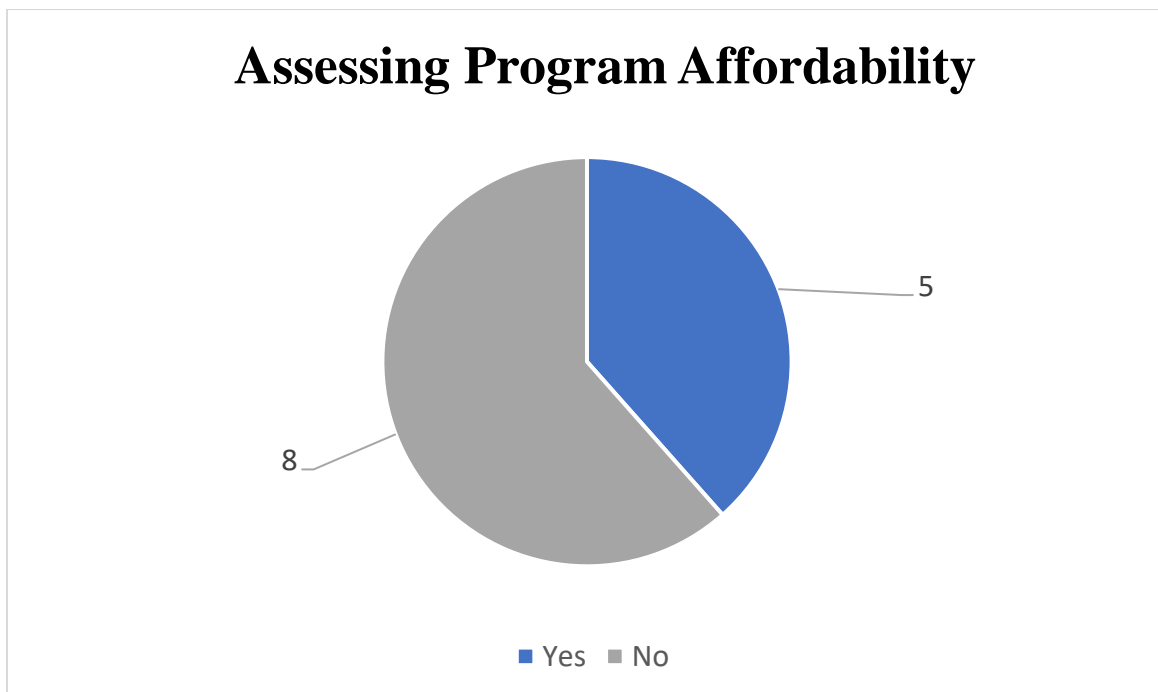
*Regarding the previous question, students who do pay out of pocket will be able to elaborate if they feel the SCCTC is worth the money. A positive perception can be created for the SCCTC if students feel as if attending the SCCTC is worth the money. Students should feel as if the quality of the SCCTC is worth more than what they are paying. The following graph reveals how the students answered this question.*





### 13. Is the cost of this program a challenge for you moneywise?

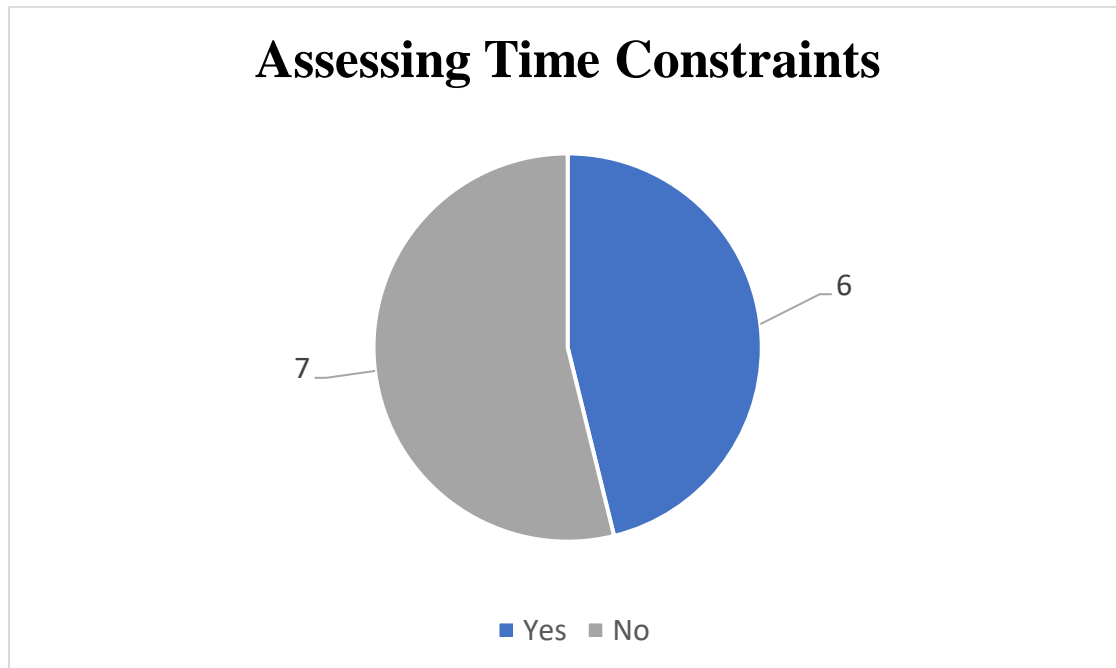
*On the theme as the last two questions, it is valuable to know if the cost of the SCCTC prohibits some people in the target segment from continuing if they are tempted to withdraw due to financial reasons. The SCCTC should know the feelings and opinions of the current students on their financial situations to know if it will be a problem in the future. Below, a pie chart illustrates how participants felt when asked if money is a problem while being enrolled in their program.*





#### 14. Is the cost of this program a challenge for you timewise?

*This question will reveal to the SCCTC if the amount of time a program takes up either prohibits potential students from enrolling or takes up too much of students' time. Also, students could be working a separate job while attending the SCCTC. The answers to this question will show if programs need to be overall shorter or if there should be less class time a week. Below is a pie chart that depicts if students feel the program is a challenge for them timewise.*

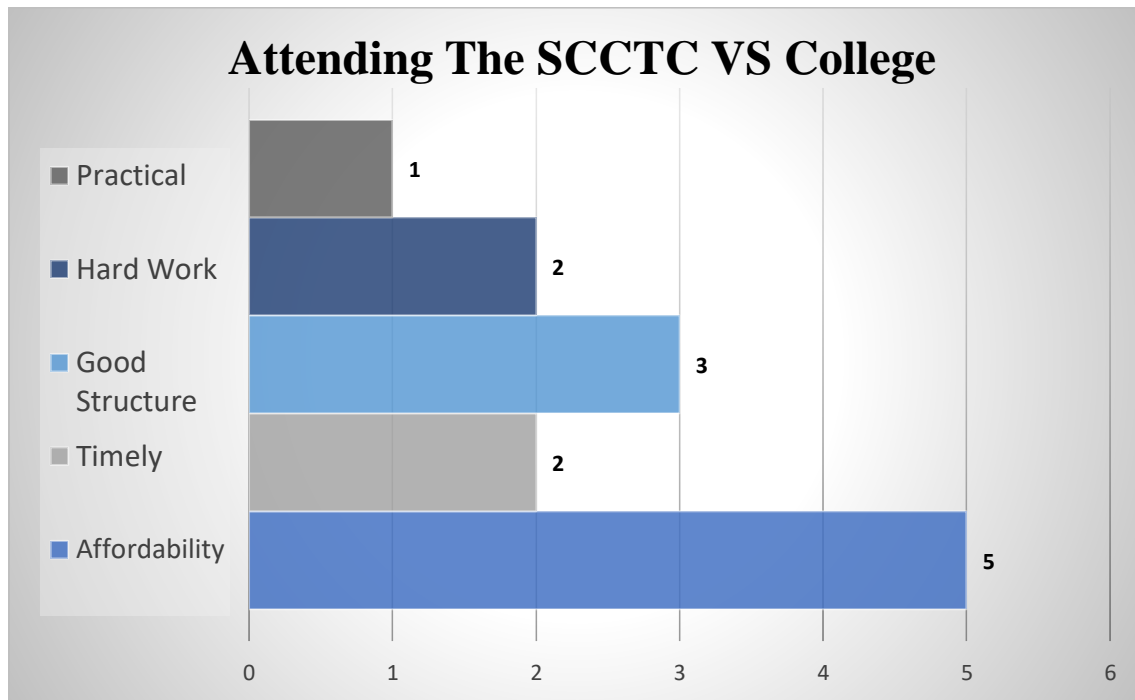






**15. What advice would you give to someone who is deciding between the SCCTC or college?**

*This question gives insight into why the students believe the SCCTC is a better option than going to college. Knowing what is being spread by word of mouth is valuable in the fact that the SCCTC is able to determine if it is positive or negative. The graph below shows what current students would tell future students about attending the SCCTC.*





### **Methodology: One-on-One Interviews**

One-on-One interviews with graduates of the program are recommended. The interviews conducted should take at least 30 minutes and no longer than one hour. These interviews should be conducted with graduates of the SCCTC, and carried out by Chris Zornes, SCCTC's Business and Industry Coordinator, or someone in administration or instruction whom students know. Having someone familiar as the proctor of these interviews is necessary since supplying participants with someone they know, and trust, may give prospects a greater reason to be willing to participate and creates a comfortable interview setting. Conducting these interviews will provide Chris with information on how the SCCTC's programs prepare graduates for future employment. Additionally, interview information relayed to Chris will allow him to identify areas of improvement within the programs offered at the SCCTC. The interview questions found in Appendix D should be asked by Chris Zornes, or the chosen staff member, in their entirety.

To find interview participants, it is recommended that Chris reach out via email to graduates of the program. Contact information of at least some former students should be readily available to Chris within the SCCTC database. Conducting an interview with one person from all 16 programs (Nurse Aide, Practical Nursing, LPN to RN, Surgical Technology, Pharmacy Technician, Phlebotomy, Firefighting, Police Academy, Medical Assisting, Dental Assisting, Chemical Dependency Counselor Assistant, Power Line Mechanic, Welding, Industrial/Constructional Electricity, Industrial Maintenance, and Information Technology) will provide Chris with sufficient data that can be used in formulating an accurate assessment of program outcomes overall. Ideally these interviews should take place in person. In-person interviews offer a more comprehensive assessment of the graduates, as they enable a richer understanding of body language and foster a stronger personal connection between the



interviewer and interviewee. Although, for those unable to attend an in-person interview, a remote option should be in place, such as Zoom or Microsoft Teams, as an alternative course of action.



## **One-on-One Interviews: Analysis of Findings**

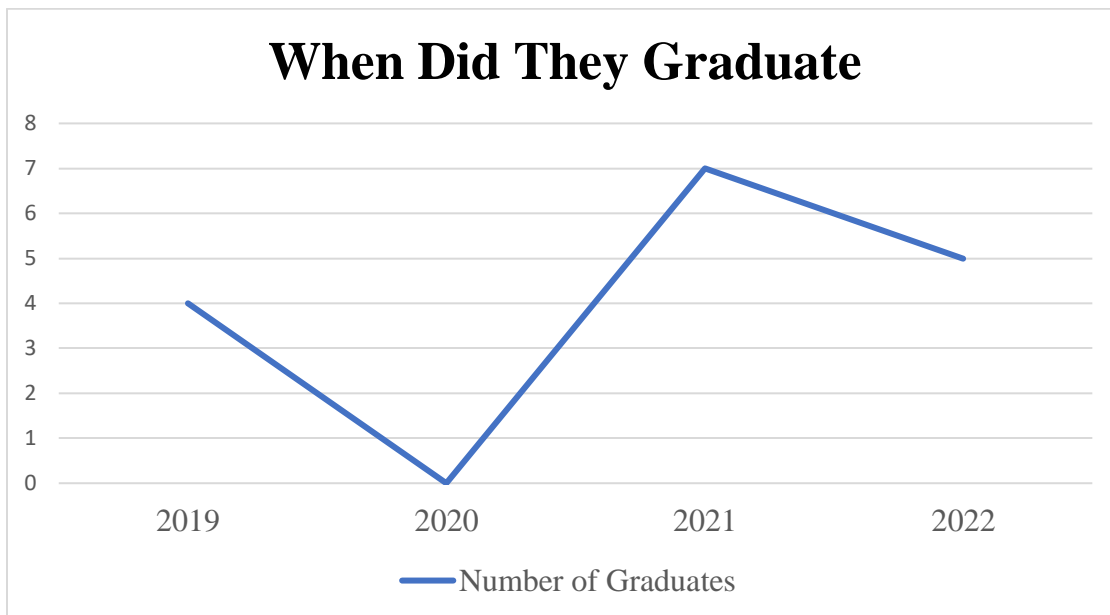
### **1. What program(s) were you in while attending the Scioto County Career Technical Center?**

*\*Note: There is no sample graphic for this question as answers are subjective, and this particular question is only being asked to 1 individual per program.\* Asking this question is a way for us to find out what subjects our alumni focused on during their studies and the types of degrees they received. This knowledge is vital for gaining a better understanding of our alumni community. We took 1 alumni of every program to get feedback from the different experiences.*



## 2. When did you graduate from the SCCTC?

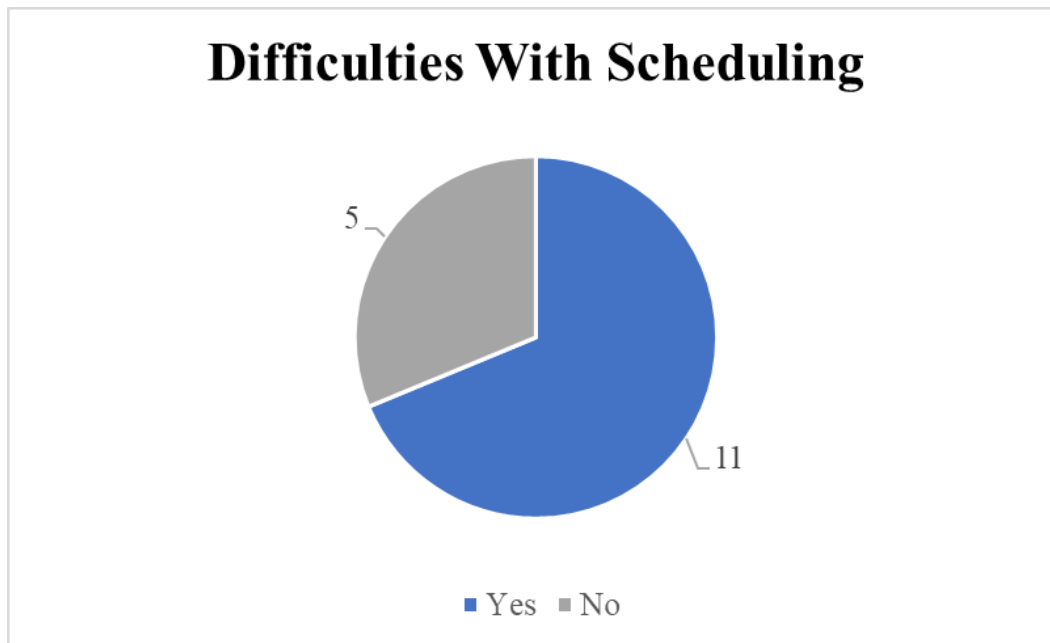
*Asking this question not only provides us with insights into the academic backgrounds of our alumni but also allows us to determine the timeframe of their graduation. This information is invaluable in assessing the evolution of the SCCTC and its effectiveness. We can discern whether the changes implemented have resulted in improvements or setbacks, helping us identify which strategies have proven successful and which ones require adjustments. This graph shows when the alumni graduated.*





### 3. Did you have difficulties dealing with the SCCTC class schedule?

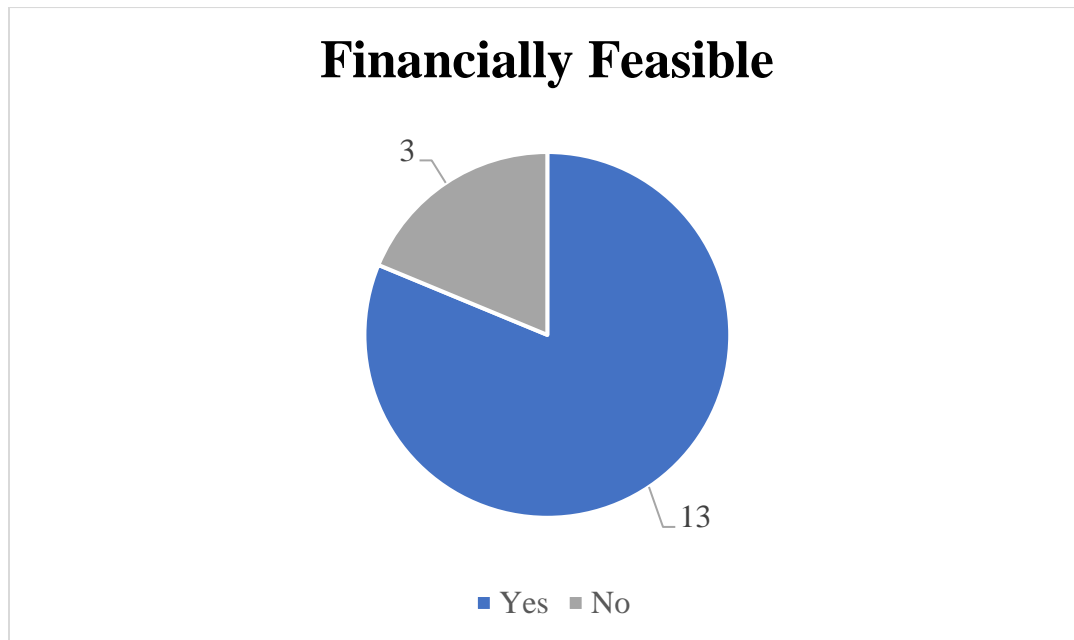
*Asking this question not only provides us with insights into our alumni's academic backgrounds and their experience at the SCCTC but also offers a window into any challenges they may have faced during their time here. Understanding these difficulties, they have encountered that it's important for improving our support systems and ensuring a more positive educational experience for future students.*





#### 4. Did you find the SCCTC to be financially feasible while attending?

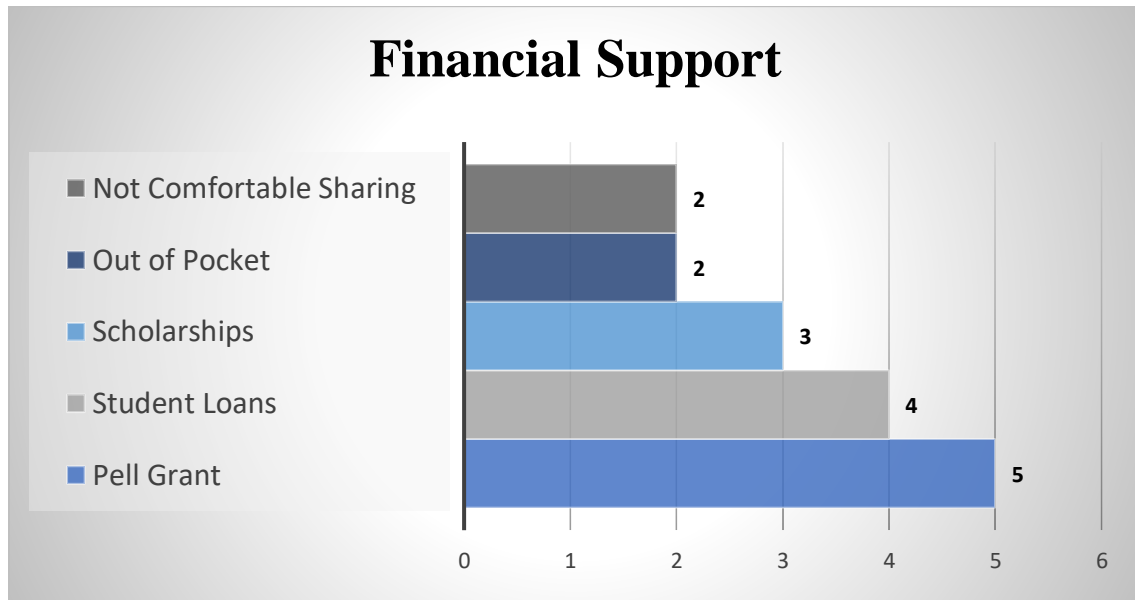
*Asking this question not only provides the SCCTC with insights into their alumni's academic backgrounds and their experience at the SCCTC but also offers a window into any challenges they may have faced during their time here. Understanding these difficulties, they have encountered that it's important for improving our support systems and ensuring a more positive educational experience for future students.*





**5. Did you seek external financial support while attending the SCCTC? If so, and you're comfortable sharing, what support did you receive?**

*Asking this question provides us with valuable data that we can use to gain insights into the financial challenges faced by our alumni. By inquiring about their experiences in seeking external help to pay for school, we aim to understand the prevalence of this necessity among our graduates.*





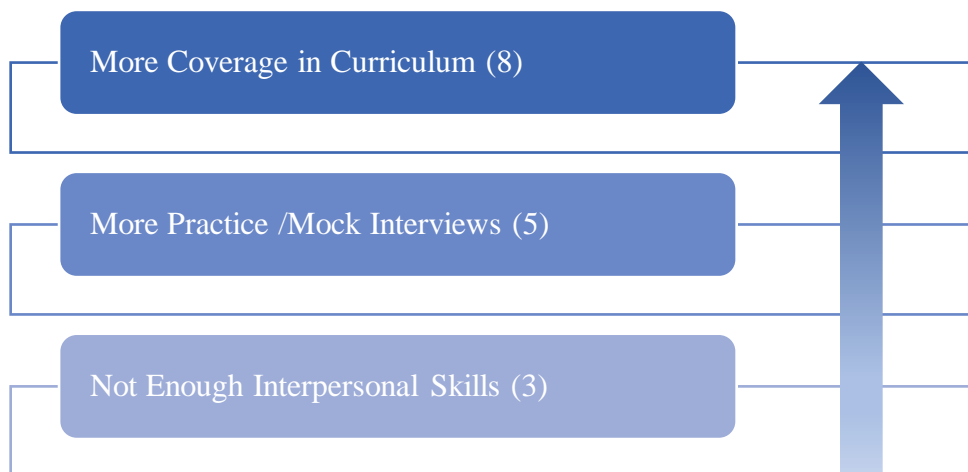


**6. Did the SCCTC properly prepare you for the application and interview process? In what ways can we improve this process?**

*Here, the SCCTC is interested in understanding whether the educational experience adequately equipped alumni for real-world challenges, such as applying for jobs and succeeding in interviews. Alumni can offer feedback on the strengths and weaknesses of the career preparation process and suggest improvements or additional training opportunities.*



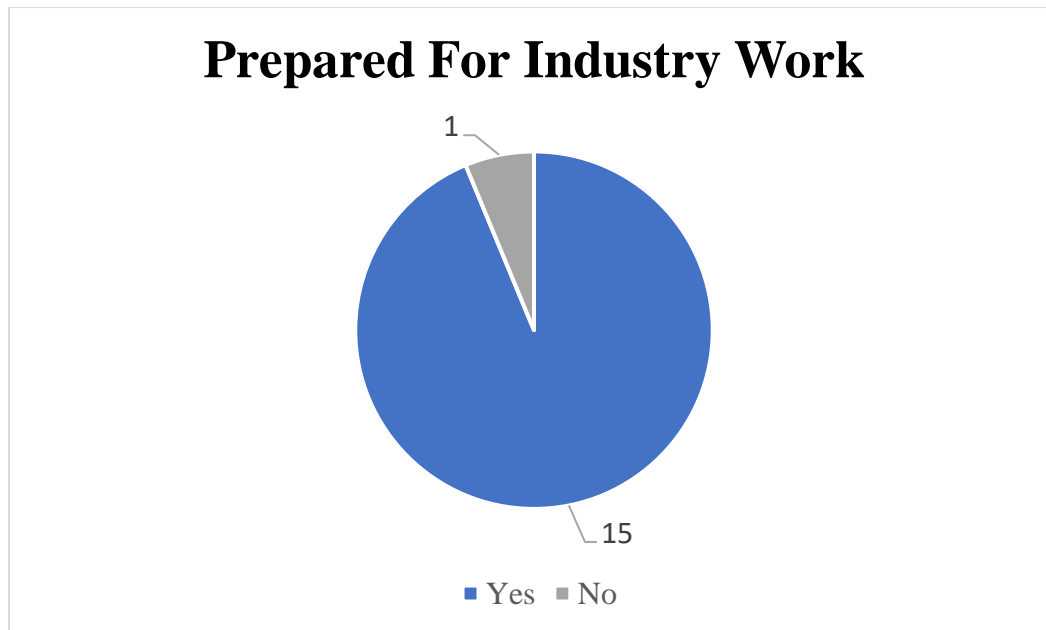
*Verbatim Recommendations for Improvement:*





## 7. Do you feel the SCCTC properly prepared you for work in your industry?

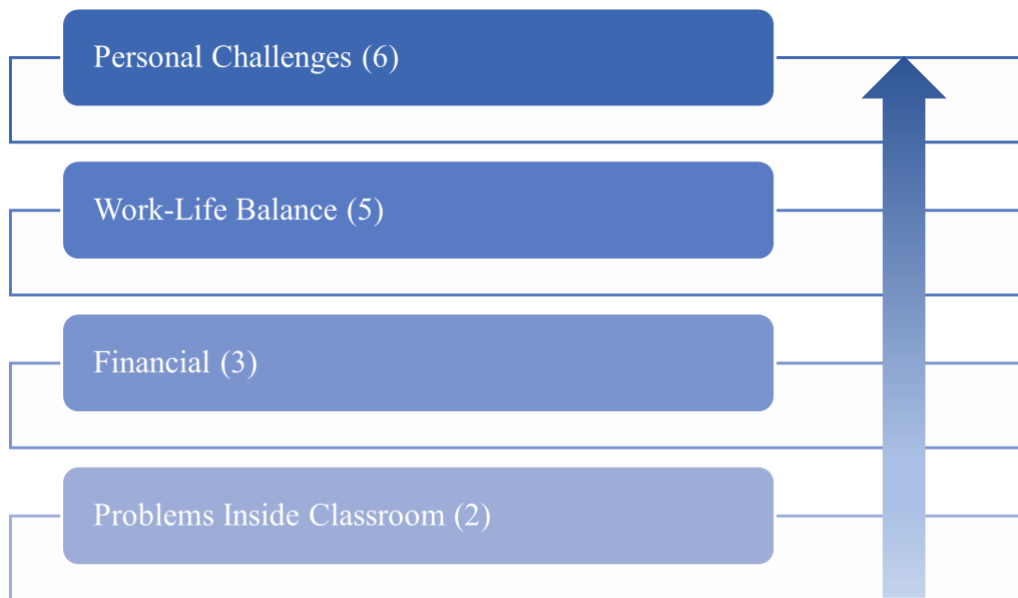
*This question aims to help us understand the post-graduation success of our alumni and whether they have benefitted from the classes and internships we offered. It provides insights into their career paths and whether the knowledge and experiences gained at our institution have contributed to their achievements. By asking this question, we can measure the effectiveness of our educational and internship programs and tailor them to better serve our students.*





**8. Were there any problems you encountered while going through our programs? What were they?**

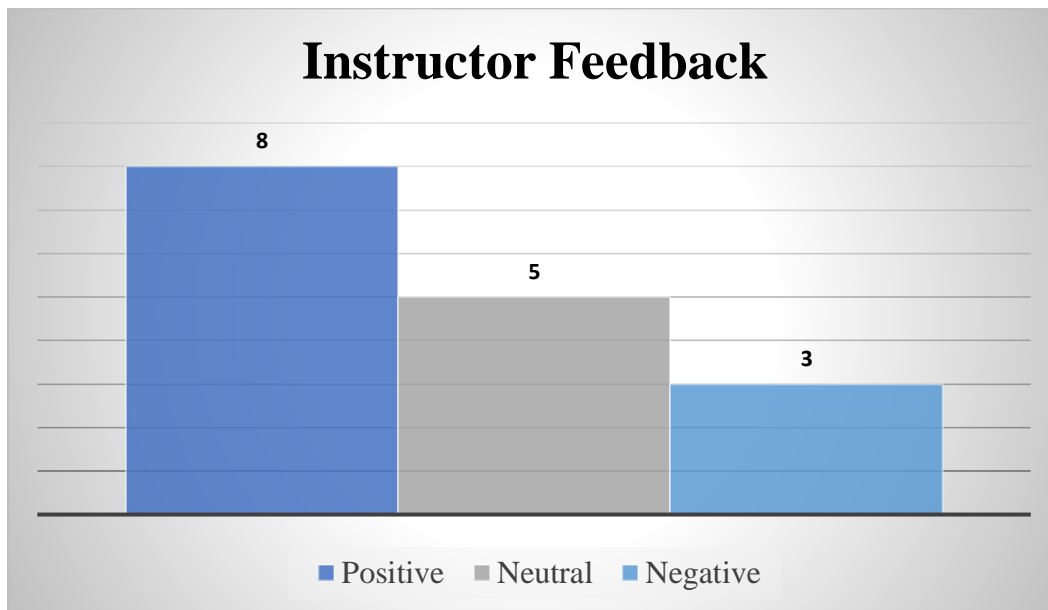
*This question serves as a valuable tool to pinpoint challenges our alumni may have encountered during their time at SCCTC. These challenges might encompass a range of issues, such as academic difficulties, classroom-related problems, or personal obstacles. Gaining insights into these experiences helps us to not only address individual concerns but also enhance our institution's support systems and overall educational environment.*





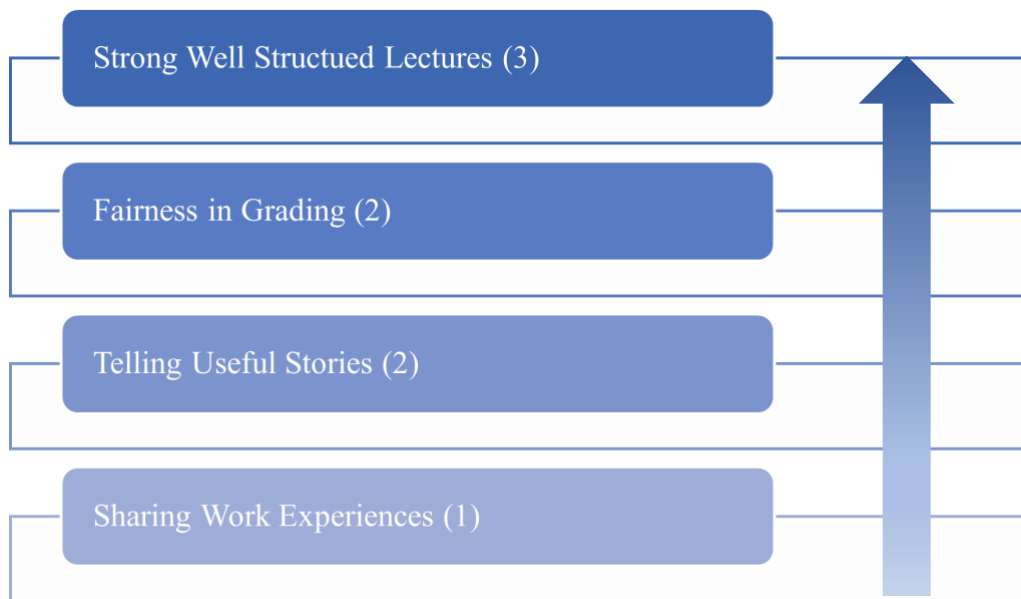
**9. How were your instructors? Please elaborate on the aspects you felt were most notable.**

*Feedback on instructors can offer valuable insights into the quality of teaching and the dynamics of the student-teacher relationship. Positive feedback can highlight effective teaching methods and the positive connections between students and instructors. Contrariwise, negative feedback can serve as an indicator of areas where improvements are needed.*

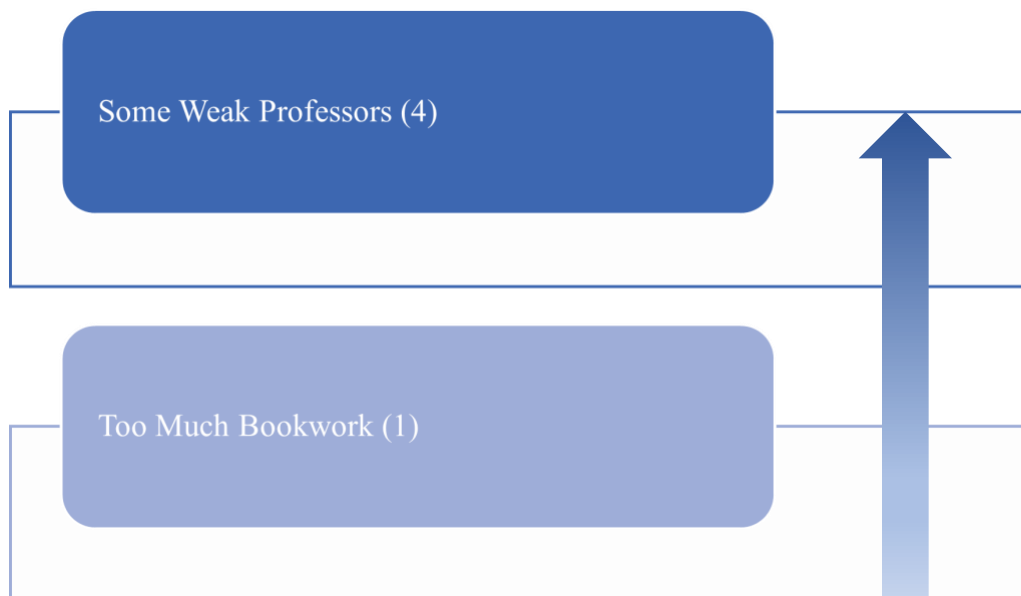




*Verbatim Positive Responses:*

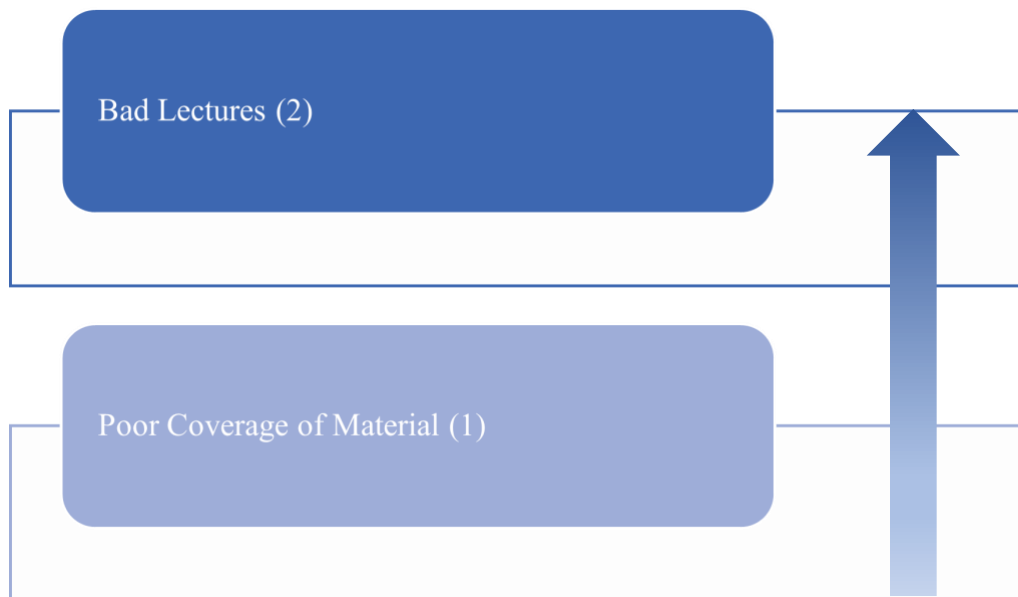


*Verbatim Neutral Responses:*





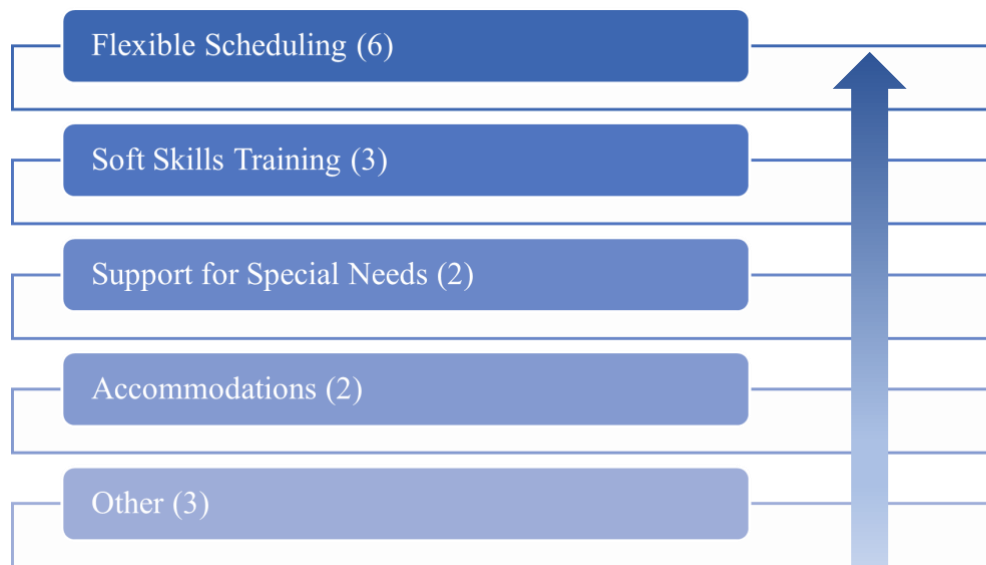
*Verbatim Negative Responses:*





## 10. How can the SCCTC improve its current programs?

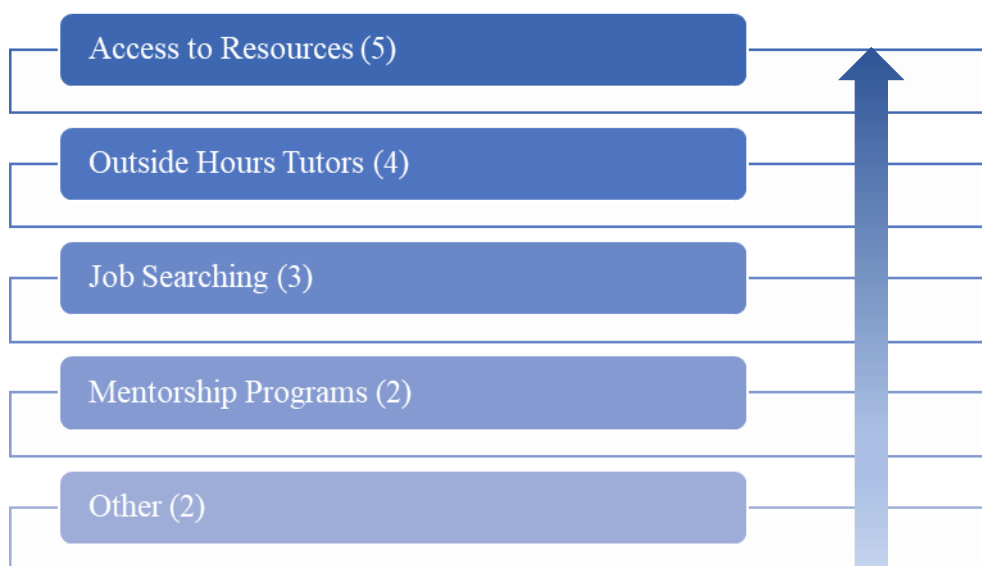
*This question encourages alumni to actively participate in shaping the future of SCCTC by suggesting improvements to our existing programs. Their insights may encompass valuable suggestions for curriculum updates, the provision of resources, and the refinement of teaching methods. This collaborative approach empowers the SCCTC administration to make meaningful and relevant changes that not only address alumni concerns but also enhance the overall educational experience.*





## 11. What do you suggest the SCCTC could do to help current students?

*This question prompts alumni to share their ideas on how SCCTC can better support and assist current students. Their suggestions may encompass valuable input regarding mentorship programs, career counseling services, or initiatives aimed at fostering a more supportive and inclusive learning environment. By seeking these recommendations, we can work towards tailoring our support systems to meet the specific needs of our students.*

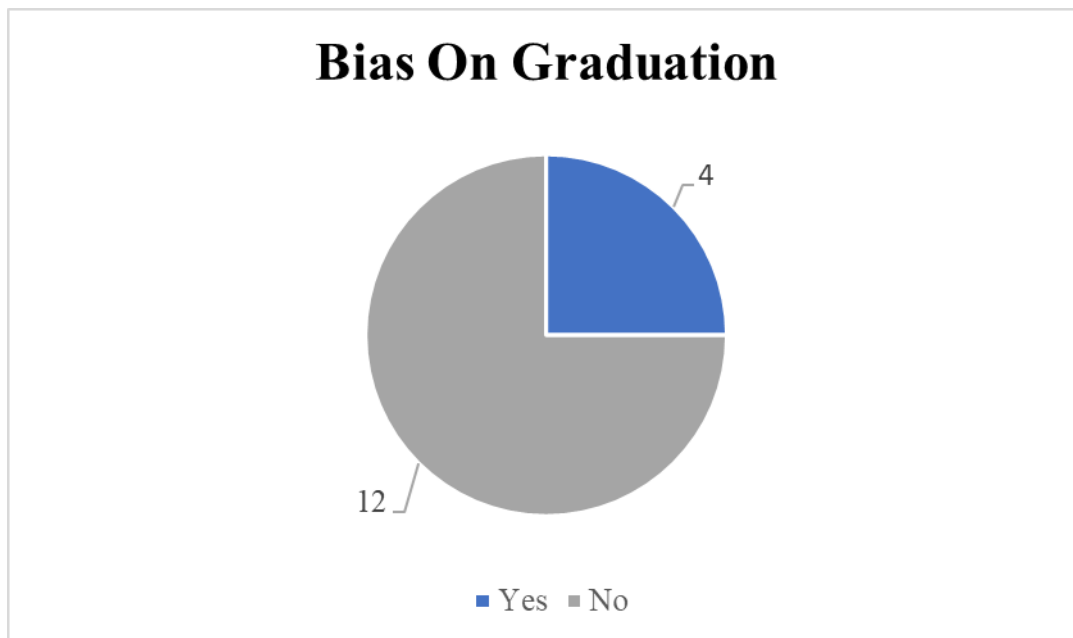




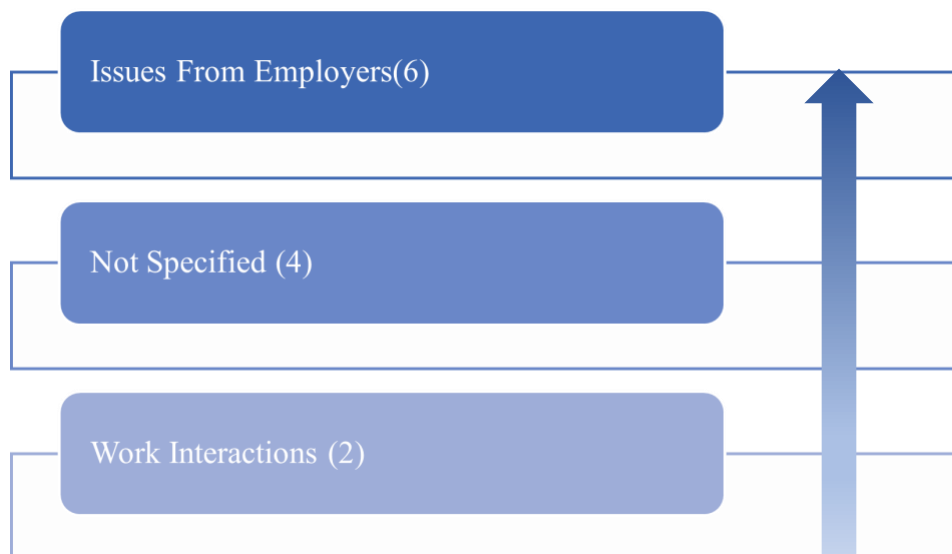


**12. Did you face any biases from graduating from the SCCTC after entering your field? If so, what biases?**

*This question seeks to delve into whether our graduates have encountered biases or stereotypes in the job market or society based on their educational background. The insights gained from their experiences can help us identify and address any potential challenges that our graduates might encounter in the real world. By understanding these obstacles, we can work towards creating a more inclusive and supportive environment for our alumni.*



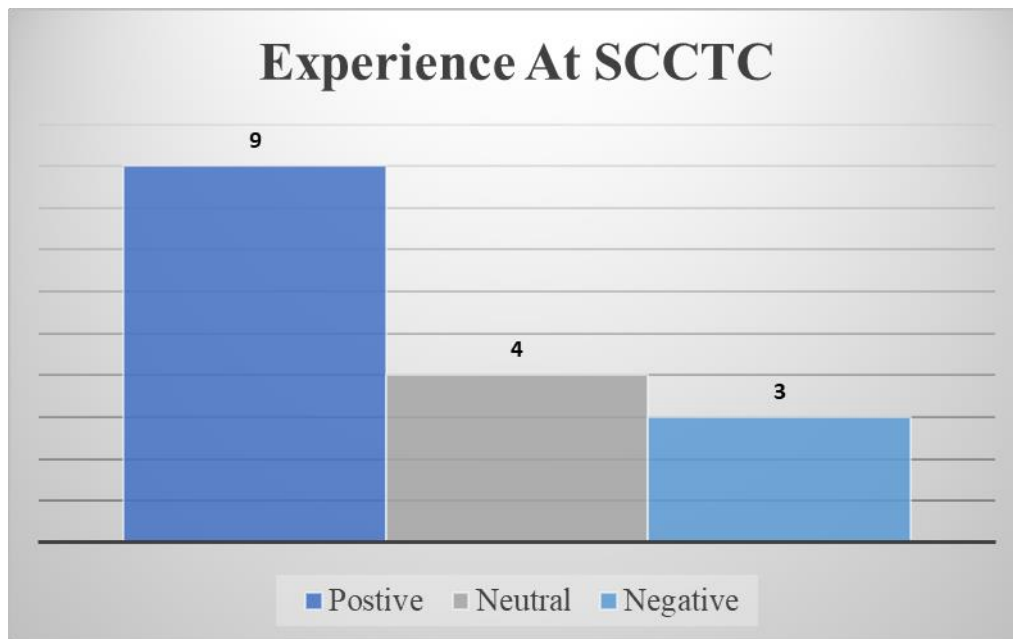
*Verbatim “Yes” Answers:*





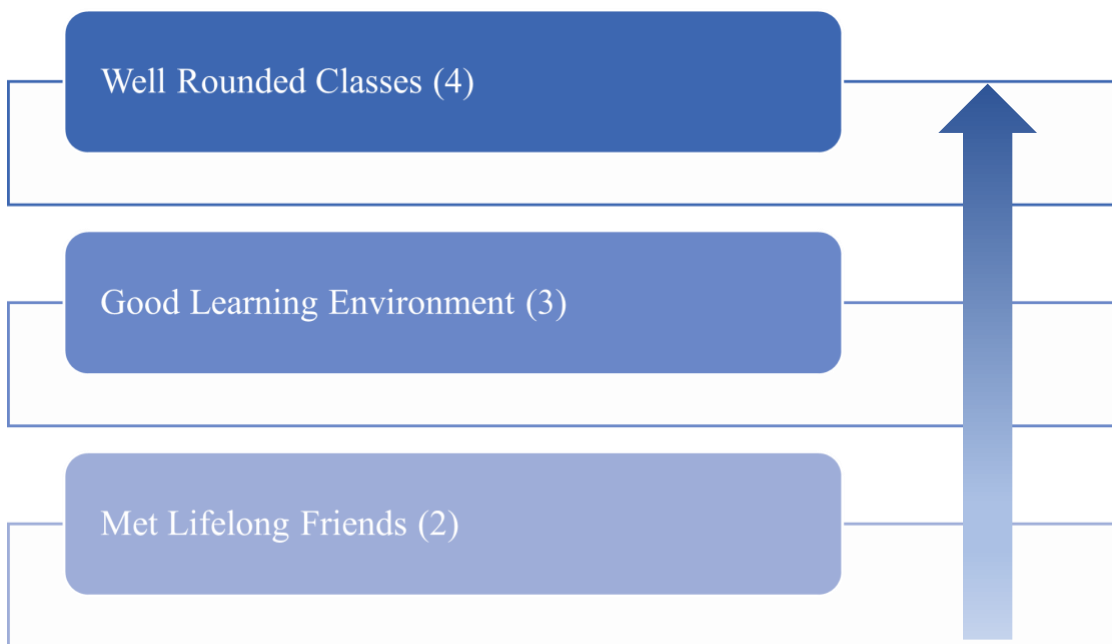
### 13. Overall, how was your time at the SCCTC?

*Asking this question allows us to gain insights into our alumni's academic backgrounds and the timeline of their studies at the CTC. This information is important for evaluating the CTC's performance and understanding their individual experiences. It helps us measure the quality of their time spent here and obtain valuable feedback on our institution from their perspective.*

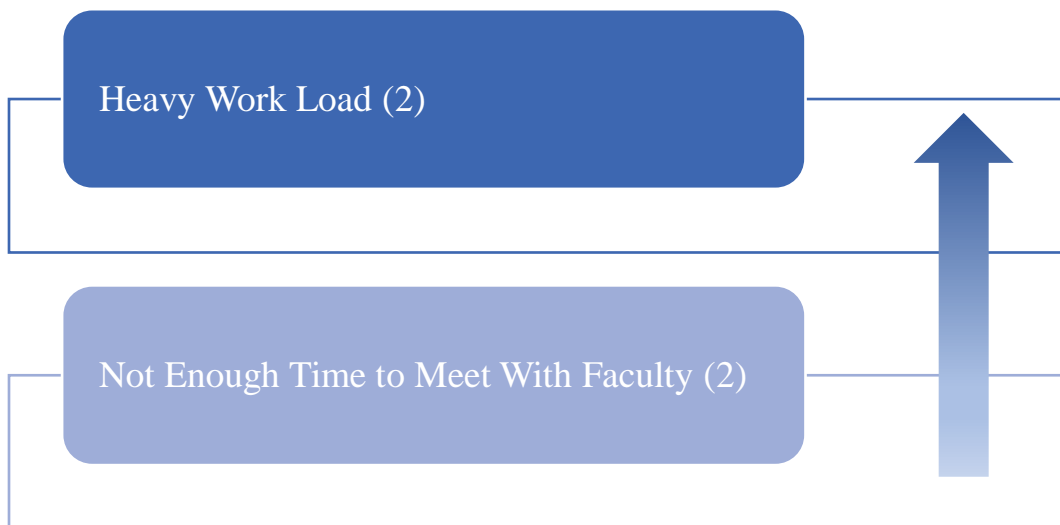




*Verbatim Positive Responses:*

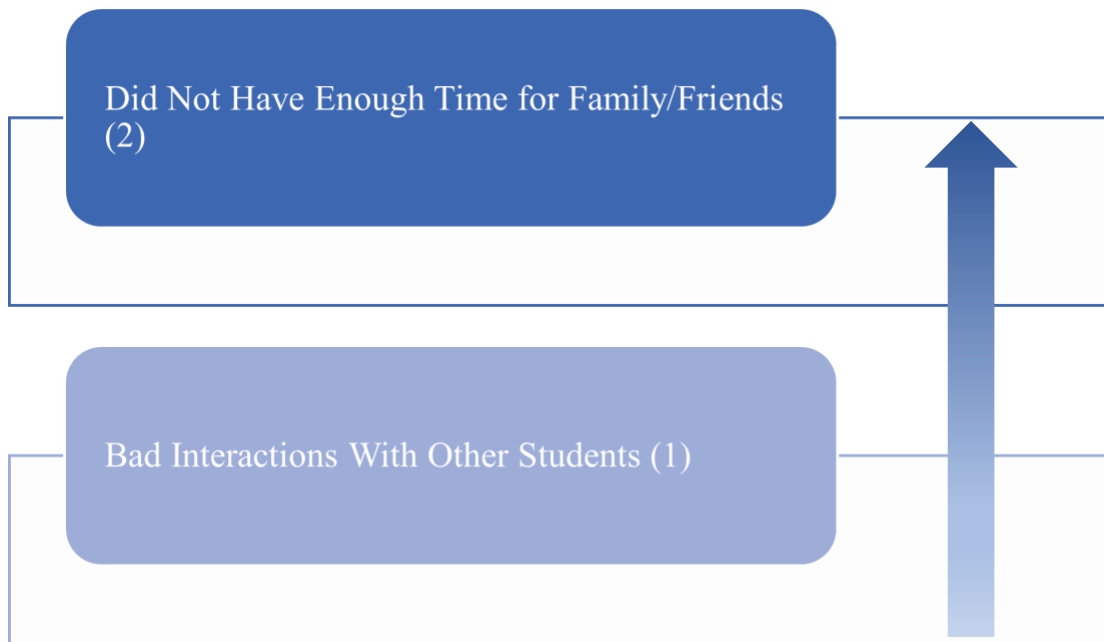


*Verbatim Neutral Responses:*





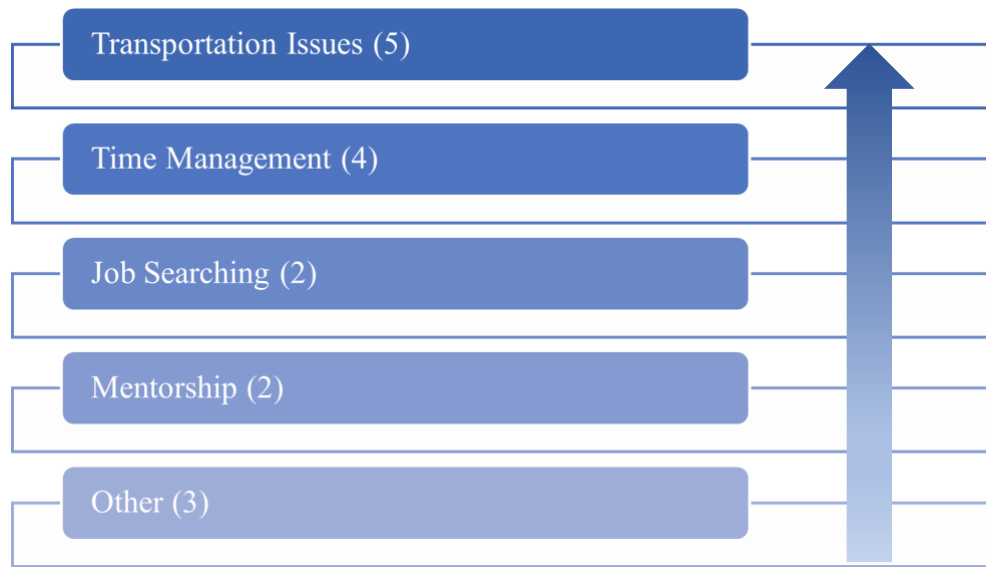
*Verbatim Negative Responses:*





**14. Was there anything else that caused you any issue while attending SCCTC?**

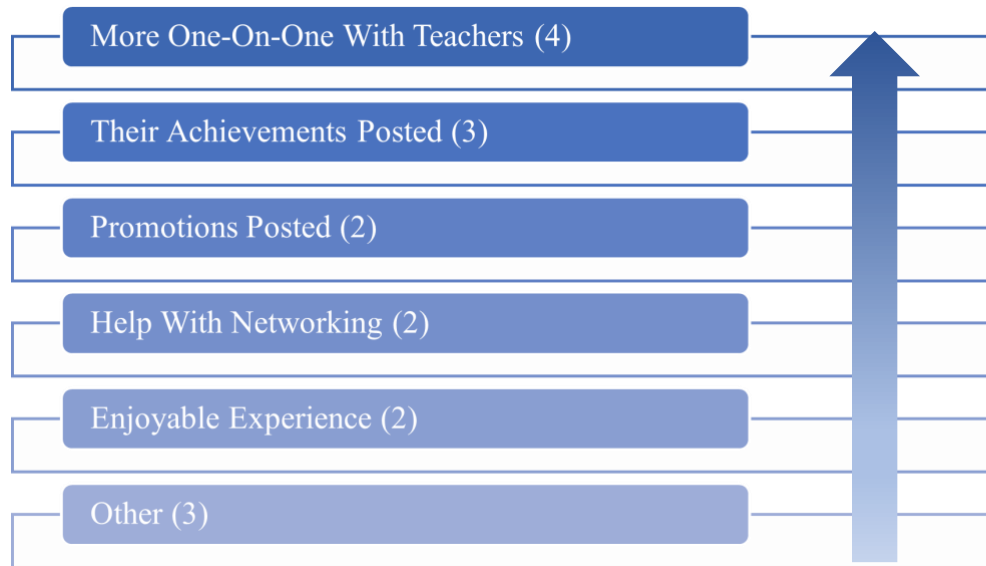
*This question provides an open platform for alumni to express any other concerns or challenges that may not have been addressed by previous questions. It acknowledges that each graduate's experience is unique and may involve specific issues that were not covered in the preceding inquiries. By offering this space for additional feedback.*





**15. Is there anything you want us to know about your experience attending SCCTC?**

*This is a broad, open-ended question that allows alumni to share any thoughts, experiences, or feedback they believe are important for the SCCTC to be aware of. It could include both positive and negative aspects of their time at the SCCTC and provide a platform for alumni to express their unique perspectives.*





### **Executive Summary:**

As previously stated, the Scioto County Career Technical Center (SCCTC) is a dedicated institution with a strong commitment to offering practical, hands-on education and preparing its students for successful careers. With a wide range of accredited post-secondary programs in various fields, SCCTC provides numerous opportunities for individuals looking to acquire valuable skills and knowledge.

Nonetheless, the SCCTC has found a lack of understanding in terms of their post-secondary target markets, and therefore a potential opportunity loss in applicants follows. In order for the SCCTC to overcome these challenges, developing an understanding must take priority. Understanding SCCTC's target markets, from both a demographic and psychographic standpoint, is crucial for crafting tailored marketing messages that resonate with the audience and effectively attract prospective applicants. This insight enables SCCTC to create messages that are not only specific to the market but also highly persuasive in driving application interest.

The first target research instrument, that will provide necessary psychographic and demographic information, is a general survey of the target market. This survey will focus heavily on individuals 25 and older, with the exception of high school graduates. To clarify, the targets for this survey are individuals seeking to enhance their skill set, those displaced or unemployed, as well as recent high school graduates. This survey will be distributed both digitally and in hard copy at various locations, including the Community Action Organization of Scioto County, open houses, job fairs, SCCTC newsletters, and social media channels. This survey and the measures of deployment will provide the SCCTC with a comprehensive understanding of the target market's overall being, as well as their needs and preferences.



The second targeted research instrument is an upskill market survey. This brief survey will target prospects interested in expanding their skill sets in their current or other fields/disciplines. To reach this audience, a two-pronged approach is suggested. First, paper copies will be delivered to the HR departments of local companies and unions. Second, hyperlinked versions will be sent via company-wide emails to employees. Such action allows the SCCTC to directly engage with the specific audience interested in upskilling opportunities.

The third target research instrument, a series of focus groups, will involve current SCCTC students from each program, chosen randomly to avoid bias. A third-party proctor will lead these discussions during school hours, and three focus groups will be conducted to provide a more precise understanding of the target market. The implementation of the focus groups will help to highlight what the SCCTC lacks and on the other hand what the SCCTC is doing well. In summary, it will provide the SCCTC with firsthand feedback from current students. While this data will be no generalizable, it represents a deeper dive into beliefs, perceptions, and experiences among SCCTC students.

The final research instrument is one-on-one interviews. Graduates of SCCTC programs will participate in one-on-one interviews conducted by Chris Zornes, SCCTC's Business and Industry Coordinator, and/or other designated staff members. These interviews will provide insights into how SCCTC programs prepare graduates for employment and offer valuable demographic and psychographic data associated with learning outcomes from SCCTC programs. Interviews will ideally be conducted in person, but remote options, such as Zoom or Microsoft Teams, will be available for those unable to attend in person.

The research methodology proposed will serve as a robust foundation for SCCTC's marketing strategy, enabling the institution to cater its messaging and services more precisely to





the identified target markets and drive the success of the institution's goals. The appendices of this report include the ready-to-use versions of each research instrument for the SCCTC's convenience in streamlining the process of implementation.

The BUMK 3300 Consumer Behavior class wishes to thank Chris Zornes and the SCCTC for this opportunity to offer suggestions on some ways to build and sustain better market knowledge to help guide marketing decisions about programs and services.

Sincerely,

The BUMK 3300 Agency Project Team



## Appendix A: Scioto County CTC General Survey

### Scioto County CTC General Survey

#### 1. Age range?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 55+

#### 2. What is your approximate income range?

- ☐ \$0 - \$15,000
- ☐ \$16,000 - \$25,000
- ☐ \$26,000 - \$35,000
- ☐ \$36,000 - \$45,000
- ☐ \$46,000 - \$55,000
- ☐ \$56,000+

#### 3. Race (optional):

- ☐ African American or Black
- ☐ American Indian or Alaska Native
- ☐ Asian or Indian
- ☐ Caucasian or White
- ☐ Hispanic and Latin American
- ☐ Indian
- ☐ Middle Easterner or North African
- ☐ Hawaiian or Other Pacific Islander
- ☐ Other \_\_\_\_\_

#### 4. Gender (optional):

- ☐ Male ☐ Female ☐ Other

#### 5. What ZIP code do you live in? \_\_\_\_\_

#### 6. What is your highest education level?

- ☐ Some high school
- ☐ High School Diploma/GED
- ☐ Some college
- ☐ Associate Degree
- ☐ Bachelor's Degree



**7. What is your reason for applying/interest in the Scioto CTC?**

- ☐ I am new to the job market.
- ☐ I lost my job, and I am looking for something new.
- ☐ I am looking to change my career, but I did not lose my job.
- ☐ I am looking to expand my existing skills.
- ☐ Other \_\_\_\_\_

**8. If applicable, what was your last occupation? \_\_\_\_\_**

**9. Where had you previously heard of the Scioto County CTC (previously the Scioto County Joint Vocational School)?**

- ☐ News article
- ☐ Guidance counselor (agency/school)
- ☐ Advertisements
- ☐ Family/Friends
- ☐ Social Media
- ☐ SCCTC representative visited my high school
- ☐ I don't remember
- ☐ No prior knowledge
- ☐ Other

**10. What category/categories of program(s) offered at the SCCTC most interest(s) you? (Check all that apply)**

- ☐ Trade    ☐ Public safety    ☐ Business    ☐ Technology    ☐ Healthcare

**11. Are there any other programs you would like to see offered at the SCCTC? Explain.**

- ☐ Yes                                      If so, which program(s) \_\_\_\_\_
- ☐ No/don't know/no opinion

**12. Do you have any current industry credentials, certifications, or licensure? Explain.**

- ☐ Yes/working toward it.    If so, which one(s)? \_\_\_\_\_
- ☐ No

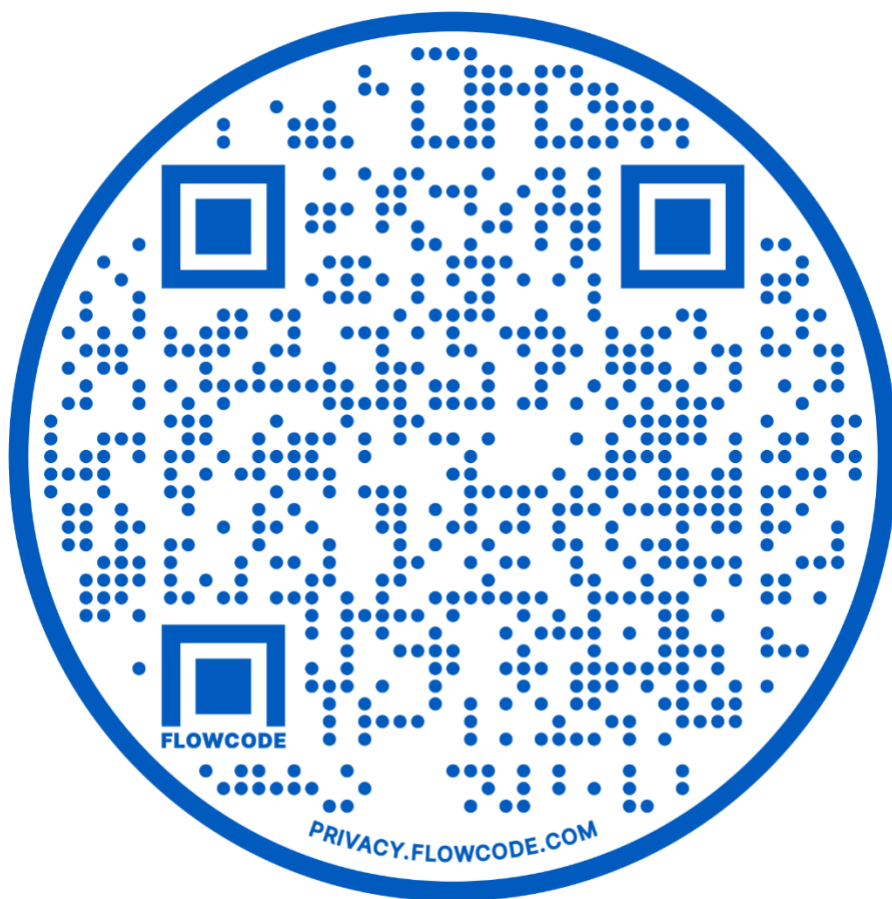
**13. Which best applies to you?**

- ☐ I would be the first member of my family to attend a CTC, (first generation).
- ☐ I have family members who attended/are attending a CTC.



Hyperlinked Version: <https://hni7uda3ewz.typeform.com/to/ocL4J6mX>

QR Version (sample only – QR link may not function):



Raffle Ticket:

<p>\$50 AMAZON GIFT CARD</p> <p><b>RAFFLE TICKET</b></p> <p>SCIOTO COUNTY CAREER TECHNICAL CENTER</p>	The logo of the Scioto County Career Technical Center, featuring a stylized sun rising over a river within a circular border.	<p>NAME: _____</p> <p>EMAIL: _____</p> <p>PHONE: _____</p> <p>ADDRESS: _____</p>
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## **Appendix B: Scioto County CTC Upskill Survey**

### **Scioto County CTC Upskill Survey**

**1. Current company/employer?** \_\_\_\_\_

**2. What is your current role in your job?** \_\_\_\_\_

**3. What is your current skill/certification?** \_\_\_\_\_

**4. Gender? (optional)**

☐ M ☐ F ☐ Other

**5. Race? (optional)**

☐ African American or Black

☐ American Indian or Alaska Native

☐ Asian or Indian

☐ Caucasian or White

☐ Hispanic and Latin American

☐ Indian

☐ Middle Easterner or North African

☐ Hawaiian or Other Pacific Islander

☐ Other \_\_\_\_\_

**6. Age Range?**

☐ 18-25

☐ 26-35

☐ 36-45

☐ 46-55

☐ 55+

**7. Which range of income best describes how much you make yearly in your current position?**

☐ \$15,000-\$25,000

☐ \$26,000-\$35,000

☐ \$36,000-\$45,000

☐ \$46,000-\$55,000

☐ >\$56,000



**8. How motivated are you to acquire new skills? Or expand on existing ones? (1 being the least motivated and 5 being the most motivated)**

1      2      3      4      5

**9. Reason for skill enhancement?**

- ☐ Promotion/new job title
- ☐ Pay increase
- ☐ Unsatisfied with my current position
- ☐ Other \_\_\_\_\_

**10. Which of the following accreditations would assist you in fulfilling your desire to upskill? (Select all that apply)**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Nurse Aide                              | <input type="checkbox"/> Power Line Mechanic | <input type="checkbox"/> Information Technology |
| <input type="checkbox"/> Dental Assisting                        | <input type="checkbox"/> Surgical Technician | <input type="checkbox"/> Welding                |
| <input type="checkbox"/> Medical Assisting                       | <input type="checkbox"/> Police Academy      | <input type="checkbox"/> Practical Nursing      |
| <input type="checkbox"/> Electricity                             | <input type="checkbox"/> Pharmacy Technician | <input type="checkbox"/> Industrial Maintenance |
| <input type="checkbox"/> Firefighter                             | <input type="checkbox"/> Phlebotomy          | <input type="checkbox"/> LPN to RN              |
| <input type="checkbox"/> Chemical Dependency Counselor Assistant |  |   |



Raffle Ticket:

<div>\$50 AMAZON GIFT CARD</div> <div><b>RAFFLE TICKET</b></div> <div>SCIOTO COUNTY CAREER TECHNICAL CENTER</div>	<div></div>	<div>NAME: -----</div> <div>EMAIL: -----</div> <div>PHONE: -----</div> <div>ADDRESS: -----</div>
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## Ready-Made Emails

The following email is to be sent from SCCTC to the HR departments of surrounding companies.

*Hello,*

*My name is Chris Zornes, and I am the Business and Industry Coordinator at Scioto County Career Technical Center (SCCTC). Here at the SCCTC, we have recently been met with a nearly untapped market, made up of current jobholders who are keen on expanding their capabilities, and upskilling within the professional realm. Because of this market expansion opportunity, we are currently employing research tools to better understand and connect with the individuals in Scioto County who share an interest in our programs. Enclosed, you'll find a survey designed for employees who are interested in upskilling and advancing their professional development. Please forward this survey to your employees, as they will provide us with valuable input. We look forward to hearing from them, and if you have any questions, feel free to contact us at (740) 259-5522. Survey: <https://hni7uda3ewz.typeform.com/to/VTuBrY8f>*

*Thank you for your time and cooperation,*

*Chris Zornes*

*Business and Industry Coordinator at the Scioto County Career Technical Center*

The next email is a mock email that the HR departments of surrounding companies can send to their employees with an attached survey.

*Hi All,*

*Attached is a survey provided by the Scioto County Career Technical Center (SCCTC). The objective of this survey is to enable SCCTC to gather valuable insights from prospective employees seeking skill enhancement services. Participating in this survey represents a significant opportunity for professional development, and I strongly encourage you to consider taking part. Survey: <https://hni7uda3ewz.typeform.com/to/VTuBrY8f>*

*Should you have any inquiries or require further information, please do not hesitate to contact me at this email address. Alternatively, you can reach out to SCCTC's Business and Industry Coordinator, Mr. Chris Zornes, at (740) 259-5522.*

*Best regards,*

*[Your Name]*

*[Your Title]*

*[Your Contact Information]*





## **Appendix C: Scioto County CTC Focus Group Script**

### **Scioto County CTC Focus Group Script**

**Proctor:** Hello, my name is \_\_\_\_\_. Thank you all for coming!

This discussion is being recorded and there is also a note taker for it to go smoothly without pauses for note taking.

During this focus group we will be discussing something you all know very well, the SCCTC and their programs.

Let's start with a quick icebreaker to get to know each other a bit better. Please share your first name, the program you're enrolled in, and one interesting fact about yourself.

*Go around the room for introductions.*

**Proctor:** Great, now that we've broken the ice, let's dive into our discussion about your experience at SCCTC.

#### **1. Why did you decide to attend the SCCTC?**

*Encourage participants to share their motivations for choosing CTC. Allow participants to complete their thought before moving onto the next question.*

#### **2. What do you think about the classes so far?**

*Explore participants' feelings about the classes and their overall experience. Encourage possible opinions if participants seem hesitant. If participants express that they are displeased, allow them to elaborate.*

#### **3. How do you feel about the way this program is scheduled?**



*Discuss thoughts on the program schedule. If participants are hesitant, start by asking the phlebotomy student how their class is structured.*

**4. As a follow-up to the previous question, would you prefer to see some changes in the scheduling of the program?**

*Ensure that those who expressed concern in the previous question, about their scheduling, know that they can take the lead in this discussion.*

**5. What would you suggest to improve your classes?**

*Encourage participants to share constructive feedback and ideas for improvement.*

*Express to them that this is a safe place to be critical.*

**6. What do you think about your teachers?**

*Explore perceptions of teaching quality and effectiveness. Again, relay that this is a safe space to share their opinions.*

**7. Did you have a negative or positive perception of the SCCTC before starting?**

**Why?**

*Discuss participants' initial impressions, ensure that they disclose previous expectations.*

**8. Did your perception change about the SCCTC once you got into your program?**

**Why?**

*Explore how experiences may have influenced participants' views.*

**9. Do you feel the program is preparing you for future employment? Why or why not?**

*Discuss participants' perceptions of the program's practical value.*



**10. Do you feel you are getting an experience better than, equal to, or inferior to a college experience? Why?**

*Explore participants' views on the quality of their educational experience. Allow participants to elaborate further if they so choose.*

**11. How many of you are paying at least part of your SCCTC program out of pocket?**

*Discuss the financial aspect of being an SCCTC student. Approach this question lightly, possibly adding in "If any of you are willing to disclose" at the beginning of the question.*

**12. As a follow-up to those who answered that you do pay out of pocket, do you feel like you're getting your money's worth?**

*Explore participants' view on quality vs quantity when it comes to the SCCTC's programs.*

**13. Is the cost of this program a challenge for you moneywise?**

*Explore challenges related to the cost of the program, be gentle with the students as money can be a sensitive topic.*

**14. Is the cost of this program a challenge for you timewise?**

*Examine challenges related to the program's time commitments.*

**15. What advice would you give to someone who is deciding between the SCCTC or college?**

*End on a light note, by allowing participants to reflect on their experiences and the wisdom they've developed in their programs.*



**Proctor:** Thank you all for sharing your thoughts. Your feedback is valuable in helping the SCCTC gauge their current markets, as well as in improving and meeting your needs. Before we conclude, is there anything else you would like to add or discuss?

*Allow the conversation to progress if participants bring up points of discussion. Conclude the session by expressing one final thank you while shaking hands with each participant as they exit the room.*



## **Appendix D: Scioto County CTC One-on-One Interview Questions**

### **Scioto County CTC One-on-One Interview Questions**

- 1.** What program(s) were you in while attending the Scioto County Career Technical Center?
- 2.** When did you graduate from the SCCTC?
- 3.** Did you have difficulties dealing with the SCCTC class schedule?
- 4.** Did you find the SCCTC to be financially feasible while attending?
- 5.** Did you seek external financial support while attending the SCCTC? If so, and you're comfortable sharing, what support did you receive?
- 6.** Did the SCCTC properly prepare you for the application and interview process? In what ways can we improve this process?
- 7.** Do you feel the SCCTC properly prepared you for work in your industry?
- 8.** Were there any problems you encountered while going through our programs? What were they?
- 9.** How were your instructors? Please elaborate on the aspects you felt were most notable.
- 10.** How can the SCCTC improve its current programs?
- 11.** What do you suggest the SCCTC could do to help current students?
- 12.** Did you face any biases from graduating from the SCCTC after entering your field? If so, what biases?
- 13.** Overall, how was your time at the SCCTC?
- 14.** Was there anything else that caused you any issue while attending SCCTC?
- 15.** Is there anything you want us to know about your experience attending SCCTC?

# Consumer Behavior Research Project Proposal for Scioto County Career Technical Center

Prepared by the BUMK3300-01 Marketing Team

Monday, November 20, 2023



# Presentation Introduction

- Presenters: Jacqueline Aubry, Alli McQuay, and Kye Robinson
- Proposal co-authors: Aaron Allen, Tory Donini, Levi Hamilton, Kelsey Jones, Matt Stam
- Presentation will be recorded for grading purposes
- Will not be publicly posted, will be in student's portfolios

## The Needs of SCCTC

- Understanding how to reach desired target segments
- Instruments to give feedback in the target market
- Data to support how to obtain prospective students



# Respondent Profile



- Scioto County Career Technical Center (SCCTC) is a post-secondary education organization
- Key Market Segments:
  - Displaced Workers
  - Upskilling Workers
  - Current & Past Students

*(age 25+ & high school diploma/GED)*

## Proposed Instruments

### **Target Segments: displaced & upskilling workers**

- General Survey
- Upskill Survey

### **Target Segments: current & past students**

- Focus Groups (current students)
- One-on-One Interviews (past students)

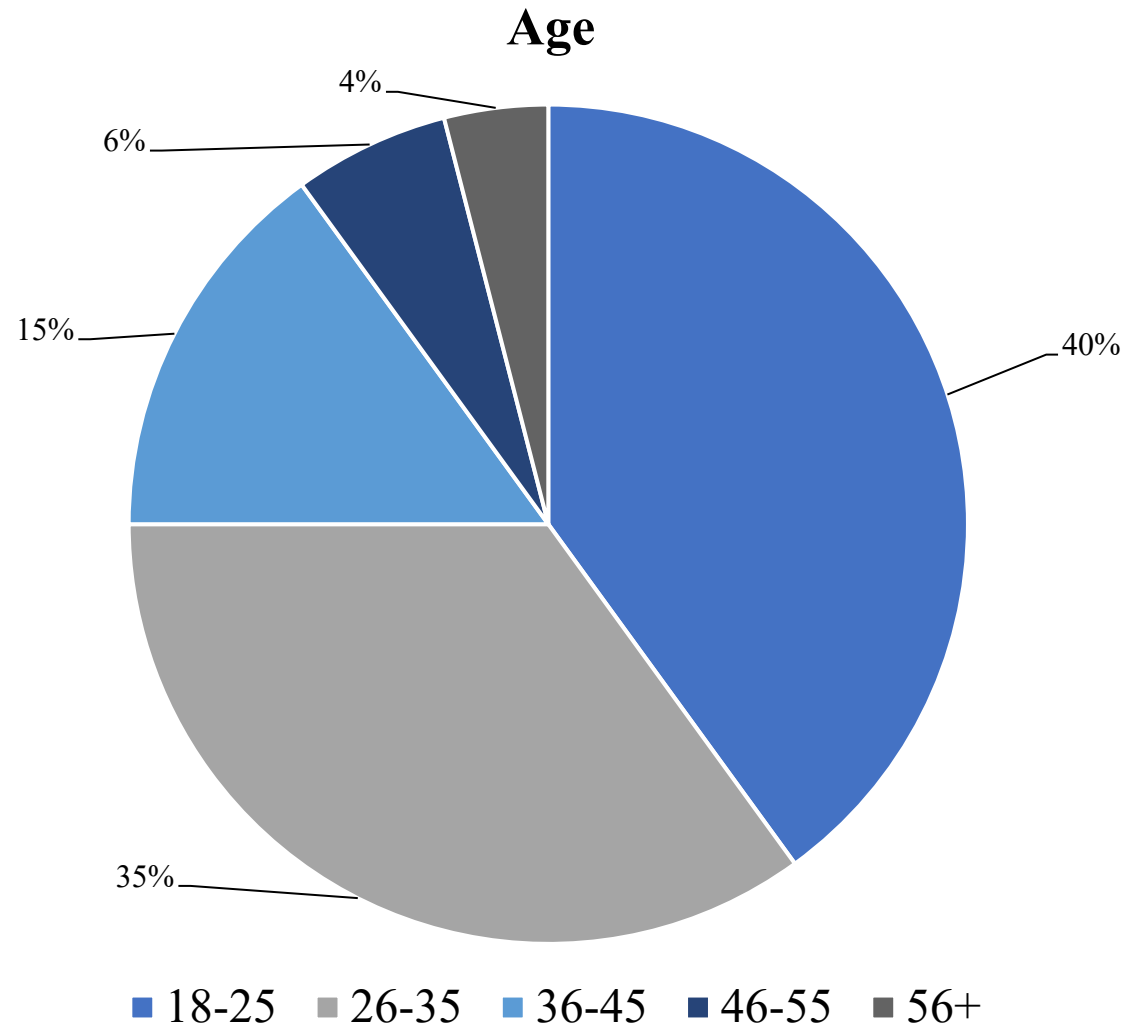
## General Survey Methodology

- Digital (Hyperlink)
- Hard copy (QR code included)
- Found in locations around Scioto County (CAO)
- 2 minutes
- Incentive for completion

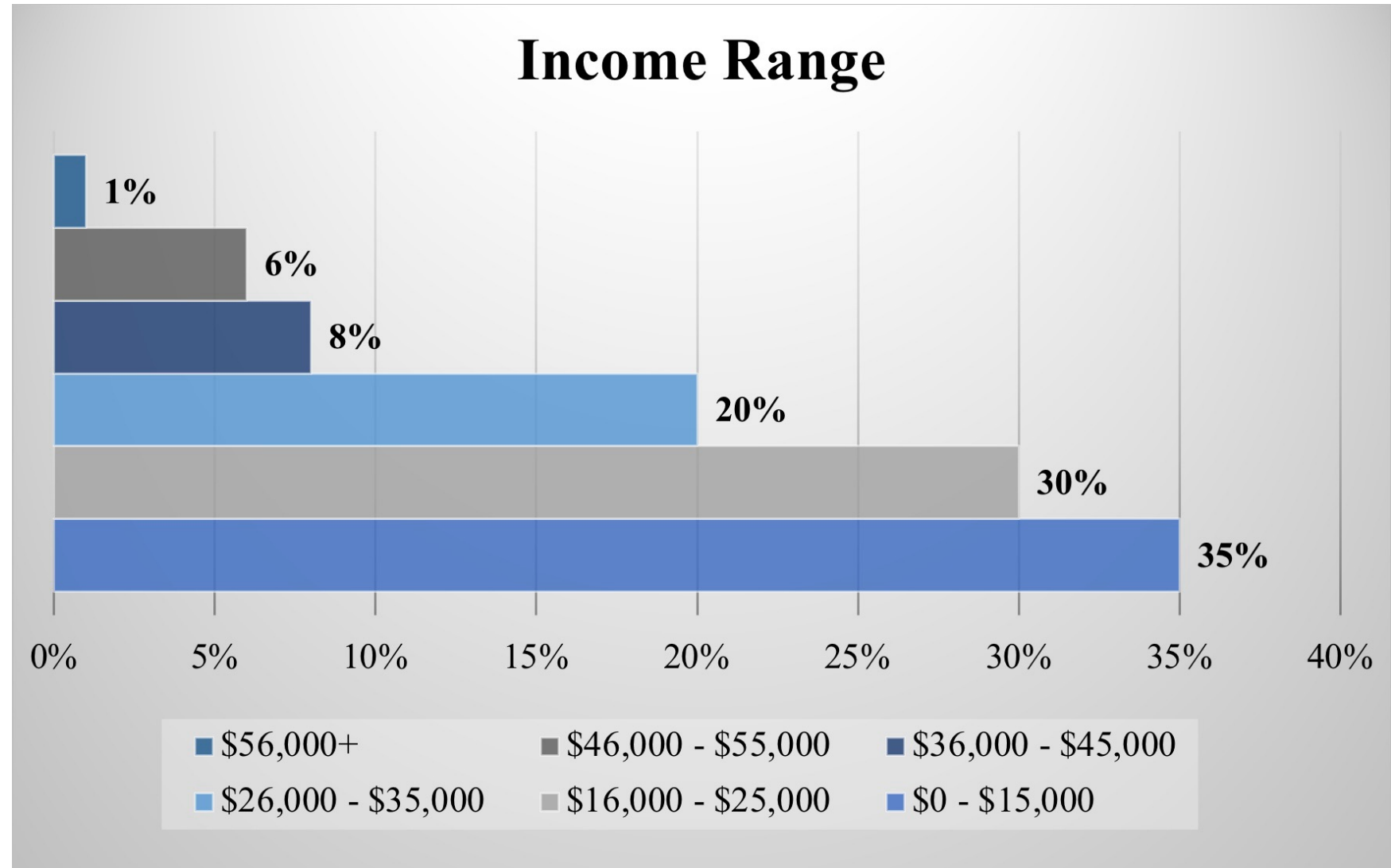
## General Survey Questions

- Dummy Data
  - Target population= 39,057
  - Confidence level 95% & margin of error 4% = 600 responses
- Pie Charts
- Bar Graphs
- Ranking Chains
- Word Clouds

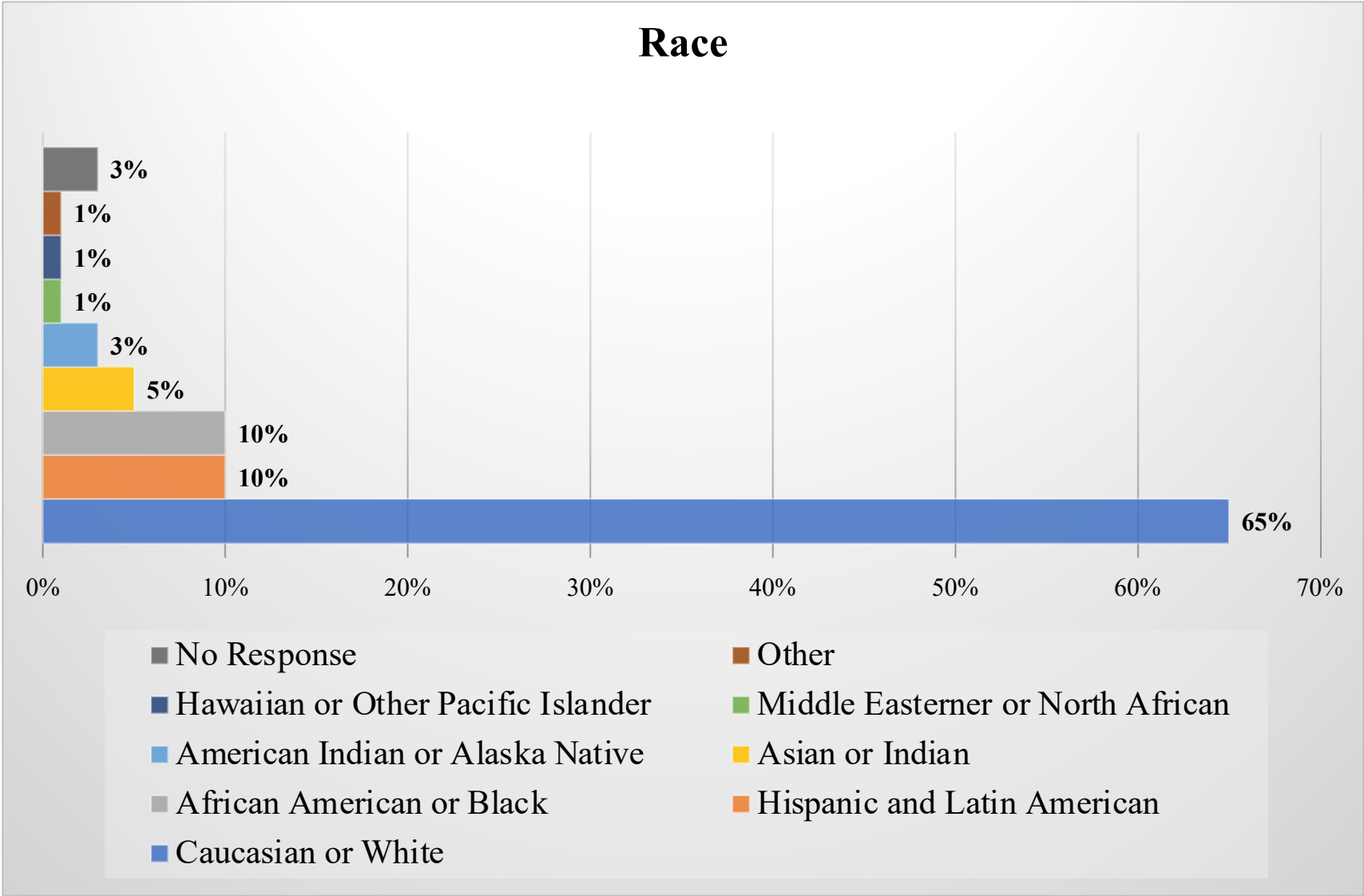
# 1. Age Range?



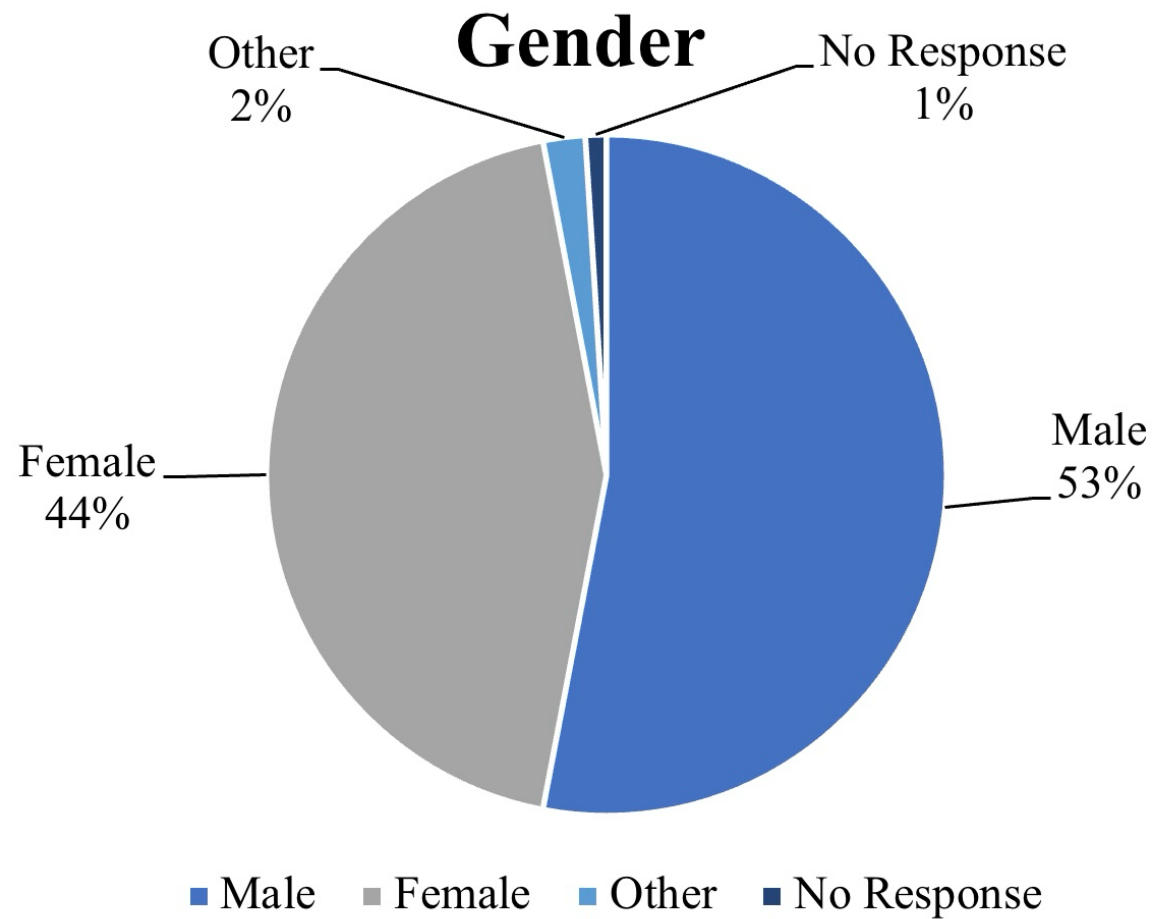
2. What is your approximate income range?



3. Race? (optional)

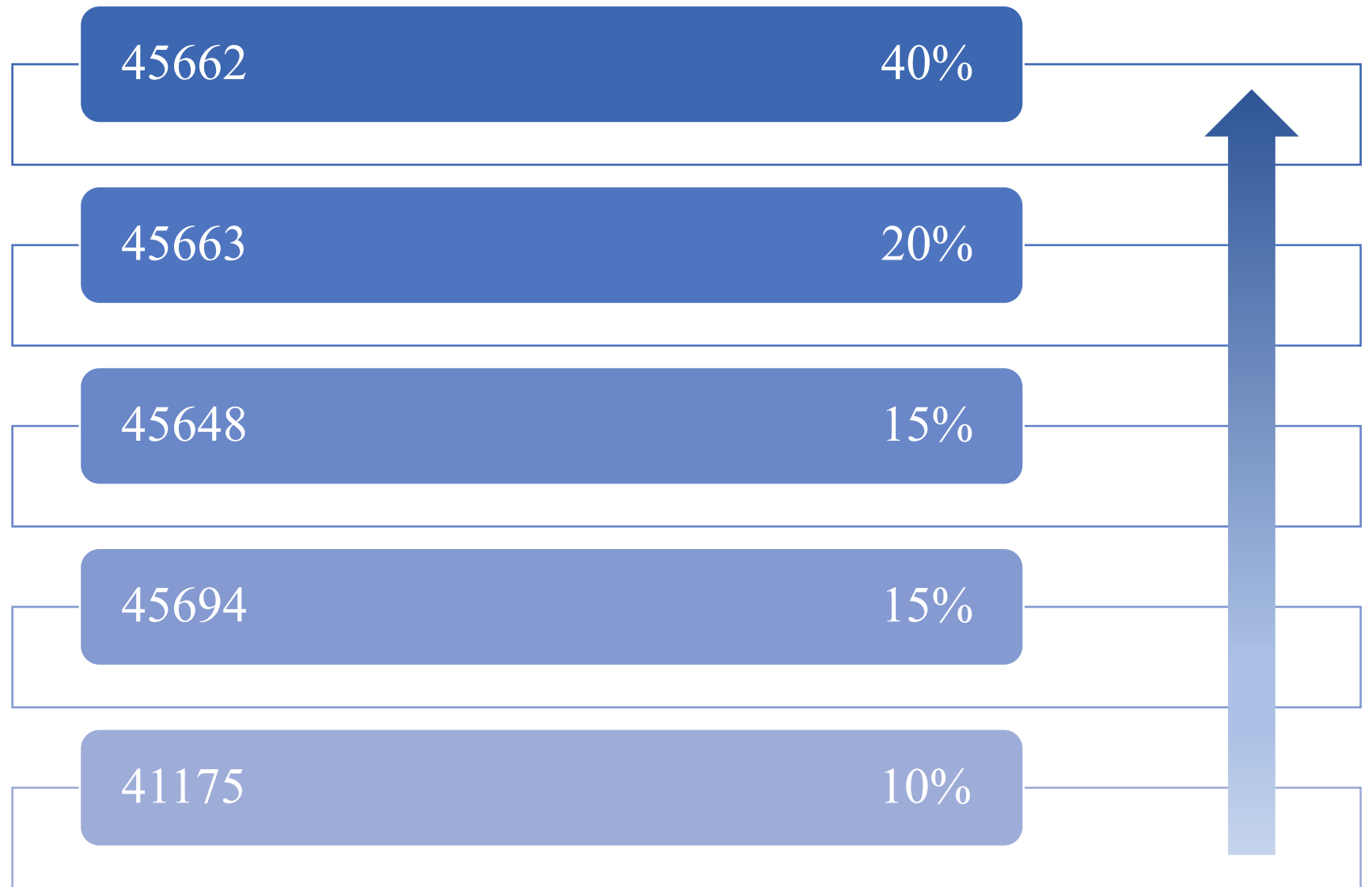


## 4. Gender? (optional)

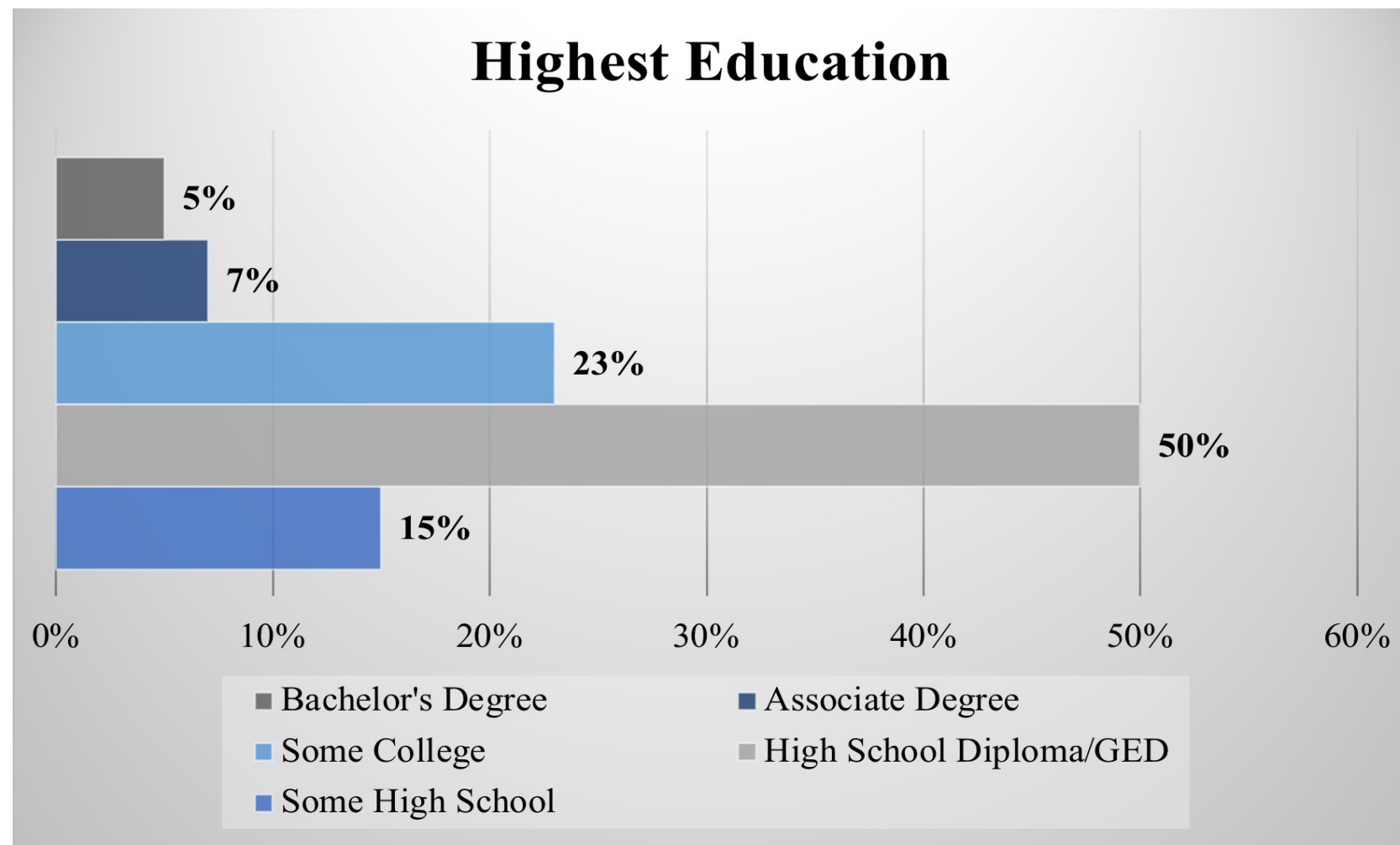




5. What ZIP code do you live in?

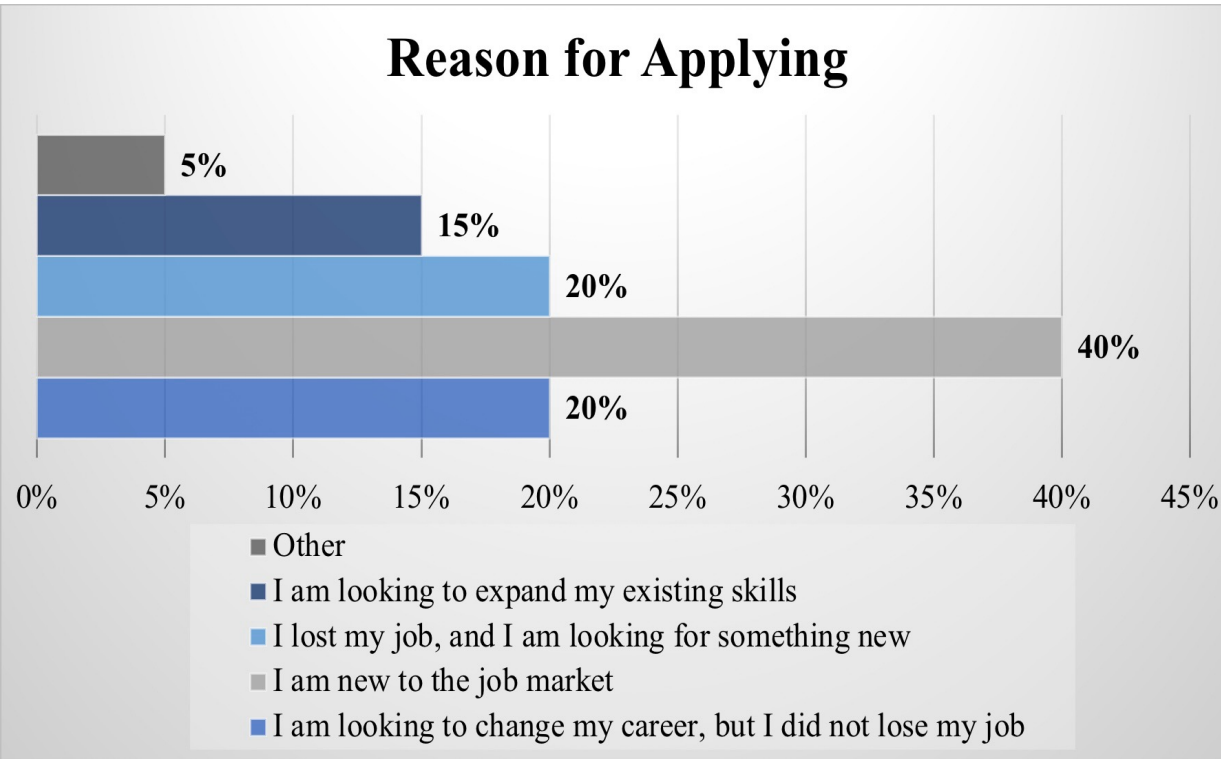


6. What is your highest education level?



# 7. What is your reason for applying/interest in the Scioto County Career Technical Center (SCCTC)?

**Reason for Applying**



Good Programs

54%

Sounds Interesting

34%

I don't know


12%



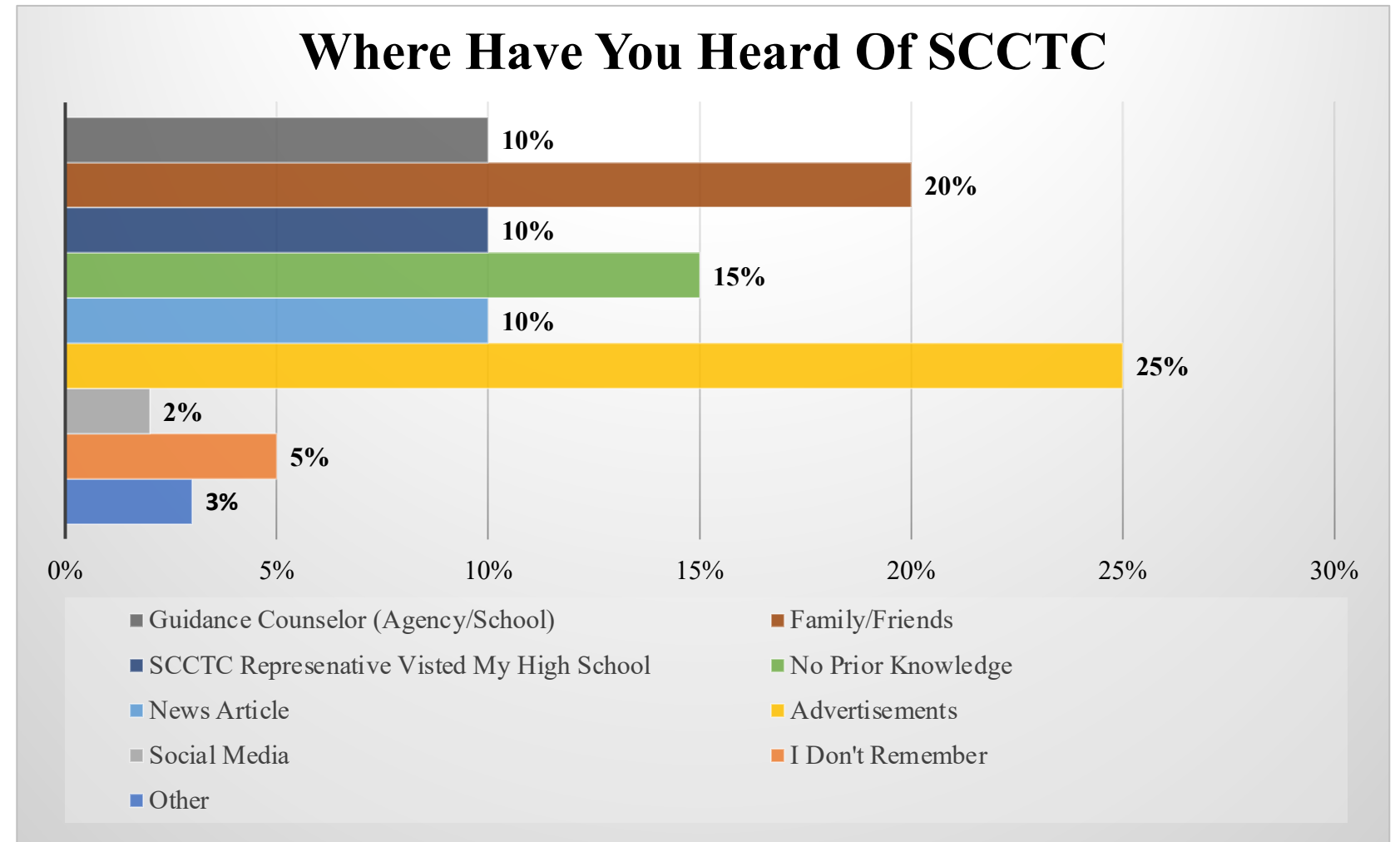
## 8. If applicable, what was your last occupation?

Not Applicable  
Mechanic  
Healthcare Worker  
Intern  
Construction  
Student  
Welding  
Fast Food  
Retail  
Plant Worker

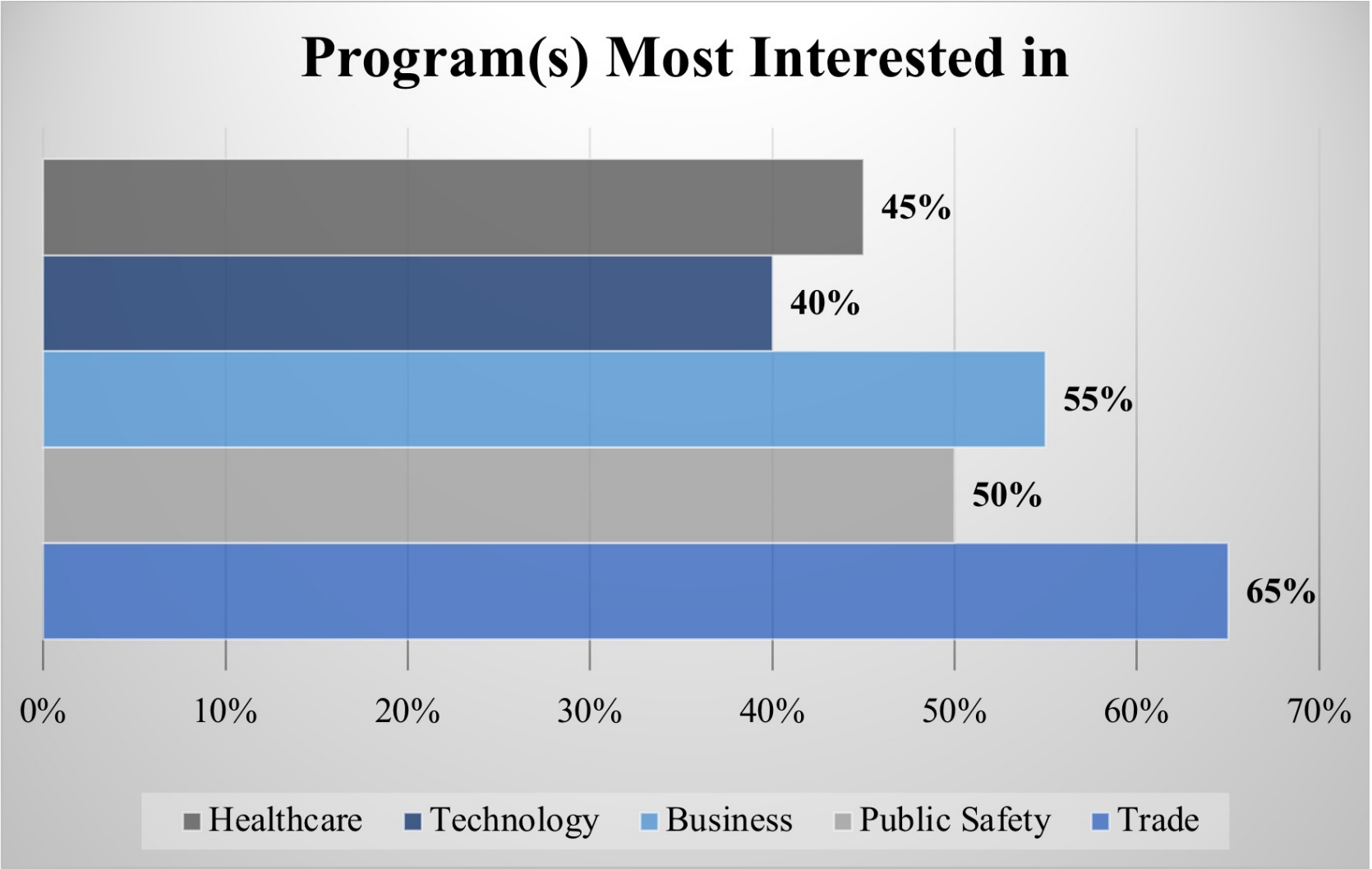
Student	#1	
Intern	#2	
Not Applicable	#3	
Plant Worker	#4	
Welding	#5	



9. Where have you previously heard of the Scioto County CTC (previously the Scioto County Joint Vocational School)?

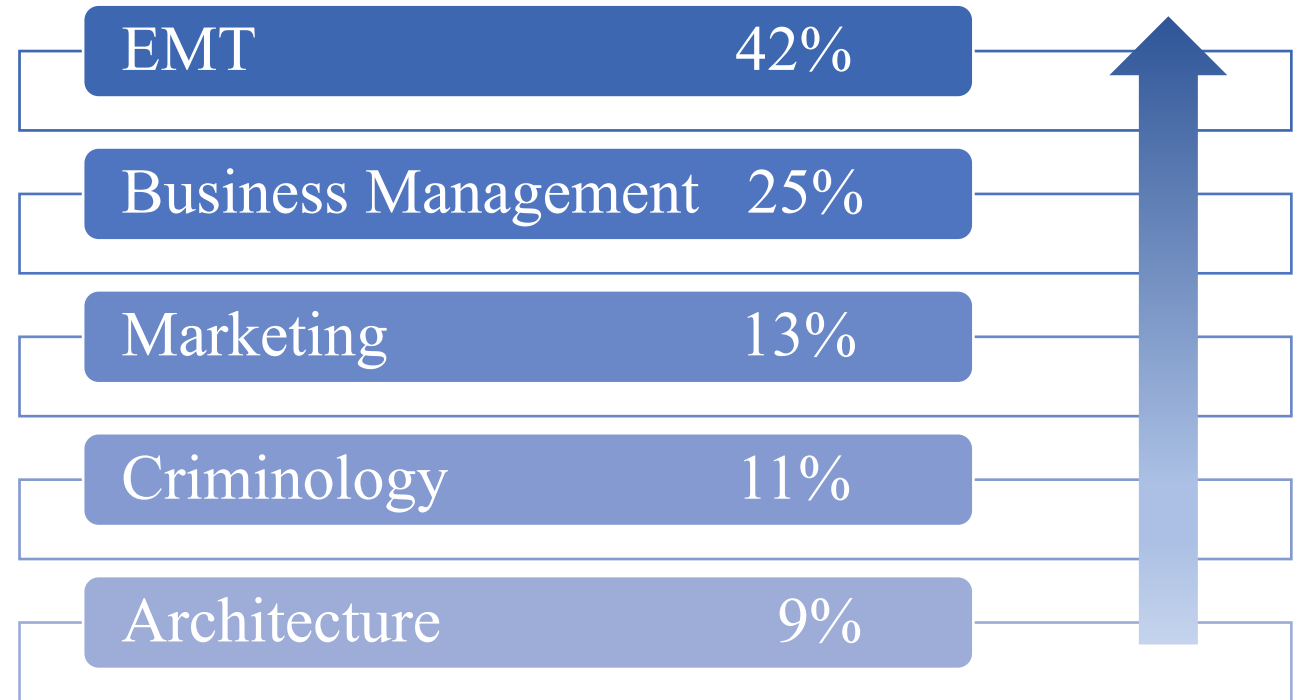
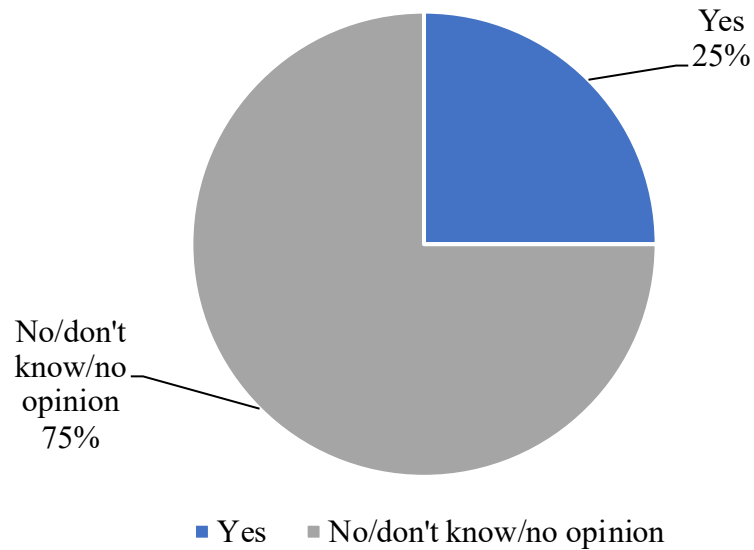


10. What category/categories of program(s) offered at the SCCTC most interest(s) you? (Check all that apply)

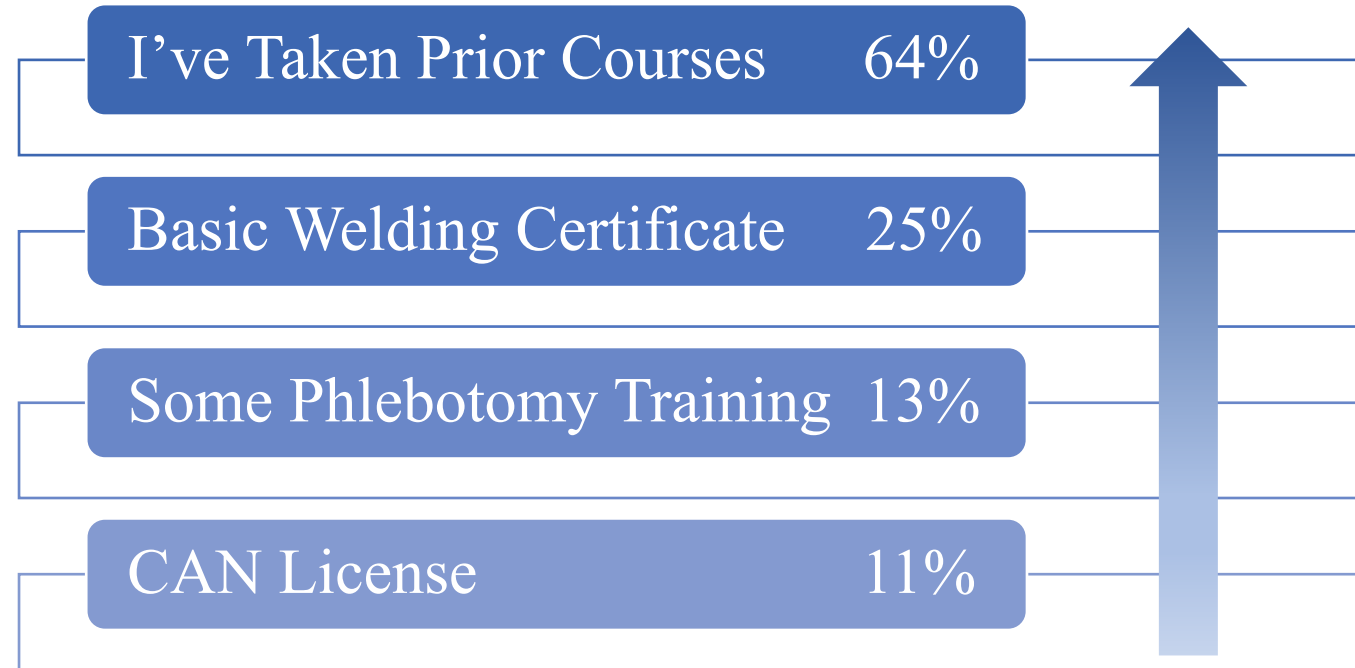
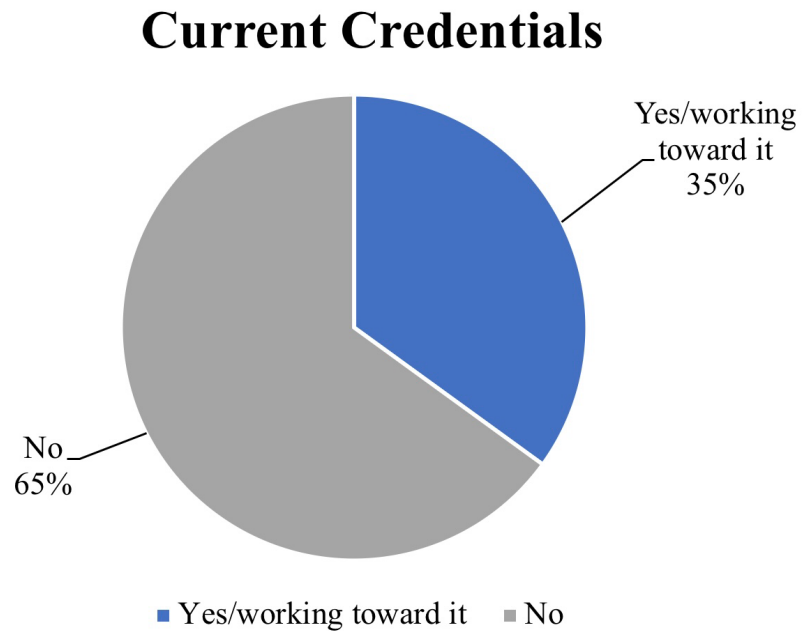


# 11. Are there any other programs you would like to see offered at the SCCTC? Explain.

**Add More Programs**



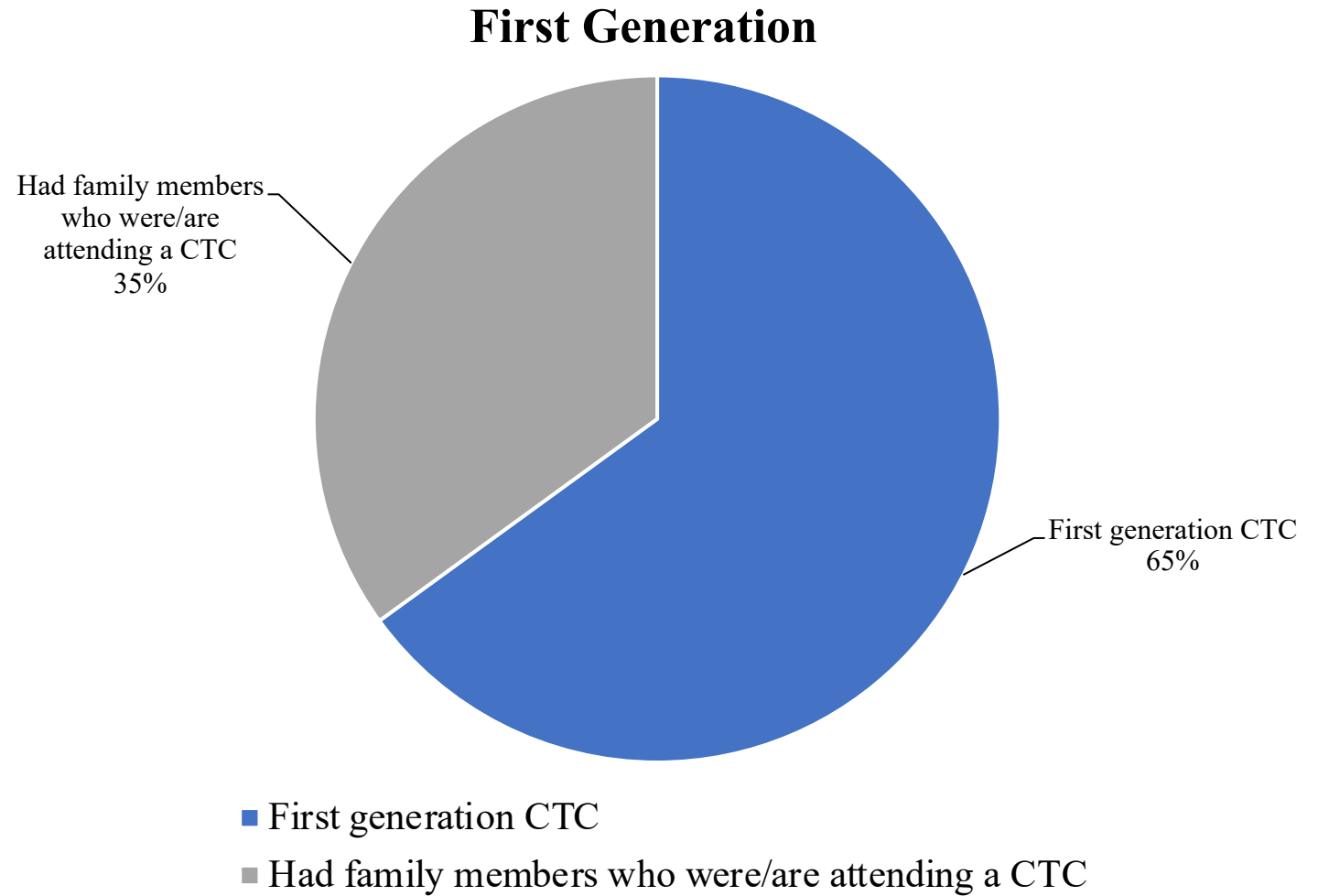
## 12. Do you have any current industry credentials, certifications, or licensure? Explain.





## 13. Which best applies to you?

- First generation
- Prior family



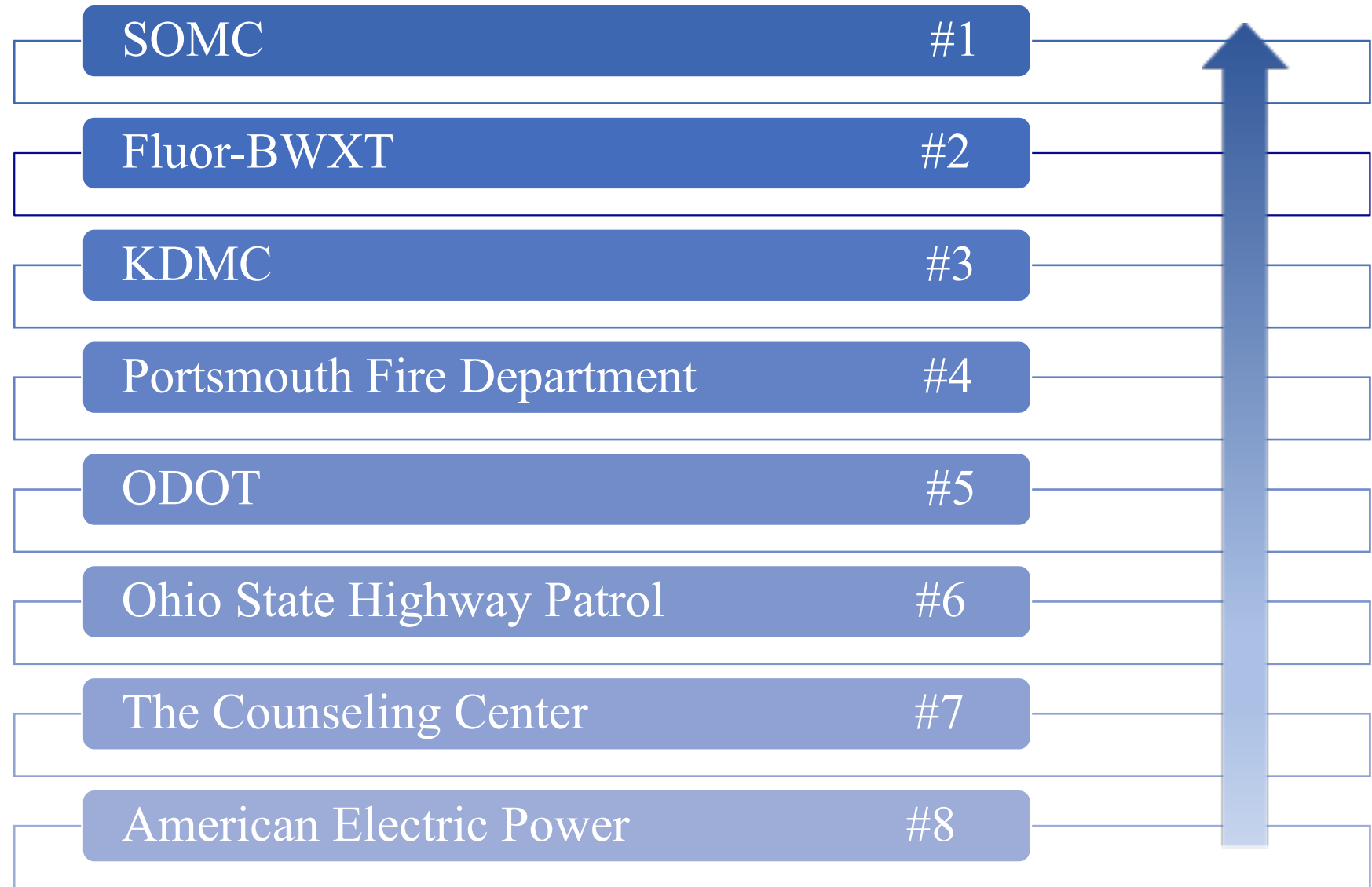
## Upskill Survey Methodology

- Digital (hyperlink)
- Hard copy form
- Surrounding companies & unions in Scioto County
- 2 minutes
- Incentive for completion

# Upskill Survey Questions


- Dummy Data
  - Same as General Survey (600+ completions)
- Ranking Chains
- Pie Charts
- Bar Graphs

# 1. Current company/employer?



2. What is your current role in your job?

<input type="checkbox"/>	Healthcare Worker	#1	<input type="checkbox"/>
<input type="checkbox"/>	Construction	#2	<input type="checkbox"/>
<input type="checkbox"/>	Mechanic	#3	<input type="checkbox"/>
<input type="checkbox"/>	Engineer	#4	<input type="checkbox"/>
<input type="checkbox"/>	Plant Worker	#5	<input type="checkbox"/>
<input type="checkbox"/>	Firefighter	#6	<input type="checkbox"/>
<input type="checkbox"/>	Office Administration	#7	<input type="checkbox"/>

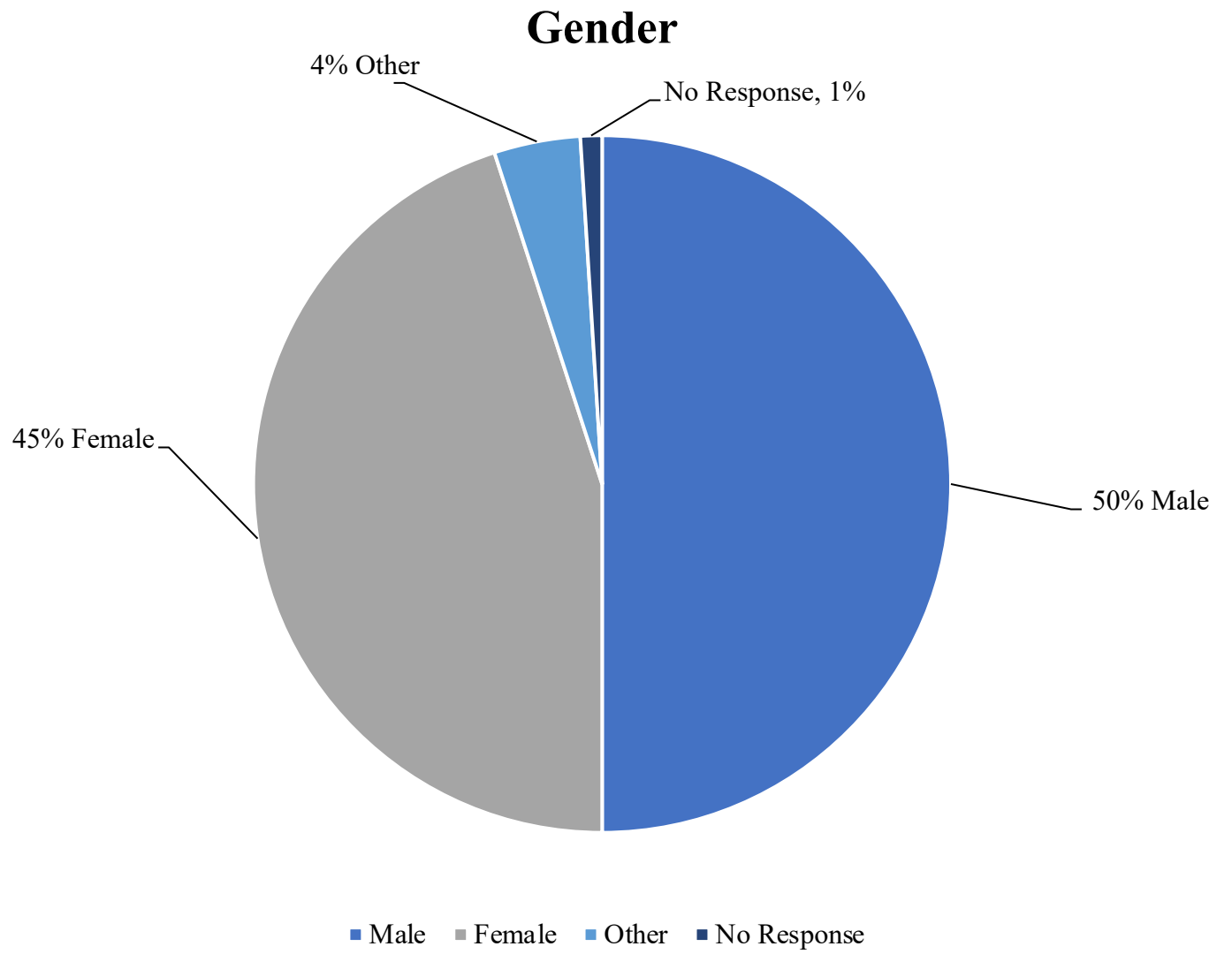


3. What is your  
current  
skill/certification?

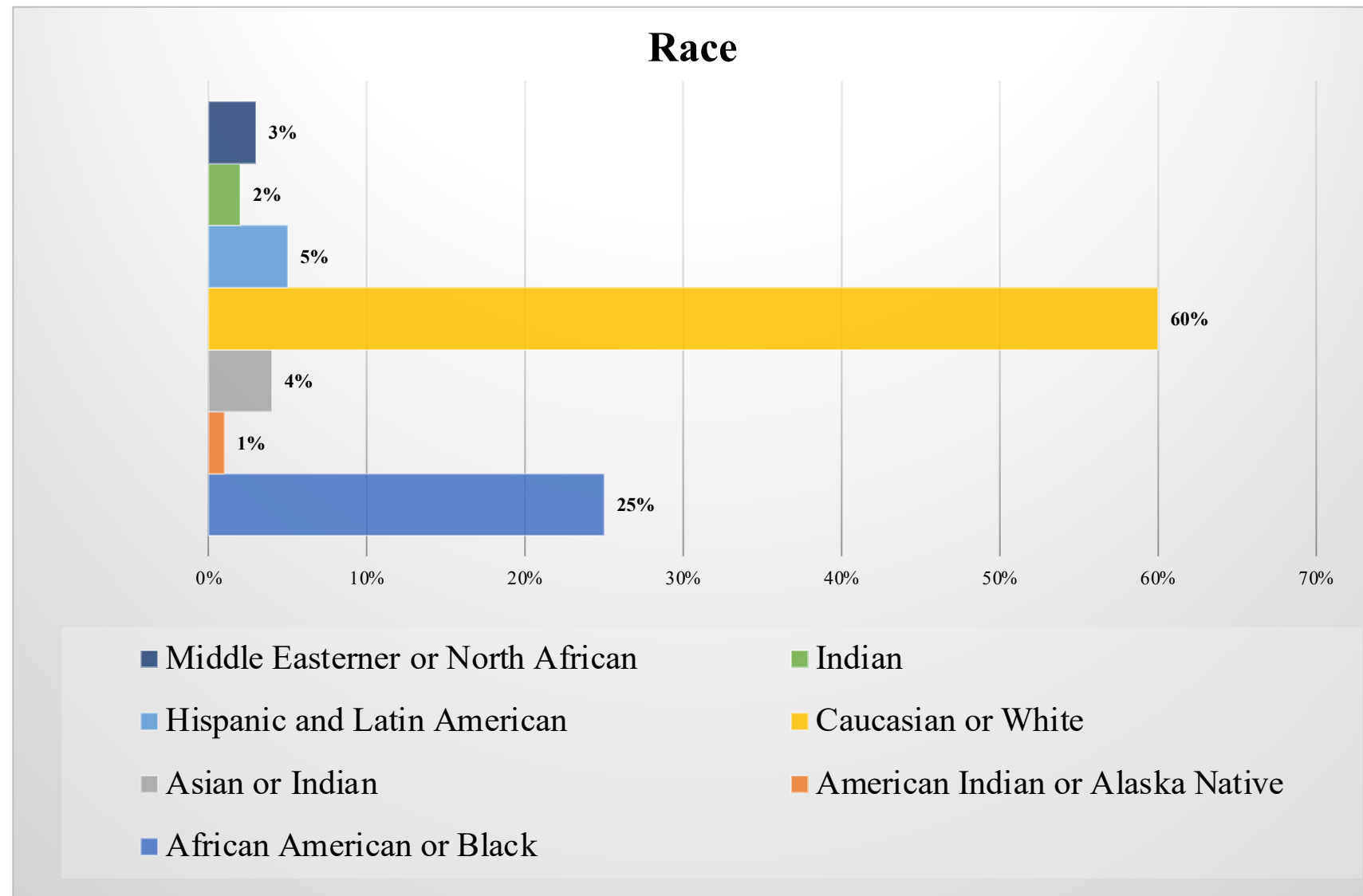
<input type="checkbox"/>	LPN	#1	<input type="checkbox"/>
<input type="checkbox"/>	RN	#2	<input type="checkbox"/>
<input type="checkbox"/>	CPR	#3	<input type="checkbox"/>
<input type="checkbox"/>	First Aide Certification	#4	<input type="checkbox"/>
<input type="checkbox"/>	Computer Programming Certification	#5	<input type="checkbox"/>
<input type="checkbox"/>	Skilled Trade Certification	#6	<input type="checkbox"/>
<input type="checkbox"/>	ASE Certification	#7	<input type="checkbox"/>
<input type="checkbox"/>	Project Management Certification	#8	<input type="checkbox"/>



## 4. Gender? (optional)

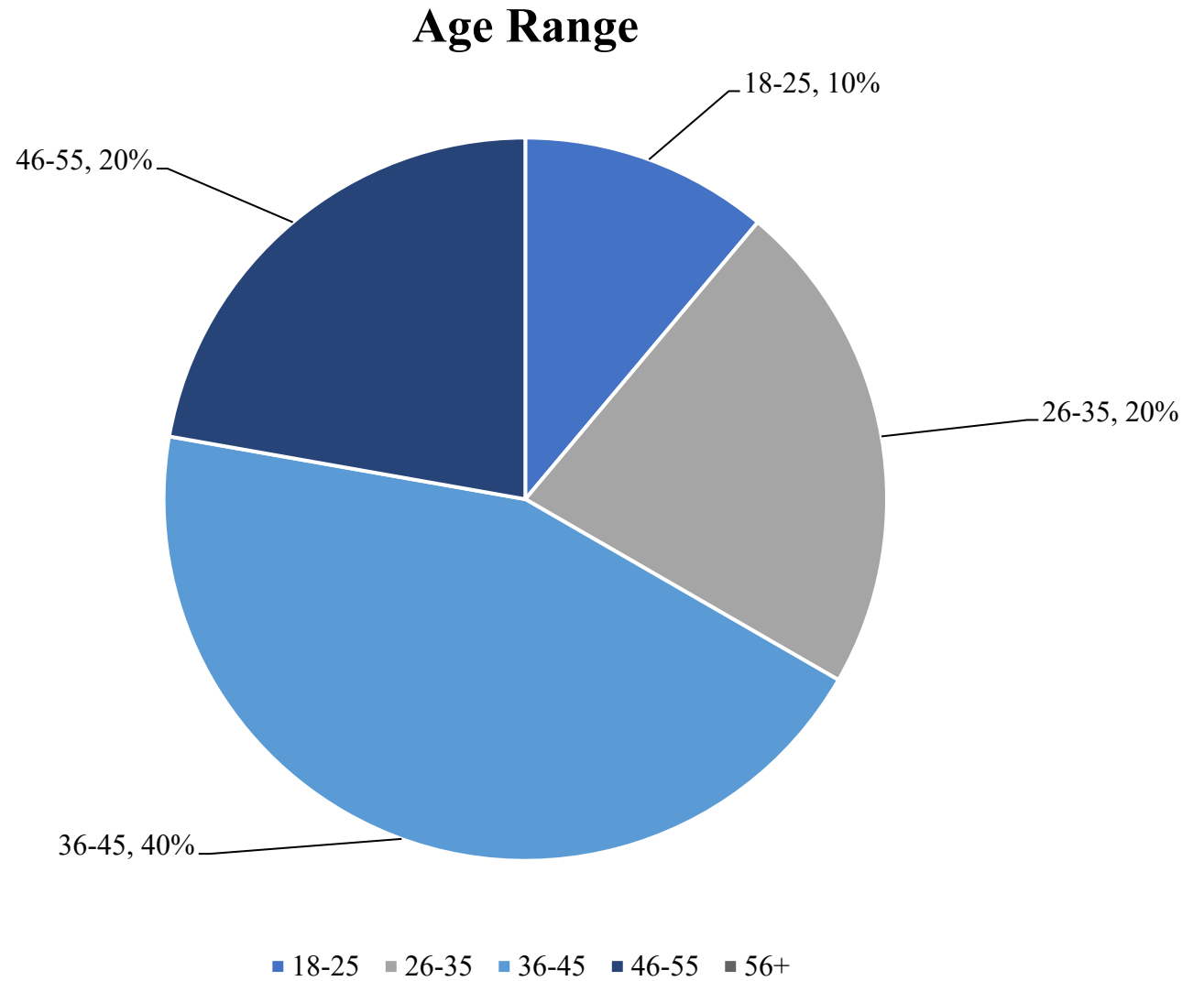


## 5. Race? (optional)

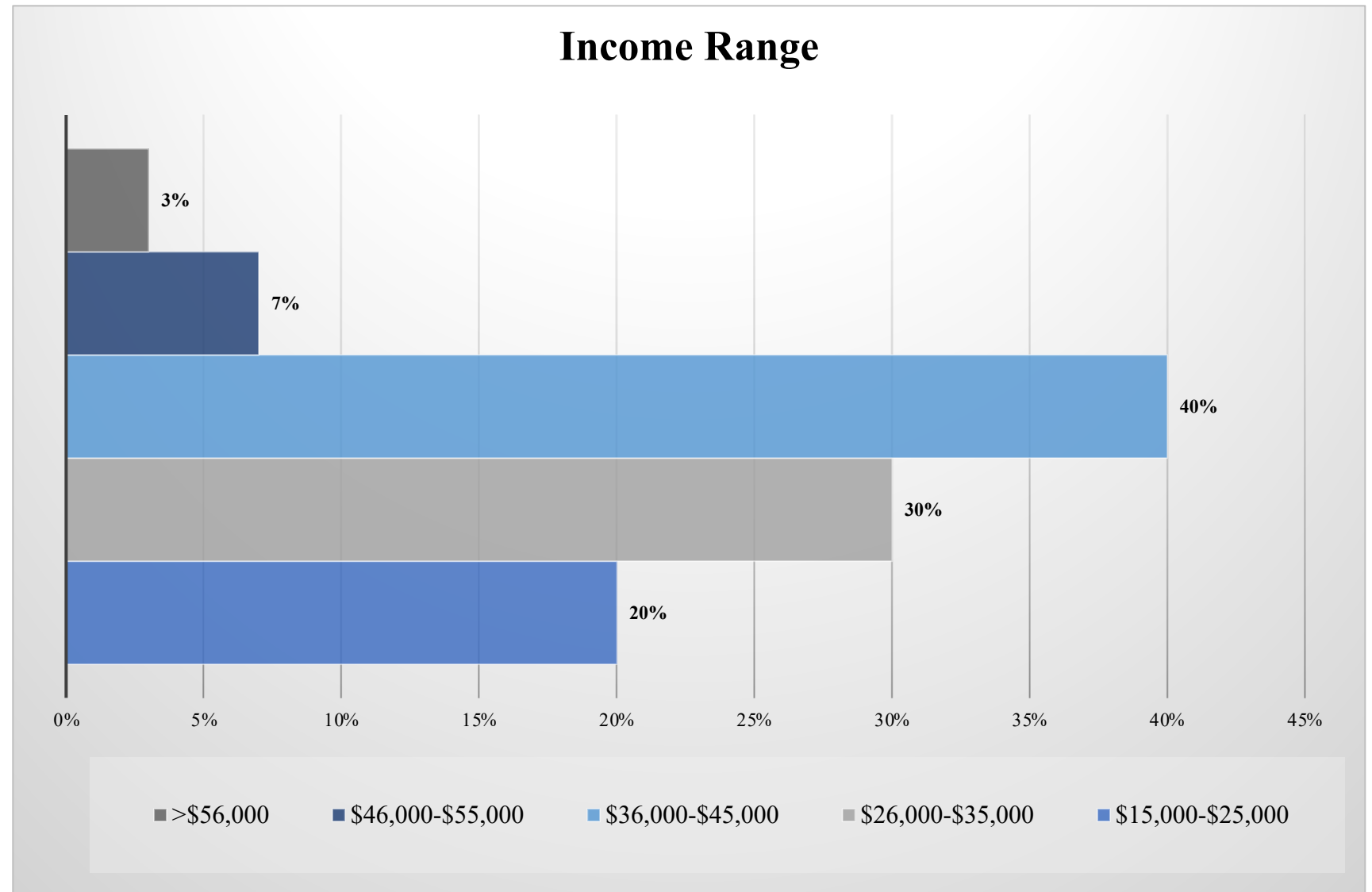




## 6. Age Range?

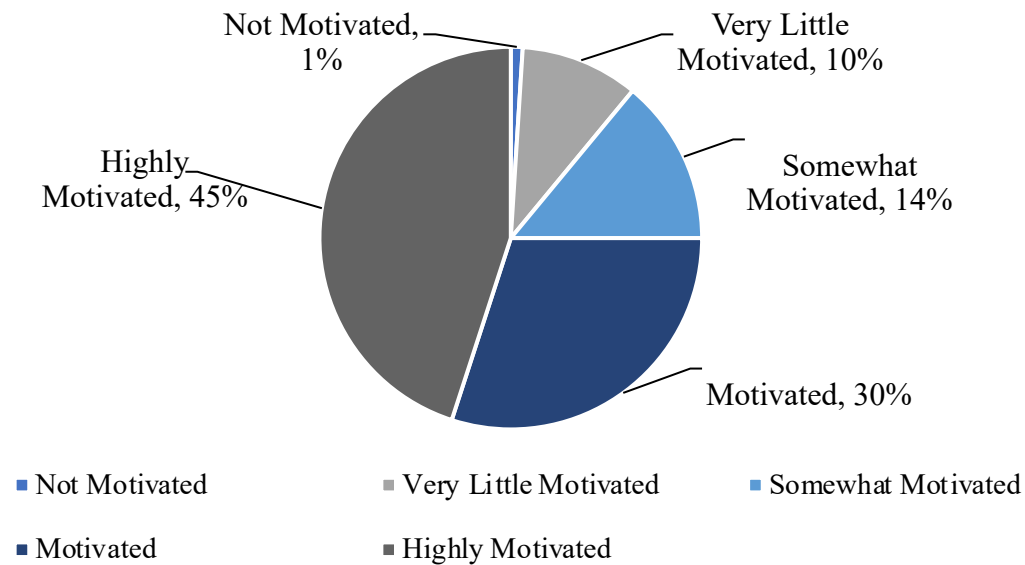


7. Which range of income best describes how much you make yearly in your current position?



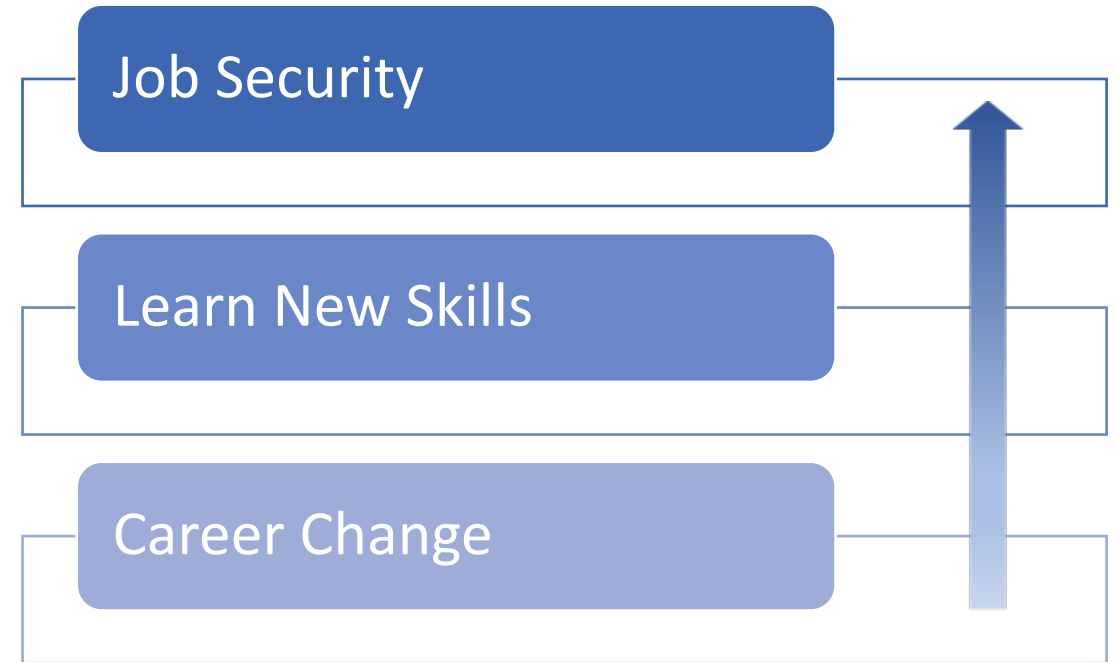
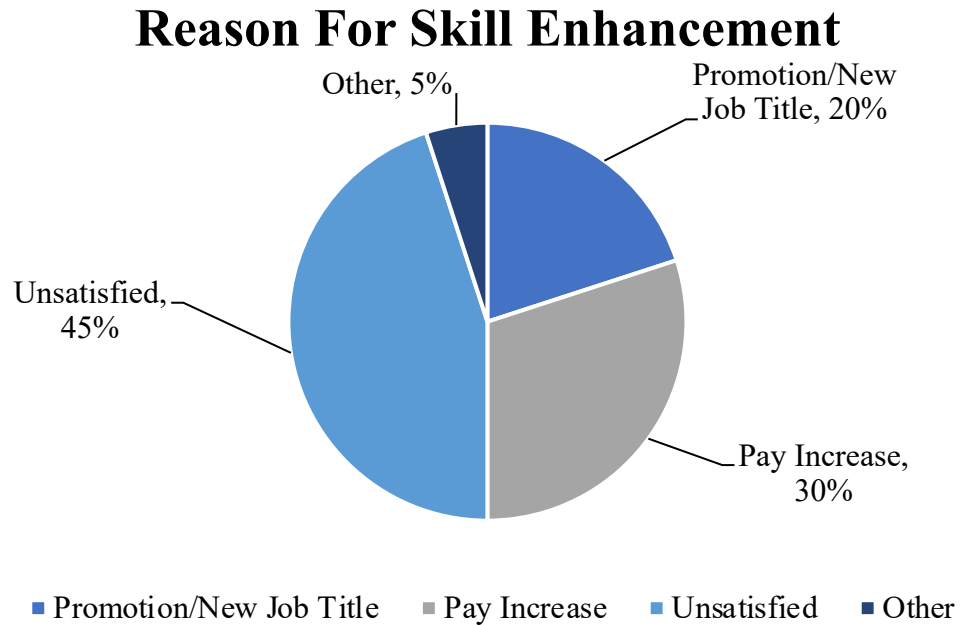
# 8. How motivated are you to acquire new skills? Or expand on existing ones? (1 being the least motivated and 5 being the most motivated)

How Motivated Are You

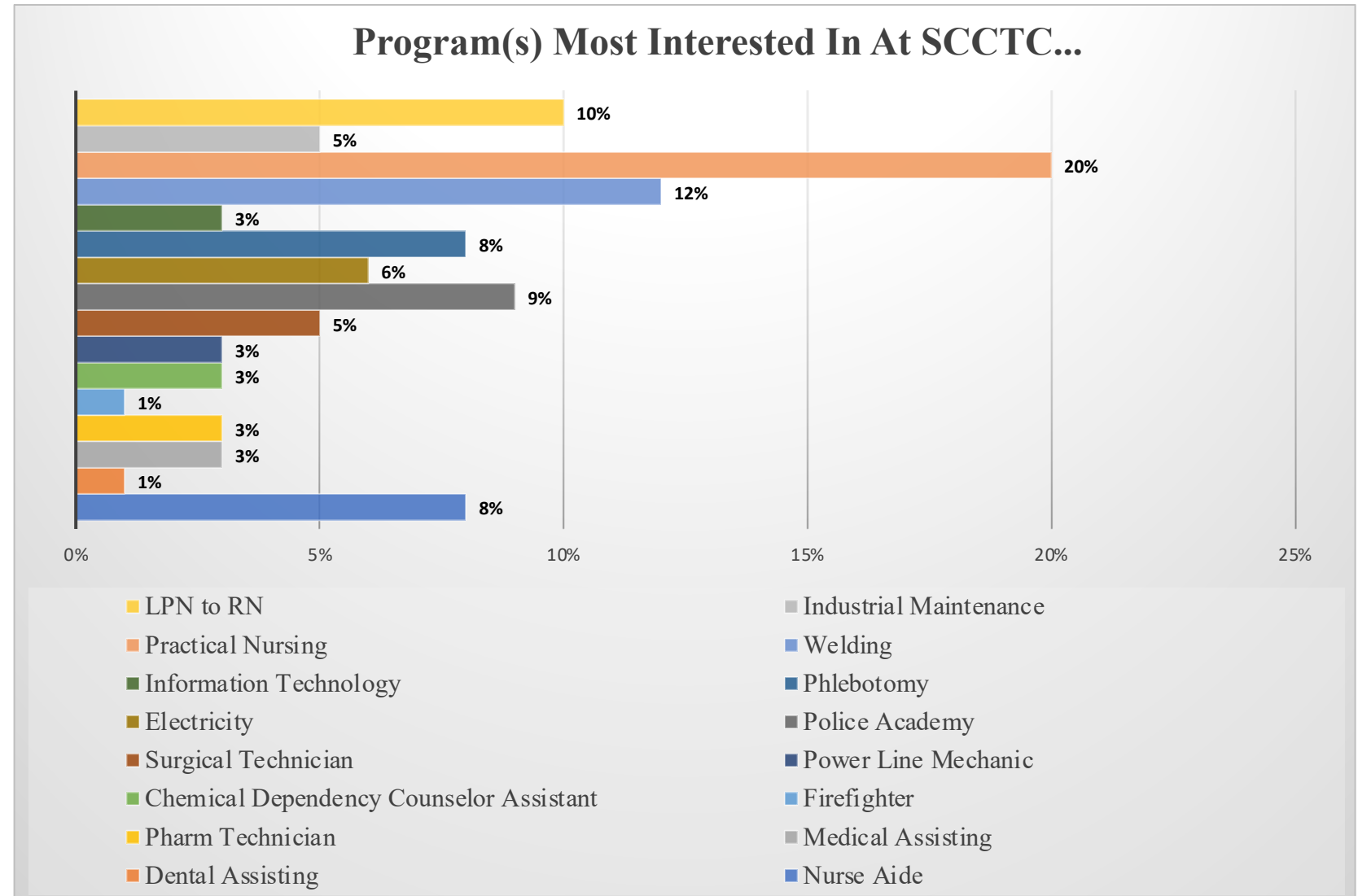


Responses	Value	# Of Responses
Not Motivated	1	6 (1%)
Very Little Motivated	2	60 (10%)
Somewhat Motivated	3	84 (14%)
Motivated	4	180 (30%)
Highly Motivated	5	270 (45%)
	Total	600

## 9. Reason for skill enhancement?



10. Which of the following accreditations would assist you in fulfilling your desire to upskill? (Select all that apply)



## Focus Groups Methodology

- During school hours
- 1 hour
- Representative from each existing program = 13 in total
- Randomly chosen
- 3rd-party proctor
- 3 focus groups conducted

## Focus Group Questions

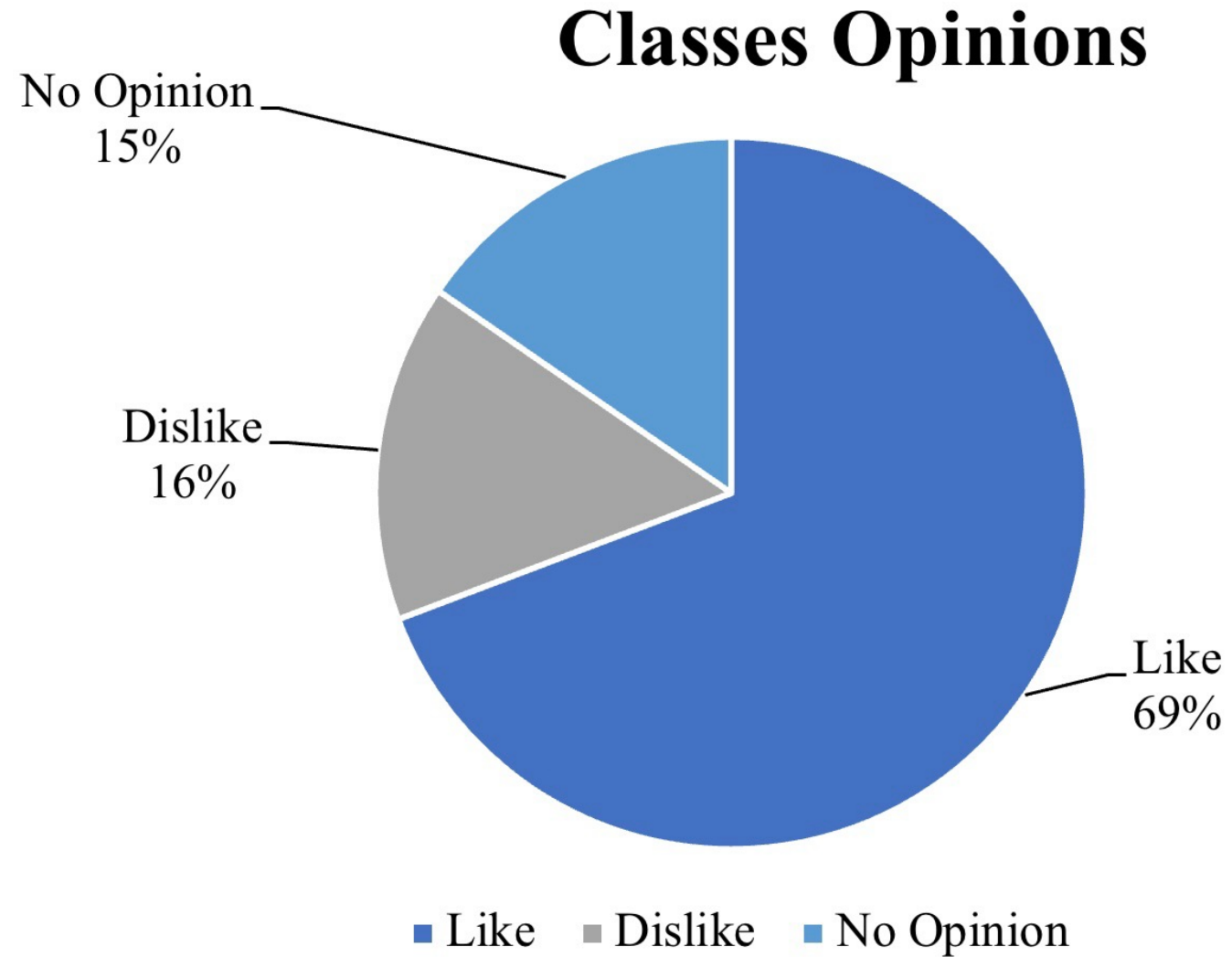
- Dummy Data
- Bar Graphs
- Pie Charts
- Word Clouds
- Ranking Chains

# 1. Why did you decide to attend the SCCTC?

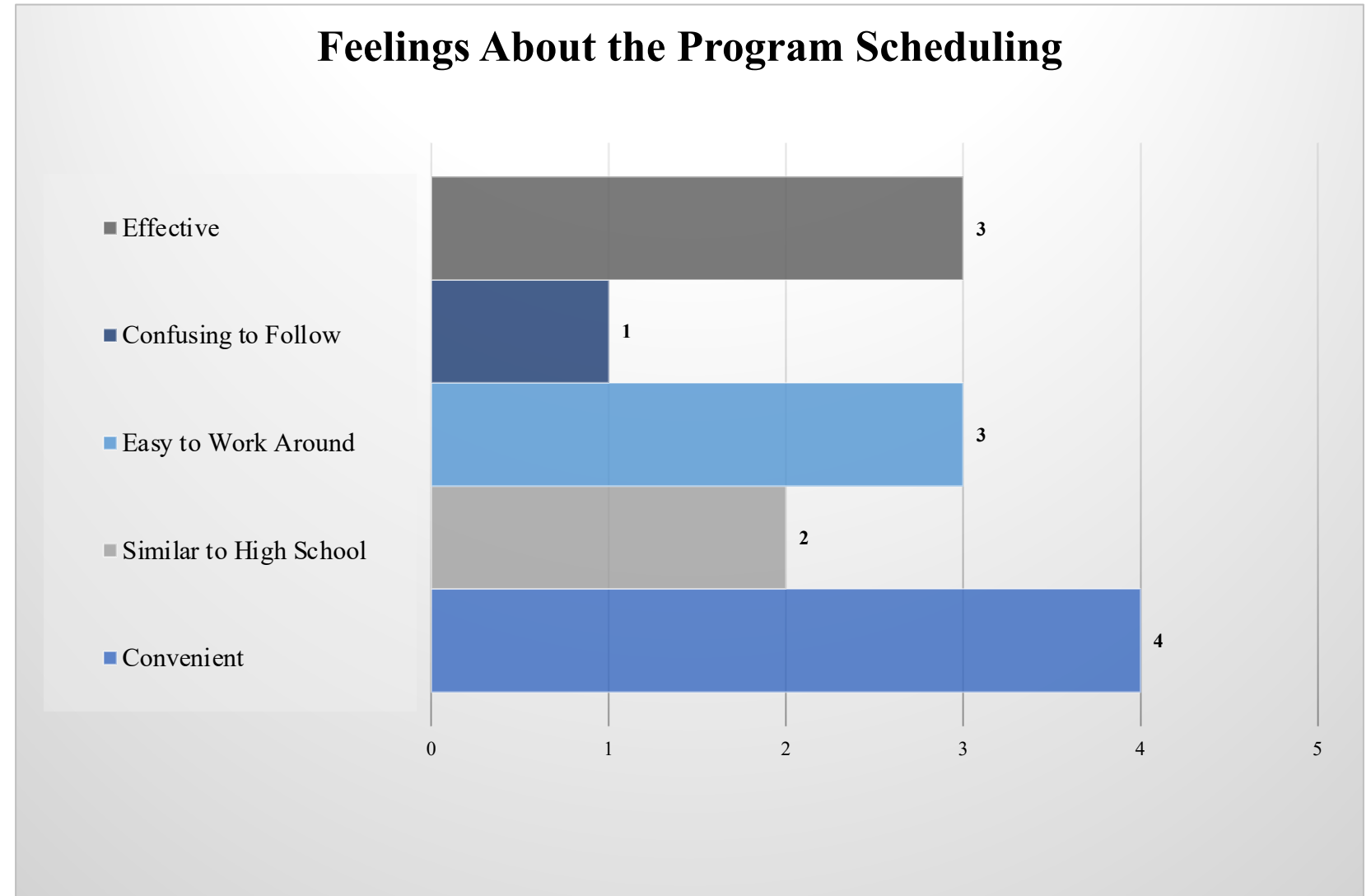




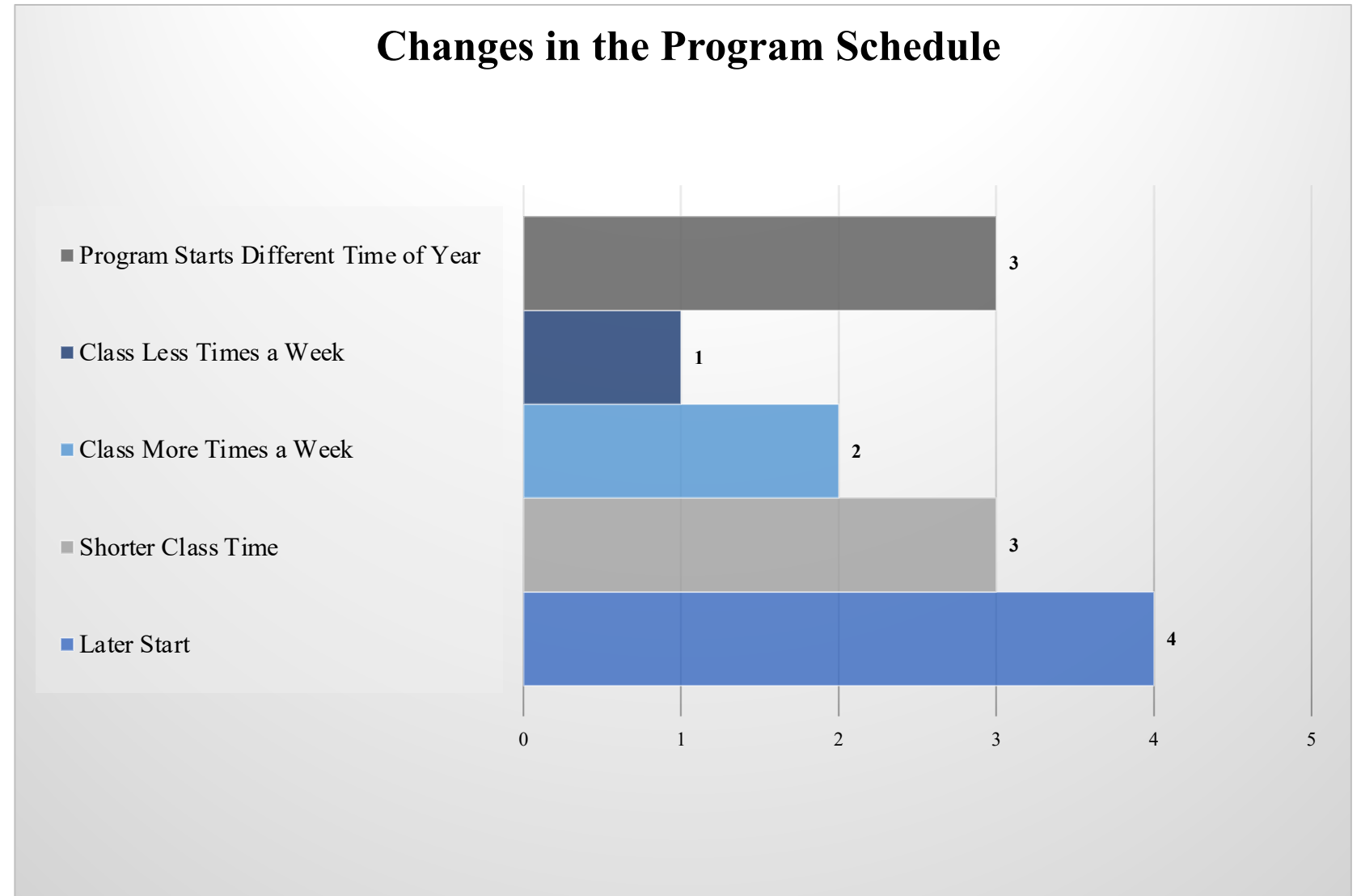
2. What do you think about the classes so far?



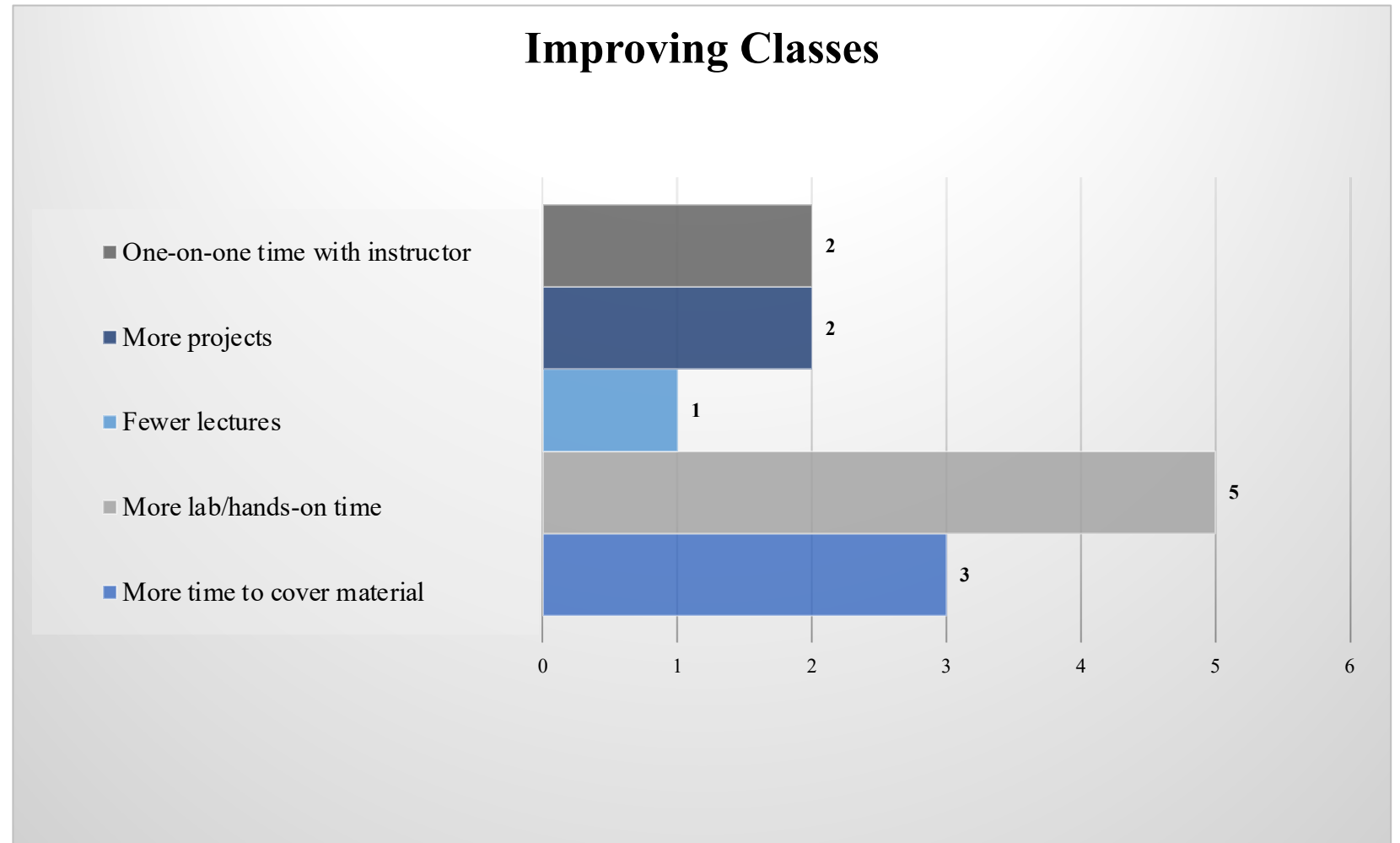
### 3. How do you feel about the way this program is scheduled?



4. As a follow-up to the previous question, would you prefer to see some changes in the scheduling of the program?



## 5. What would you suggest to improve your classes?



6. What do you think about your teachers?

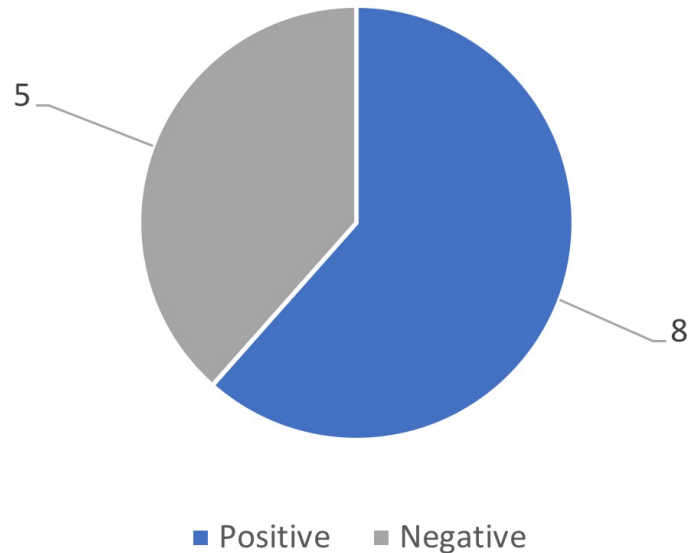


A word cloud of teacher qualities. The words are arranged in a cluster, with 'Adaptive' being the largest and most prominent. Other words include 'Encouraging', 'Patient', 'Supportive', 'Fun', and 'Knowledgeable'. The colors are shades of blue and grey.

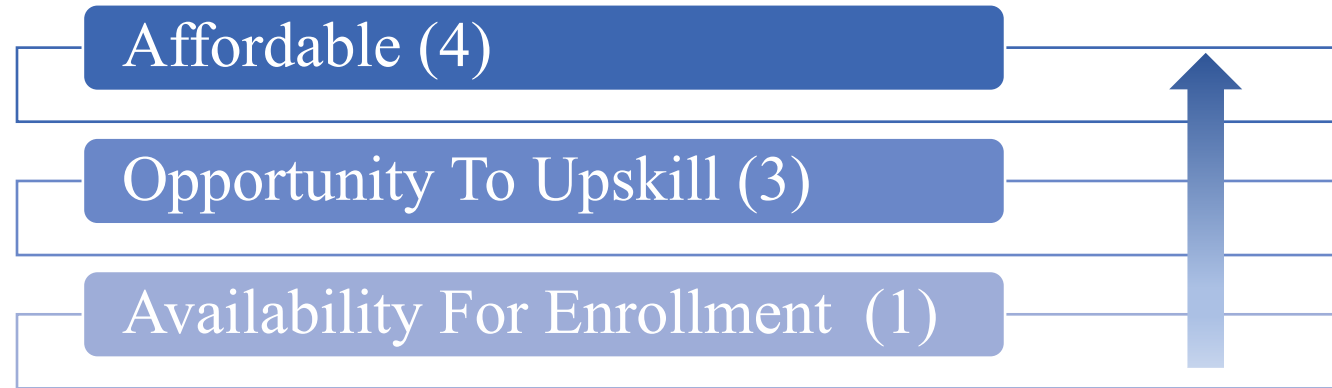
Encouraging  
Adaptive  
Patient  
Supportive  
Fun  
Knowledgeable

## 7. Did you have a positive or negative perception of the SCCTC before starting? Why?

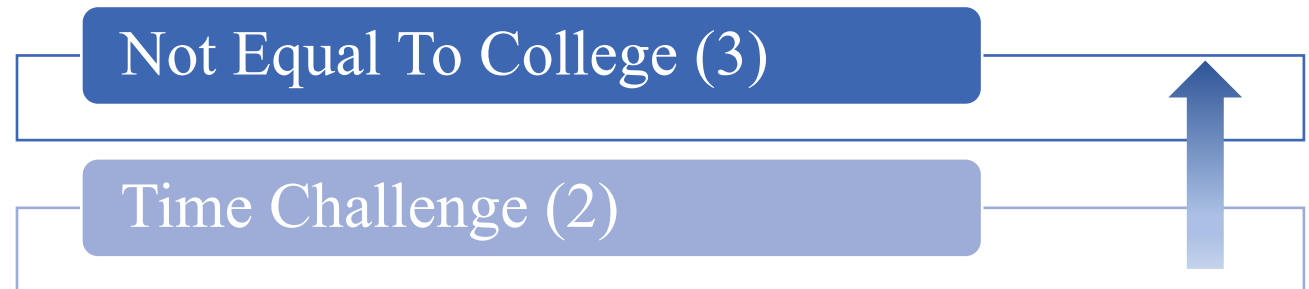
**Initial Perception**



### **Positive**

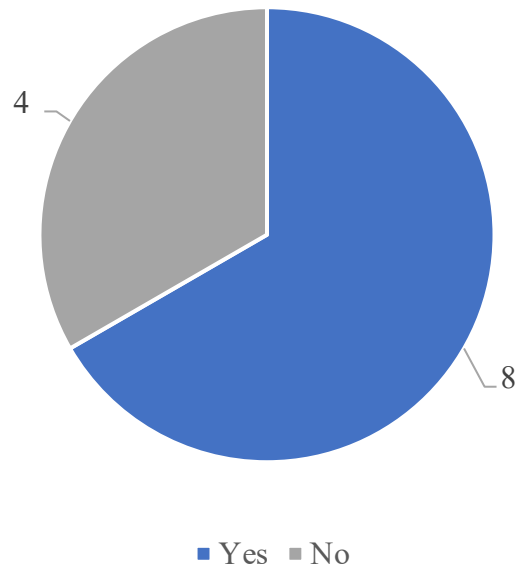


### **Negative**

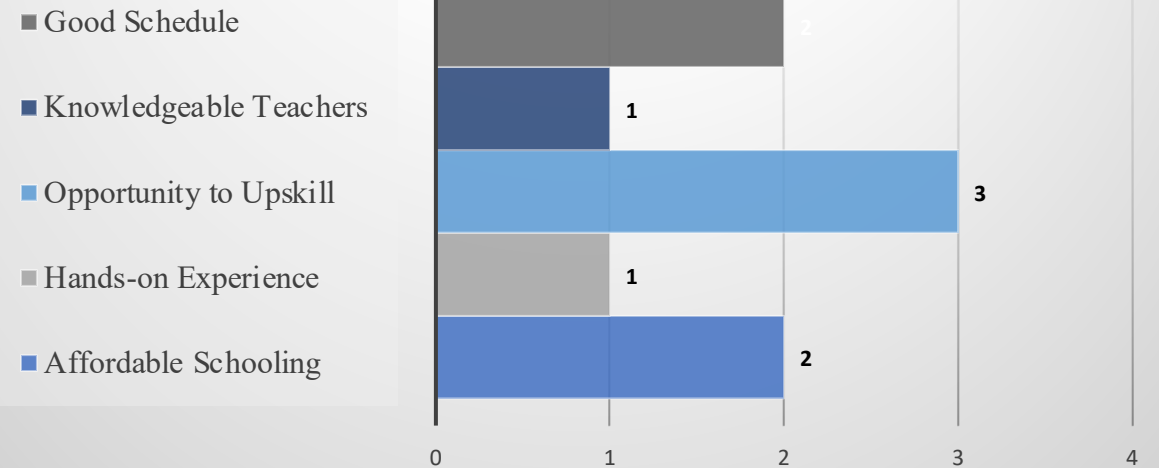


## 8. Did your perception change about the SCCTC once you got into your program? Why?

**Perception Changed**

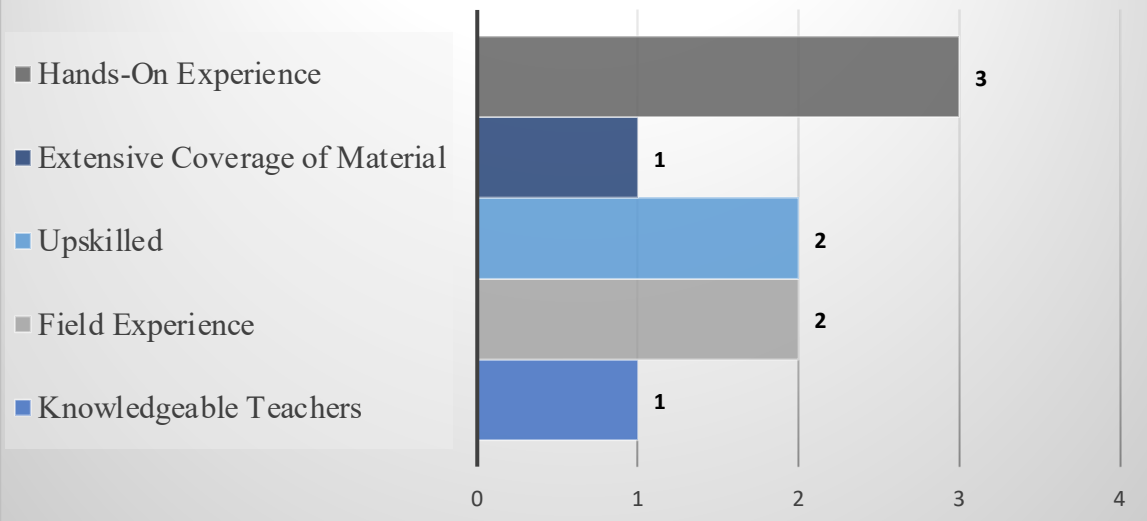


**How Their Perception Changed**

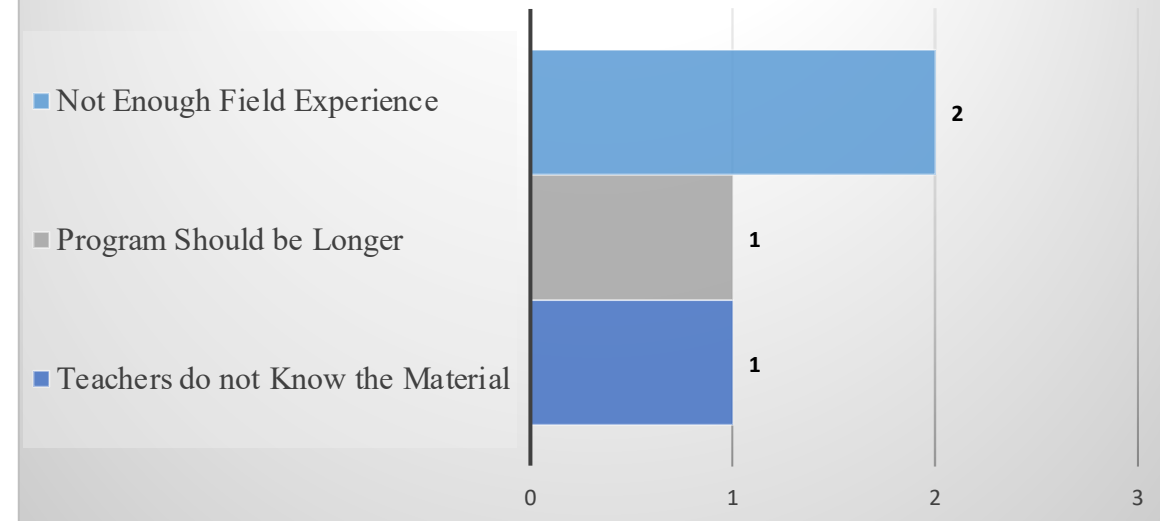


## 9. Do you feel the program is preparing you for future employment? Why or why not?

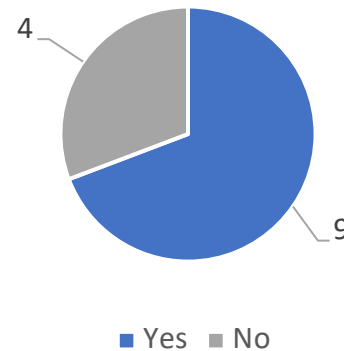
### Reasons They Feel Prepared



### Reasons They Do Not Feel Prepared



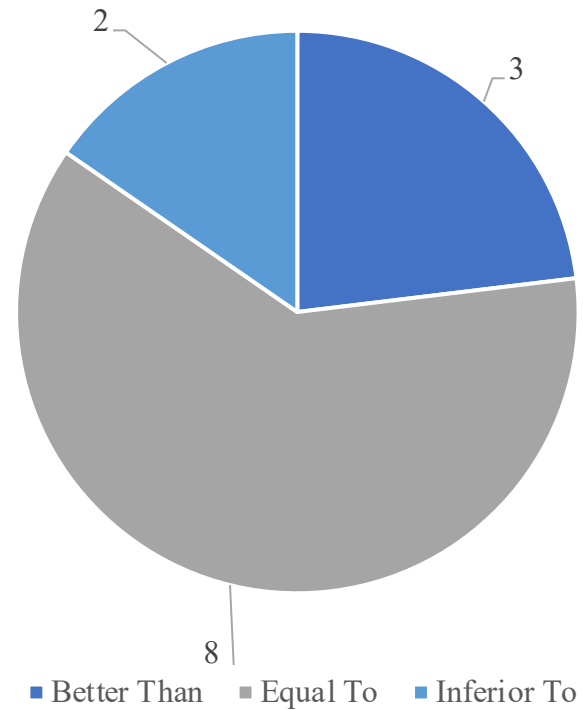
### Preparedness for Employment





10. Do you feel you are getting an experience better than, equal to, or inferior to a college experience? Why?

**Education Compared to College**

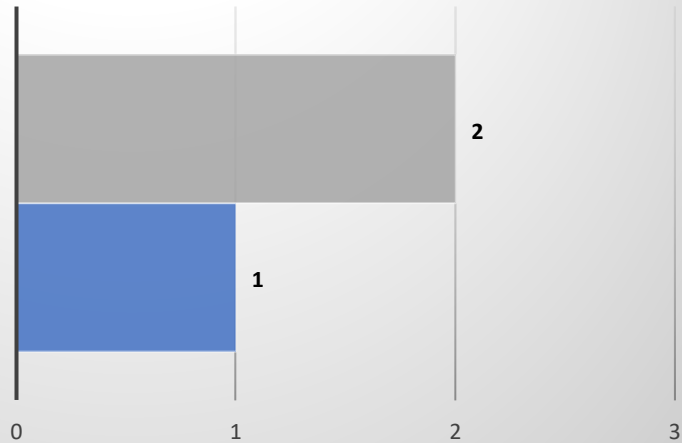


# 10. Do you feel you are getting an experience better than, equal to, or inferior to a college experience? Why?

## Better Than College

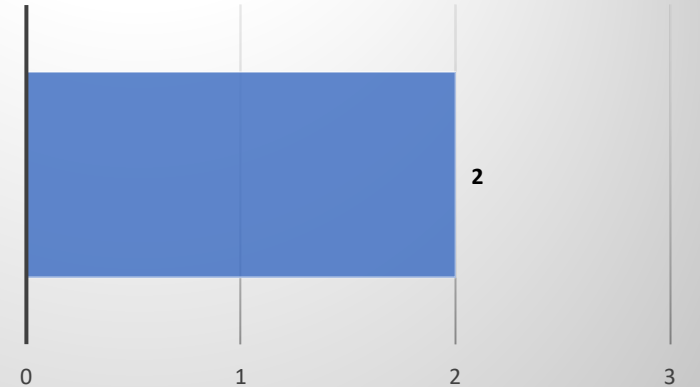
■ Less Money

■ Less Time



## Inferior to College

■ Not a College/University



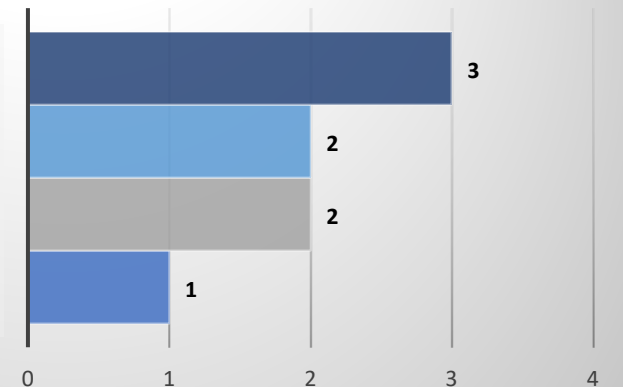
## Equal To College

■ Certification/License for Jobs

■ High Education After High School

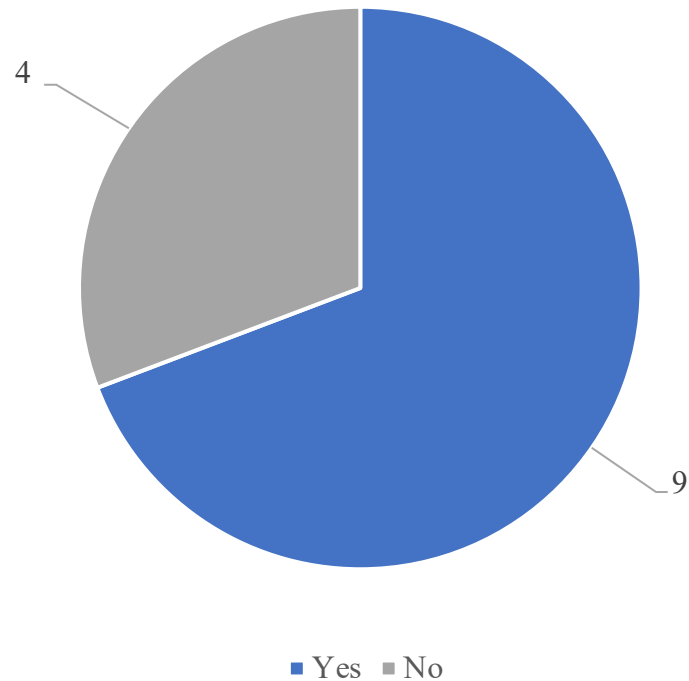
■ Field Work/Lab Time

■ Nice Facilities



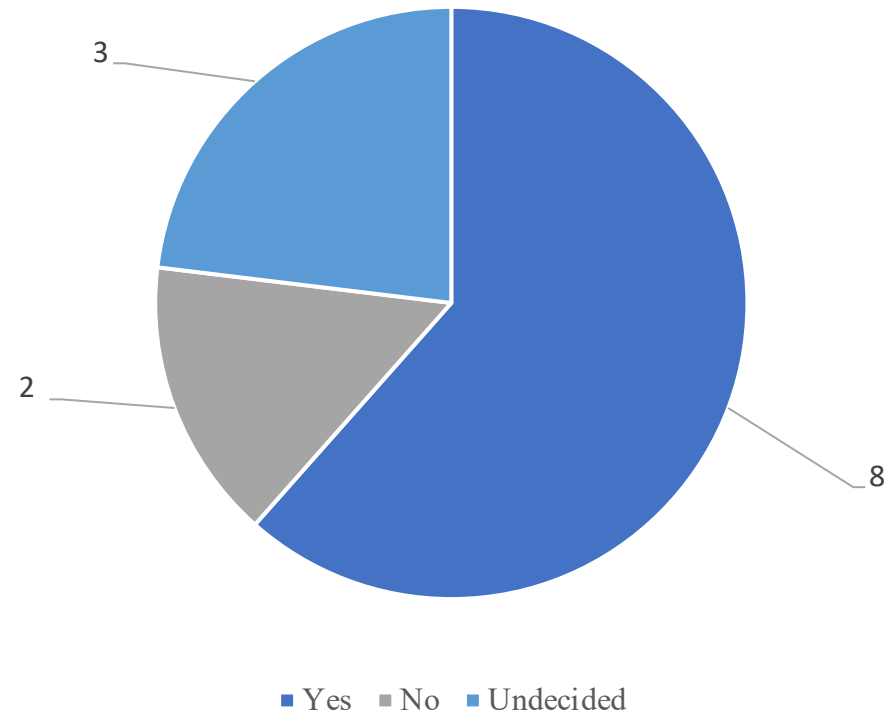
11. How many of you are paying at least part of your SCCTC program out of pocket?

**Out of Pocket Expenses**



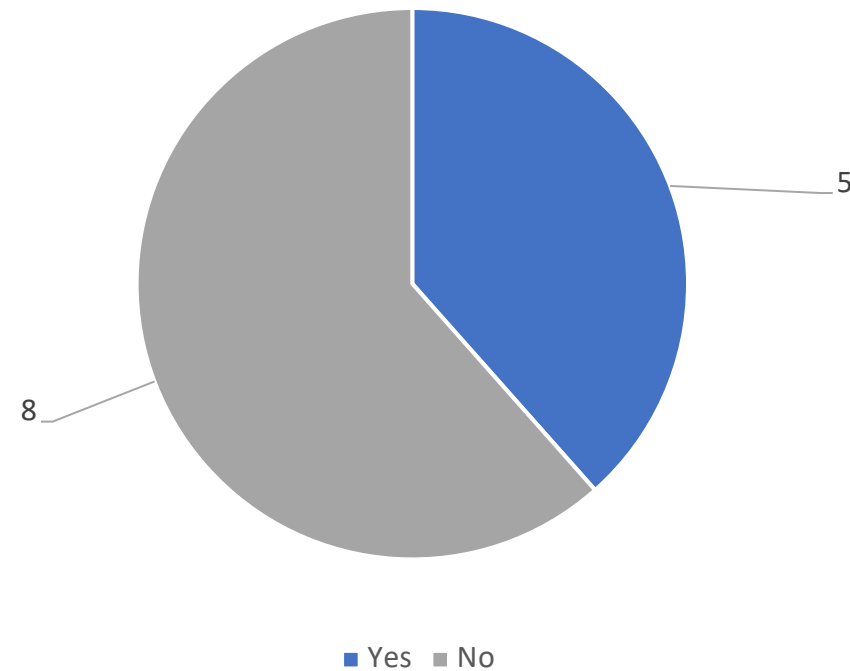
12. As a follow-up to those who answered that you do pay out of pocket, do you feel like you're getting your money's worth?

### Are You Getting Your Money's Worth?



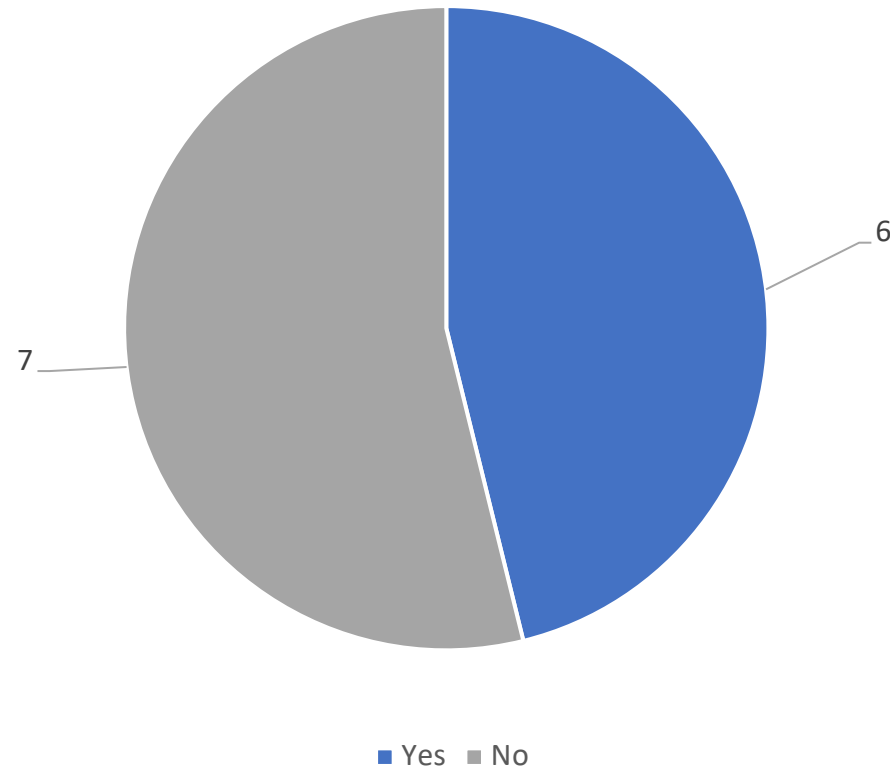
13. Is the cost of this program a challenge for you moneywise?

**Is The Cost of This Program Challenging Financially?**

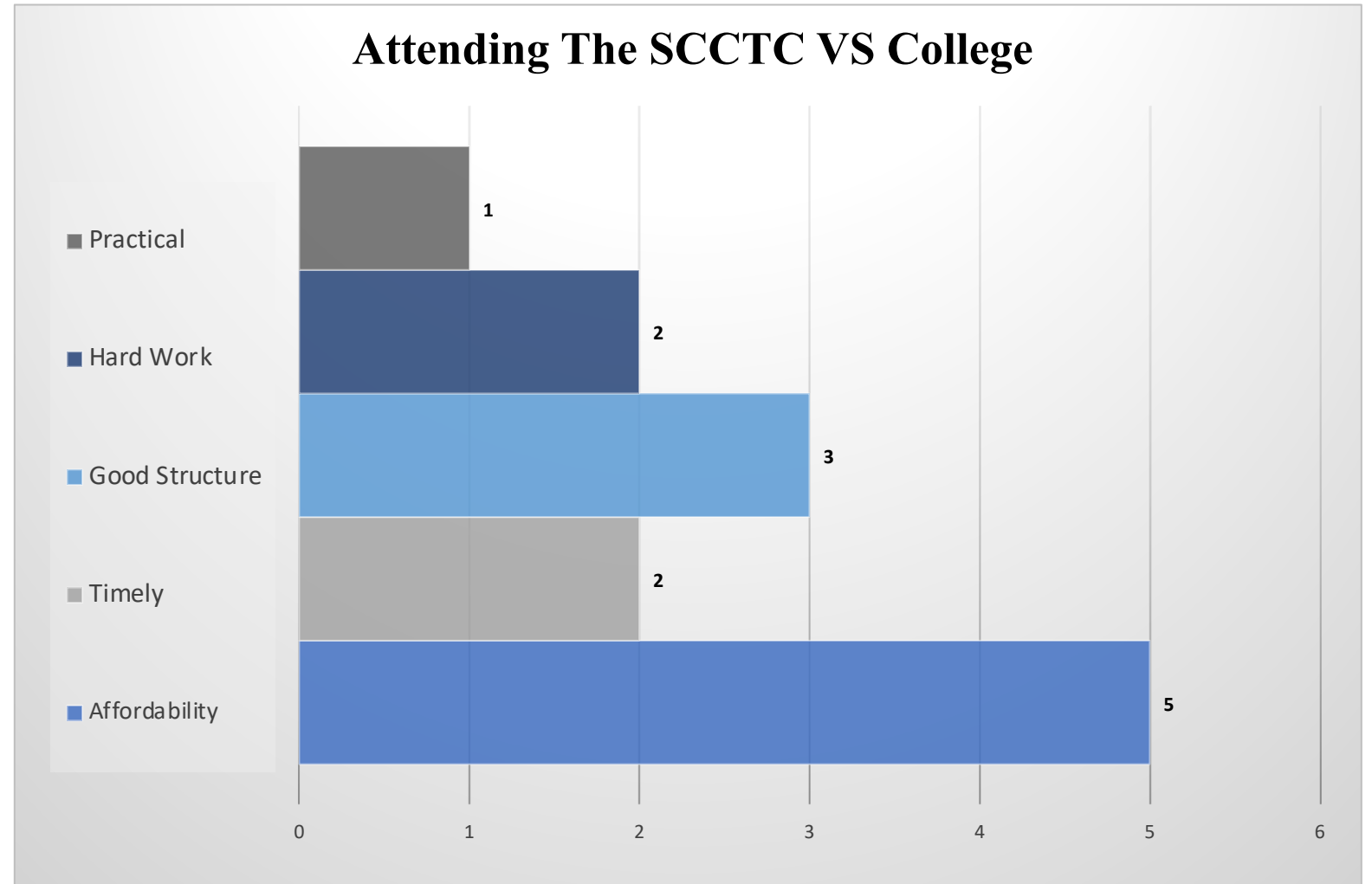


14. Is the cost of this program a challenge for you timewise?

**Is The Cost Of This Program Challenging Timewise?**



15. What advice would you give to someone who is deciding between the SCCTC or college?



## One-on-One Interviews Methodology

- Graduates of SCCTC
- Representatives from each program = 16 in total
- In-person (online as alternate)
- 30 minutes to 1 hour
- Proctor is someone students know



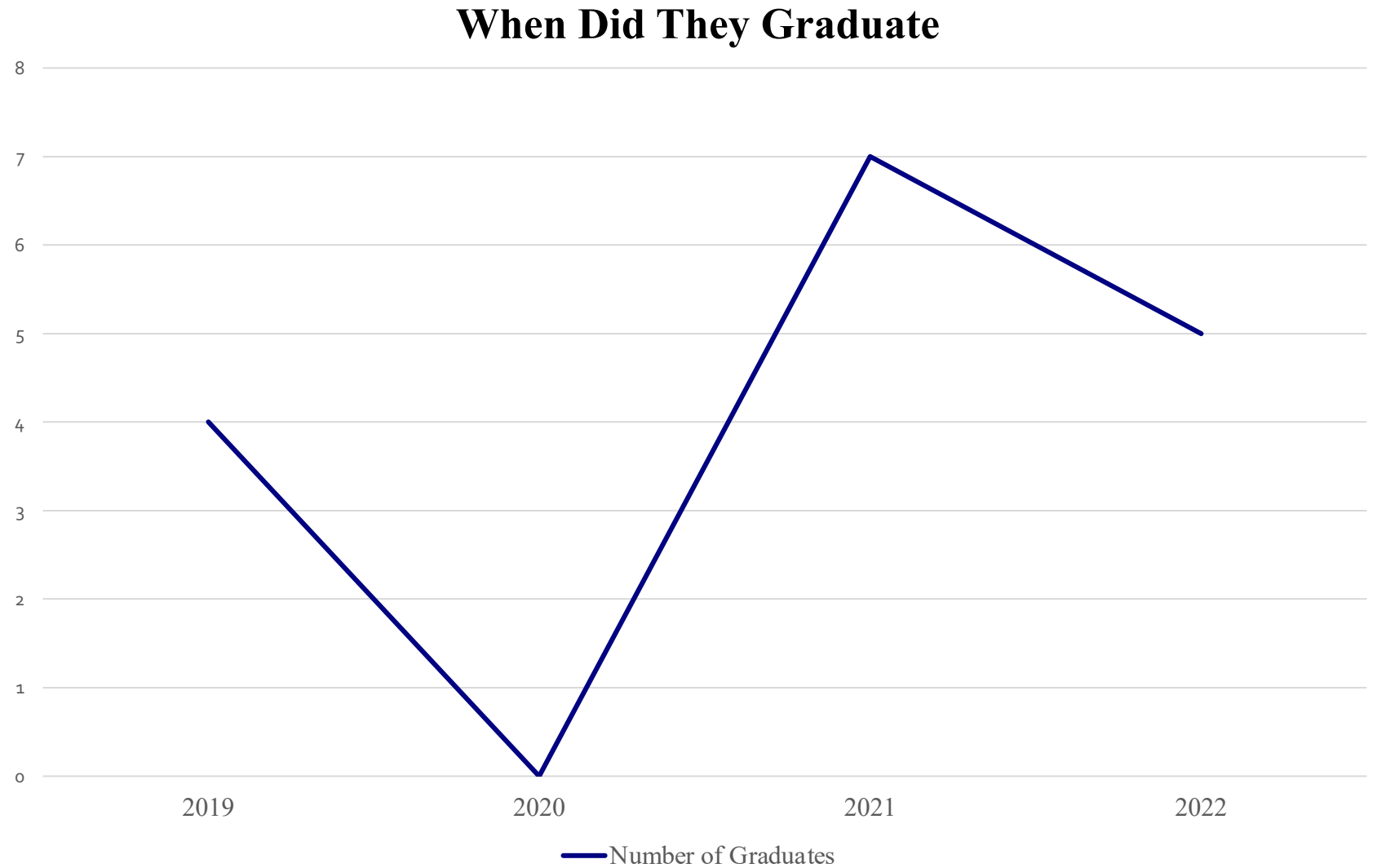
## One-on-One Interview Questions

- Dummy data
- Line Graphs
- Bar Graphs
- Pie Charts
- Ranking Chains

1. What program were  
you in while  
attending the Scioto  
County Career  
Technical  
Center?

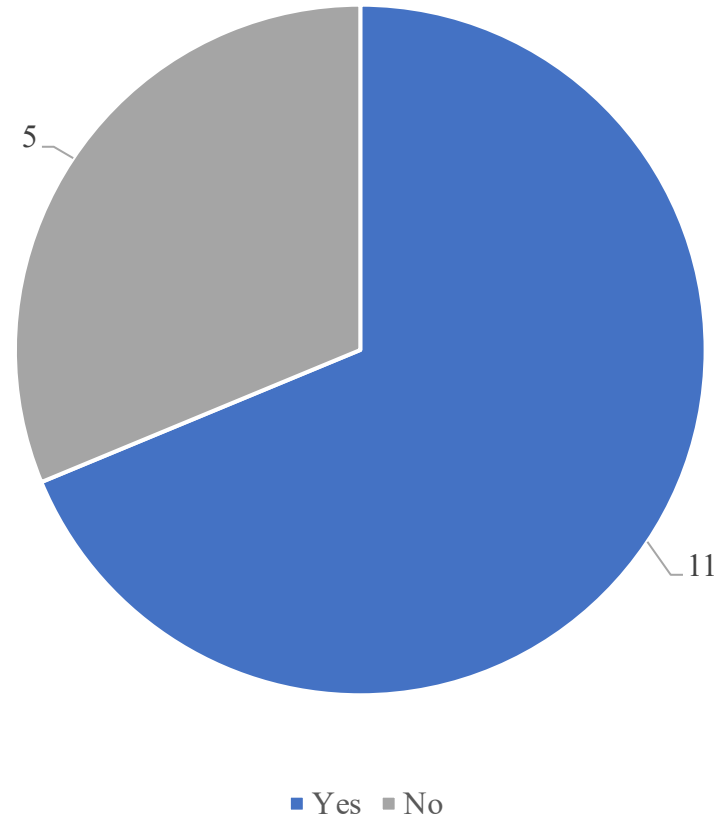
This will identify which participant is from which  
of the 16 programs.

2. When did you graduate from the SCCTC?



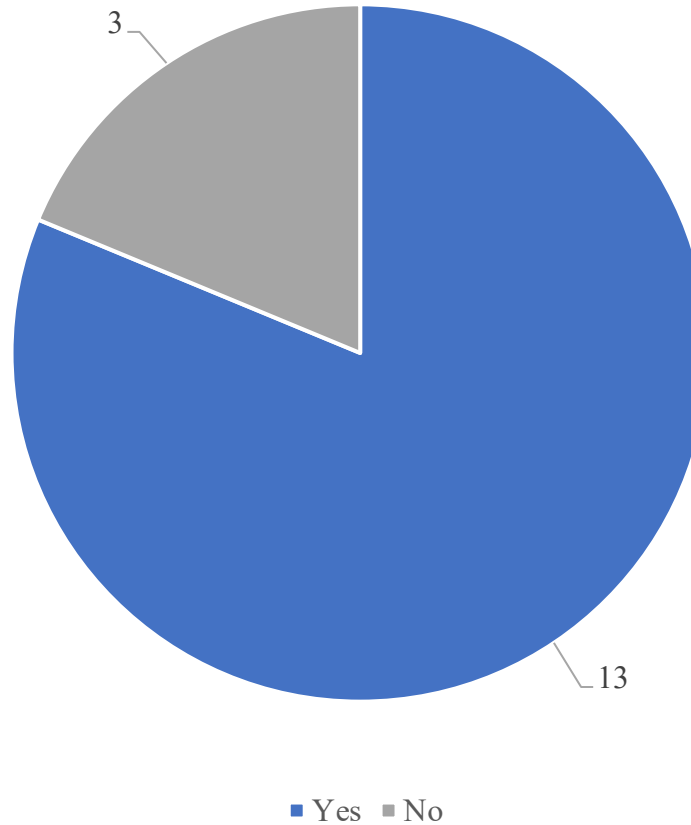
3. Did you have difficulties dealing with the SCCTC class schedule?

**Difficulties with Scheduling**

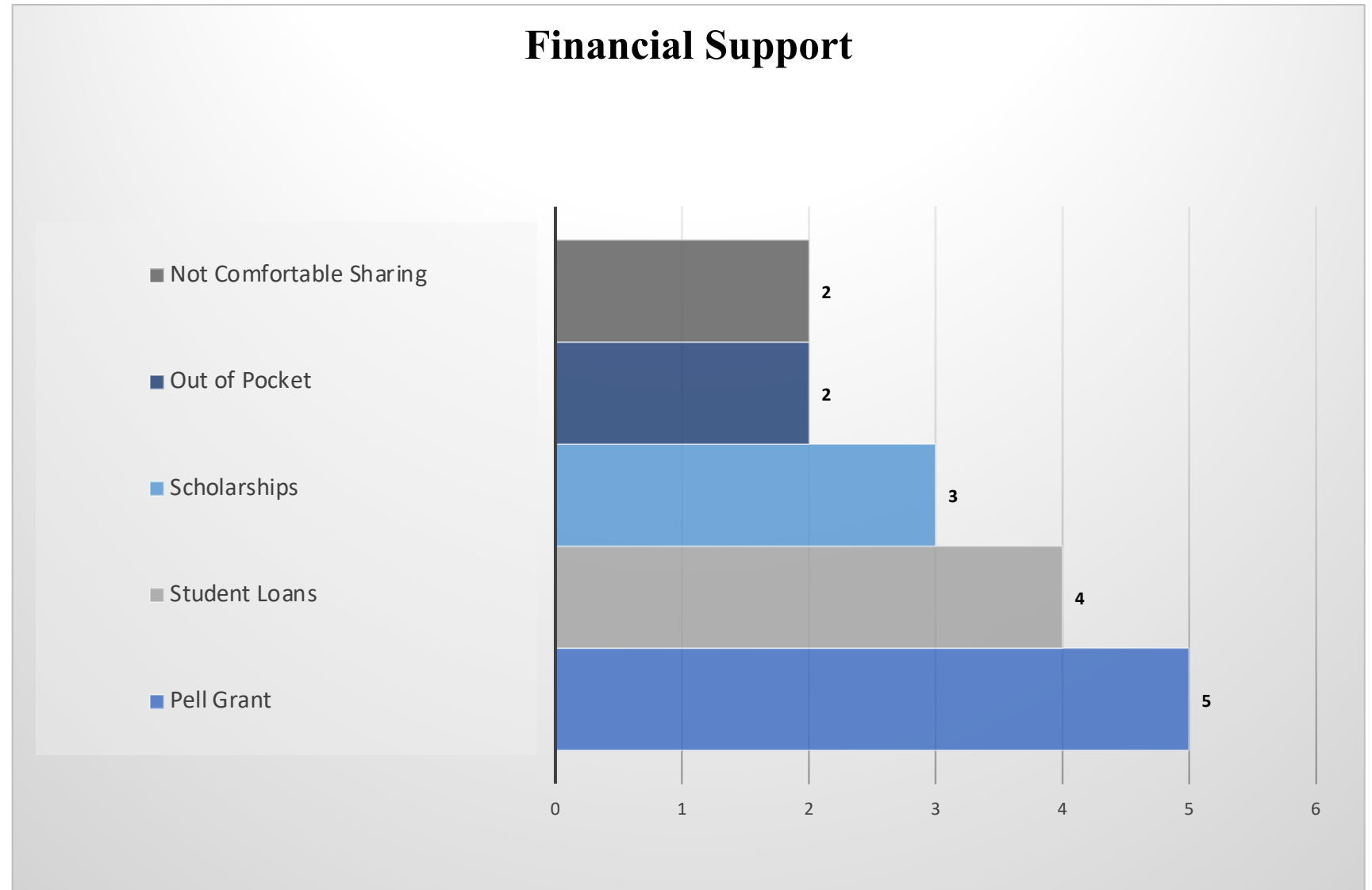


4. Did you find the SCCTC to be financially feasible while attending?

**Financially Feasible**

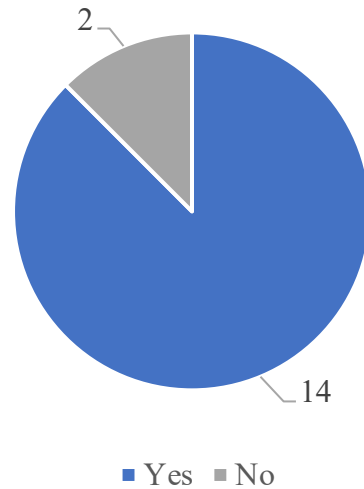


5. Did you seek external financial support while attending the SCCTC? If so, and you're comfortable sharing, what support did you receive?



## 6. Did the SCCTC properly prepare you for the application and interview process? In what ways can we improve this process?

**Prepared for Interviews**



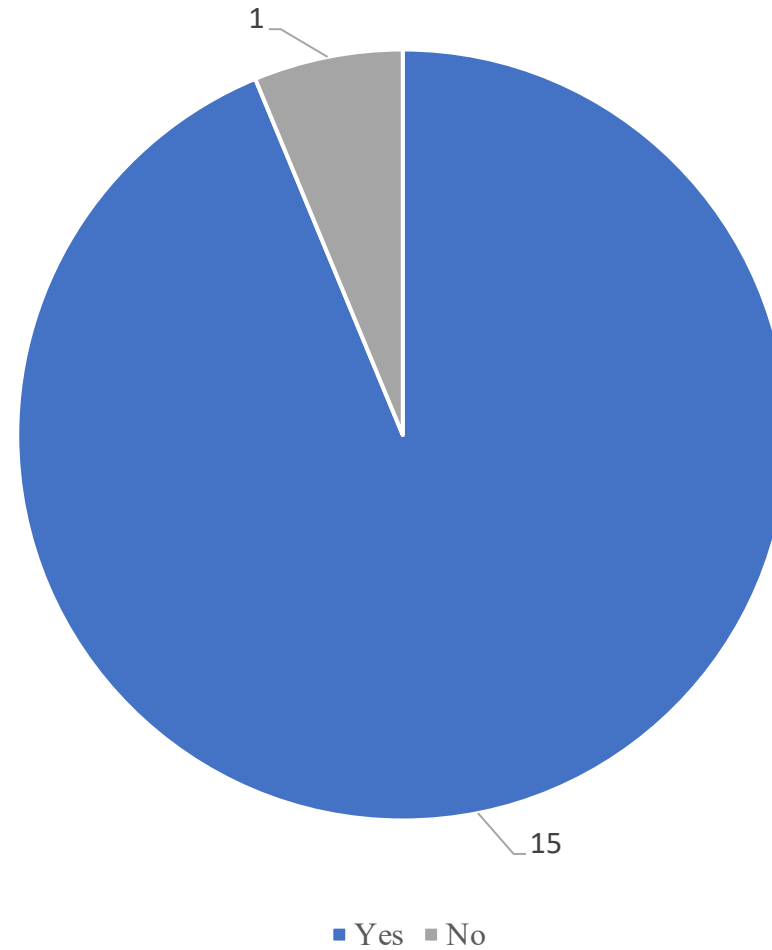
More Coverage in Curriculum (8)

More Practice /Mock Interviews (5)

Not Enough Interpersonal Skills (3)

7. Do you feel the SCCTC properly prepared you for work in your industry?

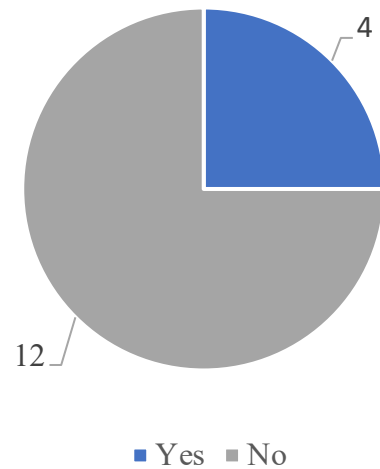
**Prepared for Industry Work**



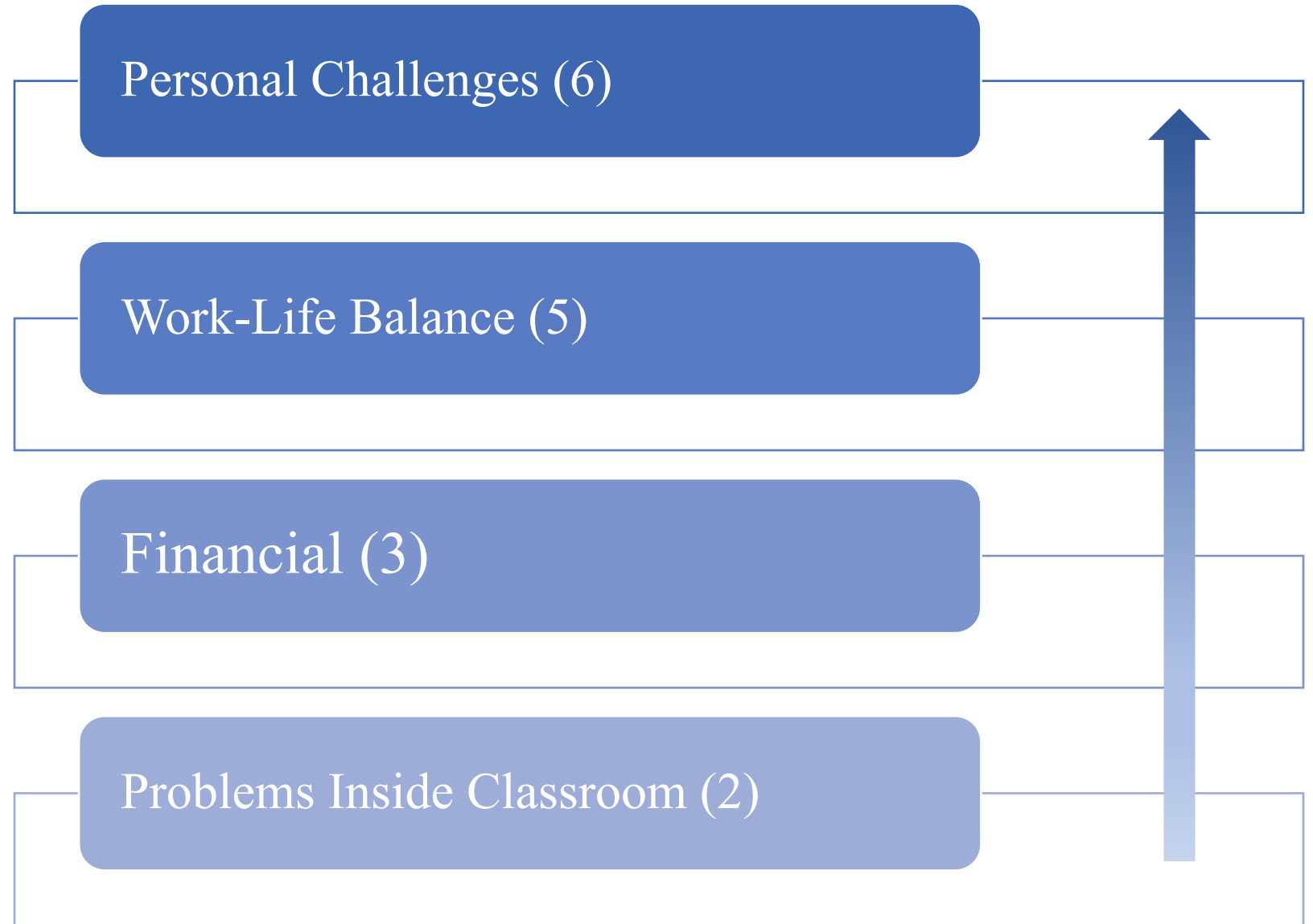


## 8. Did you face any biases from graduating from the SCCTC after entering your field? If so, what biases?

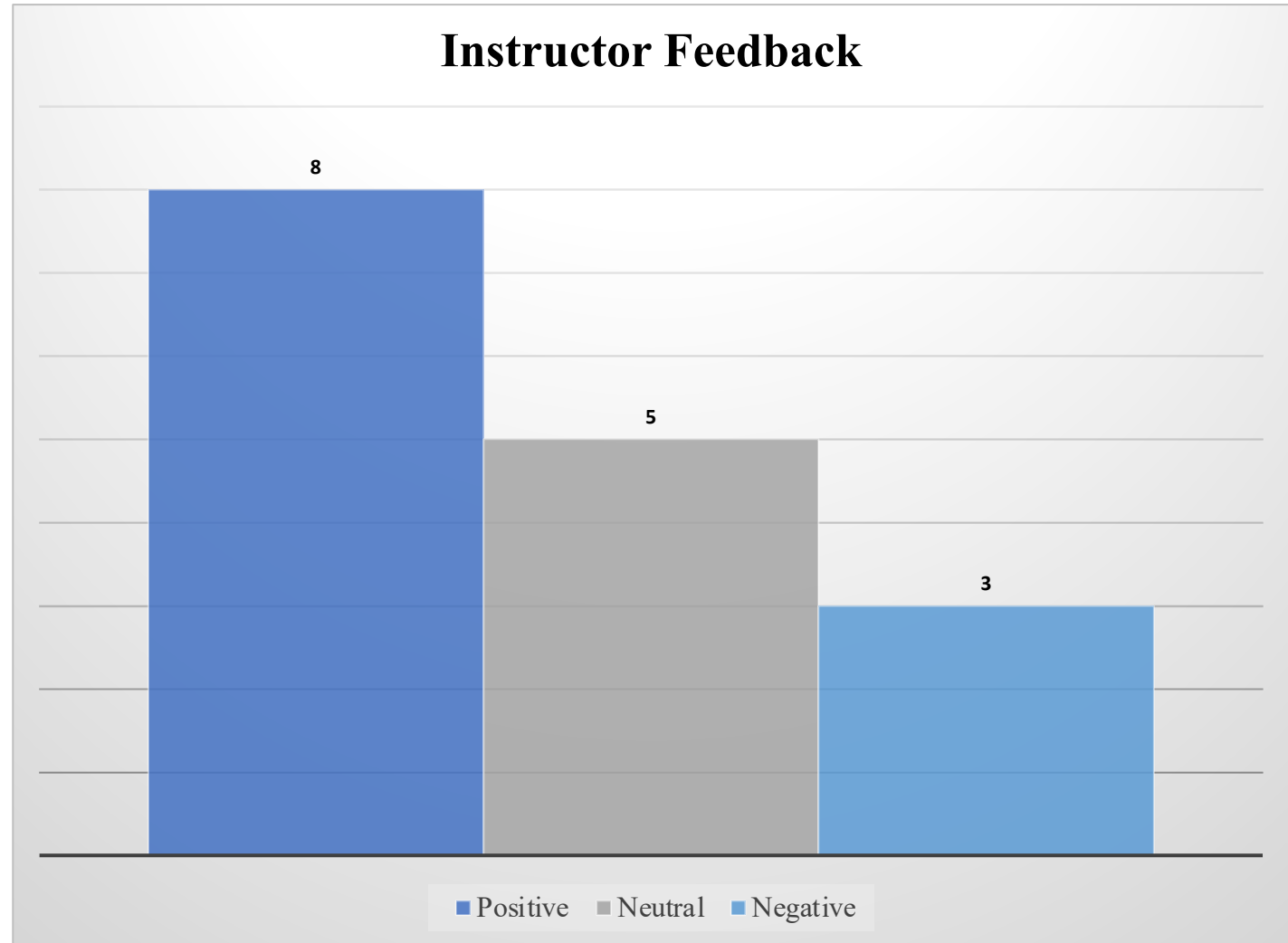
**Bias on Graduation**



9. Were there any problems you encountered while going through our programs? What were they?

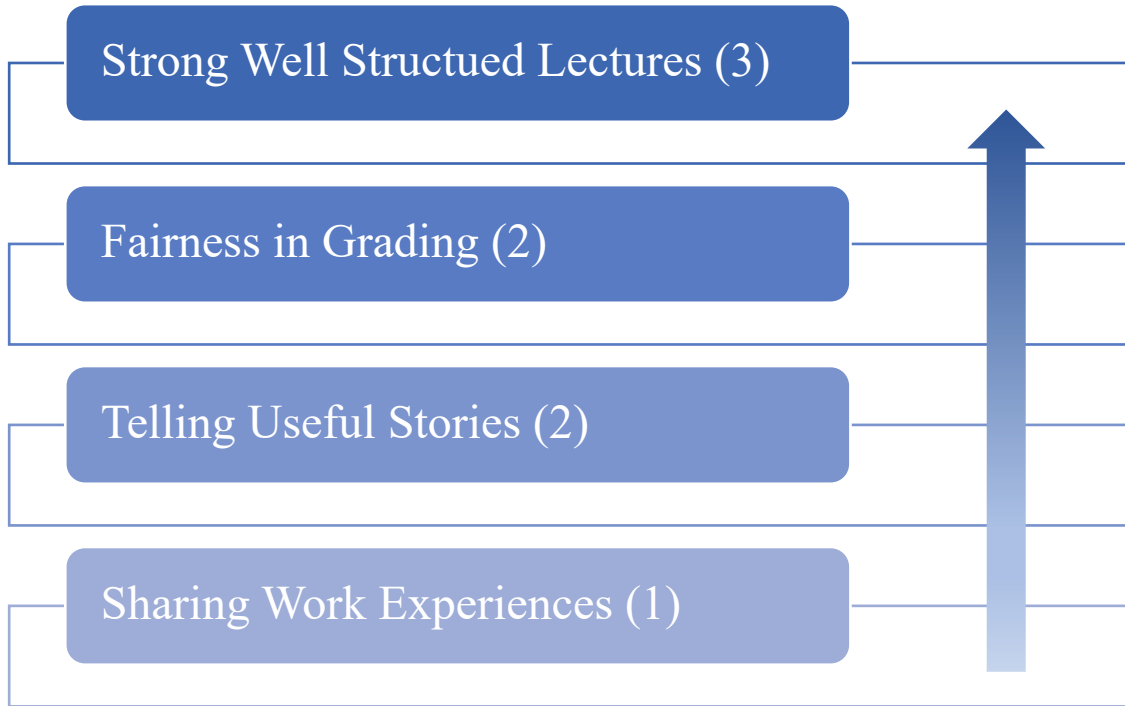


10. How were your instructors?  
Please elaborate on the aspects you felt were most notable.

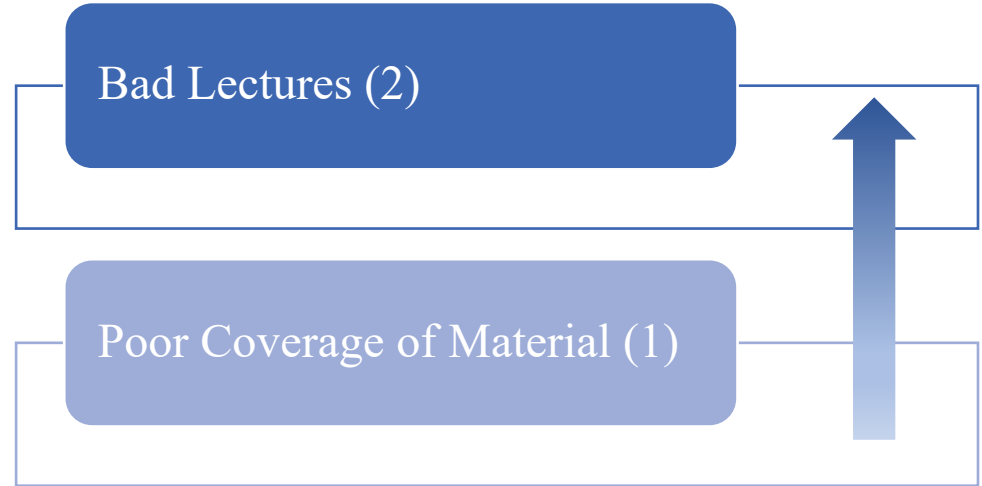


# 10. How were your instructors? Please elaborate on the aspects you felt were most notable.

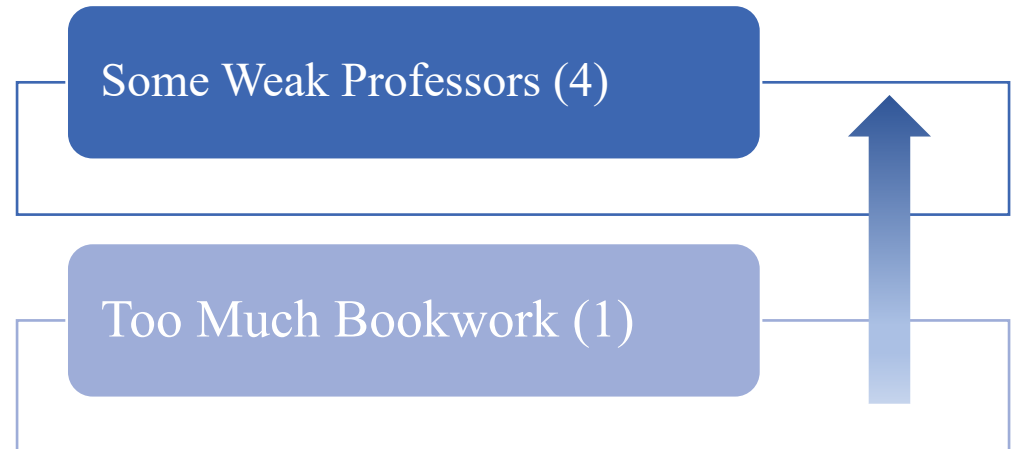
## Positive



## Negative



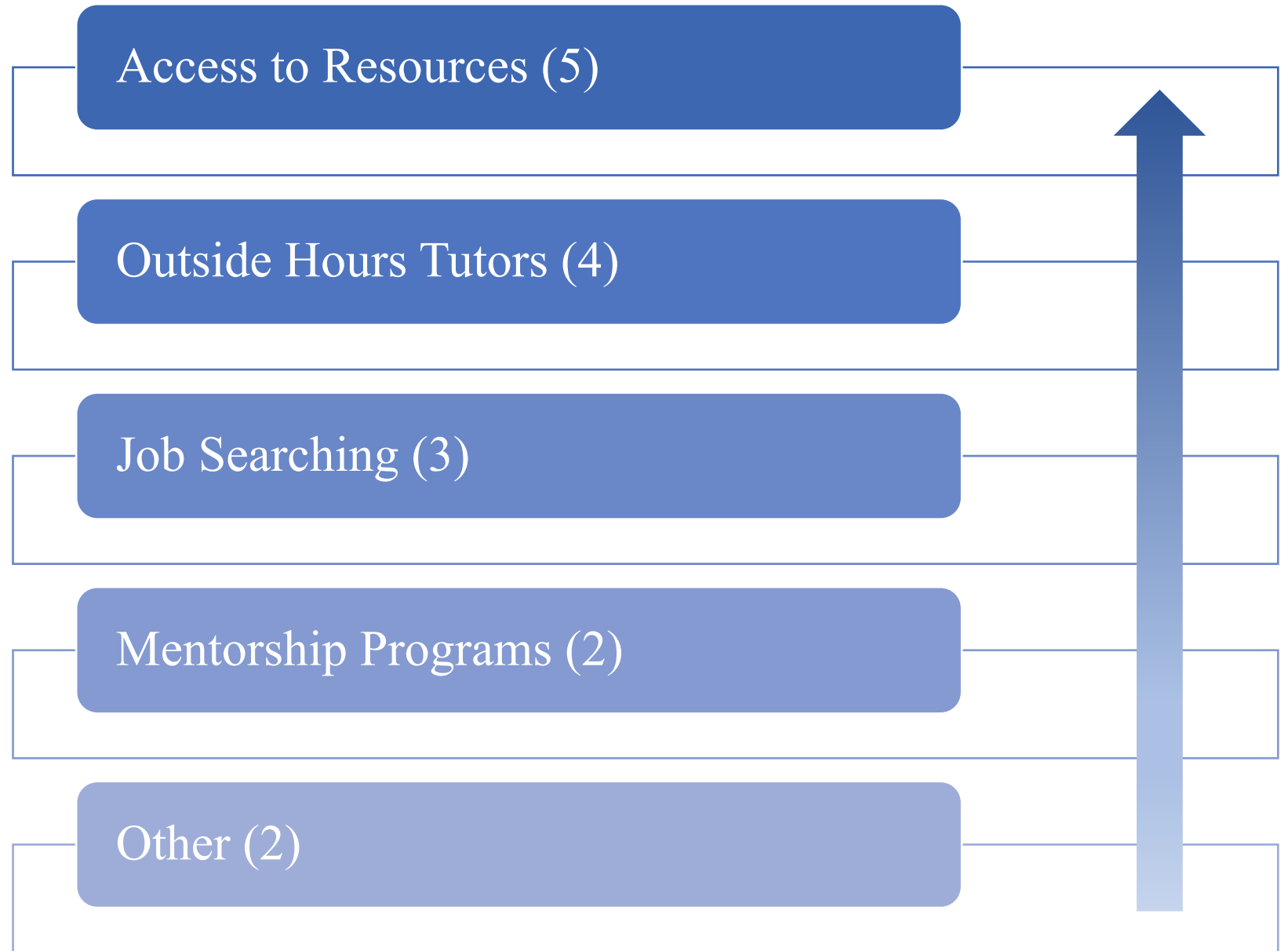
## Neutral



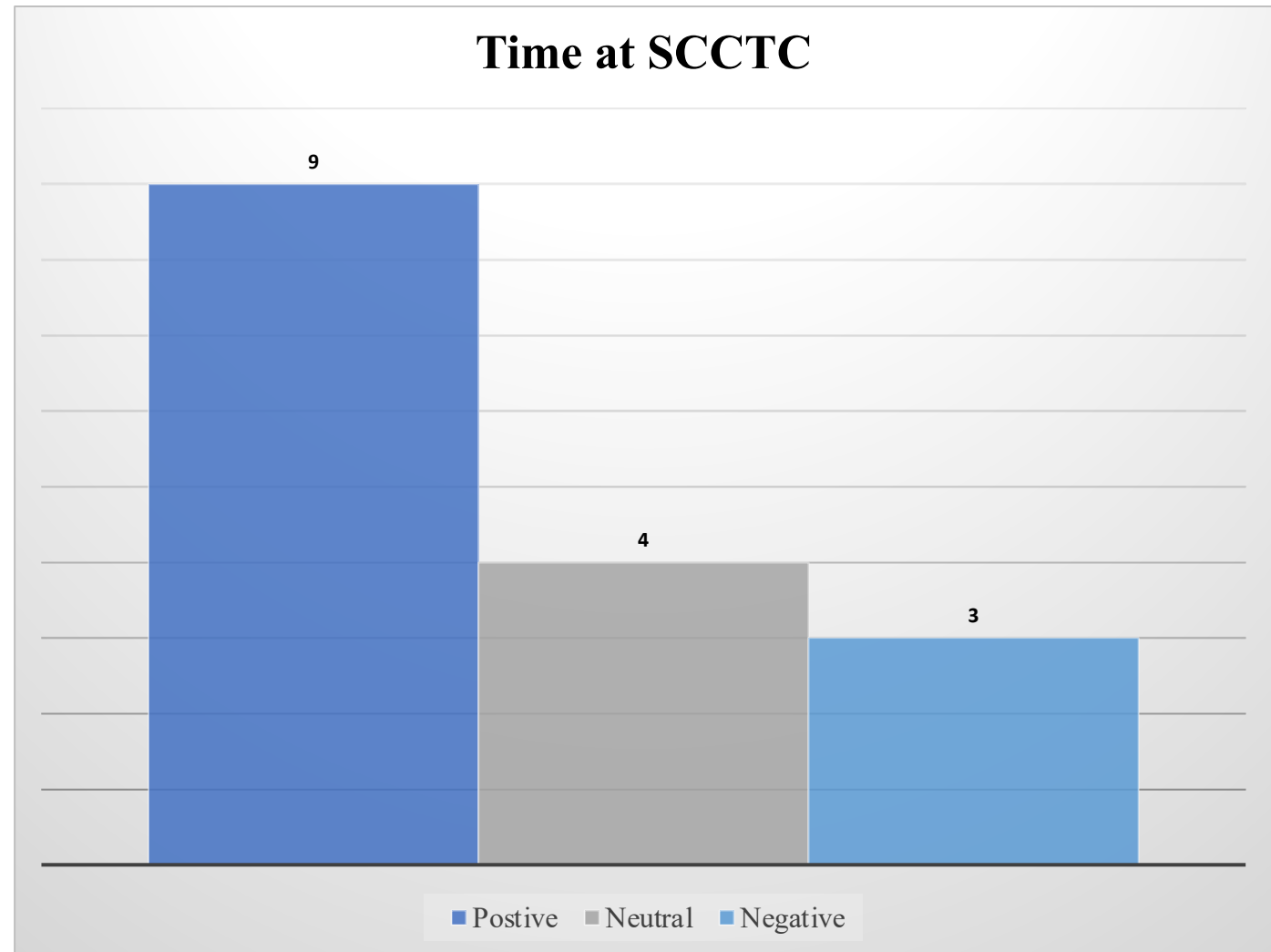
## 11. How can the SCCTC improve its current programs?



12. What do you suggest the SCCTC could do to help current students?



13. Overall, how  
was your time at  
the SCCTC?



# 13. Overall, how was your time at the SCCTC?

## Positive

Well Rounded Classes (4)

Good Learning Environment (3)

Met Lifelong Friends (2)

## Negative

Did Not Have Enough Time for Family/Friends (2)

Bad Interactions With Other Students (1)

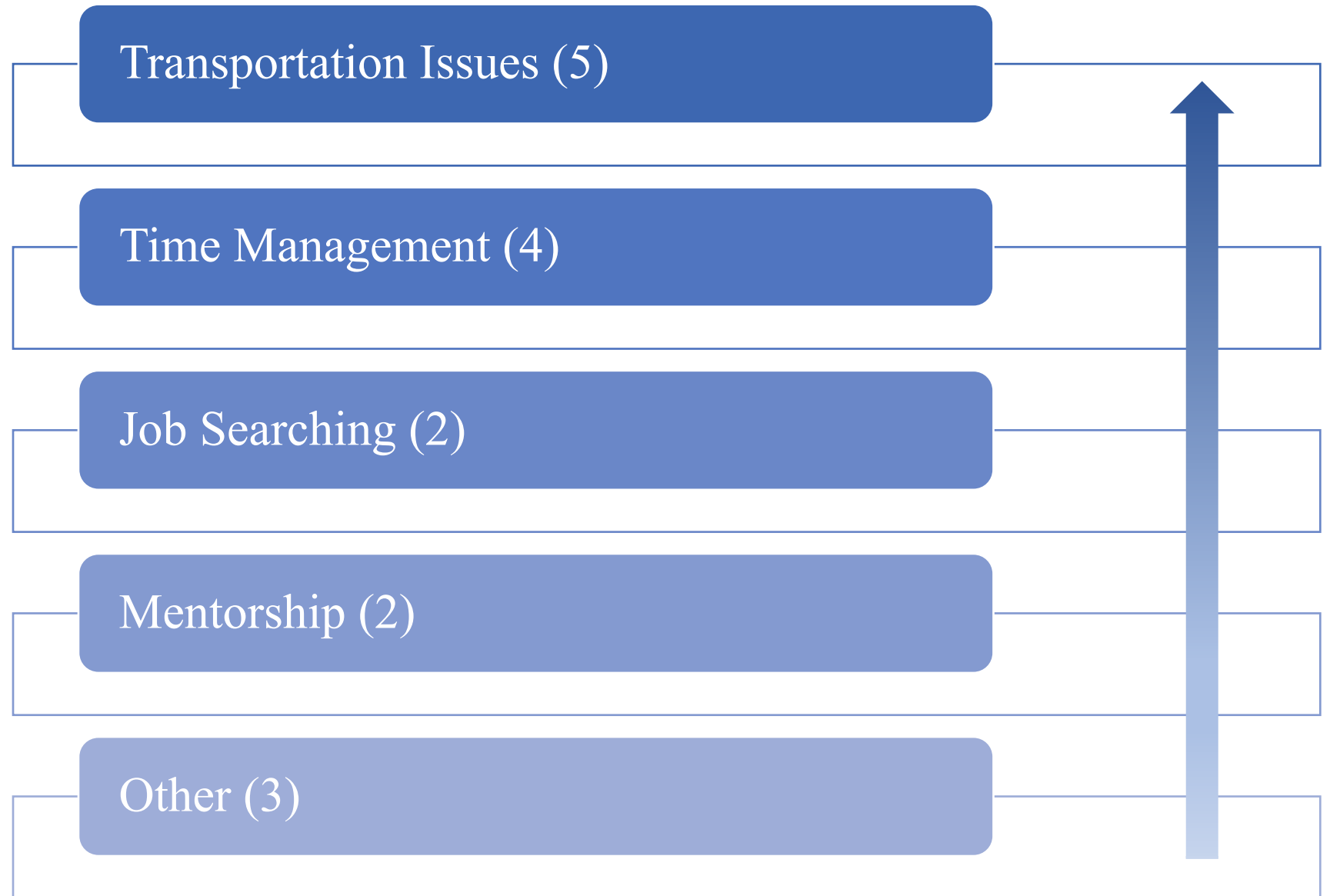
## Neutral

Heavy Work Load (2)

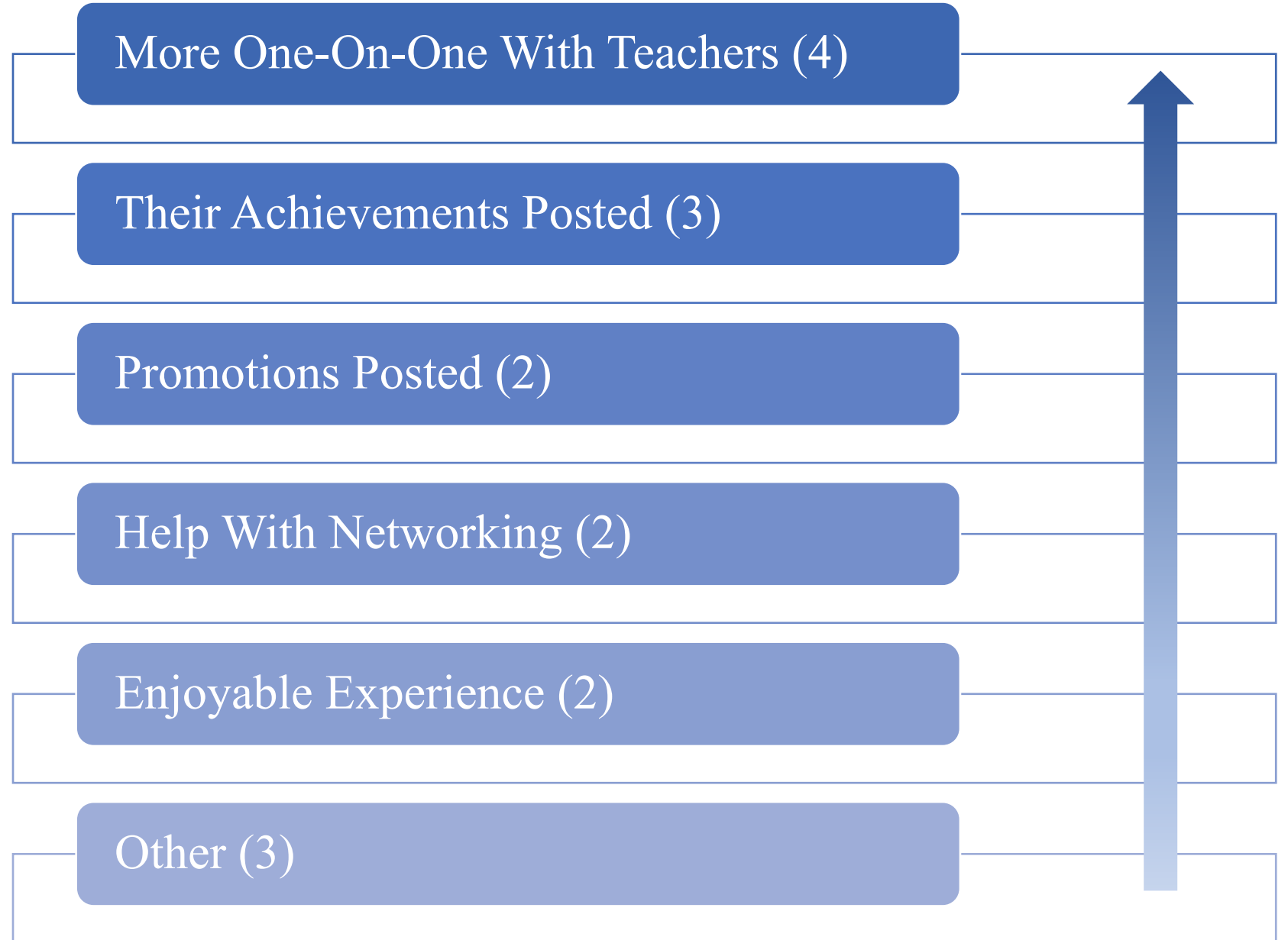
Not Enough Time to Meet With Faculty (2)



14. Was there anything else that caused you any issue while attending SCCTC?



15. Is there anything you want us to know about your experience attending SCCTC?



## Summary

- Understand post-secondary target market
- Ways to reach desired target market
- Drive positive perception and interest in SCCTC

## Conclusion

- Implement ways to learn more information on prospective students:
  - General Survey
  - Upskill Survey
  - Focus Group
  - One-on-One Interviews
- Gain knowledge on perception of SCCTC
- Importance of sample size

Q+A

- Please feel free to ask any questions!