

Dear Faculty:

College Advancement would like to thank faculty members who provided feedback through College Advancement's marketing campaign mini survey administered via email May 2, 2006. Your feedback has provided insight and encouraged direction and development of NFCC's Fall 2006 media campaign.

Please take a moment to read the below results and recommendations as indicated by NFCC faculty.

Survey question:

**What are the three most important qualities you believe should be reflected in NFCC advertising and marketing?**

Survey results:

There were approximately **74** faculty (full-time & adjunct) surveyed, **19%** responded.

- 1) **71%** responded by identifying NFCC's **Quality Education** and **Academic Support Standards** as key to promoting the college.
- 2) **57%** responded the key element in marketing NFCC to potential students is promoting **faculty/staff's overall interaction** with students.  
*Including:*
  - *Friendly*
  - *Helpful*
  - *Caring*
  - *Family style environment*
  - *Personal*
  - *Friendships*
  - *One-on-one attention*
- 3) **50%** faculty indicated that **NFCC's small class size** was a good selling point for College Advancement's marketing plan.
- 4) **21%:**
  - You can truly succeed at NFCC
  - Academic preparedness for transfer students to 4- year institutions
  - Dedicated, highly trained, well qualified instructors

2) 14%:

- State of the art classroom technology
- Pleasant campus

3) 7%:

- We change lives not just award diploma
- Student Support Service
- Students come first
- Student Success in reaching goals
- Close to home
- Student satisfaction
- Life long commitment to our students
- Faculty credentials, accomplishments and educational background
- Target adult/returning nontraditional college bound students
- Select student ambassadors to highlight NFCC's positives
- Accreditation
- Affordability

Thank you,  
The Office of College Advancement