

Data Gathering

Group: BancorpSouth

SPT Partners: Rob McDermand & Todd Brown

Date: October 30, 2014

Design: Focus Group

Attendees: 10 Bank Executives

What makes SFA special? Unique?

- Community role – Small town
- Involvement
- Other schools don't care
- Not just a number
- Inclusive/Welcoming
- Friendly/Not-sterile
- Big city vs small town
- Professors integrated into community

What could SFA do or be to encourage you to support the university?

- Encourage more interaction
- Notices of what's going on on campus
- Pride/spirit Fridays
- More special days
- Lean on people who already support SFA
- Ask those already supporting to do more
- Target high exposure businesses that aren't doing it (Lowes, Walmart)
- Outreach (workshops)
- Business school connect with local businesses

What is one innovative idea SFA should implement?

- School of pharmacy (UT Tyler)
- Something SFA could be known for
- More connections/professional programs

- Marketing emphasizing quality or expertise
- Specifically identifying niche program areas with great expertise
- Highlight graduates who are doing big things/important jobs
- Coupling education/job preparedness
- Hands-on learning
- Job placement

What do students need to get from a college education/experience to be successful in life?

- Students feel like they are the town, SFA-centric
- Internships
- Out in the community more
- Transferable skills
- Experiential learning
- White collar experience to compete against UT and TAMU graduates
- Getting the polish to find jobs
- Manners, dress, interview skills
- Applicable life skills, not just book learning

What have we not asked you that you would like to discuss?

- SFA as a suitcase campus/kids leave on weekends
- Attendance at sporting events
- Spend more money locally
- Campus concerts/things to keep students here
- Reach working people to complete their degree – like Alabama

Final thoughts

- Reaching out of state students
- Recruit/polish students
- Job placement
- Centralized career services center/job placement
- Teach life basics such as money
- Reach out to large employers in Houston, Dallas, San Antonio, and Austin
- Diverse campus/emphasize to employees
- Every degree must have a basic financial planning class