

Data Gathering

Group: Community Bankers
SPT Partners: Rob McDermand & Todd Brown
Date: November 7, 2014
Design: Focus Group
Attendees: 8 Bank Executives

1. What makes SFA special? Unique?
 - Success of Graduates
 - Tight knit community
 - Big-small school
 - Teacher-student ratio
 - Pretty campus – recent improvements
 - Good reputation
 - Teaching/Nursing/Forestry
 - New dorms/buildings
2. What could SFA do or be to encourage you to support the university?
 - Be informed of successes
 - What the university is doing to aid in the success of students
 - Marketing
3. What is one innovative idea SFA should implement?
 - Raise Standards
 - Placement/Internships/Careers
 - Doctoral programs
 - Continuing Education Department
 - Community Involvement
4. What do students need to get from a college education/experience to be successful in life?
 - Critical thinking
 - Hands on practice
 - Know the basics without a computer
5. What have we not asked you that you would like to discuss?

- Jr. College recruiting needs to increase
- Organized activities for Alumni have decreased
- Better signage on campus