Defining The Chico Experience

- Resources
  - $25,000 Grant from Chancellor's Office
  - $20,000 from Alumni Association
- Organization
  - Executive Team
  - Resource Team
  - Research Consultants
- Audiences
  - Current Students
  - Alumni
  - Faculty
  - Staff
  - Administrators
  - Parents
- Existing Research
  - University Housing and Food Service Quality of Life Survey (2007)
  - Summer Orientation Student Survey (2007)
  - National Survey of Student Engagement – (NSSE 2006)
  - Admitted Students Questionnaire Plus: The College Board (2003)
  - Alumni Association Marketing Survey (2003)
- Secondary Research
  - Additional Data
    - Display of Student Projects
    - Chico Experience Video Project
  - Research Data to be Analyzed
    - Alumni Attitude Survey (2008)
    - Summer Orientation Student Survey (2008)
    - University Housing and Food Service Quality of Life Survey (2008)
  - Harris Directory Published 2007
    - Alumni Directory
      - Key Themes from Alumni Responses
        - People
        - Place
        - Bidwell Park
        - Academics
        - Events
        - Location
        - Greeks
        - Transportation
        - Faculty/Staff
        - Extracurricular Activities
        - Bars/Partying
        - Housing
        - Athletics
        - Civic Engagement
- Primary Research
  - April 2008
    - Discovery Work Session
      - From Discovery Work Session
        - Attributes
          - Residential Campus
          - Bidwell Park
          - Downtown
          - Rural Setting
          - Recreational Opportunities
          - Location/Classic college town
          - Beautiful Campus/Campus Architecture
          - Parties
          - Transportation
          - Greek Life
          - Arts/Entertainment
          - Leadership Opportunities/ Associated Students
          - Civic Involvement/Community Service
          - Student Organizations
          - Committed to Environment/ Sustainability
          - Co-curricular Experience
          - Faculty/Staff Interaction
          - Athletics
          - Curriculum
          - Academic Excellence
  - July/August 2008
    - Summer Send-off Survey
      - Students
      - Parents
      - Alumni
  - September 2008
    - Pre-Quantitative Focus Groups
      - Freshmen/Sophomores
      - Juniors/Seniors
      - From Focus Groups
        - Attributes
          - Academic Experience
          - Beauty of the Campus and Surrounding Area
          - Extra-Curricular Opportunities
          - Student Life and Campus Community
          - Small College Town Atmosphere
          - Location
  - November 2008
    - Web Survey
      - Alumni
      - Students
  - November 2008
    - Web Survey
      - Faculty
      - Staff
      - Administrators
- Initial Research Findings
  - Summer Send-Off Surveys
    - Parents
    - Alumni
    - Incoming Freshmen
  - Web Survey
    - Alumni
    - Students
    - Used in Surveys of Alumni and Current Students
      - Attributes

What are **Common Attributes** of the Chico Experience?

- Place - Campus
- People - Students, Faculty/Staff
- Community - Town, Bidwell Park
- Academic Experience
- Social Life

44 Chico Experience Attributes Identified In Qualitative

Passionate professors
Professors want students to succeed.
Easily accessible professors
Easy to develop relationships with professors.
Motivated students
Small class sizes
Top-notch academic programs
Learning outside of class
Good job opportunities
Seasons
Ivy League look
Trees
Creek and bridges
Lawns
Bidwell Park
Clubs
Volunteer
Study Abroad
Intercollegiate sports
Cultural activities
Greek
Recreation
Intramurals
Leadership opportunities
Sustainable/Green
Students friendly and welcoming
Students supportive
Staff supportive
Fun
Party
Pride
Diversity
Down-to-earth
Friendships
See people you know
Supportive Chico community
Downtown steps away
Bike friendly
Low cost of living
Residential campus
Safety
Life centered on campus
Close to top destinations
Close to home

Discover
- Review Existing Research
- Conduct Focus Groups
- Conduct Surveys

→ **Distill**
- Determine Common Attributes

→ **Define**

→ **Develop**
- Create Brand Positioning Statement