

11-12-1982

Inscapes, 1982-11-12

Office of University Relations

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Recommended Citation

Governors State University Office of University Relations, Inscapes (1982, November 12). <http://opus.govst.edu/inscapes/7>

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November 12, 1982

INSCAPES SPECIAL EDITION

The Story About The Survey

The consulting firm of Skelly, Meek and Morgan is currently conducting a major "image study" for Governors State University.

Gerald Skelly and Ed Meek, members of the faculty of the University of Mississippi, are well known to members of CASE (The Council for the Advancement and Support of Education). They have appeared several times at national CASE conferences and are published frequently in *CASE Currents*.

The purpose of this study is to determine how various sections of the area population perceive GSU. GSU coordinator for the project is Bill Dodd (UR). "For years people have been saying we have a poor image. Is it true? Who knows, really? We've decided, once and for all, to find out. Hence this study."

Ten different audiences are being surveyed: students, alumni, general public, regional opinion leaders, community college sophomores, community college counselors, community college faculty and staff, persons admitted to GSU who did not enroll, high school counselors, and GSU faculty and staff.

Dodd states: "Results of this survey should be very useful. We will be able to distinguish those who perceive us negatively from those who have a positive image of us. We can then develop carefully orchestrated initiatives to better inform persons in the region who have negative perceptions of this institution."

Dodd asks that GSUers fill out their questionnaires and return them promptly.
