RESEARCH

• Focus Groups (Deans, Faculty, Staff, Alumni, Community, Multiple Student Groups)
• Survey to test agreement
• Student Validation Review
LEARNINGS & BRAND PLATFORM
CONSISTENCY AMONG THOSE FAMILIAR WITH US OF POSITIVE VIEWS
HIGH LEVEL OF “I DON’T KNOW” ABOUT US
A SOUTHEASTERN DEGREE IS NOT SECONDARY TO ANY COMPETITIVE UNIVERSITY

WE ARE SEEN AS A SMALL, FRIENDLY, CARING UNIVERSITY
PERSONALITY TYPE

• A young blue jean wearing middle class woman who is outgoing, plain spoken and active. She is a truck driving accountant.

• She is Reese Witherspoon

• Or Tom Hanks
TOP RANKING
ATTRIBUTES:

STUDENT CENTERED
LIFETIME EDUCATION
EMPOWERING
CHALLENGING
CORE STATEMENT: WE CARE, YOU SUCCEED
PERSONALITY: The unassuming hero, we get it done, but don’t need the spotlight. We are passionate about our students and provide hands-on attention.

PROMISE: We will give a caring, challenging college experience that will empower you with a lifelong education.

POSITION: A close knit, engaged community of learners where the student comes first and where the foundations of success are built together. Southeastern is a nurturing university where students will discover and develop their own potential.

We Care, You Succeed
TWO PILLARS:
CARING & EXCELLENCE
CAMPAIGNS & RESULTS
YOU MATTER HERE
BRAND PERCEPTION RESEARCH

SURVEY CONDUCTED IN 2010 & 2016 OF HIGH SCHOOL STUDENT PERCEPTIONS OF UNIVERSITIES
GAP ANALYSIS

This is the difference between the general ranking of importance of the attribute in decision making compared to the ranking specifically of Southeastern.

LA IMP represents Louisiana students’ general ranking of the importance of the attribute in decision making; LA SLU represents Louisiana students that have not inquired about SLU and how they ranked SLU; INQ SLU represents students that have inquired about SLU and how they rank SLU.
HISTORIC CHANGE

Comparison of SLU attribute ranking in June 2016 to June 2010. All attributes measured show increase. Percentage increases were greater than all other universities measured less ULL.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong Academics</td>
<td>11.6%</td>
</tr>
<tr>
<td>Fun</td>
<td>9.2%</td>
</tr>
<tr>
<td>Cares about students</td>
<td></td>
</tr>
<tr>
<td>Good Value</td>
<td>3.5%</td>
</tr>
<tr>
<td>Customer service</td>
<td>5.7%</td>
</tr>
<tr>
<td>Excellent reputation</td>
<td>8.1%</td>
</tr>
</tbody>
</table>
MARKET SHARE ANALYSIS

MARKET SHARE DATA FROM REGENTS STATEWIDE REPORTS ON LOUISIANA STUDENTS ATTENDING 4 YEAR COLLEGES OR UNIVERSITIES
SOUTHEASTERN’S LOUISIANA MARKET SHARE
SOUTHEASTERN’S EIGHT PARISH MARKET SHARE