

SAMPLE QUESTIONS ASKED DURING INTAKE SESSIONS

STUDENTS:

- When considering college, what kind of school did you want to attend? What were the criteria by which you were evaluating the schools you considered? Which criteria were most important? What features and benefits did the schools tout that you thought were irrelevant?
- What was it about Cabrini College that made it the right choice for you? What other places did you consider/apply to?
- When you were doing your search, did you come across websites you thought did a particularly good job at selling their institution? Which ones, and what did they do well?
- What are your classmates like? Is there a particular kind of student that goes to Cabrini College?
- What did you expect the Cabrini College experience to be like, and how valid/accurate did those expectations turn out to be? What surprised you most about the experience?
- How have you changed since you enrolled in college? How have your skills and knowledge grown?
- What do you value most about your experience? What aspect of your Cabrini College education do you think you'll be most grateful for in another 10-15 years?
- Assume for a moment that no one has ever heard of Cabrini College, what's the one thing you would want a potential employer to know about Cabrini College when they saw the school's name on your resume?
- What's the one thing you'd want a prospective student to know about Cabrini College?

FACULTY:

- Of all the places you could teach, you choose to teach at Cabrini College. Why?
- What do you like about teaching here? What do you dislike?
- How is Cabrini College different from the other places you've taught or studied?
- Whether it's style, substance, or both, what distinguishes Cabrini College from its major peers and competitors?
- What do you think of the student body? To the extent you can generalize, what strengths does a student who chooses Cabrini College walk in the door with? What weaknesses do they have? What motivates them?
- If you could change something about the place what would it be?
- If, after an initial visit to the website, a person could walk away remembering three things about Cabrini College, what would you have those three things be?

ADMISSIONS:

- How are things at Cabrini College going? How have the number and quality of applications been trending?
- If there have been recent positive or negative shifts in enrollment, what do you think is responsible for them?
- How well informed do prospects tend to be about Cabrini College? How do they know what they know? How accurate is what they know?
- Are there common misperceptions about Cabrini College you find yourself having to dispel?
- What is Cabrini College's "street perception." How is it different from your competitors?
- What are your prospects like? To the extent you can generalize, what strengths does a student who chooses Cabrini College walk in the door with? What weaknesses do they have? What motivates them?
- Which of the features and benefits most help the sell? What impresses people? What are they surprised to know?
- Who do you cross apps with most? When you lose students, why do you lose? When you win, why do you win?
- Who produced your current enrollment publications? How old are they? What do you like or dislike about them? What's your sense of how well they represent the Cabrini College experience? How well do they resonate with prospects?
- How well does the current website sell Cabrini College?
- How well does the current website explain Cabrini College's application and admission procedures?
- Anything the website could do to make your jobs easier?

MARKETING AND COMMUNICATIONS:

MARKETING CABRINI COLLEGE

- What are the primary audiences that the Marketing and Communications office currently serves?
- What recent or upcoming initiatives do you have on the table? Any recent market research? Ad campaigns?
- What does the market already "get" about Cabrini College?
- What does the market consistently misconstrue?

PEERS AND COMPETITORS

- Who are Cabrini College 's primary peers and competitors?
- What are their respective identities? How do prospective students and employers view them?
- Which of them do you think are marketing themselves best? What are they doing well? What are they not doing well?
- Do any of them have recent marketing campaigns we should be aware of?

WEBSITE

- What areas of the site is Marketing and Communications responsible for now?
- What should the office be responsible for?
- As the school's branding and communication vehicle, what are the three most important things the website must convey to visitors
- How often does the department update content?
- How many FTEs does the department have?
- How many of these people work directly on Marketing and Communications portion of Cabrini College 's web presence?
- How does the department use the web for communications to its primary audiences? How would the department like to?
- What goals/objectives in Marketing and Communications strategic plan are tied specifically to the web?
- How would Marketing and Communications like to make more/better use of rich media on their site?
- What print publications do Marketing and Communications manage that can either be repurposed or moved directly to the web?
- Faculty experts database? How does Cabrini College currently promote/manage faculty interaction with outside media?

PRESIDENT:

- What's your vision and expectation for the role of the website in recruitment, retention, and fund-raising efforts?
- What would make this project a successful effort?
- What main challenges do you see in achieving project goals?
- How would you like to be involved in this process?

ALUMNI RELATIONS AND DEVELOPMENT:

- How active are alumni with the college? Are they good donors? Do they participate in student recruitment or hiring? Are there sore spots?
- How do alumni and donors use the site? How often do they come? What features do they access? What do they complain or complain about?
- What are current giving trends?
- When was the most recent campaign and how well did it do?
- Are there plans for a new campaign? If so, what are you raising money for?
- What could the website do to help you cultivate and maintain relationships with alumni and donors?

INFORMATION TECHNOLOGY:

- What is the preferred or standard web application server environment in terms of hardware, operating system, and software?
- Please describe the current and future server environments in terms of web servers, databases, and authentication/ security services. Also, please explain any production or non-production environments (e.g. testing, development).
- How many different web browser environments exist on the internal client desktops (e.g. Mac vs. PC, Firefox vs. IE)?
- Please describe your IT staff at a summary level. How many people, and within which domains (e.g. network/server, desktop support, application development, testing, project management)? For the development team, what programming languages are within their skill domain? How much skill or expertise do you currently have in the chosen CMS (if a CMS has been selected)? Please describe the futures of these teams.
- Please outline any existing web applications that will need to be considered as part of the CMS rollout. For each, is the intent to replace or integrate the application?
- Are there any in-flight web initiatives that need to be considered?