Oregon Institute of Technology Statewide

March 2018

Research purpose

- Gain insight into…

    - Impressions of the Oregon Institute of Technology

    - name choice (A/B split of "Oregon Tech" and "OIT")

    - messages and communications

Methodology

- Online survey of N=400 Oregonians ages 18–54
  - A/B split of "Oregon Tech" and "OIT"

- Conducted February 12–20, 2018; 12 minutes to complete

- Quotas and weighting by age, gender, educational attainment, and area of the state

- Margin of error ±4.9%

Name choice

Oregon Tech/OIT has had a few different names over its 71-year history. Currently, the school's mission is to:

(1) Offer innovative and rigorous applied degree programs in the areas of engineering, technology, health, business, and applied sciences (like psychology and environmental science).

(2) Foster student and graduate success, by providing hands-on learning with a focus on professional practice through internships and other field experiences.

Which of the following names most clearly conveys these values?

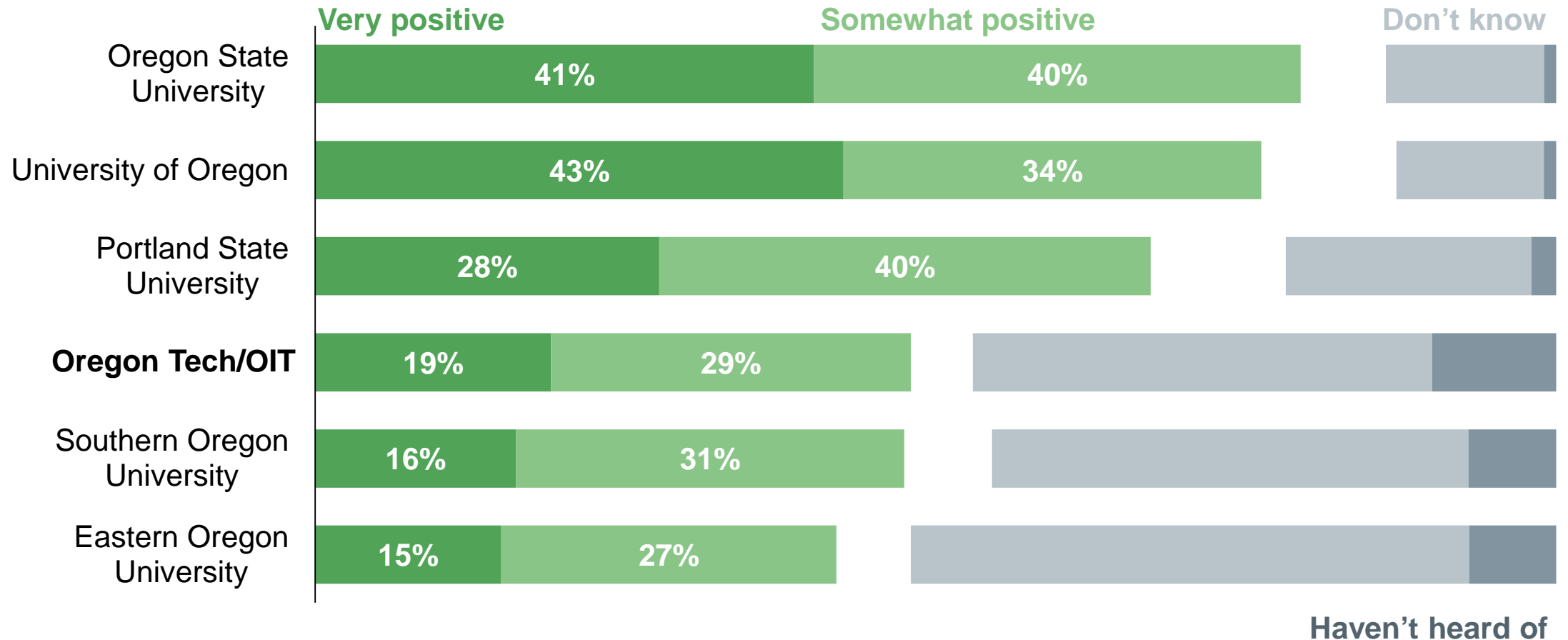# Oregon Institute of Technology was the most popular name, though a plurality indicated no preference.

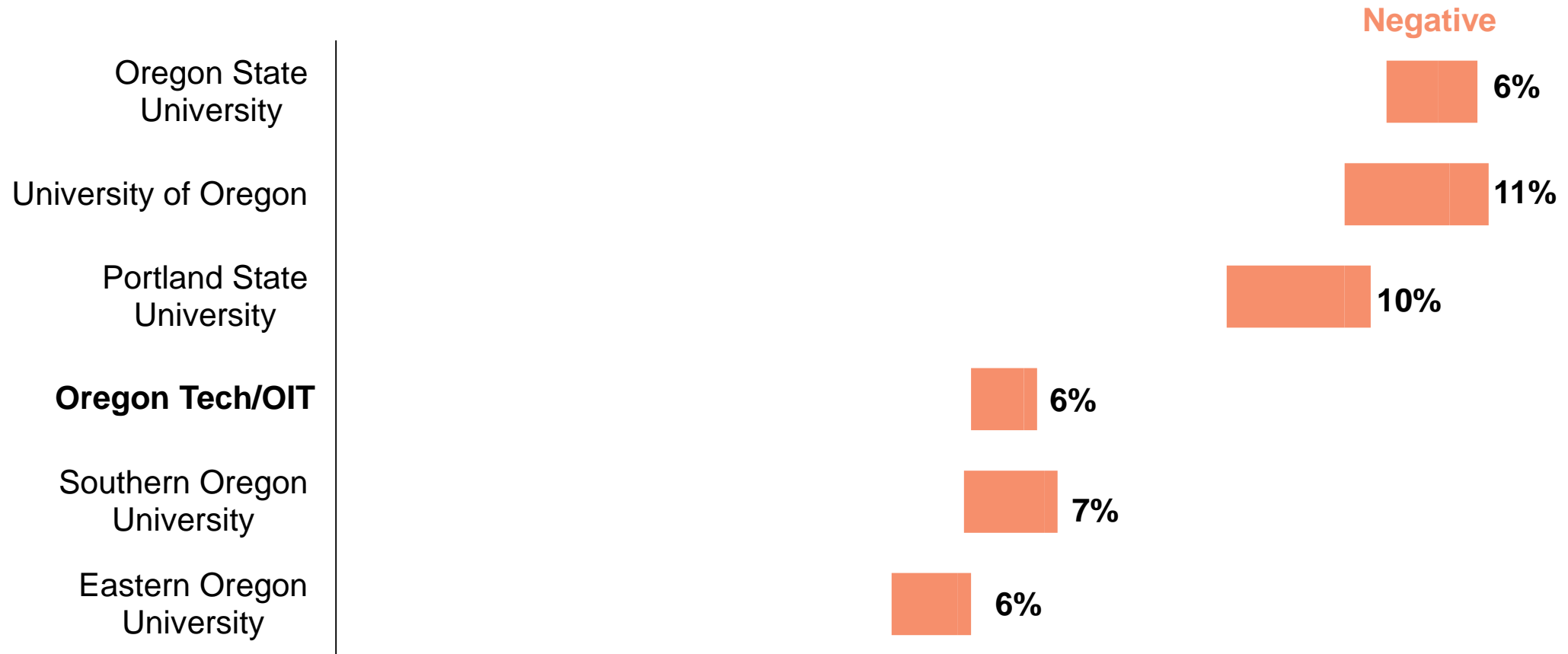*Which of the following names most clearly conveys these values?*

39%
No preference

Oregon Institute of Technology 38%

Oregon Tech 14%

OIT 8%
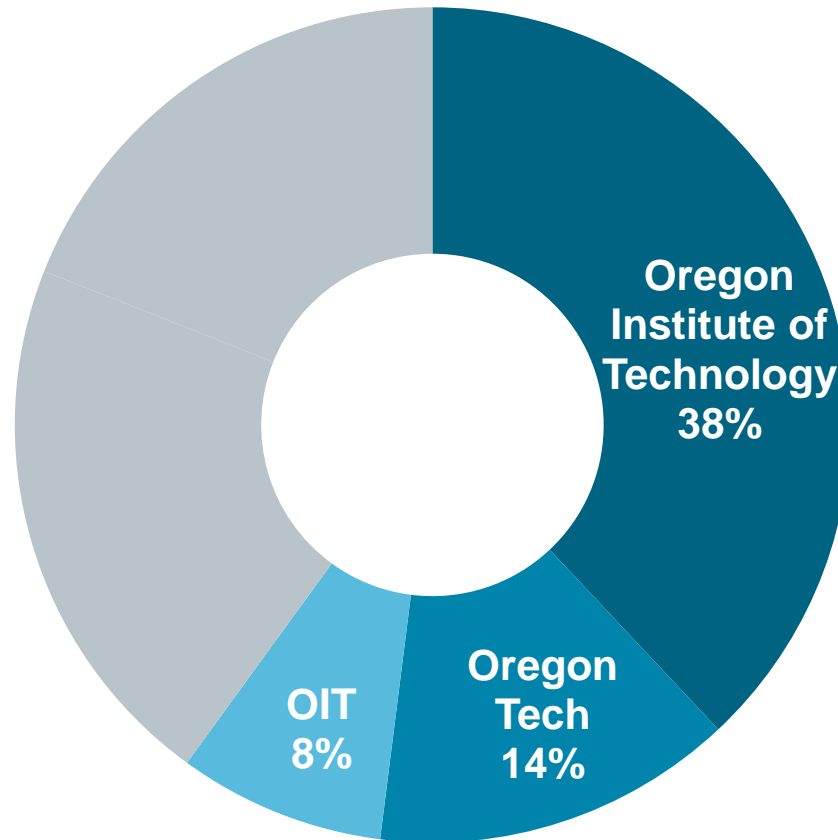
Impressions of Oregon Tech/OIT

While Oregon Tech/OIT is only somewhat well known, residents have a positive impression of the school.

	Very positive	Somewhat positive	Don't know
Oregon State University	41%	40%	
University of Oregon	43%	34%	
Portland State University	28%	40%	
Oregon Tech/OIT	19%	29%	
Southern Oregon University	16%	31%	
Eastern Oregon University	15%	27%	

Haven't heard of

Very few Oregonians have negative impressions of public colleges and universities.

Negative

Oregon State University — **6%**

University of Oregon — **11%**

Portland State University — **10%**

Oregon Tech/OIT — **6%**

Southern Oregon University — **7%**
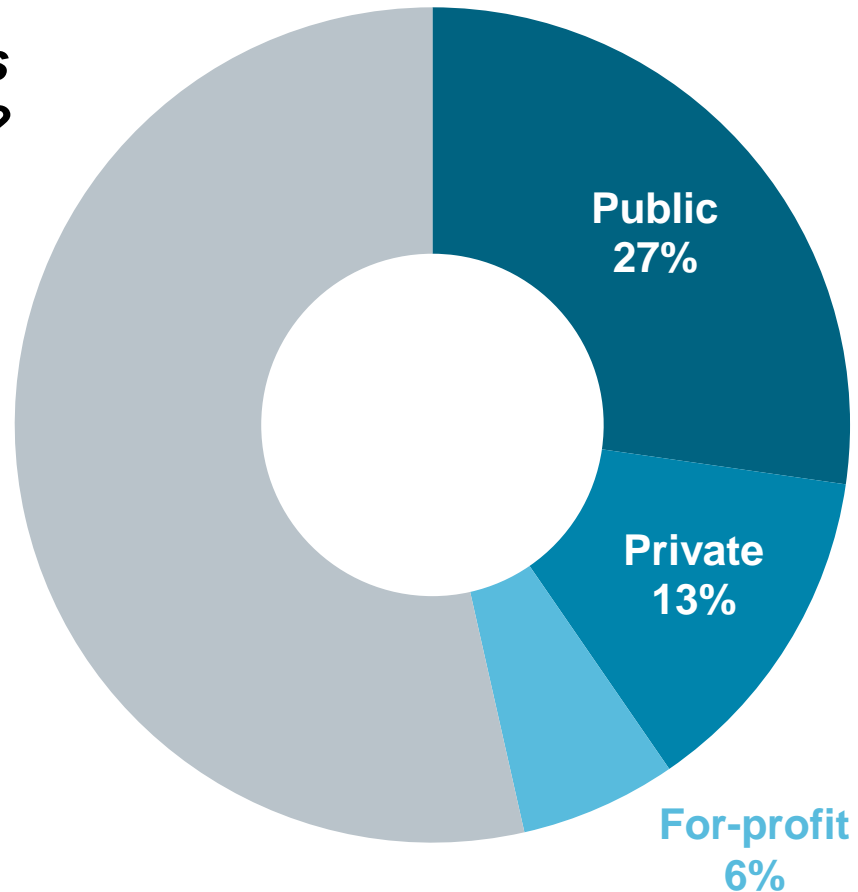
Eastern Oregon University — **6%**

While a majority are unsure what type of school Oregon Tech/OIT is, one-quarter correctly identify it as a public institution.
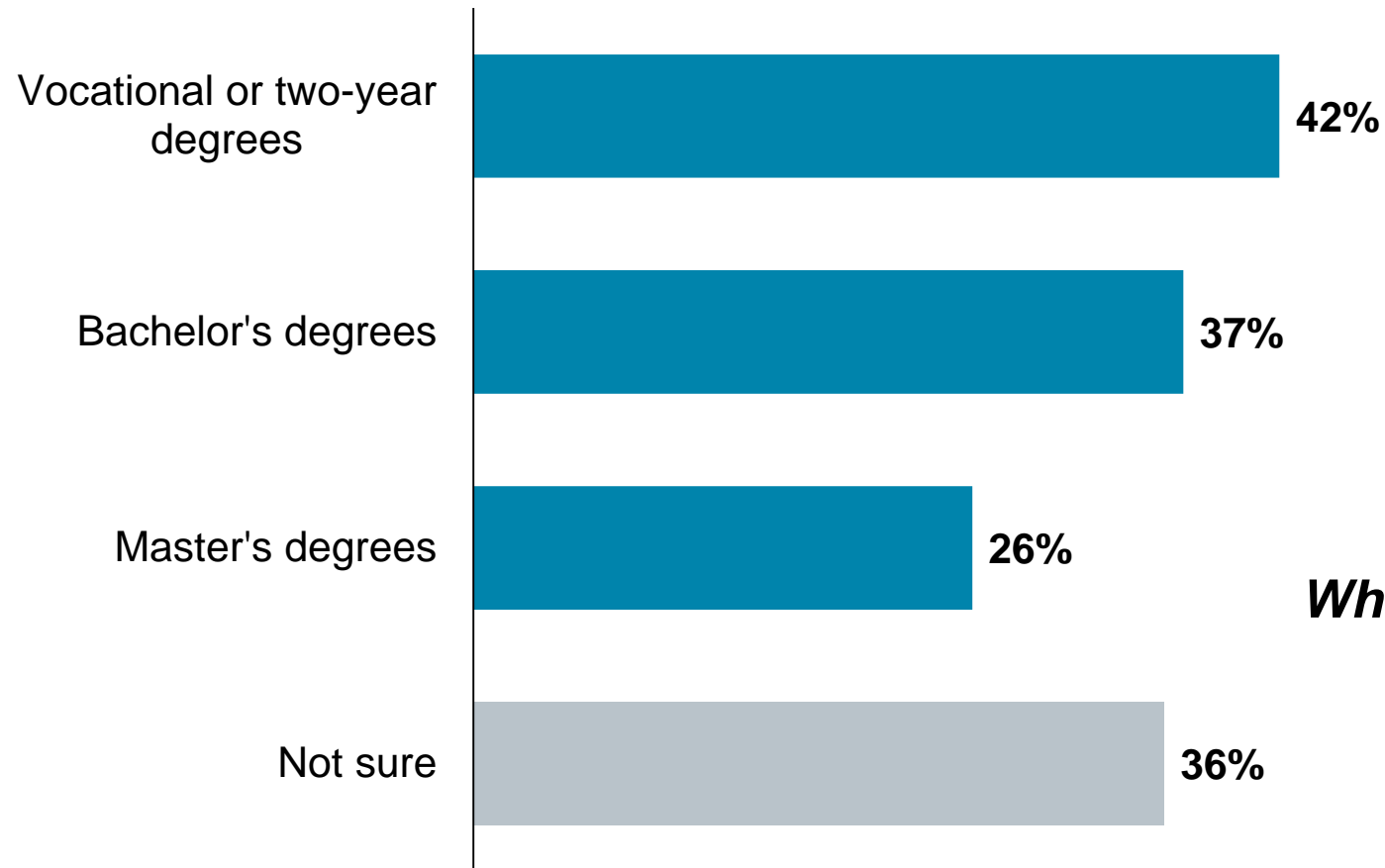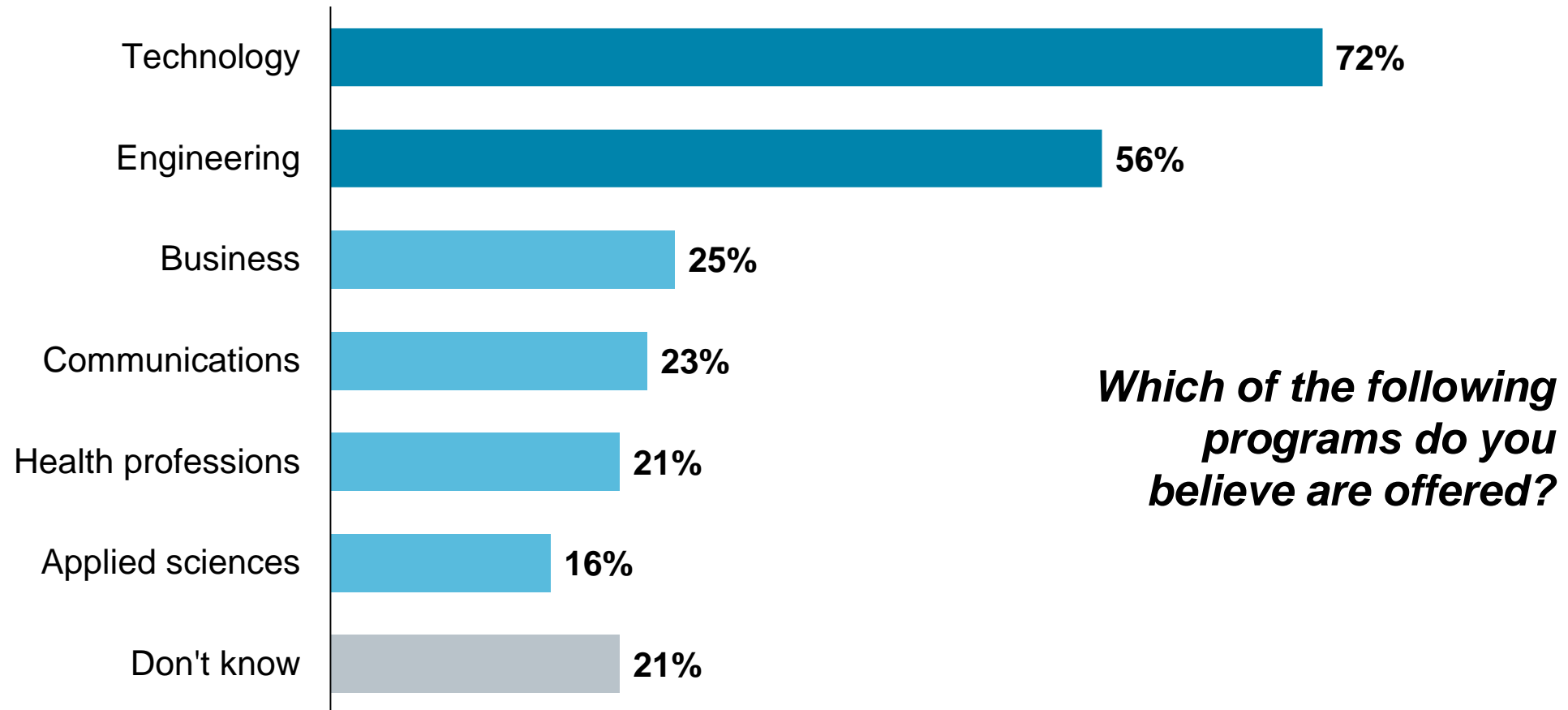
What type of school is Oregon Tech/OIT?

53%
Not sure

Public
27%

Private
13%

For-profit
6%

Oregonians most associate the school with vocational or two-year degrees and Bachelor's degrees.

Vocational or two-year degrees 42%

Bachelor's degrees 37%

Master's degrees 26%

Not sure 36%

What kind of degrees do you think Oregon Tech/OIT offers?

Majorities believe Oregon Tech/OIT offers technology and engineering programs.

Program	%
Technology	72%
Engineering	56%
Business	25%
Communications	23%
Health professions	21%
Applied sciences	16%
Don't know	21%

*Which of the following programs do you believe are offered?*

Messages and communications

Messages about employment and the average starting salary of graduates are seen as slightly more credible.

How credible do you find each?

	Very credible	Somewhat credible	
95% of Oregon Tech/OIT graduates are employed within six months	20%	37%	**57%**
Average starting salary for Oregon Tech/OIT graduates is $56,000	16%	40%	**56%**
US News and World report Oregon Tech/OIT ranked the top public regional college in the West	19%	30%	**49%**
Oregon Tech/OIT is rated the best online college in Oregon	17%	31%	**48%**
Starting salaries for Oregon Tech/OIT graduates are higher than for other Oregon colleges	17%	29%	**46%**

Just a third had heard one or more messages prior; men and likely enrollees are more likely to have exposure.

Exposure to at Least One Message

34%

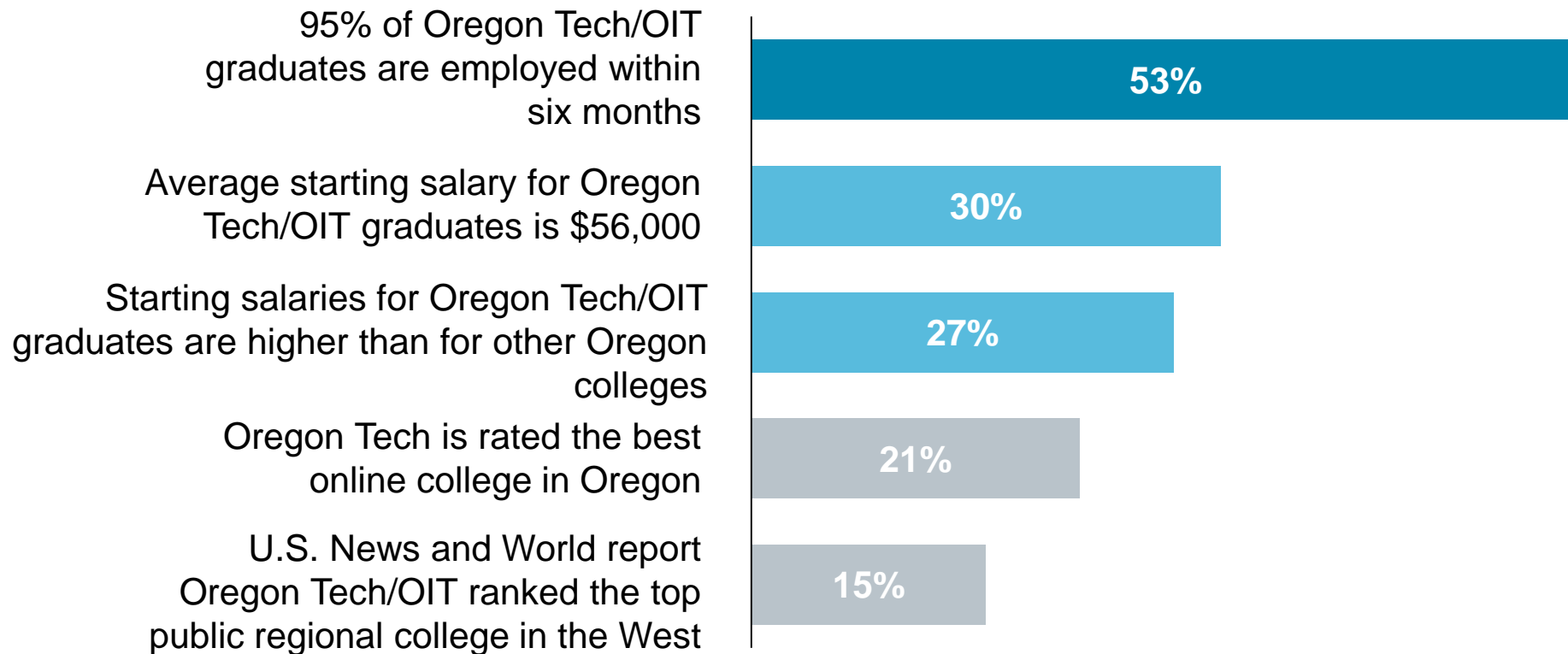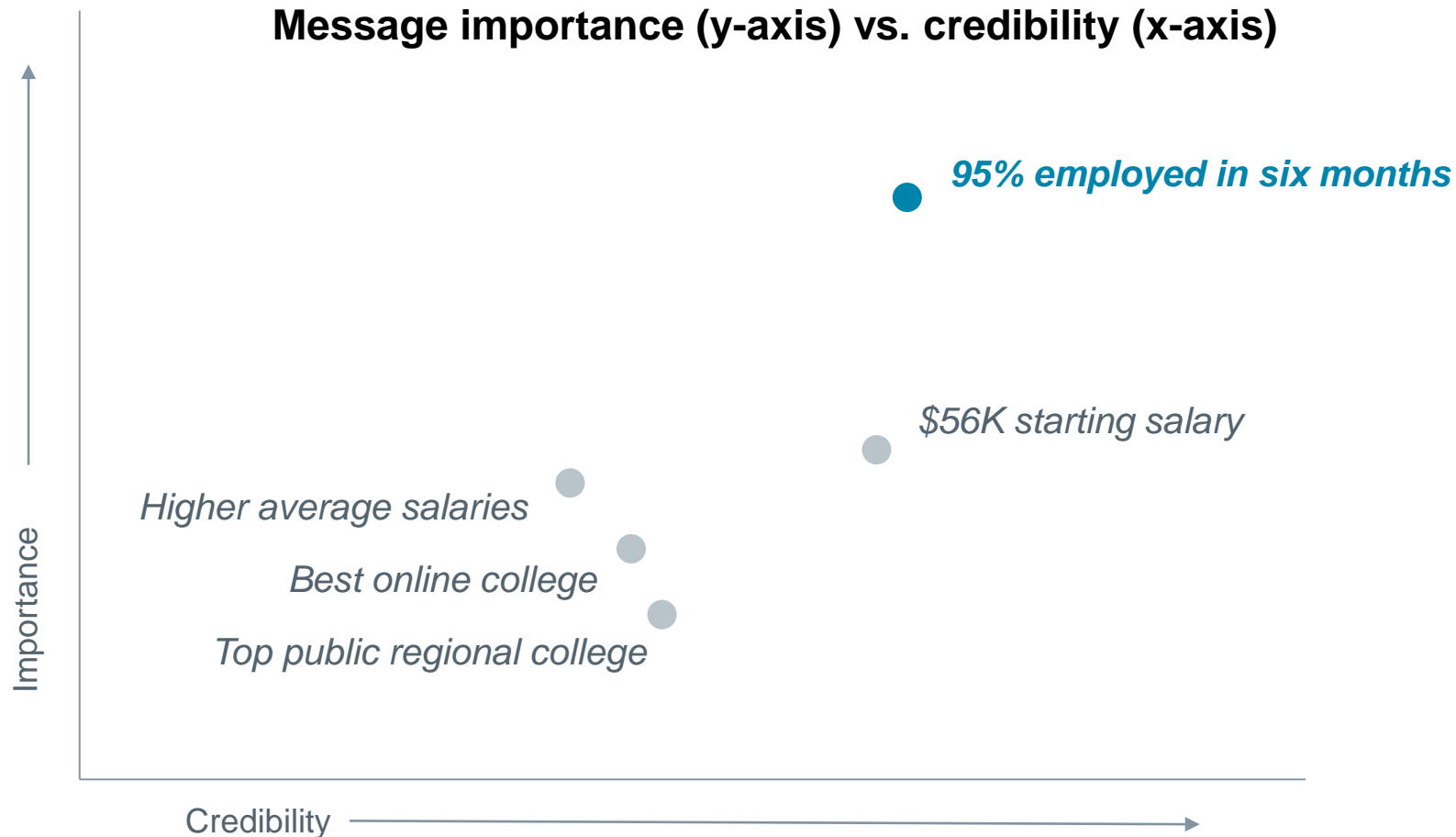**All Oregonians**

43%

Men

55%
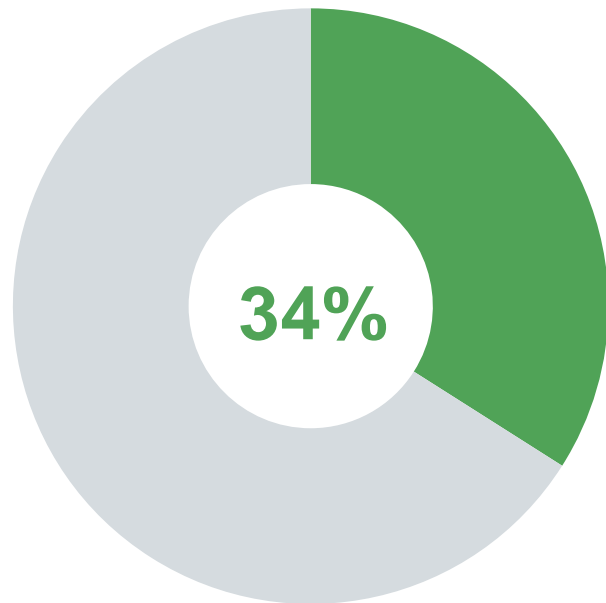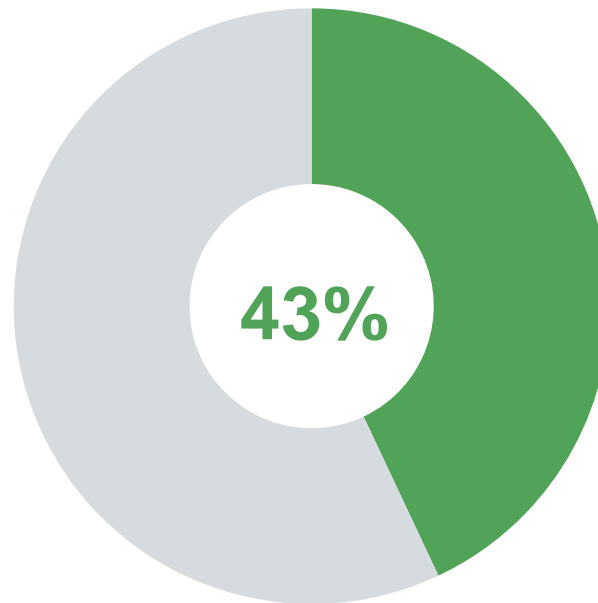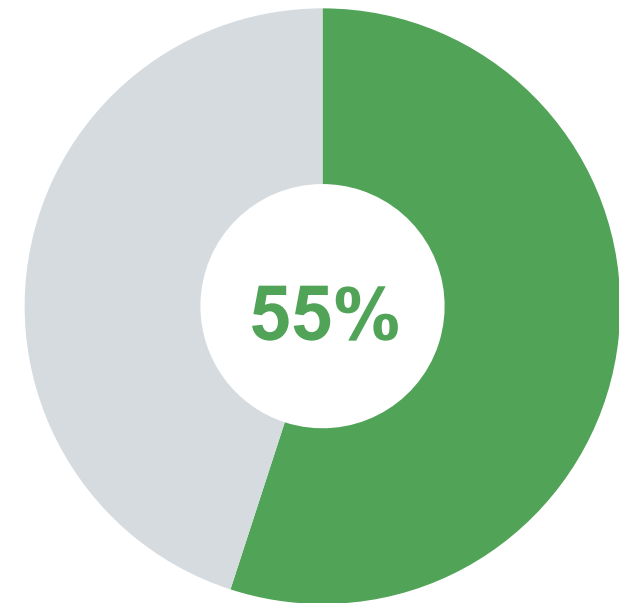
Likely enrollees

Messages about employment outcomes after graduating are most important to Oregonians.

Rank your top two in order of importance.

Message	Percent
95% of Oregon Tech/OIT graduates are employed within six months	53%
Average starting salary for Oregon Tech/OIT graduates is $56,000	30%
Starting salaries for Oregon Tech/OIT graduates are higher than for other Oregon colleges	27%
Oregon Tech is rated the best online college in Oregon	21%
U.S. News and World report Oregon Tech/OIT ranked the top public regional college in the West	15%

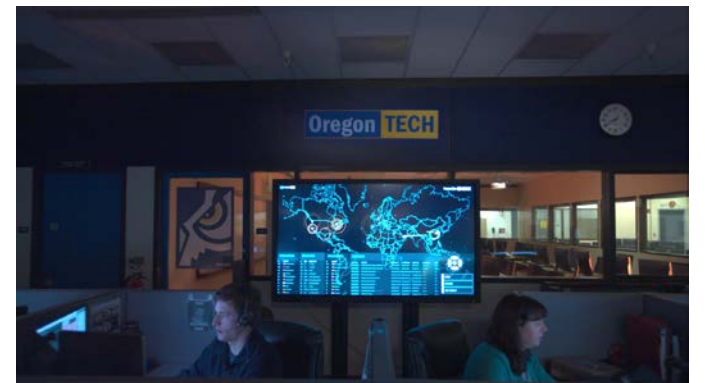# The employment rate of graduates within six months is the most important and most credible message.

Message importance (y-axis) vs. credibility (x-axis)

- 95% employed in six months
- $56K starting salary
- Higher average salaries
- Best online college
- Top public regional college

Importance

Credibility

Messages about salaries are moderately important; drawing comparisons to other schools may not be as effective.

Message importance (y-axis) vs. credibility (x-axis)

95% employed in 6 months

$56K starting salary

Higher average salaries

Best online college

Top public regional college

Importance

Credibility
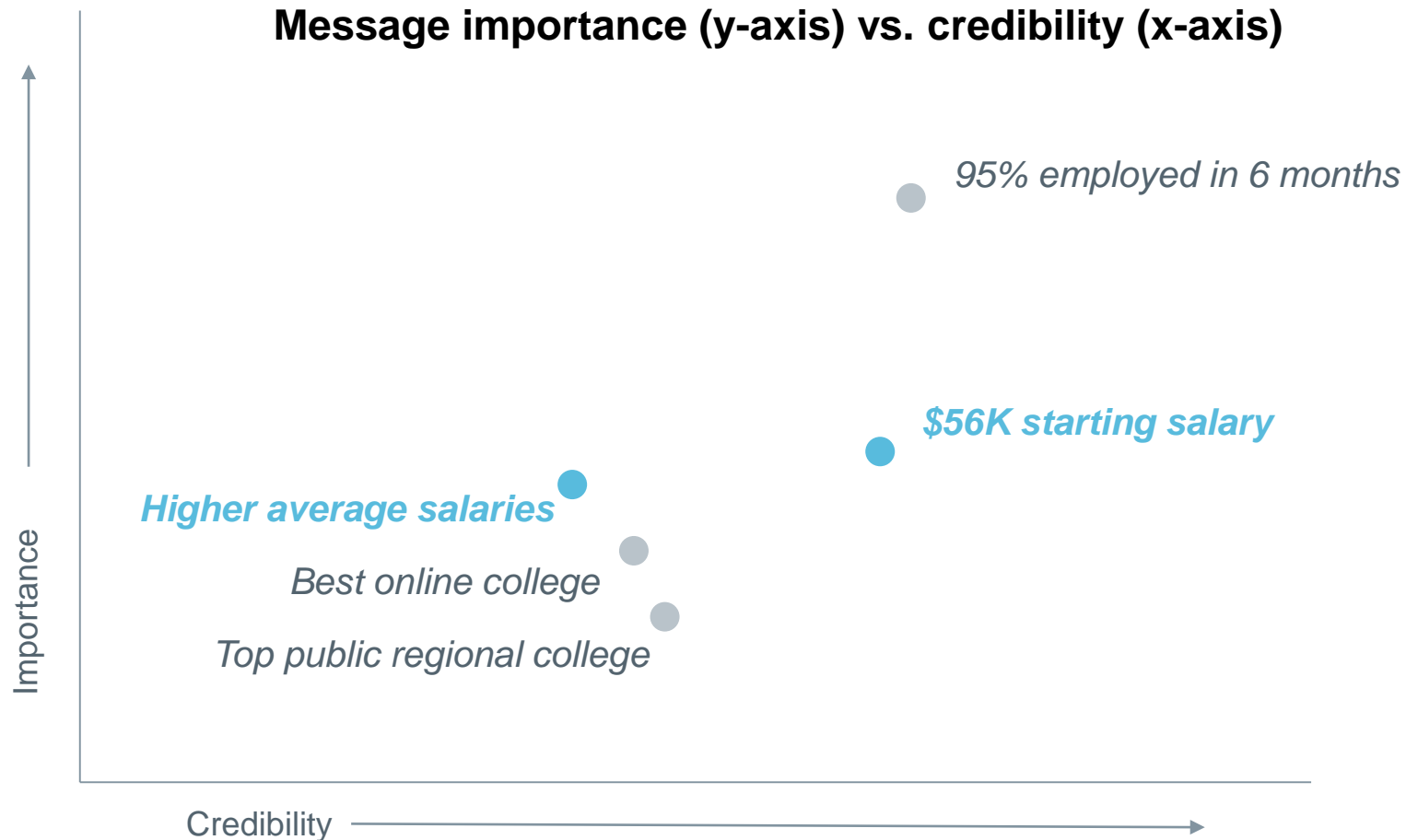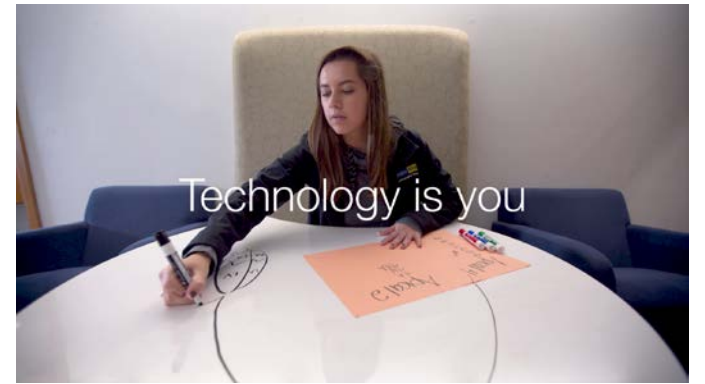
Video

Hands-on learning, technology, and innovation are the most appealing components of the video.

Which words or images in this video were most appealing to you?

30% **Hands-on learning**

22% **Technology, Technology is you**

18% Innovation, human advancement

12% Positive (general)

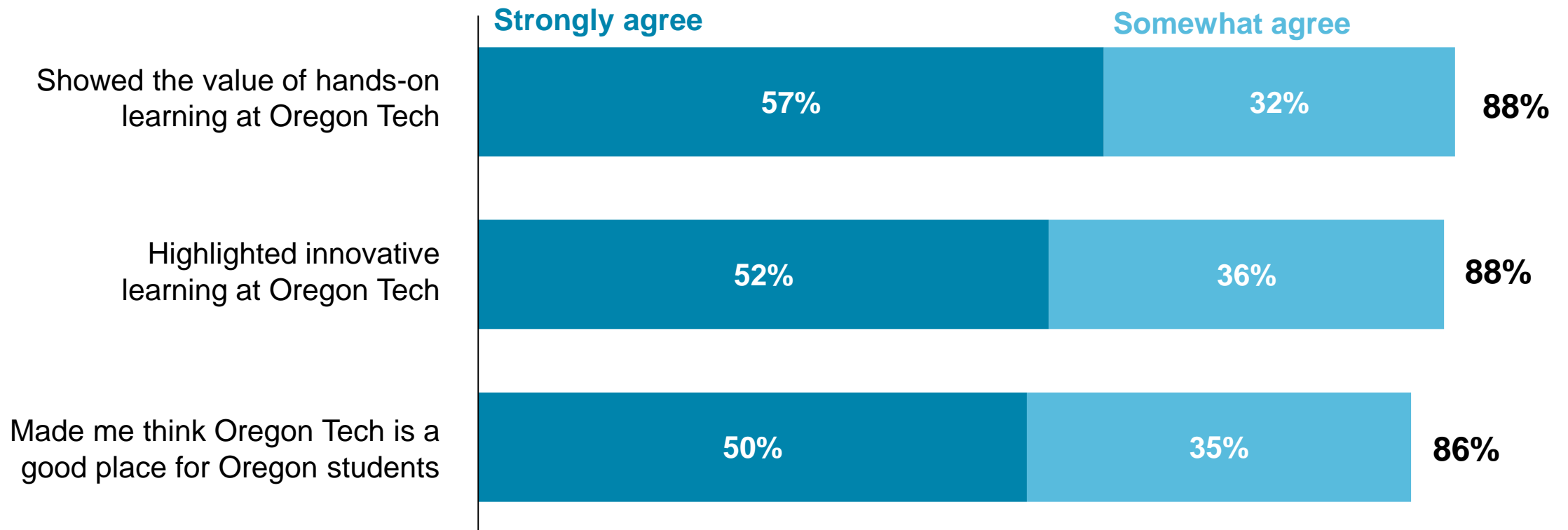8% Most in-demand graduates

8% Highly paid

7% Healthcare professions

≤6% All other responses

Residents overwhelmingly agreed with a series of positive statements about the video.

How much do you agree with the following statements? The video…

Strongly agree   **Somewhat agree**

Statement	Strongly agree	Somewhat agree	Total
Showed the value of hands-on learning at Oregon Tech	57%	32%	**88%**
Highlighted innovative learning at Oregon Tech	52%	36%	**88%**
Made me think Oregon Tech is a good place for Oregon students	50%	35%	**86%**

Key takeaways

- A large segment have no preference when asked which name best reflects the school's values. Among those with an opinion, Oregon Institute of Technology was the most preferred name and Oregon Tech was slightly preferred to OIT. These findings suggest that the school has some leeway to determine the name that best represents its values.

Key takeaways

- Irrespective of name choice, there is room to improve awareness of Oregon Tech. While almost all those who know about the school have positive impressions, many are unsure what type of school Oregon Tech is and what makes it unique.

- Residents associate the school with technology, computers, and engineering. They more often think of Oregon Tech as offering vocational or two-year degrees, especially people unlikely to enroll in college in the next few years.

Key takeaways

- The message highlighting that "*95% of Oregon Tech graduates are employed or in grad school within six months*" is seen as most important and credible. Messages about salaries are also important. Two-thirds had no prior exposure to the messages, suggesting room for growth.

- Residents say the video is effective and they focus on the hands-on learning and technology featured in it.

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