

## Focus Group Report

The business minor marketing team held two focus group sessions in fall of 2022 to gather information regarding student satisfaction for the program. This information will be needed when assessing classes offered, curriculum, class times, and modalities. A \$25 Amazon gift card was offered as an incentive to students. An in person session was held on November 9th, and a virtual session was conducted on the 17th for those who could not make the 9th; this was encouraging because multiple students specifically reached out to request a make-up date. A total of 11 students from 8 majors were represented - 2 students from graphic design, psychology, and social science; individual students from civil engineering, film, political science, health services, and biochemistry. Of the 11 students, 9 were Business Administration Minors (BAM), and 3 were Business Minors in Social Innovation (BMSI).

After getting introduced with the students, the marketing team asked a series of questions to get more details about their experience. First, students were asked how they heard about, or found the program. Double dipping was noted by 3 students; 5 students had a previous interest in business, and did their own research - of which, 2 noted that the minor aligned with career goals and 1 said that they used the career center to get more information; 4 students got information about the program from their advisor; 1 student heard about it in their graphic design portfolio review. Double dipping is always a strong recruiting tool we use, so seeing that is unsurprising. **Almost half of the students had an internal desire to seek the business minor on their own, this is very different from our findings the last two years, which showed most of the students heard about the program through marketing or advisors, respectively.** This isn't necessarily a negative, and it's encouraging that students easily found the information they needed to enroll on their own or through their advisors.

Students were then asked what was appealing to them about the program. There were 2 students who mentioned the small amount, or "bite sized" amount of classes required; similarly, 2 students appreciated how comprehensive the minor is; 3 students said they liked how the classes double dipped or overlapped with other classes or electives; 3 students noted that they thought business would apply or exchange their degree; 1 student said they intended to start a business. **It's good to see nearly half of the students have appreciation for the condensed size, and ability to double dip. There was one suggestion to add more data oriented classes for majors like engineering - flexibility and choice among the classes offered within the minors, particularly the BAM minor, was a reoccurring theme.**

We then asked the group what skills they got, and what classes they liked the most. There were 4 students that appreciated the attention given to Excel in Information Technology (BA 336U), stating that the curriculum is practical and applicable; 2 students said Personal Finance (FIN 218) was very influential, one stating that every student should have to take the class; business finance, marketing, management, and marketing were all mentioned as good courses as well. **Following the flexibility train of thought, we could consider adding BA 336U, FIN 218 as options for all of the minors.**

When asked how satisfied the students were with the program on a scale of 1-10, the feedback was generally positive. The highest rating was a 9, given by 5 students; 1 student rated it an 8; 2 students gave it a 7.5; 3 students gave it a 7. This generates an average rating of 8.1, which is exactly the same as our ratings last year. Some of the marketing team noticed that ratings can seem contagious, ie when one person rates it a 7, the next person does as well. Regardless, seeing continued patterns of high satisfaction is very good. Most of the feedback in this section was centered around class availability, 2 students expressed the desire for night classes, and 1 hoped for more class times for BA 336U; **1 student also mentioned that they wished there was more interactions outside of online class, something we've had brought up in the past.**

Modalities have been a hot topic ever since the covid pandemic hit 2 years ago. Knowing what students prefer year to year is important. Unsurprisingly, 4 of our students from the remote group indicated they liked hybrid courses; 4 people said they preferred in person classes, but generally after 10am; 1 student likes online classes because they get to watch the recordings later; 1 student likes attend anywhere. Of the students who likes remote learning, 3 said that they think morning classes are more acceptable if they're on zoom vs in person - they can just roll out of bed and jump into class. There were also 3 people who indicated a 1-2 week intensive would be a great idea. **Overall it looks like remote learning is here to stay for some, despite the ease on covid restrictions. Students don't seem to like classes before 10am unless they are remote.**

Students were then asked what their career goals are, and how the business minor helped prepare them. One student wants to open a bbq cart, another wants to manage teams. There was an aspiring studio producer than noted how the program helped teach them to prepare a pitch deck. Students noted that the program did a good job of connecting curriculum to real life concepts, provided a wholistic / bigger picture view, and provided suggestions that led to career opportunities. They were also satisfied with the resume building, and other practical skills. There was a desire for more workshops outside of class, as well as an option for blockchain in the curriculum. **Overall there seems to be a wide array of satisfaction, specifically in it's practicality, and a desire for more flexibility and extra curricular activities.**

Students highlighted resources that they found useful. Business emails and Grammarly were both mentioned twice. Step, hardship funds, career advisor, and library links/database were also noted. **Multiple students said that they didn't know the career center was available to minors, this needs to be improved. Workshops and networking was brought up again - as was a desire to connect with alumni, it's clear this is a point of emphasis.**

**All 11 students said that they would 100% recommend the program to others, which is concurrent with our past years findings.**

Overall both of the focus group sessions were successful in collecting new and recurring data. The students were engaged and that made the meetings run smoothly. Here are some key takeaways:

- **BAM still continues to be our bread and butter, by a large margin**
- **Double dipping is still an effected marketing strategy**
- **The condensed size of the program is also a selling point**
- **Despite the organic interest, continued marketing efforts need to be made among advisors and the marketing team**
- **Doubling down on disseminating information is still an important task, we need our students to know the resources available to them**
- **Modalities will continue to be an area of emphasis, one that won't please everyone; that said, giving emphasis to morning zoom classes over in person might make sense given our demographic that often contains working adults and parents**
- **Class choice within the minors could be a big game changer. We should consider adding Personal Finance and Information Technology as options for all business minors; additionally, giving the option to take "elective" style classes rather than a set list of classes - like block chain or data-intensive, these classes could target specific needs of some niche groups**
- **Utmost importance needs to be given to the continued effort to facilitate networking, workshops, and extra curricular activities, especially for those in remote classes. There was even talk of integrating such activities into the curriculum of business classes, so that students can't overlook them**