

Baseline Awareness Survey: Cornell College of Engineering

We engaged **Harris Interactive** to gather survey data on the national awareness and reputation of Cornell's College of Engineering. A broad cross section of Americans was surveyed between September 30 and October 2 of 2013. There were 3,026 adult respondents to the survey, selected to be geographically and chronologically representative of the nation as a whole.

The results were encouraging and at the same time point out obvious areas for improvement. A clear assumption one can make from the data is that Cornell University is known and respected nationally. However, when asked without any sort of priming to name as many of the Top Ten Engineering schools in the country as they could, just 5 of the 1,949 who answered, listed Cornell first. 102 (3%) listed Cornell in the Top Ten. **There is an opportunity here to more explicitly market Cornell as a world-class engineering school.**

When the question is worded in a way that forces respondents to assume that Cornell's College of Engineering is ranked in the top 20 in the nation, respondents then place the school at or near the top. 6% place it at #1, 31% rank it in the top 5, and fully 77% place it in the top 10. **In the first question, 3% list Cornell Engineering in the top 10. In this question, 77% list it in the top 10.** This highlights clearly that Cornell has a stellar reputation nationally, but the College of Engineering is not leading the way. This is an area with lots of room for growth.

59% of respondents say they interact with individuals who have earned a degree in engineering at least once during a year. 51% had at least heard of Cornell's College of Engineering. **There is a chance here for alumni to become brand ambassadors and help spread the good word about the amazing things Cornell Engineering does.**

Respondents were next given a list of 10 adjectives and asked "Which of the following words come to mind when you think of the College of Engineering at Cornell University? (Please select all that apply) **29% of respondents chose none of the words.** Of those who did respond, the words they chose and percentages are listed here:

Prestigious	47%
Competitive	40%
Creative	25%
Visionary	24%
Entrepreneurial	17%
Conventional	16%
Tenacious	6%
Predictable	6%
Insular	3%
Rebellious	1%

The 29% who did not choose any of the words are a blank slate, waiting to learn about the many amazing things Cornell Engineers do. We hope to spread the word about the College of Engineering and do so in a way that emphasizes the groundbreaking, boundary-pushing, rule-breaking work Cornell Engineers do. **There is room here to define ourselves as creative, visionary, and entrepreneurial.**

The final question was in the form of a statement and respondents were asked if they agree. It read:

"The Cornell College of Engineering attracts independent-minded students and faculty who are willing to break the rules of established thinking in order to produce engineering breakthroughs." 31% agreed with the statement; 8% disagreed. **23% were not sure and 39% neither agreed nor disagreed. This 62% of respondents represents our target audience in this rebranding effort. They are the ones we need to tell our story to.**