

Researcher:  
Melissa Martin

## Research Plan and Breakdown

Client:  
IDEO & CCA  
Strategic Plan Research  
Project Lead:  
Erik Moga  
10.30.08

### TARGET GROUP

**Group 1:** Recently Accepted or First Semester Students

**Sub Group 2:** Students where CCA was their 2nd or 3rd choice (filtered out through Group 1)

### METHOD

**Group 1:** First Semester Students from Undergraduate & Graduate programs

*Relationship Journals:* By using the analogy of the 'relationship' I hope to gain insight into the interpersonal dynamics of how students view their relationship with CCA.

(See PDF for full set of questions.)

**Group 1:** Recently Accepted (Undergraduate only)

*Personal Inventory:* By asking recently accepted students to list items they will be bringing into their studio we can gain insight into their dreams, expectations and motivations for coming to CCA. This will mainly be done through email as most recently accepted students are out of state but will get direct contact if possible.

**Sub Group 2:** Students where CCA was their 2nd or 3rd choice (filtered out through Group 1)

*One-One Interviews:* One on one interviews will allow for more intimate conversations about why CCA was not their first choice. Many students may feel embarrassed or apprehensive in sharing that they did not go to their first choice which limits the type of probes that can be used. I hope to gain insight into their initial preconceptions about CCA, how they made the decision to come to CCA and how their experience so far has changed or not changed their view of the school.

*Interview Guide:*

1. How did you compare CCA to your first choice? What was different about it? The same?
2. What kinds of feelings did you experience about not going to your first choice?
3. What factors did you take into consideration when choosing to apply to CCA even though it wasn't your first choice?
4. Tell me a little bit about your process in choosing schools.
5. What were the 3 most important factors for you in choosing these schools? Why?
6. How did you envision your first day at CCA?
7. In what way has your experience at CCA, so far, changed your feelings about it?
8. How has it changed your view of your first choice school?

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### TIMELINE

#### **Friday, October 31**

- Get approval from Erik on research plan.
- Send Relationship Journal to press in AM, Pick up in PM
- Draw up one on one Interview Guide
- Gather pool for Group 1 First Semester Students and get their contact information
- Contact Department Heads and Admissions office to get list of Recently accepted students.
- Pass out Relationship Journals if ready.

#### **Monday, November 2nd (2nd Check-in)**

- Pick up Journals (if not completed on Friday)
- Contact recently accepted students and send out Personal Inventory Activity
- Hand out any remaining Relationship Journals

#### **Tuesday, November 4th (VOTE)**

- Follow up on Relationship Journals

#### **Wednesday, November 5th**

- Begin collecting Relationship Journals
- Contact 2nd or 3rd choicers and set up interview times
- Follow up on Recent Accepted students on Personal Inventory Activity

#### **Thursday, November 6th**

- Collect remaining Journals, Personal Inventories and begin synthesizing data.
- Conduct 2nd and 3rd choicer interviews

#### **Friday, November 7th**

- Conduct 2nd and 3rd choicer interviews

#### **Saturday & Sunday, November 8 / 9**

- Gather, organize and synthesize data
- Conduct any remaining 2nd and 3rd choicer interviews

### NEEDED MATERIALS

Budget for printing 10-15, 12pg, 5.5" x 8.5" color booklets.