



STUDENT QUESTIONNAIRE

Thank you for taking the time to provide us with your opinions.

Your input is valuable in helping us shape the branding and identity development for UHD. Please be as honest and open as possible; all data gathered will be summarized and reported by group.

Please tell us a little about yourself (optional):

Age: _____ Ethnicity: _____ Years at UHD: _____

Number of other schools attended at other universities: _____

Be sure to download this form on your computer to save your answers.

1. What made you choose UHD for your college experience?
2. How many other schools and universities were you considering? What were those other schools?
3. Did you research your school options? How did you do your research [online, campus visits, asked friends, asked family, etc.]?
4. What was the most compelling thing you learned about UHD that made you realize it was the right school for you?
5. Do you know what you will be studying or majoring in? Are you working toward a degree plan? Did that influence your decision to attend UHD?
6. How many hours will you be taking this semester? Do you plan on working as well?

7. Do you plan to be involved with any student organizations? Which ones, and why?
If not, why are you not considering joining any organizations?

8. What does success mean for you as a student [good grades, active participation, personal enrichment, real world and career preparedness]?
How can UHD provide this?

9. What one thing are you looking forward to the most at UHD?

10. How would you describe UHD's reputation? What do people say about it?

11. How important is the association with the University of Houston?

12. Tell me three words that you think will describe your experience at UHD.

If you would like to be entered in the drawing, please enter your email address:

Thank you! We appreciate your support of UHD!

Instructions for submitting this form, electronically or hard copy:

Electronic Submission

1. Type in your answers
2. Save the form by going to File -> Save
3. Submit the form by emailing it as an attachment to torreze@uhd.edu.
Use **Branding Project** in the subject line.

In-person Submission

1. Type in your answers
2. Print the form
3. Drop off the form at room S-990 on the 9th floor, attention **Branding Project**