

Qualtrics Report

RRN2458-Fall 2021-Marketing Tagline Survey

Note: All questions were voluntary.

What is your primary function at CHC?	#	%
Student	100	58.5
Part-time Faculty	25	14.6
Full-time Faculty	20	11.7
Classified or Confidential Staff	18	10.5
Administrator/Manager	8	4.7
Total	171	100.0

**Student Responses**

Please select your top choice from the taglines below.	#	%
"Your Tomorrow Starts Today" / "Hoy Empieza Tu Futuro"	31	34.1
"Create Your Future" / "Crea Tu Futuro"	18	19.8
"Create Your Tomorrow" / "Construye Tu Mañana"	15	16.5
"Empower Your Journey" / "Empodera Tu Camino"	14	15.4
"Let's Go" / "¡Adelante!"	9	9.9
"We Open Doors" / "Abrimos Caminos Para Tu Futuro"	4	4.4
Total	91	100.0

Any additional comments you would like to add. (optional) (n=7)
All the taglines are extremely goofy and cheezy.
I love that "Your Tomorrow Starts Today" gives the student empowerment to start their journey at Crafton!
I think "Let's Go" is fun and functional.
It would be neat if it said "your future starts today"
It would be really awesome if we're able to have the taglines on Crafton Hills Merchandise too!
My future started with the first day of college
Paramedic student

**Part-time Faculty Responses**

<b>Please select your top choice from the taglines below.</b>	<b>#</b>	<b>%</b>
"Your Tomorrow Starts Today" / "Hoy Empieza Tu Futuro"	8	33.3
"Empower Your Journey" / "Empodera Tu Camino"	7	29.2
"Let's Go" / "¡Adelante!"	4	16.7
"Create Your Future" / "Crea Tu Futuro"	2	8.3
"Create Your Tomorrow" / "Construye Tu Mañana"	2	8.3
"We Open Doors" / "Abrimos Caminos Para Tu Futuro"	1	4.2
<b>Total</b>	<b>24</b>	

<b>Any additional comments you would like to add. (optional) (n=3)</b>
Do work part time but I am also a new student in Crafton Hills College.
Let's Go! Is fantastic tagline for all and very inclusive!
I would like...Empower Yourself

**Full-time Faculty Responses**

<b>Please select your top choice from the taglines below.</b>	<b>#</b>	<b>%</b>
"Let's Go" / "¡Adelante!"	7	35.0
"Your Tomorrow Starts Today" / "Hoy Empieza Tu Futuro"	6	30.0
"Create Your Future" / "Crea Tu Futuro"	3	15.0
"Create Your Tomorrow" / "Construye Tu Mañana"	2	10.0
"Empower Your Journey" / "Empodera Tu Camino"	2	10.0
"We Open Doors" / "Abrimos Caminos Para Tu Futuro"	0	0.0
<b>Total</b>	<b>20</b>	<b>100.0</b>

<b>Any additional comments you would like to add. (optional) (n=4)</b>
I actually like them all, except for "We open doors." It feels to me that this reads that CHC is the one opening the doors, and it leaves the students out of the action. I think all of the other taglines have a sense that we all work together for the outcome.
I honestly wasn't a fan of any of them. None of them feel unique to our campus.
It was hard to pick just one, all of them are great! Can 2 of these be combined? For example, "We open the door to your tomorrow"
Second Choice - Let's Go!

**Classified Reponses**

<b>Please select your top choice from the taglines below.</b>	<b>#</b>	<b>%</b>
"Your Tomorrow Starts Today" / "Hoy Empieza Tu Futuro"	6	33.3
"Create Your Future" / "Crea Tu Futuro"	3	16.7
"Create Your Tomorrow" / "Construye Tu Mañana"	2	11.1
"Empower Your Journey" / "Empodera Tu Camino"	4	22.2
"Let's Go" / "¡Adelante!"	2	11.1
"We Open Doors" / "Abrimos Caminos Para Tu Futuro"	1	5.6
Total	18	100.0

**Any additional comments you would like to add. (optional) (n=1)**

They are all great choices. The meaning of it and the perception of it and what it means and looks like to the public is very important.

**Manager Reponses**

<b>Please select your top choice from the taglines below.</b>	<b>#</b>	<b>%</b>
"Let's Go" / "¡Adelante!"	4	57.1
"Create Your Future" / "Crea Tu Futuro"	2	28.6
"Create Your Tomorrow" / "Construye Tu Mañana"	1	14.3
"Your Tomorrow Starts Today" / "Hoy Empieza Tu Futuro"	0	0.0
"Empower Your Journey" / "Empodera Tu Camino"	0	0.0
"We Open Doors" / "Abrimos Caminos Para Tu Futuro"	0	0.0
Total	7	100.0

**Any additional comments you would like to add. (optional) (n=2)**

Let's Go!

"Let's go/Adelante" is brilliant. It's as if a student is saying it, and not the institution talking down to the student. It's short and simple, and as a Spanish-speaker, "Adelante" sounds so much more approachable and culturally-competent than everything else on this list. "Let's Go/Adelante" is a winner.