Stakeholder Engagement Data Summary – Report #

Stakeholder Focus Group Description: Alumni at various Homecoming events

UPC/PTF Member(s) Reporting: Sabra Guerra/Darla Doty

Number of Focus Group Participants: 35

Brief Engagement Activity Description:

Requested the following information at various Homecoming events that included the College of Agriculture and Environmental Sciences Alumni Breakfast, parade, Plowboys Alumni Luncheon, and an Alumni Reception at the Trogdon House.

1. Class Year
2. Major
3. What makes you the most proud about Tarleton State University?
4. How would you describe Tarleton to someone who doesn’t know us?
5. Describe Tarleton in 20 years.

Summary of Feedback:

Alumni, ranging in class year of 1950 to 2011 and representing a variety of majors, were happy to share their opinions about Tarleton. Alumni were most proud of the history and traditions and the feeling of community. Tarleton was described as a school with a strong sense of community, close knit family feel where students can get a quality education at a reasonable cost. Several mentioned Tarleton being "family away from family" where you can develop relationships with faculty and staff. When asked to describe Tarleton in 20 years, most acknowledged growth in enrollment, programs (especially online offerings) and physical campus size (in Stephenville and other locations). A majority stressed that the "family feel" should not be sacrificed for growth. 15,000 seemed to be the optimum size. One responder stated that "Tarleton will be a thriving educational influence, not just in the state, but nationally and internationally as well."