

STUDENT PERCEPTIONS OF THE RELATIONSHIP BETWEEN PERCEPTIONS OF
INTERNAL STRATEGIC COMMUNICATION AND SATISFACTION: A SURVEY OF ONE
MIDWESTERN UNIVERSITY

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ABSTRACT

The purpose of the research was to examine the relationship between perceptions with internal strategic communication and satisfaction with those communication efforts. Specifically, the purpose was twofold: 1) to determine student perceptions of the impact of strategic communication on satisfaction; and 2) to understand how student satisfaction with communication efforts correlate with their future intentions to support the university once they are alumni. This was accomplished with an online survey of undergraduate students at a major Midwestern university. As student satisfaction predicts retention and future alumni support, universities must focus more on branding efforts and image development early on in the students' academic career. As such, the current study will examine student perceptions and satisfaction with how universities attempt to brand themselves with internal strategic communication directed at influencing student satisfaction with the campus. Findings will assist university public relations teams on how they can improve a university's brand with an internal student audience.

KEYWORDS: university communication, brand development, brand reputation, satisfaction, strategic communication, internal publics