



The Peninsula's Community College

# Thomas Nelson Community College

## College and Facility Names Initiative

### Student-Focused Survey

College and Facilities Name Task Force

February 10, 2021

# Survey Overview



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## Purpose

To hear from Thomas Nelson **students** regarding their perspectives and opinions on renaming the College and its buildings

## Audience

Current Thomas Nelson students, as of Spring 2021

## Distribution

- Launched on January 30, 2021 and kept open through February 9, 2021
- Sent to students through a Canvas announcement, social media posts, and other related student communication channels
- Promoted through a video from the College President and Student Leaders

## Level of Response

338 total responses (about 7% of current students)

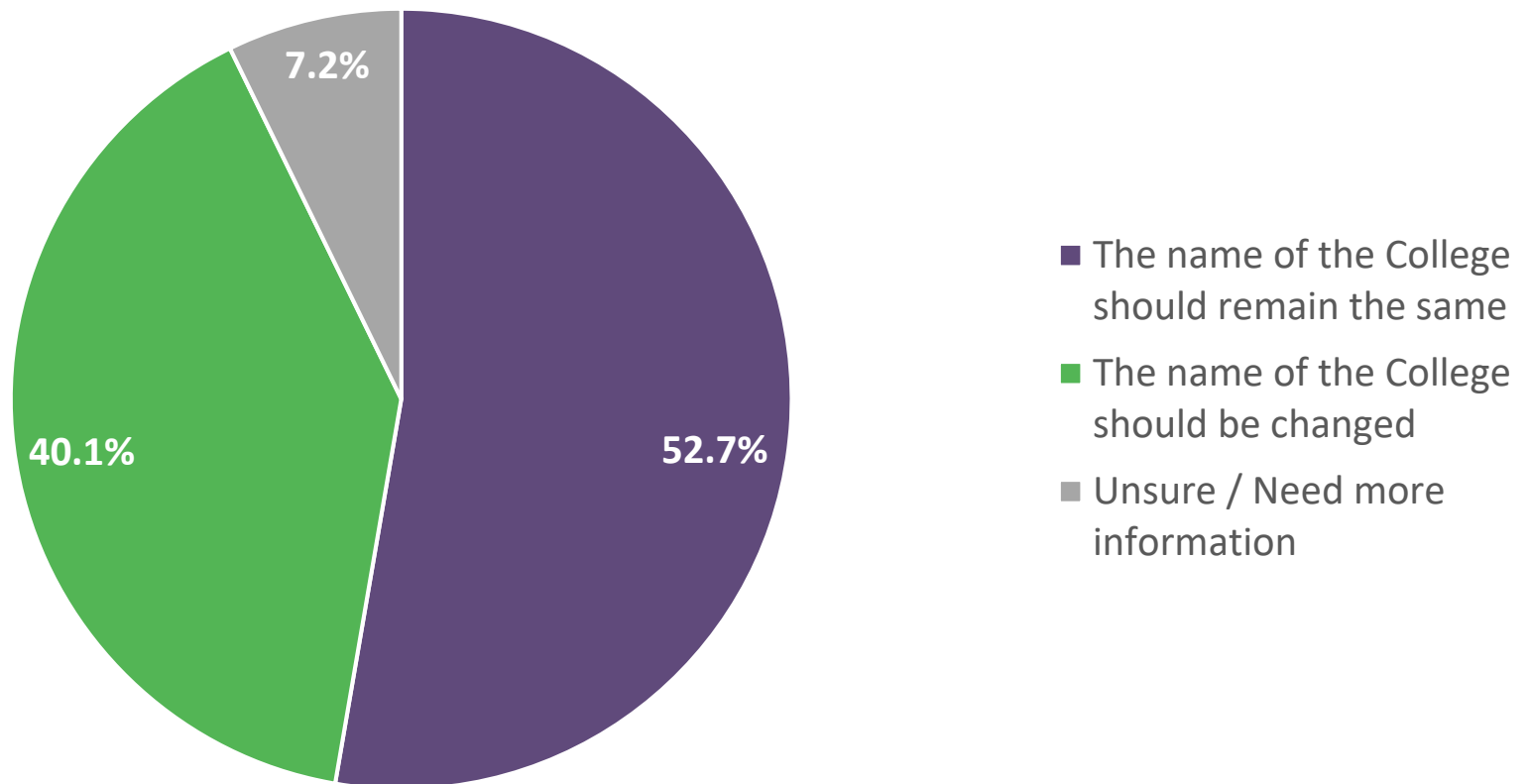
# Naming of the College

All Respondents (N=338)



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Given this history, please select below your preference with regard to the naming of the College



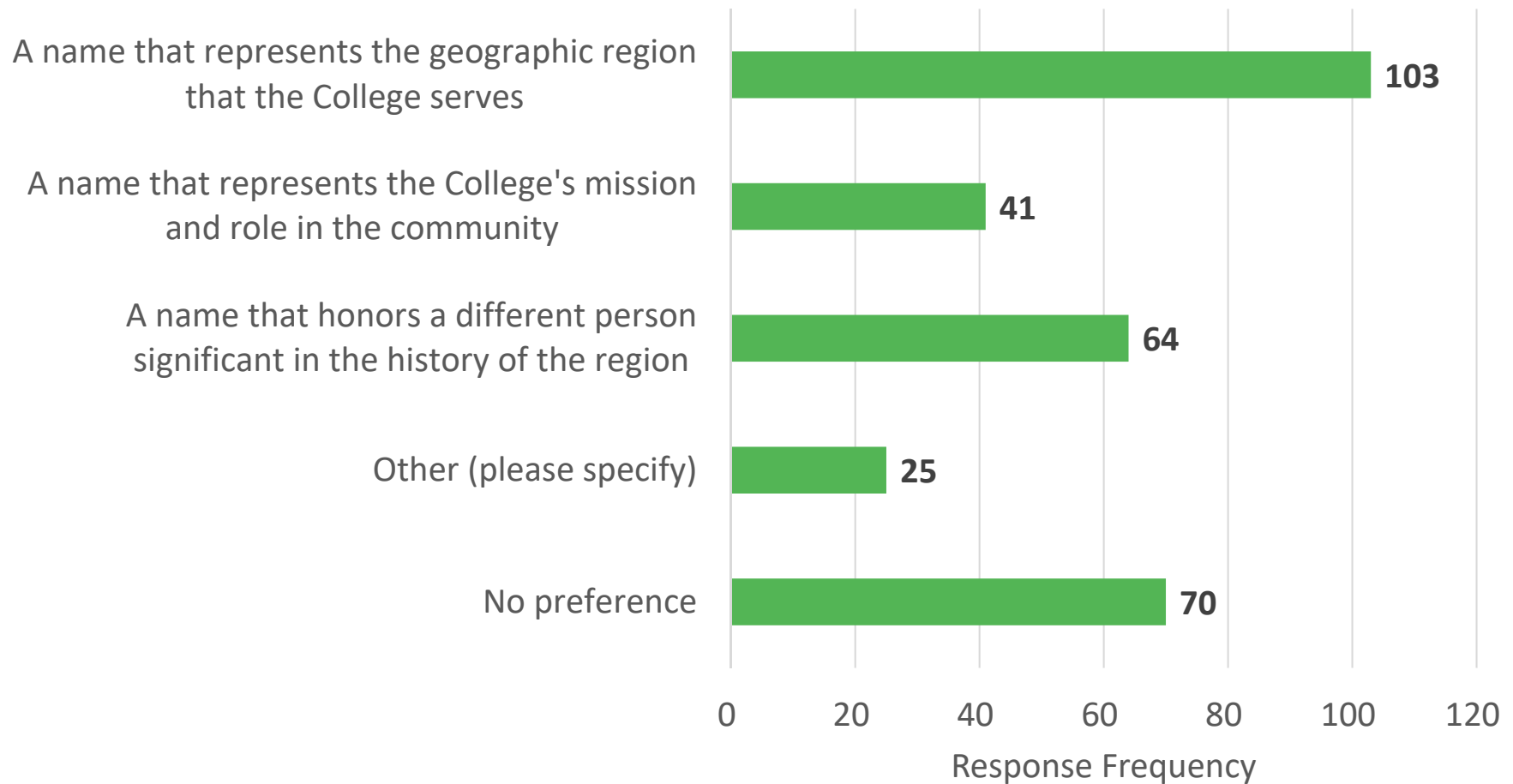
# Renaming Options

All Respondents (N=338)



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If Thomas Nelson Community College were to be renamed, which of the following would be your preference?



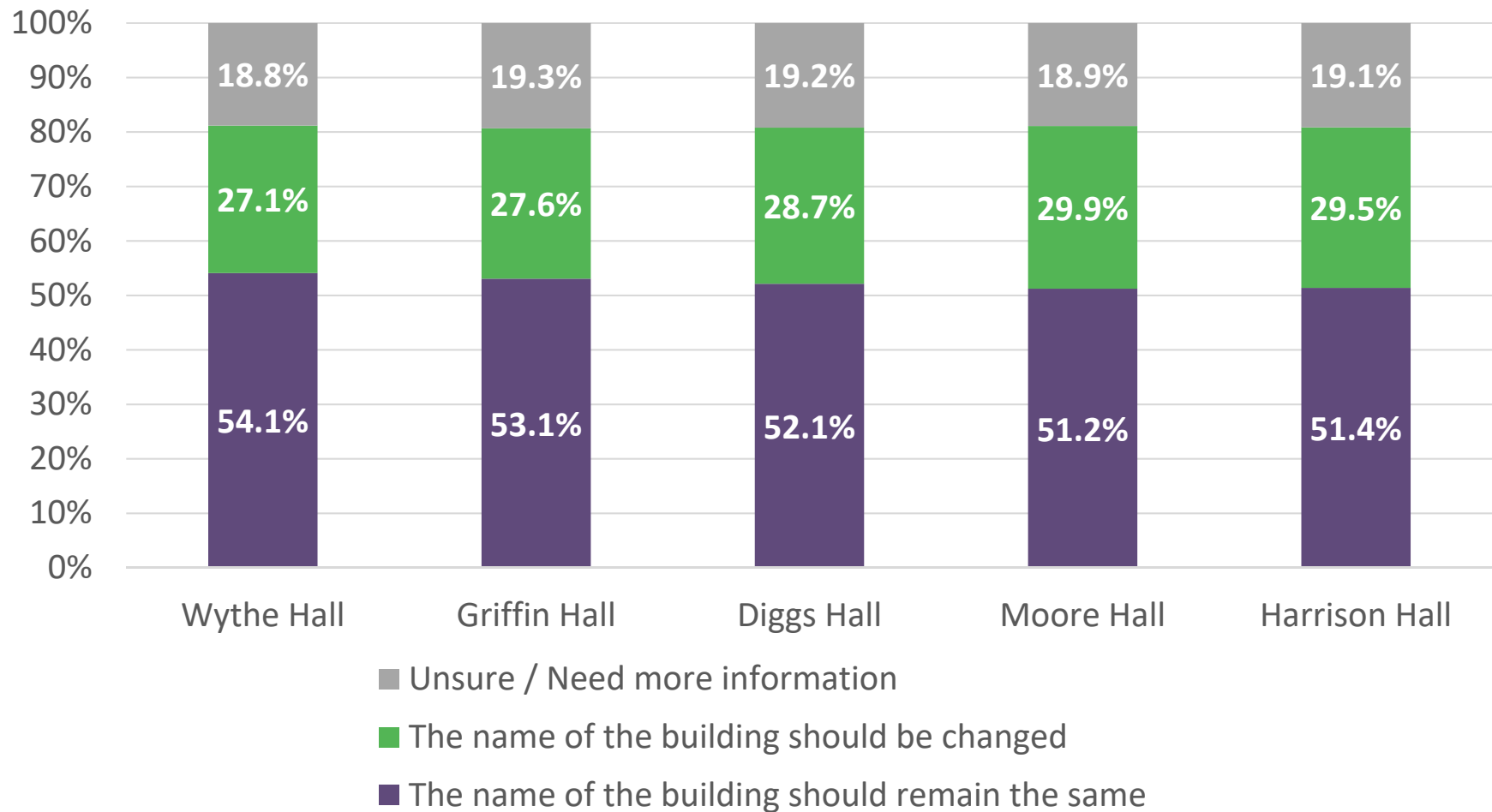
# Naming of Hampton Campus Buildings



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All Respondents (N=338)

Given this information, please select below your preference with regard to the naming of each building



# Summary



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## Naming of the College

- Overall, a slight majority of those who responded to the survey (52.9%) would like the College to retain the name Thomas Nelson Community College.
- The most popular option for a new name, if one were to be chosen, is one that represents the geographic area that the College serves.

## Naming of Hampton Campus Buildings

- Overall, survey responses regarding the names of the five Hampton Campus buildings closely mirrored the responses for the name of the College. Depending on the specific building, between 51.4% and 54.1% of respondents felt the name should remain the same.

## Comparisons to Community Survey

- Student preference similar
- Student-specific survey results less definitive in terms of preference on the name of the College (52.9% supported retaining the name, as compared to 67.7% in the community survey)



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