



180 BY DESIGN / RESEARCH

BREHMCENTER.com

Currently or Previously Enrolled Survey Report

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180 by Design created a 10 question online survey for BrehmCenter.com. This survey was aimed at current or previously enrolled students at Brehm Center. Five questions were multiple choice and five were open ended. Over the course of 3 days there were 26 responses to the survey. Details of the survey questions and answers follow.

Question 1: How did you learn about the Brehm Center?

50% found the website online, either through the Fuller website or a search engine like Google.

32% was from a friend's referral.

18% listed "other" or skipped this question.

Question 2: What first interested you in the Brehm Center?

This question was open ended. 18 out of the 23 responders indicated in some way that it was the blended study of theology and art that attracted them to the Brehm Center. Answers in this area included things like "Brehm Center desires to bridge the gap between theology and the arts", "I am a musician and want to study worship leading as well as ethnomusicology", and "incorporating the visual and performing arts into the MDiv curriculum so that training pastors can be better equipped to use the arts in the church community and theology." Five responders indicated single things focus things like "Reel Spirituality", and "the music programs." Three people skipped this question.



Question 3: Which of these online tools do you use most day-to-day now?

Over half of the people indicated that they use Facebook on a “regular “ or “very regular” basis. This was the strongest response.

Less common was a “occasionally” and “regularly” use of both Blog reading/commenting and reading subscribed e-mail newsletters.

Most responders do not use Twitter at all, with only a handful using that medium “occasionally.”

Question 4: What platform do you use the most for the above tools?

65% indicated that they use a laptop for their online tools.

15% of people use a desktop computer.

15% of people use a smart phone such as iPhone, Blackberry, Droid, etc.

4% said they use an iPad or Kindle

Question 5: How USEFUL was BrehmCenter.com in facilitating your decision about Brehm Center?

32% indicated that the website was “mildly useful.”

28% said they never visited the website during their decision making process.

20% indicated that it was “very useful.”

20% said it was “not useful.”



Question 6: How do you think BrehmCenter.com can help visitors understand their program?

While there was some variety in these answers, overall consensus was that clear, concise, and up-to-date information is required to better explain the Brehm Center to website visitors. Some of the replies expressed ongoing confusion about Brehm Center's overall mission. Below is a sampling of some of the answers given.

"I am not entirely sure as I am still not sure what the overall mission of the Brehm Center would be."

"Just plain more info, more details, more up to date information."

"Perhaps a more pithy yet relatable statement about what the Brehm Center IS...I have a hard time explaining it to others."

"Figure out a creative and effective way to communicate Nate's talk."

"Clear explanations of academic programs. Easy navigation. Profiles of faculty."

"Fresh updates and consistent content."

"Visually pleasing images to draw a person's attention."

"Easy-to-understand information regarding degree programs."

"Information about how a degree will help with future ministry/vocation."

Question 7: Which of the following directions would you love to see BrehmCenter.com take?

25% want to see posts/media by Alumni.

22% want to see more information about the actual program.

21% want to see posts/media by current students in study.

21% want to see posts/media by famous artists.

11% want to see posts/media/emphasis on current Faculty



Question 8: Do you have ONE idea to incorporate into a new website?

Responses to this question were diverse. The most common answer focused on displaying updated works of art by current students as well as alumni. Additionally, increased high quality video and audio sections were mentioned as well as a space for online conversations, blogs, and a “call for (artistic) entries.” Other answers focused more on the layout of the website, requesting a simpler, “cleaner”, more streamlined website design.

Question 9: If you could promote ONE person as the face of the Brehm Center, who would it be?

Eight people replied that no one should be the ONE face of Brehm, but rather that it should be a collection or rotation of people; “whoever has done the most exciting stuff lately”, “someone living the tension between theology and art... someone practicing art”, or simply “students.” Barry Taylor and Nate Riston both received three nominations. Rob Johnston, John Lui, and Todd Johnson also were mentioned once each.

Question 10: Is there ONE website you recommend that might be interesting for this project?

Replies to this question were varied. Most centered around artistic based programs. Some suggestions were:

<http://artcenter.edu/> - Art Center in Pasadena

<http://calarts.edu/> - Cal Arts

<http://art.yale.edu/> - Yale Arts

<http://www.actoneprogram.com/> - Act One Hollywood

<http://www.relevantmagazine.com/> - Relevant Magazine



<http://www.itsthmoment.com/> - Downtown Brooklyn homepage

<http://www.biola.edu/undergrad/> - Biola Undergraduate Program

<http://www.pcusa.org/> - Presbyterian Church USA