



180 BY DESIGN / RESEARCH

BREHMCENTER.com

**Non Fuller or Non Brehm Enrolled
Survey Report**

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180 by Design created a 10 question online survey for BrehmCenter.com. This survey was aimed at people who looked at Brehm Center but ultimately chose not to continue or enroll with Brehm. Five questions were multiple choice and five were open ended. Over the course of 3 days there were 12 responses to the survey. Details of the survey questions and answers follow.

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

25% indicated through the Fuller.edu website.

25% was from a friend's referral.

25% listed "other."

17% said through a Brehm Representative at a conference somewhere.

8% said through a Search Engine like Google.

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

Interestingly, these answers were very similar in nature to the answers from the currently enrolled students. Most people remarked on the integration of theology and arts, the emphasis on culture, or the progressive nature of the Fuller campus in general and Brehm in specific.

Question 3: Why did you NOT start or continue a Brehm emphasis?

These answers were varied. Some simply indicated that "it was not available in my program", while others said that they ultimately chose to go in another direction such as psychology or SIS. A couple of the responses showed that the person may not have fully understood what Brehm offers or how an arts/theology degree actually works. These



responses were things like “because I’m called to be a pastor”, and “I don’t think I could handle a film/television workload.”

Question 4: Which of these online tools do you use most day-to-day now?

The majority of 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 of these responders do not use Twitter at all.

Question 5: What platform do you use the most for the above tools?

83% indicated that they use a laptop for their daily online tools.

8% use a smart phone.

8% use a desktop computer.

Question 6: How USEFUL was BrehmCenter.com in facilitating your decision about Brehm Center?

42% indicated that the website was “mildly useful.”

42% said they never visited the website during their decision making process.

8% indicated that it was “very useful.”

8% said it was “not useful.”



Question 7: How do you think BrehmCenter.com can help visitors understand their program?

These answers focused on an overall increase in the quantity of clear, concise, and up-to-date information. Many responders said that they wanted detailed information about classes, testimonials, and orientation. A sampling of some of the answers are below:

“Self-exploration without having to attend an informational meeting.”

“I feel that there isn't enough content on the website. There are a couple of articles and that's about it. It appears as though Brehm hasn't produced much. As a student I want to know what kinds of things I can expect to work on through Brehm.”

“Become VERY specific about dates of lectures (etc), time, place.”

“I think that more detailed testimonials by graduates from the Brehm Center would be very useful. We want to know how has the Brehm Center impacted their professional life in the Arts.”

Question 8: Which of the following directions would you love to see BrehmCenter.com take?

31% want to see posts/media by current students in study.

23% want to see posts/media by famous artists.

19% want to see posts/media/emphasis on current Faculty

15% want to see posts/media by Alumni.

12% want to see more information about the actual program.

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

These answers mostly were non-specific. A couple of the answers stated that it should be a collection of students or nobody. Three people listed answers like “God”, or “Jesus.”



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

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

<http://www.marcecko.com/> - Marc Ecko clothing designer