



The University of Texas at San Antonio
Marketing Research Proposal

October 2021



Student Satisfaction Marketing Research Proposal

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Situation Analysis:

The University of Texas at San Antonio there have been some recent concerns regarding a decrease in the number of enrollments that they have been receiving. While the amount of attending students is staying the same it is the enrollments numbers that are going down, there have been some notions concerning the amount of parking available on campus, as well as the high cost of the parking passes available, and how there might be a direct correlation between the available parking available during prime hours and the amount of student enrollments.

Due to the situation at hand The University of Texas at San Antonio has shown that it is necessary on how to develop a research proposal on how student satisfaction rates in regard to the small amount of parking available during a specific time frame, as well at the high costs for the parking passes, can correlate to a lower amount of people wanting to enroll in the University. The University has made statements on how we need to know how we possibly have a solution for the problem at hand. We can do this by using the domestic marketing model.

What is Student Satisfaction

Campus life regarding student satisfaction is key to understanding that this satisfaction can be seen as a recruitment strategy. As a university we have to think of student's well-being first, and since we have been receiving numerous complaints about the lack of parking during prime hours and how expensive they can be, it can negatively impact the student, as well as the University.

Not only does student satisfaction benefit the student but it benefits the university as well. With student satisfaction comes with their promotion of their mental health and stability, which benefits them with short term learning goals and long-term social inclusion. With the positive things that come with satisfaction can also potentially lead to an increase in student enrollment.

By making the appropriate investments into student facilities and social structures, in can create a cause and effect result on how it impacts the students into producing concrete returns. There are many ways in which marketing can be used to promote the university to current and prospective students such as developing a more meaningful connection with them and creating a better on-campus experience.

Being able to determine the proper elements that affect student satisfaction is by gaining the right amount of data and feedback from said students. When these elements are measured, we need to be able to figure out how to use these measurements in order to see how we can take the feedback and results in order to use figure out an effective marketing strategy to fix any issues that are occurring.

The results that will be found are significant in the fact that they are used to develop strategies to reach peak student satisfaction and to make sure that the elements that were measured produce beneficial long-term effects for the university.

Research Objectives:

These objectives observe all students but are primarily focused on commuter students who have been providing negative feedback on the high parking prices and lack of parking available.

These will include:

- Determine the current state if practice for parking arrangement at the University of Texas at San Antonio
- Define and create a framework for campus parking
- Conduct a questionnaire in order to determine problems of the parking system
- Try to find a potential solution to what seems to be the negative impact of expensive and unavailable parking

These are all potential goals and objectives that are going to be tested in many ways in order to answer these key questions: how well can we find the problems within the system, how well can parking assets be recorded by collected data, and will the changes that will be made affect the enrollment rates? Although the University of Texas at San Antonio has this occurring problem, we can also generalize the research on smaller and larger parking systems that are in place at other universities.

Although our institution has been growing there have been new infrastructures being placed on or by parking lots, which had led to more overcrowding of the already existing parking facilities. In order to reduce the overcrowding that has been occurring within the lots, we need to either be able to find new funding for new parking or come up with a more attainable and simplistic solution.

Recommended Research:

The best course of action to take regarding how the research should be done is by making sure we are using qualitative data and quantitative data. Some steps that can be used in order to obtain this data could potentially be:

- Data Collection
- Questionnaire
- Satisfaction Survey
- Cross-Sectional Survey
- Casual-Comparative Research
- Make sure you obtain the right number of people to sample

By using these steps at least once every year, the university will be able to manage the data that can potentially change every year, since student satisfaction can become more positive or negative throughout the years. By using these measurements, we will be able to determine accurate data on the whole student body.

Conceptual Framework and Methodology



To clearly define the variables in a structured way, we will define the problems and the proposed research question clearly, the best way to show these points is via a flowchart that can show the overview of how the variable that will be used are related to each other and how they inadvertently affect each other.

Sample Design

In order to create a sample design, we first need to look at the student population and in this case the university has 34,734 students currently enrolled. Our concentration area within these students is to mostly focus on commuter students or those who are planning to commute and get there insight on how they believe parking and prices can be fixed to ultimately achieve student satisfaction within this area. The distribution of the survey will be going to the population of the current attending students.

Data Collection and Analysis

The key to having an accurate plan to fix the issues a hand are to collect, store, and analyze data that has been received from the population in which we are sampling. In this day in age, we have the ability to collect this data through computing (laptops, tablets, etc.) and mobile handheld devices. Although these are steps that we will be taking, I believe that going the traditional route can go as well. Having a couple of data collectors on campus to record data manually can also be beneficial because you get to experience the students' raw opinions on the matter at the time and place.

The Process

Step One: Conduct Interviews and Surveys

We need to analyze the current parking and transportation system, as well as its operating procedures, the best course of action is to review the parking and transportation plan that the university already has set in place. After reviewing this we need to interview with members of the transportation office at the university, by making sure that their goals have remained the same over the last couple of years. By preparing the interviews informally is key to keeping the interviewees from feeling less pressured. By interviewing them over their opinions on parking fees, structures, and availability we are able to obtain from the campus transportation services.

Next, we will be surveying and/or using a questionnaire to get relevant data and information on how the student satisfaction on how the cost and lack of available parking has had negative affects on how they view the university and the parking situation as well. We will be able to determine specific problems that are wrong within the eyes of the student. Student satisfaction is considered to be a number one priority for every university by gaining data from the students we will be able to figure out what kind of solution to provide for them.

Step Two: Develop and Rectify the Current Parking Problem

By reviewing the parking practices within the first step we can then look at the parking supply at the university, once we know that we can determine the parking demand. By conducting the inventory on the amount of parking available for commuter students we will be able to see where and how the parking gets overloaded. With this in mind we can develop simple strategies to use for students to park efficiently and for them to be satisfied.

One simple solution can be advocating for other modes of transportation to get to the university without having to worry about parking. Some of these can include walking if you live close by, carpool, bicycling, or using the Via U-Pass app. What is great about bicycling is that there are bike racks throughout campus and unlike registering your car, it is free to register a bicycle. The Via U-Pass is also a great alternative to a student's usual commute, through this pass student

have free and unlimited access to this bus service and will help bring student to and from campus. The best way we can do this is by marketing these options more to the current enrolled students.

Another great aspect to view is variable message signs in which you can see before you enter a parking lot or garage whether it is full or has available spots or investing in a new lot. If we were able to invest in these variable message sign it will at least keep students from wasting time trying to find a spot and to see where else, they are able to park. Although investing in a new parking lot will be a lot it may end up being the overall best thing to solve many problems, which can include in influx of student enrollments. Not only this but since there is an estimate of student growth, about 45,000 students by 2028, we should be able to accommodate the parking situation not only to benefit the students now but in the future as well.

Step Three: Evaluate the Responses given from Interviews and Questionnaire

In order to provide an ultimate solution, we need to review the responses given from the students that took the questionnaire as well as the interviews that were taken. When we take into account everyone that has provided as answers, and on what, then we can make the ultimate decision that fixes the parking issue at hand. Therefore, it is highly advisable that the options that were provided in step two be considered to help find the right solution for the students and the university as well.



Cost Estimate

Proposal, *including design	\$0
Data Collection and Data Entry	\$5,100
Questionnaire	\$1,400
Distributing and Constructing Questionnaire	\$700
The Production of the Report	\$1,545
Presenting Results of Research	\$0
Total	8,745



Research Agreement:

By both the research team and the University of Texas at San Antonio officials signing the agreement below, it shows the agreement to the study that has been outlined:

Research Team Member

Date

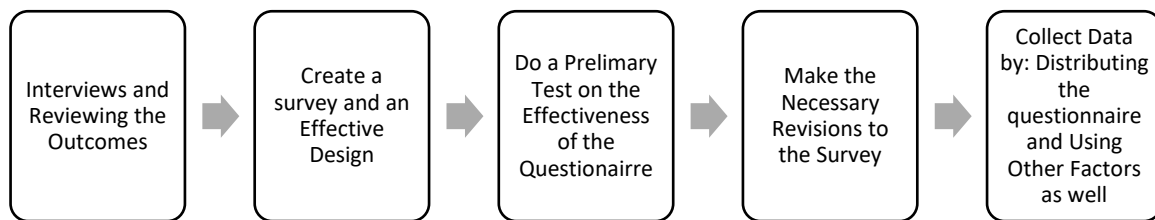
University Official

Date

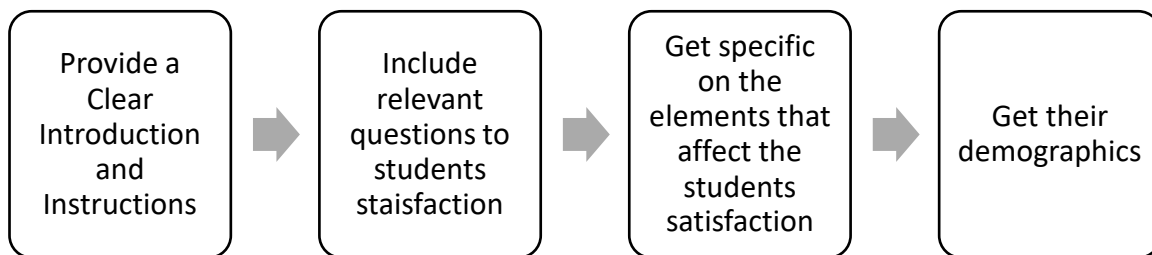
University Official

Date

Development of Research Flowchart



Questionnaire Flowchart



Questionnaire

The parking student satisfactory questionnaire will be on the following pages.

We believe that in order to introduce and generalize the content provided that we can release some form of the following to the students:

“The University of Texas at San Antonio is wanting all current students to know that we care not only about providing the best educational experience possible but also the well-being of our students. To reflect this statement, we would like your opinion and input on the questionnaire. All of these responses will remain confidential, please be honest when answering the questions so we know how we can help your university experience....”





The University of Texas at San Antonio

Parking Student Satisfaction Survey

General

As an overall experience, I enjoy attending the University of Texas at San Antonio *Extremely Disagree* *Extremely Agree*

	1	2	3	4	5
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Transportation

I am a regular commuter student *Extremely Disagree* *Extremely Agree*

	1	2	3	4	5
--	---	---	---	---	---

There is always parking available when I need it *Extremely Disagree* *Extremely Agree*

	1	2	3	4	5
--	---	---	---	---	---

The price for parking passes are fair

Extremely Disagree

Extremely Agree

	1	2	3	4	5

I feel frustrated when I am unable to find parking

Extremely Disagree

Extremely Agree

	1	2	3	4	5
--	---	---	---	---	---

We have heard that some students agree that there are too many faculty parking spots, when some could be given to students, do you agree?

Extremely Disagree

Extremely Agree

	1	2	3	4	5
--	---	---	---	---	---

As an overall experience, I enjoy attending the University of Texas at San Antonio

Extremely Disagree

Extremely Agree

	1	2	3	4	5
--	---	---	---	---	---

*If you chose other please specify: _____

What is your primary mode of transportation?

	Car	Bus	Bicycle	Walk	Other
<i>On Average, how long does it take for you to find a parking spot?</i>	5 min	10 min	15 min	20 min	30 min

Consider these options:

Do you believe that if there were signage posted on campus, that shows if there are available spots where you are parking, it would be a great advantage to finding parking?

	1	2	3	4	5

If you were able to change or improve one thing about the university's parking, what would it be?

Student Contact (Optional):

Your ABC123	
Name	
Primary Email	
Phone Number	