

# QUESTIONNAIRE

**IOS**  
**IGNITE**  
**THINKING**

College Name, website and links to other digital assets.

Who are your target audience (financial and cultural background will help)?

As a college what do you want to be known for?

As a college what are you known for right now?

What are your long-term growth plans?

In your opinion which colleges do you admire for getting the communications/messaging right? OR which school's branding do you like? (Can be from anywhere in the world)

What according to you is your USP, why do students join your college?

Which courses (if any) are your biggest money churners (courses or dept. you would want to focus more on)

Modern brands become more attractive and famous by standing for something that students can connect with-creating brand tribes. What do you stand for? (Also brands that have strong cultures fight against something, what is the school fighting against?)

What are some of the top achievements of your faculty/management or of your school? (name upto three)

What are some of the top achievements of your alumni (Are any of your students in great colleges)?  
(Name upto three)

Is your alumni loyal and does the school stay in touch with them meaningfully over the years?

Why was the college founded? (about the founders and the core team)

What activities does the college partake in that align with the vision statement?

