

THE CHAPMAN EXPERIENCE

RESEARCH SUMMARY

Chapman University is committed to making positive changes for students, faculty and staff. We do this by creating a framework we call The Chapman Experience. The Chapman Experience lives within us and through us. It encompasses every interaction, every day.

Through our work with *Disney Institute*, we are learning more about our strengths and opportunities related to elevating the student and employee experience at Chapman. Our goal is to use this information to continue to refine The Chapman Experience.

RESEARCH METHODOLOGY

OBJECTIVES

- Provide a snapshot of Chapman at the present time to get a "pulse check."
- Inform where to prioritize opportunities in our work with *Disney Institute* over the next two years.

PROCESS

Using qualitative and quantitative measures, we reached a large selection of internal and external stakeholders.



GLOBAL THEMES

