

# Nova South Eastern University (NSU)

**Objective** Determine the most effective proposition for alumni to give back.

**Data Source** Focus groups and online surveys of alumni.

**Question** *“Why don’t you support Nova Southeastern University?”*

**ThoughtSCAN**<sup>®</sup>

VERBATIMS

nova

69

university

64

need

32

no

31

ThoughtScan Frequency

**ThoughtTalk**

*“Nova University doesn’t need the money.”*

*“Nova’s tuition is already up there. They’re well off.”*

*“Who knows what they do with alumni gifts. There is probably no **real need**?”*

**Results**

W&W recommend that Nova stress that student need instead to trying to prove that Nova needs alumni support which is counter-intuitive. Giving increased dramatically.

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