CHOOSE YOUR WORD INTERNAL CAMPAIGN
JANUARY 18 – FEBRUARY 13, 2017
AT UMSL, PEOPLE MAKE THE DIFFERENCE.

To kick-off the spring 2017 semester, University Marketing and Communications asked the campus community to help us get to the core of who our people are by taking a brief, one word survey.

We simply asked for one word to describe the people who choose UMSL.
PROMOTIONS

- Jan. 31 and Feb. 7 – Internal emails
- Jan. 18-Feb. 13 – Online survey website
- Jan. 23-24 – MSC bridge window display
- Feb. 10 – Homecoming interactive display
WE RECEIVED 1,194 RESPONSES

900 Students – 75.3%
191 Staff – 16%
97 Faculty – 8.2%
3 Community – 0.25%
3 Unknown – 0.25%
**COMPRISED OF 273 WORDS**

1. Diverse
2. Kind
3. Professional
4. Knowledgeable
5. Curious
6. Brave
7. Perseverant
8. Independent
9. Educated
10. Dynamic
11. Community
12. Amazing
13. Adventurous
14. Tenacious
15. Local
16. Leader
17. Great
18. Engaging
19. Passionate
20. Wise
21. Hard-Working
22. Successful
23. Inspired
24. Brilliant
25. Innovative
26. Inclusive
27. Awesome
28. Thoughtful
29. Smart
30. Proud
31. Ambitious
32. Confident
33. Successful
34. Resourceful
35. Strong
36. Hopeful
37. Community
38. Appreciative
39. Resilient
40. Independent
41. Thoughtful
42. Hard
43. Determined
44. Informed
45. Kind
46. Innovative
47. Determined
48. Resourceful
49. Unique
50. Inspired
51. Curious
52. Perspicacious
53. Focused
54. Accomplished
55. Flexible
56. Purposeful
57. Resourceful
58. Inspired
59. Clever
60. Dedicated
61. Well-Oriented
62. Confident
63. Innovative
64. Caring
65. Busy
66. Passionate
67. Intelligent
68. Friendly
69. Commuter
70. Wise
71. Strong
72. Focused
d73. Thorough
74. Educated
75. Resourceful
76. Passionate
77. Intelligent
78. Friendly
79. Committed
80. Wise
81. Busy
82. Resourceful
83. Hopeful
84. Confident
85. Innovative
86. Perspicacious
87. Focused
88. Purposeful
89. Resourceful
90. Inspired
91. Clever
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295. Busy
296. Resourceful
297. Hopeful
298. Confident
299. Innovative
300. Caring
301. Busy
302. Passionate
303. Intelligent
304. Friendly
305. Committed
306. Wise
15 WORDS ACCOUNTED FOR 45% OF ALL RESPONSES

# of times word was submitted | % of all entries word represents
--- | ---
DIVERSE | 85 | 7.1
SMART | 73 | 6.1
DETERMINED | 70 | 5.9
DRIVEN | 60 | 5.0
DEDICATED | 47 | 3.9
AMBITIOUS | 46 | 3.9
MOTIVATED | 23 | 1.9
HARD-WORKING | 21 | 1.8
WISE | 20 | 1.7
COMMITTED | 17 | 1.4
FRIENDLY | 16 | 1.3
INTELLIGENT | 16 | 1.3
PASSIONATE | 15 | 1.3
SUCCESSFUL | 14 | 1.2
UNIQUE | 14 | 1.2
WORD CLUSTERS: 244

70 Determined
60 Driven
46 Ambitious
23 Motivated
12 Focused
7 Tenacious
6 Perseverant
5 Resilient
5 Resourceful
5 Strong
5 Zealous

20% of all responses
WORD CLUSTERS: 155

- 73 Smart
- 20 Wise
- 16 Intelligent
- 9 Brilliant
- 8 Enlightened
- 6 Educated
- 3 Bright
- 3 Clever
- 3 Knowledgeable

- 3 Scholarly
- 3 Studious
- 2 Ingenious
- 1 Cultured
- 1 Genius
- 1 Knowledge-Seeking
- 1 Knowledge-Thirsty
- 1 Sapient
- 1 Sophisticated

13% of all responses
WORD CLUSTERS: 101

47 Dedicated
21 Hard-Working
17 Committed
5 Working
3 Industrious
2 Enduring
2 Loyal
1 Diligent
1 Fortitude
1 Stalwart
1 Steadfast

8.5% of all responses
WORD CLUSTERS: 99

85 Diverse
11 Inclusive
1 Culturally-Diverse
1 Culturally-Sensitive
1 Diversity-Embracing

8.3% of all responses