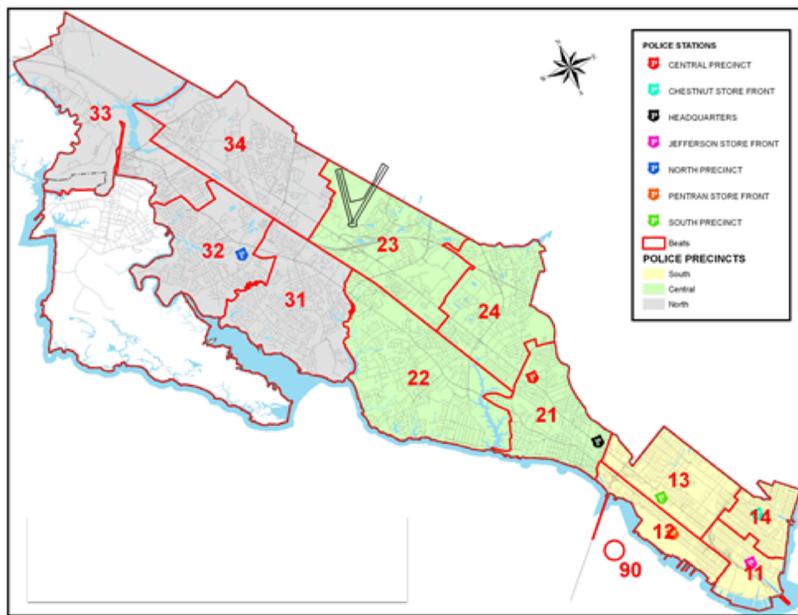


Christopher Newport University Student Perceptions of Newport News & Intervention Methods

Caitlyn Snead & Rachel Bitecofer

Background

A majority of CNU students enter our campus community and fail to realize that they are also becoming a part of a larger Newport News community. There is a need for CNU students to be educated on the realities of their surrounding community, the good and the bad. Preliminary data was collected in October 2017 (1248 responses from CNU students) to better assess the campus perception of the surrounding community and clearly identify if there was a need for educational intervention. The data indicated that only 67% of students hold a positive perception of Newport News, and only 47% of students stated that they feel a part of the Newport News community. The survey confirmed our beliefs that CNU students need to be more thoroughly educated on Newport News, and there are many avenues that can be utilized to reach the students entering campus, and already on campus.



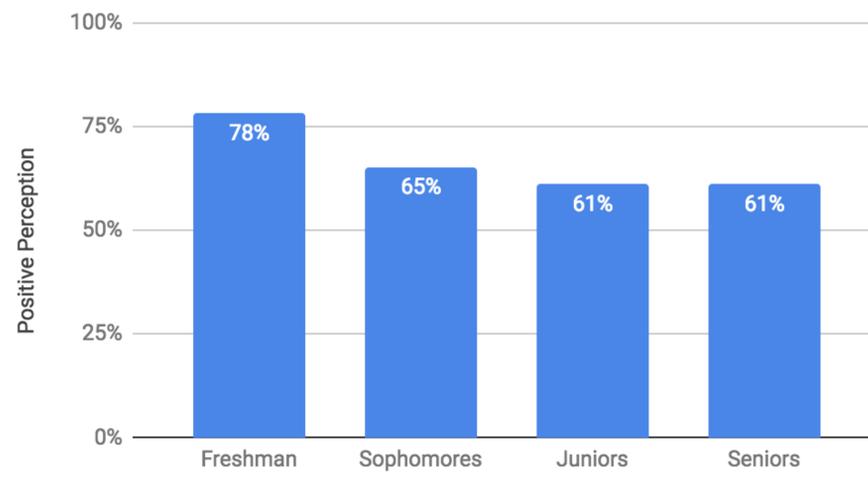
Map of Newport News
Newport News has a unique geographical structure, which causes challenges related to unity and proximity to community when it comes to developing a single identity for the city. As a result, a city of extremes is developed.

- North District
- Central District (Location of Christopher Newport University)
- South District

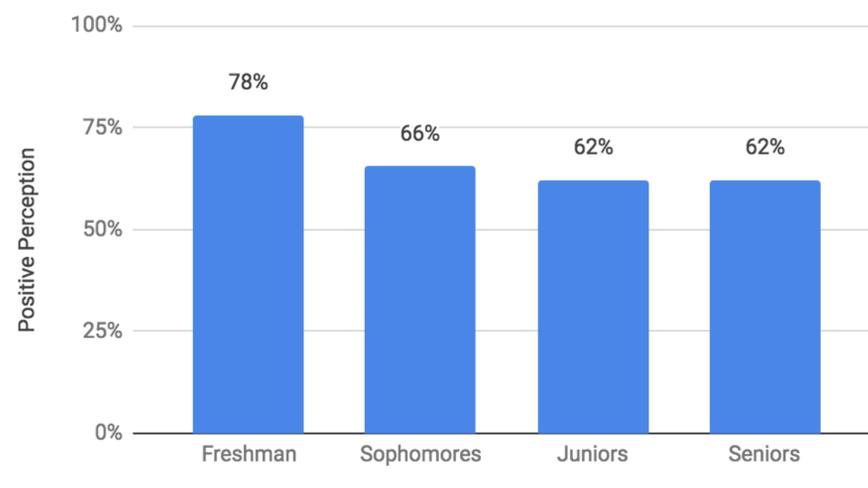
How do we change the perception of Newport News among student?

- 1) Introduce the city to incoming freshman at Orientation – highlighting transportation and recreational activities
- 2) Target existing campus clubs and organizations to educate them on topics such as urban segregation and crime and poverty.

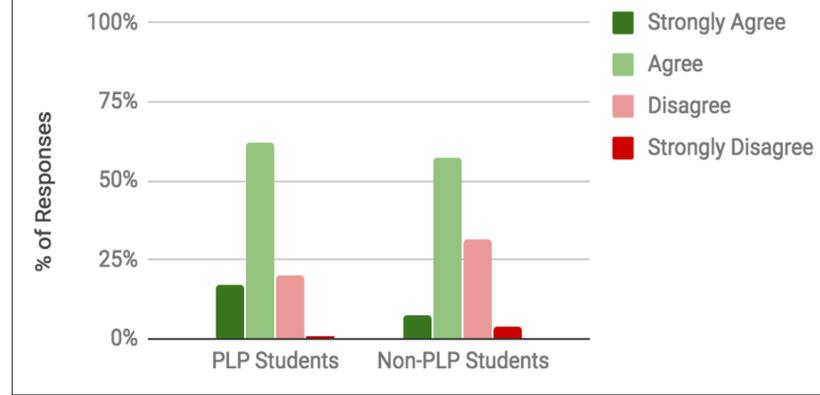
Academic Year vs Positive Perception (2018)



Academic Year vs Positive Perception (2019)



I have a positive perception of the city of Newport News



Methods

- **Administered a survey** to the entire student body via email to analyze the relationship between demography, student involvements on and off campus, and perceptions/attitudes toward the city of Newport News
- **Analyzed relationships** within the data between perception, feelings of safety, and interactions with the Newport News community

Results

- The survey administered in January 2019 yielded 921 responses, accounting for roughly 18% of student population
- From 2018 to 2019 there was an statistically insignificant increase in positive perceptions among students after two years of intervention methods
 - The similarity of the trends assists in the understanding of perception development throughout college
- Students involved in PLP had a **more positive perception of Newport News** than non-PLP students
 - Sophomores and freshman in PLP received a presentation during their Extended Orientation about Newport News, non-PLP students did not
- Student involved with PLP felt **more integrated into the Newport News community** than non-PLP students