



## MEDIA RELEASE

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**For Immediate Release**

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### **City Seeks Resident Feedback through Elon University Student-Facilitated Survey**

BURLINGTON, NC— The City of Burlington’s Office of Public Information is seeking resident feedback about the City’s communication efforts through a survey created by Elon University students. The qualtrics survey was created by 5 students in Dr. Tim Norvell’s Marketing Research 414 course. This partnership was facilitated through Elon University’s Kernodle Center for Service Learning.

The survey, which seeks to discover how the City can best communicate with its residents, is available online at [www.BurlingtonNC.gov/survey](http://www.BurlingtonNC.gov/survey) and will remain available through Friday, May 1<sup>st</sup>. For participating, respondents can be placed in a drawing to win a \$500 gift card, provided by Elon University’s Kernodle Center for Service Learning.

“We make every effort to provide information to our residents, visitors, and business community in a diverse way,” says the City’s Public Information Officer, Rachel Kelly. “However, what is most important to us is that we deliver information through the channels most likely to reach our audience. This Elon service learning project will give the Public Information Office the opportunity to gather feedback that will ultimately inform the future communication strategy for the City.”

Paige Edwards, an Elon University junior, double majoring in Business Management and Marketing is part of the team of students who are conducting the survey. She commented that “the service-learning project we are conducting is a great chance to see how well the City of Burlington is communicating to its residents.” “The project is also helping me learn more about market research,” she said.

Residents may call (336) 222-5076 or email [rkelly@ci.burlington.nc.us](mailto:rkelly@ci.burlington.nc.us) for more information about the City of Burlington’s communication efforts. Information about Elon University’s Kernodle Center for Service Learning is available at [elonvols@elon.edu](mailto:elonvols@elon.edu) or by calling (336) 278-7250.

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#### Our Mission:

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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