

LOS RIOS COMMUNITY COLLEGE DISTRICT



**American River
College**



**Cosumnes
River
College**



**Folsom
Lake
College**



**Sacramento
City College**

LRCCD STUDENT COMMUNICATION SURVEY Summary Findings of Respondents District-wide February 2012

During Fall 2011, the Los Rios Community College District Office of Institutional Research collaborated with the district-wide Education Technology Committee to administer a survey of current students asking how they preferred the Los Rios colleges to communicate with them. The Communication Survey was designed to determine the preferred communication methods by our students but also what technology Los Rios students use or plan to use. In addition, students were asked a series of questions related to the areas they would most like to see the district focus technology development to help meet the educational needs of all our diverse student population.

The Office of Institutional Research drew a random sample of all students taking courses in Fall 2011 that best reflected enrollment by college as well as key demographic characteristics such as gender, ethnicity, age, and income level. The administration of the Communication Survey was via email invitation to take the survey online followed by a series of three reminder emails. A total of 2,987 surveys were emailed to students and 737 surveys were completed, for an overall adjusted response rate of 24.7%.

Table 1: Communication Survey Rate of Return

| | Total Surveys Mailed* | Total Surveys Returned* | % Returned |
|--------------|-----------------------|-------------------------|-------------|
| ARC | 753 | 174 | 23.1 |
| CRC | 746 | 191 | 25.6 |
| FLC | 734 | 201 | 27.4 |
| SCC | 754 | 171 | 22.7 |
| TOTAL | 2,987 | 737 | 24.7 |

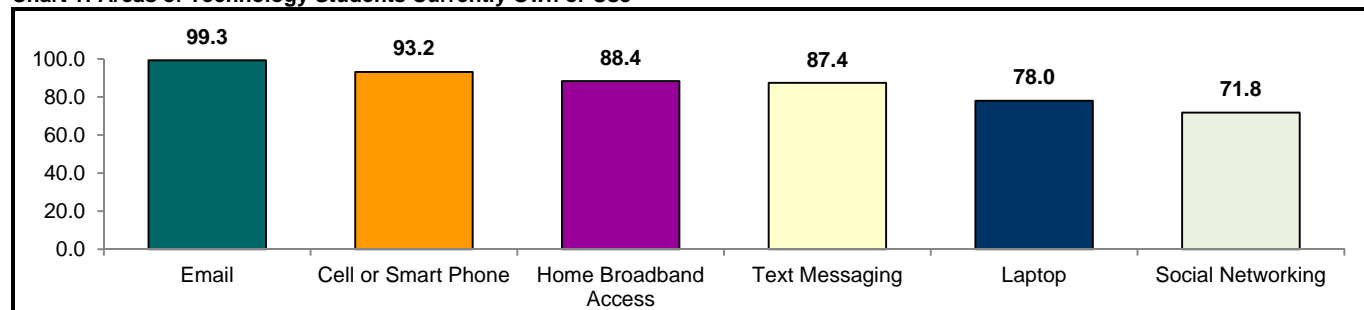
*Adjusted for undeliverable email.

Highlights of the survey results follow. For more information on responses to each of the questions, please refer to the comprehensive Frequency Distribution Report available on the LRCCD Office of Institutional Research website by clicking: <http://irweb.losrios.edu>.

Los Rios Students are Connected

Survey recipients were asked to provide information related to the types of technology they currently use, plan to use, or do not plan to use, which will help the Los Rios district to determine which areas to focus its technology development in communicating with students. Chart 1 illustrates that almost all of the survey respondents use email (99.3%), cell or smart phones (93.2%) and text messaging (87.4%). Substantial proportions of respondents have access to broadband (high speed dsl/cable) in their homes (88.4%) and use laptops (78.0%) while 71.8% of survey respondents are active on various social networking sites.

Chart 1: Areas of Technology Students Currently Own or Use



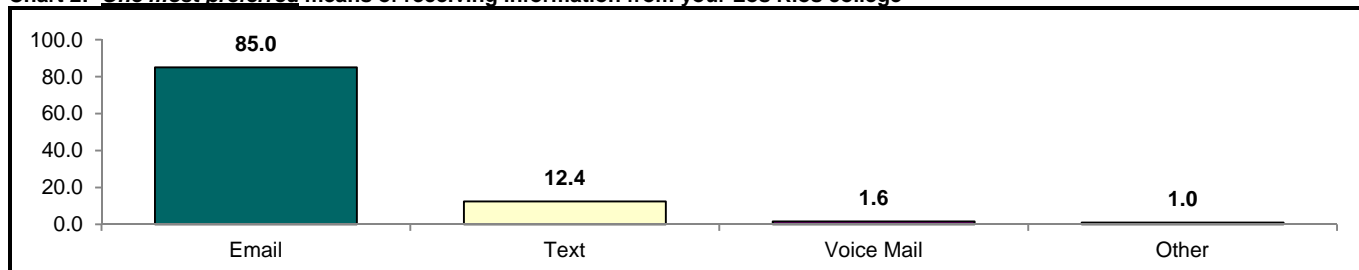
Many survey respondents currently own a smart phone with an unlimited data or internet plan (47.9%) however a fairly similar percent of respondents use a standard cell phone with no internet or data plan (41.5%). A smaller proportion of respondents own a smart phone but have a limited data plan (29.5%). Of those who indicated they use a smart phone, 35.9% use an iPhone while 28.0% use an Android.

Substantial proportions of respondents have an unlimited text plan (86.1%) while fewer have limited texting plans (19.3%). Of those who indicate they use social networking, substantial proportions use Facebook (95.2%) followed by Google+ (34.0%) and Twitter (25.8%).

Communication Pathways

Survey recipients were asked their one most preferred means of receiving information from their Los Rios college and as the chart clearly indicates, email is the one most preferred means of communication related to their Los Rios education.

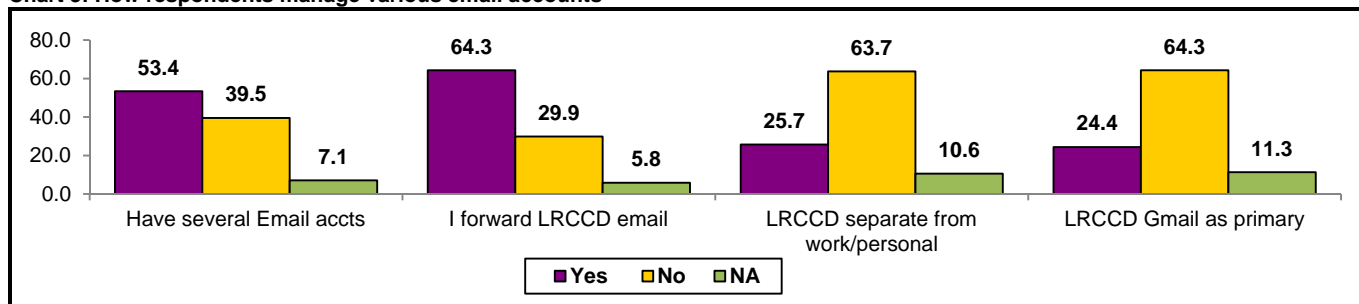
Chart 2: One most preferred means of receiving information from your Los Rios college



To help the Los Rios Community College District plan effectively for future communication needs for all students it is helpful to gain a better understanding of how our students manage technology related to communication; especially email since so many of the respondents prefer this mode of communication. The one clear-cut answer is that survey respondents, 90.9%, access their email on a daily basis but responses related to email preferences and management vary amongst the respondents.

Over half, 53.4%, of respondents indicate they manage several email accounts while 39.5% do not. Interestingly, 64.3% of survey respondents indicate they forward their Los Rios email to another email account while 29.9% do not. Keeping LRCCD email separate from work or personal email is not a concern for 63.7% of survey respondents while 25.7% would prefer to keep Los Rios related email separate from work and/or personal email. When asked if they would use a Gmail as their primary account if provided by Los Rios, 64.3% of respondents indicated they would not while 24.4% indicated they would use a Los Rios provided Gmail account as their primary email.

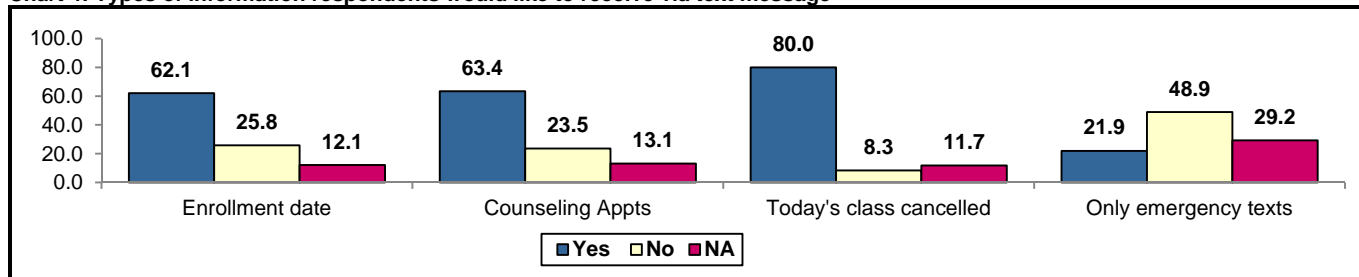
Chart 3: How respondents manage various email accounts



NA=Not Applicable

Survey respondents were also asked which types of information they would like to receive via text messaging from their Los Rios college and three-quarters (74.6%) of respondents indicated they want to receive emergency notifications. The following chart illustrates the responses for various types of information students would want to receive from their Los Rios college via text message, most notably the 80.0% who would like to receive a text message that a class was cancelled for the day.

Chart 4: Types of information respondents would like to receive via text message



NA=Not Applicable

Over half, 52.7%, of survey respondents access a computer from their home while 31.6% access a computer from multiple locations (home, school, work and/or wireless). Many respondents, 43.1%, indicate they do not use computers that are located at their Los Rios college while 19.3% use college computers once a month and 17.7% use campus computers several times during the month.

Is There an App for That?

The final question asked survey respondents to rank their preferences in several broad content areas related to the development of applications that would be accessible to students via a mobile device. The responses are unique within each rank order, meaning once an area was chosen for a particular rank preference respondents could not choose it again. Charts 5, 6, and 7 show respondent's preferences for the areas they want to see developed first, second and third.

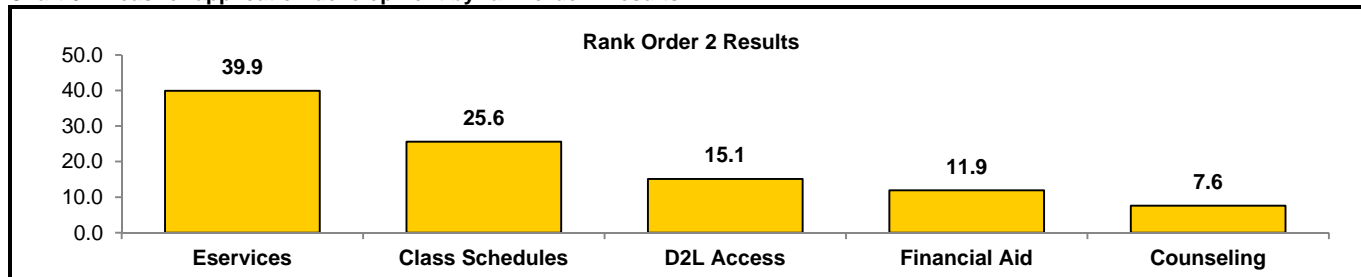
Chart 5 shows that preferences for areas respondents would want to see an application developed for first are fairly evenly distributed amongst three of the areas under consideration: D2L access (31.3%), Class Schedules (28.9%) and Eservices (27.6%).

Chart 5: Areas for application development by rank order 1 results



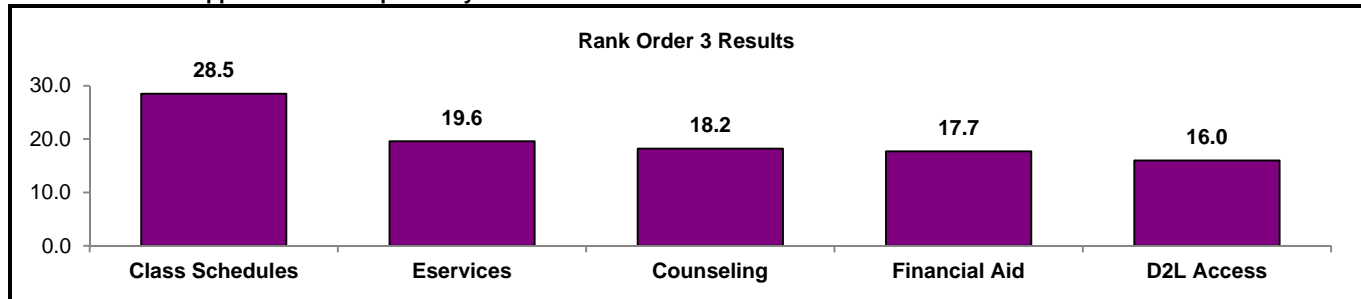
In order of the second preferred area for application development, respondents indicated that they would like to see an effort made that would allow them access to Eservices (39.9%) followed by Class Schedules (25.6%).

Chart 6: Areas for application development by rank order 2 results



When asked to rank the areas for the third most preferred application that might be developed respondents indicated Class Schedules (28.5%) with the rest of the category areas ranked fairly evenly by respondents related to application development.

Chart 7: Areas for application development by rank order 3 results



Looking at the rank order preferences of application development for mobile devices, the areas of Financial Aid and Counseling services are ranked lower by students in the area of preference whereas D2L, Eservices and Class Schedules are the preferred areas related to access via an application.

In closing, the intent of the results of the Communication survey is to help provide the Los Rios Education Technology Committee a framework with which to have conversations related to technology development as it relates to communicating with Los Rios students