



## KEY FINDINGS AND IMPLICATIONS

### CCBC's 2018-2019 STUDENT MEDIA PREFERENCES SURVEY

#### BACKGROUND AND PERSPECTIVE

During the fall 2018 semester, CCBC's College Communications department engaged with Interact Communications to conduct a comprehensive survey that measures how CCBC students currently consume media, and how the college should communicate with them. CCBC was one of 32 colleges in 21 states taking part in the survey, which provided both college-specific and national data analytics to participating colleges.

College Communications promoted the survey to all CCBC students (credit and non-credit) over an eight-week period. Promotions included weekly participation incentives leading up to the awarding of a \$150 Amazon grand prize at the survey's conclusion. Some 2,162 students voluntarily completed the survey, providing CCBC valuable insight into which media are working for CCBC, how best to reach and recruit new students, and how to connect with current ones.

#### RESULTS

##### Communication Access

Majority of students **have smart phones**. (97% of all age groups, with the exception of 51+; 88% of 51+).

**Tablet use** goes up with age (36% of 16-20 never use a tablet, while 27% of 51+ frequently use a tablet).

Students have **multiple email accounts** (3 most common). More than half (58%) would prefer to forward their CCBC email to their personal email account.

Majority of students (86.5%) **check email** at least 3-4 times per day. Amount of checking is more frequent among older age groups, particularly 41-50 (75.3% checking frequently or always, and only 6.5% rarely checking) vs. 16-20 (53.9% checking frequently or always, and 16.5% rarely checking).

Students **do not use printed QR codes** to access web pages. (62% never use; less than 2% frequently or always use.)



## Traditional Media Habits

### Printed Newspapers and Magazines

Majority (75.8%) never read a **daily** printed newspaper. Majority (80.4%) never read a **weekly** printed newspaper.  
Majority (78.5%) never read a **local/regional** printed magazine.

### Online Newspapers

Majority (67%) never read a **daily** online newspaper. Majority (61%) never read a **weekly** online newspaper.

### Television

**Cable and streaming** are preferred TV content sources.

The older the demo the more likely they watch cable, for example, 64% of 51+ and 51% of 41-50.

The younger the demo, the more likely they watch streaming, for example, 53% of 16-20 and 52% of 21-25.

**Netflix** is the favorite TV streaming source (65%), followed by YouTube (13%).

**Preferred screen to watch TV** differs among age groups.

Preference for TV set goes up with age from 50% of 16-20 to 95% of 51+.

Preference to **watch on a computer or smartphone** goes up as age decreases with 27% of 16-25 watching TV on their smartphones and 33.5% of 16-25 watching TV on their computers.

**Majority never watch local** (more than 52%) **or national news** (more than 59%) outlets. Less than 11% watch any local news. Less than 25% watch any national news.

### Radio

Preference for **listening to local radio** stations increases with age (from 19.8% of 16-20 to 56% of 51+).

Preference to **download music to personal device** increases as age decreases (from 7.6% of 51+ to 52% of 16-20).

**Live internet streaming** is gaining popularity with more than 25% of 16-40 preferring to listen via streaming.

Spotify (26%), Apple (22%), Pandora (17%) and YouTube (13%) are most popular among those who prefer streaming.

While students **listen to variety of genres**, Hip-Hop/R&B is most popular, followed by pop, rock and country genres.

## Social Media Habits

YouTube (65%), Instagram (57%), Facebook (47%) and Snapchat (43%) are the social networking sites visited most often, with the noted percentages using these sites frequently or always. Facebook is more popular among older demos; YouTube, Instagram, Snapchat and Twitter are more popular among younger demos.

**Students spend considerable time on social media each day**—23% spend 1-2 hours, 32% spend 3-4 hours, 25% spend 5-6 hours, 16.3% spend more than 6 hours. Only 3% do not use social media.

Majority use their **smartphones for social media** (88%). This included 53% of the 51+ demo.

Students prefer to use **student portal** software for communication with faculty, to connect with college services and to connect with their college program/major.

Majority (82%) are likely or very likely to pay attention to information **faculty** provide about CCBC services, resources and events via Blackboard.

## Website

Students believe the **most effective features** of the college website are:

**Attractive** (56.1% agree/strongly agree)

**Where I go for information** (63.85% agree/strongly agree)

**Easy to use** (57.91% agree/strongly agree)

**Easy to navigate** (54.94% agree/strongly agree)

The most important content/services that students “like” or “love” to access via the website are:

<b>Register online</b> (80.57%)	<b>Pay fees online</b> (79%)
<b>Download materials from the library</b> (75.21%)	<b>Buy textbooks online</b> (72.65%)
<b>Take a class online</b> (71.25%)	<b>College email</b> (71.52%)

Majority (73.54%) prefer that **website content be updated frequently**.

Majority (70.44%) prefer to use the **college website when looking for course, program or enrollment information**, with less than 10% preferring direct mail including postcards (1.5%), brochures (4.2%) and full course schedules (9%).

Majority (86.66%) find it **easy to find program and course information on the CCBC website**, with 25% finding it very easy.

## Outreach Communication

Most are comfortable with being contacted about college information via personal email, school email, text message, mail and cell phone.

Students have a notable dislike for being contacted directly by home phone (68%) or social media messaging (44%).

Students prefer:

**student portal** for receiving grades and other official information (39%) and for course scheduling (31%).

**college email** for receiving information about events/activities (39%) and for receiving program information (35%).

**personal email** for receiving financial aid information (31%).

Other means of receiving college information (including mailed home, picked up on campus and text messaged) were preferred less than 15%.

## Image and Recruitment

**All students have recently seen or heard an ad for CCBC.** Students recall ads across all media CCBC uses for advertising, with on campus, direct mail, email, online, on the radio, and on TV among the most highly recalled places students recall seeing CCBC ads.

Students advise that **on-campus visits/tours** (40%) and the **college website** (30%) would have the most impact on recruiting prospective students. All other media were recommended less than 10%, with newspaper ads recommended the least (0.2%).

Students recommend having college **reps at high schools** (30%) and **at work/jobs** (26%) as the best strategy to recruit people their own age. Less than 15% recommended other recruitment strategies (including online, social media, high school counselors/staff, and direct mail).

Most students (73%) **recommend CCBC to family and friends**—always (16%), frequently (24%) or sometimes (33%).

Students indicate their **reason for attending CCBC** is to:

<b>transfer</b> (34.01%)	<b>earn a degree</b> (28.45%)
<b>start a career</b> (24.69%)	<b>update job skills</b> (5.56%)
<b>personal enrichment</b> (7.29%)	

## Customer Service (Response Time Expectations)

Students expect a response to **social media posts/messages** within an hour (29%), same day (45%), or by the next day (15%).

Students expect a response to a **voice message** the same day (48%) or by the next day (32%).

Students expect a response to **an email** the same day (44%) or by the next day (30%).

Students expect a response to a **website inquiry** within the same day (28%) or by the next day (32%).

## Retention (Encouragement/Support Messaging)

Majority (81%) feel **CCBC encourages them to stay in college** (continuously enrolled) until they graduate.

Younger students feel more strongly than older students that they are **encouraged or have been given support** to stay enrolled.

Students **credit their teachers, advisors, family and other students** (in order of importance) for recommending any support they may have received.

Students **recall receiving support messages from CCBC** via email, direct mail, faculty, advisors and campus posters (in order of greatest recall).

## SURVEY DEMOGRAPHICS

Students work either **full-time** (36%) or **part-time** (44%).

Most students **receive financial support** for college from the following sources:

<b>Financial aid</b> (57%)	<b>Family</b> (40%)	<b>Job</b> (30%)	<b>Scholarships</b> (22%)
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Students represent **all age groups**:

<b>16-20</b> (36.85%)	<b>21-25</b> (21.63%)	<b>26-30</b> (14.7%)	<b>31-40</b> (15.61%)
<b>41-50</b> (6.17%)	<b>51+</b> (5.03%)		

White/not Hispanic (44.37%) and Black/African American (32.03%) students are the **largest ethnic groups** represented in the survey sample.

Females (71.02%) are better represented than males (27.89%).

Sample includes first-time students (34.48%), students returning from prior semester (44.53%), and students returning after a semester or more break (20.99%).

A significant number of students (31%) speak another language besides English.

Majority are taking credit classes towards a degree (89.64%), with others enrolled in non-credit life enrichment or professional development classes.

Majority are taking classes on campus (65.92%), while others are taking a mix of on campus and online (21.46%) or solely online (12.62%).

## IMPLICATIONS

### Maximizing the survey data

These insights into our students' media preferences can help guide college decision making to better communicate with current and prospective students. Some key findings the data demonstrates worthy of consideration include:

- The college should invest in the website, social media and student portal, and deliver mobile-friendly formats and services to connect students to the information they need in the manner and time they expect it.
- The college should dedicate resources to campus tours and outreach visits to schools and workplaces as these are valuable recruitment tools.
- Faculty should recognize the vital role they play in encouraging student retention and success, especially on Blackboard, where students pay attention to what faculty share.
- The college should enhance customer service as it recognizes the impact satisfied students have in recommending CCBC to friends, family and co-workers.

