



Skyline
COLLEGE
ACHIEVE

Skyline College Media Preferences Survey

Presented by:

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Introduction

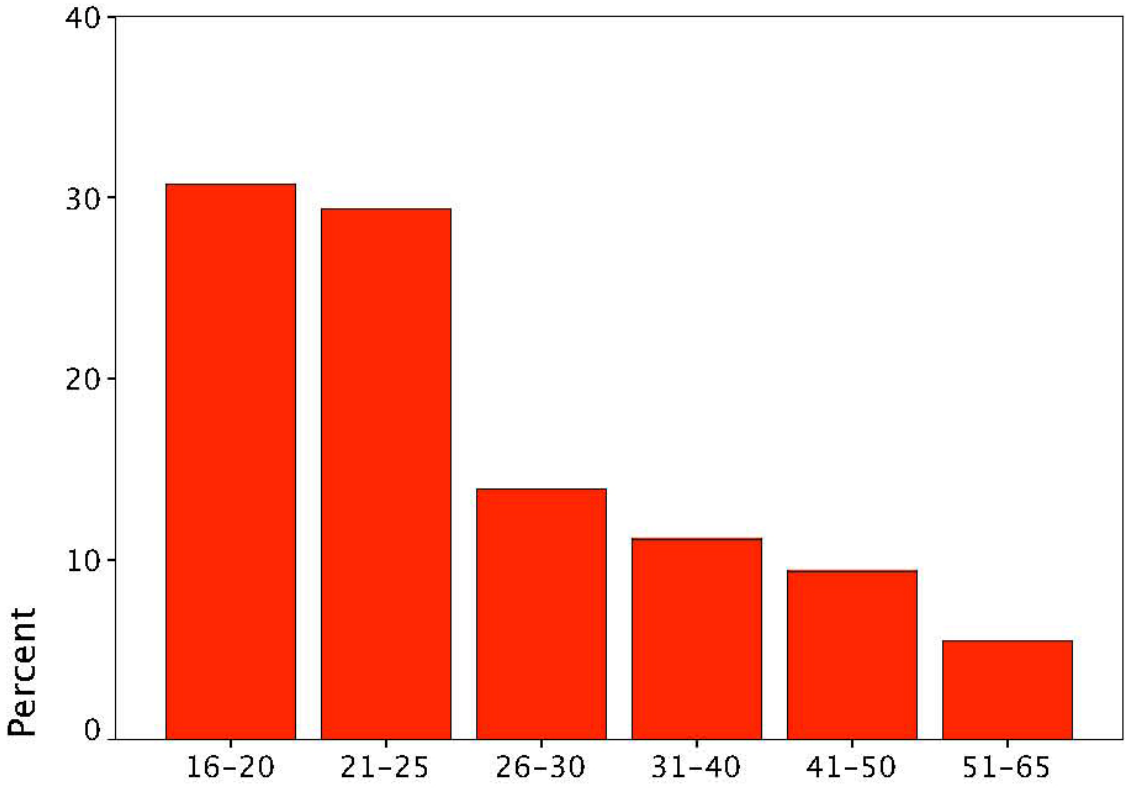
Background

- Fresh Look Project additional research
- Conducted by Interact Communications for three weeks during the Fall 2006-National benchmark study
- Administered via the web using e-mail broadcast, flyer, URL posting invitations and advertising in Skyline View
- 874 Skyline students responded
- General purpose of the survey:
 - Provide data on internal communications.
 - Determine strategies appropriate for future marketing and communications.
 - Incorporate results into discussions on the college's web development and design.

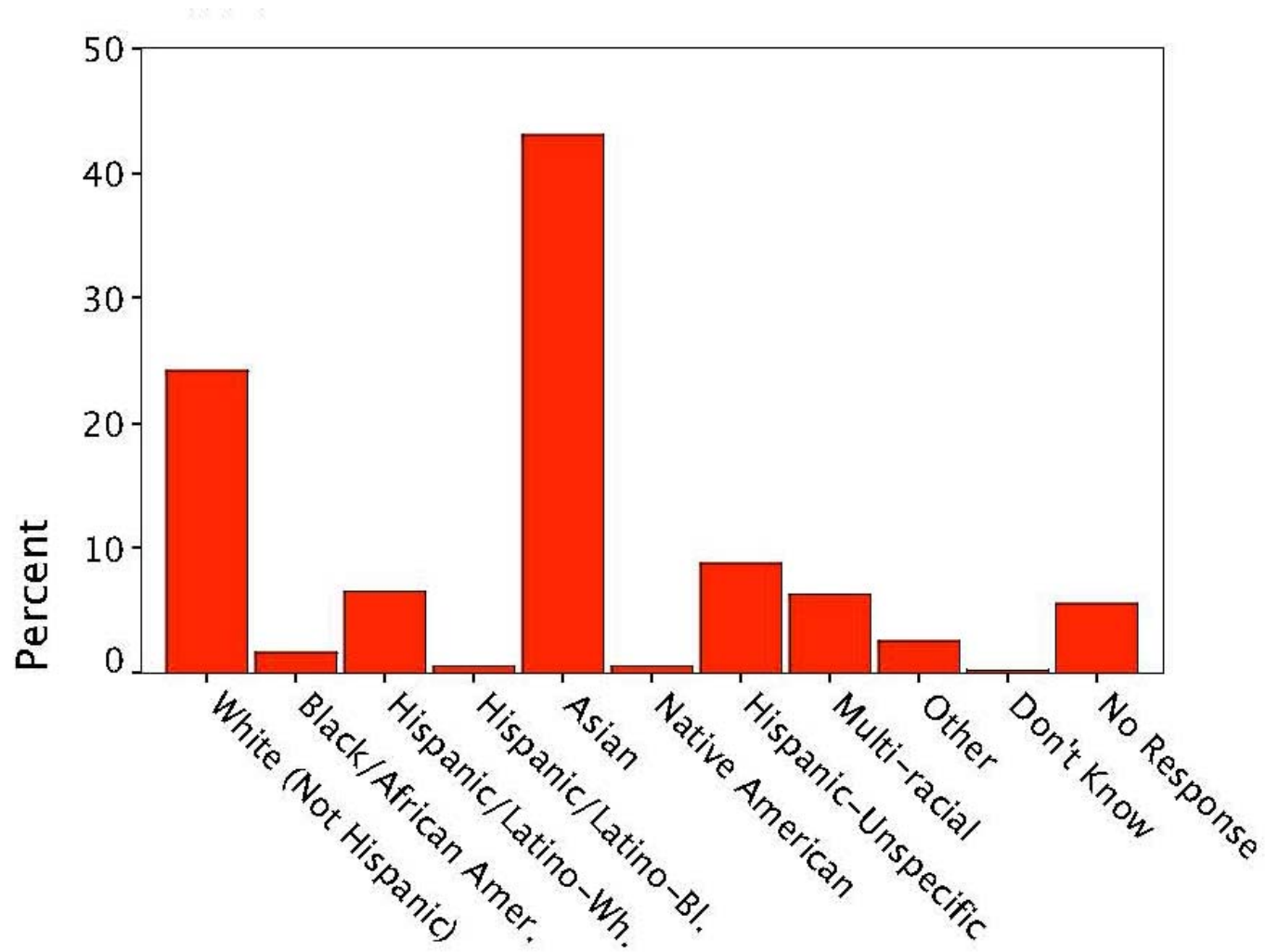


Respondent Profile

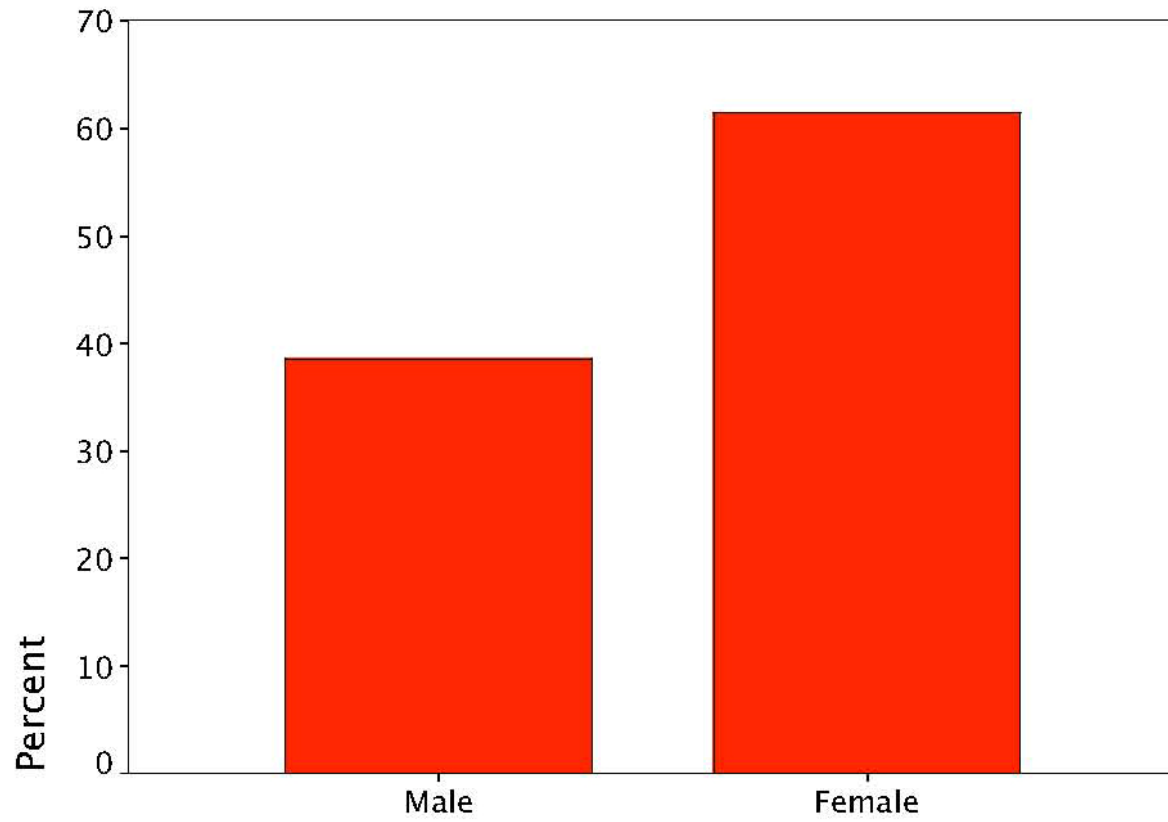
Age Group



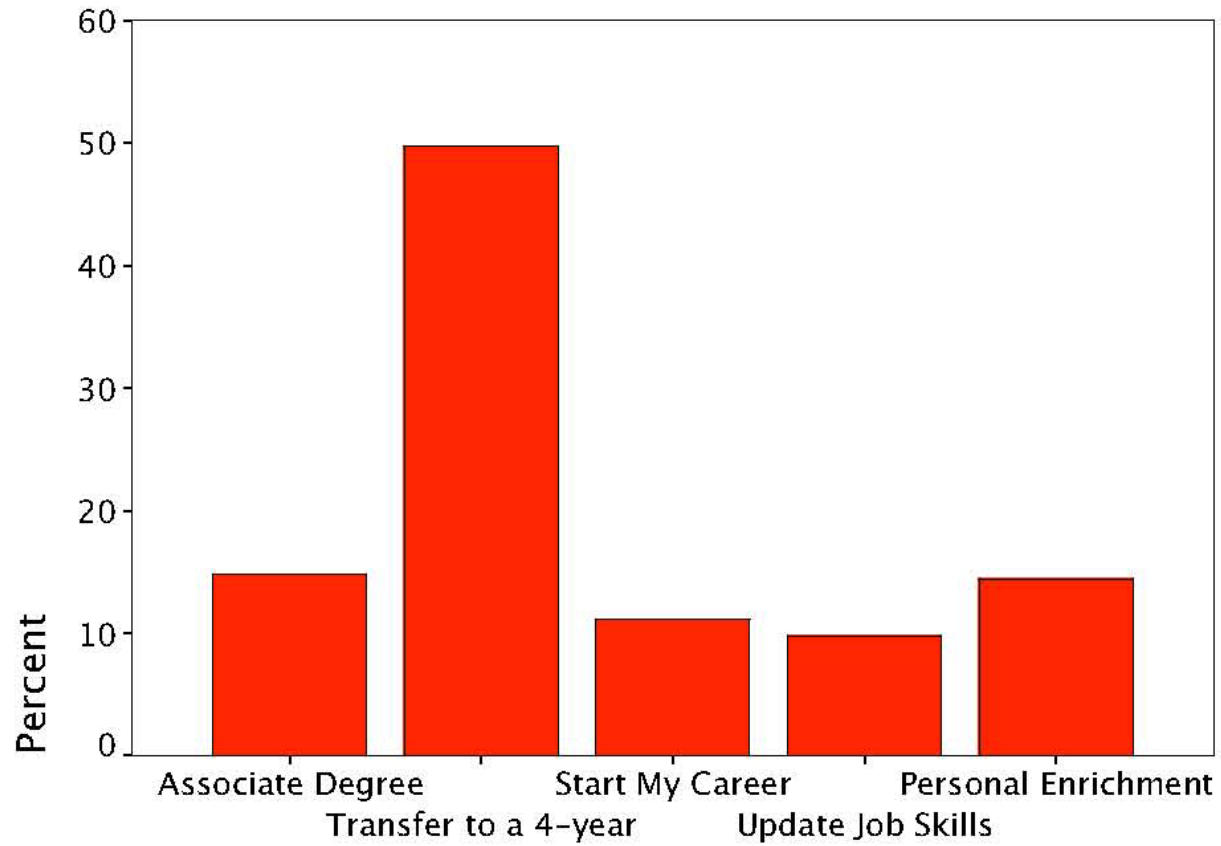
Ethnicity



Gender

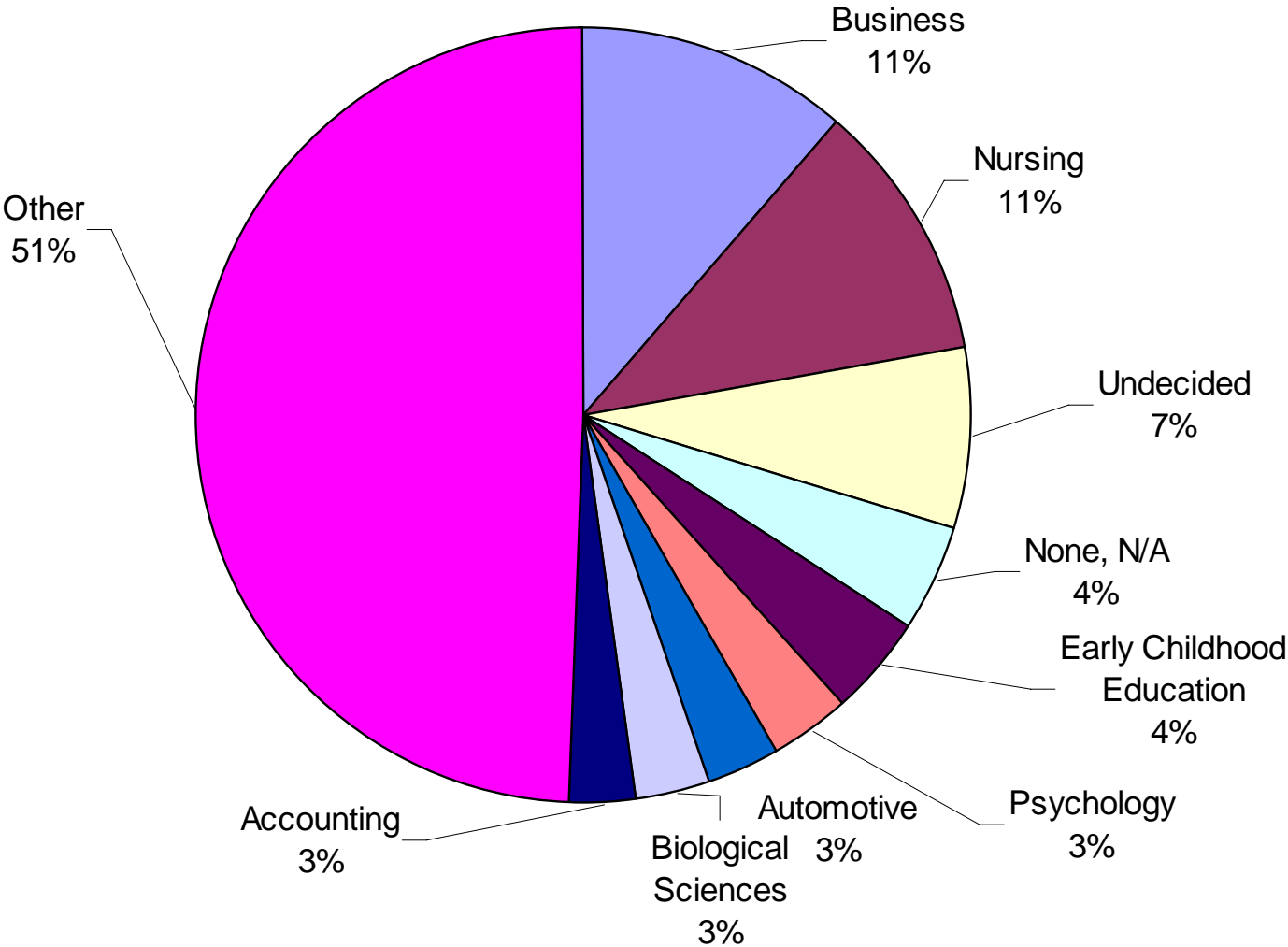


Education Goal



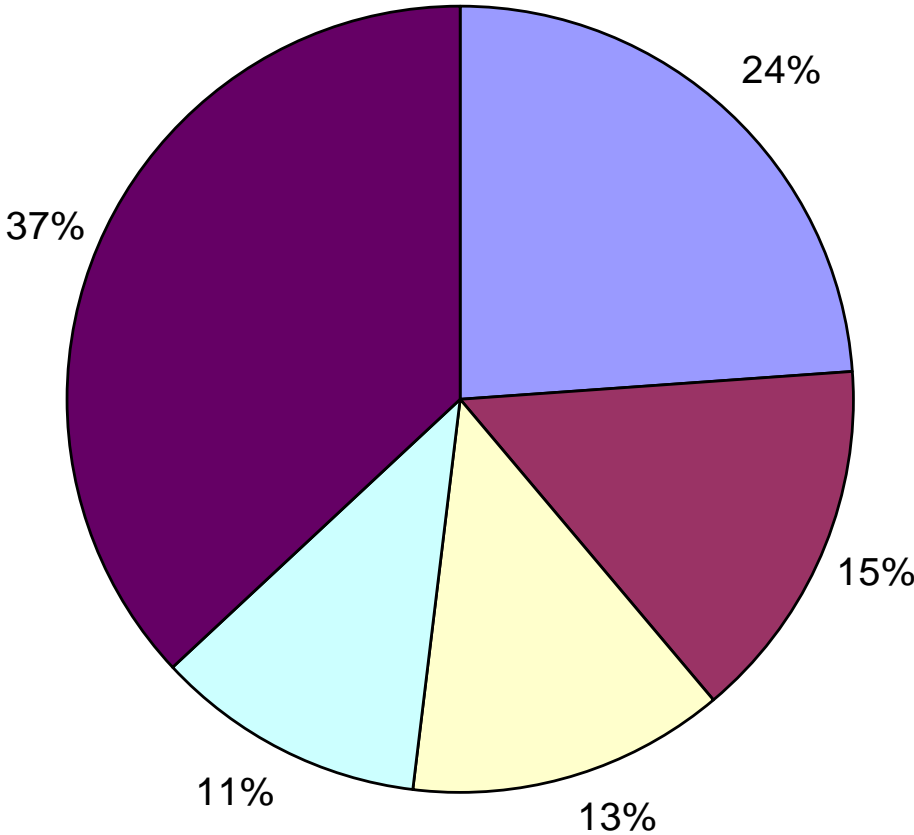
What is your education goal?

Areas of Interest



What is your major?

Residence



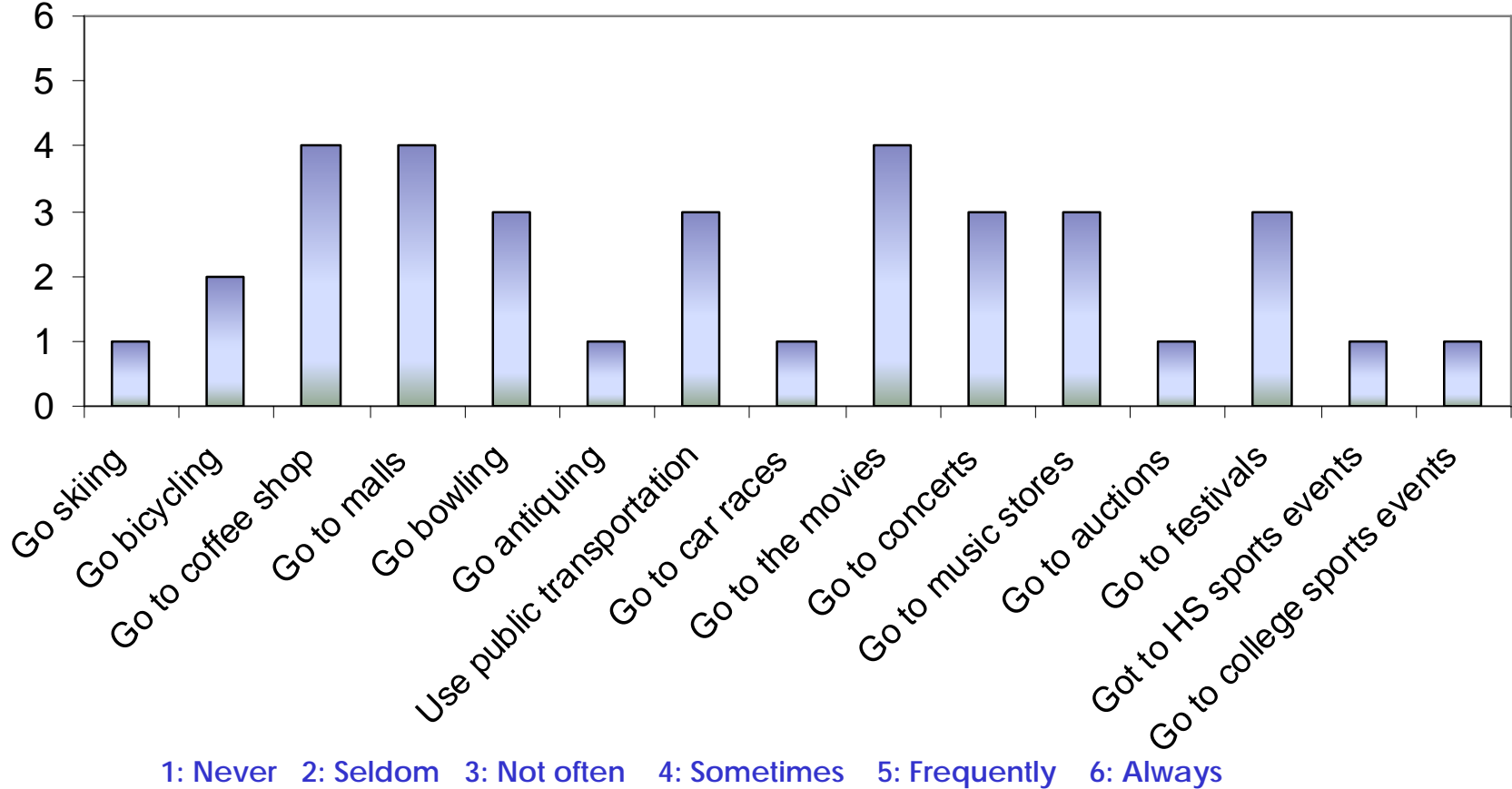
■ Daly City ■ So San Francisco ■ Pacifica ■ San Bruno ■ Other

What is your zip code?



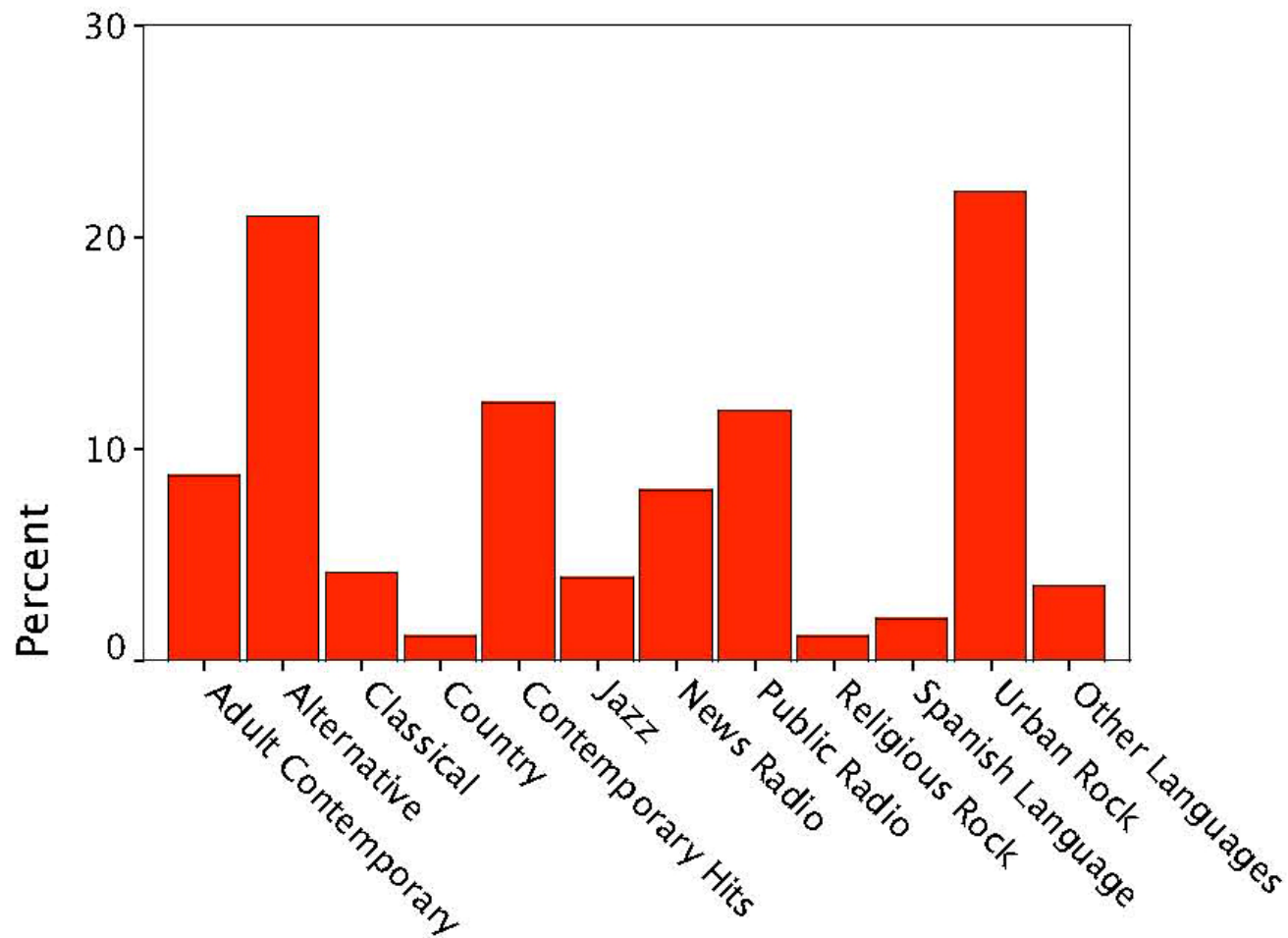
Lifestyle

Lifestyle Activities



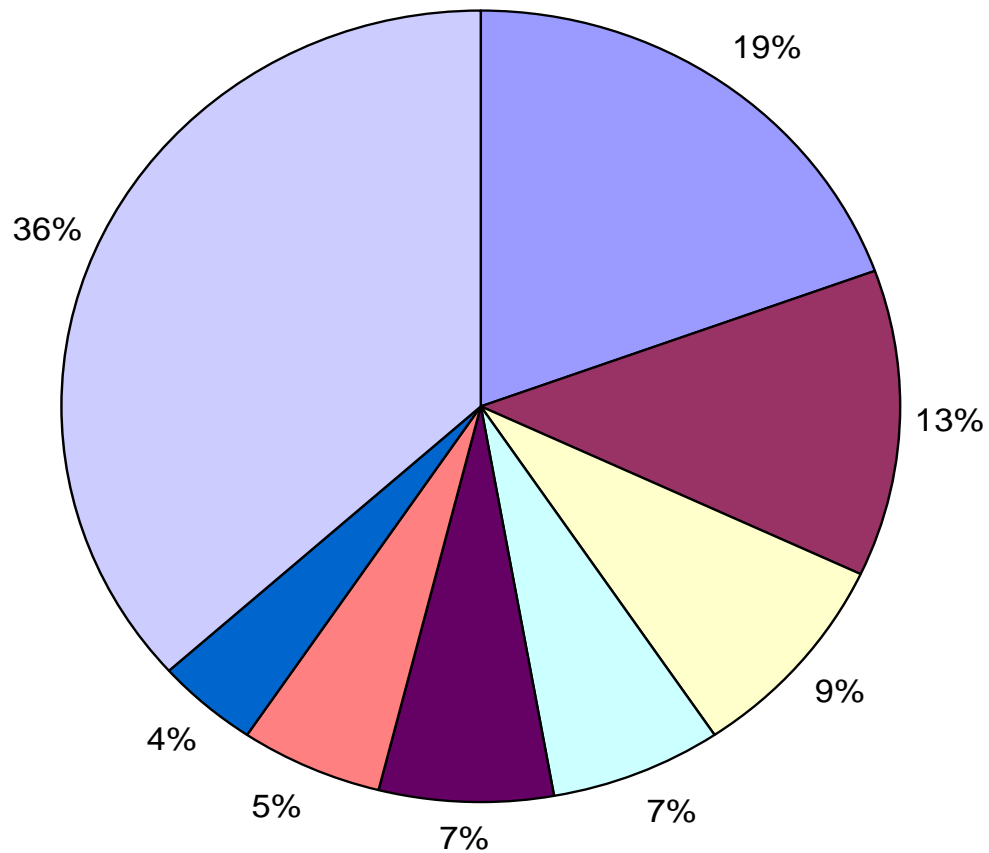
How often to you do you do these types of activities?

Radio Preference



What type of radio format is your favorite?

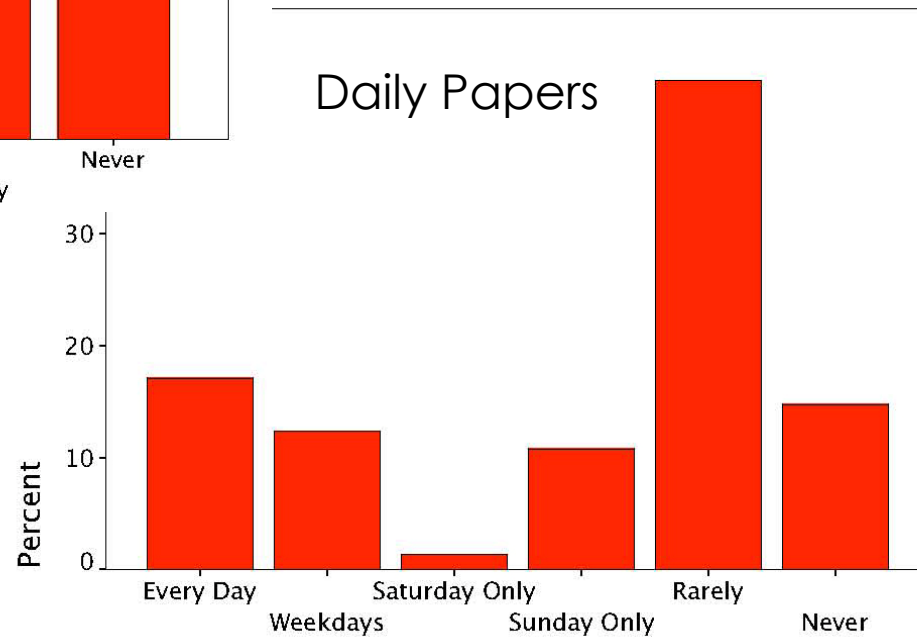
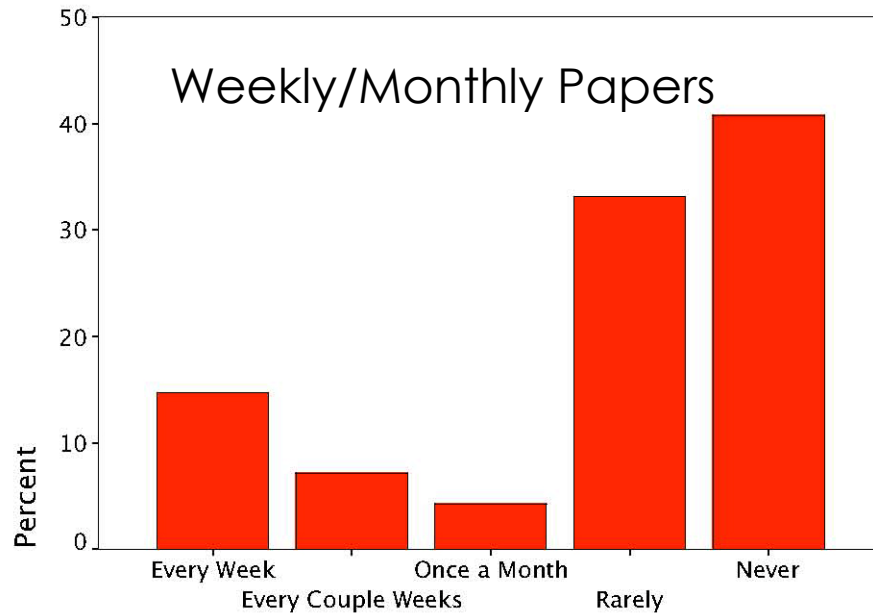
Radio Preference



■ 94.9 ■ 106.1 ■ 105.3 ■ 96.5 ■ 101.3 ■ 97.3 ■ 88.5 ■ Other

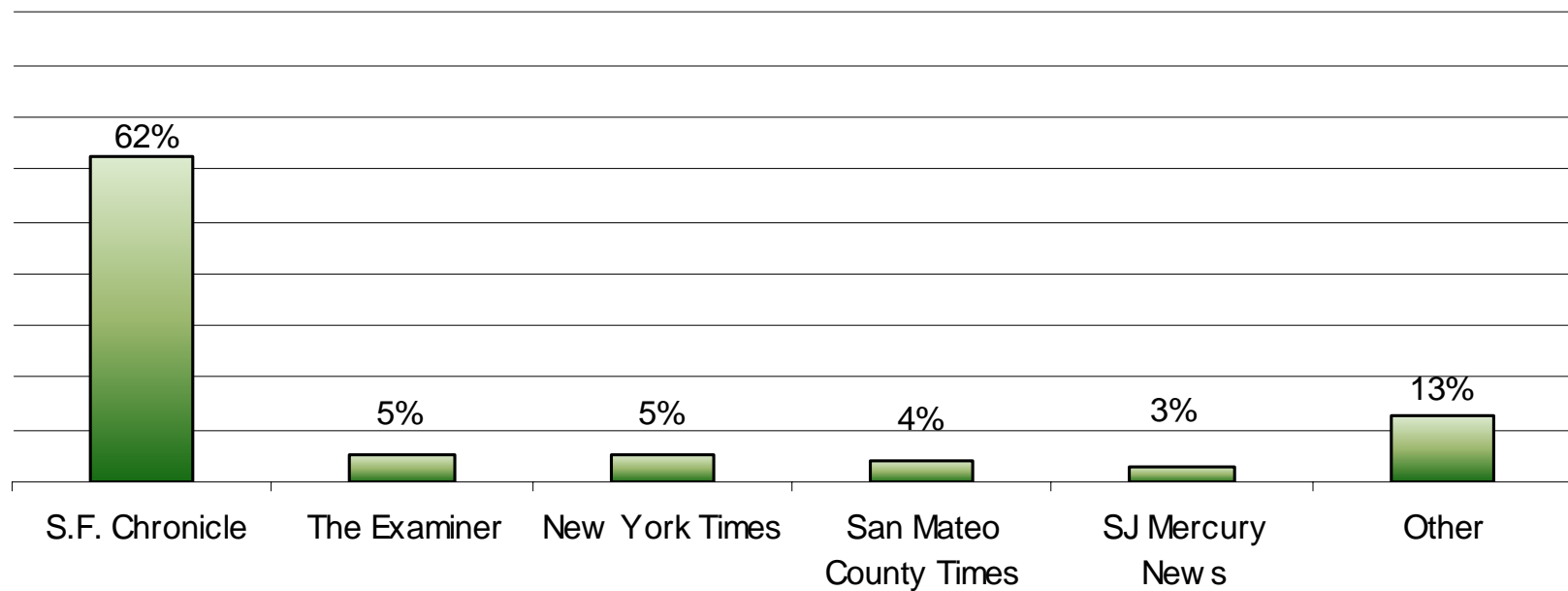
What is your favorite radio station?

Newspaper Preferences



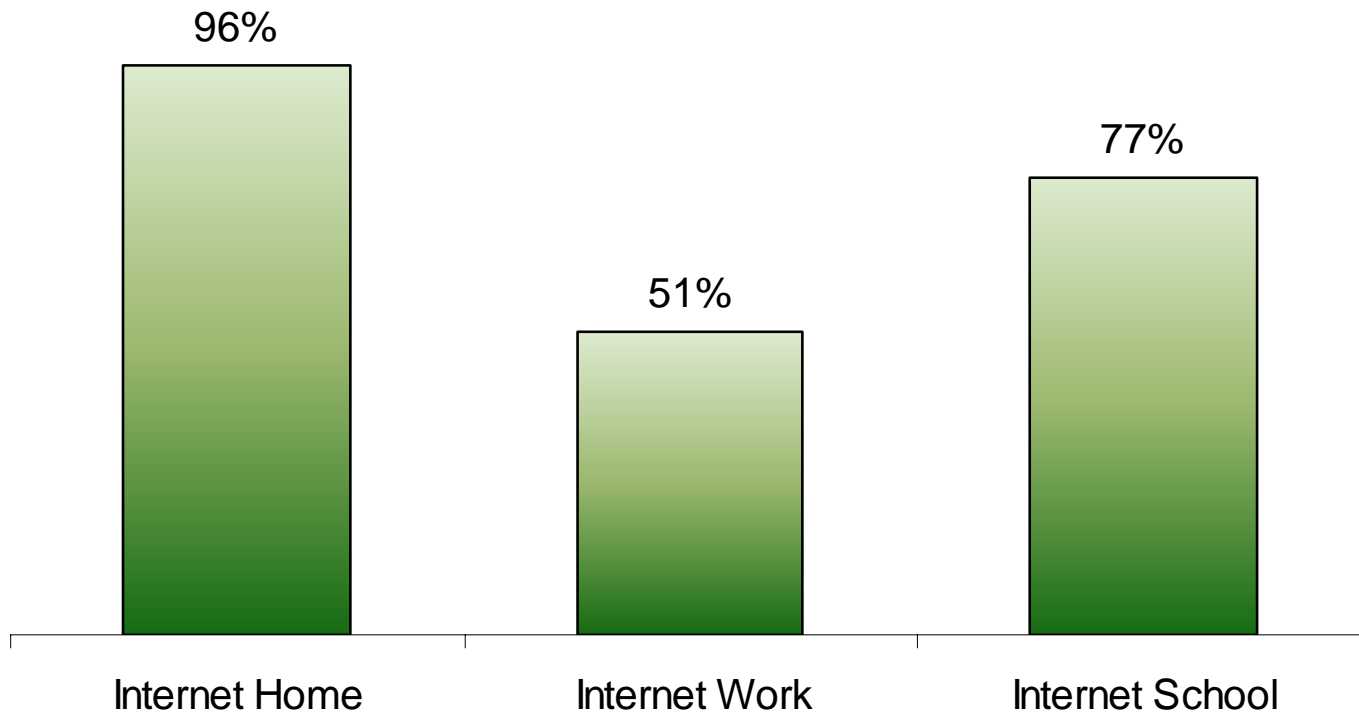
How often do you read the newspaper?

Newspaper Preferences



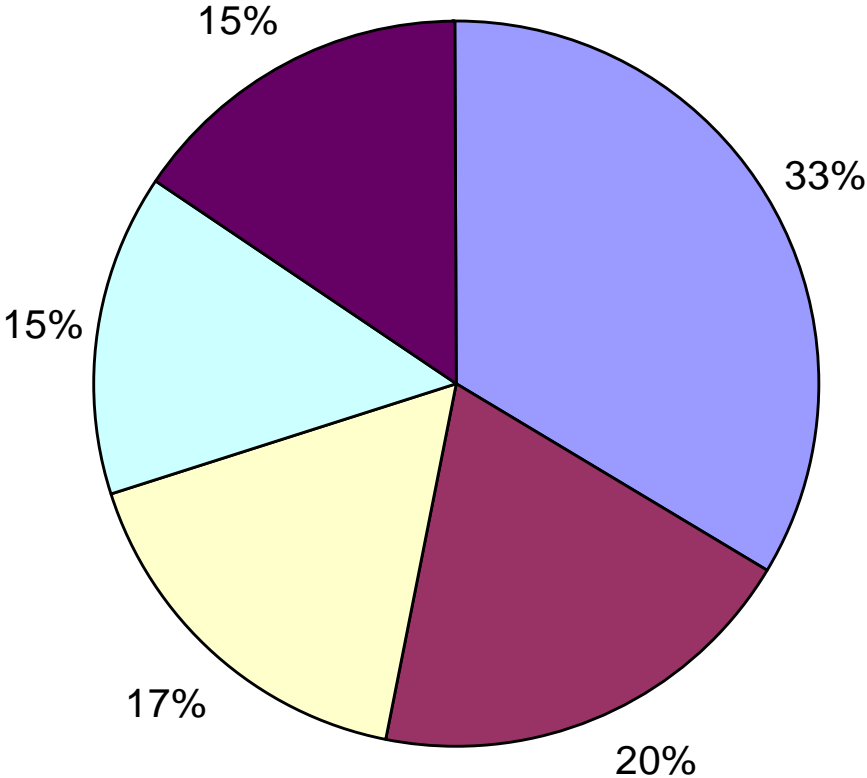
What is your favorite daily newspaper?

Internet Access



Where do you have access to the internet?

Television Preferences



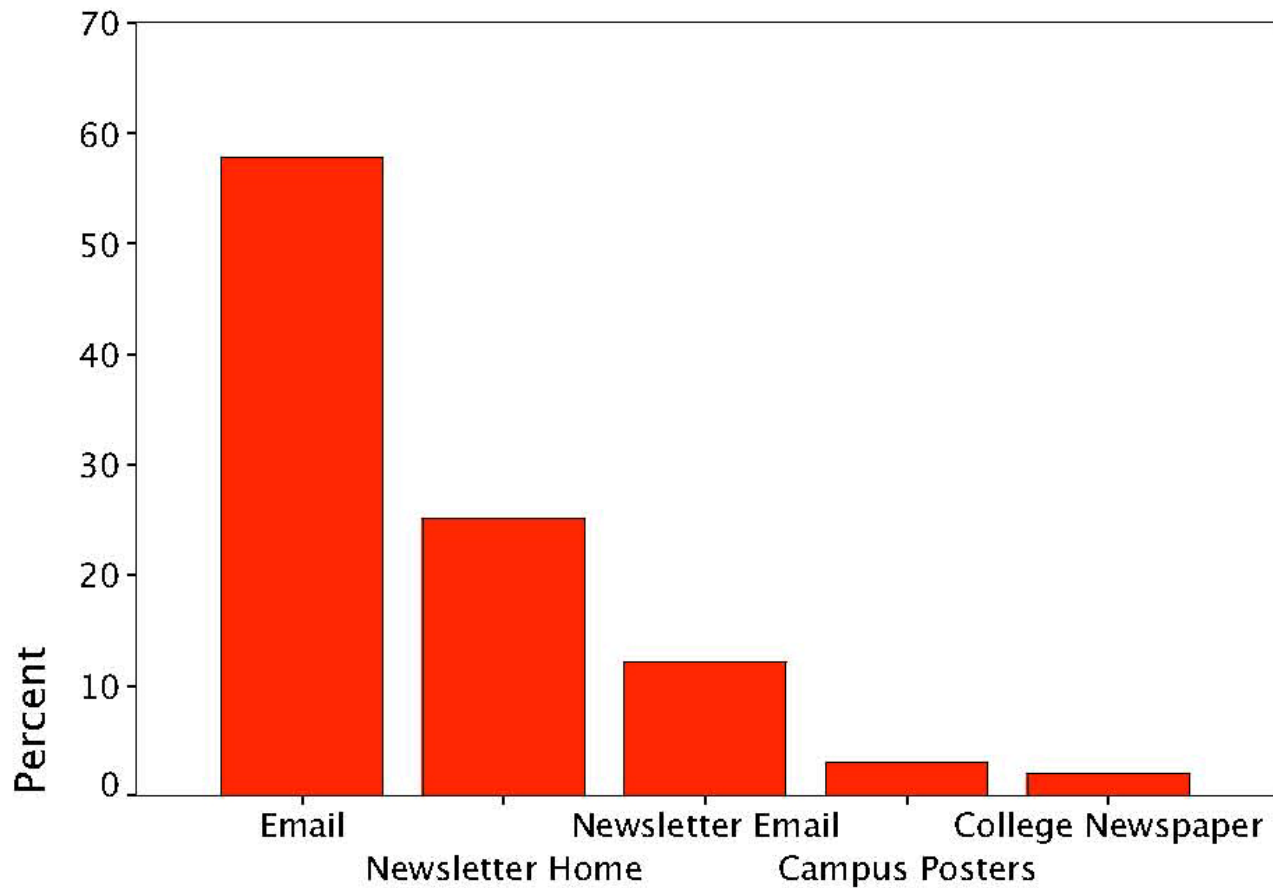
■ 2 KTVU FOX ■ KRON 4 ■ KGO ABC 7 ■ KPIX CBS 5 ■ Other

Which channels do you watch regularly?



Communication Preferences

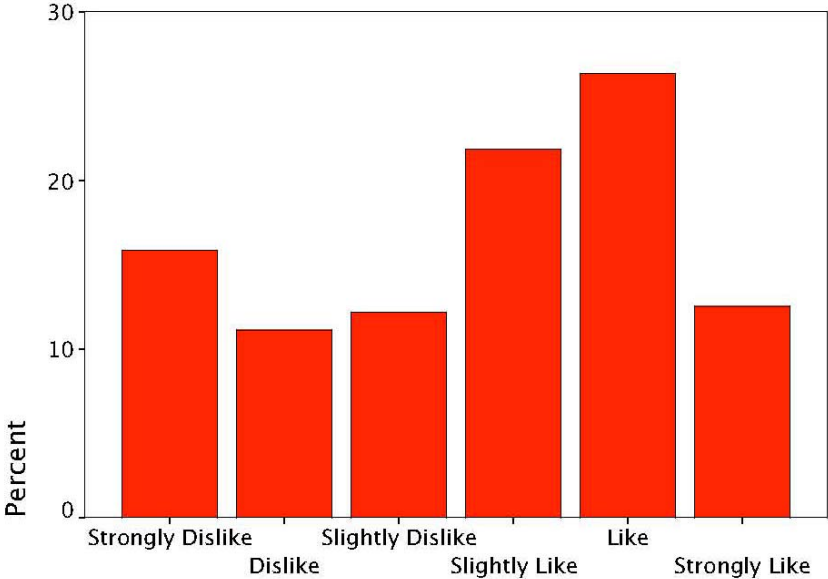
College Internal Communication



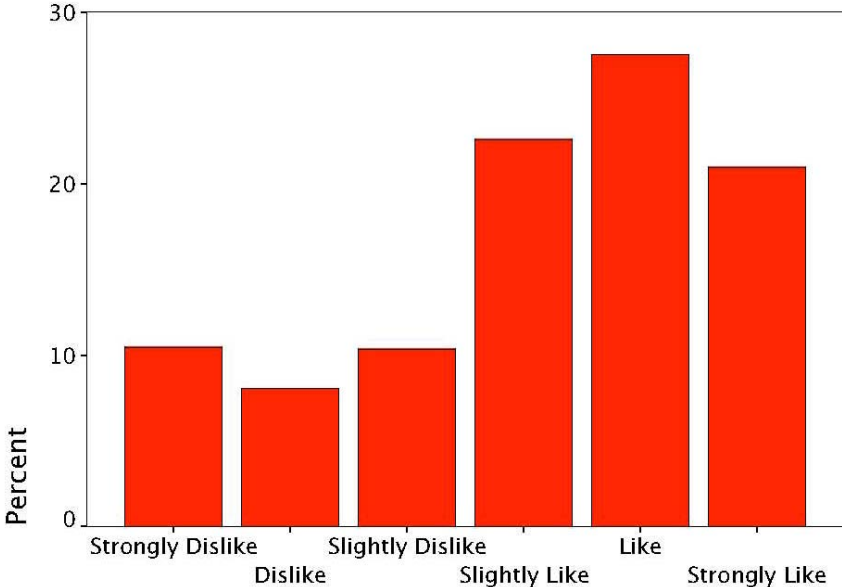
How would you like the college to communicate with you?

Contact Method

Reach- Mail



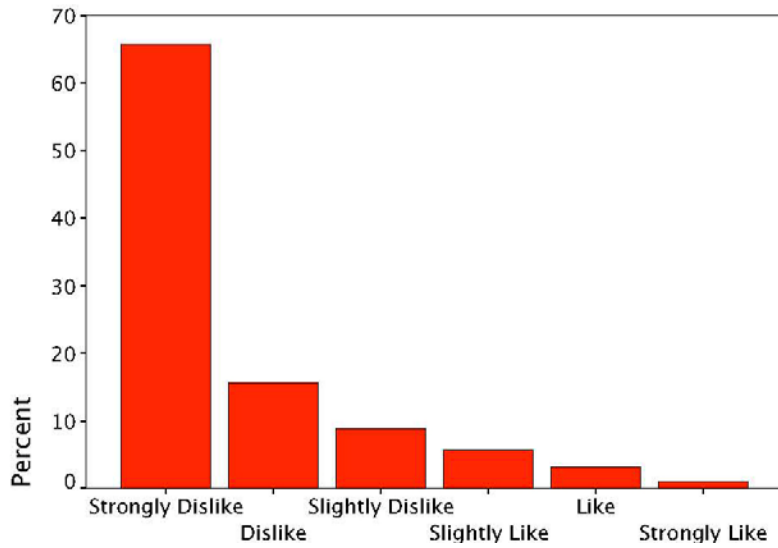
Reach- Email



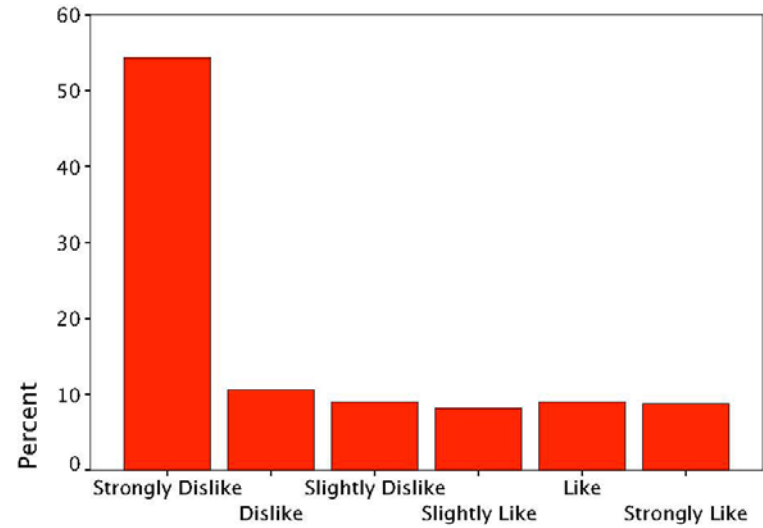
How much do you like/dislike these contact methods?

Contact Method

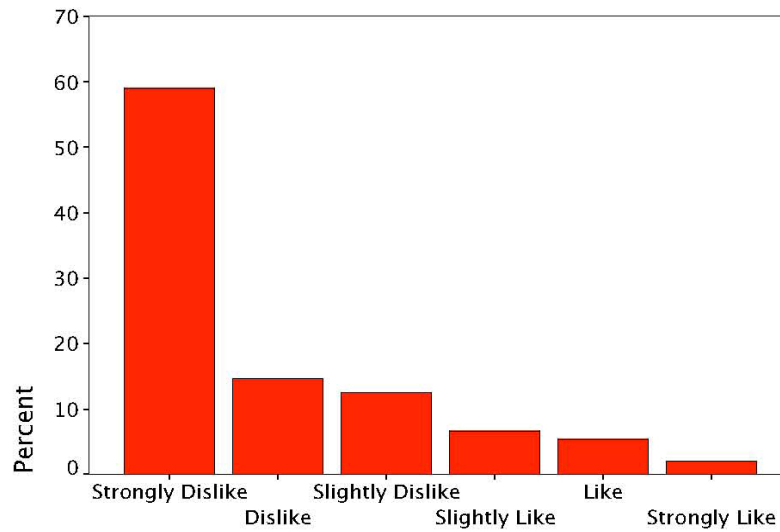
Reach- Office Ph



Reach- Cell

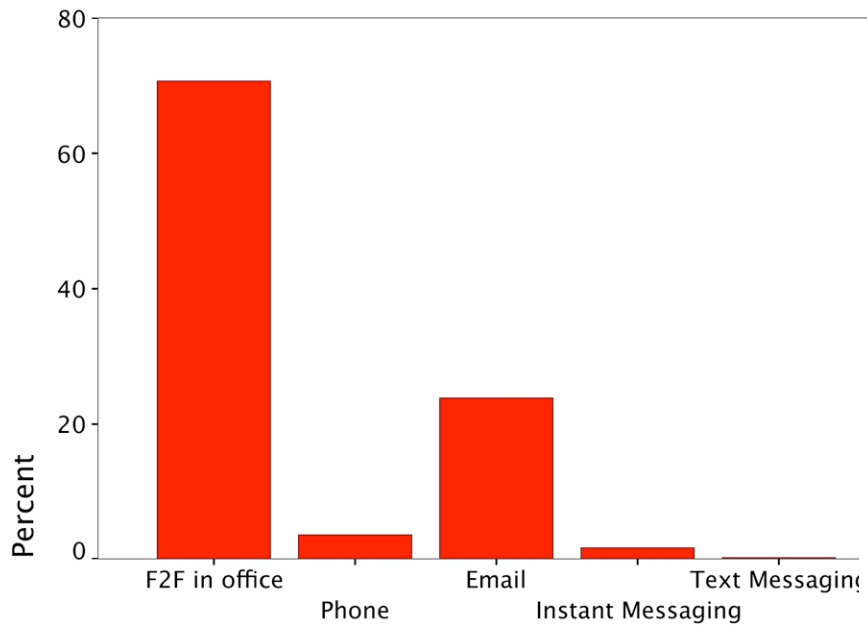


Reach- Home Ph

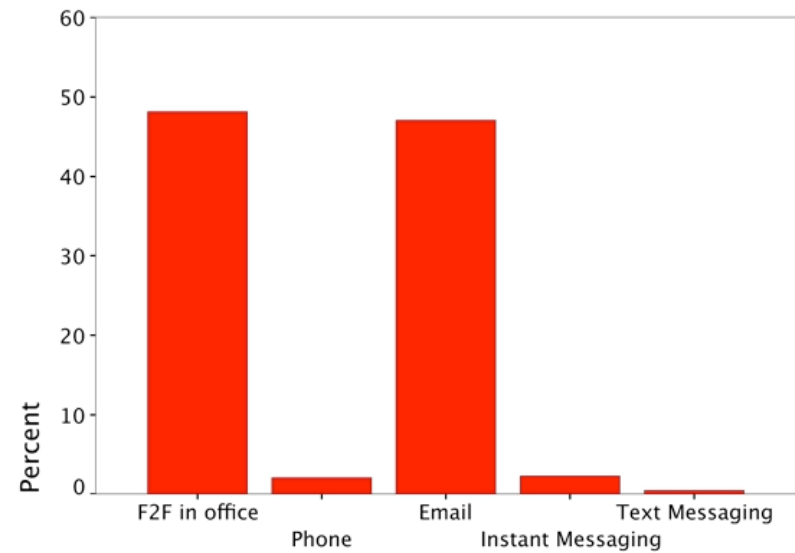


Contact Method

Comm. w/Advisors



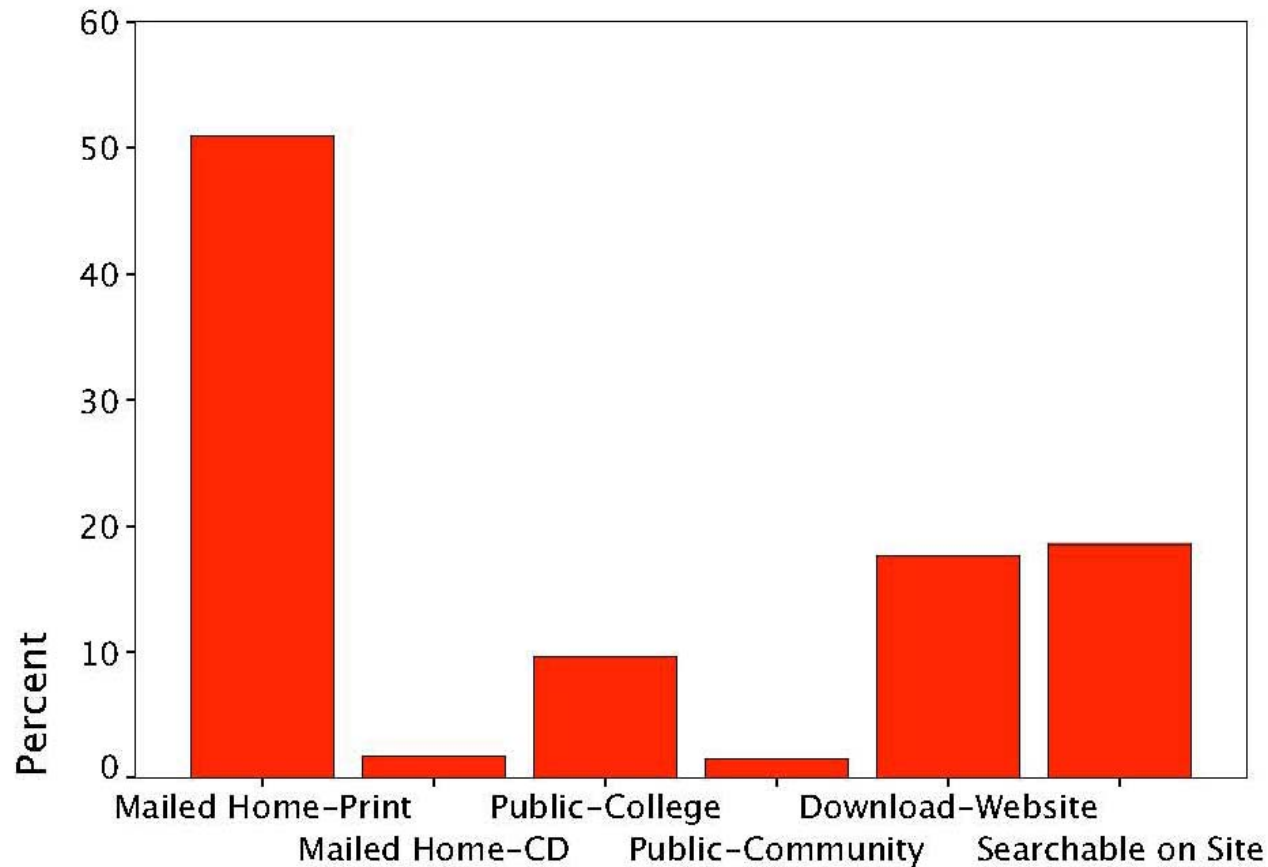
Comm. w/Professors



How would you like to communicate w/ your professor & advisor?

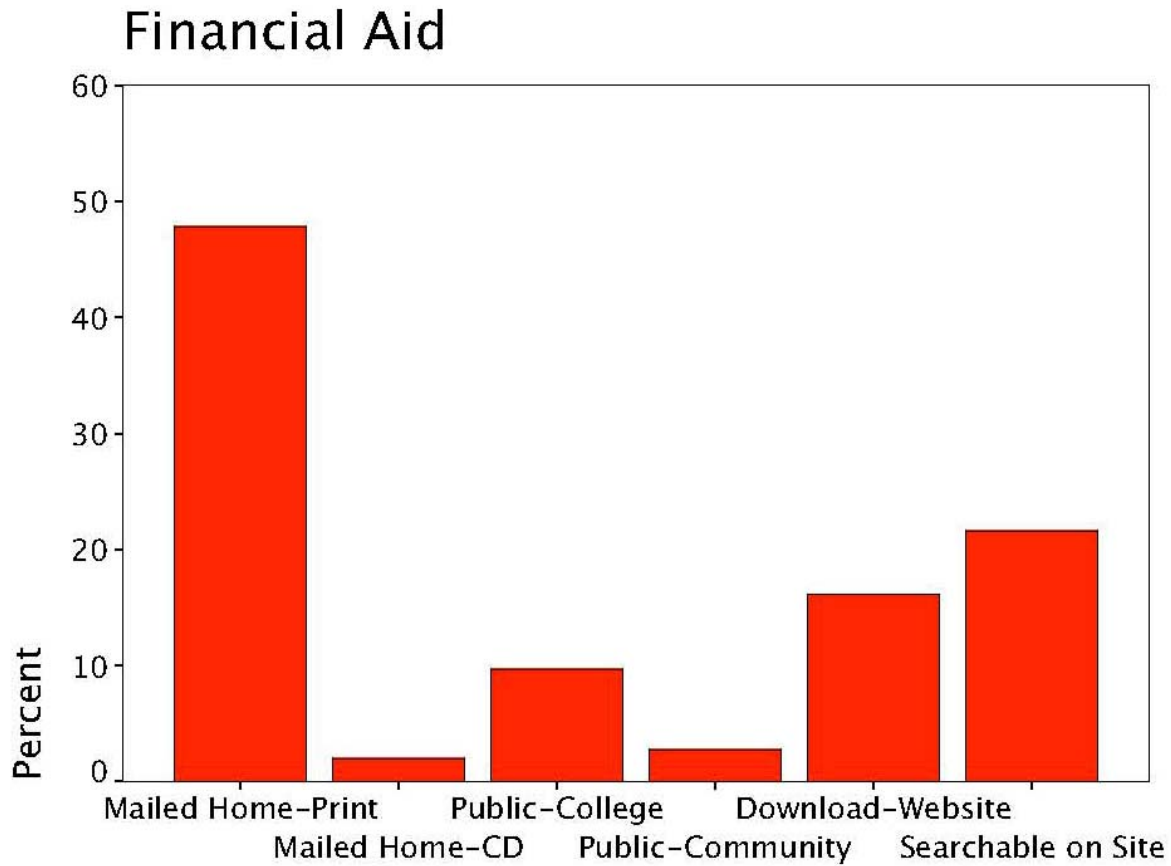
College Publications

Class Schedules



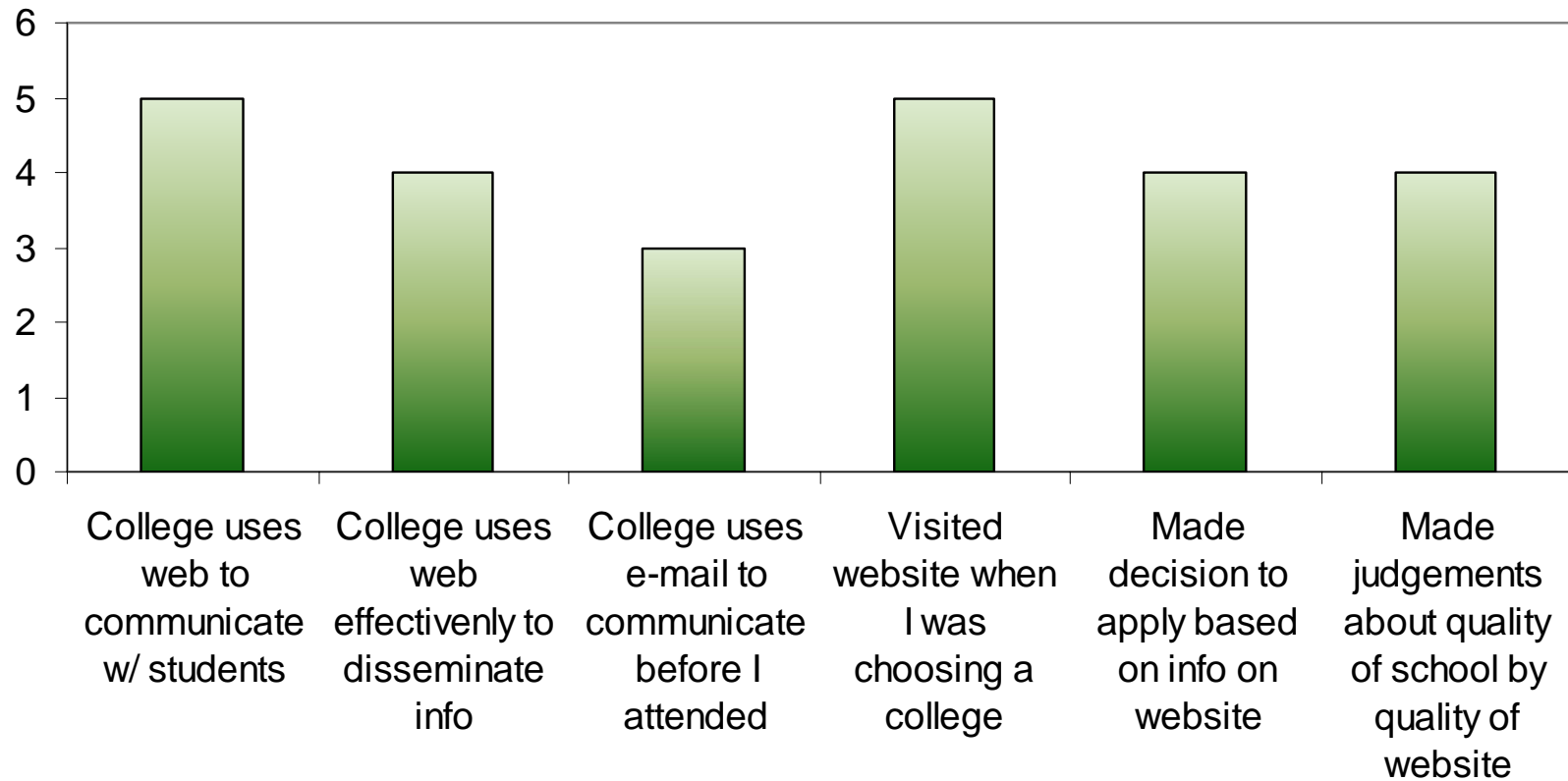
What is your preferred way to receive the schedule?

College Publications



What is your preferred way to receive financial aid info?

Importance of Websites



1: Never 2: Seldom 3: Not often 4: Sometimes 5: Frequently 6: Always



Conclusions & Recommendations

Conclusions

1. Lifestyle information indicates that malls, coffee shops and movie theaters may be the best venues for advertising.
2. Information on newspaper preferences indicates that Skyline's largest population segment (18-25 year olds) does not read the paper regularly. Not the best venue for advertising.
3. Students clearly prefer e-mail communication of college information over any other form of communication and dislike any type of phone contact.
4. Students prefer one-to-one personal contact with their professors and advisors/counselors over any other type of contact.

Conclusions (cont.)

5. Students prefer the class schedule to be mailed to their homes rather receive this information from the website.
6. Students prefer receiving Financial Aid information by mail. May indicate a need to reinstate the letter campaign to parents.
7. Students validated the belief that the website is an important source of information when they rated the question about visiting a college website when choosing a college.

Recommendations

1. Develop policies and procedures for communicating with students on a regular basis.
2. Update college web site to make the college more attractive to new students.
3. Use the survey results to tailor current and future marketing efforts to targeted audiences.
4. Other?