



CASE WESTERN RESERVE
UNIVERSITY EST. 1826

First Impressions

*ITS Survey Results for Incoming Undergraduate Students
Fall, 2008*

Overview

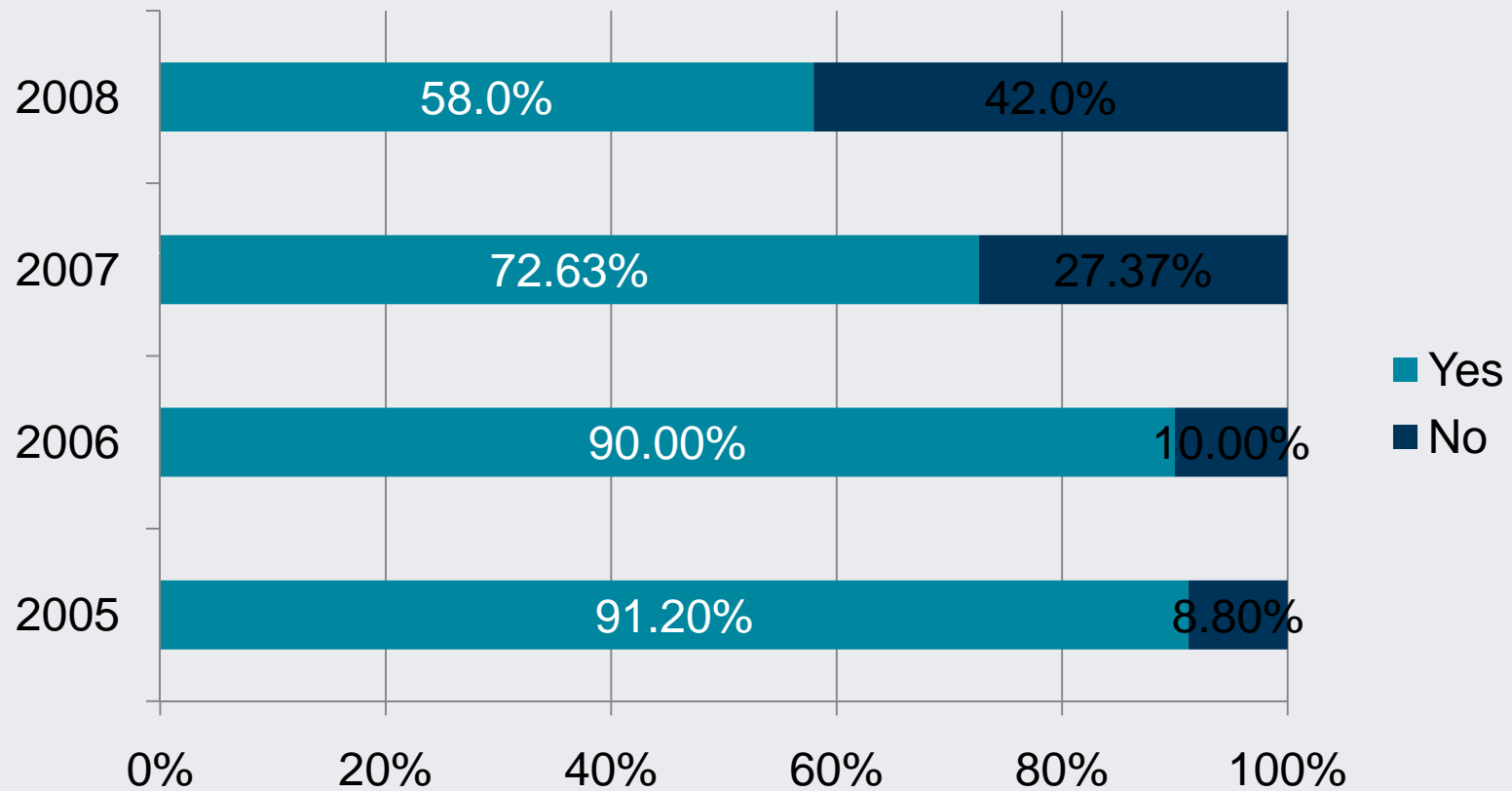
Objective: to gather information to help ITS assess needs and expectations and to help improve communications and outreach strategies for incoming students

- Survey distributed electronically to first year undergraduates (1,099 students)
- 511 respondents (46.5%)
- Survey open for 12 days: (September 25 – October 6)
- One iPod Touch raffled off
 - Winner: Ilya Kolb

Objectives

- Review effectiveness of pre-arrival communications, specifically regarding computer specifications
- Assessing penetration of, and make students aware of eStore , Student Information System, Software Center, other ITS offerings
- Evaluation of trends and patterns to enable sound policy making and investments.

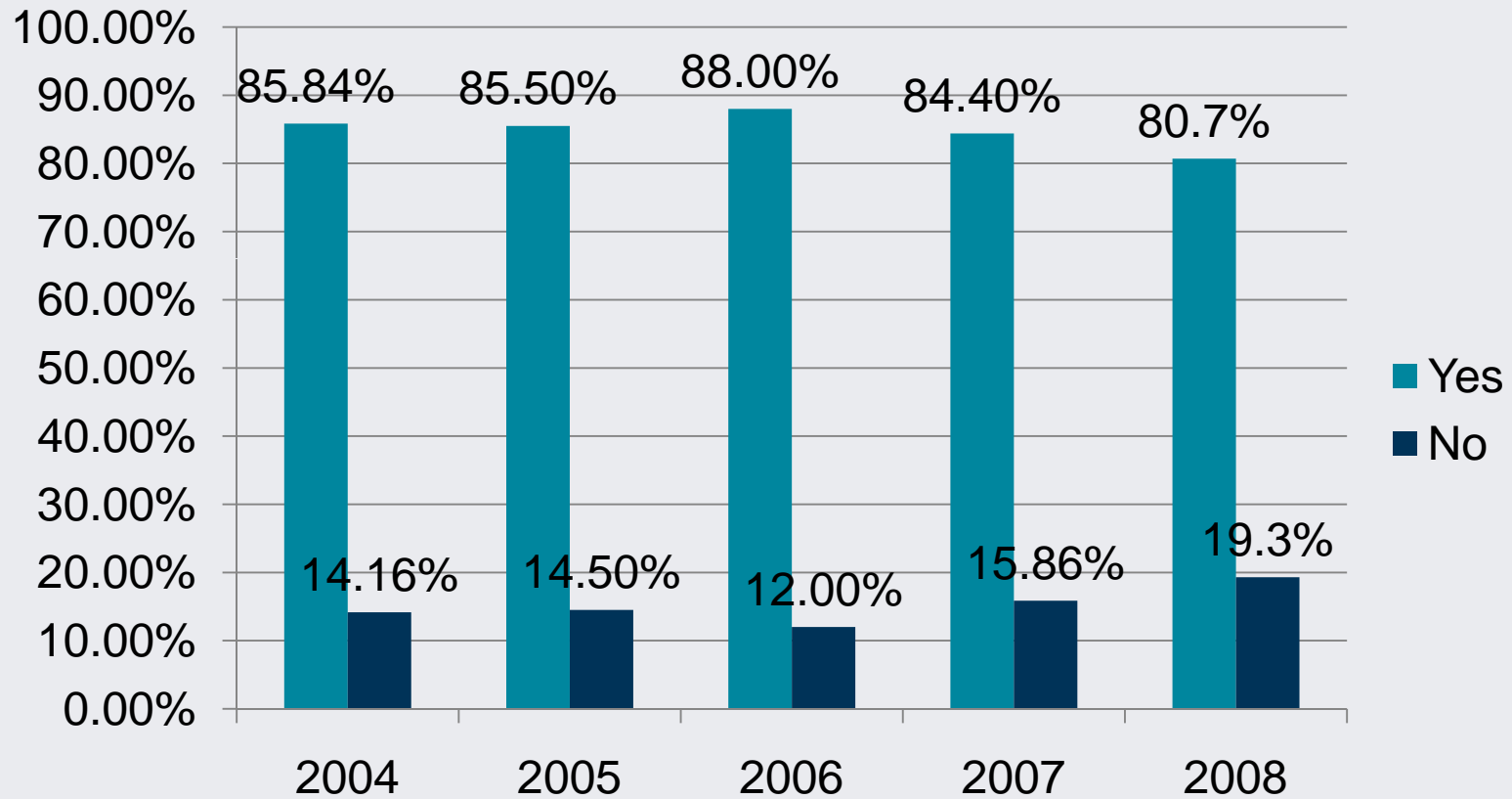
Computer Specs: Did students know about the computer specifications before coming to Case?



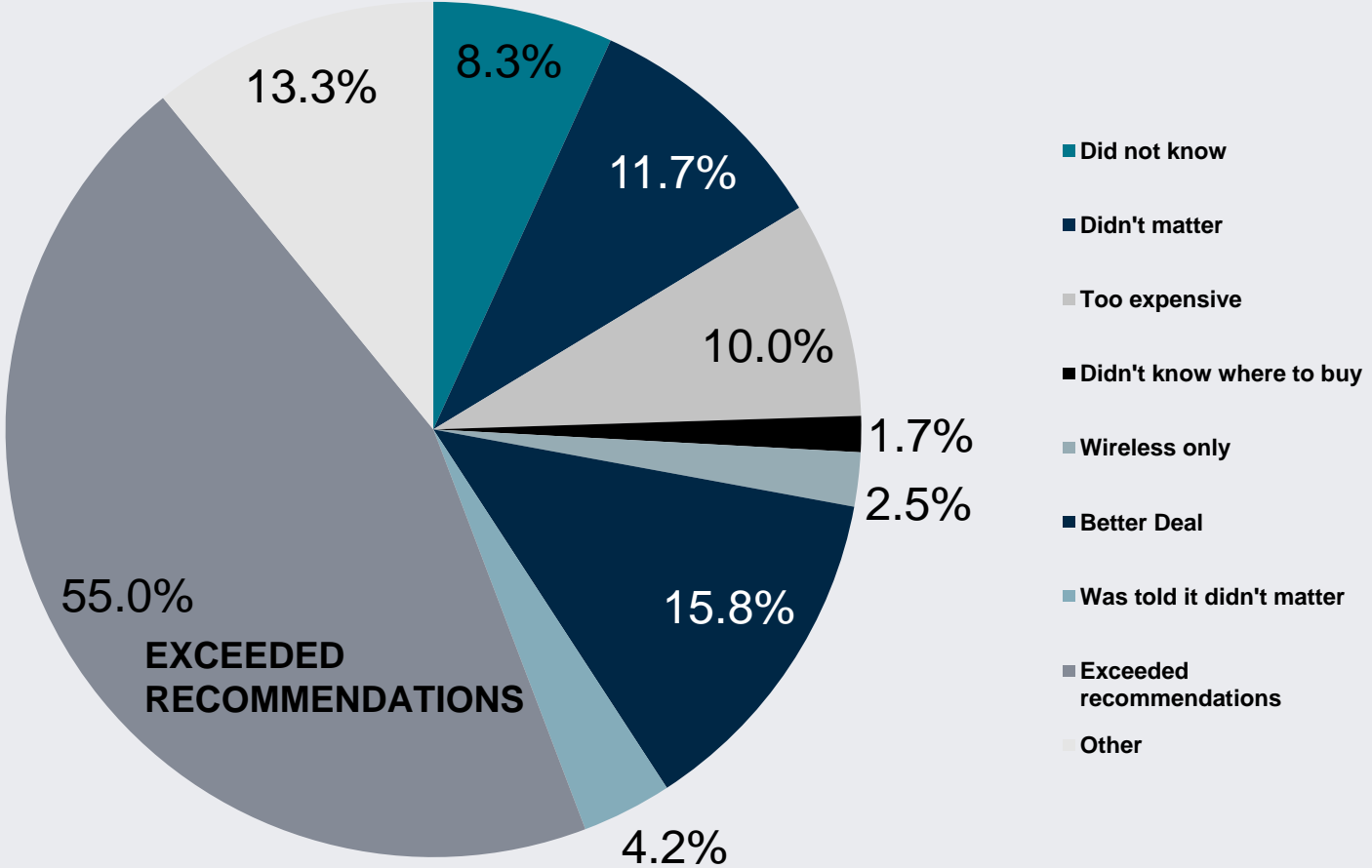
Computer Specs: How did students find out about technical requirements?



Computer Specs: Did students follow our Computer Recommendations?



Computer Specs: Reasons Recommendations were not followed:



Key Findings - Understanding Computer Specifications

- Students continue to know about specs by the double message from Admissions and ITS
- 80% of respondents who knew of the requirements bought a computer that met those technical specs.
 - Half who did not, exceeded the technical specs
- The majority of respondents who did not purchase a computer meeting the technical specs already owned one.

Brand of Computers brought to campus

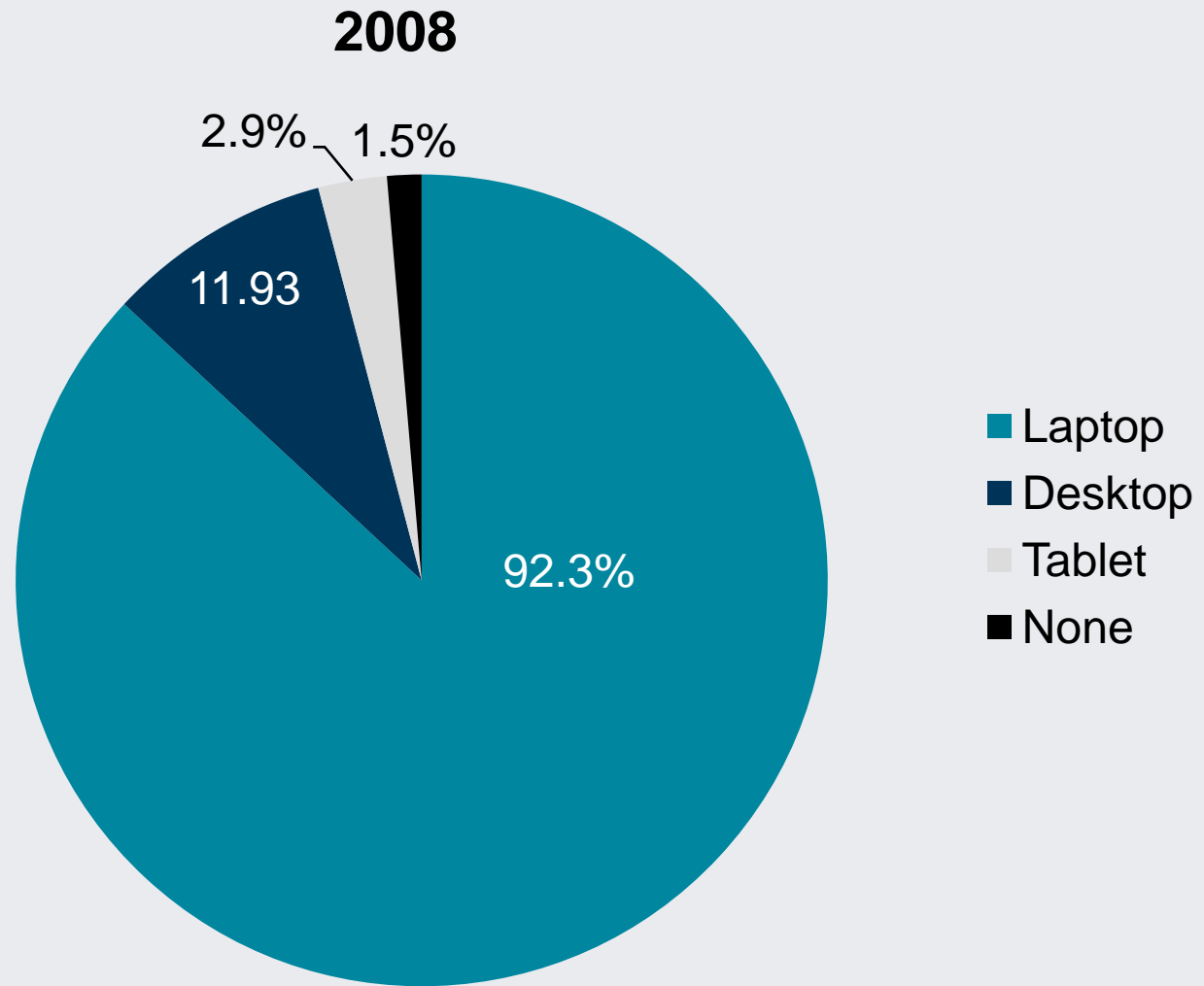
Brand	Percentage Purchased 2008	Percentage Purchased 2007	Percentage Purchased 2006
Dell	41.40%	43.30%	53.50%
Apple	17.70%	20.11%	16.80%
Lenovo - IBM	3.50%	2.90%	2.60%
HP	17.50%	14.13%	9.30%
Gateway	4.10%	3.08%	2.60%
Sony	3.30%	4.17%	3.30%
Alienware	0.60%	0.36%	0.70%
Made it myself	5.60%	4.53%	7.70%
None	1.00%	1.99%	0.70%
Other (please specify)	11.10%	10.69%	11.20%

Key Findings:

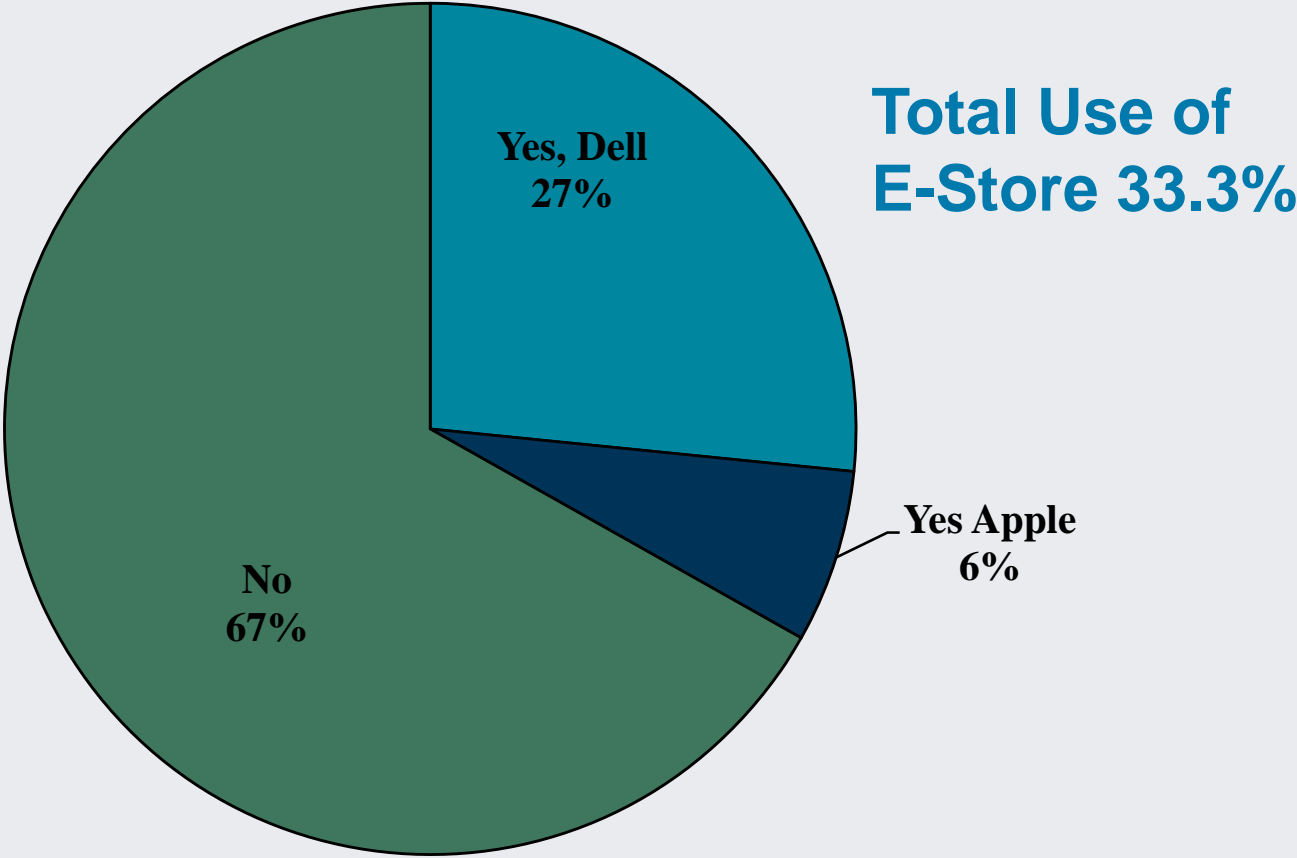
- Dell continues to be leader
- HP has increased share
- Apple continues to gain share , although not as high as in 2007

Laptop, Desktop and/or Tablet PC?

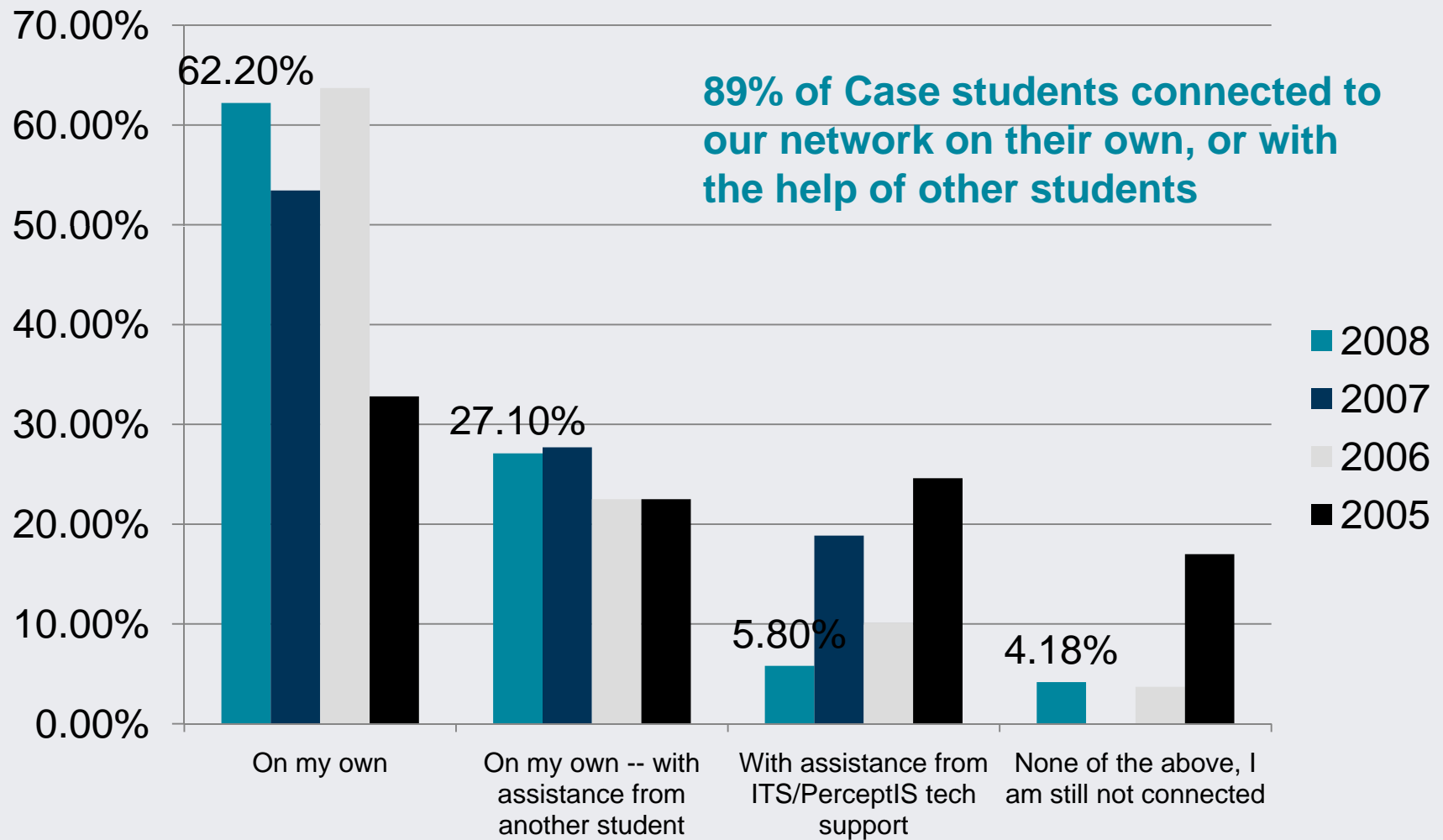
Laptop usage continues to grow: 91% in 2007



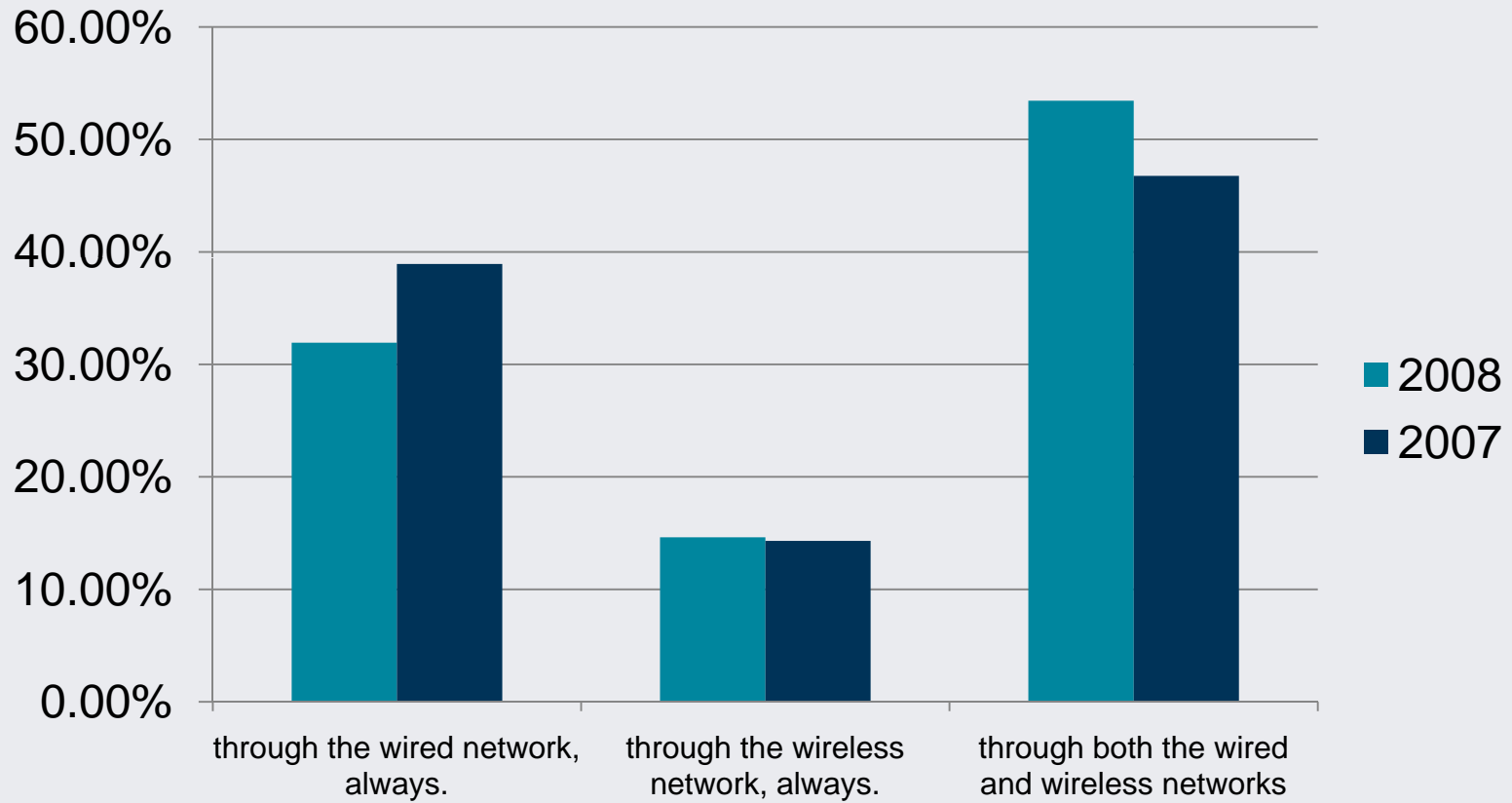
Did you use the Case E-Store to purchase a computer or related peripheral?



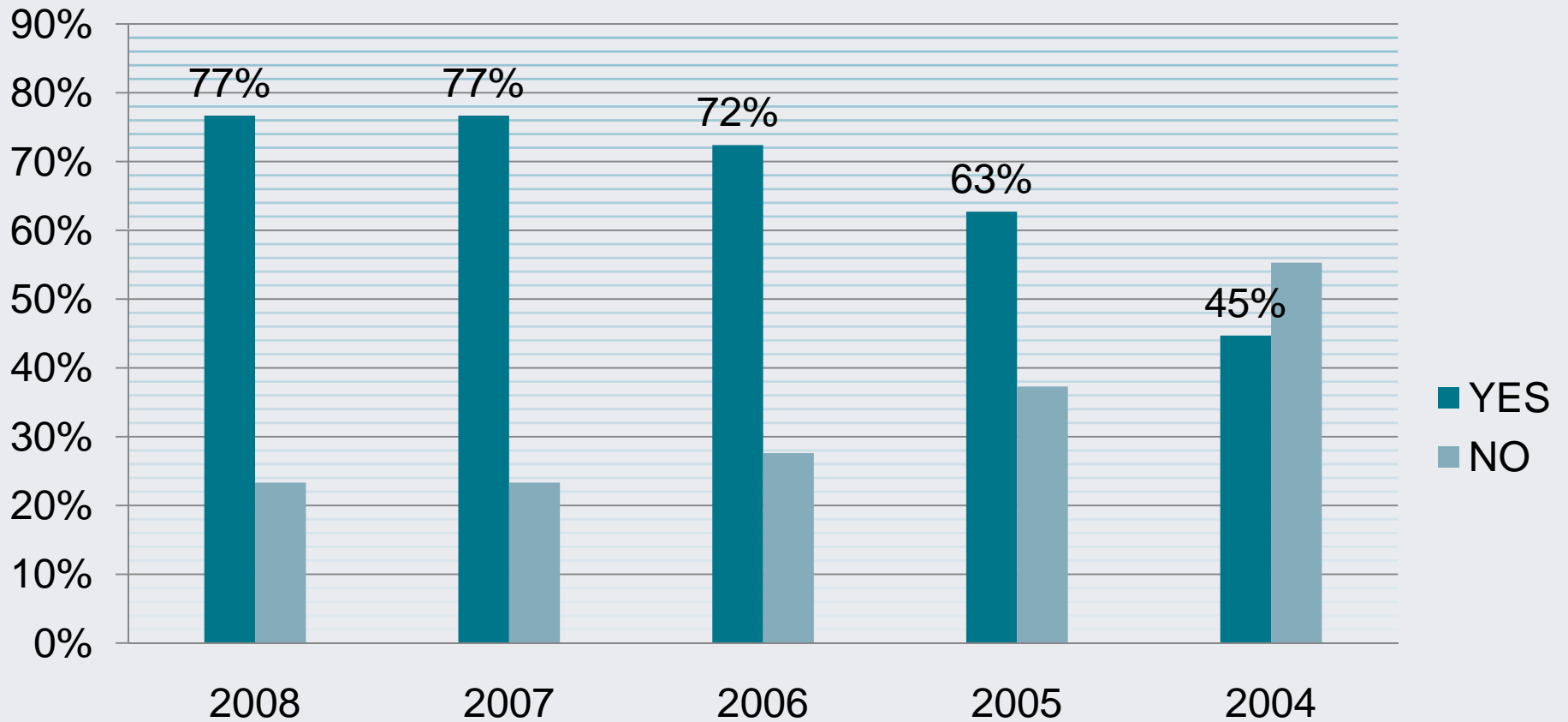
Connecting to the campus network



Connecting to the campus network from Residence Halls

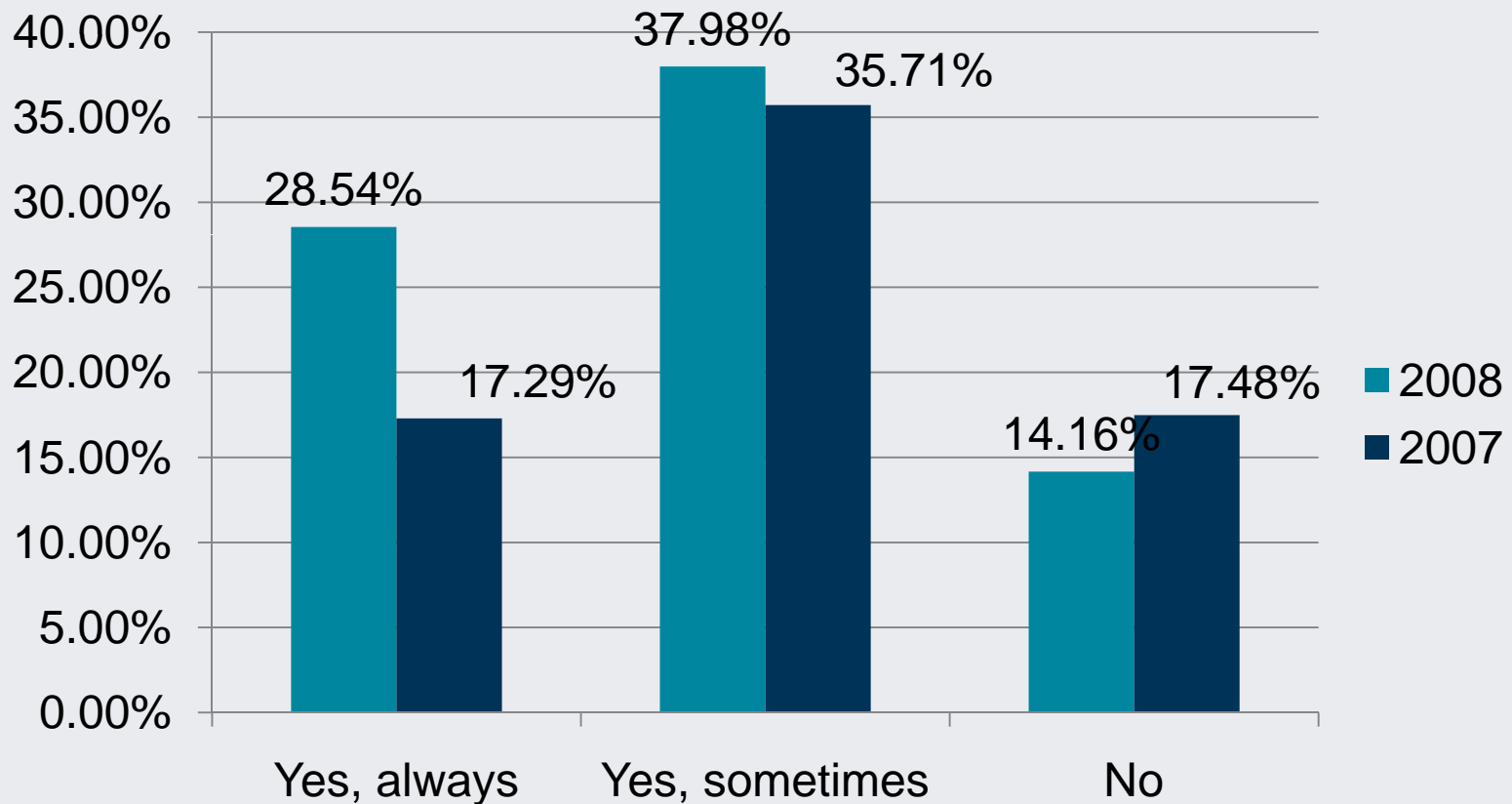


Wireless Network Experience prior to arriving at Case



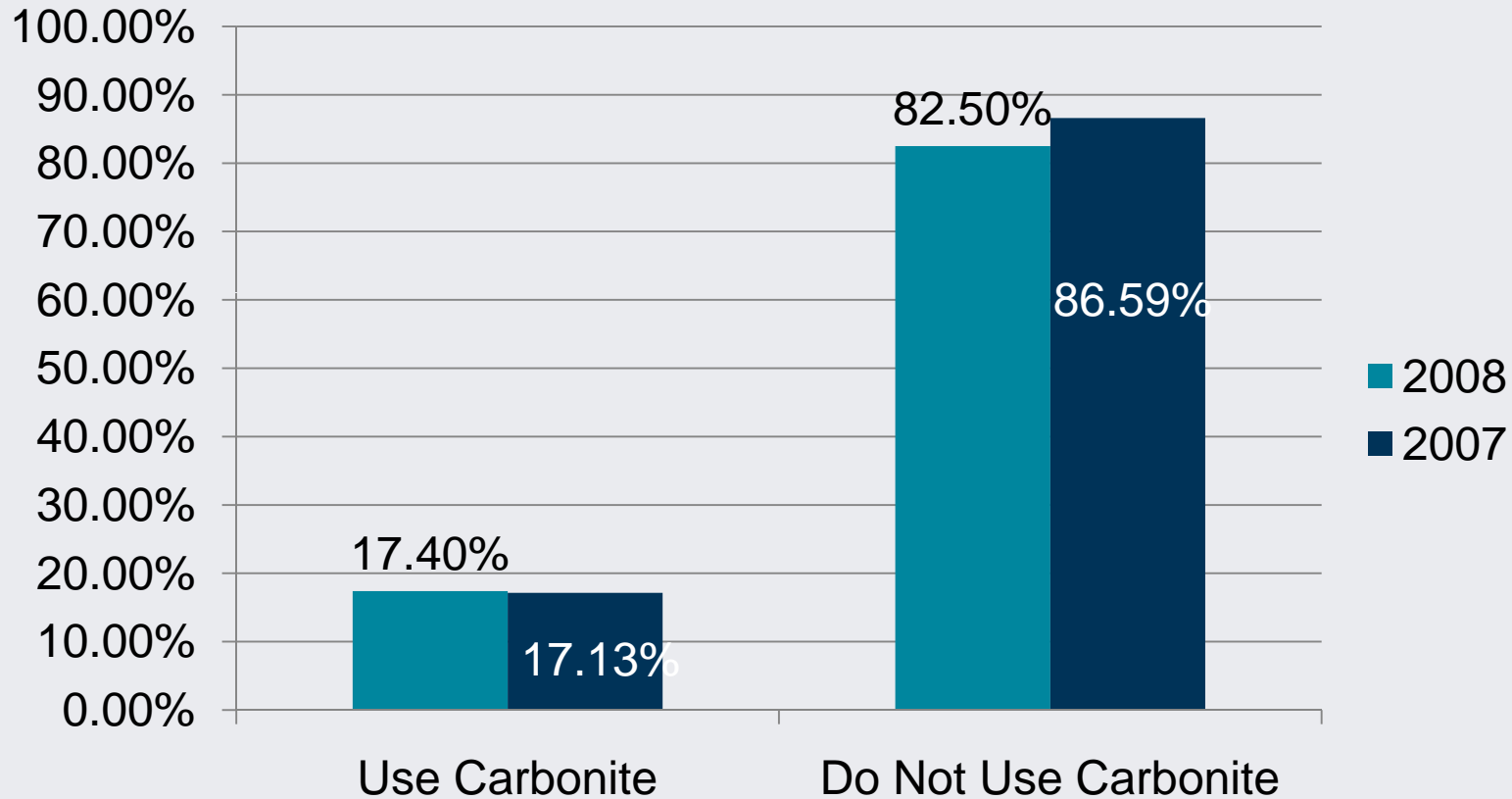
Percentage of Students with Wireless Network Experience remained the same as in 2007

Virtual Private Networking (VPN) Usage on the Wireless Network Usage has grown



In 2007, almost 30% reported that they did not know what VPN was; in 2008, less than 20% did not know what VPN was.

Usage of Carbonite Backup Solution



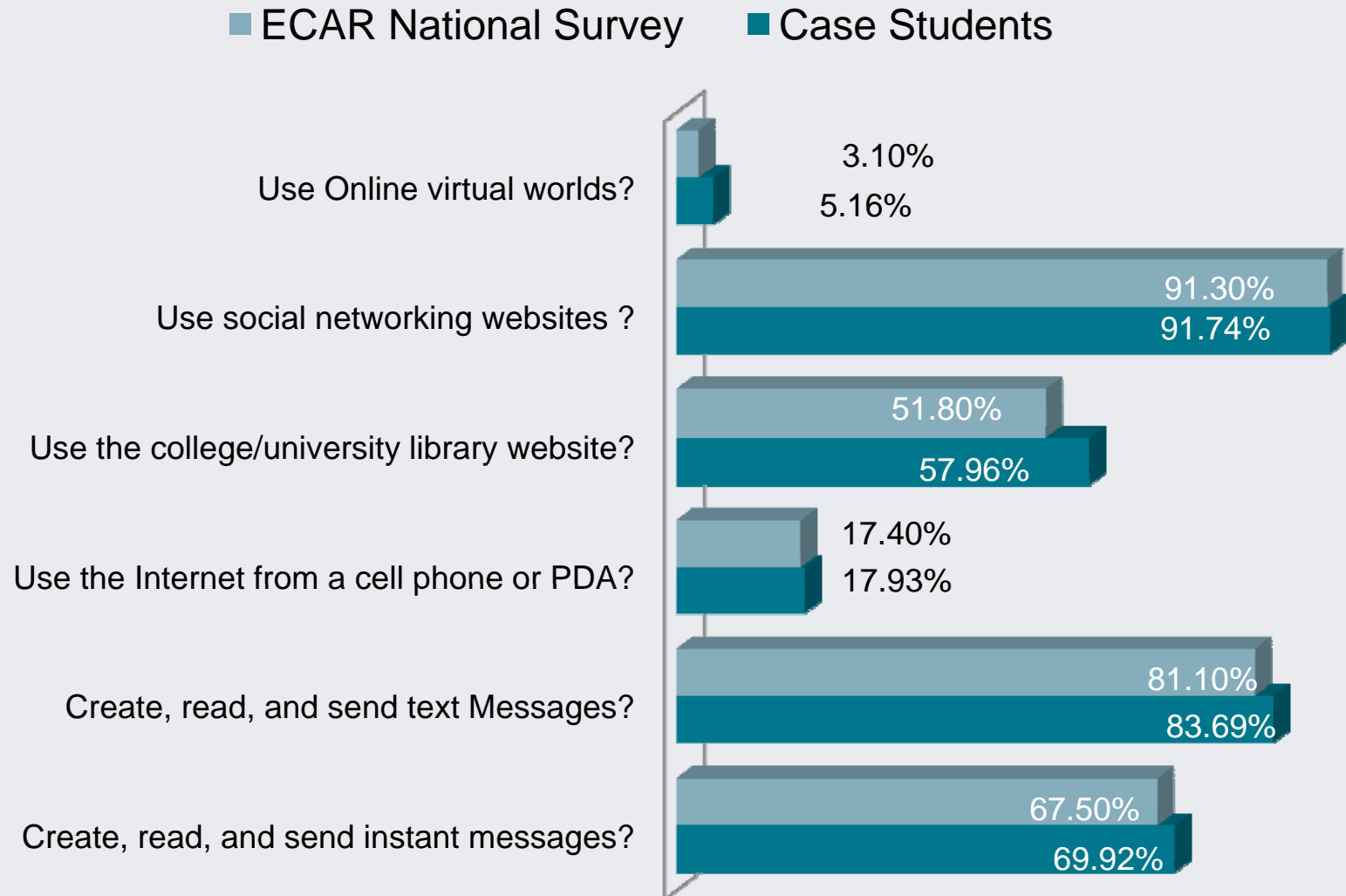
In both 2007 and 2008, 60% of all respondents were not yet aware of Carbonite as a backup solution

How many hours each week do you normally spend doing online activities for school, work, and recreation?

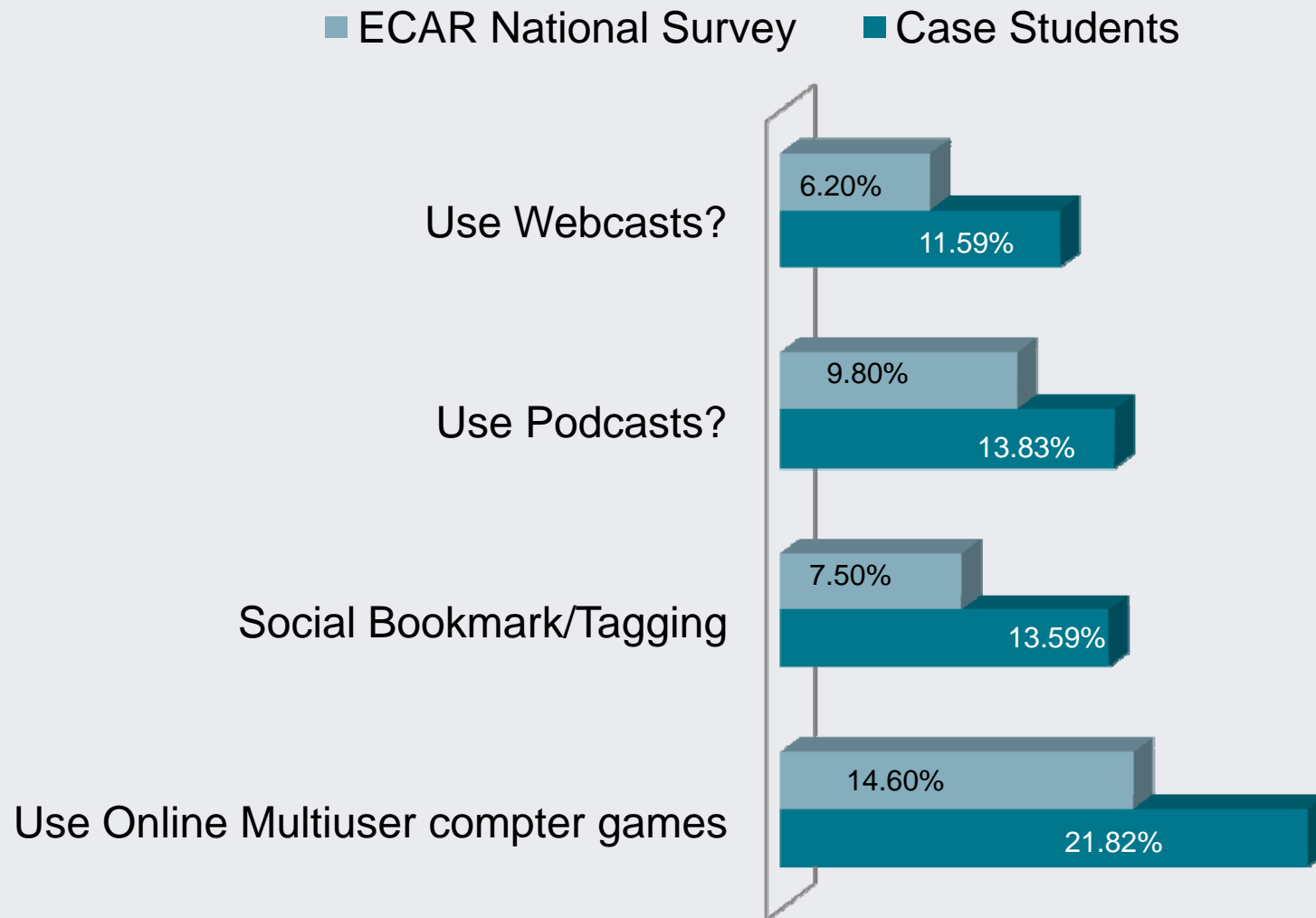
	2008	2008	2007	2007
	Case Response	National Response	Case Response	National Response
less than 16 hours per week	13.8%	28.58%	25.14%	60.20%
16 - 25 hours per week	51.3%	24.54%	44.09%	21.30%
26 - 40 hours per week	26.1%	11.75%	21.58%	12.60%
More than 40 hours per week	8.8%	8.00%	9.19%	5.90%

77.4% of First Year Students at Case use the network between 16 and 40 hours per week compared to 34% Nationally

Weekly Use of Network Resources – Similarities to National Survey

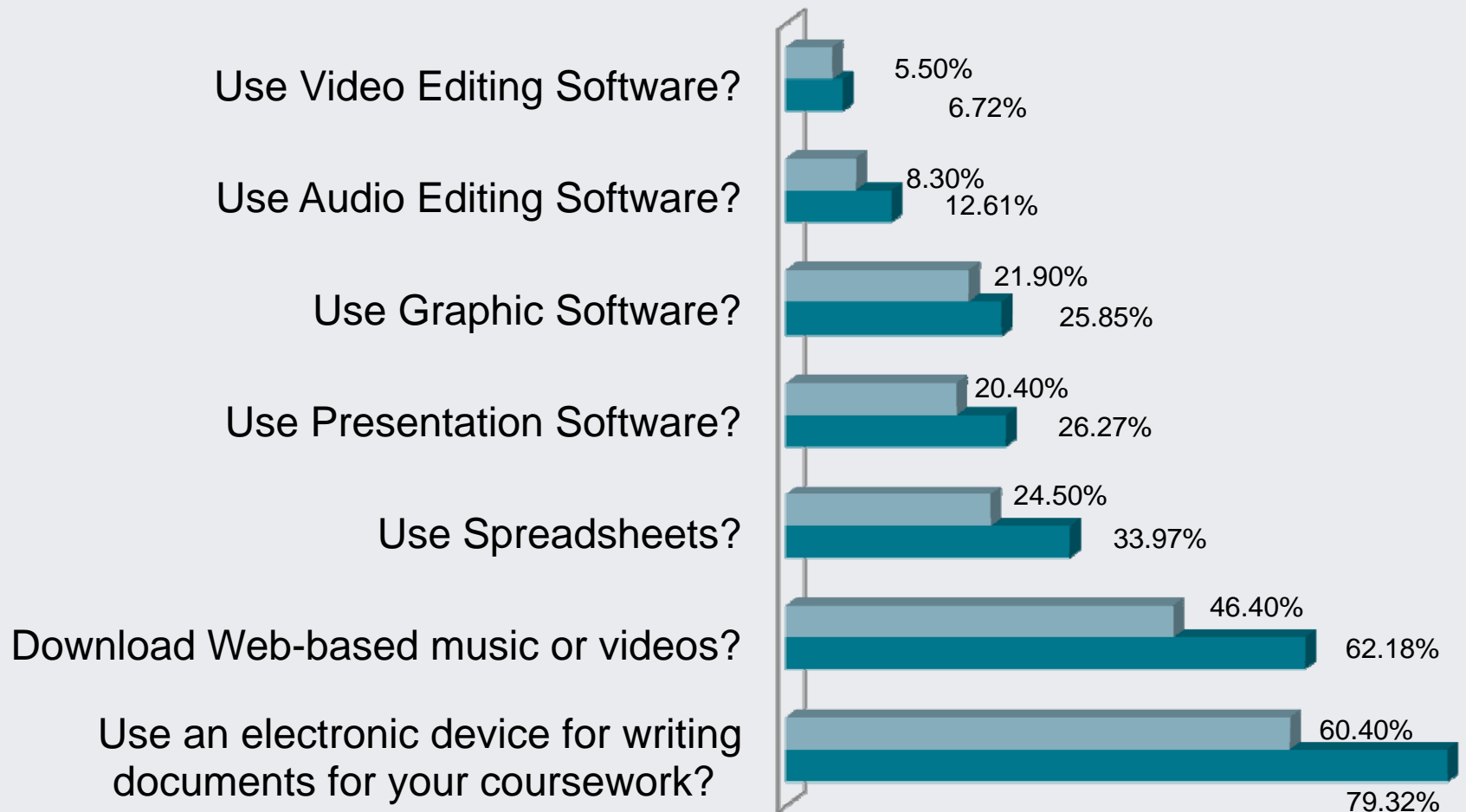


Weekly Use of Network Resources – Differences to National Survey



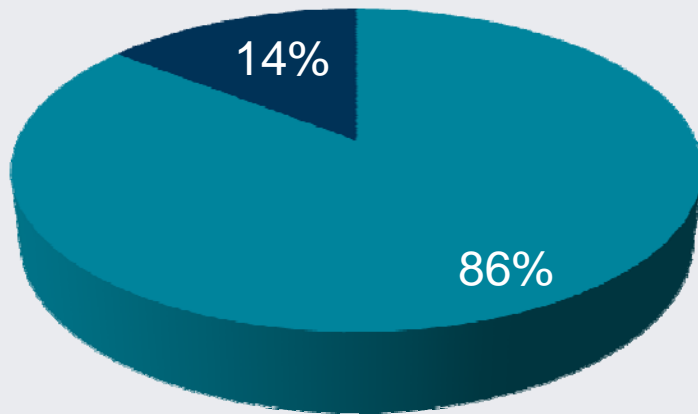
Weekly Use of Network Resources – Download and Software resources

■ ECAR National Survey ■ Case Students

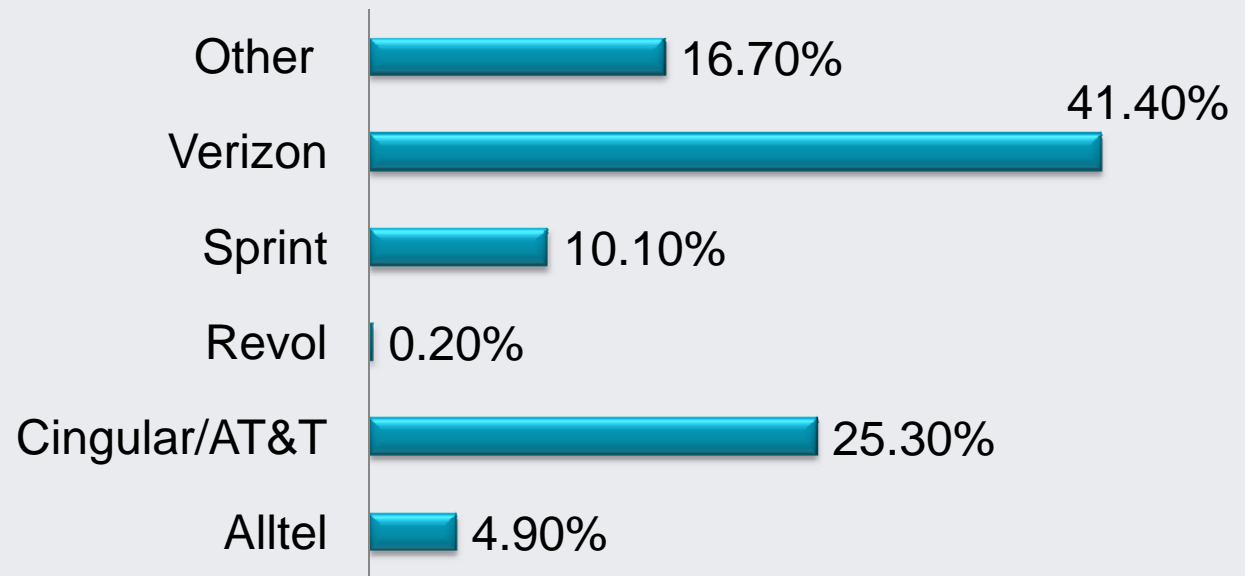


Cell Phone Usage on Campus: 99.1% of incoming students brought a cell phone to Campus

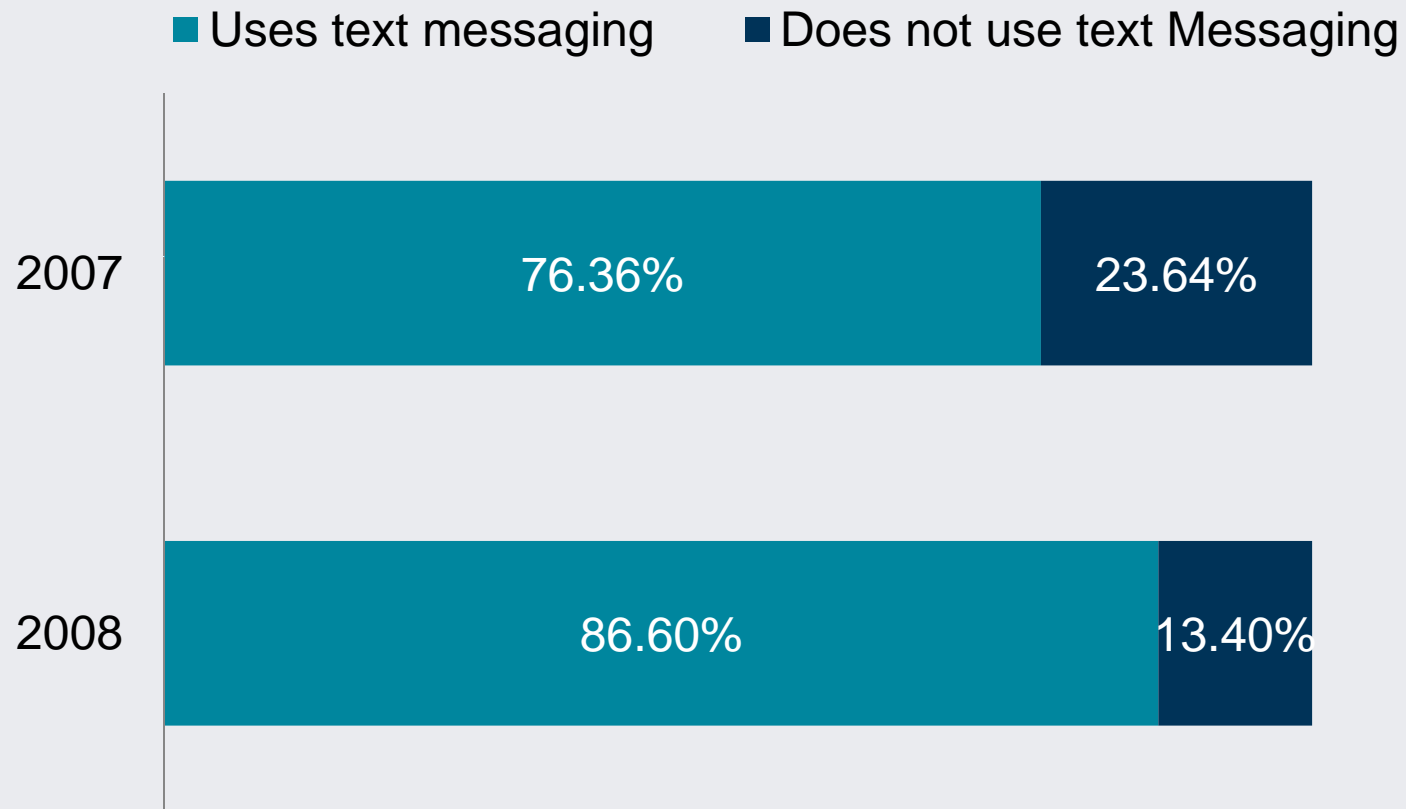
■ Family Plan ■ Individual Plan



Plan Carrier

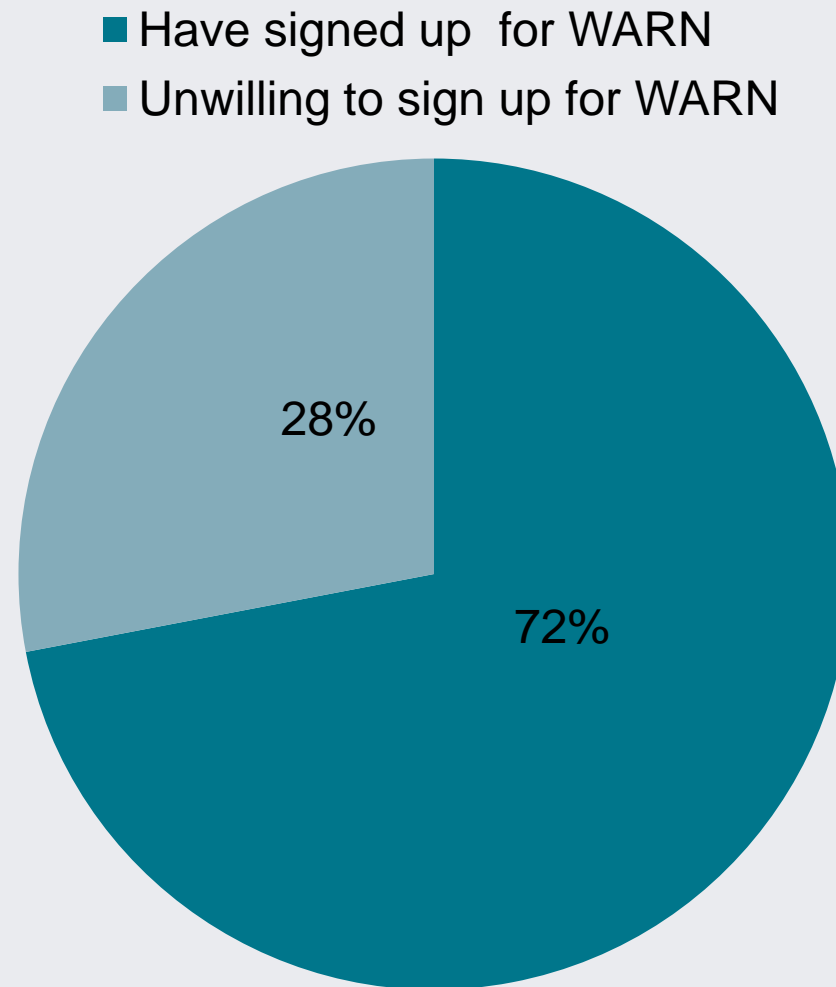


Use of Text Messaging



W.A.R.N. system notification

In 2007, we asked how many would be willing to sign up, if such a system were in place. Responses were almost identical: 71% would, 29% would not

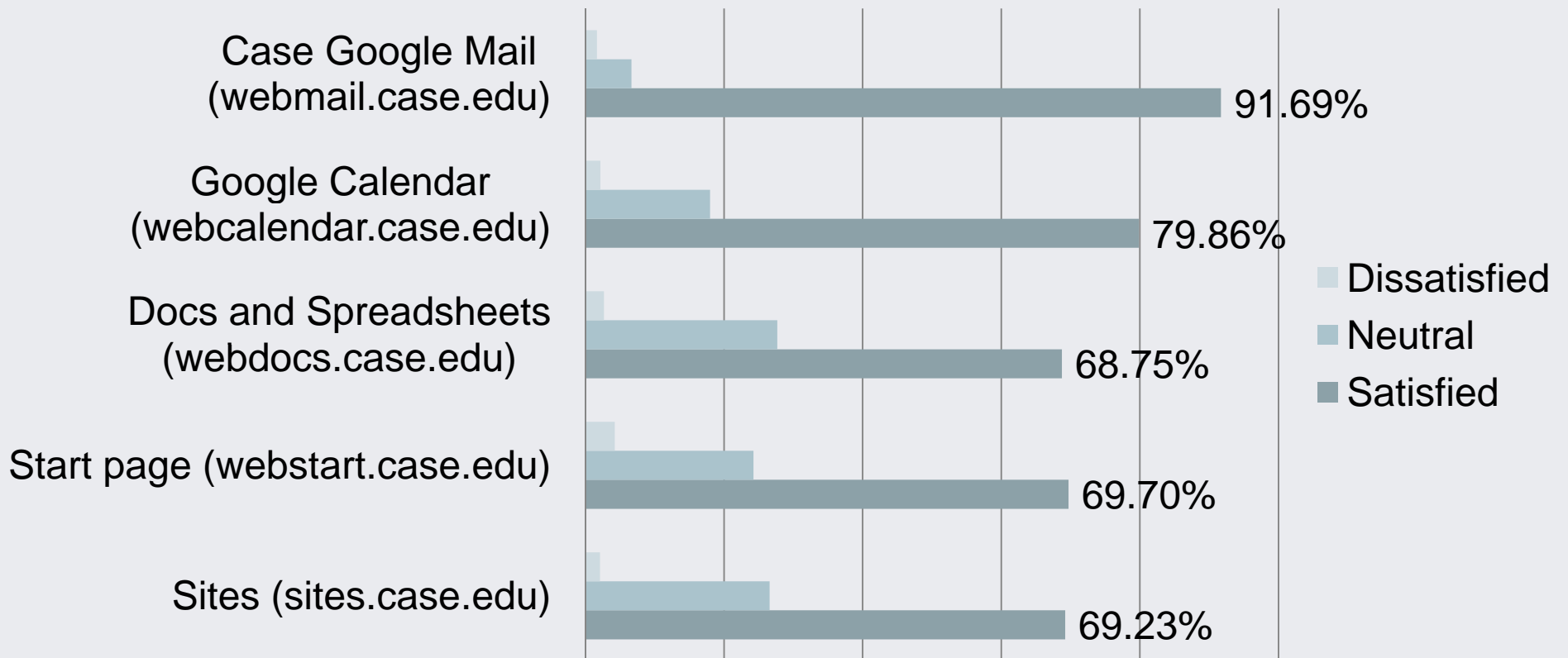


iPod/MP3 Player Usage

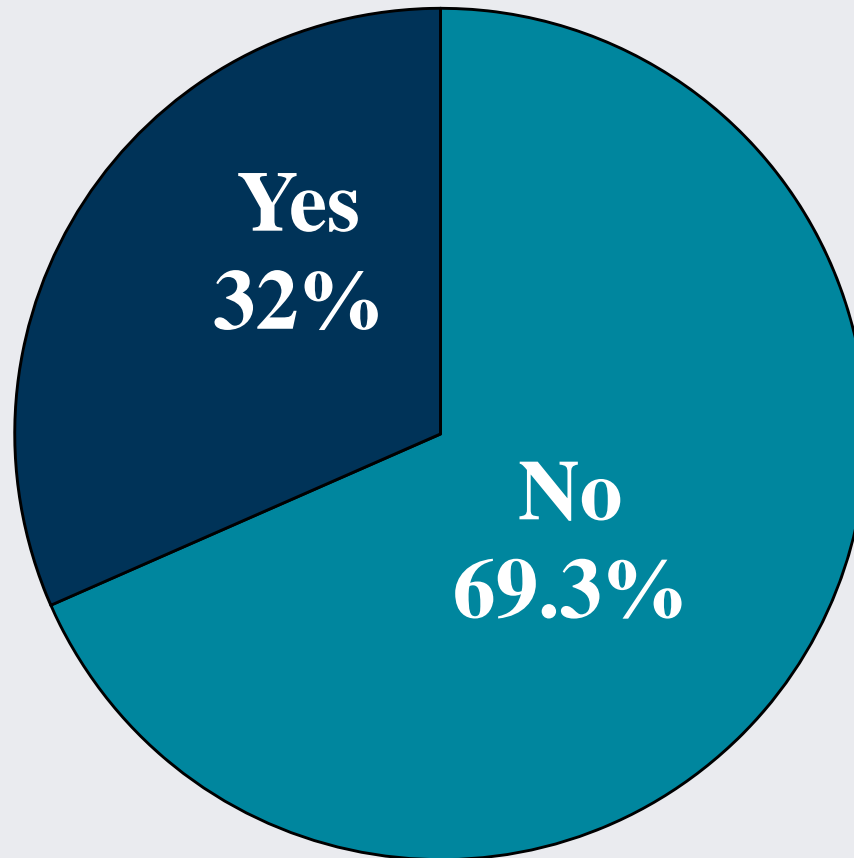
- 85.5% of First year students have iPods or other MP3 type devices; of those 50 % are equipped for video.
- It is clear that the students use these devices primarily for entertainment.
 - 70% NEVER listen to PODCASTS (unchanged)
 - 90% NEVER listen to VODCASTS (unchanged)
- However, when offered the possibility of classroom use,
 - 61% would be interested in PODCASTS (slight increase)
 - 57% would be interested in VODCASTS (slight increase)

Case Google Apps: Usage and Satisfaction

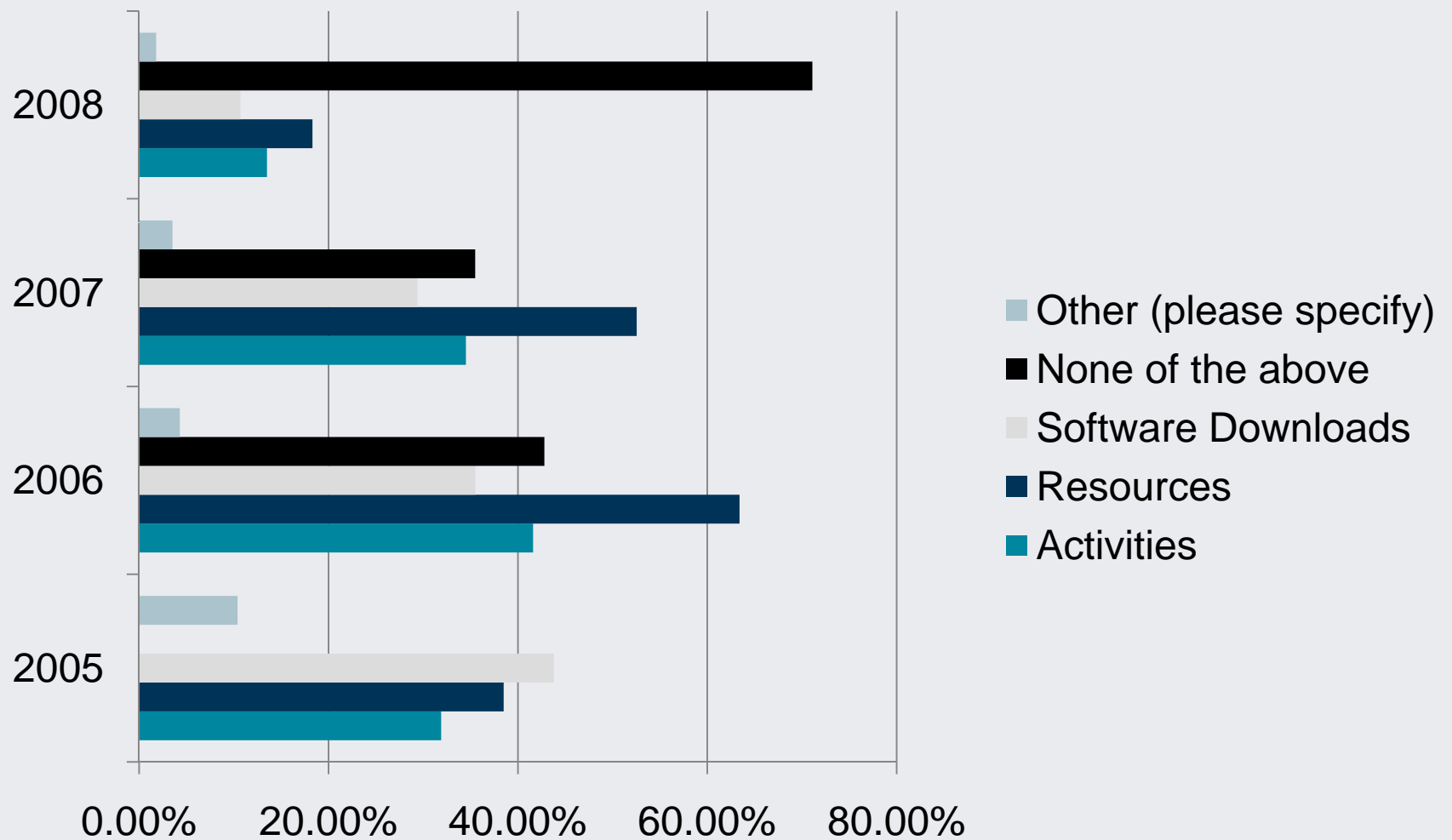
At the time of the survey, 65% of First Year Students had used Case Google Apps. Of those who have used Case Google Apps, they are very satisfied with the products:



Set up or Customized the Case Portal for myself

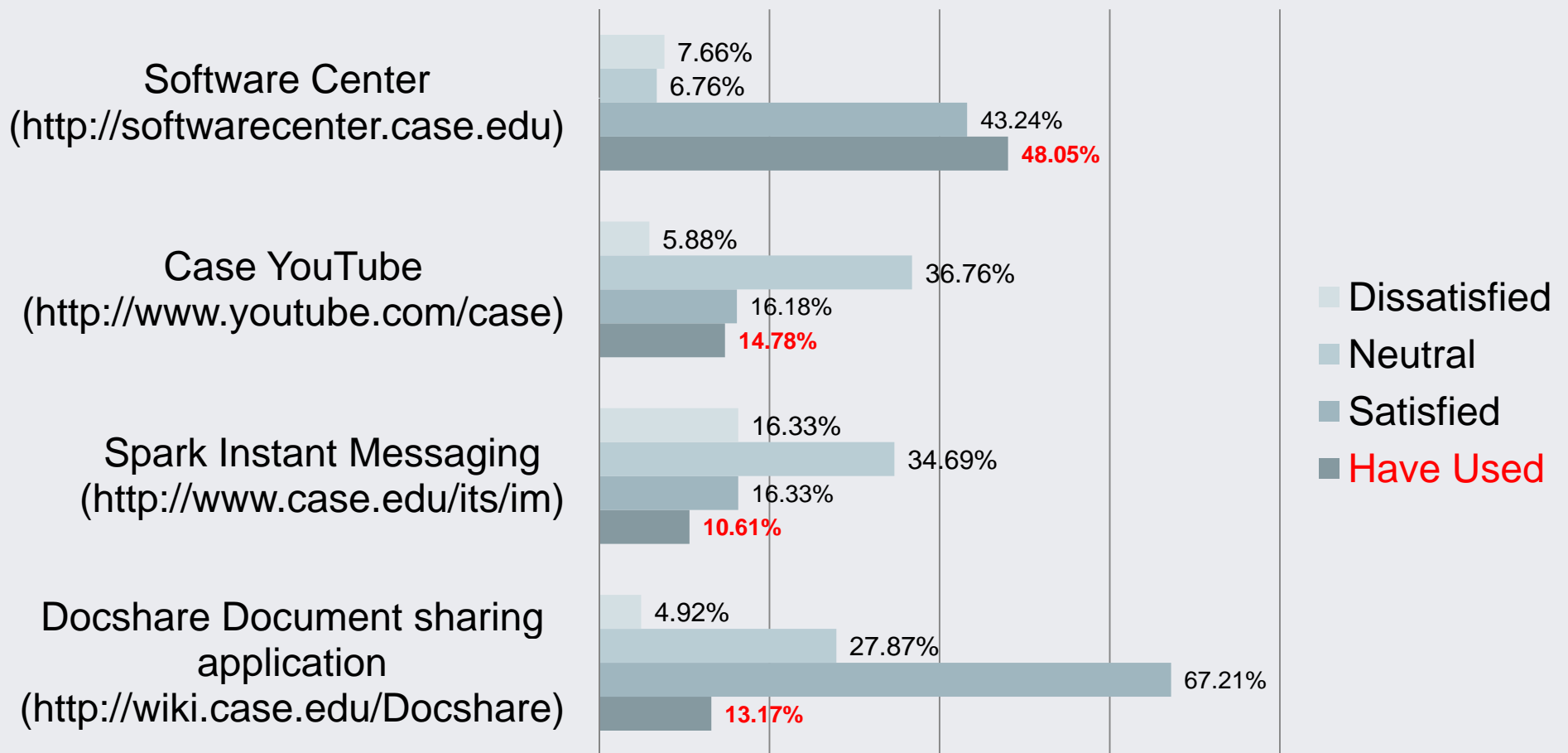


Use of the Case Portal



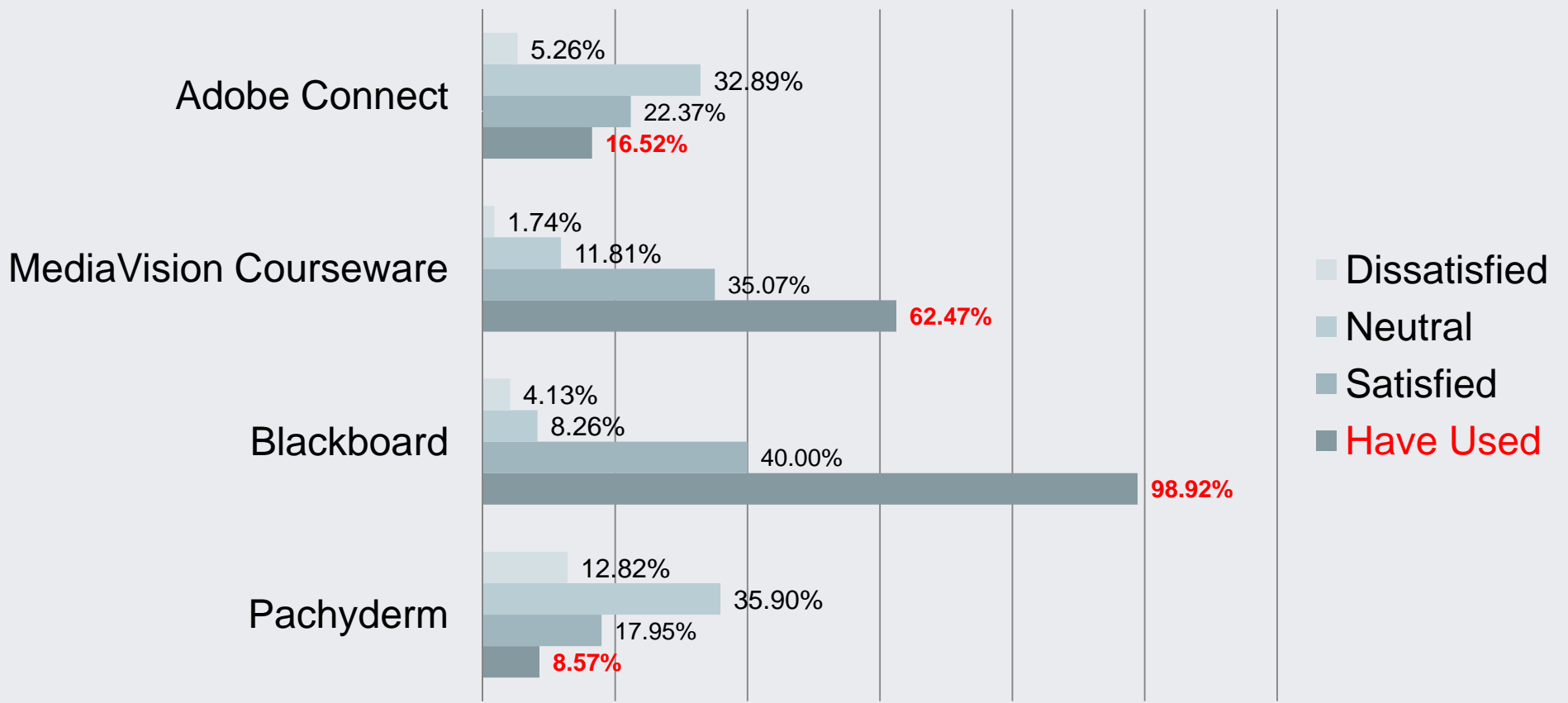
ITS Services: Usage and Satisfaction

Although usage of these services need to be increased, those students using the following services are generally satisfied:

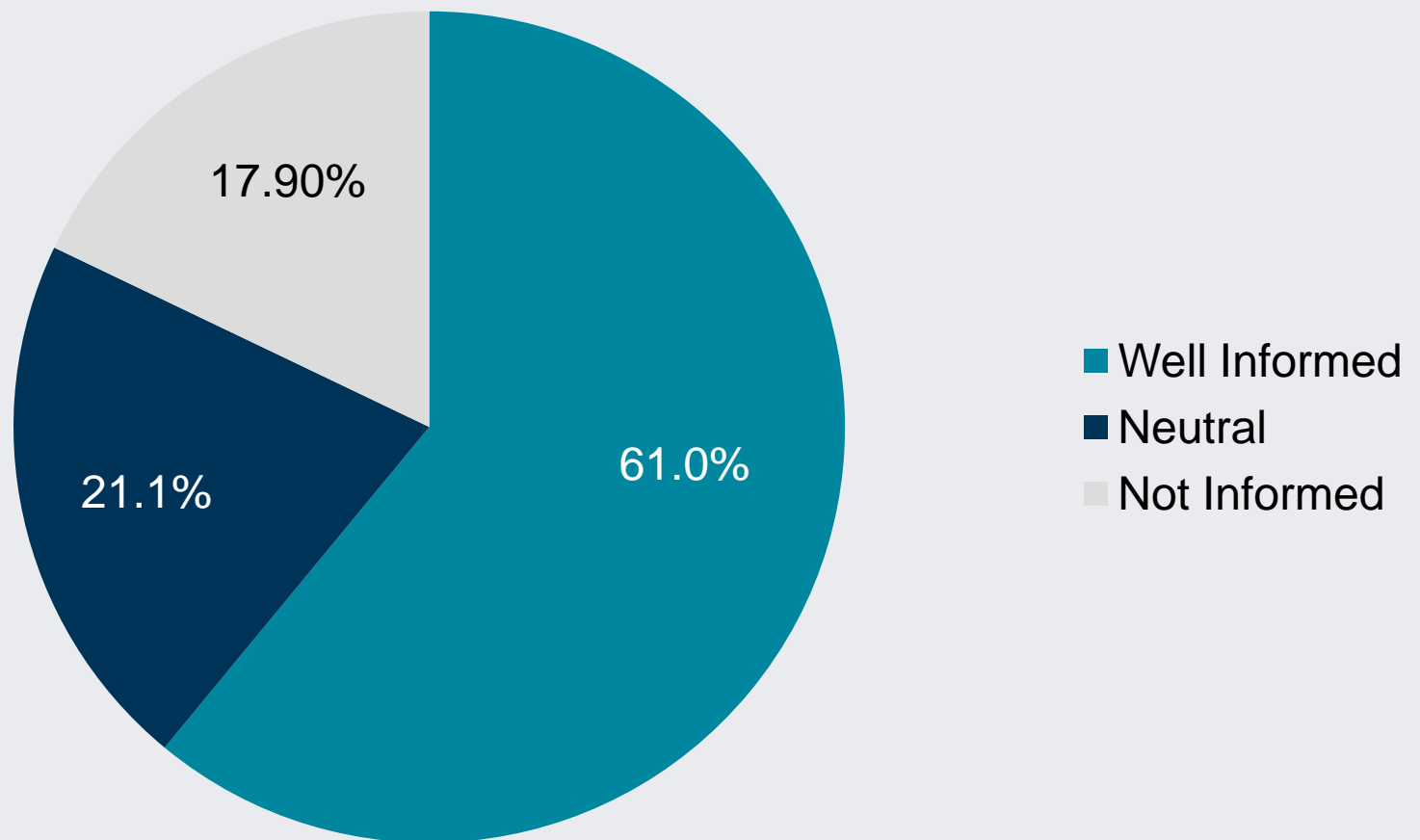


ITS Services: Usage and Satisfaction

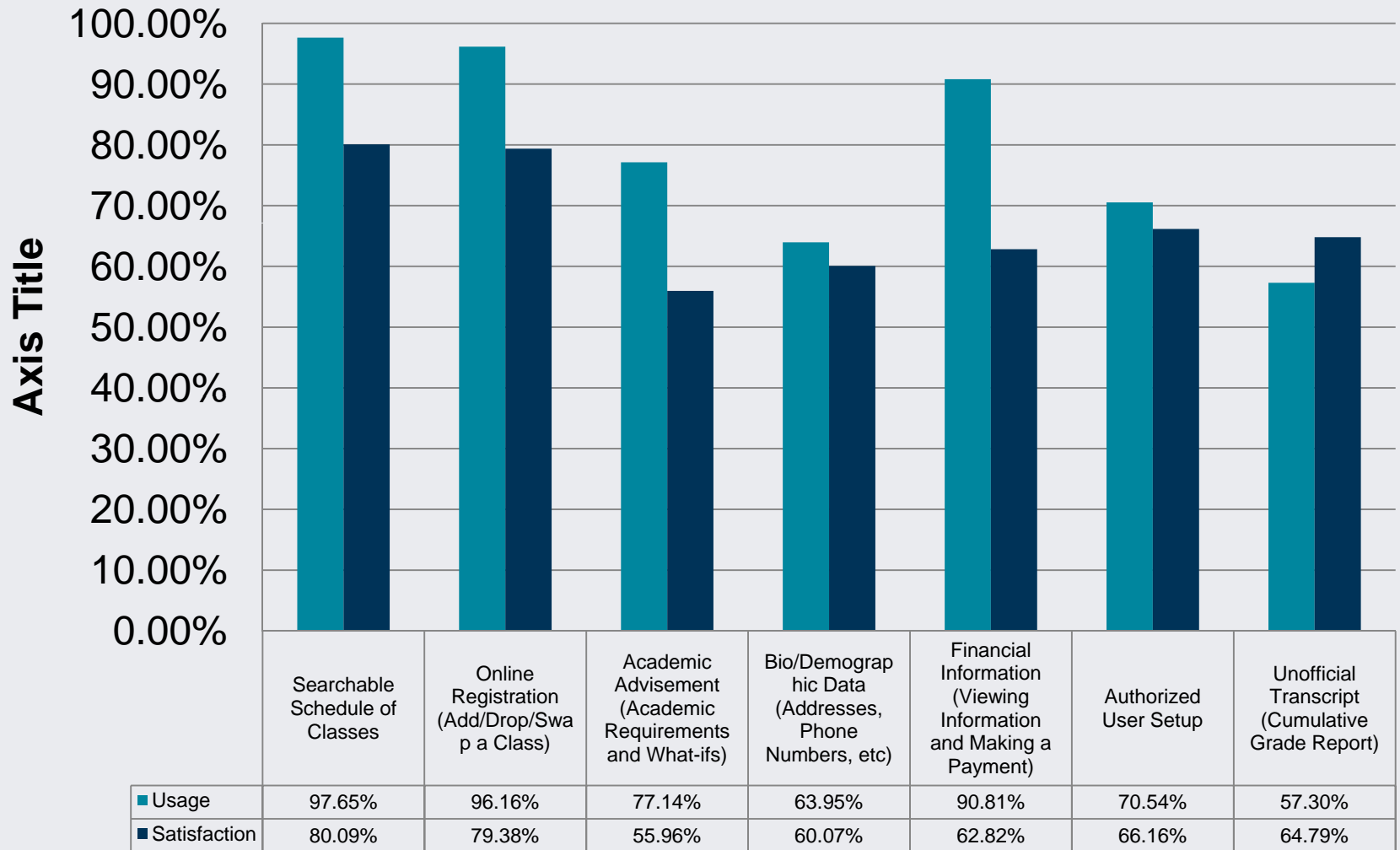
Although usage of these services need to be increased, those students using the following services are generally satisfied :



Student Information Systems: Do you feel that you've been sufficiently informed regarding the new system and its services?

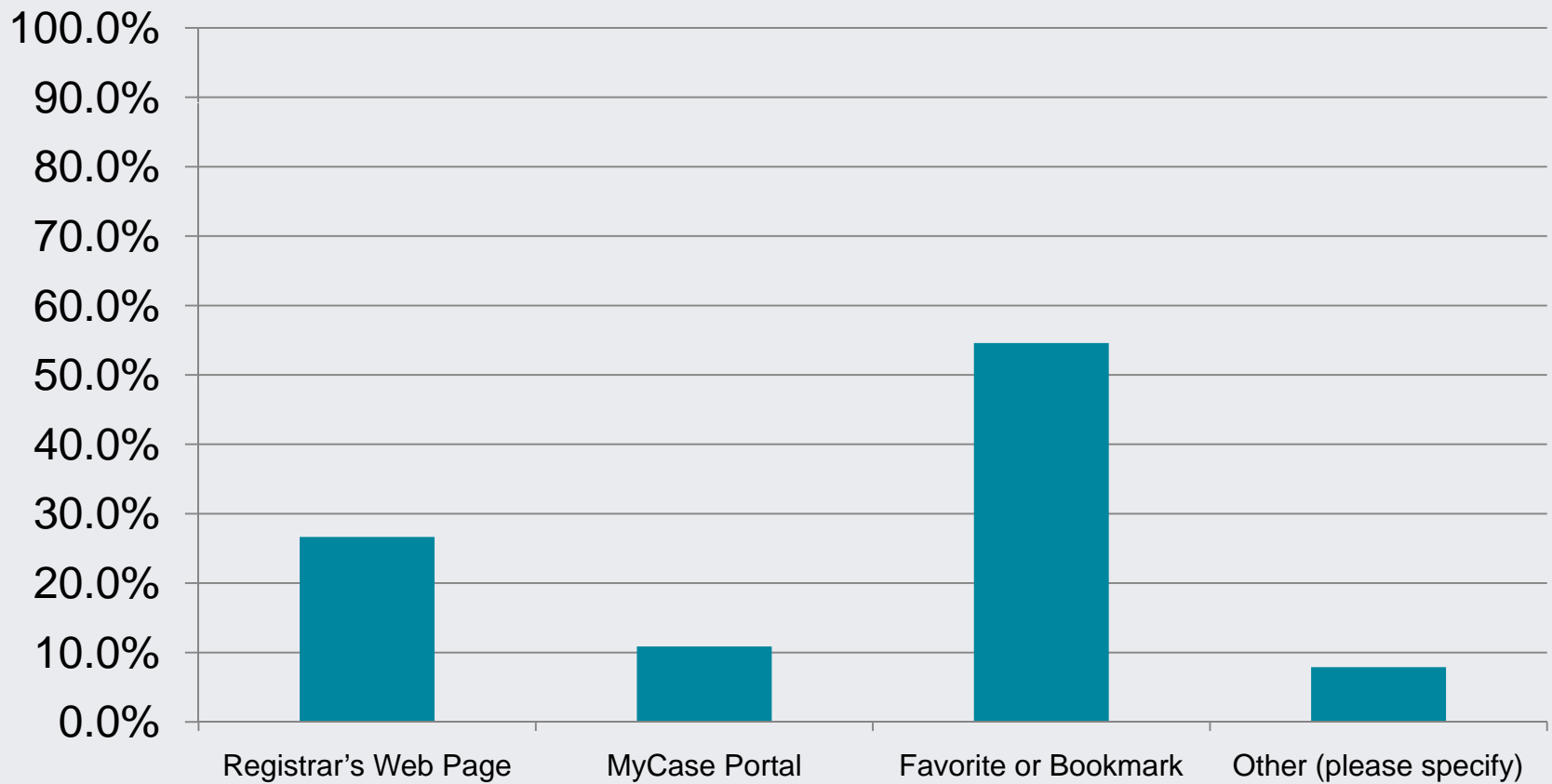


SIS System: Usage and Satisfaction



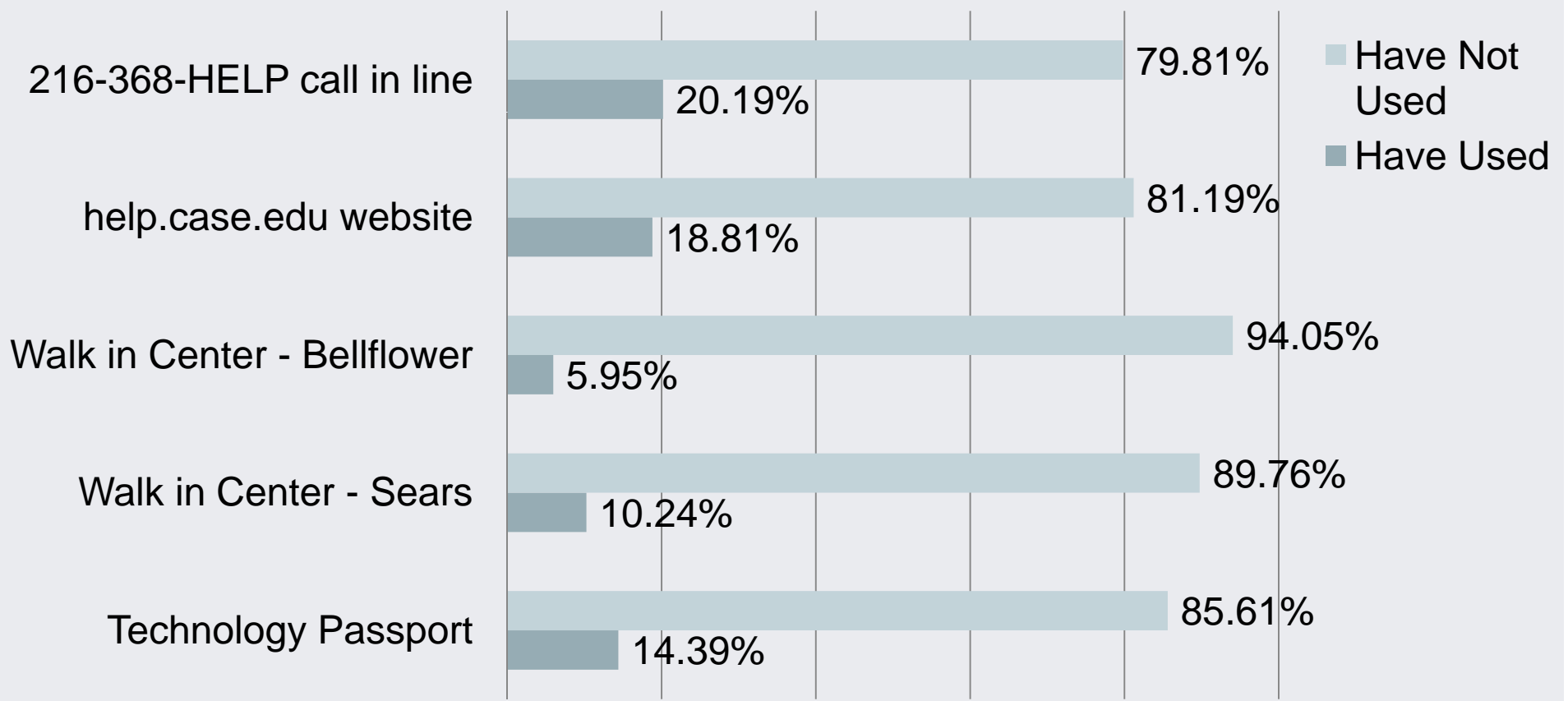
SIS System: Launching Point

From what launching point do you usually access the Student Information System (SIS)?



PerceptIS Services: Usage

First Year Students are tech savvy;
they have not had to use technical support via:



PerceptIS Services: Satisfaction

Those Incoming Students who have used technical support report their satisfaction with:

