



CASE WESTERN RESERVE
UNIVERSITY EST. 1826

First Impressions

*ITS Survey Results for Incoming Undergraduate Students
Fall, 2009*

Overview

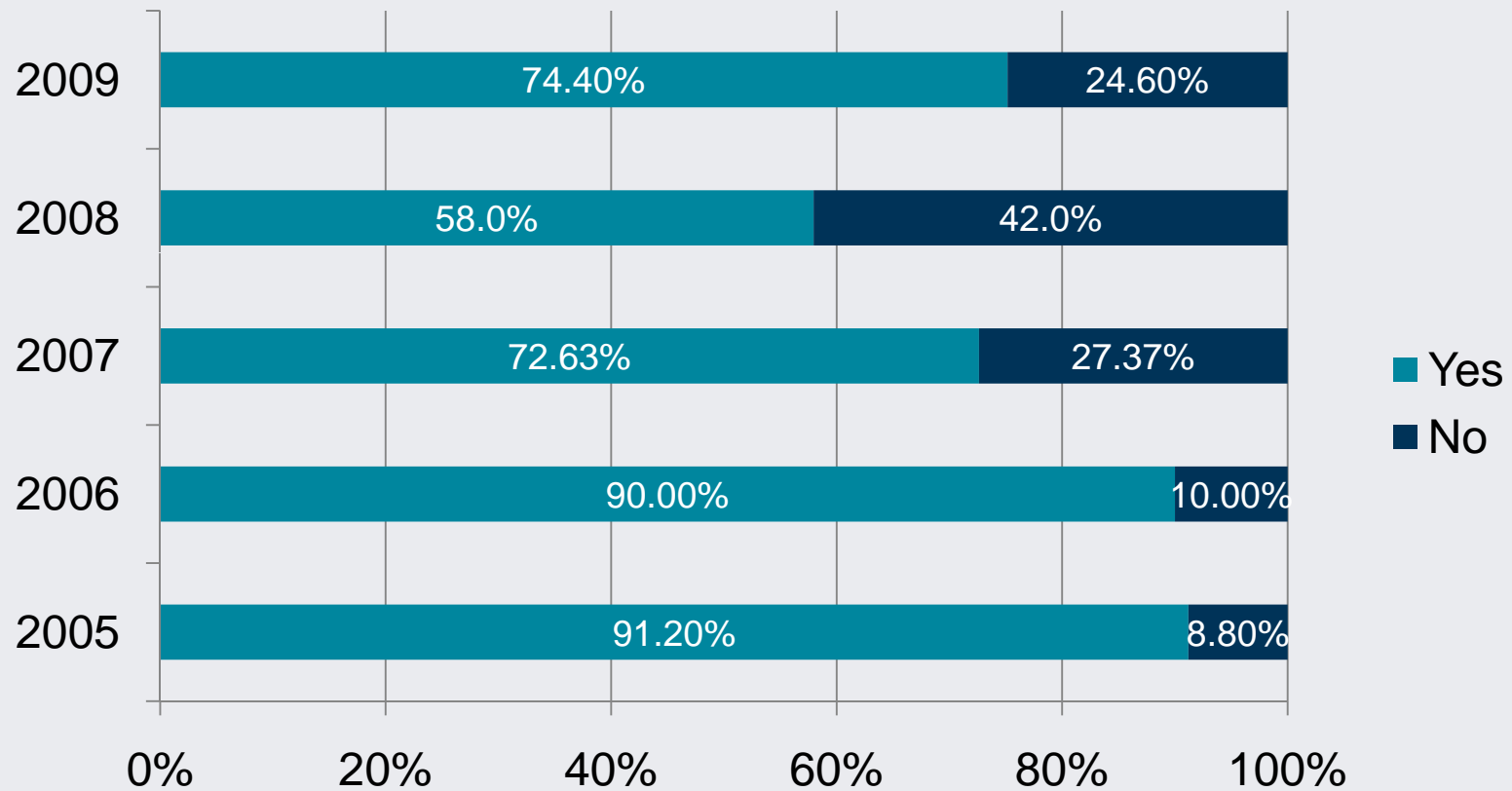
Objective: to gather information to help ITS assess needs and expectations and to help improve communications and outreach strategies for incoming students

- Survey distributed electronically to first year undergraduates (975 students)
- 346 respondents (35.5%)
- Survey open for 12 days: Oct 1 - 12
- One Flip Video Recorder raffled off
 - Winner: Anqi Ren

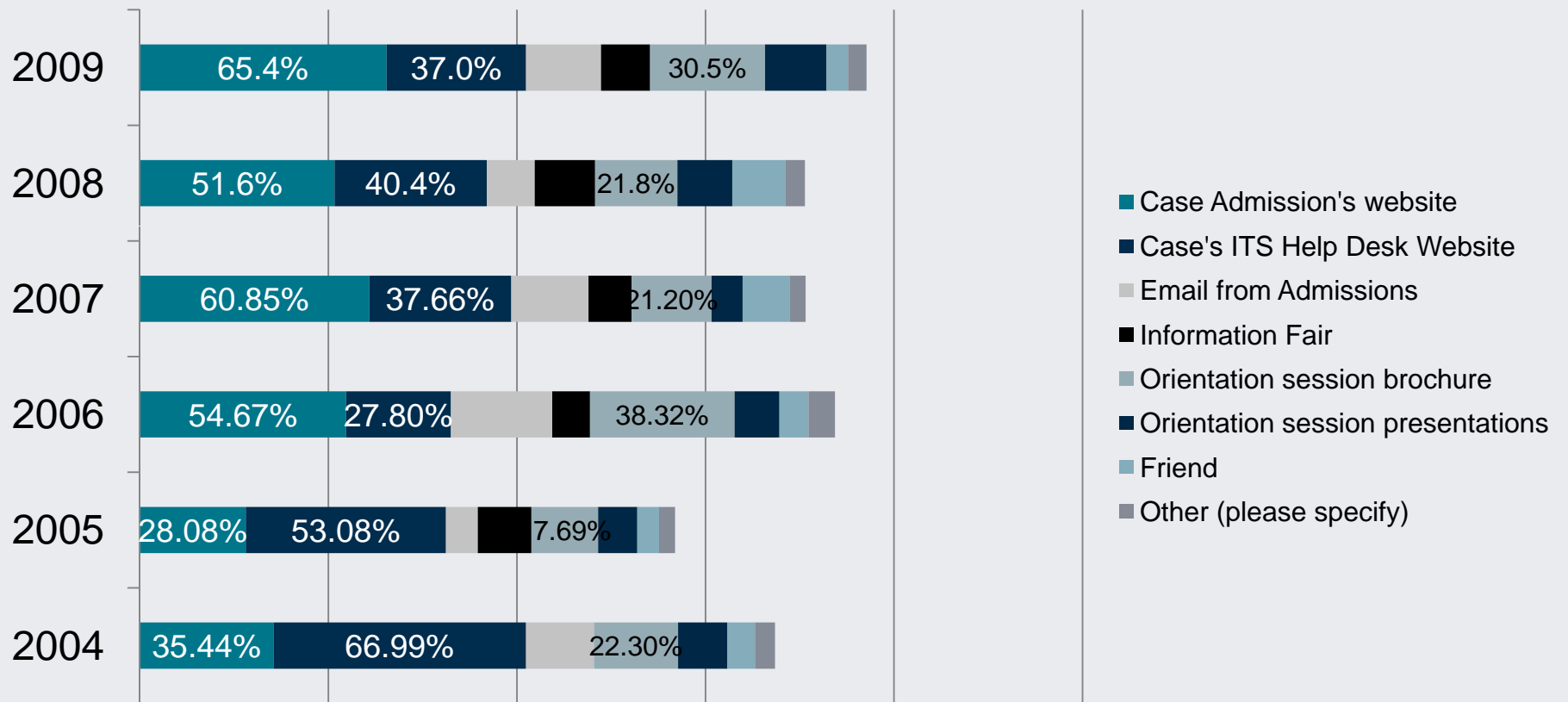
Objectives

- 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?

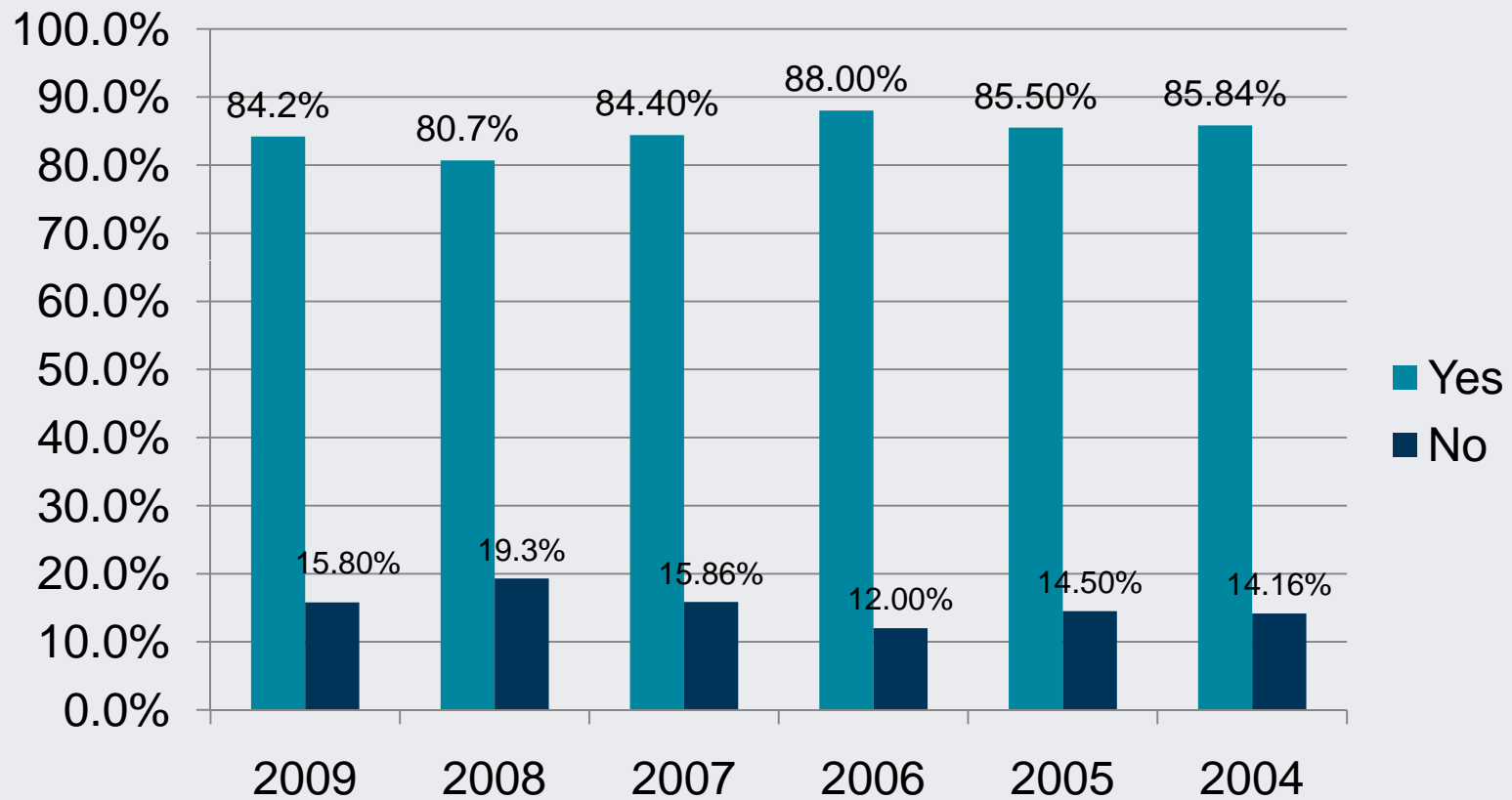


Computer Specs: How did students find out about technical requirements?

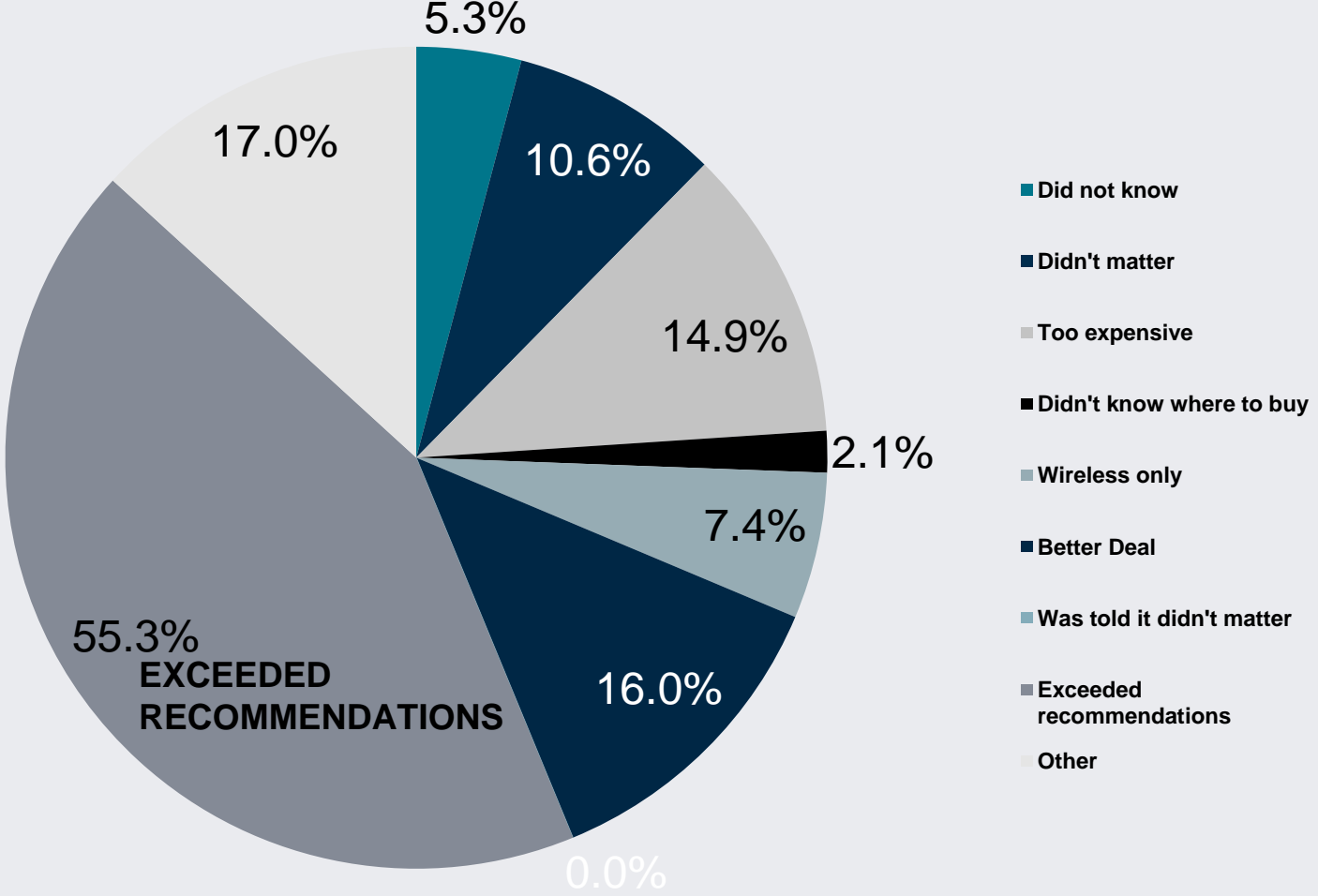


Top Responses: Admissions Website, ITS Help Desk, Orientation Brochures

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 2009	Percentage Purchased 2008	Percentage Purchased 2007	Percentage Purchased 2006
Dell	38.1%	41.40%	43.30%	53.50%
Apple	24.1%	17.70%	20.11%	16.80%
Lenovo - IBM	4.6%	3.50%	2.90%	2.60%
HP	16.2%	17.50%	14.13%	9.30%
Gateway	2.7%	4.10%	3.08%	2.60%
Sony	4.0%	3.30%	4.17%	3.30%
Alienware	0.6%	0.60%	0.36%	0.70%
Made it myself	5.5%	5.60%	4.53%	7.70%
None	0.6%	1.00%	1.99%	0.70%
Other (please specify)	10.1%	11.10%	10.69%	11.20%

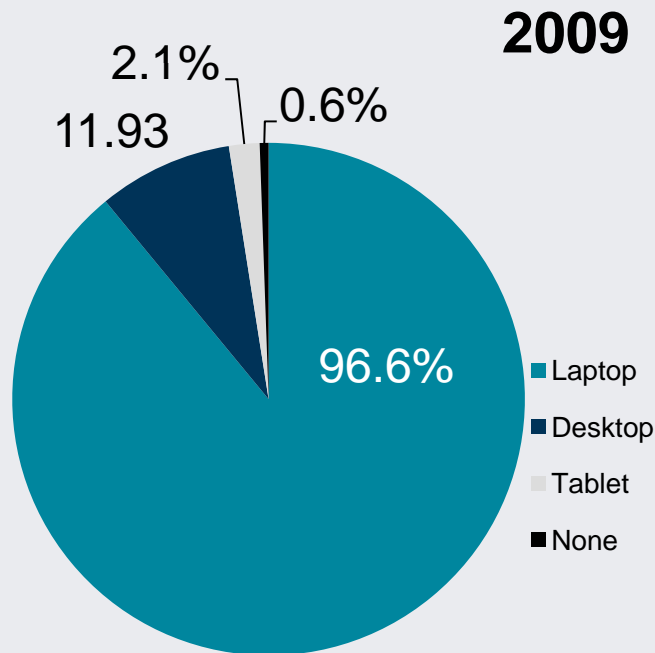
Key Findings:

- Dell continues to be leader
- Apple continues to gain share, highest percentage increase yet

Laptop, Desktop and/or Tablet PC?

Laptop usage continues to grow

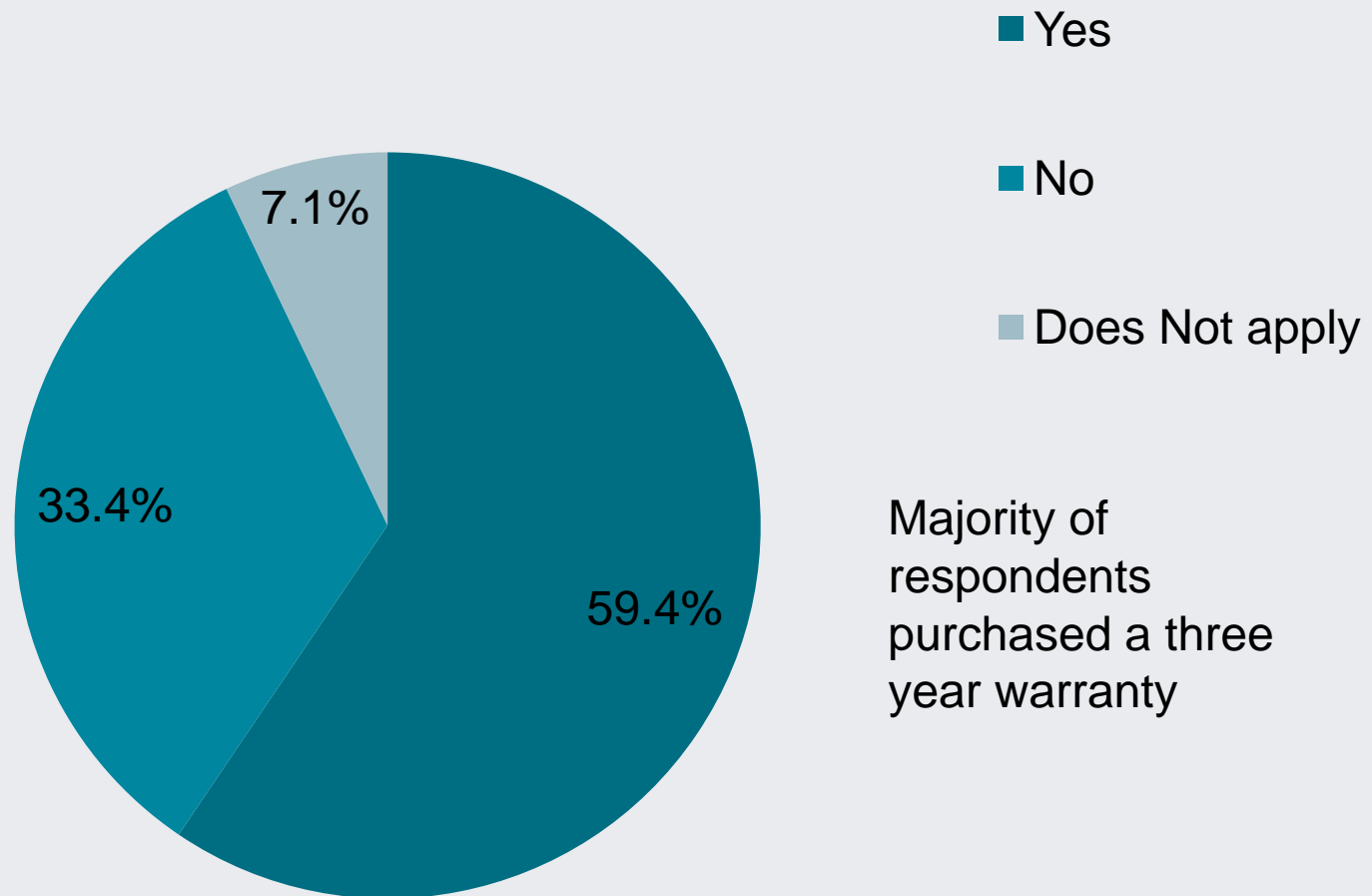
Laptops 2009



Laptop usage over the years

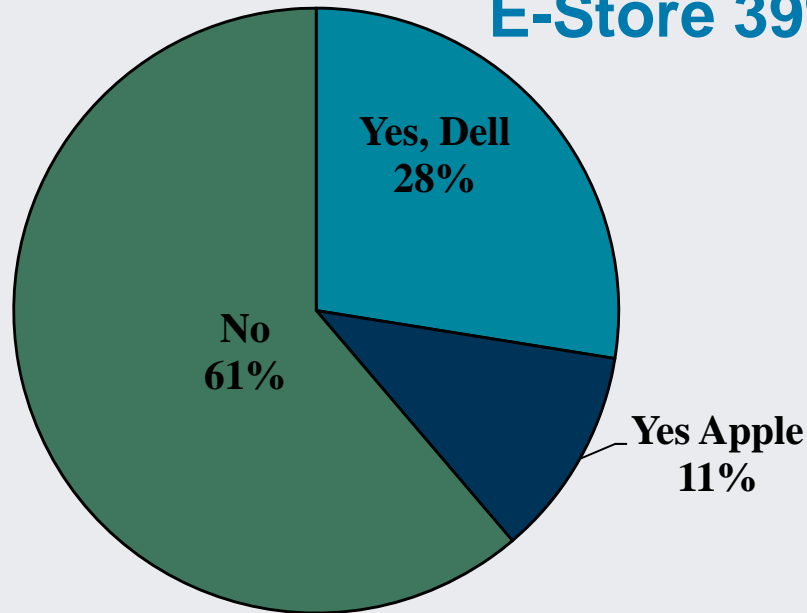


Did you purchase a warranty with the computer you brought to campus?



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

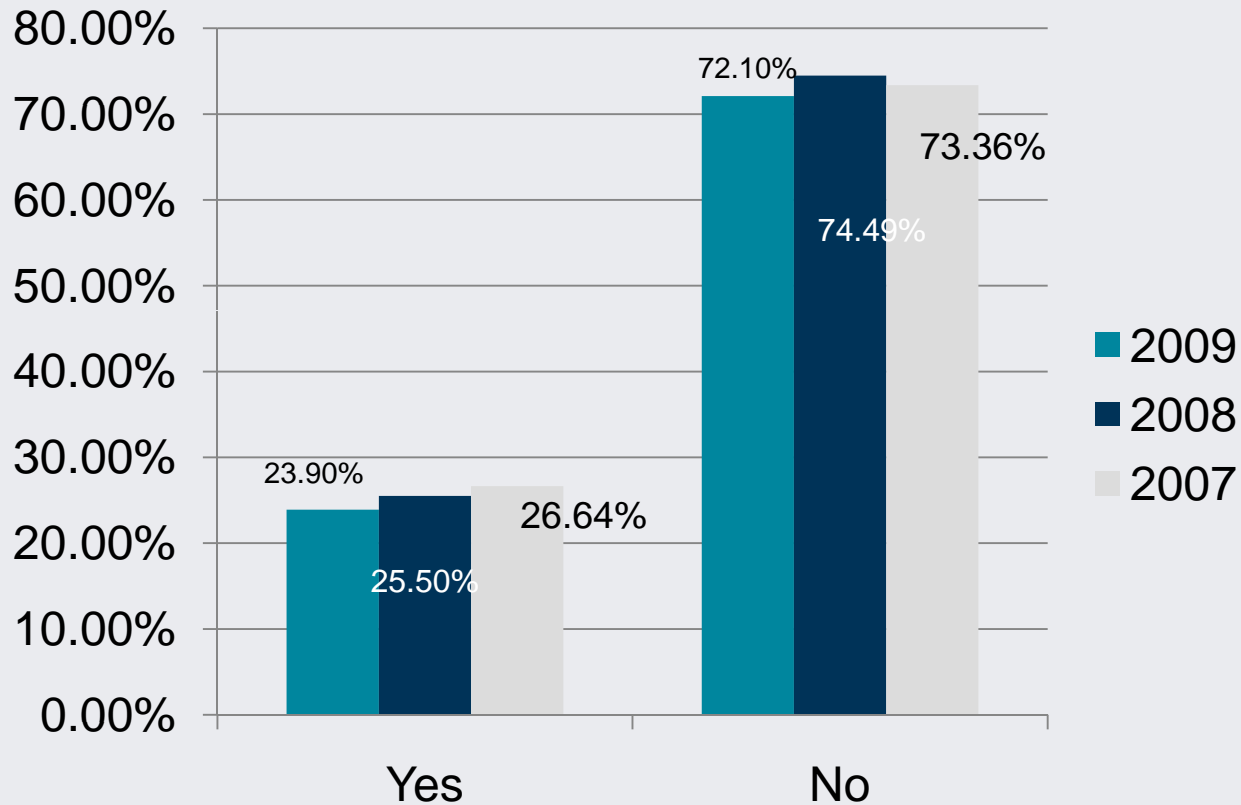
Total Use of E-Store 39%



	2009 Response Percent	2008 Response Percent	2007 Response Count	2006 Response Percent
No	61.6%	67.1%	61.96%	41.36%
Yes, Dell System	27.7%	26.7%	29.53%	58.41%
Yes, Apple System	11.3%	6.6%	8.51%	5.61%

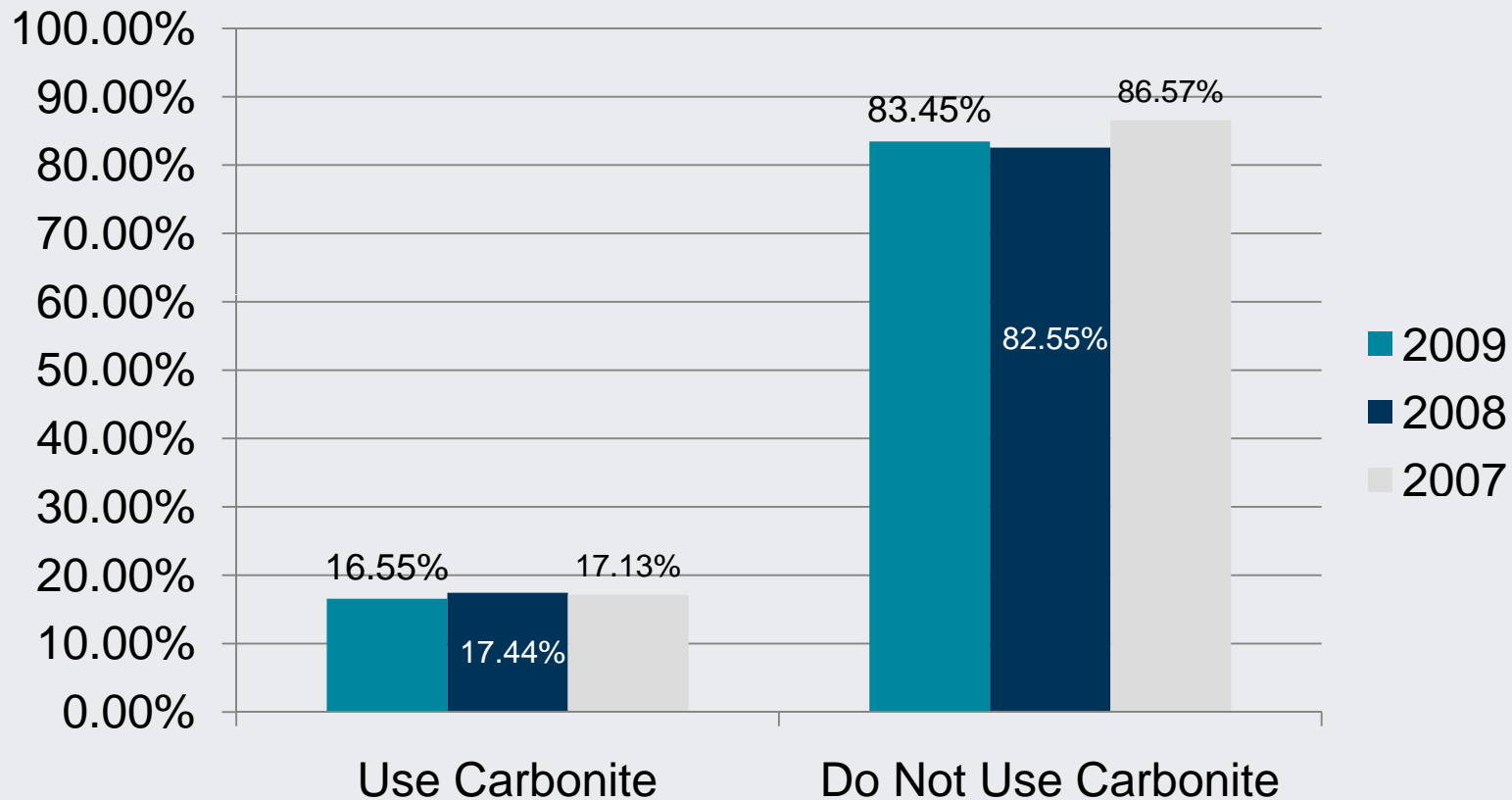
eStore use for Dell systems seem constant, while use of the eStore for Apple Systems has almost doubled.

If you have a laptop computer, do you use a locking cable?



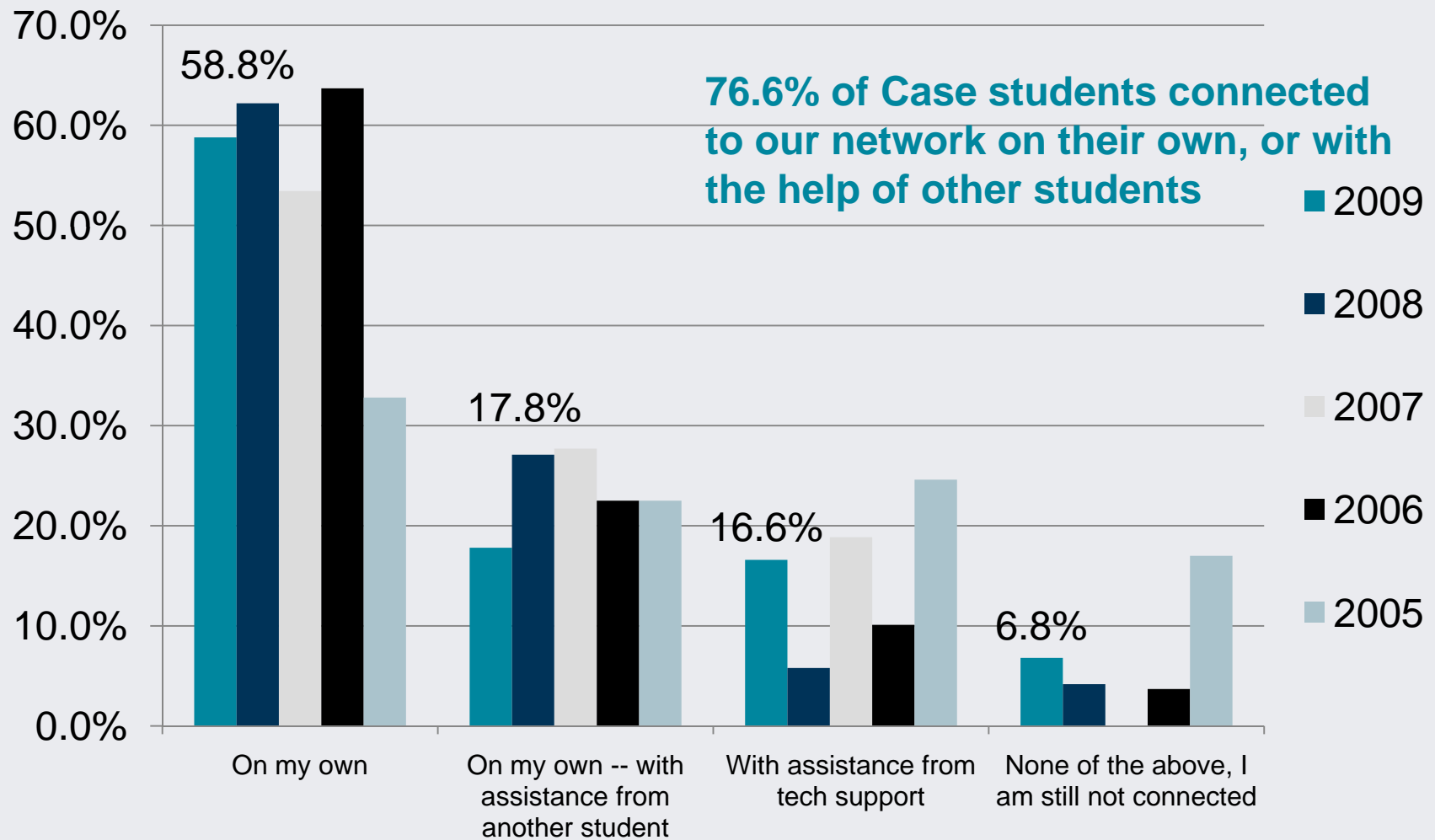
Only 25% of laptop users use a locking cable

Usage of Carbonite Backup Solution

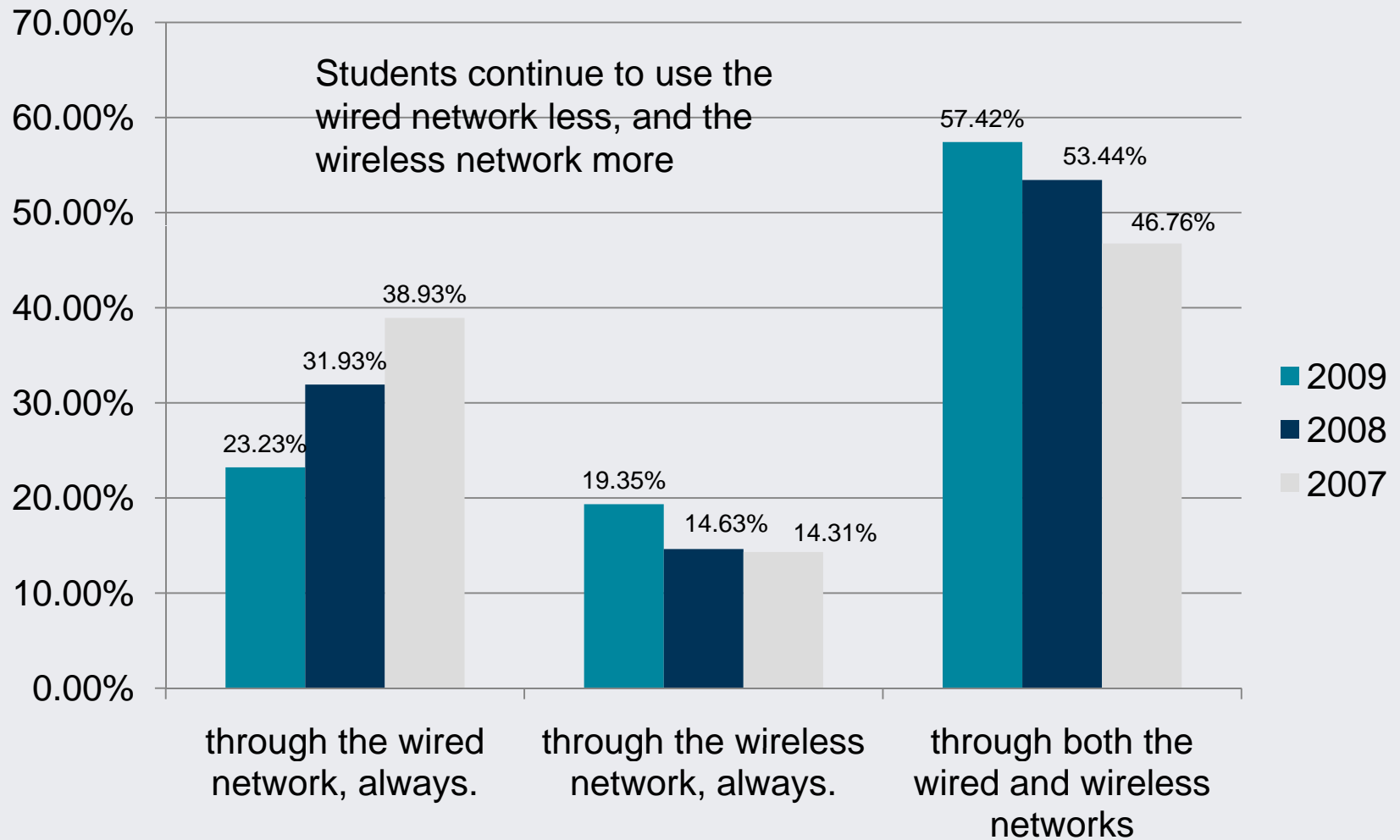


58% of respondents are not aware of Carbonite as a backup solution; Of those aware, the majority choose not to use it as a backup solution.

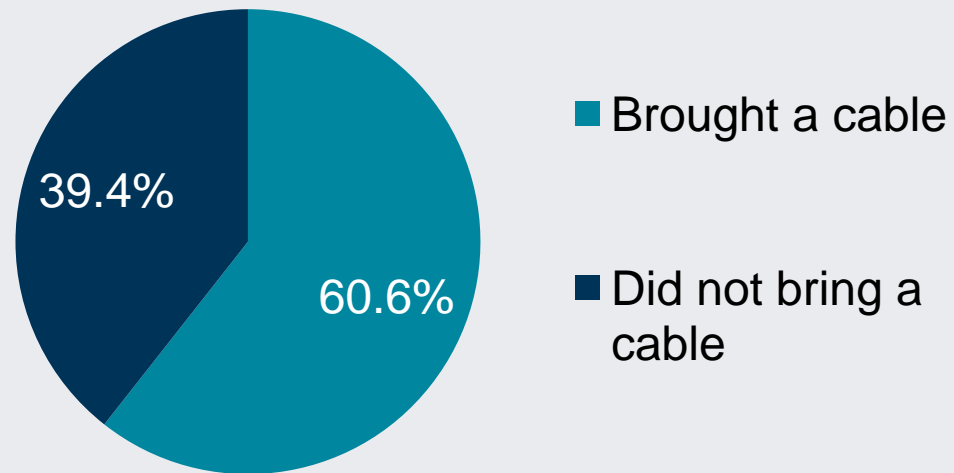
Connecting to the campus network



Connecting to the campus network from Residence Halls

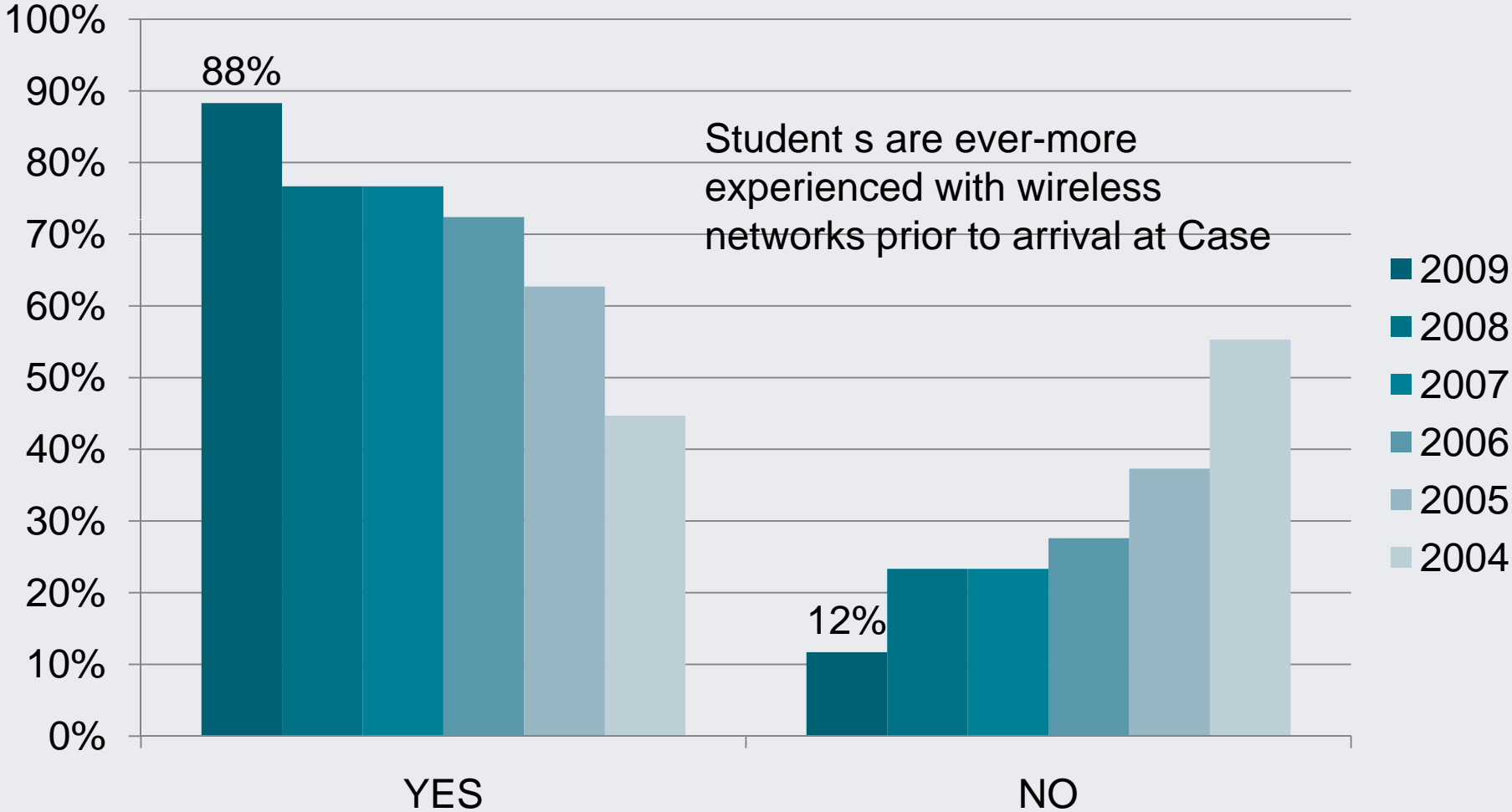


Did you bring your own network cable (RJ45) with you to campus?

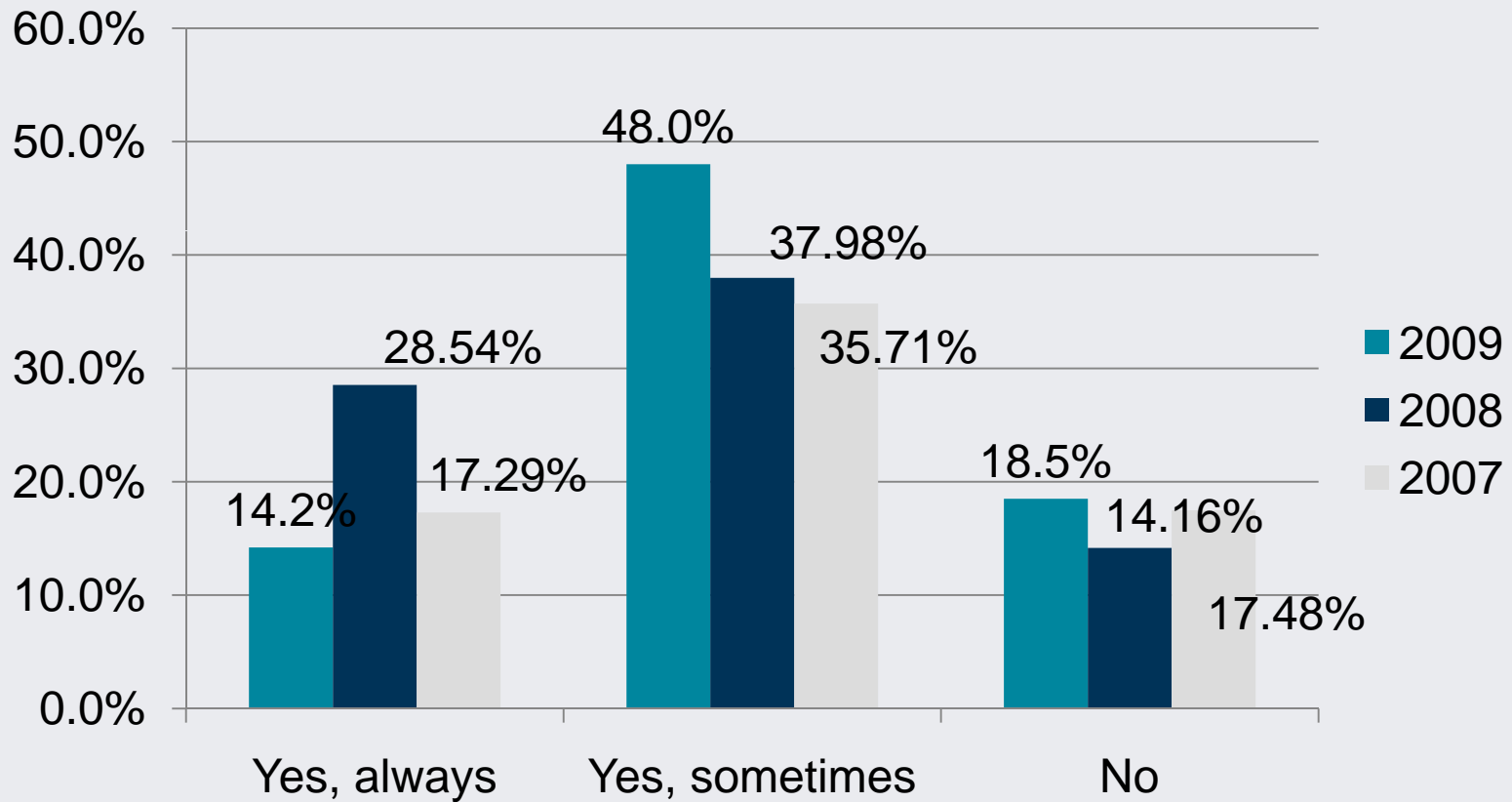


The majority of students brought an RJ45 network cable with them to campus; most having purchased them at retailers.

Wireless Network Experience prior to arriving at Case



Virtual Private Networking (VPN) Usage on the Wireless Network



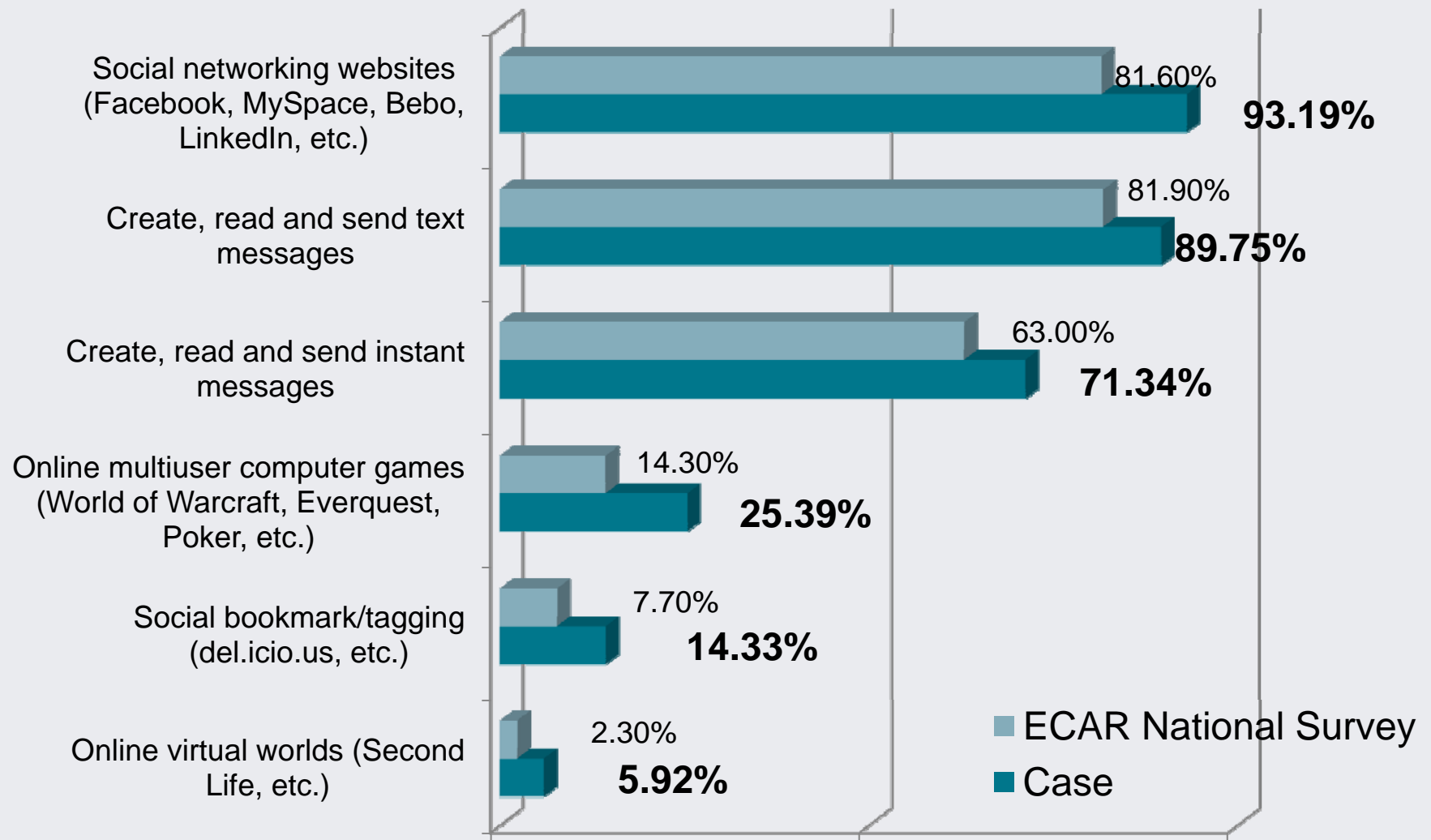
While more people use VPN sometimes, less use it always than in 2008

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

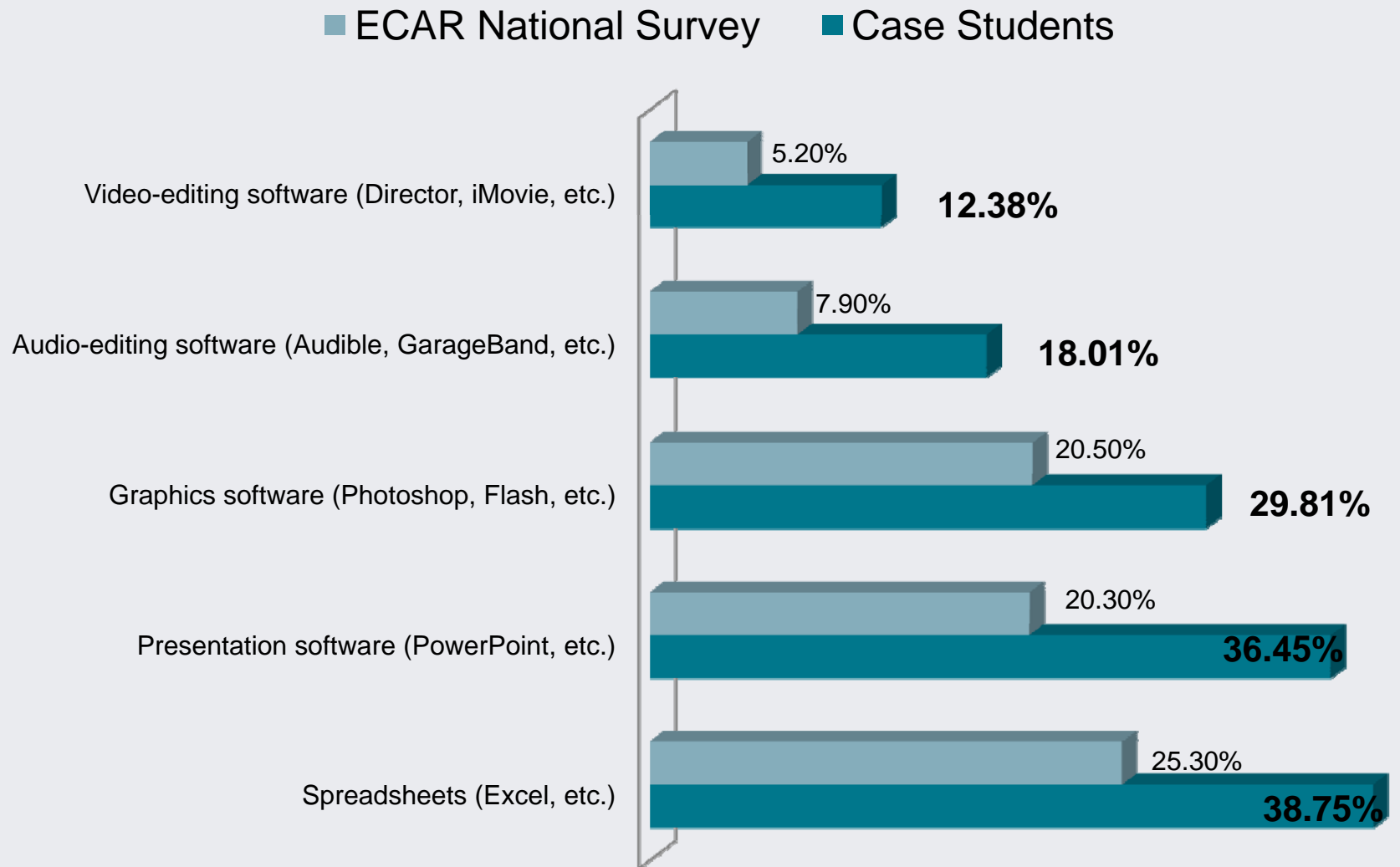
	2009	2009	2008	2008	2007	2007
	Case Response	National Response	Case Response	National Response	Case Response	National Response
less than 16 hours per week	13.1%	48.89%	13.80%	28.58%	25.14%	60.20%
16 - 25 hours per week	40.8%	25.82%	51.30%	24.54%	44.09%	21.30%
26 - 40 hours per week	34.3%	15.98%	26.10%	11.75%	21.58%	12.60%
More than 40 hours per week	11.8%	9.30%	8.80%	8.00%	9.19%	5.90%

75% of First Year Students at Case use the network between 16 and 40 hours per week compared to 42% Nationally

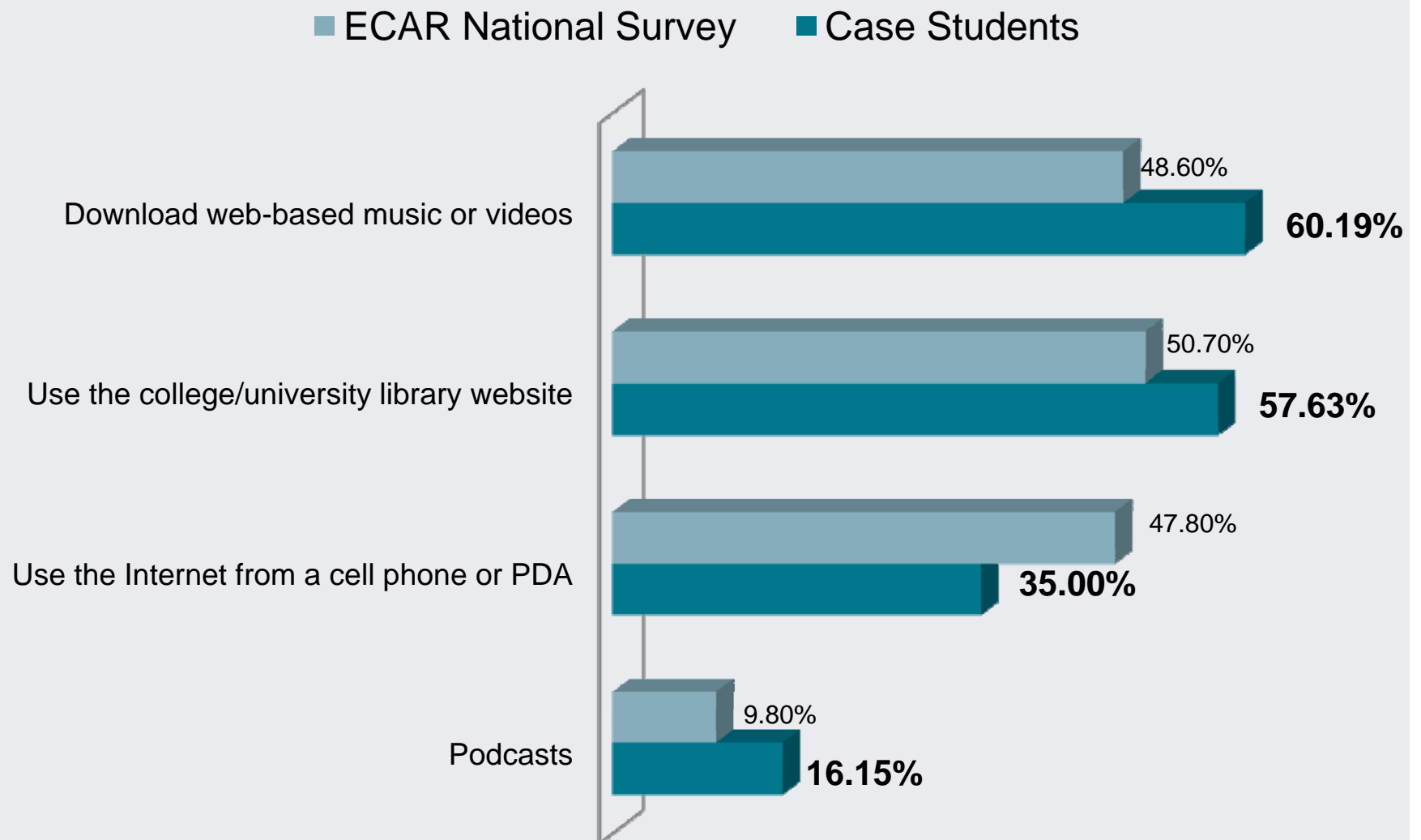
Weekly Use of Network Resources – Communications and Social Networking



Weekly Use of Network Resources – Software resources



Weekly Use of Network Resources – Download and Software resources

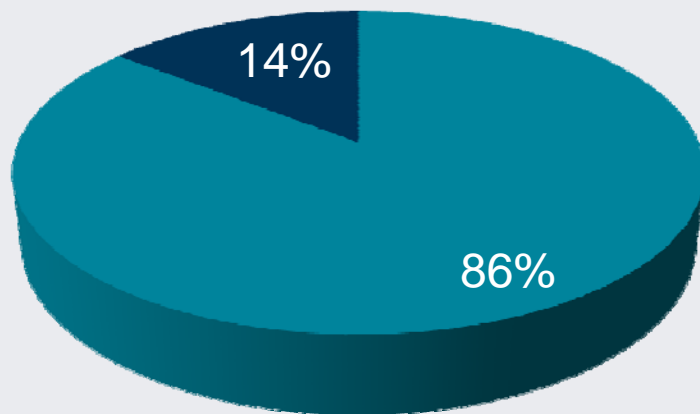


Student preference for courses using information technology

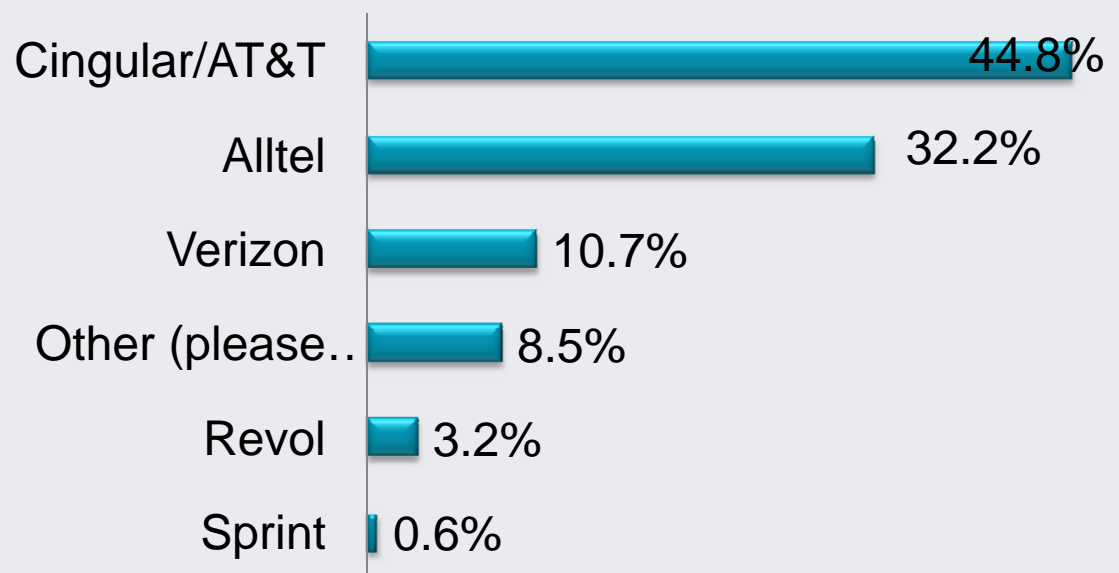
Which statement best describes your preferences?	Case Response Percent	ECAR National Survey Response Count
I prefer taking courses that use no information technology.	2.5%	2.3%
I prefer taking courses that use limited information technology.	12.7%	16.0%
I prefer taking courses that use a moderate level of information technology.	58.5%	61.9%
I prefer taking courses that use information technology extensively.	22.9%	17.2%
I prefer taking courses that use information technology exclusively.	3.4%	2.6%

Cell Phone Usage on Campus: 99.4% of incoming students brought a cell phone to Campus

■ Family Plan ■ Individual Plan

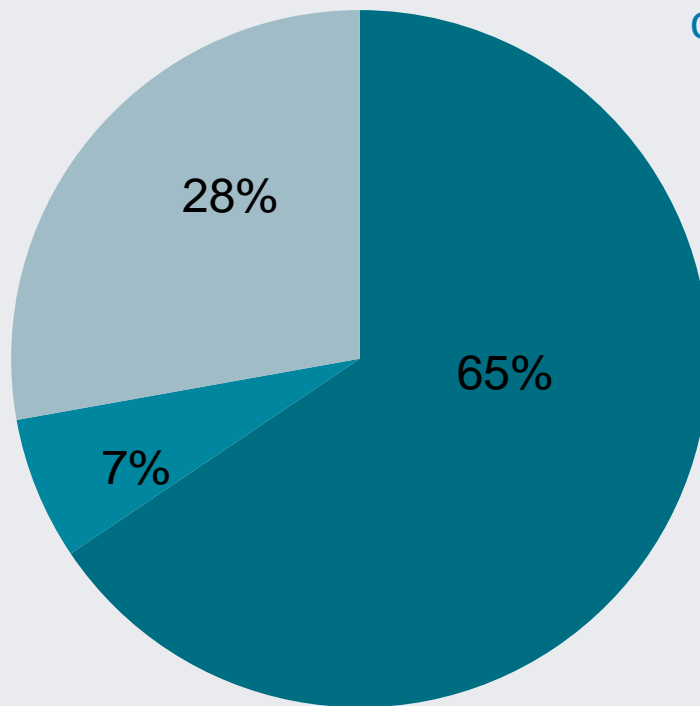


Plan Carrier



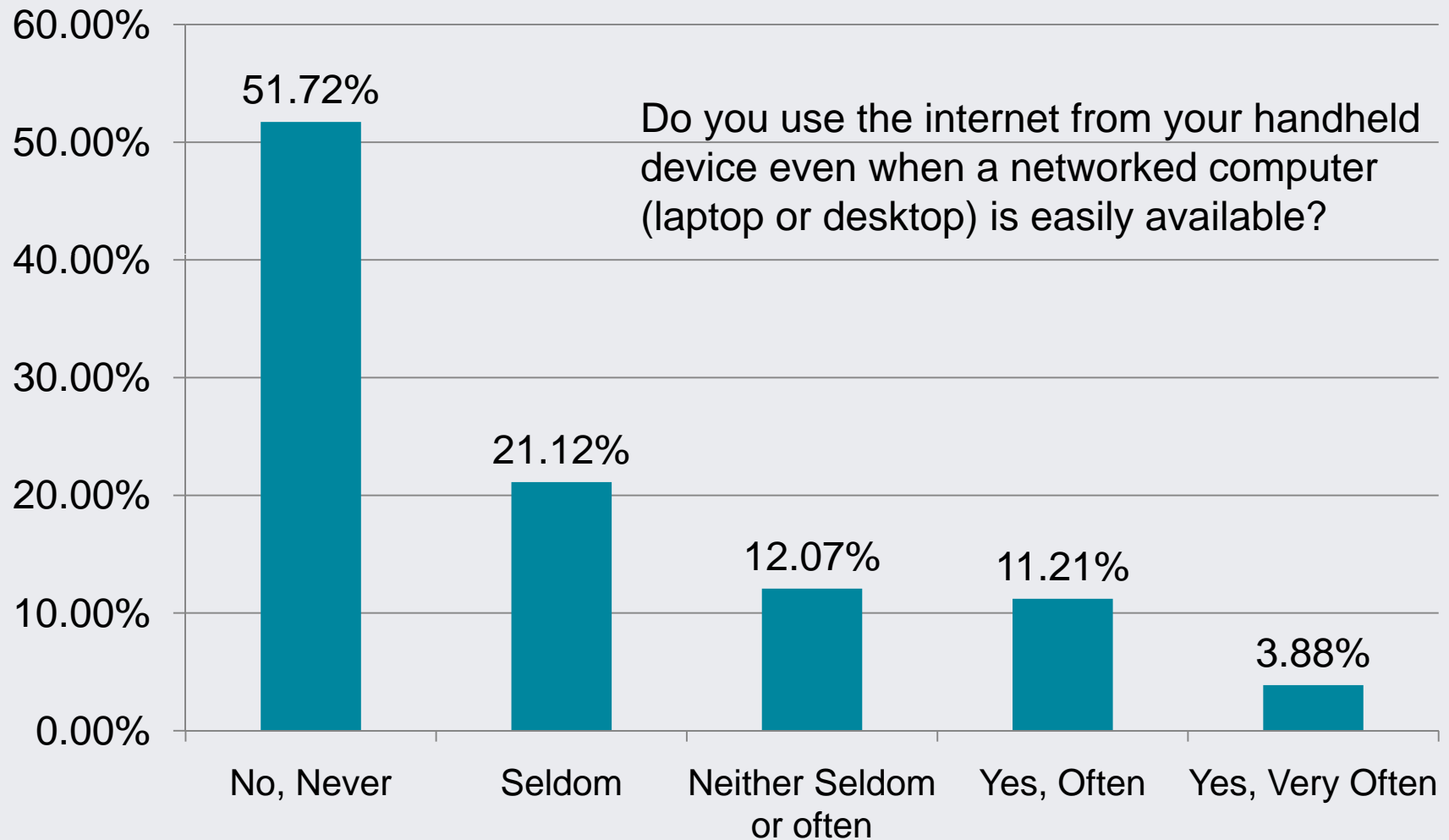
Handheld device: 72% either have a device that can connect to the internet, or plan to purchase one

Do you own a handheld device capable of accessing the internet?

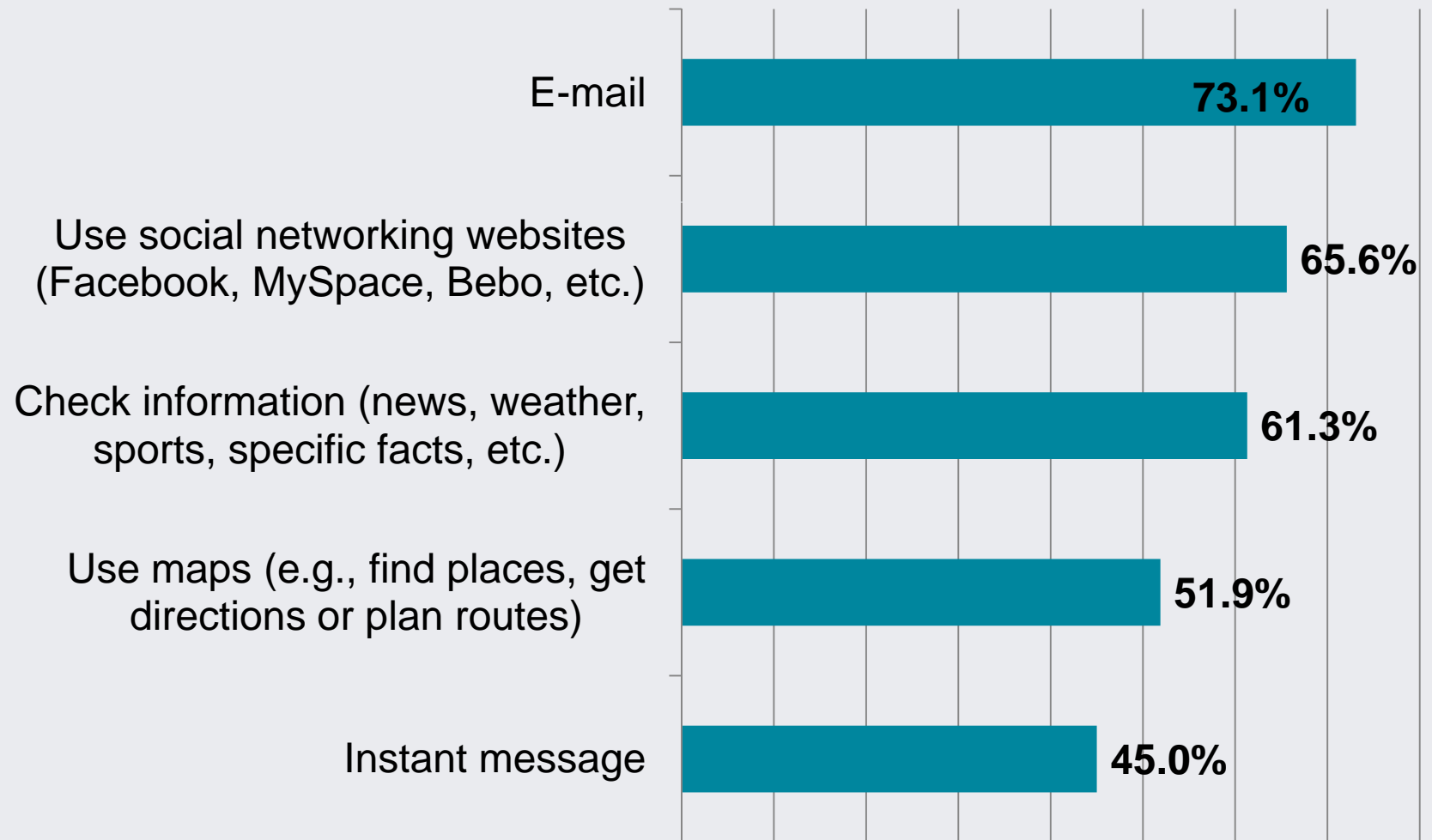


- Yes
- Plan on purchasing one in the next 12 months
- No, and I don't plan to purchase one in the next 12 months

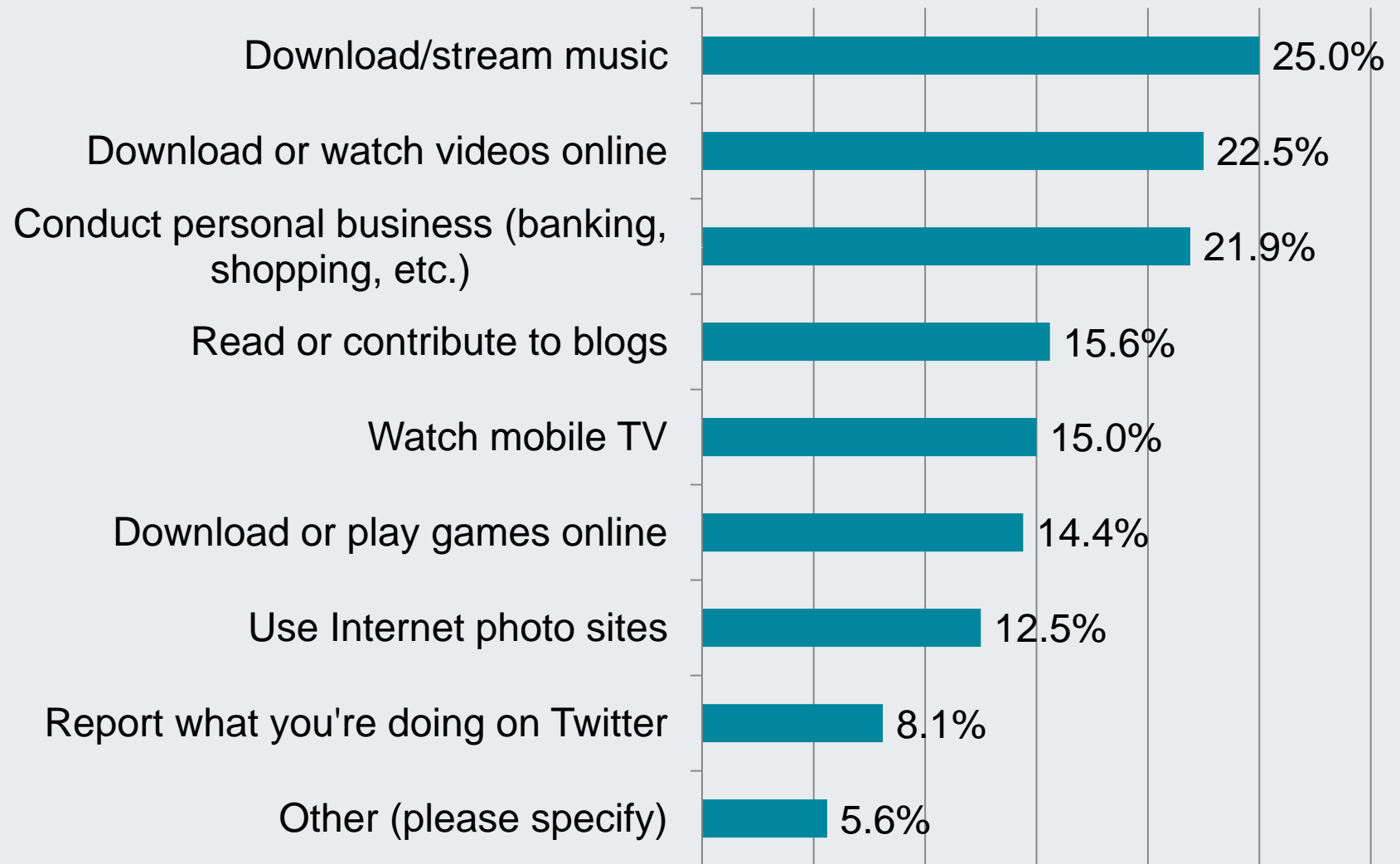
Handheld devices to access the internet: 73% do not routinely use handhelds when a computer is available



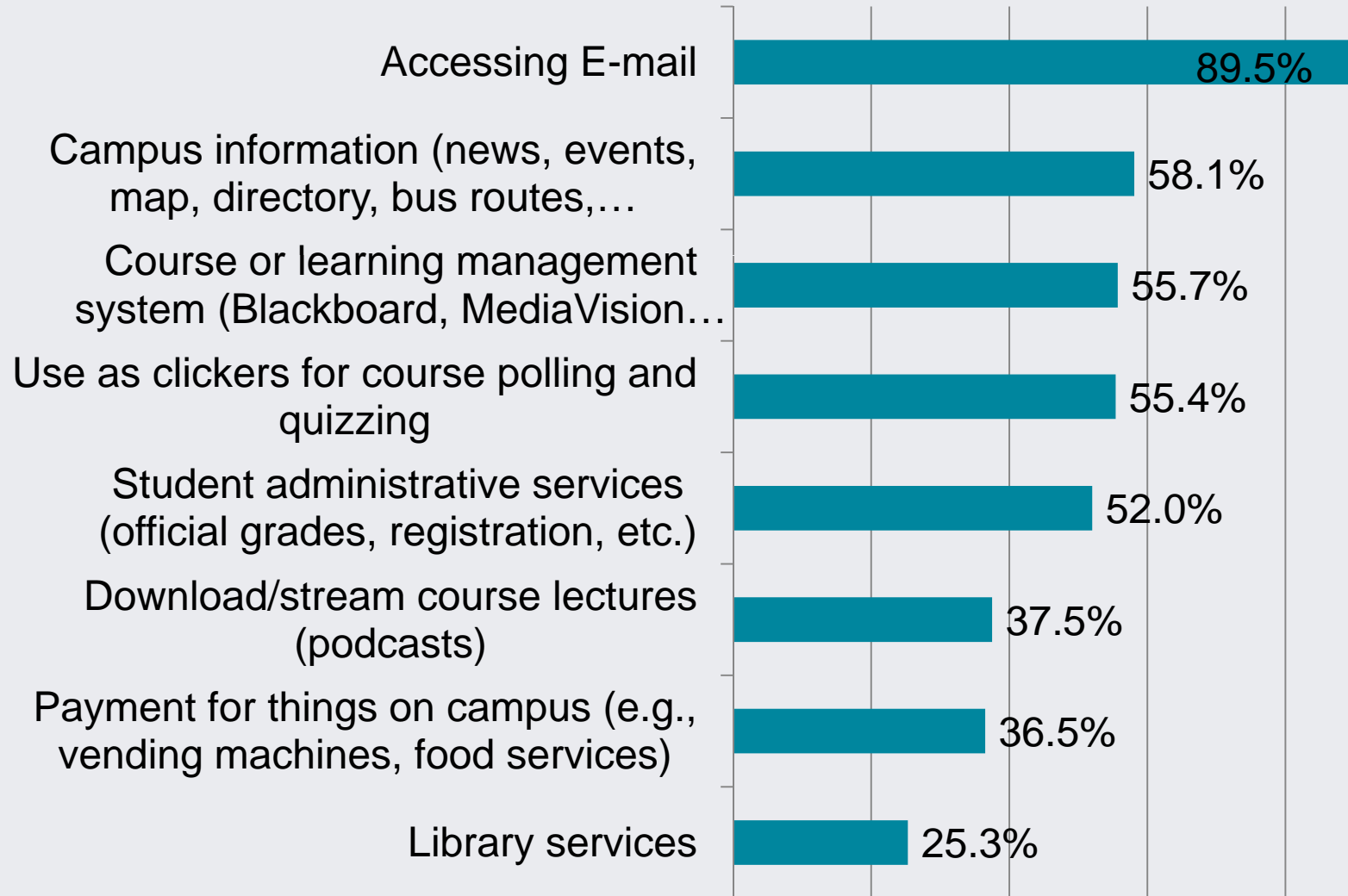
Handhelds: Most used activities



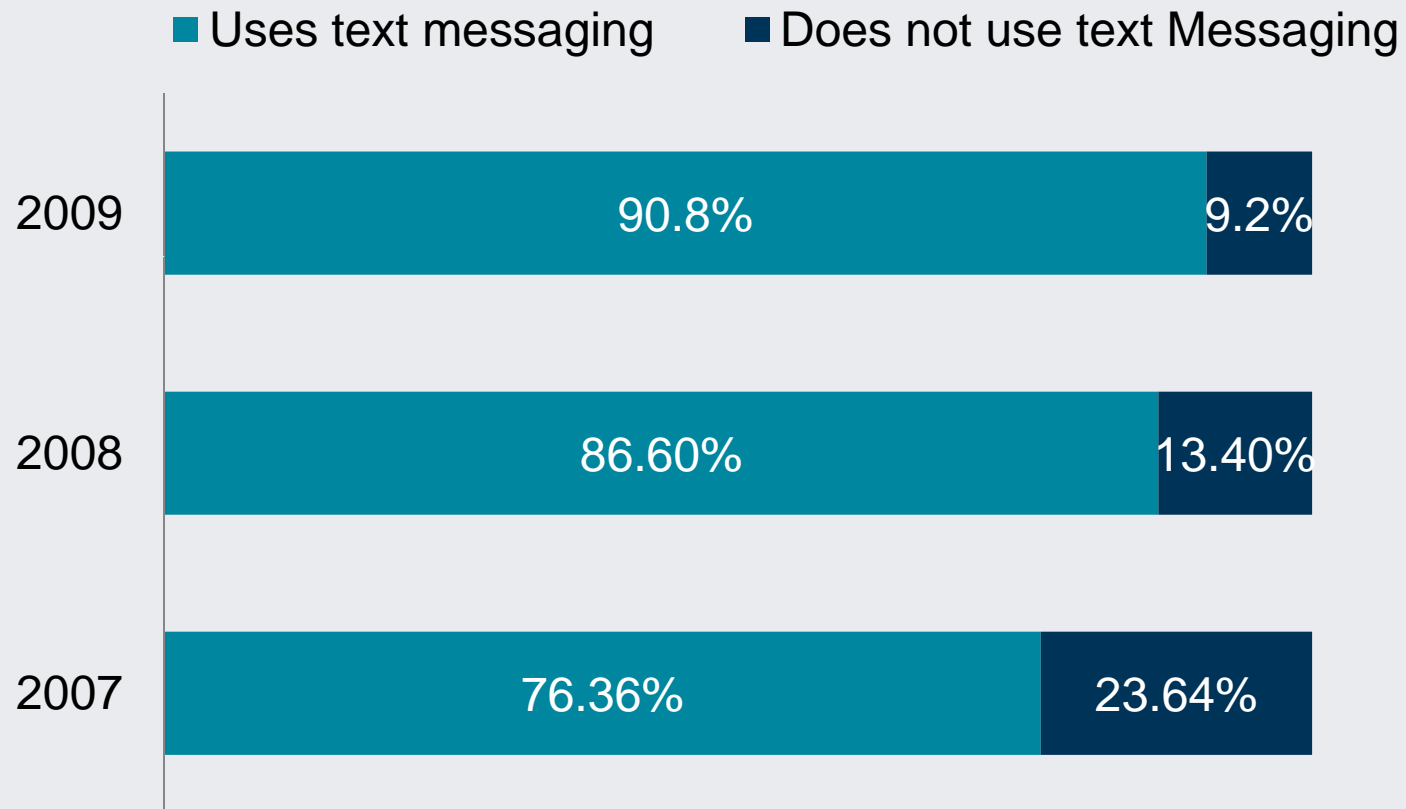
Other activities used with handhelds



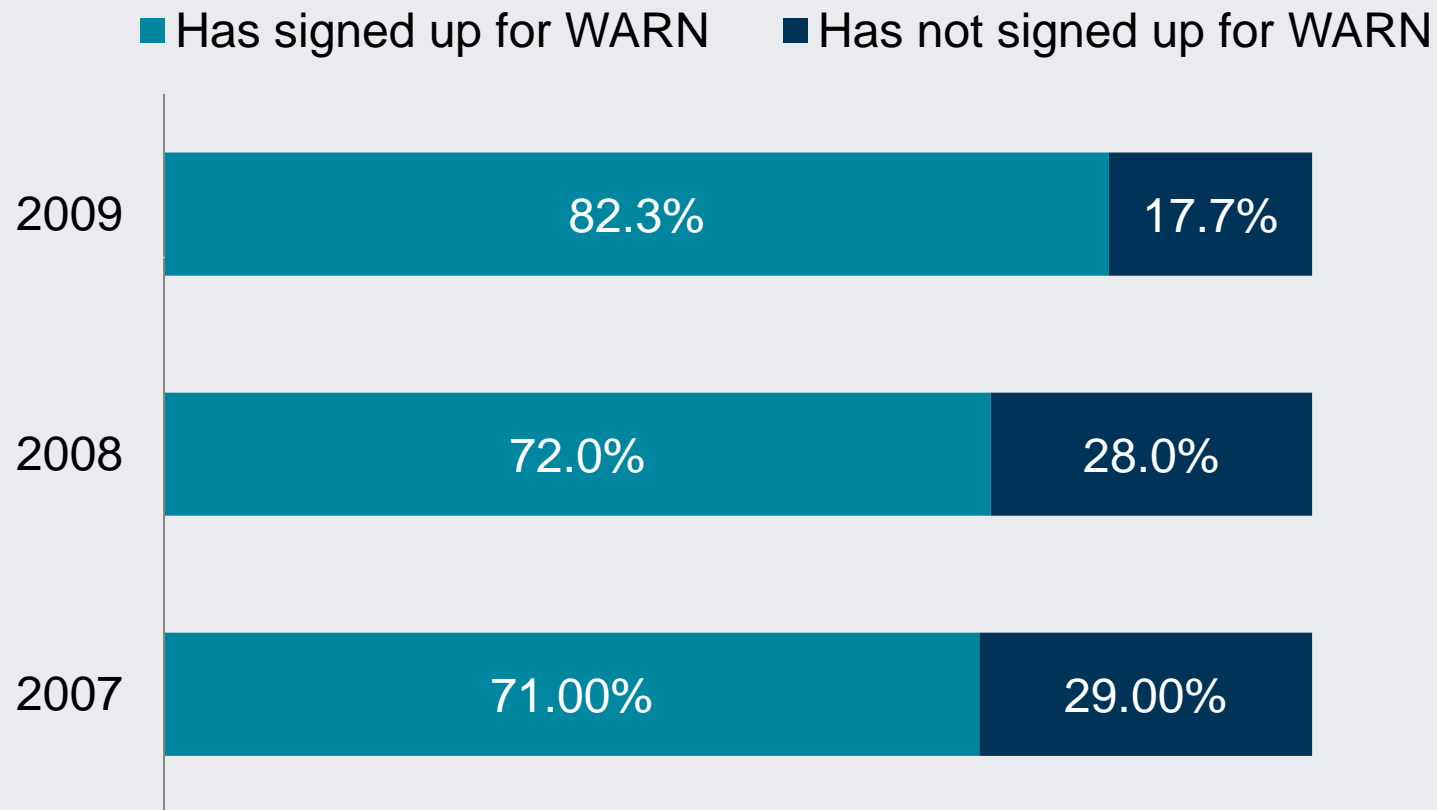
Services likely to be used with handhelds if they were offered



Use of Text Messaging



W.A.R.N. system notification

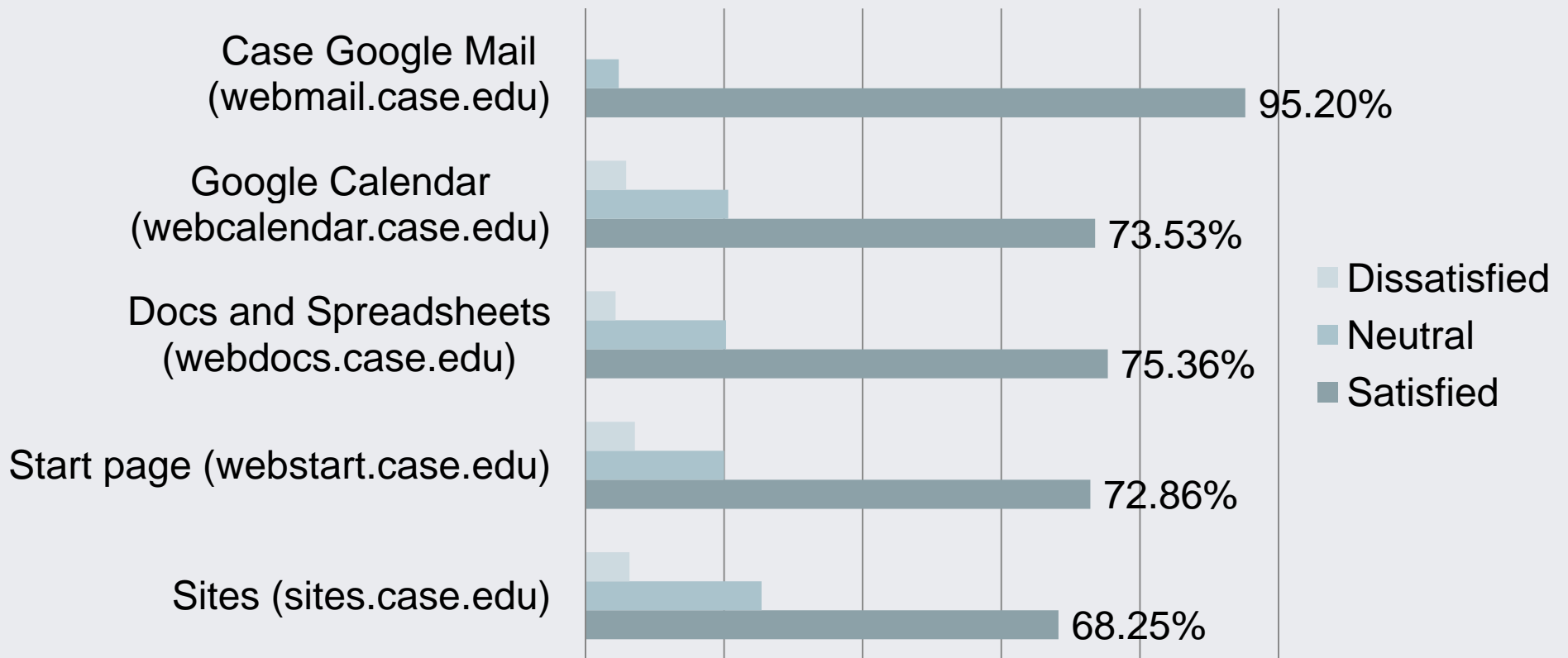


iPod/MP3 Player Usage

- More than 90% of First year students have iPods or other MP3 type devices; of those, more than 50 % are equipped for video.
- It is clear that the students use these devices primarily for entertainment.
 - 63% NEVER listen to PODCASTS
 - 83% NEVER listen to VODCASTS
- However, when offered the possibility of classroom use,
 - 67% would be interested in PODCASTS (slight increase)
 - 62% would be interested in VODCASTS (slight increase)

Case Google Apps: Usage and Satisfaction

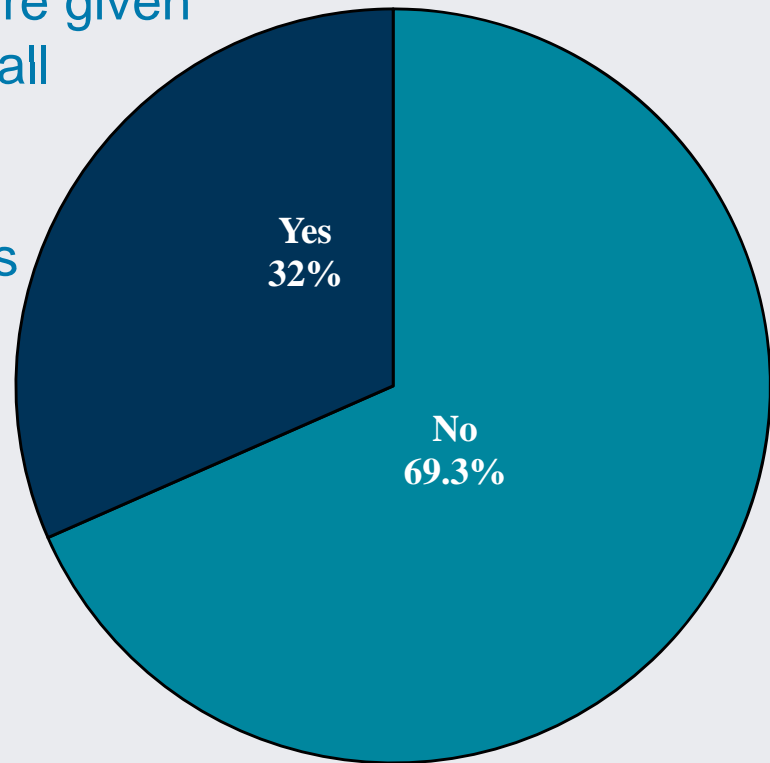
At the time of the survey, 40% of First Year Students had used Case Google Apps. Of those who have used Case Google Apps, they are very satisfied with the products:



Have you set up or Customized the Webstart Portal?

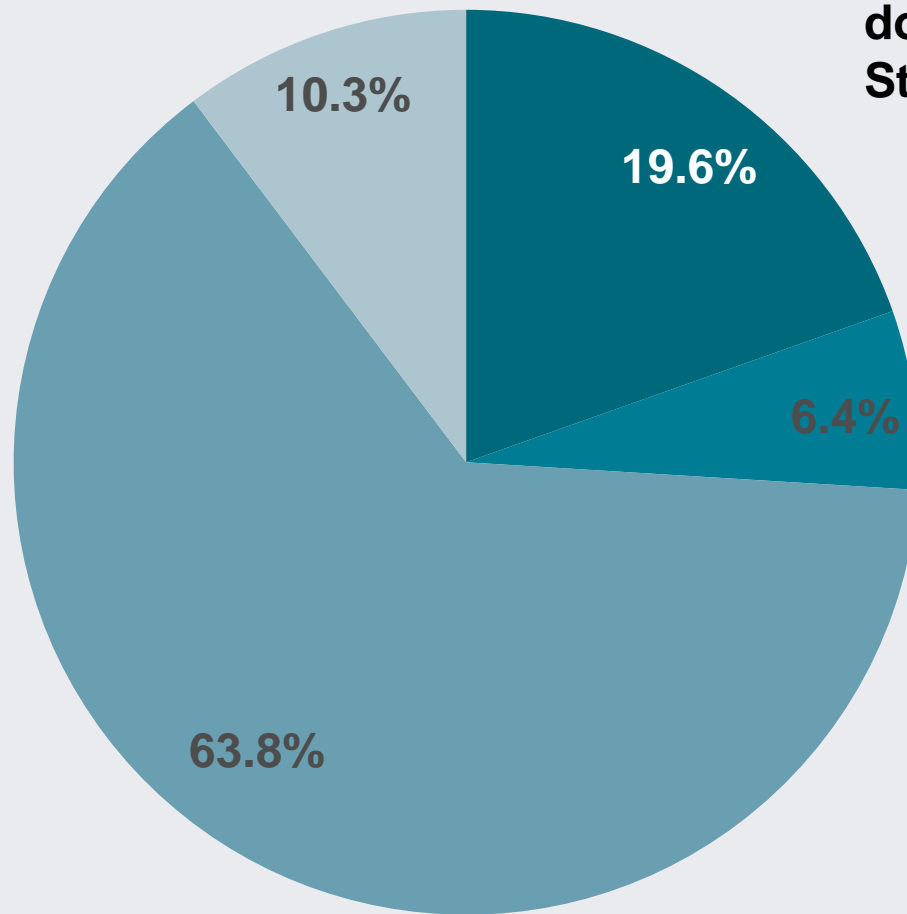
Launchpad and the Webstart portal were given a “soft launch” at the beginning of the fall semester, 2009.

This question was included as a means to inform the students of the service.



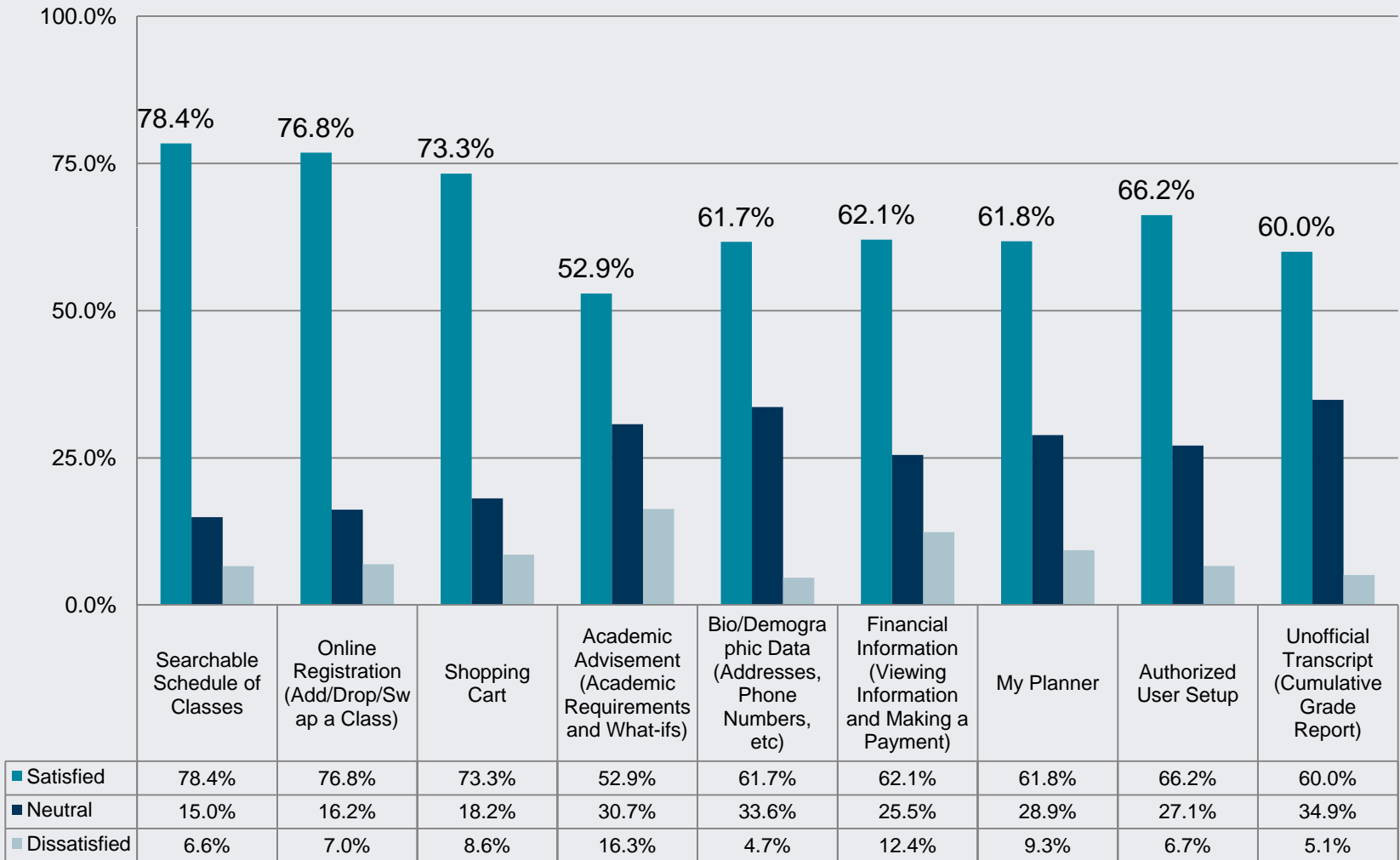
Student Information Systems: Access

From what launching point do you usually access the Student Information System



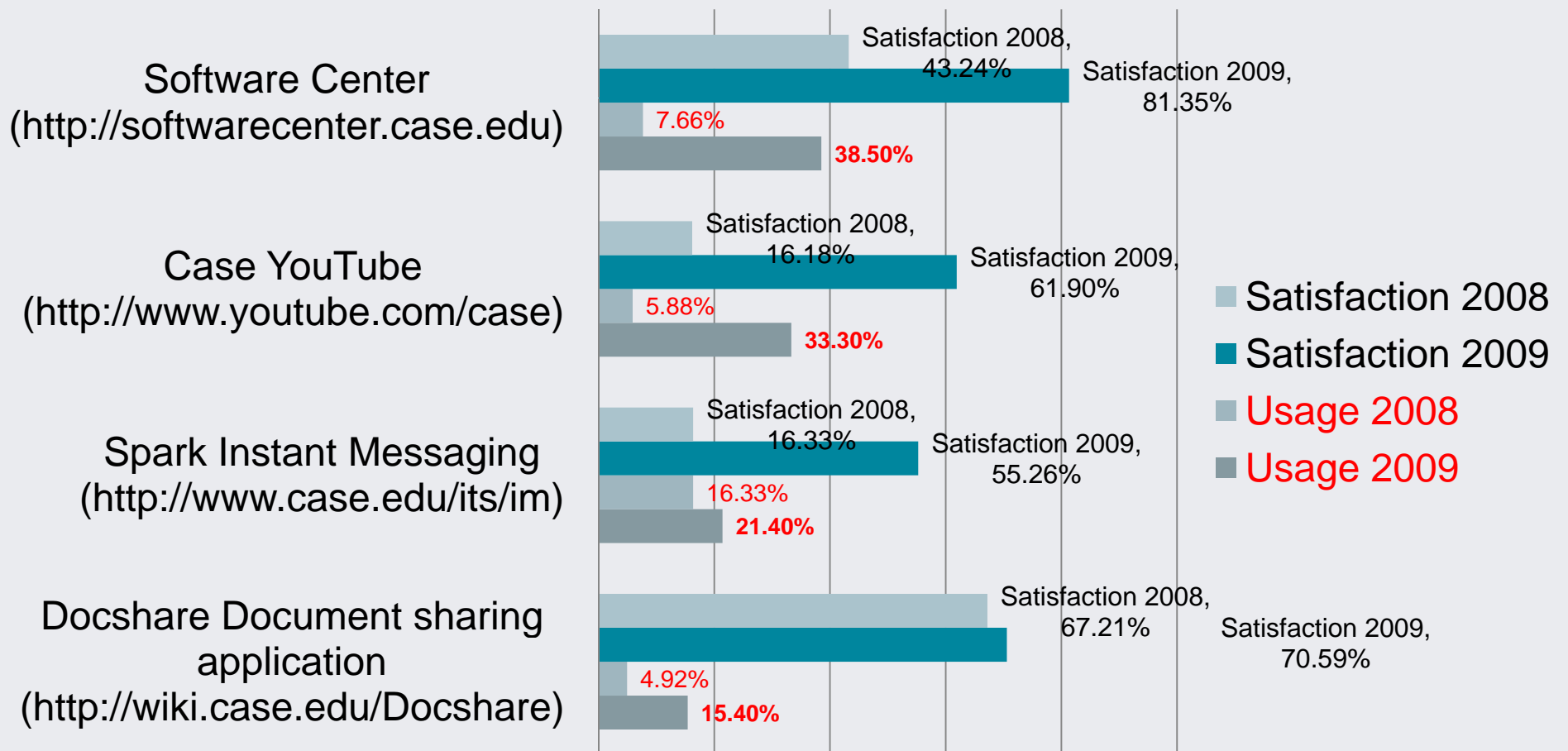
- Registrar's Web Page
- Webstart Portal (webstart.case.edu)
- Favorite or Bookmark
- Other (please specify)

SIS System: Satisfaction with Services



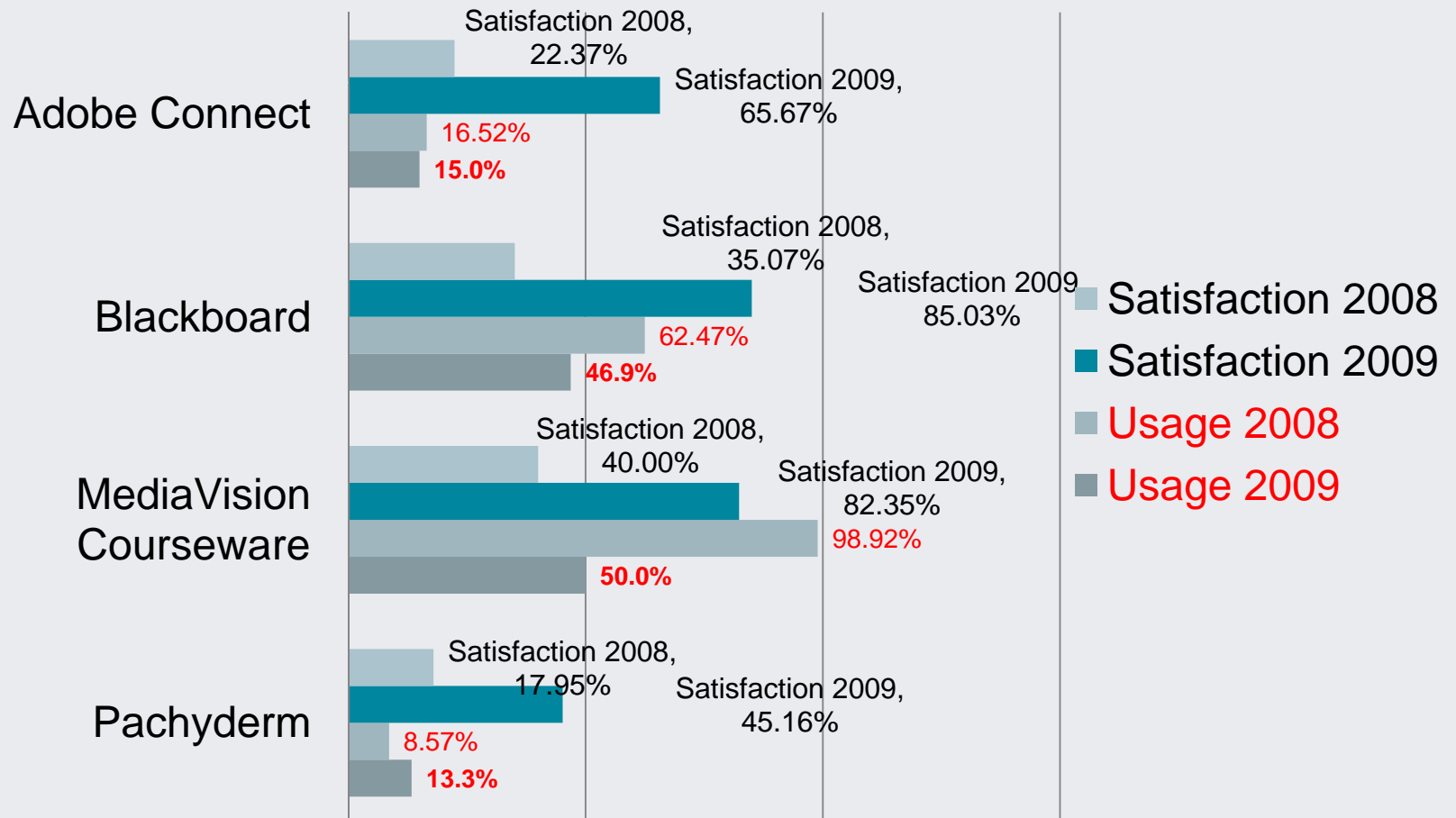
ITS Services: Usage and Satisfaction

Usage of these services has increased, as has the satisfaction of those students using them:

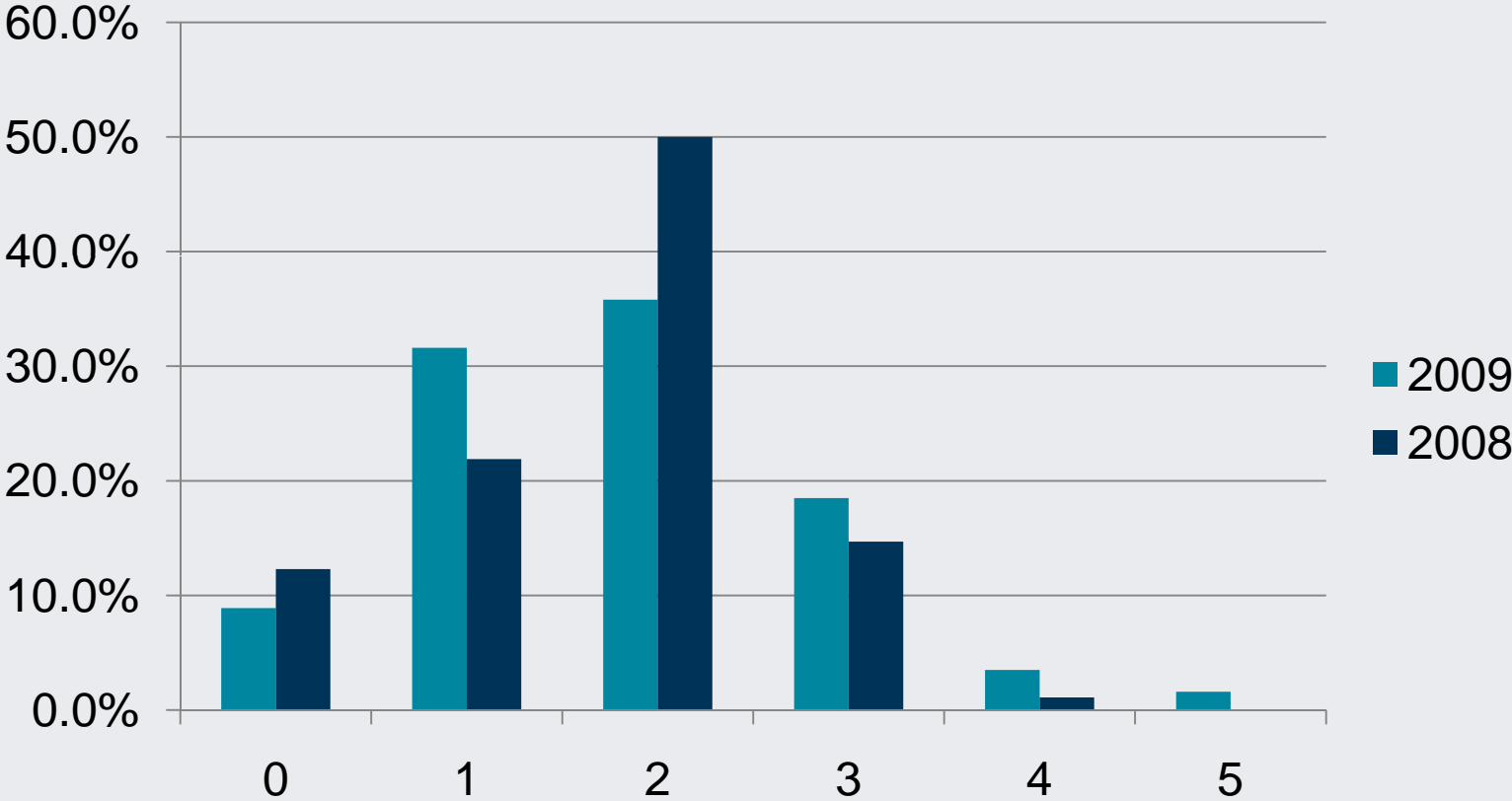


ITS Services: Usage and Satisfaction

Satisfaction in these ITS Services has increased, but Usage has actually decreased, with the exception of Pachyderm

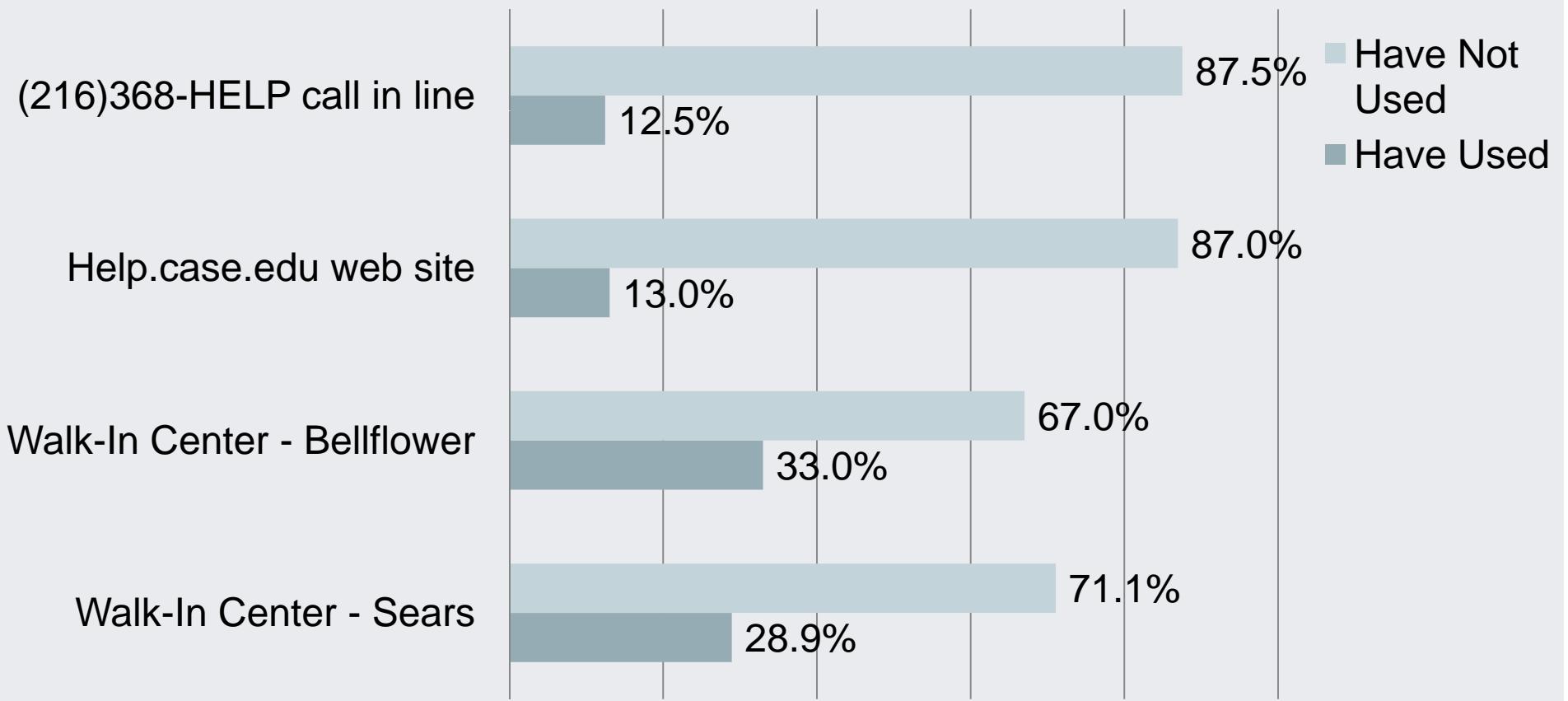


Number of courses using MediaVision Software



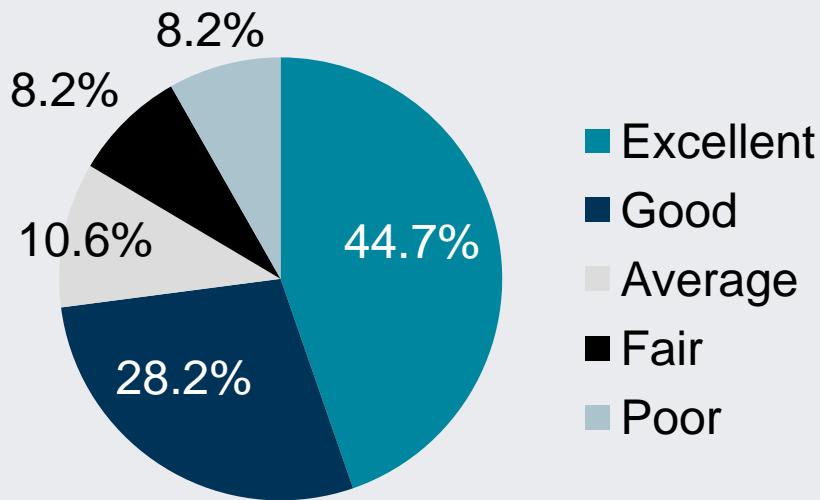
Technical Support: Usage

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

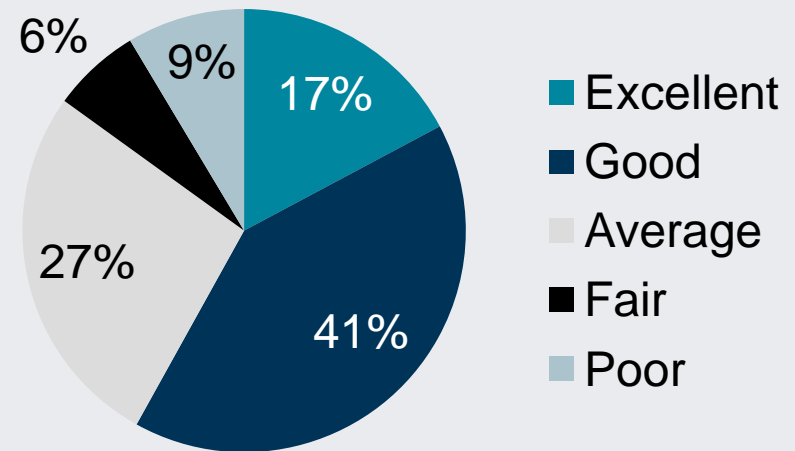


Technical Support Satisfaction: Those who have used our services report their experience as:

(216)368-HELP

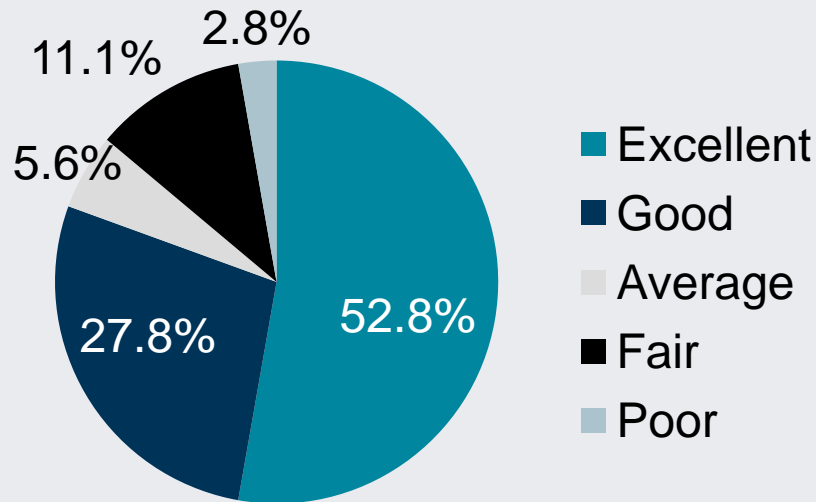


help.case.edu website

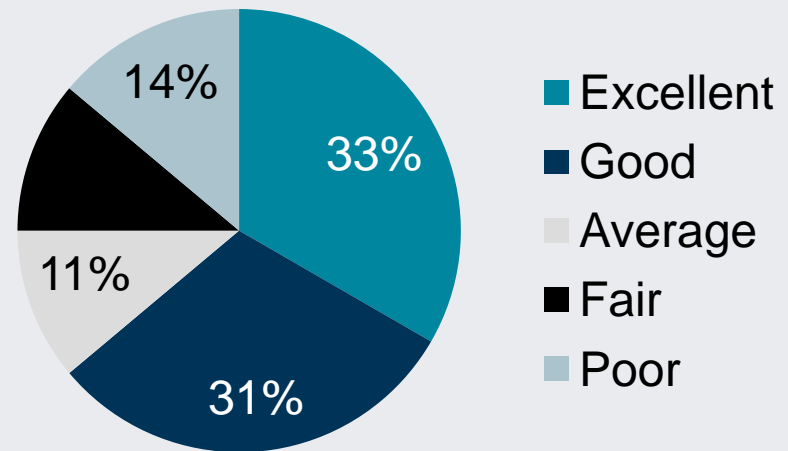


Technical Support Satisfaction: Those who have used our services report their experience as:

Walk-In Center - Bellflower

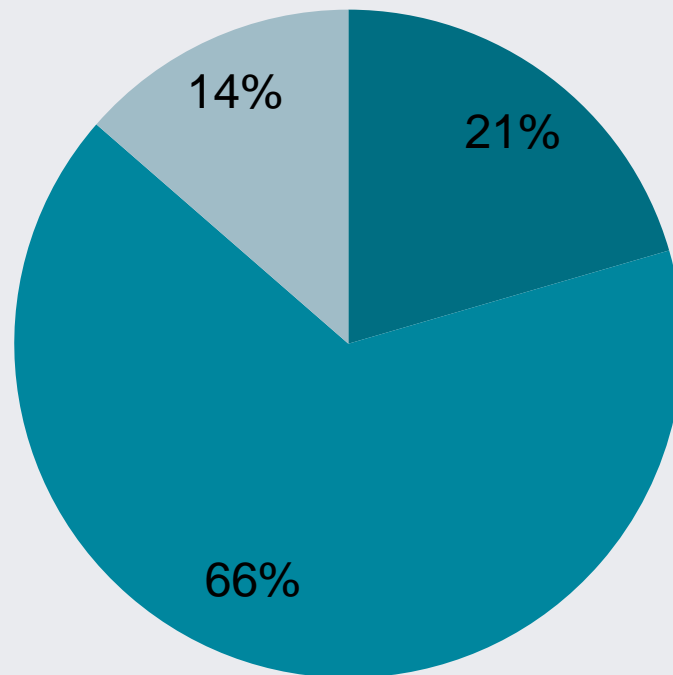


Walk in Center - Sears



Expectations about technology at Case

We asked: How well, overall, would you say that your expectations about technology at Case have been met?



- My expectations have been exceeded.
- You have met my expectations.
- My expectations have not yet been met.

How to better meet expectations/other comments

- Students shared comments regarding the following areas:
 - Communications
 - MediaVision
 - Network and stability
 - Student Information System
 - Tech Support
 - ITS, Help Desk and Case website
 - Wifi service