

First Impressions

ITS Survey Results for Incoming
Undergraduate Students
Fall, 2010

Overview

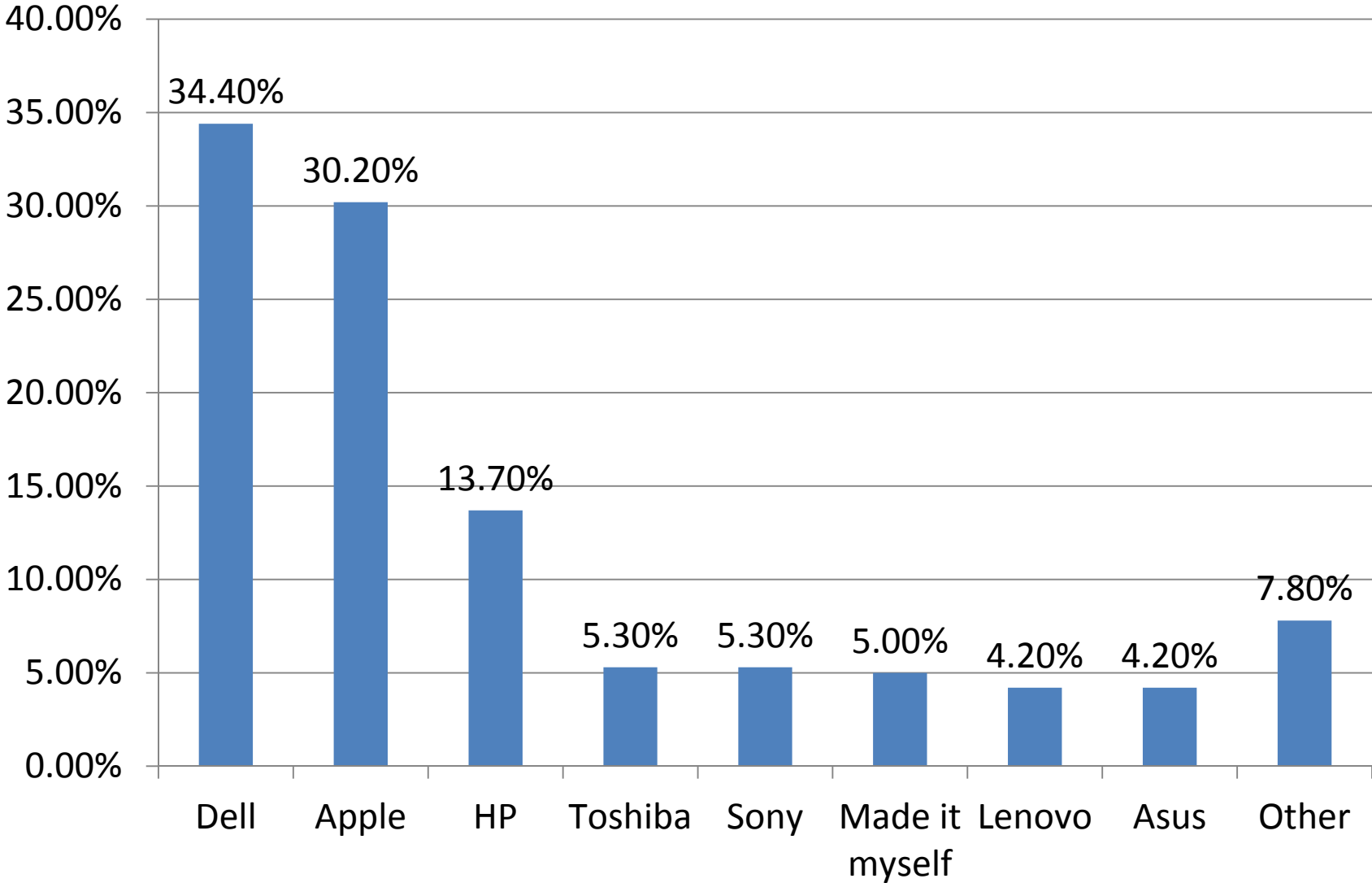
Objective: to gather information to help ITS assess needs and expectations and to help improve communications and outreach strategies for incoming students

- Survey distributed electronically to first year undergraduates (1096 students)
- 359 respondents (32.75%)
- Survey open for 12 days: Oct 1 – 12, 2010
- One Flip Video Recorder raffled off
 - Winner: Zhouyang Zhang
- One Kindle DX e-reader raffled off
 - Winner: Ethan Seery

Objectives

- Assessing penetration of, and make students aware of eStore , Student Information System, Software Center, other ITS offerings
- Assessing student technology skills and equipment
- Evaluation of trends and patterns to enable sound policy making and investments.

Brand of Computers brought to campus- 2010



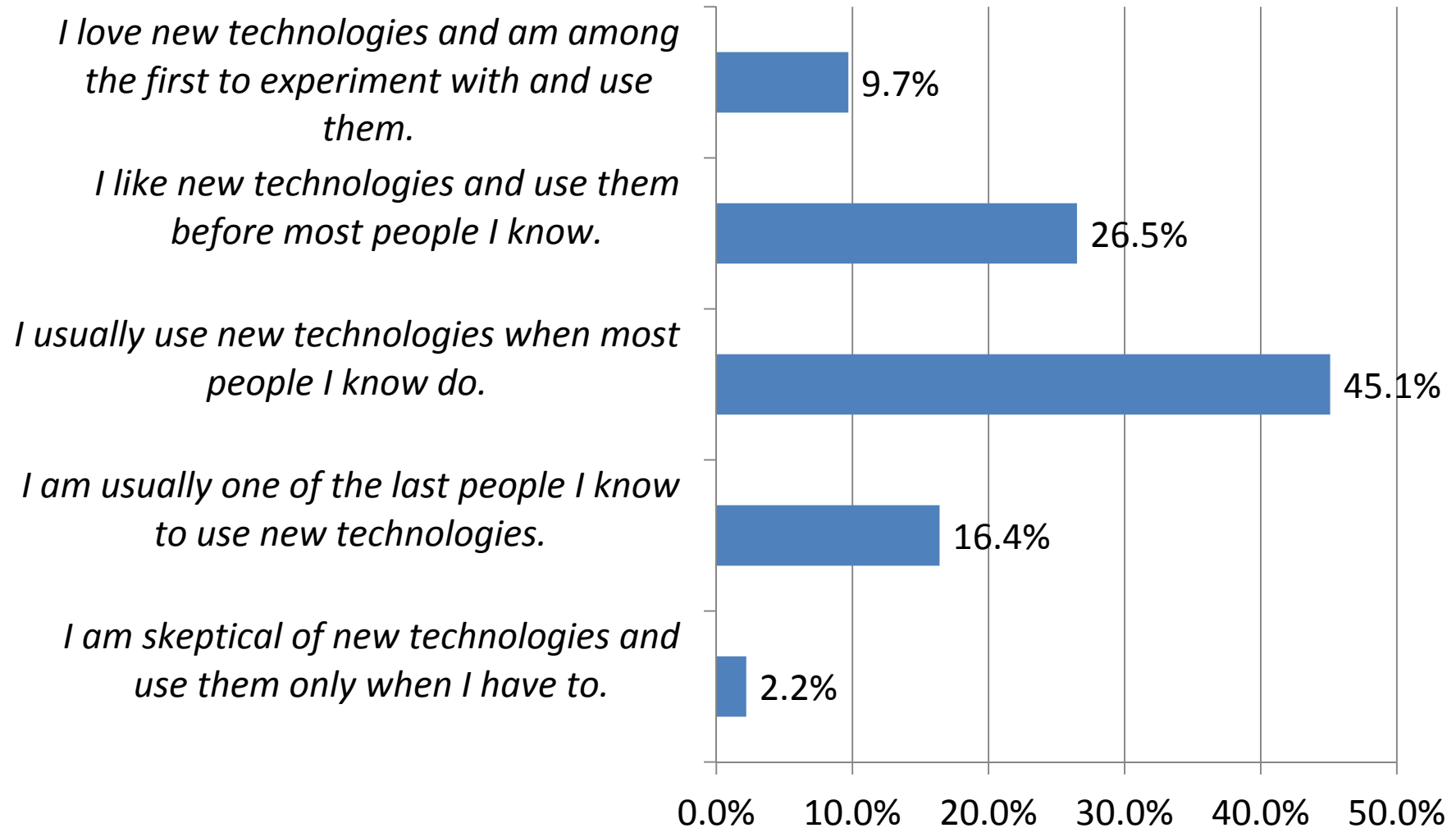
Brand of Computers brought to campus - Comparisons

Key Findings:

- Dell continues to be leader
- Apple continues to gain share

Brand	Percentage Purchased 2010	Percentage Purchased 2009	Percentage Purchased 2008	Percentage Purchased 2007	Percentage Purchased 2006
Dell	34.40%	38.1%	41.40%	43.30%	53.50%
Apple	30.20%	24.1%	17.70%	20.11%	16.80%
HP	13.70%	16.2%	17.50%	14.13%	9.30%

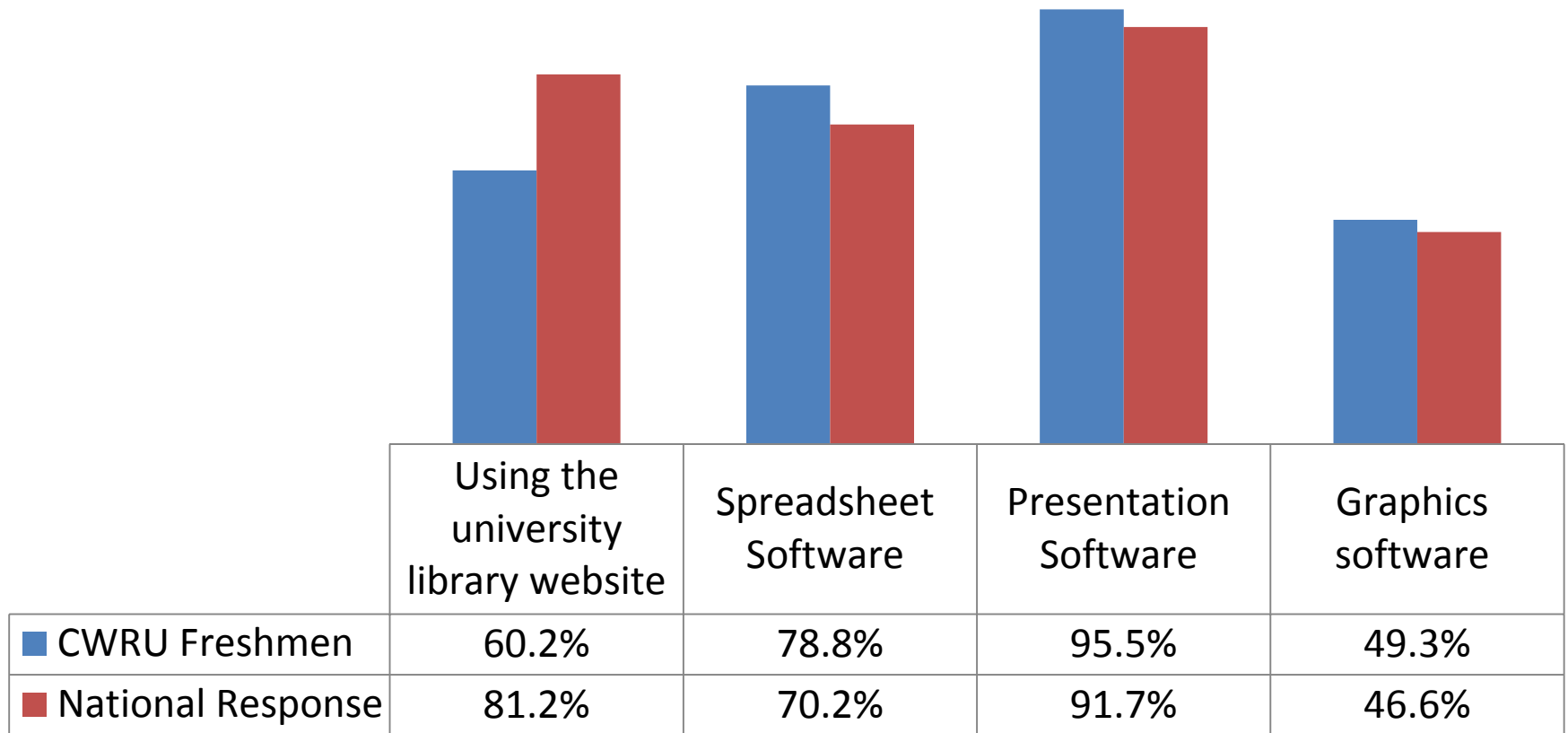
Technology Self Assessment



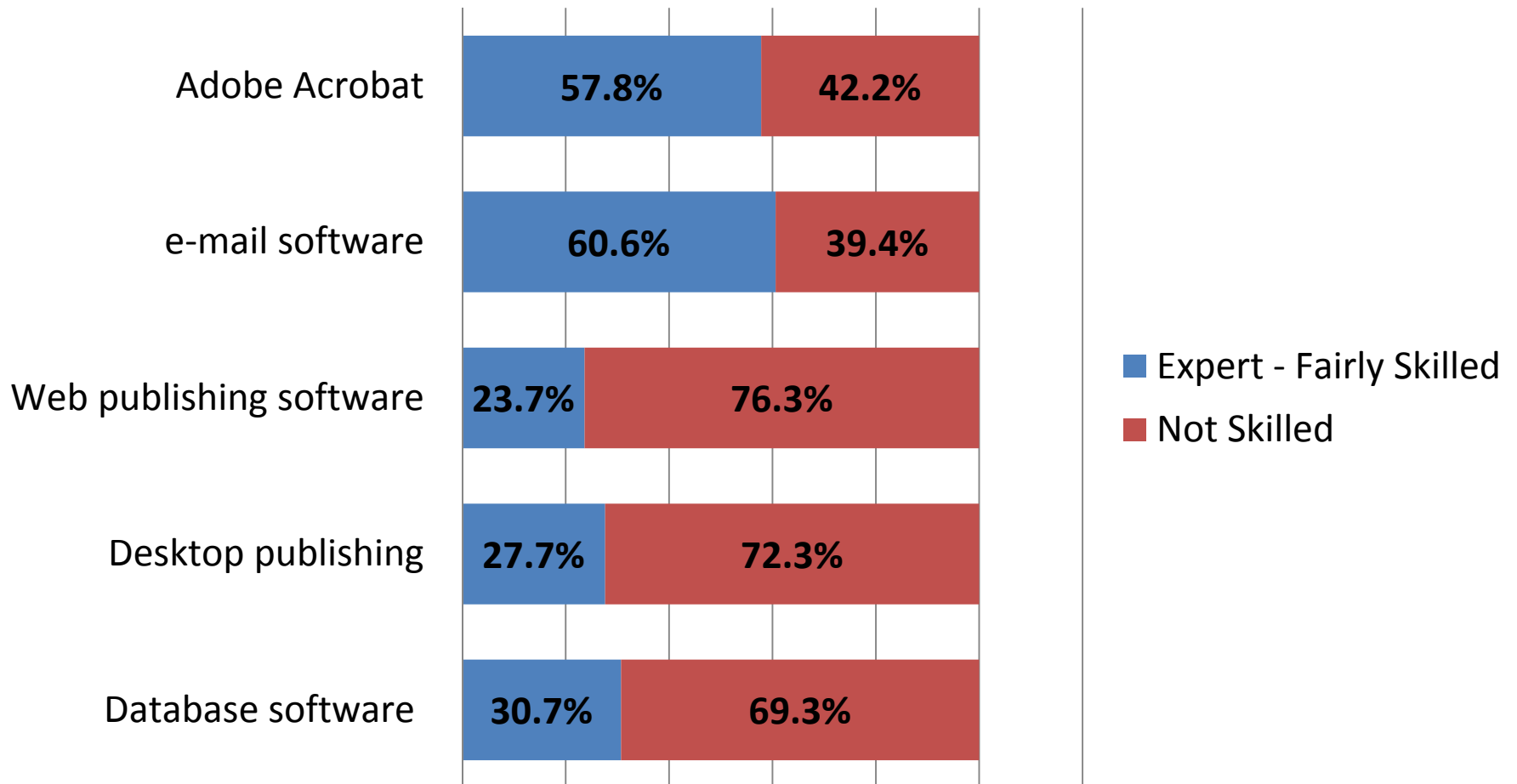
Self – Reporting Student Skill Levels:

(Expert, Very Skilled, Fairly Skilled)

Comparison with 2010 ECAR survey

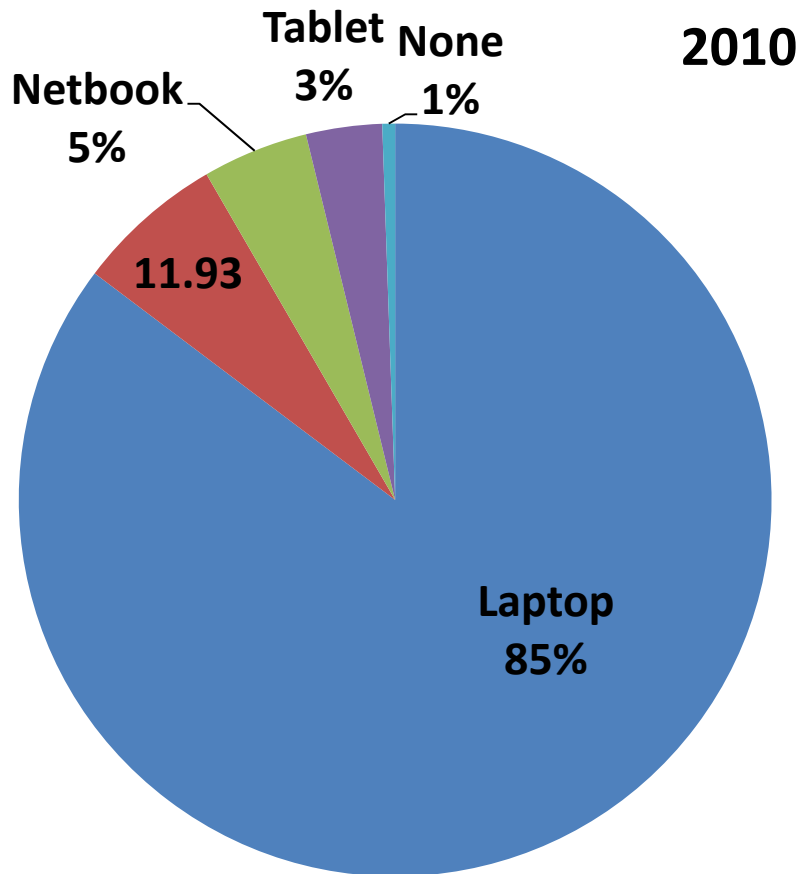


Self – Reporting Student Skill Levels with the following software:

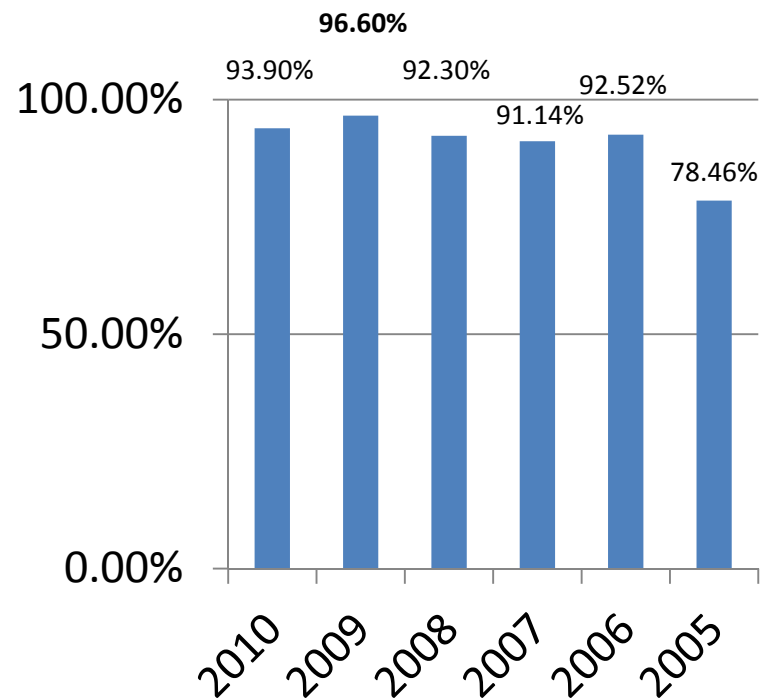


Laptop, Desktop, Netbook and/or Tablet PC?

The introduction of Netbooks slightly decreased the percentage of laptops brought to campus over 2009

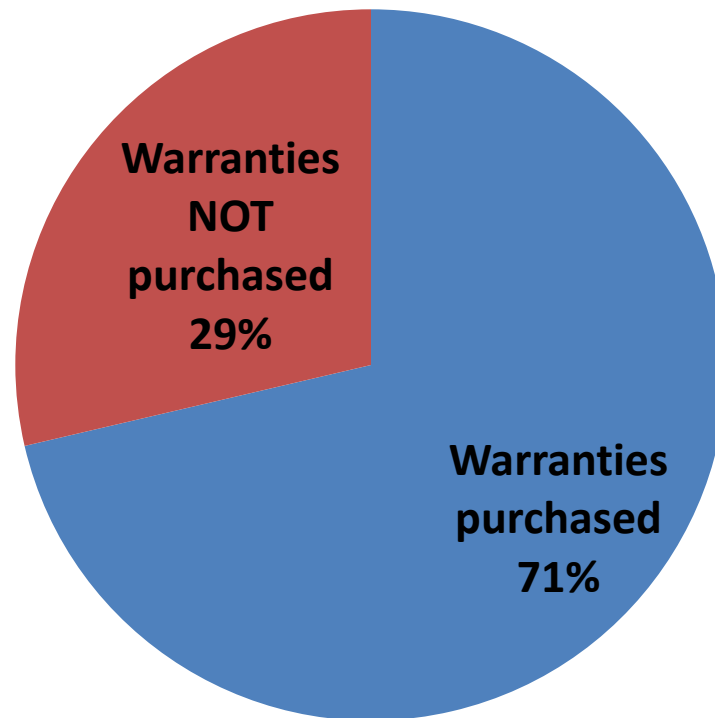


Laptop usage over the years



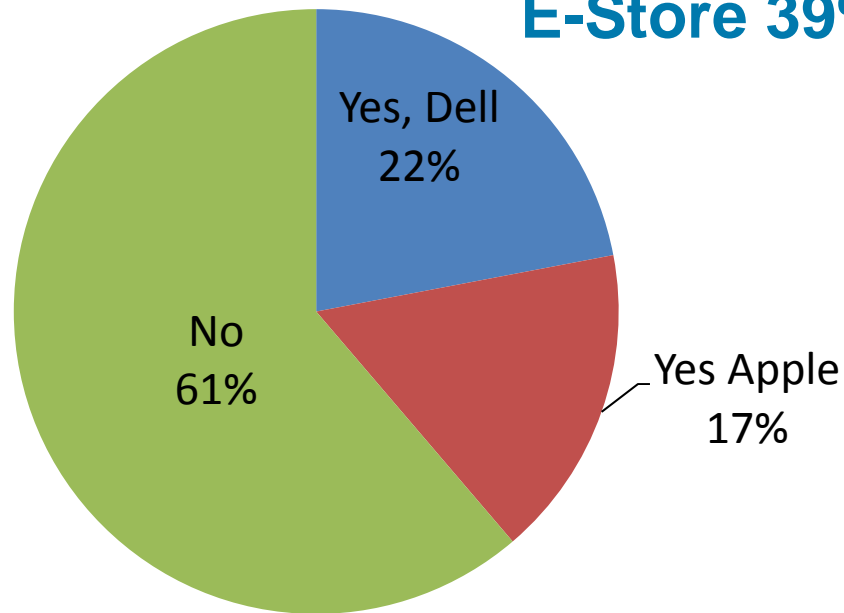
Did you purchase a warranty with the computer you brought to campus?

3 year warranties
purchased most
often



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

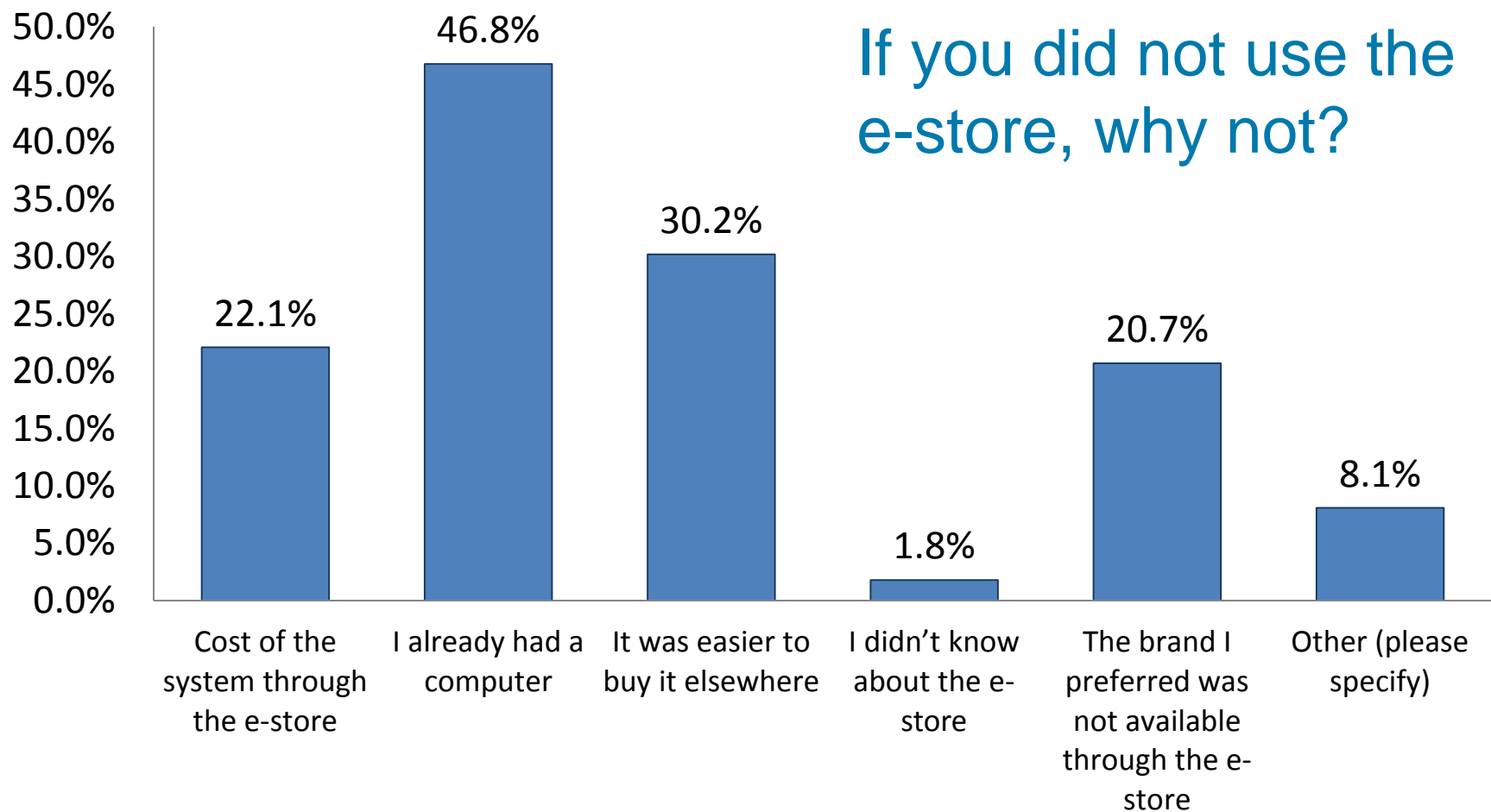
Total Use of E-Store 39%



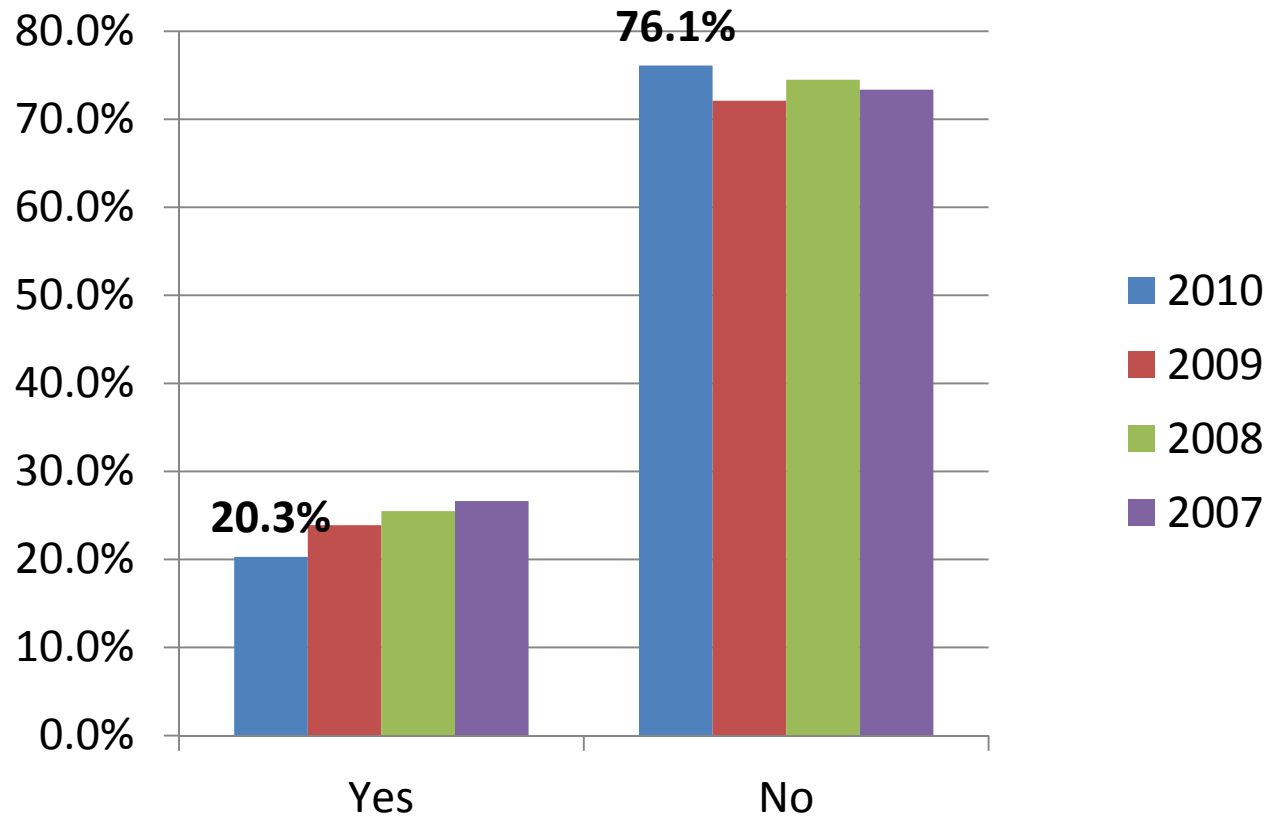
	2010 Response Percent	2009 Response Percent	2008 Response Percent	2007 Response Count	2006 Response Percent
No	61.5%	61.6%	67.1%	61.96%	41.36%
Yes, Dell System	22.1%	27.7%	26.7%	29.53%	58.41%
Yes, Apple System	16.8%	11.3%	6.6%	8.51%	5.61%

eStore use for Dell systems seem constant, while use of the eStore for Apple Systems has continued to

The majority of those who did not purchase from the e-store already had a computer



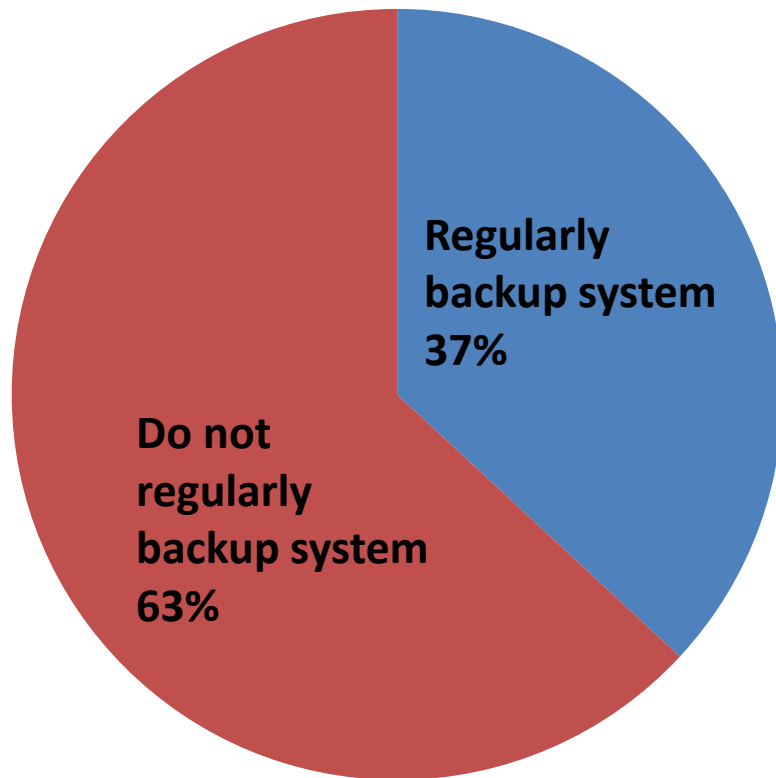
If you have a laptop computer, do you use a locking cable?



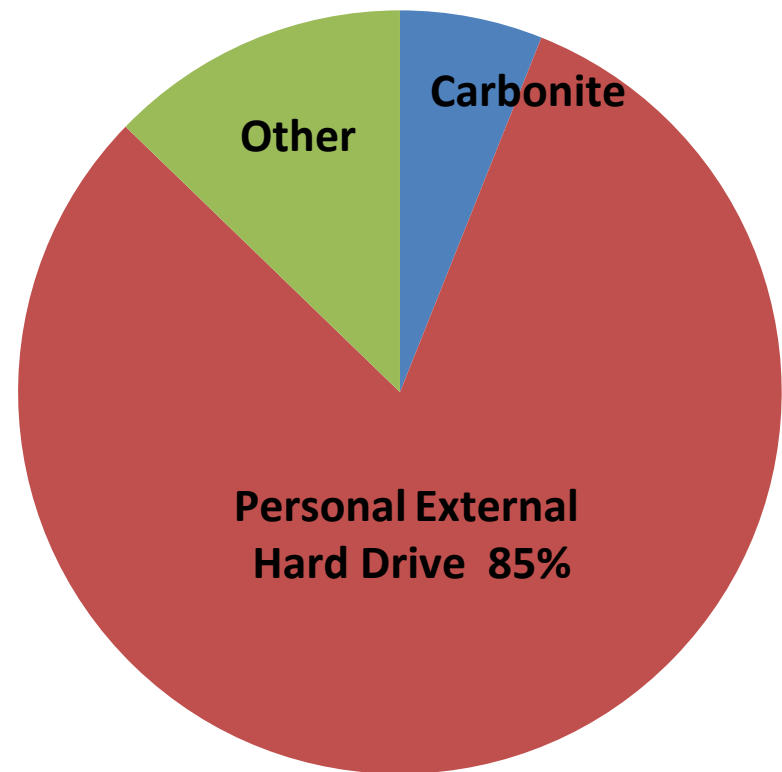
Use of a locking cable continues to decline. Only 20% of laptop users use a locking cable; those that do, purchased it at a retailer.

Computer Backup

Do you regularly back up your computer system?

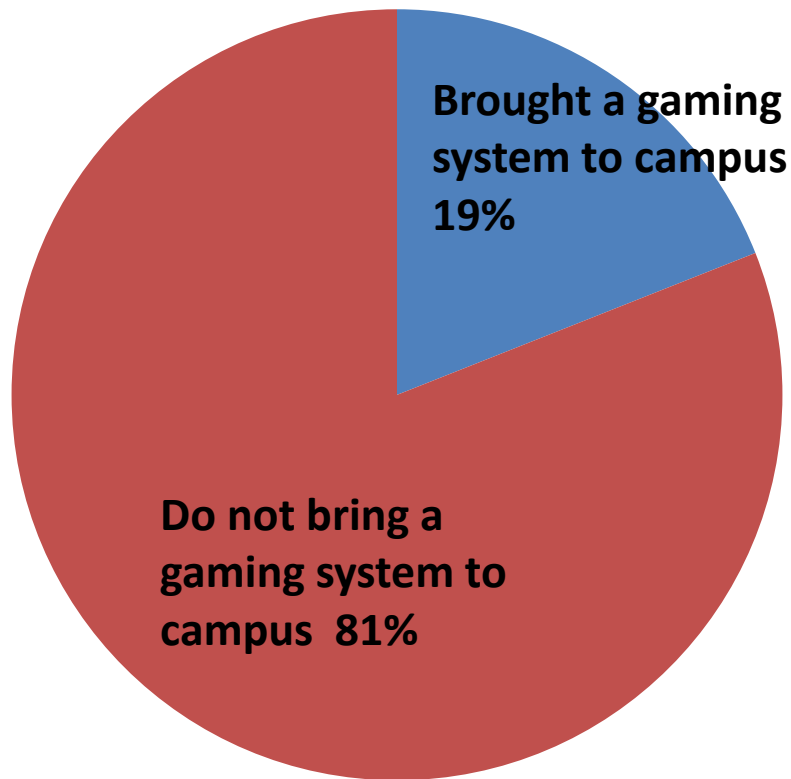


Those who do backup their systems use:

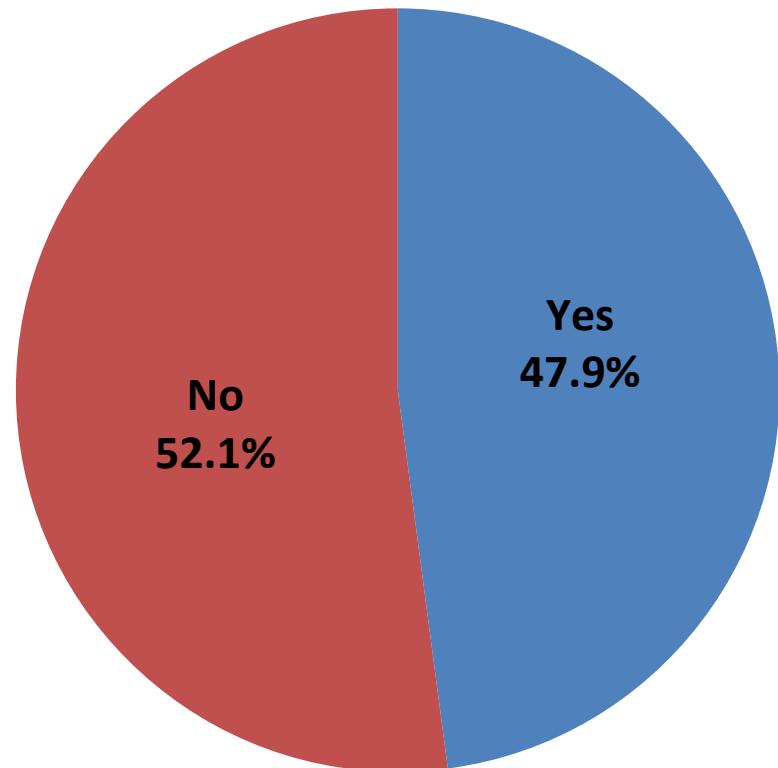


Also brought to campus:

Did you bring a gaming system to campus?

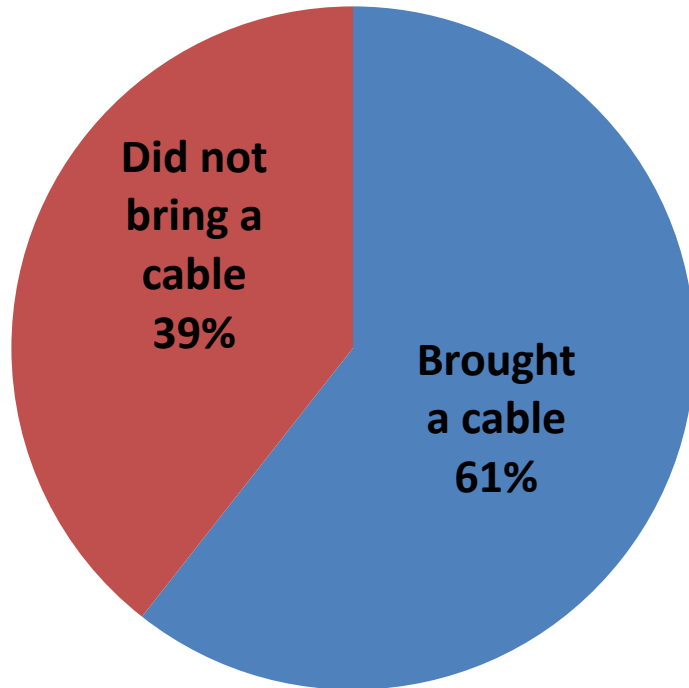


Did you bring a desktop printer to campus?

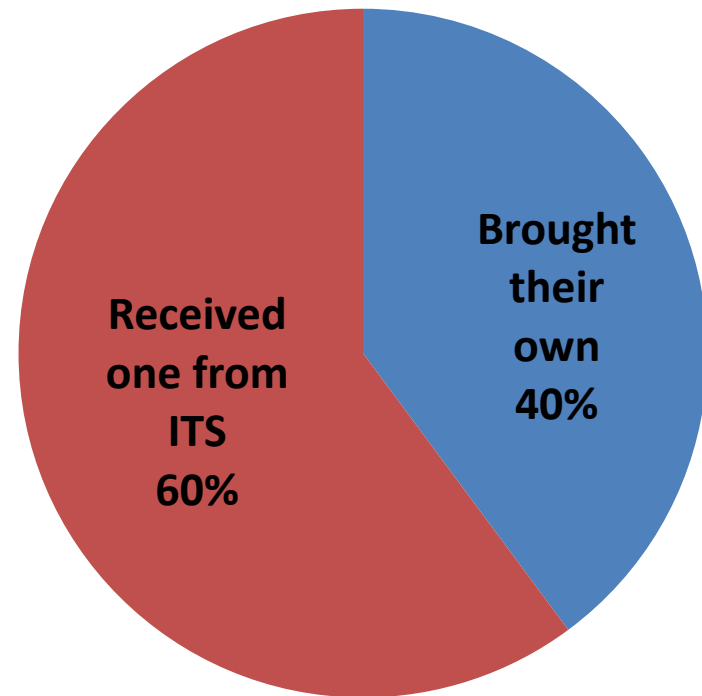


Did you bring your own network cable (RJ45) with you to campus?

2009 – 61 % brought their own cable

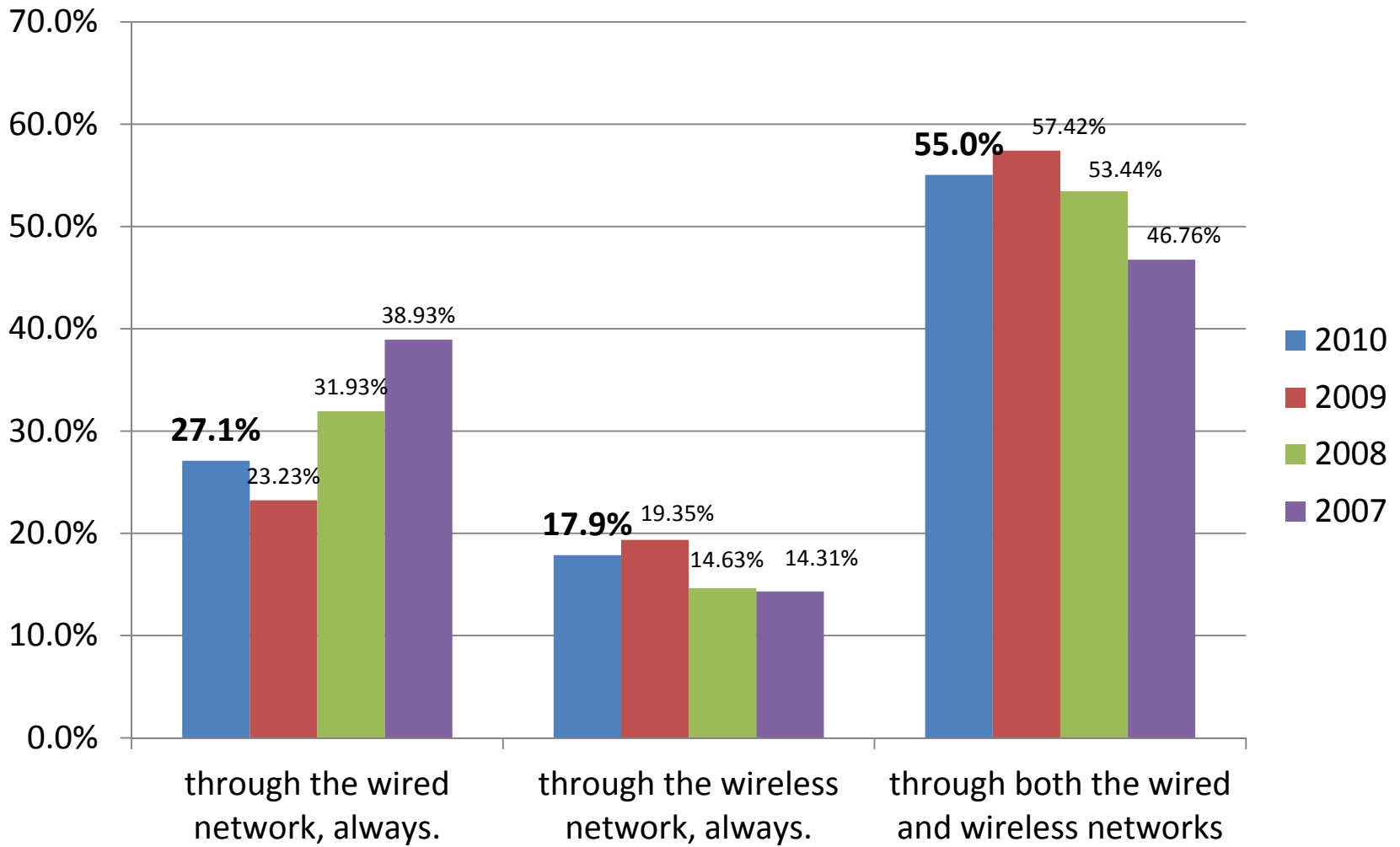


2010 – 60.1% were provided a cable by ITS

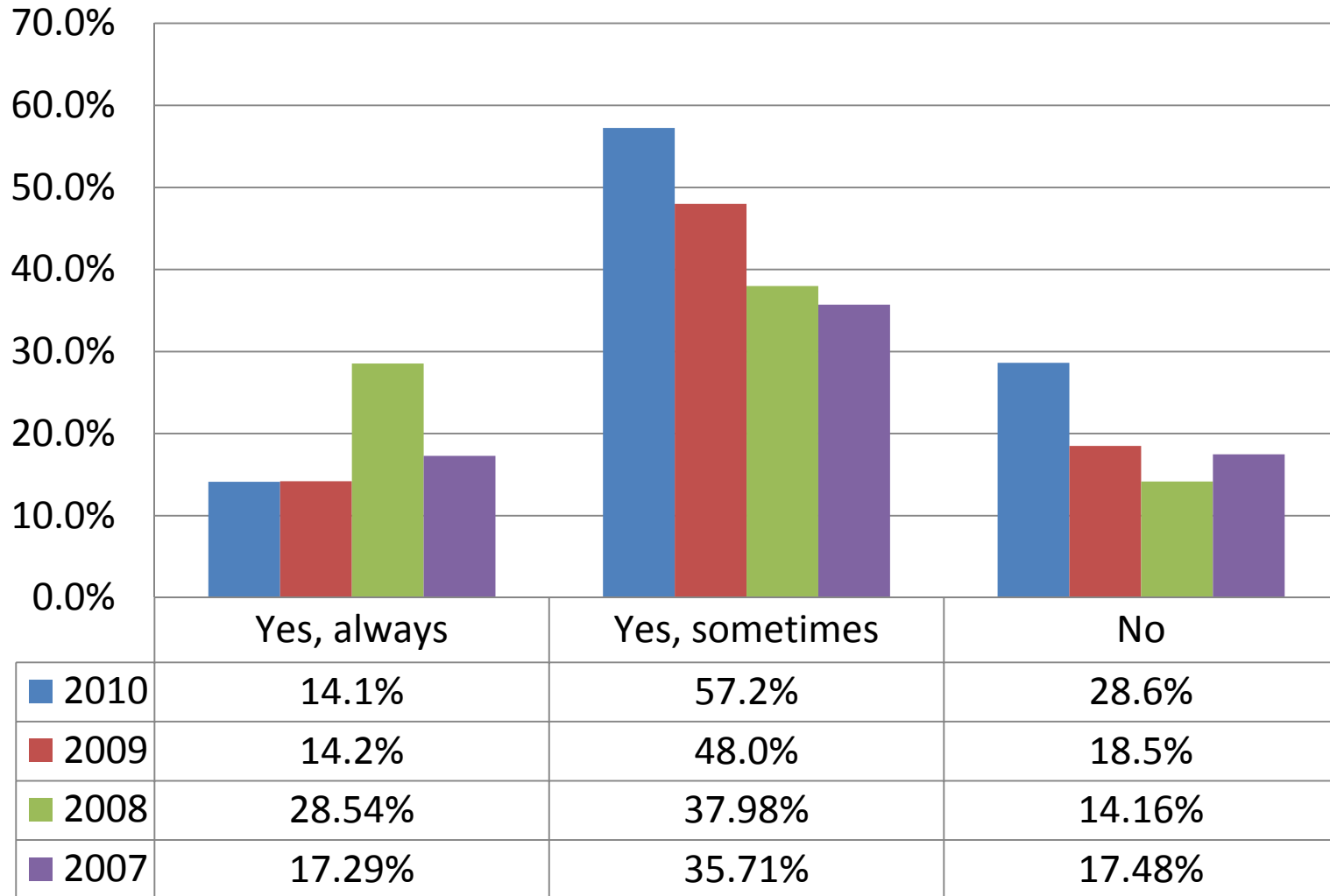


Connecting to the campus network from Residence Halls

Slight increase in number of individuals using the wired network while in their residence halls.



Virtual Private Networking (VPN) Usage on the Wireless Network



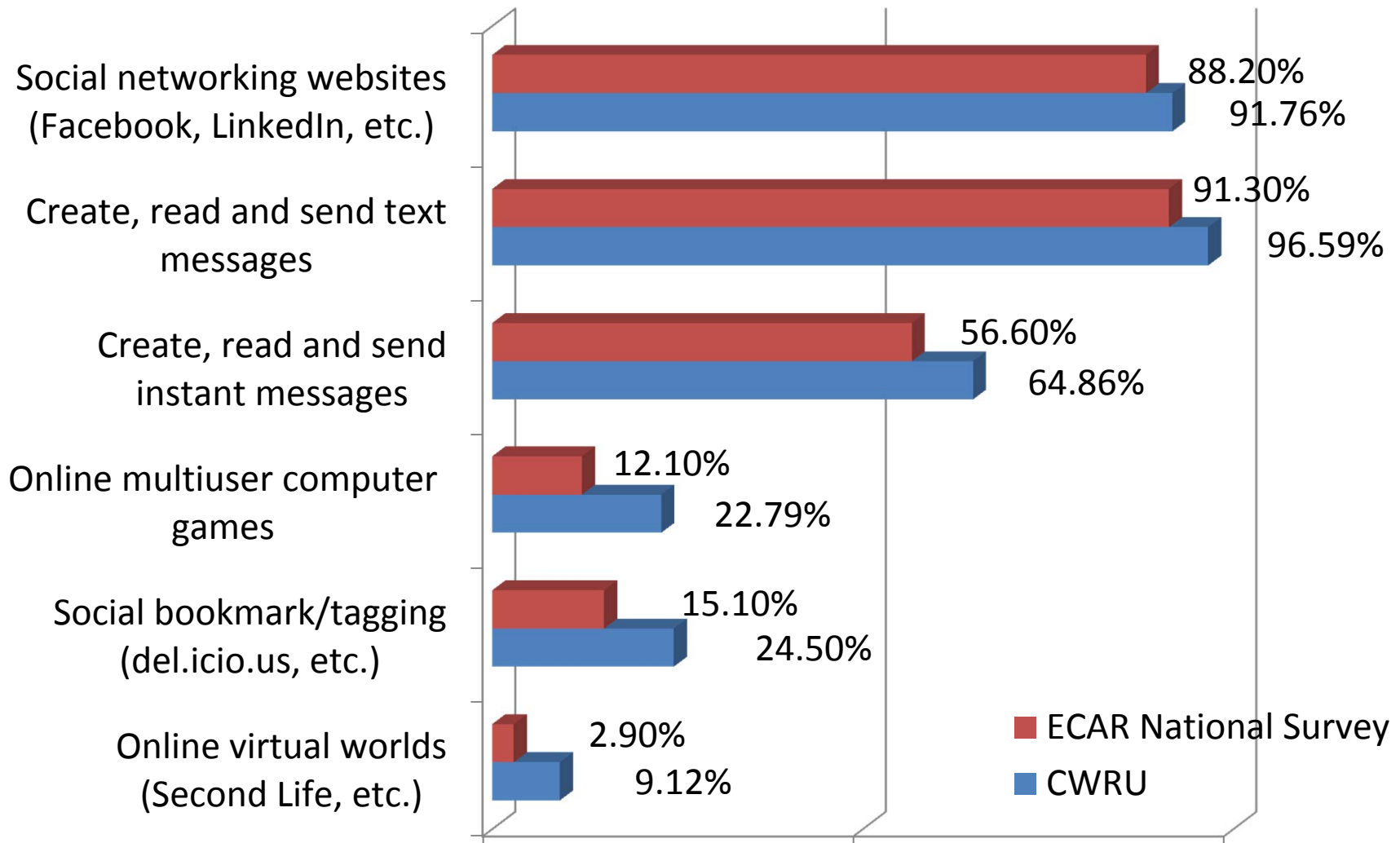
While more people use VPN sometimes, less use it always

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

	2010	2010	2009	2009	2008	2008	2007	2007
	CWRU Response	National Response	CWRU Response	National Response	CWRU Response	National Response	CWRU Response	National Response
less than 16 hours per week	34.3%	53.2%	13.1%	48.9%	13.8%	28.6%	25.1%	60.2%
16 - 25 hours per week	36.6%	23.2%	40.8%	25.8%	51.3%	24.5%	44.1%	21.3%
26 - 40 hours per week	21.3%	15.2%	34.3%	16.0%	26.1%	11.8%	21.6%	12.6%
More than 40 hours per week	7.7%	8.5%	11.8%	9.30%	8.8%	8.0%	9.2%	5.9%

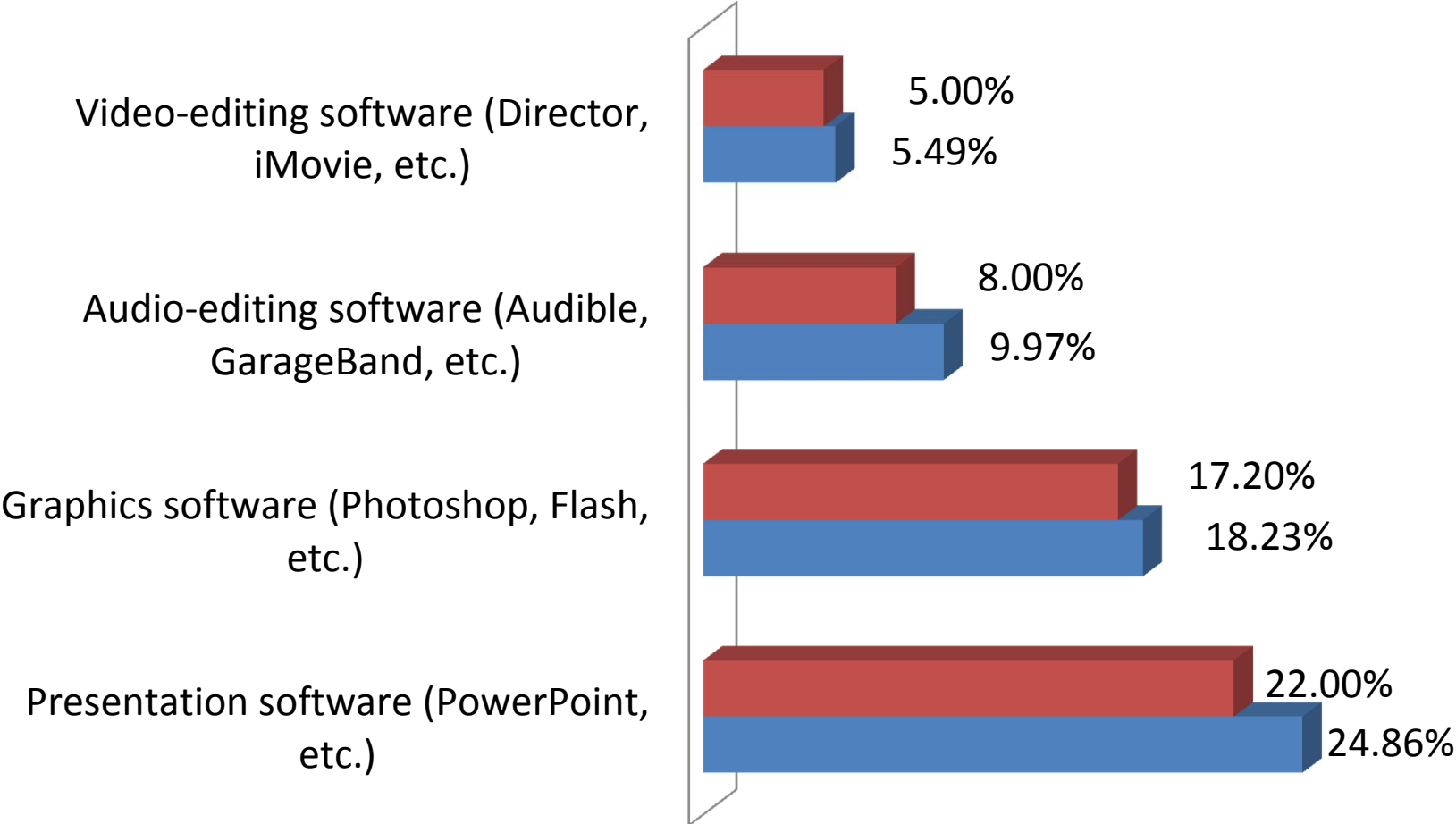
60% of First Year Students at Case use the network between 16 and 40 hours per week compared to 38% Nationally

Weekly Use of Network Resources – Communications and Social Networking



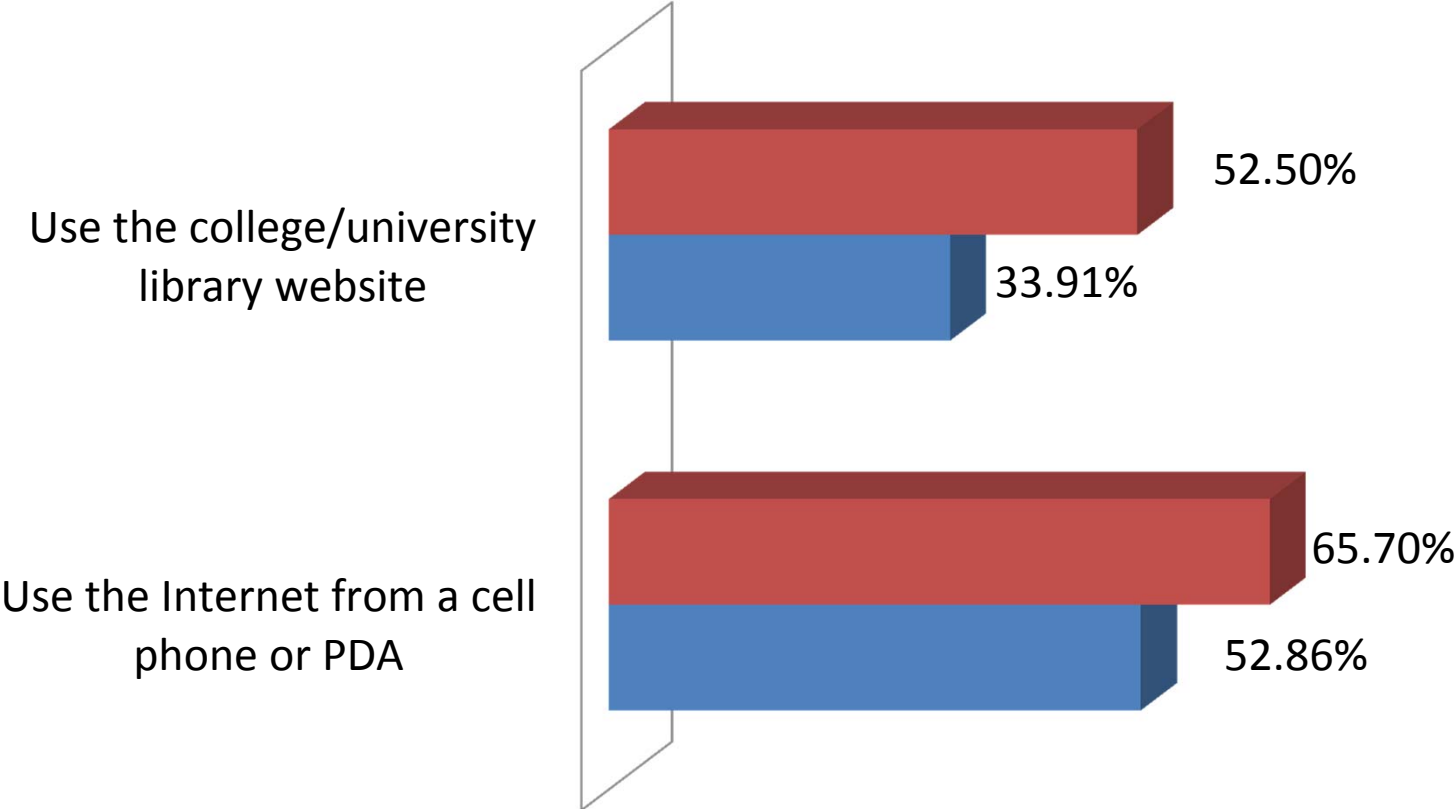
Weekly Use of Network Resources – Software resources

■ ECAR National Survey ■ CWRU Students



Weekly Use of Network Resources – Download and Software resources

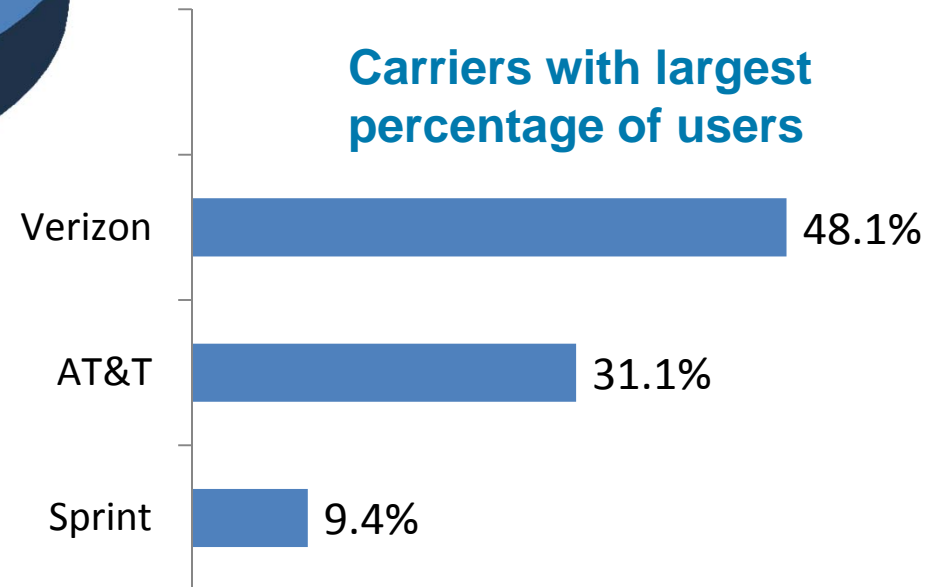
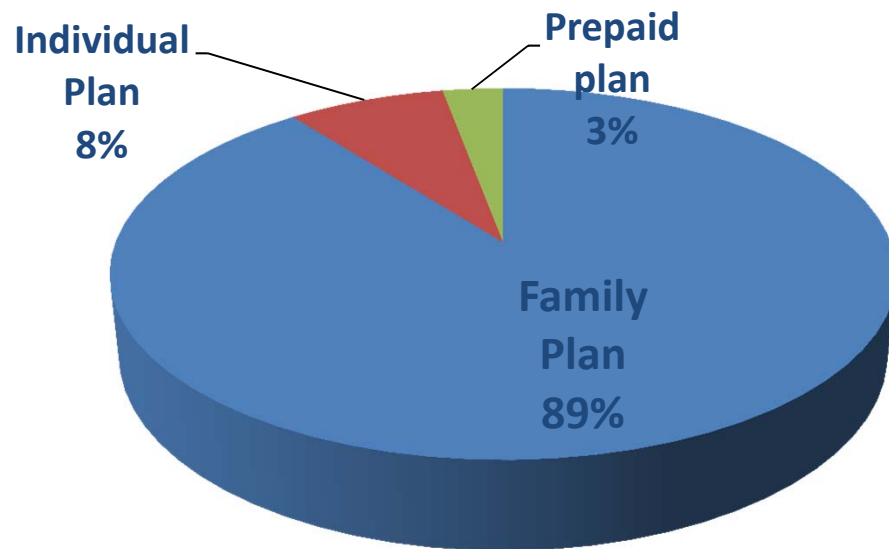
■ ECAR National Survey ■ CWRU Students



Student preference for courses using information technology

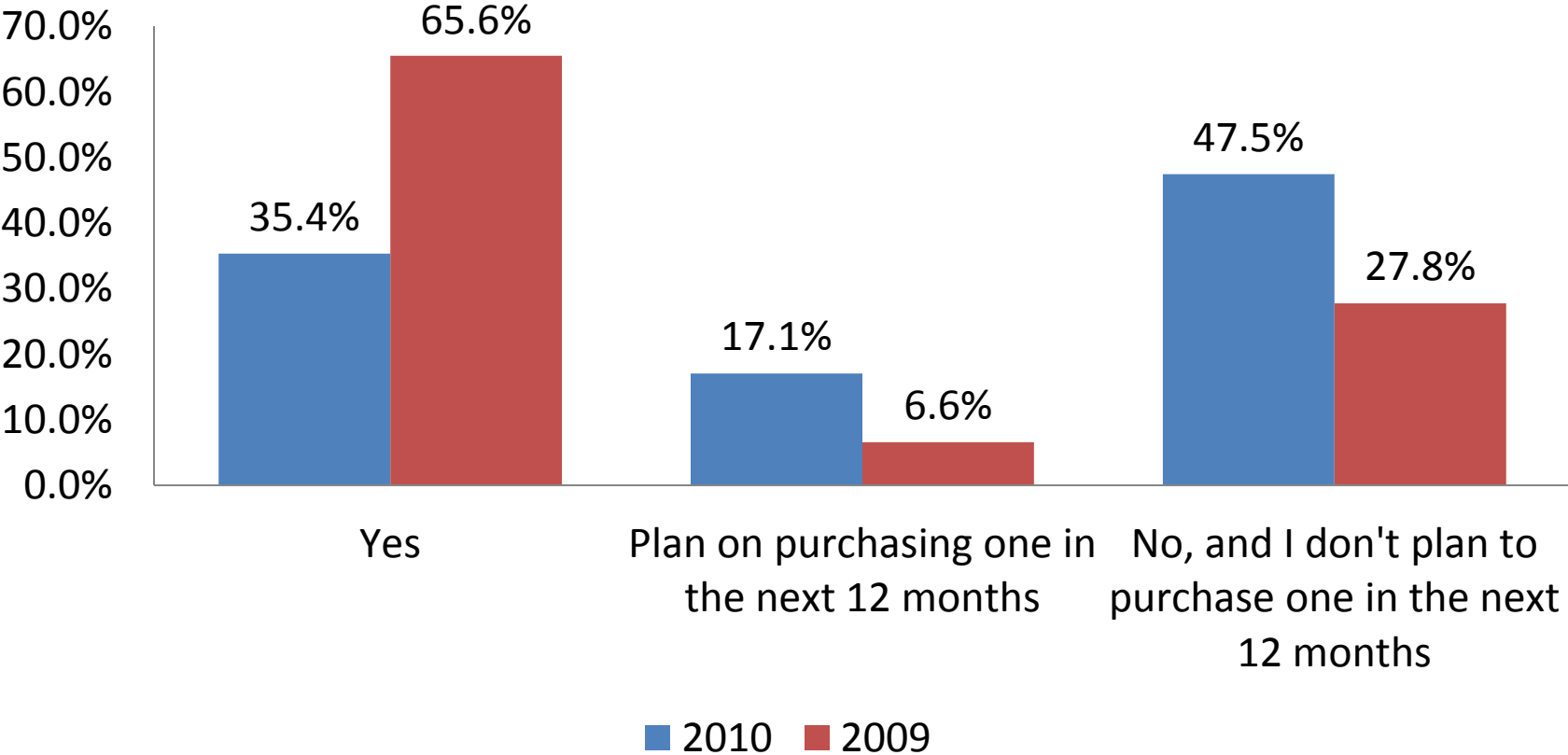
Which statement best describes your preferences?	Case Response	ECAR National Survey Response
I prefer taking courses that use no information technology.	1.4%	2.6%
I prefer taking courses that use limited information technology.	11.0%	17.6%
I prefer taking courses that use a moderate level of information technology.	63.2%	60.2%
I prefer taking courses that use information technology extensively.	21.8%	16.5%
I prefer taking courses that use information technology exclusively.	2.5%	3.1%

Cell Phone Usage on Campus: 98.9% of incoming students brought a cell phone to Campus

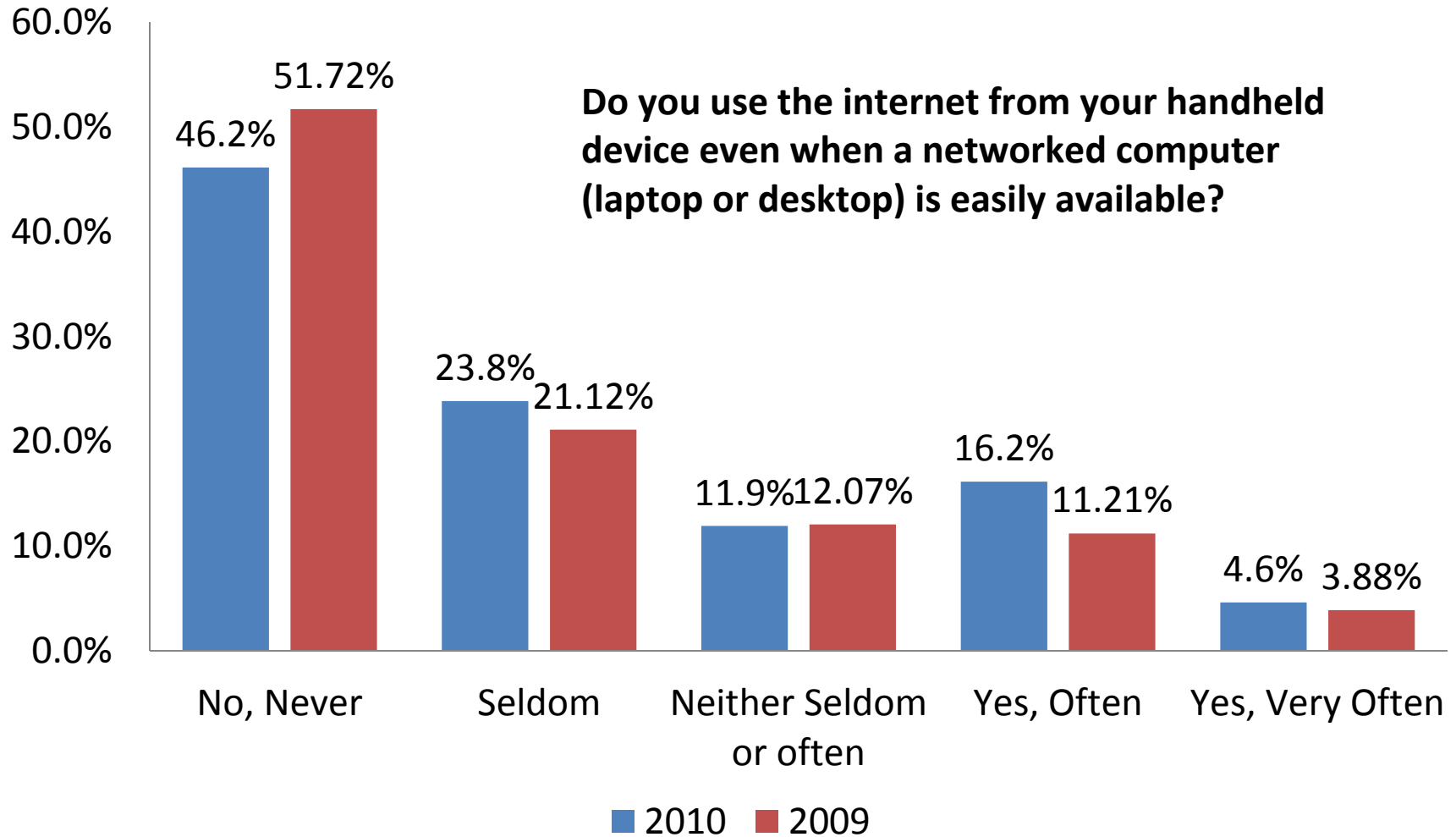


Handheld device: 52% either have a device that can connect to the internet, or plan to purchase one (vs. 72% in 2009)

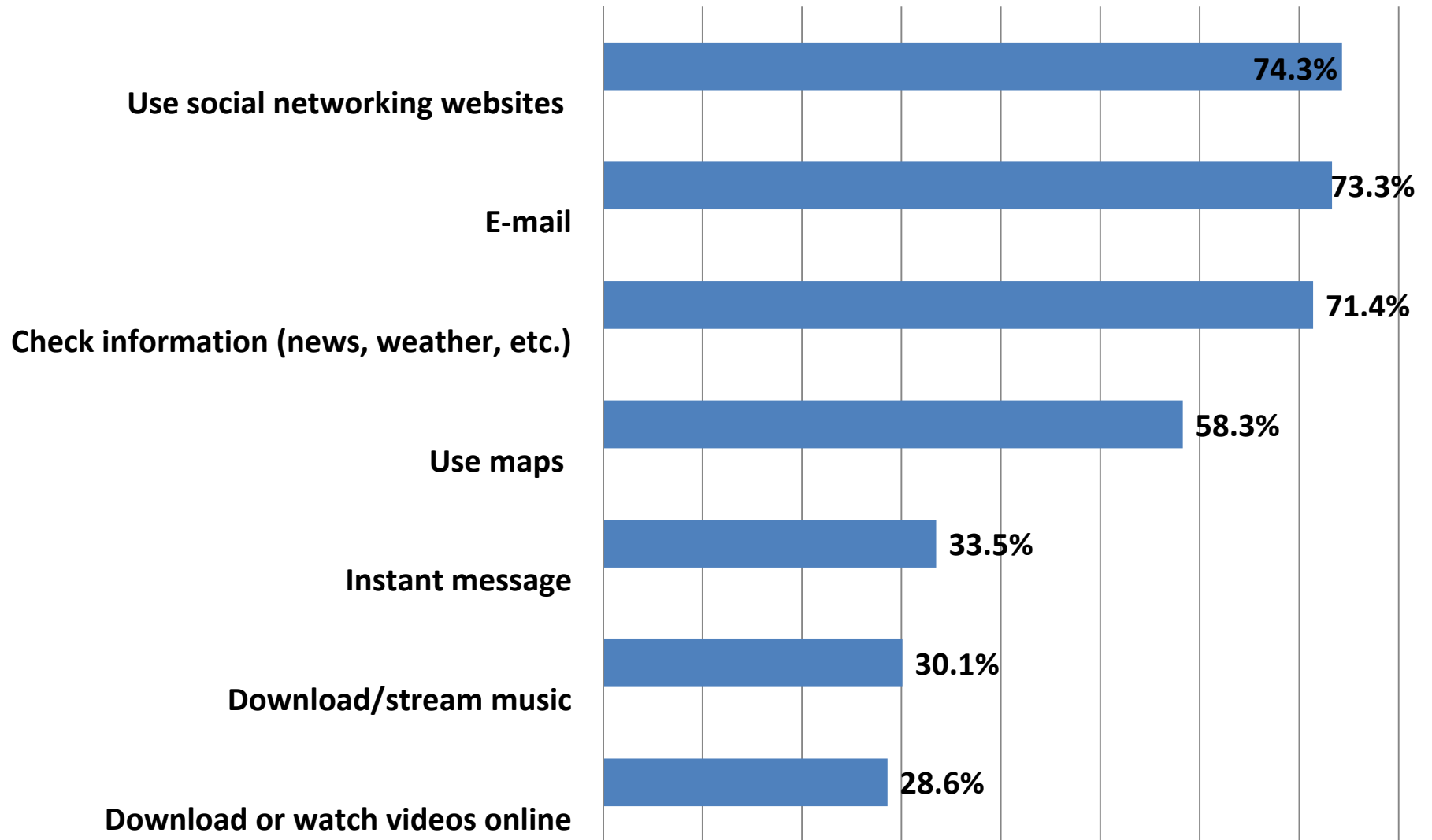
Do you own a smart phone (a mobile phone that offers more advanced computing ability and connectivity) whether or not you use that capability?)



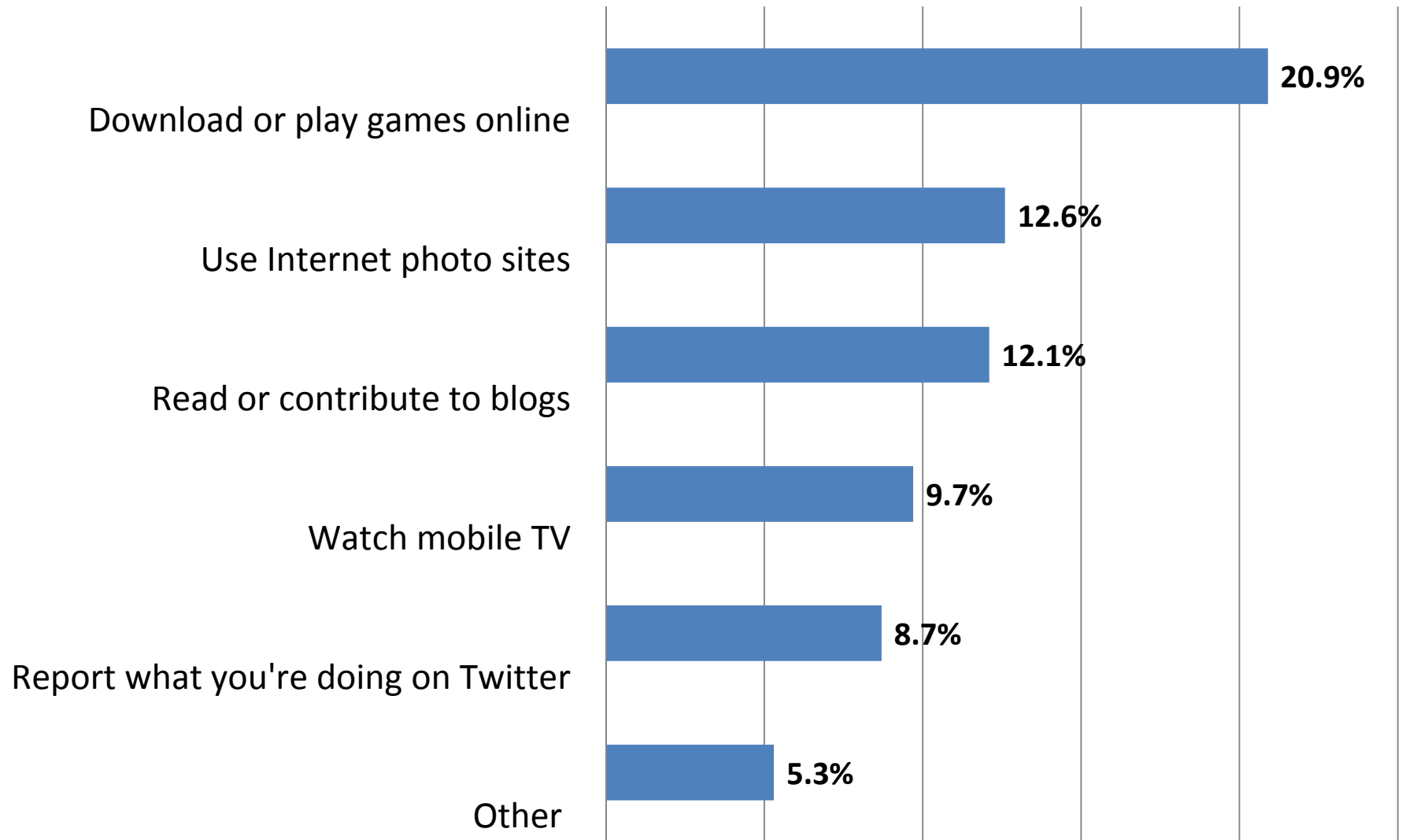
Handheld usage



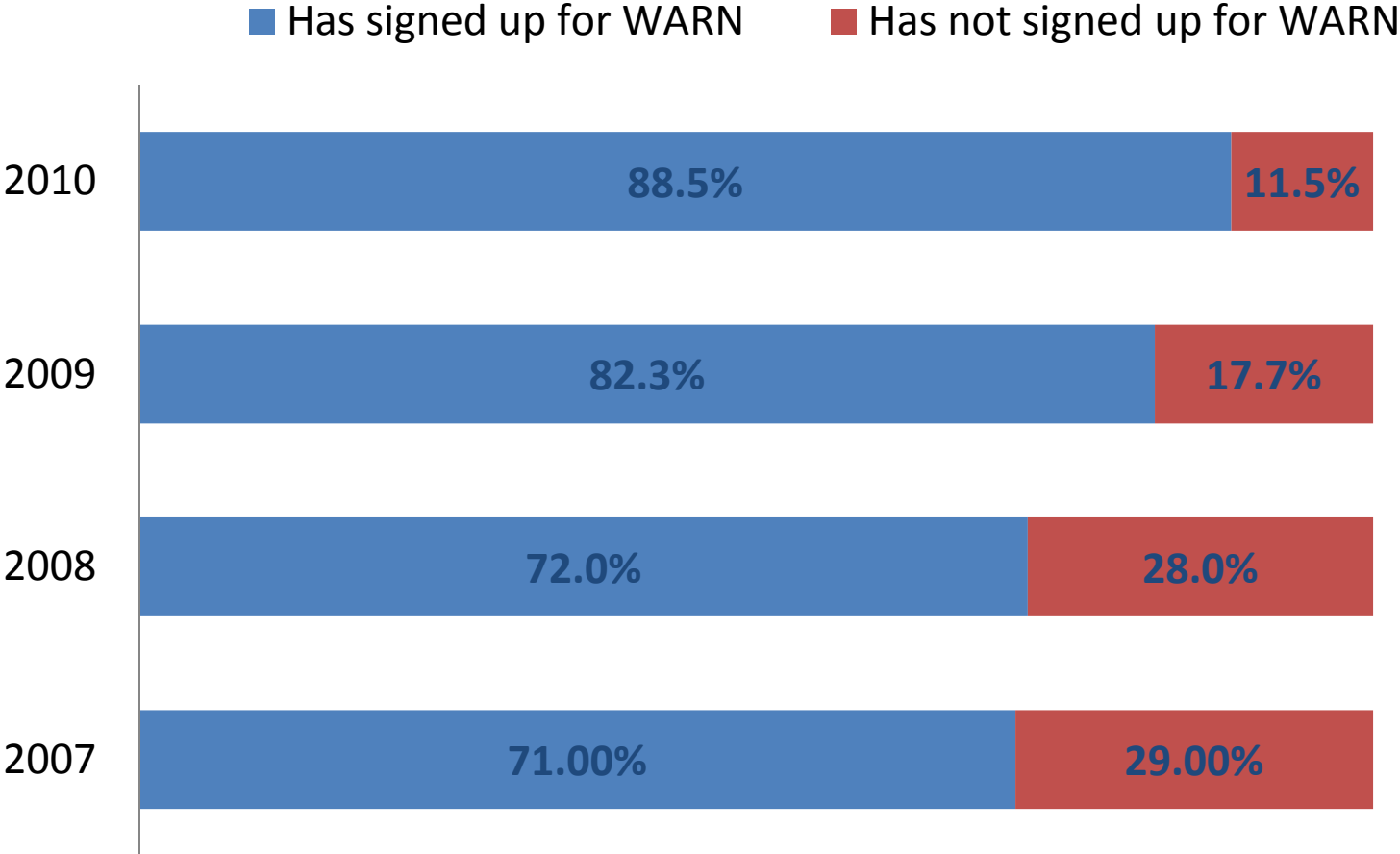
Handhelds: Most accessed activities



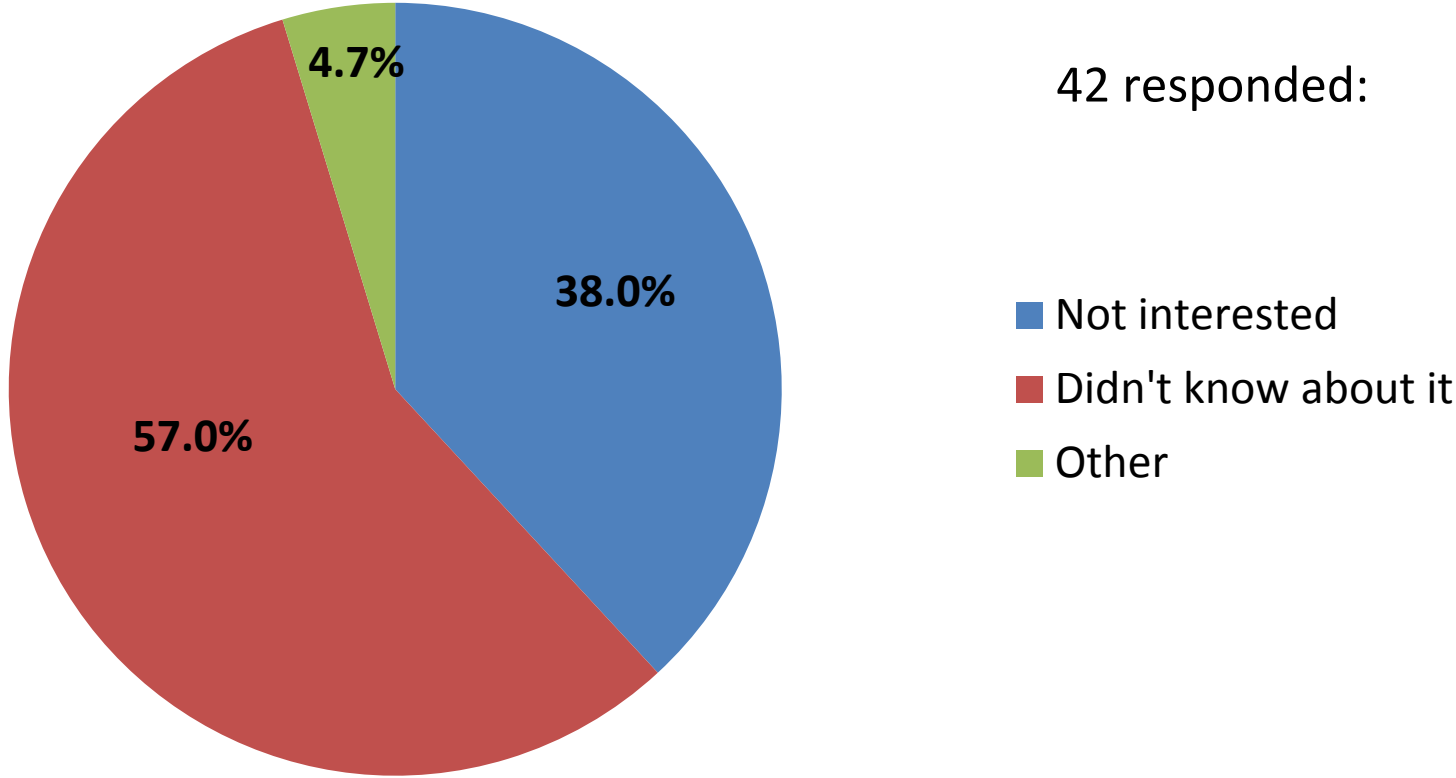
Other activities accessed with handhelds



W.A.R.N. system notification



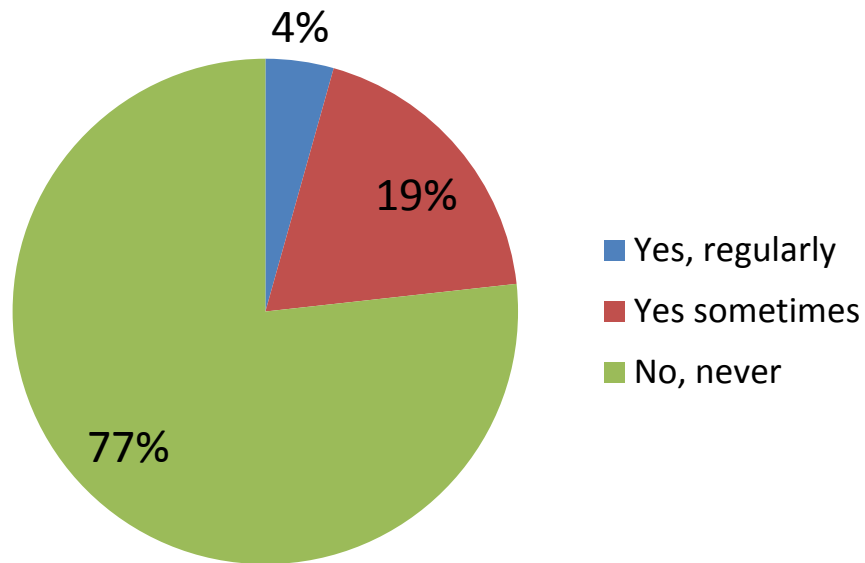
W.A.R.N. – Reasons for not signing up



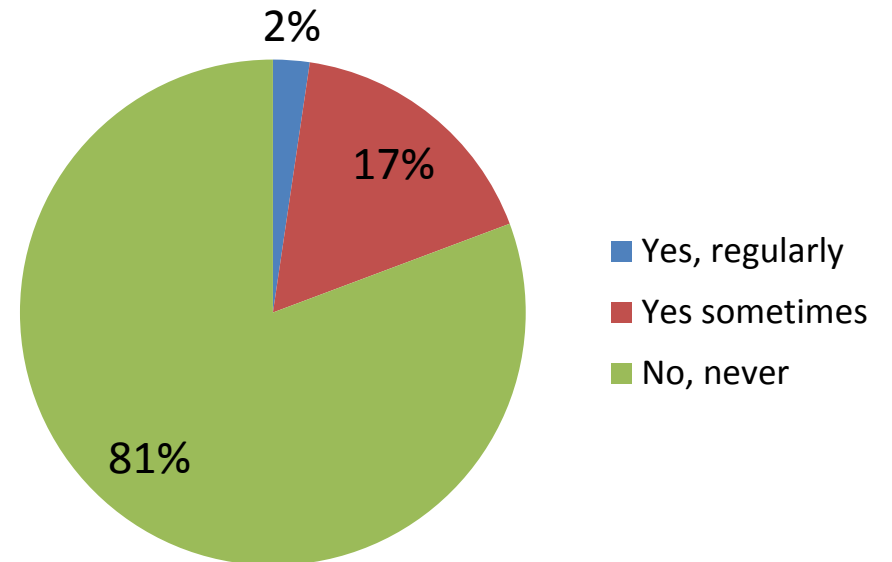
Podcast Subscriptions

Do you subscribe to...?

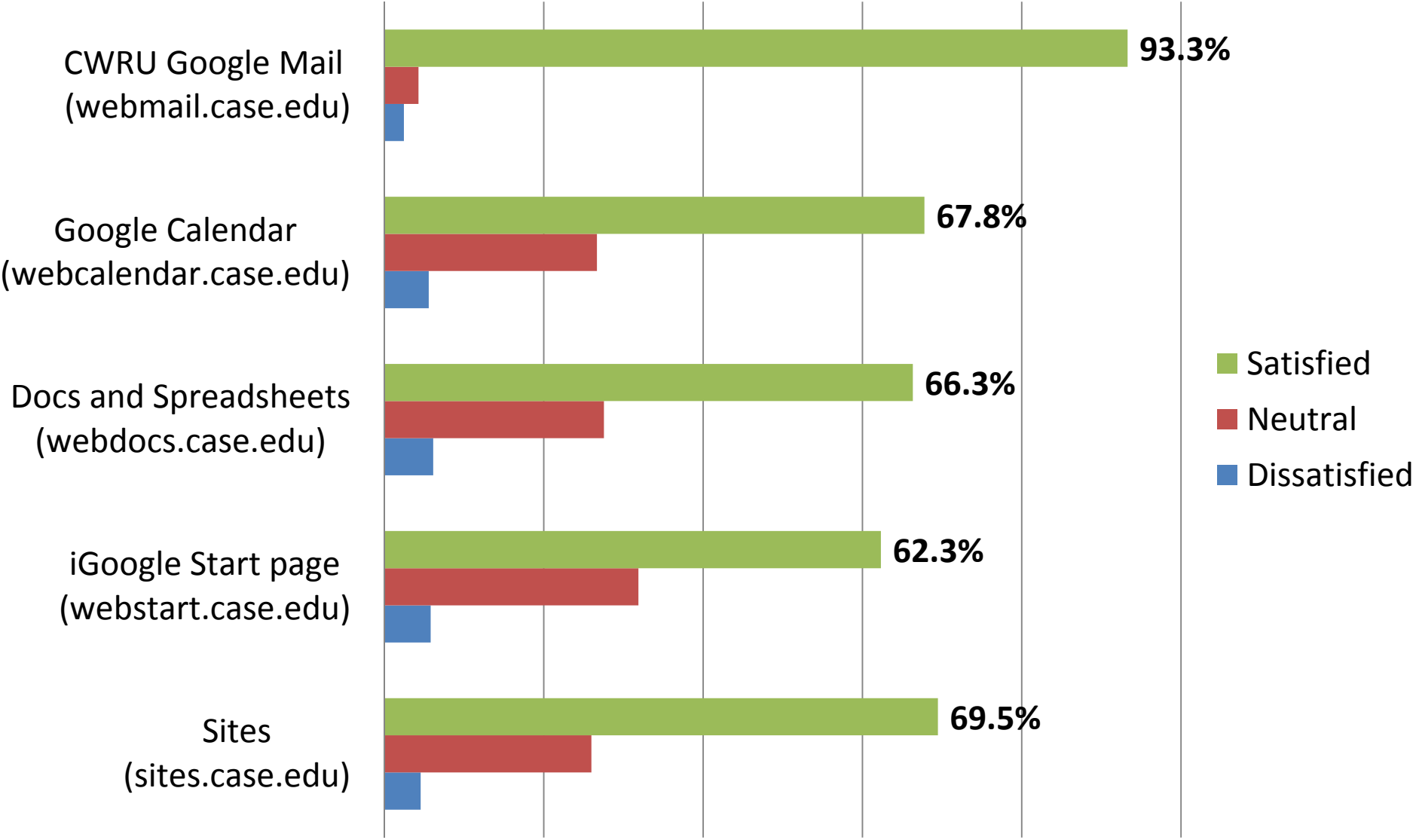
Audio



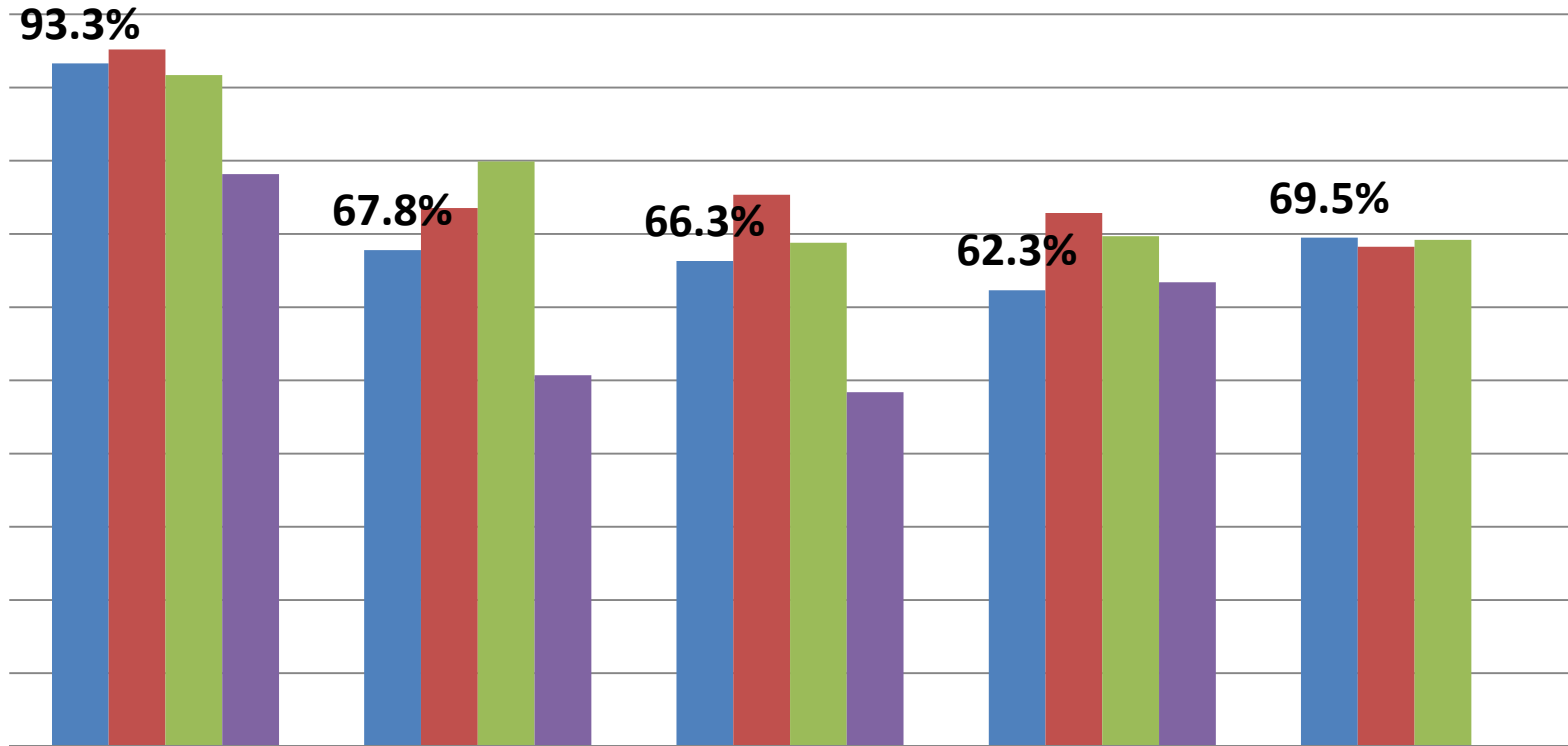
Video



Case Google Apps: Satisfaction

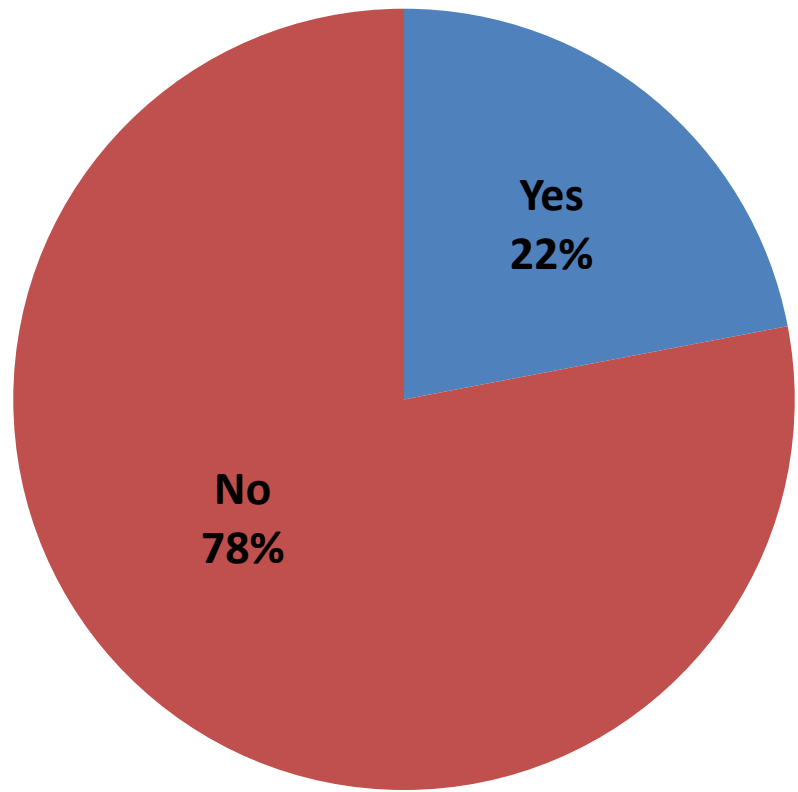


Google Satisfaction Comparison



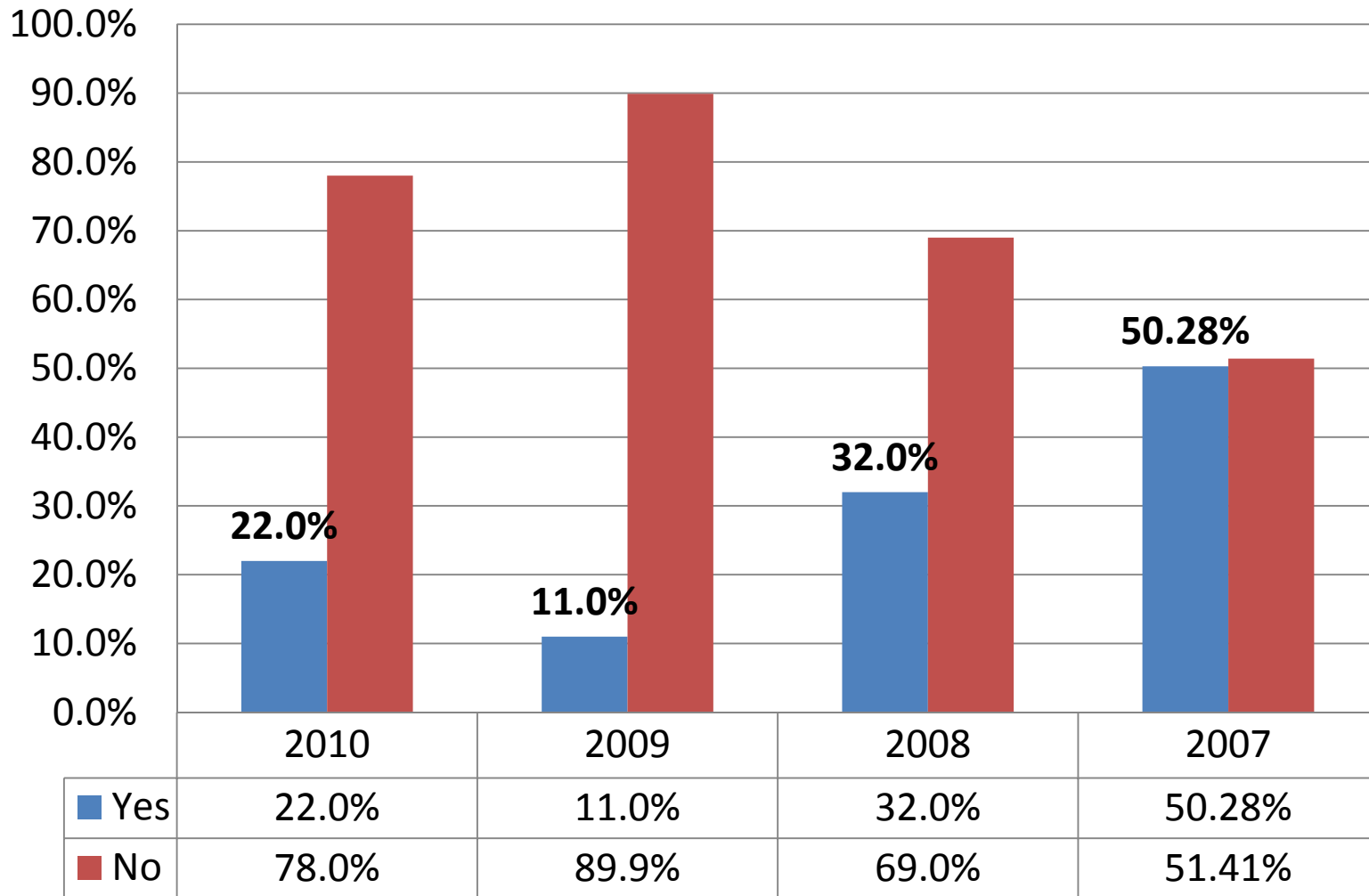
	CWRU Google Mail	Google Calendar	Docs and Spreadsheets	iGoogle Start page	Sites
■ 2010	93.3%	67.8%	66.3%	62.3%	69.5%
■ 2009	95.2%	73.5%	75.4%	72.9%	68.3%
■ 2008	91.7%	79.9%	68.8%	69.7%	69.2%
■ 2007	78.2%	50.7%	48.4%	63.4%	0.0%

Have you set up or customized the iGoogle Start page for yourself?

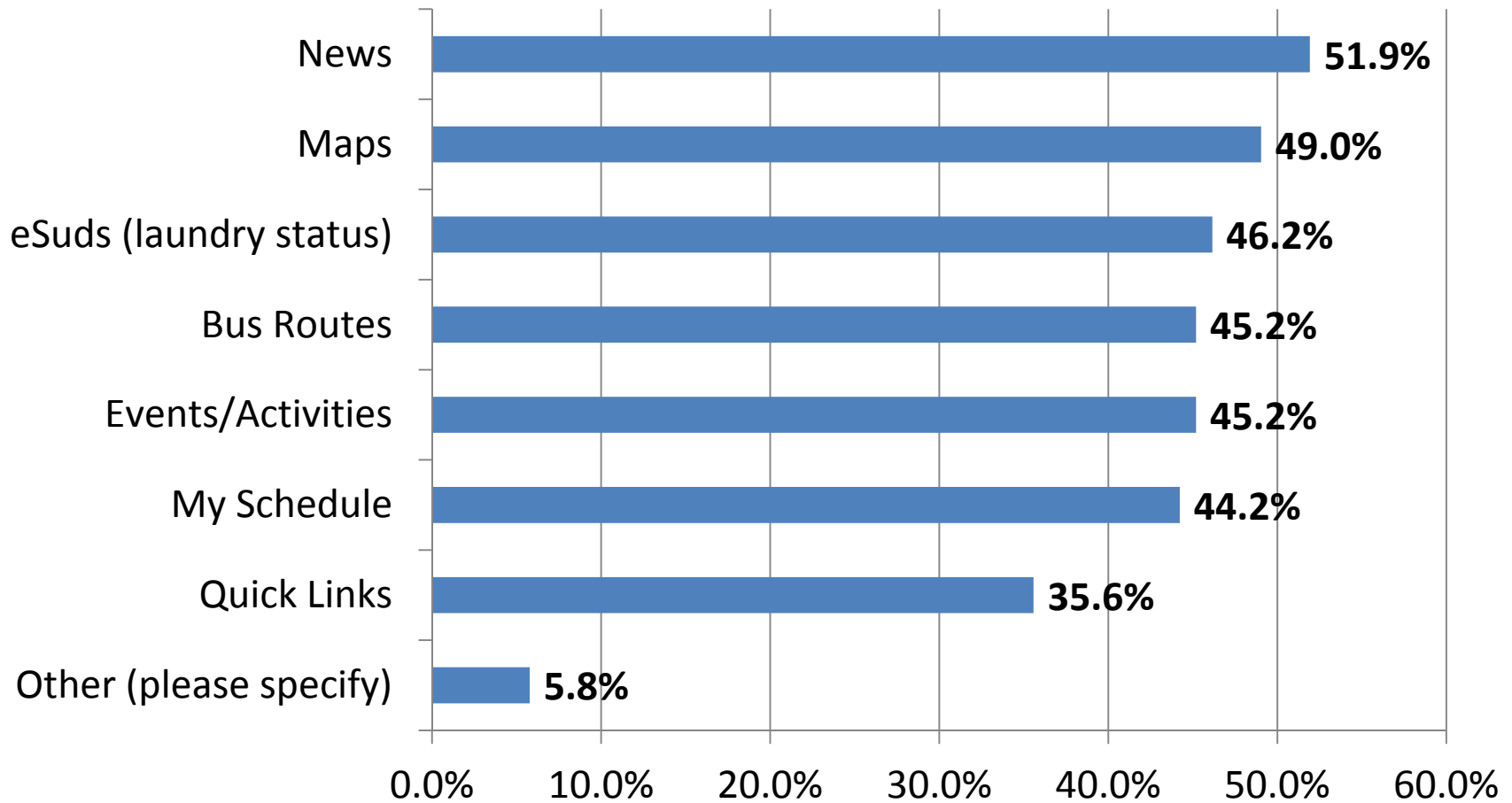


This question was included as a means to inform the students of the service.

Customization of Start pages thorough the years: iGoogle, Webstart, MyCase

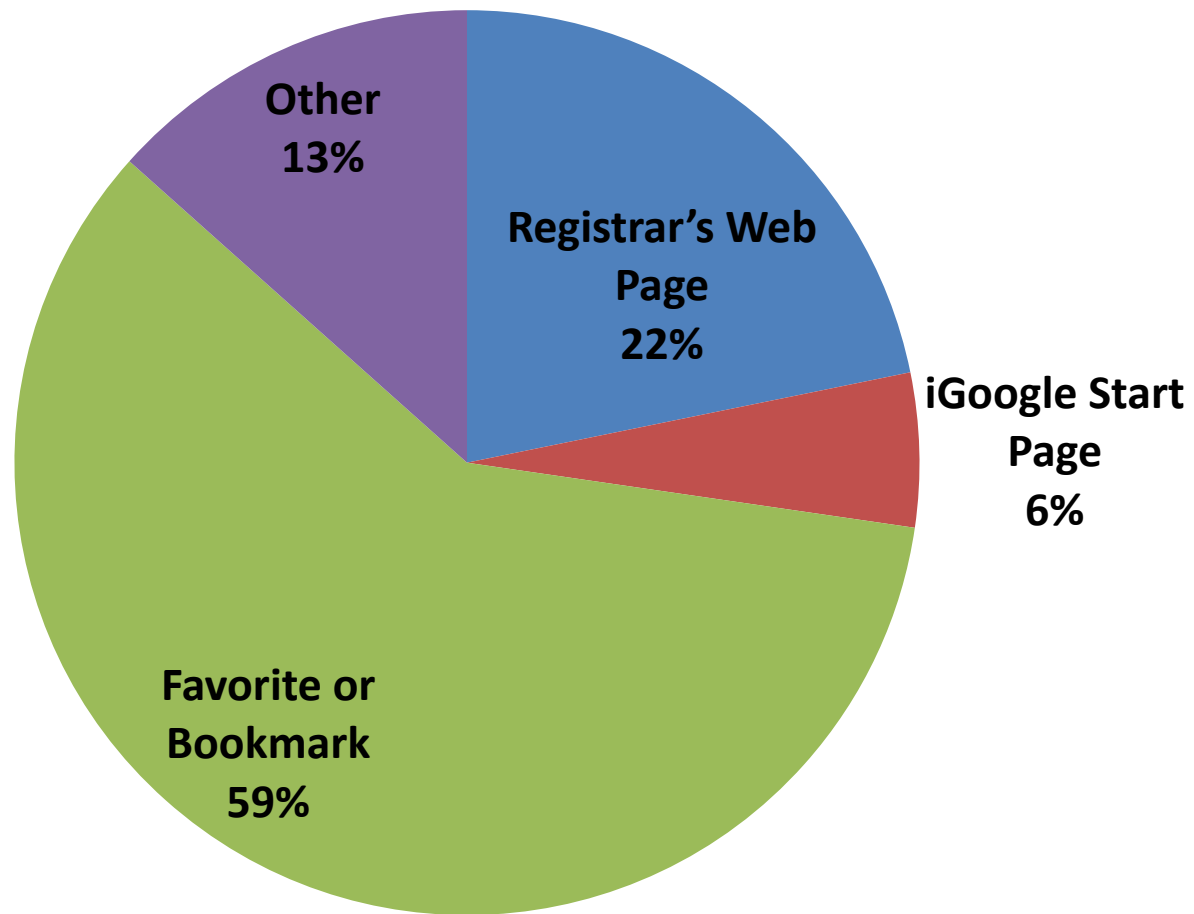


Applications used on the iGoogle Start page in 2010 :

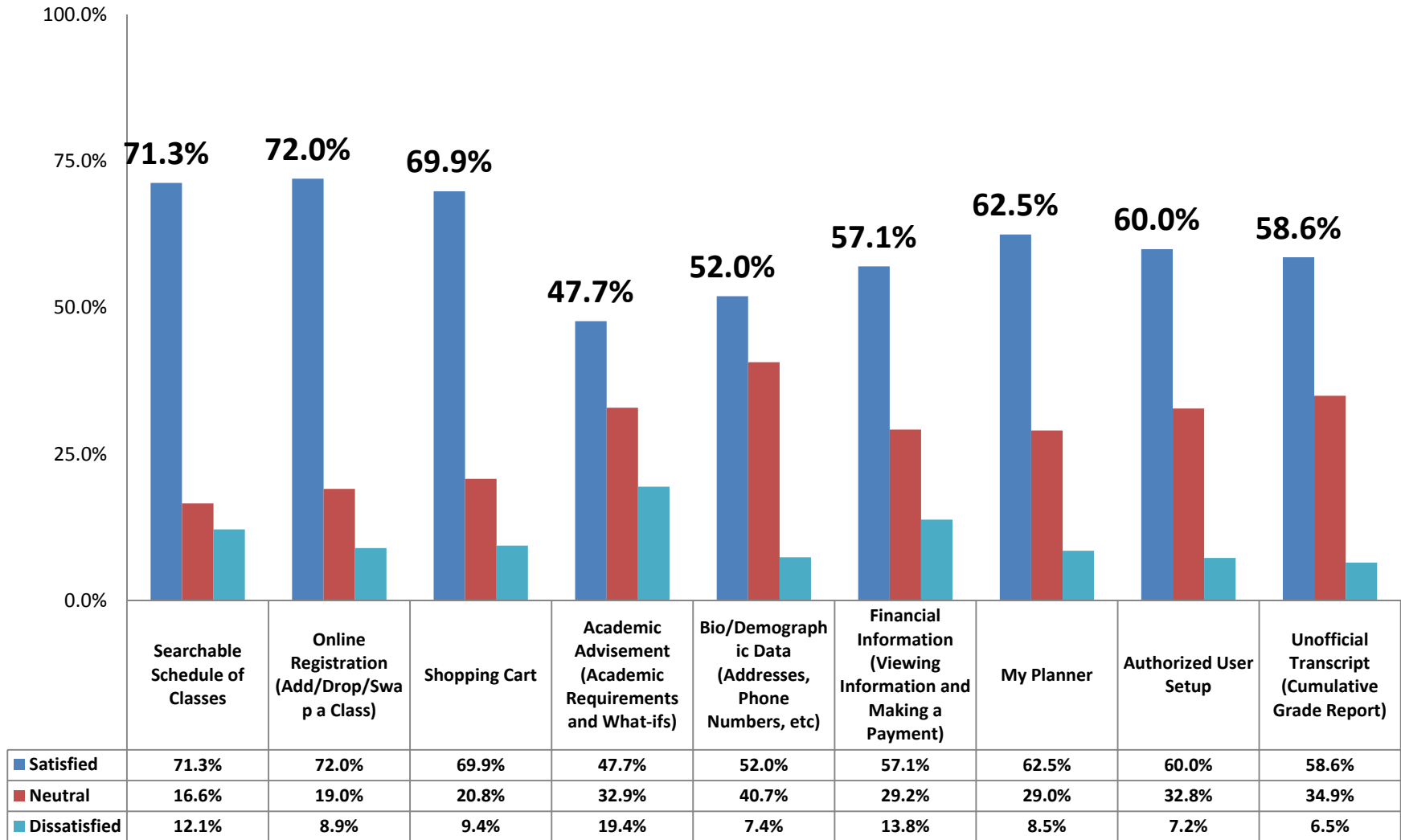


Student Information Systems: Access

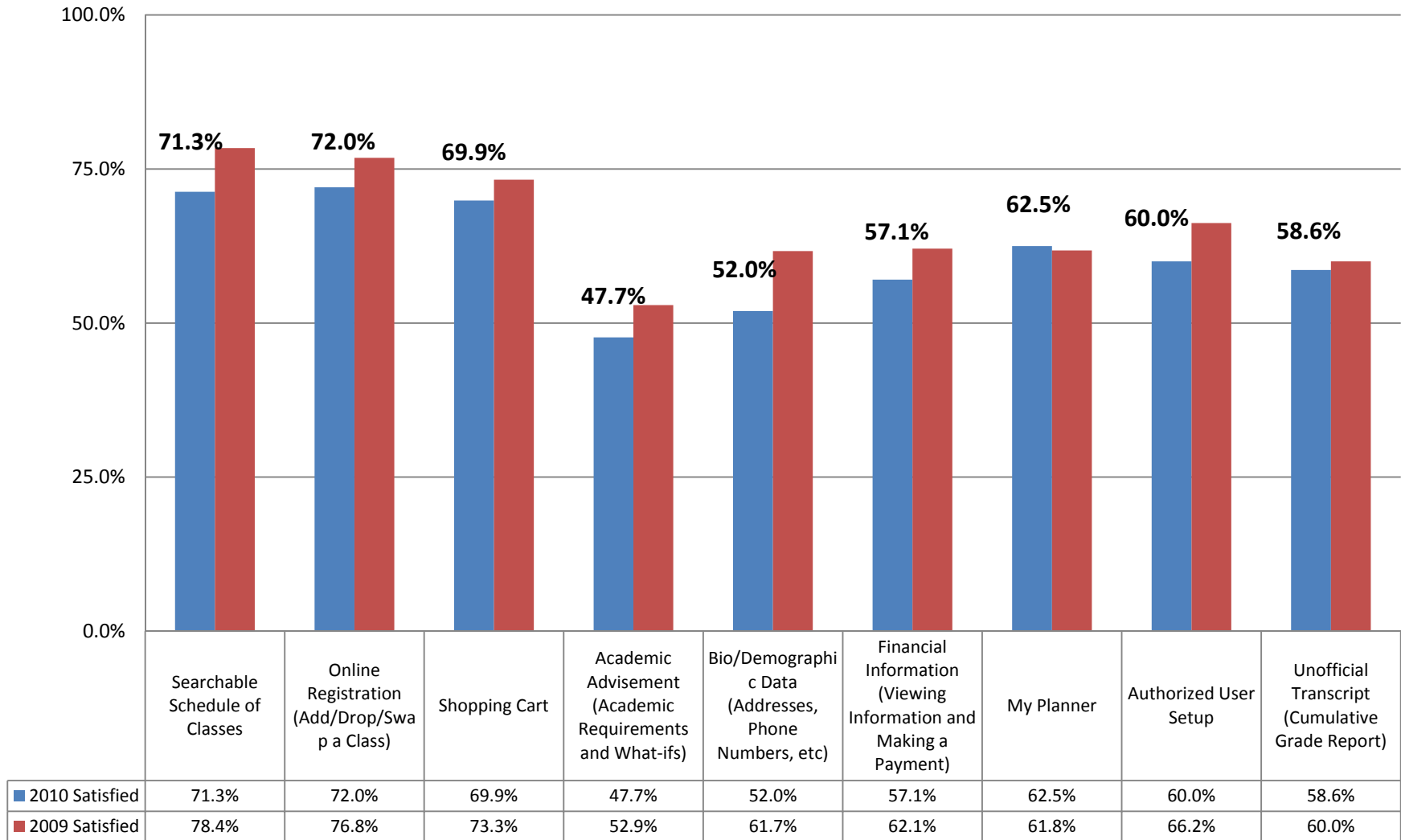
From what launching point do you usually access the Student Information System (SIS)?



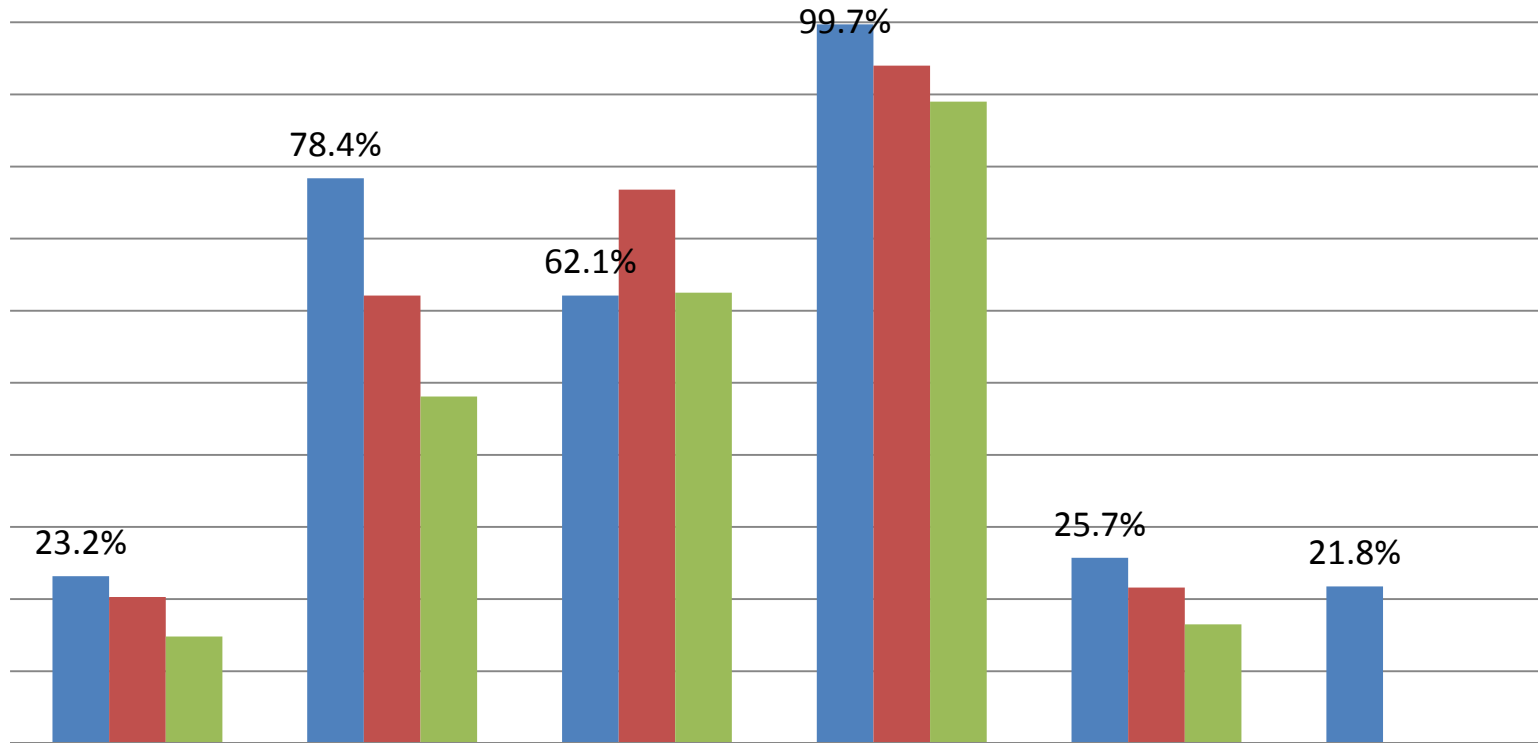
SIS System: Satisfaction with Services



SIS System: Satisfaction with Services - Comparison

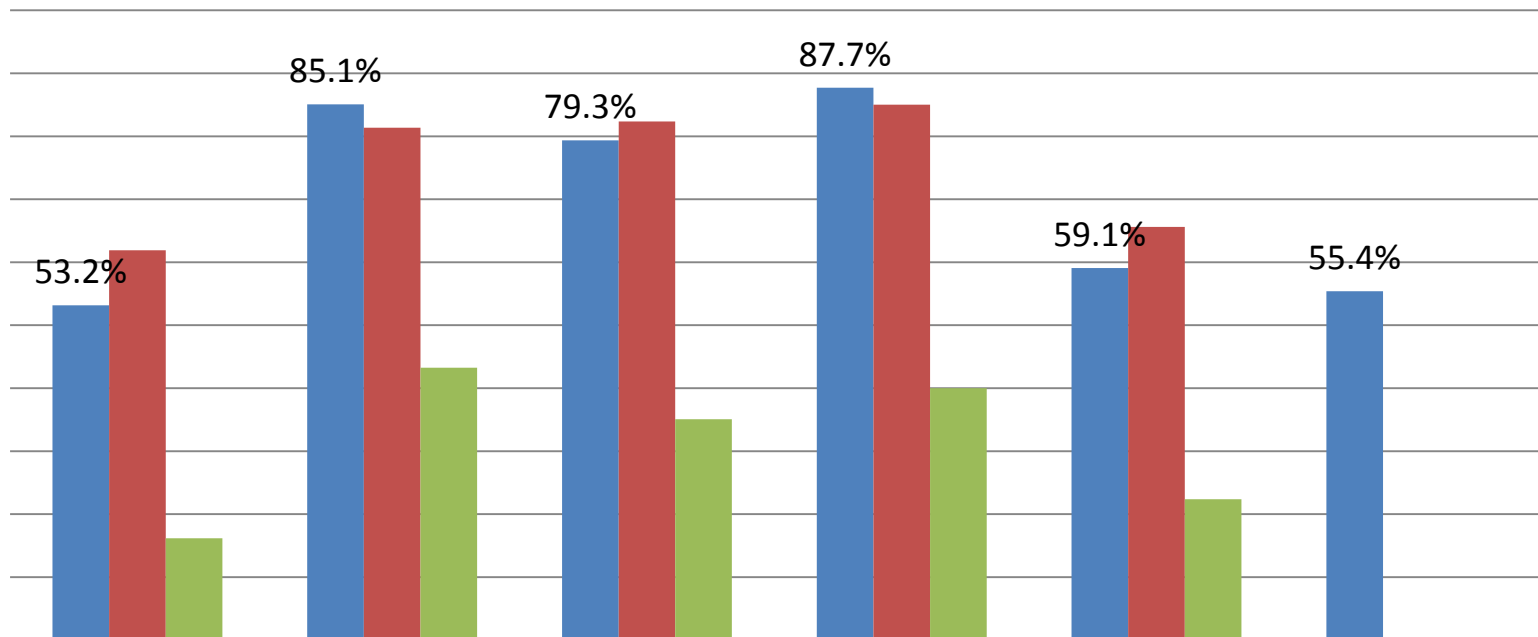


Usage of Other ITS Services



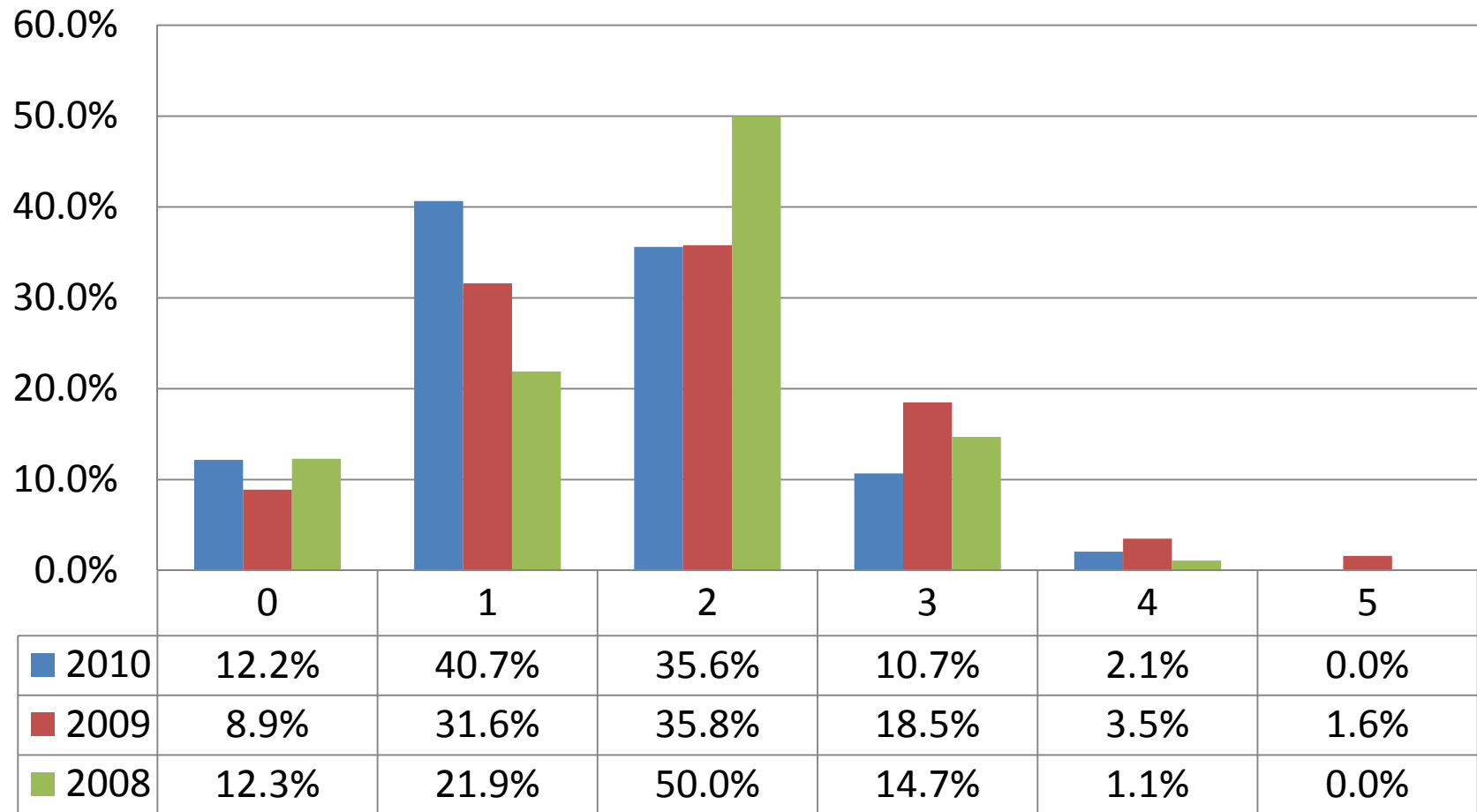
	Case YouTube	Software Center	MediaVision Courseware	Blackboard	Adobe Connect	iTunesU
■ 2010	23.2%	78.4%	62.1%	99.7%	25.7%	21.8%
■ 2009	20.3%	62.1%	76.8%	94.0%	21.6%	
■ 2008	14.8%	48.1%	62.5%	89.0%	16.5%	

Satisfaction with Other ITS Services

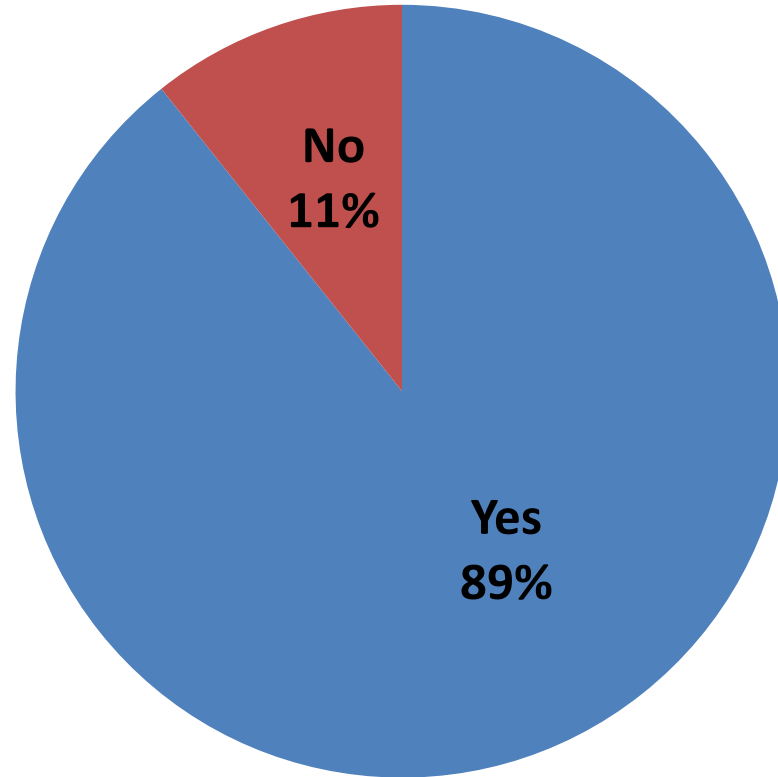


	Case YouTube (http://www.youtube.com/case)	Software Center (http://softwarecenter.case.edu)	MediaVision Courseware	Blackboard	Adobe Connect	iTunesU
■ 2010	53.2%	85.1%	79.3%	87.7%	59.1%	55.4%
■ 2009	61.9%	81.4%	82.4%	85.0%	65.6%	0.0%
■ 2008	16.18%	43.24%	35.07%	40.00%	22.37%	

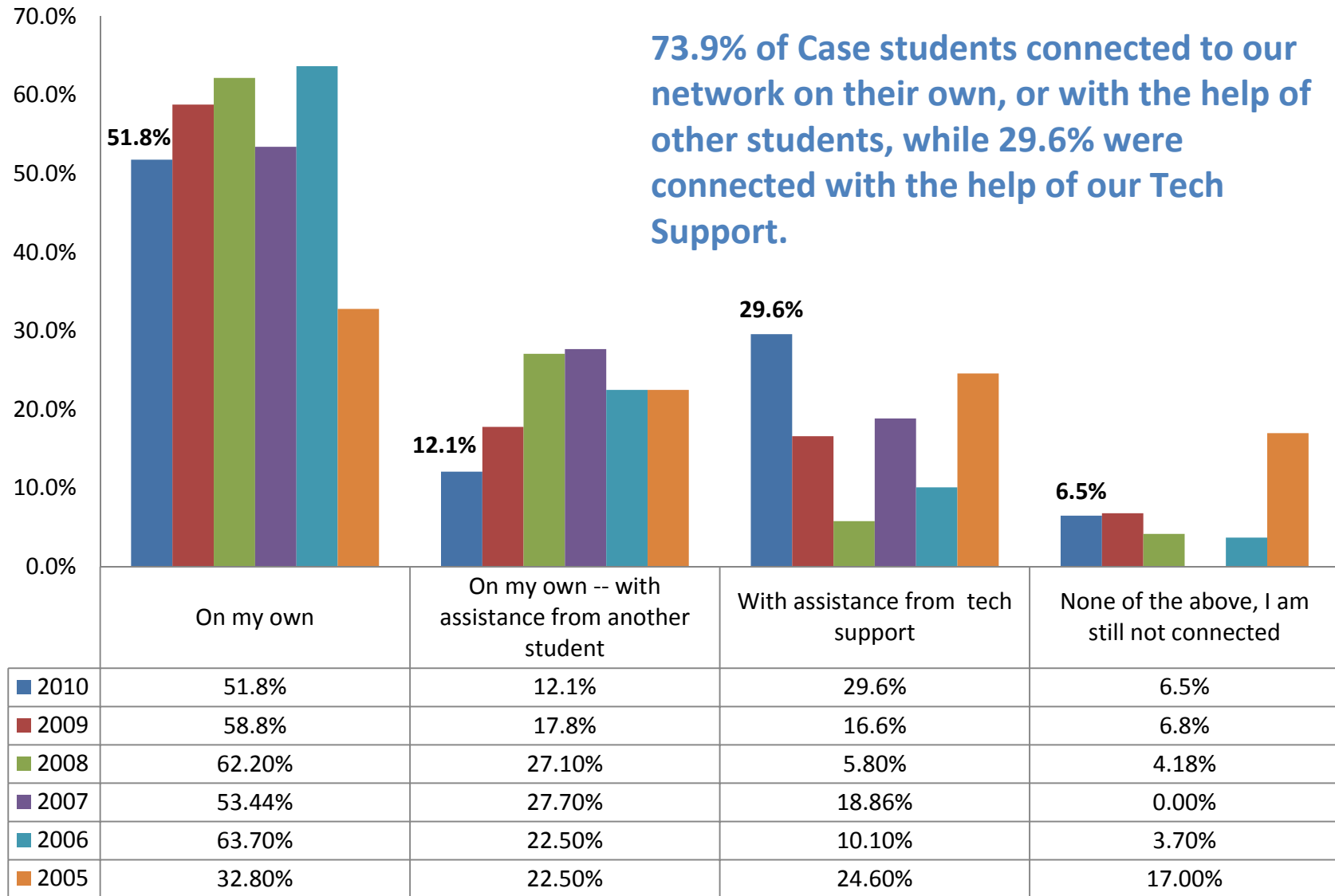
Number of current courses that use MediaVision Software



Students were asked if they were aware that they have access to free, unlimited technical support



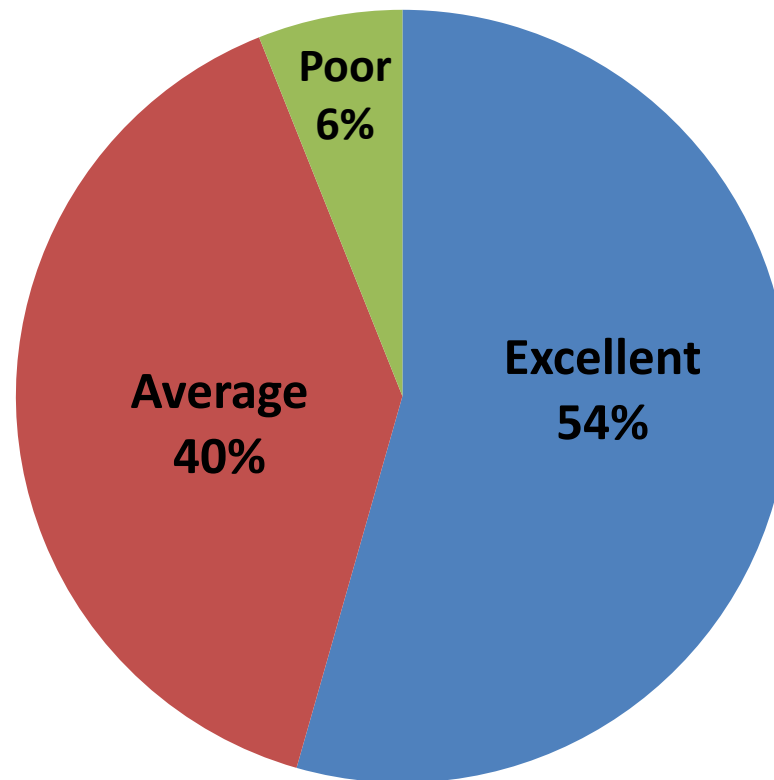
Connecting to the campus network



Move-in Tech Support Rating:

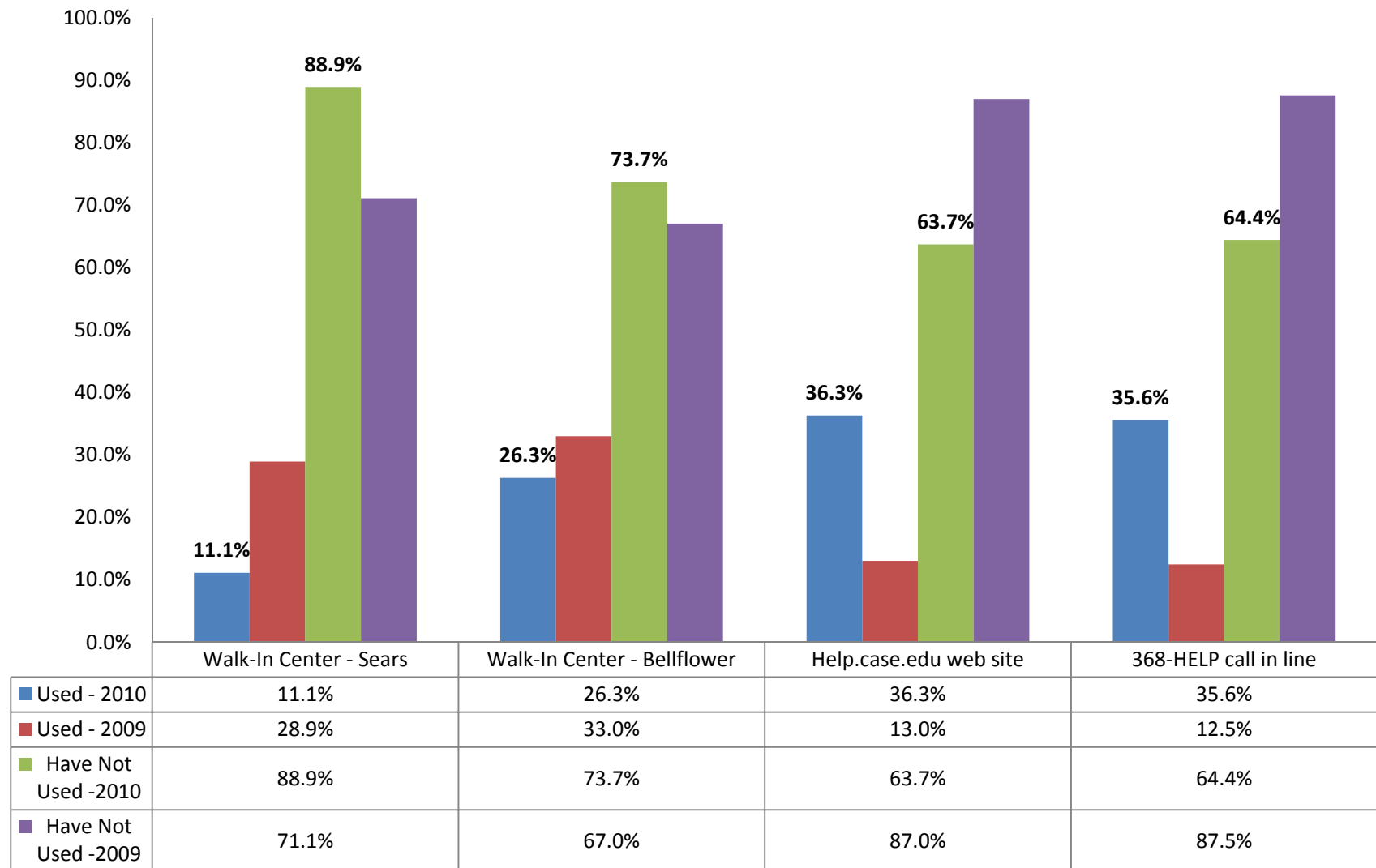
Of those who used ITS Tech support for their initial connection to the network, they rated the support as:

37.5 % responded that they did not use ITS Tech Support at move in



Technical Support: Usage

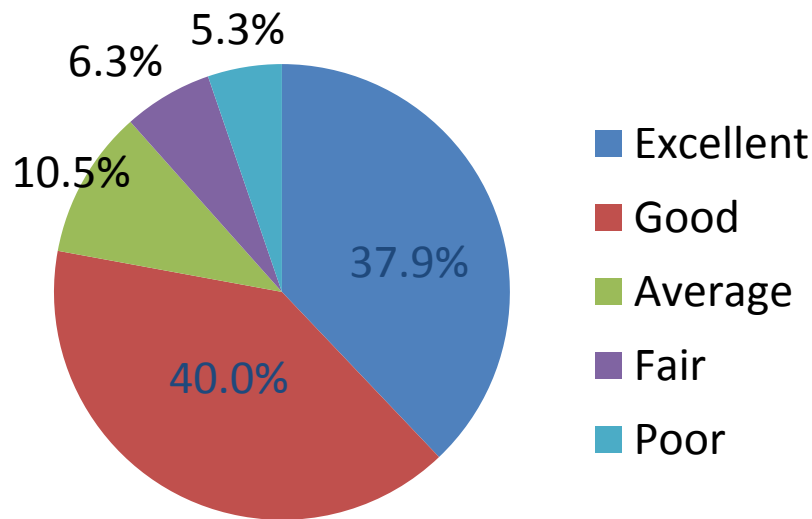
Usage of online and phone support slightly higher –
in person support use is slightly lower



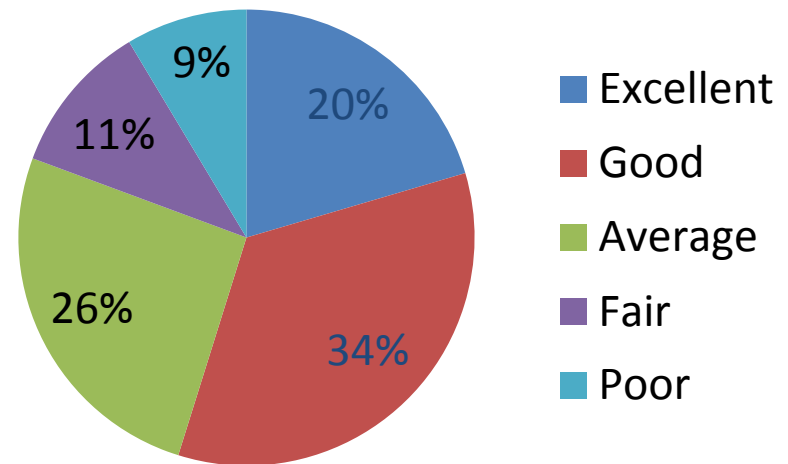
Technical Support Satisfaction:

Those who have used our services report their experience as:

(216)368-HELP



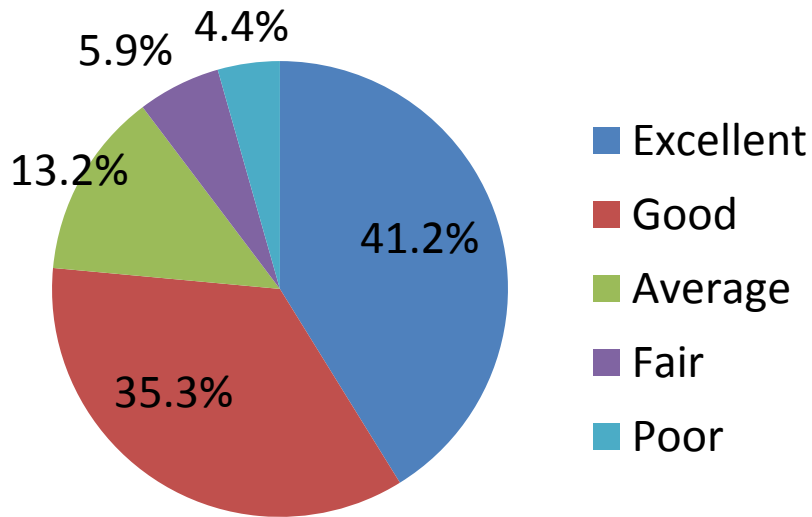
help.case.edu website



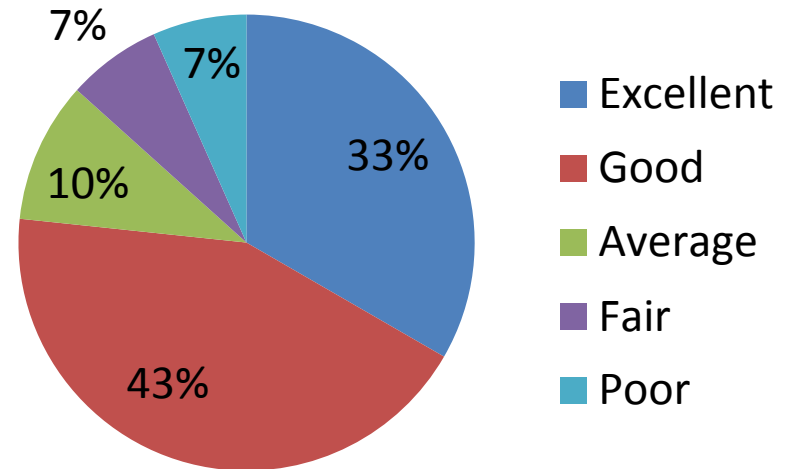
Technical Support Satisfaction:

Those who have used our services report their experience as:

Walk-In Center - Bellflower



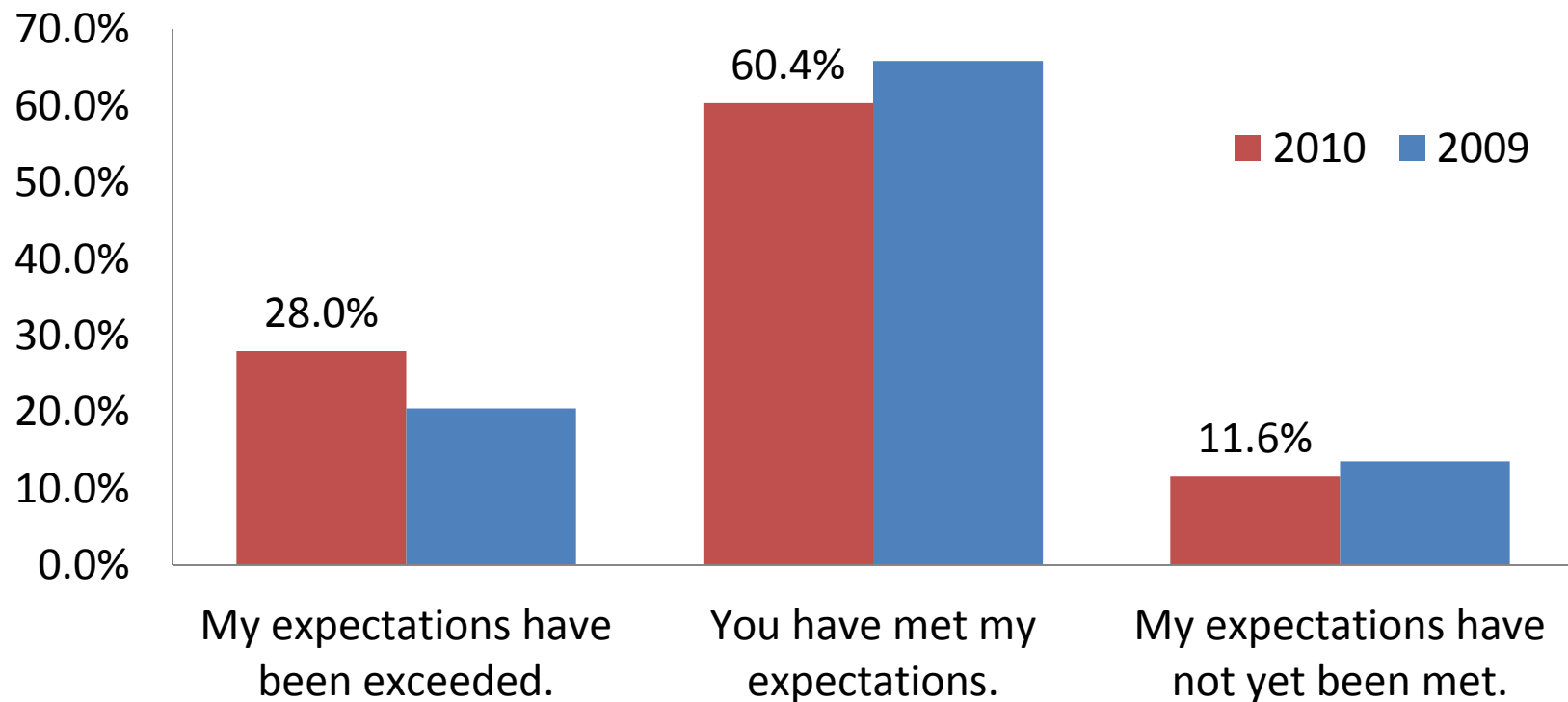
Walk in Center - Sears



Expectations about technology at CWRU

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

88% of Freshmen responded that we have met or exceeded expectations.



How to better meet expectations/other comments

- Students shared comments regarding the following areas:
 - Bandwidth
 - Mediavision
 - Network Speed
 - Software Center
 - Student Information Systems
 - Tech Support