

First Impressions Survey

a view of ITS from incoming freshmen 2011

December 2011

First Impressions

Objective: 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 (900 students)
- 375 respondents (41.7%)
- Survey open for 12 days: October 2–13, 2011

First impressions

- **92.9%** of Freshmen responded that their technology expectations have been met or exceeded
 - 88.4% in 2010
 - 86.4% in 2009

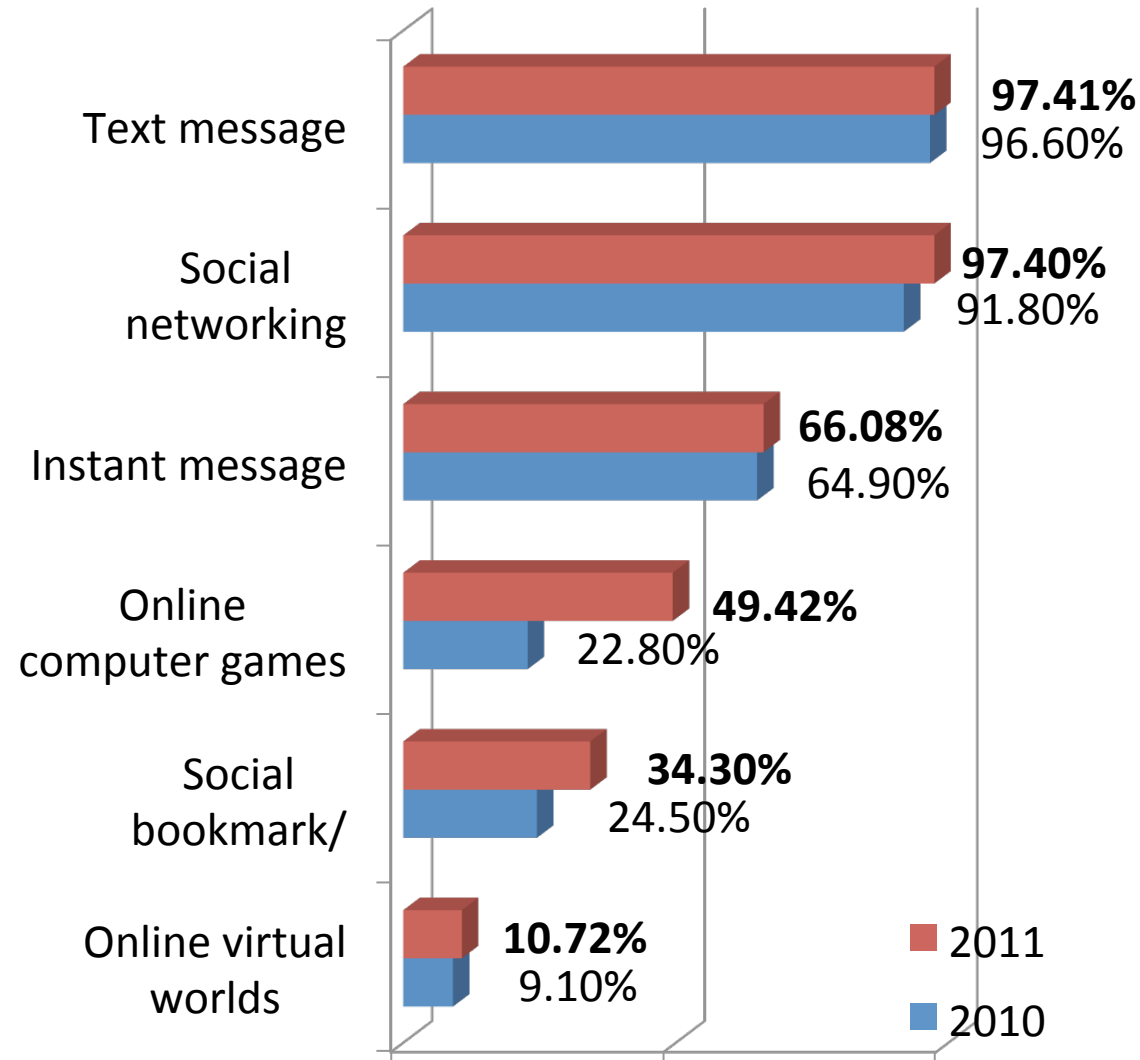


Network use

69.5% of new students report being online more than 16 hours per week

- 97.5% cite more than 8 hrs/week
- 84.7% cite daily use of Facebook

Weekly use of network resources



Technology devices of incoming students

- **93.2%** are bringing laptops with them
 - 99% cite primary connection being CWRU wireless network
- **15.2%** are bringing iPads or tablets
 - Jump from 3.6% in 2010
- **98.6%** have mobile phones
 - 70.3% have smart phones or plan to acquire in next year
 - 52.5% in 2010, 72% in 2009
- **NEXT STEPS:** Strengthening the wireless network critical to workflow and success of students

Technology brands

- Apple emerges as leader for the first time
- Dell is still the highest percentage of PC purchases, over other brands, yet losing market share quickly

Year Percentage Purchased By Brand	2011	2010	2009	2008	2007
Dell	23.44%	34.40%	38.1%	41.40%	43.30%
Apple	32.06%	30.20%	24.1%	17.70%	20.11%
HP	15.55%	13.70%	16.2%	17.50%	14.13%

Technology backup

- **59%** of incoming students do not regularly backup their devices
- **NEXT STEPS:** Implement campaign, partnered with USG, to educate students on...
 - Importance of backing up their hard drives
 - How to back-up their machines

Backup Method	Percentage
Personal external hard drive	48.8%
Flash drive	22.4%
Time Machine/Time Capsule	17.6%
Other (please specify)	4.9%
Carbonite (carbonite.com)	3.9%
Drop Box	2.0%
Mozy (mozy.com)	0.5%

Other interesting trends

- **65.1%** of students report watching TV via their computers or mobile devices
 - An additional 19.3% do not watch any TV
- **91.4%** of students prefer the use of technology in classrooms
 - 32.9% do not have any classes using MediaVision Courseware
 - 30.5% have faculty discouraging the use of technology in the classroom