



Class Schedule Market Research 2010/11

November 2010



Office of Institutional Research and Planning

Introduction

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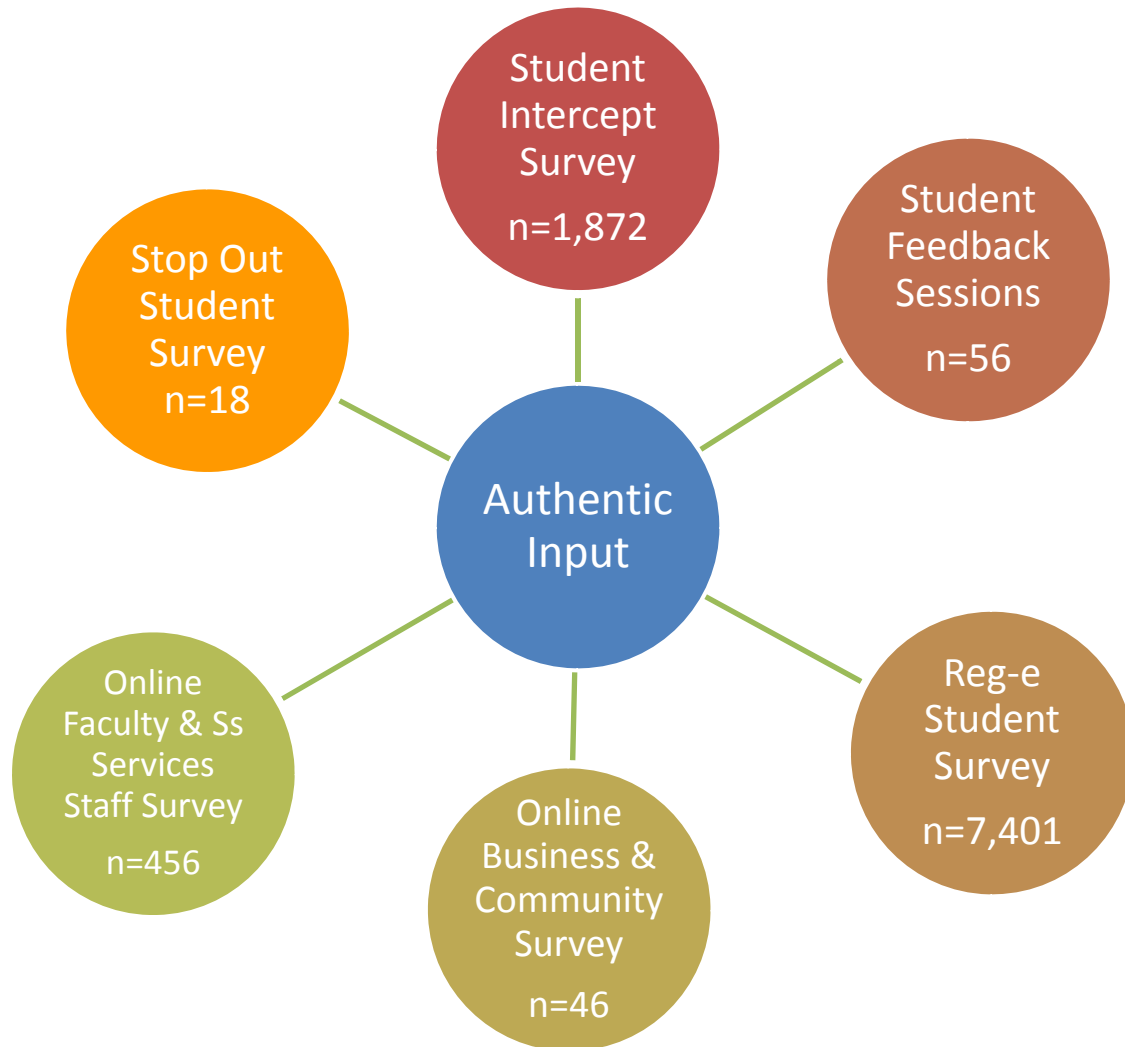
Research Purpose

To help determine the impact of the printed class schedule on students' decision to enroll.

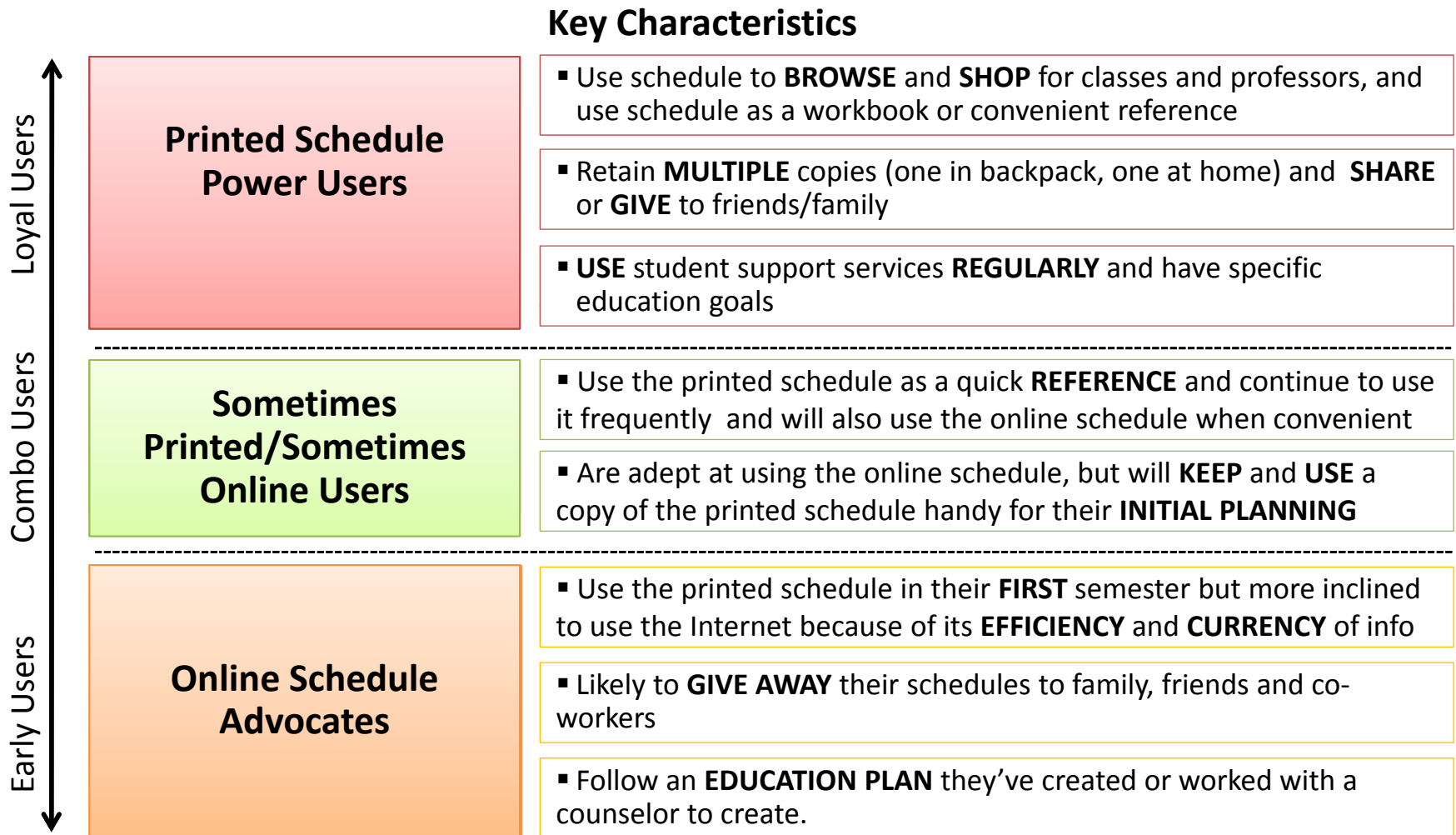
Research Questions

1. What value proposition does the printed class schedule hold for students and community members including the method of distribution (mail, on campus)?
2. How do students use the printed class schedule?
3. To what degree does the printed class schedule influence enrollment decisions?

A Multi-Pronged Approach



Psychographic Profiles



Enrollment Influencers

Top 6 Influencers on Decision to Enroll

1. E-mail Notifications from the College
 - Most students agreed that the e-mail reminders to register trigger their enrollment decisions.
2. Printed Schedule in the Mail
 - Many students said that the schedule they received in the mail each semester was a good reminder for them to register. They use this as a trigger to begin browsing and/or selecting classes.
3. Self-Motivated
 - Some students indicated they were self-motivated and created their own Ed Plan so they knew which classes to register for in subsequent terms. They also kept a calendar to remind them when to register.

Top 6 Influencers on Decision to Enroll

4. Counselors

- Some students stated that they visit their counselors who use the printed schedule to help them put together an Ed Plan which keeps them organized and on track with their intended education goal.

5. Friends and Family

- Some students mentioned they seek help from their friends or family members who have had more experience in college than they have had.

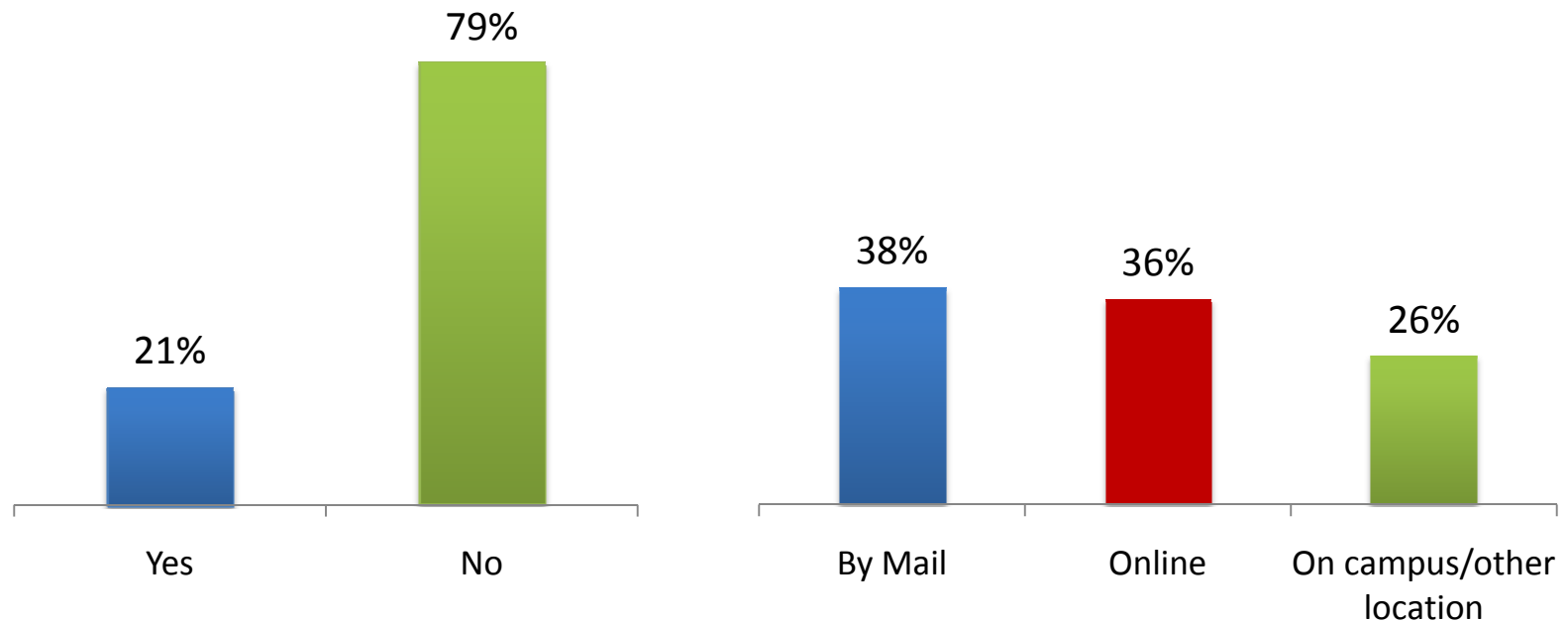
6. Employers and Referrals from Four-Year Institutions

- A few students mentioned their employer leaves copies of the class schedules in the break room at work and that this reminds for them to register. Others mentioned that they received referrals from another school they attended.

Distribution & Marketing

Receiving Class Schedule Information

Survey Student Respondents

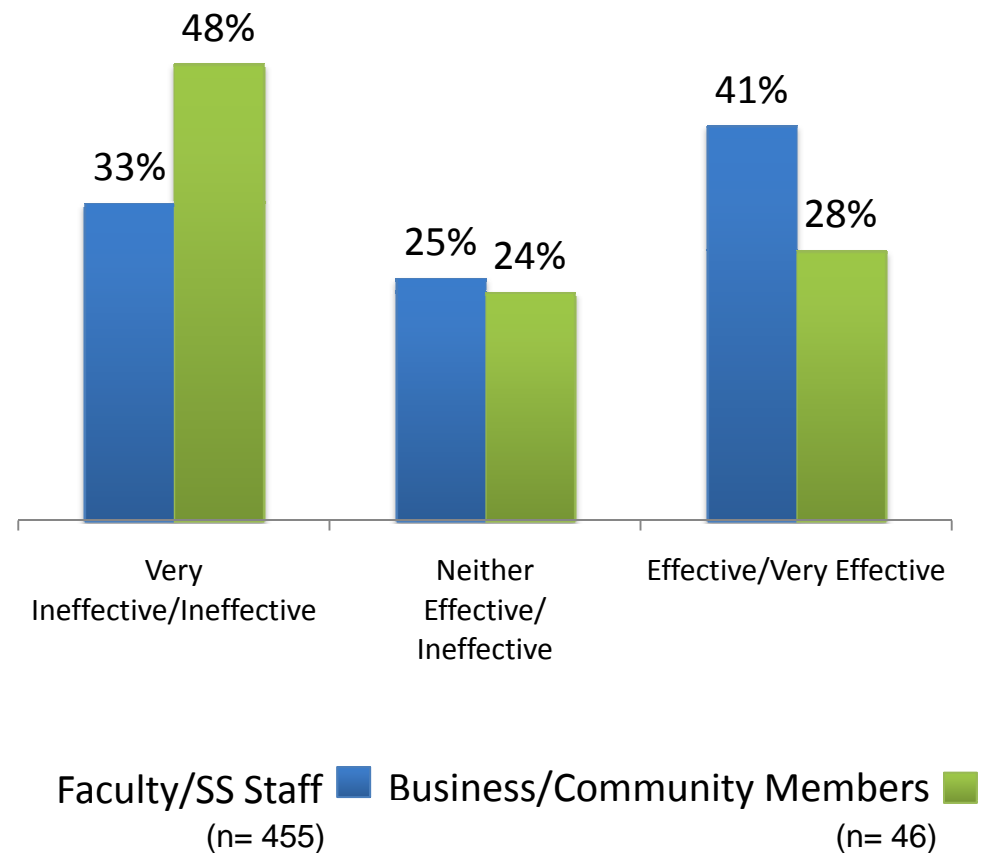


Did you receive the class schedule postcard in the mail?

How do you prefer to receive the class schedule?

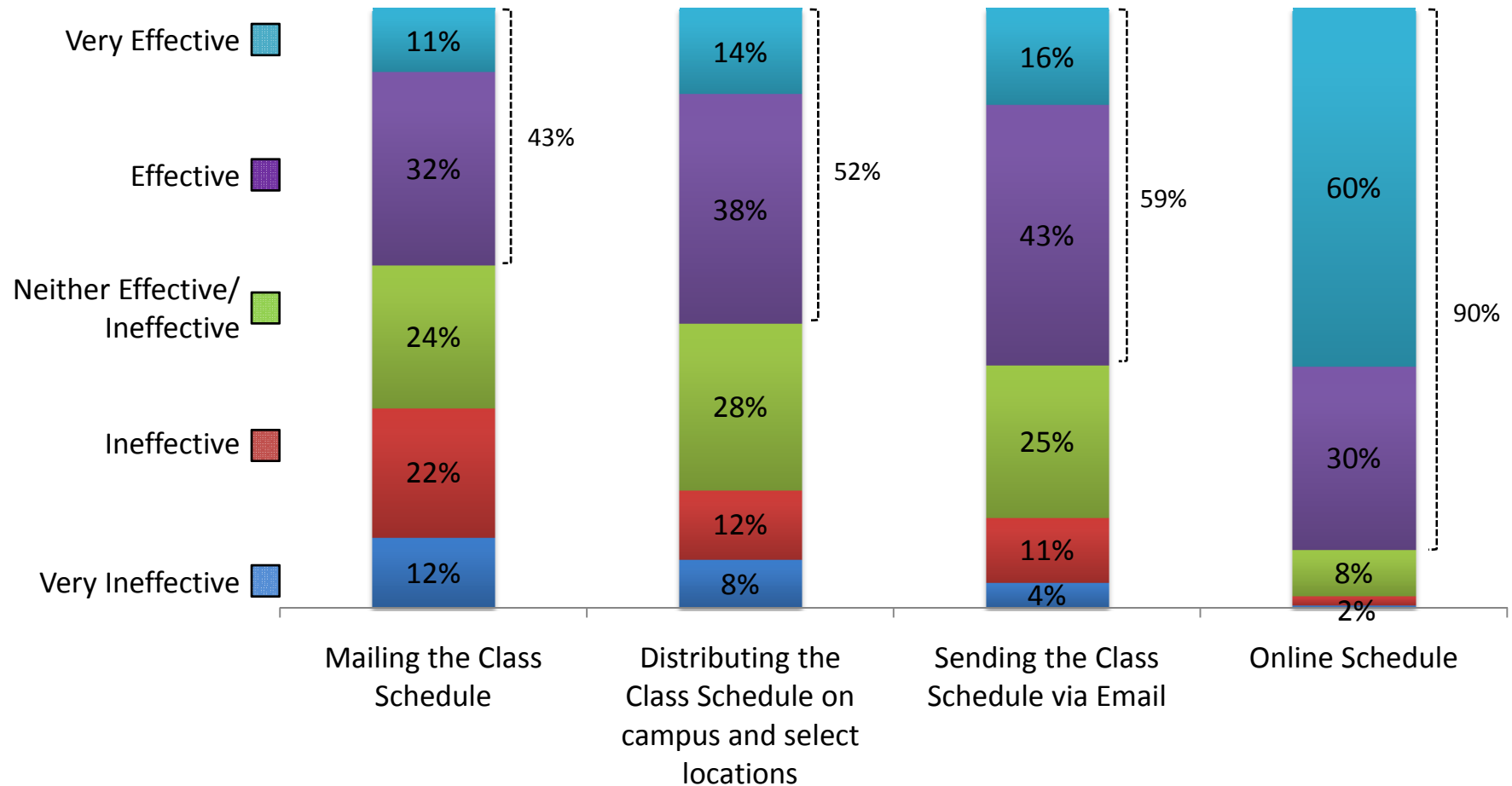
How effective is the printed schedule in maintaining college presence in the community?

- Many faculty and student services staff commented that they did not have adequate knowledge to respond to this topic. Some suggested: limiting the number of printed schedules on campus and place them in heavy traffic areas, and mailing the schedule to new students only.
- Some business and community members commented that the printed schedule is a valuable resource: “The information helps students to make choices of classes that they never knew were available, and lead to new careers that they had never imagined. By having this information accessible to the community it motivates senior citizens to go back to school to start a new career.”



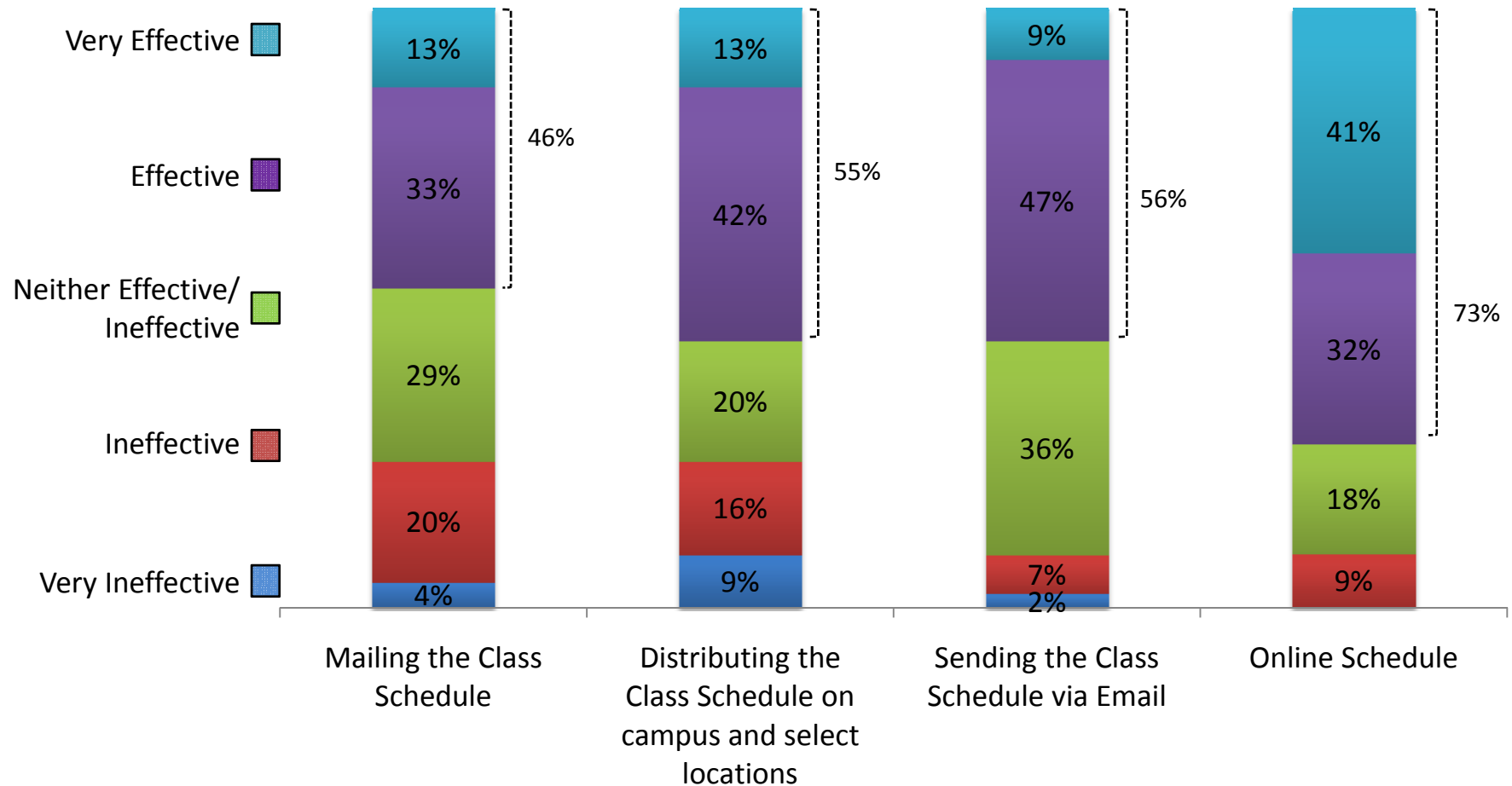
How effective are the following efforts in recruiting students?

Faculty & Student Services Staff (n= 455)



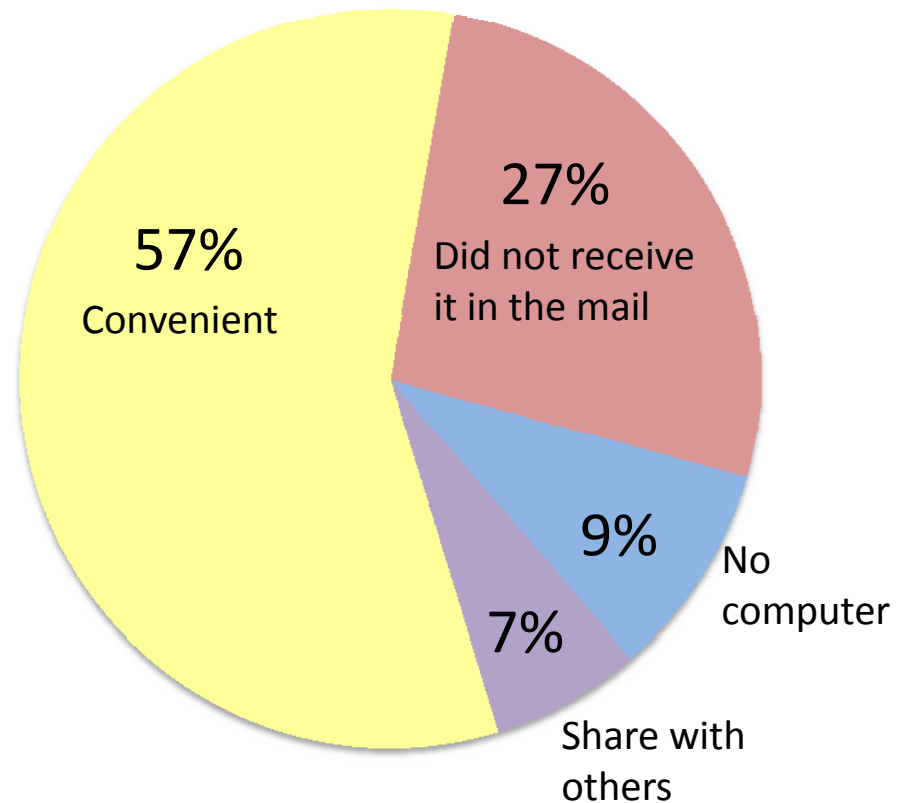
How effective are the following efforts in recruiting students?

Business/Community (n= 46)



Reasons for Picking Up Class Schedule on Campus

- Most students use multiple copies of the schedule because they are abundant and easy to find on campus.
- Students will pick up the schedule on campus if they live outside of the service area and do not receive it in the mail.
- Students find the printed schedule easy to carry or take with them.

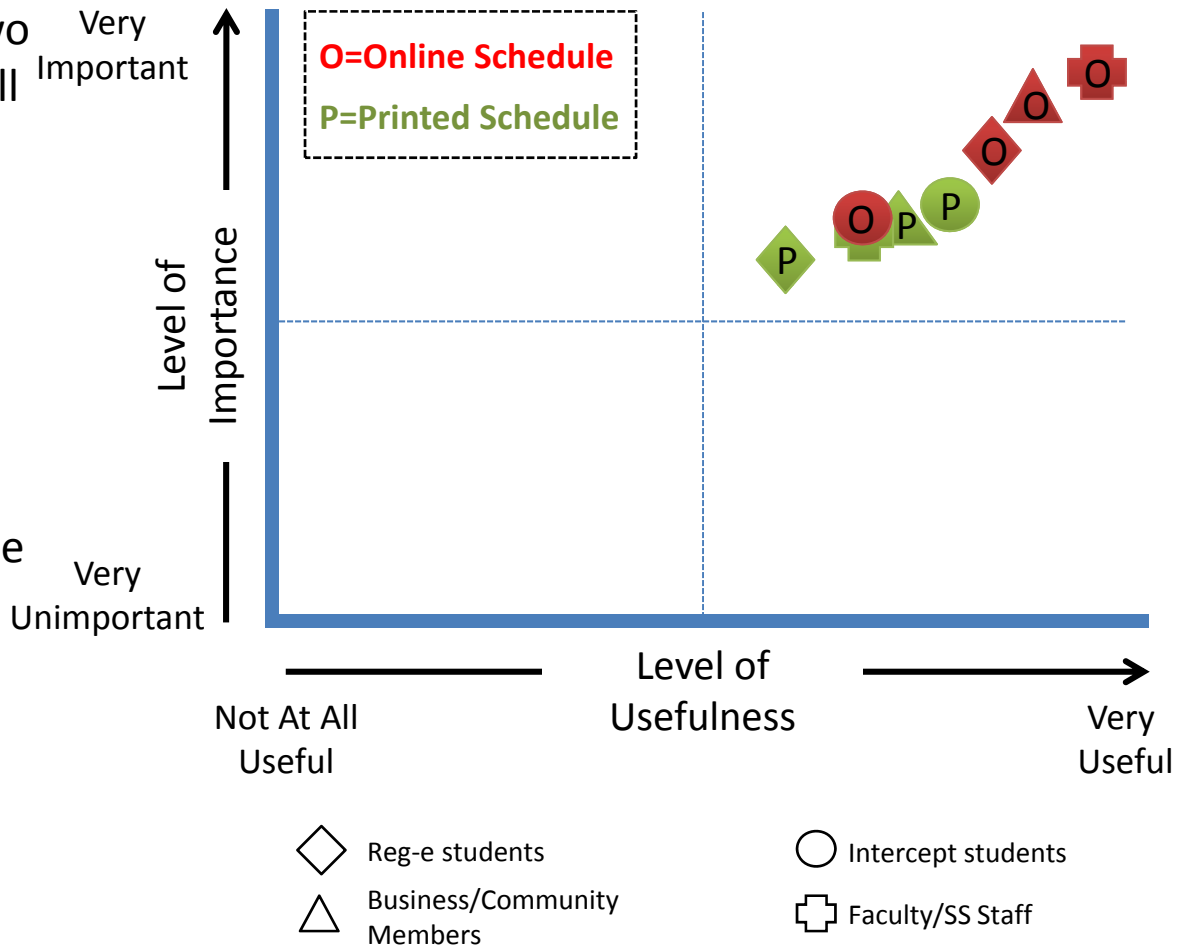


Value Propositions

Importance/Use Strategic Mapping

Online & Printed Schedule

- The combination of the two types of schedules meets all groups' expectations.
- The on campus survey respondents believed that both versions equally meet their expectations.
- The other groups found the online version to more closely meet their expectation.

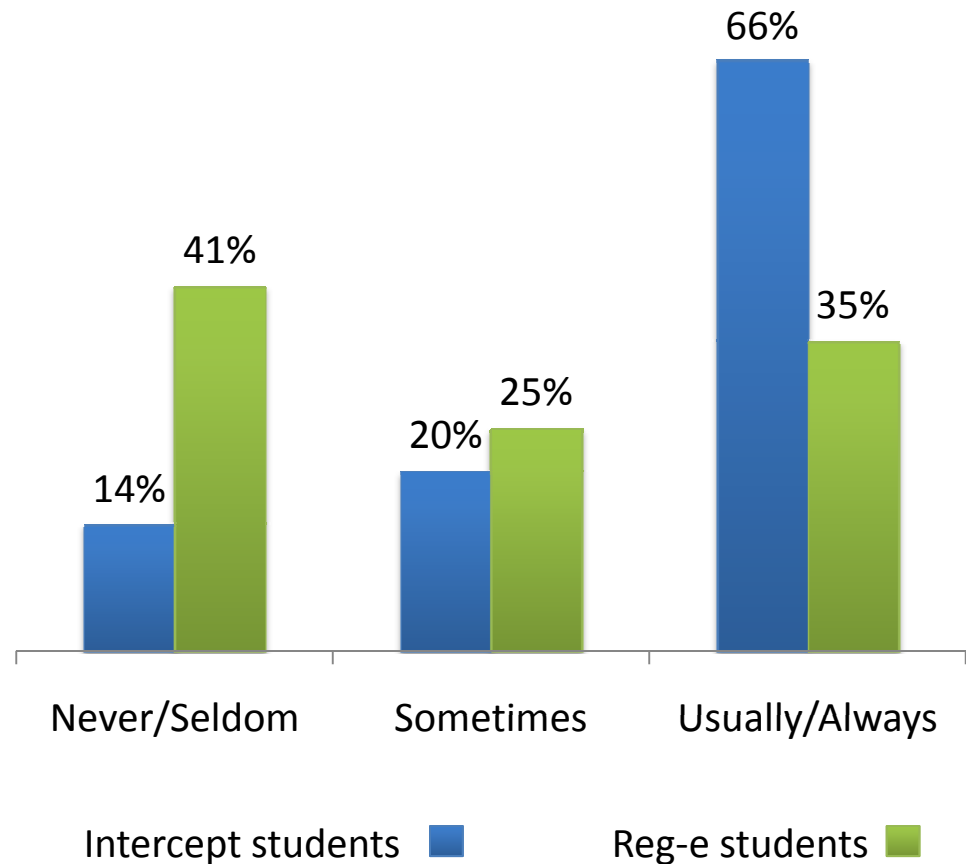


Use & Process

How often do you use the printed schedule to do the following?

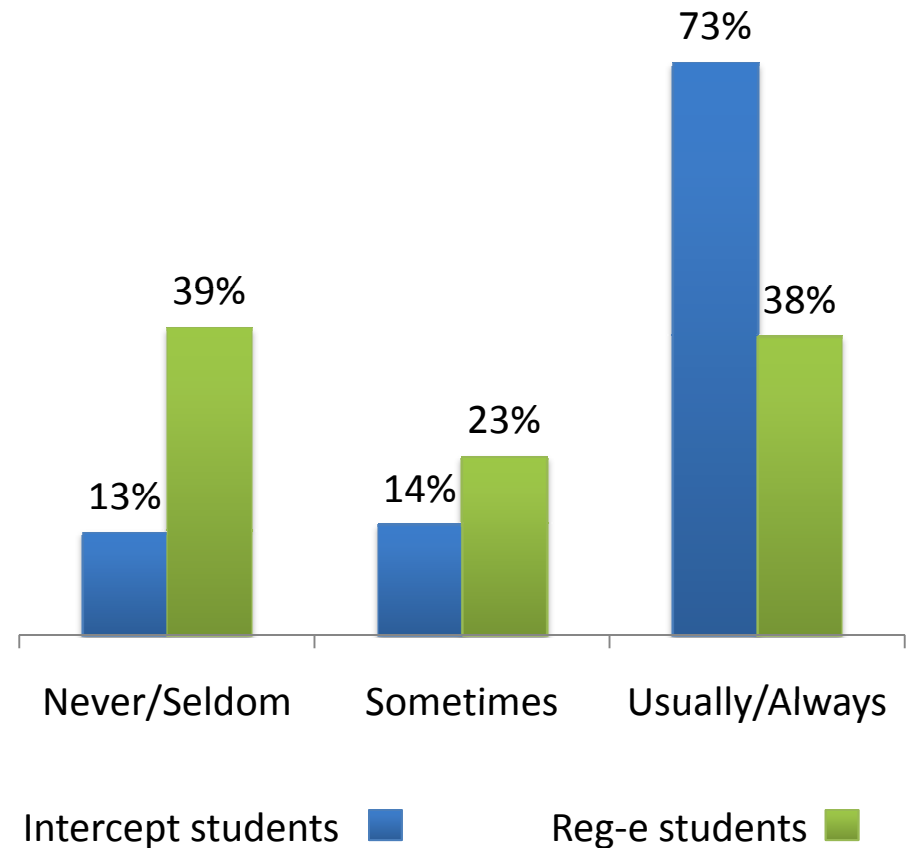
Browse for Classes & Programs

- Keep the schedules with them or in a secure location so they can:
 - ✓ Access it before the semester to help them select classes,
 - ✓ During the semester to help them crash classes, and
 - ✓ After the semester as a reference for future planning
- Shop around and take classes at more than one college.
- Printed schedule users find it mobile and will use it to browse for classes in various locations. Online browsers use the sort and filter function but admit that the online schedule is not as mobile as the printed schedule.



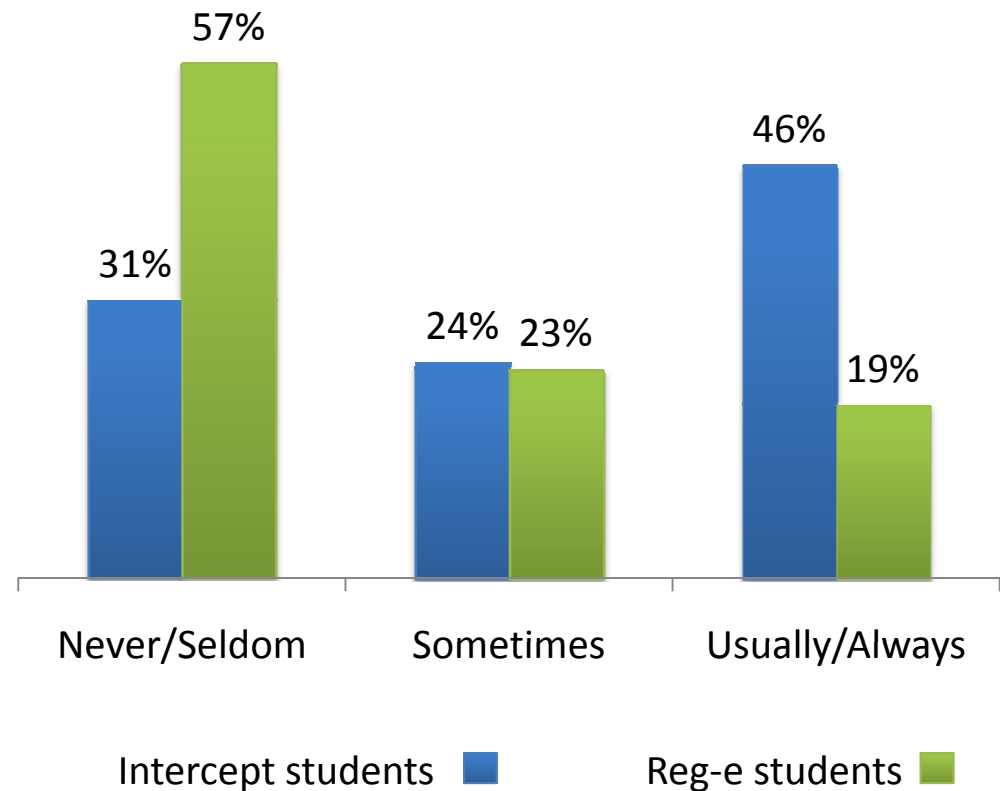
Select Classes

- Use the class schedule as a workbook; mark it up with notes and highlight those classes they wish to take
- Keep more than one printed schedule:
 - One as a workbook at home
 - One in backpack as a reference
 - One in car or to give away to a family member, friend or coworker
- May use the online schedule because it offers the most current information on classes including waitlist information



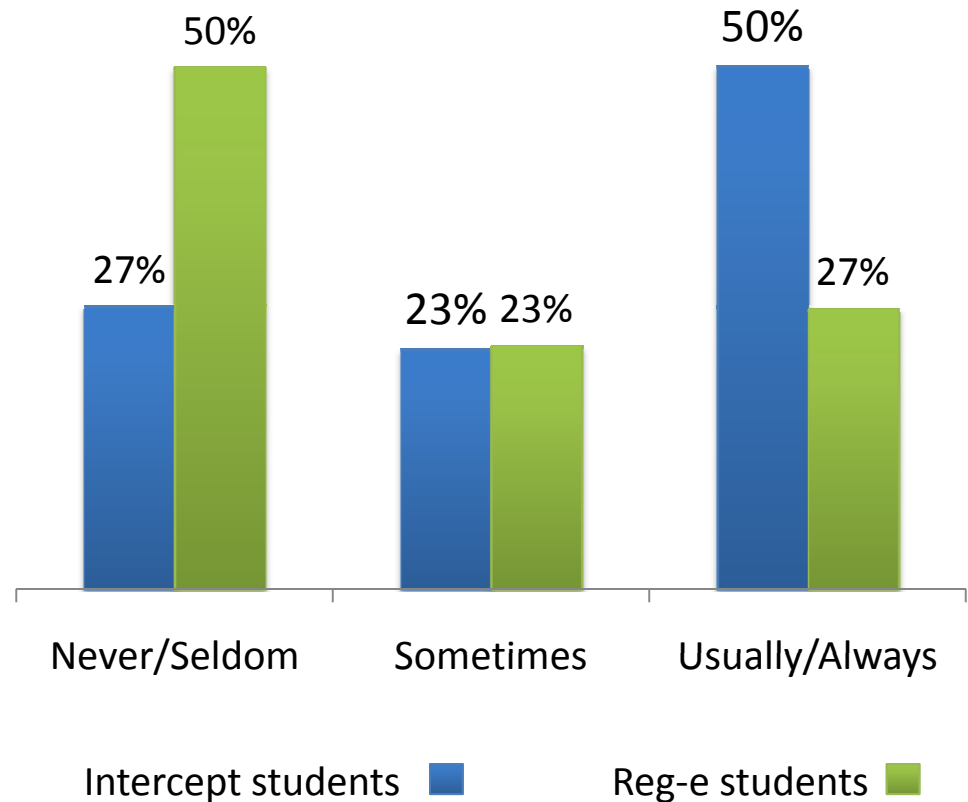
Get Information on Support Services

- Use the information in the directory section of the printed schedule to find support services on campus not the description of services
- Usually unaware that this information is available in the printed schedule and so are more inclined to visit the colleges' website to find this information, or may remain unaware of these services



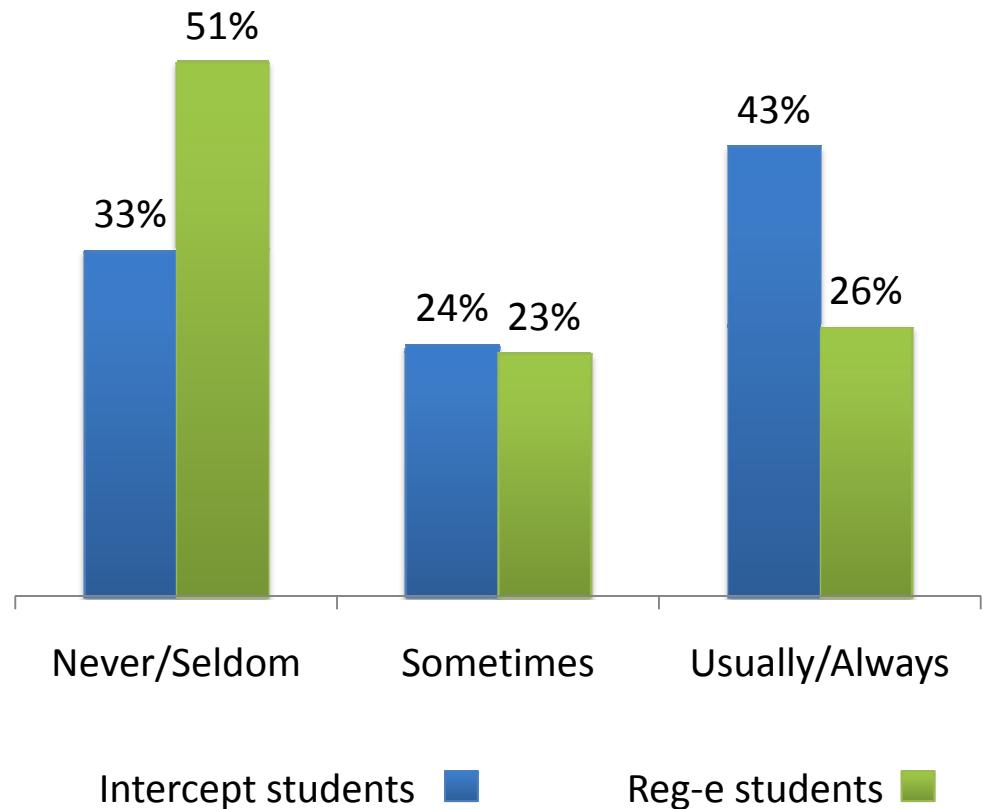
Share with Others

- Students consume multiple copies of the printed schedule.
- Students give their printed class schedules away to a friend or a roommate who may be interested in taking classes or to a family member who might be interested in returning to college.



Use the Campus Map

- One of the most common uses of the printed schedule is the campus map. Particularly first-time students and those attending multiple colleges.
- Students will often pick up a schedule while they are on campus to help them navigate to their classes and around the campus.
- They may keep the schedule or tear the map out and use it as needed.



Key Findings

Highlight of the Findings

1. Receiving the class schedule in the mail and/or the e-mail notifications provide the strongest positive conditioned response to register.
2. Students believe that the combination of the printed schedule they receive in the mail and/or on campus and online schedule gives them the mobility they need and affords them the currency and breadth of information they need to make important decisions that impact their future.
3. Most students at some point in their academic career at SDCCD use and even depend on the printed class schedule for a variety of practical reasons (e.g., as a tool and a reference) that help them transition and succeed in college.
4. The manner in which many students use the printed class schedule (as a workbook) helps to build important cognitive skills, such as planning, organization and time management, that are useful for college level work and integral to student learning outcomes.
5. Students regularly share the printed class schedule they receive in the mail and/or on campus with friends, family and co-workers, making it an effective recruitment tool and a reliable referral system.
6. Students' willingness to pay for a printed class schedule indicates they place a high value on it.
7. Both versions of the schedule, printed and online in combination, meet the value expectations of the students, and staff/faculty and business/community members.

Enrollment Triggers

Key Findings

- Most students find that the e-mail notifications to register are one of the best reminders that trigger their enrollment decision and process.
- The printed class schedule that is sent in the mail is also considered a good reminder. However, some students don't recall or don't receive the schedule in the mail so the availability of the schedules available on campus serve as a reminder.
- Other triggers to enroll require more proactive measures on the student's part, e.g., visiting a counselor, self-motivation, and seeking help from family and friends. The printed class schedule in these instances becomes the tool for planning and selecting classes.



Conclusions

- Receiving e-mail notifications and/or the class schedule in the mail provide a strong positive conditioned response to register.
- The printed class schedule received in the mail and/or on campus is a useful tool and resource for the self-motivated student who may or may not seek assistance from the college faculty or staff.

Education Consumerism

Key Findings

- All groups who were investigated (students, faculty, student services staff and business/community members) identified the combination of both the online and the printed schedule as meeting their value expectation.
- Most students relied on the e-mail notifications and/or the printed schedule being mailed to their residences to remind them to register.
- Most students used some process of researching and planning their schedules to manage their educational outcomes.



Conclusions

- Students today live fast-paced and relatively mobile lives. They are sophisticated consumers and will shop around for the best class, time of day and professor.
- The feedback sessions also revealed that students use other referral-based systems (e.g., ratemyprofessors.com or counseling advisor) and resources to help them make informed decisions.
- They look for ways to constantly stay current in order to keep up with the rapid changes and demands of a competitive economy.
- The combination of the printed schedule they receive in the mail and/or on campus and online schedule gives students the mobility they need and affords them the currency and breadth of information they need to make important decisions that impact their future.

Multiple Uses of Printed Schedule

Key Findings

Among users of the printed schedule students use it for a variety of reasons:

- Browse and shop around for classes
 - Select classes they already have planned
 - Use the campus maps to locate classes, particularly first time students and those who take classes at multiple colleges
 - Use the key services directory to get phone and office location information.
 - Find academic calendar and key dates,
 - Learn about course sequence information
- Few students use the steps to registration or the General Information section in the schedule.



Conclusion

Most students at some point in their academic career at SDCCD use and even depend on the printed class schedule for a variety of practical reasons that help them transition and succeed in college.

Printed Schedule as a Planning Tool

Key Findings

- The printed class schedule is an important education planning tool for many students, particularly first-time, non-traditional aged, students with learning disabilities and those who are less inclined to use the computer.

- For these students, the portability of the schedule enhances their planning process. Many students use the printed schedule as a workbook in the same way they might use the online worksheets for developing their Individual Education Plan.



Conclusion

The printed class schedule helps to build important cognitive skills, such as planning, organization and time management, that are useful for college level work and integral to student learning outcomes.

Multiple Copy Users

Key Findings

- Many students use multiple copies of the printed schedule for a variety of reasons, i.e., use as a workbook, keep one in their backpacks as a reference, pick up one on campus as needed to crash a class, give away to family, friends and coworkers.
- Students use multiple copies because they are so readily available on campus. While they enjoy having access to as many as they want, they were generally “appalled” by the overabundance of schedules on campus (“Palettes of them sitting outside in the rain”), and considered this not only wasteful in times of budget constraints, but ecologically irresponsible and counter to what being a green campus should be.
- When asked if they would pay for a second copy, most agreed that if they needed a second copy they would be willing to pay \$1-\$2 and/or protect their first copy.



Conclusions

- The printed class schedule received in the mail and/or on campus provides students a versatile tool and resource and gives SDCCD a way to effectively recruit through an inadvertent but reliable referral system.
- Students gain a sense of identity and self-efficacy through the college they attend. Most are environmentally conscious and want to be aligned with an institution that is as well.
- People intrinsically place a higher value on things they pay for. Students’ willingness to pay for a printed class schedule indicates they place a high value on it.

User Types

Key Finding

Three types of class schedule users:

1. The *Printed Schedule Power Users*. These are students who use the printed schedule to access the majority of their class, program, services and campus information,
2. The *Online Schedule Advocates*. These are students who use the online printed schedule and the website to access the majority of their class, program, services and campus information, and
3. The *Sometime Printed Sometime Online Users*. These are students who use both the printed and online versions of the class schedule to access class, program, services and campus information.



Conclusion

Both versions of the schedule, printed and online in combination, meet the value expectations of the students, and staff/faculty and business/community members. However, the *Online Schedule Advocates* view the printed version as slightly less valuable than the *Printed Schedule Power Users* view the printed schedule because they are more inclined to use the Internet. Both versions combined satisfy the needs of the three student user types.

IRP

<http://research.sdccd.edu/pages/1.asp>