

Inland Empire Communication Data

Quantitative and Qualitative Data for
African-American Demographic

Introduction

Media Prefs is a completely online survey of how students consume the media around them. Currently in its 12th consecutive year, Media Prefs is the only product of its kind that uniquely surveys two-year community and technical college students across the country. The survey results guide marketing and communications teams to making the best decisions for media buys and student communication, backed by academically defensible data. The survey contains questions centered on how much TV, radio, newspaper, social media, and other modern media types that the student respondents consume. Because Media Prefs (and Interact) only works with two-year community and technical colleges, the survey includes other topics cared about by industry professionals, such as recruiting, communication and college services, website importance, and how/when/about what students want to be informed. The results come alive in an online platform, easily filterable by demographics such as age, gender, race, and reason for attending college (among others).

The colleges in the Inland Empire region that took part in the Spring 2018 Media Pref surveys included Barstow Community College, Chaffey College, College of the Desert, Copper Mountain College, Crafton Hills College, Moreno Valley College, Mt. San Jancinto College, Norco College, Palo Verde College, Riverside City College, San Bernardino Valley College, and Victor Valley College. The Spring 2018 survey ran from February 12th through May 6th and had a total of 4,785 students participate during this time.

The following research is a combination of qualitative and quantitative data collected from African American students from various Inland Empire community colleges that focuses on student preferences regarding various methods of communication. This includes anything from e-mail, online websites, television, social media, etc. During the Spring of 2018 survey, 184 African-American students participated in the Inland Empire region.

Media Prefs: Inland Empire African-American Demographic

College Communication - Preferred ways of being contacted with college information?

- Strongly Liked:
 - School Email: 49.72%
 - Personal Email: 38.3%
 - Cell Phone: 34.2%
- Strongly Disliked:
 - Home phone: 43.1%
 - Social media: 27.6%

College Communication - Preferred ways of receiving the following information: official info, events & college activities, financial aid, program information, and course scheduling?

- Students like to be contacted via their college email with information including: events and college activities, financial aid, program information, course scheduling
- With official info such as grades, students like to be contacted through a student portal

College Communication - Preferred way to PUBLICLY receive college info. on events & fun activities?

- Students preferred to receive public college information through student portal announcements
- 40% of students between the ages of 21-25 liked receiving information via posters/flyers

College Communication - Preferred group project communication: Professors, Advisors & Students?

- Students preferred communicating with professors, advisors, and students by having face-to-face interaction

College Communication - How to communicate with Alumni Groups, once you have left college?

- Students strongly liked being contacted via their personal email regarding Alumni information
- Students strongly disliked me contacted via automated calls to their phone

College Communication - How do you feel about the college using text messaging for the following?

- Students strongly liked when college use text messaging for school closure/cancellations and for emergency/security issues.

Communication Access - How many email accounts do you have (including work, school & personal)?

- All students have an average of 3 email accounts

Communication Access - How many times per day do you check your primary email account?

- Age ranges 41-50 and 51 and up stated that they check their emails frequently (5-6) while ages 21-40 state they check their emails constantly which is over 6 times a day.

Communication Access - What do you typically do when receiving a college related email?

- 20.9 % of students reported to always reading and saving college related emails

Communication Access - How soon do you expect an answer when you make a website inquiry?

- Students typically expect a response regarding web inquiries within the same day or the following day

Communication Access - How soon do you expect an answer when leaving a voice message?

- The largest group that expected a call back in the same day of leaving a voice message was ages 41-50

Social Media - How often do you use the following Social Networking Sites?

- Students reported to almost never using LinkedIn

Social Media - What is your favorite social networking site?

- The most used social media site for all age ranges is Facebook

Social Media - What time of day do you use social media most frequently?

- Students reported using social media the most between the hours of 6pm-9pm and 9pm-Midnight

Social Media - Do you click on Social Media ads?

- Around 45% of students reported never clicking on social media ads

Social Media – With be contacted by the college or with college related material students preferred to be contacted through their student portal

Top TV Programs Currently Watched

- This Is Us
- Empire
- Grownish
- Love and Hip Hop
- Greys Anatomy
- Riverdale
- 911
- Black Ink
- The Blacklist
- Scandal
- How to get Away With Murder
- Blackish
- Bobs Burgers

Favorite Online News Sources

- Google
- NY Times
- CNN
- LA Times
- Washington Post
- Huffington Post

Top Reasons They Access College Website

- Online Classes
- Registration
- Student Portal/ Emails
- Financial Aid
- Events

Most Critical Function the Website Should Offer

- Communication
- Access to Online Portal
- Live chat help
- Online Portal

One Thing to Keep About Current College Website

- Easy Navigation
- Access to Student Portal and Grades
- Online services/ Web advisors

One Thing To Change About Current College Website

- Appearance/ Layout
- Connection with Staff
- More Events
- Easier Access to course work

More Students Would Enroll in Career Education Programs If

- If more people knew about it
- Job Placement / Internships
- More Opportunities

Primary Reason For Attending Their Current College

- Obtain an associate degree
- Career

Best Strategy for Recruiting People

- Social Media
- Word of Mouth
- High School Counselors

How Should Colleges Send Them Messages

- Frequent communication through emails and events making them more personal to the student