

2014

Student Technology Survey: Findings

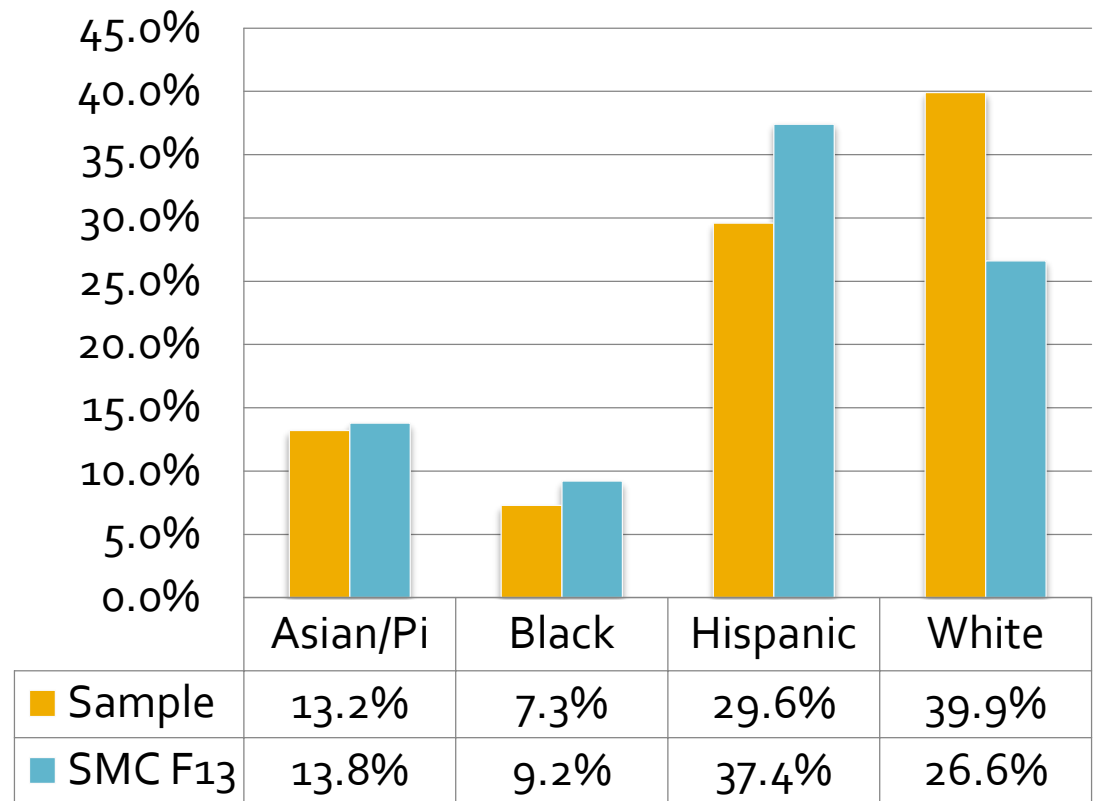
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Background

- Administered beginning May 28th, 2014 with an email blast to 32,119 students.
- Students were also invited by message on Corsair Connect through end of the spring term.
- 704 students completed the survey; Response rate = 2.2%

Respondent Profile

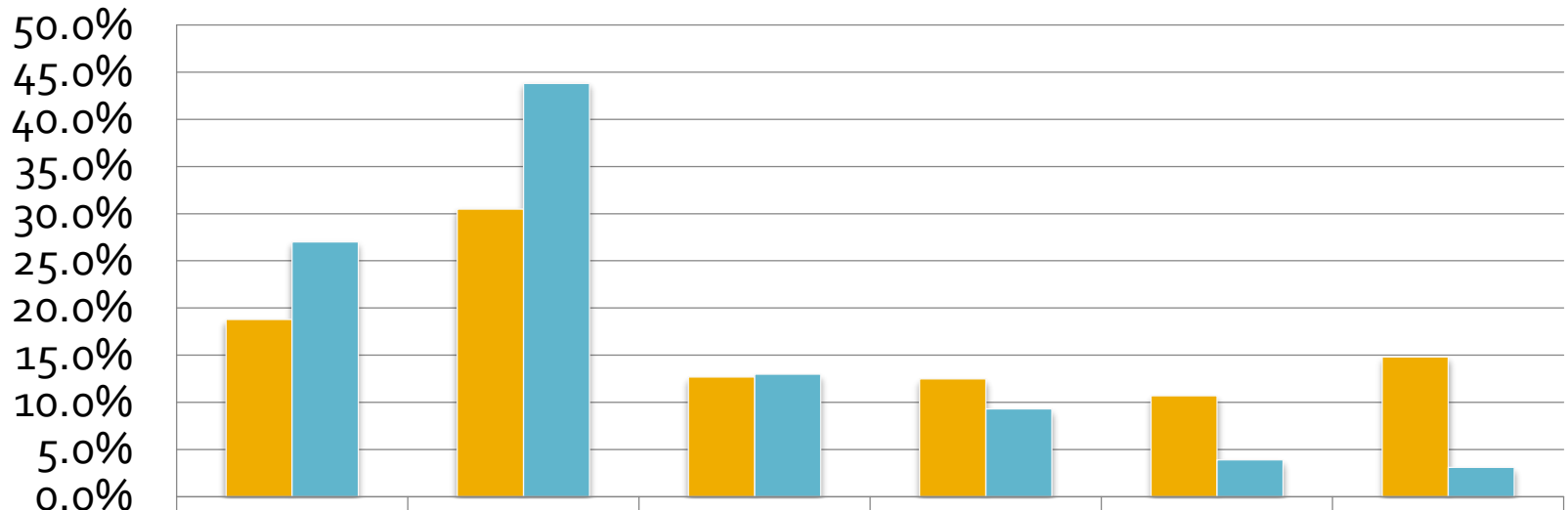
- 56% of respondents were female; slightly overrepresented compared to college-wide population (52.3%).
- White students overrepresented and Hispanic and Black students are underrepresented.
- 2.3% of respondents were enrolled in NC courses only.
- Of credit students, 62.9% were enrolled PT (<12 units), comparable to college-wide (64.3%)



* Only 4 largest groups shown.

Respondent Profile: Age

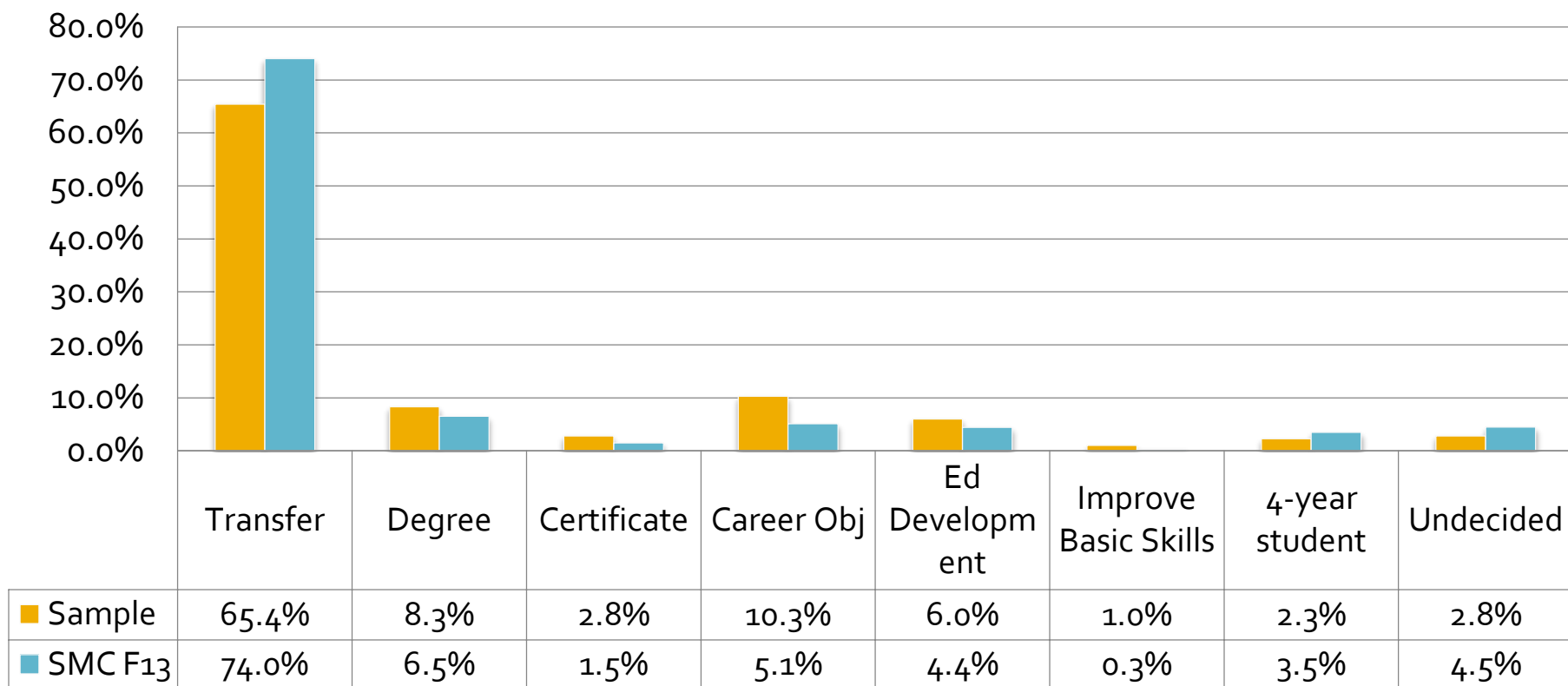
- Students younger than 24 (traditional college age) are underrepresented and students aged 30 and older are overrepresented.



	19 and younger	20 to 24	25 to 29	30 to 39	40 to 49	50 and older
■ Sample	18.8%	30.5%	12.7%	12.5%	10.7%	14.8%
■ SMC S13	27.0%	43.8%	13.0%	9.3%	3.9%	3.1%

Respondent Profile: Stated Ed Goal

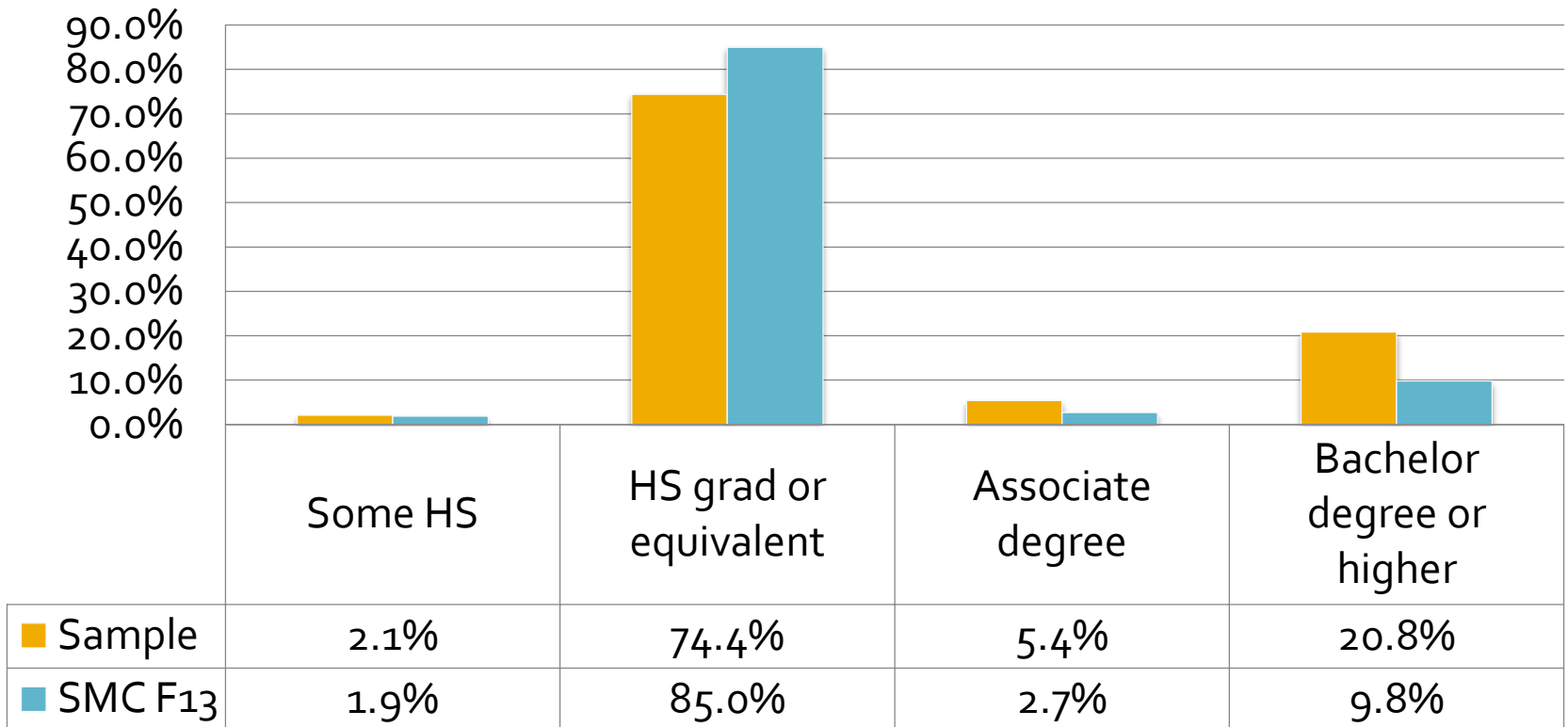
- Transfer students were underrepresented and students with career objectives were slightly over represented.



* Complete HS credits/GED goal and unknown categories not shown.

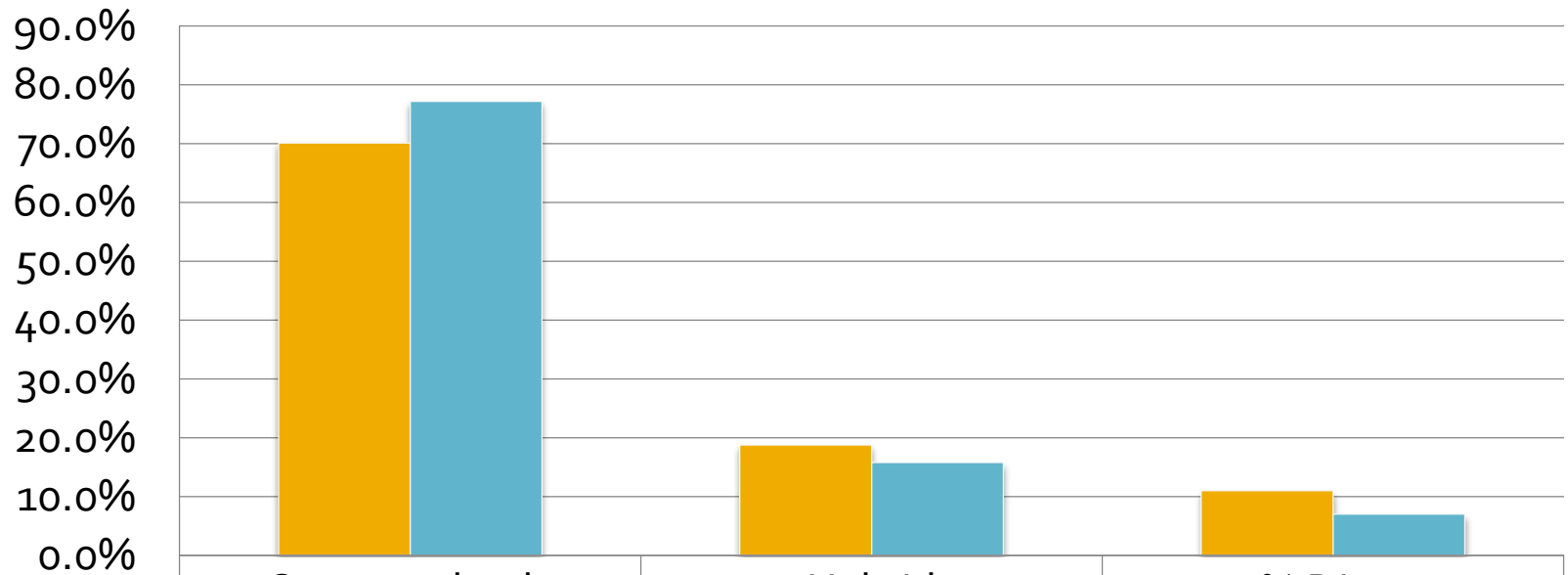
Respondent Profile: Highest education

- HS graduates are underrepresented and students with Bachelor degrees or higher are overrepresented.



Respondent Profile: Distance Learning

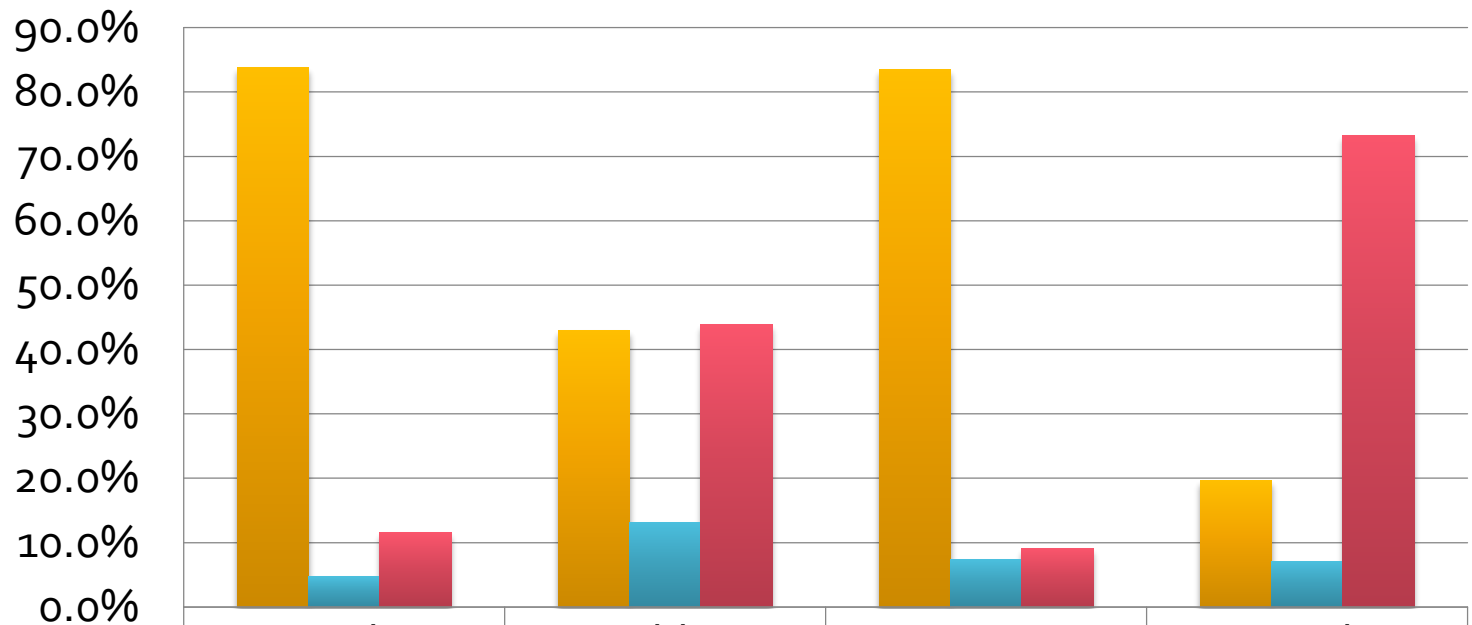
- Hybrid and DE only students are overrepresented compared to the college-wide population.



■ Sample	70.1%	18.8%	11.0%
■ SMC S14	77.2%	15.8%	7.0%

Student Ownership of WiFi Devices

- 97.6% of respondents currently own at least one of these devices.



Currently Own

83.8%

43.0%

83.5%

19.7%

Plan to buy

4.7%

13.1%

7.4%

7.1%

No plans to buy

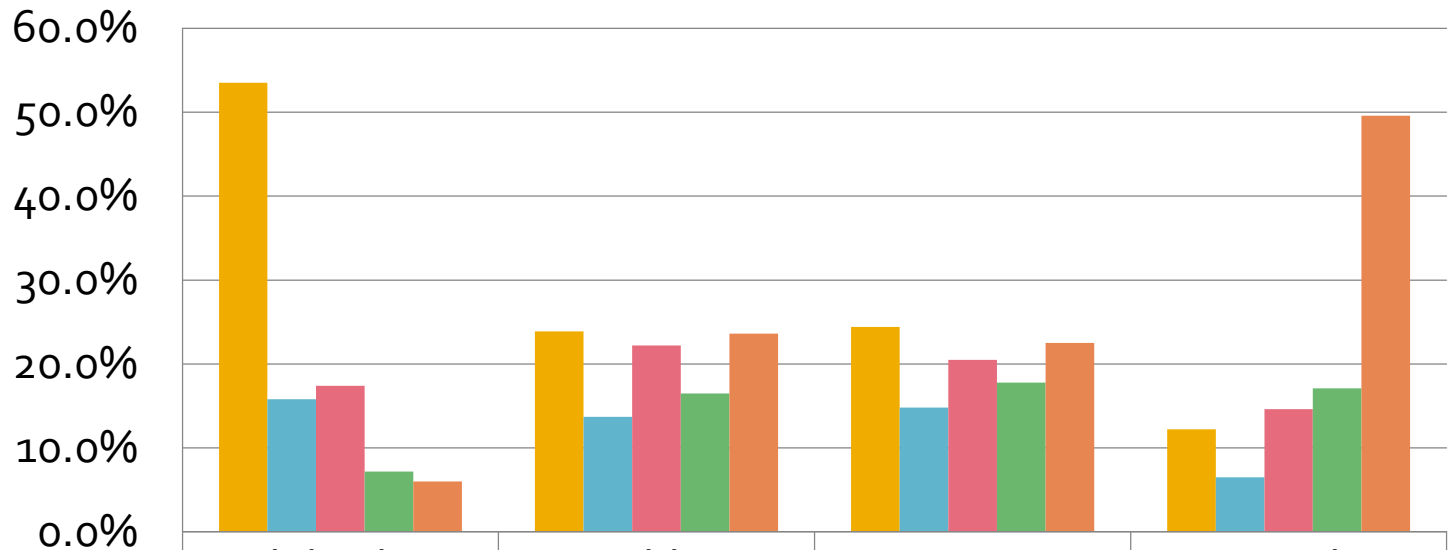
11.5%

43.9%

9.1%

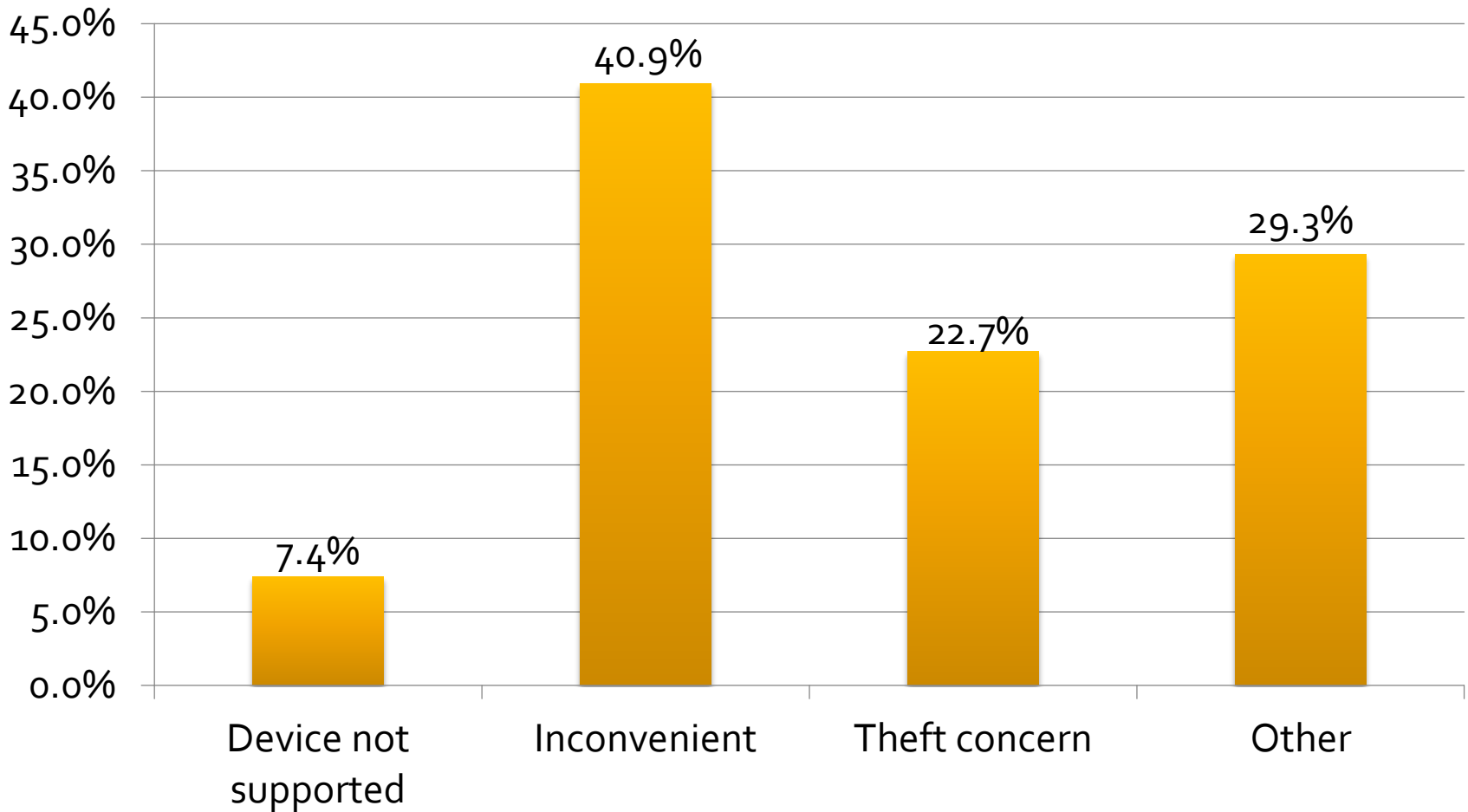
73.2%

Frequency of Device Usage on Campus



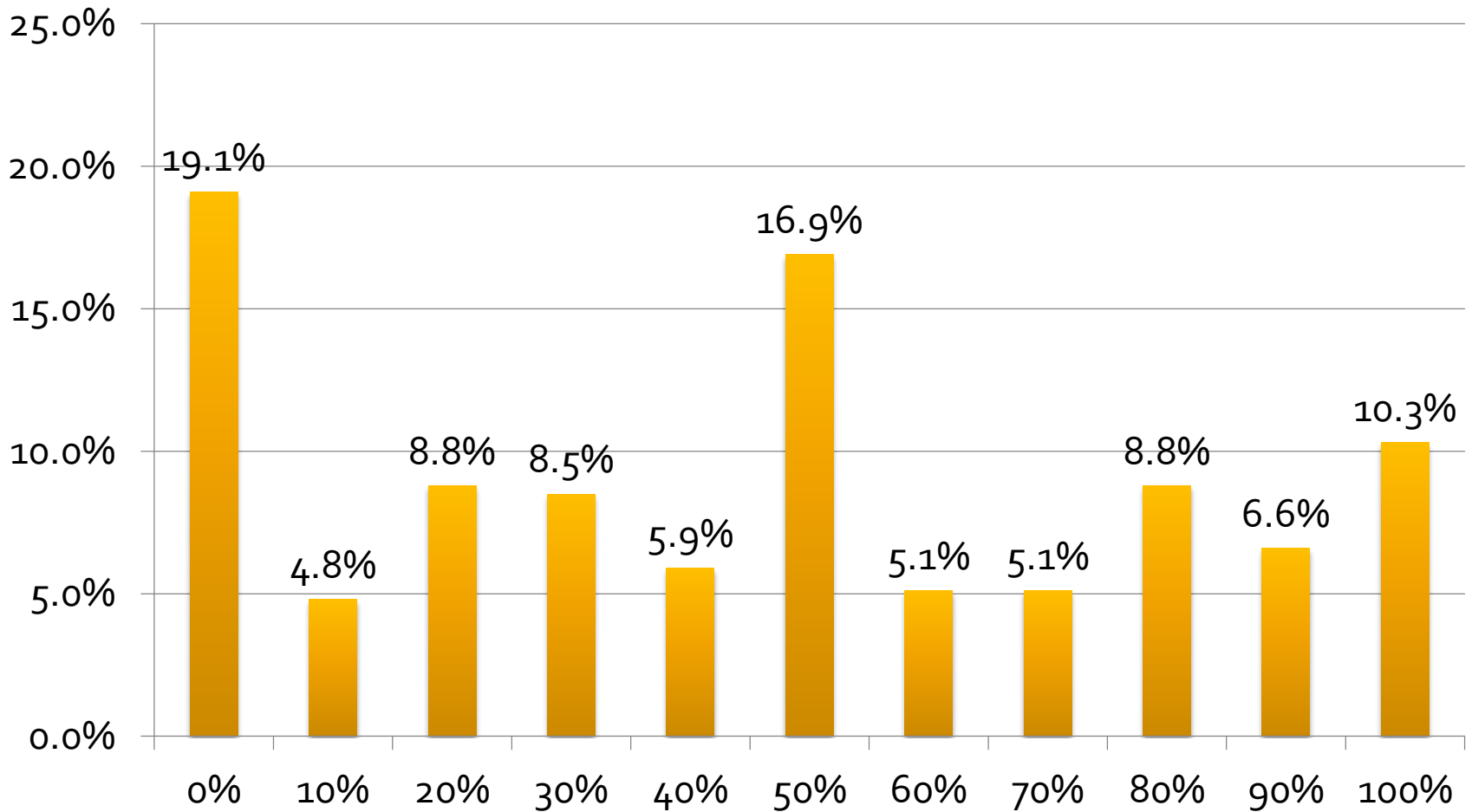
	Mobile phone	Tablet	Laptop	E-Reader
■ All the time	53.5%	23.9%	24.4%	12.2%
■ Most of the time	15.8%	13.7%	14.8%	6.5%
■ Sometimes	17.4%	22.2%	20.5%	14.6%
■ Rarely	7.2%	16.5%	17.8%	17.1%
■ Never	6.0%	23.6%	22.5%	49.6%

Reasons for Not Using Devices at SMC

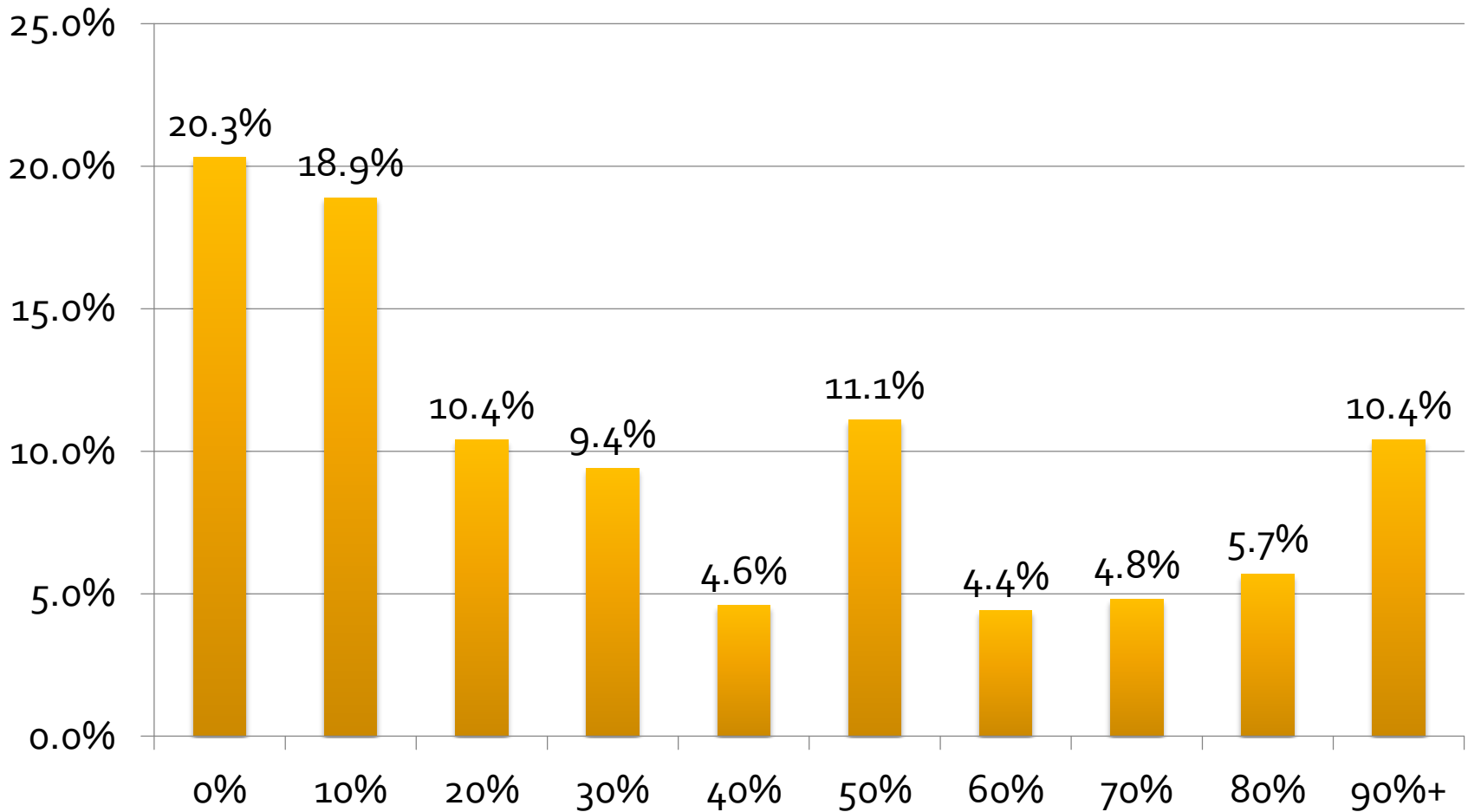


"Other" reason for not using device(s) at SMC		# mentions
Wi-Fi complaint		47
Weak/no signal (coverage)	11	
Too slow	9	
Not on campus enough	8	
Issue with device	7	
Wi-Fi complaint - nonspecific	5	
Multiple sign-ins/gets disconnected	5	
Security concern	2	
No need - nonspecific		22
Difficulty connecting		15
Online only student		14
Don't want to or not allowed to use in class		5
Use different device		3
Use campus computers		2
Didn't know Wi-Fi was available		2
Total		110

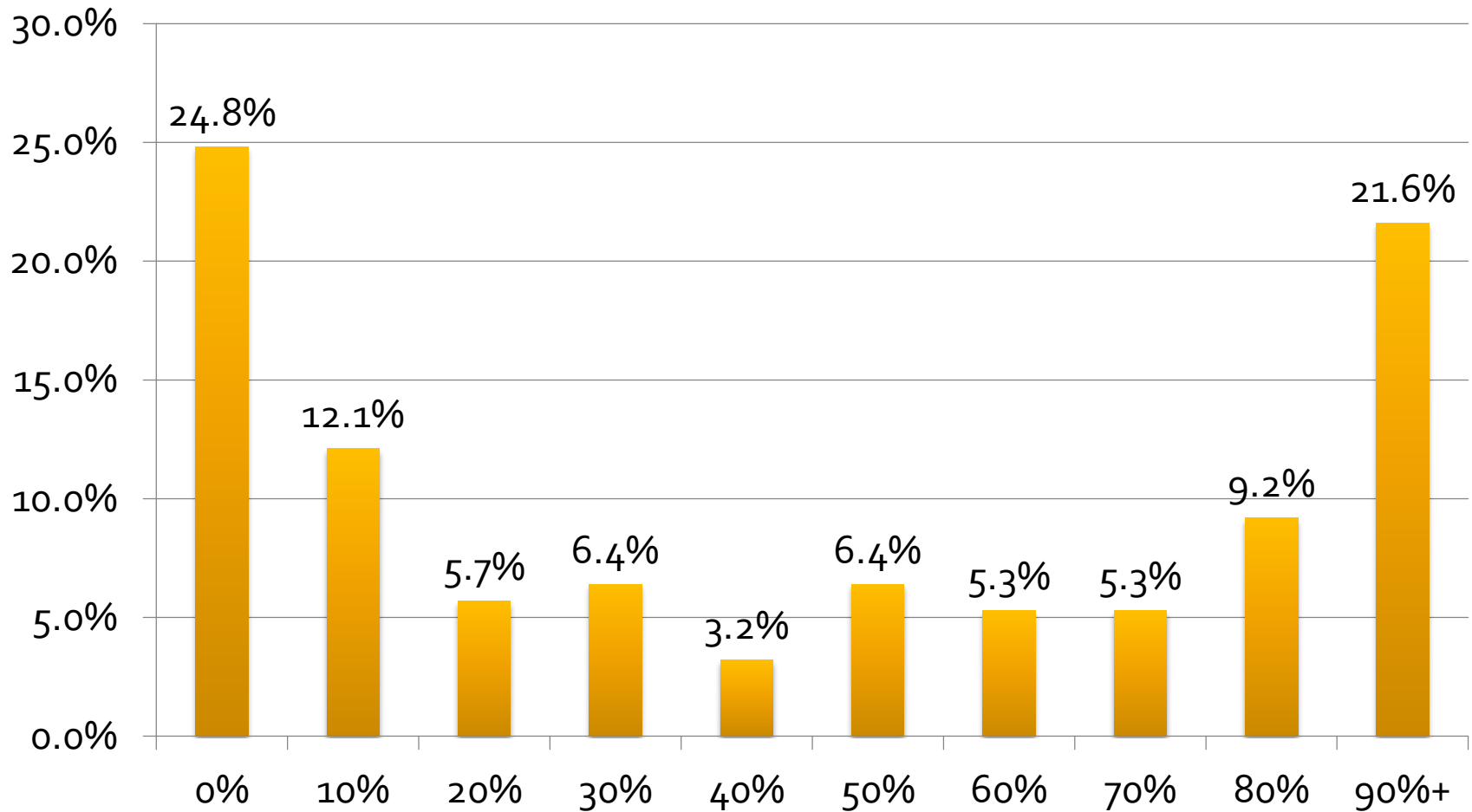
% of Time Personal Data Plan Used



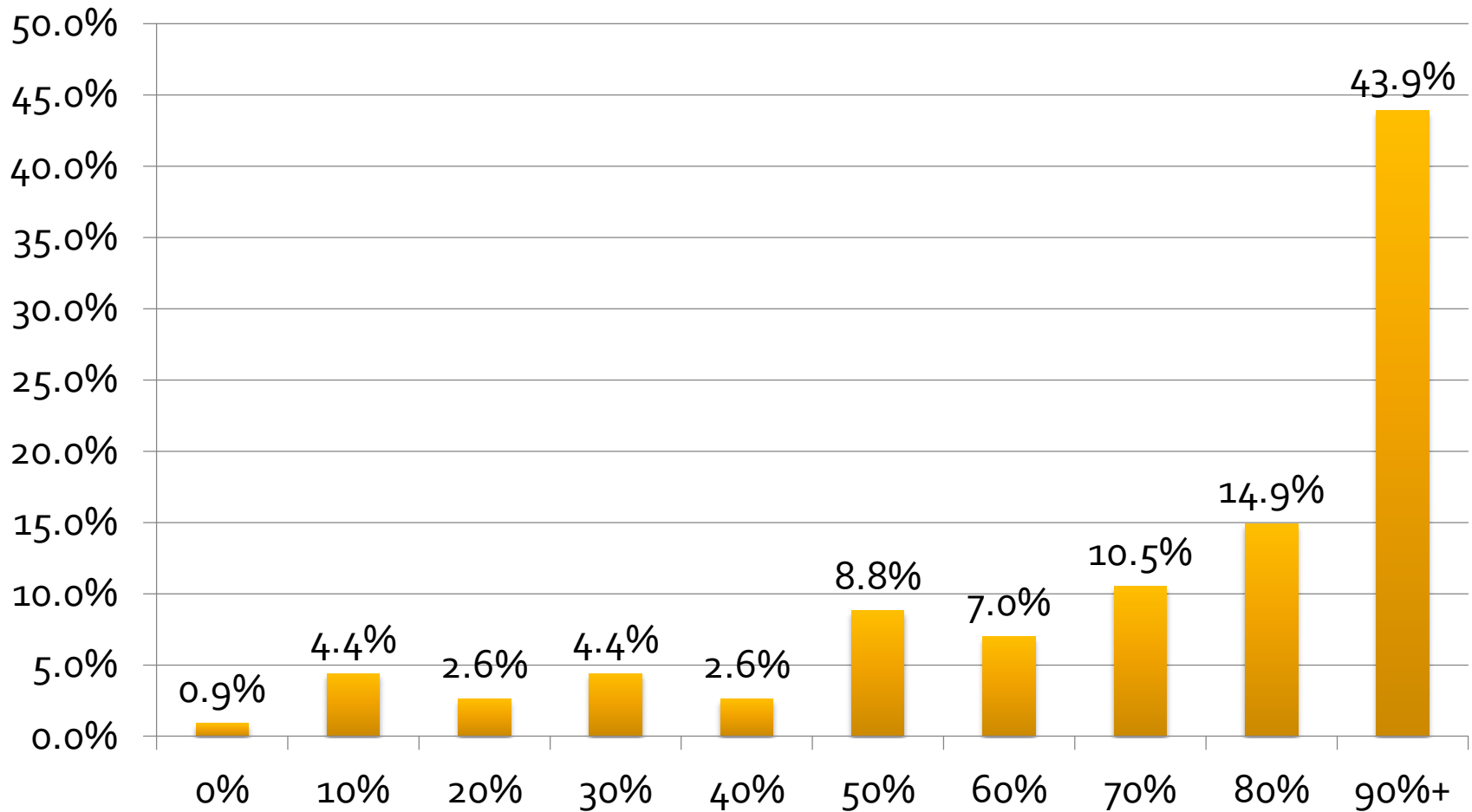
Mobile Phone: % of Instructional Use



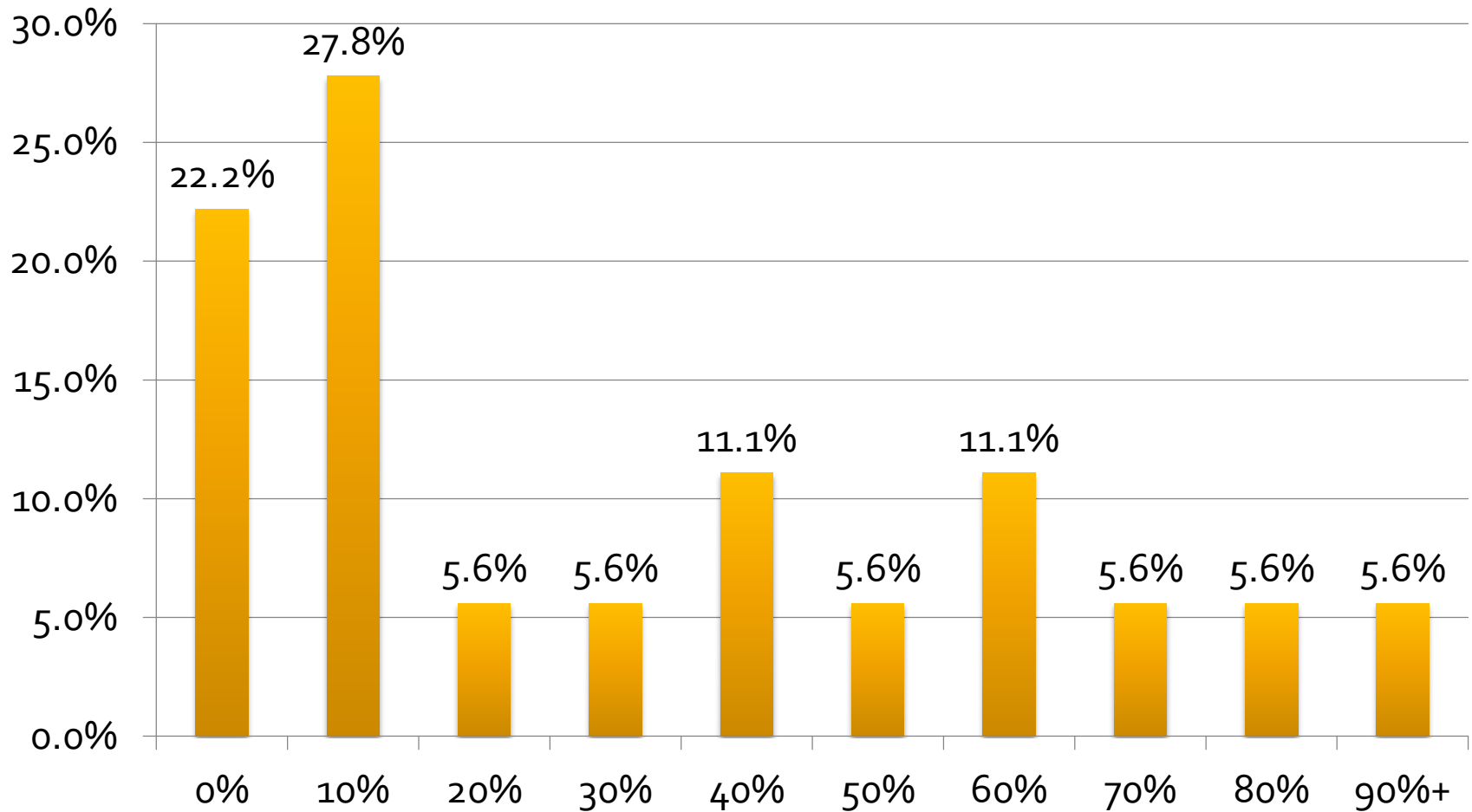
Tablet: % of Instructional Use



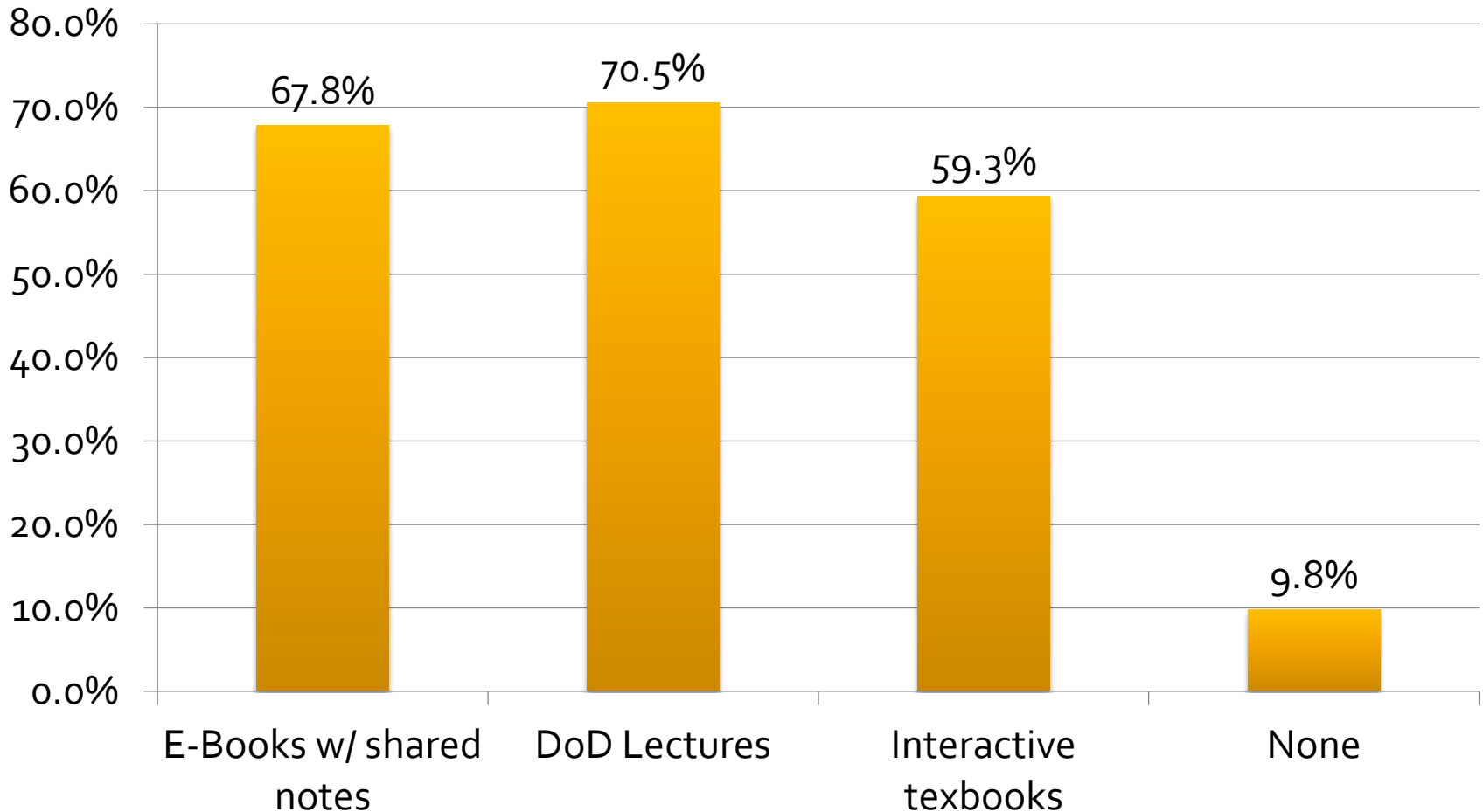
Laptop: % of Instructional Use



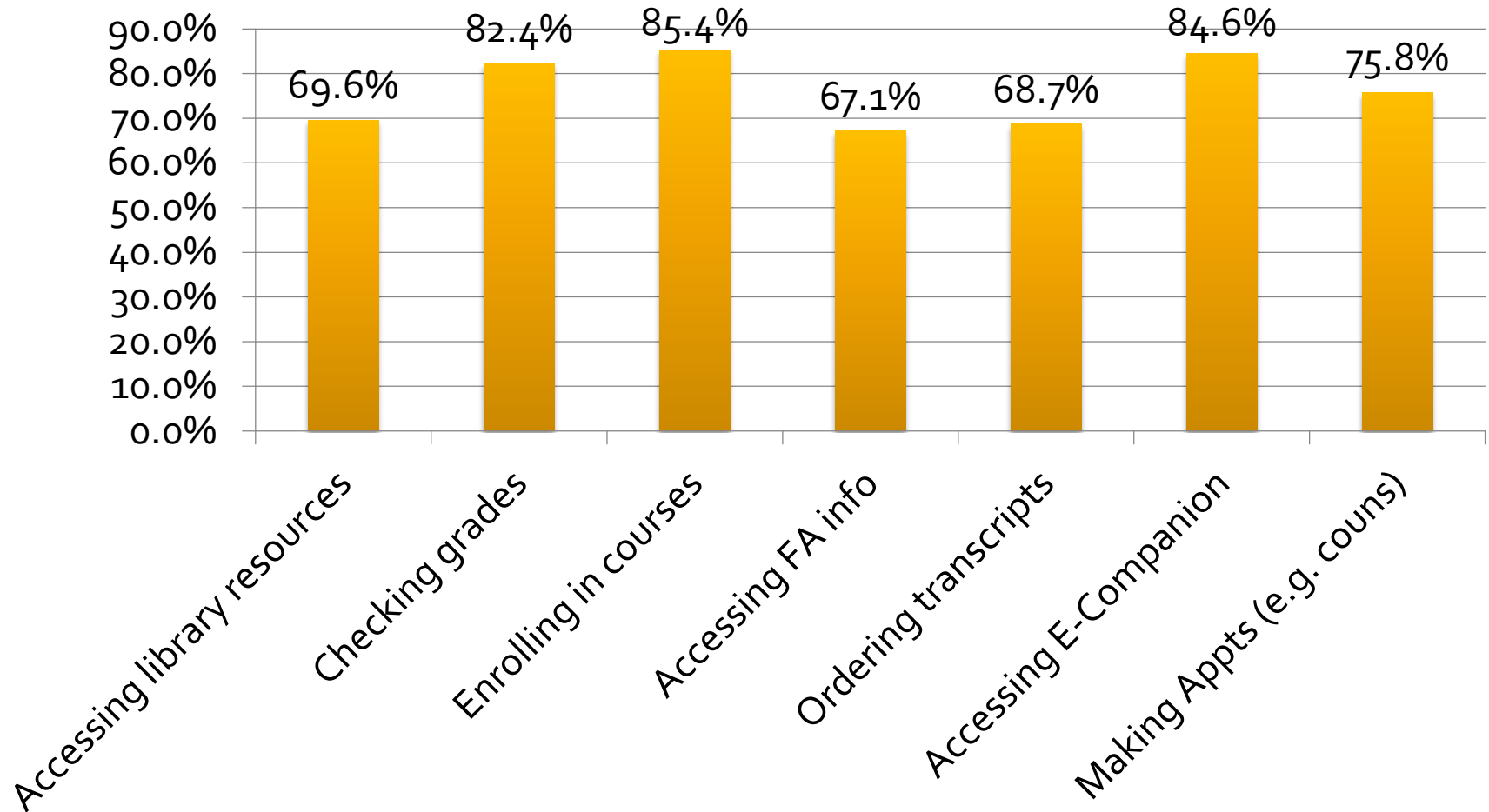
E-Reader: % of Instructional Use



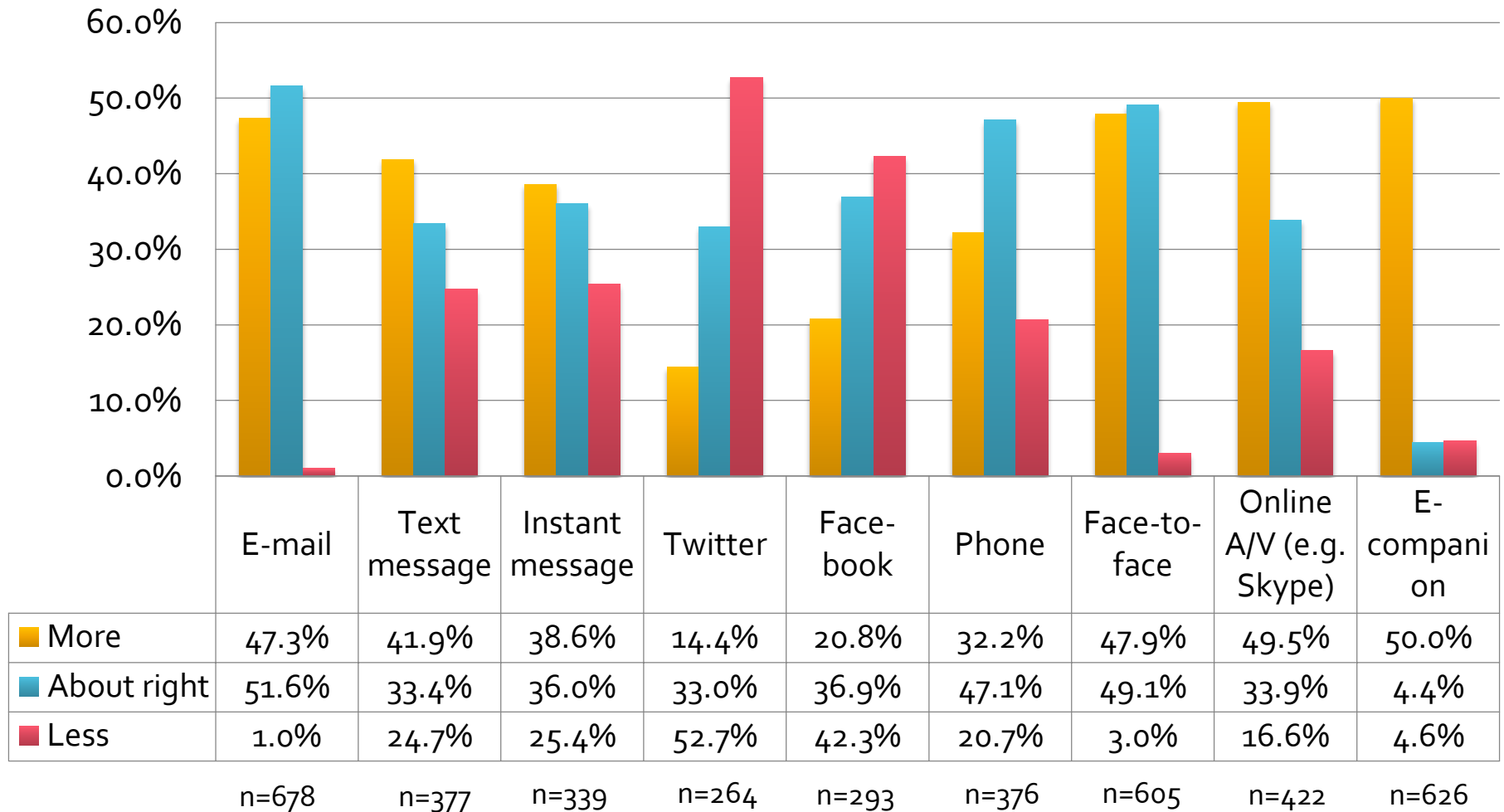
New Tech Benefits College Experience



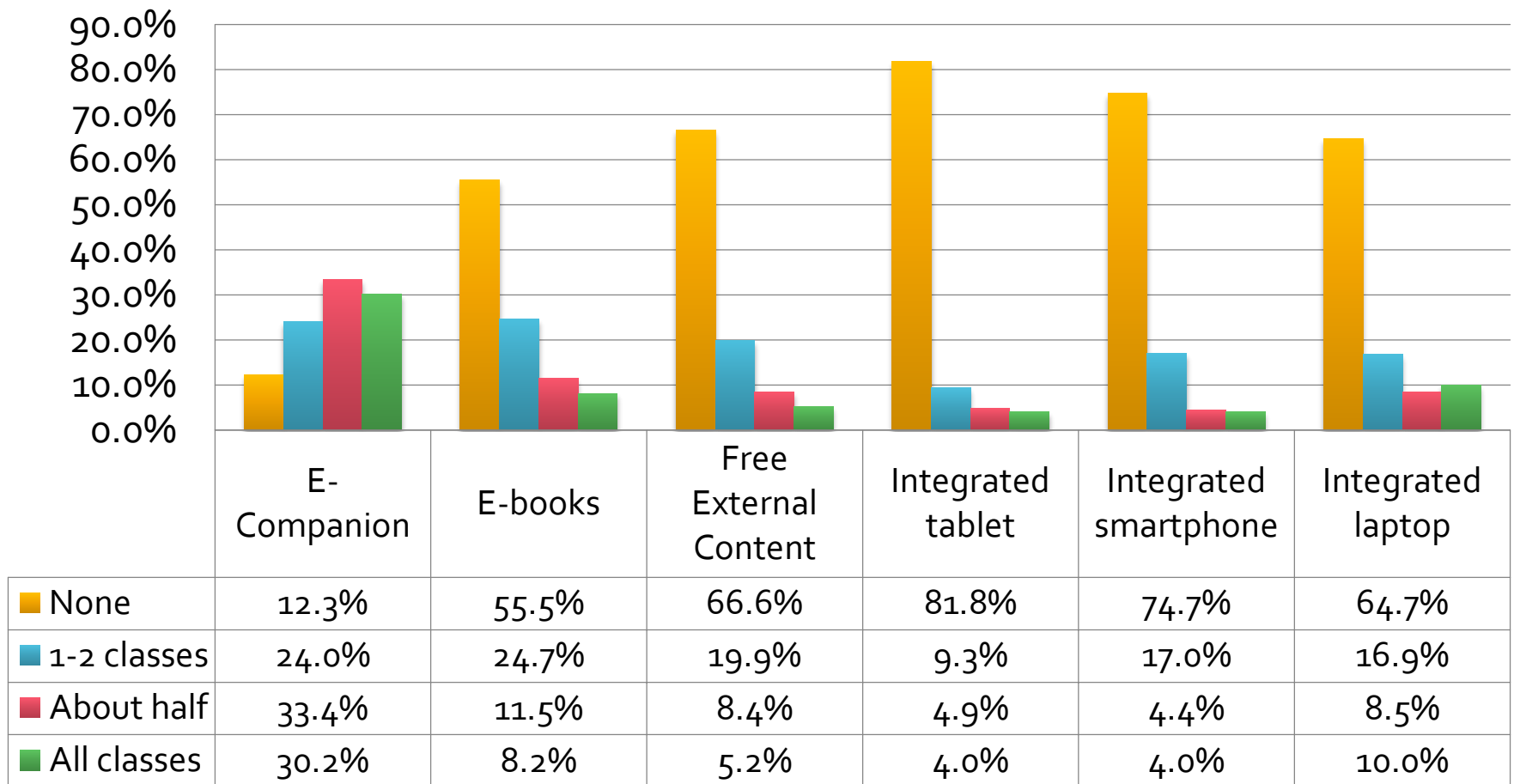
Importance of offering mobile service



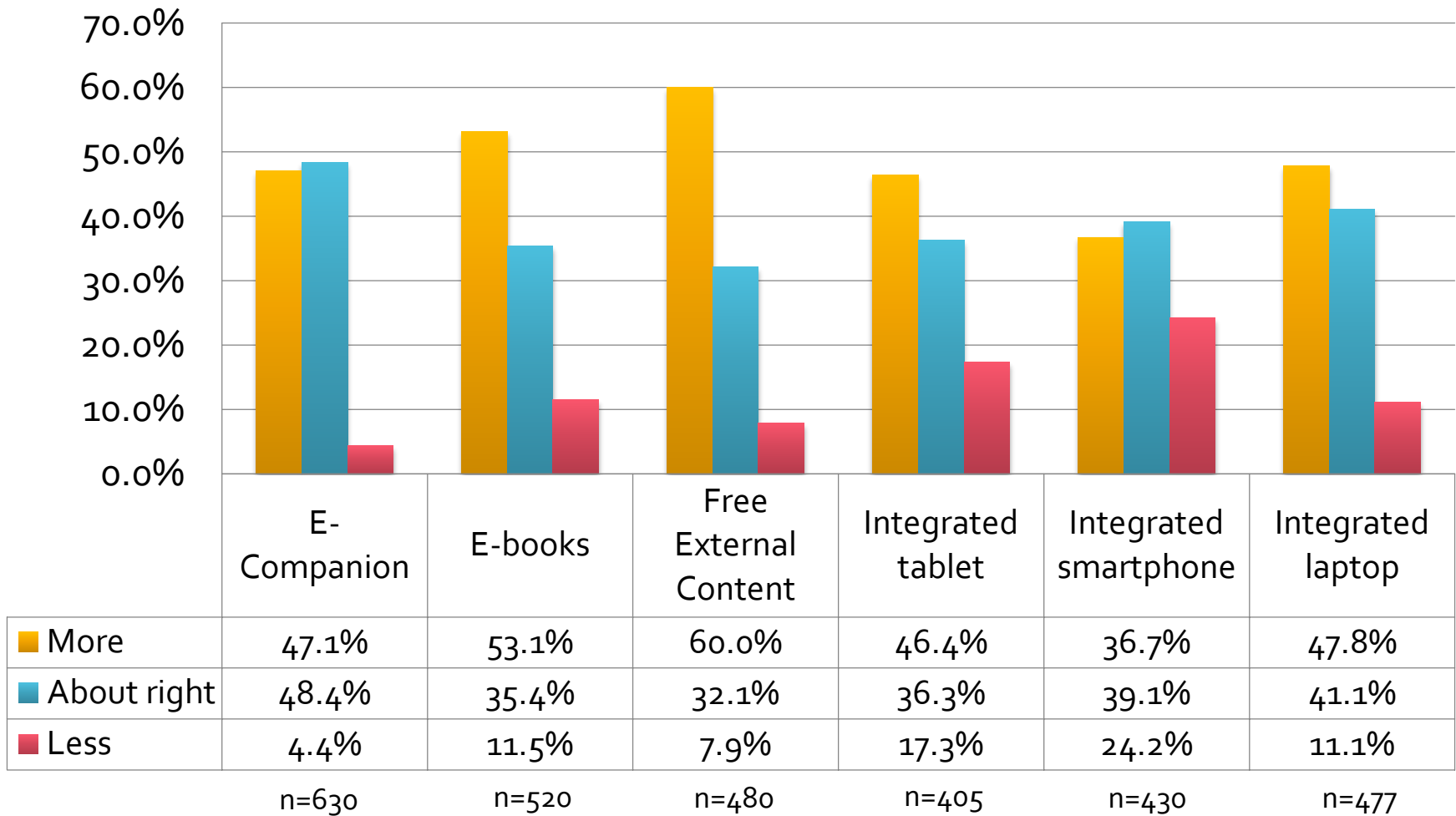
Wish instructors used more/less for communication



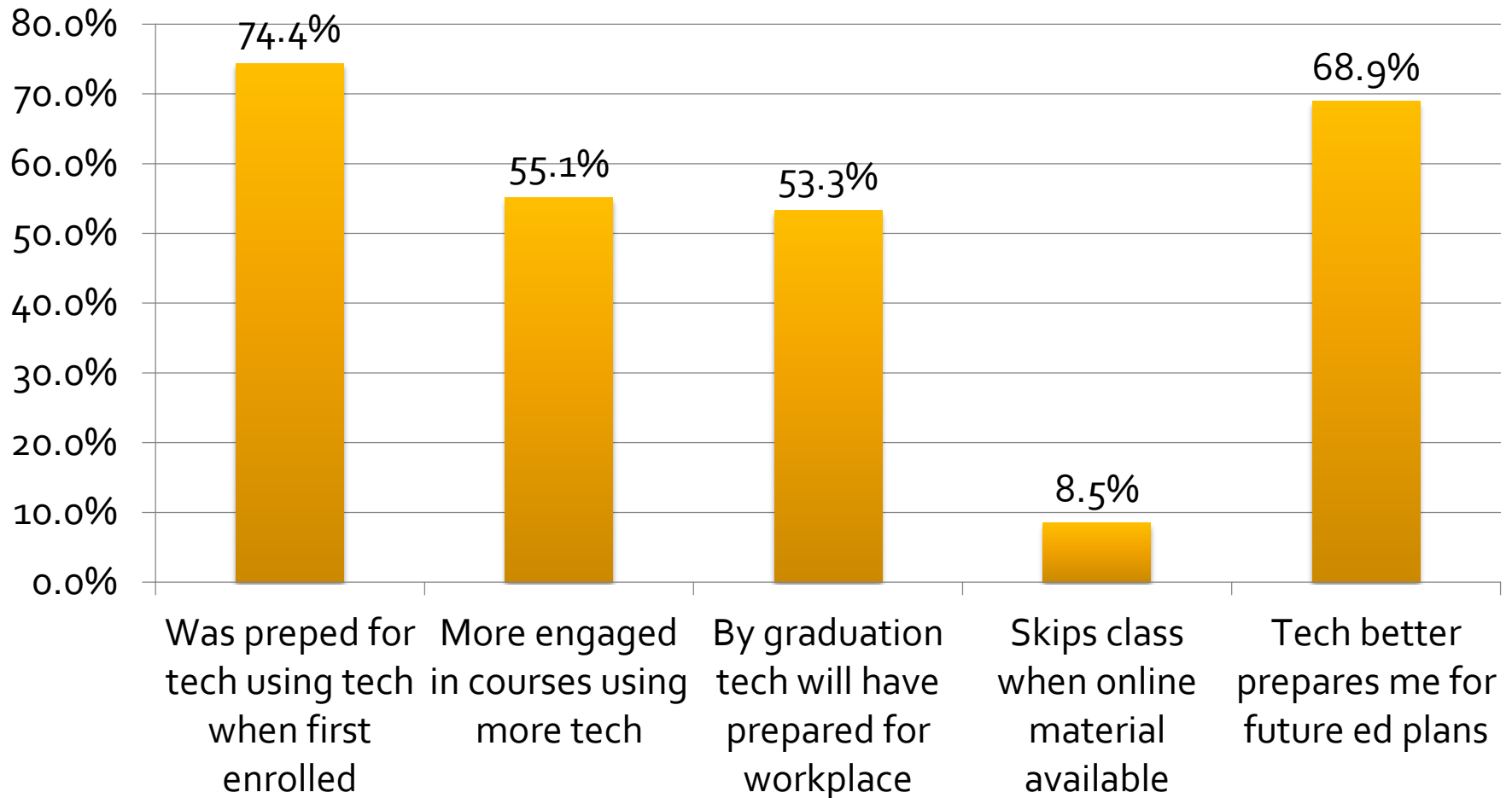
Extent of technology use experienced in classes



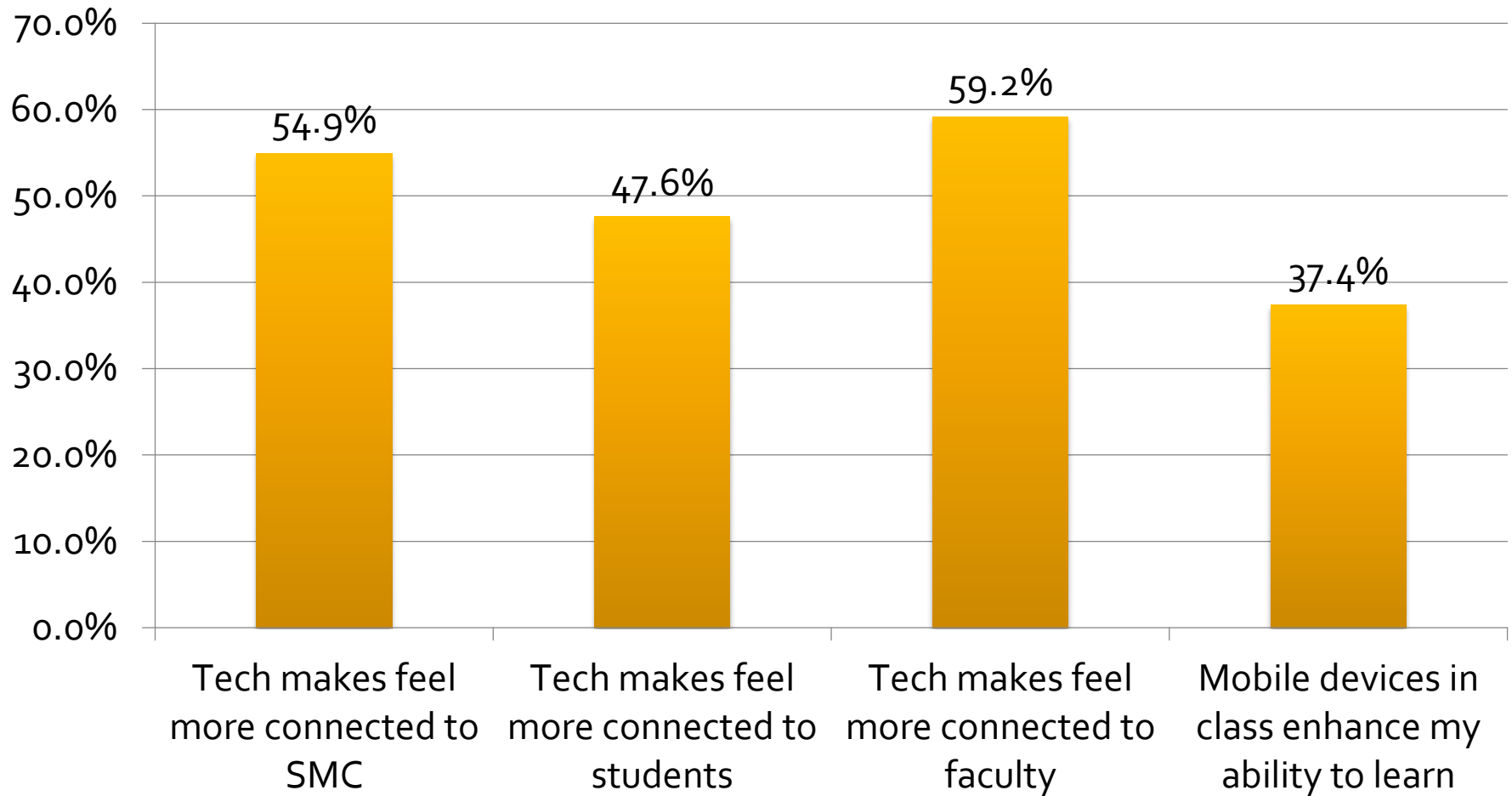
Wish used more/less in coursework



Students' ratings of agreement...



Students' ratings of agreement...



Thank you!

Questions?

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