

Fall 2022

Media Prefs Insights: Cañada College

Prepared by

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Introduction

The following contains a summary of Cañada College's **fall 2022** Media Prefs survey data, specifically highlighting observations as they relate to the aggregated state and national data sets. This summary represents our team's key takeaways and is in no way a complete review of all questions asked of students during the survey.

Data was collected from Cañada College's students between **September 19, 2022** and **November 13, 2022**.

Any questions regarding this report can be directed to Jamie Wagner at jamie@mediaprefs.com.

Summary of Contents



Media Prefs Overview

- *Media Prefs survey and question themes*
- *National and state participation numbers*

Cañada College

- *Data access, structure, and key sample demographics*

Quantitative and Qualitative Insights

- *National and state aggregate vs. Cañada College observations and trends*

Custom Questions

Media Prefs Team and Considerations

Media Prefs Overview

Media Prefs Survey and Themes

Approximately **100** core questions, plus demographics

- *Mix of quantitative and qualitative questions*
- *Eight custom questions were added by the California Community Colleges Chancellor's Office, and five custom questions were added by Cañada College*

Themes include:

- *Demographics*
 - Personal + college-focused*
- *Social media*
- *Online learning*
- *Expectations*
- *Contact methods*
- *College communication*
- *Email*
- *Image and recruitment*
- *Encouragement and support*
- *Persistence*
- *Alumni group*
- *Printed magazines and newspapers*
- *Online news*
- *College website*
- *Music preferences*
- *Podcasts*
- *TV preferences and content*
- *TV news*
- *Connectivity*

National Participation for Fall 2022

65

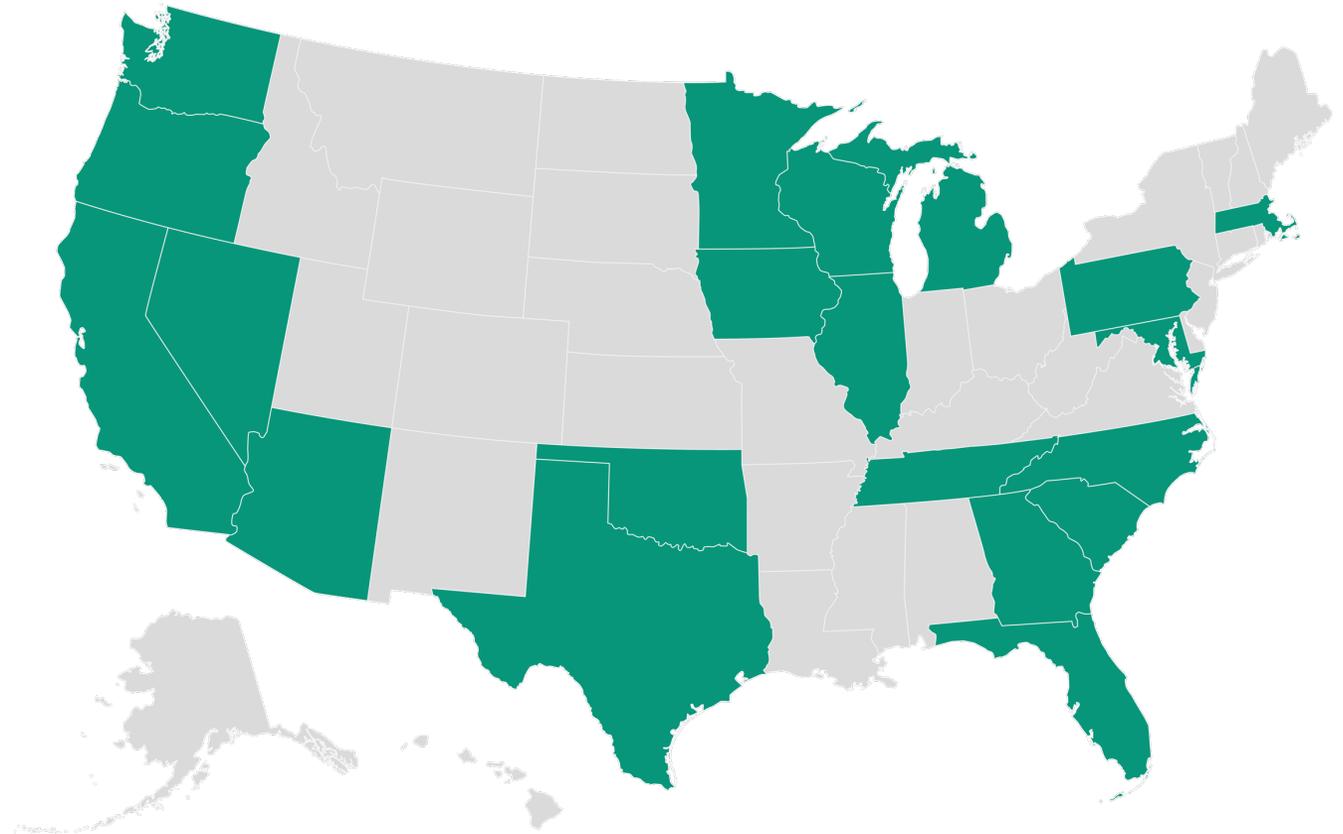
colleges
received data

20

states
represented

18,171

student
completions



California State Participation: Fall 2022



12

colleges

1,944

student completions

	College Name	Completions
1	Crafton Hills College	353
2	Fullerton College	271
3	Laney College	258
4	Cañada College	247
5	Mt. San Jacinto College	216

Cañada College



Data Access



CHARTS PLATFORM



QUALITATIVE DATA ▼

Access to Cañada College's quantitative and qualitative data can be found in the college's custom Media Prefs portal.

To access the portal, visit mediaprefs.com and select **College Portal: Login** in the top right corner. Log in with your email and password, then find the data available to download on the top bar. If you do not have access to the college's portal yet, please request it at portal.interactcom.com/register.

Data Structure

Local Data > Regional Data > State Data > National Data



Bay Area
Region



247

completions

896

completions

1,944

completions

18,171

completions



by **interact**

Cañada's Survey Demographics

Age

41% ages 18-20
15% ages 31-40
14% ages 21-25

Race

51% Hispanic/Latino/Spanish origin
19% White
15% Asian

Gender

71% female
27% male
2% other

Class Type

94% credit
6% noncredit



Sample Size

247 student completions

Credit Hours

33% 12-14 credit hours
20% 1-5 credit hours
17% 9-11 credit hours

Student Status

48% continuing student from previous semester
28% first-time student (not currently enrolled in high school)
8% returning student after taking a break from this college

Class Structure

45% mix of online and in-person classes
32% online classes
23% in-person classes

Spoken Languages

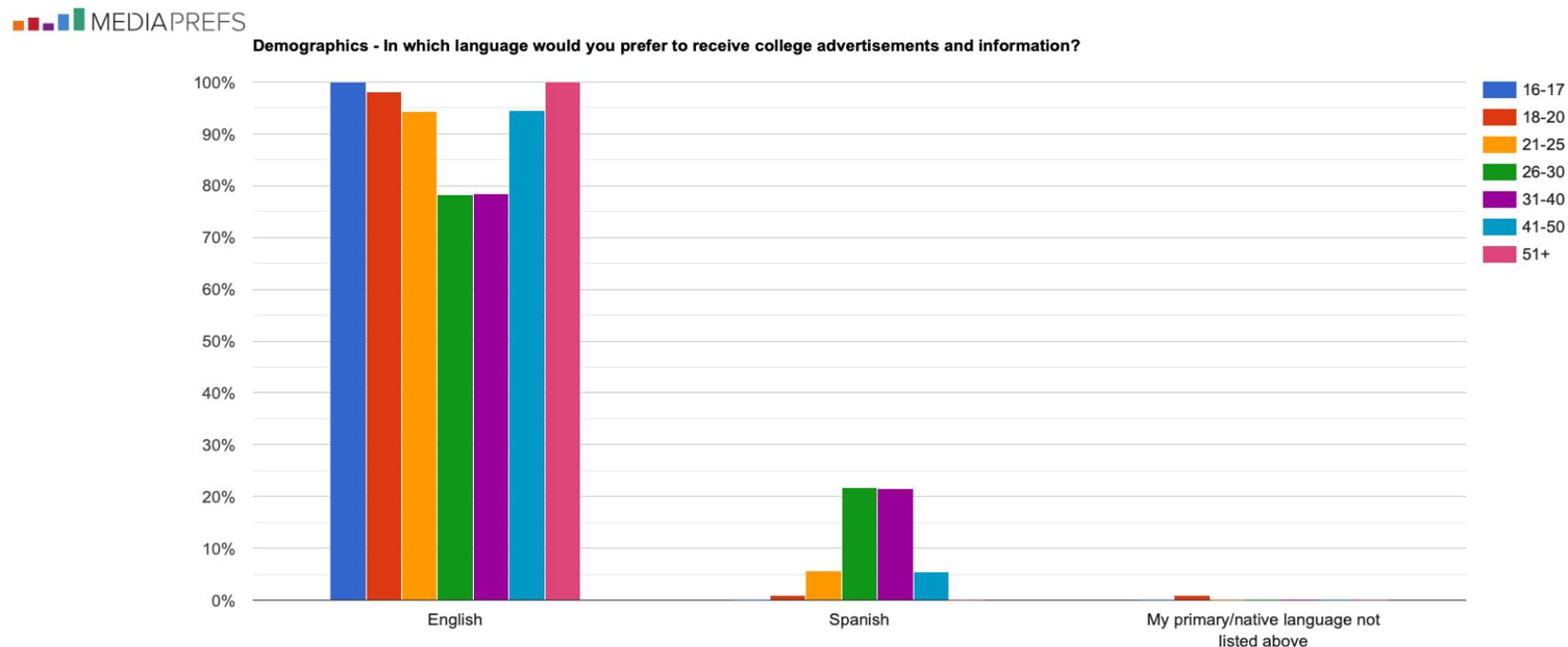
Only **65%** of Cañada College's students consider **English** to be their native language (89% nationally). **27%** consider **Spanish** to be their native language (7% nationally).

The **remaining nearly 8%** of spoken languages identified by students is beautifully diverse and can be found displayed in the image to the right.



English/Spanish Communications

Although many languages are spoken by students attending Cañada College, **92%** indicated a preference to receive college advertisements, communications, and information in **English**. Students ages **26-40** have a higher preference of receiving college advertisements in **Spanish** than students of other ages.

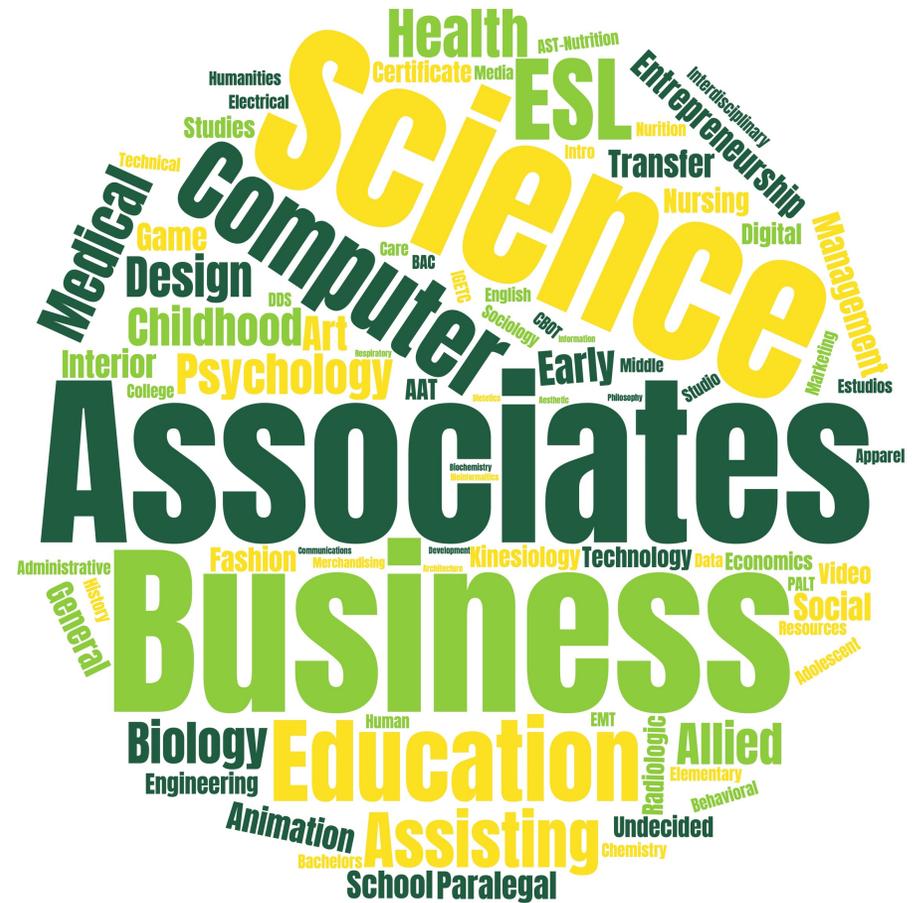


Certificate/Degree Program

Students are attending Cañada College to complete a **multitude of certificates and degree programs.**

Top choices include:

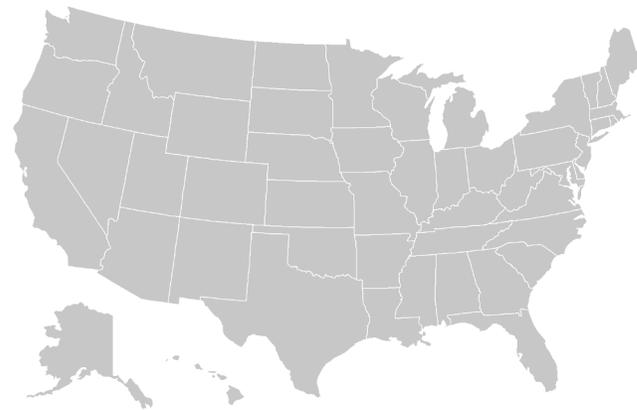
- Business Administration
- Allied Health
- Computer Science
- Biology
- ESL
- Interior Design
- Medical Assisting
- Psychology



Quantitative and Qualitative Insights

Local Trends

This section includes general insights and how the preferences of students attending Cañada College differ from the national and state data aggregates.





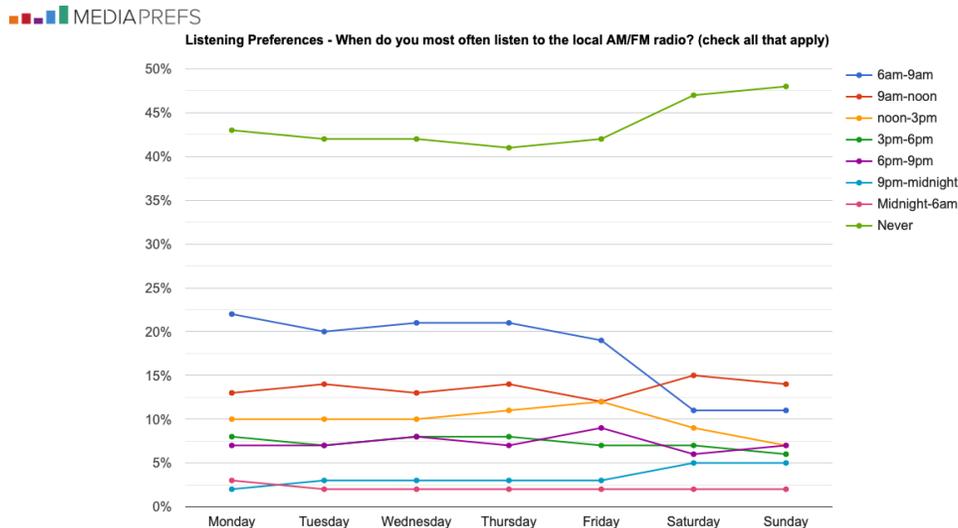
Listening Preferences

When viewing the aggregated Cañada College data, up to **43%** of students say they **never** listen to the local radio during a typical week.

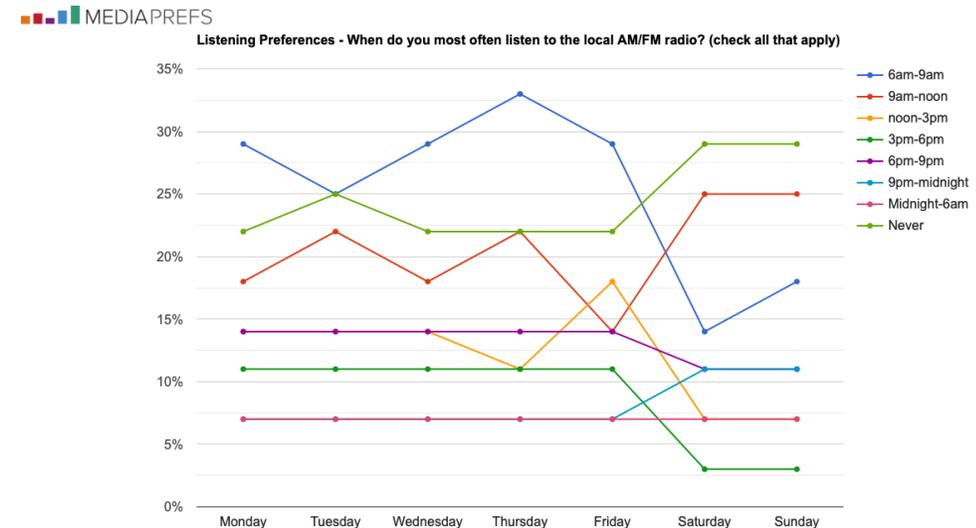
That number increases on the weekend, peaking at **48%** on Sunday.

Viewing by age, older students listen to local radio more frequently. More than **3 in 4** students age **41+** listen during the week, and only 29% say they never listen to the local radio during the weekends.

Morning drive time (6 a.m.–9 a.m.) is the best time to reach the students who are listening, with a small, surprising boost on **Thursdays**.



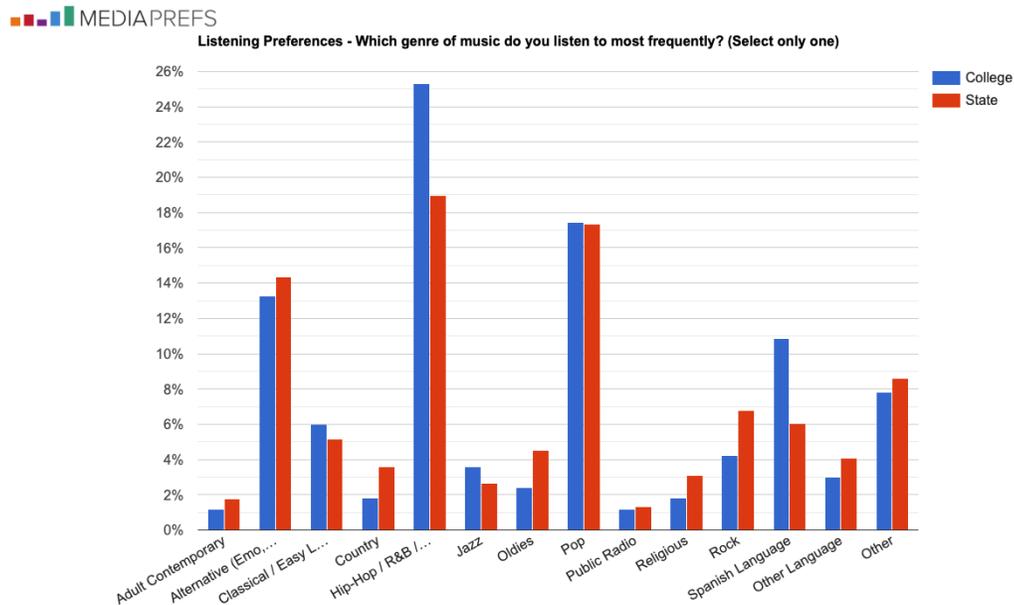
* Cañada College aggregated



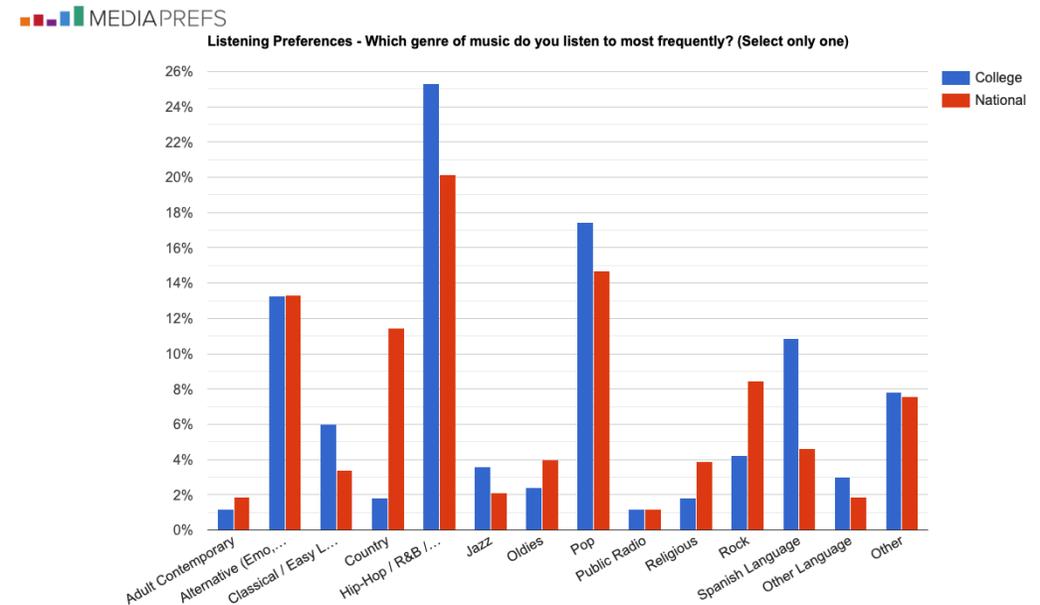
* Cañada College filtered for age 41+

Hip-hop, R&B, rap, and pop music genres are preferred by most Cañada College students.

Spanish-language radio is more popular with Cañada College students than with aggregated students both in California and nationally.

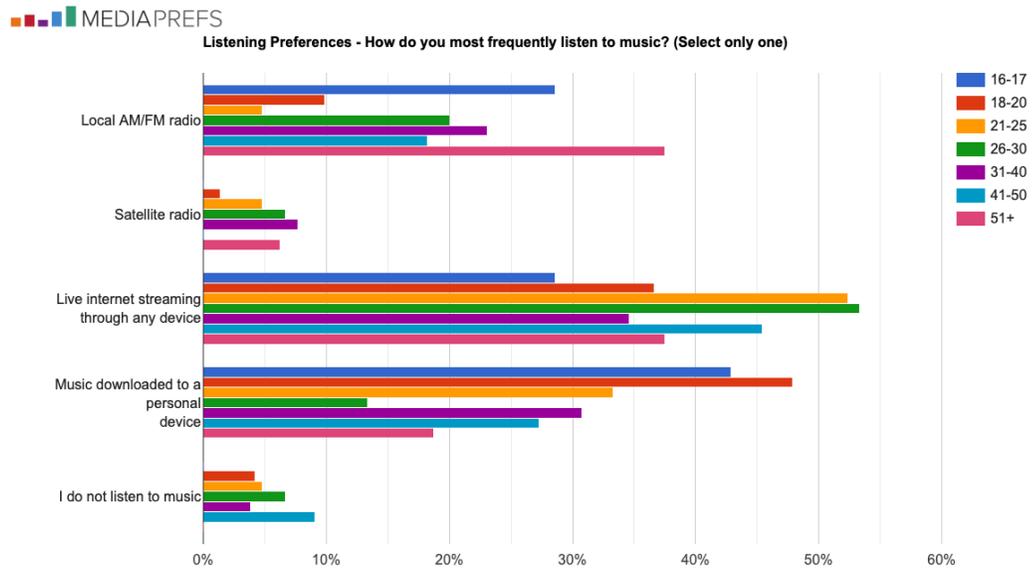


* Cañada College vs. California

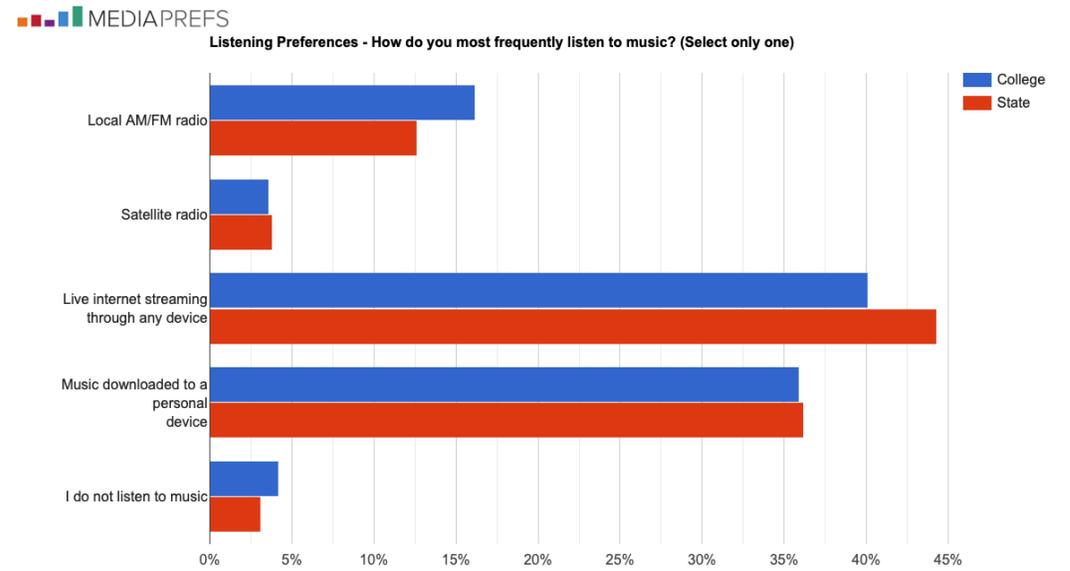


* Cañada College vs. National

Prospective and traditional-aged Cañada College students (ages 16-20) primarily **download music** to their devices to get their music fix. **Streaming remains** most popular for students ages 21-50, and 38% of students age 51+ still prefer to listen to local AM/FM radio. Cañada College students stream music **slightly less** than other California community college students.



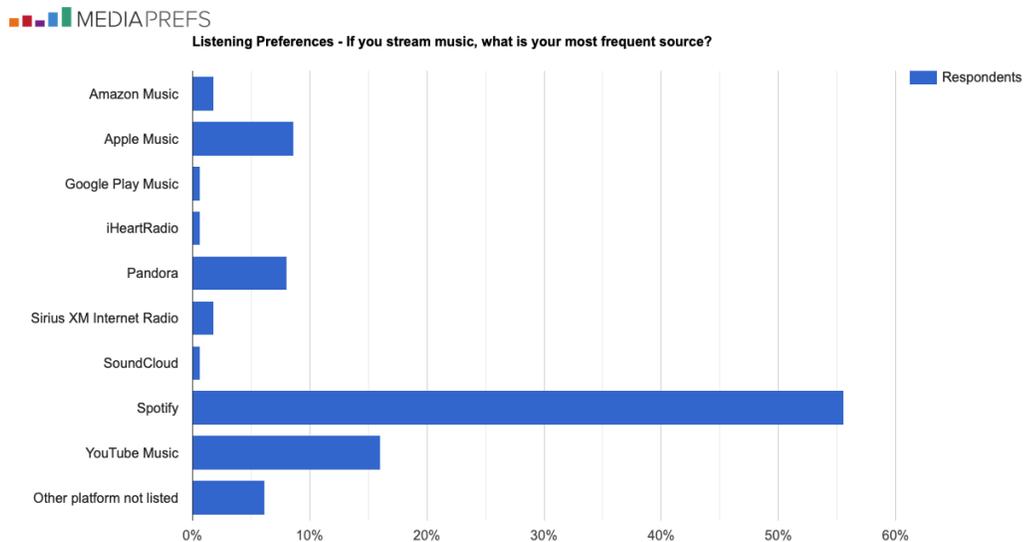
* Cañada College by age



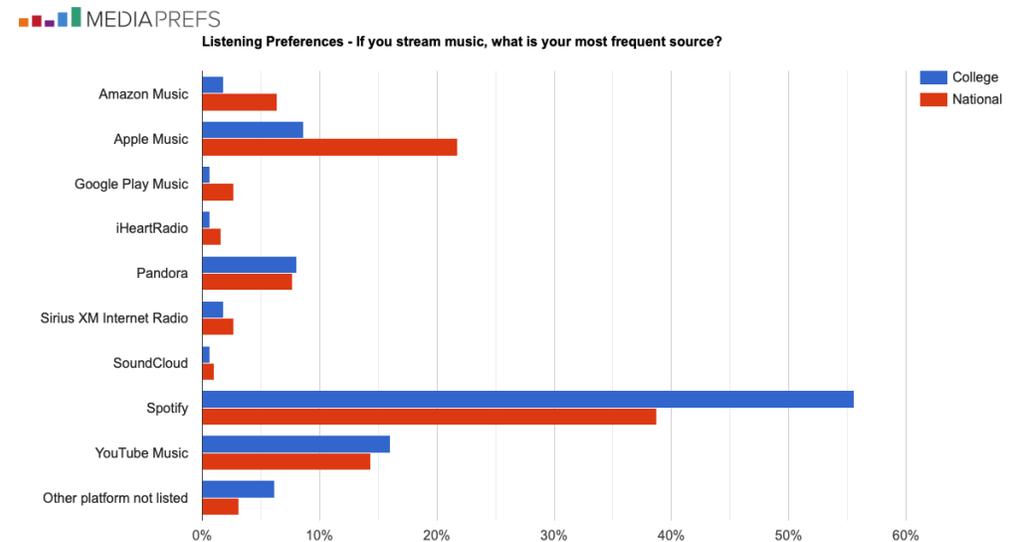
* Cañada College vs. California

Spotify is the leading platform for music streaming nationally, within California, and for students at Cañada College.

Cañada College students prefer to stream on Spotify at a **higher rate** than their peers both statewide and nationwide, where the gaps have been filled by Apple Music and YouTube Music.



* Cañada College aggregate



* Cañada College vs. National

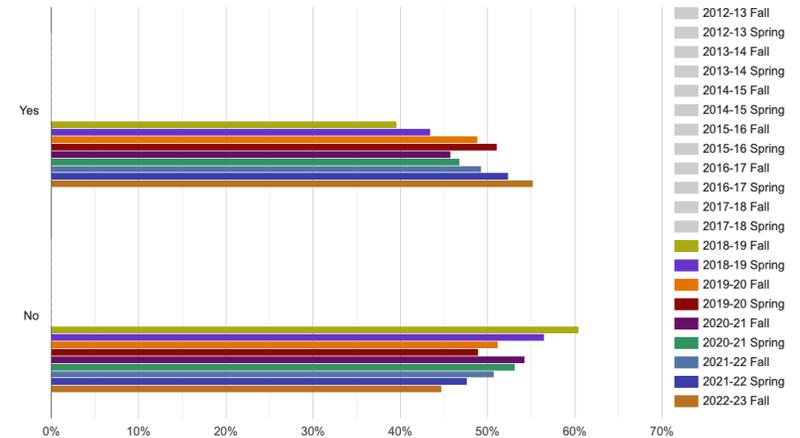
Reaching potential (or current) community college students via streaming radio has proved more difficult as national trends show a **15% increase** in students **paying to remove** music streaming ads over the last four years.

Which groups are **more likely** to keep hearing your streaming messages?

- Prospective students ages 16-17
- Older adult students age 41+
- Female students

MEDIAPREFS

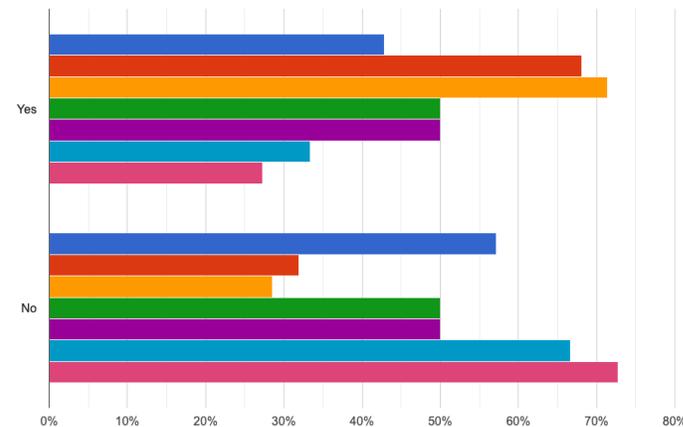
Listening Preferences - If you stream music, do you pay to remove ads?



* National data trend

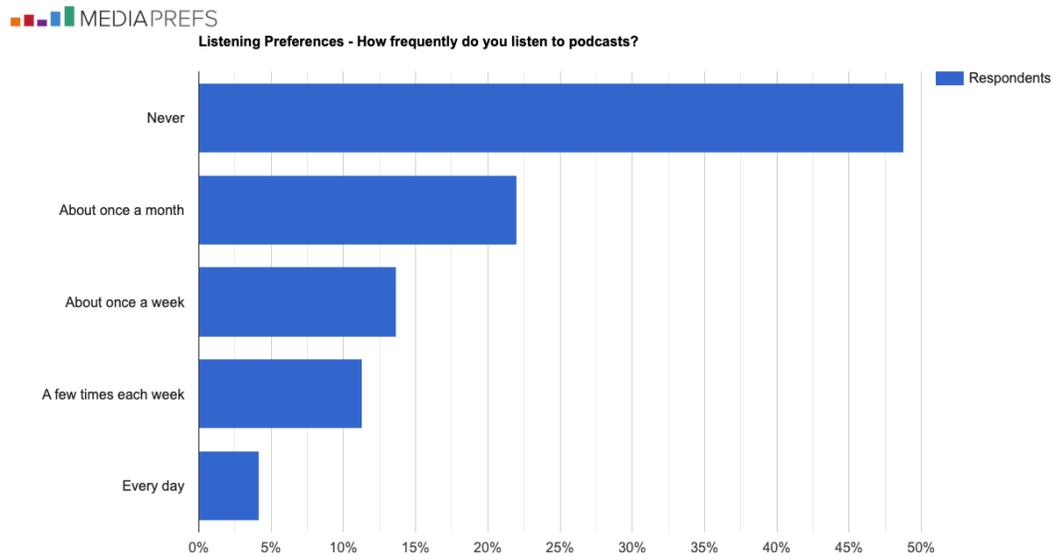
MEDIAPREFS

Listening Preferences - If you stream music, do you pay to remove ads?

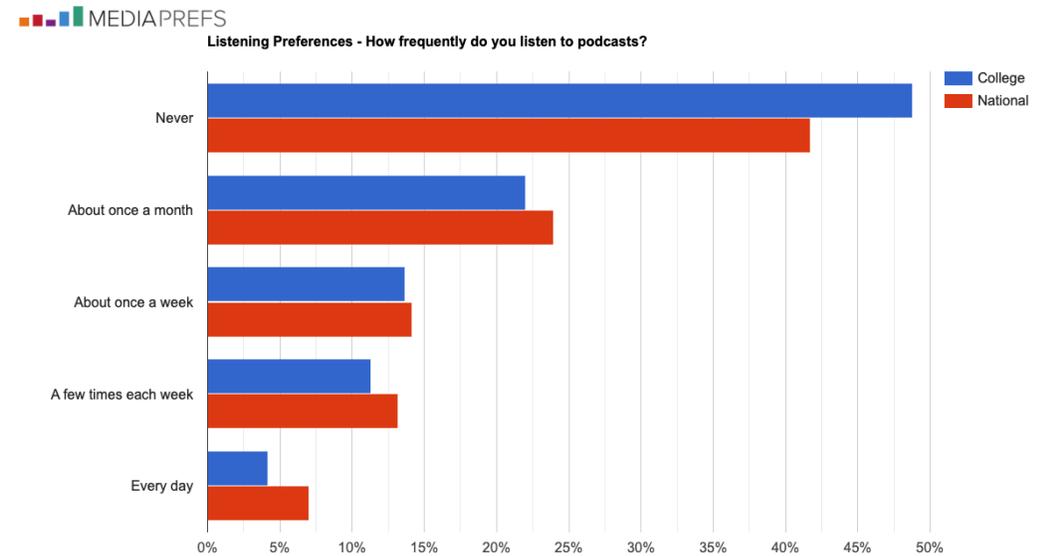


* Cañada College by age

Podcasts as a communication tool are still a toss-up for Cañada College, as listenership is split about 50/50. Cañada College students listen to podcasts at rates **lower** than both the state and national averages.



* Cañada College aggregate



* Cañada College vs. National



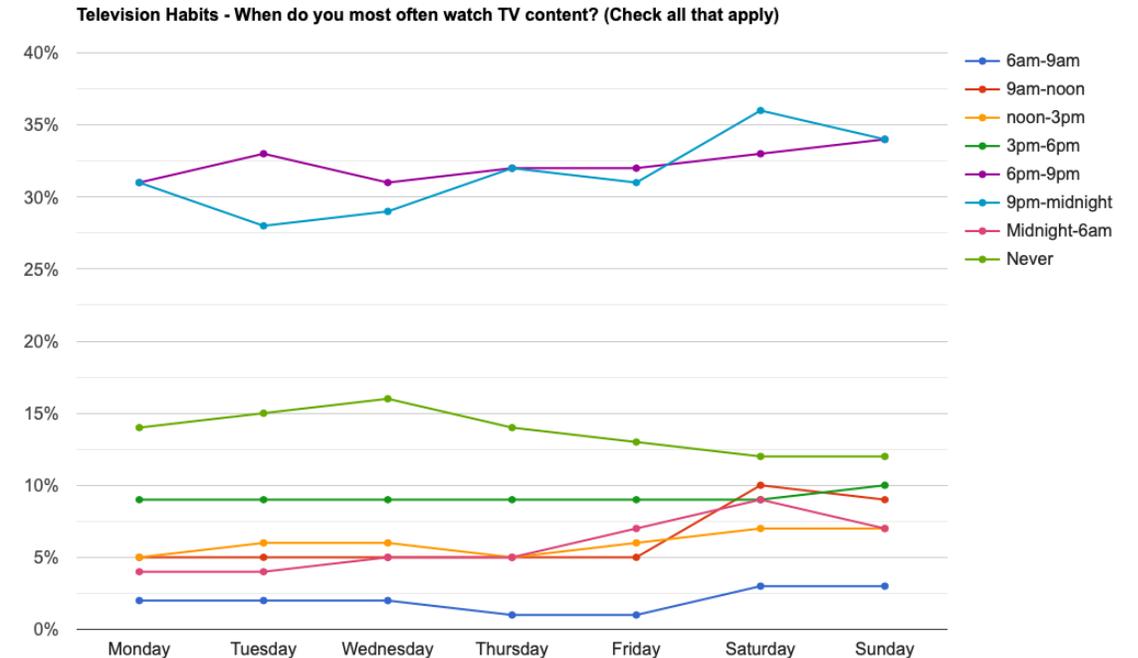
Television Habits and Content

Evening TV time is most popular, as nearly **2 in 3** Cañada College students watch their chosen content between **6 p.m. and midnight** during the weeknights.

Late-night TV watching is highest on the **weekends**, peaking on Saturday evenings.

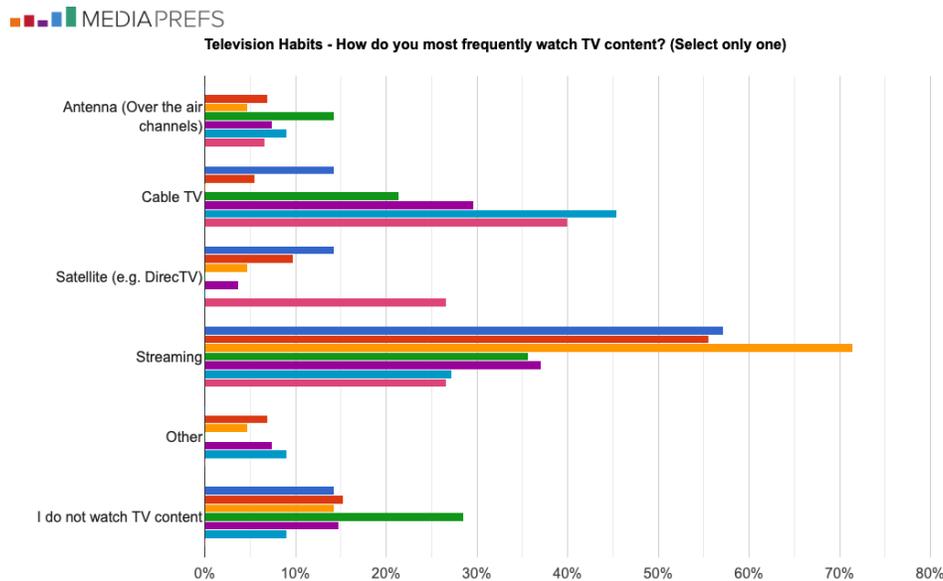
Overall, Cañada College students watch **less** TV content than other students nationally.

MEDIAPREFS

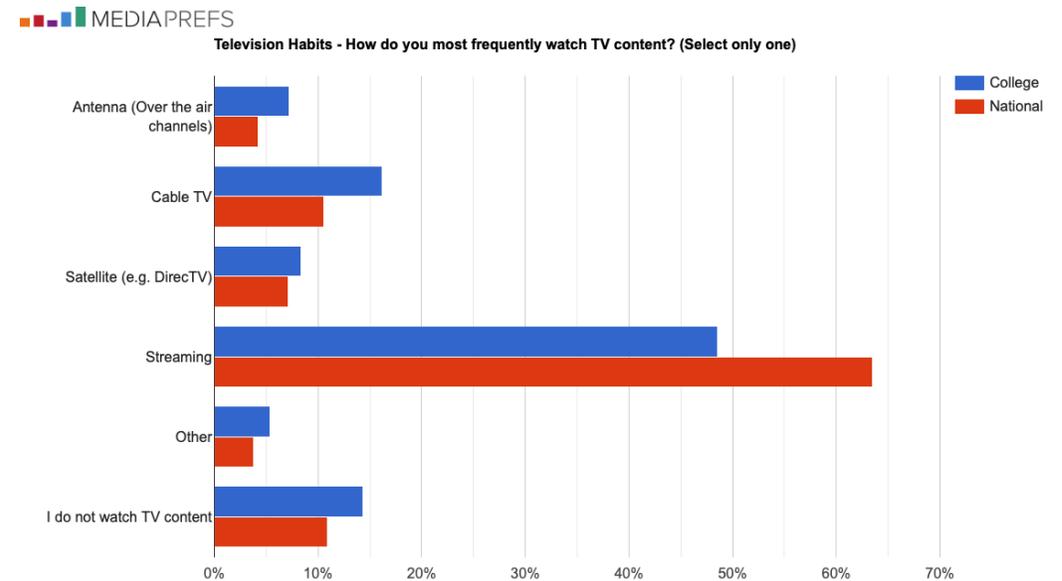


* Cañada College Aggregated

Streaming is the preferred method of watching TV content for Cañada College students ages 16-40, while students age 41+ prefer to stick to **cable** TV options. Although nearly 50% of all Cañada College students stream their TV content, they do so **less** than both the state and national averages of 55% and 63%, respectively.



* Cañada College by age

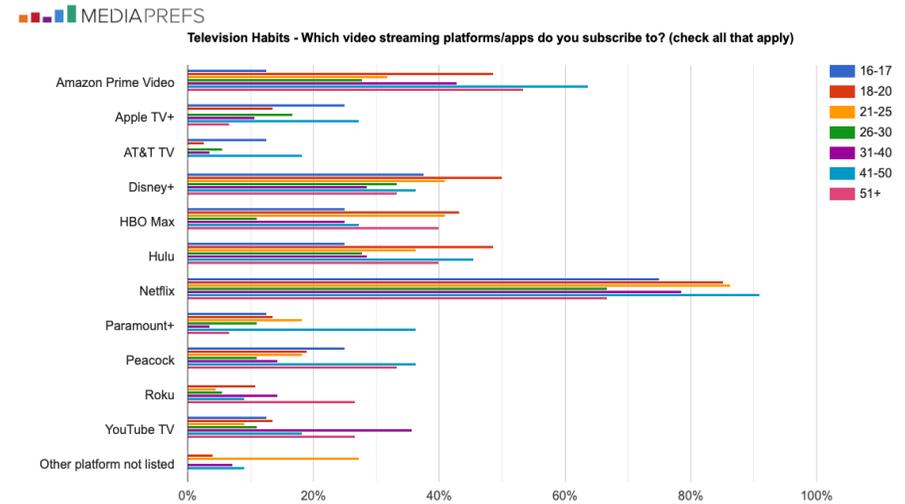


* Cañada College vs. National

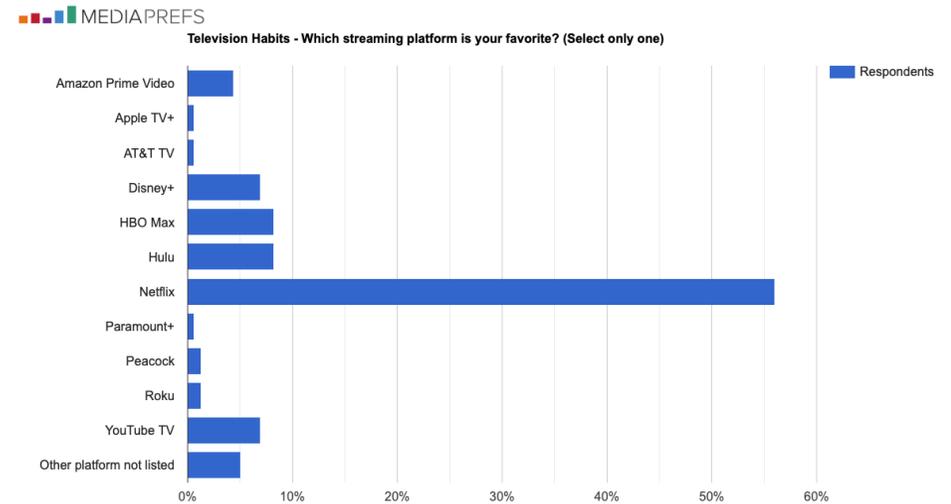
Most students are not limiting themselves to only one platform for streaming TV content.

Cañada College students **subscribe to a multitude of streaming platforms**, including Netflix, Amazon Prime Video, Disney+, Hulu, and HBO Max.

Of all available options, students indicate that **Netflix** is their clear, current favorite. Nearly **80%** of all Cañada College students have a Netflix subscription (or access to one).



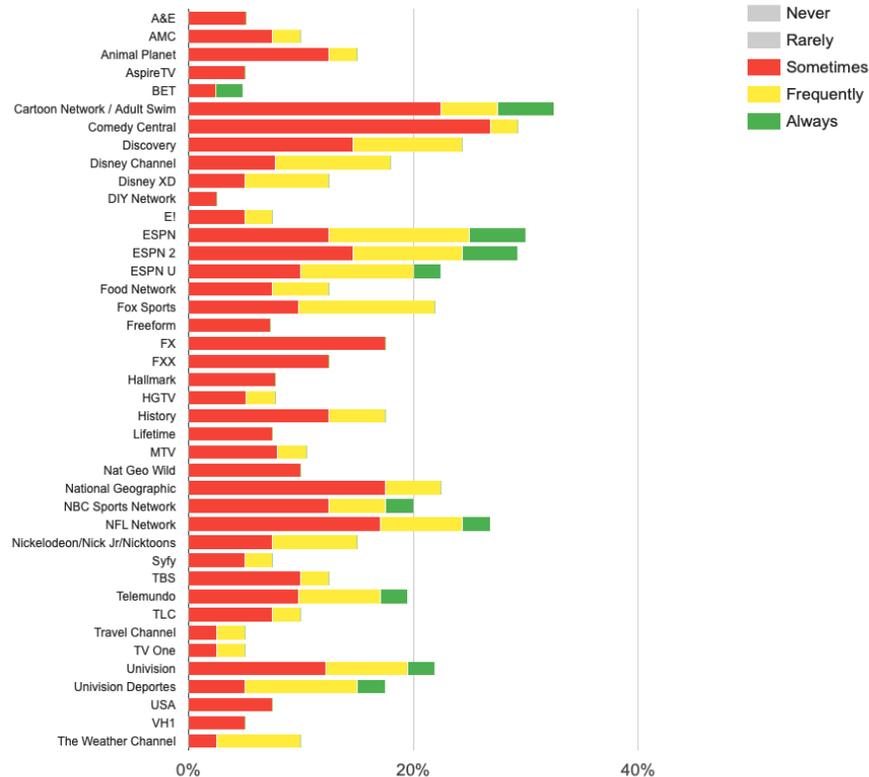
* Platforms subscribed to by age



* Aggregated favorite platform

The top special-interest channels for **male** Cañada College students ...

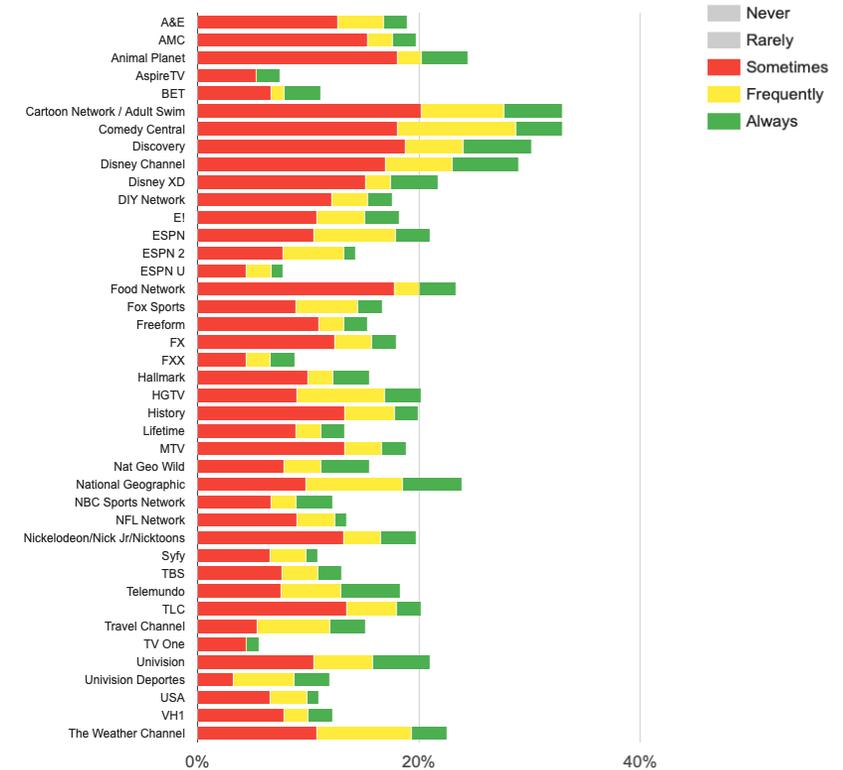
1. Cartoon Network/Adult Swim
2. ESPN
3. Comedy Central



* Cañada College male students

... **vs.** the top special-interest channels for **female** Cañada College students

1. Comedy Central
2. Cartoon Network/Adult Swim
3. Discovery Channel



* Cañada College female students

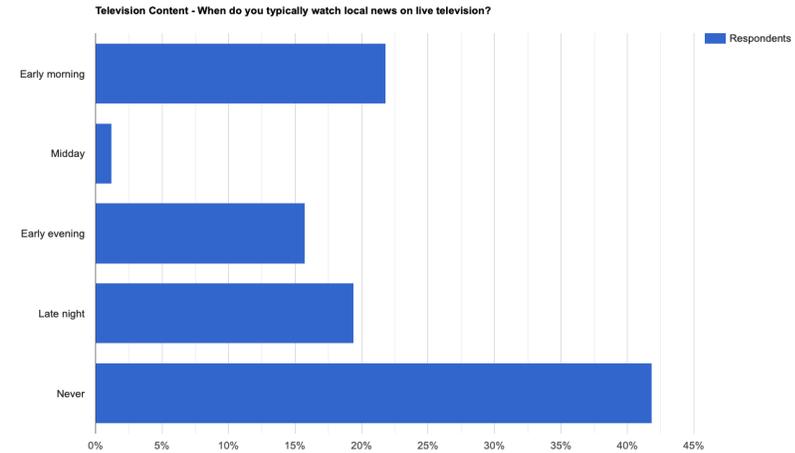
Watching live, local news? *Nope!*

42% of Cañada College students say they **never** watch local news on live TV.

That's **in line** with the state average of 44%, and better than nationally at 48%.

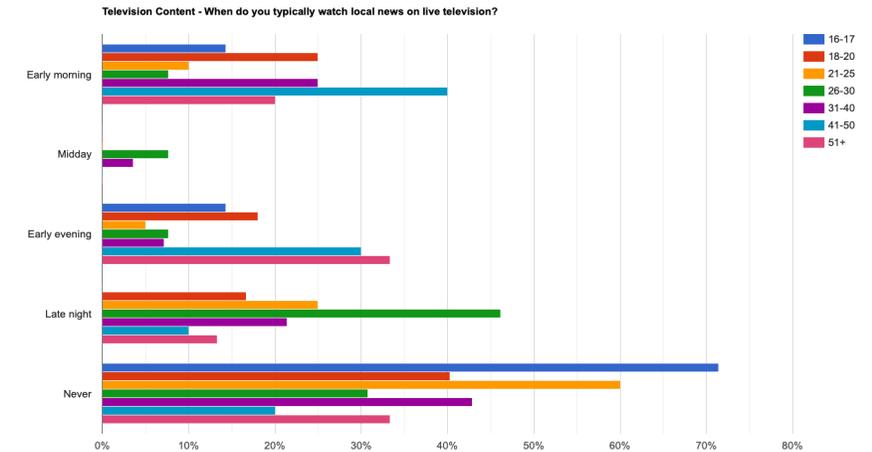
Younger audiences are **least likely** to tune in, but you'll catch about 75% of students age **41+** checking in early morning or early evening. Midday spots are universally the least watched.

MEDIAPREFS



* Cañada College aggregated

MEDIAPREFS



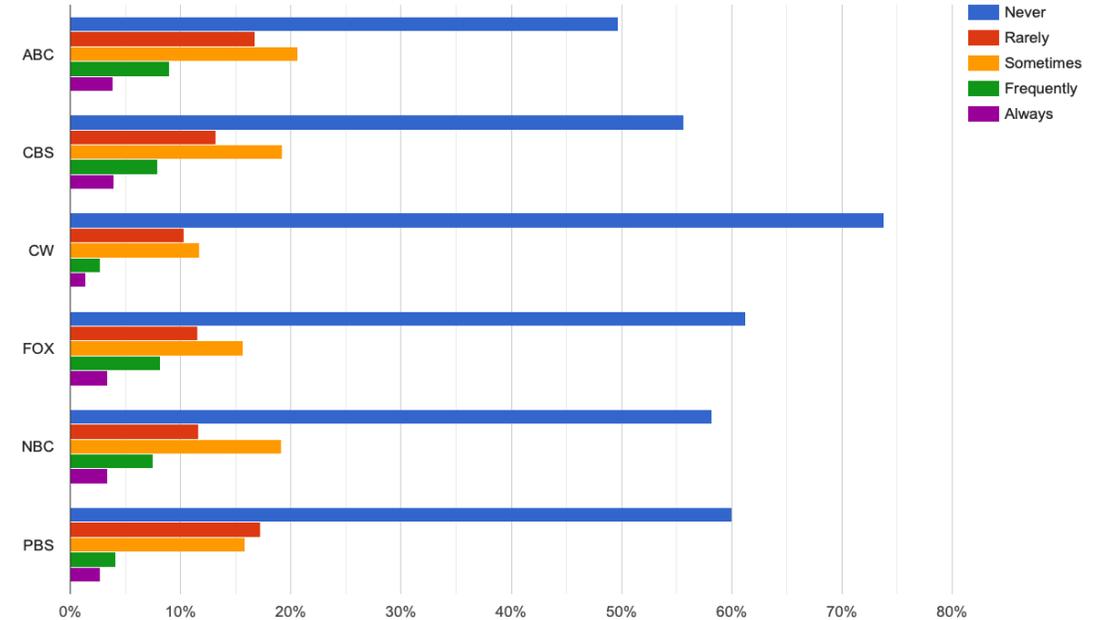
* Cañada College by age

Are students tuning in to **major broadcast networks** on a weekly basis?
They're not there, either!

50% to nearly 75% of students are saying no to major broadcast networks, too.

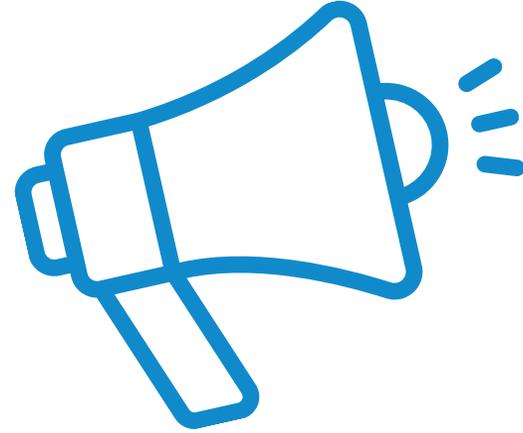


Television Content - How frequently do you watch the following major broadcast networks each week (on any platform)?



* Cañada College aggregated



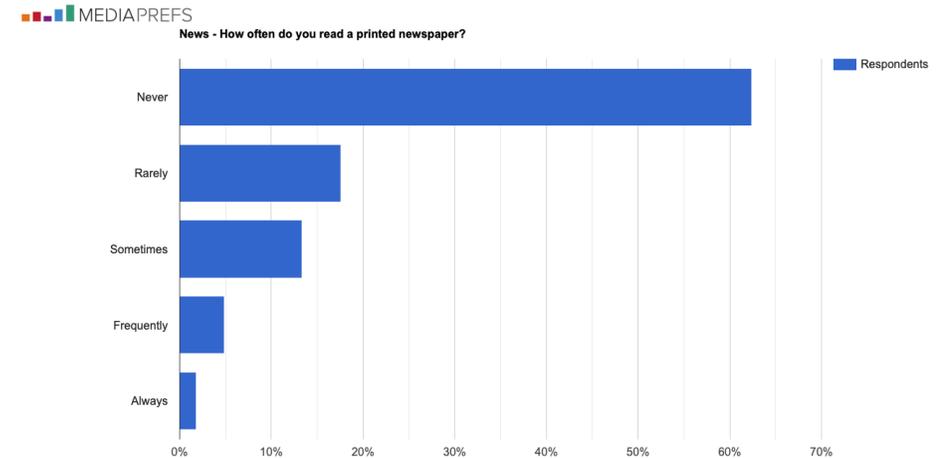


News

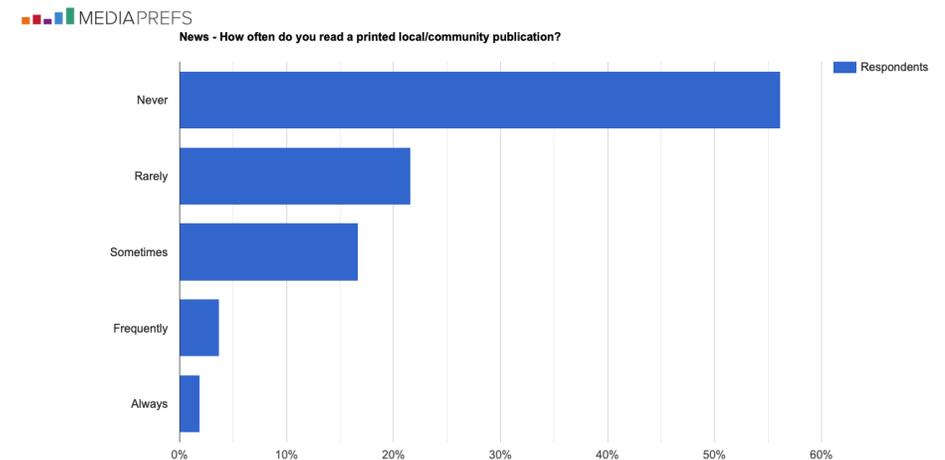
Cañada College students are generally **not reading** printed newspapers or local/regional publications.

80% indicated that they **never** or **rarely** read a printed newspaper, and **78%** indicated they **never** or **rarely** read local/regional publications.

Which age group is reading most frequently?
Older female students are your best target, although the numbers are still very small for consistent readership.



** Cañada College printed paper, aggregated*



** Cañada College local/regional publication, aggregated*

Online news is grabbing the attention of Cañada College students at a much higher rate than its printed counterpart. This is especially true for **female students**.

Overall, **20%** of Cañada College students say they **never** read online local news, compared to **17%** nationally.



Reading Online LOCAL News

Reading Online NATIONAL News

Female Students

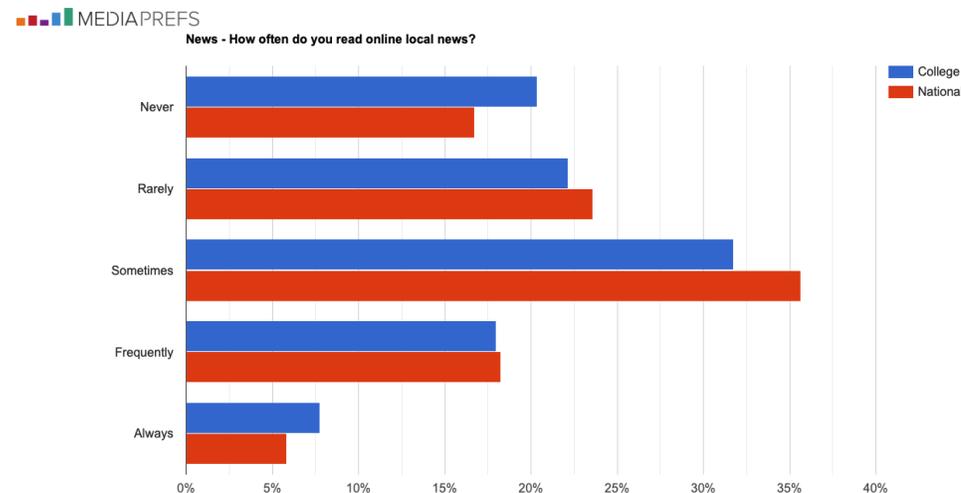
31%

42%

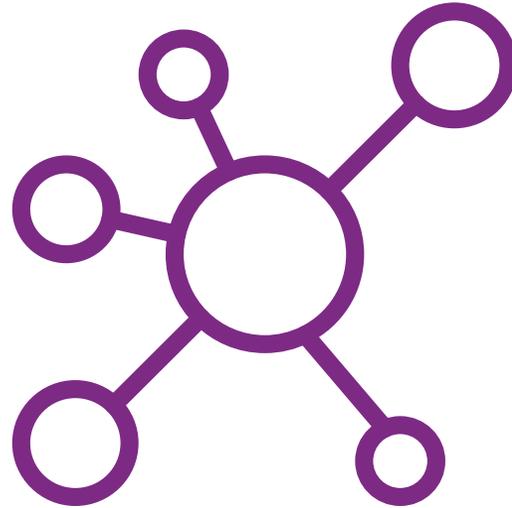
Male Students

11%

27%

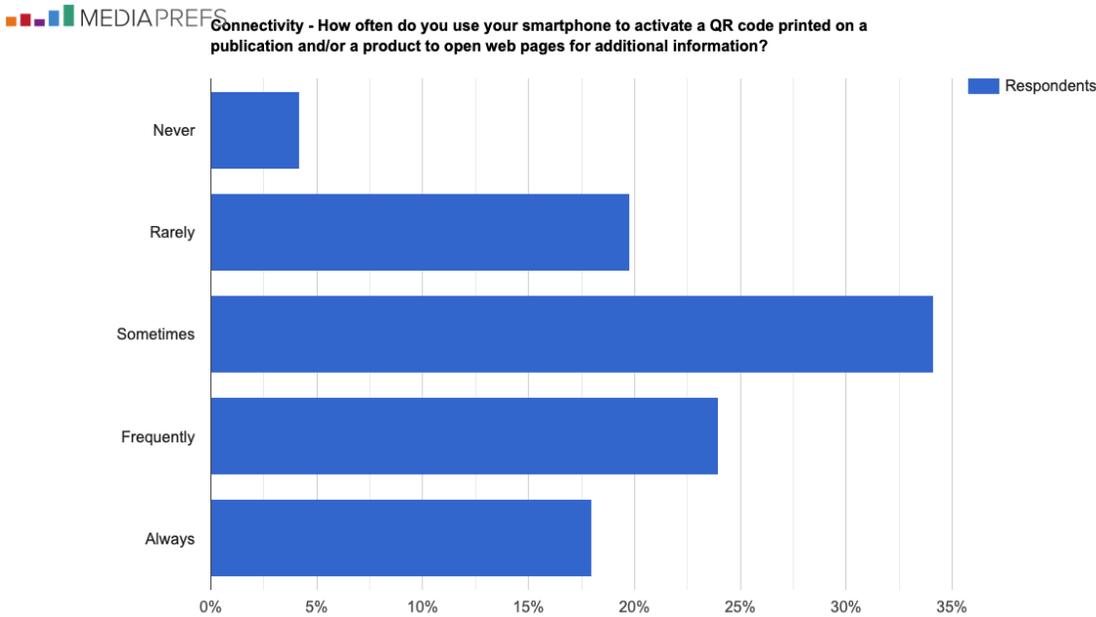


** Cañada College vs. National*

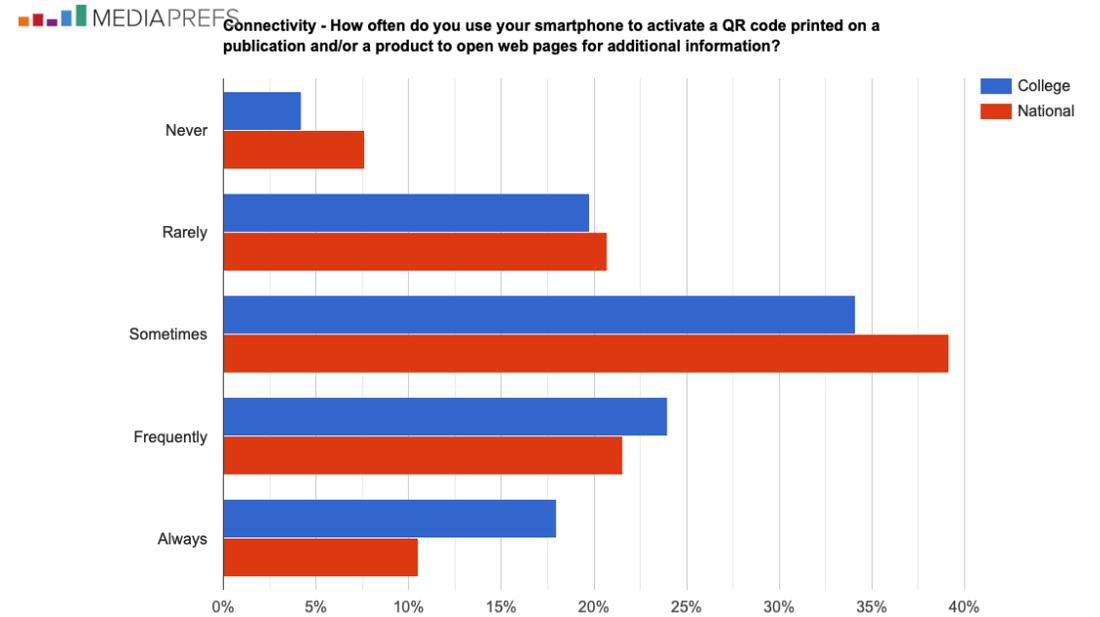


Connectivity

QR code usage escalated during the pandemic, with more students utilizing them than ever before. Only **4%** of Cañada College students indicate they **never** use QR codes, compared to 8% of students nationally.



* Cañada College aggregated



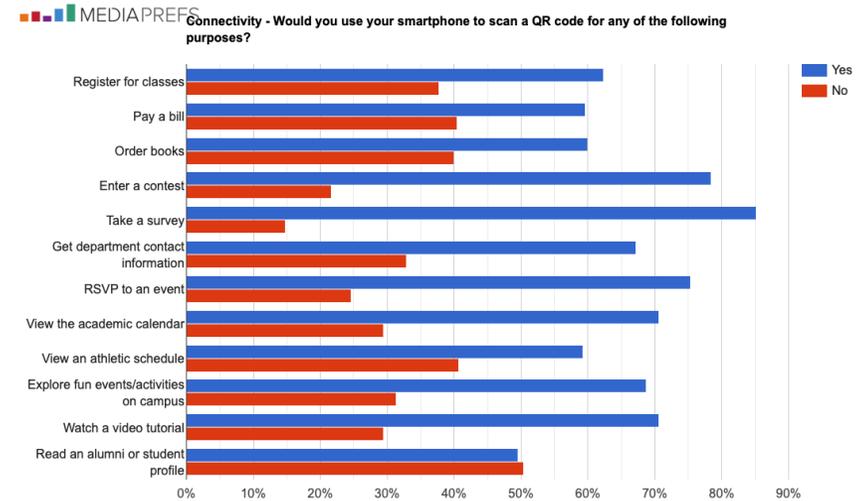
* Cañada College vs. National

Why would Cañada College students choose to scan a QR code?

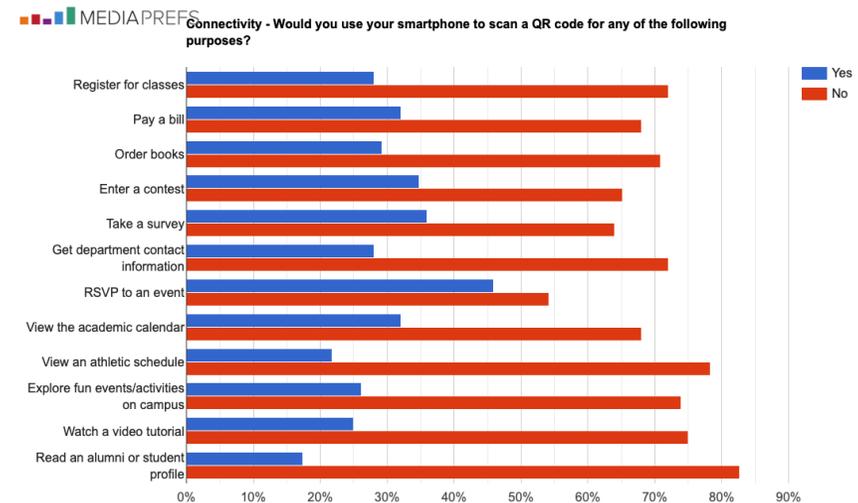
Top answers include:

- To take a **survey**
- To enter a **contest**
- To **RSVP** to an event

Younger students are more willing to incorporate QR codes into their college activities, while students age 41+ are more hesitant.

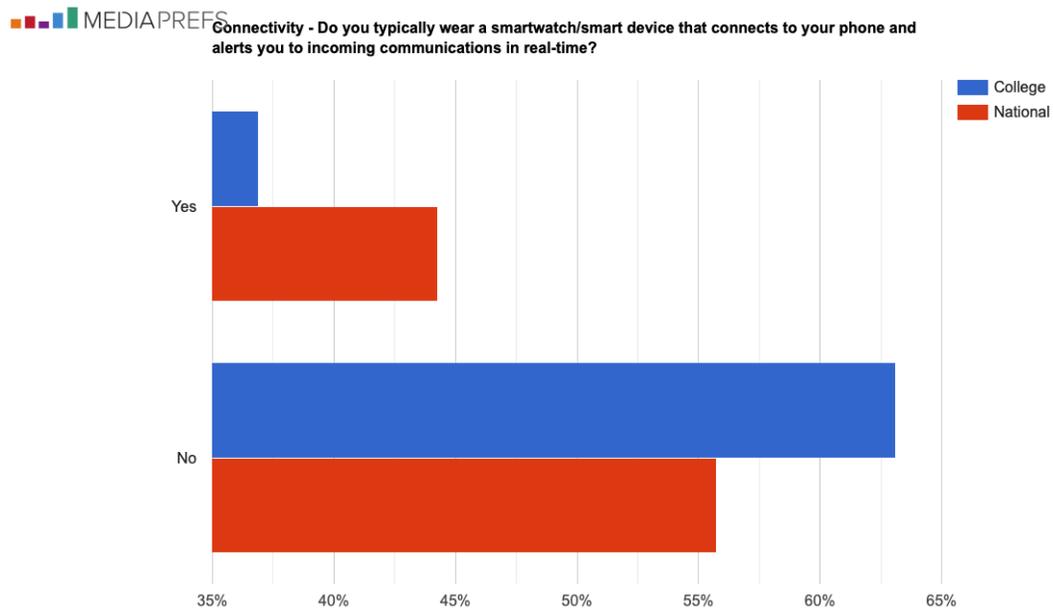


* Cañada College students ages 16-40

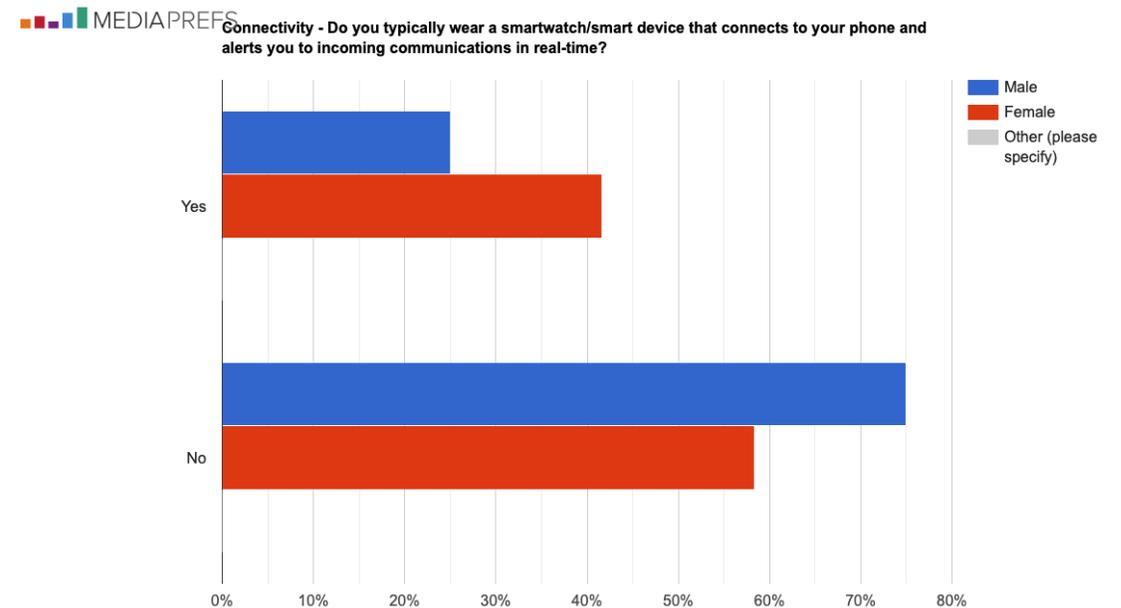


* Cañada College students age 41+

Cañada College students stay connected via smart watch/smart device **more frequently** than other students within California, but **less frequently** than other students nationally. **Female** Cañada College students wear these devices at a higher rate than males, although still less than half of female students do so.



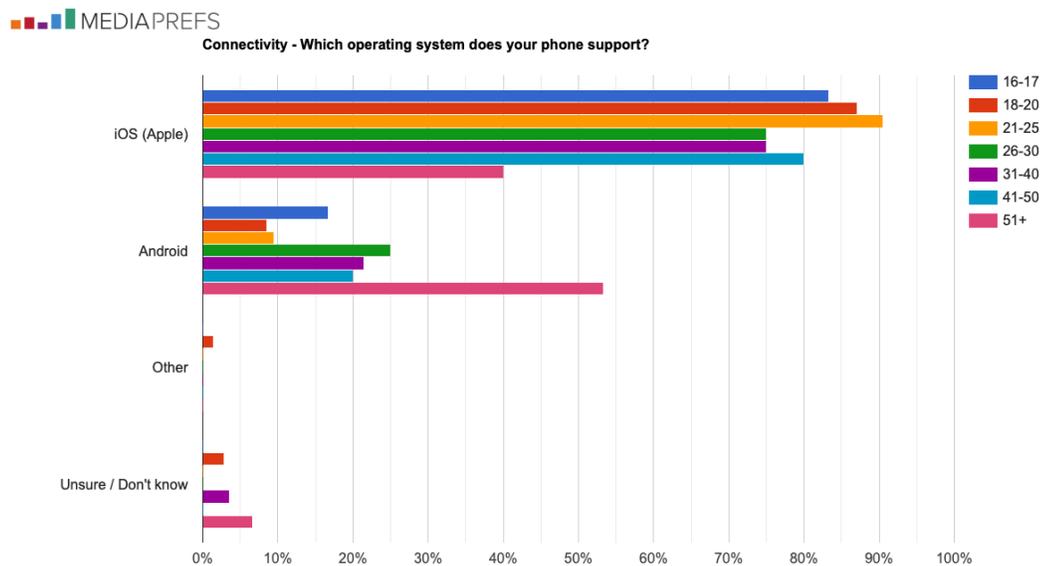
* Cañada College vs. National



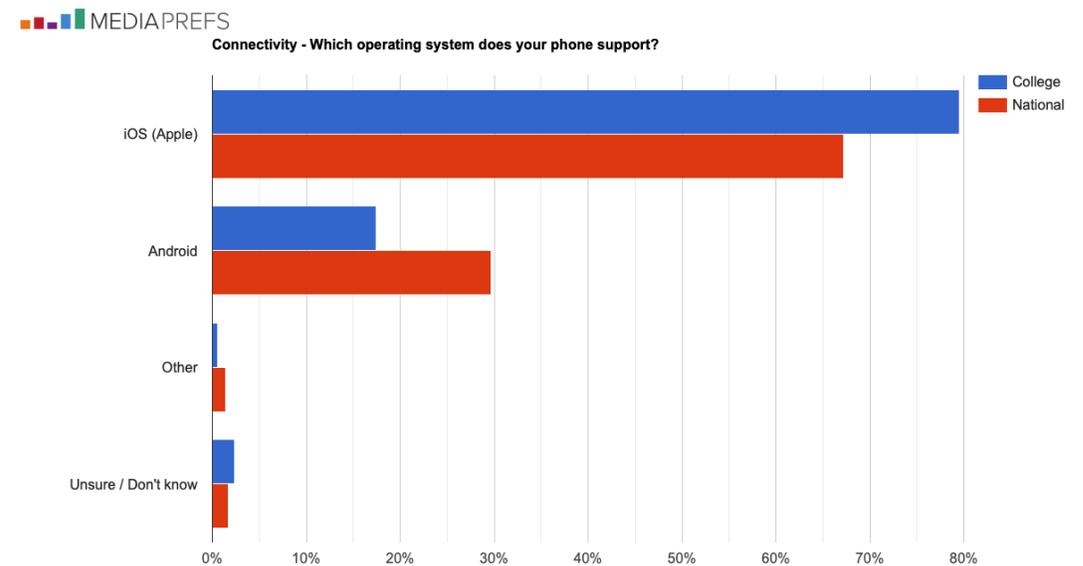
* Cañada College by gender

iOS **vs.** Android ...

iPhones are the device of choice for **8 in 10** Cañada College students ages 16–50, while students age 51+ slightly prefer Androids. It will be important for Cañada College to pay attention to **changes with Apple devices**, specifically when it comes to tracking and advertising to users.



* Cañada College by age



* Cañada College vs. National

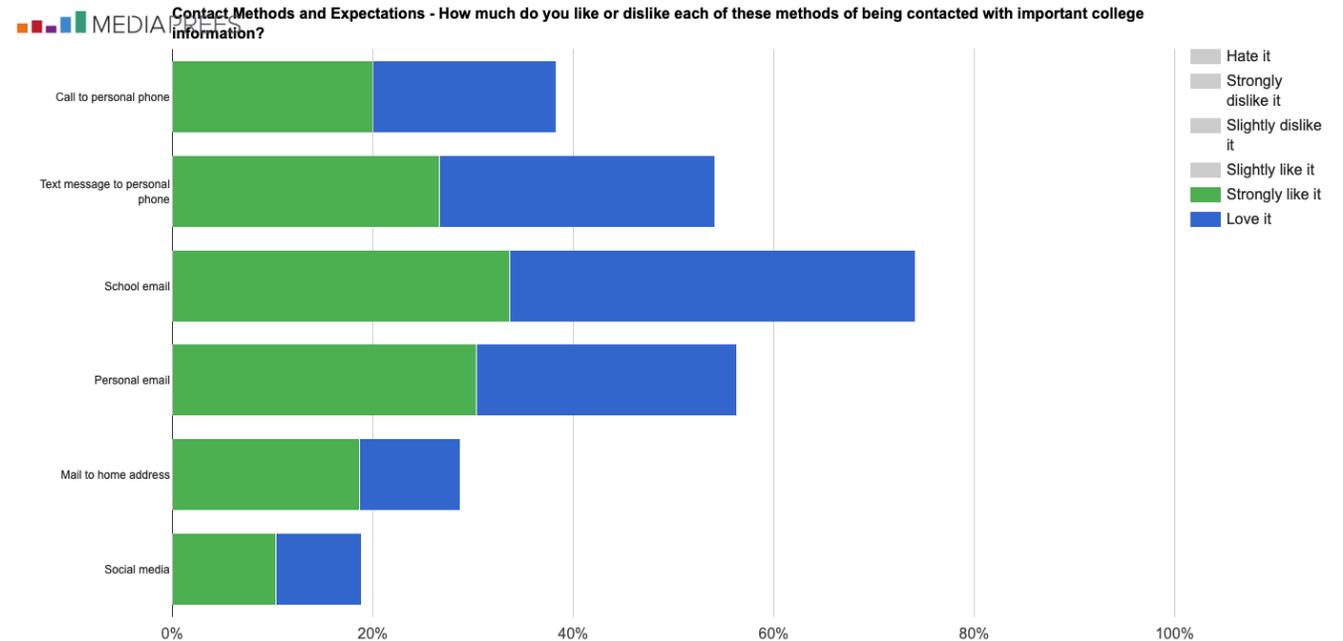


Contact Methods and Expectations

Through which channels do Cañada College students prefer to be contacted with **important college information**?

School email is their first choice, followed by a near tie between **personal email** and **text message**.

This holds true when comparing preferences of male vs. female students, too.



* Cañada College aggregated

You might know how to contact your students, but when they're looking for information ... **how do they prefer to contact YOU?** Email remains their top choice, followed by connecting in person. Chatting with a real person via a live web chat popped higher for Cañada College students than we typically see.

By Age

18-20

Email
In person
Real person web chat

21-25

Email
In person (tie)
Phone call (tie)

26-30

Email
In person (tie)
Real person web chat (tie)

By Gender

Male

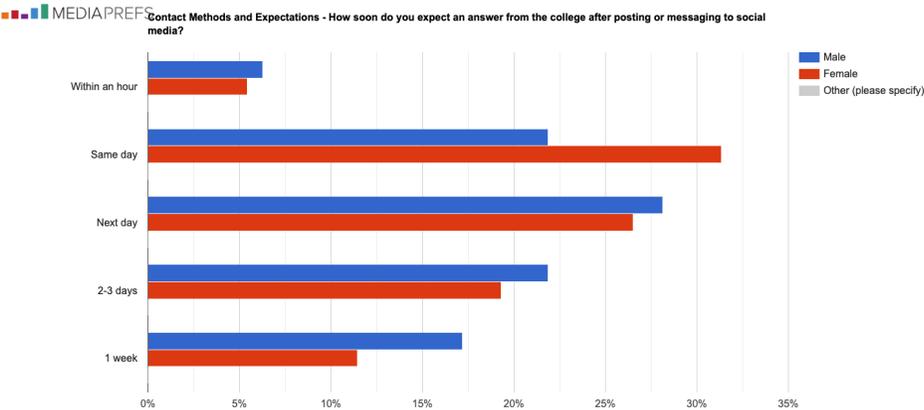
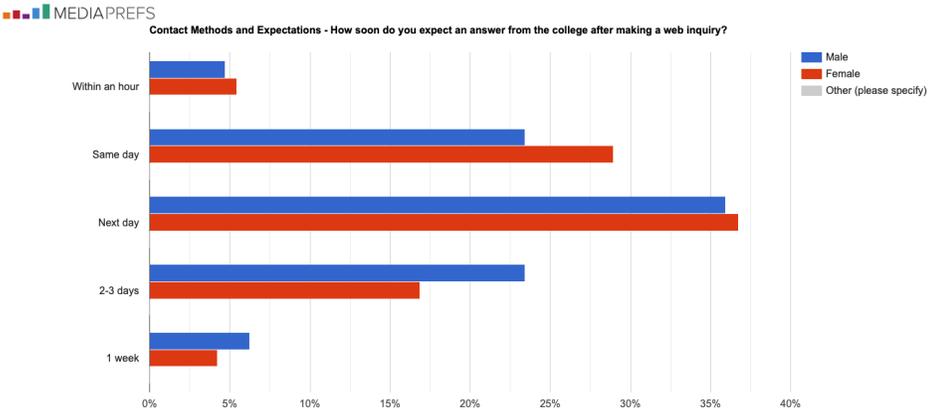
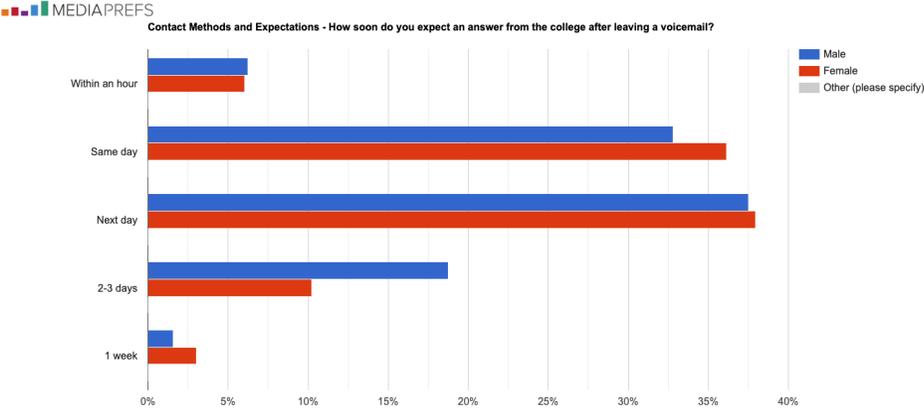
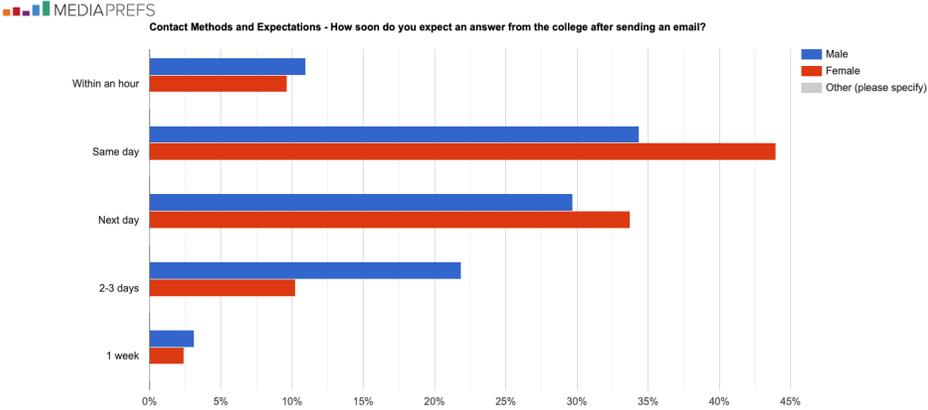
Email
In person
Real person web chat

Female

Email
In person
Real person web chat

** Viewing data for "Love it" and "Strongly like it" responses*

In general, Cañada College students expect **same-day communication** from their college across email, phone (voicemail), social media, and web channels. **Male** students tend to be slightly **more patient** in receiving return responses from their college compared to female students.



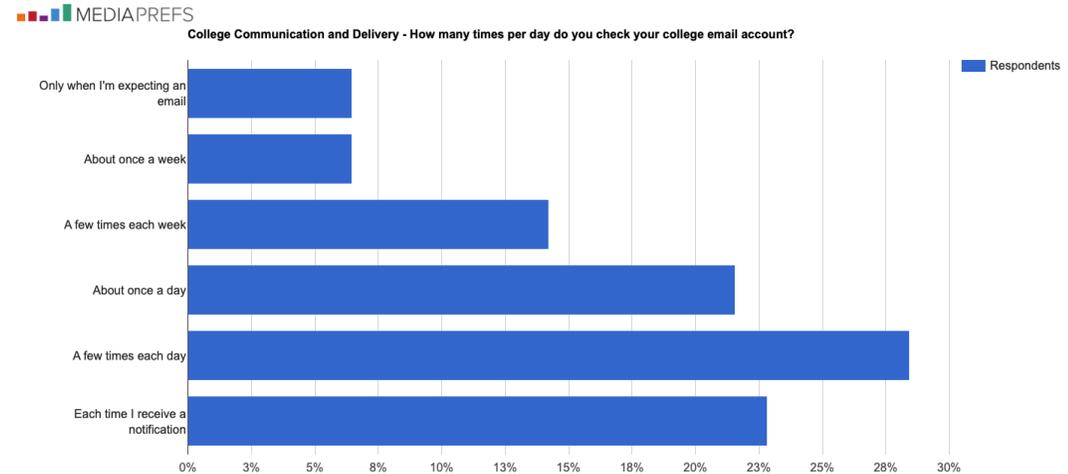
* Cañada College by gender



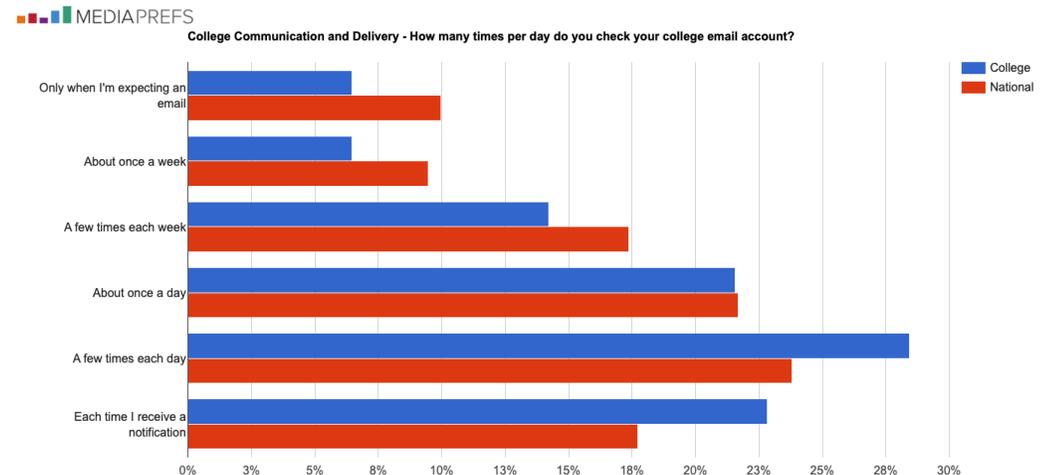
College Communication and Delivery

Cañada College students check their college email accounts **less frequently** than their personal email accounts.

Even so, nearly **3 in 4** students check their college email **daily** or **every time** they receive a notification. This is higher than what is seen nationally, where that number is closer to 63%.



* Cañada College school email

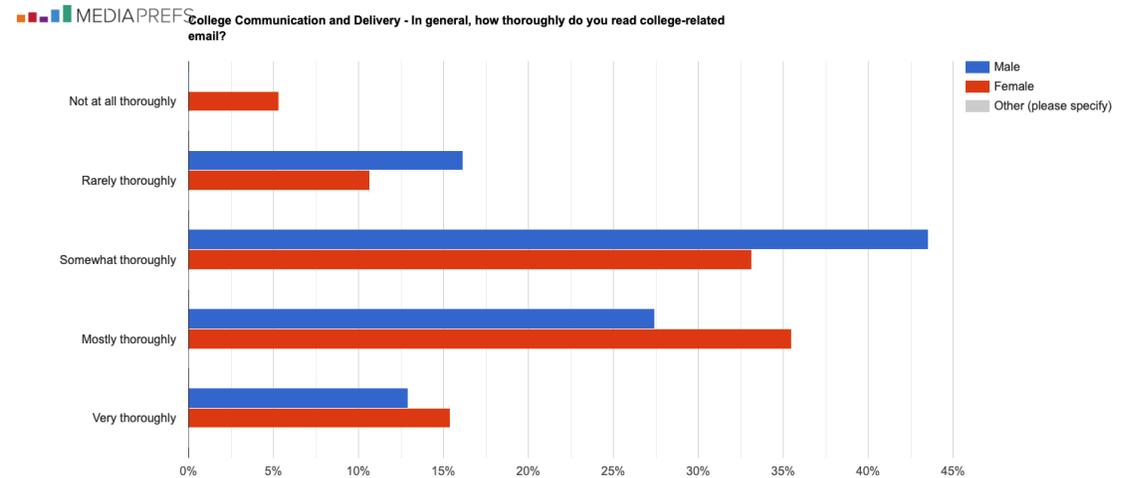


* Cañada College vs. National

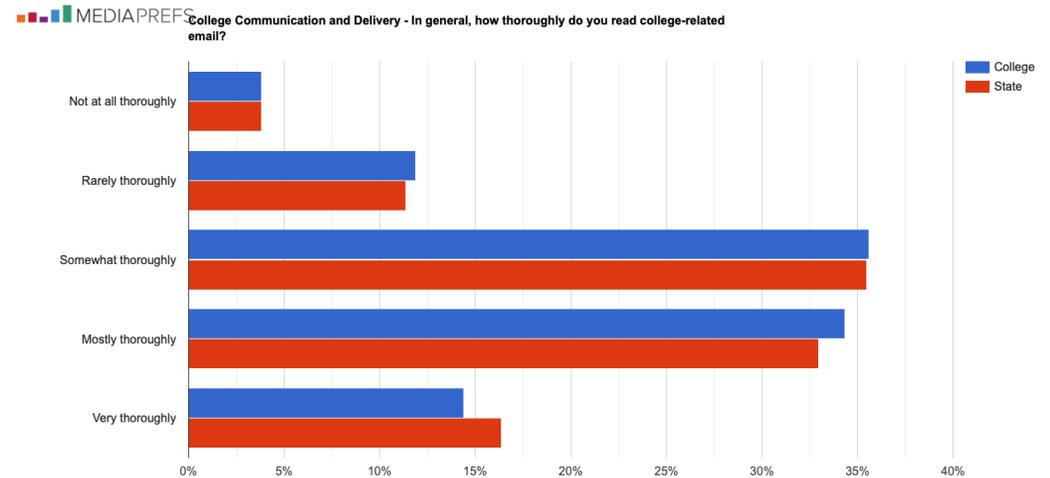
Are Cañada College students *really* reading your emails? *Most say yes!*

Only about **16%** indicate that they're *not* reading your emails thoroughly. **Female** students tend to read **more thoroughly** than male students.

Cañada College students are reading slightly **less thoroughly** than others in the state of California.



* Cañada College by gender



* Cañada College vs. National

“**The fact that it exists.** My college email is there to contact me. I don't particularly care about sporting events, though.”

“**I'll take a look at the email regardless,** but if I see that the content is **relevant** to me with the subject or within the first few lines, then I'll continue reading. Otherwise, I would open it and then delete the message.”

“**If it contains information I've been expecting** or if it's something that has caught my interest.”

“**If it has something relevant** to me. I ignore any in-person events because I do not live in San Mateo.”

“**If the subject seems important. If I get too many, I will probably miss something important.**”

“**It has to be timely, relevant, and actionable,** e.g., a message from a professor, a relevant event I might like, or a class I want to take is open for enrolment.”

“**Opportunities for funding, new courses** matching my **interests** or major, **deadlines.**”

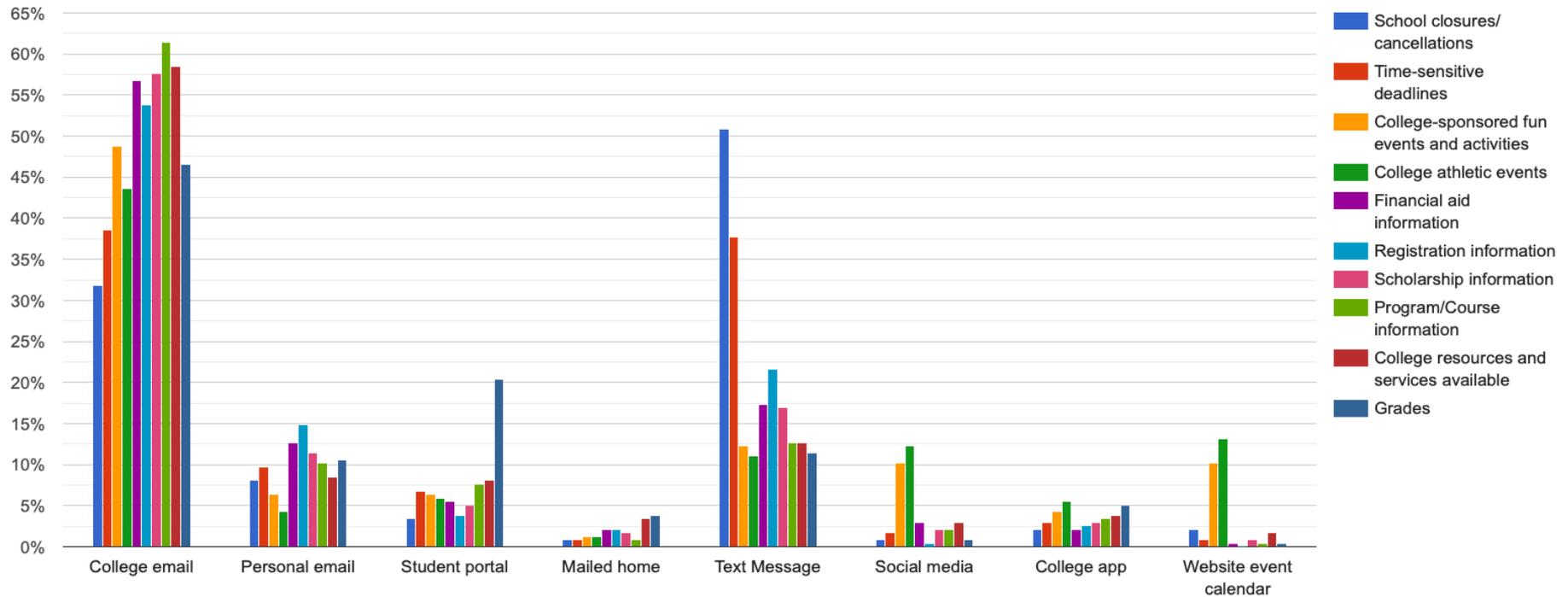
“**I mainly open an email when it is from an actual person** and not a program.”

What makes you **want to open** an email from your college?

Most college-related information is well received when sent via **college email**. If using text messaging to communicate with students, keep it to **school closures and cancellations** and **time-sensitive deadlines**.

MEDIAPREFS

College Communication and Delivery - Which best describes how you most like to receive the following types of college-related information?



* Cañada College aggregated

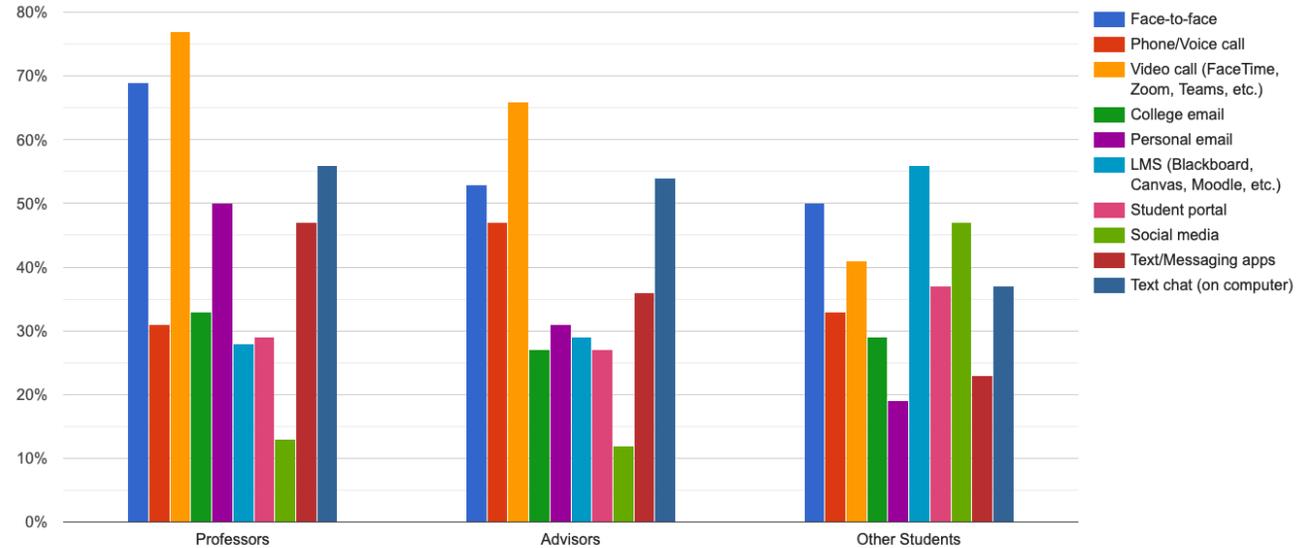
Video communication

skyrocketed during COVID, and it has hung around in spectacular fashion. Cañada College students prefer to communicate with their **professors** and **advisors** in this way over traditional face-to-face methods.

Connecting with their fellow classmates, however? They want to do so via your **LMS**, **face-to-face**, or via **social media**.

MEDIAPREFS

College Communication and Delivery - How do you prefer to communicate with the following groups? (Check all that apply)



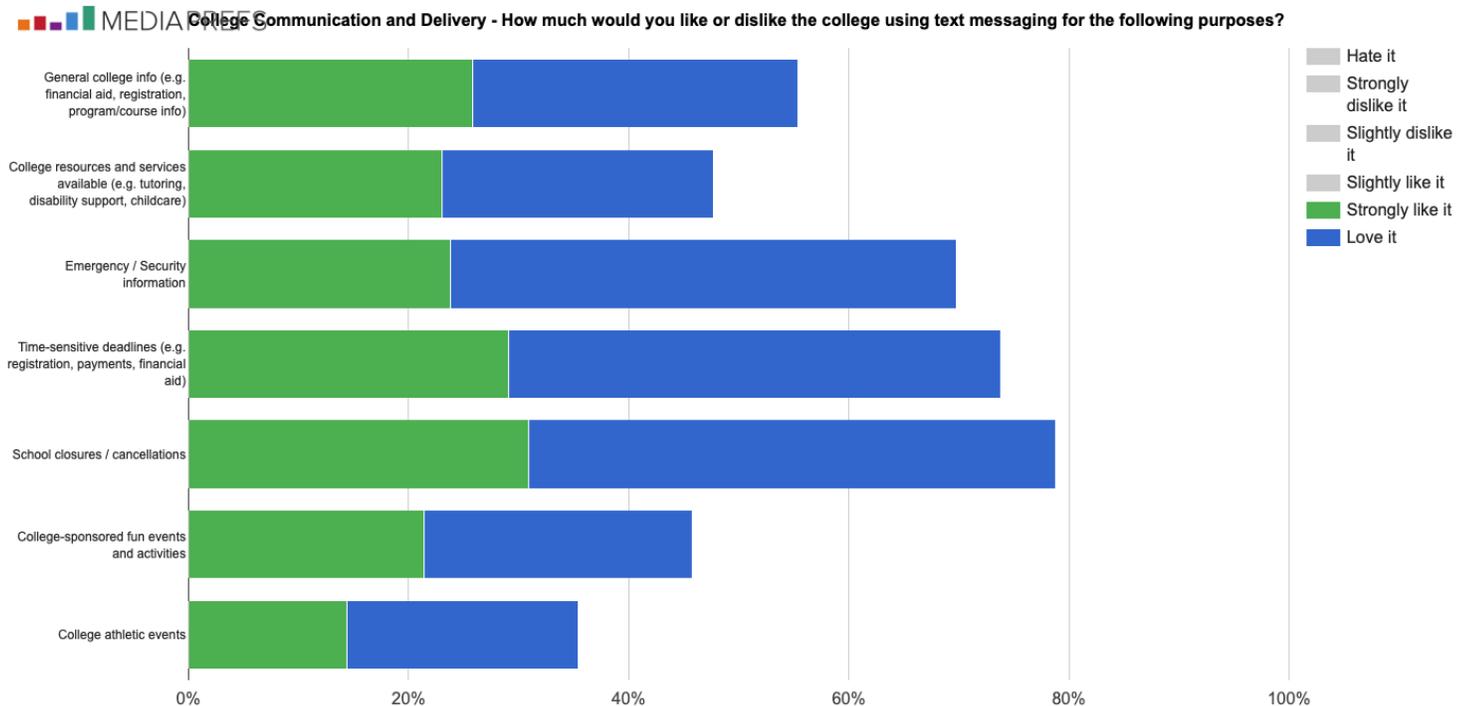
* Cañada College aggregated

Texting Cañada College students about *everything* can be intrusive, so don't abuse the privilege.

Best uses for text are:

- School closures or cancellations
- Time-sensitive deadlines (registration, payments, financial aid, etc.)
- Emergency or security information

All the other things?
Leave it to their college email.

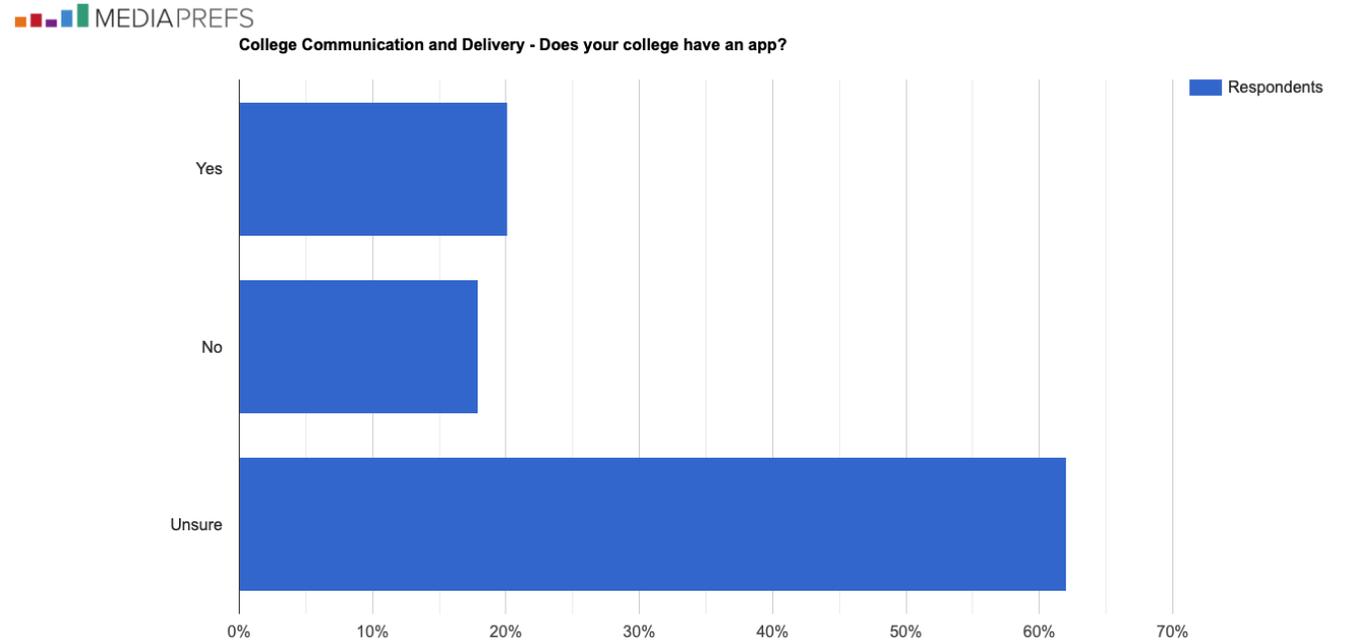


* Cañada College aggregated

Does an app exist for Cañada College? That is the question!

1 in 5 students say “yes,” 1 in 5 say “no,” and the rest are unsure!

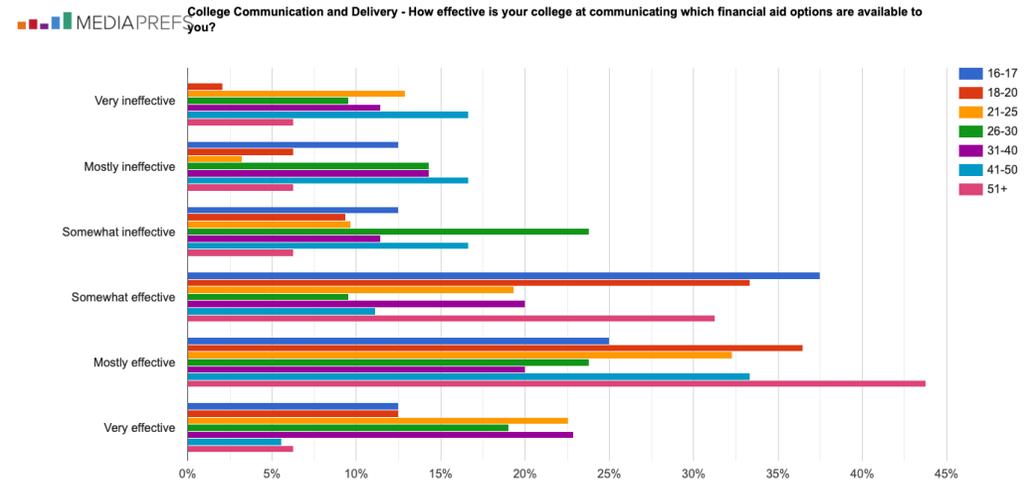
If an app exists, be sure to **promote its existence and function** and get your students on board. Utilize it as another channel to share information and resources to make their lives easier.



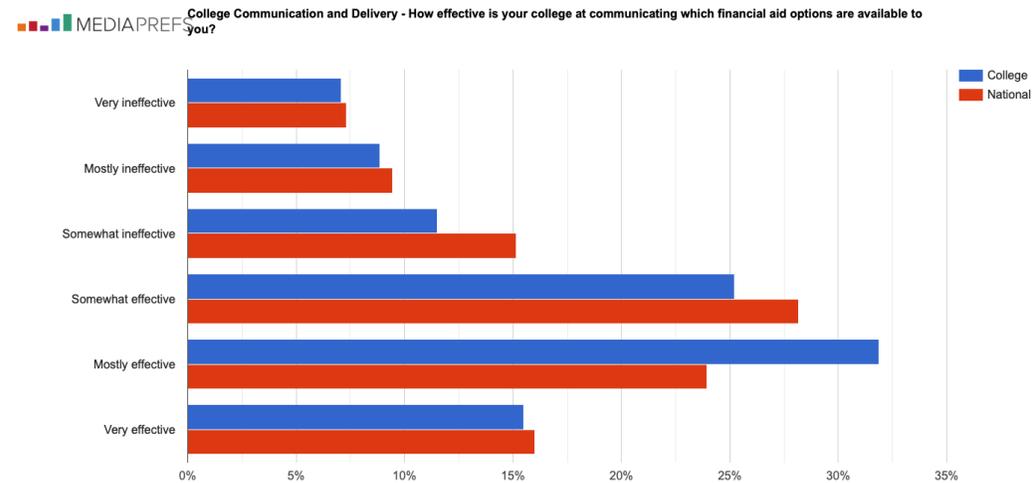
* Cañada College aggregated

Cañada College students age **21+** seem to be **more satisfied** with their college's communication of the **financial aid** options available to them than prospective and traditional-aged students.

Cañada College students also appear to be **more satisfied** with their school's financial aid communication than students both statewide and nationally.



* Cañada College by age

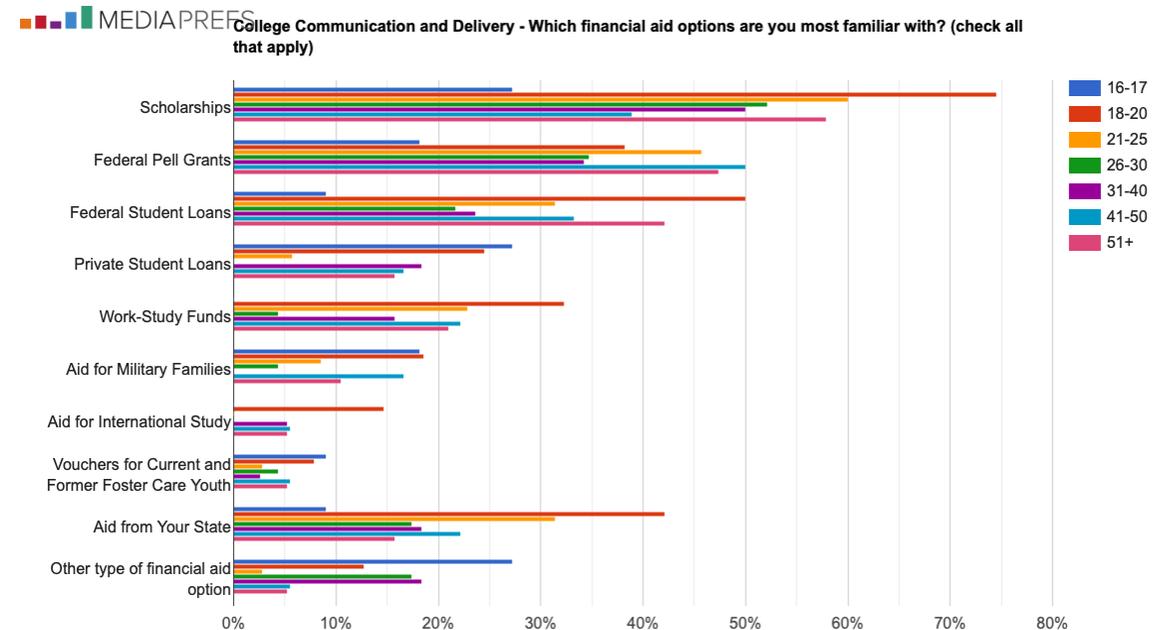


* Cañada College vs. National

There are many forms of financial aid available to students. Cañada College students are **most aware of:**

- Scholarships
- Federal Pell Grants
- Federal student loans

Whenever possible, ensure you are **specific** about financial aid and don't promote options to students that they are not qualified for.

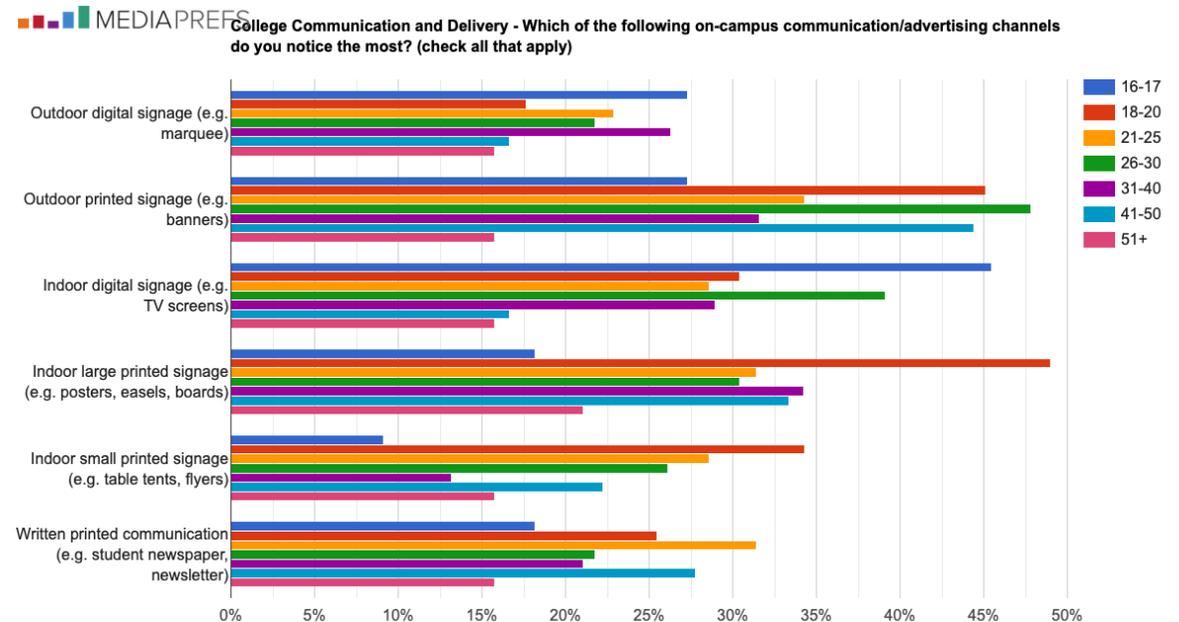


* Cañada College by age

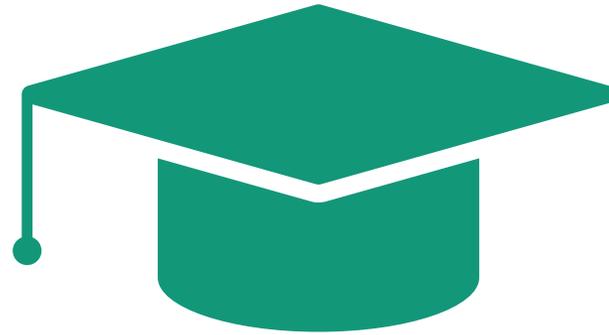
Which on-campus channels do Cañada College students **pay the most attention to**?

- Outdoor printed signage (*banners*)
- Indoor large printed signage (*posters, easels, sandwich boards*)
- Indoor digital signage (*TV screens*)

Across all ages and genders, these three channels prove to be **strong** for communication and advertising to students.



* Cañada College by age

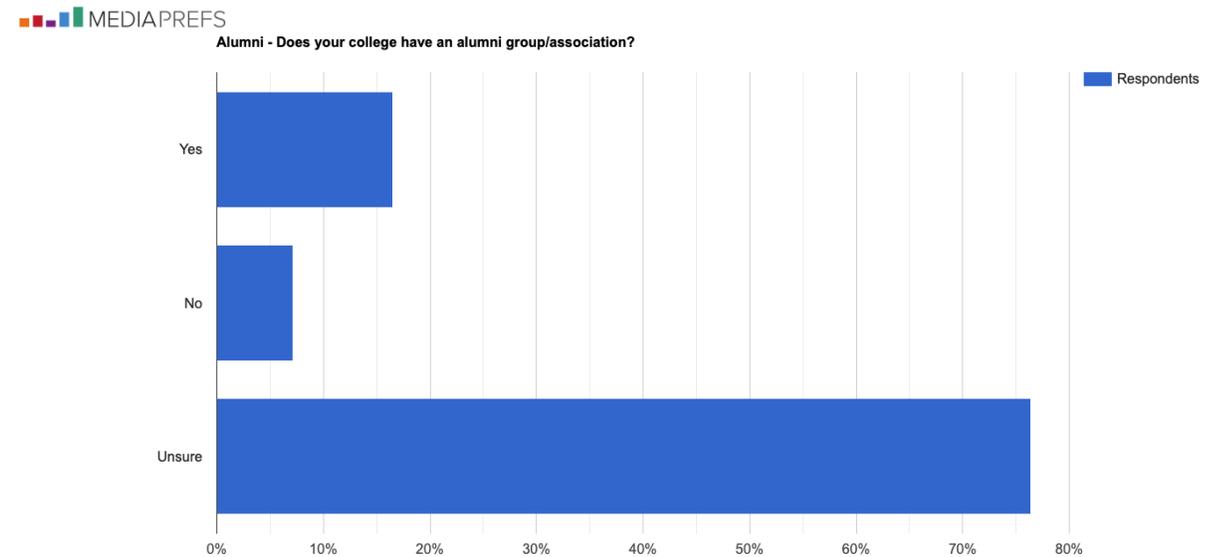


Alumni

More than **3 in 4** students don't know if Cañada College has an alumni group/association, which is higher than seen statewide and nationally. Only 16% said "yes," they know you have an alumni group/association.

Groups that were the **most unsure** were:

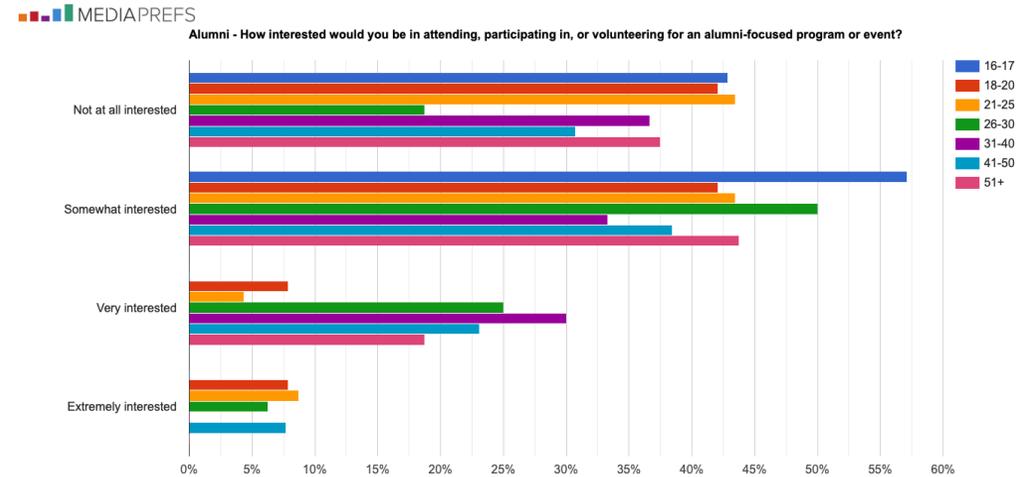
- Youngest students (ages 16-20)
- Oldest students (age 51+)
- Male students
- Nonbinary students



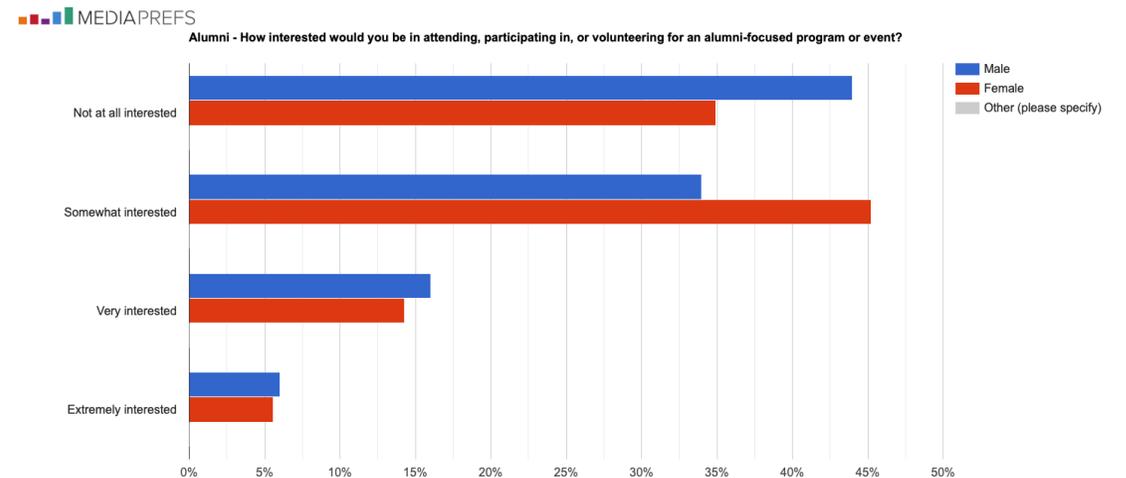
* Cañada College aggregated

Although most Cañada College students don't know if an alumni group exists, **62%** of students are at least somewhat interested in getting involved by attending, participating in, or volunteering for an alumni-focused event.

Female students seem to have more interest than male students to get involved, but a mixture of **all ages** seem eager to participate. Show them why your alumni organization is worth their involvement!

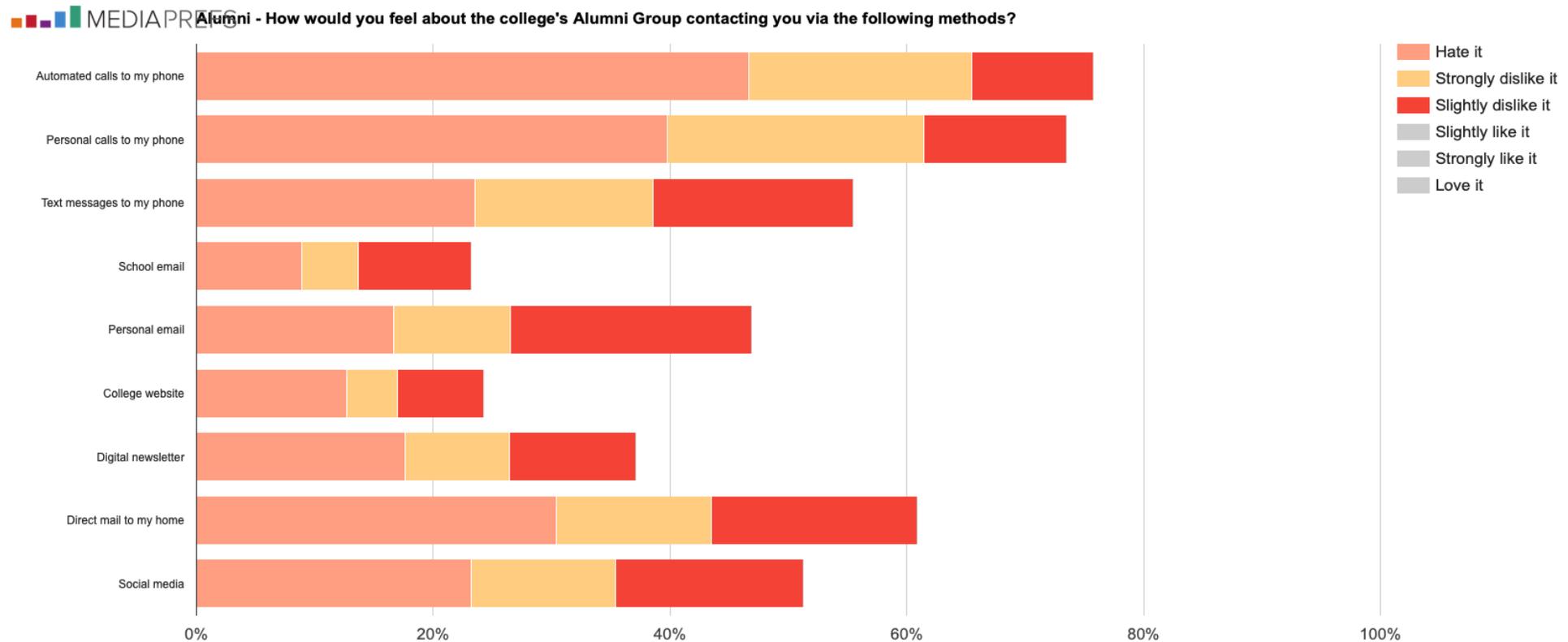


* Cañada College by age



* Cañada College by gender

Students are open to receiving communications from an alumni group/association primarily via **school email**, the **college website**, or through a **digital newsletter**. A large majority of students indicated their *dissatisfaction* with **robocalls** and **personal calls** to their phone.



* Cañada College aggregated

When asked **what type of information** they would appreciate receiving from Cañada College's alumni group, students responded in the following ways:

By Age

18-20

Career/job-related info
Advice from graduates

21-25

Career/job-related info
Motivational messaging

41-50

Motivational messaging
Success stories of graduates

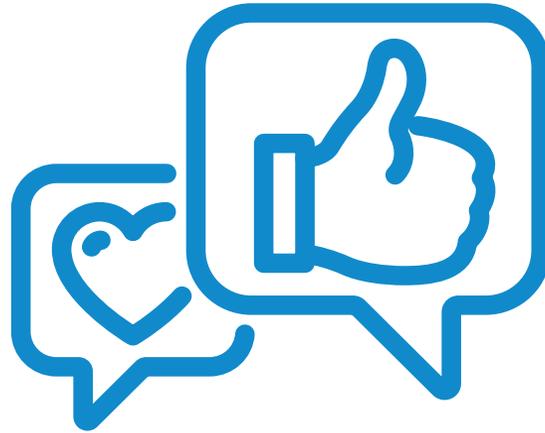
By Gender

Male

Career/job-related info
Motivational messaging (tie)
Success stories of graduates (tie)

Female

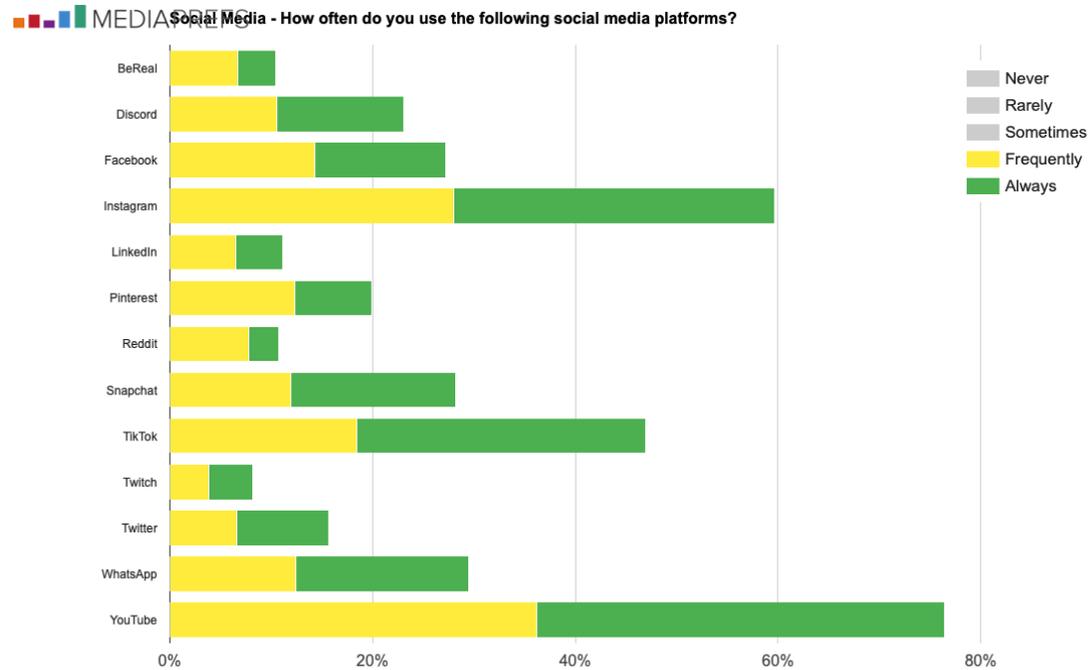
Career/job-related info
Advice from graduates
Motivational messaging (tie)
Opportunities to volunteer (tie)



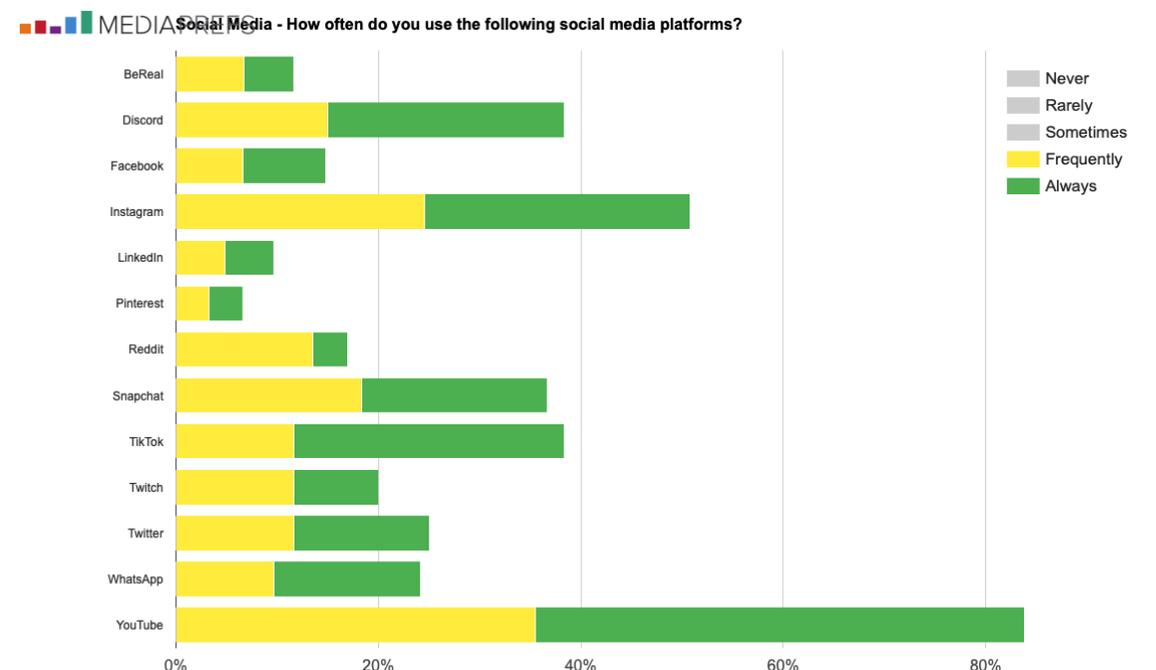
Social Media

YouTube is consistently the most frequently utilized social platform when data is aggregated. For Cañada College students, **76%** utilize YouTube **frequently** or **always**.

Male students utilize YouTube at a **higher** rate than female students, with **84%** of males saying they are on YouTube **frequently** or **always** (73% for females).



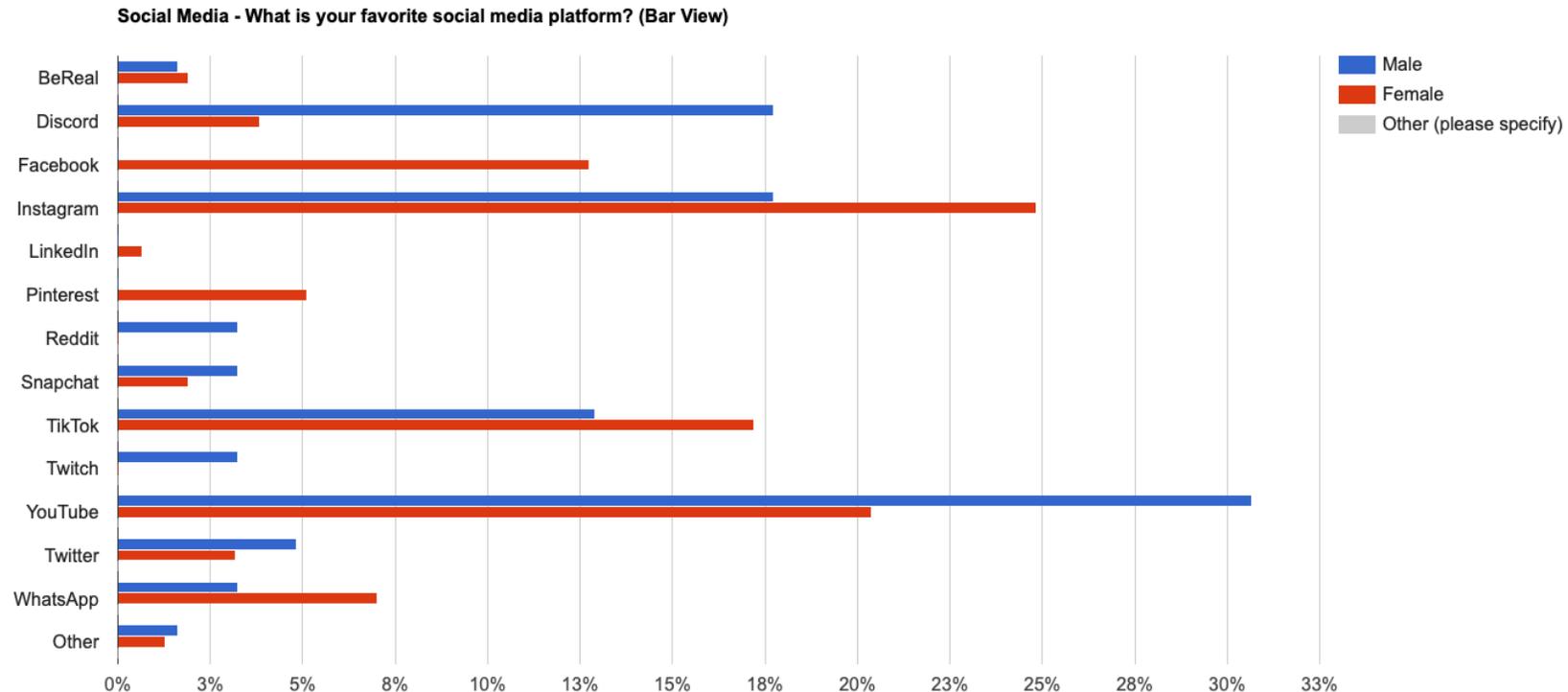
* Cañada College aggregated



* Cañada College males

The most *utilized* social media platform for a student does not always equate to their **favorite** social media platform. Although YouTube is the most utilized social media platform for female students, they see **Instagram** as their favorite.

MEDIAPREFS



* Cañada College by gender

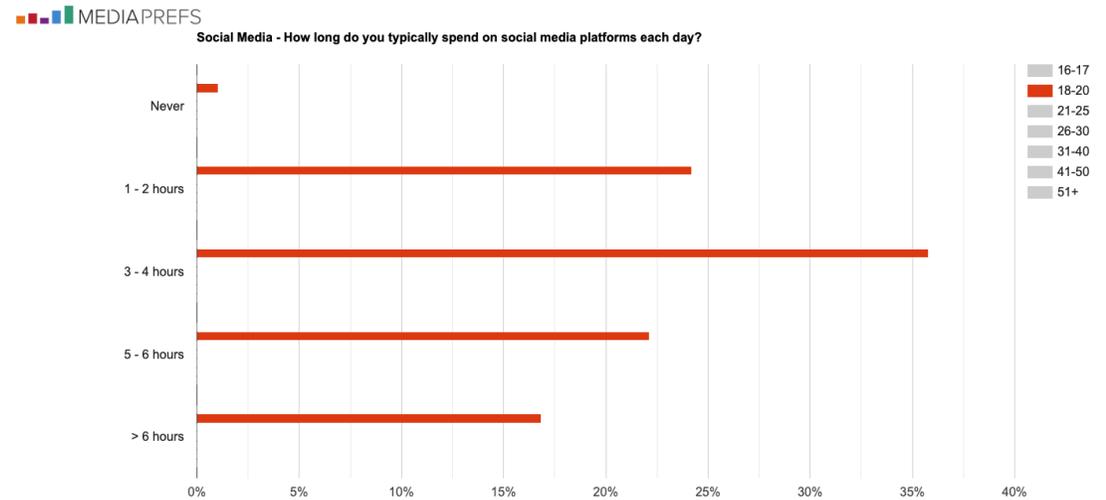
MEDIAPREFS

by interact

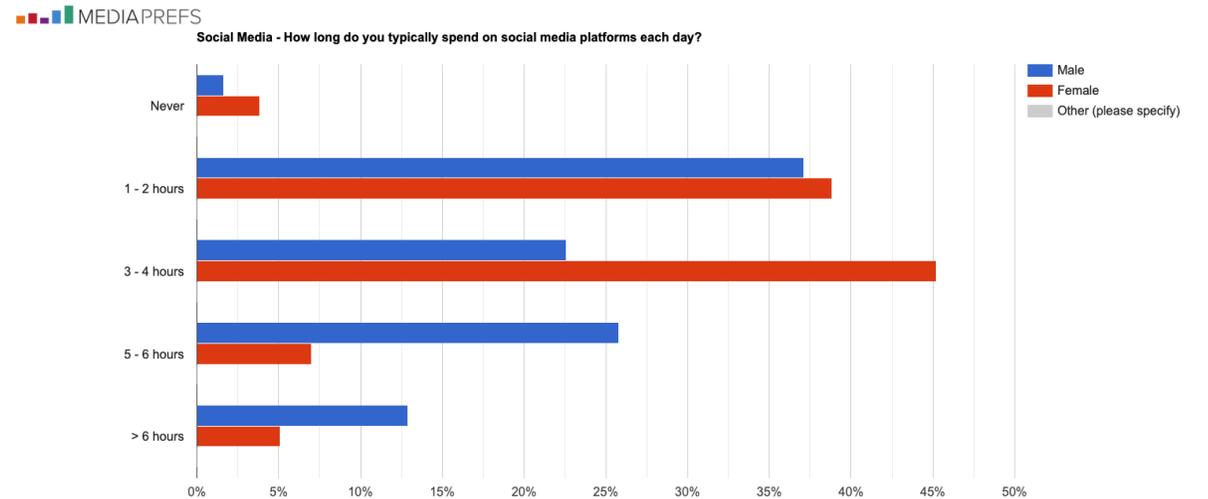
Cañada College students spend a great deal of time on social media platforms.

A whopping **39%** of students ages **18-20** spend **5+ hours** on social media *each day*.

Male students admit to spending more hours on social media than their female counterparts.

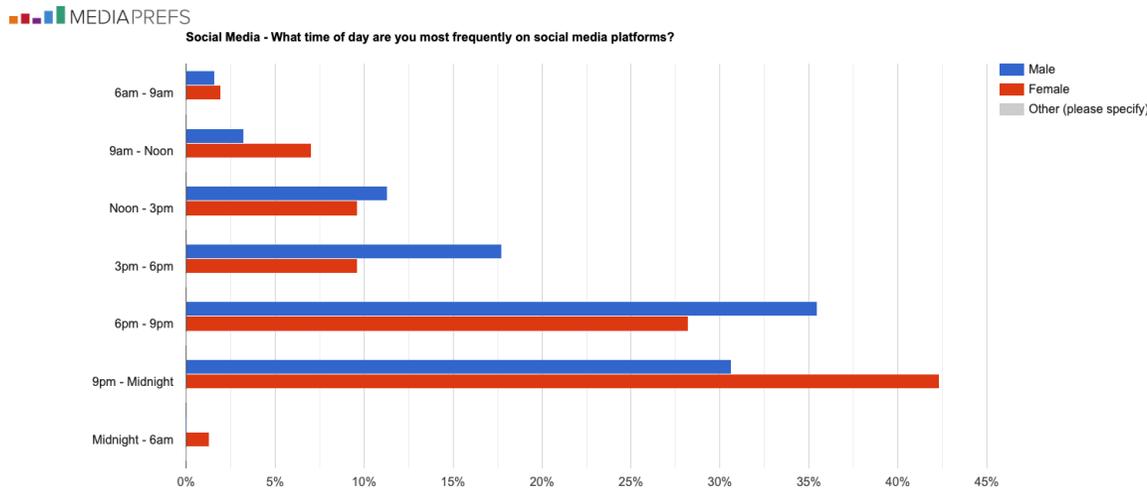


* Cañada College ages 18-20

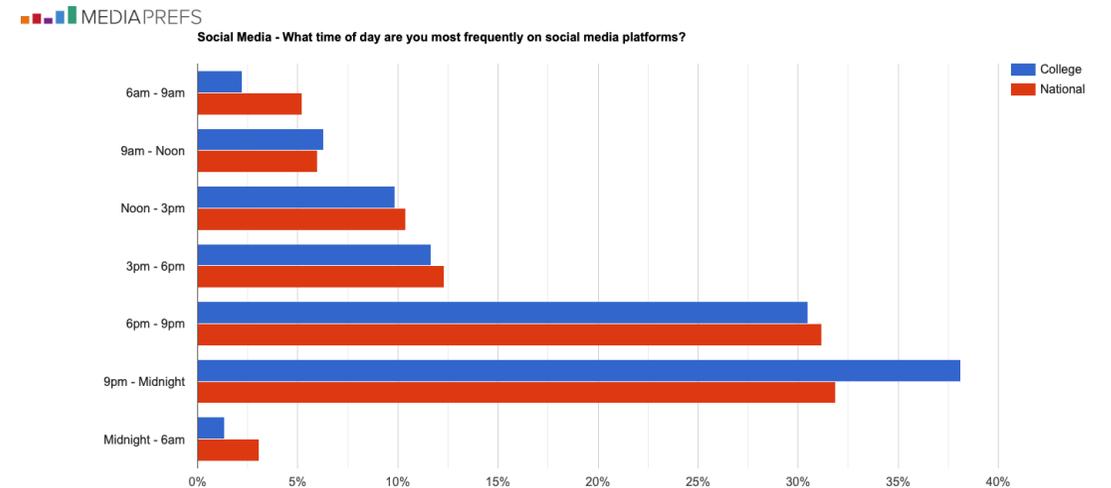


* Cañada College by gender

Social media usage is highest for Cañada College students between **6 p.m. and midnight**, with a peak between **9 p.m. and midnight**. Cañada College students are more apt to utilize social media between these peak hours than other students both within California and nationally. **Female** students opt for this later window at a higher rate than male students.



* Cañada College by gender



* Cañada College vs. National

Cañada College students are primarily using social media for the following three purposes:

1. **Watching videos** (over **73%** are frequently watching videos on their social platforms)
2. Contacting friends and family
3. Keeping up with friends and family

By Age

18-20

Watch videos
Contact friends/family

26-30

Watch videos
Keep up with friends/family

41-50

Contact friends/family
Keep up with friends/family

By Gender

Male

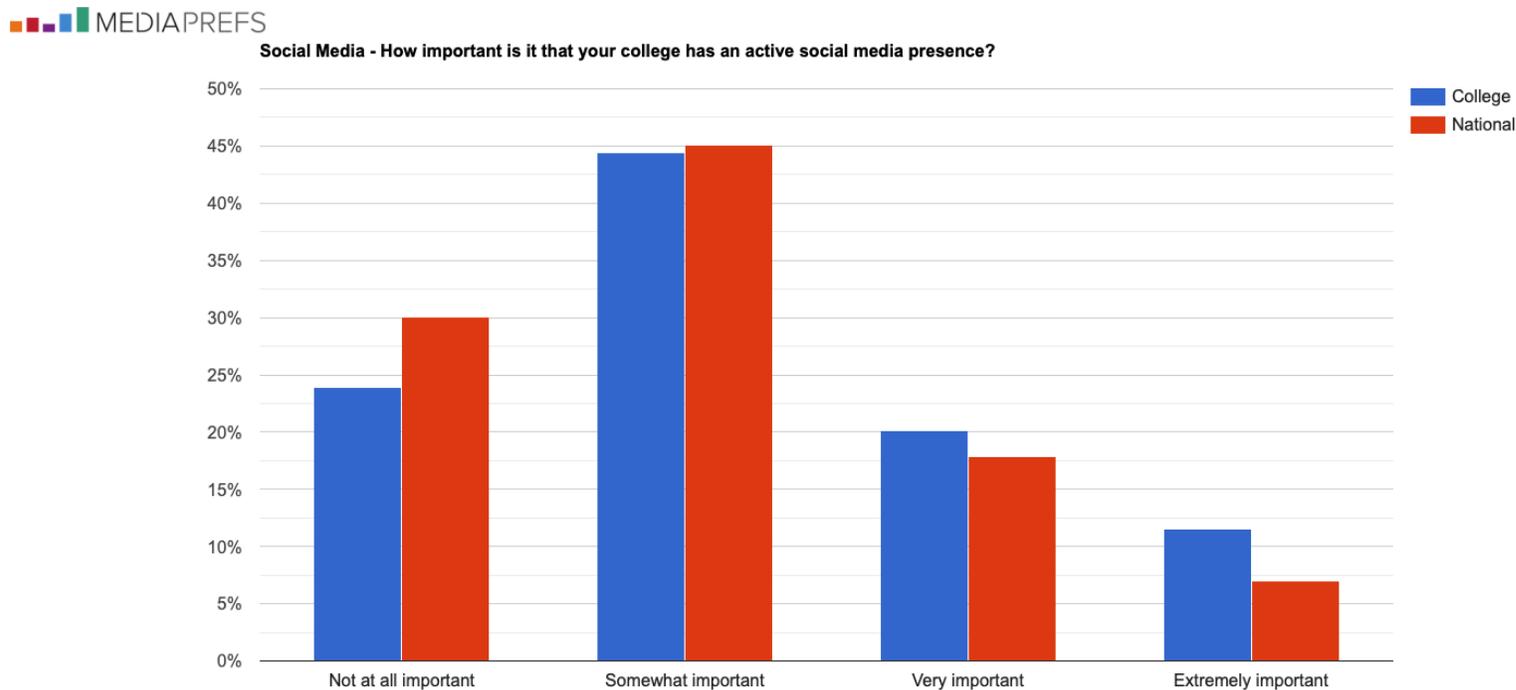
Watch videos
Contact friends/family
Keep up with friends/family

Female

Watch videos
Keep up with friends/family
Contact friends/family

76% of Cañada College students believe that having an active social media presence is important for the college, which is more than seen nationally (*70% nationally*).

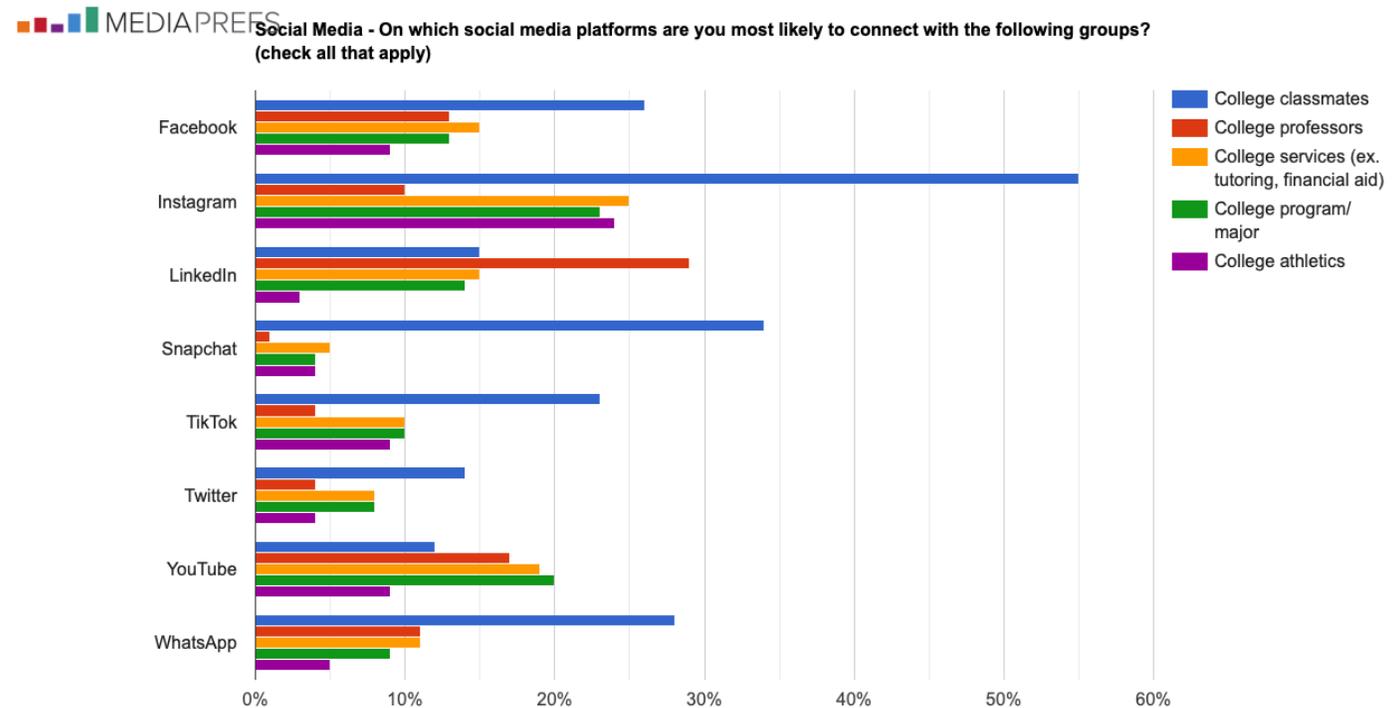
Actively posting on **social media** can be a valuable channel for college communication.



* Cañada College vs. National

Students have **little interest in connecting** with college services, programs, and athletics on social media, but they may choose to connect with their **fellow classmates** on these platforms.

Social media accounts for individual college programs or services may be **more of a hassle** for the college to maintain and coordinate than the benefit they'd provide to the students.



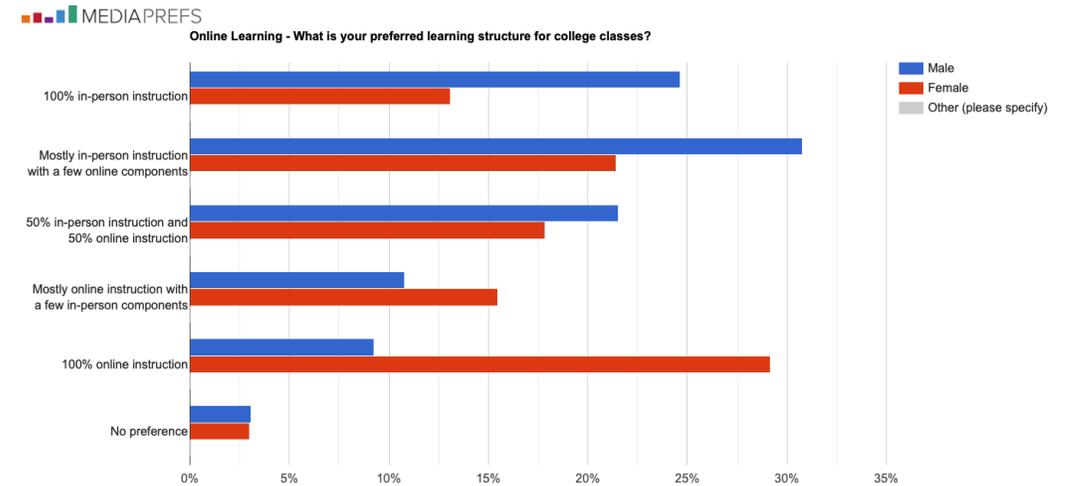
* Cañada College aggregated



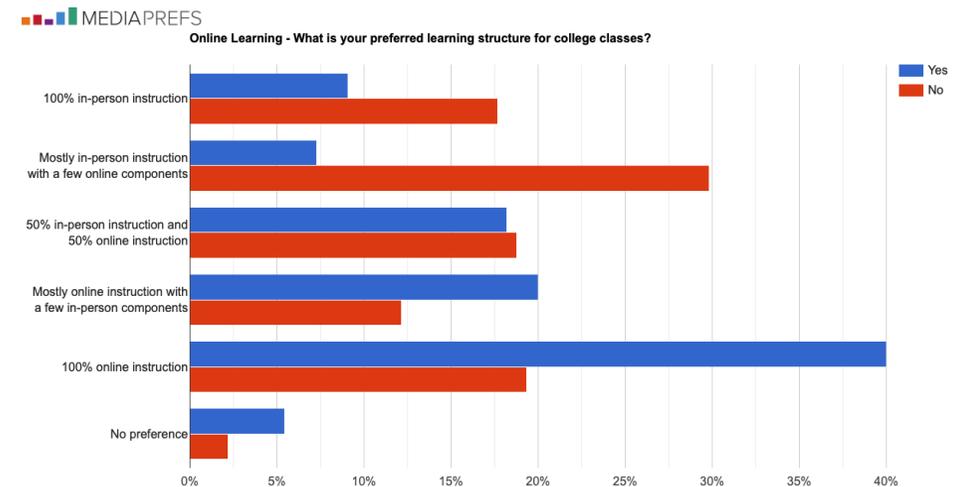
Online Learning

The **preferred class structure** for Cañada College students is strongly dependent on varying demographics. Some points of interest are:

- **Younger** students tend to prefer more in-person courses, while **older** students lean toward hybrid or fully online options
- **Male** students have a stronger preference for in-person courses vs. online
- Students **with children** more strongly prefer online instruction
- **Noncredit** students prefer to complete courses in person
- Students taking **higher credit loads** tend to prefer more in-person classes



* Cañada College by gender

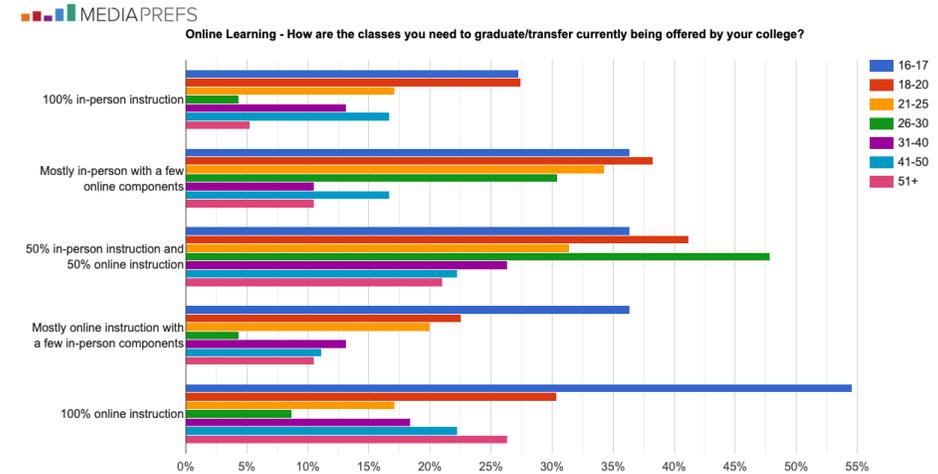


* Cañada College by children yes/no

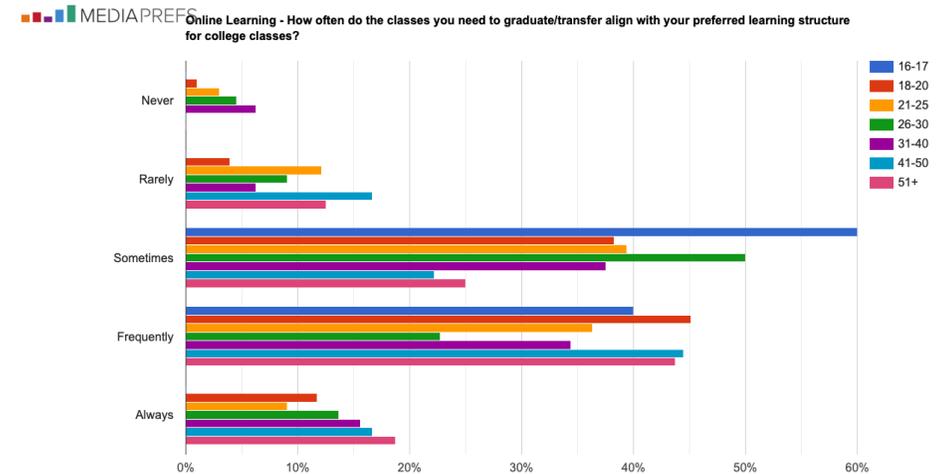
Cañada College students share that the classes they need to graduate/transfer are offered in a **variety** of ways by the college, from 100% in person to 100% online.

The **good news** is that the way classes are offered by the college aligns with students' preferred learning structure for slightly **more than half of students** (52%).

The **bad news**? Nearly **10%** of students say that the college's course offerings never or rarely align with their preferred learning structure. *What systems are in place to provide those students the support they need to keep moving forward?*

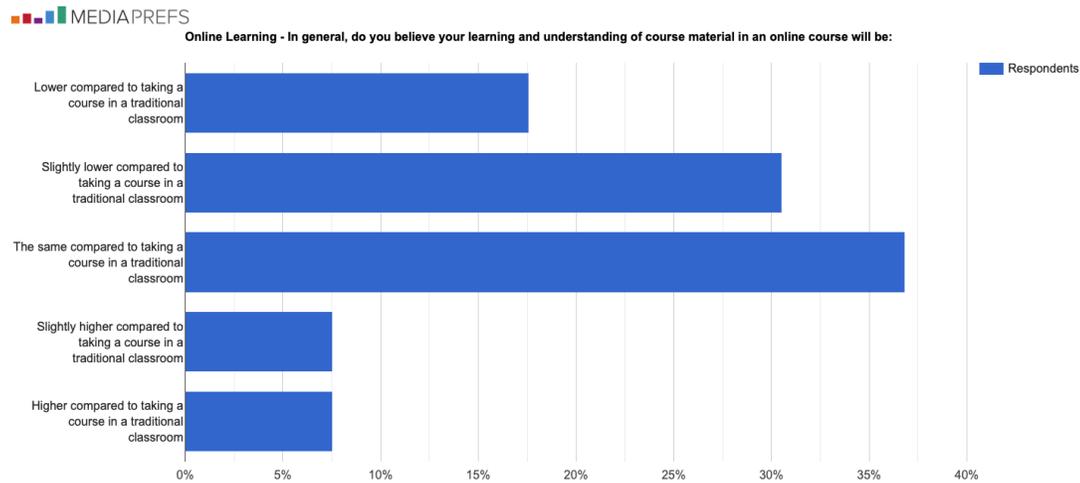


* Cañada College Classes offered, by age

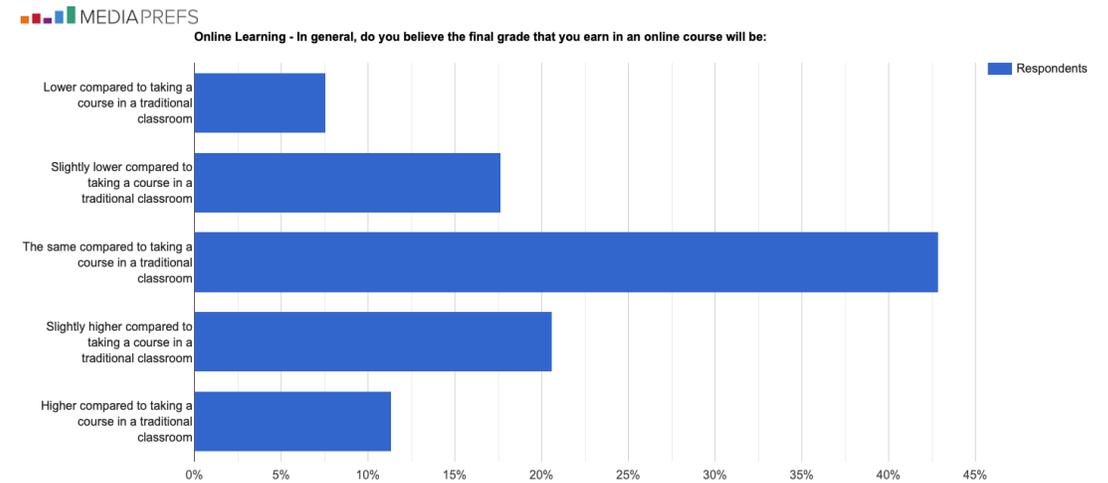


* Cañada College Classes aligned, by age

Nearly **half** (48%) of Cañada College students indicated that they believed their learning and understanding of course material in an online class would be **lower** than if they took the same course in a traditional classroom, even though they think they would end up with the same or a **slightly higher grade**.

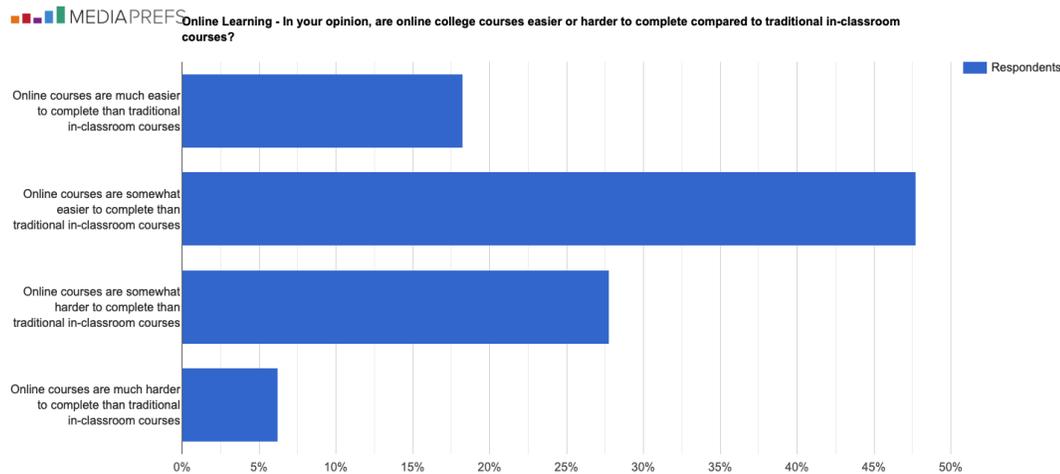


* Cañada College learning and understanding, aggregated

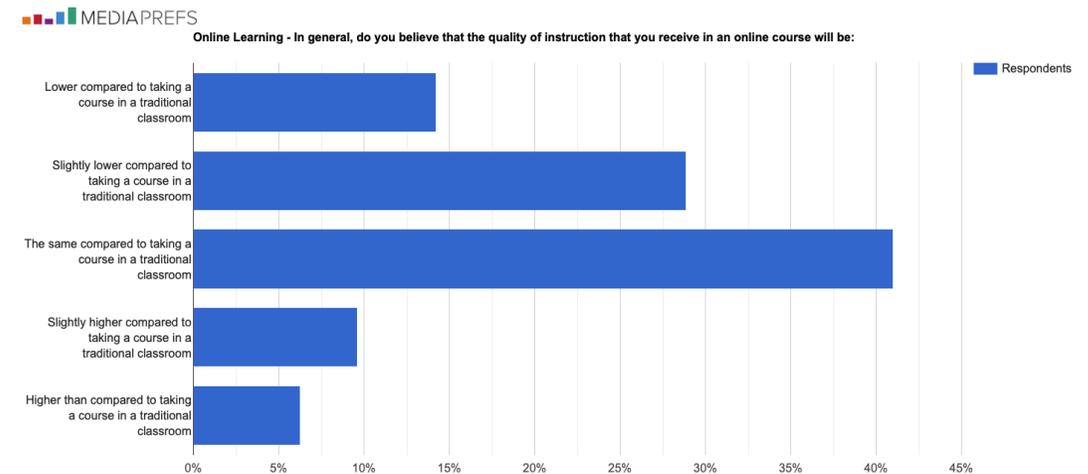


* Cañada College final grade, aggregated

Even further, Cañada College students believe that online courses are **easier** to complete than in-classroom courses, but at the cost of the **quality of instruction** received.

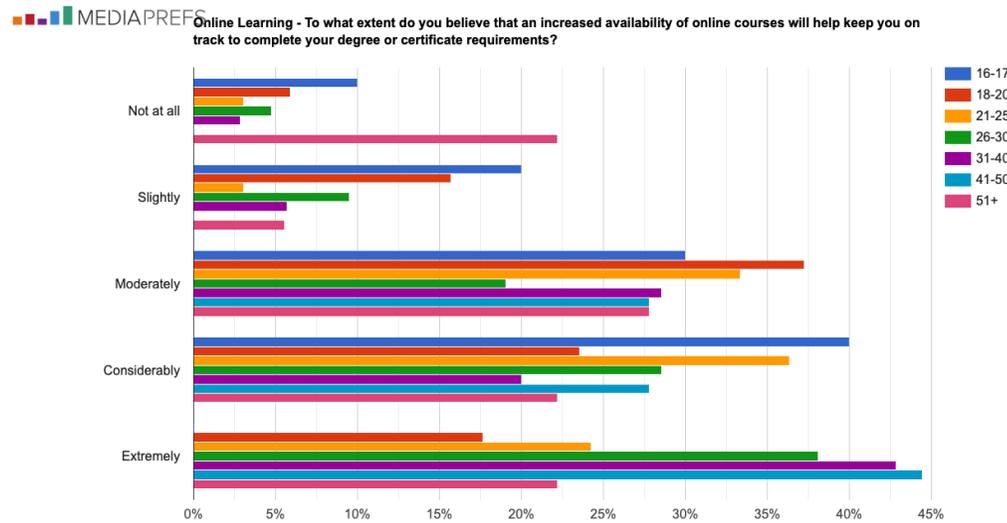


* Cañada College easier/harder to complete, aggregated

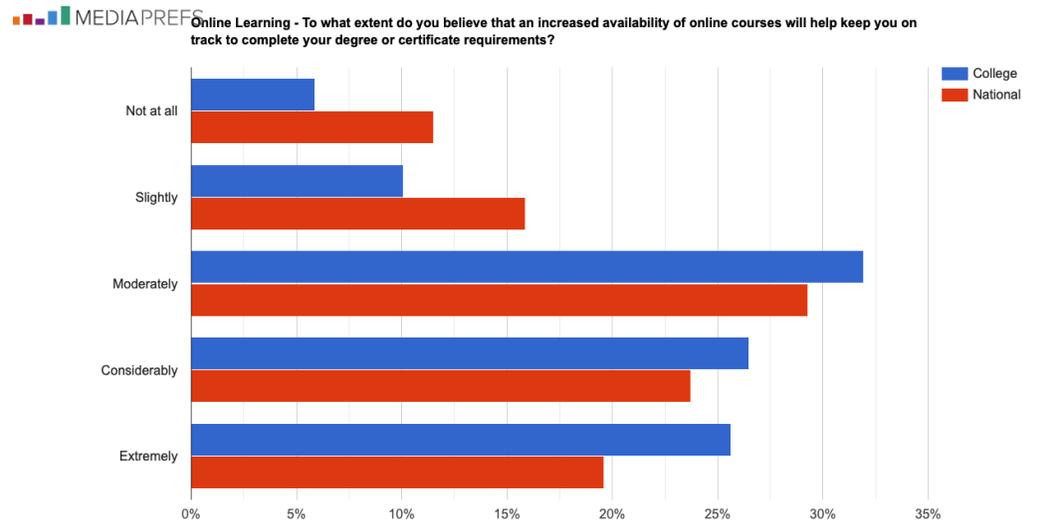


* Cañada College quality of instruction, aggregated

Cañada College students believe that an **increased availability of online courses** will help keep them **on track** to finish their degree requirements. This is especially strongly stated in the responses of students ages **26-50**. Cañada College students believe in this sentiment at a rate **stronger** than other students in California and nationwide.



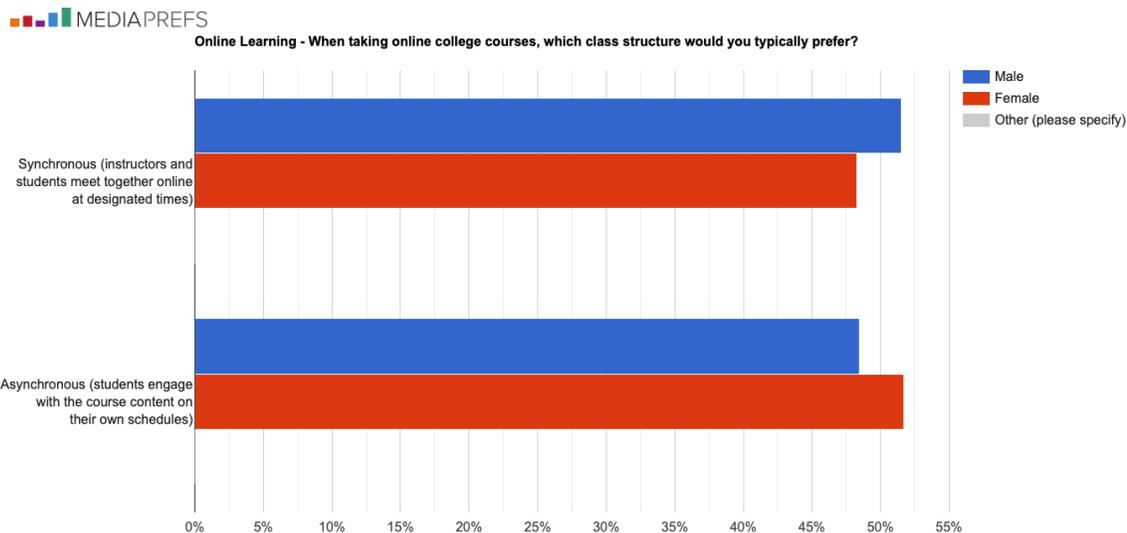
* Cañada College by age



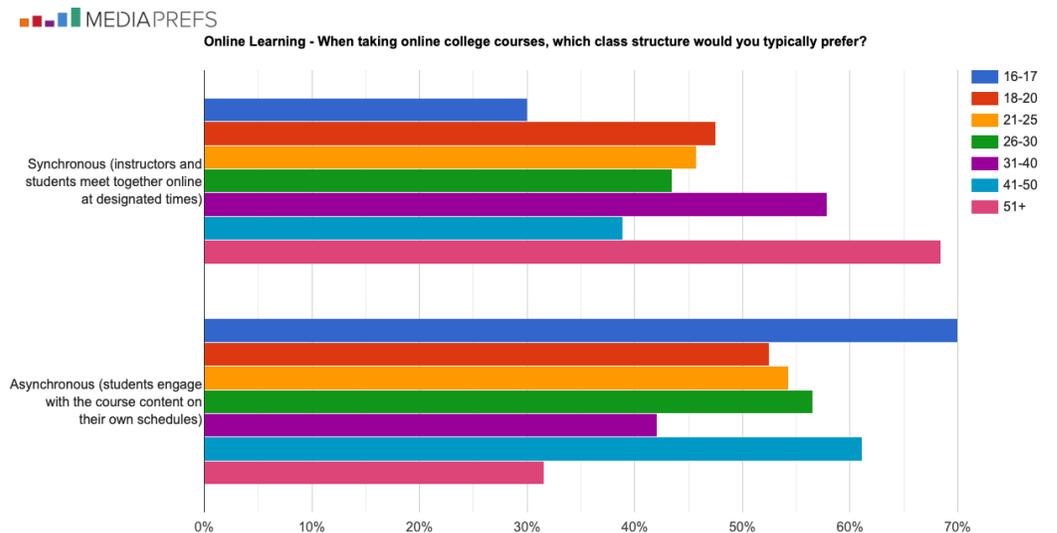
* Cañada College vs. National

When aggregated, Cañada College student preference for synchronous vs. asynchronous online courses is a **near tie** (49% to 51%, respectively). By gender, **male** students prefer **synchronous** courses slightly more than female students.

By age, we see the strongest support for **synchronous** learning from those students age **51+**, and the strongest support for **asynchronous** learning from those students ages **16-17** (but be mindful of small sample sizes).



* Cañada College by gender



* Cañada College by age

“ I realize as the pandemic is tapering off that there's a drive to get back to in-person classes. For me, I would like to see more classes offered online, but now it seems there are less and less. Ideally, in-person classrooms could be **set up with recording equipment** so that **every class** can be both online and in person, so there are less limitations.”

“ Have **optional meetings** with students online. It's lonely!”

“ I'm not currently in an online class, but I have taken some in the past. My biggest challenge is being engaged — too easy to be interrupted or distracted online. I'd **encourage small classes or small groups** within the larger class in order to help students be connected with others.”

“ What I appreciate about online courses is how the **lectures are recorded and come with subtitles**. As someone who has a hard time hearing or doesn't understand the first time, repeating the video can be very helpful.”



“ The only major detractor present in online courses for me is the **lack of laboratory and/or other hands-on experience**. Other opportunities for this experience is vital to preserving the value of any online learning experience.”

“ **Have the teachers use the same platforms** to at least give assignment updates. Something that is very confusing at times is having to **check three different platforms for assignment due dates**, when Canvas is much easier to keep track of everything.”

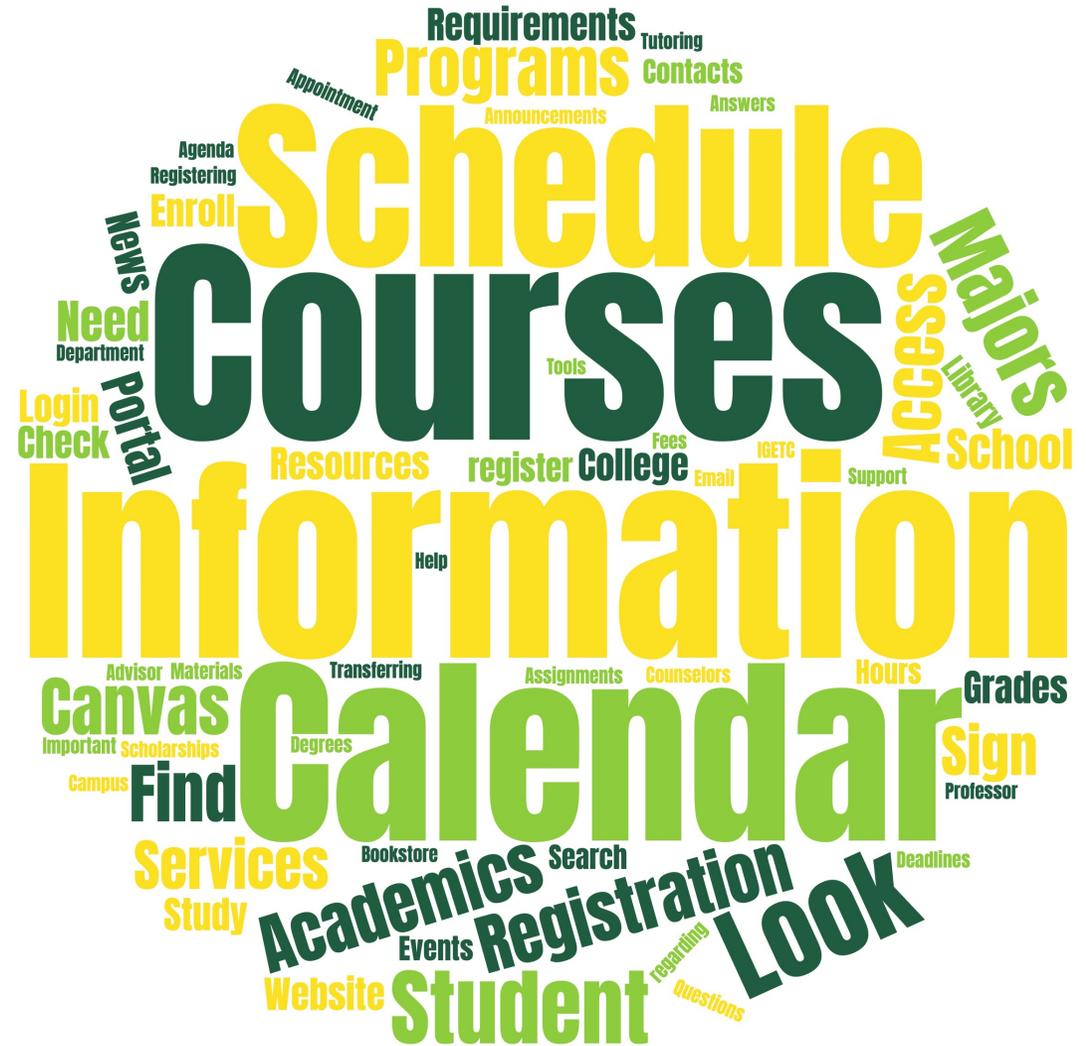
“ Personally, I struggle to stay focused while taking online class, because I get distracted easily. However, online classes have advantages and I think it can benefit a lot of people. It opened up chances to a lot of people be able to attend college. To make my online learning experience better for me, I'd like for most online classes to be recorded and **have more interactions between students and teachers**.”



Website Importance

A college's **website** is a critical channel for communication, and students access it for a variety of reasons. Some **top responses** include:

- Seeking information about courses, schedules, programs, and availability
- Finding a phone number or student services information
- Registering for classes
- Viewing the academic, event, and athletic calendar
- Accessing student tools like Canvas and WebSMART



When asked what types of information are **critical** for Cañada College to maintain on their **website**, students said:

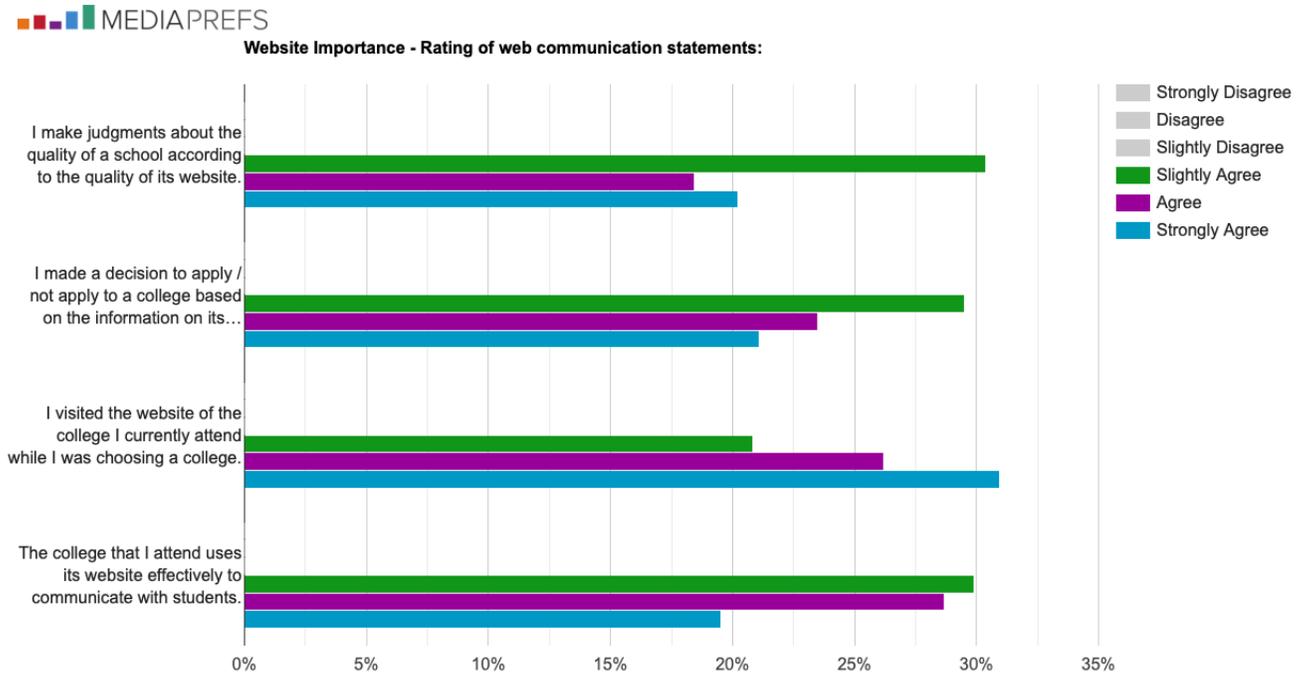
- Course schedule, registration, and payment information
- Calendar with important dates, updated frequently
- Financial aid topics and scholarship information
- Accurate contact information and available hours for student services
- Helpful search features and easy navigation to find things quickly



Cañada College's website helps to tell its story and can be a big factor in converting prospective students.

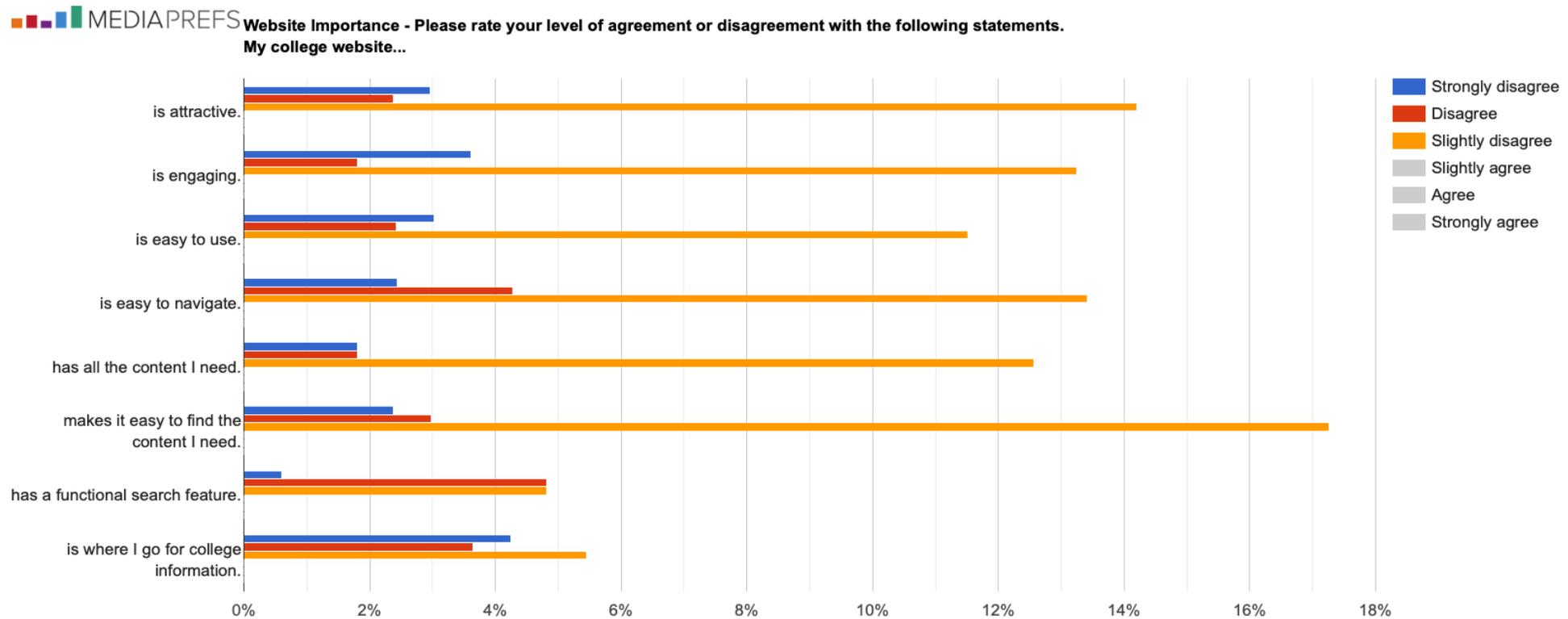
78% of Cañada College students visited the website during the decision-making stage (*81% nationally*), and **69% made judgments** about the quality of the college based on the quality of its website (*same % nationally*).

78% of student respondents said that Cañada College uses its website **effectively** to communicate with students, which is lower than we see nationally (*83%*).



* Cañada College aggregated

In general, Cañada College students are **satisfied** with the college website, but there are a few things to note. Nearly **1 in 4** students imply that the website doesn't make it easy to find the content they need, and **1 in 5** students say the website is hard to navigate.



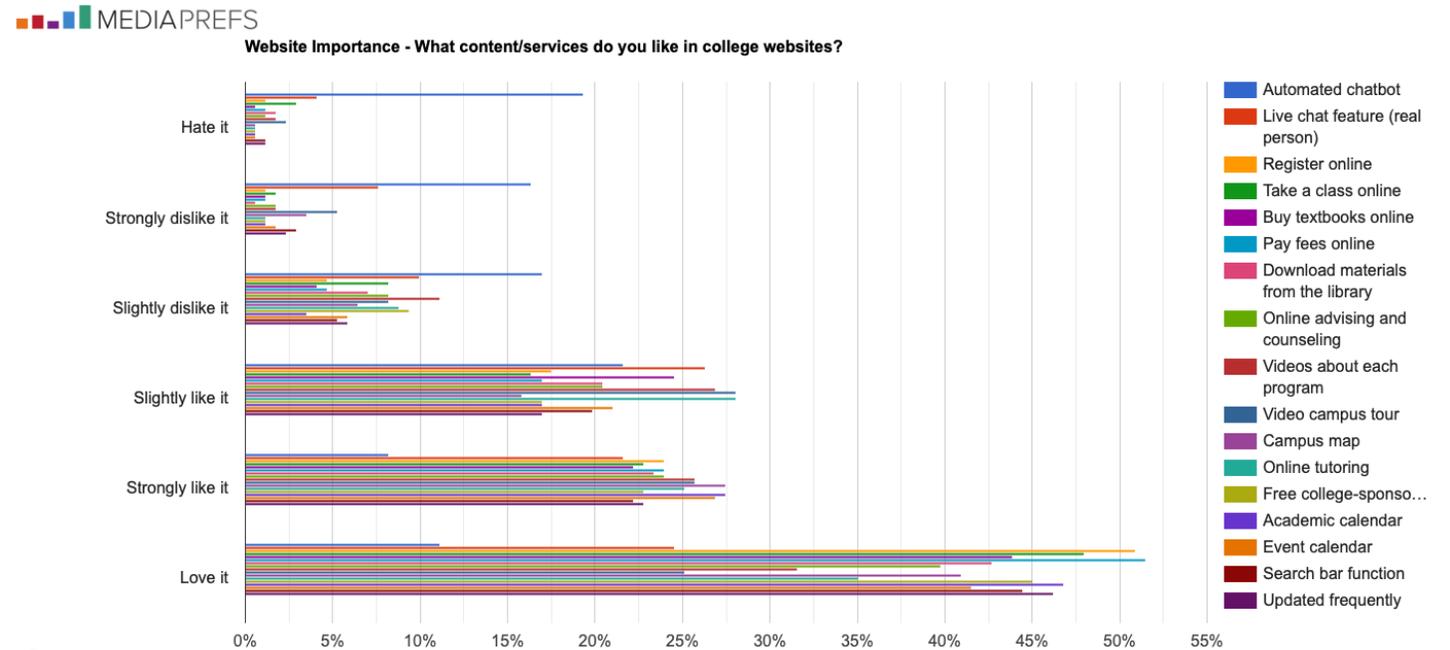
* Cañada College aggregated

Which features do Cañada College students **love** and **hate** in college websites?

Things they love:

- Ability to pay fees online
- Ability to register online
- Ability to take classes online
- Ability to view the academic calendar
- Websites that are updated frequently

Cañada College least like **automated chatbots**, capturing 53% of the hate.



* Cañada College aggregated



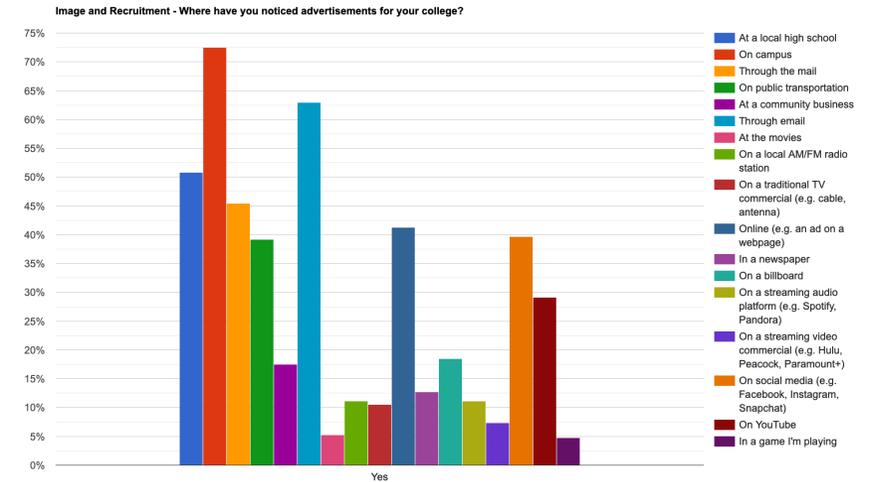
College Image

Cañada College students see advertisements promoting their college in a variety of locations.

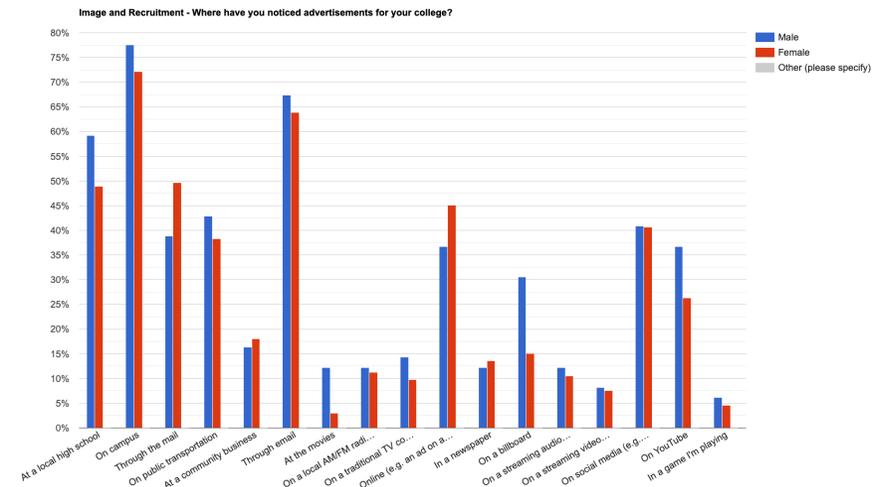
The most common locations are:

- On campus
- Through email
- At a local high school
- Through the mail

Female Cañada College students may be more likely to notice **direct mail** and **online** ads, while **male** students are more likely to notice ads on a **billboard** or on **YouTube**.



* Cañada College aggregate

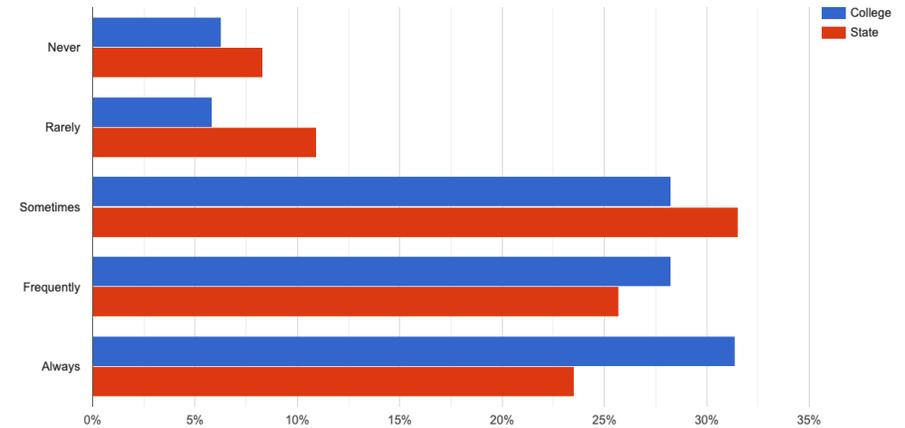


* Cañada College by gender

60% of Cañada College students say that they **frequently** or **always** recommend their college to their family or friends. This is great news, as word of mouth can be an excellent tool to boost recruitment and improve the college image.

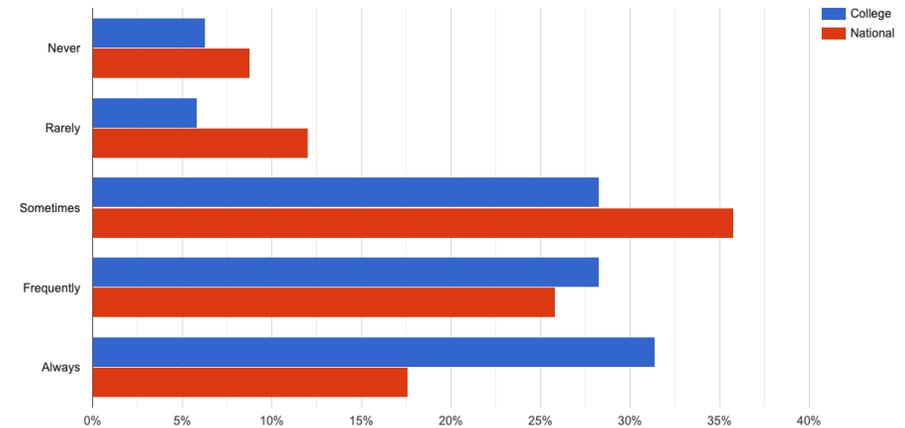
This percentage places Cañada College students **higher** than others in California (49%) and nationwide (43%).

Image and Recruitment - How often do you recommend your college to family or friends?



* Cañada College vs. state

Image and Recruitment - How often do you recommend your college to family or friends?



* Cañada College vs. National

“**Yes.** The education quality is **astounding** without having to pay hefty college tuition fees. Plus, the support and resources we're getting is **top notch.**”

“**Yes and no.** Yes, because I am getting **almost a free education** along with a lot of support from program advisors. No, because of **the idea that community college is not as great as a four-year university.**”

“**Yes,** it's important to me because I want to let them know that education is important for everybody, and **it does not matter when you start to do it.**”



“**I'm not necessarily proud** of going to Cañada but I am glad I did and would recommend it because it is cheap and a good education.”

“**I am only using this college to transfer** to university, so I'm not really proud or ashamed. Just indifferent.”

“**Absolutely.** This is something that makes me feel proud because **school is not easy.** Plus, now that I have a better education it makes me understand the significance of obtaining an education. Once I obtain my education, I can make change to **motivate other people** to attempt Cañada, Skyline, and San Mateo.”

“**Yes.** RadTech is a very hard program to get into. **I am proud to be a part of it.**”

“**No,** because at my age, I should have my degree already.”



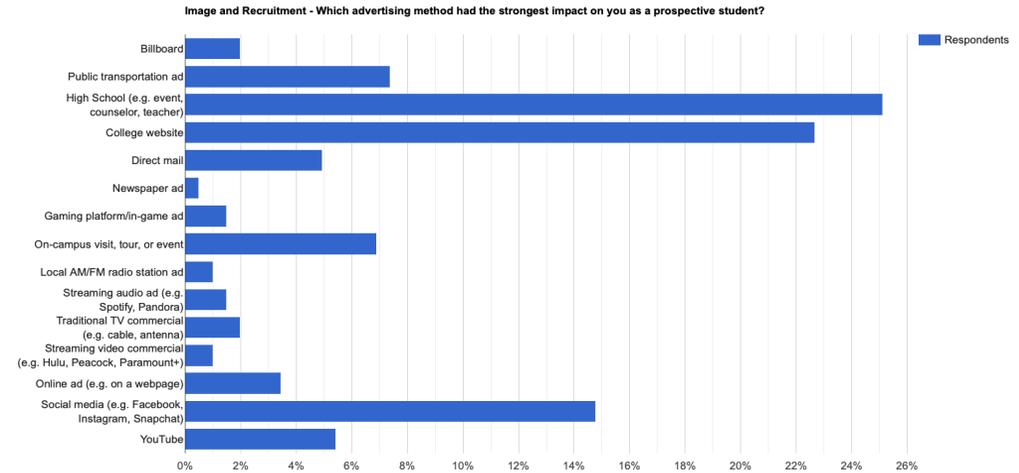
Recruitment

Certain advertising methods have proven to have a **stronger impact** on Cañada College students than others.

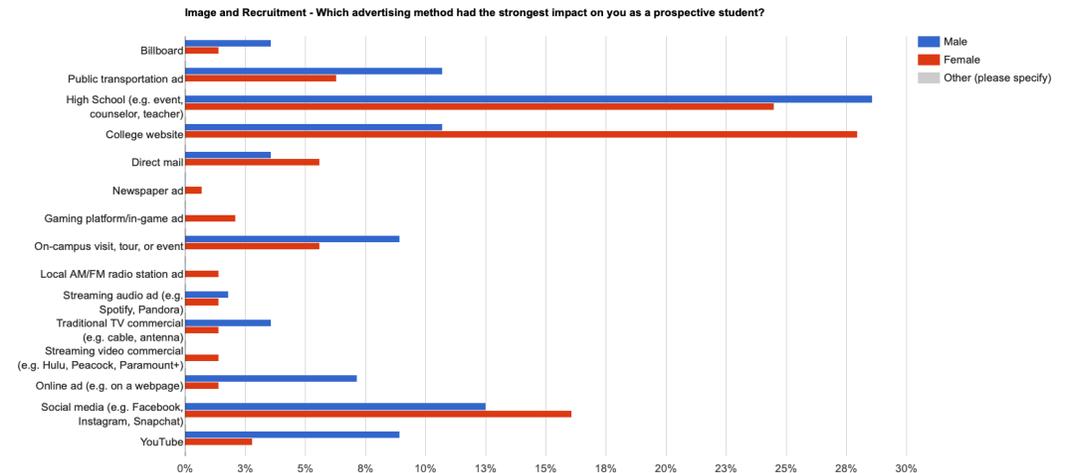
When aggregated, the **top three** are:

- High school (*event, counselor, teacher*)
- College website
- Social media (*Facebook, Instagram, Snapchat*)

When viewed by gender, the college website and social media have a much stronger impact on **female** students, while public transit ads and on-campus events (*among others*) have a stronger impact on **male** students.



* Cañada College aggregated



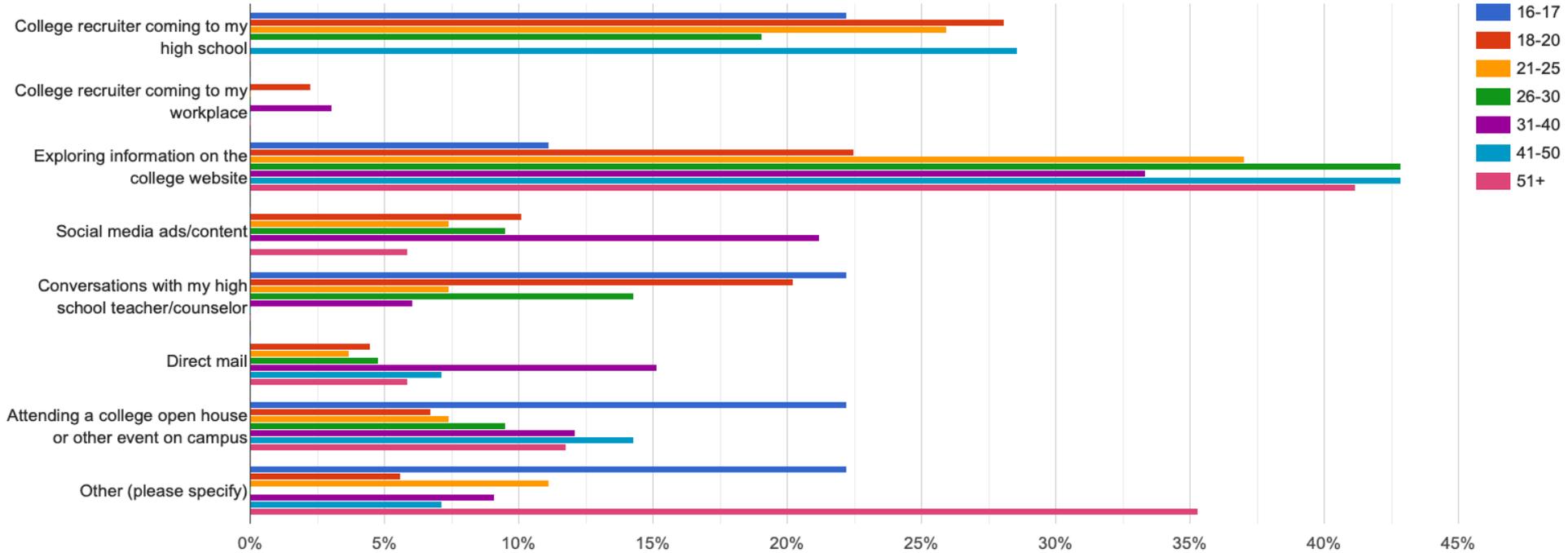
* Cañada College by gender



The amount of impact a recruitment strategy might have on a student likely depends on the **stage of life** they're currently in. When asked, **younger** students emphasized the importance of **college recruiters coming to their high school** and **conversations with their high school teachers and counselors**. **Older** students found the ability to explore information on the **college website** the most impactful as a prospective student.

MEDIA PREFS

Image and Recruitment - Which recruitment strategy had the strongest impact on you as a prospective student?

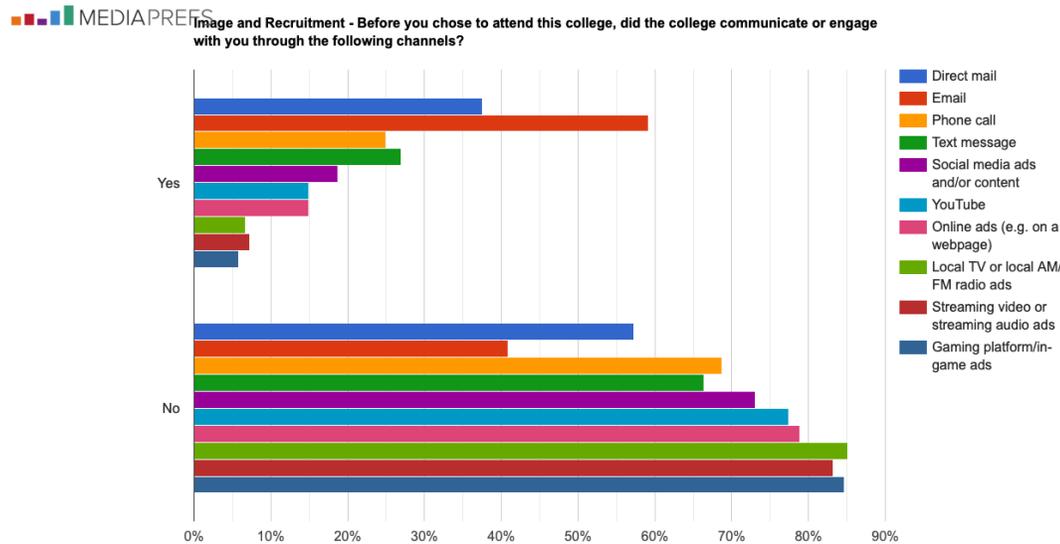


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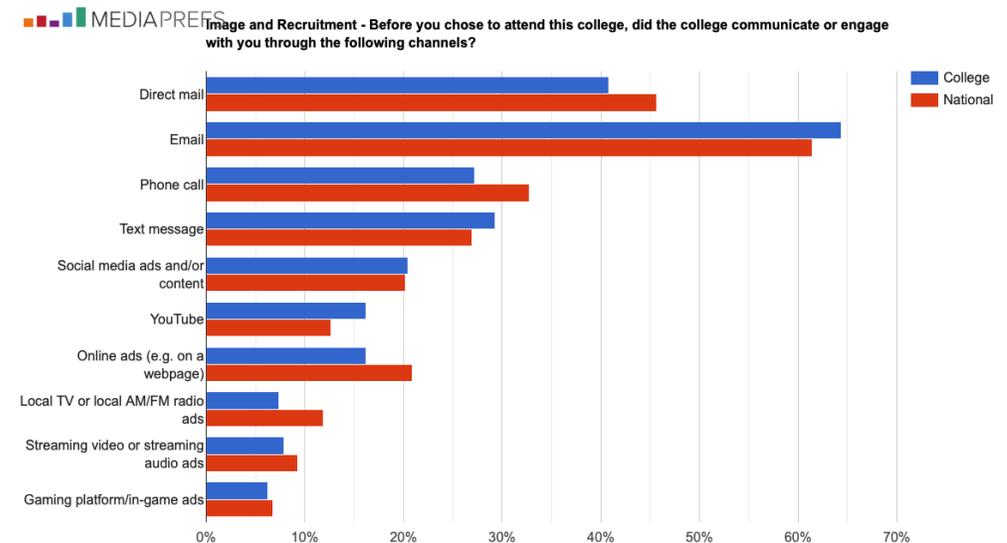
* Cañada College by age

As prospective students, **64%** said that Cañada College engaged them with **email**, and **41%** said the college engaged them with **direct mail**.

Compared to colleges nationally, Cañada College appears to utilize **email**, **text**, and **YouTube** channels to engage with students at a higher rate than others.



* Cañada College aggregated



* Cañada College vs. National

There are many factors and individuals that influence a potential student's decision to attend college. For Cañada College students, **key influential individuals** are outlined below for two key demographics.

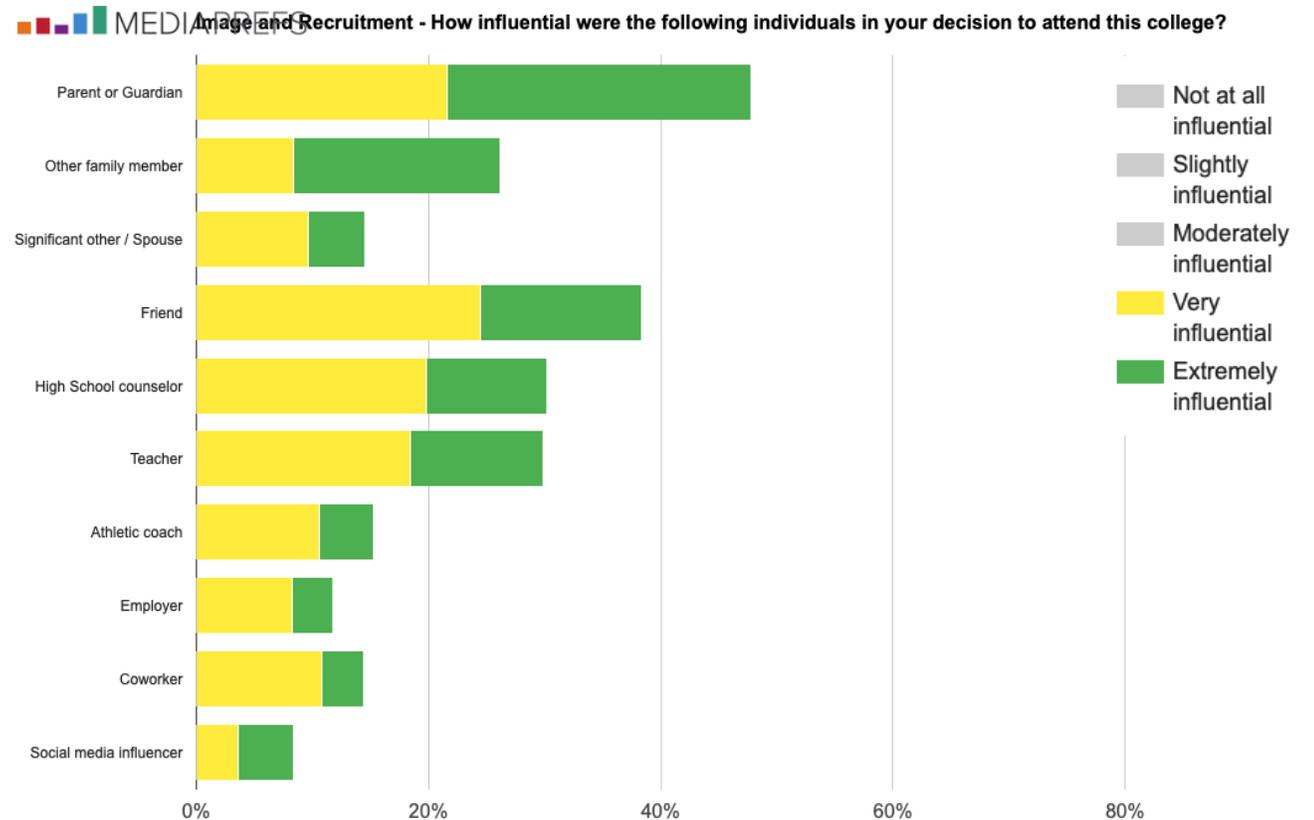
18-20

1. Parent/guardian
2. Friend
3. High school counselor

21-25

1. Parent/guardian
2. Other family member
3. Significant other/spouse

The influence of **friends** plays a higher role in Cañada College's data than we typically see nationally.



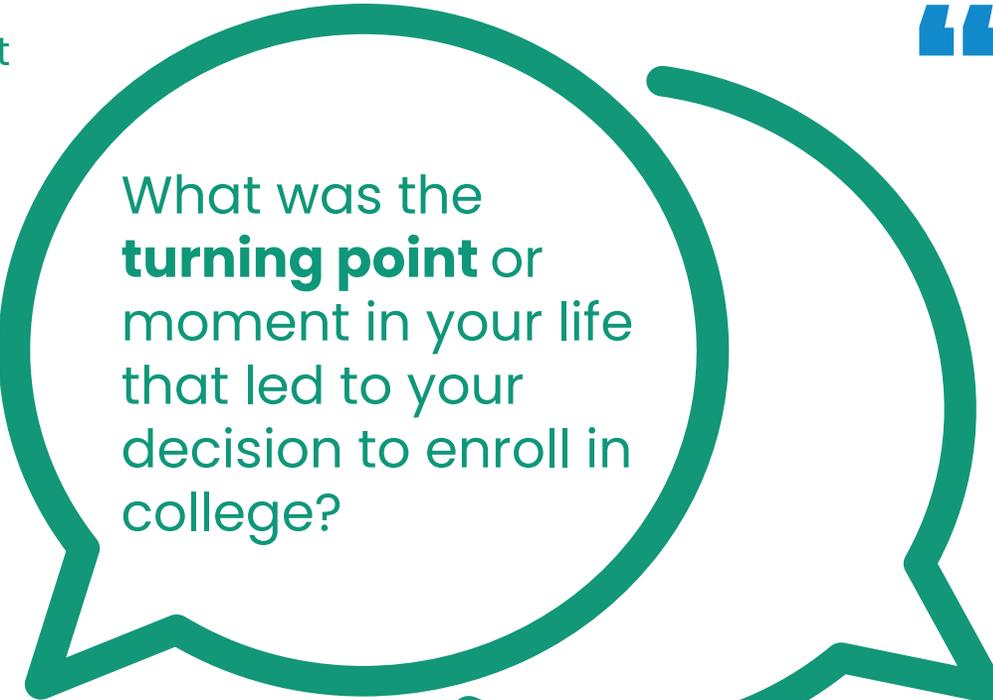
* Cañada College ages 18-20

“ A professor in Sequoia Adult School encouraged me to continue my studies **even when I felt too old to attend to college.**”

“ I realized that my grades had not been up to par, so **I wanted a chance to take school seriously** and to also **save my parents enough money** to send my younger brother to university.”

“ I returned to Cañada 28 years after earning my AS degree due to a **change in circumstances.** Health problems meant that I could not continue in my former career and while I had an idea of where I wanted to go, I needed to complete prerequisite courses and see if I was actually capable of doing it. **Cañada provided a safe and comfortable environment** in which to do that.”

“ As a mother of five kids, **I have dreamed of one day finally being able to pursue my education.** After so many setbacks and life's hardships, in raising kids who suffer mental health issues and being their main provider — everything I've endured thus far has led me to where I am today.”



What was the **turning point** or moment in your life that led to your decision to enroll in college?

“ When I found out that Cañada College offered instruction using the software I use in business, **I knew this was a wonderful option.**”

“ I was very interested in the Radiology Tech program. **I heard it was one of the best in the Bay Area.**”

“ **The pandemic** made me want to go back to school and pursue a career in the medical field.”

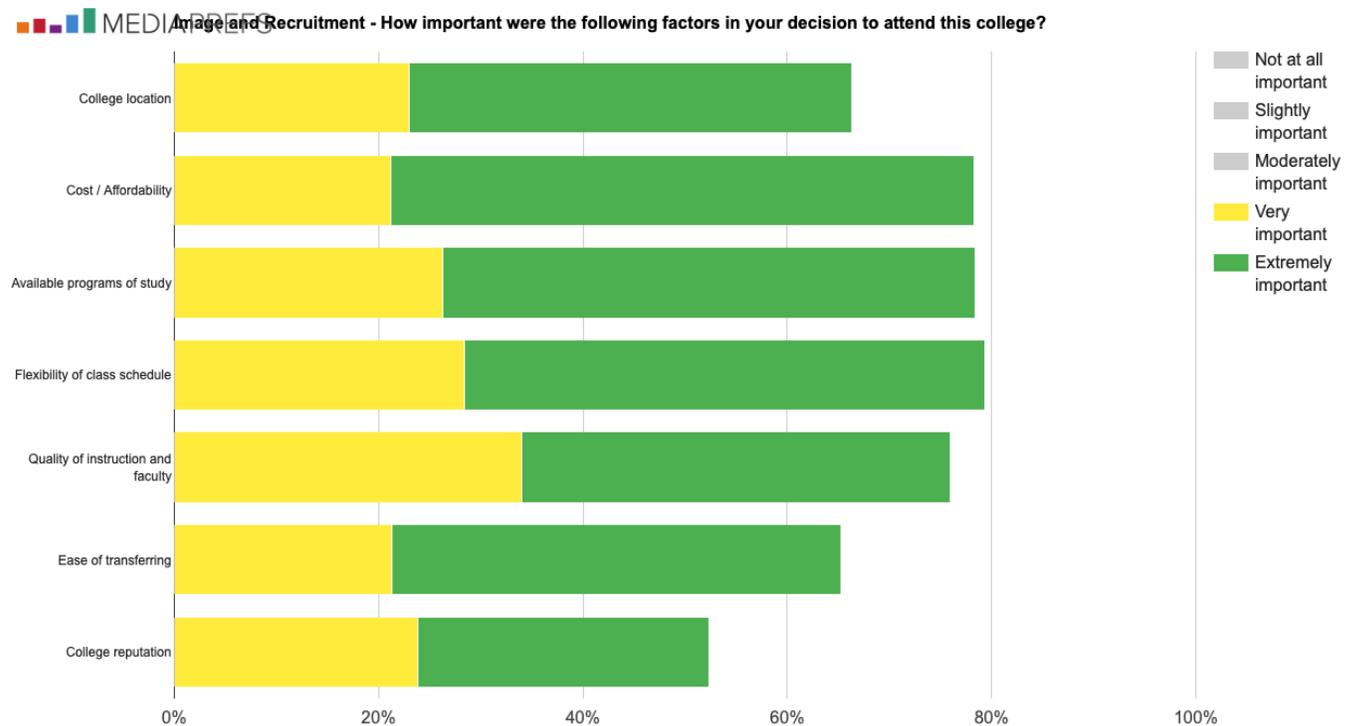
“ I grew up in foster care and **want to make a difference** in my community.”

“ The moment I visited, **I liked the campus** and especially its location by the forest.”

When aggregated, Cañada College students identified the **three most important factors** in their decision to attend their college as:

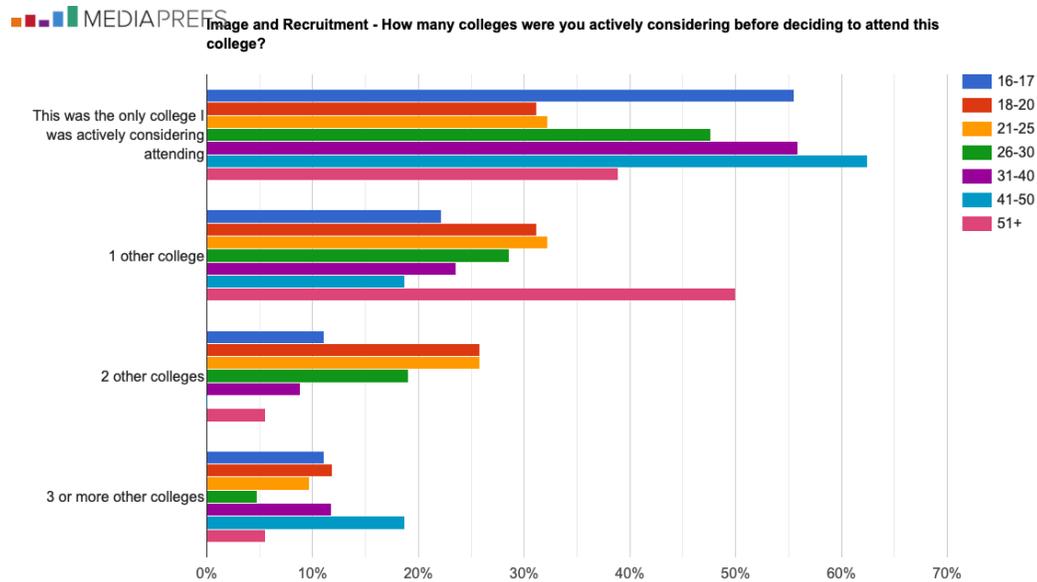
1. Flexibility of class schedule
2. Cost/affordability
3. Available programs of study

Flexibility proved to be essential for students during the pandemic and continues to be critical afterward.

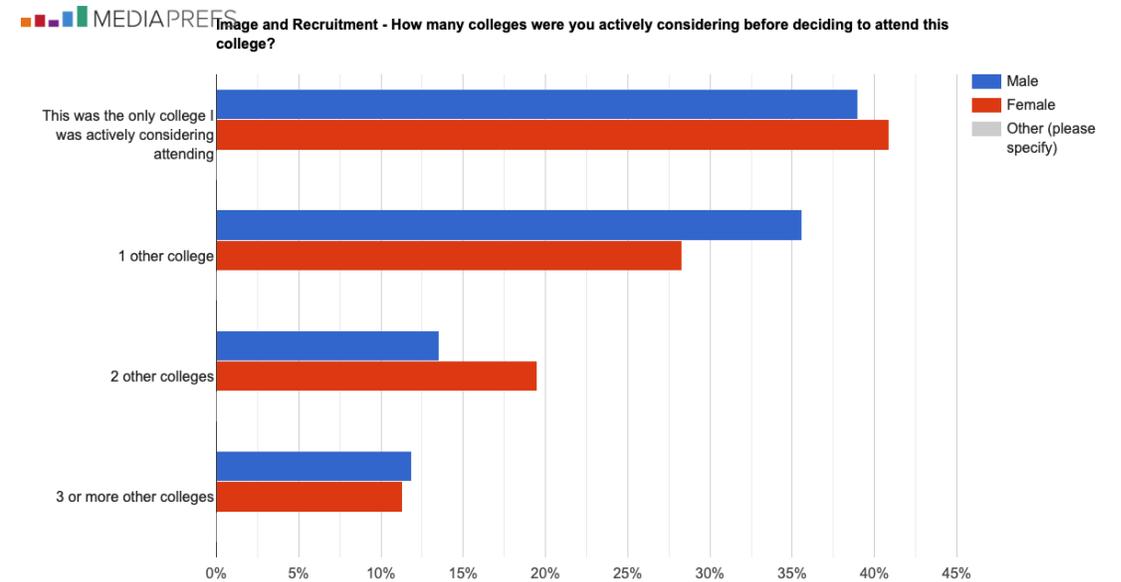


* Cañada College aggregated

As prospective students at Cañada College, those ages **18-25** were **actively considering more college options** than those of other ages. Additionally, **male** prospective students were actively considering more college options compared to female prospective students.



* Cañada College by age



* Cañada College by gender

““ Most people in my class are older folks, not fresh out of high school. Many like me come from abroad and have absolutely no idea how college works over here. There is a big body of assumed knowledge about how college works that is missing for us friendly foreigners and is not spelled out on the website. When do classes open for enrollment? What's a major? Can I take one class, or do I have to sign up for a whole program? Really basic stuff, I could not easily find answers to. So — please **don't assume we know all this USA-specific college jargon.**”

““ Most of them (not me) have no idea what they want to do with their lives. They should **stress the General Education** (core classes) part of an AA or AS degree, **BEFORE** trying to get them to enroll in classes for a major.”

““ Potential **students come in all shapes and sizes.** Do not fall into the trap of trying to attract one segment of the population for fear of alienating one or many others. I was a forty-eight-year-old returning student. While not necessarily normal, it isn't abnormal either. **Education should be for everyone.**”



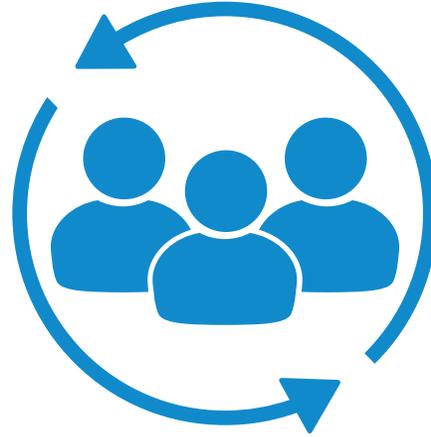
““ **We don't know what questions to ask,** so just ask students already at the college what they wish they had known.”

““ They want to have **flexibility** in their schedule, it is a **cheaper** option, and the **classes are good.**”

““ That **they all have different reasons and motivations for attending school.** They should also be recruiting students for certificates that **will get them good jobs** (the trades) instead of trying to track everyone into programs to transfer into four-year degree programs, which are not necessary for most students to succeed.”

““ We're afraid of the cost! **Offering opportunities to help pay for classes** is the first step to engaging with potential students.”

““ **Your major may switch around.** Explain their own experience. Good for students to know that if they want to pursue general ed or want to figure out what they want out of college, it's best to choose community college.”



Retention

“ I was afraid about **how to pay** for my education.”

“ I'm an international student. At the beginning I found it hard to speak to the people I needed to speak to better understand the **steps to get a visa** or apply to this college.”

“ Understanding how it all worked. I started college back in 1978 ... so things were different back then. But today, **every single person gets catered to (except older people)** to join college classes.”

“ **Creating my first appointment with a counselor** was somewhat confusing. I was very unsure if I was completing all the steps in order and correctly to enroll.”



“ **Talking to people!** I hate it so much. They take a lot of time to answer and when I called, they didn't call me back.”

“ It may be confusing to some students, but **I was already enrolled through Skyline**, so it was easy.”

“ **Financial aid**, affording the cost, figuring out time for classes, and transportation.”

“ The **migration from in person to online**. I enrolled during the pandemic and so everything was online. It was hard because it usually takes a lot of time before I get replies from different departments (e.g., cashier, registrar, counseling, etc.).”

“ The application to college was **confusing** and without access to college staff for assistance.”

“ Being **undocumented** and a **first-generation student**. I had to figure it out most things by myself.”

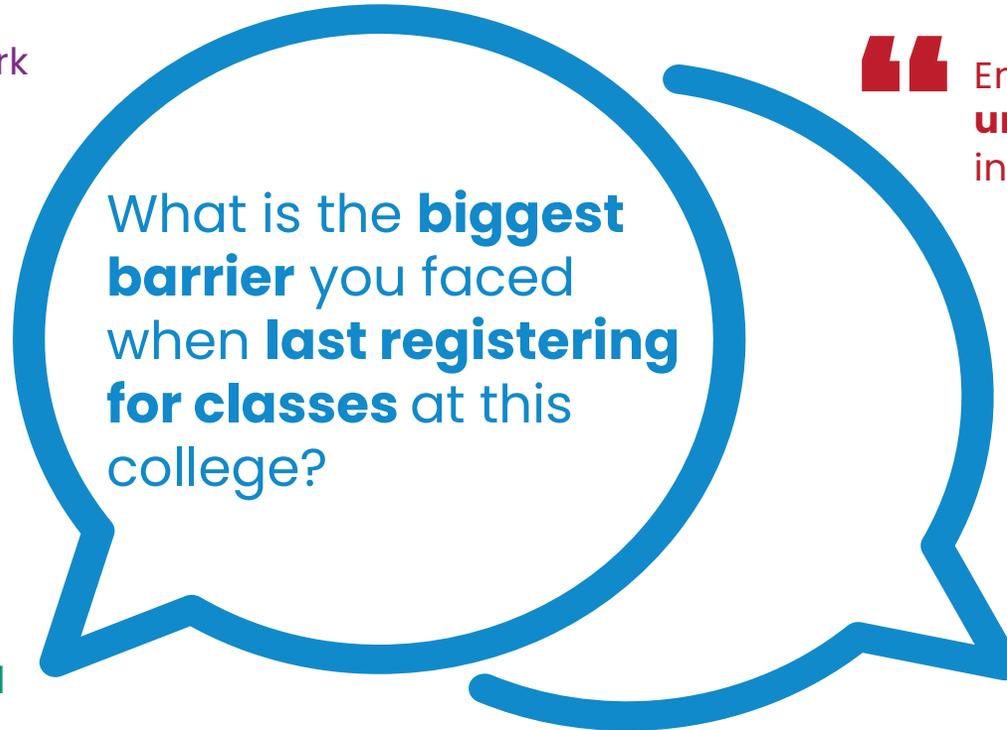
“Cañada College is **far from my house**. I must register for the online classes, but I prefer in-person.”

“**Coordinating** with my work and home schedule.”

“Finding the right class needed to **transfer** to a different college.”

“**Trying to convince them** that I already have three college degrees, and I only wanted to take the class for career enhancement. I had to **jump through hoops** and provide a huge amount of information/transcripts to show I've completed the prerequisites for this one class I'm taking. A month for approval? Really?”

“I was unsure at first what I wanted to study, so I dabbled in other areas before realizing that I wanted to focus on Data Science. Now I'm running into the 150% rule that hinders financial aid because I've taken too many classes.”



“Enrolling during the summer and **not understanding how to properly enroll** into said courses.”

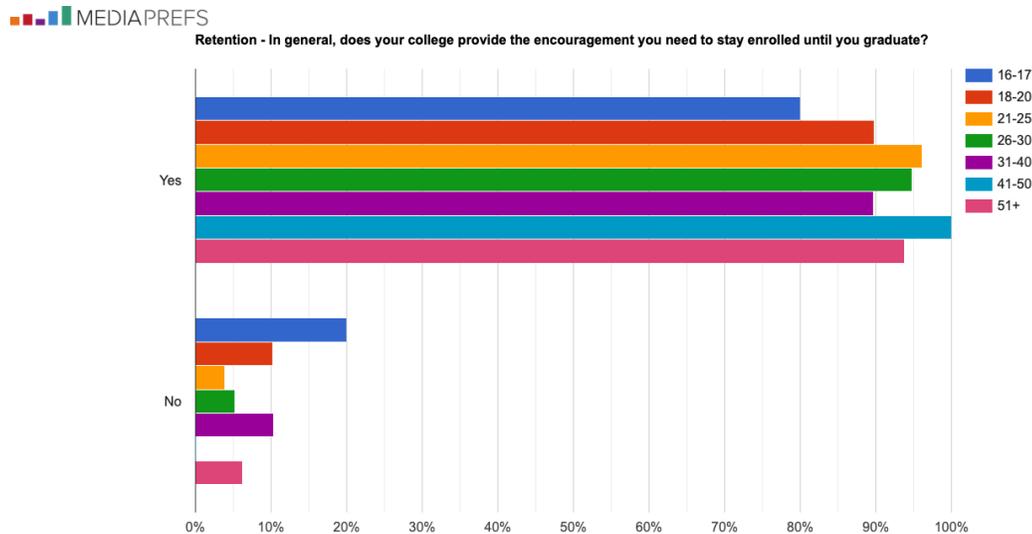
“Deciding **between** here and CSM.”

“Noticed that most of the fitness classes doesn't go with my other enrolled classes. (e.g., my physiology class runs **at the same time** as my prospective fitness class, so I had to choose another class that I'm not really interested in.)”

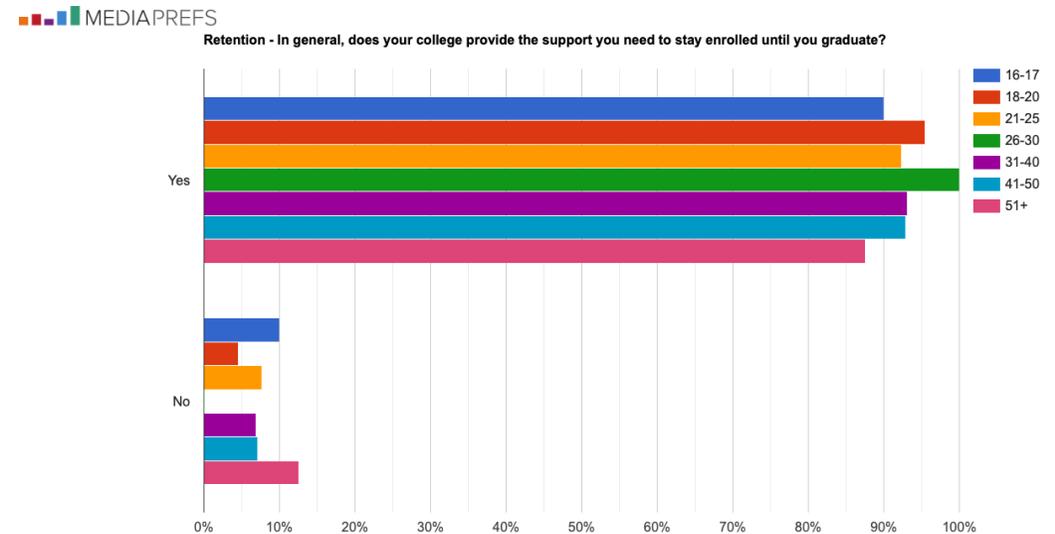
“Getting an SEP and ADA **accommodations**. I set up an appointment for SEP early so I could get priority registration, but my appointments kept getting dropped. It felt like I was doing the right thing but that wasn't working out. DRC accommodations took me six weeks to get since the office wasn't opened until the semester started. It'd be nice to have DRC office open a few weeks early to get help sorted out ahead of time.”

Support and encouragement? *Cañada College offers both in high quantities!*

Most Cañada College students overwhelmingly feel that the college provides **both** the **encouragement** and the **support** needed to keep them enrolled (*92% and 94%, respectively*). Students can always benefit from an increase of encouraging and motivational words, especially the **youngest** age group, who feels they receive less encouragement than older students.



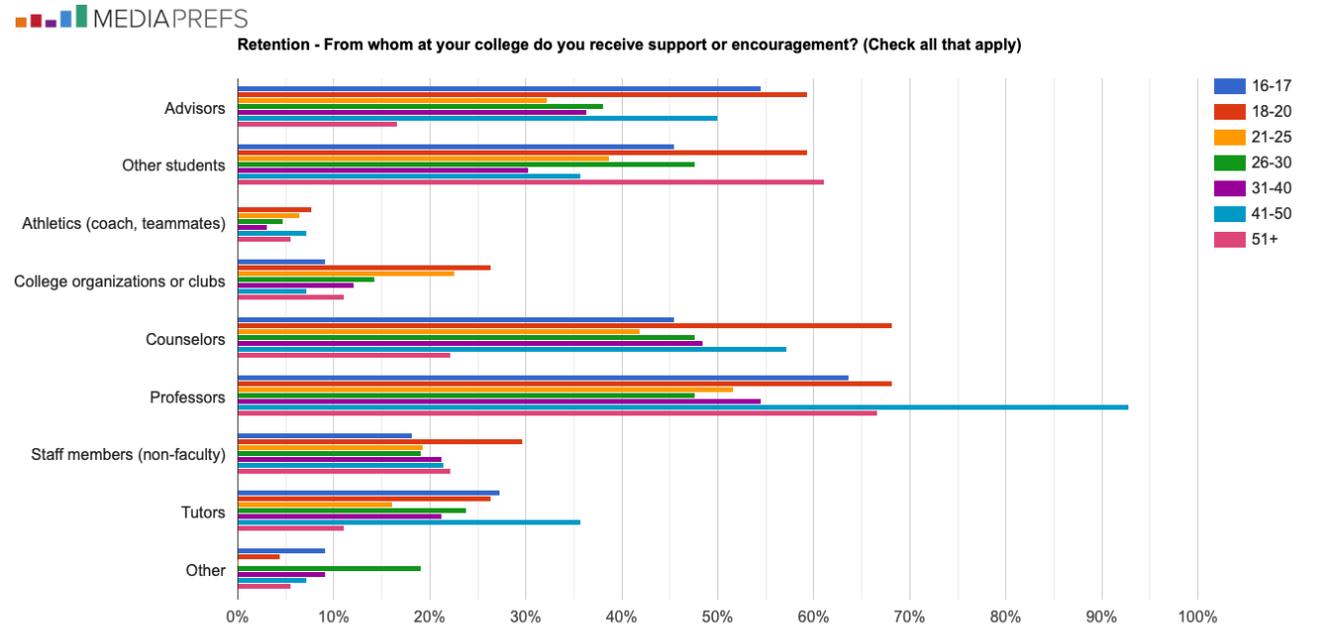
* *Cañada College encouragement by age*



* *Cañada College support by age*

Professors, counselors, advisors, and other students tend to be the primary sources of encouragement and support on a Cañada College student's educational journey.

As most colleges lose students in the highest numbers between semesters, it is important to ensure these groups **understand their vital role in retention.** A kind or encouraging message from a professor, advisor, or counselor could make or break a student's decision to continue toward graduation.



* Cañada College by age

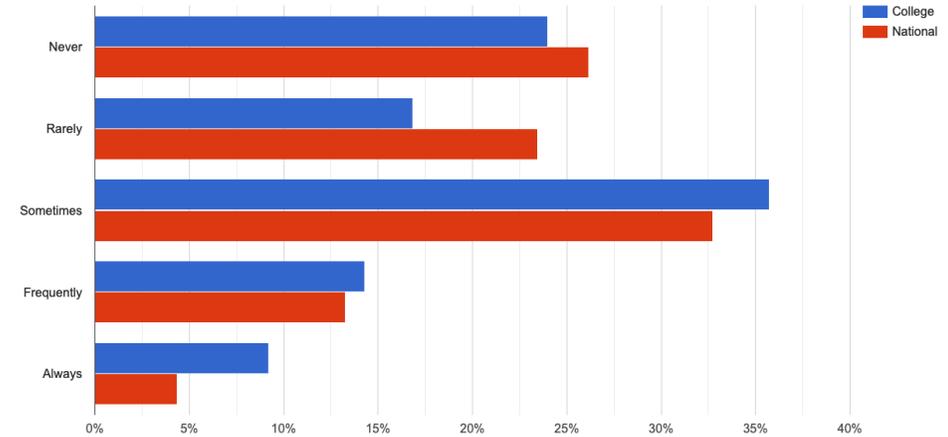
Nearly **60%** of Cañada College students agree that they receive encouraging messages from their college, at least **sometimes**. This is **slightly higher** compared to students nationally.

Students admit to receiving encouraging messages primarily via **email** and **in person**.

Are they working? Yes! Nearly **3 in 4** students said these messages are **effectively** encouraging, and they mean a great deal to female students.

MEDIAPREFS

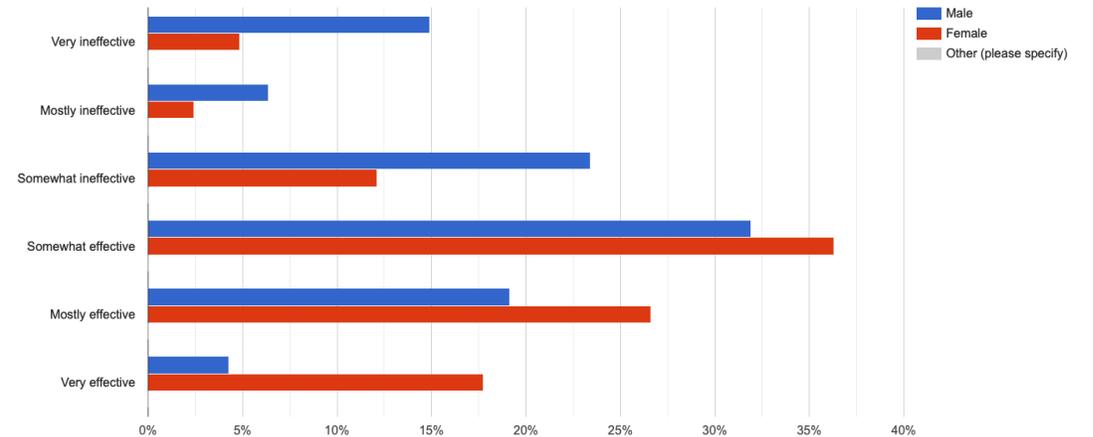
Retention - How often do you receive messages from your college encouraging you to stay enrolled until you graduate?



* Cañada College frequency of messages, vs. National

MEDIAPREFS

Retention - If you received messages of encouragement and support from your college, how effective was this effort?



* Cañada College message effectiveness, by gender

“ The **counseling** staff and more **professors**.”

“ **Promise Scholars**.”

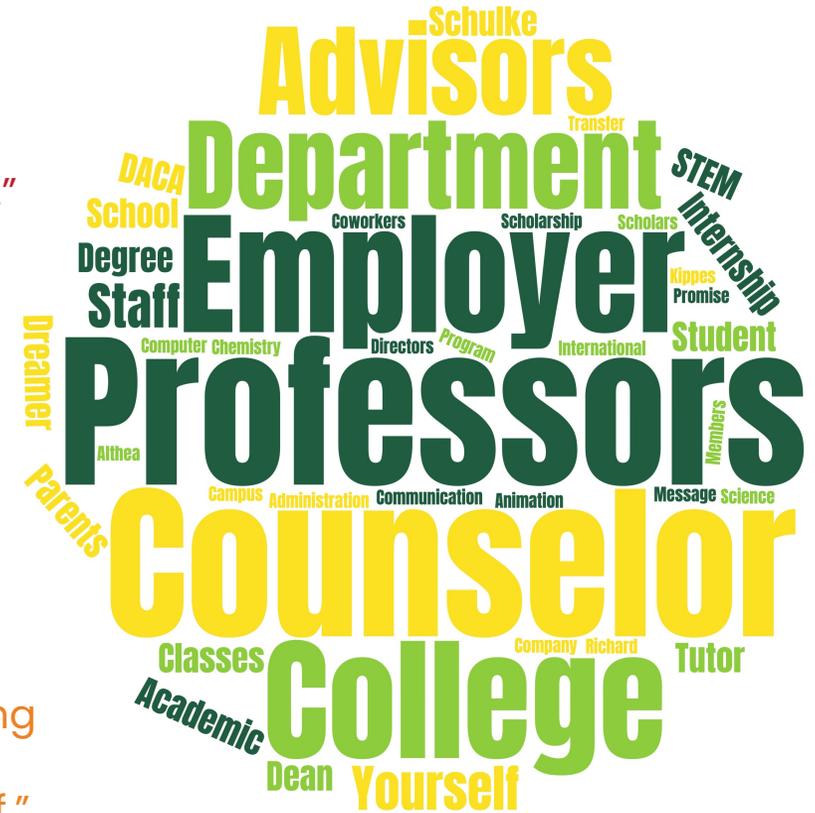
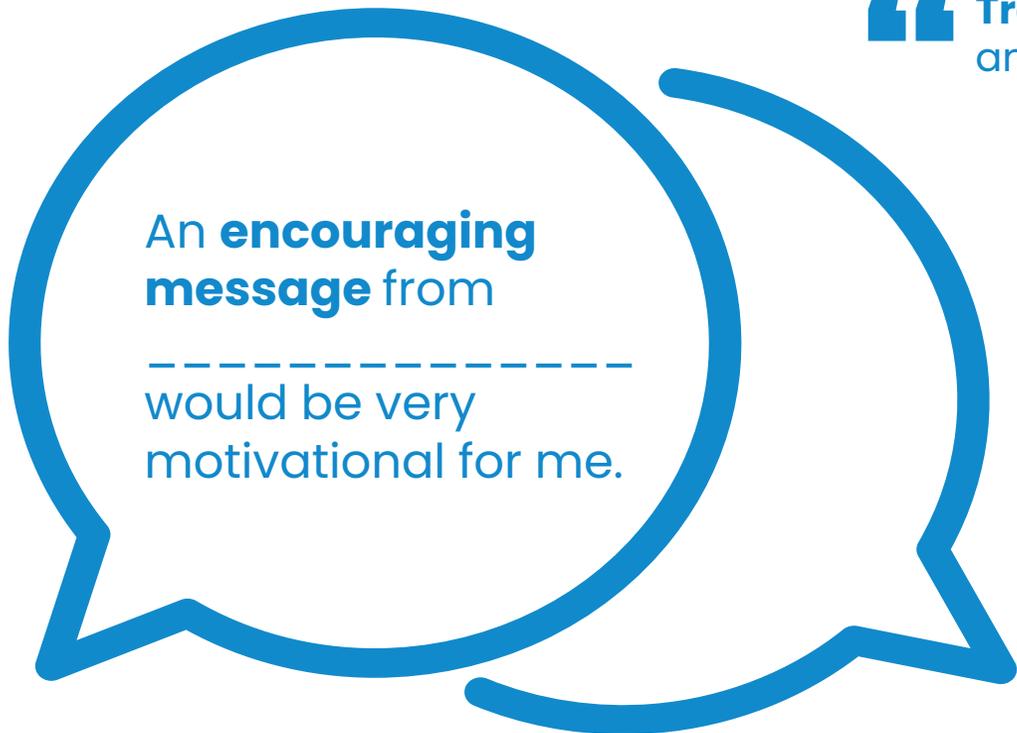
“ It's always encouraging when **staff** from the school give me a **good advice**.”

“ **Academic advising**.”

“ **Transfer department and counselors**.”

“ **Employer** or a **company** offering an internship opportunity staff.”

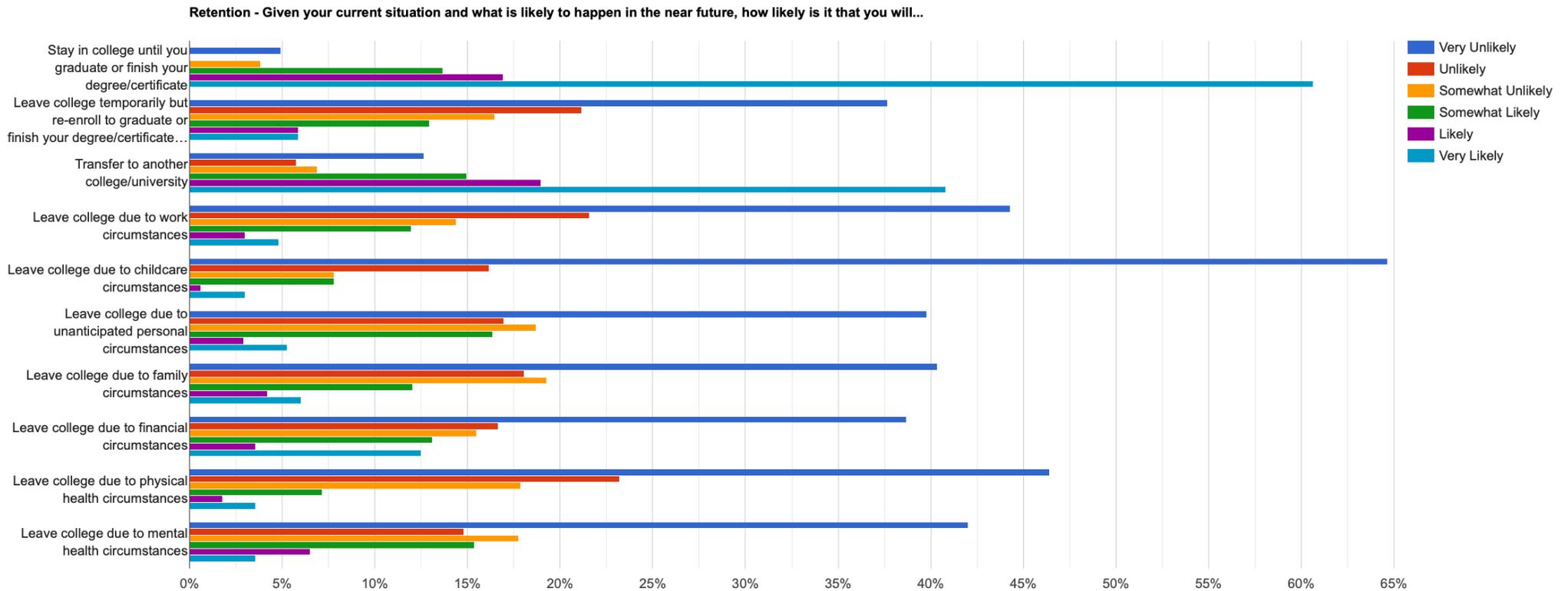
Look for callouts of departments and staff in your data!



Like other college students nationwide, Cañada College students are optimistic that they will **stay in college** until they graduate. **78%** indicated that they were “likely” or “very likely” to do so.

60% of students indicated that they were “likely” or “very likely” to **transfer** to another college or university, which is **much higher** than seen nationally (43%).

MEDIA PREFERENCES



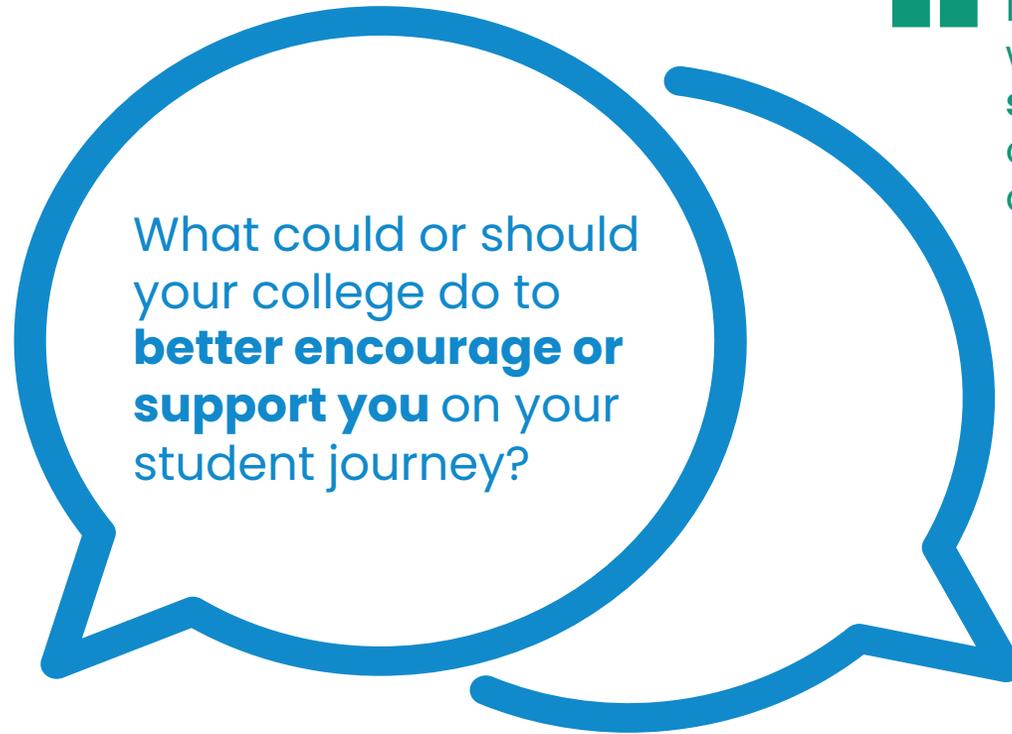
* Cañada College aggregated

“ Help make transferring easier and **show interest in colleges other than San Jose and SF.**”

“ Engage with new students to **let them know how getting a degree works.** I've met so many students who thought they only needed to complete the classes for their major. They were shocked to find out you also need General Education classes complete to get your degree.”

“ **Increase the reliability of counselor support** in planning towards future goals and outlets that are outside of normal/direct pathways.”

“ Be aware of students who change majors frequently and find out why. **Look for those who seem lost** and check to see why they are taking the classes they are taking if they don't seem linked.”



“ I am pretty encouraged, but if I wasn't, **flyers all over the campus saying 'you got this'** would be good, or professors who help you if you are doing badly in the class.”

“ I don't think I've seen **any material** encouraging me to stay in college from the college I'm attending.”

“ To **check on me frequently** to see how I'm doing and if there is any support that I need.”

“ Offer me the dignity to not be treated as a piece of glass. This is my education; **I don't need to be handheld to pursue it.** Just make the "UI" of the university as clean and accessible as possible so as not to waste student time.”

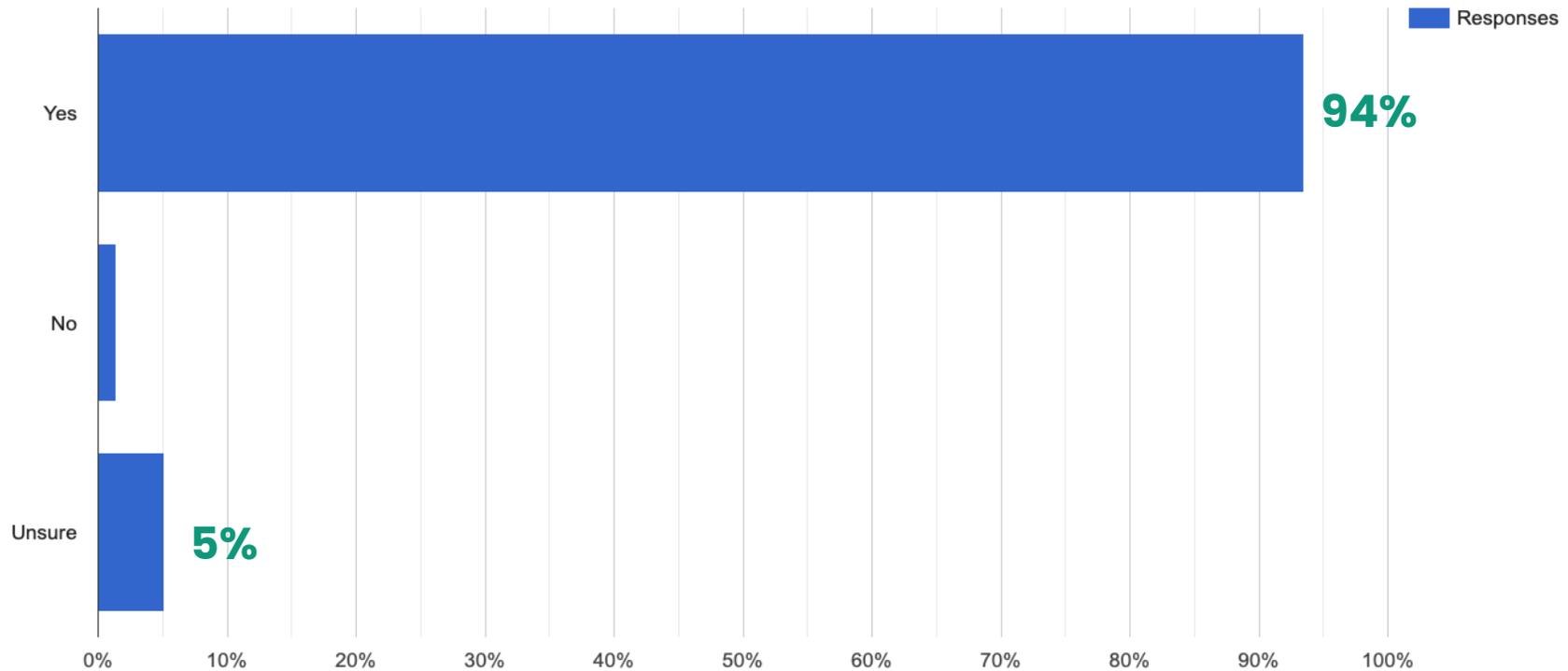
Custom Questions

Added by the California Community Colleges Chancellor's Office

94% of students agree that **helping students reach their educational goals** is important to Cañada College. Only 1.39% responded “no.”



Custom Questions - Do you think that helping more students meet their educational goals is important to your college?



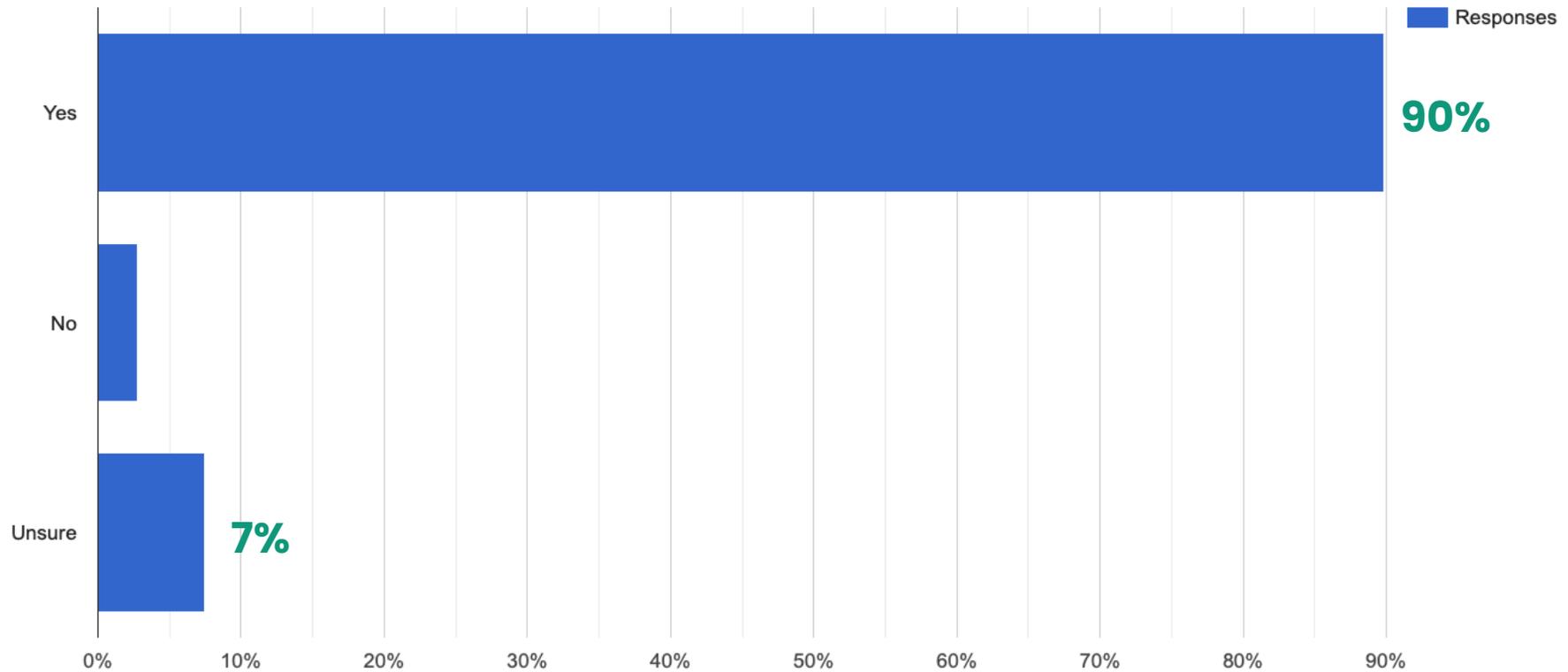
* Cañada College aggregated



90% of Cañada College students agreed that Cañada College is **committed** to providing all students **equitable opportunities to succeed**.



Custom Questions - Do you think that your college is committed to providing all students equitable opportunities to succeed?



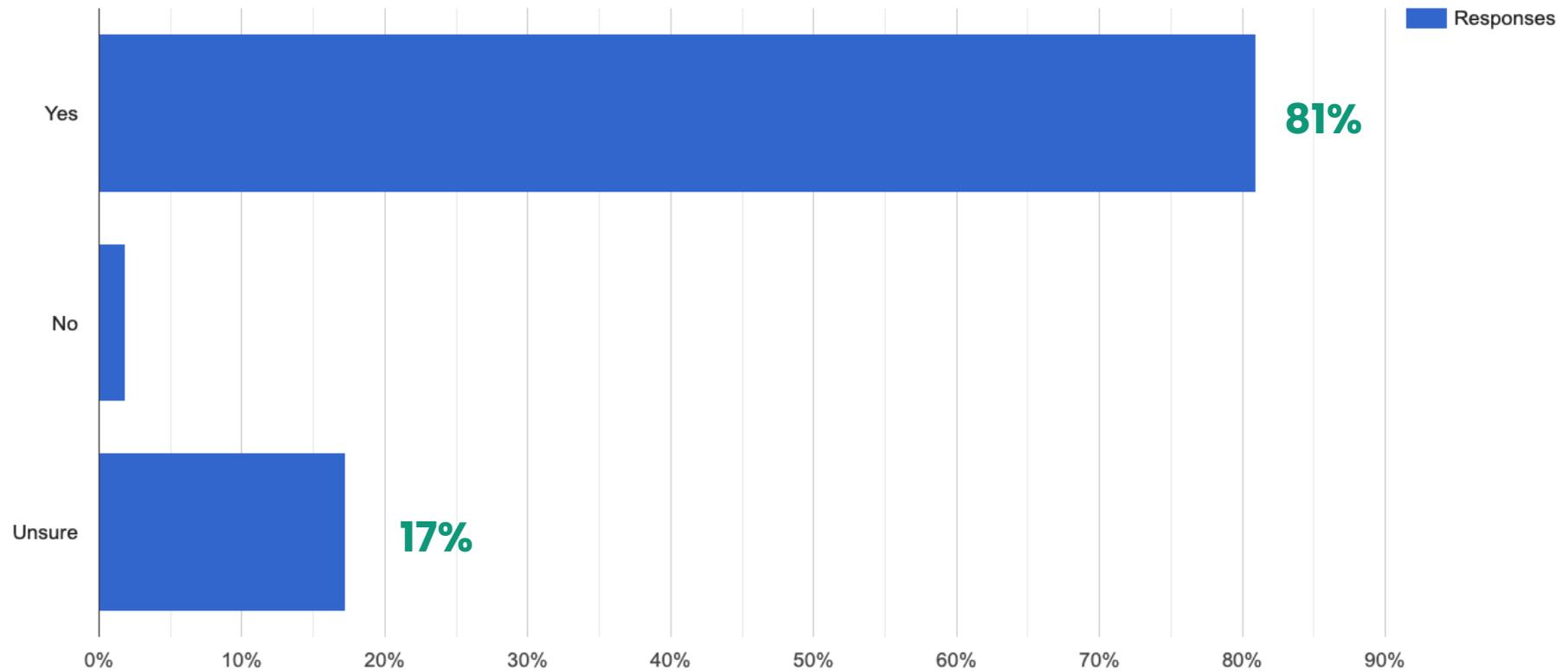
* Cañada College aggregated



81% of students think that Cañada College is working to **increase** the number of students **transferring** to UC and CSU. **17%** were **unsure** if they were doing so.

MEDIAPREFS

Custom Questions - Do you think your college is working to increase the number of students transferring to UC and CSU?

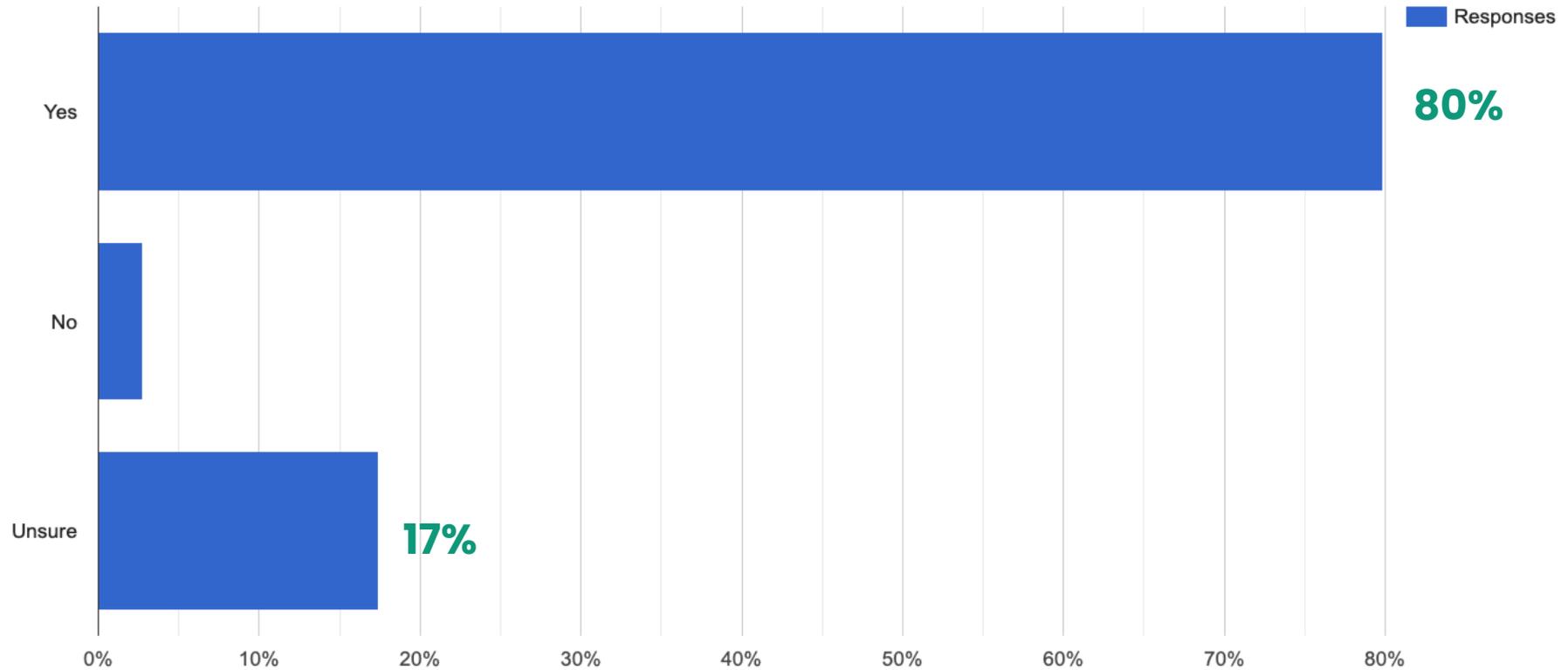


* Cañada College aggregated

80% of students believe Cañada College is making efforts to help students reach their educational goals **sooner**.

MEDIAPREFS

Custom Questions - Do you think your college is making efforts to help students reach their educational goals sooner?

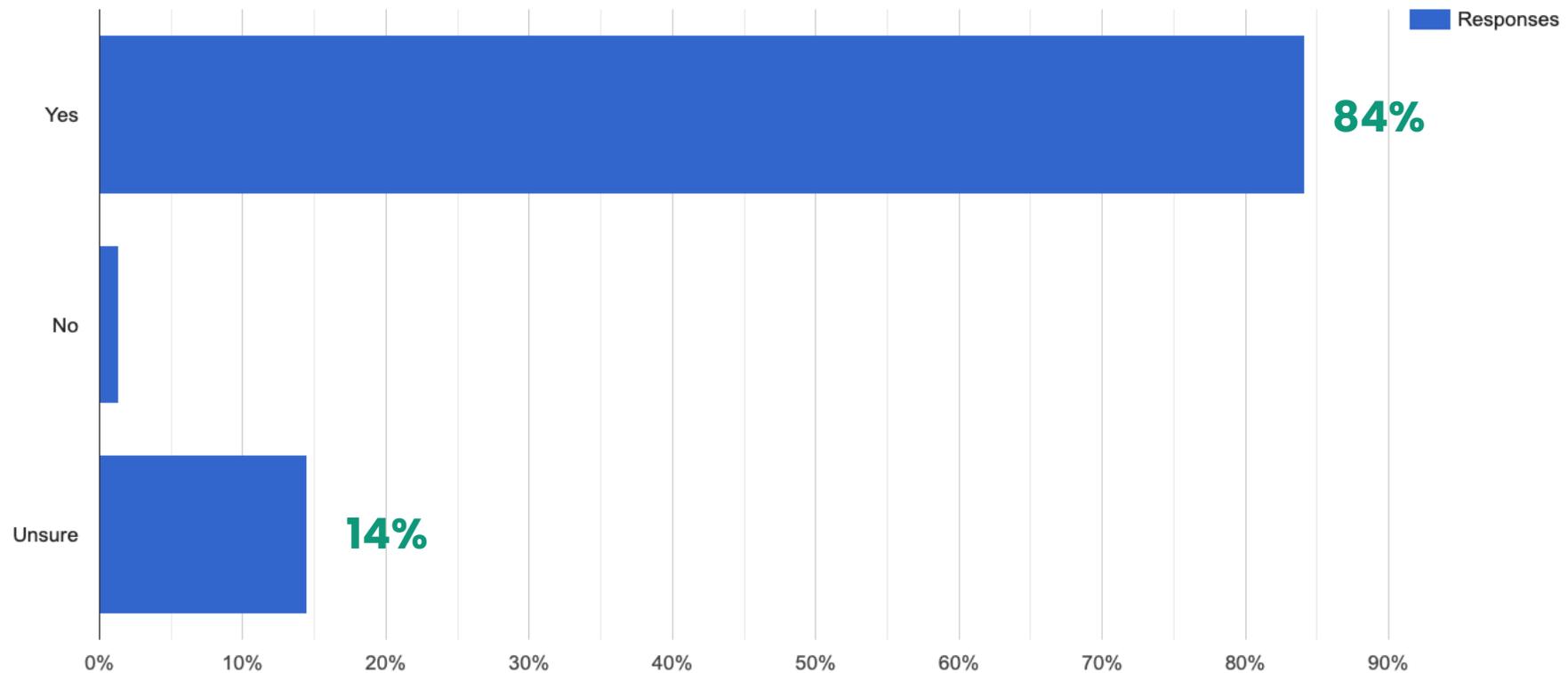


* Cañada College aggregated

84% of Cañada College students believe the college is working to **increase** the number of students who achieve **associate degrees, credentials, and certificates**.



Custom Questions - Do you think your college is working to increase the number of students who achieve associate degrees, credentials and certificates?

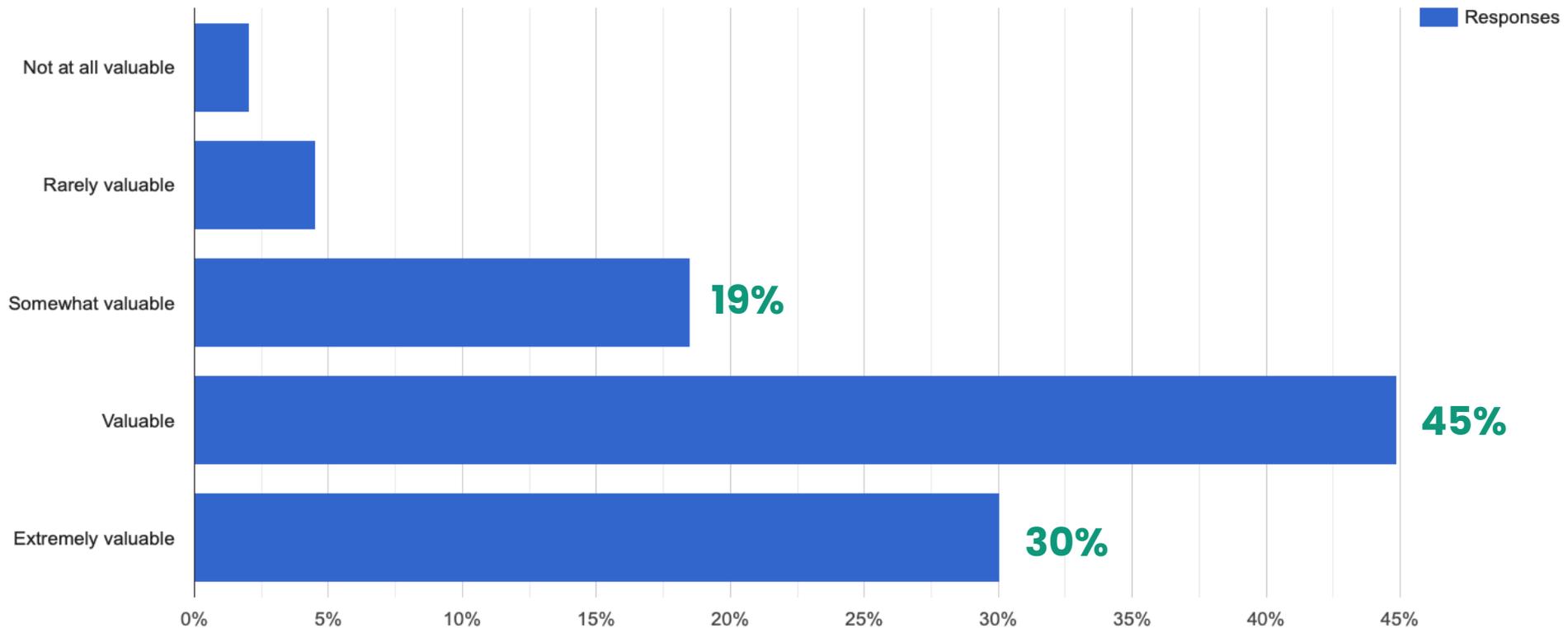


* Cañada College aggregated

Cañada College students **value** the **communications** they receive containing **resources and tools** needed to help reach their goals.



Custom Questions - How valuable are the communications you receive in providing resources and tools to help you reach your educational goals?

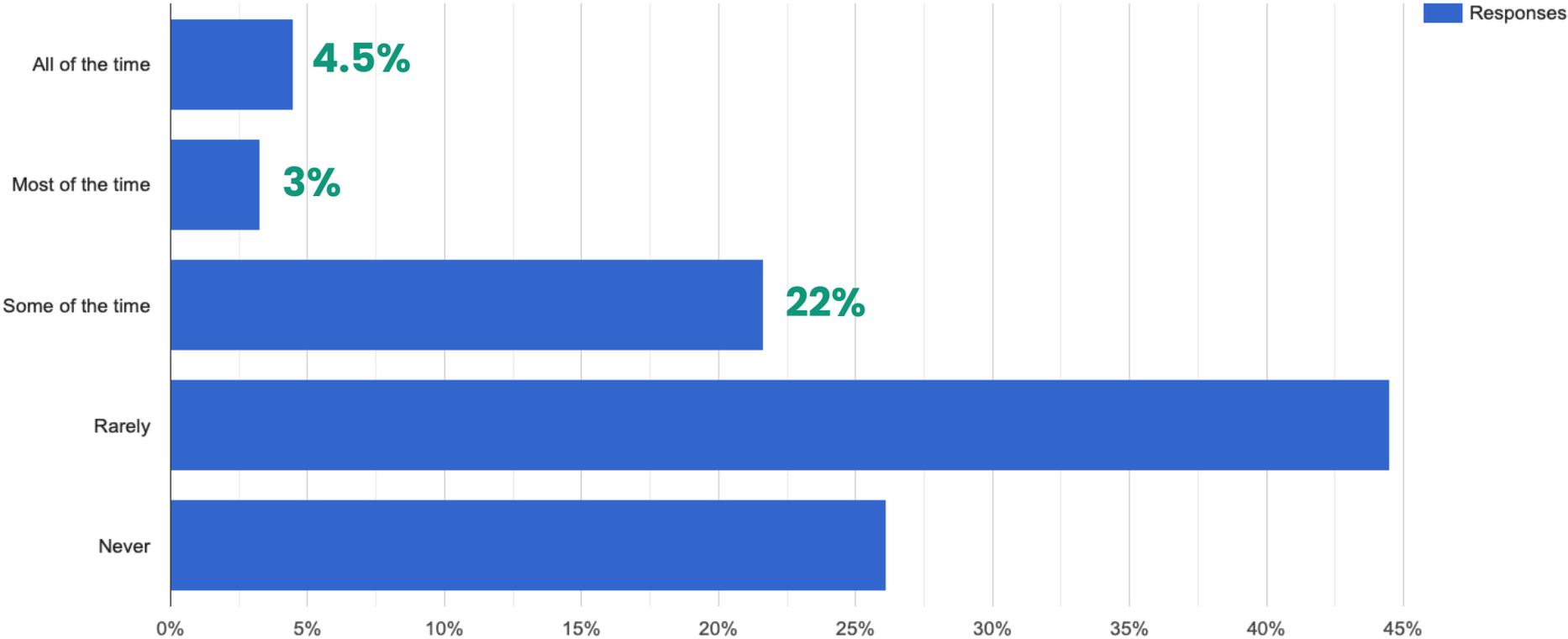


* Cañada College aggregated

Nearly 30% of Cañada College students have difficulty accessing the technology needed to complete their classes at least “some of the time.”

MEDIAPREFS

Custom Questions - How often do you have difficulty accessing technology needed to complete your classes?



* Cañada College aggregated

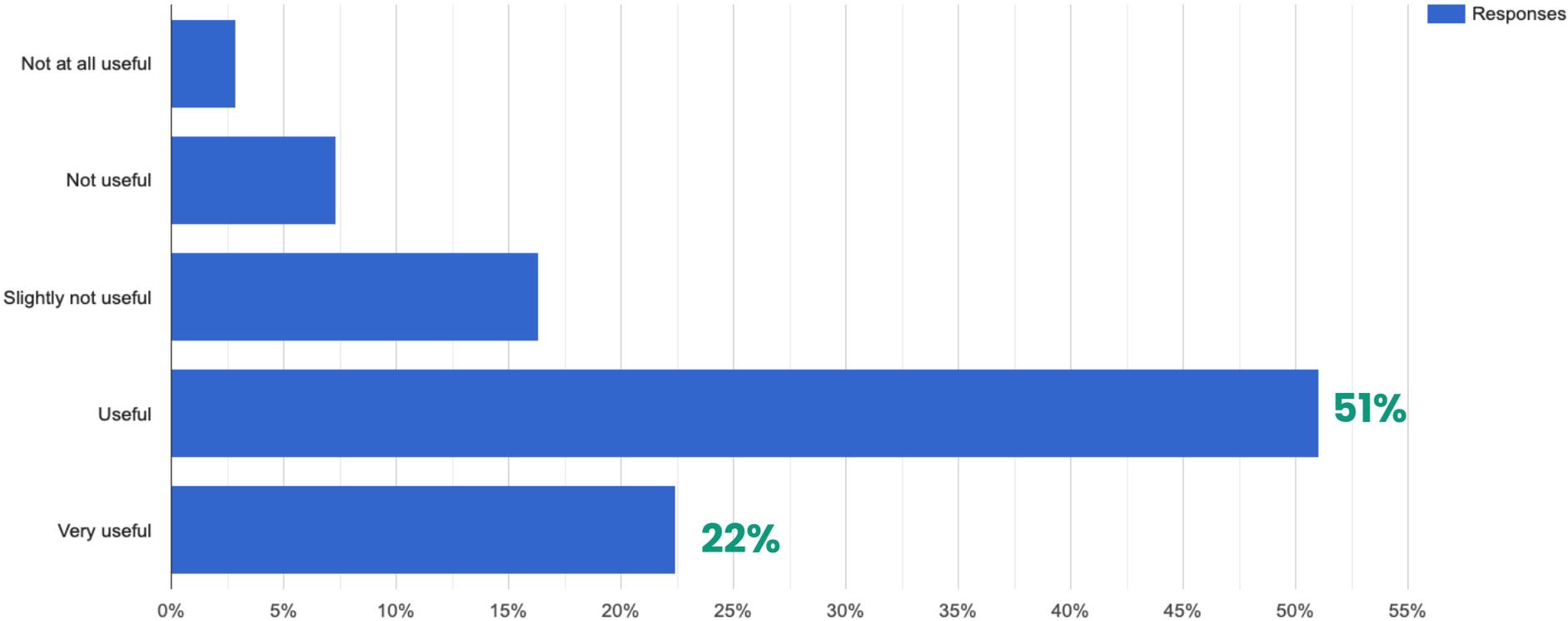
Custom Questions

Added by Cañada College

73% of students believe Cañada College’s website was **helpful** in making their decision to attend the college.

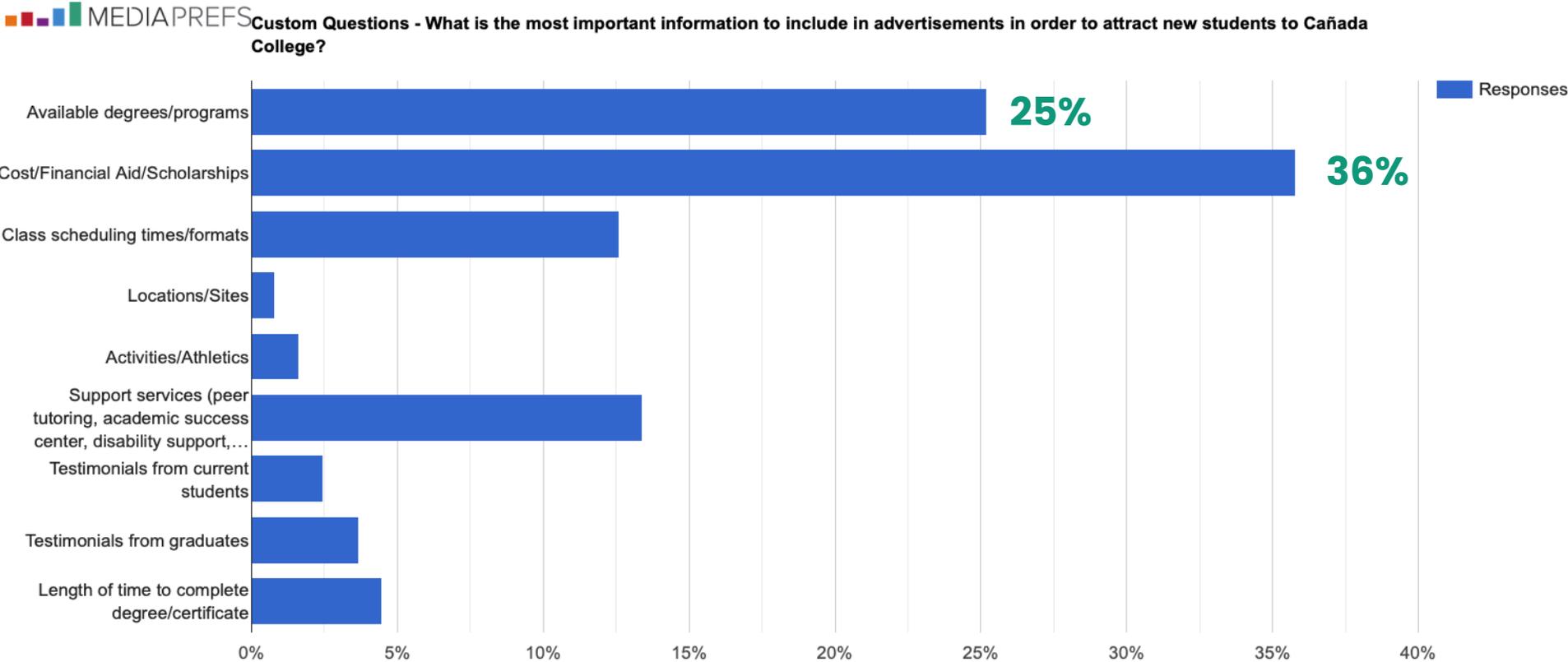


Custom Questions - How useful was the college website in helping you make decisions about attending Cañada College?



* Cañada College aggregated

The top two pieces of information that Cañada College students say are important to include in advertisements for new students are **cost/financial aid/scholarships** and **available degrees/programs**.

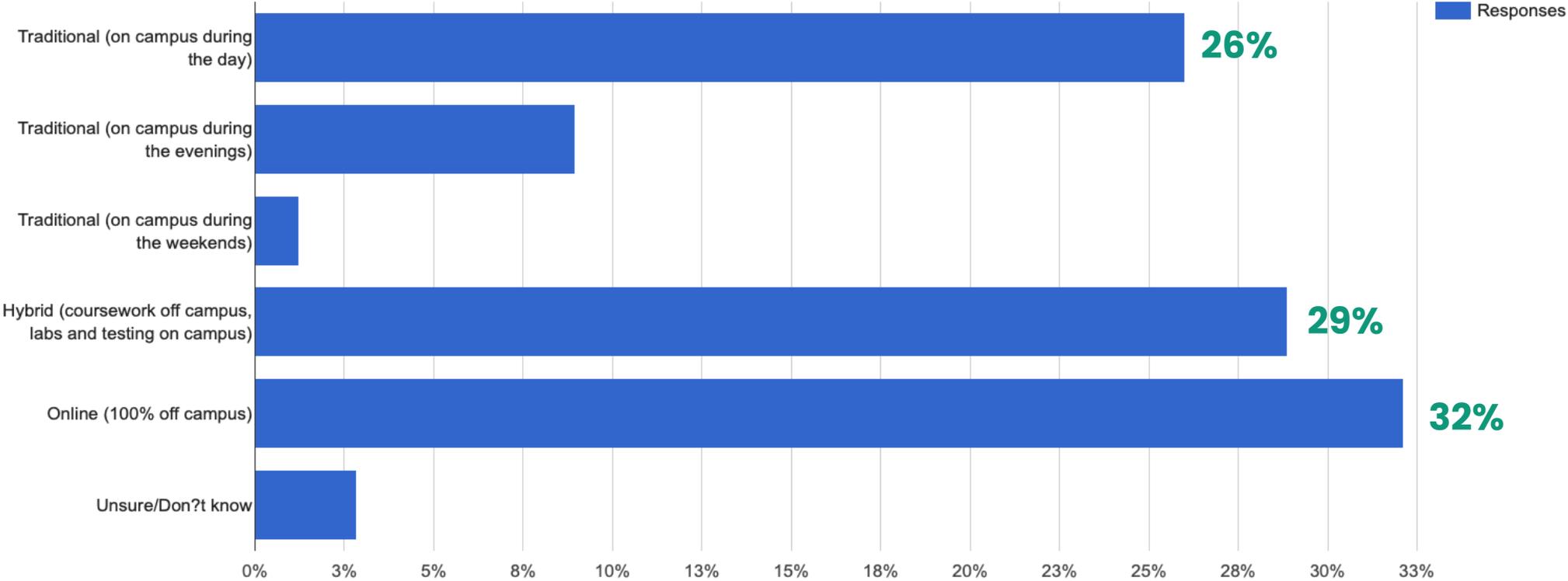


* Cañada College aggregated

According to Cañada College students, the top three preferences of course delivery are **100% online** (32%), **hybrid** (29%), and **traditional day classes** (26%).

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Custom Questions - What method of course delivery works best for you/would work best for you?

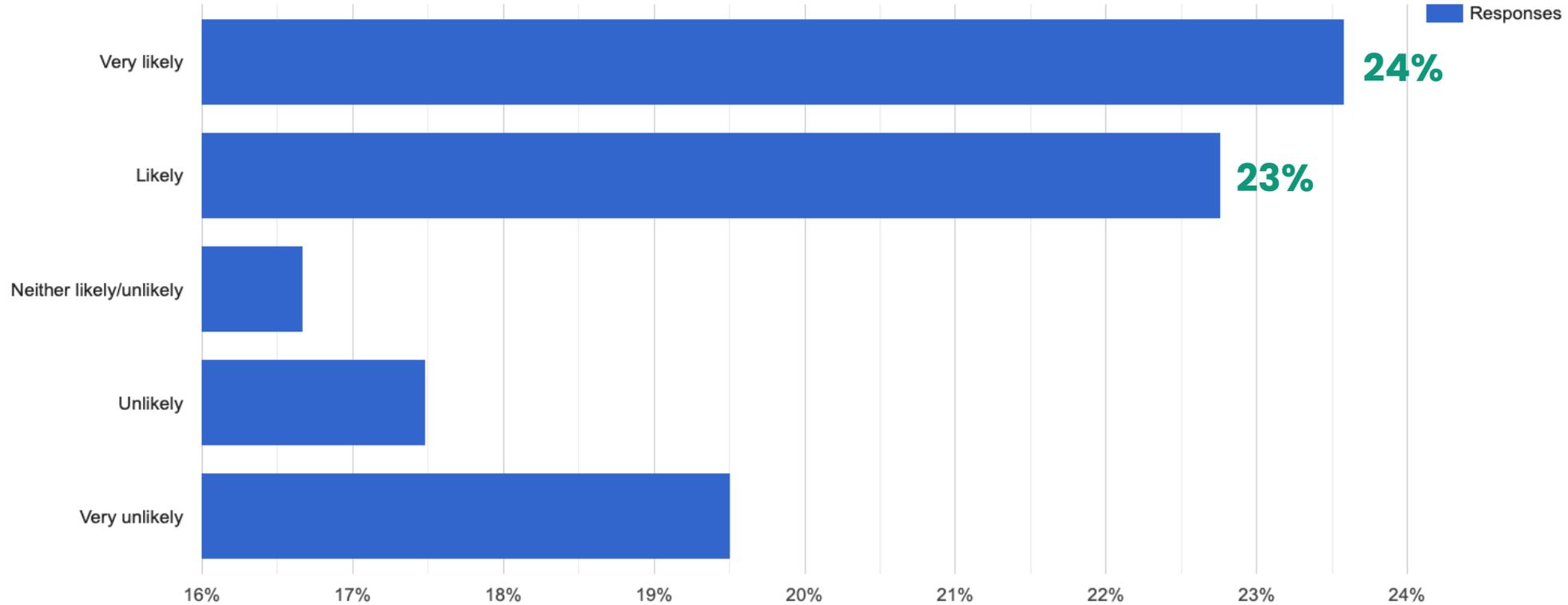


* Cañada College aggregated

Nearly **half** (47%) of Cañada College students said they would be **likely to take college courses at community locations**.



Custom Questions - If offered, how likely would you be to take Cañada College classes at community locations? (Downtown Redwood City, North Fair Oaks, East Palo Alto, Belle Haven, Menlo Park, Half Moon Bay/Coast)



* Cañada College aggregated

Media Prefs Team and Considerations

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I have my data ... *now what?*

Look for audience-based **patterns** indicating unique challenges and/or opportunities related to student:

- Recruitment
- Onboarding
- Retention
- Completion and success

Consider where to take **deeper dives** to better understand and respond to student needs and preferences

Considerations based on the data:

- Try to ensure more even participation in future surveys and areas where student input is needed. Male participation was low for Cañada College, and a higher-than-typical percentage didn't identify as current students (6% alumni, 6% "other").
- Cañada students are taking more hybrid classes compared to students nationally. Continue to offer a variety of course formats to benefit the most students.
- 1 in 10 students are needing to take courses in a style that doesn't align with how they best learn. Consider what extra resources these students might need to succeed.
- Middle-aged students have a higher preference of receiving college communications in their native language (mostly Spanish). Consider how this might impact your communication efforts.
- Thursdays brought a spike for local radio listenership. Try to uncover why and see if you can use it to your advantage.
- Take advantage of Spanish-language radio stations, which are listened to by 11% of students (compared to 5% nationally).

Considerations based on the data:

- Ensure your streaming music ads are reaching your intended audiences. There has been a 15% increase in *removing* ads over the past four years nationally.
- All students are familiar with QR codes, and only 4% say they never use them. Review your data for the most likely reasons students would opt to scan and utilize them where appropriate.
- Keep up with the latest advertising and tracking changes, particularly when it comes to iPhones. Cañada College students' iPhone ownership is higher than seen nationally.
- Live web chat functionality for reaching out to the college and get questions answered is growing on students. *Do you have one? Would you consider it?* Students do not like robochats.
- Students grant more grace with returning messages from online web forms/inquiries compared to other channels. The best practice is still returning responses the same day.
- Female students are typically less patient than male students when awaiting a college response. This is opposite to what we typically see.

Considerations based on the data:

- More Cañada College students are checking email daily compared to others nationally.
- Develop more financial aid communications to push them to the traditional-aged audiences. Meet them where they're at with short-form video content.
- A lot of students don't know if an alumni group exists for Cañada College, but many would consider joining. *How can you connect students to this group before they graduate/transfer?*
- There is a need and desire for motivational messaging. Use all the channels to accomplish this.
- Most 18-20-year-old students are on social media for 5+ hours each day, with peak usage between 9 p.m. and midnight. Stretch your content posting to the evening and be sure to respond back first thing in the morning.
- Students are recommending Cañada College a lot by word-of-mouth. Take advantage of this! Friends are higher than typical on the list of college influencers for those 18-20 years old.
- Be proud of the fact that Cañada College students are actively considering fewer options for college than others statewide or nationally.

Considerations based on the data:

- Review current materials for transfer students, as students are optimistic that they move on that way (compared to others nationally). Ensure you're not favoriting certain colleges over others. Be clear and concise when sharing this important information.
- Consider teaming up with College of San Mateo and Skyline College to look at your websites. Students say it would be easier if key sections were more easily found across all three sites to get the information they need.
- Continued collaboration is needed between College of San Mateo, Skyline College, and Cañada College for the benefit of the shared students. Students rely on taking classes from multiple locations to ensure their schedule is filled. Some courses are just simply not offered at their preferred "home" college.



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