Internal Marketing Survey – Spring 2018

Prepared by Artour Aslanian

Purpose of Brief

This brief illustrates the results from the Spring 2018 marketing survey completed by 40 respondents.

Summary of Findings

- 68% of respondents agreed or strongly agreed that they could find what they were looking for on the CHC website, and 78% agreed or strongly agreed that the website was visually appealing.
- 48% of respondents reported visiting the CHC website on a daily basis.
- 34% of respondents stated that they had never accessed the Master Calendar. 66% of respondents did not know how to submit event requests to the Master Calendar.
- 40% of respondents stated they used Facebook to follow Crafton Hills College.
- Bus advertisements were the most seen advertisements off campus (33%).
- The three marketing activities that respondents stated that they would like to see CHC prioritize are:
  - Outreach at high school college fairs and community events (25%)
  - Website enhancements and maintenance (17%)
  - External communications with the community (14%)

Overview

The purpose of this study is to gain feedback on Crafton Hills College's (CHC) marketing efforts as well as to gauge feedback on priorities of marketing efforts in the future. This brief illustrates the results of surveys distributed online in March of 2018. The surveys were completed by 40 respondents.

Methodology

Online surveys were distributed via email to CHC faculty and staff. The survey consisted of multiple-choice questions prompting respondents to indicate how often they visit the CHC website, their experiences with support provided through the Marketing office, and their use of the Master Calendar. Respondents were also asked to prioritize marketing efforts that CHC should pursue in the future. The survey also included seven Likert-scale questions by which respondents were prompted to rate their level of agreement with statements inquiring about different elements of the CHC website. The following 4-point rating scale was utilized: 4=Strongly Agree, 3=Agree, 2=Disagree, and 1=Strongly Disagree. Finally, since the survey is completely anonymous and no identifying information was collected in the evaluation, it was also possible for the same individual to complete the survey multiple times.

Findings

Table 1 examines the experiences of respondents in using the CHC website. Sixty-eight percent of respondents strongly agreed or agreed that they could find what they were looking for when visiting the website and that they can find current CHC events on the website. Seventy-eight percent of respondents agreed or strongly agreed that the website is visually appealing.

Table 1. CHC website.

Statement	Strongly Agree		Agree		Disagree		Strongly Disagree		Total
	#	%	#	%	#	%	#	%	
The Crafton website is easy to navigate	6	15.0%	18	45.0%	13	32.5%	3	7.5%	40
When visiting the website, I can find what I am looking for	5	12.5%	22	55.0%	13	32.5%	0	0.0%	40
I know I can find current CHC events on the website	7	17.5%	20	50.0%	12	30.0%	1	2.5%	40
The website is visually appealing	10	25.0%	21	52.5%	5	12.5%	4	10.0%	40

Table 2 provides information on how often respondents visited the CHC website. Forty-eight percent of respondents stated that they visited the website daily while another 38% stated that they visited the website a few times a week.

Table 2. Frequency of visiting the CHC website.

Response Selected	#	%
Daily	19	47.5%
A few times a week	15	37.5%
Weekly	2	5.0%
A few times a month	4	10.0%
Never	0	0.0%
Total	**40**	

Respondents were asked about their experiences when requesting assistance (for photography, website postings, press releases, etc.) through the Marketing office. The results are detailed in Table 3. Eighty-five percent of respondents agreed or strongly agreed that the support provided was professional while 83% stated that the assistance provided was creative.

Table 3. Experiences when requesting assistance through the Marketing office.

Statement	Strongly Agree		Agree		Disagree		Strongly Disagree		Total
	#	%	#	%	#	%	#	%	
Timely	7	25.9%	14	51.9%	2	7.4%	4	14.8%	27
Professional	10	38.5%	12	46.2%	3	11.5%	1	3.8%	26
Creative	6	25.0%	14	58.3%	2	8.3%	2	8.3%	24
Helpful	7	26.9%	12	46.2%	5	19.2%	2	7.7%	26
Successful	7	28.0%	8	32.0%	8	32.0%	2	8.0%	25

Note: missing responses not included

Table 4 contains data regarding the frequency that respondents reported reviewing and/or revising their department web pages. Thirty-seven percent of respondents noted that they never have reviewed or revised their department's web page, while another 42% stated that they either reviewed or revised it annually or quarterly.

Table 4. Frequency of reviewing/revising department web pages.

Response Selected	#	%
Weekly	3	7.9%
Monthly	5	13.2%
Quarterly	8	21.1%
Annually	8	21.1%
Never	14	36.8%
Total	**38**	

Note: missing responses not included

Respondents were asked about the frequency with which they accessed the Master Calendar on the CHC website during the past semester. Thirty-four percent noted that they never accessed Master Calendar. Thirty-two percent reported visiting the calendar 2-3 times during the past semester.

Table 5. Frequency of accessing the CHC Master Calendar.

Response Selected	#	%
1 time	3	7.9%
2-3 times	12	31.6%
4-5 times	6	15.8%
6 or more	4	10.5%
Never	13	34.2%
Total	**38**	

Note: missing responses not included

Table 6 provides information regarding whether respondents knew how to submit event requests to the CHC Master Calendar. Sixty-six percent of respondents stated that they did not know how to submit requests to the Master Calendar.

Table 6. Do respondents know how to submit event requests using the Master Calendar?

Response Selected	#	%
Yes	13	34.2%
No	25	65.8%
Total	**38**	

Note: missing responses not included

Respondents provided information on how often they read emails distributed by CHC News and Announcements. Table 7 provides the breakdown of the responses received.

Table 7. Frequency of reading distributed by CHC News & Announcements to the CHC Campus.

Response Selected	#	%
Very Often	20	52.6%
Often	15	39.5%
Sometimes	3	7.9%
Never	1	2.6%
Total	**38**	

Note: missing responses not included

Table 8 captures whether or not respondents followed CHC using social media and, if so, which platform they used. Forty percent of respondents follow CHC using Facebook. Thirty-seven percent of respondents do not follow CHC on social media.

Table 8. Social media platforms respondents use to follow CHC

Response Selected	#	%
Facebook	17	39.5%
Twitter	5	11.6%
Instagram	5	11.6%
Pinterest	0	0.0%
Snapchat	0	0.0%
I do not follow Crafton Hills College on social media	16	37.2%
Total	**43**	

Note: respondents may have selected multiple options

Table 9 examines the different advertisements that respondents reported seeing off-campus. Thirty-three percent of respondents saw advertisements on buses while 22% stated that they had seen advertisements on social media.

Table 9. CHC advertisements were seen or heard off-campus

Response Selected	#	%
Bus advertisements	24	33.3%
Digital ads (on your PC/tablet/phone)	7	9.7%
Pandora	7	9.7%
Newspaper	8	11.1%
At events within the community	10	13.9%
Social media posts	16	22.2%
Total	**72**	

Note: respondents may have selected multiple options

Respondents were asked to identify three marketing activities that they believed that Crafton should prioritize. As listed in Table 10, the top three activities selected are: Outreach at high school college fairs and community events (25%), website enhancements & maintenance (17%), and external communications with the community (14%).

Table 10. Marketing activities that Crafton should prioritize.

Response Selected	#	%
Direct mail, print, and digital advertising for general student recruitment	9	7.1%
Website enhancements & maintenance	21	16.5%
Media relations/press releases	6	4.7%
College/institutional branding	9	7.1%
Social media	13	10.2%
Outreach at high school college fairs and community events	32	25.2%
External communications with community (newsletters, advertising, campus events)	18	14.2%
Internal communications with faculty and staff (College events, faculty & staff information, deadlines, etc.)	8	6.3%
Internal communications with students (College events, enrollment deadlines, news)	11	8.7%
Other	0	0.0
Total	**127**	

Note: respondents may have selected multiple options

Table 11 examines whether respondents would want to receive emails with return on investment data gathered through marketing efforts. Thirty-four percent of respondents stated that they were interested.

Table 11. Interest in receiving emails with ROI data gathered through marketing efforts.

Response Selected	#	%
Yes	13	34.2%
No	25	65.8%
Total	**38**	

Note: missing responses not included

Table 12 examines whether respondents would want to serve on a Web Users Taskforce designed to review website content, navigability, and relevance. Thirty percent of respondents stated that they would want to serve on the taskforce.

Table 12. Interest in serving on a Web Users Taskforce

Response Selected	#	%
Yes	12	30.0%
No	28	70.0%
Total	**40**	

Note: missing responses not included