

MICHIGAN STATE UNIVERSITY | College of Arts & Letters

AOP SURVEY RESULTS



July, 2015

RESEARCH DETAILS

- We surveyed 43 incoming freshmen at various Academic Orientation Programs during June and July of 2015.
 - 25.6% of those we surveyed were male.
 - 74.4% of those we survey were were female.
 - Majors represented in the survey included: English (10), Professional Writing (6), Apparel and Textile Design (5), Linguistics (4), Theatre (4), Studio Art (2), English Education (2), Experience Architecture (2), Film Studies (2), Spanish (2), Art History/Visual Culture (1), Humanities-PreLaw (1), Japanese (1), Undeclared (1).
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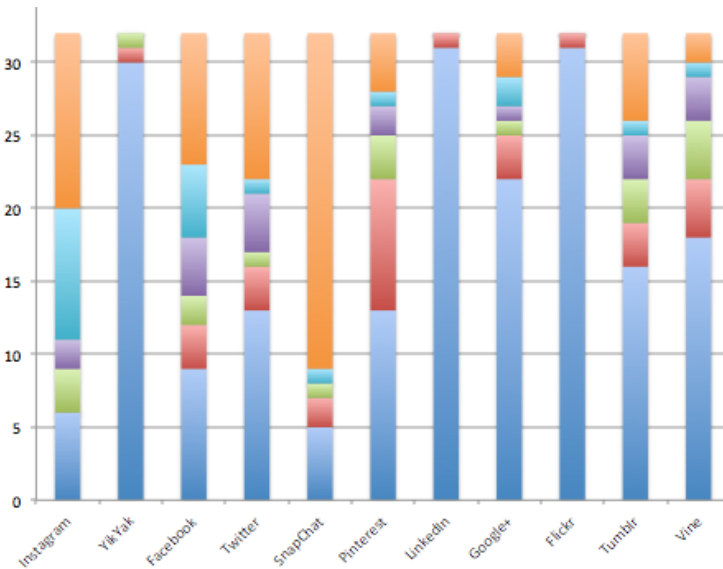
EXECUTIVE SUMMARY

- **Snapchat** is the most frequently used form of social media used by incoming College of Arts & Letters students.
- After Snapchat, Instagram and Facebook are the 2nd and 3rd most used forms of social media for incoming freshmen.
- **Parents** are the most influential group of people to incoming freshmen in helping to make their college decision. Friends/Peers and sibling were the next most influential groups.
- The most useful activity/source for incoming freshmen in picking colleges was **On-Campus visits**, followed by college websites and personalized emails.

QUESTION 1

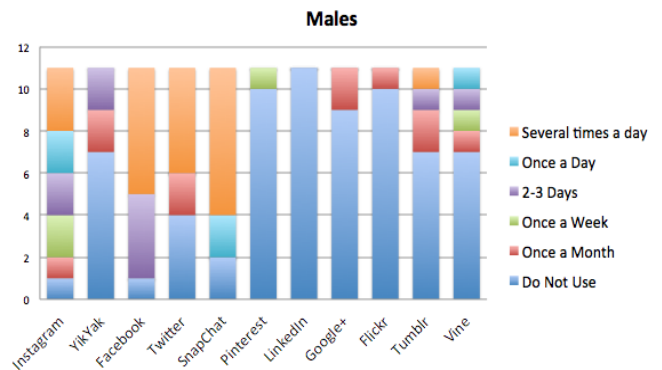
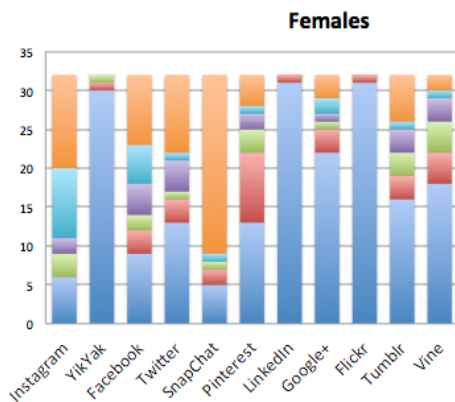
How often do you use the following social media?

(Students were giving the choice of “Once a Month,” “Once a Week,” “Every 2-3 Days,” “Once a Day,” and “Several Times a Day.”)



Social media used in order of frequency used:

- **SnapChat**
- **Instagram**
- **Facebook**
- Twitter
- Tumblr
- Pinterest
- Vine
- Google+
- YikYak
- Flickr
- LinkedIn



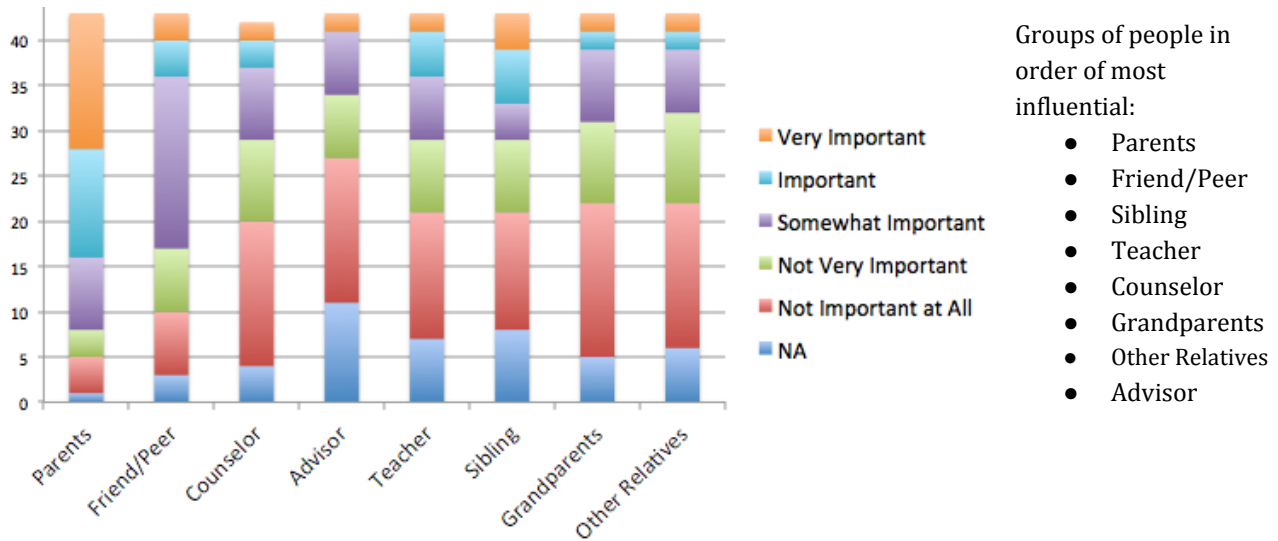
KEY-TAKEAWAYS:

- SnapChat, Instagram, Facebook are the most used by incoming freshmen.
- SnapChat is still first in both males and females, but females use Instagram more, and males use Facebook more.
- **We will be piloting a SnapChat program with MSU CABS Fall 2015.**

QUESTION 2

Rank how important each was in making your decision to come to MSU.

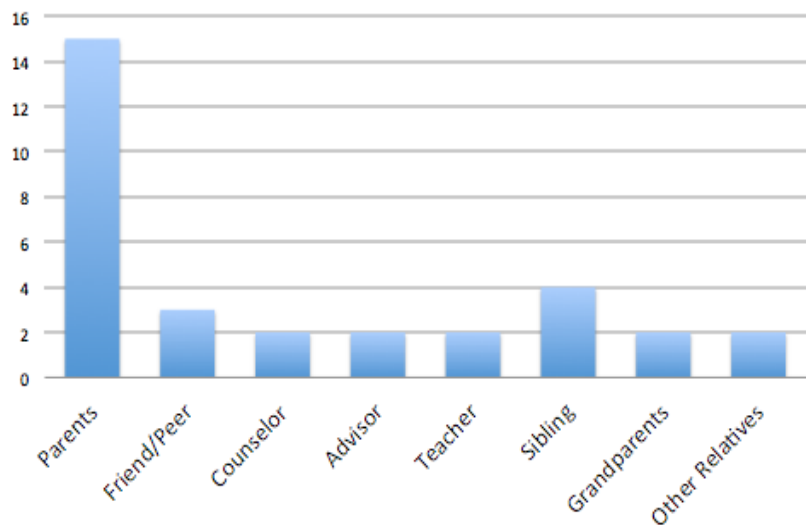
(Students were giving the choice of “Not Important At All,” “Not Very Important,” “Somewhat Important,” “Important,” “Very Important,” and “Not Applicable.”)



KEY-TAKEAWAYS:

- Marketing to Parents is **IMPORTANT** as they are **key influencers**. Incoming freshmen listened to their parents more than any other group when choosing MSU.
- When rating groups who are “Very Important,” only parents are relevant.
- The friend/peer group then was not rated “Very Important,” but most students rated them “Somewhat Important.”

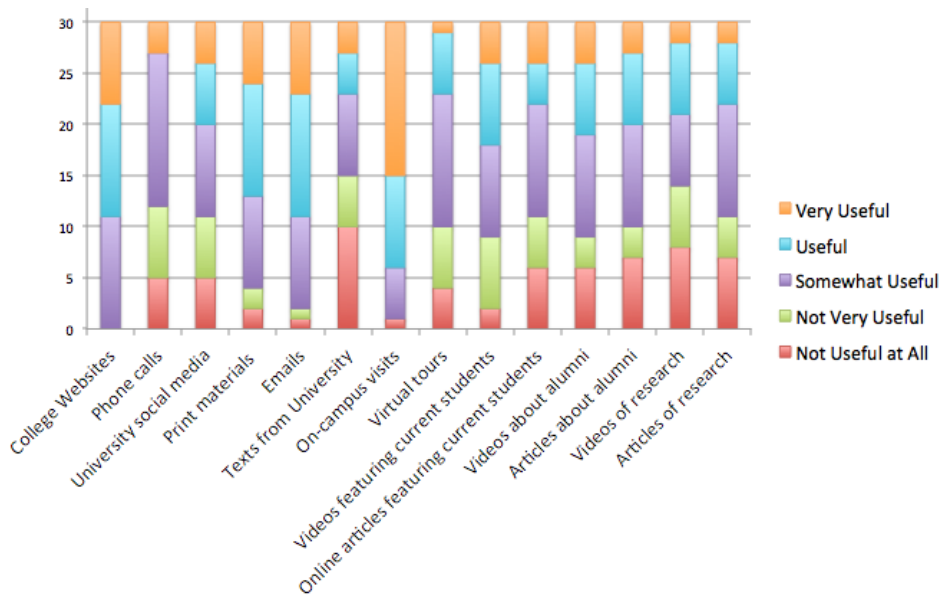
Number of students who ranked group “Very Important”



QUESTION 3

When wanting to know more information about a particular college/university to attend during your search, what type of communication did you find most useful?

(Students were giving the choice of “Not Usefull at All,” “Not Very Useful,” “Somewhat Useful,” “Useful,” and “Very Useful.”)



Groups of communications in order of most helpful:

- On-Campus Visits
- College Websites
- Emails
- Print Materials
- Videos ft. students
- Videos ft. alumni
- Univ. social media
- Articles ft. alumni
- Articles ft students
- Virtual Tours
- Articles ft. research
- Videos ft. research
- Phone calls
- Texts

KEY-TAKEAWAYS:

- The most influential communications are websites, emails, and printed materials when marketing to incoming freshmen.
- **Students don't want to be called or texted by the University.**