

July 16, 2007

TO: Cindy Castillo
Financial Aid and Scholarships

FROM: Andrew LaManque, De Anza Research
Dianne Mak, Student Assistant

SUBJECT: Financial Aid Listserv Survey, Spring 2007

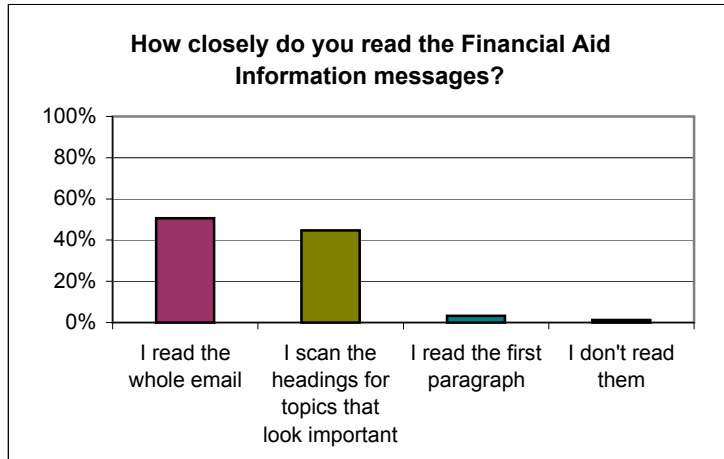
A survey was posted on the financial aid listserv at the end of June 2007. A total of 153 students responded to the survey out of a potential listserv population of about 2,000. The survey focused on whether the students on the listserv found the information sent via e-mail helpful.

Important highlights include:

- 51% of students responded that they read the whole e-mail, while another 45% scan the headings for important topics.
- 99% (149 of 151) of the students indicated 'yes' to the question, "Do you think that it is important for your to receive this information?"
- The two most helpful information students find were 'reminders about deadlines' (26%) and 'disbursement information' (21%).
- 64% (96 of 150) of the students responded that they most often check their e-mail at their home computer.
- The top three cities where the students reside are San Jose (51%), Cupertino (10%), and Sunnyvale (10%).
- 79% (119 of 151) of the students indicated that their parents did not graduate from a 4-year college.

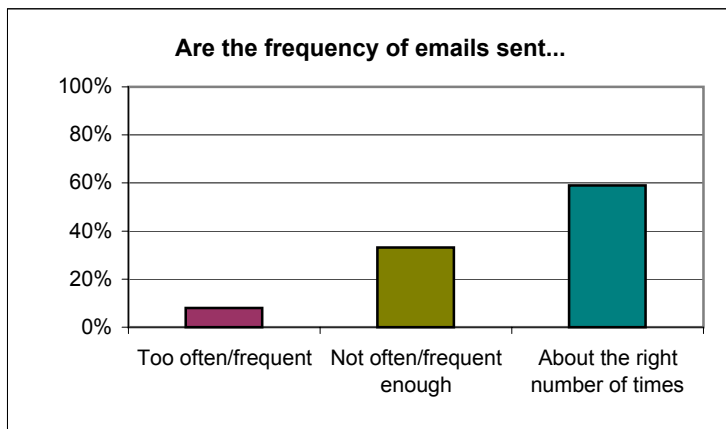
1. How closely do you read the Financial Aid Information messages?

Response	Number	Percent
I read the whole email	77	51%
I scan the headings for topics that look important	68	45%
I read the first paragraph	5	3%
I don't read them	2	1%
Total Valid	152	100%
Total Missing	1	
Total	153	



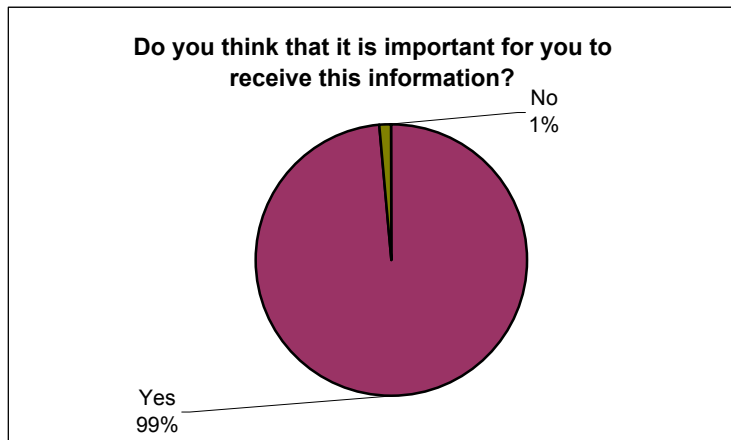
2. Are the frequency of emails sent...

Response	Number	Percent
Too often/frequent	12	8%
Not often/frequent enough	50	33%
About the right number of times	89	59%
Total Valid	151	100%
Total Missing	2	
Total	153	



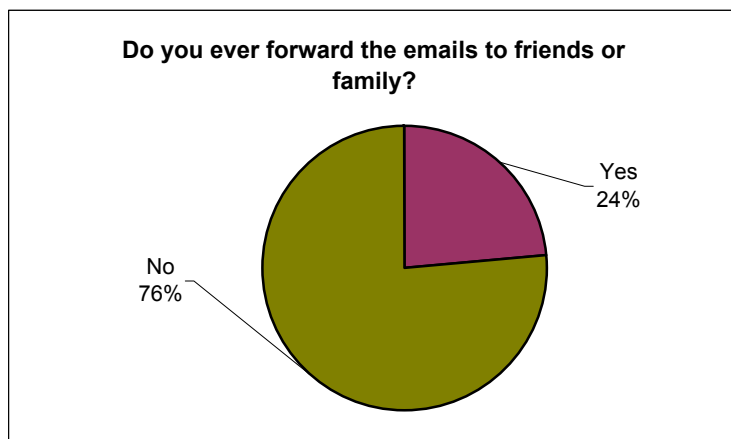
3. Do you think that it is important for you to receive this information?

Response	Number	Percent
Yes	149	99%
No	2	1%
Total Valid	151	100%
Total Missing	2	
Total	153	



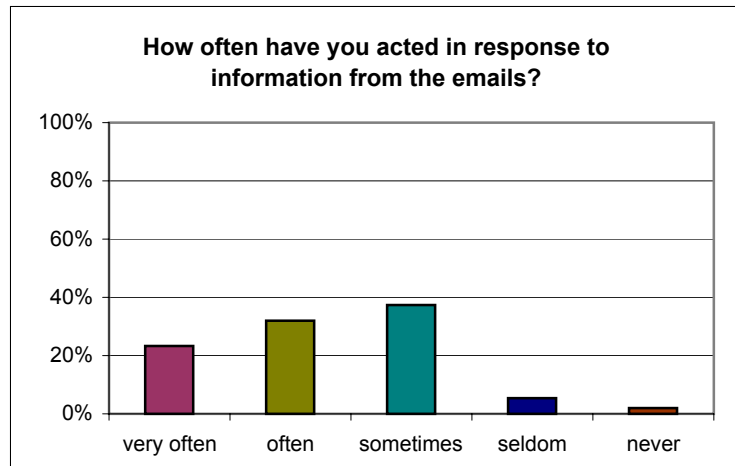
4. Do you ever forward the emails to friends or family?

Response	Number	Percent
Yes	35	24%
No	113	76%
Total Valid	148	100%
Total Missing	5	
Total	153	



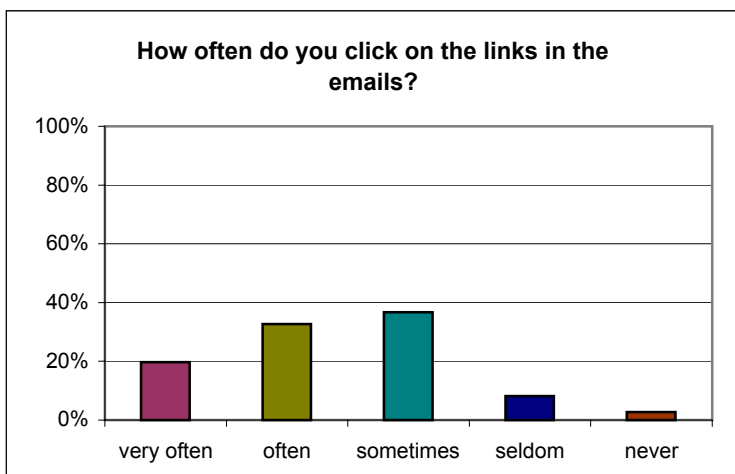
5. How often have you acted in response to information from the emails?

Response	Number	Percent
very often	35	23%
often	48	32%
sometimes	56	37%
seldom	8	5%
never	3	2%
Total Valid	150	100%
Total Missing	3	
Total	153	



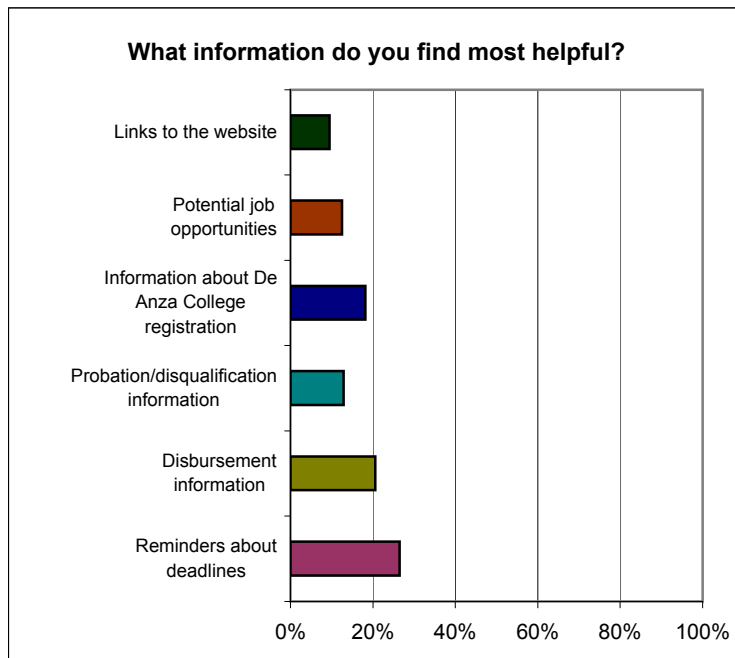
6. How often do you click on the links in the emails?

Response	Number	Percent
very often	29	20%
often	48	33%
sometimes	54	37%
seldom	12	8%
never	4	3%
Total Valid	147	100%
Total Missing	6	
Total	153	



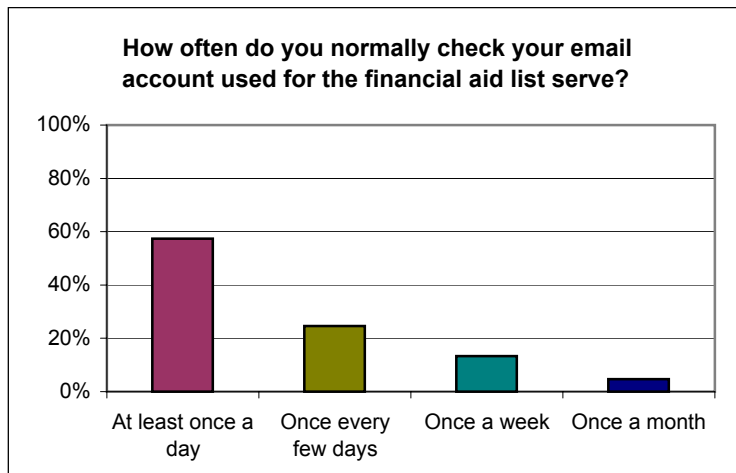
7. What information do you find most helpful?

Response	Number	Percent
Reminders about deadlines	140	26%
Disbursement information	109	21%
Probation/disqualification information	68	13%
Information about De Anza College registration	96	18%
Potential job opportunities	66	12%
Links to the website	50	9%
Total Responses	529	100%
Total Respondants	150	
Total Missing	3	
Total Individual	153	



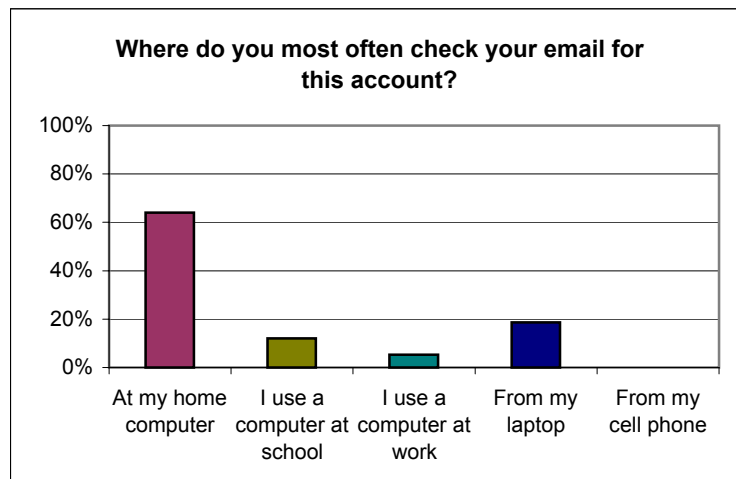
8. How often do you normally check your email account used for the financial aid list serve?

Response	Number	Percent
At least once a day	86	57%
Once every few days	37	25%
Once a week	20	13%
Once a month	7	5%
Total Valid	150	100%
Total Missing	3	
Total	153	



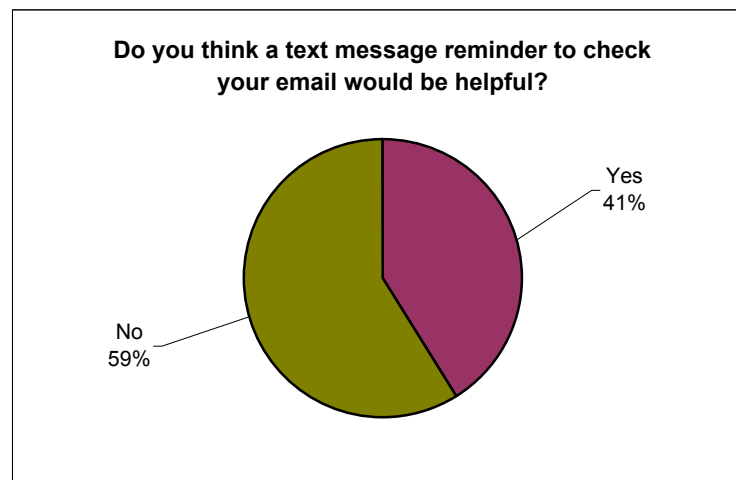
9. Where do you most often check your email for this account?

Response	Number	Percent
At my home computer	96	64%
I use a computer at school	18	12%
I use a computer at work	8	5%
From my laptop	28	19%
From my cell phone	0	0%
Total Valid	150	100%
Total Missing	3	
Total	153	



10. Do you think a text message reminder to check your email would be helpful?

Response	Number	Percent
Yes	61	41%
No	87	59%
Total Valid	148	100%
Total Missing	5	
Total	153	



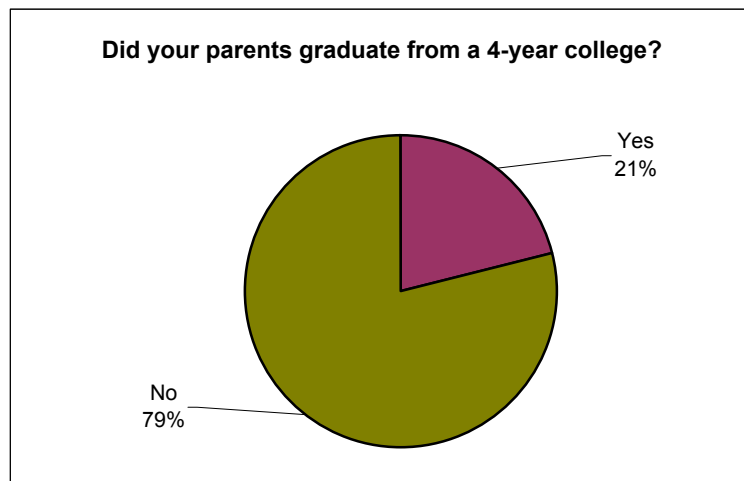
11. What is the zip code where you live?

Response	Number	Percent
Atherton (94027)	1	1%
Boulder Creek (95006)	1	1%
Campbell (95008)	6	4%
Cupertino (95014)	15	10%
Dardanelle (95314)	1	1%
Fremont (94538, 94555)	4	3%
Los Altos (94024)	1	1%
Milpitas (95035)	8	5%
Morgan Hill (95037)	1	1%
Mountain View (94040)	1	1%
Newark (94560)	3	2%
Palo Alto (94303)	1	1%
Redwood City (94063)	1	1%
Richmond (94807)	1	1%
San Francisco (94124, 94134)	2	1%
San Jose*	77	51%
San Ramon (94583)	1	1%
Santa Clara (95050, 95051, 95054)	10	7%
Sunnyvale (94085, 94086, 94087, 94089)	15	10%
Total Valid	150	100%
Total Missing	3	
Total	153	

*NOTE: San Jose includes the following zip codes-- 95110, 95111, 95112, 95116, 95117, 95118, 95119, 95121, 95122, 95123, 95124, 95125, 95126, 95127, 95128, 95129, 95130, 95131, 95132, 95133, 95136, 95138, 95139, 95148).

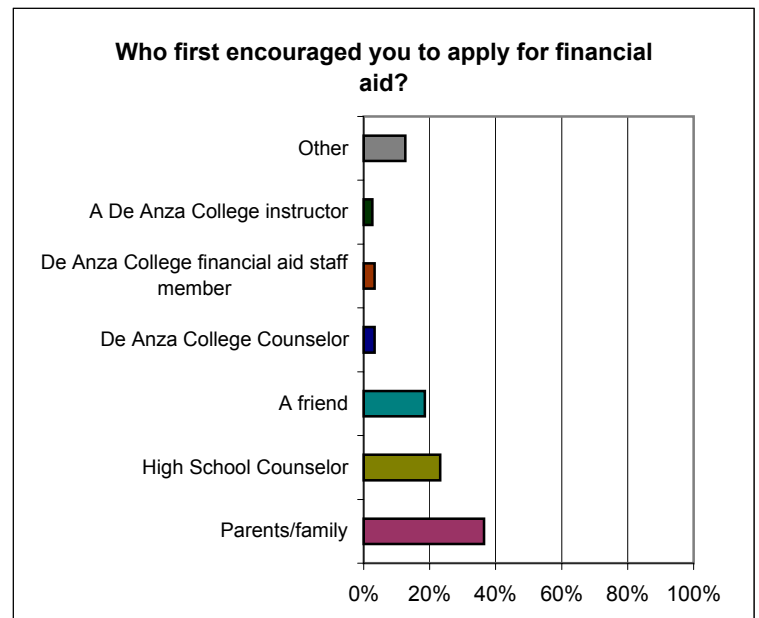
12. Did your parents graduate from a 4-year college?

Response	Number	Percent
Yes	32	21%
No	119	79%
Total Valid	151	100%
Total Missing	2	
Total	153	



13. Who first encouraged you to apply for financial aid?

Response	Number	Percent
Parents/family	55	36%
High School Counselor	35	23%
A friend	28	19%
De Anza College Counselor	5	3%
De Anza College financial aid staff member	5	3%
A De Anza College instructor	4	3%
Other	19	13%
Total Valid	151	100%
Total Missing	2	
Total	153	



14. What other information would you like the messages to contain?

- 1 I want really say thank you. financial aid gave me opportunity to study because with out help it was hard for me to take care of my tuitions.
- 2 Reminding me the dead line of everything about Financial Aid. My situation. Jobs which are available for students.
- 3 any events
- 4 Calendar reminders
- 5 disbursement reminders, deadlines
- 6 Exact deadlines put into each e-mail.
- 7 Financial Aid is great !!
- 8 free parking
- 9 Great job guys!
- 10 Help and instructions for scholarships and information about other grants available.
- 11 I didnt know I had an email on financial aid list serve.
- 12 I feel that Financial Aid should be clear about going over one's units, and also take a DSS's students needs into consideration, and not discriminate, as they have done to many DSS students in past.
- 13 I really appreciate the information sent along w/ website info. Have a great day.
- 14 I think that a few more reminders about scholarship opportunities would be a good idea. Maybe a countdown to the deadline.
- 15 I think that the financial aid department does a wonderful job and I have been very happy with the services that they have provided.
- 16 I would like to get the list of work study jobs by e-mail before august,so I can plan my shedule for fall classes.I think that will save time for students and for financial aid office staff as well.
- 17 In regards to number 12... one of my parents graduated from a 4 year and one did not. I am very satisfied with the information in each e-mail because I know if I have questions who to contact.
- 18 info on how to recieve help with the financial aid process
- 19 info on the buss passes
- 20 Internship opportunities
- 21 maybe links to carpooling/transit information and about the rental rights services at school. things that are related to financial strain when full time school/work
- 22 maybe other financial oppotunites available on campus...like tutoring services. I would like to know (a comprehensive list) about other work-study and non-work-study opportunities. thx!
- 23 Message content is fine.
- 24 More financial aid/job opportunities.
- 25 More info about work study and how it doesn't affect what you get for grants.
- 26 MORE INFORMATION ABOUT FINANCIAL AID
- 27 More scholarship information; the ones provided are sometimes too specific in the type of recipients they are looking for. I would love to see some scholarship offers from businesses, organizations, etc.
- 28 Personal information that would be beneficial to OUR financial situation.
- 29 Scholarship Information
- 30 Scholarship opportunities, volunteer opportunities, internship opportunities
- 31 Thank you for all of you help during my years at De Anza College.
- 32 The information is most allways immediate and I believe I am receiving everything I need to bee informed of.
- 33 the information were very helpful.
- 34 the more job oportunities at campus
- 35 The work study program or loans. For example, what kind of jobs are needing help on campus or off campus
- 36 where and how to earn extra money :-)