

August 6, 2007

TO: Cindy Castillo
Financial Aid and Scholarships

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

SUBJECT: Scholarship Listserv Survey, Spring 2007

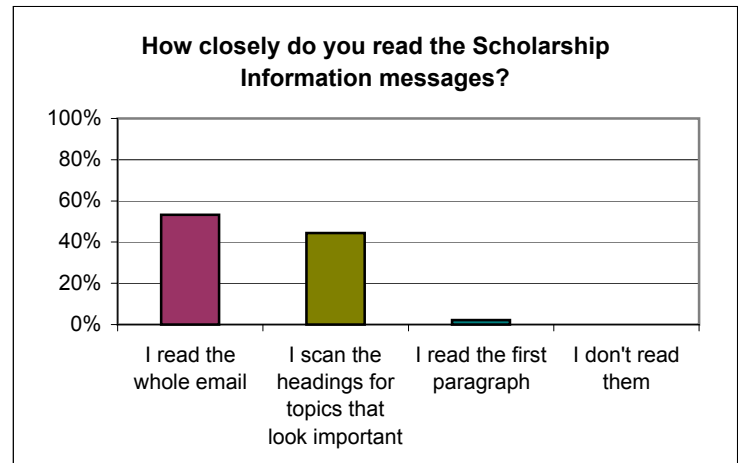
A survey was sent to De Anza students the last week of July 2007. A total of 45 students responded to the survey. The survey focused on whether the scholarship information sent via e-mail to our students is helpful. The results were much similar to the Spring 2007 Financial Aid Listserv survey.

Important highlights include:

- 97% (44 of 45) of the students responded that they read the whole e-mail (53%) or scan the headings for important topics (44%) when they receive messages from the scholarship listserv.
- 100% of the students indicated 'yes' to the question, "Do you think that it is important for you to receive this information?"
- The two most helpful information students find were 'reminders about deadlines' (32%) and 'links to De Anza Scholarships' (36%).
- The top three cities where the students reside are San Jose (42%), Santa Clara (16%), and Sunnyvale (11%).
- 59% (26 of 45) of the students indicated that their parents did not graduate from a 4-year college.
- 39% (17 of 45) of the students indicated that 'parents/family' first encouraged them to look for scholarships.

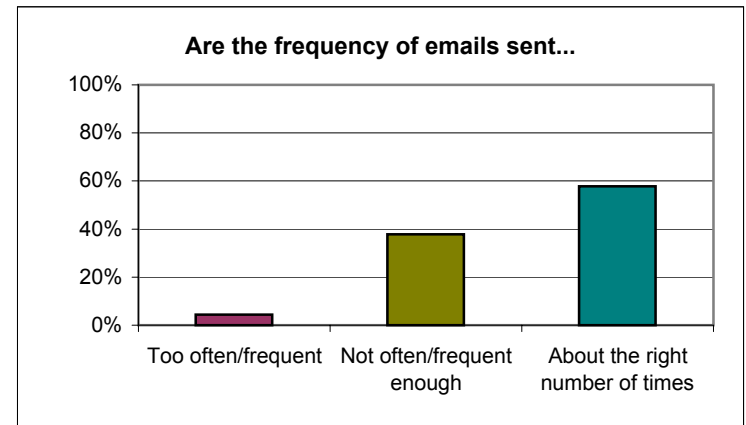
1. How closely do you read the Scholarship Information messages?

Response	Number	Percent
I read the whole email	24	53%
I scan the headings for topics that look important	20	44%
I read the first paragraph	1	2%
I don't read them	0	0%
Total Valid	45	100%
Total Missing	0	
Total	45	



2. Are the frequency of emails sent...

Response	Number	Percent
Too often/frequent	2	4%
Not often/frequent enough	17	38%
About the right number of times	26	58%
Total Valid	45	100%
Total Missing	0	
Total	45	

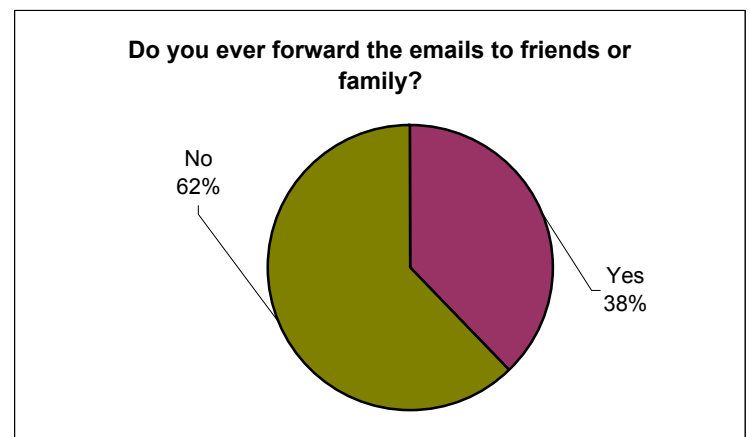


3. Do you think that it is important for you to receive this information?

Response	Number	Percent
Yes	45	100%
No	0	0%
Total Valid	45	100%
Total Missing	0	
Total	45	

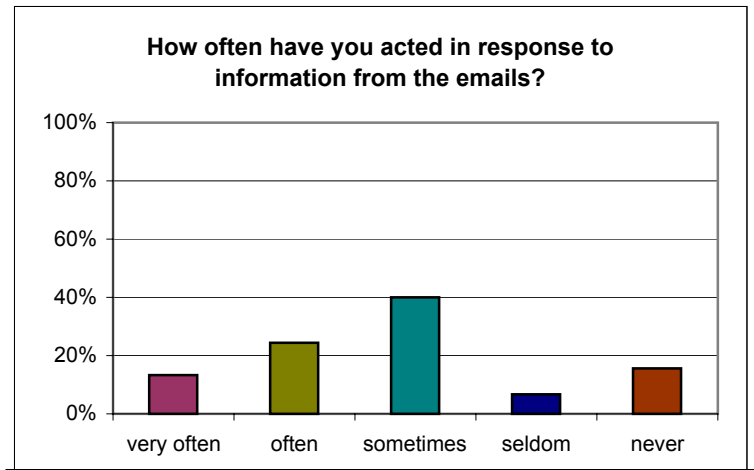
4. Do you ever forward the emails to friends or family?

Response	Number	Percent
Yes	17	38%
No	28	62%
Total Valid	45	100%
Total Missing	0	
Total	45	



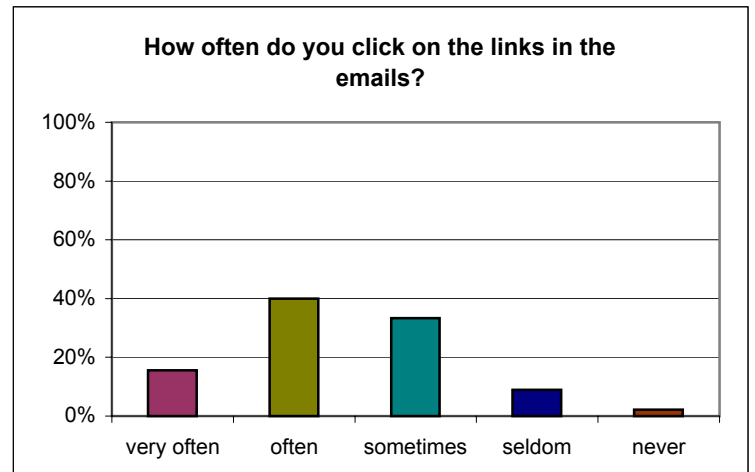
5. How often have you acted in response to information from the emails?

Response	Number	Percent
very often	6	13%
often	11	24%
sometimes	18	40%
seldom	3	7%
never	7	16%
Total Valid	45	100%
Total Missing	0	
Total	45	



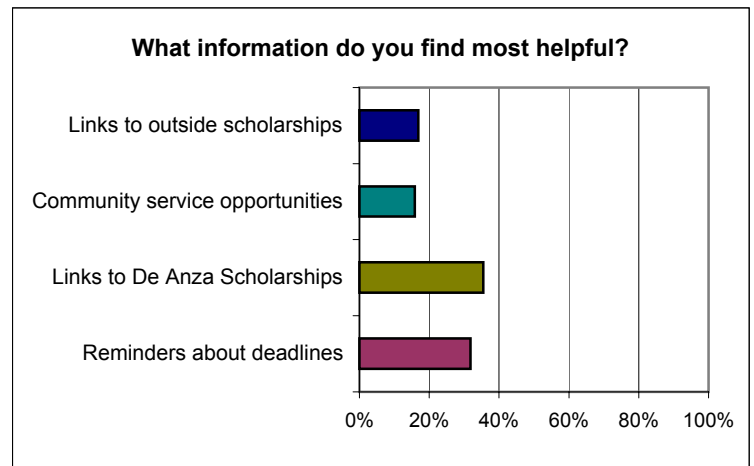
6. How often do you click on the links in the emails?

Response	Number	Percent
very often	7	16%
often	18	40%
sometimes	15	33%
seldom	4	9%
never	1	2%
Total Valid	45	100%
Total Missing	0	
Total	45	



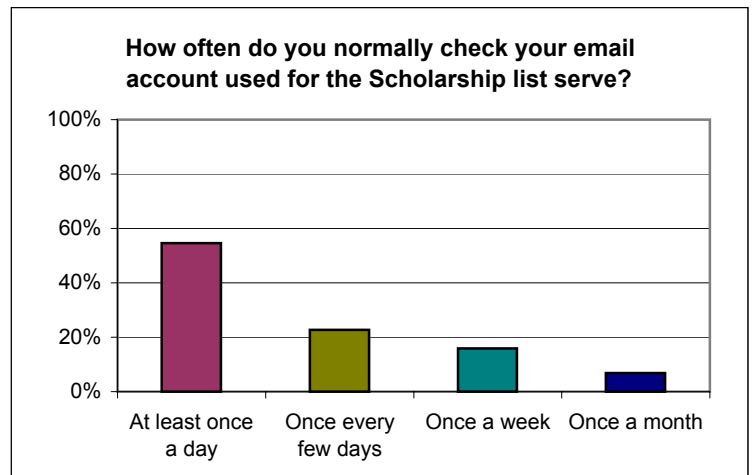
7. What information do you find most helpful?

Response	Number	Percent
Reminders about deadlines	34	32%
Links to De Anza Scholarships	38	36%
Community service opportunities	17	16%
Links to outside scholarships	18	17%
Total Responses	107	100%
Total Respondants	45	
Total Missing	0	
Total Individual	45	



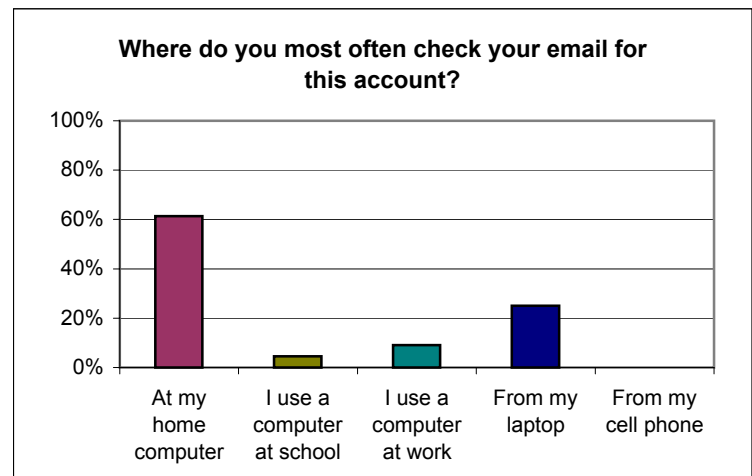
8. How often do you normally check your email account used for the Scholarship list serve?

Response	Number	Percent
At least once a day	24	55%
Once every few days	10	23%
Once a week	7	16%
Once a month	3	7%
Total Valid	44	100%
Total Missing	1	
Total	45	



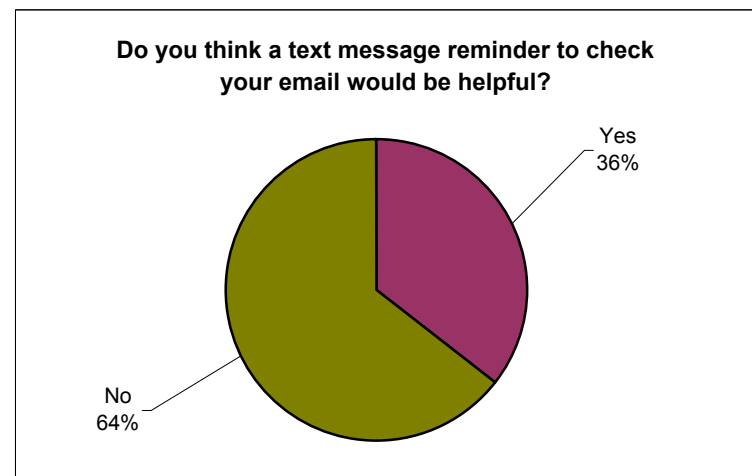
9. Where do you most often check your email for this account?

Response	Number	Percent
At my home computer	27	61%
I use a computer at school	2	5%
I use a computer at work	4	9%
From my laptop	11	25%
From my cell phone	0	0%
Total Valid	44	100%
Total Missing	1	
Total	45	



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

Response	Number	Percent
Yes	16	36%
No	29	64%
Total Valid	45	100%
Total Missing	0	
Total	45	



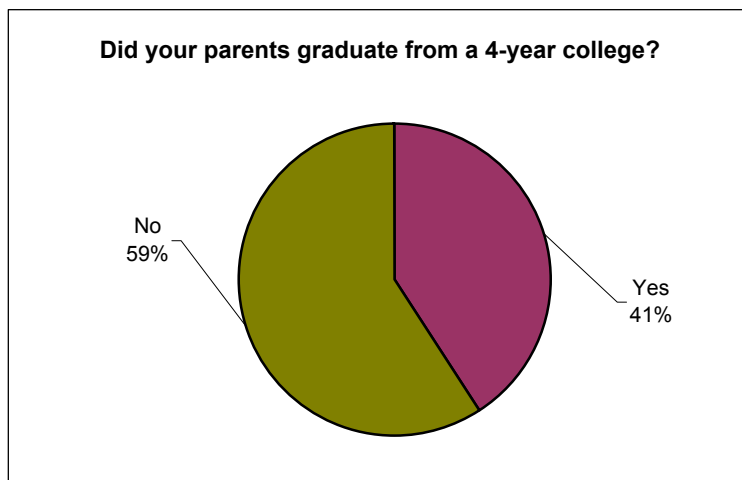
11. What is the zip code where you live?

Response	Number	Percent
Campbell (95008)	2	4%
Cupertino (95014)	4	9%
Granada Hills (91344)	1	2%
Los Gatos (95032)	2	4%
Milpitas (95035)	3	7%
Mountain View (94043)	1	2%
San Jose*	19	42%
San Mateo (94403)	1	2%
Santa Clara (95050, 95051, 95054)	7	16%
Sunnyvale (94085, 94087, 94089)	5	11%
Total Valid	45	100%
Total Missing	0	
Total	45	

*NOTE: San Jose includes the following zip codes-- 95122, 95123, 95124, 95125, 95129, 95131, 95133, 95136, 95138, 95148, 95161.

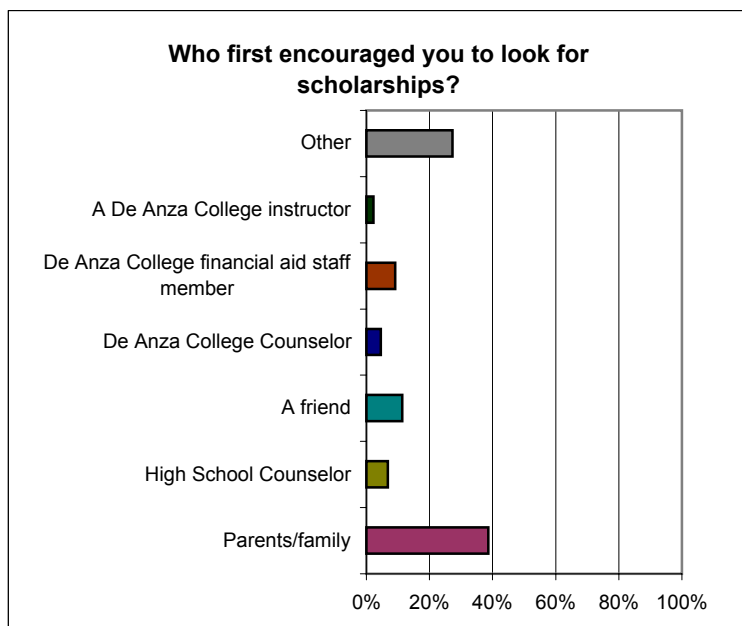
12. Did your parents graduate from a 4-year college?

Response	Number	Percent
Yes	18	41%
No	26	59%
Total Valid	44	100%
Total Missing	1	
Total	45	



13. Who first encouraged you to look for scholarships?

Response	Number	Percent
Parents/family	17	39%
High School Counselor	3	7%
A friend	5	11%
De Anza College Counselor	2	5%
De Anza College financial aid staff member	4	9%
A De Anza College instructor	1	2%
Other	12	27%
Total Valid	44	100%
Total Missing	1	
Total	45	



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

- 1 a list of the scholarships with the requirements right under them. so then i can easily click a link to the direct scholarship
- 2 applying scholarship's tactic
- 3 First I did not know that we have a chance to get a scholarship as an international student, but than I found it out. but I wonder that how often we can get a scholar ship
- 4 Information about how the scholarship monies will be distributed (i.e., through a check in the mail, at a ceremony, etc.).
- 5 Relevant scholarships that pertain to my Major, which is Speech Communication.
- 6 scholarships with specialties such as Nursing, film/tv, radio, Journalism, dance etc... or for women, singleparents, ethnicities
- 7 some useful infomation for internation students
- 8 specify clearly if an international student on the F-1 Visa is eligible to apply for a specific scholarship
- 9 TAXATION,Intern Opportunities
- 10 The De Anza scholarships will be very useful to help me to reach my educational goals, so I hope you can send me more imformation about your different scholarships, and I can check which scholarships I qualify.
- 11 Upcoming dates, ie: next scholarship opportunities will be..., stuff like that