

September 4, 2007

TO: Cindy Castillo, Director
De Anza College Financial Aid Office

FROM: Andrew LaManque, De Anza Research
Elena Litvinova, Student Assistant

SUBJECT: Financial Aid Listserv, Getting Started Listserv, Scholarship Listserv
surveys Summer 2007 Summary

Outlined below are observations regarding the 3 Listserv surveys conducted in summer 2007. Individual analyses are included in the section below. The following summary compares and contrasts their results:

- 51% of the Financial Aid and 53% Scholarship students read the whole information message but only 37% of the Getting Started students read the whole email.
- Nearly all respondents to the survey (100% Scholarship, 99% Financial Aid, 98% Getting Started) thought the information was important to receive.
- The most helpful information for Scholarship students was 'Links to De Anza Scholarships' (36%); 'Reminders about deadlines' was most important for Financial Aid (26%) as well as Getting Started students (27%).
- 6% of the Getting Started students reside outside of Santa Clara County while all Financial Aid and Scholarship students live in Santa Clara County.
- 79% of Financial Aid students' parents, 59% of Scholarship students' parents and 42% of Getting Started students' parents did not graduate from college.

September 4, 2007

TO: Cindy Castillo, Director
De Anza College Financial Aid Office

FROM: Andrew LaManque, De Anza Research
Elena Litvinova, Student Assistant

SUBJECT: Financial Aid Listserv Survey, Summer 2007

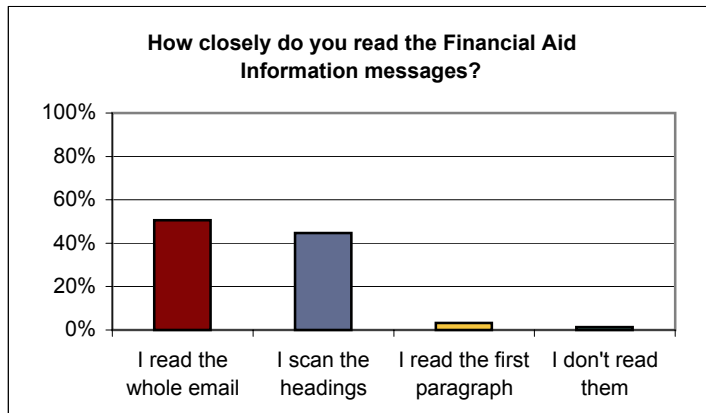
A survey link was included in an email that included nearly 2,000 De Anza College Financial Aid students on June 21, 2007. A total of 153 students responded to the survey. The survey focused on whether the Financial Aid information sent via e-mail to Financial Aid recipients is helpful.

Important highlights include:

- 51% (77 of 152) of the students responded that they read the whole e-mail and an additional 45% (68 of 152) scan the headings for important topics when they receive messages from Financial Aid.
- 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 pieces of information students find most helpful are '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.

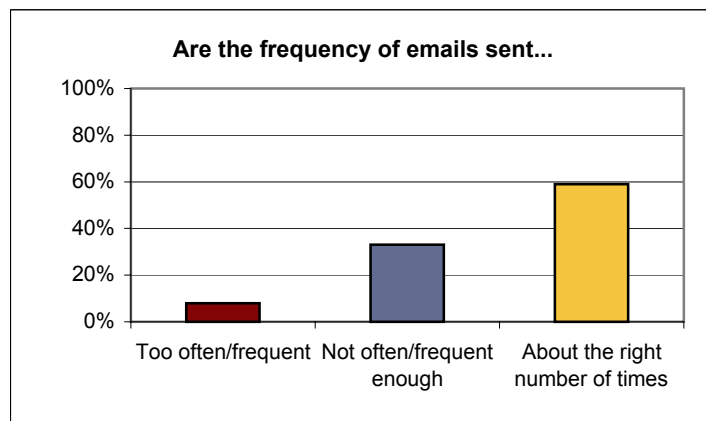
1. How closely do you read the Financial Aid Information messages?

Response	Number	Percent
I read the whole email	77	51%
I scan the headings	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	



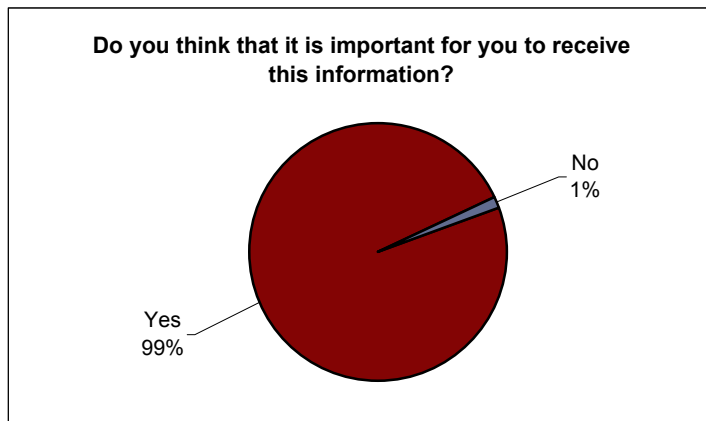
2. Are the frequency of emails sent...

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	



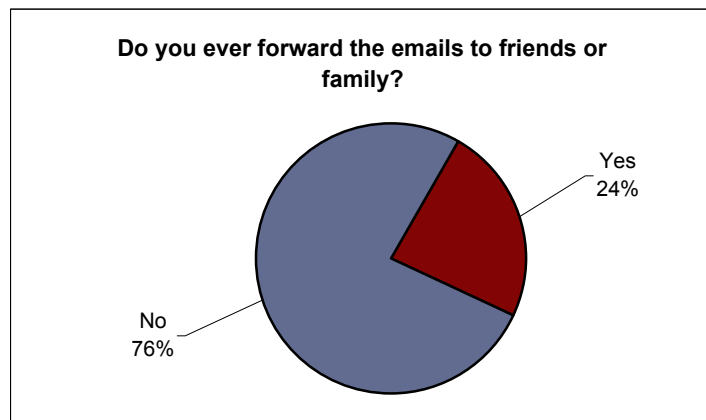
3. Do you think that it is important for you to receive this information?

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



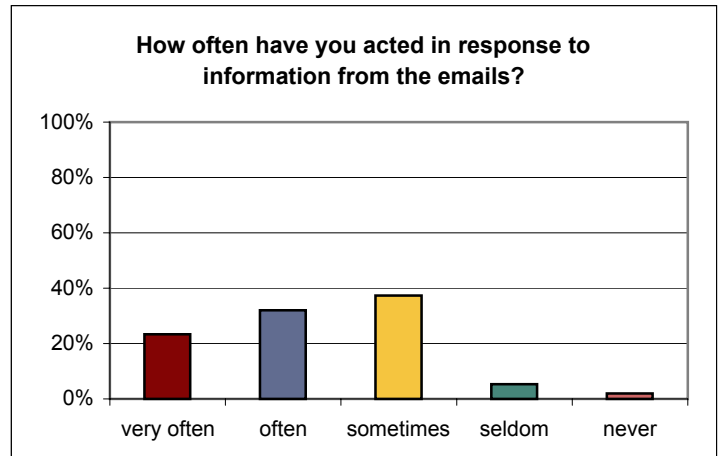
4. Do you ever forward the emails to friends or family?

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



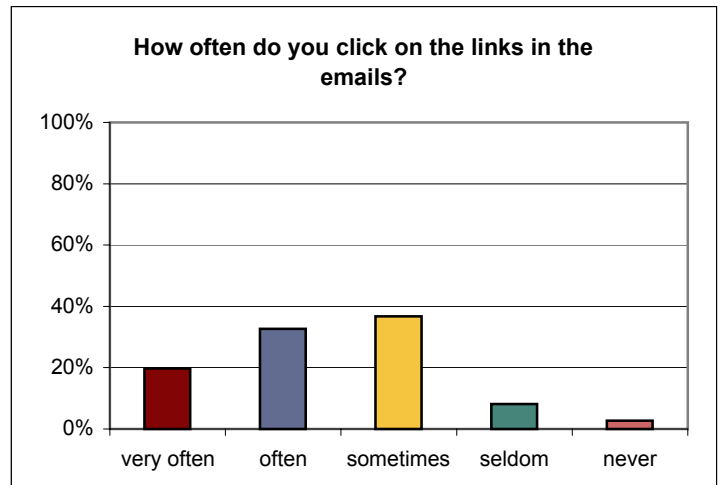
5. How often have you acted in response to information from the emails?

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	



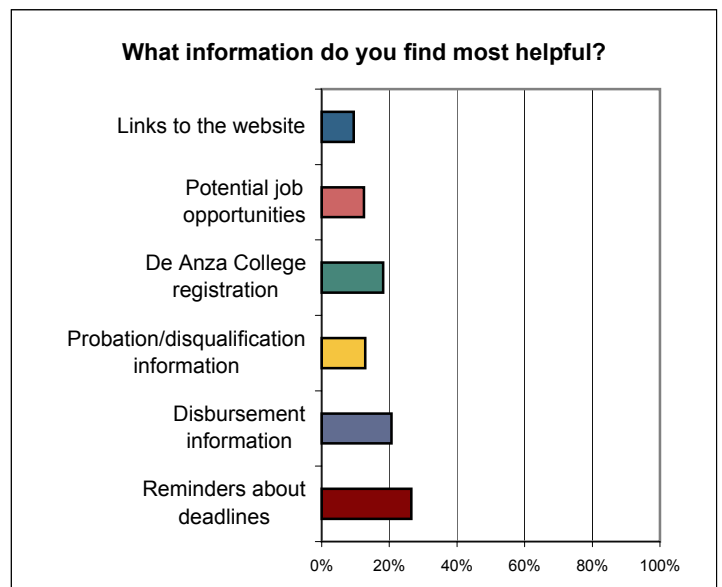
6. How often do you click on the links in the emails?

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	



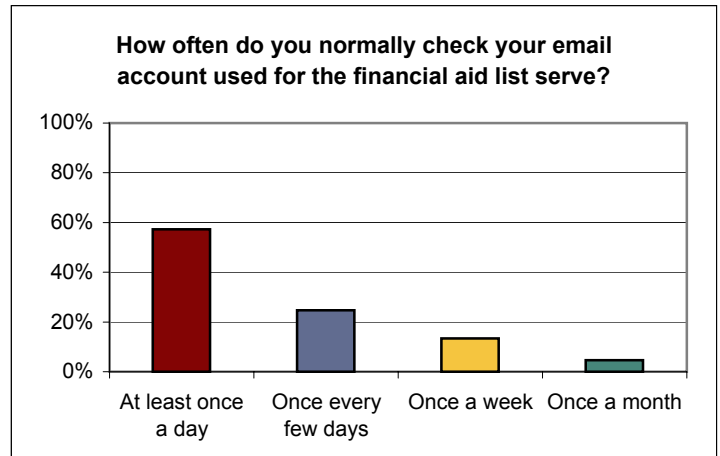
7. What information do you find most helpful?

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



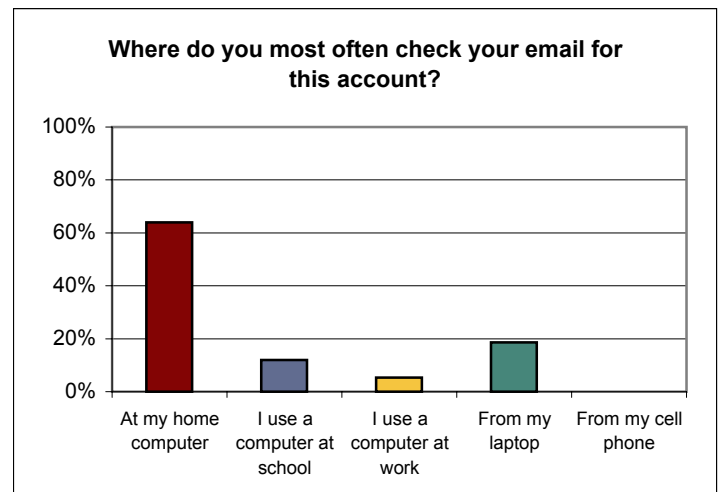
8. How often do you normally check your email account used for the financial aid list serve?

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	



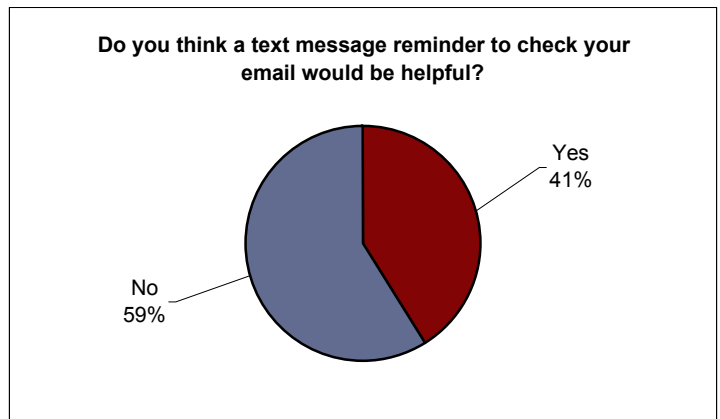
9. Where do you most often check your email for this account?

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	



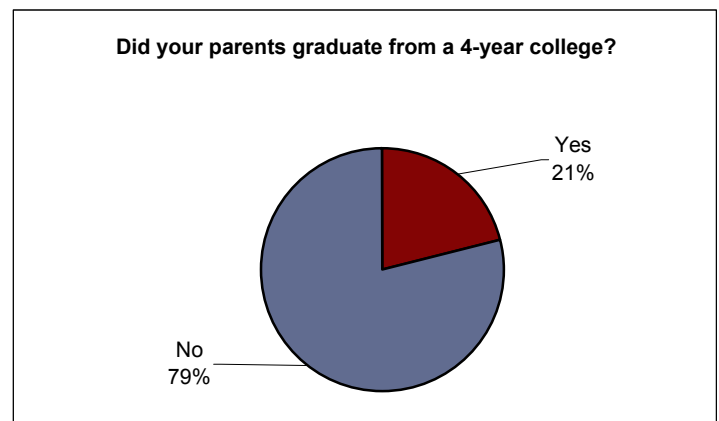
11. What is the zip code where you live?

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- 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).

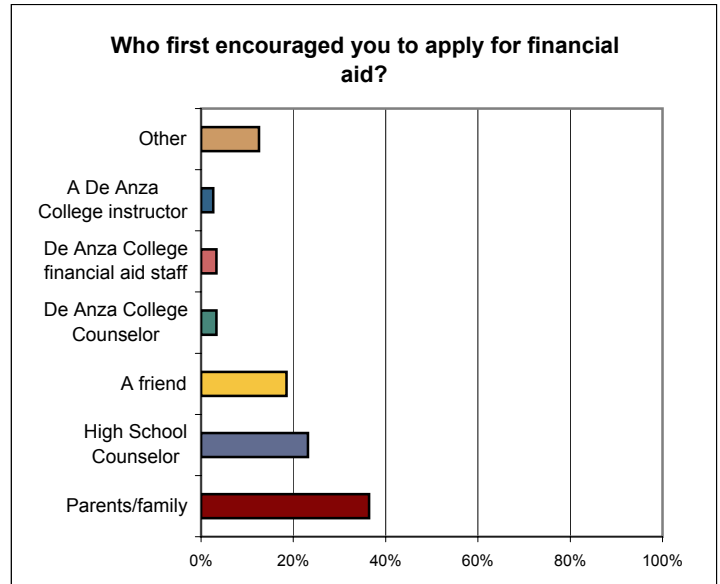
12. Did your parents graduate from a 4-year college?

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



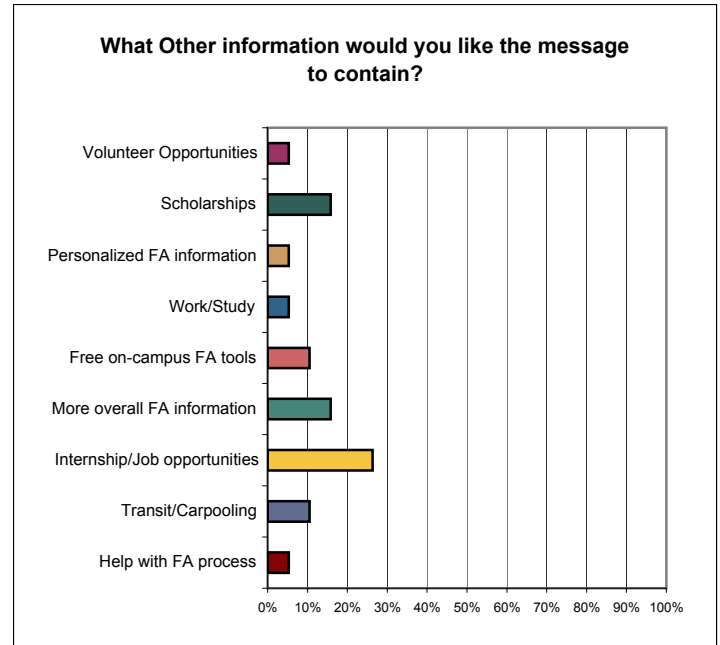
13. Who first encouraged you to apply for financial aid?

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	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?

Response	Number	Percent
Help with FA process	1	5%
Transit/Carpooling	2	11%
Internship/Job opportunities	5	26%
More overall FA information	3	16%
Free on-campus FA tools	2	11%
Work/Study	1	5%
Personalized FA information	1	5%
Scholarships	3	16%
Volunteer Opportunities	1	5%
Total Valid	19	100%
Total Missing	134	
Total	153	



14. What other information would you like the messages to contain? (Text Response)

- Internship/ Job Opportunities; ways to earn extra cash (5)
- More FA information (3)
- Scholarship Information; scholarships from businesses/organizations (3)
- Information on buss routes to/from De Anza; Links to carpooling/transit information (2)
- On-campus tools to help financial strain such as free tutoring, etc. (2)
- Information on where/how to receive help with the Financial Aid process (1)
- How work/study does not interfere with grants (1)
- Personalized FA information (1)
- Volunteer Opportunities(1)
- Request to receive work/study opportunities before class registration (1)



De Anza College Financial Aid Listserv Survey

The Financial Aid Office sends about 20 messages to over 2,000 financial aid recipients each year with information regarding deadlines, disbursements, satisfactory progress, office locations, fee information changes, etc.

We'd like your feedback on whether you find this information helpful to you and/or what suggestions you would add for improvement.

De Anza College

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

- I read the whole email
- I scan the headings for topics that look important
- I read the first paragraph
- I don't read them

2. Are the frequency of emails sent

- Too often/frequent
- Not often/frequent enough
- About the right number of times

- | | Yes | No |
|--|-----------------------|-----------------------|
| 3. Do you think that it is important for you to receive this information? | <input type="radio"/> | <input type="radio"/> |
| 4. Do you ever forward the emails to friends or family? | <input type="radio"/> | <input type="radio"/> |

- | | Very Often | Often | Sometimes | Seldom | Never |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 5. How often have you acted in response to information from the emails? (for example, after reading information about an upcoming deadline you completed the form) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. How often do you click on the links in the emails? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. What information do you find most helpful? (can select more than one)

- Reminders about deadlines
- Disbursement information
- Probation/disqualification information
- Information about De Anza College registration
- Potential job opportunities
- Links to the website

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

- At least once a day
- Once every few days
- Once a week
- Once a month

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

- At my home computer
- I use a computer at school
- I use a computer at work
- From my laptop
- From my cell phone

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

- Yes
- No

11. What is the zip code where you live?**12. Did your parents graduate from a 4-year college?**

- Yes
- No

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

- Parents/family
- High School Counselor
- A friend
- De Anza College Counselor
- De Anza College financial aid staff member

- A De Anza College instructor
- Other

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

15. If you would like to enter into the drawing for a free gas card (we are giving away one \$50 card) please enter your name, email, and telephone number here:

Name (Last, First):	<input type="text"/>
E-mail:	<input type="text"/>
Telephone (###-###-####):	<input type="text"/>

September 4, 2007

TO: Cindy Castillo, Director
De Anza College Financial Aid Office

FROM: Andrew LaManque, De Anza Research
Elena Litvinova, Student Assistant

SUBJECT: Getting Started Listserv survey, Summer 2007

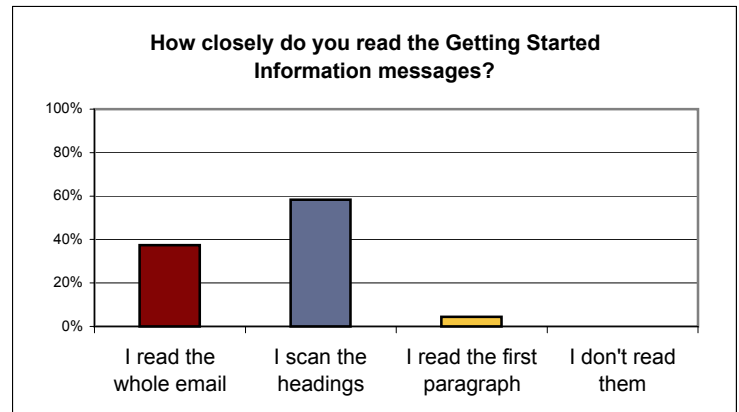
A survey link was included in an email that included nearly 2201 new De Anza College students on August 15, 2007. A total of 115 responded to the survey. The survey focused on whether the Getting Started at De Anza College Information messages sent via e-mail to students is helpful. The results are similar to the Summer 2007 Financial Aid Listserv as well as the Scholarship Listserv surveys (*Refer to the main Summary page for comparisons*).

Important highlights include:

- 37% (43 of 115) read the whole Getting Started at De Anza Information e-mail while 58% (67 of 115) of the respondents scan the headings for important topics.
- 98% (113 of 115) of the students consider the Getting Started at De Anza information important. Information that the respondents find the most helpful is 'reminders and deadlines' (27%) and 'application and registration' (24%).
- 9% (10 of 111) never act in response to the information and only 3% (3 of 110) never click on the links in the email.
- The top three cities where the students reside are San Jose (45%), Cupertino (13%), and Santa Clara (10%).
- 42% (47 of 113) of the students indicated that their parents did not graduate from a 4-year college.
- 35% (40 of 114) of the students indicated that 'parents/family' first encouraged them to consider applying for Financial Aid and 23% (26 of 114) responded 'a friend.'

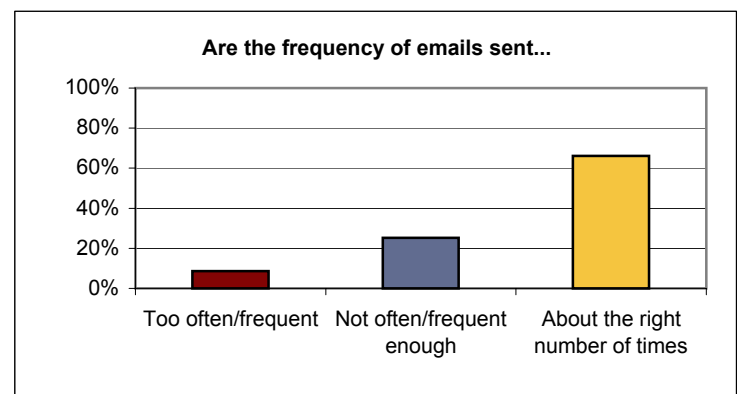
1. How closely do you read the Getting Started Information messages?

Response	Number	Percent
I read the whole email	43	37%
I scan the headings	67	58%
I read the first paragraph	5	4%
I don't read them	0	0%
Total Valid	115	100%
Total Missing	0	
Total	115	



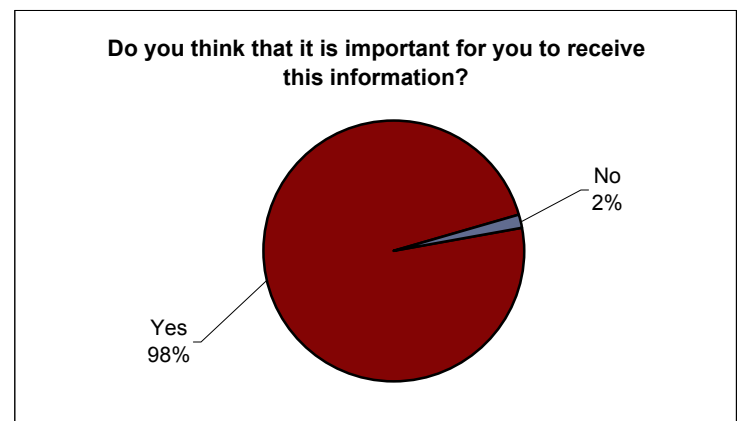
2. Are the frequency of emails sent...

Response	Number	Percent
Too often/frequent	10	9%
Not often/frequent enough	29	25%
About the right number of times	76	66%
Total Valid	115	100%
Total Missing	0	
Total	115	



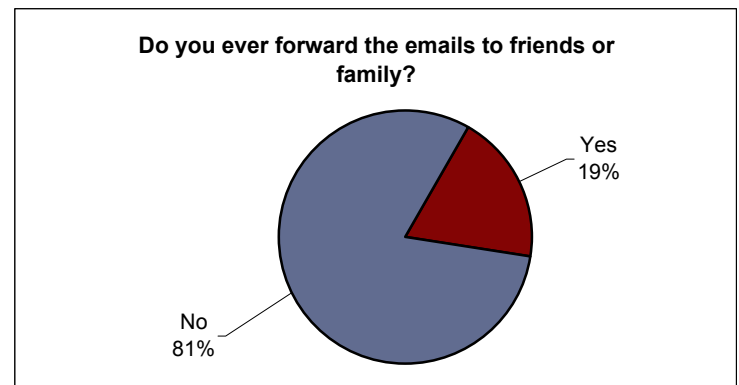
3. Do you think that it is important for you to receive this information?

Response	Number	Percent
Yes	113	98%
No	2	2%
Total Valid	115	100%
Total Missing	0	
Total	115	



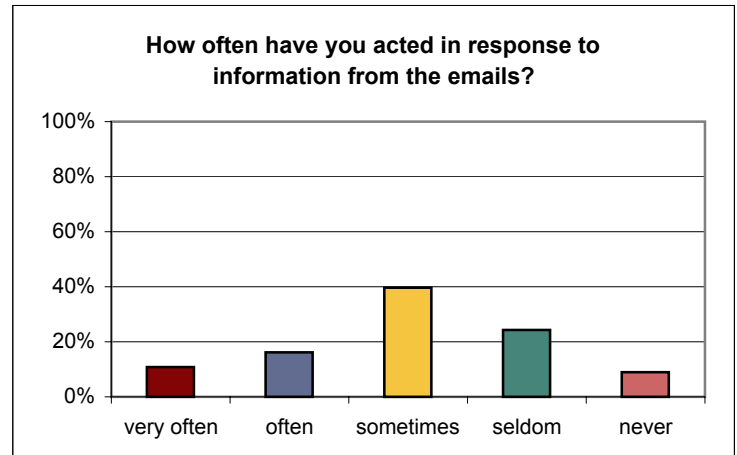
4. Do you ever forward the emails to friends or family?

Response	Number	Percent
Yes	22	19%
No	93	81%
Total Valid	115	100%
Total Missing	0	
Total	115	



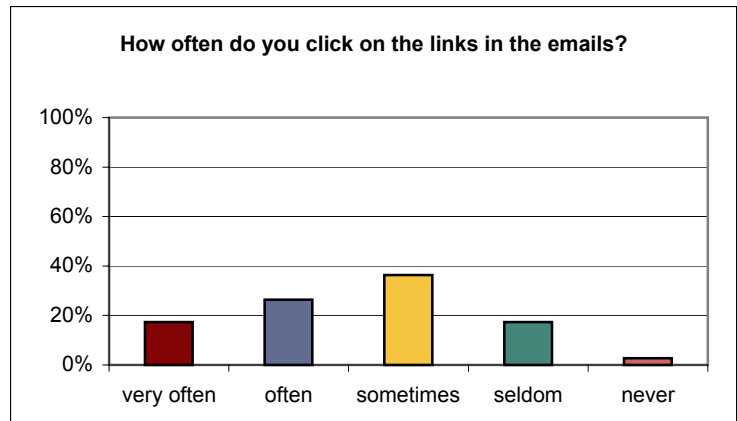
5. How often have you acted in response to information from the emails?

<u>Response</u>	<u>Number</u>	<u>Percent</u>
very often	12	11%
often	18	16%
sometimes	44	40%
seldom	27	24%
never	10	9%
Total Valid	111	100%
Total Missing	4	
Total	115	



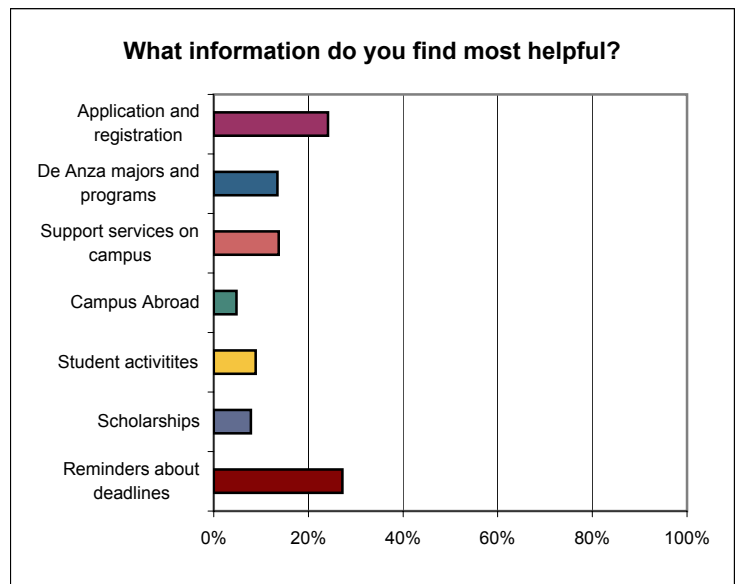
6. How often do you click on the links in the emails?

<u>Response</u>	<u>Number</u>	<u>Percent</u>
very often	19	17%
often	29	26%
sometimes	40	36%
seldom	19	17%
never	3	3%
Total Valid	110	100%
Total Missing	5	
Total	115	



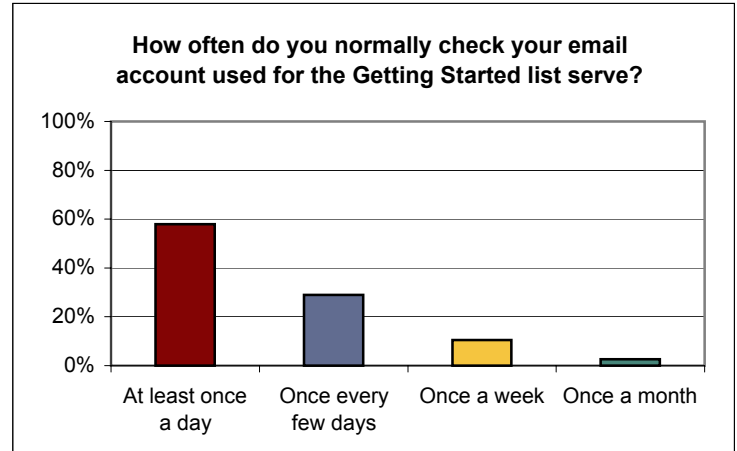
7. What information do you find most helpful? (Multiple selections allowed)

<u>Response</u>	<u>Number</u>	<u>Percent</u>
Reminders about deadlines	107	27%
Scholarships	31	8%
Student activities	35	9%
Campus Abroad	19	5%
Support services on campus	54	14%
De Anza majors and programs	53	13%
Application and registration	95	24%
Total Responses	394	100%
Total Respondents	115	
Total Missing	0	
Total Individual	115	



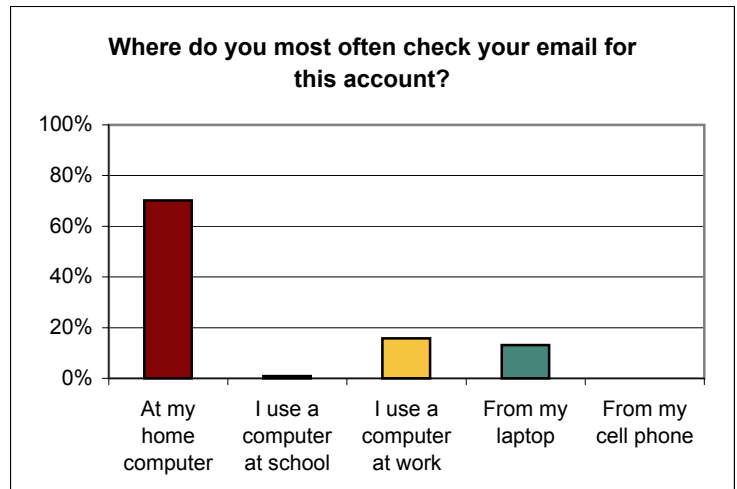
8. How often do you normally check your email account used for the Getting Started list serve?

<u>Response</u>	<u>Number</u>	<u>Percent</u>
At least once a day	66	58%
Once every few days	33	29%
Once a week	12	11%
Once a month	3	3%
Total Valid	114	100%
Total Missing	1	
Total	115	



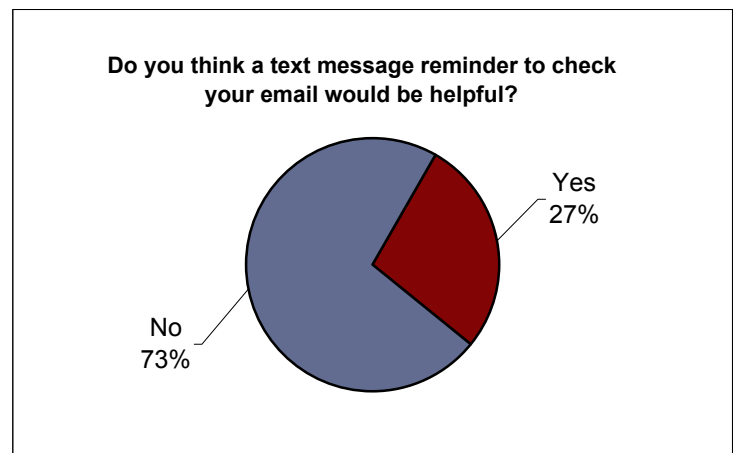
9. Where do you most often check your email for this

<u>Response</u>	<u>Number</u>	<u>Percent</u>
At my home computer	80	70%
I use a computer at school	1	1%
I use a computer at work	18	16%
From my laptop	15	13%
From my cell phone	0	0%
Total Valid	114	100%
Total Missing	1	
Total	115	



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

<u>Response</u>	<u>Number</u>	<u>Percent</u>
Yes	31	27%
No	82	73%
Total Valid	113	100%
Total Missing	2	
Total	115	



11. What is the zip code where you live?

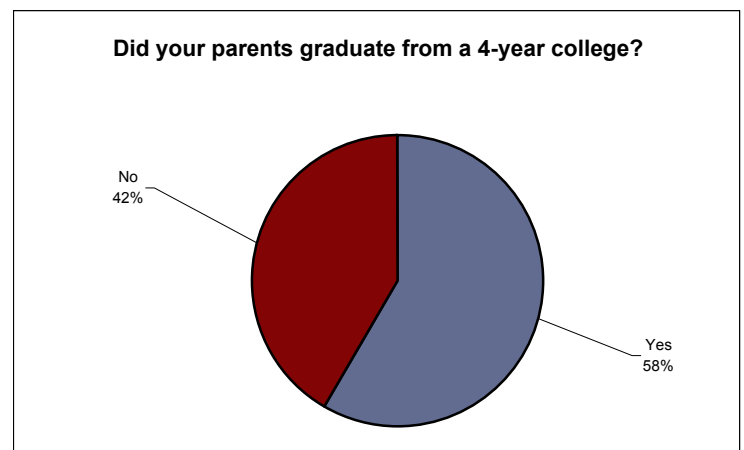
Response	Number	Percent
Atherton (94027)	0	0%
Boulder Creek (95006)	1	1%
Campbell (95008)	4	4%
Cupertino (95014)	14	13%
Dardanelle (95314)	0	0%
Fremont (94538, 94555)	0	0%
Los Altos (94024, 95033)	3	3%
Milpitas (95035)	5	4%
Morgan Hill (95037)	1	1%
Mountain View (94039, 94043)	6	5%
Newark (94560)	0	0%
Palo Alto (94303)	0	0%
Redwood City (94063)	0	0%
Richmond (94807)	0	0%
San Francisco (94124, 94134)	0	0%
San Jose*	50	45%
San Ramon (94583)	0	0%
Santa Clara (95050, 95051, 95054)	11	10%
Saratoga (95070)	2	2%
Sunnyvale (94085, 94086, 94087, 94089)	9	8%
Other*	7	6%
Total Valid	112	100%
Total Missing	3	
Total	115	

*NOTE: San Jose includes the following zip codes-- 95110, 95111, 95112, 95116, 95117, 95118, 95119, 95120, 95121, 95122, 95123, 95124, 95125, 95126, 95127, 95128, 95129, 95130, 95131, 95132, 95133, 95134, 95136, 95138, 95139, 95148).

*Other: zipcodes outside of Santa Clara County-- 94015, 94061(San Mateo), 94536, 94539(Alameda), 95060(Santa Cruz), 90266(Los Angeles).

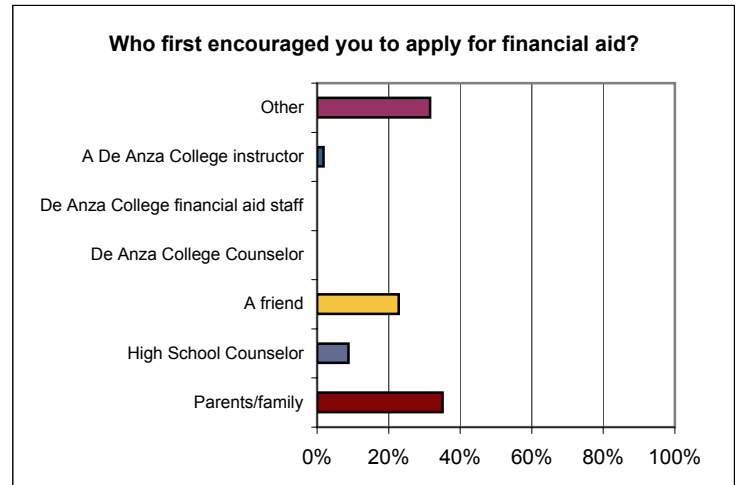
12. Did your parents graduate from a 4-year college?

Response	Number	Percent
Yes	66	58%
No	47	42%
Total Valid	113	100%
Total Missing	1	
Total	114	



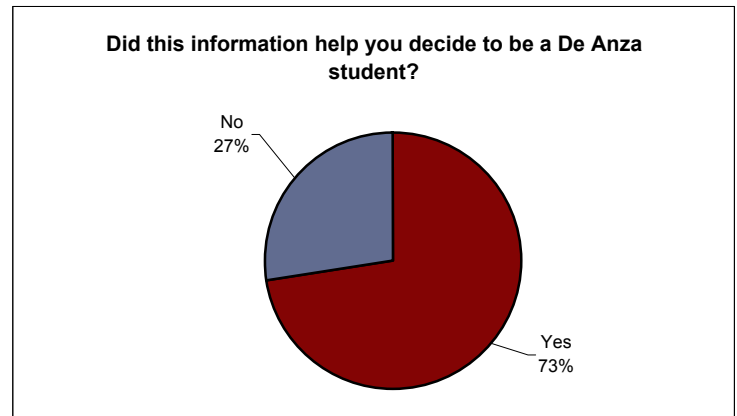
13. Who first encouraged you to consider applying to De Anza College?

Response	Number	Percent
Parents/family	40	35%
High School Counselor	10	9%
A friend	26	23%
De Anza College Counselor	0	0%
De Anza College financial aid staff	0	0%
A De Anza College instructor	2	2%
Other	36	32%
Total Valid	114	100%
Total Missing	1	
Total	115	



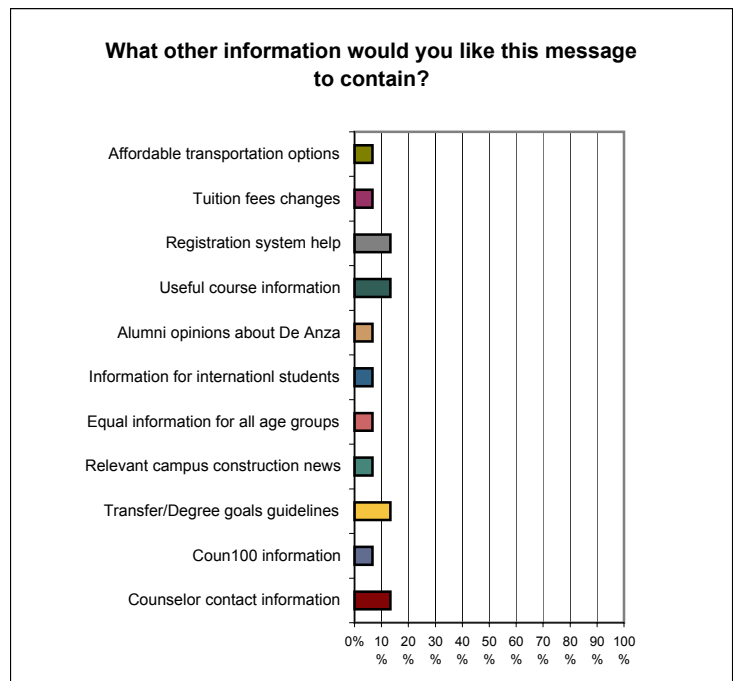
14. Did this information help you decide to be a De Anza student?

Response	Number	Percent
Yes	82	73%
No	31	27%
Total Valid	113	100%
Total Missing	2	
Total	115	



15. What other information would you like the message to contain?

Response	Number	Percent
Counselor contact information	2	13%
Coun100 information	1	7%
Transfer/Degree goals guidelines	2	13%
Relevant campus construction news	1	7%
Equal information for all age groups	1	7%
Information for international students	1	7%
Alumni opinions about De Anza	1	7%
Useful course information	2	13%
Registration system help	2	13%
Tuition fees changes	1	7%
Affordable transportation options	1	7%
Total Valid	15	100%
Total Missing	100	
Total	115	



15. What other information would you like the messages to contain? (*Text responses*)

- An active link to schedule appointments with counselors; counselor contact information (2)
- Quarter by quarter guidelines for freshmen including recommended classes to reach transfer/degree goals (2)
- Specific course information such as available online courses, excellent instructors and eligibility requirements (2)
- Registration system help pages (2)
- More information for international students about transfer (1)
- Opinions/Advice from De Anza alumni for incoming freshmen (1)
- Useful campus construction and road routs information (notice about when certain entrances are closed) (1)
- More useful information for all age groups; no variation of info by age (1)
- Tuition fee changes (1)
- Outreach and Financial aid information for students looking for cheaper transportation, etc. (1)
- COUN100 Information (1)



De Anza College Getting Started Listserv Survey

This survey will be used for research purposes only. All responses will remain anonymous and any data that is reported will be at the aggregate level (no individual data will be given out). You may choose not to answer any question.

De Anza College

1. How closely do you read the Getting Started at De Anza College Information messages?

- I read the whole email
- I scan the headings for topics that look important
- I read the first paragraph
- I don't read them

2. Are the frequency of emails sent

- Too often/frequent
- Not often/frequent enough
- About the right number of times

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

Yes No

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

5. How often have you acted in response to information from the emails? (for example: after reading information about a program, you contacted us for more information)

Very Often Often Sometimes Seldom Never

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

7. What information do you find most helpful? (can select more than one)

- Reminders about deadlines
- Information about scholarships
- Information about student activities
- Information about Campus Abroad
- Information about support services on campus (for example: financial aid, tutoring, EOPS)
- Information about De Anza majors and programs (Nursing, Auto Tech, Environmental Science)
- Information about application and registration dates

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

- At least once a day
- Once every few days
- Once a week
- Once a month

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

- At my home computer
- I use a computer at school
- I use a computer at work
- From my laptop
- From my cell phone

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

- Yes
- No

11. What is the zip code where you live?

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

- Yes
- No

13. Who first encouraged you to consider applying to De Anza College?

- Parents/family
- High School Counselor
- A friend
- De Anza College Counselor

- De Anza College financial aid staff member
- A De Anza College instructor
- Other

14. Did this information help you decide to be a De Anza student?

- Yes
- No

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

16. If you would like to enter into the drawing for a free gas card (we are giving away one \$50 card) please enter your name, email, and telephone number here:

Name (Last, First):

E-mail:

Telephone (###-###-####):

Submit

September 4, 2007

TO: Cindy Castillo, Director
De Anza College Financial Aid Office

FROM: Andrew LaManque, De Anza Research
Elena Litvinova, Student Assistant

SUBJECT: Scholarship Listserv Survey, Summer 2007

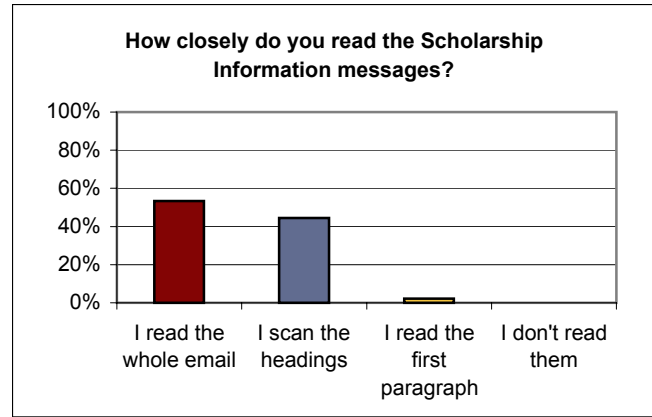
A survey link was included in an email that included nearly 1200 De Anza College Scholarship students on July 30 2007. A total of 45 students responded to the survey. The survey focused on whether the scholarship information sent via e-mail to students is helpful. The results were similar to the Summer 2007 Financial Aid Listserv and the Getting Started at De Anza Listserv surveys (*Refer to the main Summary page for comparisons*).

Important highlights include:

- 53% (24 of 45) of the students responded that they read the whole e-mail and 44% (20 of 45) scan the headings for important topics 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 pieces of information students find most helpful are '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.

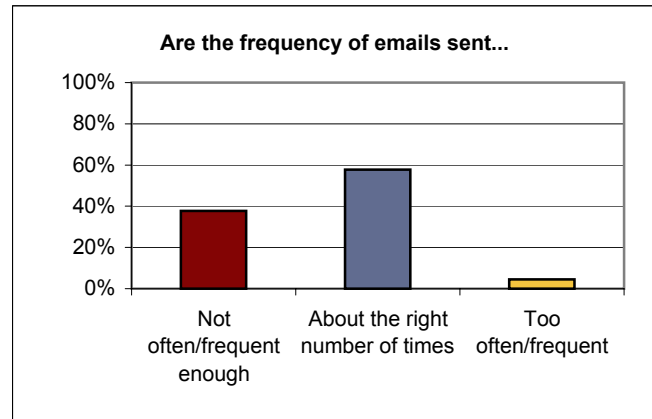
1. How closely do you read the Scholarship Information messages?

Response	Number	Percent
I read the whole email	24	53%
I scan the headings	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
Not often/frequent enough	17	38%
About the right number of times	26	58%
Too often/frequent	2	4%
Total Valid	45	100%
Total Missing	0	
Total	45	

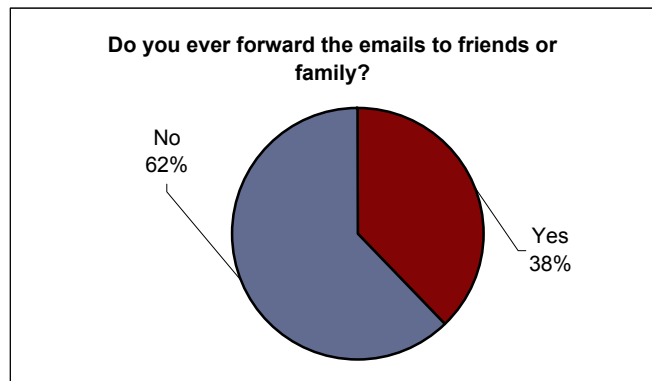


3. Do you think that it is important for you to receive this information?

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

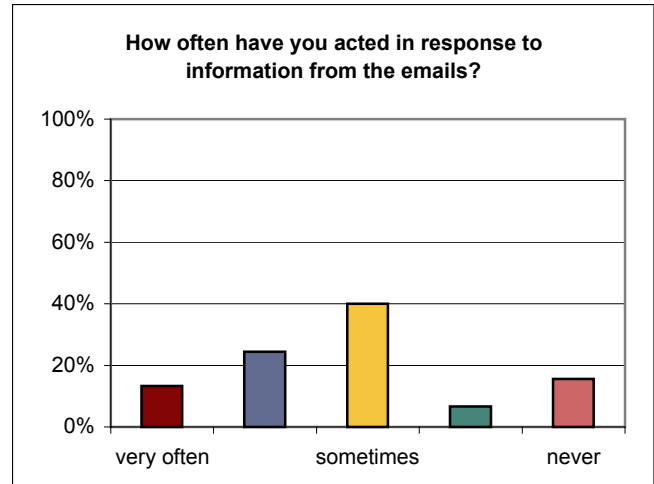
4. Do you ever forward the emails to friends or family?

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



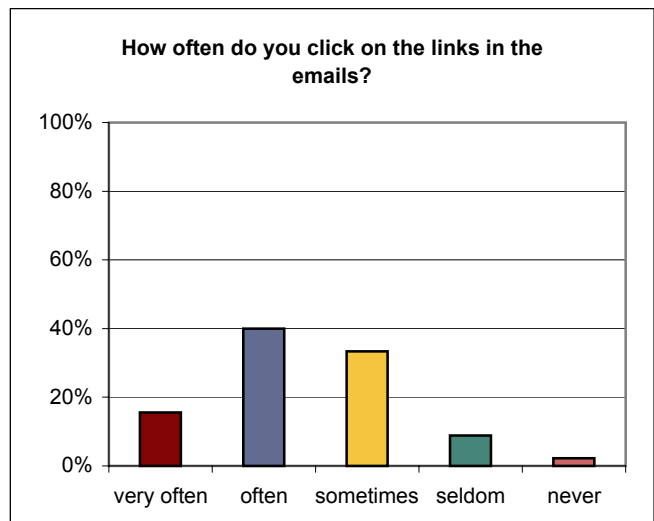
5. How often have you acted in response to information from the emails?

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	



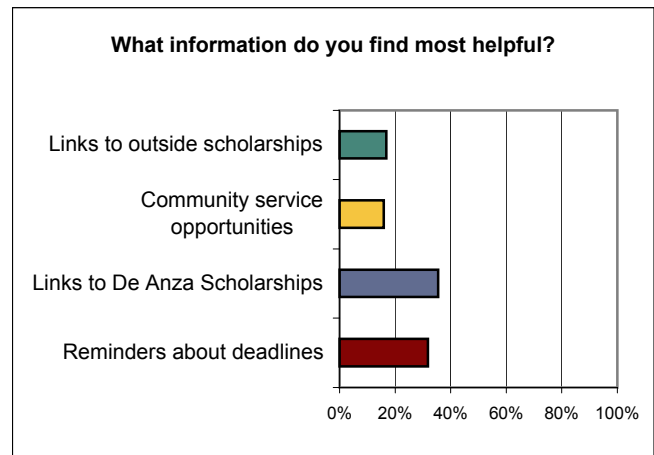
6. How often do you click on the links in the emails?

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	



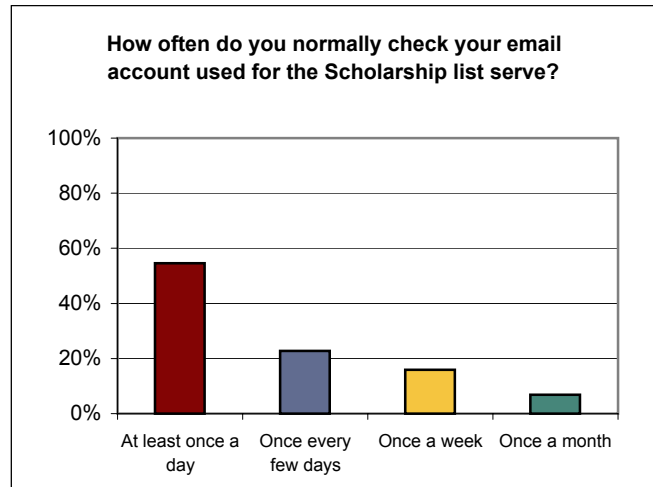
7. What information do you find most helpful?

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 Missing	0	
Total Respondants	45	



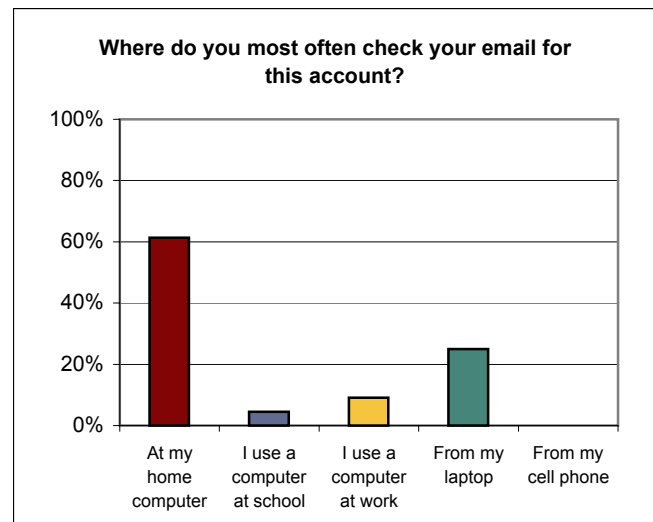
8. How often do you normally check your email account used for the Scholarship list serve?

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	



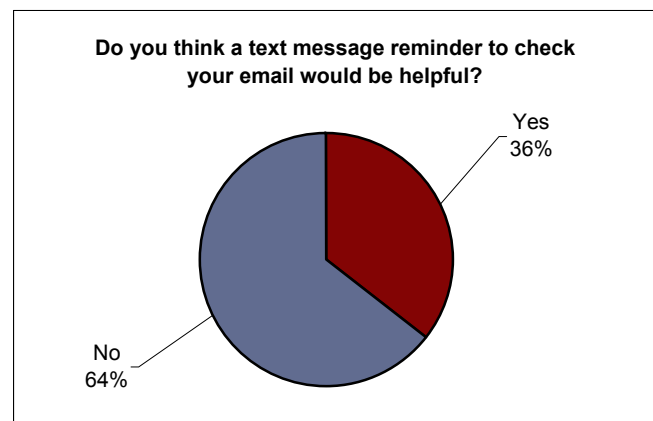
9. Where do you most often check your email for this account?

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	



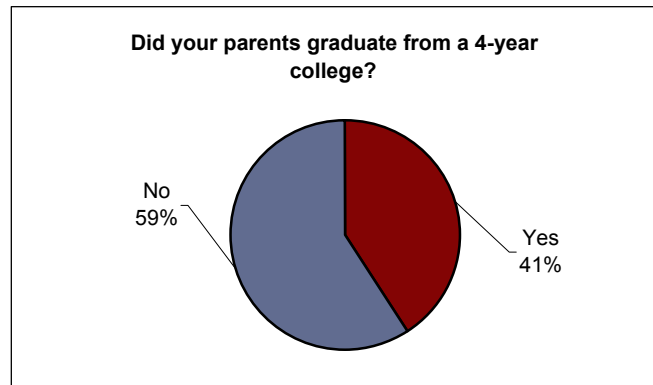
11. What is the zip code where you live?

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.

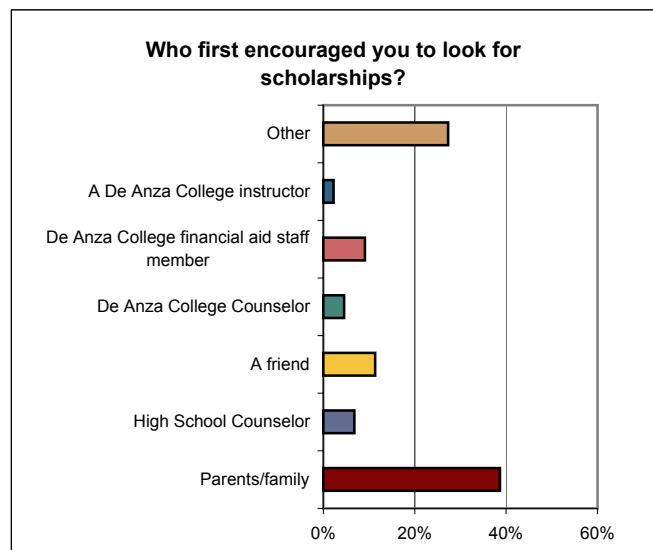
12. Did your parents graduate from a 4-year college?

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



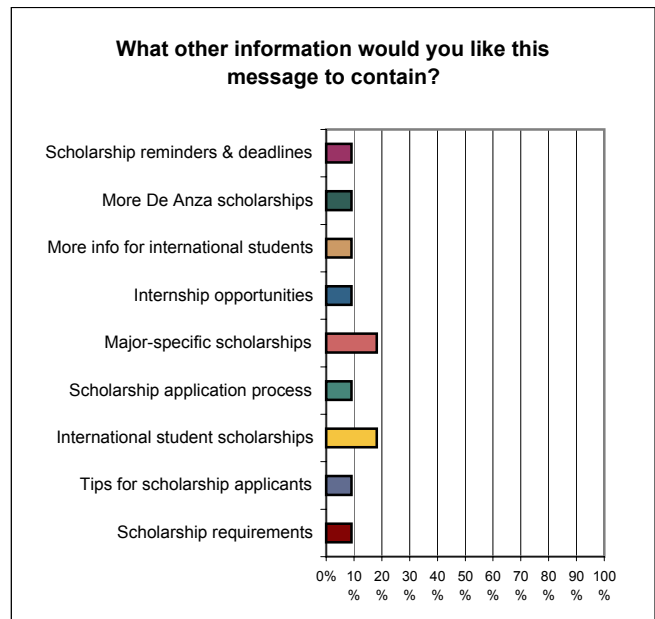
13. Who first encouraged you to look for scholarships?

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 this message to contain?

Response	Number	Percent
Scholarship requirements	1	9%
Tips for scholarship applicants	1	9%
International student scholarships	2	18%
Scholarship application process	1	9%
Major-specific scholarships	2	18%
Internship opportunities	1	9%
More info for international students	1	9%
More De Anza scholarships	1	9%
Scholarship reminders & deadlines	1	9%
Total Valid	11	100%
Total Missing	34	
Total	45	



14. What other information would you like this message to contain? (*Text Response*)

- Major/Ethnicity/Status-specific scholarships (2)
- Scholarships for international students; F-1 visa eligibility for scholarships (2)
- Internship opportunities; taxation (1)
- General information about the scholarship process; form of money scholarships offer (1)
- More info for international students (1)
- More De Anza scholarships (1)
- Scholarship reminders about deadlines (1)
- Scholarship Specific requirements (1)
- Tips for scholarship applicants (1)



De Anza College Scholarship Listserv Survey

This survey will be used for research purposes only. All responses will remain anonymous and any data that is reported will be at the aggregate level (no individual data will be given out). You may choose not to answer any question.

De Anza College

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

- I read the whole email
- I scan the headings for topics that look important
- I read the first paragraph
- I don't read them

2. Are the frequency of emails sent

- Too often/frequent
- Not often/frequent enough
- About the right number of times

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

Yes No

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

5. How often have you acted in response to information from the emails? (for example: after reading information about a deadline, you completed an application)

Very Often Often Sometimes Seldom Never

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

7. What information do you find most helpful? (can select more than one)

- Reminders about deadlines

- Links to De Anza scholarships
- Community service opportunities
- Links to outside scholarships

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- No

11. What is the zip code where you live?

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- De Anza College financial aid staff member
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- Other

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



15. If you would like to enter into the drawing for a free gas card (we are giving away one \$50 card) please enter your name, email, and telephone number here:

Name (Last, First)

E-mail:

Telephone (###-###-####):
