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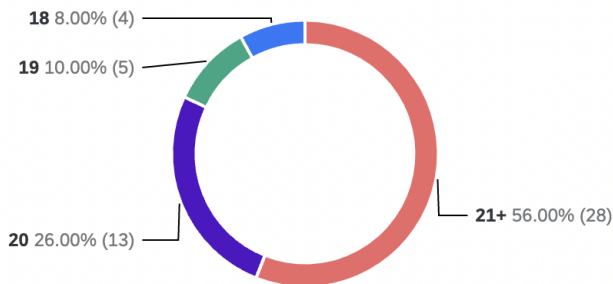
Strategic Research Methods

28 March 2025

Survey Analysis

Purpose/Audience: The purpose of this survey was to understand how undergraduate college students jumpstarted their college search by understanding where they searched for information and what was most important for them to have in a university.

Question 1: What is your age?

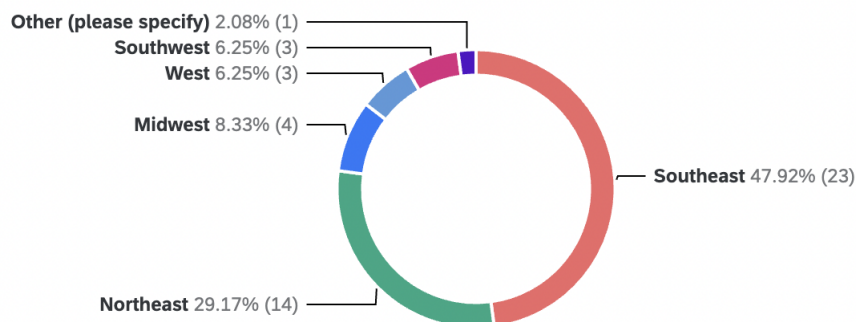


This question was used to gauge which portion of undergraduate students was more represented in my survey to understand any limitations and biases. 56% of my respondents were 21 and over, showing the limitation of the individuals I sent to were further removed from their college search and process. While I made sure all my respondents were undergraduate students, meaning the 21+ respondents are either junior or seniors, this still may limit the quality of responses if majority of respondents were 1 or 2 years removed from their college process.

Question 2/3: Are you an international student? / Do you have worries or concerns of foreign policies affecting your college experience?

This question was used as a filter question that, if answered yes, would lead them to a question about worries and concerns of foreign policies affecting their college experience. 49 out of 50 respondents selected no, showing the limitations of my circles and who I sent my survey to. Since I do not have data on the foreign policy question, I do not find it necessary to provide it in my analysis.

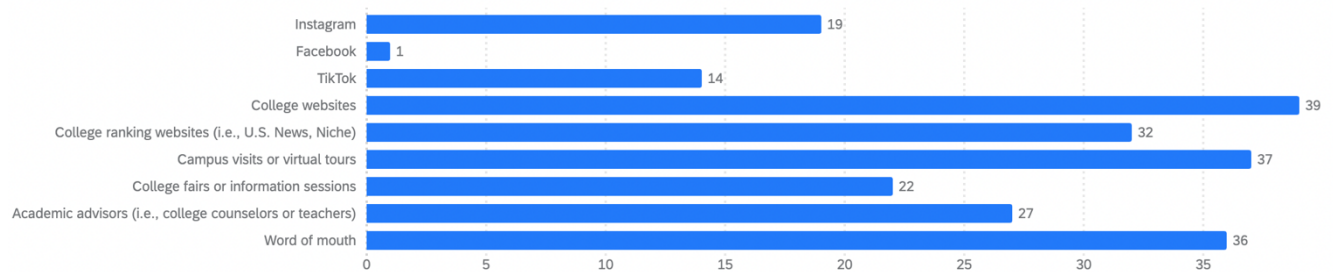
Question 4: What geographic region in America are you from?



As most of the respondents are representatives of the Elon undergraduate class, this question was used to gauge where majority of Elon students are from. 47.92% of respondents are from the southeast, nothing that almost half of the respondents were from the southeast. This may then be used for the SoC to understand where they should provide more recruiters if they are wishing to expand their national reach. The SoC may look into what recruiters in the southeast, such as in Florida, South Carolina, North Carolina, or Georgia, are utilizing to gain attention by prospective students. If the SoC notices that virtual information sessions do really

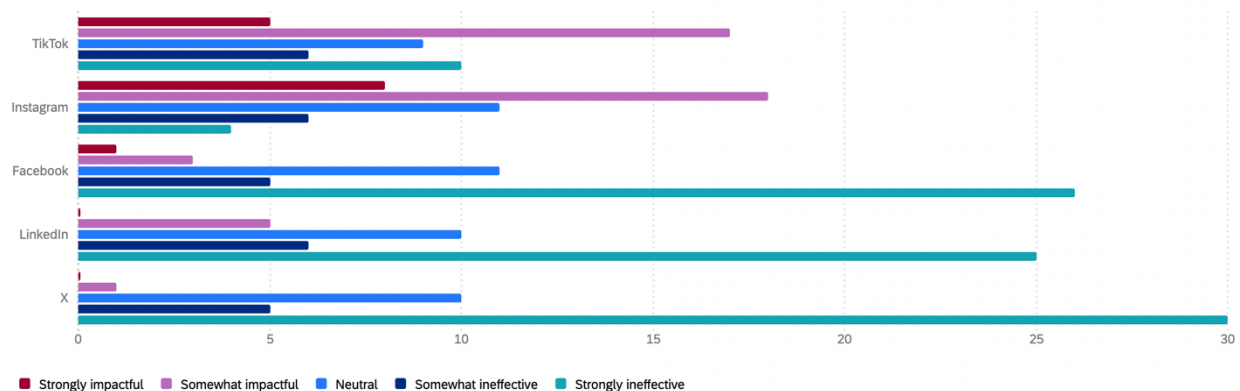
well in those areas, they may wish to incorporate more virtual information sessions in areas such as the southwest or Midwest.

Question 5: Where did you look for information about prospective colleges?



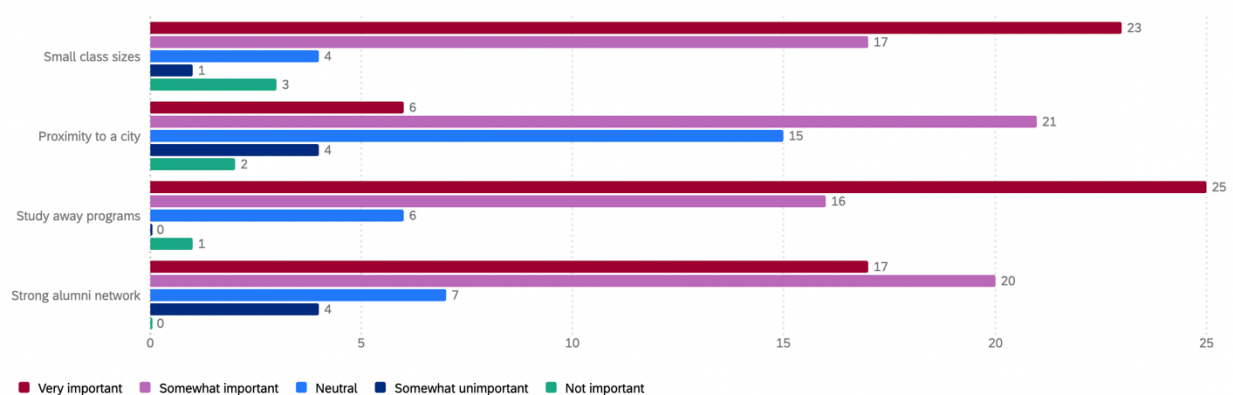
According to my survey, 39 out of 50 respondents selected that college websites, with 37 respondents selecting campus visits and virtual tours, are where they sought out information about prospective colleges. Thus, the SoC may choose to promote campus tours on their website by highlighting the unique facilities that students could visit such as the Jane and Brian Williams Studio where ELN and student shows are filmed or the WSOE radio station. Additionally, these results imply that the School of Communications could take extra measures to promote campus tours on the most utilized social media according to the survey, which was Instagram. They may utilize fun graphics about what the tour offers, show live action shots of tours in action, or include the aspects of the university that are visited while on tour.

Questions 6: Rate how impactful each social media outlet was to your college search.



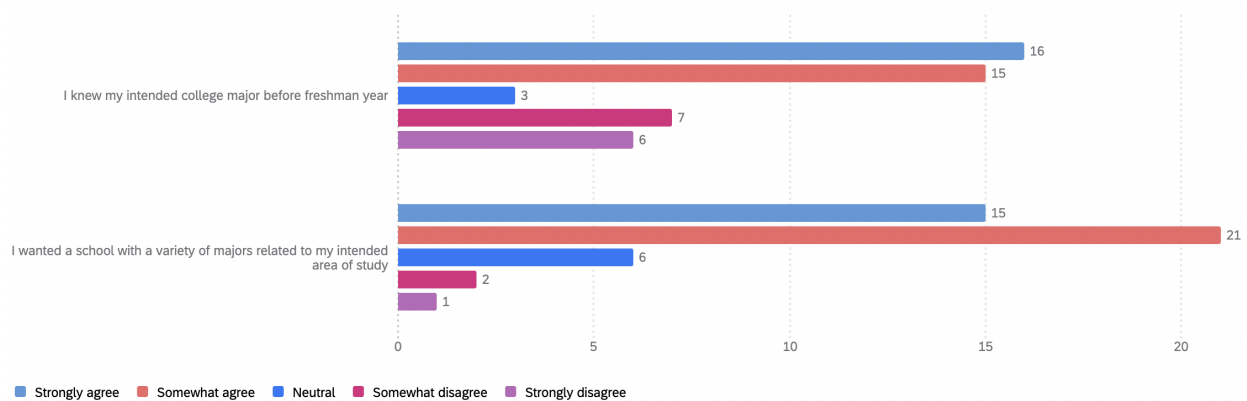
According to these results, 8 out of 50 respondents selected Instagram to be strongly impactful with 18 selecting it to be somewhat impactful. This platform was selected as the most impactful to our respondents in relation to the other four social media outlets. This information can be useful to the SoC as I mentioned in question 5. If the SoC is deciding which platform to showcase specific content important to respondents that relate to our school, such as campus tours or study away programs, the best place to do so would be on Instagram as that is where our audience is located.

Question 7: Please rank how important the following aspects of a college campus are to you.



50% of respondents selected that Study Away programs were very important to have on a college campus. Elon prides itself on study away programs as well as the SoC has their very own programs that tailor to the SoC specifically such as Elon in LA, Elon in NY, or Elon in London. With this in mind, it is important for the SoC to heavily market on their study away programs through media campaigns such as emails, packets sent to prospective student's houses, or through social media. The SoC could even host a virtual tour and session all about the study away programs Elon and specifically the SoC offers.

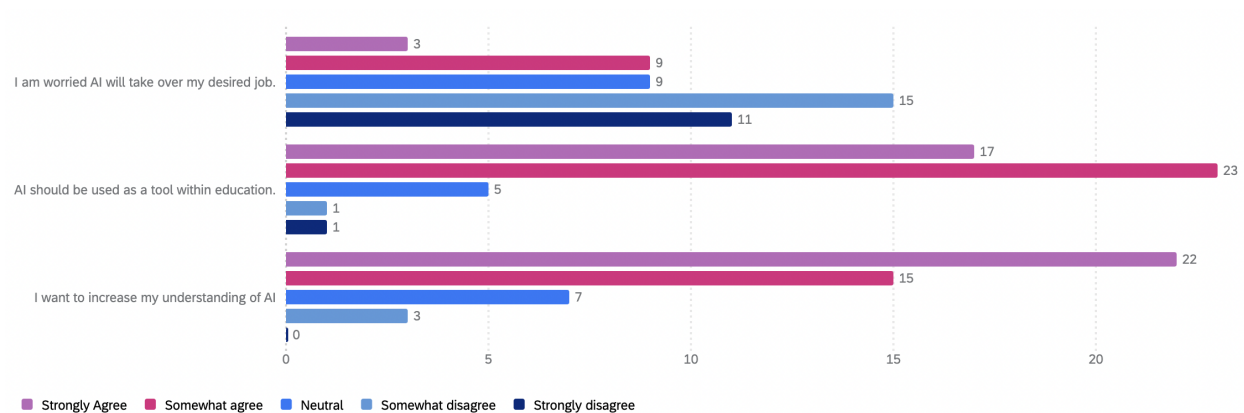
Question 8: Please rate your level of agreement with each statement: I knew my intended major before freshman year & I wanted a school with a variety of majors related to my intended area of study



This question was used to assess what prospective students were looking for in terms of majors offered at a university. The first statement tells the SoC certain prospective students may be when choosing to attend Elon, with 16 respondents – the most of all responses, selecting that strongly agree that they knew their intended major. The SoC may use this to their advantage by highlighting specific course offerings from the SoC through their college website. They may add a pop-up that site visitors my click on that touches on the most unique aspects of courses or

student organizations that may greatly intrigue prospective communications students. For example, there may be a pop-up notification when entering the site that says, “Click here to learn more about Live Oak Communications, our on-campus student-run strategic and creative design agency!” The second question focuses in on the importance of there being a variety of majors offered in a student’s desired field. Majority of respondents selected that they strongly or somewhat agree that they wanted their school to offer a variety of majors. While the SoC does offer a wide range of majors and minors in the communications field, this may lead to them having further discussions about introducing new and more niche majors for the SoC, such as crisis communication or technology communication with a focus on AI.

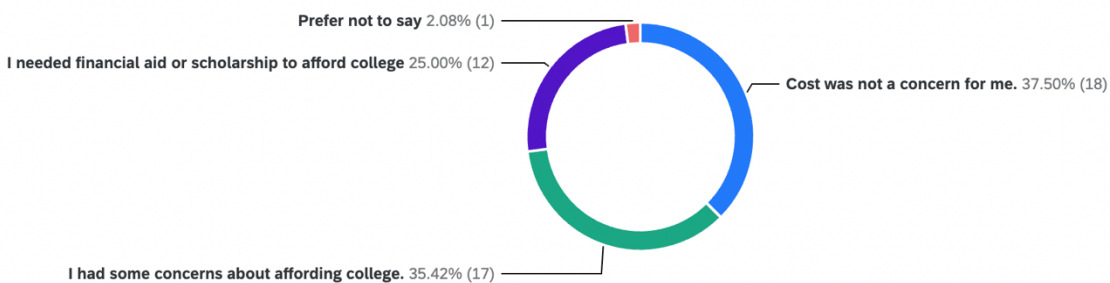
Question 9: To what extent do you agree with the following statements about Artificial Intelligence (AI) in education?



With the rise of AI within all professional fields, this question was designed to gauge students’ interest on the development of AI and how it should be used within education. Respondents simultaneously disagree that AI will take over their jobs, showing a lack of worry among 26 out of 50 respondents, and agree that AI should be used as a tool within education with 40 out of 50 respondents agreeing. Additionally, 22 out of 50 respondents strongly agree that they wish to

increase their understanding of AI. With AI on the rise and students eager to learn it as a tool, the SoC can begin to incorporate AI into courses as well as potentially design a course specifically tailored to understanding AI and getting the most use out of it. The introduction of these courses or lessons may be exhibited on websites or through emails.

Question 10: Please select how costs may have affected your college decision.



37.5% of respondents selected that cost was not a concern when thinking about college. This indicates that according to respondents, when they decided to attend Elon, they did not have much concern about the cost. This may go to show the compared to similar colleges that offer similar aspects that Elon has, Elon may seem to be the more affordable option. This can be used to promote the efficient aspects of Elon all at a lower price compared to competing schools. However, a close percentage of 35.42% of respondents did have some concerns about attending college. For this portion, it would be important for the SoC to take extra measures to promote financial aid opportunities such as the Communication Fellows program or other scholarships through discussing them on campus tours or virtual information sessions.