Initial Report

Last Modified: 04/14/2015

1. Thank you for your willingness to participate!In order to improve the efficiency of campus communication, Kenyon's Office of Institutional Research would like to understand the ways in which you find out about events at Kenyon. This survey should take approximately 10 minutes. Your participation in this study is completely voluntary, and there are no penalties if you decide not to participate or if you choose to skip any questions. All of your responses are confidential. At no time will your responses be publicly linked with your name or identifying information. If you have any questions about this survey, please contact Niki Hotchkiss, Office of Institutional Research, at hotchkissn@kenyon.edu or 740-427-5163. I have read and understood the information above and I agree to participate in this survey.

#	Answer	Bar	Response	%
1	Yes		245	100%
2	No		1	0%
	Total		246	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.00
Variance	0.00
Standard Deviation	0.06
Total Responses	246

2. How well-informed are you about events at Kenyon?

#	Answer	Bar	Response	%
1	Very well-informed		28	12%
2	Well-informed		105	45%
3	Somewhat well-informed		86	37%
4	Slightly well-informed		11	5%
5	Not at all well-informed		2	1%
	Total		232	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.37
Variance	0.62
Standard Deviation	0.79
Total Responses	232

3. How frequently do you attend Kenyon events?

#	Answer	Bar	Response	%
1	Once a week		57	25%
2	2-3 times a month		91	39%
3	Once a month		47	20%
4	2-3 times a semester		28	12%
5	Once a semester		6	3%
6	Once an academic year		2	1%
7	Never		1	0%
	Total		232	

Statistic	Value
Min Value	1
Max Value	7
Mean	2.33
Variance	1.30
Standard Deviation	1.14
Total Responses	232

4. How often do you attend a Kenyon event because it is:

#	Question	Once a week	2-3 times a month	Once a month	2-3 times a semester	Once a semester	Once an academic year	Never	Total Responses	Mean
1	Of personal interest?	42	70	41	41	14	5	6	219	2.79
2	In support of your friends?	12	67	62	48	18	5	5	217	3.13
3	A class requirement?	7	12	45	71	47	17	17	216	4.19

Statistic	Of personal interest?	In support of your friends?	A class requirement?
Min Value	1	1	1
Max Value	7	7	7
Mean	2.79	3.13	4.19
Variance	2.14	1.65	1.93
Standard Deviation	1.46	1.28	1.39
Total Responses	219	217	216

5. During what times are you most likely to attend a Kenyon event during the school week, excluding social events?

#	Answer	Bar	Response	%
1	Common Hour (11am-12pm Tues/Thurs)		100	45%
2	4pm-7pm		103	47%
3	7pm-10pm		135	61%
4	10pm or later		28	13%
5	I will not attend a Kenyon event during the week.		6	3%

Statistic	Value
Min Value	1
Max Value	5
Total Responses	220

6. During what times are you most likely to attend a Kenyon event during the weekend, excluding social events?

#	Answer	Bar	Response	%
1	9am-12pm		12	5%
2	12pm-4pm		115	52%
3	4pm-7pm		140	64%
4	7pm-10pm		115	52%
5	10pm or later		31	14%
6	I will not attend a Kenyon event on the weekend.		12	5%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	220

7. Which of the following circumstances most often prevents you from attending events that you would otherwise be interested in attending?
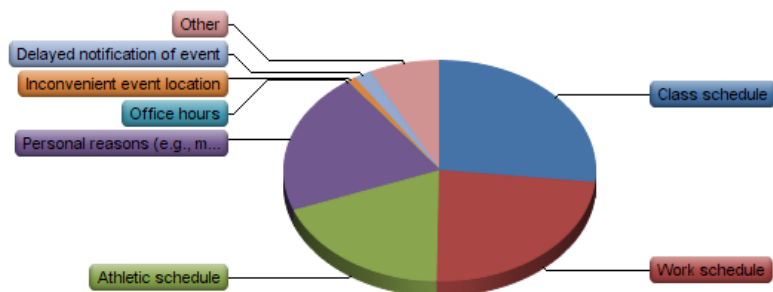
#	Answer	Bar	Response	%
1	Class schedule		58	27%
2	Work schedule		51	24%
3	Athletic schedule		41	19%
4	Personal reasons (e.g., mealtimes, sleep schedule)		45	21%
5	Office hours		0	0%
6	Inconvenient event location		2	1%
7	Delayed notification of event		4	2%
8	Other		16	7%
	Total		217	

Other
Group/club meetings during common hour
too much homework
Too much other homework to do etc.
Homework on deadlines
homework
AT
Extracurricular commitments (drama and dance)
Extracurricular schedule
too many other commitments, i.e. extracurriculars
Rehearsal Schedule
Homework
Rehearsal Schedule
Ballroom Practice
homework, or rehearsing for plays
homework and extracurricular obligations

Statistic	Value
Min Value	1
Max Value	8
Mean	2.91
Variance	3.74
Standard Deviation	1.93
Total Responses	217

8. Please indicate how frequently you use the following sources to find out about Kenyon events:

#	Question	Multiple times a day	Once a day	Several times per week	Once a week	Once a month	Once a semester	Never	I am not familiar with this source	Total Responses	Mean
1	Allstu	40	27	18	17	9	10	76	5	202	4.42
2	Dislists (e.g., senior@kenyon.edu, bushnell_residence@kenyon.edu)	40	42	39	25	17	10	23	5	201	3.42
3	Face-to-face communication	31	33	65	34	24	10	7	0	204	3.22
4	Facebook	31	25	49	35	25	7	29	1	202	3.69
5	"Highlights on the Hill" email	2	12	18	37	26	15	66	27	203	5.55
6	Kenyon Calendar online	1	5	5	10	22	38	100	19	200	6.28
7	Newscope	2	3	29	32	17	17	68	34	202	5.73
8	Posters	33	17	55	51	24	13	11	0	204	3.49
9	Student Info	66	43	31	19	7	14	21	2	203	2.97
10	"Upcoming Kenyon Events" emails	17	29	31	36	27	16	43	2	201	4.28
11	Other	1	1	1	2	4	1	19	4	33	6.21

| Other |
|---|
| Word of mouth |
| announcements in class |
| Professors in-class |
| word of mouth |

Statistic	Allstu	Dislists (e.g., senior@kenyon.edu, bushnell_residence@kenyon.edu)	Face-to-face communication	Facebook	"Highlights on the Hill" email	Kenyon Calendar online	Newscope	Posters	Student Info	"Upcoming Kenyon Events" emails	Other
Min Value	1	1	1	1	1	1	1	1	1	1	1
Max Value	8	8	7	8	8	8	8	7	8	8	8
Mean	4.42	3.42	3.22	3.69	5.55	6.28	5.73	3.49	2.97	4.28	6.21
Variance	6.28	4.21	2.36	3.68	3.52	1.87	3.45	2.66	4.29	3.97	2.98
Standard Deviation	2.51	2.05	1.54	1.92	1.88	1.37	1.86	1.63	2.07	1.99	1.73
Total Responses	202	201	204	202	203	200	202	204	203	201	33

9. How likely are you to look for an event poster in the following locations?

#	Question	Very Likely	Likely	Undecided	Unlikely	Very Unlikely	Total Responses	Mean
1	Academic building (e.g., Ascension)	36	97	19	41	10	203	2.47
2	Farr Hall	5	21	19	64	89	198	4.07
3	Gambier post office	2	28	28	79	63	200	3.87
4	My residence hall	59	89	19	17	16	200	2.21
5	Olin and Chalmers Library	44	79	32	32	15	202	2.48
6	Peirce Hall	117	70	6	8	1	202	1.54

Statistic	Academic building (e.g., Ascension)	Farr Hall	Gambier post office	My residence hall	Olin and Chalmers Library	Peirce Hall
Min Value	1	1	1	1	1	1
Max Value	5	5	5	5	5	5
Mean	2.47	4.07	3.87	2.21	2.48	1.54
Variance	1.31	1.20	1.09	1.41	1.45	0.61
Standard Deviation	1.14	1.09	1.05	1.19	1.21	0.78
Total Responses	203	198	200	200	202	202

10. Please indicate the top three sources you rely on to find out about Kenyon events:
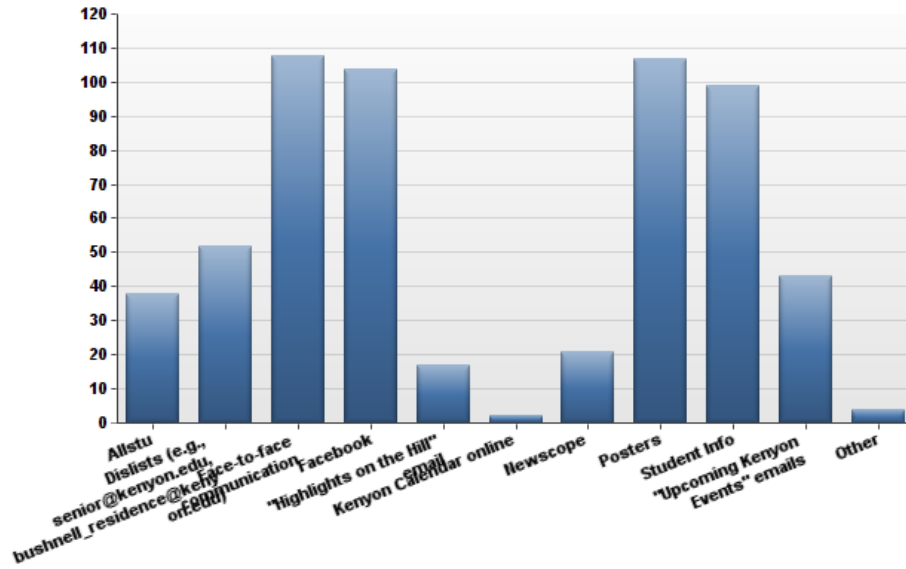
#	Answer	Bar	Response	%
1	Allstu		38	19%
2	Dislists (e.g., senior@kenyon.edu, bushnell_residence@kenyon.edu)		52	26%
3	Face-to-face communication		108	54%
4	Facebook		104	52%
5	"Highlights on the Hill" email		17	8%
6	Kenyon Calendar online		2	1%
7	Newscope		21	10%
8	Posters		107	53%
9	Student Info		99	49%
10	"Upcoming Kenyon Events" emails		43	21%
11	Other		4	2%

Statistic	Value
Min Value	1
Max Value	11
Total Responses	201

11. How far in advance of an event would you prefer to begin to see advertisements for that event?

#	Answer	Bar	Response	%
1	1 month before the event		15	8%
2	2 weeks before the event		86	43%
3	1 week before the event		85	43%
4	3 days before the event		12	6%
5	1 day before the event		1	1%
6	Day of the event		0	0%
	Total		199	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.49
Variance	0.55
Standard Deviation	0.74
Total Responses	199

12. How many email reminders do you think are appropriate for an event in the week preceding that event?

#	Answer	Bar	Response	%
1	None		1	1%
2	1-2		115	58%
3	3-5		79	40%
4	6-8		3	2%
5	9 or more		1	1%
	Total		199	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.44
Variance	0.32
Standard Deviation	0.56
Total Responses	199

13. Do you have a Facebook account?

#	Answer	Bar	Response	%
1	Yes, and I check it frequently		161	81%
2	No		6	3%
3	Used to but don't anymore		4	2%
4	Yes, but I rarely use it		28	14%
	Total		199	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.49
Variance	1.14
Standard Deviation	1.07
Total Responses	199

14. Have you had a Facebook account when enrolled as a student at Kenyon?

#	Answer	Bar	Response	%
1	Yes		3	75%
2	No		1	25%
	Total		4	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.25
Variance	0.25
Standard Deviation	0.50
Total Responses	4

15. Have you "liked" any Facebook pages related to Kenyon offices (e.g., Library and Information Services, Student Activities Office)?

#	Answer	Bar	Response	%
1	Yes		86	45%
2	No		104	55%
	Total		190	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.55
Variance	0.25
Standard Deviation	0.50
Total Responses	190

16. Have you "liked" any Facebook pages related to Kenyon student organizations (e.g., The Horn Gallery, Peer Counselors)?

#	Answer	Bar	Response	%
1	Yes		132	70%
2	No		57	30%
	Total		189	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.30
Variance	0.21
Standard Deviation	0.46
Total Responses	189

17. When you had a Facebook account, did you "like" any pages related to
Kenyon offices (e.g., Library and Information Services, Student Activities Office)?

#	Answer	Bar	Response	%
1	Yes		1	33%
2	No		2	67%
	Total		3	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.67
Variance	0.33
Standard Deviation	0.58
Total Responses	3

18. When you had a Facebook account, did you "like" any pages related to
Kenyon student organizations (e.g., The Horn Gallery, Peer Counselors)?

#	Answer	Bar	Response	%
1	Yes		1	33%
2	No		2	67%
	Total		3	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.67
Variance	0.33
Standard Deviation	0.58
Total Responses	3

19. Are you aware of the online Kenyon events calendar (calendar.kenyon.edu)?

#	Answer	Bar	Response	%
1	Yes, and I check it regularly.		5	3%
2	Yes, but I rarely check it.		130	65%
3	No.		65	33%
	Total		200	

Statistic	Value
Min Value	1
Max Value	3
Mean	2.30
Variance	0.26
Standard Deviation	0.51
Total Responses	200

20. Why do you rarely check the calendar?

#	Answer	Bar	Response	%
1	It does not contain the events I am interested in.		10	8%
2	It is difficult to find.		5	4%
3	It is difficult to use.		12	9%
4	I forget about it.		86	66%
5	Other		17	13%
	Total		130	

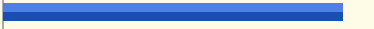| Other |
|-------|
| Use when needed |
| prefer using google calendar because it shows my class/work/extracurricular schedule also |
| Usually if there is an event I'm interested in, I find out from other sources. |
| get enough info from other sources |
| I rely on the upcoming events email to tell me what's on the calendar. |
| I already get allstu and student info emails about all the events occurring. |
| No one cares |
| I don't use google calendar; it's unhelpful. |
| Most groups don't seem to use it |
| All of the above |
| I don't need it |
| all of the above |
| not all events are on the calendar |
| I don't find it necessary because of the abundant student-infos and posters about upcoming events |
| other sources are more readily available |
| MEhh |
| all of the above |

Statistic	Value
Min Value	1
Max Value	5
Mean	3.73
Variance	1.00
Standard Deviation	1.00
Total Responses	130

21. Would you be interested in learning more about the Kenyon calendar?

#	Answer	Bar	Response	%
1	Yes		36	56%
2	No		28	44%
	Total		64	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.44
Variance	0.25
Standard Deviation	0.50
Total Responses	64

22. In what way would you like to find out more about the Kenyon calendar?

#	Answer	Bar	Response	%
1	Through email.		33	92%
2	Through a short voluntary workshop.		0	0%
3	Through an organization with which I am involved.		2	6%
4	Other		1	3%
	Total		36	

Other
Posters in Olin

Statistic	Value
Min Value	1
Max Value	4
Mean	1.19
Variance	0.45
Standard Deviation	0.67
Total Responses	36

23. Which medium do you use most often to find out about campus-wide deadlines, such as registration? (Please select ONE)
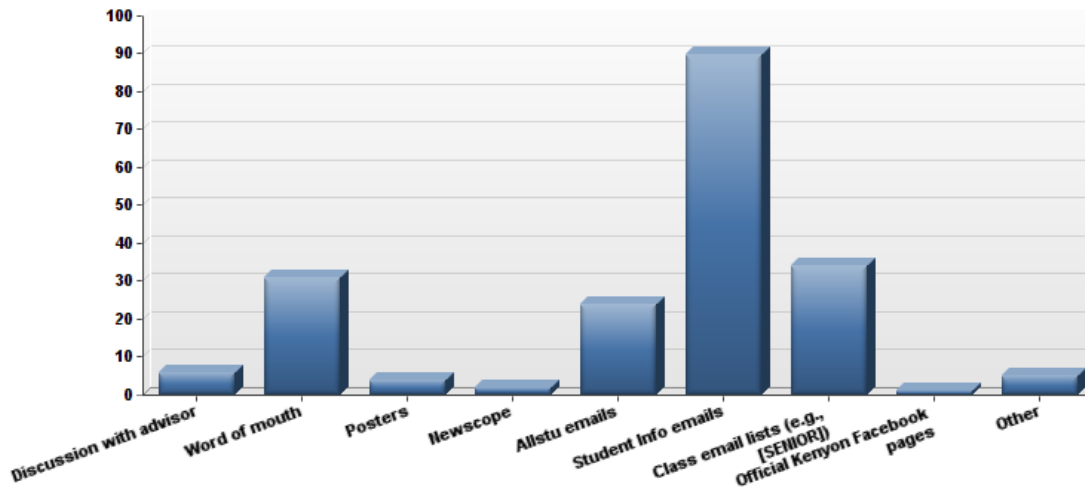
#	Answer	Bar	Response	%
1	Discussion with advisor		6	3%
2	Word of mouth		31	16%
3	Posters		4	2%
4	Newscope		2	1%
5	Allstu emails		24	12%
6	Student Info emails		90	46%
7	Class email lists (e.g., [SENIOR])		34	17%
8	Official Kenyon Facebook pages		1	1%
9	Other		5	3%
	Total		197	

Other
Kenyon website
Kenyon Website
The website/the academic calendar published on the website at the beginning of the yr- I write all those dates in my personal planner.
Google
snapchat lol

Statistic	Value
Min Value	1
Max Value	9
Mean	5.27
Variance	3.54
Standard Deviation	1.88
Total Responses	197

24. How many student organization dislists are you subscibed to?

#	Answer	Bar	Response	%
1	None		13	7%
2	1-2		55	28%
3	3-5		89	45%
4	6-8		36	18%
5	9 or more		3	2%
	Total		196	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.80
Variance	0.76
Standard Deviation	0.87
Total Responses	196

25. Right now, students receive text message alerts for safety emergencies. If available, would you like the option to receive text message alerts from Kenyon for any of the following? Check as many as you wish. (Please note: you will not immediately be receiving messages about the choices you select. Your choice will indicate to us what you would like to be available.)

#	Answer	Bar	Response	%
1	Athletic team scores		33	17%
2	Course information (e.g., assignments, cancellations, room change)		99	51%
3	Important deadlines (e.g., registration, housing lottery)		103	53%
4	Maintenance alerts (water or power outages, road closures, boil alerts, etc.)		118	60%
5	Major Kenyon news events		57	29%
6	Reminders about upcoming Kenyon events		16	8%
7	Other		2	1%
8	I do not want to receive text message alerts from Kenyon (except for emergency alerts).		43	22%

Other
Major Kenyon news events--but only if they're INCREDIBLY important
Course info in cancellations and room change, but not assignments

Statistic	Value
Min Value	1
Max Value	8
Total Responses	196

26. Would you be interested in subscribing to an email list based on specific interests (e.g. [PsychInfo], [ArtInfo])?

#	Answer	Bar	Response	%
1	Definitely yes		48	24%
2	Probably yes		93	47%
3	Maybe		42	21%
4	Probably not		10	5%
5	Definitely not		4	2%
	Total		197	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.13
Variance	0.83
Standard Deviation	0.91
Total Responses	197

27. If you have any suggestions for improvement to communication on campus, please write them below.

Text Response
There really needs to be a way that the mandatory dislists are monitored. I shouldn't be receiving random, unnecessary emails from student groups because of the residence hall dislists.
Limit the usage of residence hall dislists and major dislists as a means to send as many emails to as many people as possible. I should not be receiving an email about a political science related event via a math majors dislist. These dislists are too frequently abused.
Student info should not be used for constant reminders of things like Kenyon Carryout and Nitebites. Advertisements to start and join organizations would be a good use of student info, however.
The amount of emails we receive is a pain. I receive so many emails that are really intended for a very specific group of people. I would prefer that student events and other dates/activities were posted on some sort of online forum that I could check and sort through that was separate from email. I would prefer that my email was mostly used for information from my professors, my classmates, and administration. Having to sort through 40 emails a day to get to the pertinent emails seems like a waste of time.
I would prefer fewer e-mails per day.
Please for the sake of our sanity reduce the number of emails that MESA sends. They're wonderful folks doing wonderful things but they don't need to send 10+ emails for every single event that they host. In general, restrictions should be set on how many emails are sent out advertising one event. We get too many emails. Any measure to reduce the number of emails we receive (like the department-specific list idea) would be greatly appreciated. Thank you!
Make it against policy to abuse the residence hall dislists. The emails from NiteBites and Kenyon Carry Out to these lists is not only inappropriate, it is a risk to student safety; once students begin to filter these emails into a separate folder which they don't check, they will miss important information from their CAs and ADs.
I do like receiving emails about different events, but sometimes I do not get information right away. I did not know the date the end of semester surveys were due. That would have been helpful.
Stop spamming emails.
When making decisions about informing people via text message, please be aware that many people on campus do not possess smartphones, but rather basic flip-phones for example, so unnecessarily long texts can be cumbersome to read/receive.
I don't think the issue with people not attending events is a lack of communication so much as a lack of time. Kenyon students are very busy and have a lot of homework, and so that leaves little time for attending talks and such.
Athletic and social events
The subscription-based email list idea is fantastic, I would love to use it. Part of the reason that I do *not* generally rely on emails for communication about events is that the vast majority of event-related emails are irrelevant or not of interest to me. So, if I could subscribe to specific lists that interest me and ONLY receive emails related to those, it would mean a much stronger communication line.
People abuse the dislists. Things like resident hall dislists keep being used by people for personal interest, like advertising for Nite Bites and looking for lost coats. Mediums like allstu already exist for this purpose and forcing people to receive these emails seems unfair. Either moderation is needed to these dislists, or rules need to be made about what can and can't be shared on them with punishments for breaking those rules.
If the student-info emails about a specific event did not repeat so much, students would probably be more inclined to pay attention to them the first time they get them.
I would argue that if you created a subscription-based email list, people who may be interested in a single event (but maybe don't want to be subscribed for the whole year) would miss out, since they would not receive those emails.
We need a better system for StudentInfo. It's too selective, so a lot of info falls through the cracks and ends up in less informative places. This means that we end up losing numbers at events because a moderator decided certain information wasn't valuable enough to pass on. Also, we don't need 10 emails saying the same thing. If the moderator is passing them up, he or she should only send one with the same info.
I really check my email for information about current class scheduling and assignments, registering for classes, getting ready to leave for break, test-week policies, and the housing lottery. If emails about registration and the housing lottery were to start earlier and be clearly noted with the usual all-capitals subject-line, that would be helpful in allowing my peers and I more time to prepare!
E-mails are the most effective way to communicate, but other areas such as posters and word of mouth are good too.
Less volume. When I get multiple emails a day I am more likely to just delete without reading and I know I am not alone in this vein of thinking.
Student Info emails have become virtually useless to me. They used to crowd my inbox and cause me to overlook the more important and pertinent emails and so now I have them automatically sorted into another inbox. I usually rely on word of mouth to learn about important events and interesting things, though I do sometimes miss out on good speakers and the like because I rarely check my student-info box. I like the idea of a more streamlined distribution list subscription service that students can sign up for. That way, I won't have to sift through repetitive emails about things that I know I wouldn't be able to do.
N/A
A lot of organizations blast out tons of emails in the weeks prior to events. I think the number of emails pertaining to an event should be limited to a specific number (i.e one 3 weeks prior to events, two in the 2 weeks prior to the event and 3 in the week of event.) Also, free access to the dorm dislists should NOT be allowed
Make it more difficult to Bcc Kenyon students and easier to send allstu emails
Student Info needs to be approved as soon as they are sent - there should not be a delay. bcc residence halls and bcc class dislists so annoying and I with people wouldnt send event info through these dislists. The "dislist abuse" is an indication of the overflow of email on the normal channels, ie studentinfo and allstu.
I get very annoyed when I get e-mails about events related to issues/departments I am uninterested/uninvolved in. I would like e-mails to be stream-lined by department and interest. For example, if I do not study music or practice an instrument, I do not want to see reminders to sign up for music lessons.
All-stus are really overwhelming and there are too many of them, so it is tough to filter through all of the information I receive daily. I would suggest subscription based lists, text messages, Facebook events, and posters as advertising methods. One email is fine, but not more than three.
It gets really frustrating receiving so many emails a day. I miss a lot of important emails because it is hard to read everything. Emails should be targeted at specific groups of people or people who have indicated interest. Emails should rarely be sent to the entire campus.
Student Infos need to be better regulated and filtered
If student info emails could be compiled into one daily email with links to the information about the events currently sent out individually through student info, that would be great. It would be nice to get just one email that still has all the information but through links rather than individual emails.
We receive too many emails so people rarely read them.

Statistic	Value
Total Responses	31

28. class

Value	Total
FY	59
SR	72
JR	37
SO	78