



Student Media Prefs Survey

Insights and
Recommendations

Office of Communications
Fall 2024

Survey Sections

- Listening Preferences
- Video Content and Streaming
- Social Media
- Class Structure and Online Learning
- Expectations and Contact Methods
- College Communication
- Email
- Image and Recruitment
- Encouragement and Support
- Persistence
- College Alumni
- College Website
- Connectivity and Preferences
- News

Survey Promotions

Back from Brat Summer—and down for a \$50 Amazon card?

Montgomery College needs your opinion FR

MC is highly interested in your opinions. If something slips—or if something is sus—we want to know. Join other students nationwide to help improve your experiences—and make MC the GOAT!

One \$50 Amazon gift card will be raffled each week of the survey—no cap.

Make MC the GOAT



bit.ly/makemcthegoat

Survey Dates
September 23–October 18



IYKYK! Tell us—and score a \$50 Amazon card.



Montgomery College needs your honest input to improve how we communicate with you and support your goals.

Join other students nationwide to help us help you succeed.

We will raffle one \$50 Amazon gift card each week of the survey. Complete your survey—and get ready to win.

Make MC the GOAT



bit.ly/makemcthegoat

Survey Dates
September 23–October 18



You have an opinion. We have a \$50 Amazon card.

Montgomery College needs your honest input to improve how we communicate with you and support your goals.

Join other students nationwide to help us help you succeed.

We will raffle one \$50 Amazon gift card each week of the survey. Complete your survey—and get ready to win.

Make MC the GOAT



bit.ly/makemcthegoat

Survey Dates
September 23–October 18



Don't get ghosted. Hurry and get a \$50 Amazon treat.



Montgomery College needs your honest input to improve how we communicate with you and support your goals.

Join other students nationwide to help us help you succeed.

This is the last chance to enter a raffle for a \$50 Amazon gift card. Complete your survey—and get ready to win.

Make MC the GOAT



bit.ly/makemcthegoat

Survey Deadline
October 18 at Midnight



Survey Success!



1,246 MC students
enrolled Fall 2024

194% of survey goal

Demographics

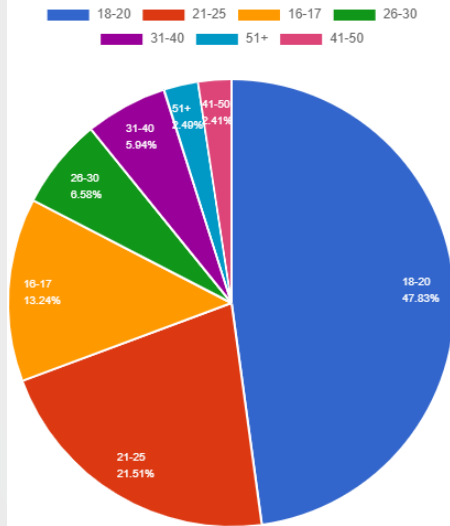


Survey Demographics

MEDIA PREFS

Demographics

How old are you?

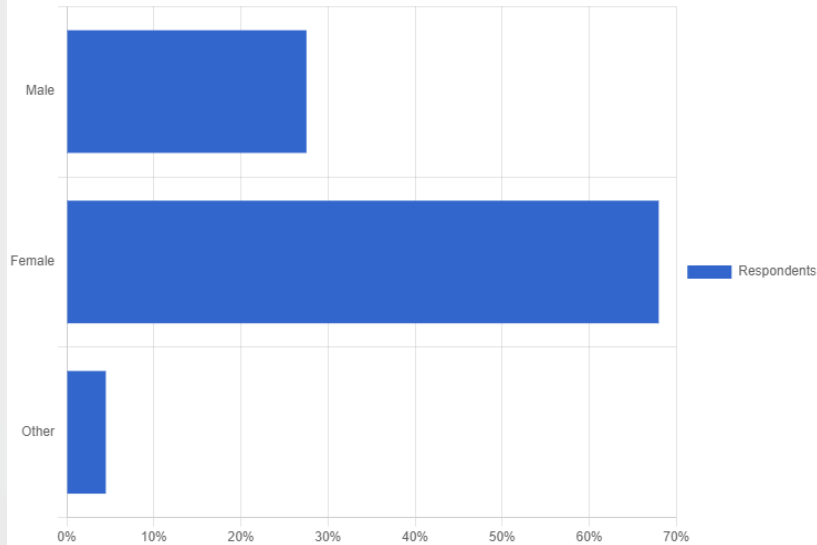


Survey Demographics

MEDIA PREFERENCES

Demographics

Which best describes your gender identity?

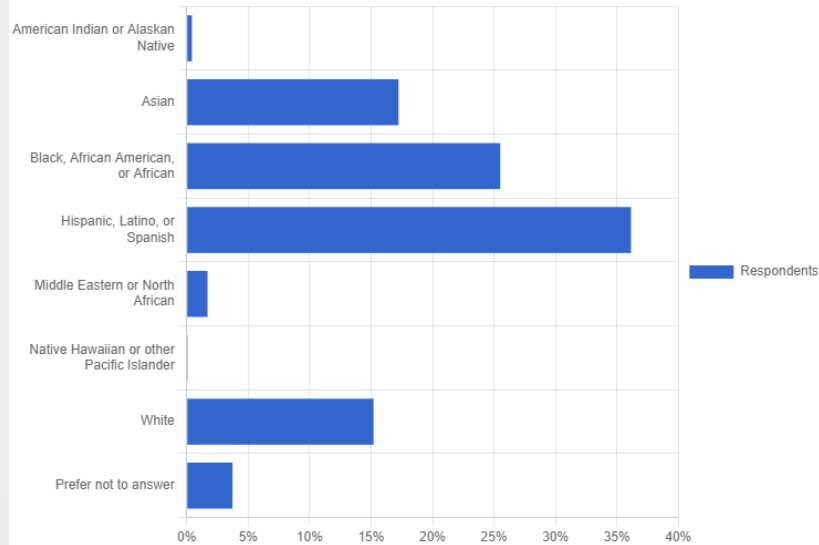


Survey Demographics



Demographics

Which best describes your ancestral background?



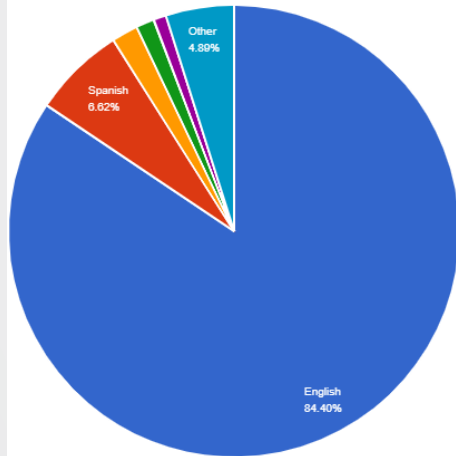
Survey Demographics

MEDIAPREFS

Demographics

What is your primary/native language?

English Spanish French
Portuguese Nepali Other

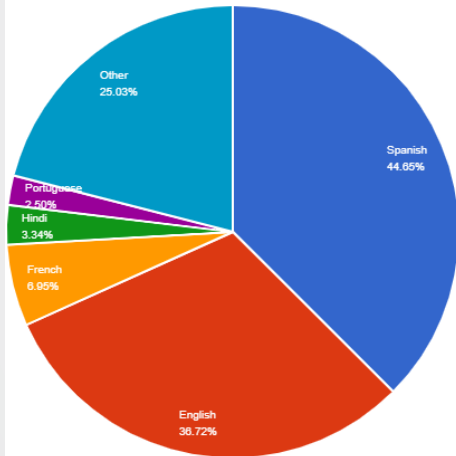
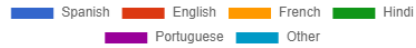


Survey Demographics



Demographics

If you fluently communicate in any additional languages, please list them here:

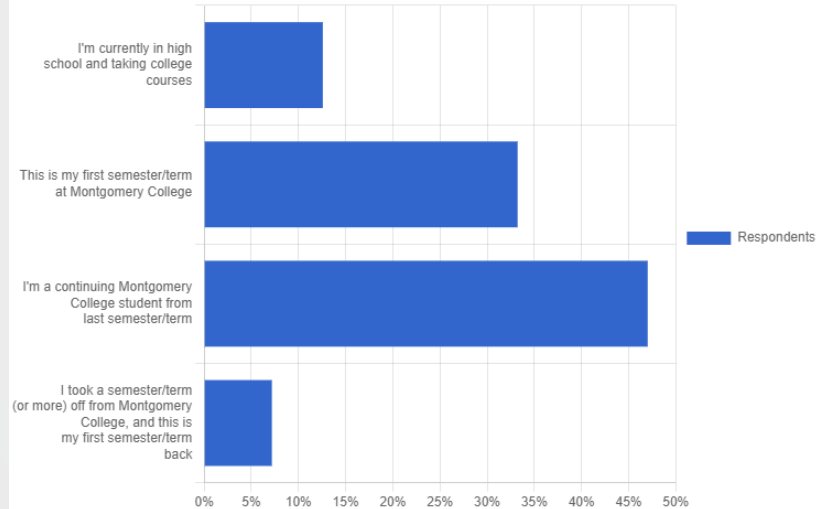


Survey Demographics



Demographics

Which best describes you as a student?

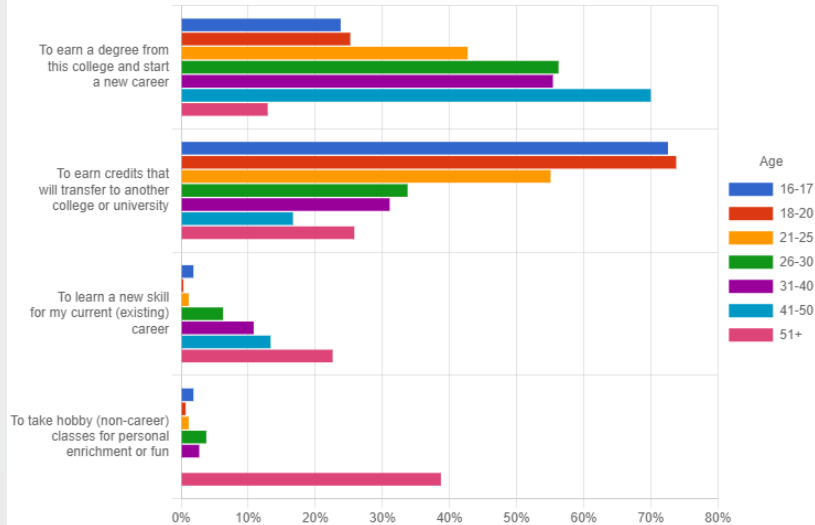


Survey Demographics



Demographics

Why are you primarily attending Montgomery College?

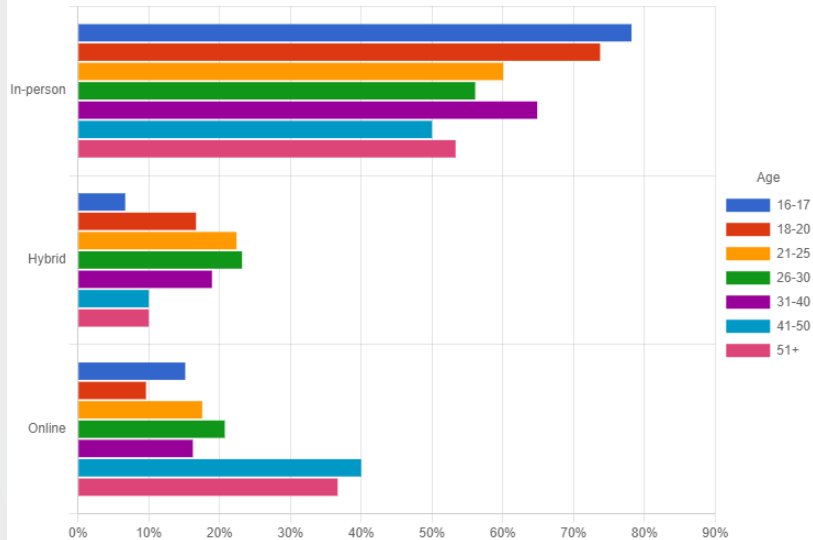


Survey Demographics

MEDIA PREFS

Demographics

What is the structure of most of the classes you take?

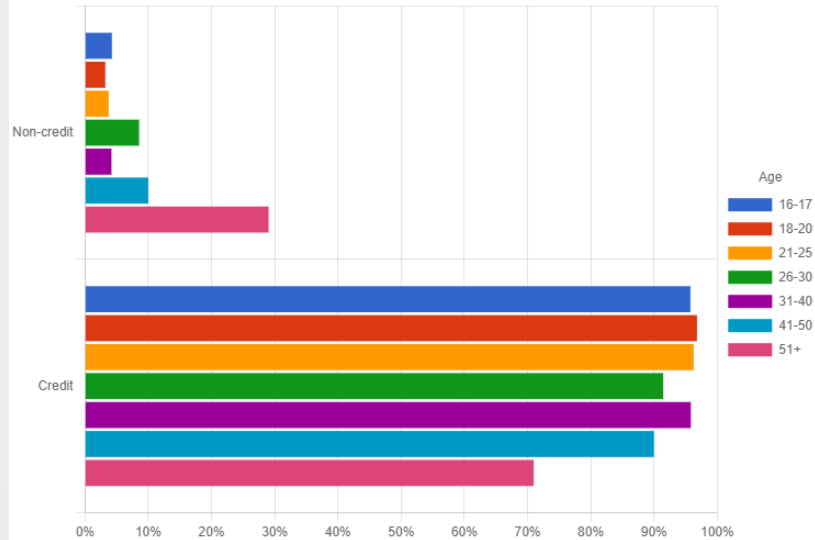


Survey Demographics

MEDIA PREFS

Demographics

Which type of classes do you typically take?

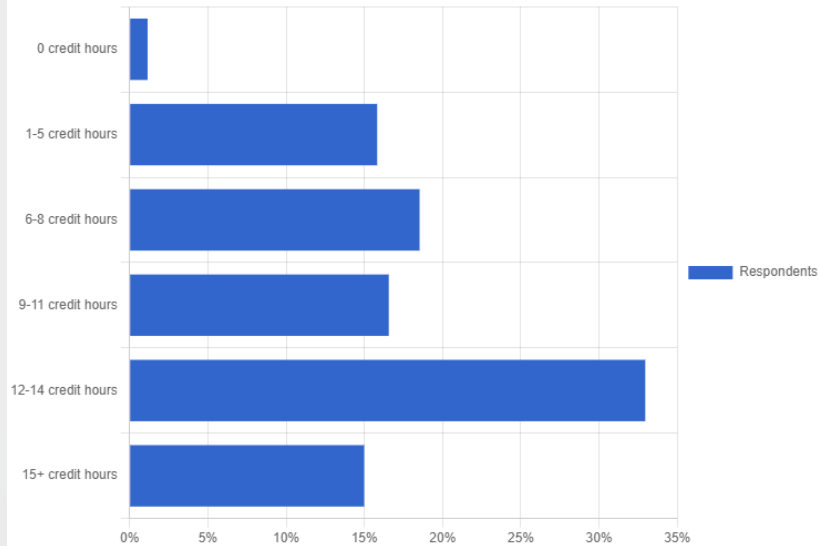


Survey Demographics



Demographics

How many credit hours are you taking this semester/term?

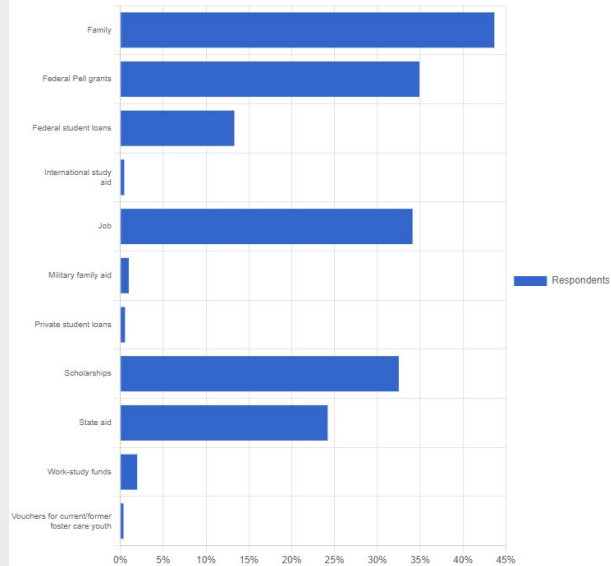


Survey Demographics



Demographics

How do you pay for college? Check all that apply.

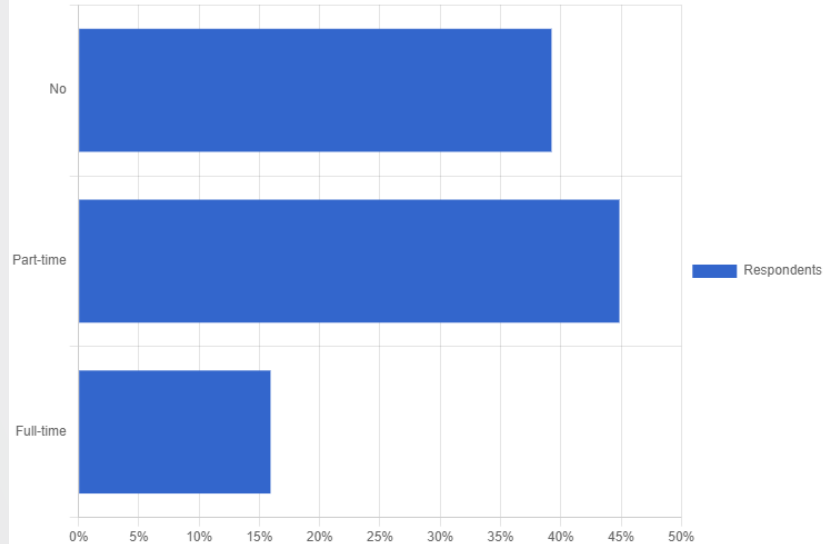


Survey Demographics

MEDIA PREFERENCES

Demographics

Do you work while attending school?

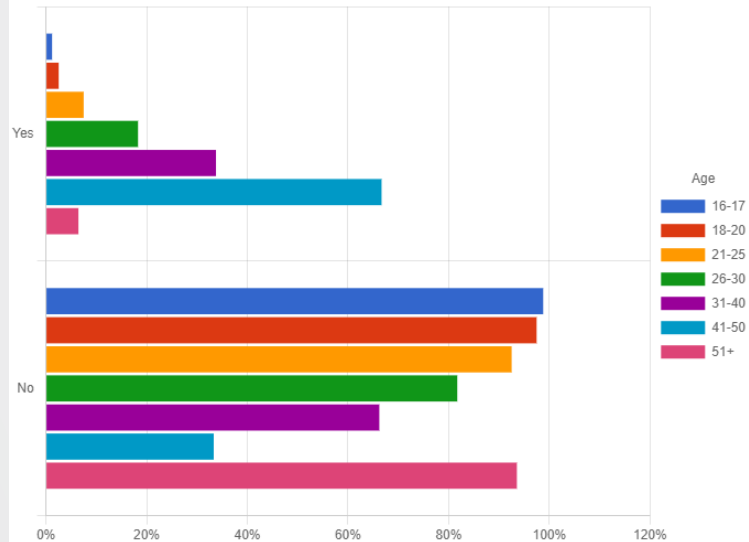


Survey Demographics

MEDIA PREFERENCES

Demographics

Are you a primary caregiver for any children under 18 years of age?



Quantitative Data

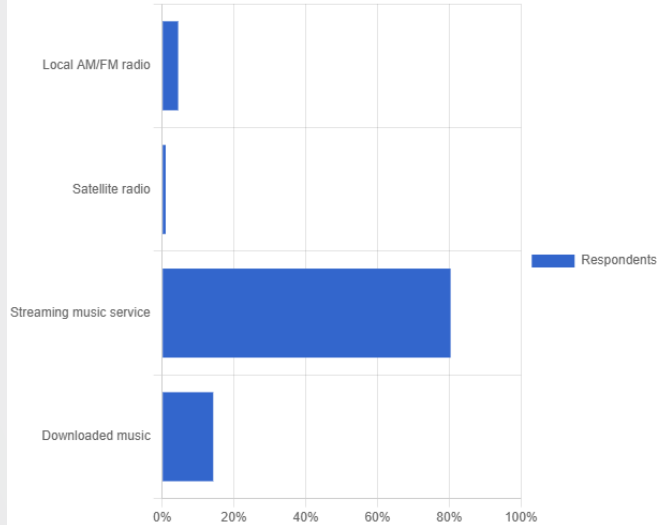


Listening Preferences

MEDIA PREFS

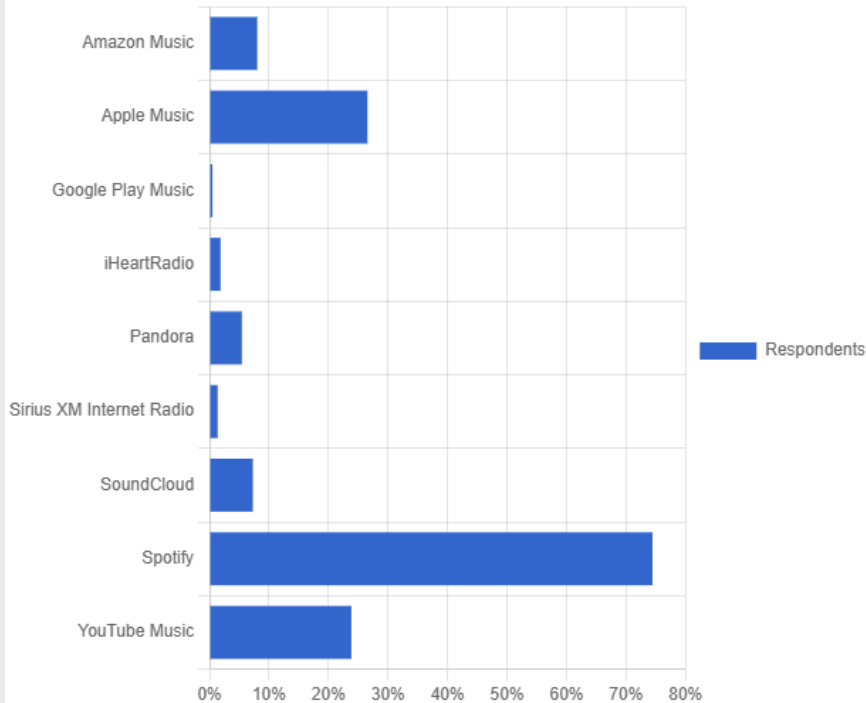
Listening Preferences

How do you most frequently listen to music?



Listening Preferences

Which streaming music platforms/apps do you subscribe to? Check all that apply.

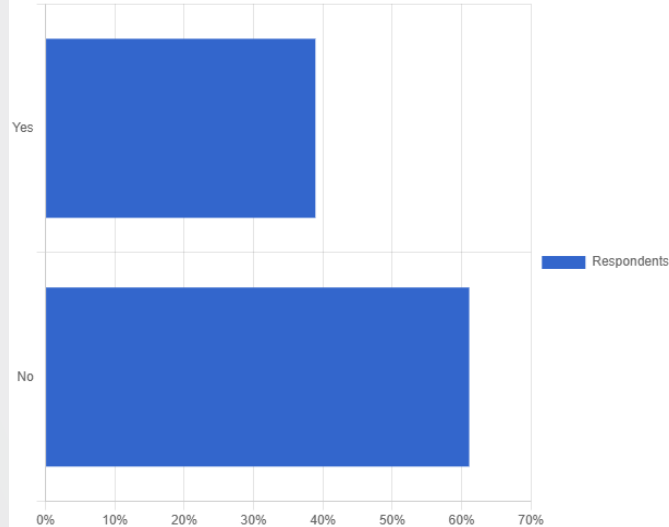


Listening Preferences

MEDIA PREFS

Listening Preferences

Do you pay to remove ads on your most frequently used streaming music platform/app?

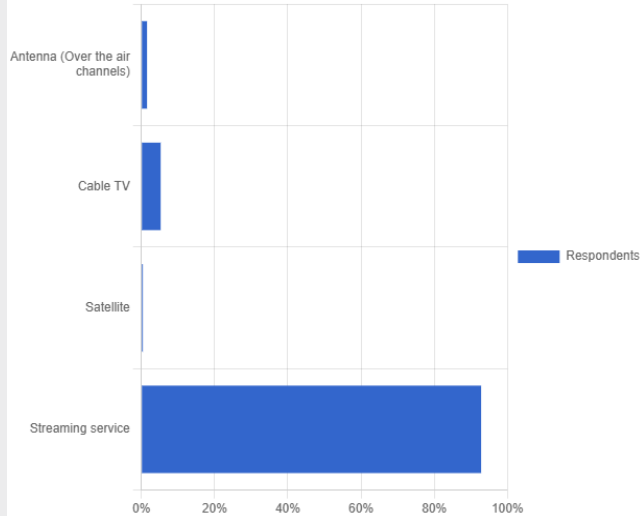


Video Content and Streaming



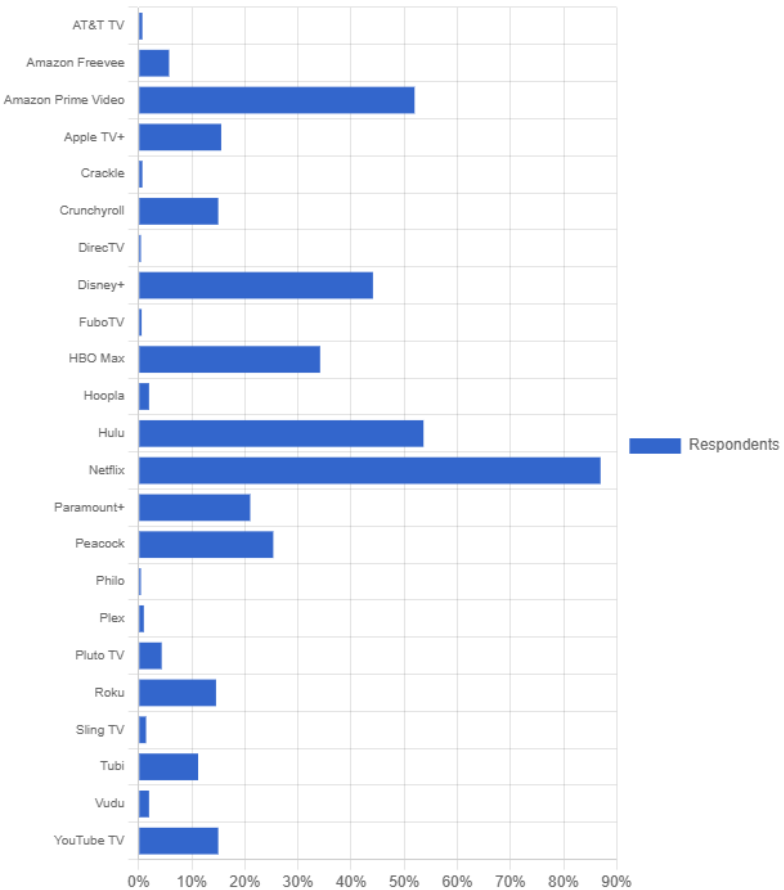
Video Content and Streaming

How do you most frequently watch your favorite television content (movies, shows, and series)?



Video Content and Streaming

Which video streaming platforms/apps do you subscribe to? Check all that apply.

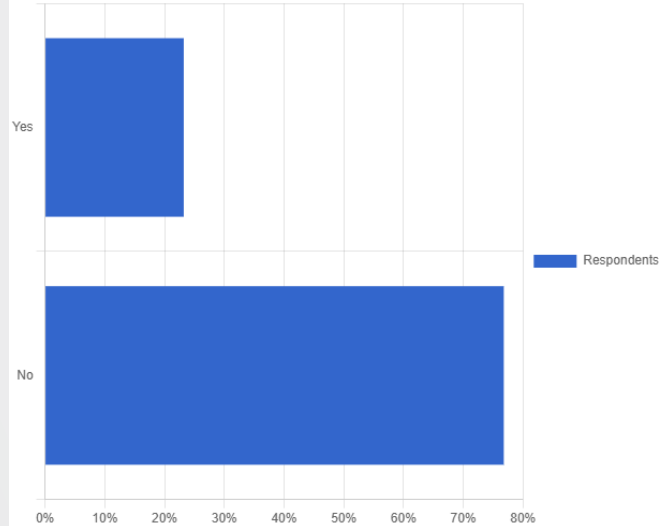


Video Content and Streaming



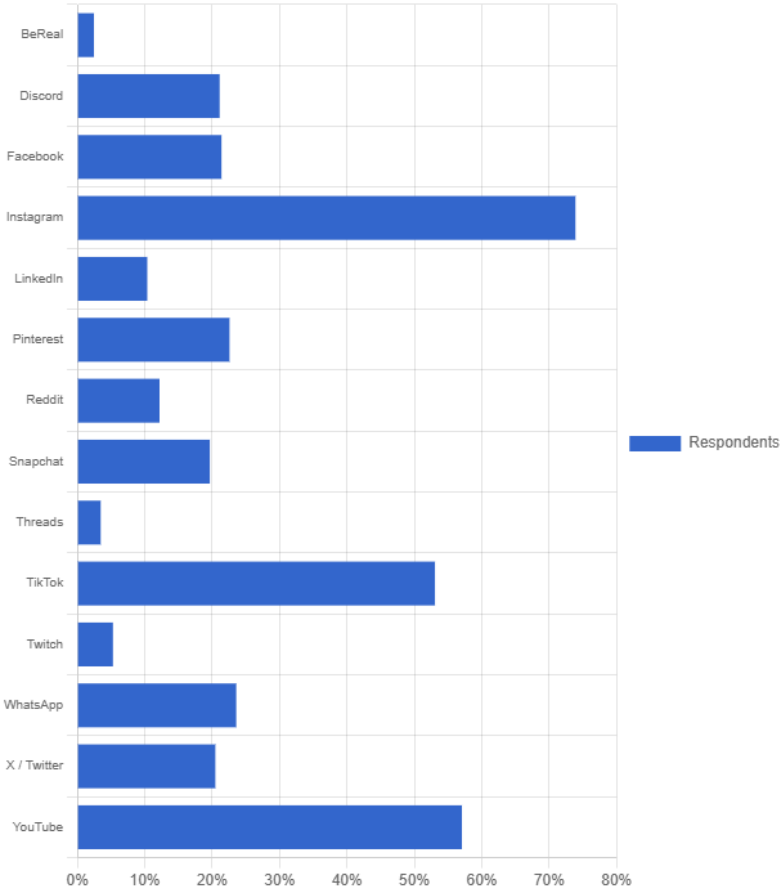
Video Content and Streaming

Do you pay to remove ads on your most frequently used video streaming platform/app?



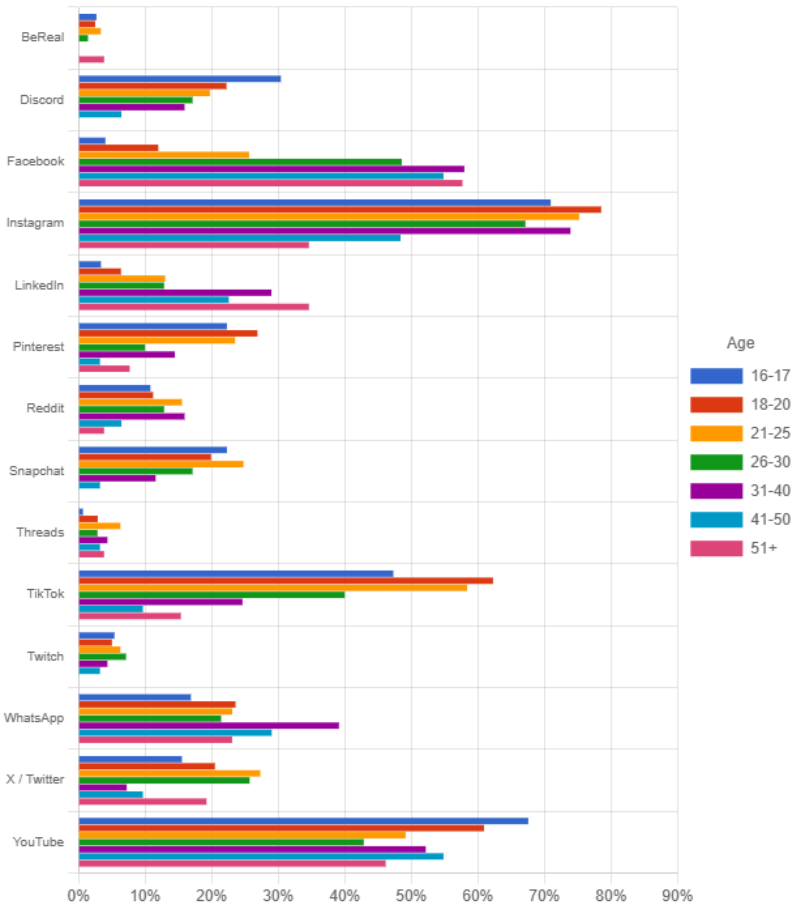
Social Media

Which social media platforms do you use most frequently (at least weekly)? Check all that apply.



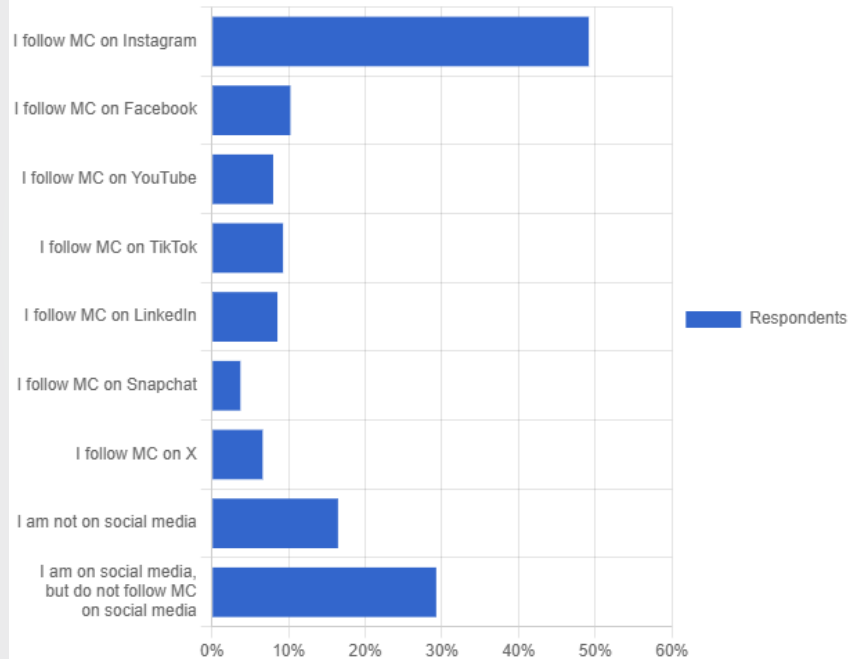
Social Media

Which social media platforms do you use most frequently (at least weekly)? Check all that apply.



Custom Questions

Do you follow Montgomery College on social media? Check all that apply:

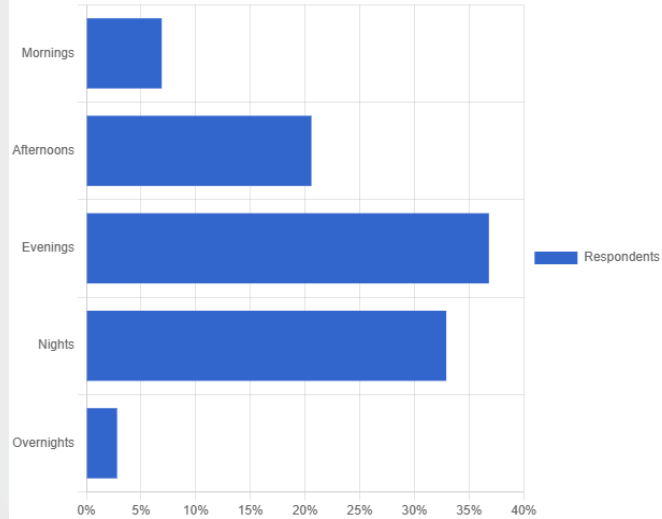


Social Media

MEDIA PREFS

Social Media

What time of day do you spend the most consecutive time on social media?

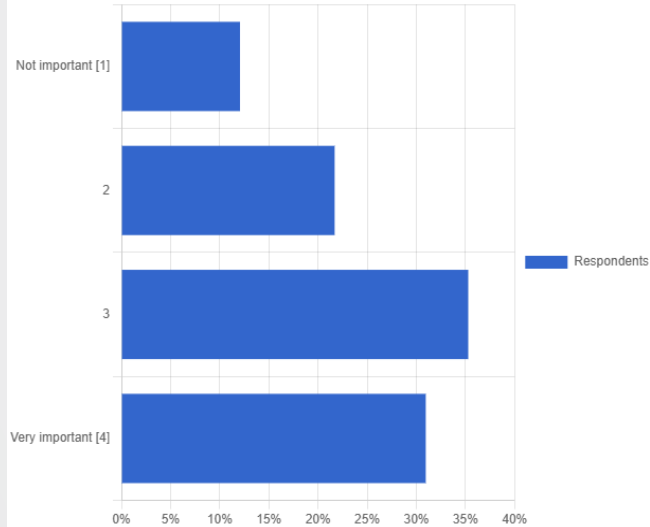


Social Media

MEDIAPREFS

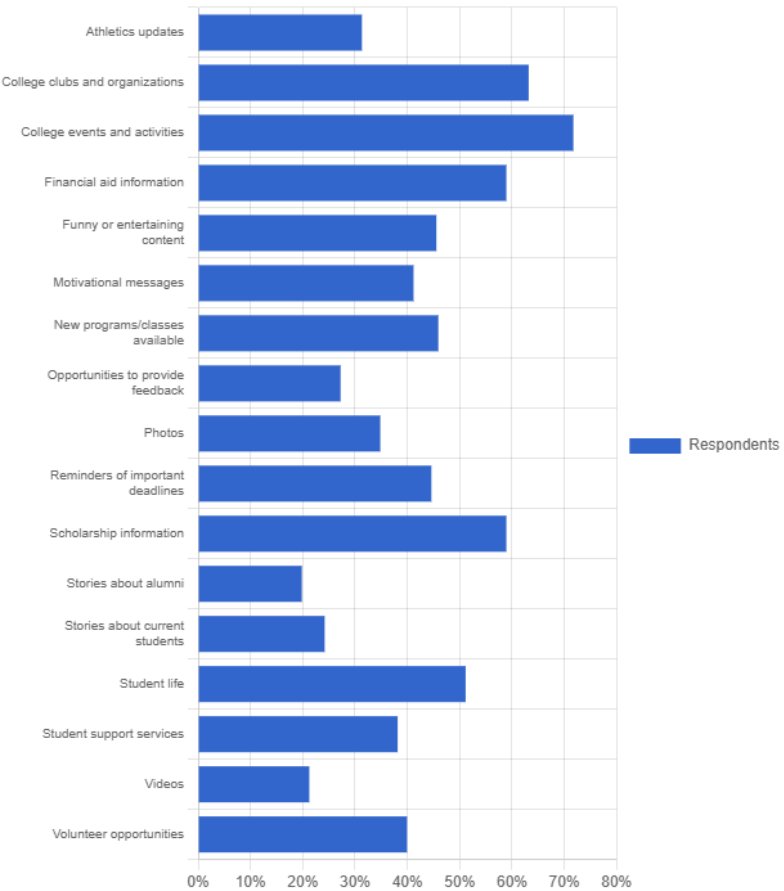
Social Media

How important is it that this college has an active social media presence?



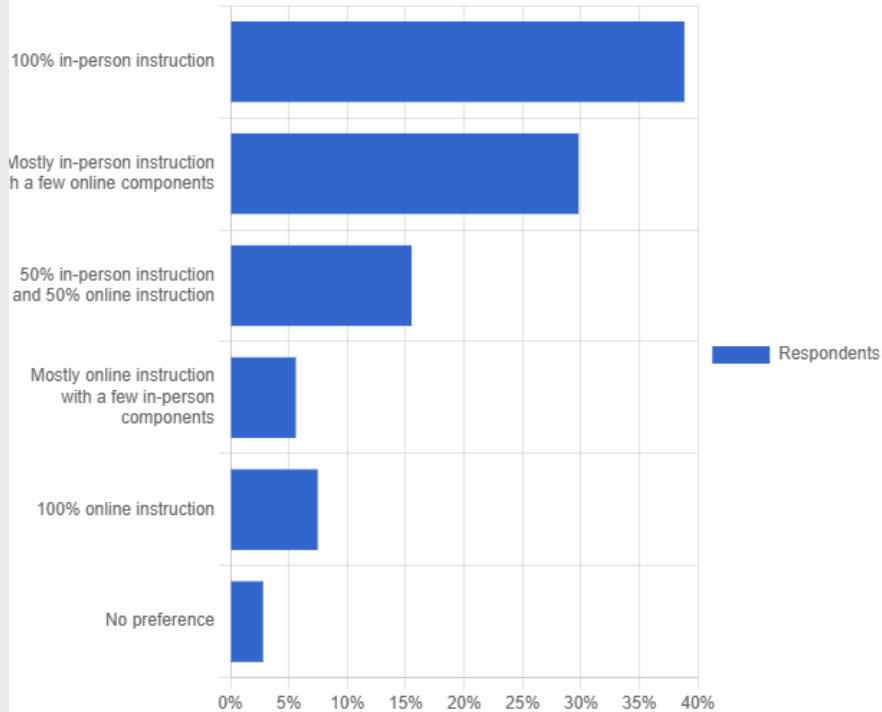
Social Media

What type of content would you like to see on this college's social media platforms? Check all that apply.



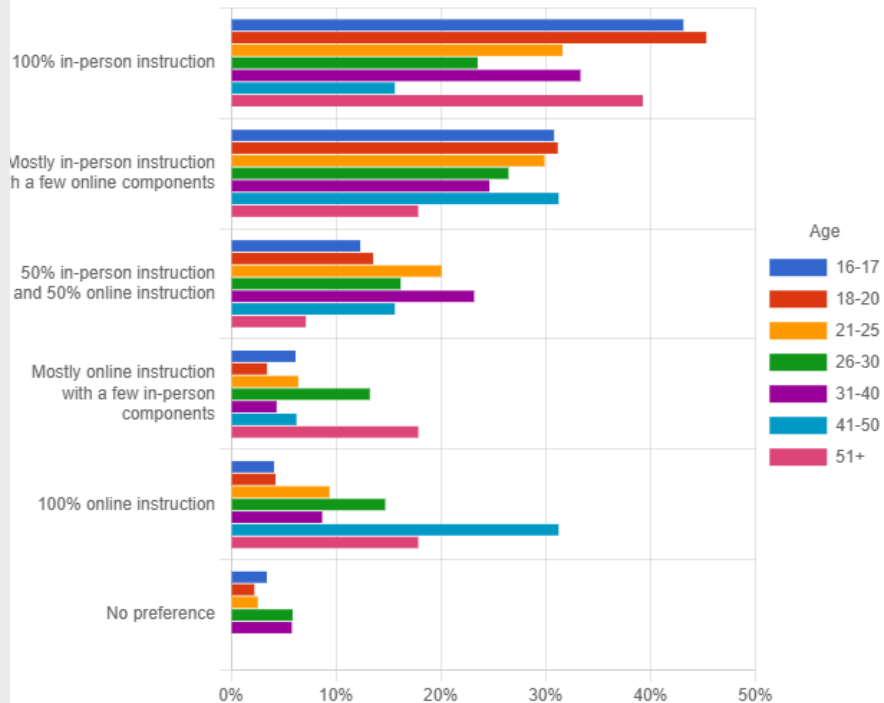
Class Structure and Online Learning

What is your preferred learning structure for college classes?



Class Structure and Online Learning

What is your preferred learning structure for college classes?

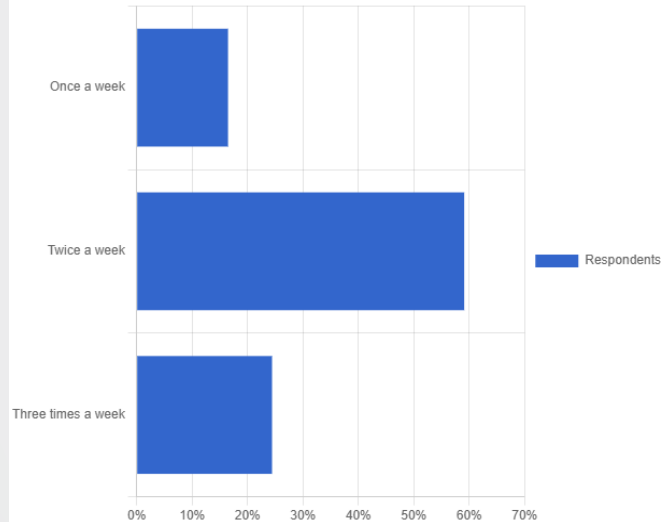


Class Learning and Online Learning

MEDIAPREFS

Class Structure and Online Learning

How frequently would you prefer to meet for in-person classes?

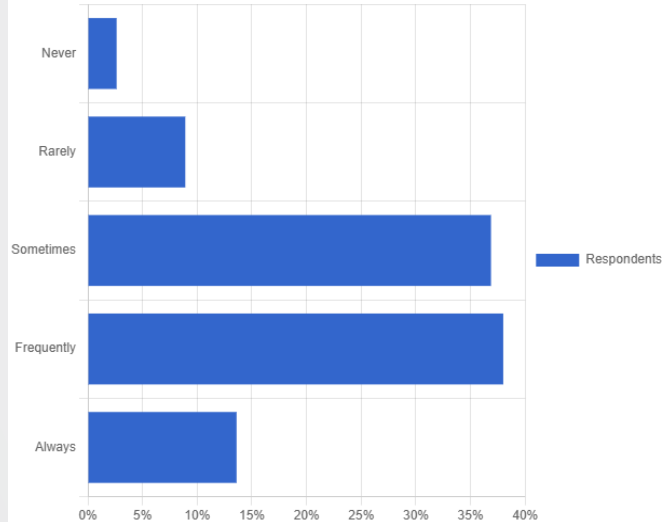


Class Learning and Online Learning

MEDIA PREFERENCES

Class Structure and Online Learning

How often do the classes you need to take align with your preferred class structure?



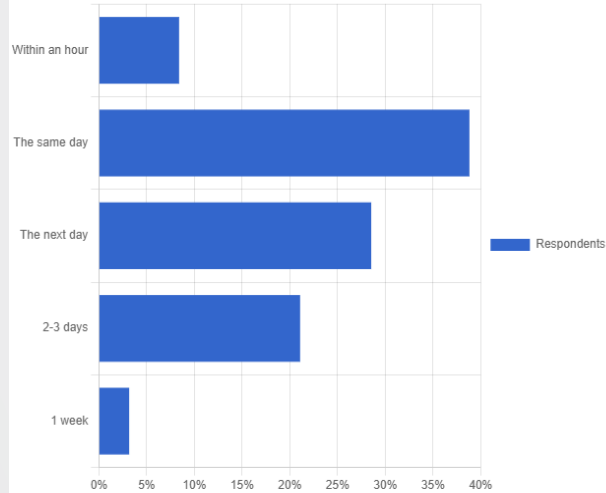
Expectations and Contact Methods

MEDIAPREFS

Expectations and Contact Methods

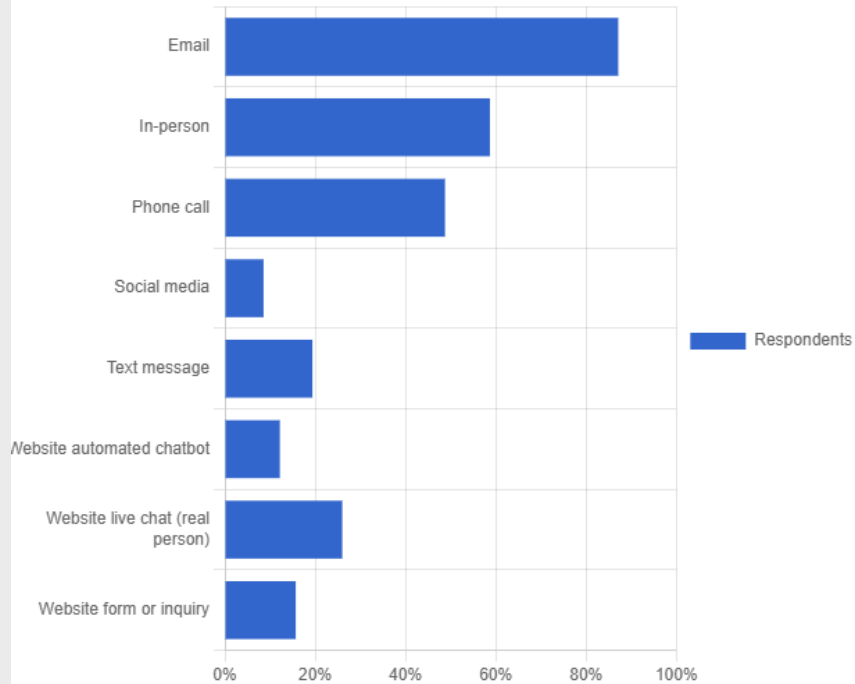
How soon do you expect an answer from this college after you...

Choice: Send an email



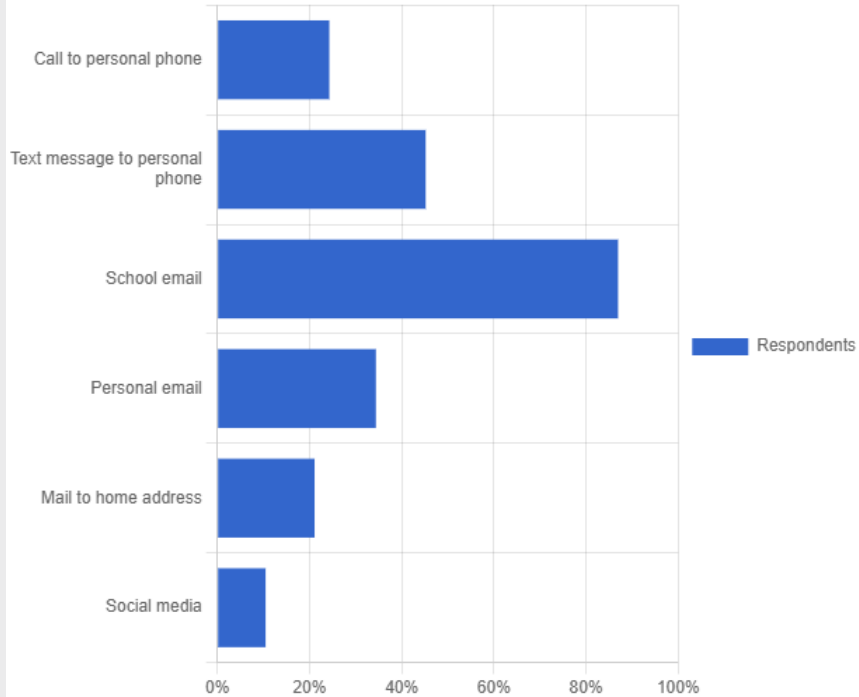
Expectations and Contact Methods

Which ways do you like to contact this college when seeking information? Check all that apply.



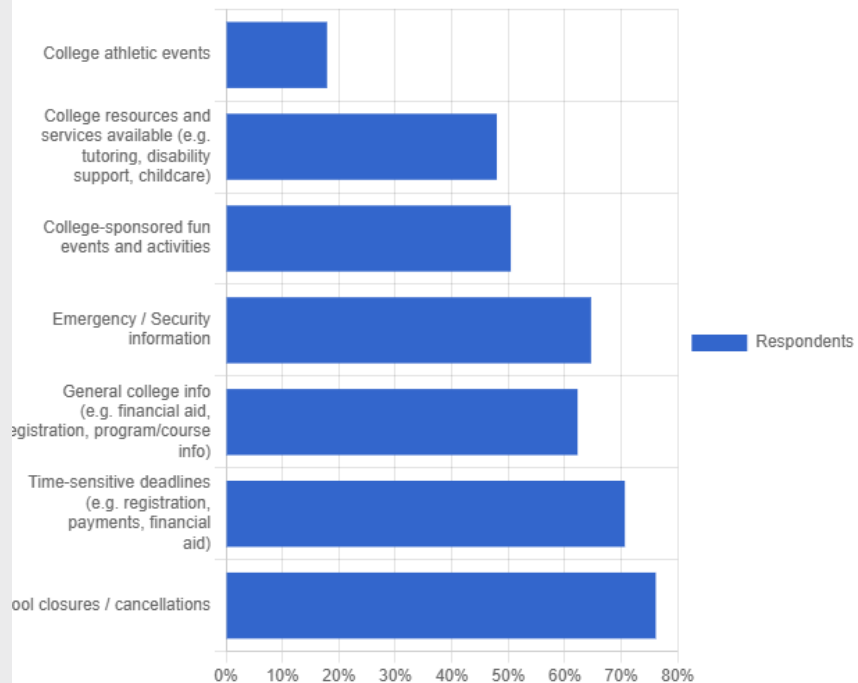
Expectations and Contact Methods

How do you like to be contacted about important college information? Check all that apply.



Expectations and Contact Methods

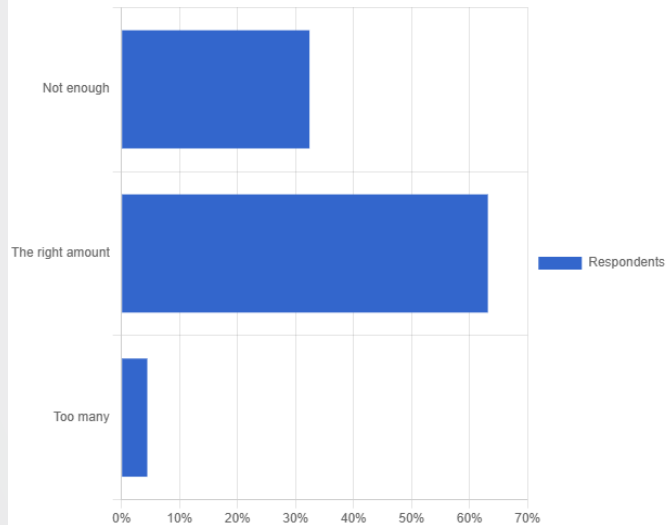
What would you like this college to text you about?



Expectations and Contact Methods

MEDIA PREFERENCES

Expectations and Contact Methods
In general, how many texts does this college send you?

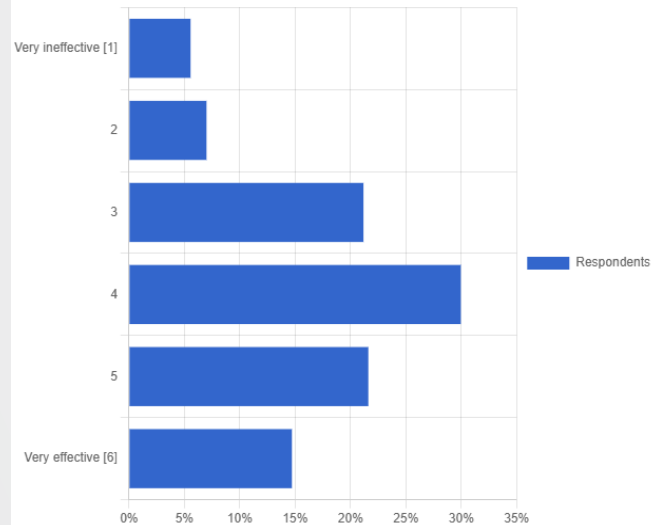


College Communication

MEDIAPREFS

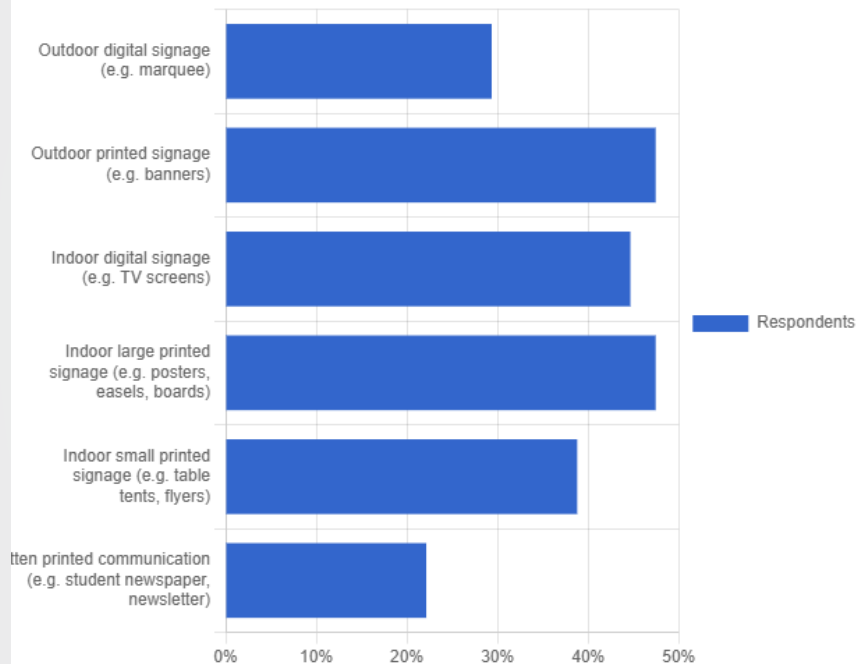
College Communication

How effective is this college at communicating which financial aid options are available to you?



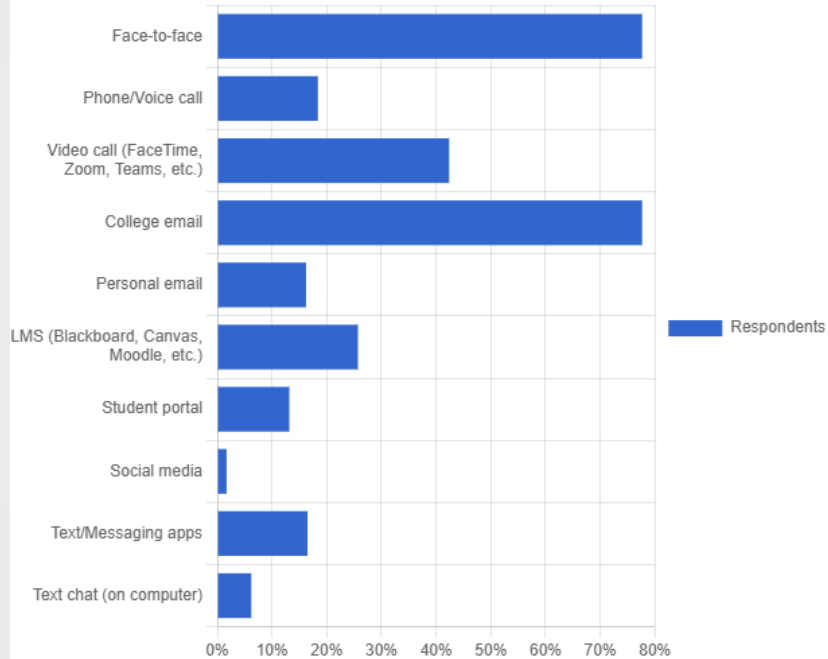
College Communication

Which of the following on-campus communication/advertising channels do you notice the most? Check all that apply.



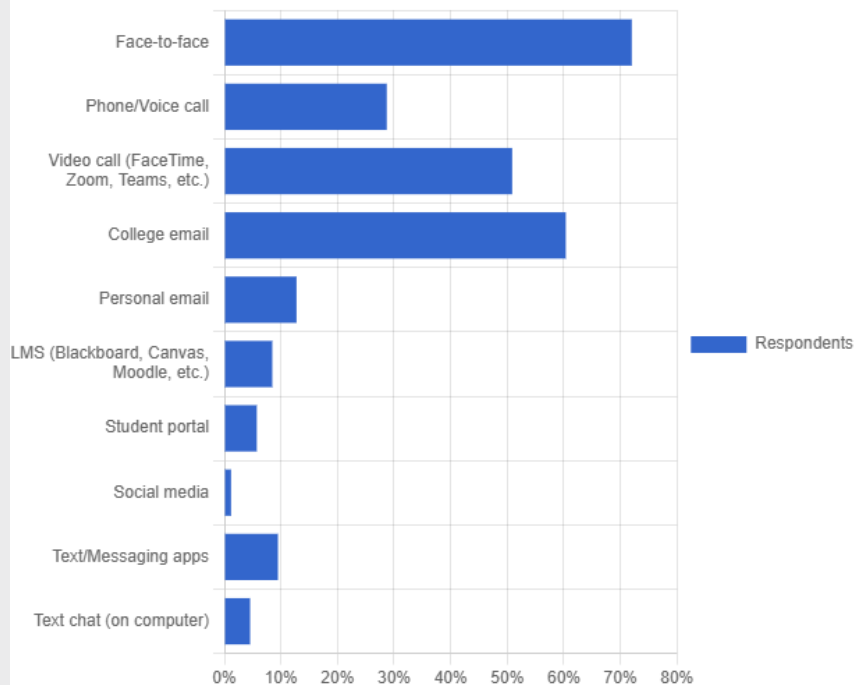
College Communication

How do you prefer to communicate with professors? Check all that apply.



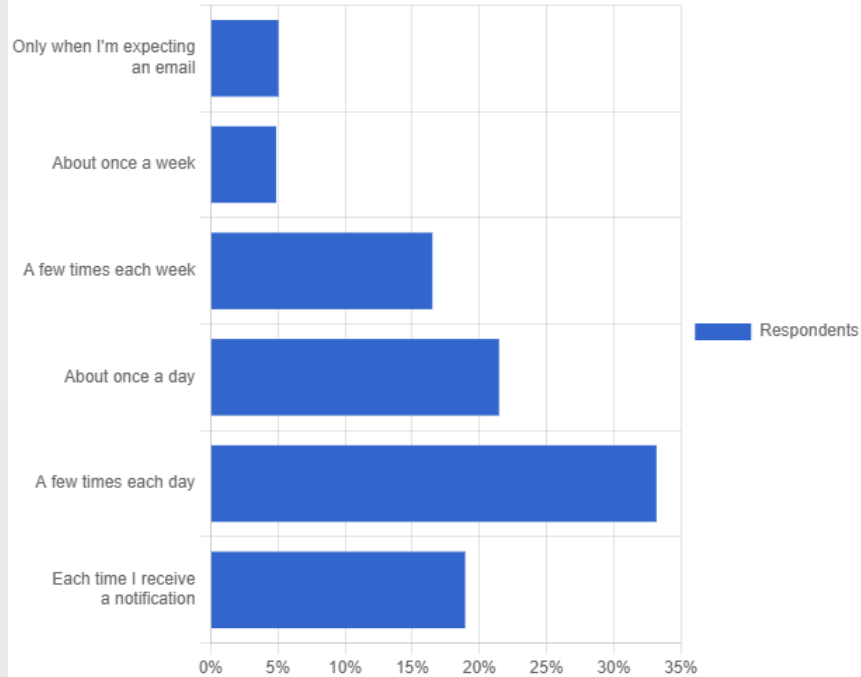
College Communication

How do you prefer to communicate with advisors? Check all that apply.



Email

How frequently do you check your college email account?

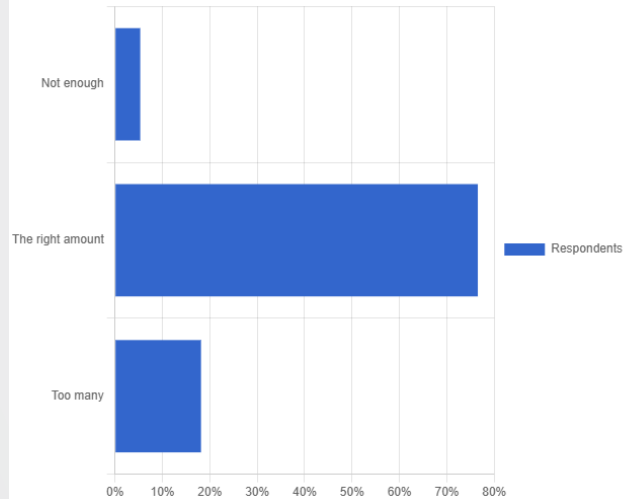


Email

MEDIA PREFERENCES

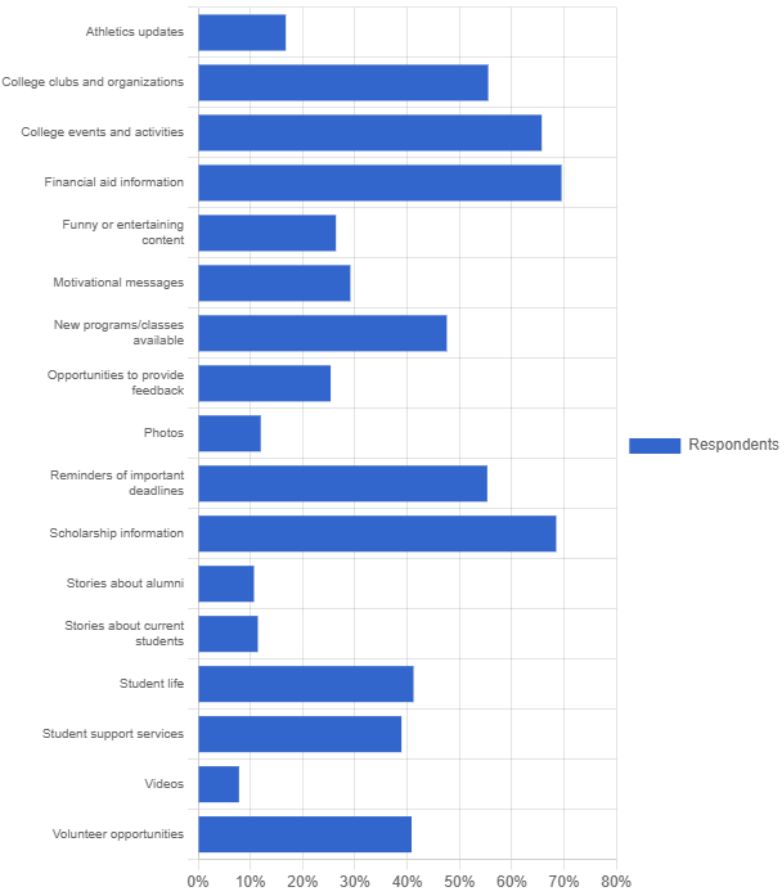
Email

In general, how many emails does this college send you?



Email

What type of content would you most like to see in your college email? Check all that apply.



Custom Questions

What do you consider an acceptable amount of outreach from the college via email and text? Select the rating that best applies for email and text preferences.

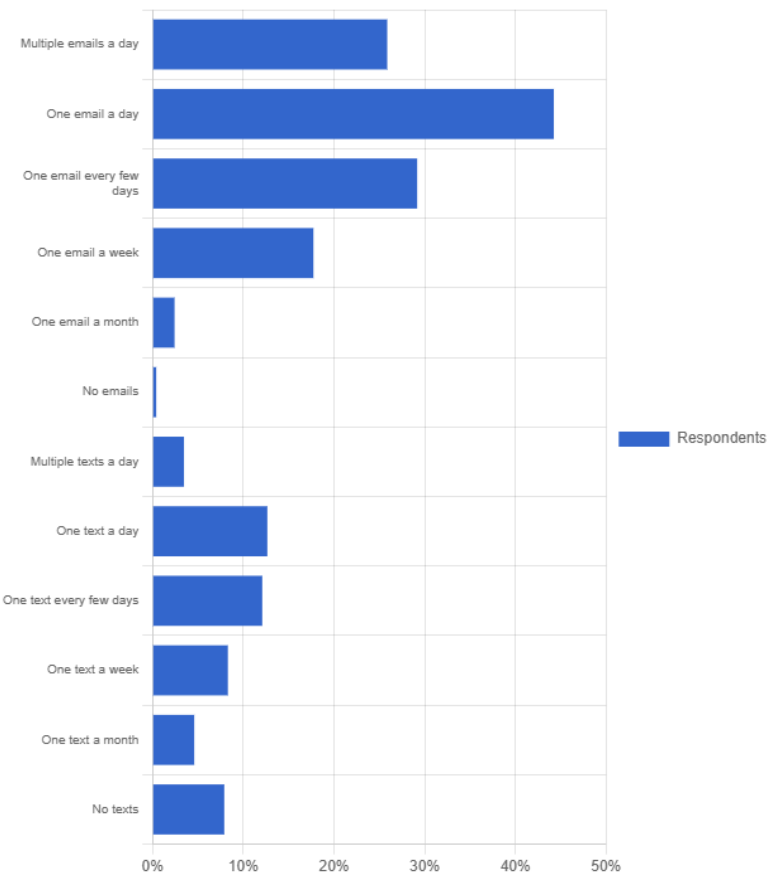


Image and Recruitment

Which individuals influenced your decision to attend this college?

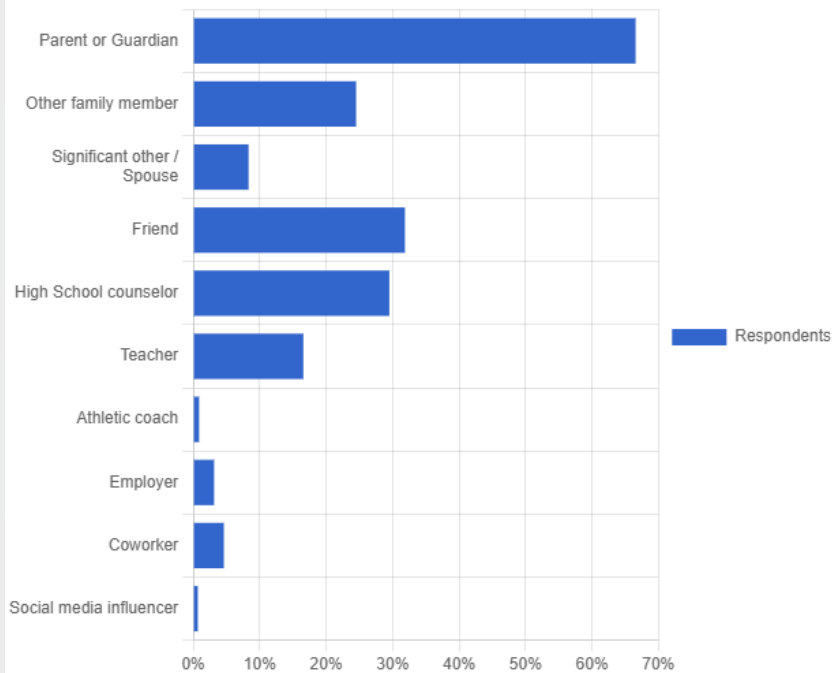


Image and Recruitment

Which factors influenced your decision to attend this college?

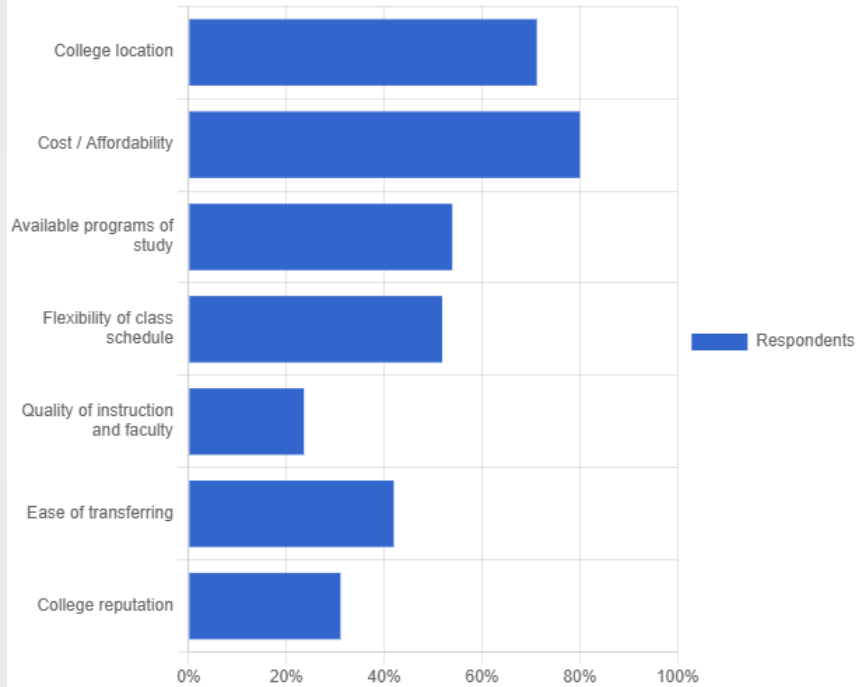


Image and Recruitment

MEDIA PREFERENCES

Image and Recruitment

Would you recommend this college to a friend or family member?

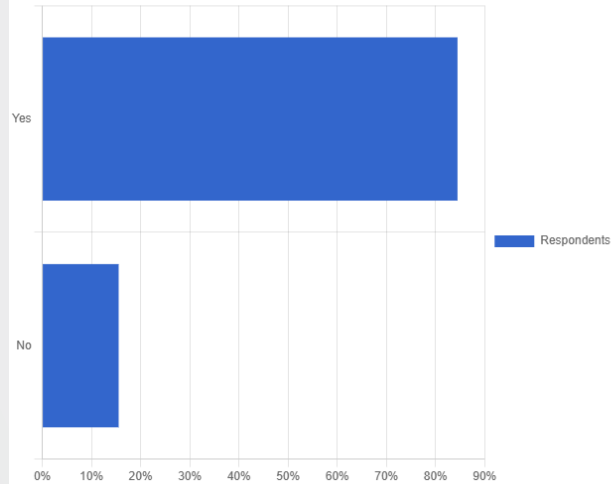


Image and Recruitment

Where have you seen ads for this college? Check all that apply.

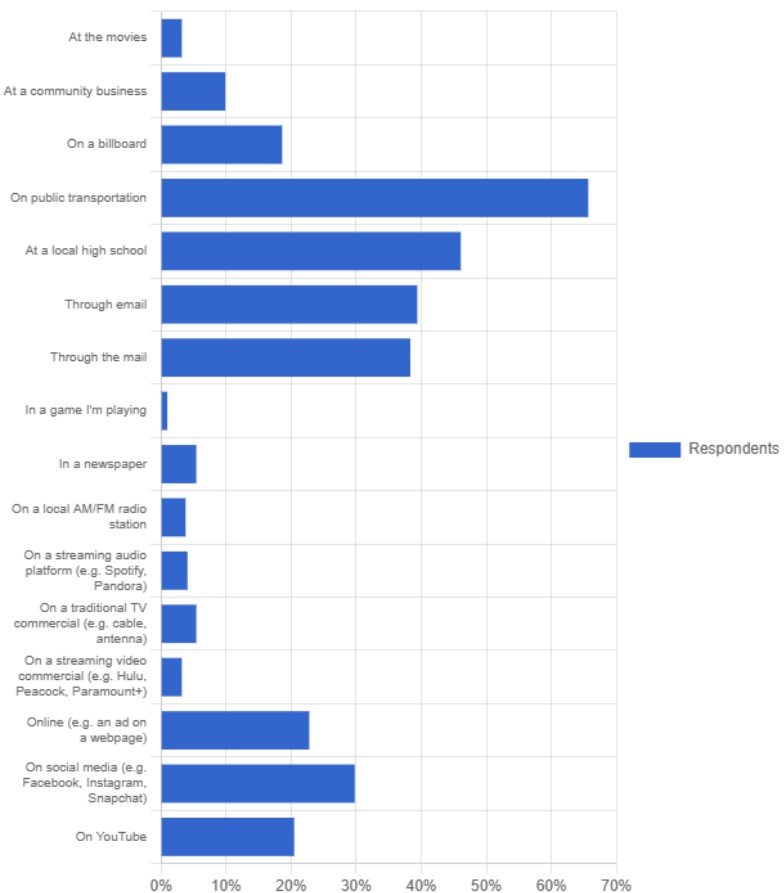
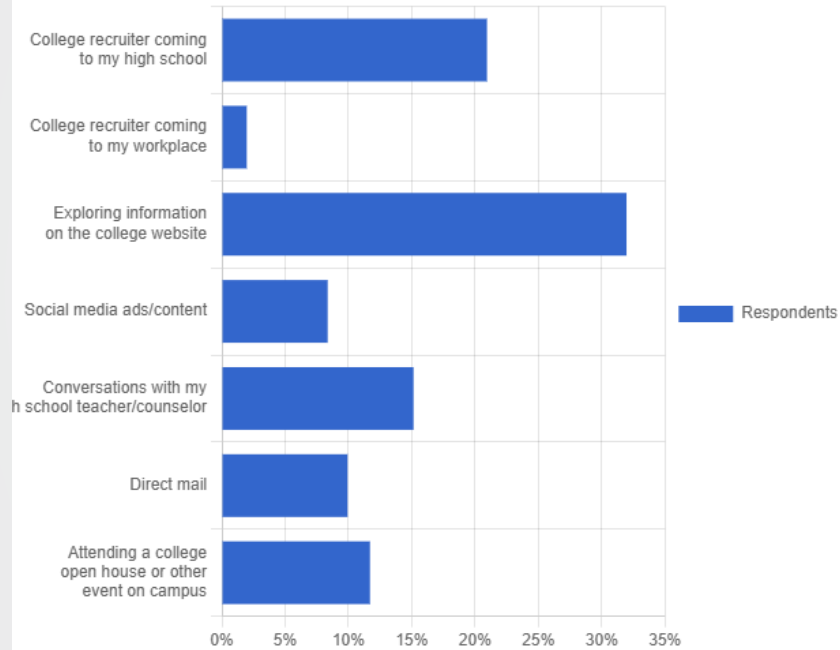


Image and Recruitment

As a prospective student, how did you most prefer to learn about what colleges had to offer?

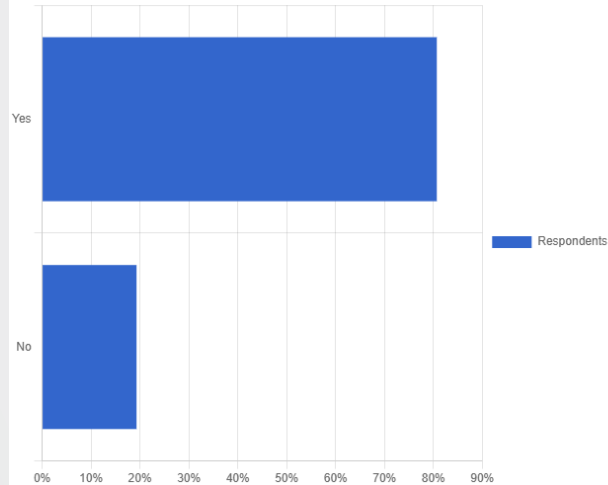


Encouragement and Support

MEDIAPREFS

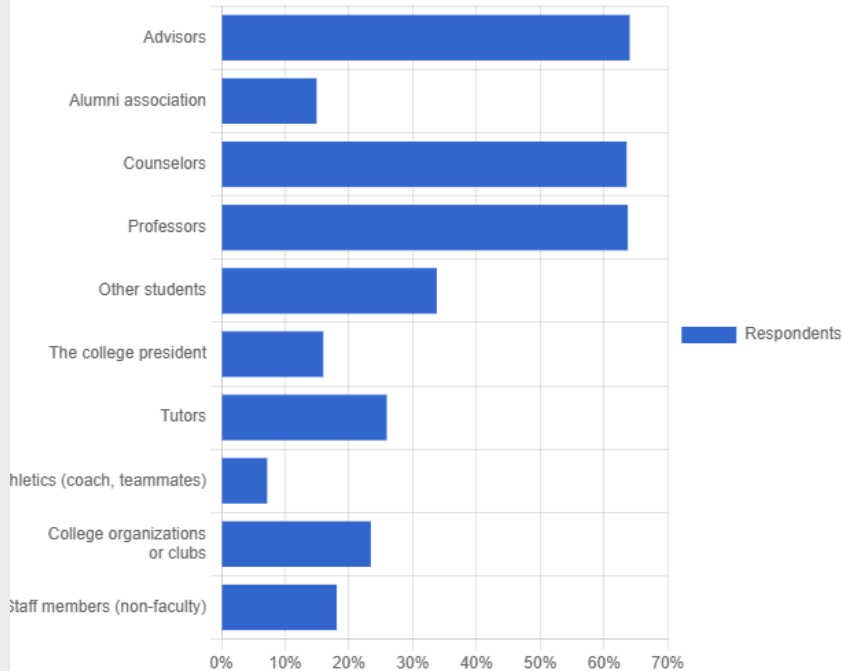
Encouragement and Support

In general, does this college provide the support you need to stay enrolled until you graduate?



Encouragement and Support

Who would you like to receive support and/or encouragement from at this college? Check all that apply.

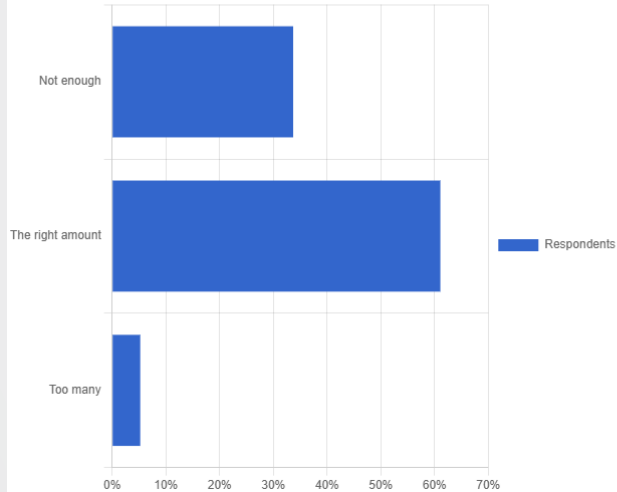


Encouragement and Support

MEDIAPREFS

Encouragement and Support

In general, how many motivational and/or encouraging messages does this college send you?

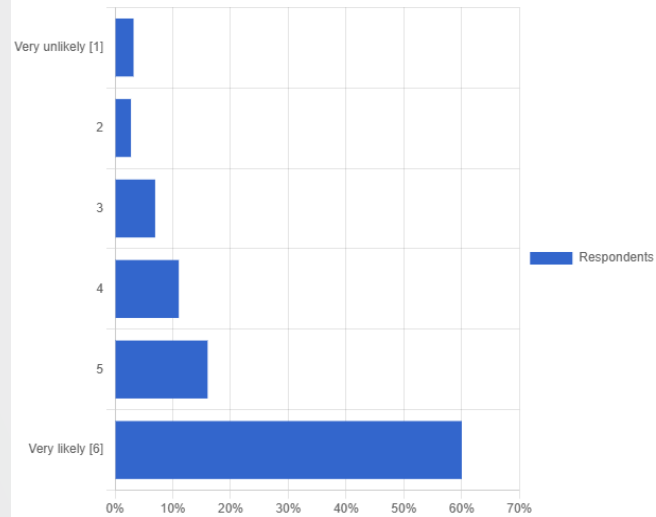


Persistence

MEDIAPREFS

Persistence

How likely is it that you will stay enrolled in this college until you graduate?

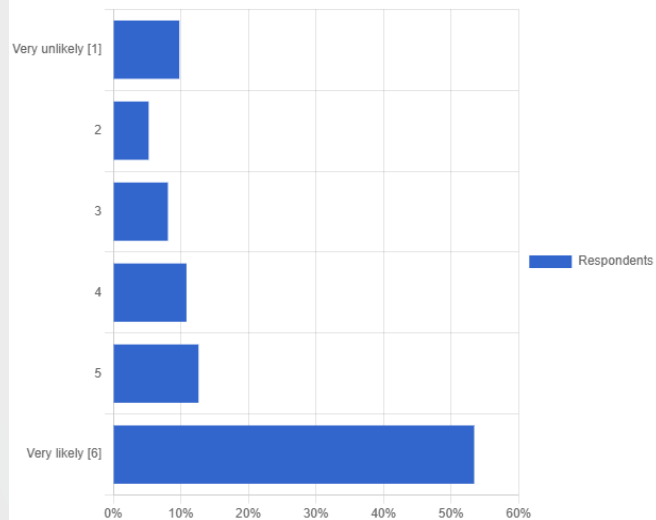


Persistence

MEDIAPREFS

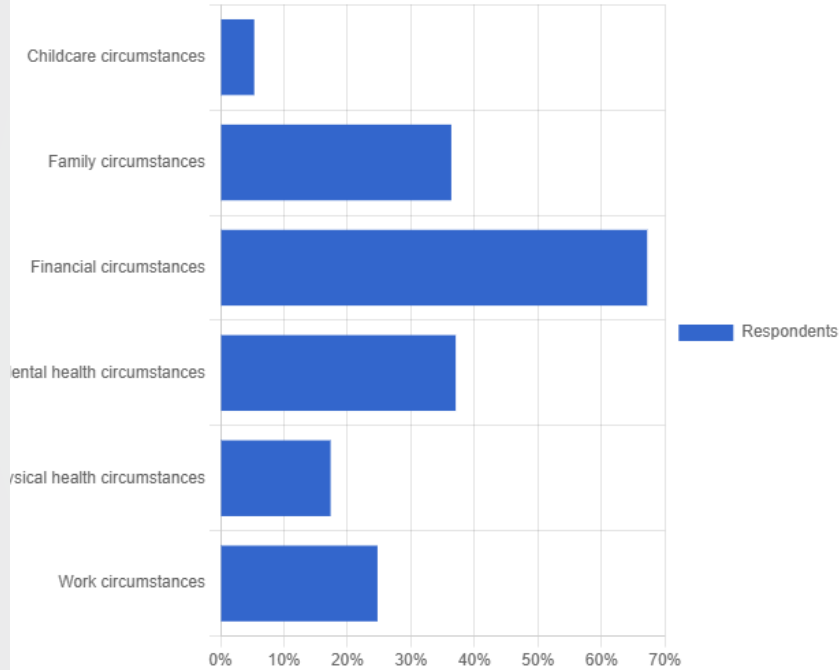
Persistence

How likely is it that you will transfer to another college or university?



Persistence

If you were to leave this college without graduating or transferring to another college or university, what would be the most likely reasons?

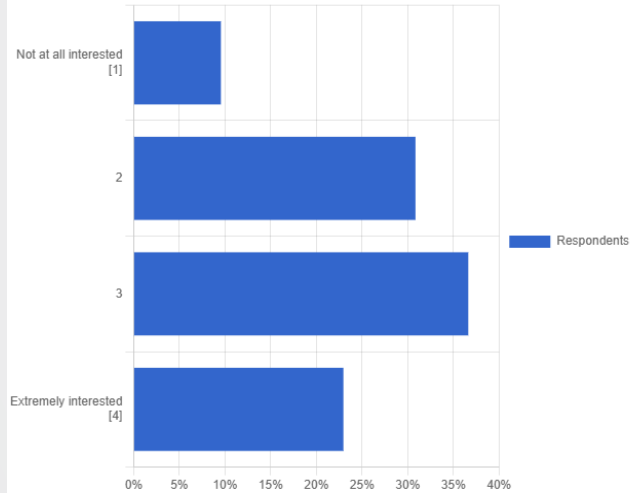


College Alumni

MEDIAPREFS

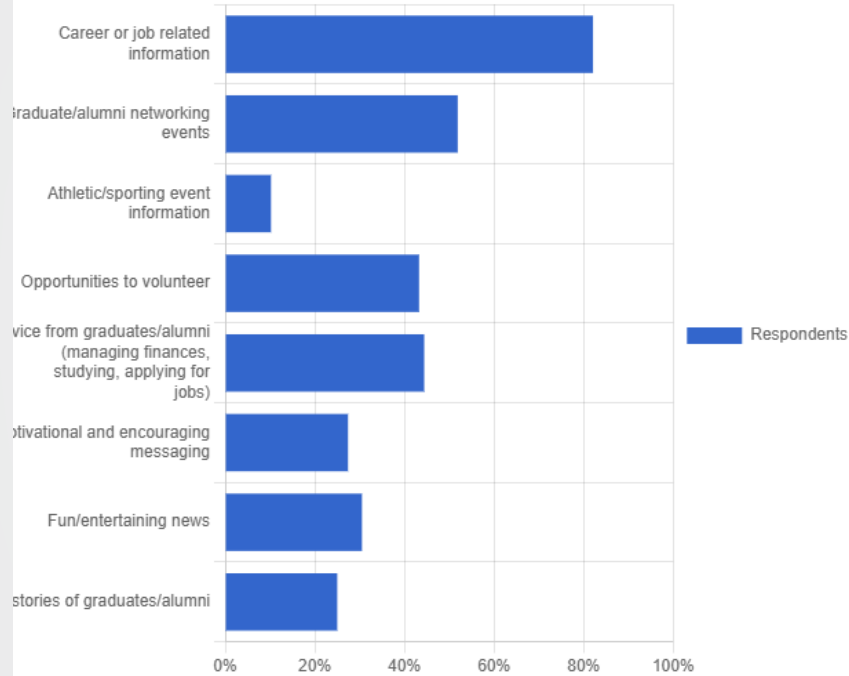
College Alumni

How interested are you in keeping in touch with this college after graduating or transferring?



College Alumni

What type of information, if any, would you like to receive from this college after you leave? Check all that apply.

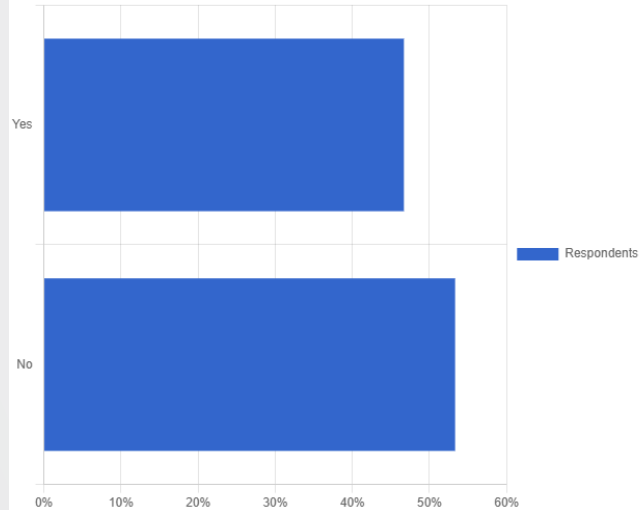


College Website

MEDIAPREFS

College Website

As a prospective student, did you make judgments about the quality of a school based on the quality of its website?

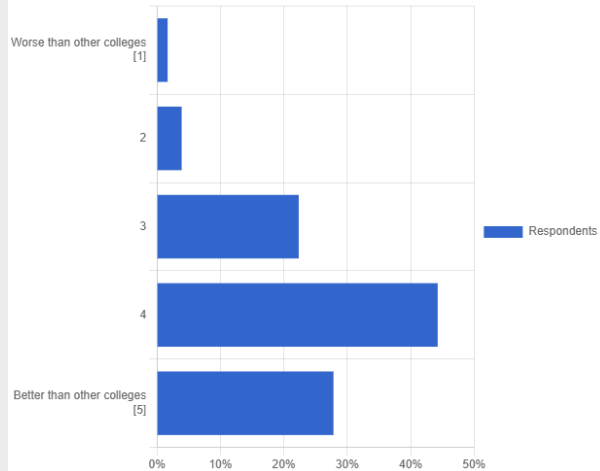


College Website

MEDIA PREFS

College Website

How does this college's website compare to the websites of other colleges?

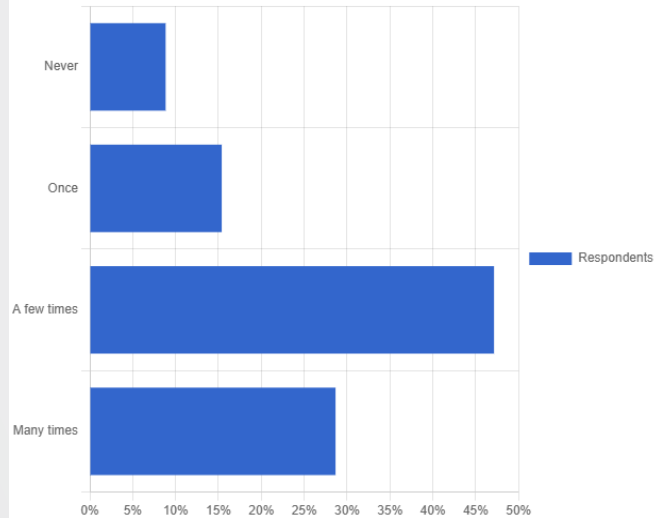


College Website

MEDIAPREFS

College Website

How many times did you visit this college's website before choosing to apply?

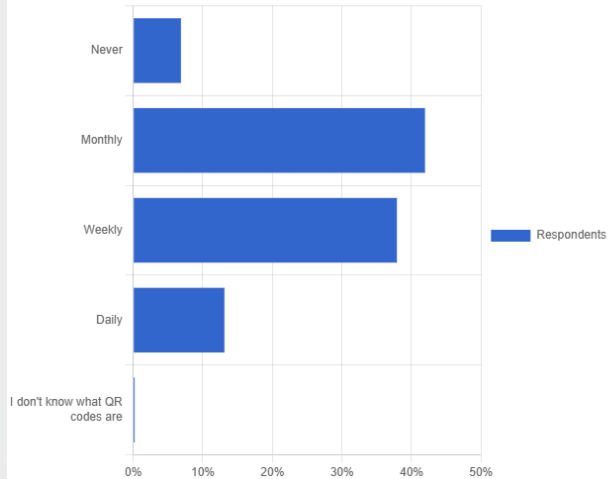


Connectivity and Preferences

MEDIAPREFS

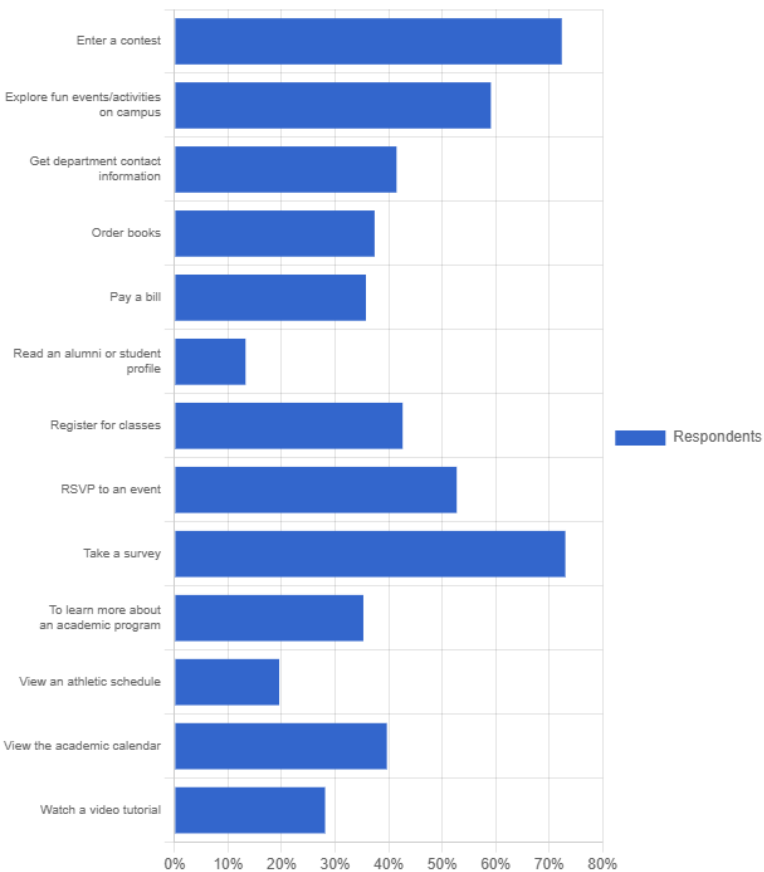
Connectivity and Preferences

How often do you use your smartphone to scan a QR code?



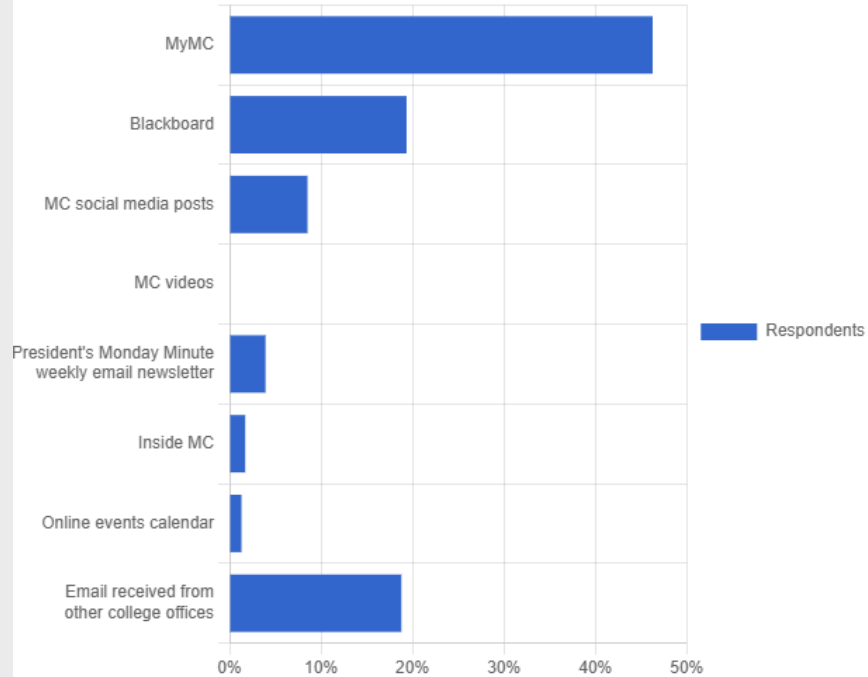
Connectivity and Preferences

Would you use your phone to scan a QR code for any of the following college purposes?



Custom Questions

Which of the following communication channels do you regularly use to access MC news, information, and resources?

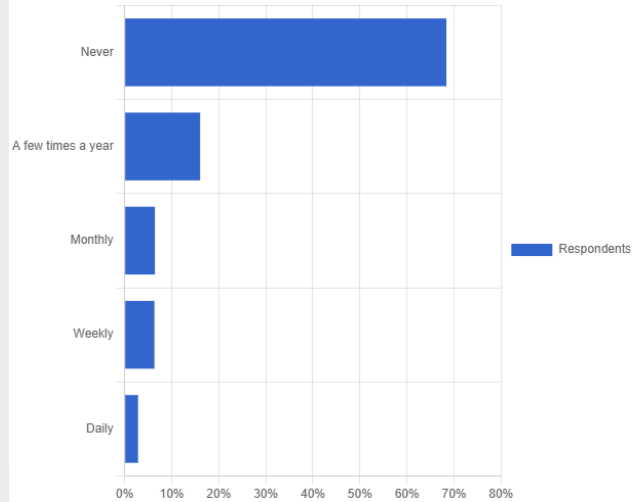


News

MEDIA PREFS

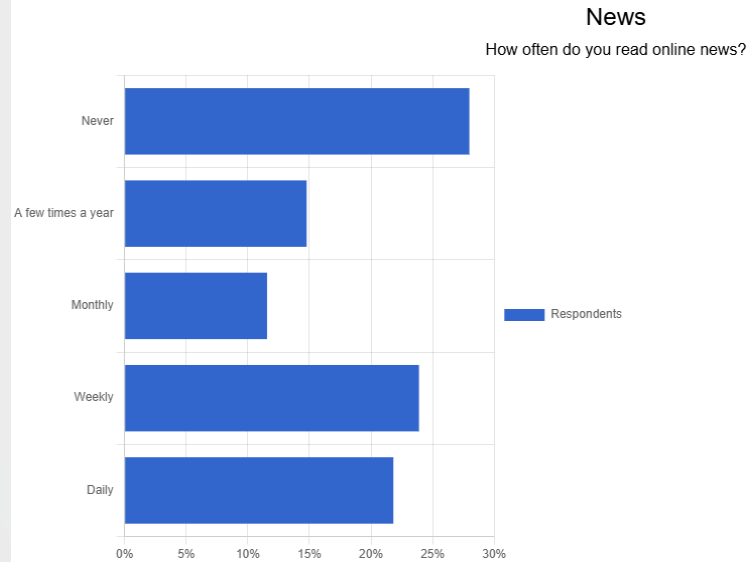
News

About how often do you read a printed newspaper or publication?



News

MEDIA PREFS



Qualitative Data



Student Perception Patterns

- Overwhelmingly positive: 338 positive testimonials
- Nearly half of these (143) relate directly to student success and belonging
- Core themes for why students would recommend MC:
 - Quality education
 - Supportive faculty and staff
 - Opportunities for personal growth

Testimonial Highlights: *Affordable & Friendly*

"Choosing Montgomery College was a no-brainer for me financially. The affordability allowed me to focus on my studies without the burden of student debt. I'm grateful for the scholarships and financial aid that made my education accessible."

"Great school, affordable tuition, and close to home."

Testimonial Highlights:

Supportive, Welcoming Community

"Attending Montgomery College has truly empowered me. I used to doubt my abilities, but with the encouragement of my professors and peers, I've gained the confidence to pursue my dreams and take on challenges I never thought I could handle."

"It's a great school. They offer many majors and programs. I really love the Raptor Central building and I go to it very often. The professors are kind and so are the counselors. Everyone here helps one another out."

Testimonial Highlights: *Caring Faculty & Staff*

"It's a nice college and professors care for you to pass."

"The faculty at MC genuinely care about their students. My professor took the time to help me understand complex topics, and their support made all the difference in my academic journey. I felt like I had someone in my corner every step of the way."

Testimonial Highlights:

Strong Programs & Career Connections

"The career services at Montgomery College have been invaluable. Through internships and networking events, I've developed connections in my field and learned essential skills that have prepared me for my future career in healthcare."

"I would recommend Montgomery College for its strong academic programs, supportive faculty, and diverse community. The college offers a range of resources, including academic advising and career services, which help students succeed."

Student Barriers

Noted areas where improvements could enhance MC student experience even more:

- Understanding financial aid process and options
- Navigating administrative processes
- Securing more timely guidance and support

Student Barriers

Examples:

"I found it difficult to understand the financial aid options available to me."

"The registration process was confusing and frustrating."

"I had a lot of issues with the online systems; they were not user-friendly."

"There was a lack of clear communication about important deadlines and processes."

"I didn't receive timely responses to my inquiries, which added to my stress."

Student Media Preferences

Top Favorite Music Genres:

Pop (43 responses), followed by **Rap** (26), **Everything** (22), and **R&B** (21). Other genres like **Gospel**, **Rock**, and general terms like **All** also appear frequently.

Favorite Online News Sources:

CNN (46 responses), followed by **New York Times** and **Washington Post** (16 each). Others: **BBC**, **Instagram**, and several mentions of variations of CNN.

Favorite TV Shows:

Students like a variety of legal dramas, comedies, fantasy, and animated shows: **Suits**, **Brooklyn 99**, **Gilmore Girls**, **Supernatural**, **One Piece**, **Emily in Paris**, **Grey's Anatomy**, **Dexter**, and **From**.

Website Usage

Why Students Access MC Website:

1. Blackboard
2. General information
3. Register for classes

How MC Can Make It Better:

1. More information in multiple languages
2. Functionality improvements (i.e., easier class search)
3. More modern design
4. User experience & login improvements

MC Competition

Top Mentions of Where Students Were Considering Other than MC:

1. None (largest response)
2. UMD
3. UMBC
4. Towson University
5. PGCC (very small response)

MC Emails

Why Students Open MC Emails:

- The subject of subject line
- Notifications or important information
- If it seems important
- Opportunities
- News

What MC Students Wish Recruiters Knew Regarding the Mindset of Prospective Students

Fear of Mistakes:

"Some students are afraid and ashamed to make mistakes."

Desire for Guidance:

"What is the best course of action to take to keep me on the path to success?"

High Levels of Stress:

"That they are stressed."

Questions about Course Load:

"Most of their questions are probably about how many classes they have to take."

Negative Stigma:

"There's kind of a negative stigma about community colleges."

What MC Students Wish Recruiters Knew Regarding the Mindset of Prospective Students

Engagement in Learning:
**"Interesting stuff keeps
you focused."**

Concerns about Cost:
**"They want what's the
least expensive."**

Process Confusion:
**"Understanding how to
sign up for classes."**

Late Awareness of College Options:
**"They should know that a lot of
students get zero information on
colleges until senior year, and that's
when they have to rush to apply."**

Turning Points that Led Students to Enroll

"Recently migrated to the country, so I have the access to education that I didn't have in my home country."

"Yeah, I hit age 25 and had a quarter-life crisis."

"When I realized I could get an associate's degree in sonography and realizing MC has an agreement with my dream school."

Turning Points that Led Students to Enroll

“Getting the MC board of trustees scholarship.”

“Everyone in my grade was doing it, and I didn’t really want to be left behind, so I just decided to enroll in dual enrollment.”

“I didn’t want to disappoint my mom.”

How MC Has Made a Positive Difference in My Life

"MC opened its doors for me to study and get a better life after I finish my studies."

"It has allowed me to expand my educational abilities as a high school student. MC also has a very good learning environment, making it easy to learn because we're surrounded by other people who also want to learn."

"I made a lot of new friends and developed better social skills."

How MC Has Made a Positive Difference in My Life

"Providing opportunities to learn from different fields & subjects."

"Montgomery College is a melting pot of cultures. Engaging with classmates from different backgrounds has broadened my perspectives and enriched my learning experience. I appreciate the diversity that makes our campus feel welcoming and inclusive."

"I have met people who now have a big role in my life."

How MC Students Think MC Could Better Support Them

"Financial aid."


"Pointing out available resources, e.g., Are there people to assist with finding scholarships? If so, who and how can they be reached?"

"Make information clear."

"If they tell me what I need to do to be on the right path to my degree."

"By helping me to find tutor opportunities to be taught in classes I've been struggling with where it's aligned with my schedule."

"Keep me motivated to come to college, and keep me always in mind."

"Keep doing the free events .

Top 5 Actionable Insights

- Strengthen **Visibility of Student Support and Resources** to Drive Access and Completion
- Leverage **Student Testimonials** to Build Trust and Appeal
- **Simplify Key Processes** to Improve Student Onboarding and Persistence
- Guide Students with **Consistent, Tailored, and Multichannel Communications**
- **Build Community and Foster Belonging** to Boost Retention and Student Satisfaction

"Attending Montgomery College has truly empowered me. I used to doubt my abilities, but with the encouragement of my professors and peers, I've gained the confidence to pursue my dreams and take on challenges I never thought I could handle."



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