A Zoomerang survey was sent to active participants in the Student Support Services TRiO program for the Fall 2012 semester. The survey titled “SSS Communication Survey” is to collect information on how SSS students communicate, connect, and receive information (i.e. newsletters, website, and social media) from the SSS TRiO Program.
The “SSS Communication” survey was sent via electronic mail notification through the use of the online survey tool Zoomerang. The survey was sent to only current participants in the Student Support Services TRiO Program. The survey comprised of 10-questions of which were single-choice responses or multiple-choice responses.

Purpose of the survey is to collect information from current participants on how they communicate with the program, connect with SSS staff, and how they receive information (i.e. newsletters, emails, website, and social media).

Survey program utilized: Zoomerang

Number of participants surveyed: 171
Date Survey launched: October 11, 2012
Date Survey ended: November 2, 2012
Number of respondents: 71 (42%)

How the staff of SSS TRiO Program communicates with SSS students:

- Email communication on a monthly basis
- SSS TRiO Webpage through Napa Valley College updated each semester
- Monthly SSS TRiO Newsletters
- Social Media: Facebook “Student Support Services Program Page”
- Text Messaging through Outlook
- Bulletin Board information posted in SSS TRiO Office, Building 1300, Office 1333
- Field Trips & Events Binder located in SSS TRiO Office
- Scholarship Binder located in SSS TRiO Office
1. Are you receiving email messages from the SSS program?

**Response Summary**

**Communication: Email**

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I do receive emails</td>
<td>71</td>
</tr>
<tr>
<td>No, I am not receiving emails</td>
<td></td>
</tr>
<tr>
<td>No, but I have not checked my 'spam' or 'junk' folder</td>
<td></td>
</tr>
</tbody>
</table>

**Background:** Students who join the SSS TRiO program are required to provide an email address on their SSS application.

The purpose of requesting the students email address:

- Is to communicate with the student regarding upcoming deadlines (i.e. registration, 4-year applications, admissions deadlines, etc.), information regarding field trips, reminders about events on campus, scholarships that are available, tutoring schedule, and other information that is provided to the student.

- Allows Student Specialists a way to contact their student should we feel they need to check in for an appointment regarding their academic standing, teacher evaluation, education plan, etc.

We often inform our students to update their email address information with SSS staff to continue receiving information from the SSS program.

**Analysis:** 71 students responded that they do receive emails from the SSS program staff.
2. Do you READ the emails you receive from SSS?

**Reading their Emails**

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I read each email I receive</td>
<td>60%</td>
</tr>
<tr>
<td>Sometimes, I read the emails</td>
<td>20%</td>
</tr>
<tr>
<td>No, I don't read the emails</td>
<td>10%</td>
</tr>
<tr>
<td>I currently don't receive emails from SSS</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Background:** As a part of communicating with SSS students through email, we often send important information to them via Email.

**Analysis:** As a result of the survey, students are reading their email and are receiving information from the program. Though, there are those few students that don’t read their emails and may miss deadlines or critical information that is sent by the program.

To remedy students who may have missed the email, the information is also posted in other ways of communication (i.e. webpage, bulletin board postings in office, social media).
3. Do you visit the SSS TRiO Webpage ([www.napavalley.edu/sss](http://www.napavalley.edu/sss))? 

<table>
<thead>
<tr>
<th>SSS Webpage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I do visit the SSS webpage</td>
</tr>
<tr>
<td>Sometimes, I visit the SSS Webpage</td>
</tr>
<tr>
<td>No, I don’t really use the SSS Webpage</td>
</tr>
</tbody>
</table>

**Background:** The SSS TRiO program has a webpage through Napa Valley College that provides information to the general public and campus community about the SSS TRiO Program. 

The website provides information about:

- Eligibility criteria to join the program
- The application process
- Staff Contact Information / Office Hours
- Tutoring Schedule
- Upcoming events
- Scholarships
- Financial and Economic Literacy information
- Information on finding a TRiO program at the 4-year university
- Annual performance reports that are submitted to the U.S. Department of Education

The information on the website is updated at least twice a semester and is a way for SSS student to receive updated information from the program.

**Analysis:** As a result of the survey, students seem to only sometimes utilize the SSS webpage. To further analyze what areas of the webpage SSS students utilize, we move on to our next survey question.
4. If you do visit us on our SSS TRiO Webpage, what feature pages to you visit? (Check all that apply)

**Website Features**

- No, I do not use the SSS TRiO Website
- SSS Staff Resources
- SSS Program at 4-year
- Famous TRiO Participants
- Performance Reports
- SSS Newsletters
- Cash Course & FAFSA
- Scholarship Board
- Tutoring
- Trips & Events
- Staff Contact Information
- SSS TRiO Homepage

**Background:** The SSS TRiO webpage through Napa Valley College offers many features for students in receiving information.

**Analysis:** The survey responses for this question tell us which pages of the SSS webpage students are visiting. The webpages most visited are the Trips & Events page and the SSS Newsletters page.

Though the SSS TRiO Homepage is not as useful to new and continuing students in the program, it is useful for those who do not know about the program and for students who are interested in learning more and applying to the SSS TRiO program.
5. Do you read our SSS monthly newsletters?

**SSS Newsletters**

- Yes, I read the SSS newsletter
- Sometimes, I read the SSS newsletter
- No, I don't read the SSS newsletter
- I did not receive the August and September Newsletter

**Background:** Newsletters were created by SSS staff as a way to communicate important information to students and also share pictures from field trips and events. The SSS newsletter was created in Fall 2009 by our Student Specialist, Roberto Alvarado. He continued the newsletter until the Spring of 2010 when SSS Secretary, Renee Coffin volunteered to continue the newsletter. The SSS TRiO newsletter was revamped with a new look. The SSS TRiO newsletter is sent on a monthly basis and is sent to SSS students and the campus community.

**Analysis:** Result of the survey show that majority of the SSS students read the SSS TRiO newsletter, though there are some that only sometimes read the information. For those students who 'sometimes' read the newsletter, they can also receive the information from our SSS webpage, Social Media, and bulletin boards located in our SSS TRiO Office.
6. Where do you read the SSS monthly newsletter? (Check all that apply)

**Source: SSS Monthly Newsletter**

<table>
<thead>
<tr>
<th>Source</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>From my Email</td>
<td>80%</td>
</tr>
<tr>
<td>From the SSS Activity Binder</td>
<td>5%</td>
</tr>
<tr>
<td>From the SSS Facebook page with link</td>
<td>10%</td>
</tr>
<tr>
<td>From the SSS Webpage</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Background**: The SSS Monthly newsletter is provided in various ways to SSS students.

The following is where a SSS student can find a SSS Monthly Newsletter:

- SSS Activity Binder located in SSS TRiO Office
- Social Media: Facebook
- SSS TRiO webpage through Napa Valley College
- Email communication with newsletter attached to email
- Copy placed in SSS TRiO Conference Room

Due to the important information in the SSS Monthly Newsletters, there are numerous of ways that students can be informed of the information, either via online and/or through our office.

**Analysis**: Most of the students in the SSS program will read the SSS Monthly Newsletter through their email.
7. Did you know that SSS TRiO has a Facebook page? (Napa Valley College SSS Program Page)

**Background:** The SSS TRiO program started to implement a Facebook page in 2010 titled Napa Valley College SSS Program Page. The population of students incoming into the SSS program were known as the Generation Z and future Generation XY. These students are technologically savvy and we found that the best ways to communicate with these students in a program such as SSS TRiO was through e-mailing, text messaging, and social networks such as Facebook.

As a result of creating the SSS TRiO Facebook page, students are more connected to the program. The Facebook page is maintained and updated through two SSS staff members. Content such as upcoming trips, registration deadlines, announcements, and important information is posted for SSS students to read. In addition, pictures from our events and field trips are posted.

As of 2012 in our SSS Orientation component in joining the SSS program, SSS Secretary, Renee created a one-page information guide to utilizing SSS services and staying connected. The information guide includes students connecting to the SSS program by joining our SSS Facebook page. The ‘join us on Facebook’ is also stated on every SSS TRiO Monthly newsletter. There are currently 169 students who are following us on Facebook.

**Analysis:** From this survey, majority of SSS students surveyed have joined us via our Facebook page. For those who are not on Facebook they also receive the information via email communication and the information is posted in our SSS TRiO Office.
8. If you are part of the SSS Facebook, how often do you use the SSS Facebook page?

**Analysis:** As part of communicating with SSS students through Facebook, we wanted to determine how often SSS students checking the SSS Facebook page. The response for this question was that most students rarely checked the SSS Facebook page. In addition, students who are on Facebook don’t really use the SSS Facebook page. It seems that only a few students do utilize the Facebook page as a ways to receive information from the SSS program.
9. How do you learn about upcoming SSS Field Trips? (Check all that apply)

**Academic Trips**

- SSS TRiO Webpage
- SSS Bulletin Board
- SSS Activity Binder
- No word, am new to SSS
- From Student Specialist
- From other fellow SSS students
- Facebook Announcement
- Email Notification

**Background:** One of the mandated services SSS TRiO offers to SSS students is to participate in academic and cultural trips sponsored by the SSS TRiO program.

Academic trips are project sponsored trips to other postsecondary institutions for the purpose of acquainting students with institutions that the student may wish to attend to further education.

Purpose of the Academic trips is that it gives the student an opportunity to tour the campus, experience the feel of a university environment, gather information regarding applications and admissions requirements for a major. In addition, information on financial aid, programs, and services available to transfer students at that particular university.

Cultural trips are project sponsored activities such as field trips, special lectures, and symposiums that have their purpose in the improvement of the student's academic progress and personal development.

SSS Field Trips are announced in the following ways:

- Flyer is posted on the Bulletin Board in the SSS TRiO Office
- Flyer and Sign-up Sheet is placed in the SSS Activity Binder
- Email announcement is sent to all participants
- Announcement on the SSS Facebook page is posted
- Field Trip is listed on the SSS Webpage through Napa Valley College

**Analysis:** The results show that majority of SSS students learn about upcoming SSS field trips through email communication. Second response was that students would hear about trips from their fellow SSS peers.
10. Would you like a text message notification when you receive an email from SSS TRiO?

![Text Message Graph]

**Background:** In 2009, SSS staff discussed ways of further communicating with the Generation X and Generation XY students that were incoming to the SSS TRiO program. Since these student generations were technologically savvy, we decided to implement a ‘text messaging service’ to SSS students utilizing the campuses email system, Outlook using Short Message Service (SMS).

In the Spring of 2009, students applying to the SSS program were requested to provide their cell phone number and text provider (i.e. AT&T, Verizon, Sprint, etc.) on the SSS TRiO application. The information would be used by SSS Staff as one of the many ways of communication.

Staff has utilized the text messaging for announcing of trips, to schedule an appointment, to announce that an email has been sent, or important reminders. The Text Messaging system has proved useful for staff, though email communication has been our primary way of communicating with SSS students.

**Analysis:** When asked if students would like to receive a notification that they have received an email from SSS, majority of students responded that they do not want a text message.

End of Survey Report