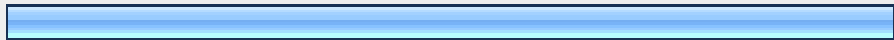

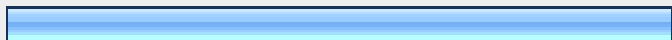
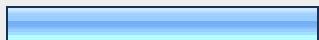
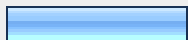
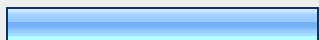
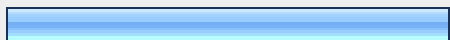
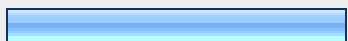
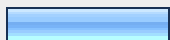

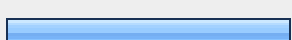
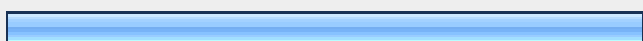
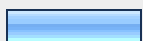
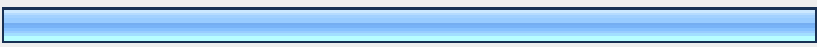

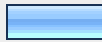

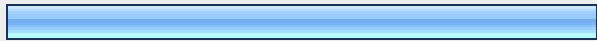
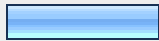





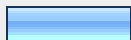


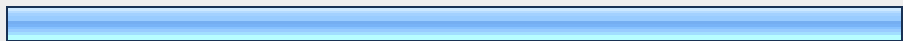

Did you participate in your son/daughter's search for or choice of a college?				
			Response Percent	Response Count
Yes		95.8%	136	
No		4.2%	6	
			<i>answered question</i>	142
			<i>skipped question</i>	0


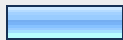
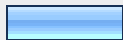
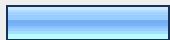



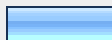

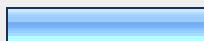
Which sources of information did YOU use to help your child research colleges? (Choose all that apply)				
			Response Percent	Response Count
College web sites		71.3%	97	
General college resource web sites		33.8%	46	
Guidebooks/ magazines		19.9%	27	
Family members		33.1%	45	
Friends		47.8%	65	
School guidance counselors		36.8%	50	
Teacher		17.7%	24	
Private college counselor		4.4%	6	
Internet Search Engines (Google, etc.)		30.2%	41	
College brochures mailed to my son/daughter		68.4%	93	
Other (please specify)		14.7%	20	
			<i>answered question</i>	136
			<i>skipped question</i>	0

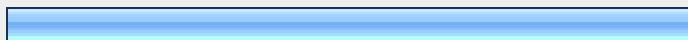
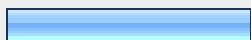
When you were helping your son/daughter evaluate colleges, how important were the following factors to YOU? (rate from LEAST IMPORTANT to MOST IMPORTANT)								
	LEAST Important				MOST Important	Rating Average	Response Count	
Costs/ Financial Aid	3.0% (4)	4.5% (6)	12.9% (17)	26.5% (35)	53.0% (70)	4.22	132	
Location	3.8% (5)	6.8% (9)	20.5% (27)	31.8% (42)	37.1% (49)	3.92	132	
Academic Programs	2.3% (3)	0.8% (1)	2.3% (3)	22.7% (30)	72.0% (95)	4.61	132	
Safety	2.3% (3)	1.5% (2)	9.1% (12)	25.8% (34)	61.4% (81)	4.42	132	
Campus Life	3.8% (5)	5.3% (7)	15.9% (21)	40.9% (54)	34.1% (45)	3.96	132	
Reputation	3.0% (4)	1.5% (2)	13.6% (18)	37.1% (49)	44.7% (59)	4.19	132	
Magazine Rankings	25.0% (33)	27.3% (36)	30.3% (40)	13.6% (18)	3.8% (5)	2.44	132	
Internships/ Career Placement	3.0% (4)	1.5% (2)	18.9% (25)	28.0% (37)	48.5% (64)	4.17	132	
Student/ Faculty Interaction	3.0% (4)	3.8% (5)	9.8% (13)	37.9% (50)	45.5% (60)	4.19	132	
Campus Facilities	3.0% (4)	1.5% (2)	12.1% (16)	35.6% (47)	47.7% (63)	4.23	132	
	<i>answered question</i>							132
	<i>skipped question</i>							0

Did you use the Internet to research colleges?			
		Response Percent	Response Count
Yes		87.1%	115
No		12.9%	17
	<i>answered question</i>		132
	<i>skipped question</i>		0

Which of the following web sites have you used to get information about a college? (Choose all that apply)			Response Percent	Response Count
Princetonreview.com			10.4%	12
Collegeboard.com			53.9%	62
Google.com			63.5%	73
US News and World Report			16.5%	19
Rateyourteachers.com			4.4%	5
Campusdirt.com			4.4%	5
Facebook			5.2%	6
MySpace			7.8%	9
None of the above			9.6%	11
Other (please specify)			13.9%	16
			answered question	115
			skipped question	0

Did you ever visit a college/university website as the parent of a prospective student?			Response Percent	Response Count
Yes			96.5%	111
No			3.5%	4
			answered question	115
			skipped question	0

As the parent of a prospective student, when you visited a university website for the FIRST time, which of the following was likely to be the first link you clicked? (Choose one)			
		Response Percent	Response Count
Admissions		9.9%	11
Prospective students		12.6%	14
Academics		12.6%	14
Athletics		0.0%	0
Majors		17.1%	19
Student Life		0.0%	0
Departments		0.9%	1
About		6.3%	7
Schools & Colleges		5.4%	6
Future Students		11.7%	13
Apply		0.0%	0
Parents		1.8%	2
Tuition and Scholarships		21.6%	24
Other (please specify)		0.0%	0
		<i>answered question</i>	111
		<i>skipped question</i>	0

Have you ever requested information or submitted information on a college website on behalf of your son/daughter?			
		Response Percent	Response Count
Yes		73.9%	82
No		26.1%	29
		<i>answered question</i>	111
		<i>skipped question</i>	0

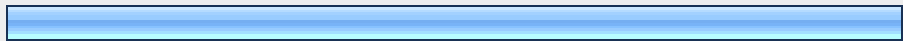

Which of the following factors is most important on a college website? (Choose One)			Response Percent	Response Count
Content is current and well-written		21.6%	24	
Has an attractive visual design		1.8%	2	
Information is easy to find		68.5%	76	
Search engine produces accurate results		5.4%	6	
The site is fun and entertaining		0.9%	1	
Pages load quickly		1.8%	2	
Other (please specify)		0.0%	0	
			answered question	111
			skipped question	0

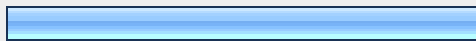
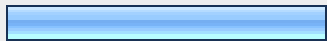
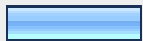
If you could design the ideal university website for prospective students, what content would you want on the HOME page? (Choose all that apply)			Response Percent	Response Count
Majors		56.8%	63	
News		30.6%	34	
Campus Events		42.3%	47	
Student/Faculty Stories		15.3%	17	
Campus Photos		69.4%	77	
Past Event Photos		7.2%	8	
A link to request information		77.5%	86	
Message from the president of the university		18.0%	20	
Video		15.3%	17	
No content, just links and search		15.3%	17	
Other (please specify)		12.6%	14	
			answered question	111
			skipped question	0

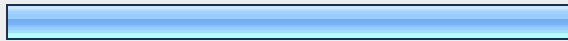
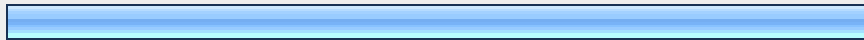
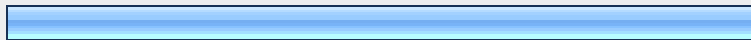
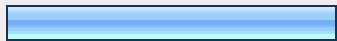
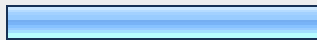

Do you currently use the University of Akron website to find information?				
			Response Percent	Response Count
Yes		92.0%	127	
No		8.0%	11	
			answered question	138
			skipped question	0

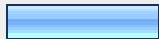

What information do you use the UA website to find? (Choose all that apply)				
			Response Percent	Response Count
Calendar of Events		65.9%	83	
Deadlines		59.5%	75	
Financial Aid/ Payment info		84.9%	107	
Academic requirements		51.6%	65	
University news		42.9%	54	
Staff/Faculty/Department contact info		38.1%	48	
Athletics info (game scores, news, etc)		27.8%	35	
Alumni and giving information		4.0%	5	
Orientation and special events		64.3%	81	
Parking, maps and directions		67.5%	85	
Support services for your son/daughter		50.8%	64	
University policies and regulations		37.3%	47	
The university course catalog		38.1%	48	
Continuing education for yourself		4.8%	6	
Safety and security information		42.1%	53	
Parent Association information		41.3%	52	
Volunteer opportunities		6.4%	8	
Other (please specify)		1.6%	2	
			answered question	126

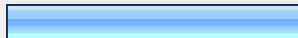
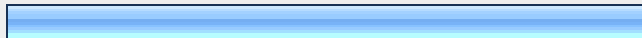
		<i>skipped question</i>	0
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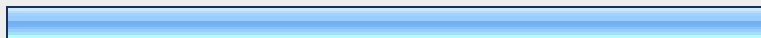
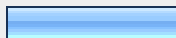
If the University of Akron had a website especially for parents, would you visit it?			
		Response Percent	Response Count
Yes		96.3%	131
No		3.7%	5
		<i>answered question</i>	136
		<i>skipped question</i>	0








Would you read blogs on the UA website?			
		Response Percent	Response Count
Yes		50.7%	69
No		34.6%	47
Don't know what a blog is		14.7%	20
		<i>answered question</i>	136
		<i>skipped question</i>	0

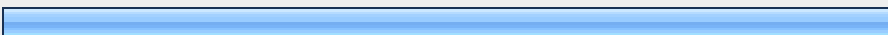
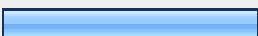
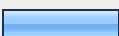


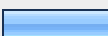
Whose blogs would you be MOST interested in reading? Blogs written by (Choose all that apply):			
		Response Percent	Response Count
staff of the university		60.3%	41
students at the university		92.7%	63
faculty of the university		80.9%	55
alumni of the university		35.3%	24
the president of the university		33.8%	23
Other (please specify)		4.4%	3
		<i>answered question</i>	68
		<i>skipped question</i>	0

Do you know what RSS is?			Response Percent	Response Count
Yes			16.3%	22
No			83.7%	113
			<i>answered question</i>	135
			<i>skipped question</i>	0

Do you subscribe to RSS feeds?			Response Percent	Response Count
Yes			31.8%	7
No			68.2%	15
			<i>answered question</i>	22
			<i>skipped question</i>	22

Would you subscribe to information at the UA website to have it delivered to you whenever new content is posted?			Response Percent	Response Count
Yes			81.3%	109
No			18.7%	25
			<i>answered question</i>	134
			<i>skipped question</i>	0

What types of UA content would you subscribe to? (Choose all that apply)			Response Percent	Response Count
Deadlines and reminders			89.9%	98
Campus events			89.9%	98
University news			88.1%	96
Weather and closings			49.5%	54
Safety and security alerts			85.3%	93
Volunteer opportunities			37.6%	41
Other (please specify)			0.9%	1
			answered question	109
			skipped question	0

How do you prefer that subscribed content be delivered to you? (Choose all that apply)			Response Percent	Response Count
Email			95.4%	104
Postal mail			27.5%	30
Personalized web page			12.8%	14
RSS feed			3.7%	4
Podcast			2.8%	3
Text message			11.0%	12
Other (please specify)			0.0%	0
			answered question	109
			skipped question	0

(OPTIONAL) In your opinion, what should the University of Akron do to improve its website?		Response Count
		51
		answered question
		51
		skipped question
		0