

Student Communications Preferences Survey 2024

Survey Results

MAY 2024

Overview

- A survey of student communications preferences was undertaken by Student Affairs and University Relations to identify:
 - **Student satisfaction with comms** from the university
 - **Channel preferences by information type**
 - **Social media and email use**
- The survey ran March 1-18, 2024.
- It was promoted via an 'announcement' in OnQ, the Pulse and other e-newsletters, on digital screens, via social media, on posters, and table toppers in dining halls.
 - **85%** of all click-throughs came from **OnQ** (criteria for requesting OnQ announcements)
 - **11%** came from Student Affairs' **The Pulse March e-newsletter**
 - All other (newsletters, social media, digital displays and print): < 5%

Participants

- **5,227+ student respondents:**
 - >1,600 graduate students and 3,300 undergraduate students
 - All faculties and schools are represented
 - 16% of respondents are international students
- Median time for survey completion was **4.7 minutes**
- **Incentives:** AirPods, Gaels gear, and Flex\$ (dining credits) draw

Overall satisfaction with communications

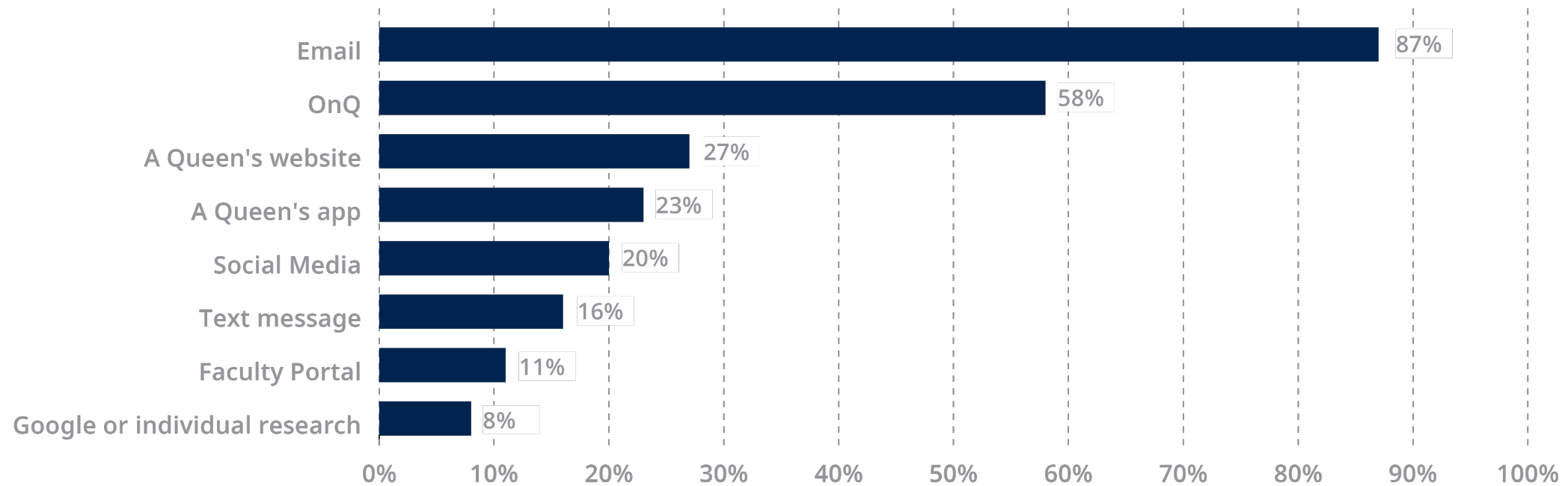
- 82% of student respondents indicated they are satisfied with communications, including 27% who are very satisfied
- 7% of students indicated they are dissatisfied with communications, including 1% who are very dissatisfied
- There is a statistically significant decline in overall satisfaction among undergraduate students between 1st year (86%) and 5th year (73%)
- 84% of international students are satisfied with communications, compared to 81% of domestic students (statistical significance)



Channel preference by type of information

Academic information

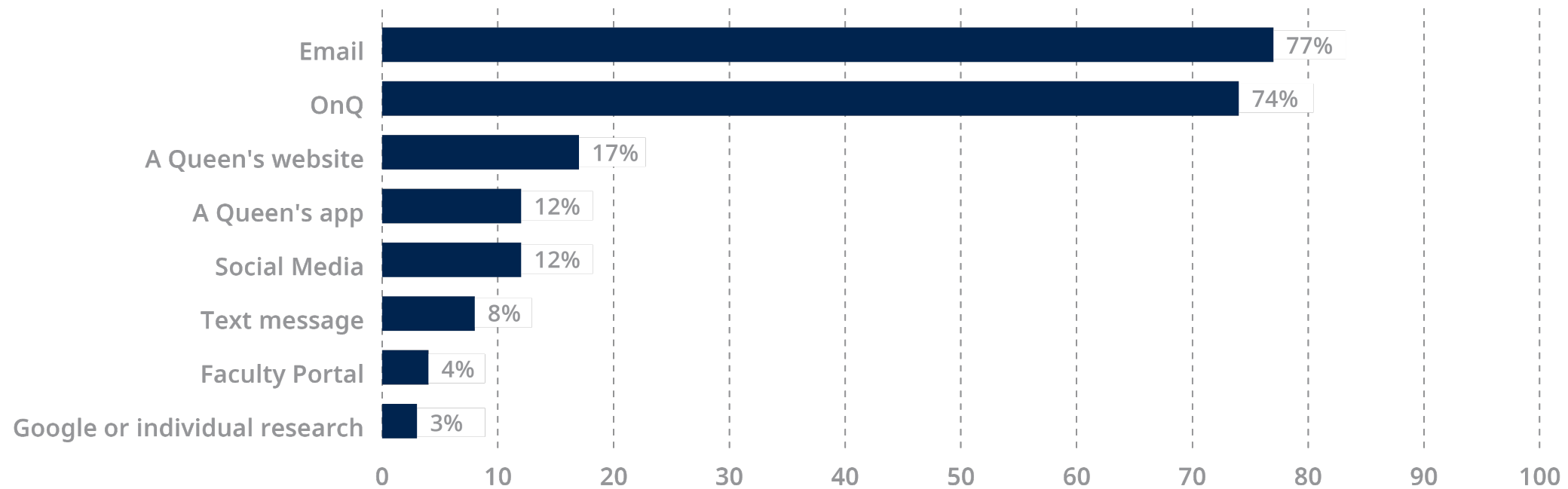
Most respondents want to learn about academic information (e.g. exam schedule, add / drop dates) via email, followed by OnQ.



Channel preference by type of information

Course-related information

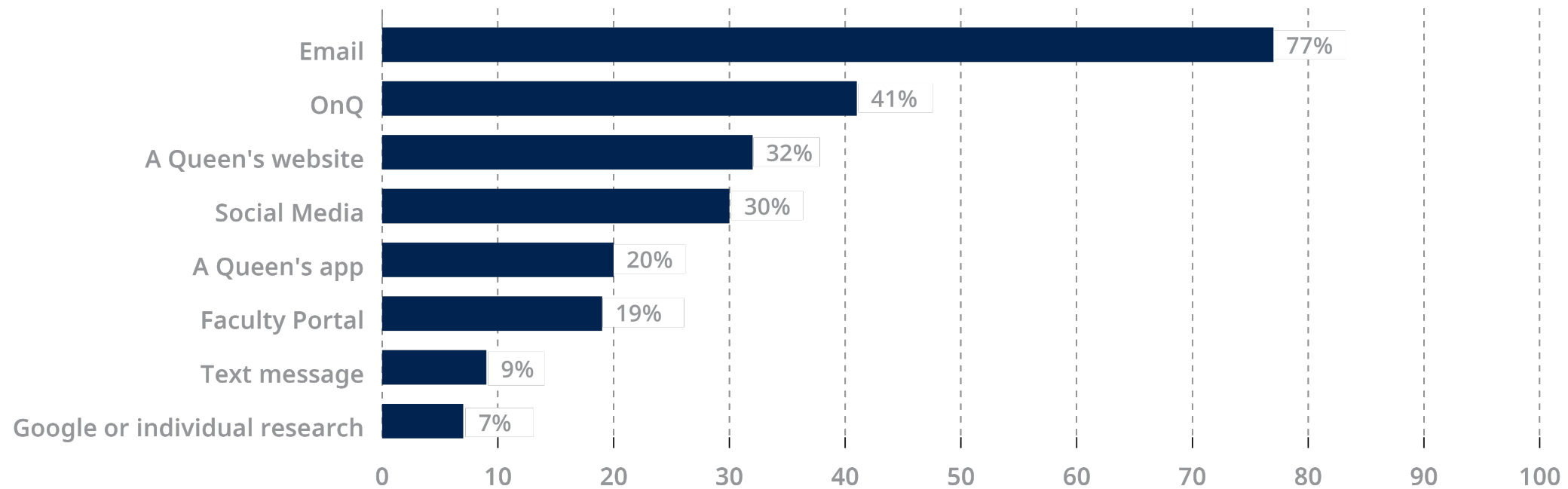
Most respondents want to learn about courses (e.g. syllabus, assignments etc.) via email, followed by OnQ.



Channel preference by type of information

Faculty or program updates events

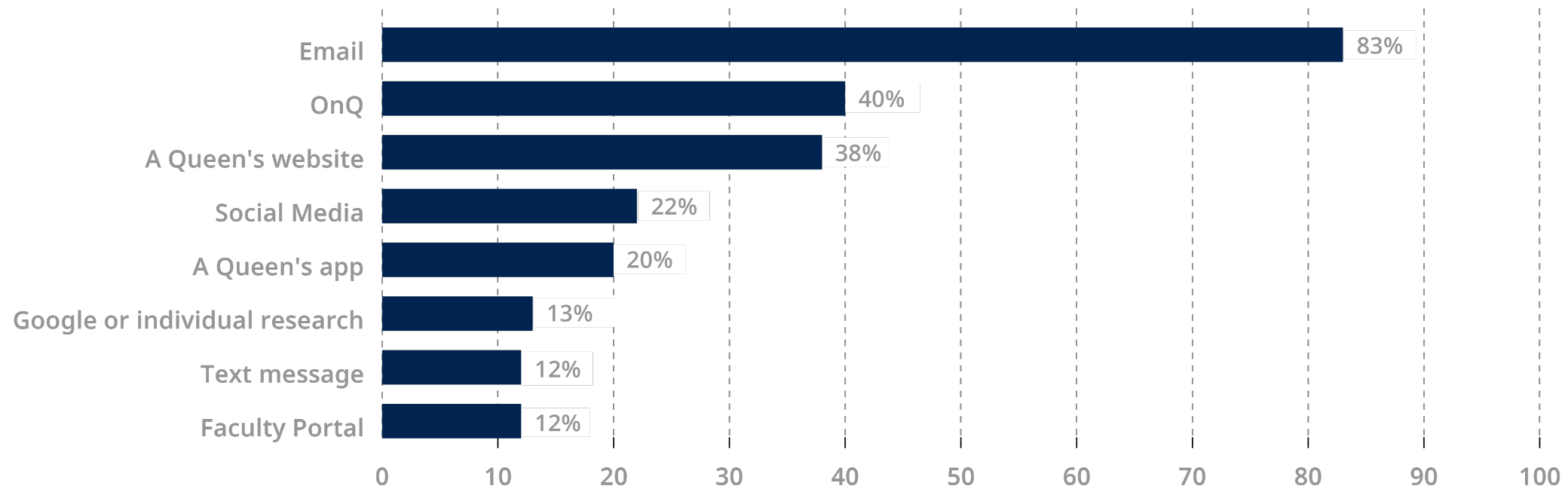
Most respondents want to learn about faculty or program updates or events via email, followed by OnQ, and a Queen's website



Channel preference by type of information

Scholarships and financial aid

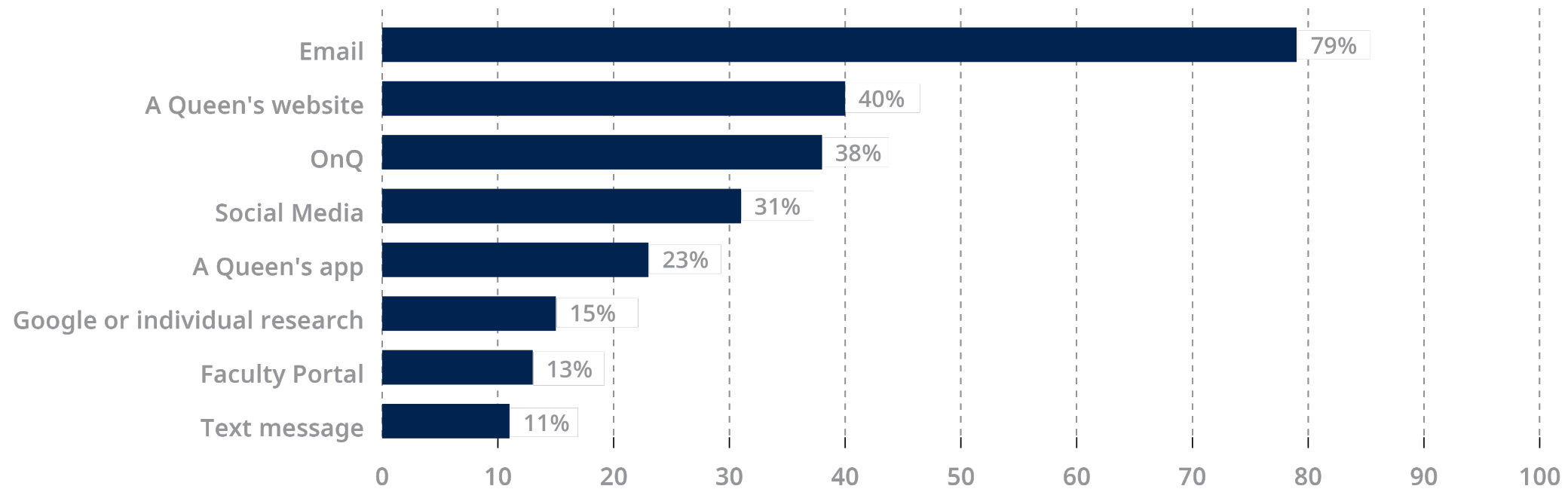
Most respondents want to learn about scholarships and financial aid via email, followed by OnQ, and a Queen's website.



Channel preference by type of information

Jobs and volunteer information

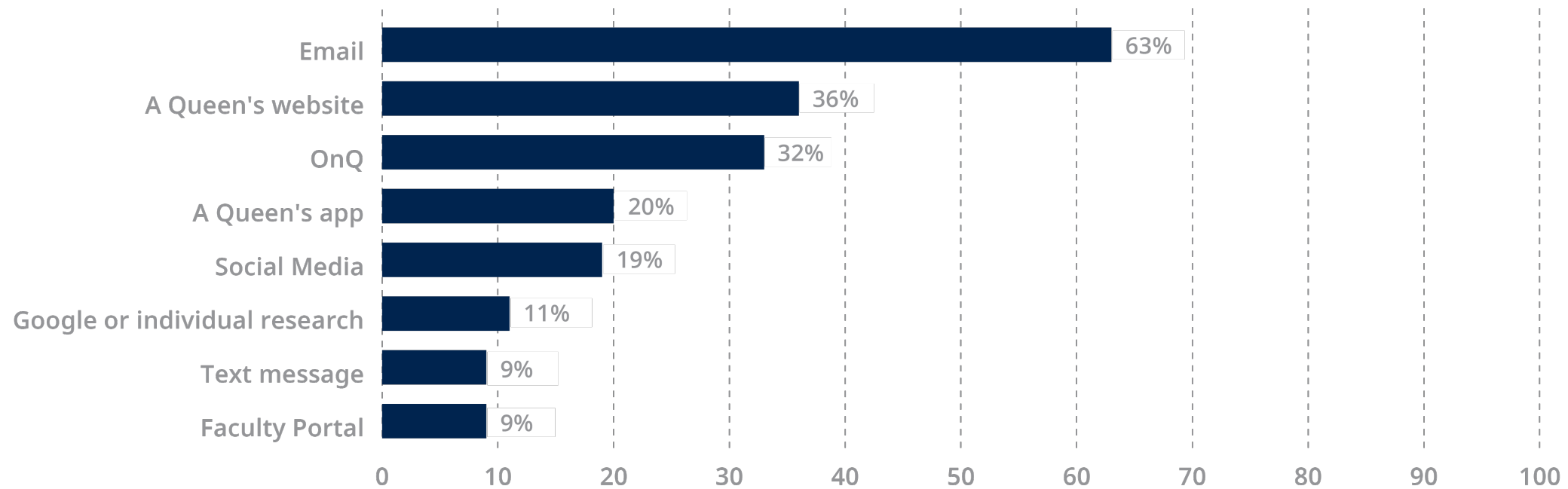
Most respondents want to learn about jobs and volunteer information via email, followed by a Queen's website, and OnQ.



Channel preference by type of information

Accessibility notices

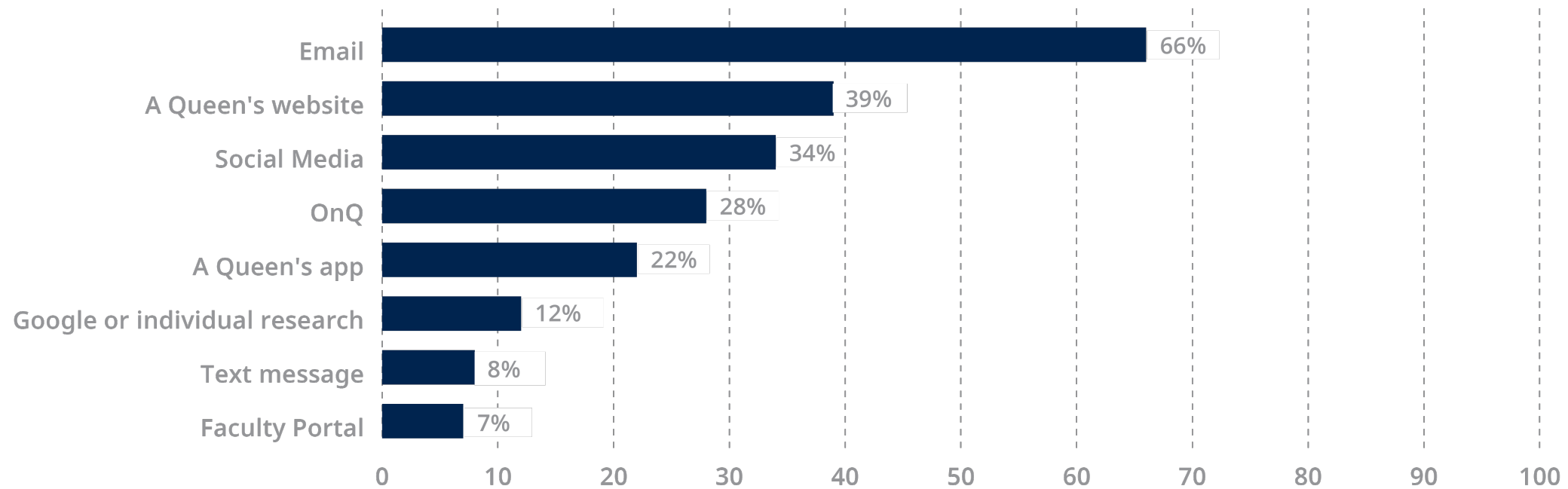
Most respondents (but a declining %) want to learn about accessibility notices via email, followed by a Queen's website, and OnQ.



Channel preference by type of information

Health and wellness

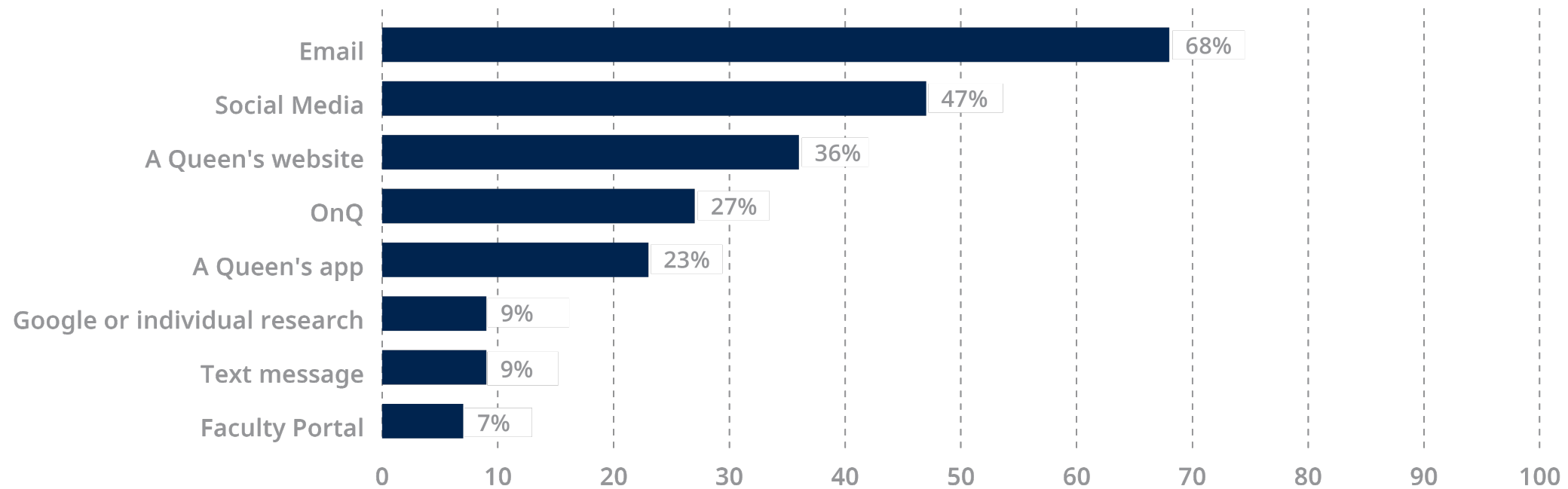
Most respondents (but a declining %) want to learn about health and wellness via email, followed by a Queen's website, and social media.



Channel preference by type of information

Campus events

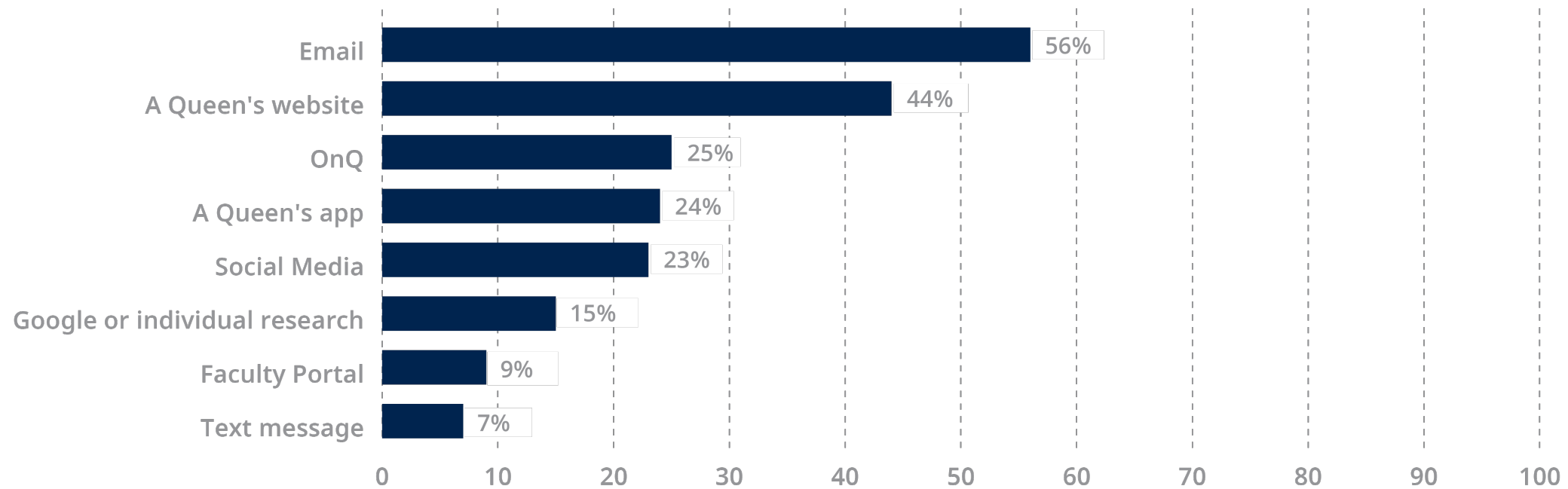
Most respondents want to learn about campus via email, followed by social media, and a Queen's website.



Channel preference by type of information

Campus spaces and building information

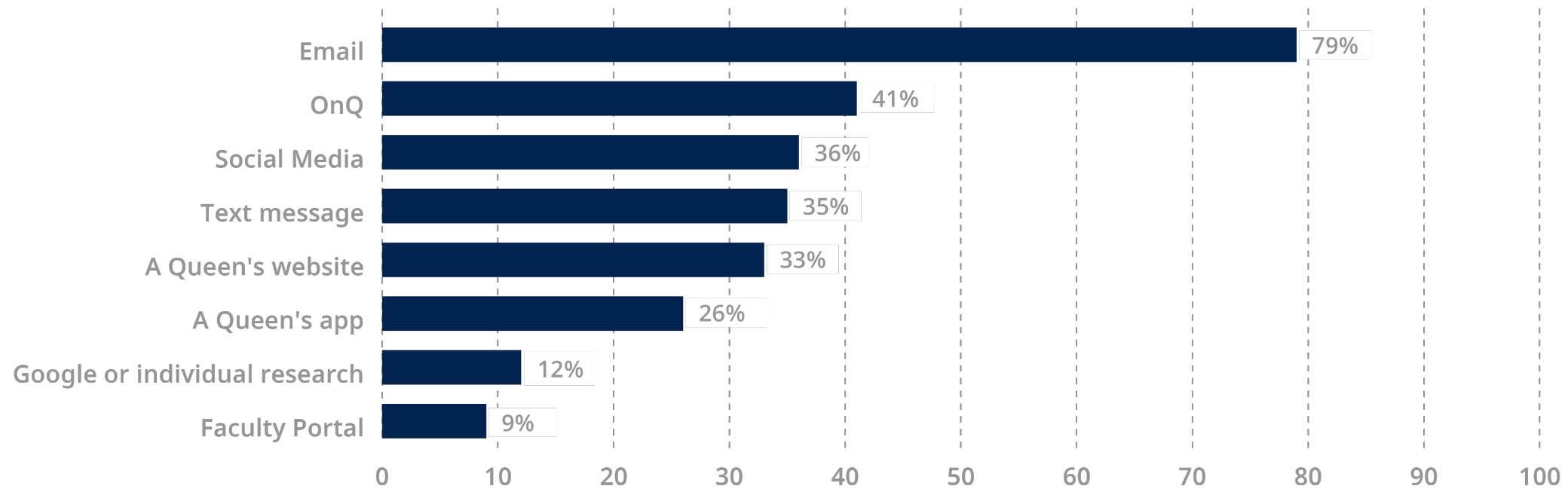
Just over half of respondents want to learn about campus spaces and building information via email, followed by a Queen's website, and OnQ.



Channel preference by type of information

Severe weather and related closures

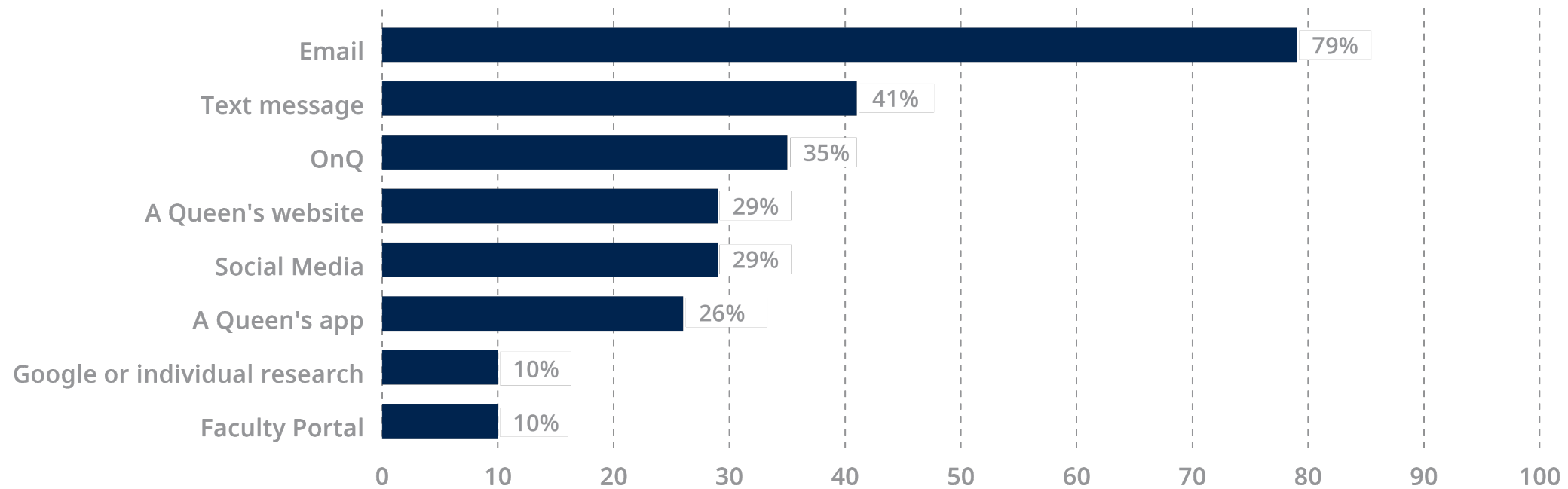
Most respondents want to learn about severe weather and related closures in a multitude of ways – via email, followed by OnQ, and social media.



Channel preference by type of information

Personal safety and security alerts

Most respondents want to learn about personal safety and security alerts in multiple ways
– via email, followed by text, and OnQ.

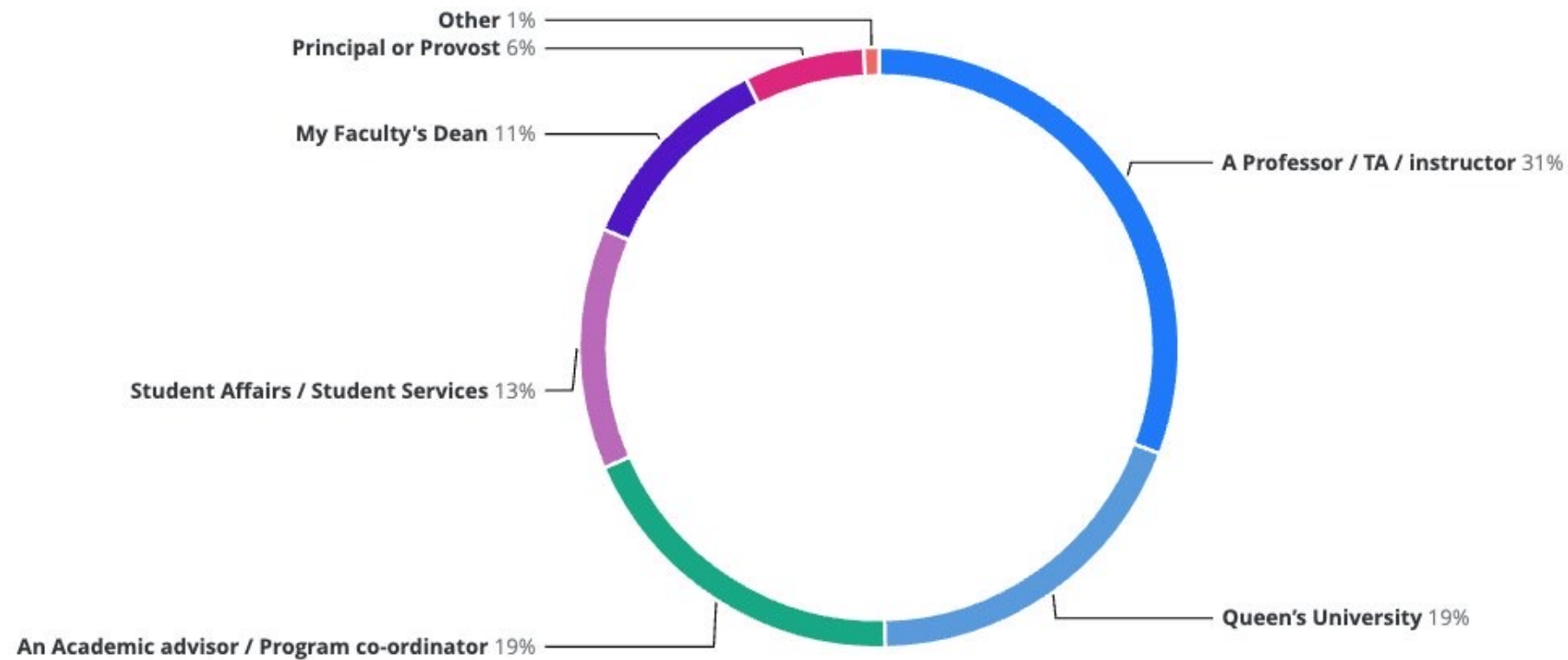


Channel preference by type of information

- Email is most preferred channel for everything/anything
- OnQ is key for academic information – criteria to request OnQ announcements to students
- Queen's websites are important for most topics
- Social media is looked to for campus events, health and wellness information, urgent info
- Students are looking at multiple channels, including text, for communications about safety/security issues

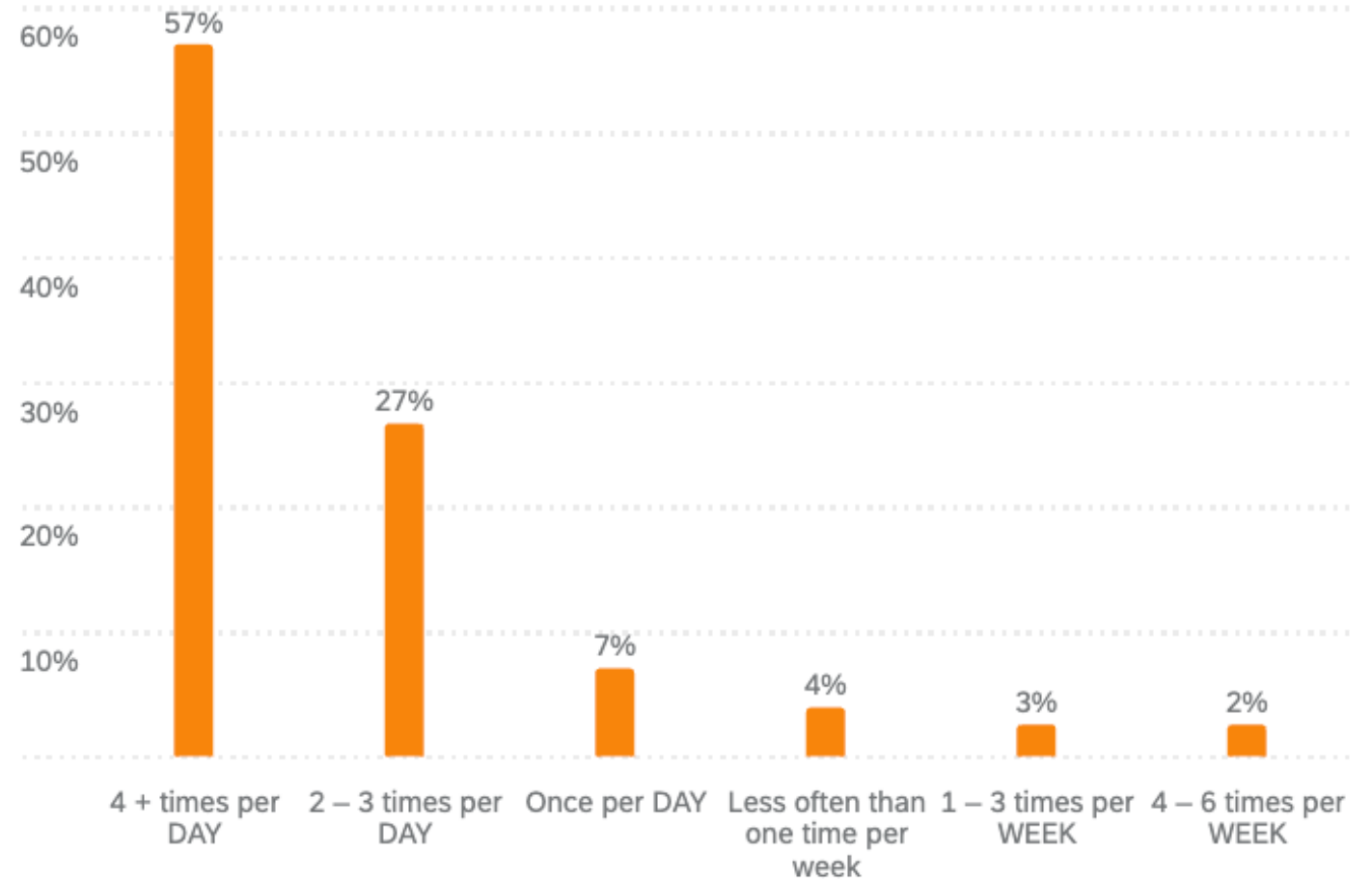
Top three most influential senders of email

Students were asked to rank the top three types of senders who would inspire them to open an email:



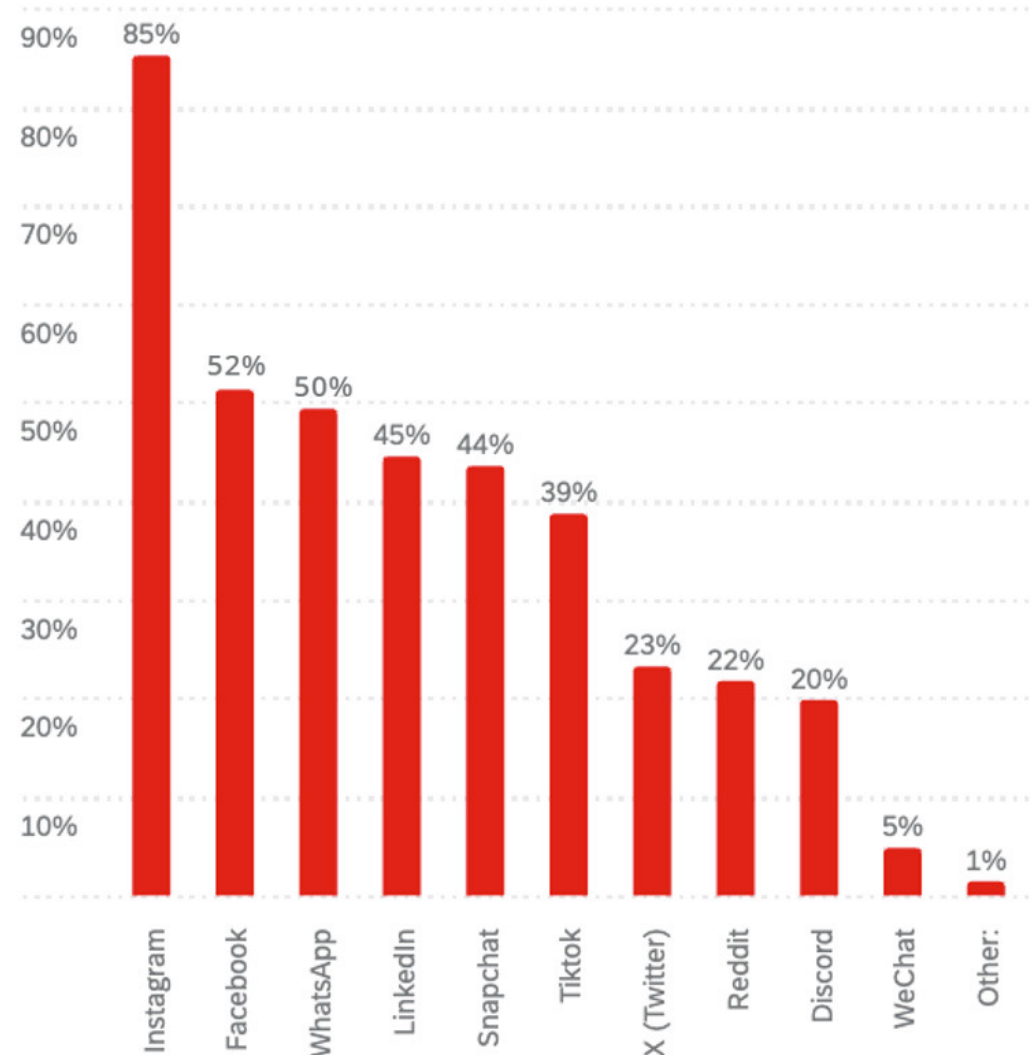
Frequency of social media use

- Nearly 60% of respondents access social media 4 or more times a day
- 84% use it 2 or more times per day
- There is a statistically significant relationship between frequency of social media use and:
 - faculty / school
 - graduate and undergrad students
 - year of undergrad program
(4x-or-more daily frequency increases each year between 1st and 4th year)



Social media platform use

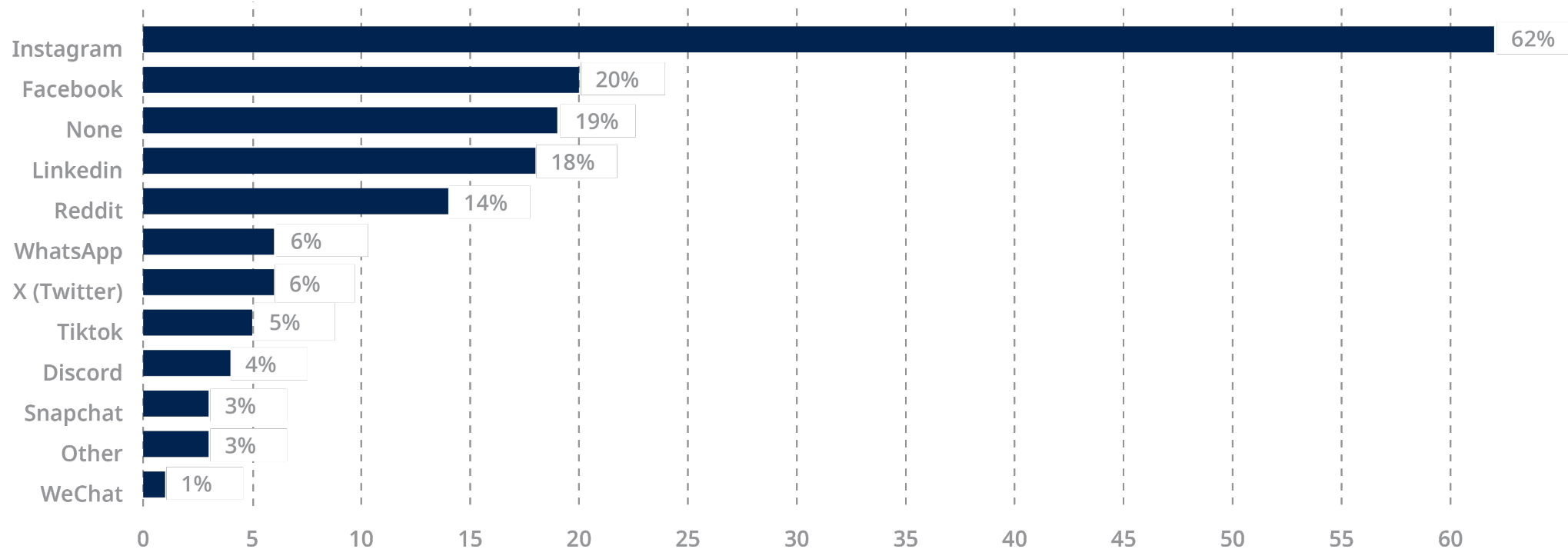
- Instagram is it!
- Instagram, Facebook, LinkedIn use all increase, 1st to 4th year
- WhatsApp most popular among first-years (49%, compared to 39% of 4th year students)



Social media use for info about life at Queen's

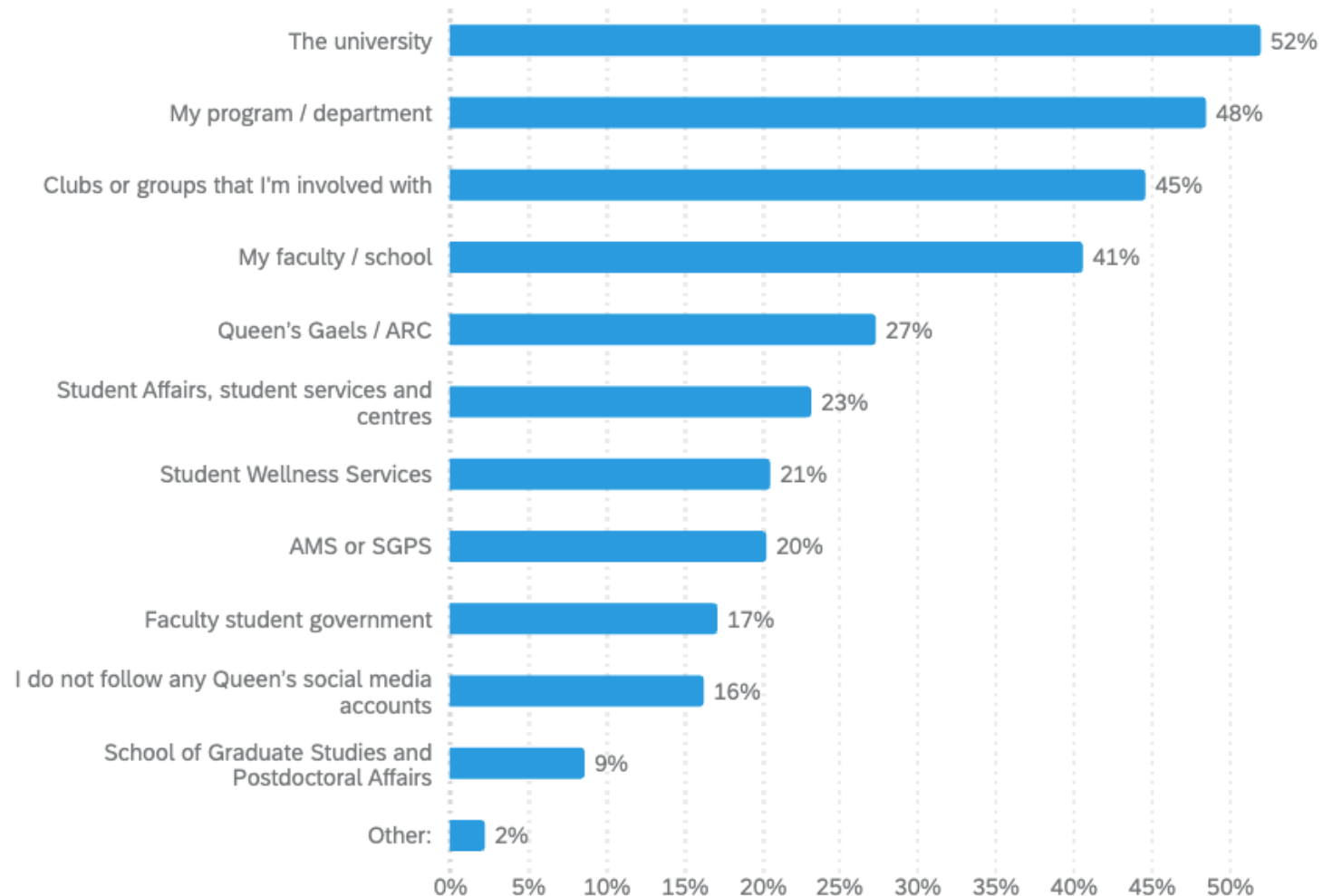
62% of respondents (73% of responding undergrads) look to Instagram for information about life at Queen's, followed by Facebook, LinkedIn, and Reddit.

19% of respondents (13% of undergrad respondents) don't look to any social media for information about Queen's.



Queen's social media accounts followed

- 52% of respondents follow "The university"
- 45% follow their clubs/ groups
- 27% follow Gaels/ARC
- 23% follow Student Affairs/ services/centres
- 20% follow AMS/SGPS; 17% faculty student gov
- 16% don't follow any Queen's social media accounts

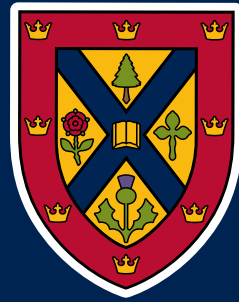


For more information

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