Freshmen Preference for On-Line Services and Evening and Week-End Schedules

Internet technologies have rapidly changed student support delivery systems as well as student preferences for and expectation of these delivery systems.

A survey administered to UHM freshmen about two months into the fall 2007 semester revealed the following information.

When freshmen seek information about University services, most (49 percent) report going to the program website with a far second going to the program office (21 percent). (Figure 1)

Figure 1
How Freshmen Most Often Seek Information About University Services

- Website 49%
- Visit Office 21%
- Telephone 8%
- Handbook/Catalog 11%
- E-Mail 11%

Source: 2007 Cooperative Institutional Research Program (CIRP) web survey of first-time classified freshmen with a response rate of 428 or 24 percent and margin of error of about +/- 4.8 percent.
When given a choice of various electronic means of learning about campus activities, programs and services, most freshmen prefer being informed by e-mail (57 percent) followed by UH portal announcements (22 percent). (Figure 2)

![Figure 2](image)

How Freshmen Want to Learn About a Campus Activity

- E-Mail: 57%
- UH Portal Announcements: 22%
- Website: 14%
- On-Line Networks: 5%
- Text Messaging: 2%

When freshmen want to make an appointment or register for a student service or program, most prefer to e-mail a request (41 percent) with a tie among students who prefer to respond to a web form (20 percent) and to visit the office (20 percent). (Figure 3)

![Figure 3](image)

How Freshmen Want to Make an Appointment or Register for a Student Service

- E-Mail a Request: 41%
- Visit Office: 20%
- Respond to Web Form: 20%
- Telephone Office: 16%
- Other: 3%

As far as extending student services into the evening hours, two-thirds (64 percent) of freshmen would use student services if offered during the evening. Proportionately more residence hall students (75 percent) were apt to do so than commuting students (49 percent).

Most students (44 percent) would not use student services if offered during the week-end, but some would if offered on Saturday morning (20 percent) or Saturday afternoon (19 percent). There were no significant differences between residence hall students and commuters on their week-end schedule preferences.