



**Media Survey
Spring 2004**

**Office of Institutional Research and Effectiveness
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Media Survey Spring 2004

Summary of the Media section of the Student Services Survey

The annual Student Services Survey was given to a stratified random sample of Del Mar College students during the spring semester. As part of the survey, a College Relations Media Survey was included. A total of 485 surveys were returned with 483 analyzed. Two surveys could not be scanned due to physical damage. Information from the Media Survey has been combined with student demographic information collected from the Student Service Survey to provide a more detailed analysis for student behavior and preferences.

Where Students Seek information About DMC Programs, Courses and Registration

The majority (52%) of students identified the Del Mar College Catalog as the source they seek for obtaining information on programs, courses, and registration. The Class Schedule and the Del Mar College website were identified as a source for seeking information by 46 percent and 37 percent of students, respectively.

Del Mar College Advertising

Each semester, approximately 175,000 Del Mar College Class Schedules are mailed to all residences of Nueces, San Patricio, Aransas, and Kennedy counties and the city of Rivera. Seventy-eight percent of survey respondents said they received the Del Mar College Class Schedule in the mail.

Three different types of advertisements are featured each semester in the Corpus Christi Caller-Times. Advertisements for Pronto, regular and late registration are featured strategically during the most appropriate time for the particular type of registration being promoted. When asked if they saw a Del Mar College ad in the newspaper, half of the students responding to the survey said yes.

At any given time, Del Mar College has advertisements featured on two billboards with the location rotating within the Corpus Christi area. Less than half (46%) of students indicated that they had ever seen a DMC billboard. Students were asked to write in the location where they had seen the DMC billboard. Crosstown Expressway was most frequently identified, followed next by SPID.

Most students (86%) indicated that they had seen a DMC ad on television, and nearly all said the ad was in English. Only four students said they saw a DMC television ad in Spanish. The television stations mentioned most often as the place the DMC ad was seen include: KIII channel 3/5 (67%), KRIS channel 6/7 (49%), KZTV channel 10/12 (27%), Time Warner Communication (32%), and KDF/FOX channel 47/13 (17%).

Students are less likely to hear a DMC advertisement on the radio than they are to see a DMC ad on television. Nearly sixty percent of students indicated that they heard a DMC radio ad. The radio stations students listen to most often and identified by at least a quarter of students include: 95.5 KZFM (41%), KNCN 101.3 (38%), KKPN 102.3 (35%), KLTG 96.5 (33%), KNDA 102.9 (26%), and K-99 99.1 (24%).

The number one radio station listened to most often by student 20 years of age or younger is the rock/alternative station KNCN. The number one radio station listened to most often by students between the ages of 21 and 35 is contemporary hits station KZFM. And the radio station listened to most often by students over the age of 35 is Oldies station KMXR. Proportionally more Hispanic students identified KZFM as the radio station listened to most often, while proportionately more White, non-Hispanics identified KNCN as the most frequently listened to station. Very little difference is seen in radio station listening preference between students attending the East Campus, the West Campus, or distance learning.

Can Del Mar College Deliver Students Dreams?

Del Mar College began a new marketing campaign using the slogan *What's Your Dream?* in Fall 2000. Students were asked to identify the message or tagline for DMC's marketing campaign, and 35 percent of survey respondents were able to correctly answer *What's Your Dream?* Another nine percent of students included the word "dream" in their response. When asked whether DMC can deliver their dreams, 79 percent of survey respondents said yes. Affirmative answers were given by a majority of all respondents in each age group, by race/ethnicity and by gender.

Summary

The primary sources of information about Del Mar College programs, courses, and registration that students use are the College Catalog, the Class Schedule, and the DMC website. The direct mailing of class schedules to all area residents continues to be one of the most effective marketing tools for the College. TV and radio ads also reach the vast majority of students, with different stations demonstrating the ability to target different subpopulations. Overall, the *What's Your Dream?* campaign has penetrated the awareness of at least 44 percent of students, and nearly four out of five students believe that Del Mar College can deliver their dream.