

2017 UBIT STUDENT EXPERIENCE SURVEY



3/20/2018

Executive Summary

UBIT Communication and Engagement

Office of the VPCIO

UB Information Technology

2017 UBIT Student Experience Survey

EXECUTIVE SUMMARY

INTRODUCTION AND BACKGROUND

The 21st annual UBIT Student Experience Survey illustrates the technology-enabled learning landscape for students as it exists today. Devices are proliferating. Students demand constant connectivity, and work in constant communication with each other and instructors, in the process negotiating the merits—and detriments—of an always-connected lifestyle.

This year, we collected parallel data from faculty, in the form of the UBIT Faculty Experience Survey, administered in April 2017. These surveys, taken together, make it possible to compare the attitudes of UB students and faculty on issues that will determine the direction of IT at UB. Whenever possible, we've included comparisons between students and faculty data throughout this report.

44% of students surveyed told us that the technology offerings at the University at Buffalo played an important role in their decision to attend. With that in mind, we use the opinions we collect from UB students each year to build a better technology ecosystem that aligns with the needs of students, and the goals of the university.

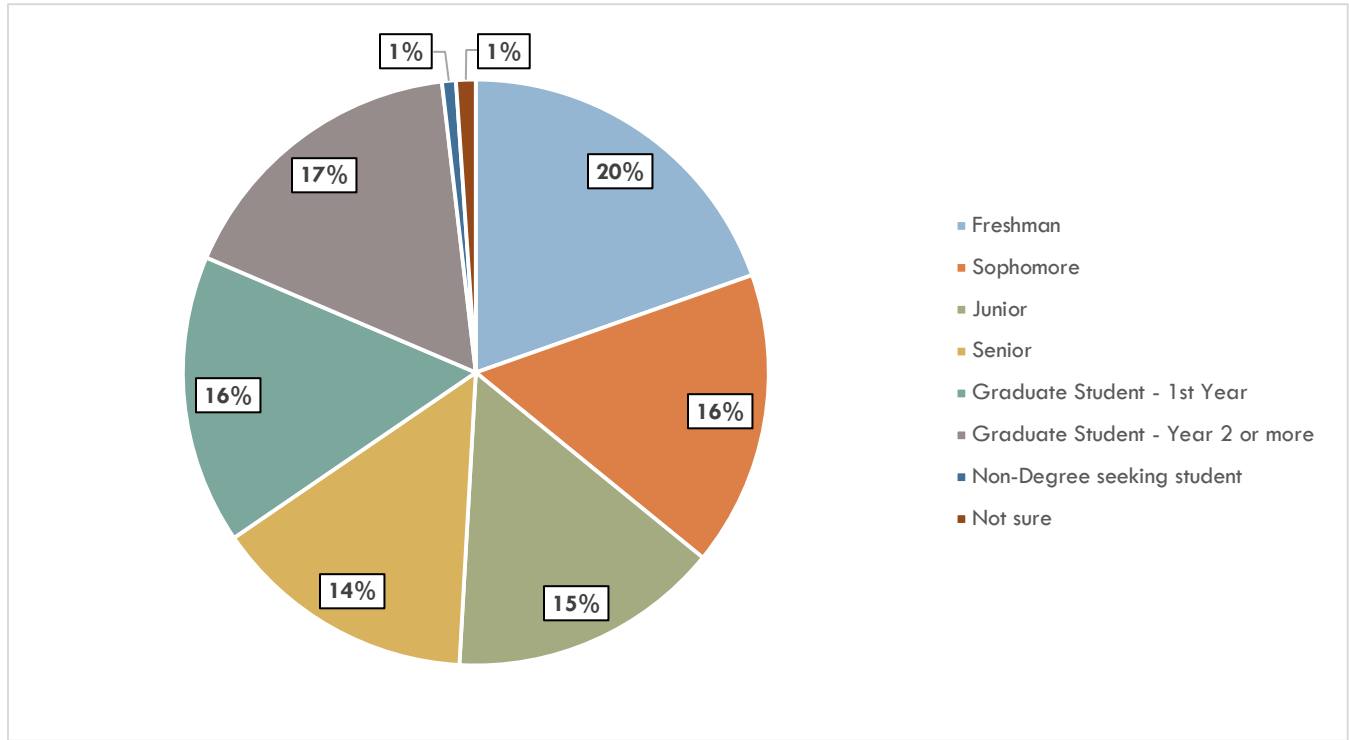
ABOUT THE SURVEY

The 2017 student survey was open from October 23 to November 5. Data was collected using Vovici™ software. The instrument contained 35 questions and was designed in consultation with Instructional and IT support staff in each technology area surveyed, as well as UB offices of Student Life, Campus Living, Undergraduate Education, the University Libraries and other campus stakeholders. There were a total of 1,556 valid unique responses.

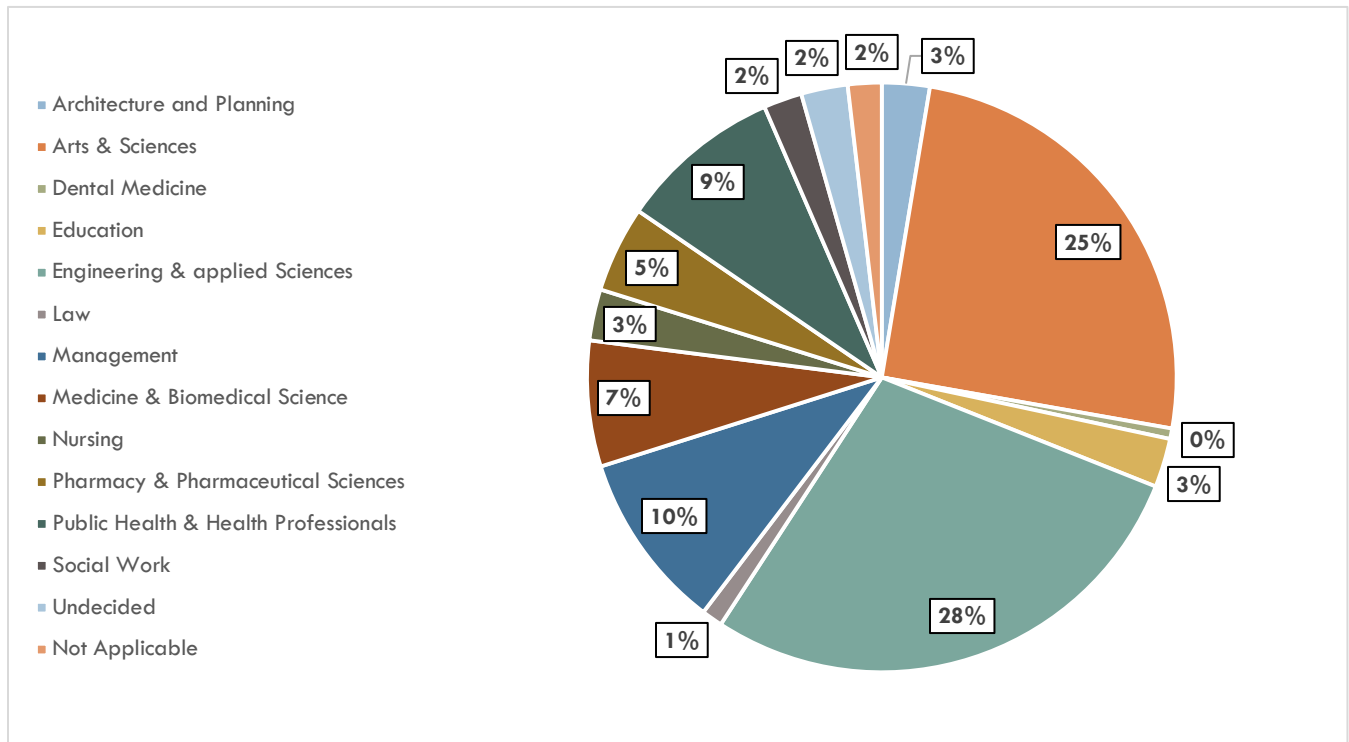
Students were encouraged to participate in the survey through the UBIT website and social media channels, other official UB Facebook and Twitter accounts, the MyUB web portal and by browser “pop-up” invitations in UB’s public computing sites, School of Management, and Law School computing labs. Only one response was allowed per student using UBITName authentication. Several academic units also supported this effort by marketing the survey link on departmental websites. To encourage participation, a random drawing with the prize of \$25 Campus Cash was offered to students.

PART I. STUDENTS AND THEIR DEVICES

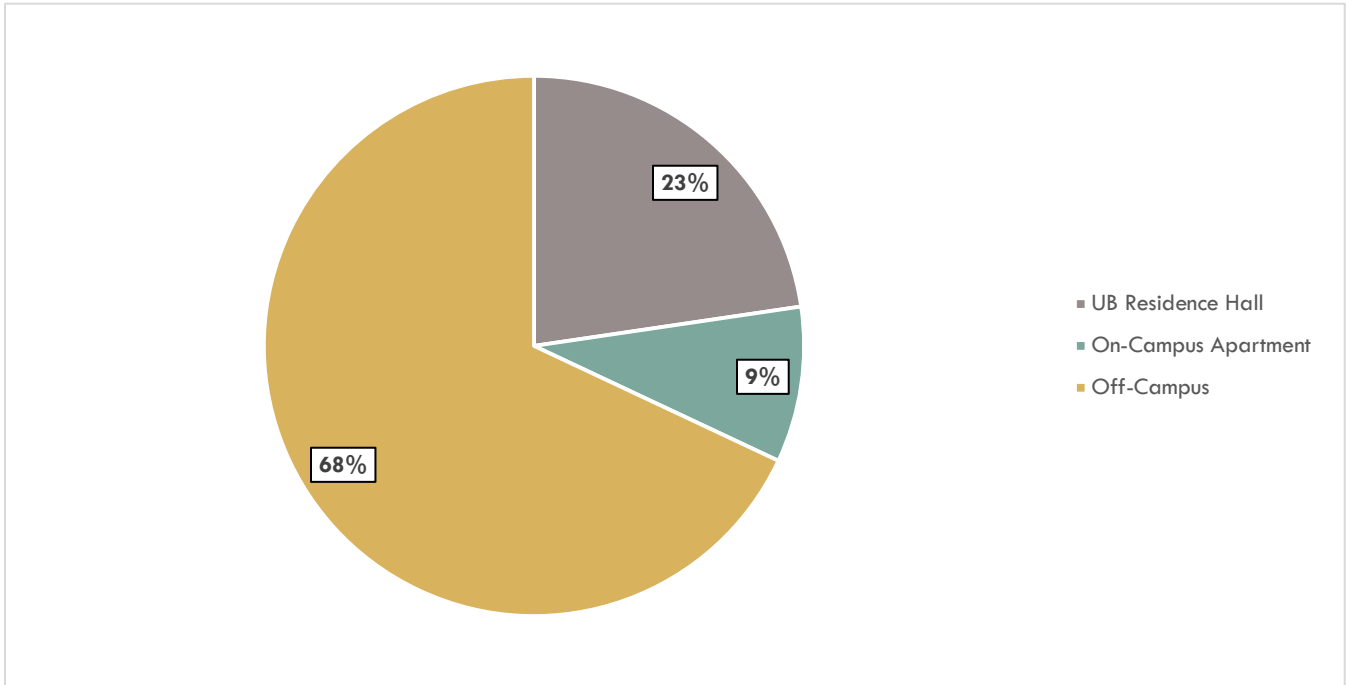
What is your class standing?



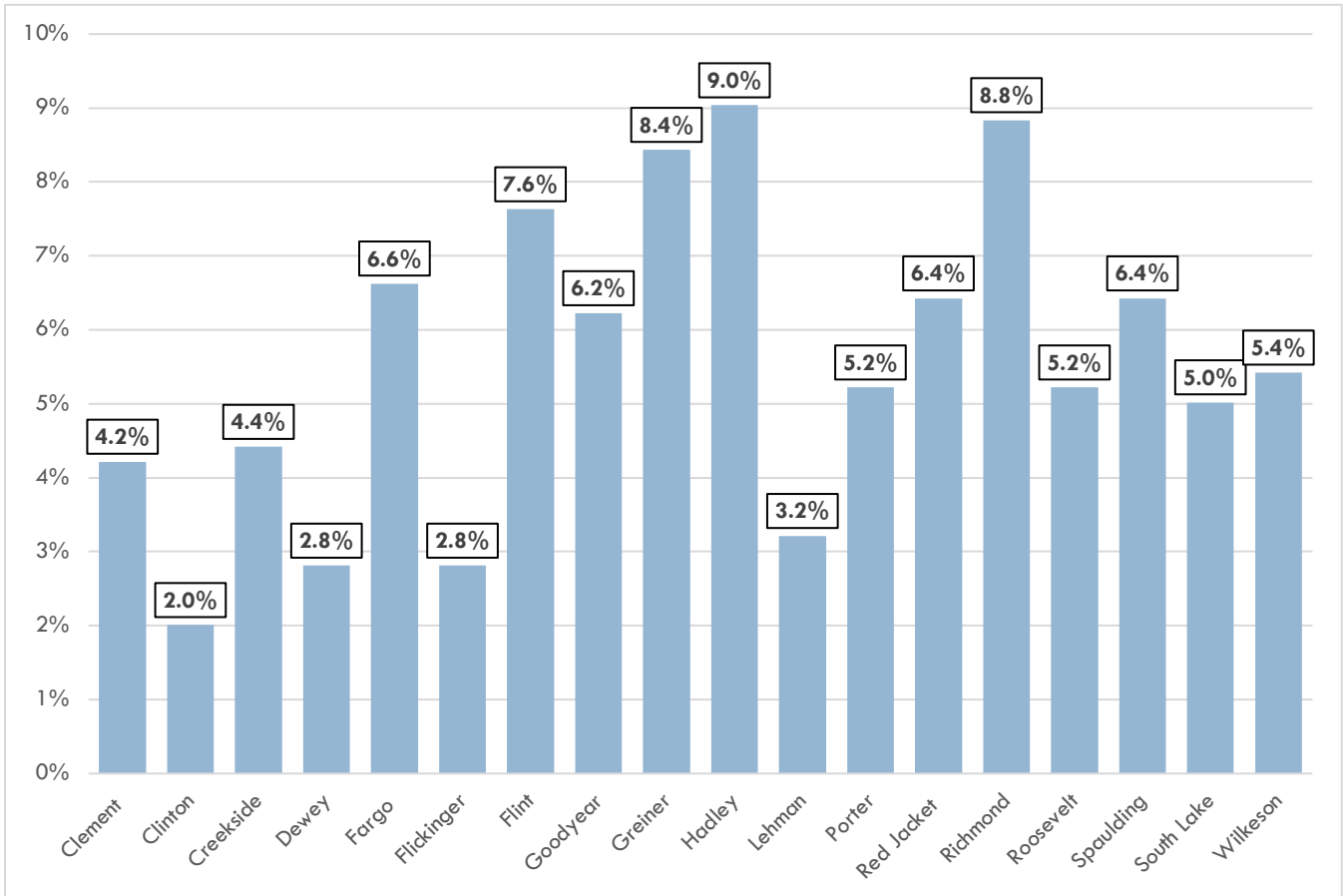
In which UB College or School are you enrolled?



Where do you live?

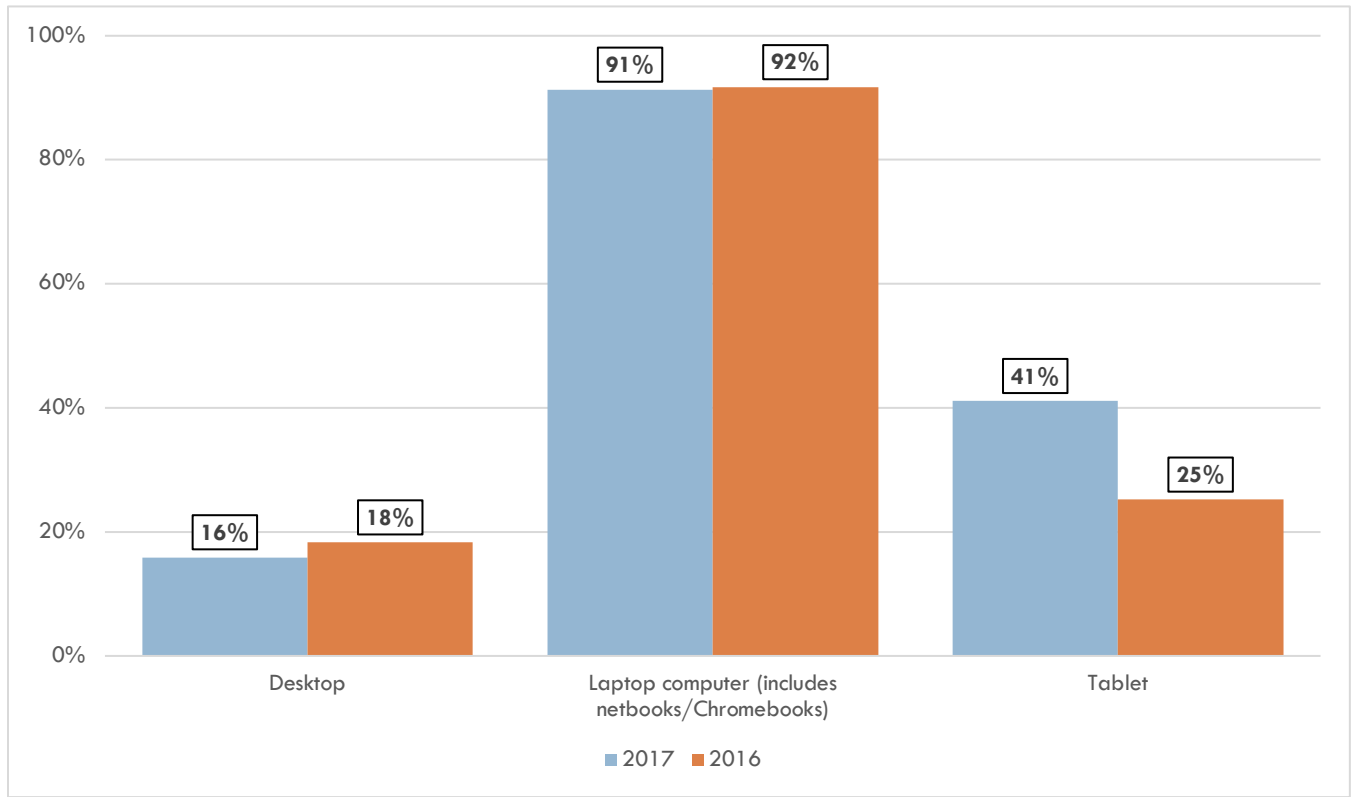


In which residence hall or on-campus apartment do you live (if living on campus)?



Students told us which devices they own, and how they use them

Please indicate which computer(s) you own. (Select all that apply.)



For UB students, laptops continue to be the most versatile device for life and work. 91% of students surveyed own a laptop, and use them as their primary device for almost every type of activity, from class assignments and notetaking to web browsing and streaming movies and television.

While most UB students also own a smartphone or a tablet—and significantly more students own a tablet than those who responded in 2016—only for browsing social media are those devices preferred to laptops.

UB students are quick to update their devices. Over 50% of students surveyed reported using Windows 10 on their primary device, whereas only 9% are using an older version. 15% of students surveyed are using the latest version of MacOS.

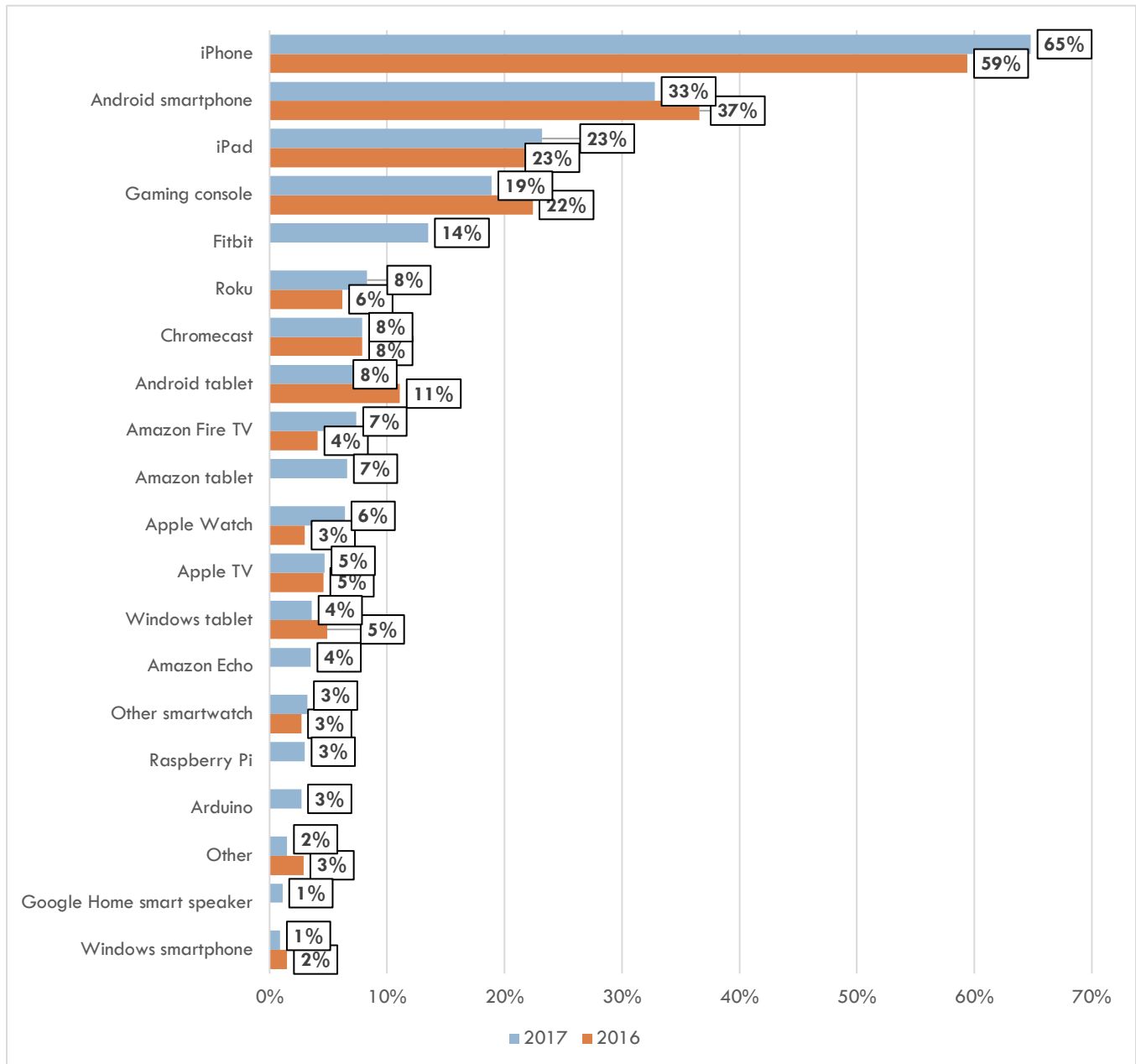
Keeping devices updated is critical for security and networking, among other areas of computing.

STUDENTS AND FACULTY: DEVICES

We asked UB faculty which devices, both UB-provided and personally owned, they use regularly in their work. While UB-provided desktops are still most prominent among faculty, it is clear that faculty are following the student trend toward mobility—64% of faculty surveyed say they supplement their UB-provided devices with personally owned laptops and smartphones.

Only 36% of faculty surveyed reported using Windows 10 on their primary devices, with 22% on a previous version—putting them significantly behind students on adoption of new software versions. 34% are using MacOS, roughly the same portion of students surveyed (32%).

Please indicate which mobile and media device(s) you own. (Select all that apply.)



Since we started to survey students in 1996, the number of unique devices that students report owning has proliferated substantially. This year, our list has expanded to include popular smart speakers (Amazon Echo, Google Home) and “single-board” computers (Raspberry Pi, Arduino).

Smartphones powered by iOS and Android are still the most popular mobile devices among UB students (65% and 33%, respectively), with iPhone continuing a several-year trend of increasing popularity. Smartphones are by this point nearly as ubiquitous among UB students as personal computers.

Because it is impossible to capture every type and brand of digital devices UB students own and use, we also asked an open-ended question about any other “smart” devices they own. Many students indicated they own smart TVs, while others listed gaming consoles, and health-tracking devices like smart scales.

PART II. UBIT SERVICES

Please indicate your level of satisfaction with each of the following services:

	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied
UBmail	91%	6%	2%
MyUB	82%	11%	5%
UBlearns	82%	10%	7%
HUB Student Center	75%	13%	10%
Printing from public workstations	65%	14%	16%
Wi-Fi (eduroam/UB Secure)	65%	13%	21%
UBIT website	64%	18%	5%
Public workstations	58%	17%	8%
UBIT Help Center	57%	19%	4%
UB Mobile	51%	17%	15%
UBbox	50%	17%	4%
UBITName Manager	45%	18%	3%
My Virtual Computing Lab	35%	19%	5%
UBclicks	28%	20%	2%

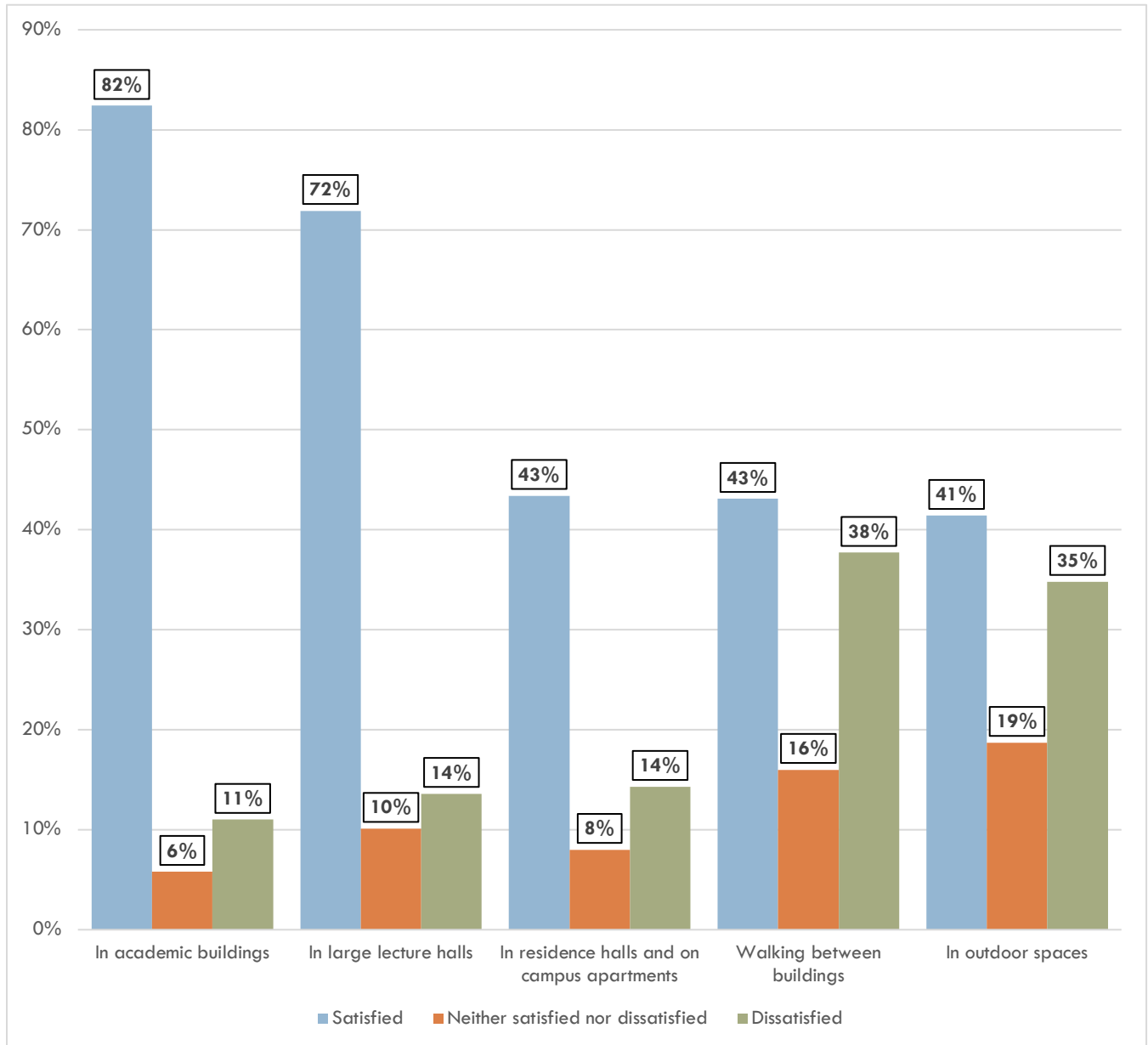
Table excludes respondents who indicated "Don't know/Not Applicable"

In most cases, student satisfaction with UBIT services are consistent with where they were last year, with some exceptions—notably, student satisfaction with UBbox is up 10% from 2016.

STUDENTS AND FACULTY: SATISFACTION WITH UBIT SERVICES

Students reporter higher satisfaction levels than faculty did with most UBIT services, including UBmail (91% student vs. 58% faculty satisfied), MyUB (82% student vs. 69% faculty satisfied) and UBlearns (82% student vs. 62% faculty satisfied).

How satisfied are you with UB's Wi-Fi in each of the following locations?



In 2014, 63% of UB students indicated they were satisfied with the Wi-Fi overall. Since then, UB has undergone a three-year expansion of the Wi-Fi infrastructure on campus, including the addition of 6,000 new wireless access points and an upgrade to the latest, fastest 802.11ac wireless standard.

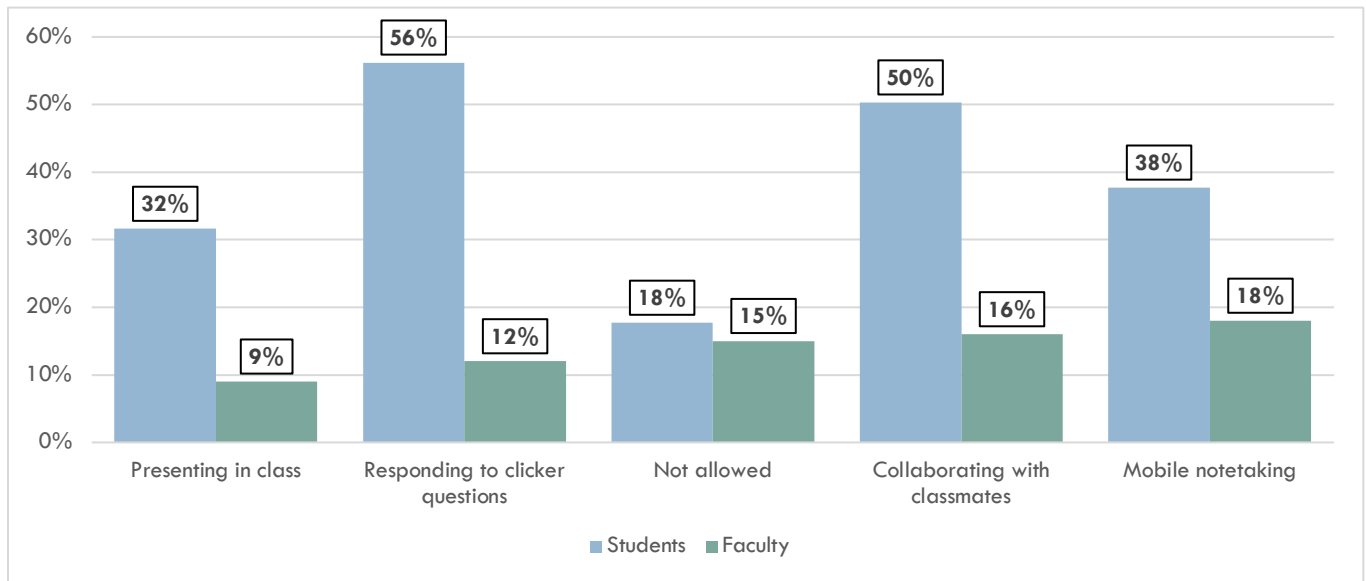
That work appears to have paid off. Last year, students indicated overall satisfaction in residence halls and on campus apartments where the Wi-Fi had been boosted. This year, over 80% of students were satisfied with Wi-Fi in academic buildings, and 72% were satisfied in large lecture halls.

The highest levels of dissatisfaction in Wi-Fi were found in outdoor spaces and walkways between buildings, both of which are common boundaries between Wi-Fi coverage on campus.

STUDENTS AND FACULTY: MOBILE DEVICES IN THE CLASSROOM

Students: how would you like to use your smartphone or tablet in UB's classrooms?

Faculty: how do you encourage smartphone and tablet use in your classrooms?



UB students want mobile devices to play a bigger role in classroom learning. The greatest divides between students and faculty are in interest in using mobile devices to respond to clicker questions (56% students vs. 12% faculty) and classroom collaboration (50% students vs. 16% faculty).

When surveyed, many faculty members indicated that they felt mobile devices were a distraction in the classroom, and felt they made it harder to create a positive learning experience.

Indicate your level of interest in using your mobile device to access the following services:

	Very interested	Somewhat interested	Neither interested nor disinterested	Somewhat not interested	Not at all interested
MyUB	62%	29%	7%	2%	3%
Emergency alerts	60%	25%	10%	2%	2%
HUB Student Center	59%	27%	8%	3%	3%
UBIT Alerts	52%	29%	12%	3%	4%
Bus and shuttle routes	51%	23%	12%	5%	10%

'Other' responses include: UB Stampede shuttle trackers, UBlearns, UB events

Interest in mobile access to MyUB, the HUB Student Center and UBIT Alerts are all up slightly over 2016.

Accessibility and student IT services

Data indicates that roughly 10% of the UB student population uses some kind of assistive technology, including screen readers, screen magnification, speech recognition and hands-free, speech-free input devices. This is consistent with what students reported in 2016.

What assistive technology do you use, if any?

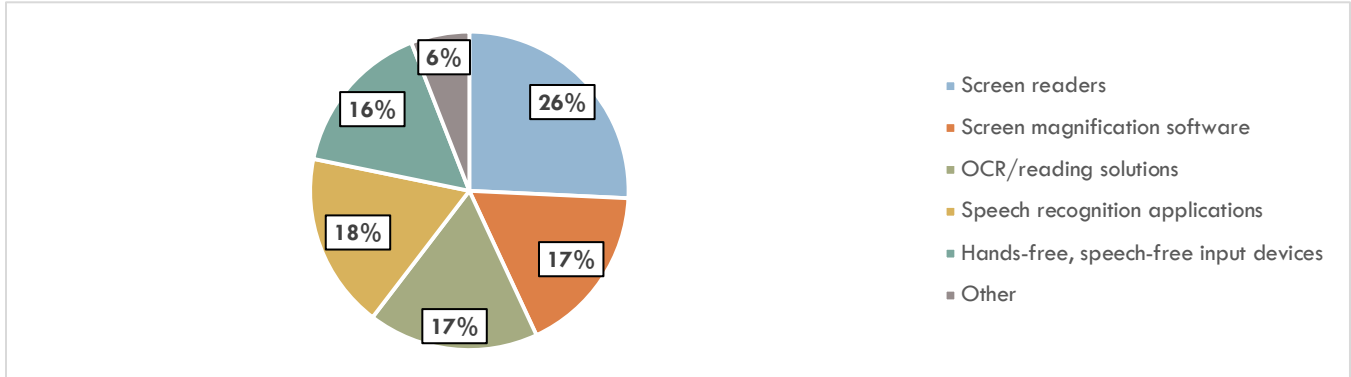


Chart includes the roughly 10% of students surveyed who indicated they use assistive technology.

Have you experienced problems accessing the following with assistive technology? If so, how often?

	Never	Rarely	Occasionally	Often	Always	Not applicable
Audio and video materials	37%	23%	20%	9%	4%	8%
UB websites	37%	25%	12%	16%	8%	6%
Email announcements and messages	36%	22%	20%	10%	4%	9%
My UB Card	33%	25%	18%	10%	8%	6%
UB Libraries	33%	25%	18%	5%	11%	8%
Online forms and/or surveys	32%	27%	21%	8%	8%	6%
HUB Student Center	31%	21%	21%	11%	9%	6%
Online courses or course materials	28%	25%	20%	12%	10%	6%
MyUB	27%	28%	14%	13%	10%	8%
UBlearns	24%	27%	18%	12%	11%	9%

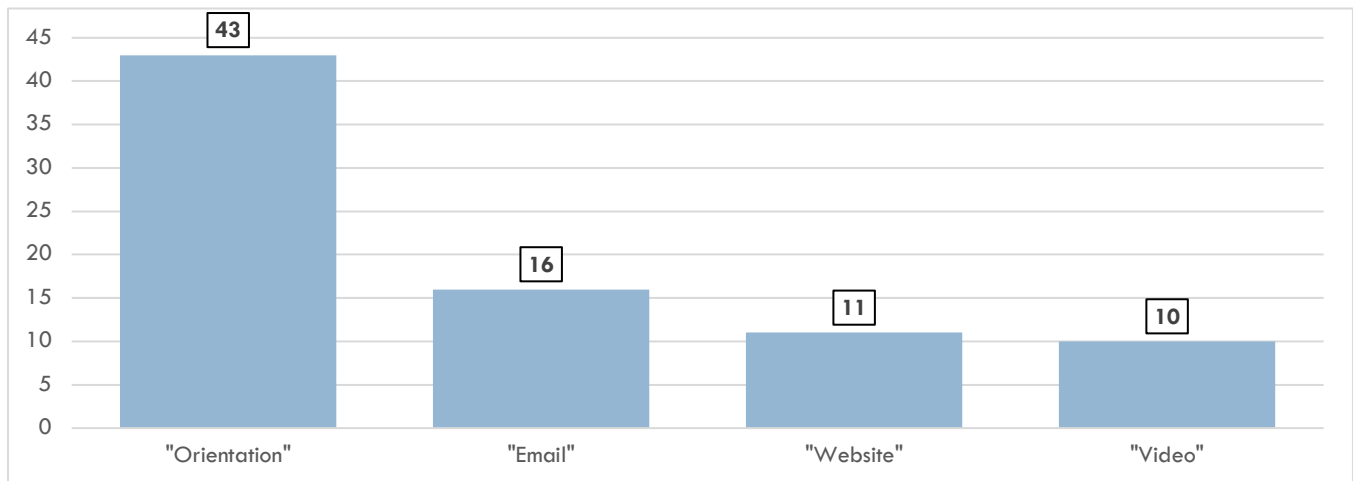
'Other' responses include: Bluetooth connectivity, scanning documents with OCR

Students told us what would have made it easier for them to get started with IT at UB

Each year, we ask students what UBIT could have done to better prepare them for UB’s technology environment. Their answers have helped shape our approach throughout the years.

For example, this year UBIT redesigned their website homepage for new students to prioritize short, specialized videos for major topics. This effort was informed by student responses to this question in previous years’ surveys.

Keyword analysis by theme (n=287)



In 2017, the most common request from students was to **expand our orientation offerings**, by either making our existing information session mandatory, adding more detailed information, or making it available online.

- “[Provide] a more comprehensive orientation.”
- “More information during orientation freshman year.”
- “Maybe a more in-depth IT presentation at orientation...”

Students also expressed interest in being informed about IT services through **email**:

- “An email listing everything available to UB students.”
- “A checklist emailed to freshmen and new students listing all UB has to get started with tech...”
- “Sending emails to the students at the beginning of the year providing information...”

Students look to **UB web pages**—not only the UBIT website—for technology resources:

- “More information about IT services on the main UB page.”
- “Everything is made readily available on the website, which is pretty simple and user friendly.”

The use of **video** to promote IT services was another popular request:

- “Video of how to set up account etc.”
- “It would be highly useful if we could [have] some kind of tutorial to access online.”
- “It would be nice to have an interactive detailed video...”

Other themes included visiting classes, offering one-on-one training sessions, and using social media. Approx. three dozen responding students indicated that technology onboarding efforts at UB are sufficient.

PART III. GETTING THE WORD OUT

Students told us about the best communication options for them

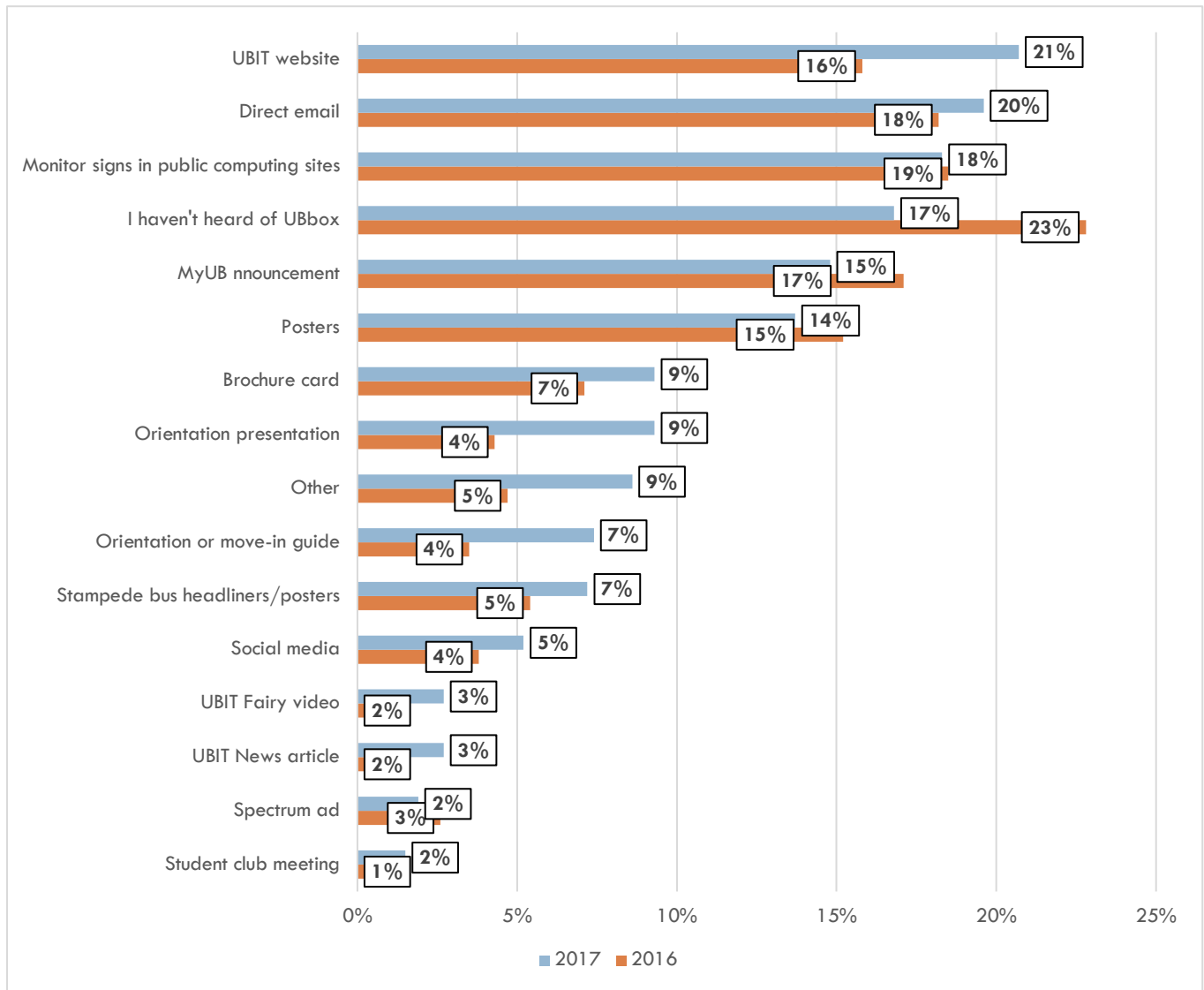
What is your preferred method to be contacted about the following campus information?

	Email	Text	UBIT Website	Facebook	Twitter	UBIT Alert
Campus emergencies	35%	58%	2%	0%	0%	4%
Facilities issue or maintenance	47%	46%	3%	0%	0%	4%
University closings	33%	61%	2%	0%	0%	3%
Service disruptions	44%	46%	5%	1%	1%	4%
Technology outages	51%	40%	5%	0%	1%	3%
New IT service / software releases	64%	21%	11%	1%	1%	3%
How-to / IT Help articles	60%	19%	16%	1%	1%	2%

Students are increasingly open to the concept of receiving text message notifications, especially for campus emergencies (58%), university closings (61%) and service disruptions (46%). For other timely communications, like technology outages and new service announcements, respondents prefer email.

Students told us how effective our efforts have been to promote new IT products and services have been

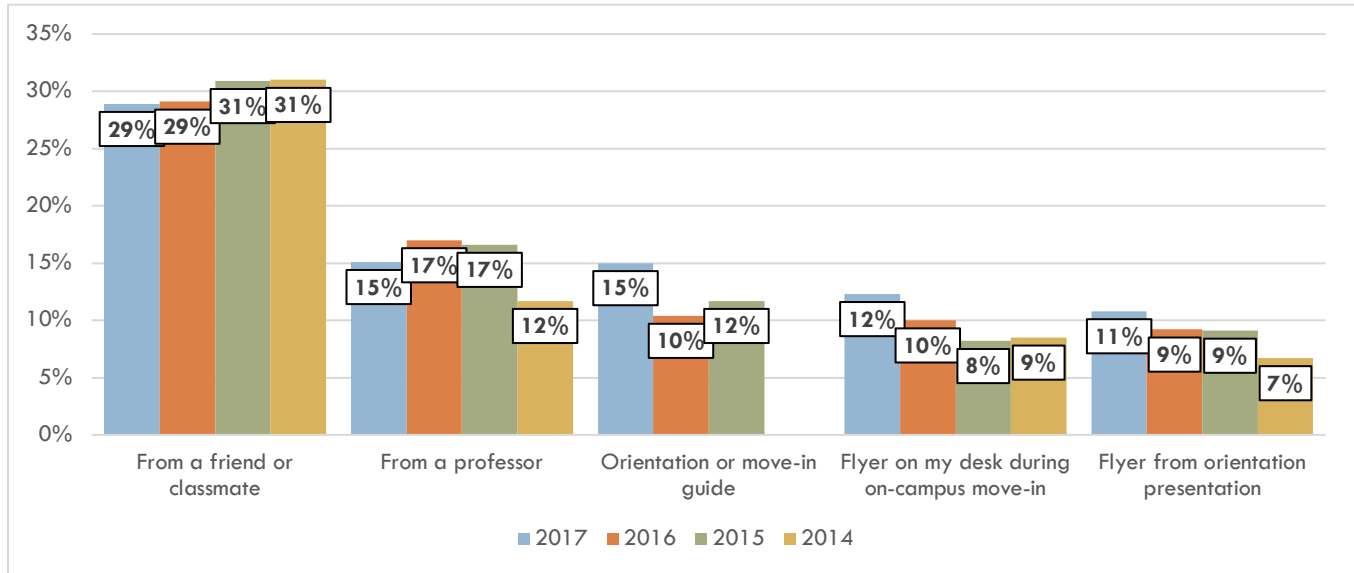
How did you learn of UBbox, UB's unlimited secure cloud storage solution?



UBbox, a secure and unlimited cloud file storage and sharing solution for UB students, faculty and staff, was introduced in 2016. There was a substantial effort to promote this new service over the past two years. In 2017, most student respondents heard about UBbox through the UBIT website (21%), email (20%) and signs on top of monitors in public computing sites (18%).

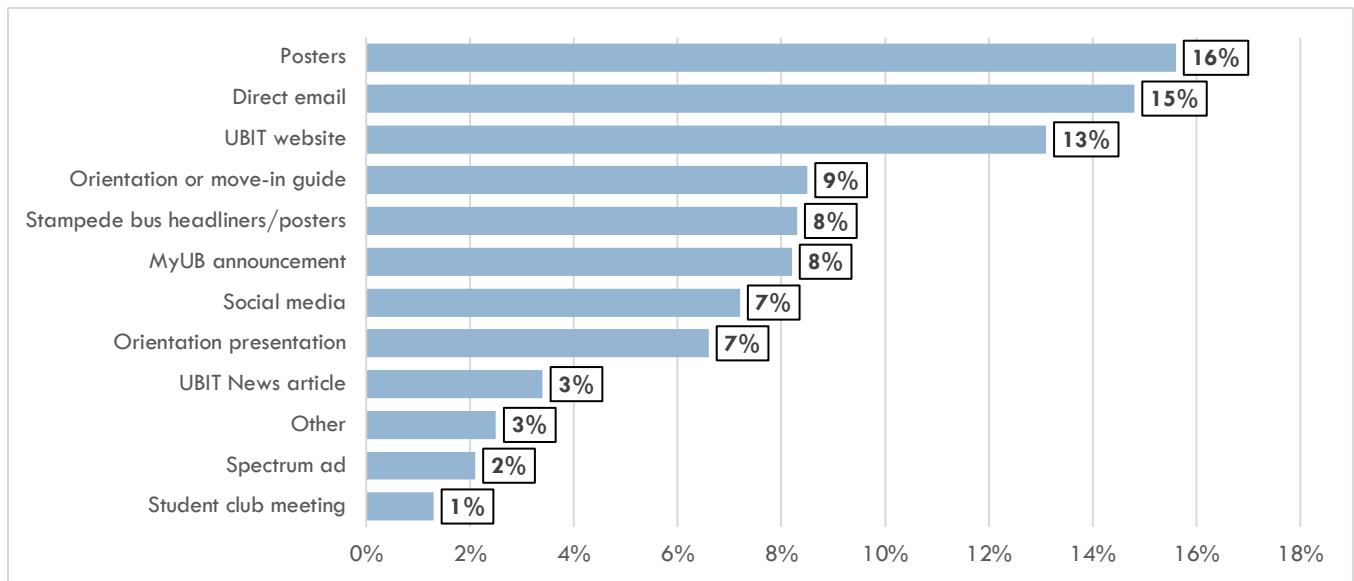
A larger portion of students surveyed are aware of UBbox than were in 2016 (23%, up from 17%). Indeed, the number of active UBbox accounts more than doubled in 2017 (up to 31,000 from 15,000 in 2016).

How did you find out that UB offers free software like Microsoft Office to students?



Word of mouth has consistently been the most successful factor in making students aware of UB's free software. Over the past four years, we've seen increases in the value of our orientation efforts, particularly our presentations to new undergrad and international students, and expanded use of print materials.

How did you learn about UB Tech Squad, our free support service that meets students anywhere on campus? (Select all the apply.)



UB Tech Squad was introduced in 2017, with the goal of extending existing UBIT Help Center services to wherever students are on campus. Most responding students said they learned about the Tech Squad from posters (16%), direct emails (15%) and the UBIT website (13%).

PART IV. CONCLUSION

The full results from this year's survey are available online at the UBIT website:

<https://www.buffalo.edu/content/dam/www/ubit/docs/student-experience-surveys/2017/2017-student-survey-raw-frequencies.pdf>

Regularly reaching out to students and seeking to understand their habits with regard to technology remains vital to understanding the shifting trends in on-campus technology. You can review results and analysis from past years' surveys on the UBIT website: <https://www.buffalo.edu/ubit/about/strategic-initiatives/reports/UBIT-student-experience.html>.