

De Anza College Office of Institutional Research and Planning

To: Joe Moreau, Vice Chancellor of Technology

From: Mallory Newell, De Anza Researcher
Tony Te, Research Assistant

Date: 6/13/2014

Subject: ePRINTit non-User Survey

The ePRINTit non-User survey was sent to students who did not use ePRINTit in winter or spring quarter (through May 1) and who were enrolled in spring 2014. The survey was sent on May 19, 2014 and was open for two weeks. The survey was sent to 1,000 non-users at Foothill and 2,400 non-users at De Anza. This resulted in 263 total responses for a response rate of 7.7%. Average response rates for student surveys range from 5%-8% at both campuses. Disaggregated by campus, this resulted in 194 responses from De Anza for a response rate of 8% and 69 responses from Foothill/Middlefield for a response rate of 7%.

Survey Highlights:

- 70% of respondents print most of their documents from their printer at home.
- 53% of respondents have never heard of the ePRINTit service, while 25% have heard good things about it and 22% heard it did not work well.
- In regards to the importance of where they print their documents for class:
 - 95% stated convenience of location is somewhat important to very important
 - 97% stated ease of use is somewhat important to very important
 - 96% stated low cost is somewhat important to very important
- 82% of respondents use a Laptop to complete class assignments followed by 45% who use a Smartphone and 34% who use a desktop computer at home (respondents were able to select multiple options).

Survey Results:

1) On which campus do you take most of your classes?

| | Responses | Percent |
|-------------|-----------|---------|
| Foothill | 65 | 25% |
| De Anza | 194 | 74% |
| Middlefield | 4 | 2% |
| Total | 263 | 100% |

2) How do you print most of your documents for class?

| | De Anza | | Foothill | | Total | |
|---|------------|-------------|-----------|-------------|------------|-------------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| Using my printer at home | 136 | 70% | 48 | 70% | 184 | 70% |
| Using a printer on campus in the computer lab library or other on-campus location | 35 | 18% | 12 | 17% | 47 | 18% |
| Using another location or service such as FedEx or a print shop | 11 | 6% | 2 | 3% | 13 | 5% |
| Other | 6 | 3% | 4 | 6% | 10 | 4% |
| I don't have to print for any of my classes | 5 | 3% | 3 | 4% | 8 | 3% |
| Total | 193 | 100% | 69 | 100% | 262 | 100% |

Note: See Appendix for responses to 'Other'.

3) What have you heard about **ePRINTit**, the on-campus pay for print service?

| | De Anza | | Foothill | | Total | |
|-----------------------------------|------------|-------------|-----------|-------------|------------|-------------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| I have never heard of it | 94 | 49% | 45 | 66% | 139 | 53% |
| I have heard good things about it | 50 | 26% | 15 | 22% | 65 | 25% |
| I heard it did not work well | 48 | 25% | 8 | 12% | 56 | 22% |
| Total | 192 | 100% | 68 | 100% | 260 | 100% |

4) How important are the following to you in your selection of where you print documents for class:

a) Convenience of the location

| | De Anza | | Foothill | | Total | |
|----------------------|-----------|---------|-----------|---------|-----------|---------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| Very Important | 143 | 75% | 57 | 84% | 200 | 77% |
| Somewhat Important | 38 | 20% | 9 | 13% | 47 | 18% |
| Somewhat Unimportant | 7 | 4% | 2 | 3% | 9 | 3% |
| Not Important | 1 | 1% | 0 | 0% | 1 | 0% |
| Don't Know | 2 | 1% | 0 | 0% | 2 | 1% |
| Total | 191 | 100% | 68 | 100% | 259 | 100% |

b) Ease of use

| | De Anza | | Foothill | | Total | |
|----------------------|-----------|---------|-----------|---------|-----------|---------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| Very Important | 157 | 82% | 55 | 81% | 212 | 82% |
| Somewhat Important | 26 | 14% | 12 | 18% | 38 | 15% |
| Somewhat Unimportant | 4 | 2% | 0 | 0% | 4 | 2% |
| Not Important | 2 | 1% | 1 | 1% | 3 | 1% |
| Don't Know | 3 | 2% | 0 | 0% | 3 | 1% |
| Total | 192 | 100% | 68 | 100% | 260 | 100% |

c) Low Cost

| | De Anza | | Foothill | | Total | |
|----------------------|-----------|---------|-----------|---------|-----------|---------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| Very Important | 158 | 83% | 55 | 81% | 213 | 83% |
| Somewhat Important | 23 | 12% | 11 | 16% | 34 | 13% |
| Somewhat Unimportant | 4 | 2% | 0 | 0% | 4 | 2% |
| Not Important | 2 | 1% | 2 | 3% | 4 | 2% |
| Don't Know | 3 | 2% | 0 | 0% | 3 | 1% |
| Total | 190 | 100% | 68 | 100% | 258 | 100% |

5) What tools do you use on a regular basis to complete your class assignments? Choose all that apply.

| | De Anza | | Foothill | | Total | |
|----------------------------------|-----------|---------|-----------|---------|-----------|---------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| My own Laptop computer | 150 | 79% | 62 | 91% | 212 | 82% |
| Smartphone | 88 | 46% | 28 | 41% | 116 | 45% |
| Desktop computer at home | 71 | 37% | 18 | 26% | 89 | 34% |
| My own Tablet computer | 39 | 20% | 23 | 34% | 62 | 24% |
| Desktop computer on campus | 47 | 25% | 15 | 22% | 62 | 24% |
| College provided Laptop computer | 10 | 5% | 2 | 3% | 12 | 5% |
| College provided Tablet computer | 2 | 1% | 0 | 0% | 2 | 1% |

Question 5 presented by number of tools used:

| | De Anza | | Foothill | | Total | |
|---------|-----------|---------|-----------|---------|-----------|---------|
| | Responses | Percent | Responses | Percent | Responses | Percent |
| 2 Tools | 67 | 35% | 22 | 32% | 89 | 34% |
| 1 Tool | 60 | 31% | 21 | 31% | 81 | 31% |
| 3 Tools | 46 | 24% | 19 | 28% | 65 | 25% |
| 4 Tools | 15 | 8% | 4 | 6% | 19 | 7% |
| 5 Tools | 3 | 2% | 2 | 3% | 5 | 2% |
| Total | 191 | 100% | 68 | 100% | 259 | 100% |

6) Please provide any suggestions you may have for printing on campus.

There were 131 responses total responses. The summary of the most common suggestions are included here, full responses are listed in the Appendix.

- Better publicize the feature for students to print on-campus. Among the respondents, there were many students who did not know about on-campus printing solutions.
- Make it clearly known where students can print on campus.
- Create clear instructions for the printing process as this would cause less delays for students not used to the ePRINTit system.
- Have an option to print in color.
- Establish the ability to directly print from a computer rather than require uploading the file or putting it on a USB flash drive.
- Streamline the printing payment process so you can use a credit card directly rather than putting money into a special printing account.