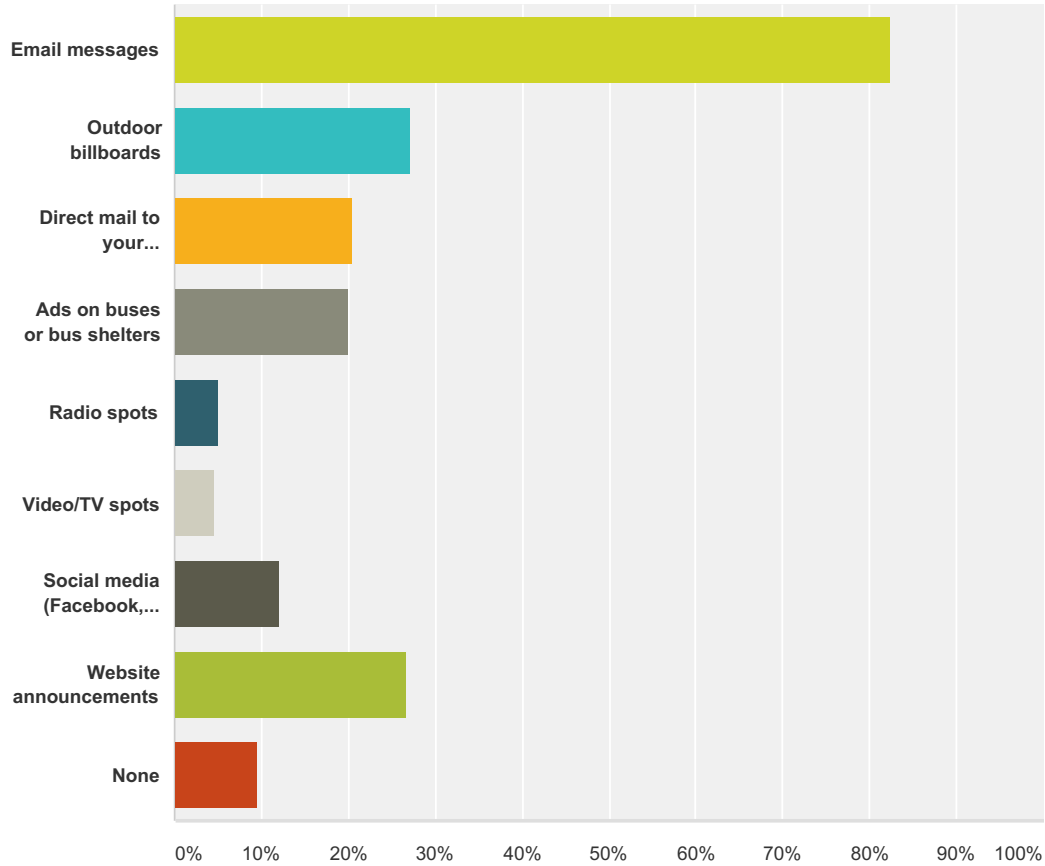


Q1 Which of the following Peralta Colleges advertising/outreach materials are you familiar with? (Check all that apply.)

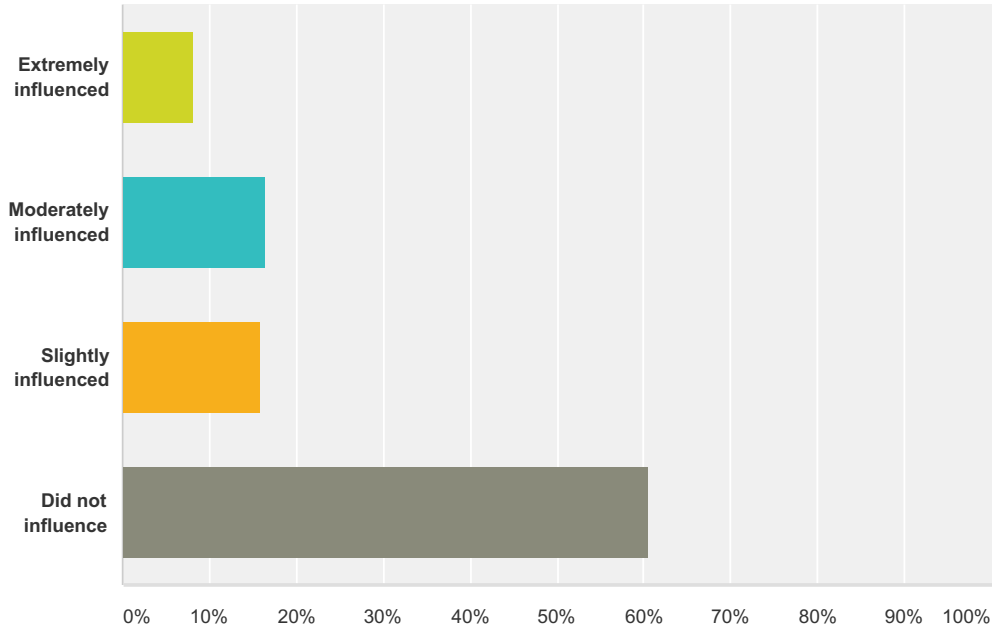
Answered: 1,636 Skipped: 9



Answer Choices	Responses	Count
Email messages	82.52%	1,350
Outdoor billboards	27.20%	445
Direct mail to your home/residence	20.54%	336
Ads on buses or bus shelters	19.99%	327
Radio spots	5.01%	82
Video/TV spots	4.52%	74
Social media (Facebook, Twitter, etc.)	12.10%	198
Website announcements	26.65%	436
None	9.66%	158
Total Respondents: 1,636		

Q2 Did the Peralta Colleges advertising/outreach materials influence your decision to enroll at a Peralta College?

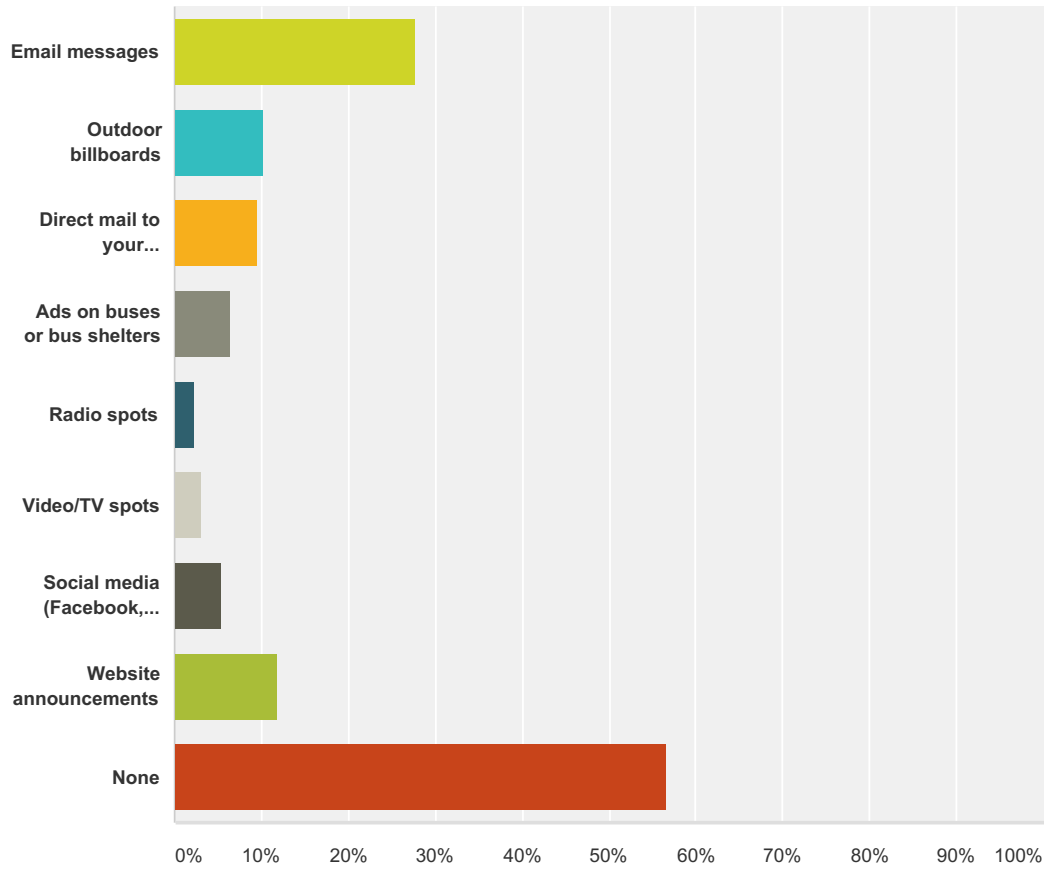
Answered: 1,628 Skipped: 17



Answer Choices	Responses
Extremely influenced	8.11% 132
Moderately influenced	16.40% 267
Slightly influenced	15.97% 260
Did not influence	60.57% 986
Total Respondents: 1,628	

Q3 If the materials influenced your decision to enroll at a Peralta College, which items most influenced your decision? (Check all that apply.)

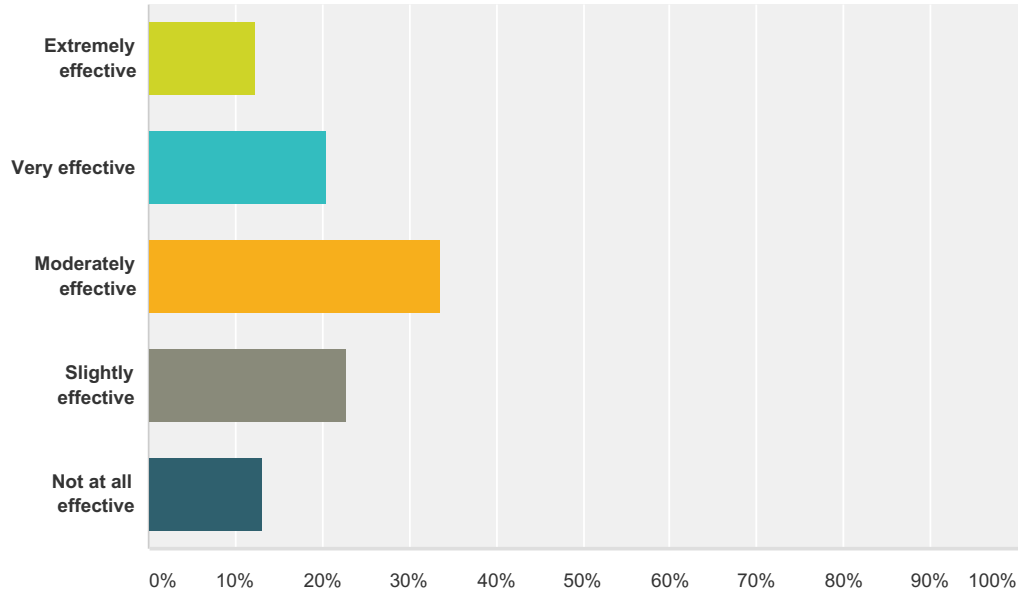
Answered: 1,434 Skipped: 211



Answer Choices	Responses	Count
Email messages	27.75%	398
Outdoor billboards	10.25%	147
Direct mail to your home/residence	9.55%	137
Ads on buses or bus shelters	6.56%	94
Radio spots	2.23%	32
Video/TV spots	3.07%	44
Social media (Facebook, Twitter, etc.)	5.44%	78
Website announcements	11.99%	172
None	56.49%	810
Total Respondents: 1,434		

Q4 Overall do you feel that advertising/outreach is effective for college enrollment?

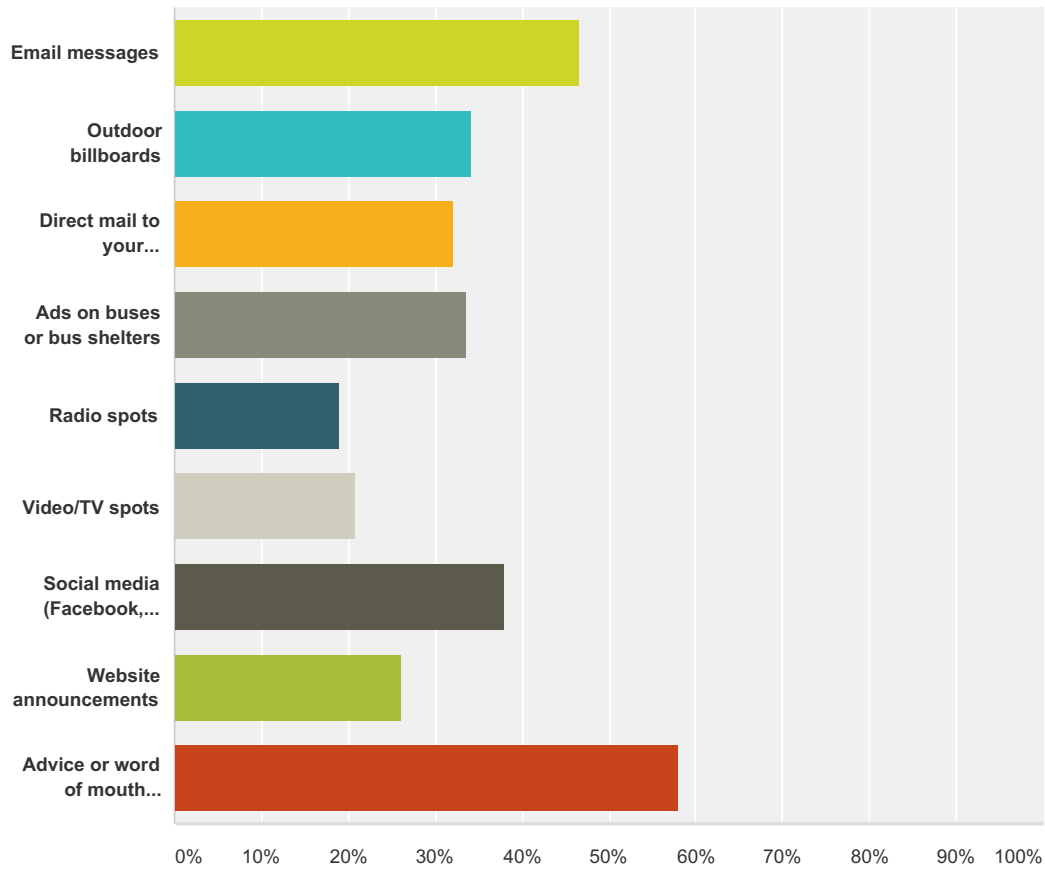
Answered: 1,594 Skipped: 51



Answer Choices	Responses	Count
Extremely effective	12.23%	195
Very effective	20.45%	326
Moderately effective	33.56%	535
Slightly effective	22.84%	364
Not at all effective	13.24%	211
Total Respondents: 1,594		

**Q5 If so, which advertising/outreach methods do you feel are most effective?
(Check all that apply.)**

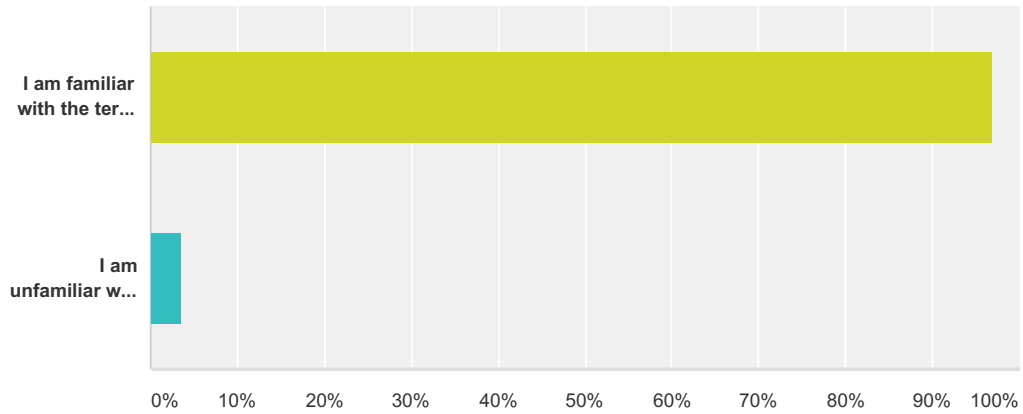
Answered: 1,521 Skipped: 124



Answer Choices	Responses
Email messages	46.55% 708
Outdoor billboards	34.25% 521
Direct mail to your home/residence	32.15% 489
Ads on buses or bus shelters	33.66% 512
Radio spots	19.07% 290
Video/TV spots	20.78% 316
Social media (Facebook, Twitter, etc.)	38.07% 579
Website announcements	26.17% 398
Advice or word of mouth (friends, teachers, etc.)	58.05% 883
Total Respondents: 1,521	

Q6 When you hear or see the term "Peralta Colleges," are you aware that there are four colleges at which you can take classes, or are you unfamiliar with the term?

Answered: 652 Skipped: 993



Answer Choices	Responses
I am familiar with the term "Peralta Colleges," and know that I can take classes at the four "Peralta Colleges."	96.78% 631
I am unfamiliar with the term "Peralta Colleges."	3.53% 23
Total Respondents: 652	

Q7 Thank you for taking our survey. Please add any additional comments concerning Peralta Colleges advertising and outreach to help us better serve you.

Answered: 382 Skipped: 1,263



Department of Public Information, Communications & Media

Department FTES/Revenue Generation

Fall 2015 Student Survey Results (1,628 responses):

24.5% Students said that Peralta Public Information marketing
“extremely influenced” or “moderately influenced”
their decision to enroll at a Peralta College.

Fall 2015 FTES = 8,327

24.5% FTES = 2,040 x \$4,769 (State Apportionment) =
\$9,729,308 Department-generated revenue.