

Perceptions of Technology and Marketing

EXECUTIVE SUMMARY

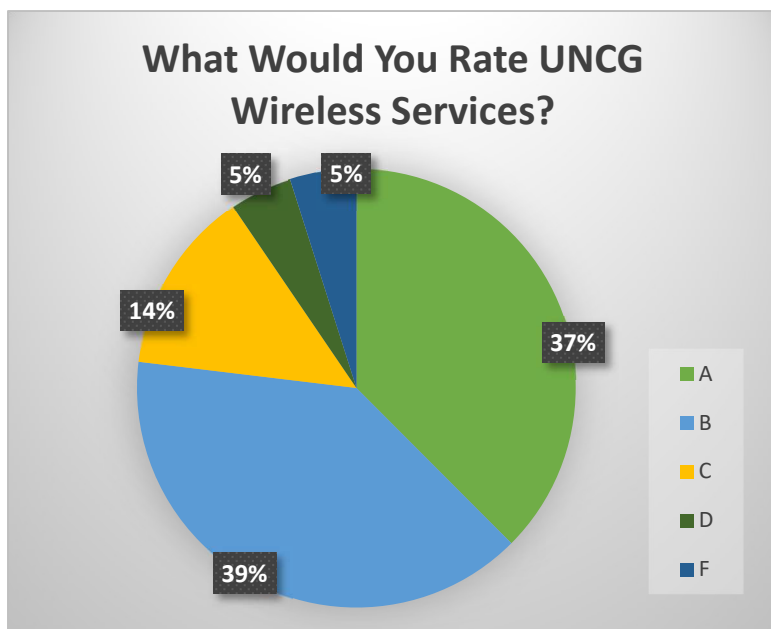
The 2020-2021 academic year was like no other. The impact of COVID-19 was felt by residential students in every facet of their lives. To understand their experience during the academic year, Housing & Residence Life surveyed residential students in early March 2021. Residents were asked a variety of questions and able to give feedback on their overall experience living in the halls and share the impact that COVID-19 had had in their lives.

Of the 3,507 students living in the residence halls at the time the survey was distributed, 1,004 responded. 917 responses were complete and 87 were partially completed for a response rate of 28.6%. The following information relates to the respondents' perceptions and experiences with HRL technology and marketing.

Technology

Residents were asked –

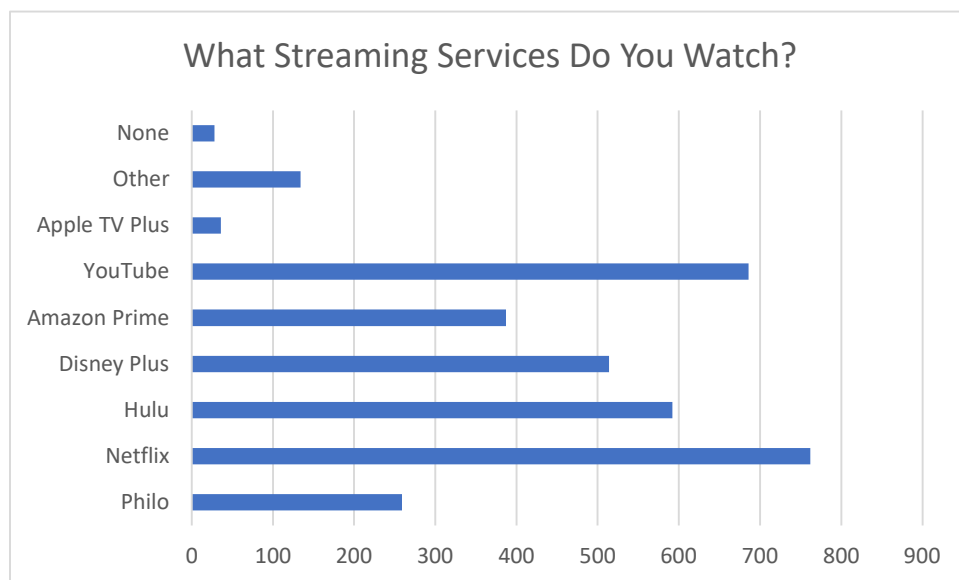
- *How would you rate the UNCG Wireless services and the ability to stream PHILO, Netflix, Hulu, Disney Plus, and other streaming services?*
- *Which streaming services do you watch?*



Residents were asked to provide a letter grade for their rating of UNCG Wireless services. It should be noted, if a respondent did not change the default starting grade (A+) the response was not recorded. Due to this, there were 368 responses out of a total 408 responses.

Resident responses show the average rating or 'grade' as B (39%, 145) with the next highest being A (37%, 138). This could be due to multiple factors such as broadband, bandwidth, multiple streaming options, and user-friendly capability.

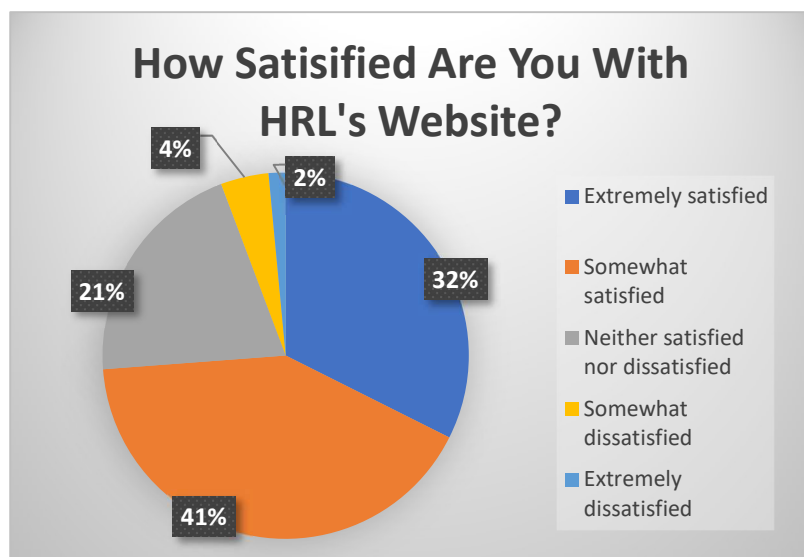
The chart to the right shares what streaming services residents tend to use most often which can help inform future decisions on what services to invest in and make available to residents. Services listed in the 'Other' category were HBO Max (78), Peacock (5), Paramount Plus (2), Crunchyroll (2), and Sling (2).



Marketing

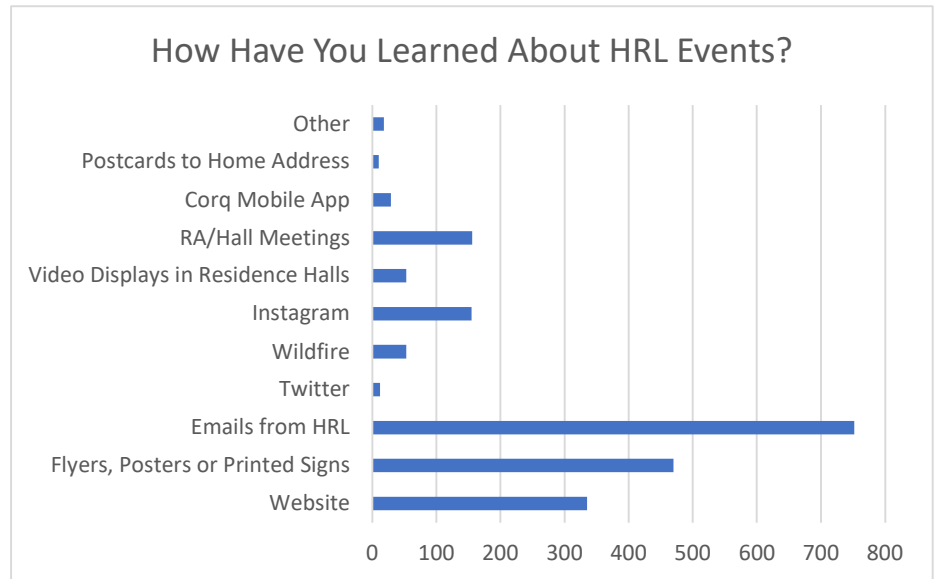
Residents were asked –

- *How satisfied are you with the Housing and Residence Life website (hrl.uncg.edu)?*
- *How have you learned about housing events, programs, and housing assignment processes in the past?*
- *How would you like HRL to communicate information about housing events, programs, and housing assignment processes to you in the future?*

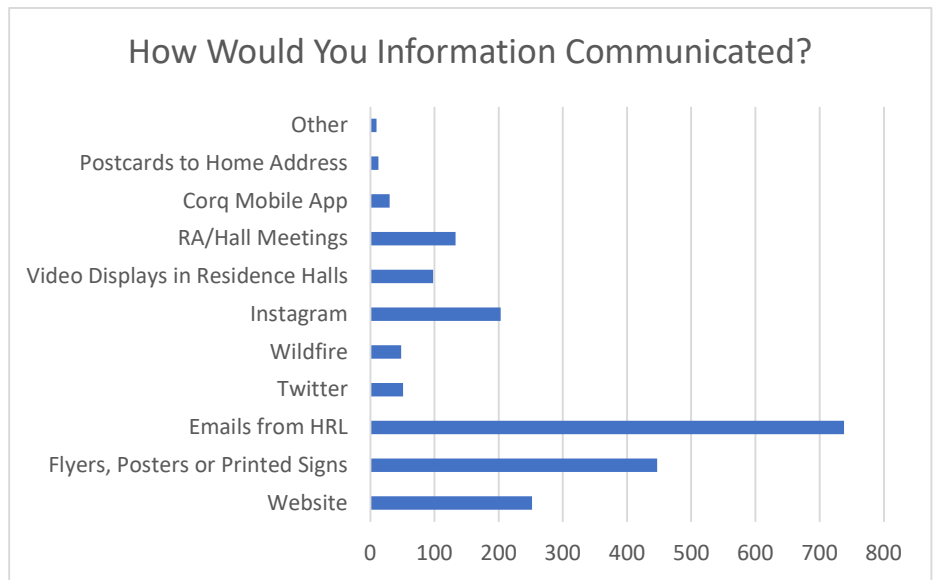


Out of 874 responses, residents were 'Somewhat Satisfied' (41%, 362) or 'Extremely Satisfied' (32%, 283) with Housing and Residence Life's website (hrl.uncg.edu). The website is often used to advertise upcoming events, employment opportunities, and housing process including, but not limited to, move in/out and room selection. The high level of satisfaction from residents could be due to the comprehensive user capabilities and clean, clear aesthetics making navigation simple.

When asked - *How have you learned about housing events, programs, and housing assignment processes in the past?* – out of 2,043 resident responses (total responses to each option), 37% (752) learn from emails and 23% (470) learn from flyers, posters, or printed signs within the residence halls. For the ‘Other’ category, residents shared learning from GroupMe and conversations with peers.



When asked - *How would you like HRL to communicate information about housing events, programs, and housing assignment processes to you in the future?* – out of 2,023 (total responses to each option), resident responses, 36% (738) preferred emails and 22% (447) preferred flyers, posters, or printed signs within the residence halls. It should be noted, residents were able to mark multiple responses



which could have impacted results. For the ‘Other’ category, residents requested communication from text messages, physical mail (only for information deemed ‘important’), and specific emails created containing pertinent information for certain halls (ex. Honors College).