



# FACES OF THE FUTURE



## Sources of Information

Office of Institutional Effectiveness

[www.jjc.edu/admin/ie](http://www.jjc.edu/admin/ie)

March 2006

This summary is part of a larger analysis related to the Faces of the Future Survey available on-line at <http://www.jjc.edu/admin/ie/information/Surveys/surveys.htm>

# SOURCES OF INFORMATION

JJC and community college students learn the most about JJC before enrolling from a general awareness of the college. For instance, about 66% of JJC students learn the most about the college from a family member, friend, high school teacher, or high school counselor. JJC has a long history with a large alumni base, so it should not be surprising that many JJC students have a more general familiarity with JJC than students at other community colleges. The percent of students stating they found the most information about JJC through the internet has increased significantly over the last seven years, increasing by 740% at Joliet Junior College and 156% nationally.

## *Sources of Information Used by Parents Based on Regional Data*

SOURCE	PERCENT USING
College catalog	50.5%
College schedule	47.9%
High school counselor/teacher	35.5%
Friends/relatives	35.2%
Former students	34.4%
Siblings	25.8%
College brochures	26.1%
College website	21.3%
Employer/Co-Worker	7.9%
Local newspapers	5.5%
TV/Radio Ads	1.1%
Local cable ads	1.0%
Radio	0.8%

Source: Bers, T.H. (2005). Parents of traditionally aged community college students: Communications and choice. *Research in Higher Education, 46*, 413-436.

This survey and national data show that traditional forms of media, like television, radio, and newspaper, play an insignificant role in enrolling students.<sup>1</sup> The same phenomenon occurs in regard to parents, as shown in table on the left. With the exception of unique cases (like advertising a new program), programs that utilize these methods should probably divert resources towards more effective strategies.

The results of this survey show that students learn the most about their community college from friends, family, teachers, and counselors. When managing enrollments, perhaps the most important thing to be learned from this information is that the articulation of program quality is the most effective strategy for recruiting and marketing to students.

<sup>1</sup> Goff, B., Patino, V., & Jackson, G. (2004). Preferred information sources of high school students for community colleges and universities. *Community College Journal of Research and Practice, 28*.

# Where Students Learn the Most About their College

*Source from Which Students Learned the Most About their College before  
Enrolling, Fall 1999-2005*

<b>JOLIET JUNIOR COLLEGE</b>	<b>1 9 9 9</b>	<b>2 0 0 0</b>	<b>2 0 0 1</b>	<b>2 0 0 2</b>	<b>2 0 0 3</b>	<b>2 0 0 4</b>	<b>2 0 0 5</b>
Newspaper	0.8%	0.7%	0.6%	0.0%	1.6%	0.7%	0.3%
Television or Radio	1.3%	2.7%	1.5%	4.0%	1.9%	2.1%	2.0%
Current or prospective employer	3.3%	1.7%	0.3%	1.4%	0.3%	0.5%	0.5%
Co-worker	3.6%	2.0%	0.9%	2.3%	1.3%	0.7%	1.5%
College catalog, brochure, or flier	26.2%	22.4%	16.8%	18.7%	23.7%	18.2%	16.3%
High school teacher or counselor	21.1%	23.4%	25.1%	26.1%	18.3%	22.4%	22.8%
Family member or friend	31.8%	36.9%	38.1%	29.9%	30.9%	33.2%	32.8%
Internet / WWW	1.3%	1.7%	3.5%	5.5%	6.9%	9.1%	10.5%
Other	10.7%	8.5%	13.3%	12.1%	15.1%	13.1%	13.3%

<b>NATIONAL</b>	<b>1 9 9 9</b>	<b>2 0 0 0</b>	<b>2 0 0 1</b>	<b>2 0 0 2</b>	<b>2 0 0 3</b>	<b>2 0 0 4</b>	<b>2 0 0 5</b>
Newspaper	1.7%	1.7%	1.8%	1.7%	1.6%	1.4%	1.4%
Television or Radio	1.9%	2.0%	2.5%	2.7%	2.5%	1.9%	1.8%
Current or prospective employer	1.5%	1.3%	1.6%	1.5%	1.4%	1.2%	1.4%
Co-worker	2.6%	2.7%	3.1%	2.9%	2.8%	2.4%	2.5%
College catalog, brochure, or flier	25.2%	23.7%	23.3%	23.0%	22.1%	21.0%	19.7%
High school teacher or counselor	19.2%	18.7%	17.8%	17.9%	18.4%	19.8%	20.7%
Family member or friend	30.4%	31.5%	31.0%	30.6%	30.8%	31.2%	30.9%
Internet / WWW	1.6%	2.3%	2.9%	4.2%	4.7%	5.7%	5.9%
Other	16.0%	16.1%	16.0%	15.4%	15.6%	15.4%	15.7%

# Sources of Information

*Source from Which Students Learned the Most About Joliet Junior College before Enrolling Fall 2005*



