STUDENT COMMUNICATION PREFERENCES

We surveyed 926 Lethbridge College students in Fall 2019 about their use of various communication tools and channels.

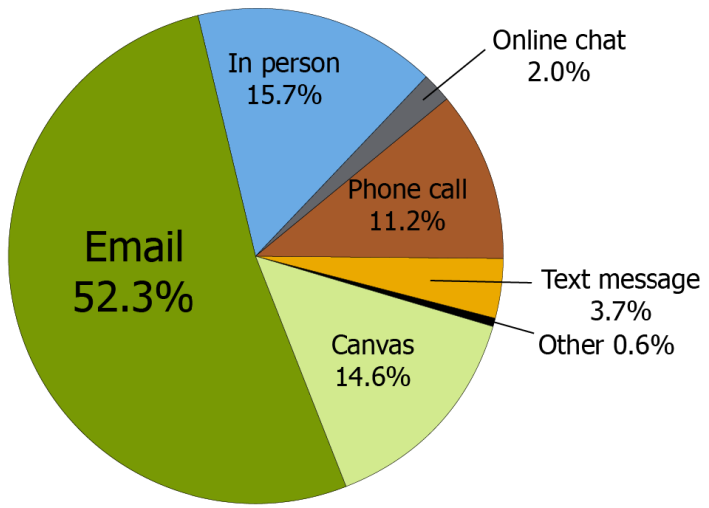**96%** are likely or very likely to open an email from someone they know

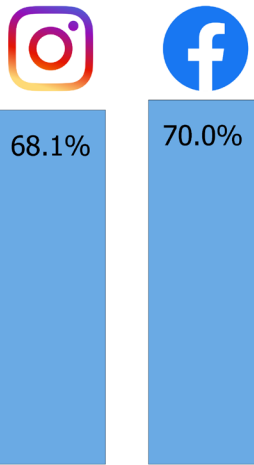**70%** are likely or very likely to open an email sent from a service area or department address

78% check their LC email once or several times a day

First choice of communication method when contacting a person or service at the college

- In person 15.7%
- Online chat 2.0%
- Phone call 11.2%
- Email 52.3%
- Text message 3.7%
- Other 0.6%
- Canvas 14.6%

CANVAS

64% check Canvas several times a day; 84% once a day or more

%	
64.1	Several times a day
19.8	Once a day
11.8	2 to 6 times a week
2.0	Once a week
1.8	Less than once a week
0.4	Never

LC on social media
% of students who say they follow LC on these platforms

- Instagram 68.1%
- Facebook 70.0%
- Snapchat 13.1%
- YouTube 5.0%
- Twitter 11.4%
- LinkedIn 4.6%

Content students look for by channel

For all types of information, email, website and Canvas were the Top 3 places students would look first for information. But other channels also have their place when sharing information:

EMAIL
1. Service disruptions (power or network outages)
2. Crisis on campus (such as fire, flood or gas leak)
3. Personal development opportunities (such as resume building and wellness workshops)

WEBSITE
1. Information on student services
2. Awards, scholarships and financial aid
3. Academic support

BULLETIN BOARD
1. Social events
2. Personal development opportunities (such as resume building and wellness workshops)
3. College news

CANVAS
1. Program and course information
2. Critical deadlines (add/drop and tuition payment)
3. Academic support (such as writing workshops and tutoring)

SOCIAL
1. Social events
2. College news (student achievements, faculty awards, Kodiaks championships)
3. Crisis on campus

CAMPUS TV SCREENS
1. College news
2. Social events
3. Crisis on campus

MyHORIZON PORTAL
1. Critical deadlines
2. Student services
3. Awards, scholarships and financial aid

RECOMMENDATIONS

1. When conducting a student survey, provide an incentive that will make a difference to students ($50 grocery card vs $10 coffee cards).

2. After a survey closes, share recommendations with students.

3. Conduct a follow-up survey of students in 2020/2021 to understand how communications preferences shifted during COVID-19, with regular surveys to follow on a three-year rotation.

4. Formalize an institutional student communication plan.

5. Provide students a plain language explanation of how Lethbridge College will use email, Canvas and its other channels for regular and crisis communications.

6. Work toward segmentation of audiences to ensure email goes to the right students at the right time.

7. Make analytics of email and other tools a priority for ongoing refinement and assessment of their use.

8. Keep messages short and simple and follow other best practices.

9. Provide students a plain language reminder part way through the term about how to stop Canvas notifications from automatically going to their email.

10. Keep content light on LC social media accounts with an intended student audience to align with expectations.

11. Introduce and encourage students to use LinkedIn as an employment search tool as part of our career development efforts.

12. Consider a pilot project giving students, faculty and employees access to Canvas features that fit the definition of a social networking site.

13. Ensure all digital communication with students is mobile friendly.

14. Investigate through focus group discussion the disconnect between expressed desire for social activities and lack of participation, once events can safely resume.

15. Proceed with caution when exploring the option of sending text notifications to students. Additional research is warranted.

16. If a newsletter is being considered, hold focus group discussions with students before deciding to launch. This recommendation holds for the launch of any new communication tools.

More details are available in the full report.