Online survey of Prospective Students
conducted May 14 - June 18, 2007
version 1 — June 2007
852 total responses

Synopsis:
• Surveys were conducted May 14 to June 18 across all audiences.
• A link was available to the surveys from ou.edu, go2ou.edu, alumni. ou.edu, and various group emails.
• Five iPod Shuffles were given away as incentive.

The majority of prospective students who took the survey had visited OU’s Web site previously. So, information about OU, events, etc. were less of a priority than financial aid/scholarships, admissions, information about their major, etc. Though, first time visitors were also looking heavily for general information about OU. If added to the Web site, prospective students would like most to see an event calendar and virtual tour features.
Who best describes you?

“Other” responses:
- high school graduate
- incoming freshman
Is this your first visit to OU’s Web site?

841 total responses
On your last visit to OU’s Web, what kind of information were you looking for?
Which OU page do you visit most often?

“Other” responses:
- financial aid
- e-mail
- Greek/sorority page
Do you have any college pages bookmarked? (including OU)

Popular bookmark responses:
- OU admissions
- OU.edu
- The Hub
- OU college-specific page
- OU Housing
- SWOSU
- OKCCC
- UT
- A&M
- OSU
- UNT
Which areas do you spend the most time?
Check each ACADEMIC Web page you visit.

“Other” responses:
• college specific page
Check each Web resource you use.
What types of photos appeal most to you?
If added to the OU Web site, which features would you like most?

“Other” responses:
• more pictures
• student life experiences
On your last visit to OU’s Web, what kind of information were you looking for?
Do you have any college pages bookmarked?

Popular bookmark responses:
- Colorado
- OKCCC
- OSU
(first time visitors)

What types of photos appeal most to you?
(first time visitors)

If added to the OU Web site, which features would you like most?

“Other” responses:

• degree list