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WENTWORTH'S LAPTOP PROGRAM SATISFACTION

DECEMBER 2013

A report to look at the satisfaction of Wentworth's Laptop Program based on student views and opinions.

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Executive Summary

Wentworth Institute of Technology offers its full-time students with a laptop through a Laptop Program ran by its Department of Technology Service. This program provides students with a laptop chosen for them, based on their major, and offers programs for them to download to help them with learning their class subject matter.

The laptop program has shown to be effective, but there have always been mixed feelings among the student body. As a research team we decided to investigate the satisfaction of the Laptop Program.

Releasing an online questionnaire to a convenience sampling of 118 students, we were able to find our student body's true feelings of the laptop program and learn of recommendations to bring to the Wentworth's Laptop Program.

The results of the questionnaire showed us that 76 out of 118 students were satisfied or very satisfied with the services the Department of Technology Service offers, while only 17 were unsatisfied or strongly unsatisfied and 25 said they were neutral. The results also showed that 75% of students have a Lenovo brand laptop and 25% have an Apple laptop. Then when asking for preferences, we found that students were closely split on their preferences with 43% preferring a Lenovo laptop and 57% preferring an Apple laptop.

Wentworth's student body showed satisfaction with the services the Department of Technology Services offer, but would prefer the choice of which laptop they receive. We found that the students feel that they pay unfair amounts for the machines given to them and the program would be more effective if they could choose from the Lenovo or Apple.

Adrian Hall, Chris Jones, Leah Parrino
Research Team Members
December 3, 2013

Introduction

The topic of concern for research is Wentworth's Laptop Program Satisfaction. The laptop program at Wentworth, which is run by the Division of Technology Services, is not optional, and students are required to pay for the program in their tuition, regardless of which laptop they are issued. Some students feel very fortunate to attend a school that issues laptops, while others are unhappy with the obligation to use the school-issued laptop. It is extremely important to study this topic because if the program is mandatory, it is necessary to assure that students are satisfied with it. It is important to bring attention to the program's advantages and disadvantages according to the students who use the laptops on a daily basis.

This data presents much opportunity for growth in the program, because it can bring attention to some issues that could be fixed or further looked into. If a majority of students raise a certain concern with the program, it would offer much room for improvement that may not have previously had attention drawn to before. The opposite is also true, because if a majority of students are happy with certain aspects of the program, the Division of Technology Services would know to continue and potentially expand upon those features.

The main purpose of the study is to find out if students overall are satisfied with Wentworth's laptop program. This information could be found out through some general research questions intended to be used in the Wentworth Laptop Satisfaction survey. Questions on the survey include what laptop the student currently has versus what laptop they would prefer to have, if they would prefer to be given the choice in which laptop they are issued, and if they intend to continue to use the laptop once they are no longer at Wentworth. Students are also asked to rank their overall happiness with the program on a scale of one through five, and then asked to explain why he or she chose to answer in that way. With these questions, both the positive and negative aspects of the program will become more apparent, according to the opinions of Wentworth students.

Review of Literature

Wentworth's program has designated laptops for each major offered at the school, and students are not given the option to select which laptop they are issued. Design and facilities majors, including: architecture, interior design, industrial design, and facilities management, receive Apple MacBook Pros. Engineering and construction management students, including: biomedical engineering, civil engineering, civil engineering technology, computer engineering, computer engineering technology, computer science, computer networking, construction management, electromechanical engineering, electrical engineering, electronic engineering technology, interdisciplinary engineering, and mechanical engineering, receive the Lenovo Thinkpad W530. Management students, including: business management and computer information systems, receive the Lenovo Thinkpad 430s.[4] Finally, applied math students receive the Apple MacBook Air. In assessing the current laptop program at Wentworth, it was necessary to look into other schools' laptop programs as a comparison. Both schools that were looked at run their programs much differently than Wentworth does.

The two schools further researched were Bentley College and Endicott College. Rather than having different laptops available, Bentley College offers the same exact laptop to every student. Each student is issued the HP Elitebook 8440p Notebook PC. This laptop is small and lightweight with a long battery life, making it an appealing option to a majority of students. There are two main reasons that the school decided to distribute only one type of laptop. One reason is that it provides much ease in maintenance on the laptops since all are built the same way. The second reason is that the school wanted to assure that students' files are always compatible with each other to prevent issues in group work or submitting assignments.[5]

Although the program is much different in the sense that Bentley only distributes one type of laptop, their concerns are the same as Wentworth's concerns. Wentworth has a laptop maintenance program referred to as the Division of Technology Services,

which is provided to students experiencing any problem with their laptop. There may be four different types of laptops, but because there are only two different brands distributed, Apple and Lenovo, maintenance has been simplified significantly. Wentworth has also taken measures to guarantee file compatibility by providing all students with all of the same software, regardless of which laptop they have been issued.

The second laptop program that was looked into was the program at Endicott College. In their program, they issue both MacBooks or Lenovos, but the students are given the option to select which one they receive. Based on each major, students are given software requirements and are given a list of what they are expected to be able to do with their laptop. Although this still has a limitation based on major, students can select a laptop not as well suited for their major if they really wanted to. This is significantly different than Wentworth's program because Wentworth students cannot select their laptop under any condition. Even if a student feels that he or she could proceed within his or her major with a laptop other than what Wentworth has assigned to them, they will not be issued a different laptop.[1]

Another element looked at was the significant price difference between each laptop. Some laptop options issued have significantly higher or lower retail values than others, regardless of the fact that students pay a fixed price for the laptop program. This price includes not only the laptop itself, but all of the software offered to the students. Although it is important to note that Wentworth receives each laptop at a discounted price that is not disclosed to the students, we analyzed the starting prices of each laptop simply for comparison purposes. In order of highest to lowest prices, the laptop prices are as follows. The MacBook Pro starts at $1999[3], the Lenovo W530 at $1429[7], the MacBook Air at $1099[2], and the Lenovo T430s at $929[6]. Regardless of the fact that these are not the exact prices that either the school or the students pay for each of these laptops, it is important to point out that there is a significant difference in price value of each laptop provided.

Research Methods

In order to perform this study we created an online survey that would be distributed to the students to get their feedback. We used a convenience sampling method in order to collect the responses. By reaching out to students through Facebook and Email we were able to collect 118 responses.

In total the survey (which can be seen in full in the Appendices) had 13 questions ranging from questions such as "What is your major?" to "If you could choose your own laptop, regardless of software requirements, which laptop would you select?" We even collected scores from students on how they would rate their overall satisfaction with the Division of Technology Services here at Wentworth.
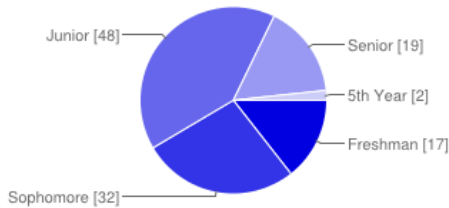
All of the survey data was collected between the dates of November 4th 2013, to November 19th, 2013.
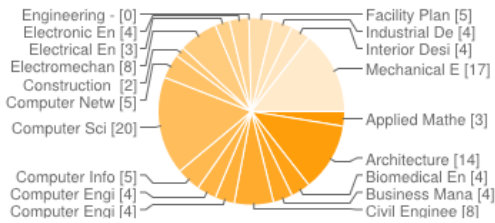
Results

Below is a summary of the data that we were able to collect along with some important things that we noticed during the survey.
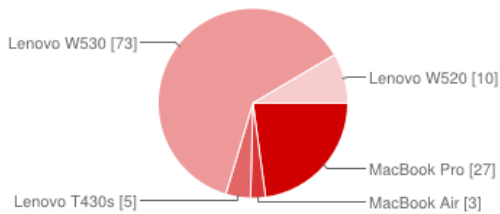
What year are you?

Freshman	17	14%
Sophomore	32	27%
Junior	48	41%
Senior	19	16%
5th Year	2	2%

Junior [48]
Senior [19]
5th Year [2]
Freshman [17]
Sophomore [32]

What is your major?

Engineering - [0]
Electronic En [4]
Electrical En [3]
Electromechan [8]
Construction [2]
Computer Netw [5]
Computer Sci [20]
Computer Info [5]
Computer Engi [4]
Computer Engi [4]

Facility Plan [5]
Industrial De [4]
Interior Desi [4]
Mechanical E [17]
Applied Mathe [3]
Architecture [14]
Biomedical En [4]
Business Mana [4]
Civil Enginee [8]

Which laptop do you currently have?

MacBook Pro	27	23%
MacBook Air	3	3%
Lenovo T430s	5	4%
Lenovo W530	73	62%
Lenovo W520	10	8%

Lenovo W530 [73]
Lenovo W520 [10]
MacBook Pro [27]
Lenovo T430s [5]
MacBook Air [3]

Does your major require any specific software?
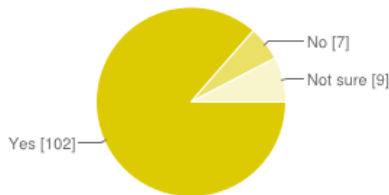
Yes	102	86%
No	7	6%
Not sure	9	8%

No [7]
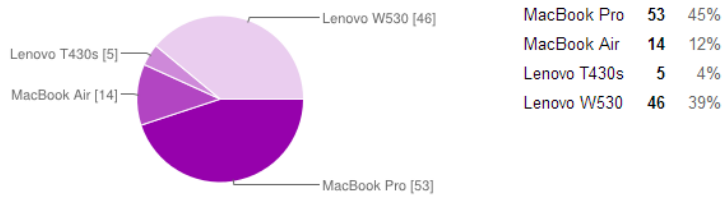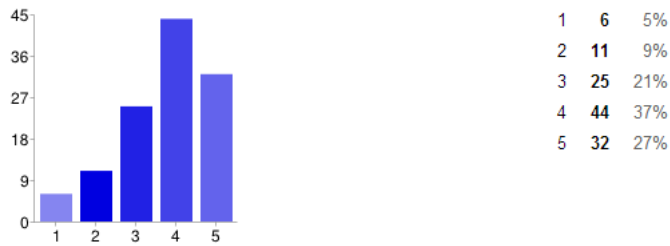Not sure [9]
Yes [102]

Considering if you do not need any specific software, do you think that students in your major should be able to choose which laptop they are provided with?
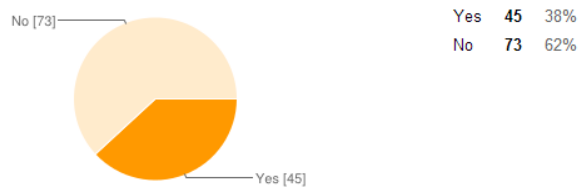
No [29]

Yes [89]

Yes	89	75%
No	29	25%

If you could choose your own laptop, regardless of software requirements, which laptop would you select?

Lenovo W530 [46]

Lenovo T430s [5]

MacBook Air [14]

MacBook Pro [53]

MacBook Pro	53	45%
MacBook Air	14	12%
Lenovo T430s	5	4%
Lenovo W530	46	39%

On a scale of 1 to 5, overall, how satisfied are you with the laptop program at Wentworth?

1	6	5%
2	11	9%
3	25	21%
4	44	37%
5	32	27%

Do you think that every student at Wentworth should pay the exact same price for a laptop regardless of which laptop that they get?

No [73]

Yes [45]

Yes	45	38%
No	73	62%

Do you plan on using your Wentworth issued laptop after you graduate?

No [14]

Yes [104]

Yes	104	88%
No	14	12%
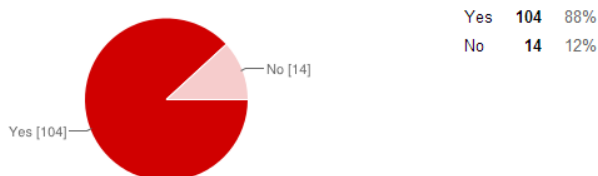
Summary, Conclusions, Recommendations

Satisfaction is very important to any program offered anywhere. If users or consumers are not satisfied with the program or product, then a change is necessary to close the gap and improve the problem at hand. Wentworth's Laptop Program uses the Department of Technology Services to provide each of its full-time students with a Laptop. Students pay a large tuition around $40,000.00 a year to pay for their education at Wentworth. With students paying such a high price they should feel satisfied with everything that their dollar is paying for.

The concern with Wentworth's Laptop Program is that by word of mouth, there are mixed feelings of students opinions on this program. By using a questionnaire format we were able to ask the sample of students what their general satisfaction of the program was. We asked the students what their majors were, which laptops they had versus which laptop they preferred, their happiness with the Department of Technology Services, along with their year in college, if they all feel they should pay the same tuition based on laptops, and lastly if they would plan on using their laptop once graduating from Wentworth. Using these questions allowed us to sort out the opinion of students and see if they were consistent across all class years and majors. It also allowed us to see that lesser of the students had Apple laptops and the majority of them preferred the choice of an Apple laptop over the Lenovo laptop. It showed us that the student body is satisfied with the Department of Technology Services, but they would prefer a choice of which laptop they used. We also gathered qualitative comments from students to see why they said they preferred either computer; Finding that the majority of students felt that that computer would help them with their major or because regardless of major, the laptop they chose would get the job done and was better suited for their personal preferences.

In conclusion, we found that Wentworth's student body is satisfied with the Department of Technology Services here at Wentworth. The students appreciate that laptops are dispersed to them to help them with their education. They would just

prefer the choice of which laptop they received. This research study showed us that students are content and make do with the laptops that Wentworth provides them with, but they would prefer to be even more satisfied with the ability to choose their own processing machine. Wentworth's student body and the Laptop Program of the Department of Technology Services could both benefit from increasing users satisfaction by opening up the choice of laptops to be provided or by reorganizing tuitions based on majors. Using either of these methods would increase the satisfaction rate among the sample we analyze

References

1. "About Endicott College in Beverly Massachusetts." Laptop Program & Support. Web. 23 Nov. 2013.
2. "Apple - MacBook Air." Apple - MacBook Air. Web. 23 Nov. 2013.
3. "Apple - MacBook Pro." Apple - MacBook Pro. Web. 22 Nov. 2013.
4. "Division of Technology Services." Laptop Program Overview Wentworth Institute of Technology: Department of Technical Services. Web. 22 Nov. 2013.
5. "Bentley University HP EliteBook Notebook PCs." PC Connection. Web. 23 Nov. 2013.
6. "ThinkPad T430s Laptop." Lenovo. Web. 23 Nov. 2013.
7. "ThinkPad W530 Laptop." Lenovo. Web. 23 Nov. 2013.

Appendices

NIH Certificates

Certificate of Completion

The National Institutes of Health (NIH) Office of Extramural Research certifies that **Leah Parrino** successfully completed the NIH Web-based training course "Protecting Human Research Participants".

Date of completion: 10/04/2013

Certification Number: 1294335

Certificate of Completion

The National Institutes of Health (NIH) Office of Extramural Research certifies that **Adrian Hall** successfully completed the NIH Web-based training course "Protecting Human Research Participants".

Date of completion: 09/29/2013

Certification Number: 1287901

Certificate of Completion

The National Institutes of Health (NIH) Office of Extramural Research certifies that **Chris Jones** successfully completed the NIH Web-based training course "Protecting Human Research Participants".

Date of completion: 10/03/2013

Certification Number: 1294021

APPENDICES

Copy of Survey

Wentworth Laptop Program Satisfaction Survey

* Required

Wentworth Laptop Program Satisfaction Survey

What year are you? *
- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ 5th Year

What is your major? *

[▼]

Which laptop do you currently have? *
This would be the laptop provided to you by Wentworth

[▼]

Does your major require any specific software? *
- ☐ Yes
- ☐ No
- ☐ Not sure

If you answered yes to the previous question, what software is required?

[   ]

Considering if you do not need any specific software, do you think that students in your major should be able to choose which laptop they are provided with? *

○ Yes
○ No

If you could choose your own laptop, regardless of software requirements, which laptop would you select? *

○ MacBook Pro
○ MacBook Air
○ Lenovo T430s
○ Lenovo W530

Why did you choose that laptop? *

On a scale of 1 to 5, overall, how satisfied are you with the laptop program at Wentworth?

        1   2   3   4   5

Dissatisfied ○ ○ ○ ○ ○ Satisfied

Why did you choose to rate the laptop program this way? *

Do you think that every student at Wentworth should pay the exact same price for a laptop regardless of which laptop that they get? *

○ Yes

○ No

Do you plan on using your Wentworth issued laptop after you graduate? *

○ Yes

○ No

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Class Information

MGMT 250: Research Methods in Business

Professor Michael Dunlop

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