

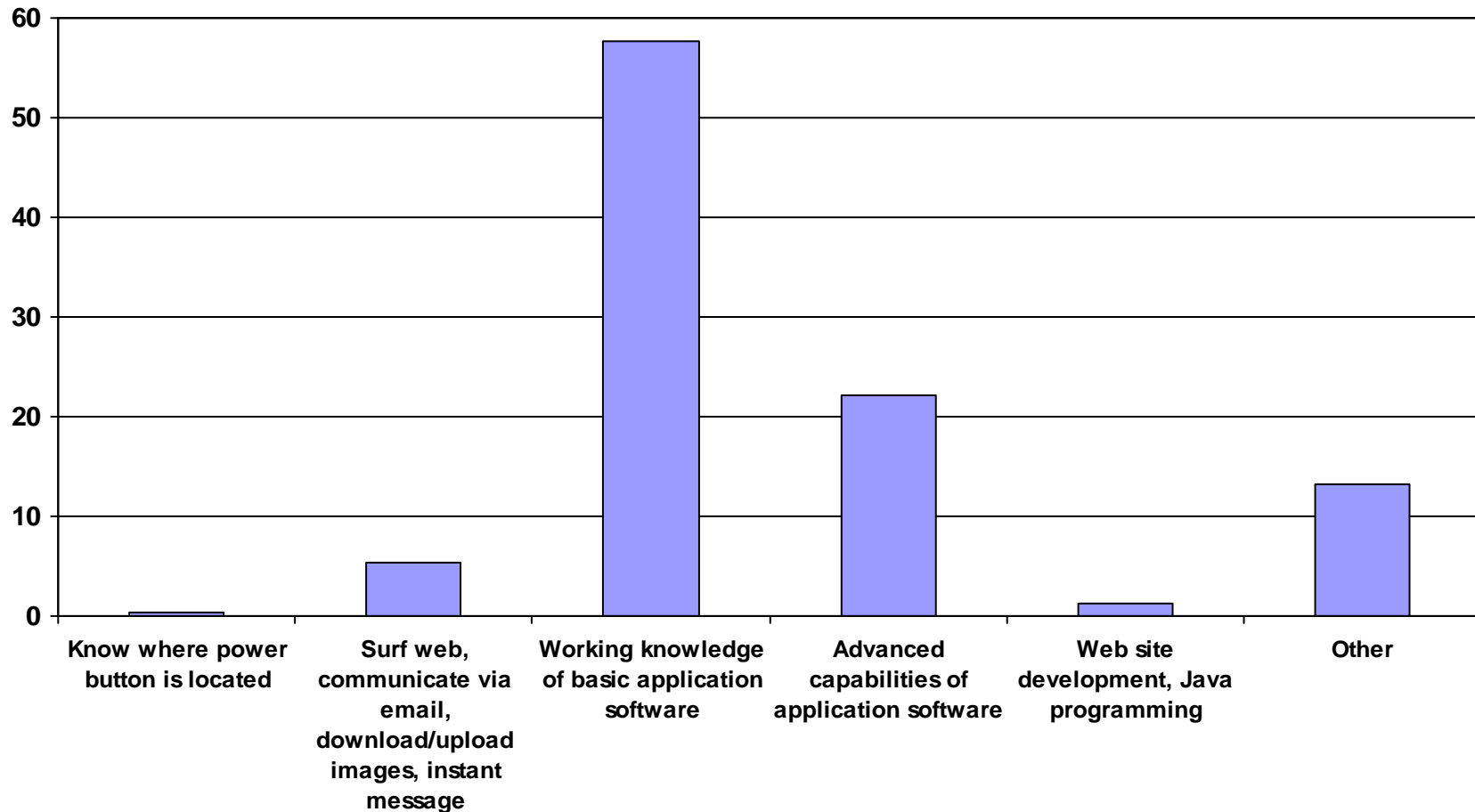


Cengage Learning
Second Annual IT Proficiency Survey
2007

Survey Pool: Who are they?

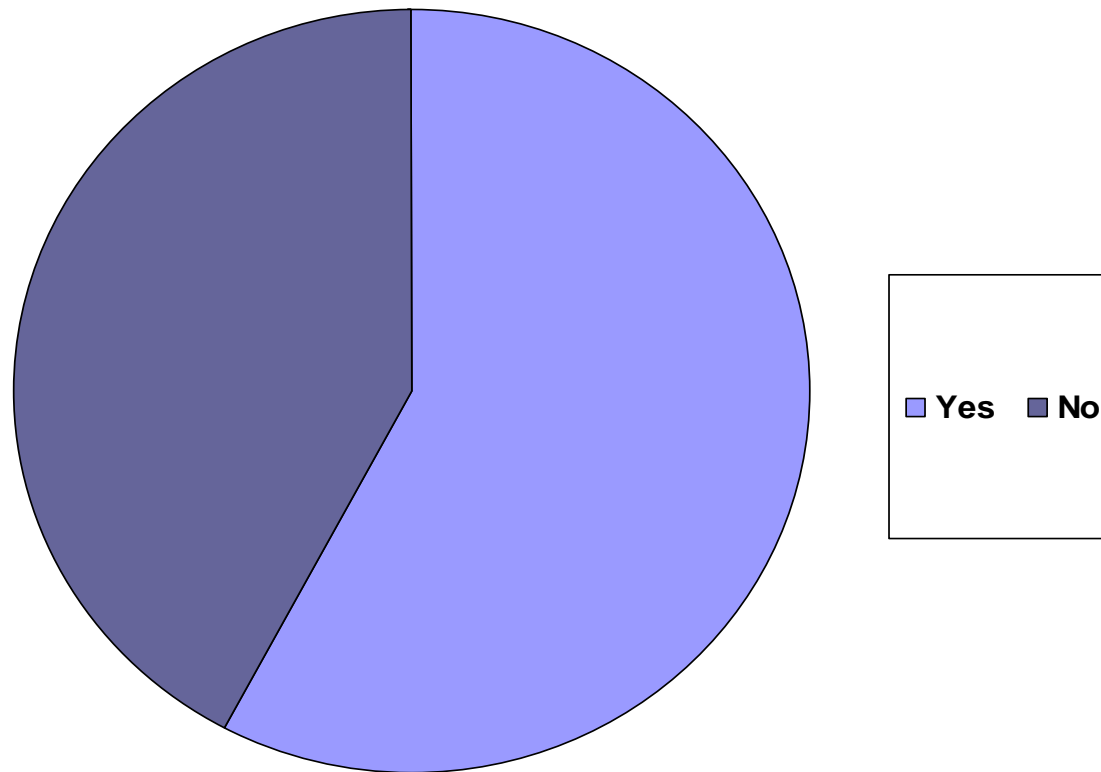
- **797 faculty members**
- **Instructors in the I.T. field**
- **The majority of respondents have been teaching for more than 10 years and represent 2-year or 4-year colleges and universities.**

What do IT instructors consider to be the definition of computer proficiency?



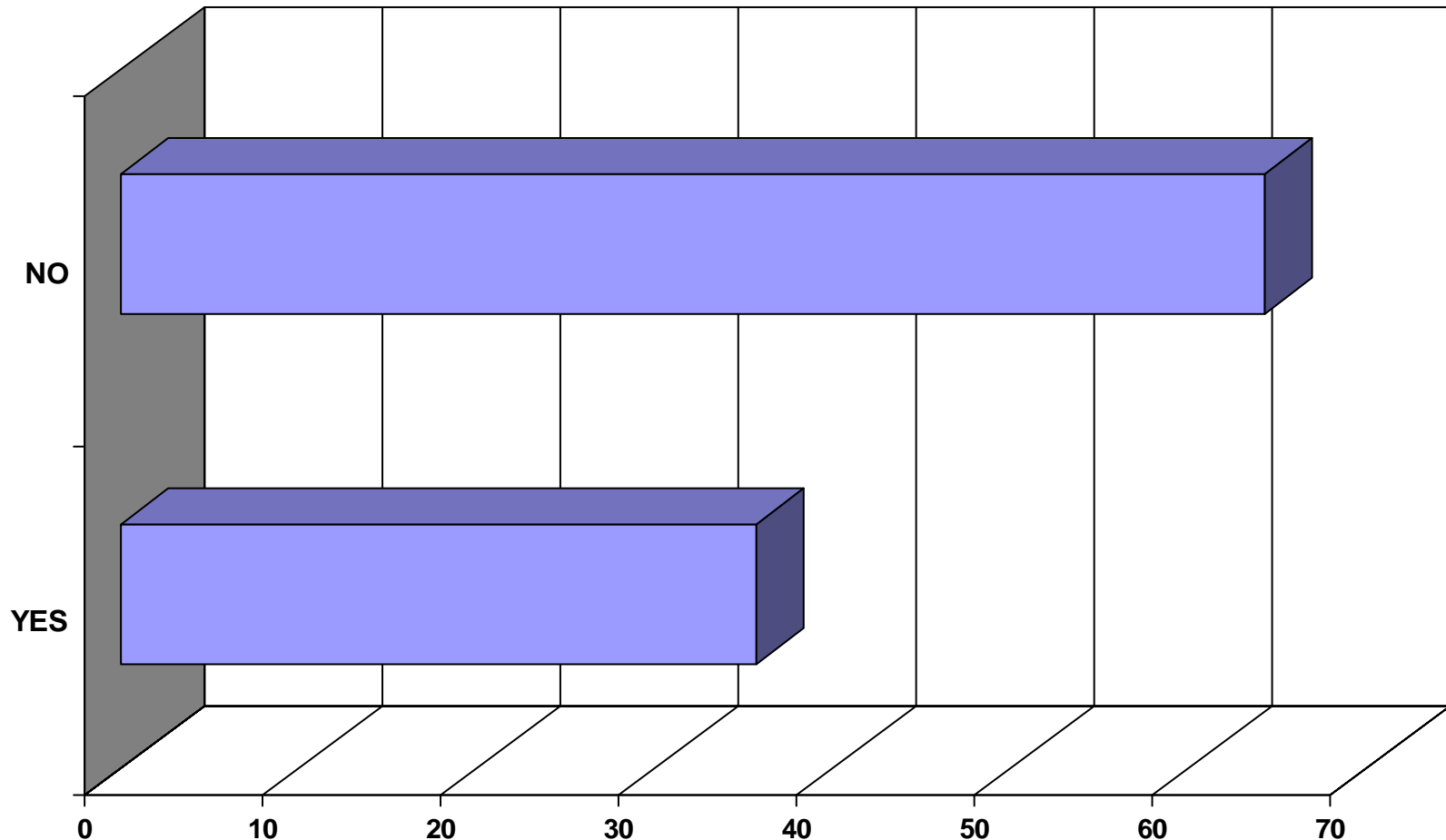
Key Take-Away: Nearly 60 percent of instructors consider working knowledge of basic application software (Word Processing, Spreadsheet, Presentation, etc.) to be the definition of computer proficiency. This number is up seven percent from the 2006 survey. Only one fifth consider more advanced applications to be the definition, such as editing images, creating graphs, manipulating tables, etc.

Does your institution have a technology requirement for all students?



Key Take-Away: Nearly 60 percent of instructors said their respective institution has a technology requirement for all students.

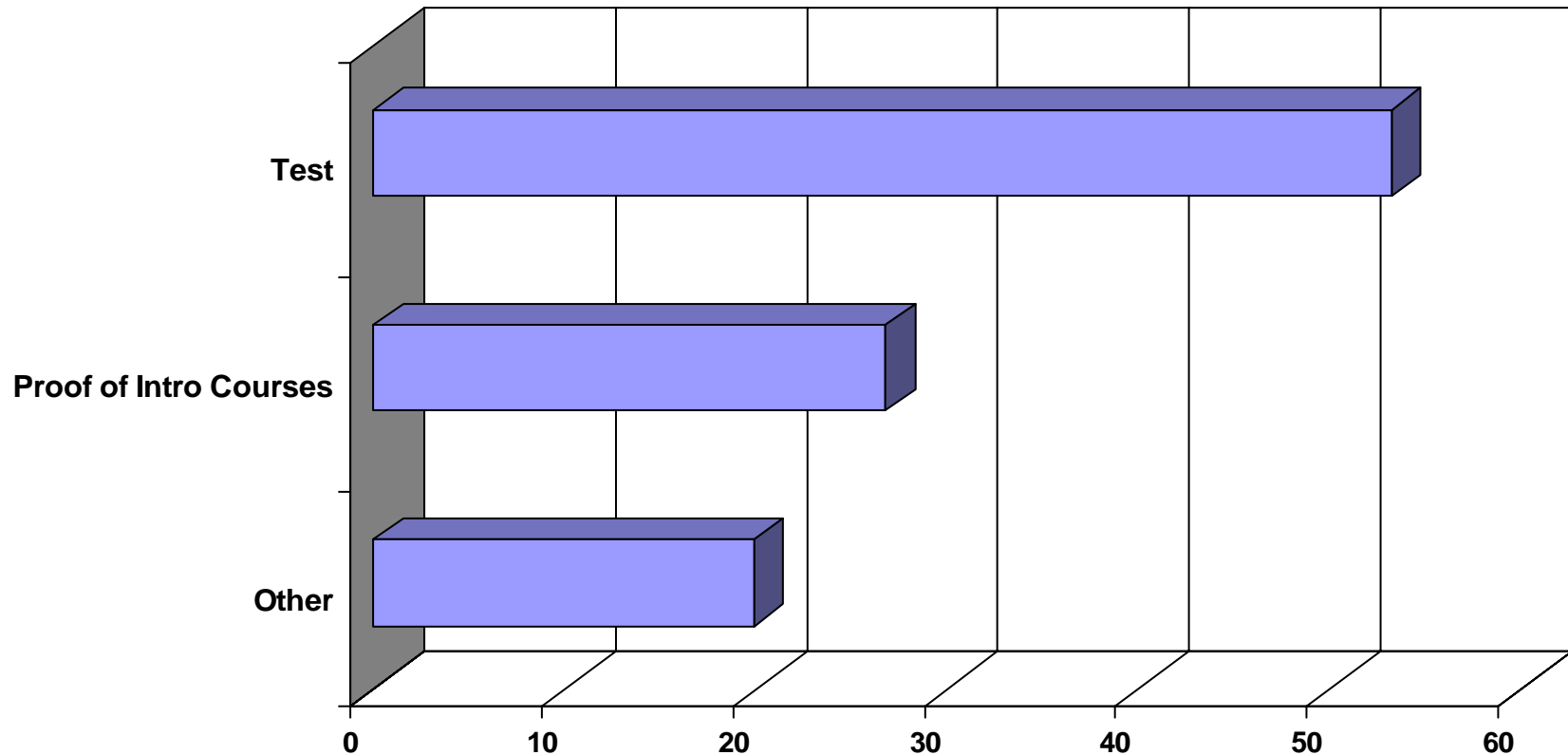
Does your institution have a formalized way to determine whether or not students are proficient in technology?



Key Take-Away: Nearly 65 percent of instructors said their institution does not have a formal way to test student IT proficiency, yet nearly *60 percent said their respective institution has a technology requirement for all students.

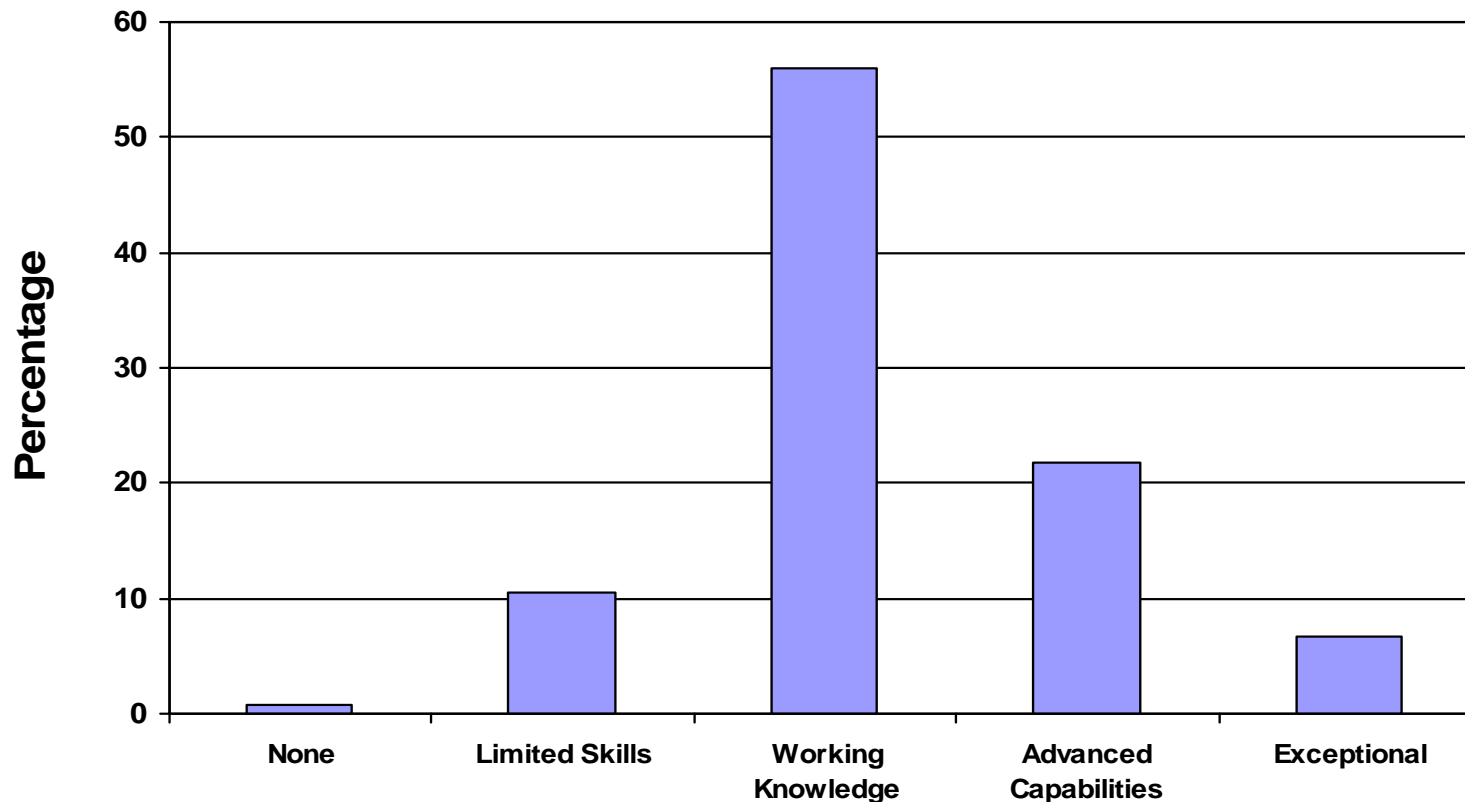
**See Slide 4 for more details*

How does your institution determine students' IT proficiency?



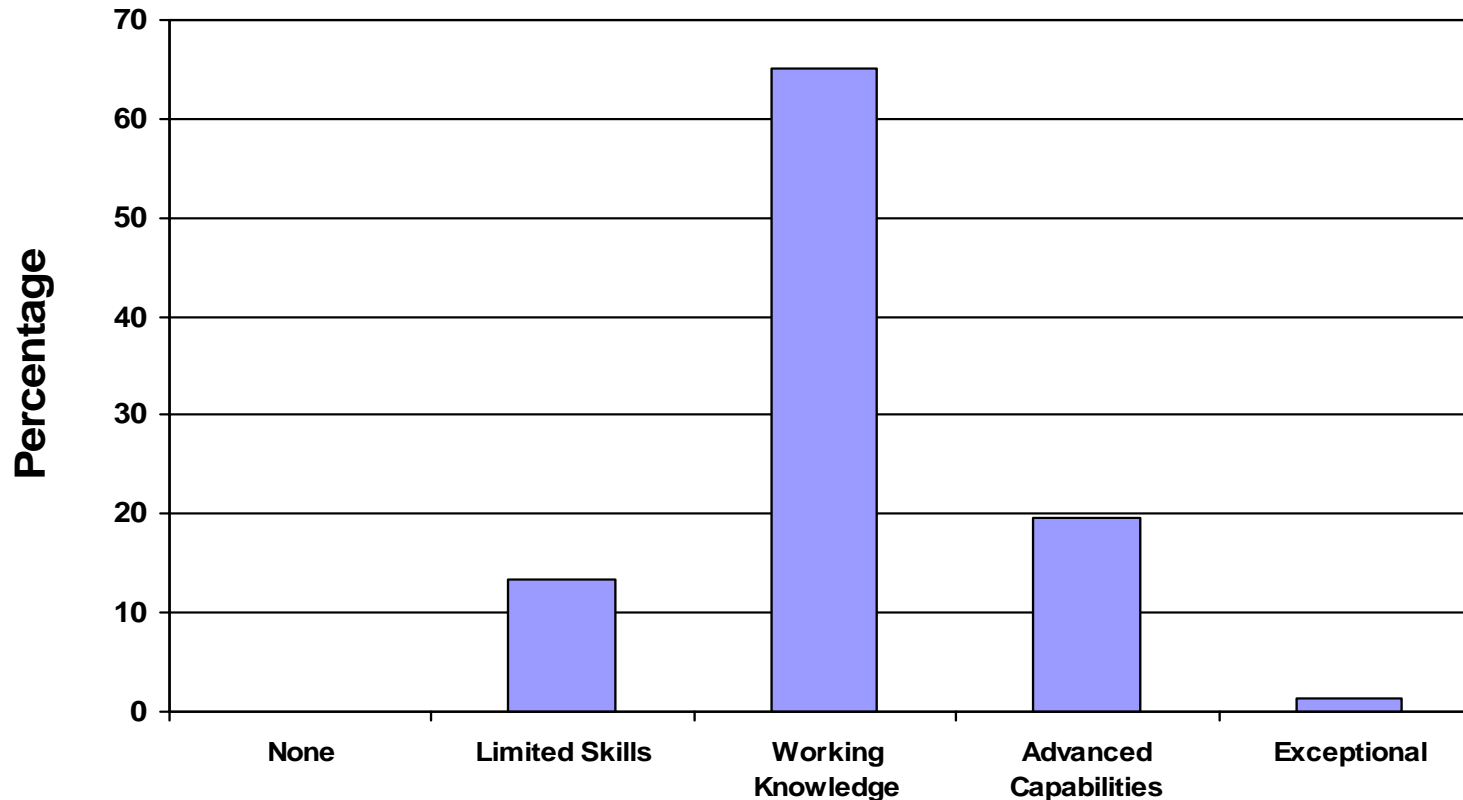
Key Take-Away: Of the institutions that have a formalized system for determining technology proficiency, the majority (53 percent) administer a test and one fourth require proof that introduction courses have been completed.

Instructors' View of Student Proficiency Level with Instant Messaging, Email, Web Surfing and Audio & Visual File Downloads



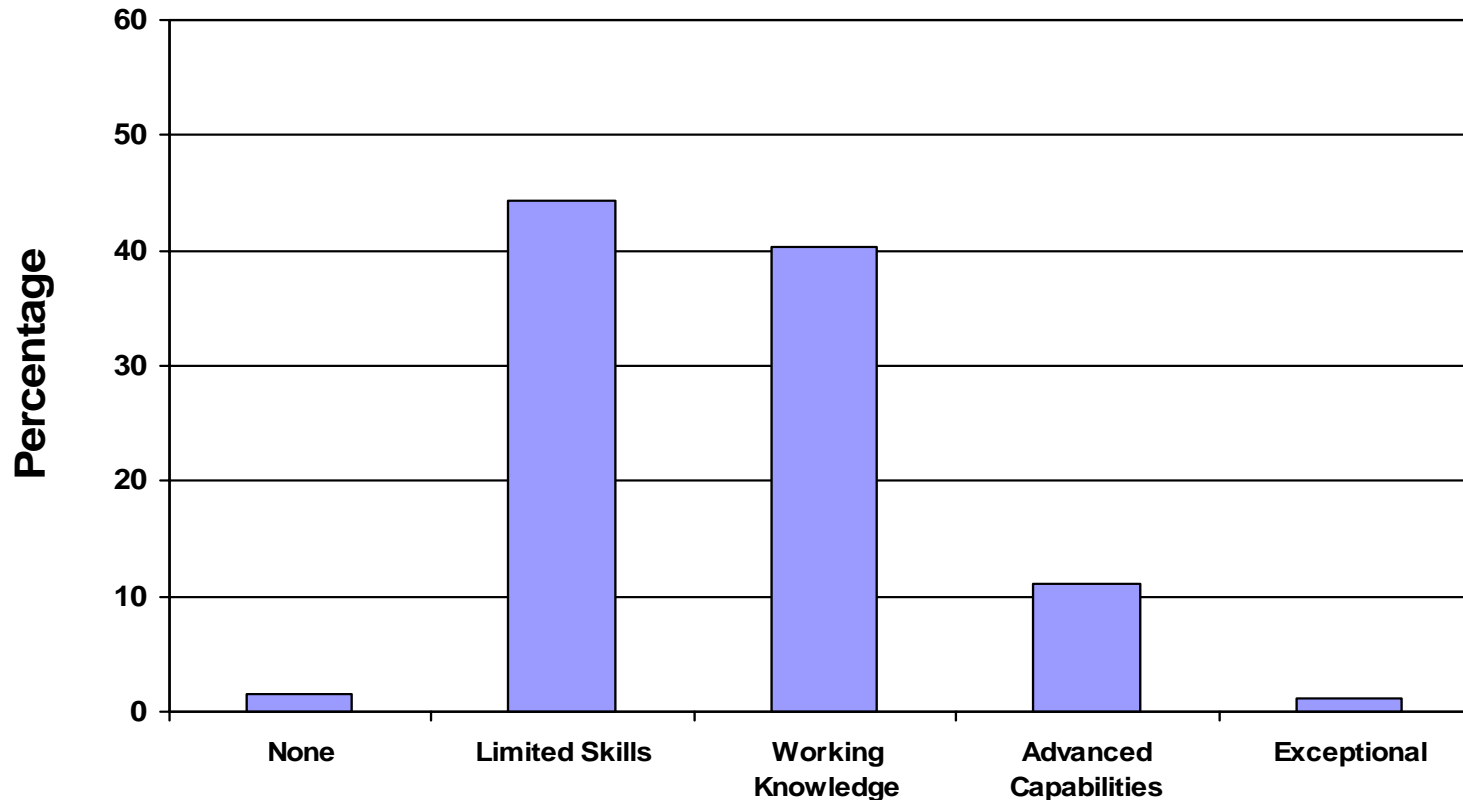
Key Take-Away: Nearly three-fourths of instructors say students have at least working knowledge of instant messaging, email, web surfing, and audio & visual file downloads, with six percent saying they feel students are so proficient that they could teach their own class.

Instructors' View of Student Proficiency Level with Word Processing



Key Take-Away: All instructors surveyed indicated that students had some level of word processing knowledge, which is a testament to the prevalence of word processing in today's education landscape.

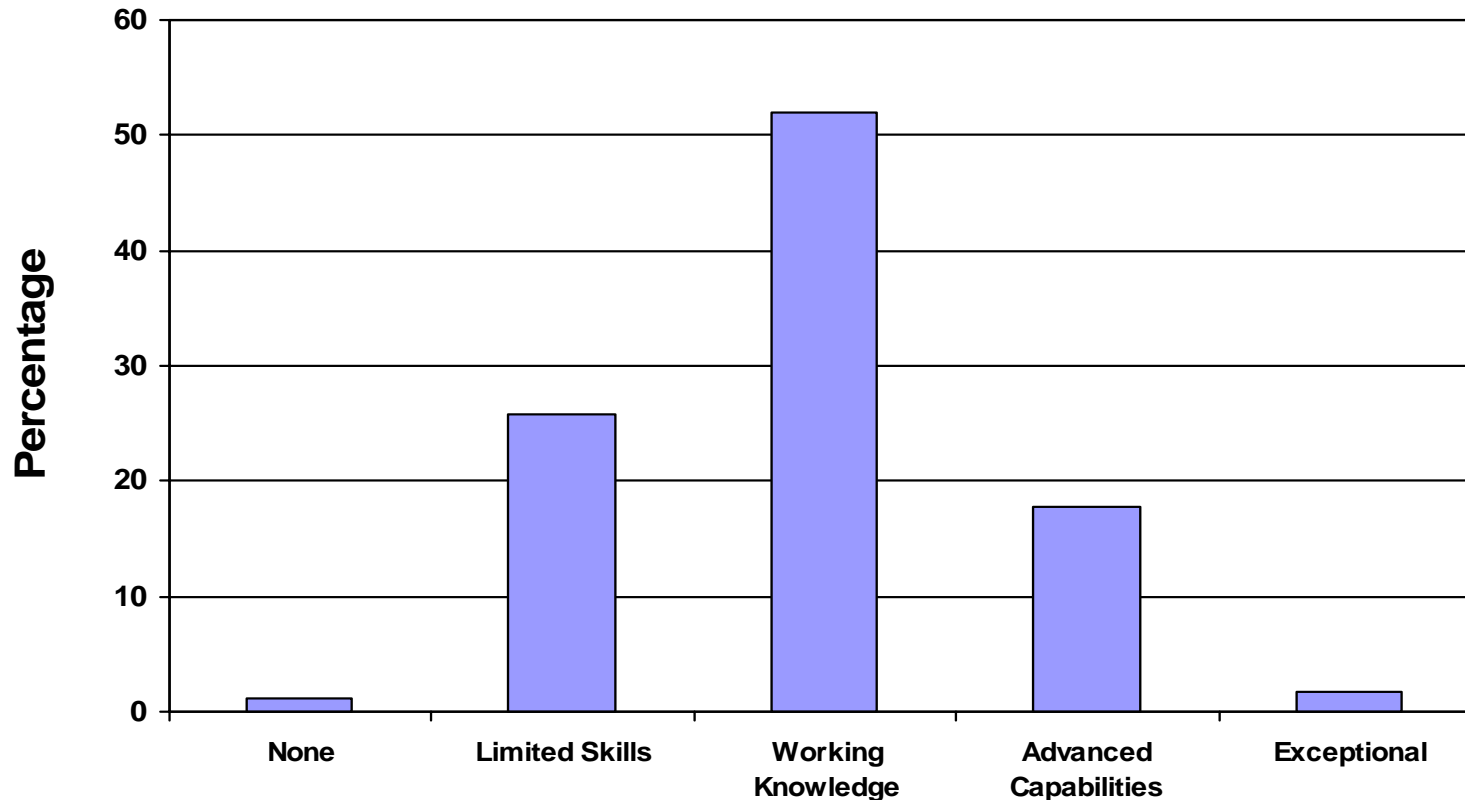
Instructors' View of Student Proficiency Level with Spreadsheet Applications



Key Take-Away: A large portion of instructors, 46 percent, said students have limited or no proficiency with spreadsheet applications. This is particularly interesting in comparison to the*57 percent of respondents whom consider knowledge of basic applications, like spreadsheet applications, to be the definition of computer proficiency.

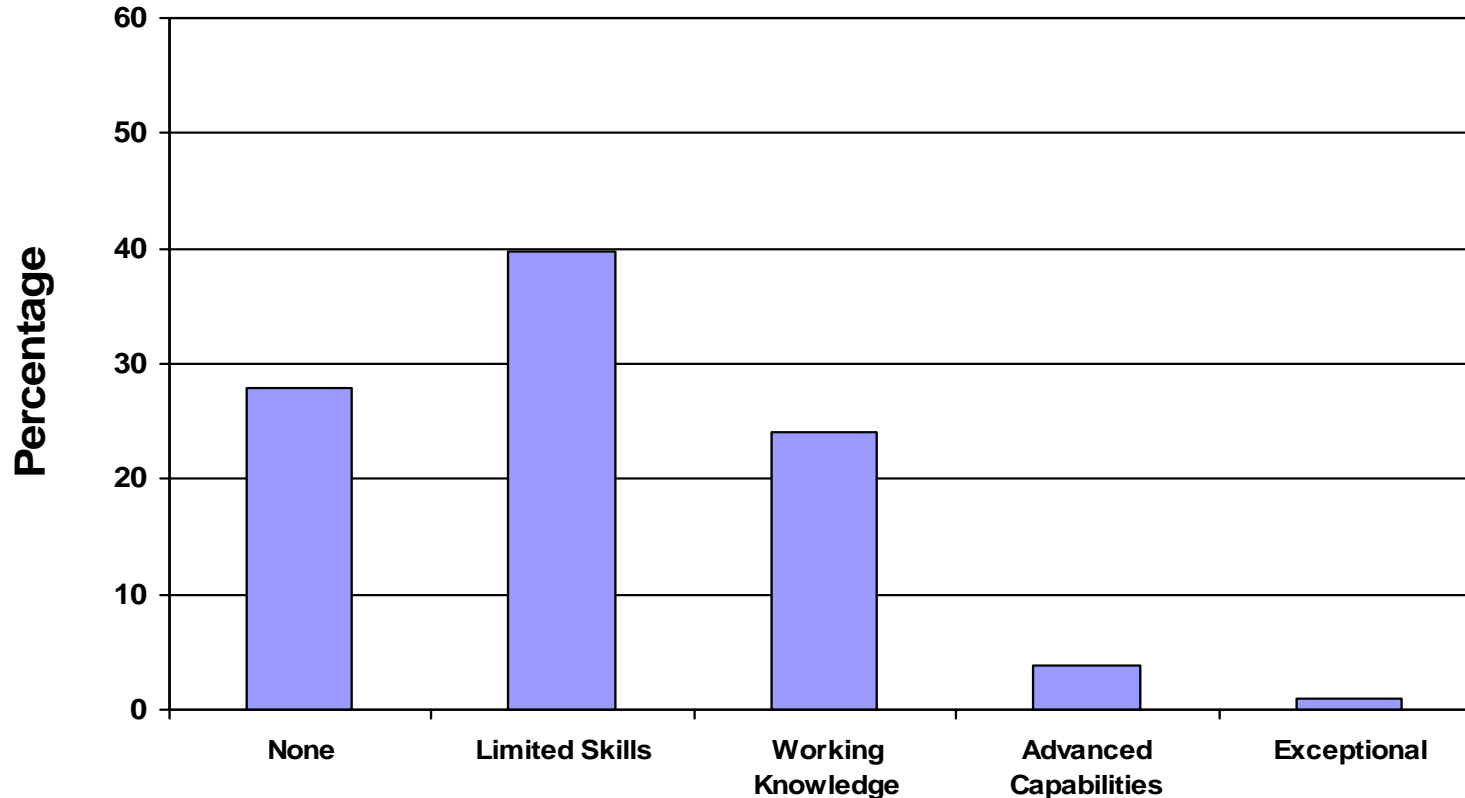
* see slide 3 for more details

Instructors' View of Student Proficiency Level with Presentation Applications



Key Take-Away: More than one fourth of instructors said students have little to no proficiency of presentation applications, yet nearly one fifth said students have advanced or exceptional knowledge. These results could suggest proficiency in presentation applications is based on needs in the curriculum.

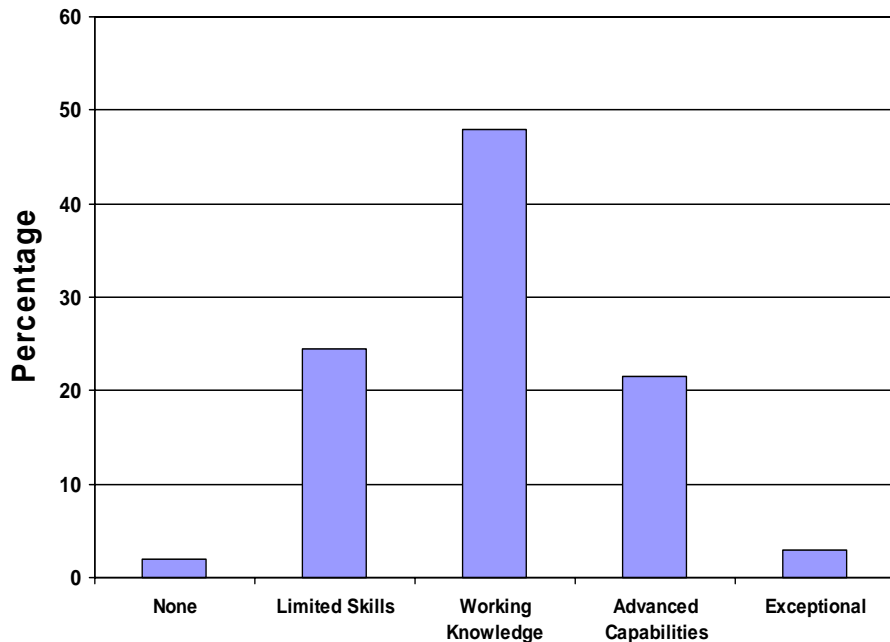
Instructors' View of Student Proficiency Level with Database Programs



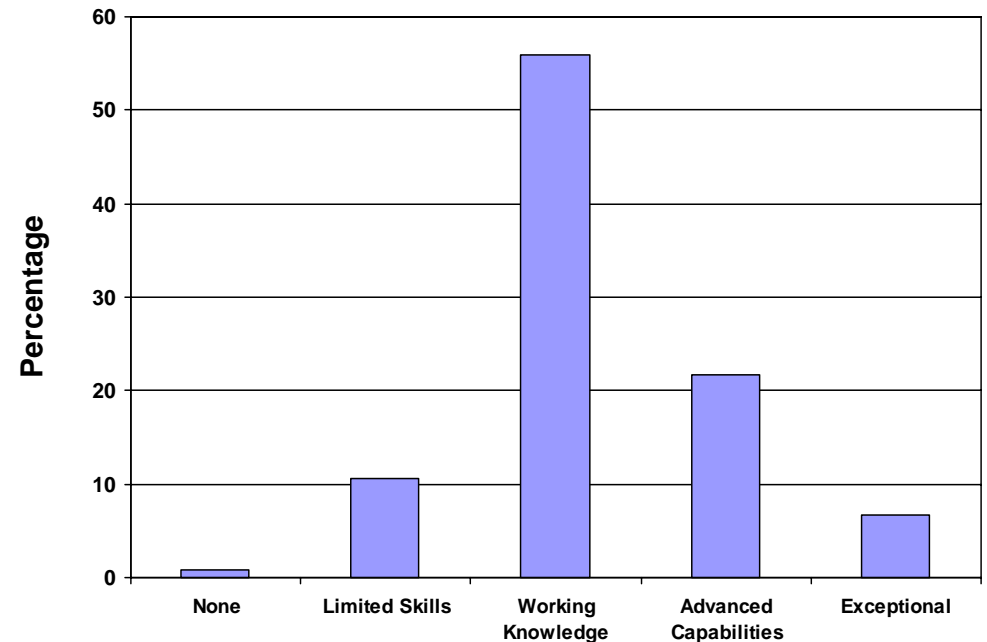
Key Take-Away: Proficiency levels with database programs vary greatly. Nearly 68 percent of those surveyed said students have limited or no proficiency of database programs, approximately 30 percent said students have working knowledge or better.

Instructors' View of Student Proficiency Level with Internet Research

Internet Research

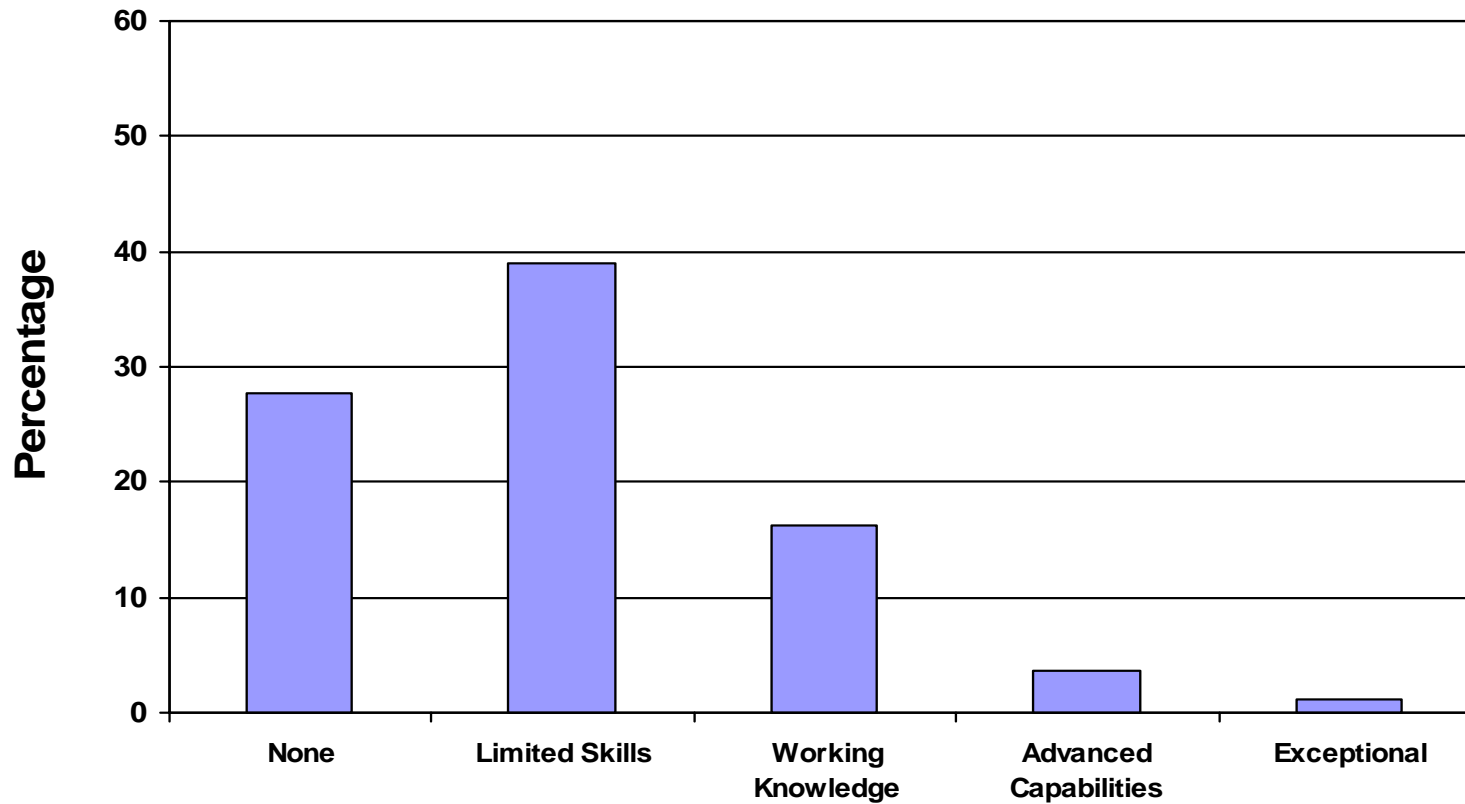


Instant Messaging, Email, Web Surfing and Audio & Visual File Downloads



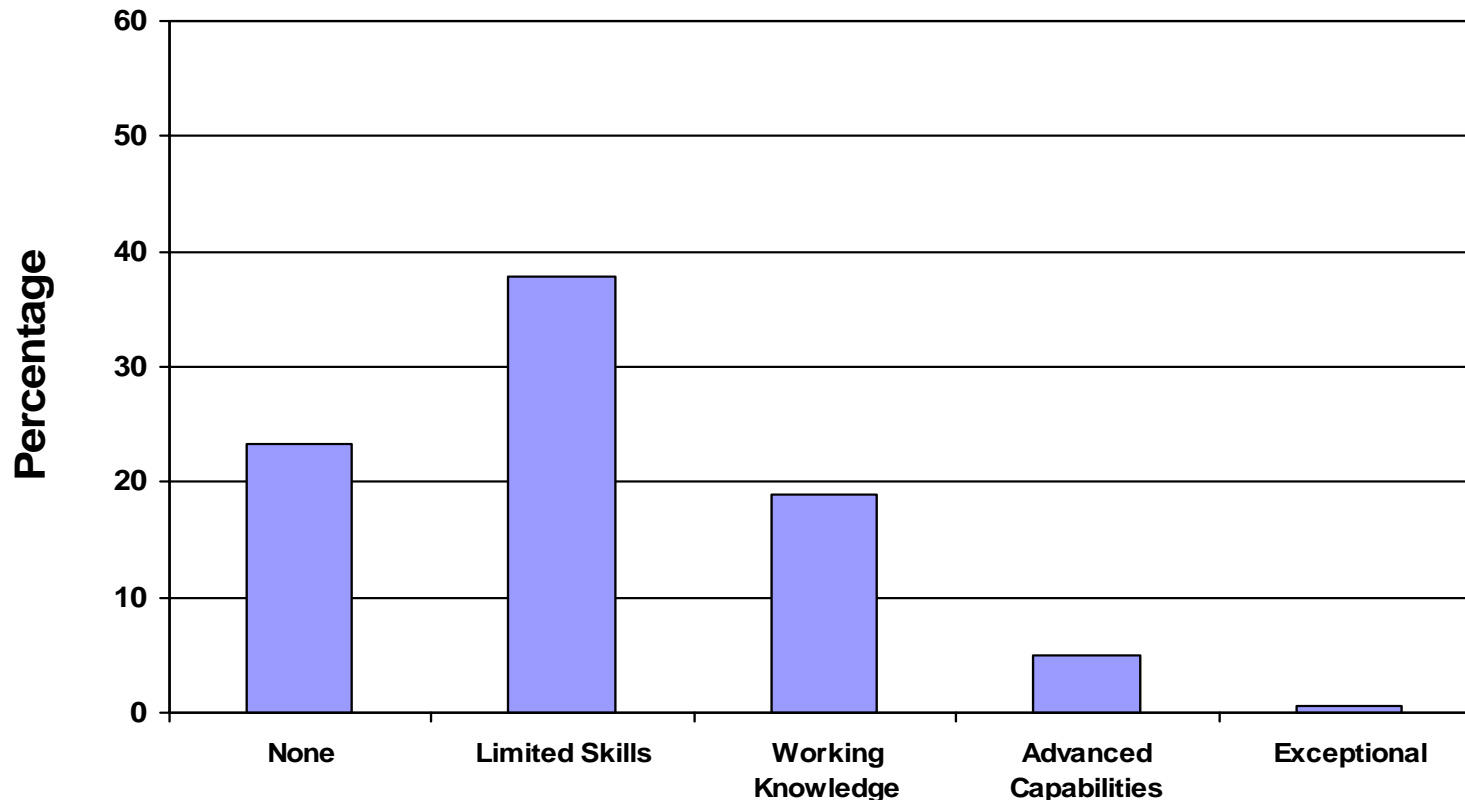
Key Take-Away: Although the majority of instructors surveyed view students to have high proficiency in web surfing, more than one fourth of instructors still said students have limited or no proficiency when conducting Internet research. Nearly 73 percent of instructors said students have at least working knowledge of Internet research.

Instructors' View of Student Proficiency Level with Photoshop, Illustrator, Graphics, Adobe and/or Scanners



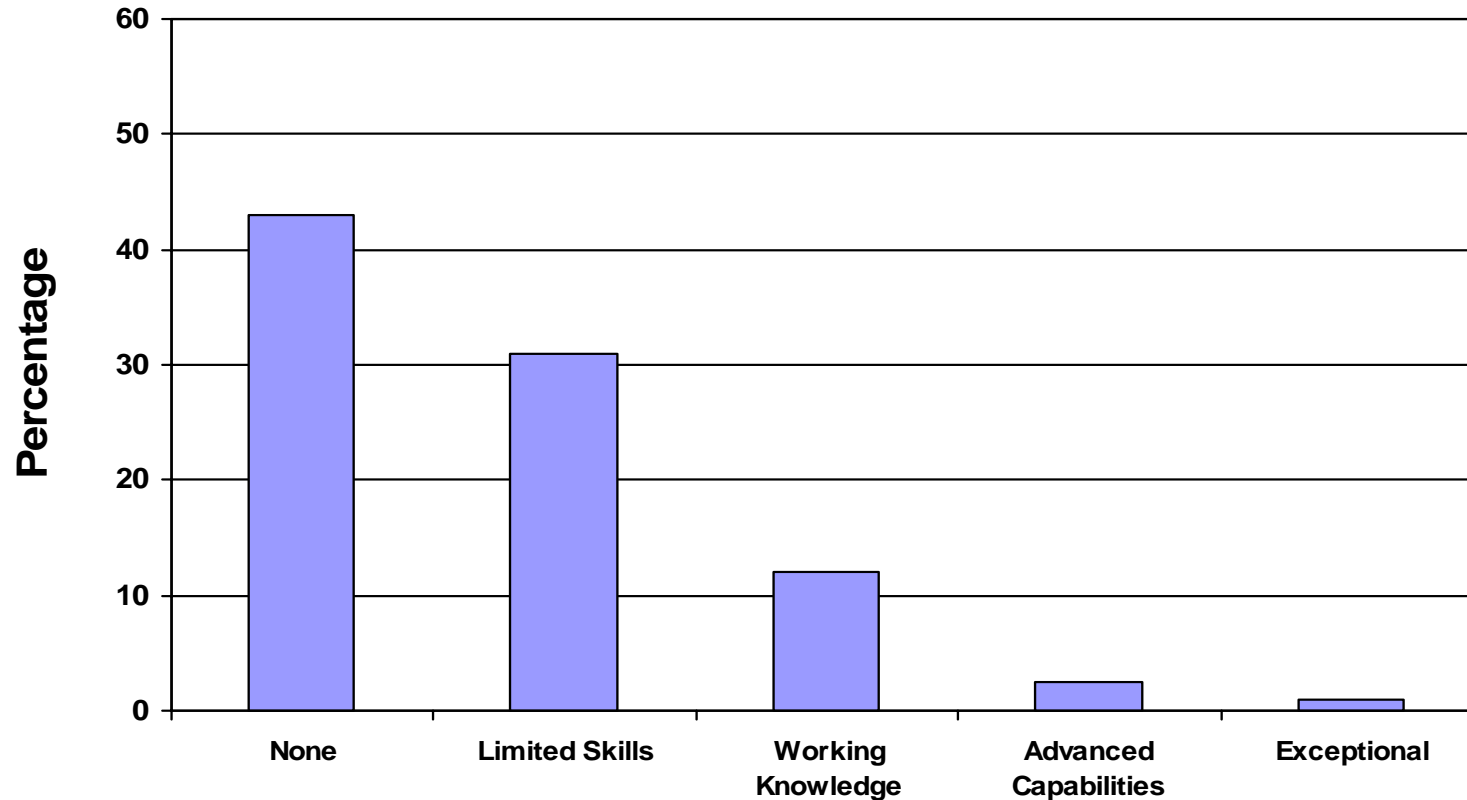
Key Take-Away: Of the instructors surveyed, 66 percent said students have limited or no working knowledge of the following applications and tools: Photoshop, Illustrator, Abobe, Graphics and Scanners. One fifth viewed students have working knowledge or better.

Instructors' View of Student Proficiency Level with AVI, MPEG, JAVA, Real Players and/or QuickTime



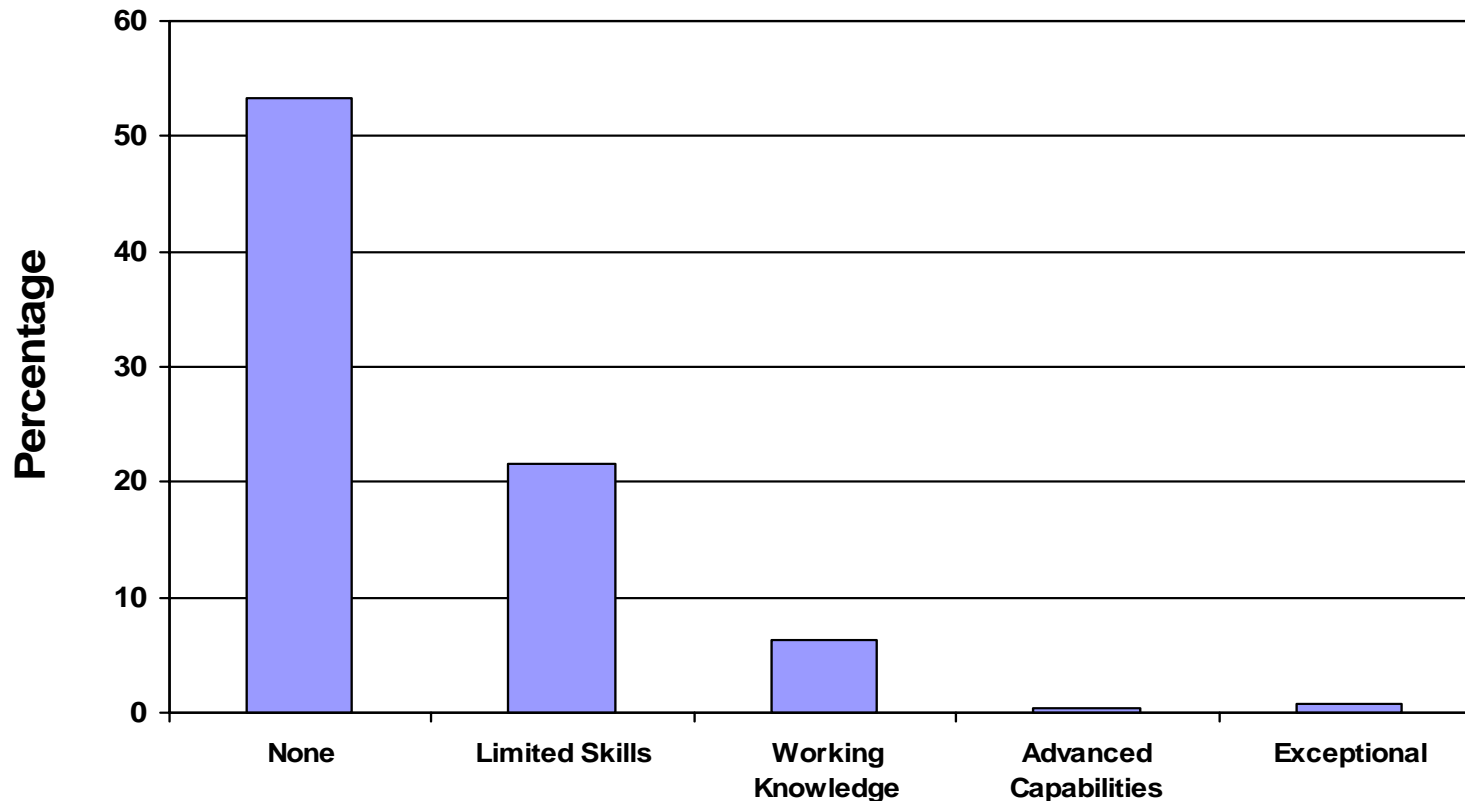
Key Take-Away: Nearly 62 percent of instructors view students' proficiency in multi-media applications such as AVI, MPEG, Real Players and QuickTime is limited or none. While popularity of YouTube has been rising tremendously among students, their proficiency level to manipulate these applications is still quite limited.

Instructors' View of Student Proficiency Level with Programming and HTML



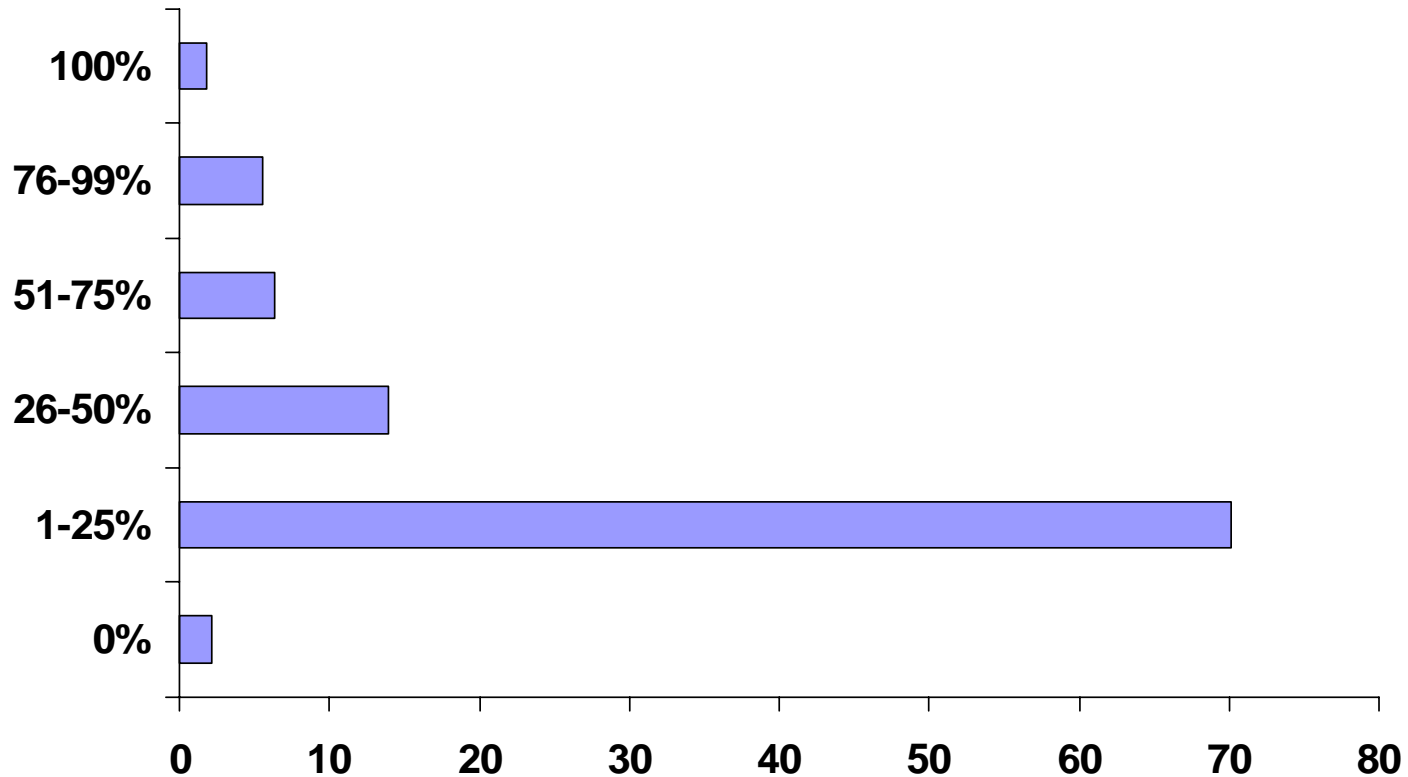
Key Take-Away: More than 70 percent of instructors said students have limited or no proficiency with programming and HTML, with 43 percent saying they have no knowledge at all.

Instructors' View of Student Proficiency Level with Web Conferencing



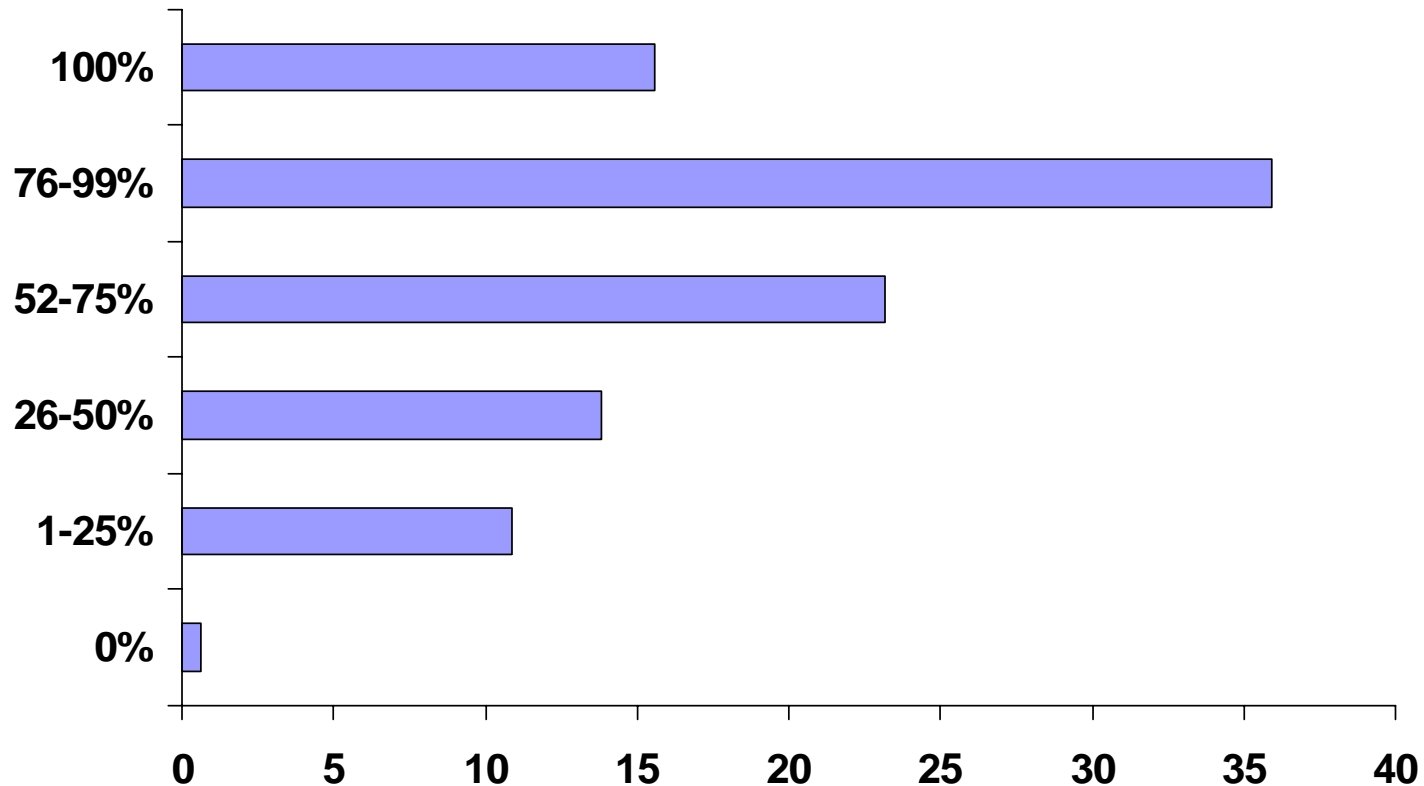
Key Take-Away: Nearly 75 percent of instructors view students' proficiency level with web conferencing is limited or none, with 53 percent of respondents said students have no proficiency in this skill.

What percentage of students will pursue careers specifically in the IT field after graduation?



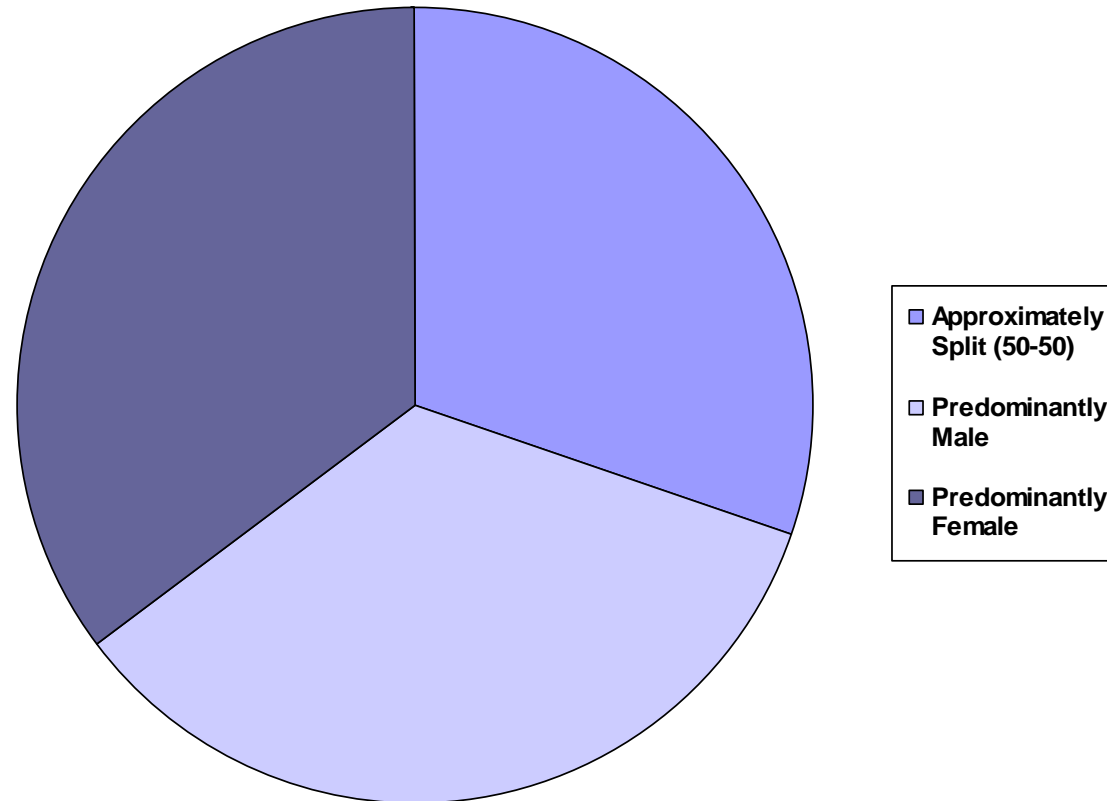
Key Take-Away: More than half of the instructors surveyed said that they felt one fourth of graduating students would pursue a career specifically in the IT field.

What percentage of students do you estimate will utilize IT skills in their careers after graduation?



Key Take-Away: Nearly three-fourths of the instructors surveyed said that more than half of students will utilize IT skills in their careers after graduating, demonstrating the importance of technology instruction and proven proficiency among students.

What is the approximate make-up of your enrolled students (IT courses) by gender?



Key Take-Away: When asked the gender breakdown of students enrolled in IT courses, about one third said the classroom was approximately split between male and female students; about one third said the class was predominantly female; and about one third said the class was predominantly male. In the 2006 survey, approximately 38 percent of instructors said the class was predominantly male. This indicates the number of female students show interests in IT courses has been increased.

Key Points:

- **More than 60 percent of instructors consider working knowledge of basic application software to be the definition of computer proficiency. This number is up seven percent from the 2006 survey.**
- **Zero instructors surveyed said their students had absolutely no knowledge of word processing, which is a testament to the prevalence of word processing in today's education landscape.**
- **While nearly 60 percent of IT instructors surveyed said their respective institutions have a technology requirement for all students, more than 64 percent said their respective institutions do not have a formalized way to determine students' proficiency with computer applications.**
- **Nearly 85 percent of IT instructors surveyed view students' proficiency level with instant messaging, email, web surfing and audio and visual file downloading to be at a level of working knowledge or more advanced, and 6 percent of them feel students are so proficient that they could even teach their own class**