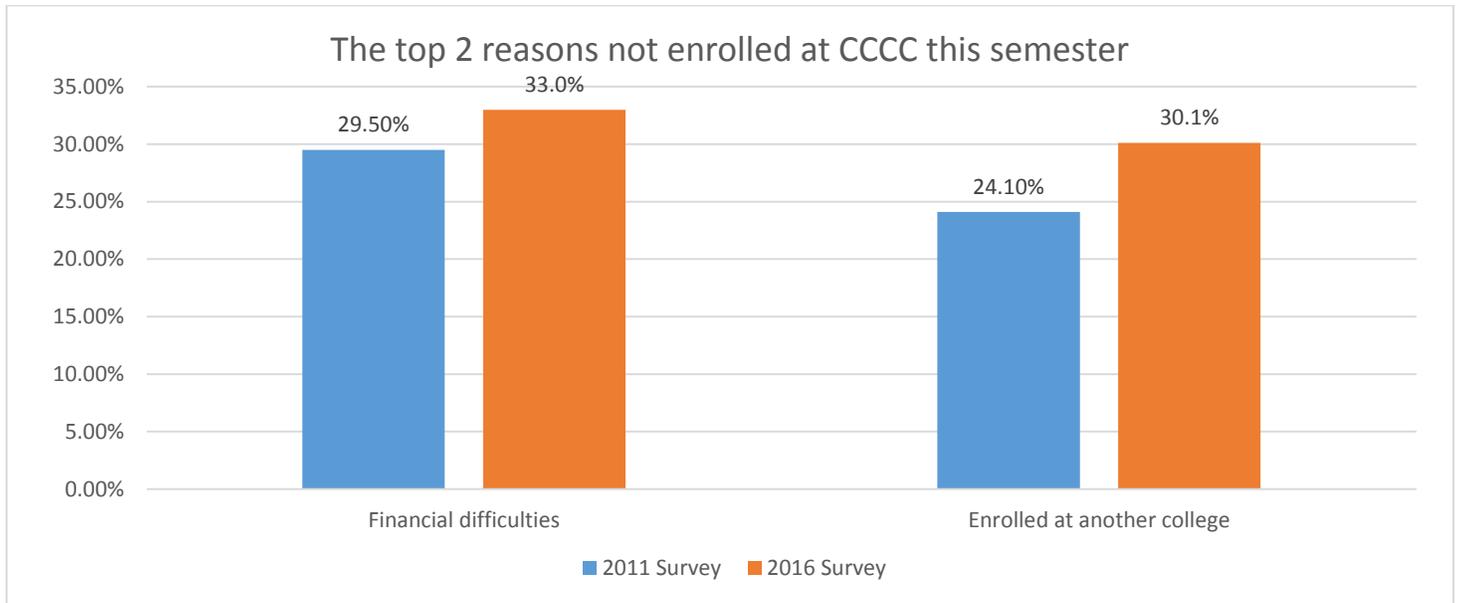


## Fall 2016 Satisfaction: Applied but Did Not Enroll

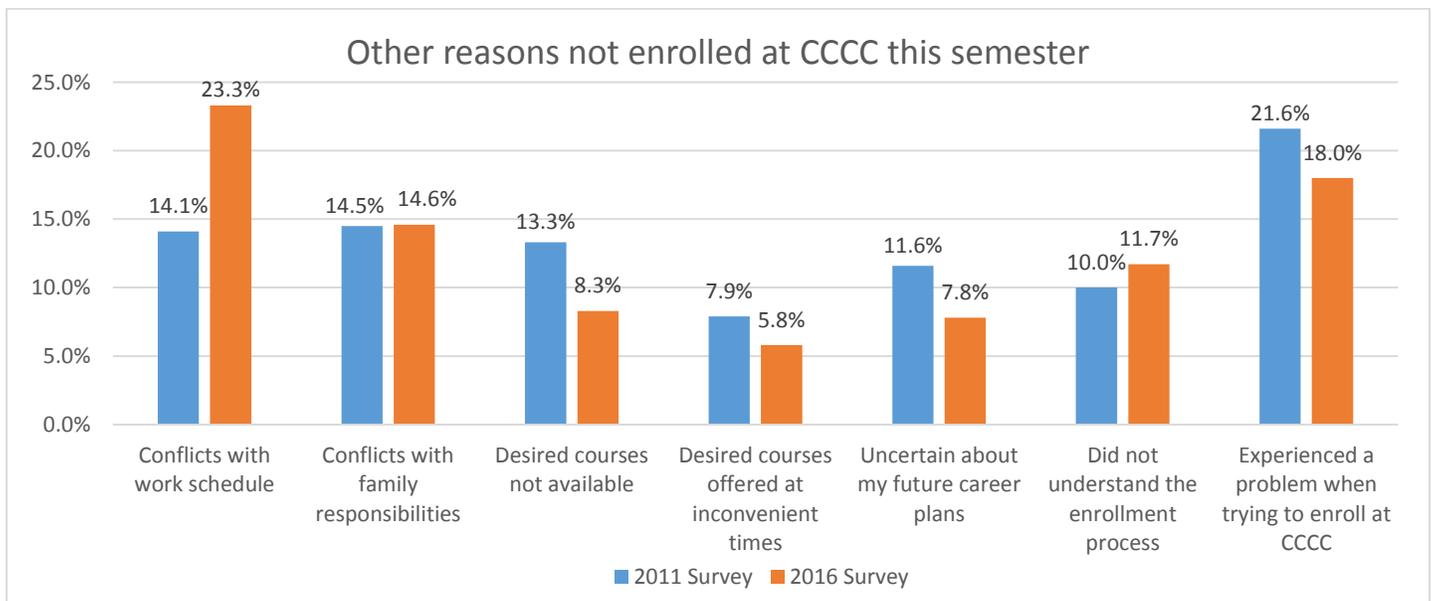
The following represents data from 237 respondents of the Fall 2016 Satisfaction: Applied but Did Not Enroll survey. Of these individuals, 35.1% graduated from high school between 2011 and 2016, 31.7% graduated between 2000 and 2010, and the remaining graduated prior to 1999. 12% of those completing the survey selected Adult High School or GED to classify their graduation.

A clear trend in the 2011 and 2016 surveys for Q1 (*Which item(s) below best describes the reason you did not choose to enroll at CCCC this semester?*) is the top two selections in both surveys: “Enrolled at another college” and “Financial difficulties.”



**Financial difficulties:** Although respondents are reporting “Financial difficulties,” one can conclude this is not a direct reflection of the financial aid services CCCC provides from Q6 (*The quality of CCCC financial aid services*) because 82.11% of the respondents reported being satisfied.

**Enrolled at another college:** In regards to respondents reporting “Enrolled at another college,” it is important to note that 72.6% of the respondents are reporting in Q2 (*If you are attending another school, please indicate below*) that they are “Not currently enrolled at a school.”



As part of Q1 above, respondents were given the opportunity to indicate “other reasons” not enrolled or to comment on if they “experienced a problem.” Of the 85 comments, a classification shows Transcripts (13), Communication (12) and Plan to Enroll Later (11) as the top 3 categories. Comments related to **Transcripts** mostly entail difficulty getting transcripts in time to register, such as:

*“I sent my transcripts in long before the registration deadline but they were not received and processed by the final registration date”*

*“Inability to have my Phd and Masters transcript evaluated and considered for transfer credit purpose”*

*“My transcript was not on time.”*

Comments related to **Communication** are mostly associated to not receiving communication from the College, such as:

*“Unreturned phone calls when trying to register”*

*“Never received a letter for financial aid, never received information about anything and could never reach anyone so i gave up trying.”*

*“I never received a welcome letter with instructions on what to do next until August 18, which was after the start of classes. When I tried calling I kept getting different answers about what I needed to do and who I needed to speak to.”*

*“I constantly kept trying to get ahold of my counselor for a steady month and she would not answer the phone or call me back. With my work schedule mon-fri I can't take off in hopes that she will be there...”*

Comments related to **Plan to Enroll Later** are straight forward including examples such as:

*“Not enrolling until next fall but had to enroll early to test on campus.”*

*“I was not accepted into the dental hygiene program, and do not need additional courses until I am accepted. I will try again in 2017.”*

Additional categories following the aforementioned top 3 are Requirements (9), Finances (7) and Location (6). A sample of these comments follow:

*“Could not fit the placement testing in. I work during the hours it's available”*

*“Did not get everything processed in time for fall semester.”*

*“Too far away.”*

*“Sold our home and moved into temporary location out of town until our new home is built.”*

*“I ultimately decided not to enroll because it was \$125 a credit hour. Which is no more economical than the university that I am attending online.”*

*“Wasn't able to make the orientation, or get financial aid in time for the start of classes. I plan to enroll winter semester.”*

In response to county of residence, majority (41.5 %) selected “Other” as opposed to the alternate choices of Chatham (12.6%), Harnett (26.6%) or Lee (19.3%). In correlation to Q3 (*If you enrolled at another school this semester, please indicate why*) the top reason (54.3%) was “The college was closer to my home.” One can infer based on these statistics that county of residence and proximity to CCCC campus locations is a leading reason why students attended another institution closer to their home.

The second leading choice at 30% for Q3 (*If you enrolled at another school this semester, please indicate why*) was “The program I wanted was available at the college.” In relation to this choice, please note only 8.3% of respondents selected “Desired courses not available” in response to Q1 (*Which item(s) below best describes the reason you did not choose to enroll at CCCC this semester?*) and as noted above almost ¾ (72.6%) of the total respondents are not even enrolled at another institution.

Respondents had the opportunity to “describe other reasons” for enrolling at another school as part of Q3 (*If you enrolled at another school this semester, please indicate why*). Of the 42 total comments, 26 were unrelated or did not apply to the question. A qualitative analysis of the remaining 16 comments gave reasons such as:

*“Coastal Carolina is where my pell grant is able to be used.”*

*“I was accepted into the hygiene program at fccc, but did not meet requirements at cccc because of a math that is not required anywhere else”*

*“The state of Colorado has more opportunities for undocumented students”*

*“I needed/desired to take MAT 115 online but it wasn't offered as a night class and MAT 120 was not offered at CCCC anymore.”*

*“College transcripts were Already at dtcc”*

*“The reason I was GOING TO enroll at the other college is because the program there is more general. You medical transcription program is specialized.”*

On a positive note, there was a decrease in students experiencing a problem when trying to enroll at CCCC from 21.6% in 2011 to 18.0% in 2016. Data that supports this decrease is seen in the increased satisfaction of the services CCCC provides as displayed in the table below:

Survey Question	2011 % Satisfied	2016 % Satisfied
Q5 The quality of CCCC admissions services	78.05%	82.16%
Q6 The quality of CCCC financial aid services	72.22%	82.11%
Q7 The quality of CCCC student services counseling and advising	71.65%	82.54%
Q8 The quality of other CCCC student services	87.25%	93.58%

\*For those students that did enroll at another school, only 24.3% selected “The process of admissions and registration were better” at that institution.

A qualitative analysis of the questions identified in the table above show a total of 23 total comments. Of the 13 comments directly related to **admissions services**, 7 were negative and 5 were positive and 1 was unrelated. The two most common themes were Communication (1 positive, 3 negative); and Staff (3 positive, 1 negative). Sample comments include:

*“Left without clear answers about class transfers!”*

*“I had to come by in a morning to take a Placement Test which later I found out I didn't had to take.”*

*“I was satisfied with the great attitudes of the employees, however one advisor I spoke to was not knowledgeable of the fact that the Library and Information program was a certificate and not a degree program. That did cost me some time that I could've used to apply to another school.”*

*“Everyone I emailed admissions wise and financial aid wise were super responsive and answered all my questions! Didn't seem to be irritated by all of my questions either. I was always replied to within 1 day, if not sooner.”*

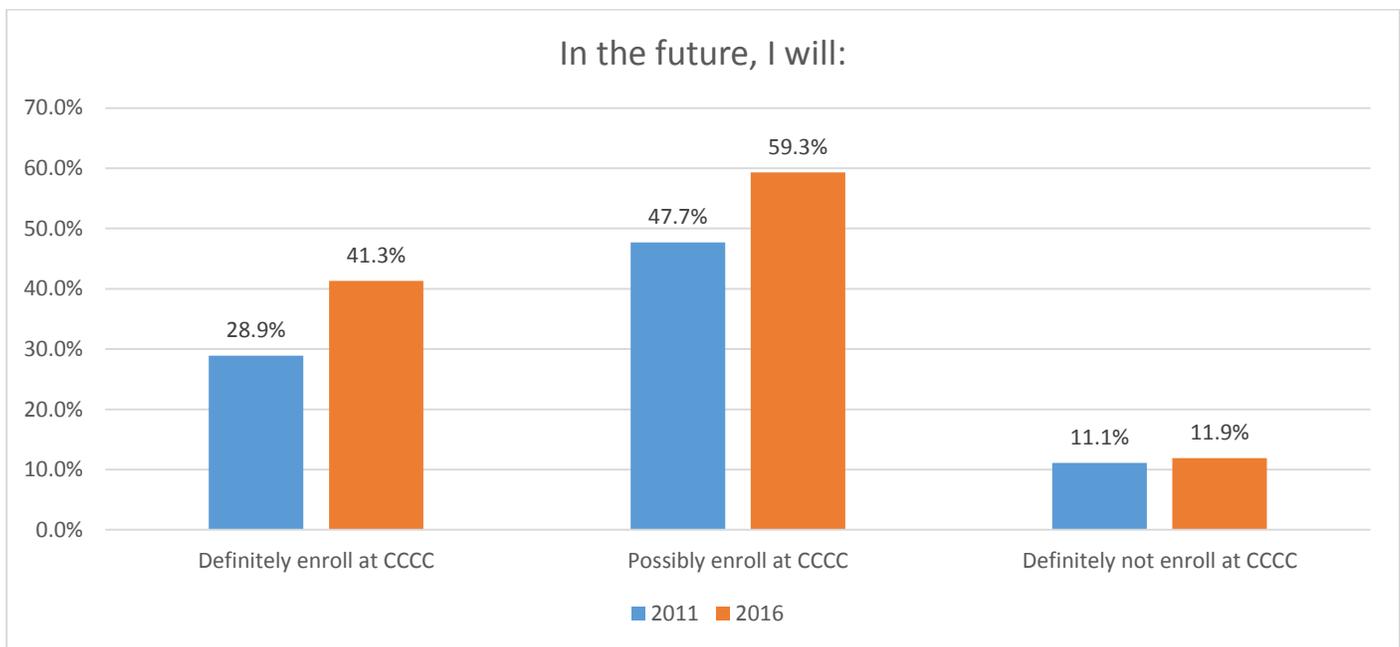
Of the 3 comments related to **financial aid services**, only 1 was directly related to the question and was negative in nature stating *“Non responsive to my calls.”* Of the 7 comments related to **student services counseling and advising**, 3 were positive and 4 were negative with no common theme. Sample comments include:

*“Unable to give me clear answers.”*

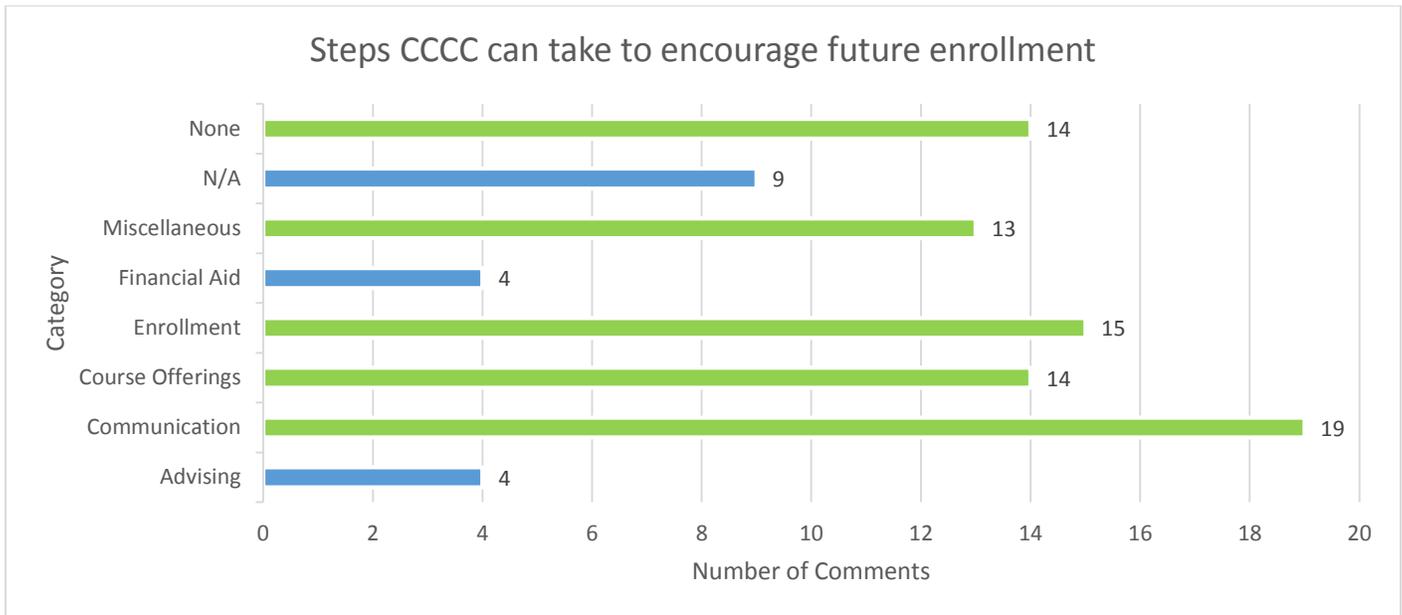
*“I have no idea who my advisor is.”*

*“My advisor was very informative, helpful and answered all my questions!”*

On another positive note, there was a significant increase of student intention to future enrollment as displayed in the graph below.



A qualitative analysis of comments in response to Q9 (*What steps could CCCC take to encourage you to enroll in the future*) shows out of 92 total responses, the top five categories are: Communication (19), Enrollment (15), Course Offerings (14), None (14) and Miscellaneous (13). Miscellaneous is defined as the categories that had only 1 – 2 responses within a specific category unrelated to the other stated categories. Examples of such topics include: Wanting affordable housing, a better website, more scholarships, and instate tuition options. The table below displays this data:



Sample comments include:

*“Send out lots of information to the potential student. If our parents would like to help us, then please let them and give them information.”*

*“Reach out to students more.”*

*“Notify me of acceptance and give the steps to enroll.”*

*“Just respond in a timely manner”*

*“Assign an enrollment counselor to go through the process and be available to speak to someone when needed.”*

*“Make sure the counselors can handle all the students they are enrolling...”*

*“Being able to get in contact with a counselor about enrollment and programs.”*

*“More available course sessions”*

*“More class options for Saturdays”*

*“Offer classes I need during the summer months”*

*“Offer more creative writing and literature classes.”*

*“Offer more classes in the arts.”*

*“More nursing classes”*