



Community & Technical College

OFFICE OF INSTITUTIONAL RESEARCH

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**FALL 2013 ORIENTATION SURVEY
RESULTS SUMMARY**

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FALL 2013 ORIENTATION SURVEY
Results Summary

The HCTC Admissions Office and the Title III Career, College, and Life Planning Center conducted Orientation sessions for Fall 2013 applicants at both the Hazard Campus and the Lees College Campus. Applicants were asked to sign up for an orientation session. To measure the effectiveness of HCTC Orientation, the Office of Institutional Research (IR) asked that orientation organizers provide to IR each attending student's name and PeopleSoft (PS) Student Identification (ID) number. IR used the PS ID number to determine how many of those attending were first-time students. Additionally, those attending will be tracked as the Fall 2013 Orientation Attendees Cohort to determine their persistence and completion rates compared to other first-time students who did not attend Orientation. Once the cohort has been tracked through four terms, the data will be reported to the Office of Student Services.

A total of 43 students attended orientation at the Hazard Campus with 43 completing a survey to evaluate their orientation experience. A total of 59 students attended orientation at the Lees College Campus with 42 completing the survey to evaluate their orientation experience. IR determined that 94 out of the 102 (92%) who attended Orientation were first-time students. It is noted that 556 first-time, credential-seeking students were enrolled for the Fall 2013 term. Therefore, only 17% of first-time students attended orientation and gained the valuable information they need to be successful college students.

Files containing the raw data, as well as a report of the results, are included with this report. The codebook for the raw data is at the end of this summary report.

SUMMARY:

The majority of the survey respondents were female who attended orientation equally at the Hazard and Lees College Campuses. The majority of the students were age 18-19. The majority of respondents are seeking an associate degree or bachelor's degree, felt that the length of orientation was just about right, and felt better prepared to begin their education at HCTC. Respondents expressed a better understanding of the appeals process (78%), a better understanding of the financial aid process (79%), and a better understanding of the business office process (71%). Overall, 100% of the students completing the survey indicated satisfaction with the Orientation sessions (Very Satisfied/Satisfied).

RECOMMENDATIONS:

1. It is recommended that orientation session organizers identify strategies to ensure that the majority of first-time students attend orientation.
2. It is recommended that orientation session organizers consider creating an HCTC First-Year Experience Program to improve student retention and graduation completion rates.

Gender:

Male = 30 (or 36%)
Female = 55 (or 65%)

Age:

17/Under = 8 (or 9%)
18-19 = 57 (or 67%)
20-21 = 6 (or 7%)
22-24 = 3 (or 4%)
25-29 = 0 (or 0%)
30-34 = 4 (or 5%)
35-39 = 1 (or 1%)
40-49 = 4 (or 5%)
50-64 = 2 (or 2%)
65/Over = 0 (or 0%)

Campus Attended Orientation:

Hazard = 43 (or 51%)
Lees = 42 (or 49%)
Technical = 0 (or 0%)

Educational Goals:

Obtain associate degree = 40 (or 47%)
Obtain diploma = 10 (or 12%)
Obtain certificate = 10 (or 12%)
Obtain 4-year bachelor's degree = 43 (or 51%)

If in Academic Difficulty:

Talk with instructor = 59 (or 69%)
Talk with advisor = 63 (or 73%)
Seeking tutoring = 53 (or 61%)
Drop class = 1 (1%)
Other = 1 (or 1%)

Rate Length of Orientation:

Too short = 1 (or 1%)
Just about right = 83 (or 98%)
Too long = 1 (or 1%)

Feel Prepared to Begin Education:

Yes, definitely = 63 (or 74%)
Yes, somewhat = 20 (or 24%)
No = 2 (or 2%)

Have Better Understanding of Appeals Process:

Yes = 66 (or 78%)
Somewhat = 16 (or 19%)
No = 3 (or 3%)

Have Better Understanding of Financial Aid Process:

Yes = 67 (or 79%)
Somewhat = 15 (or 18%)
No = 3 (or 3%)

Have Better Understanding of Business Office Process:

Yes = 67 (or 79%)
Somewhat = 15 (or 18%)
No = 3 (or 3%)

Satisfied with Orientation:

Very Satisfied = 43 (or 51%)
Satisfied = 42 (or 49%)
Dissatisfied = 0 (or 0%)
Very Dissatisfied = 0 (or 0%)

The open-ended question, "What did we do well during Orientation?" yielded 75 responses, which should be reviewed using either the Excel raw data file or SurveyTracker results report.

Some general themes include:

- Made students feel comfortable
- Explained information clearly
- Answered questions fully

The open-ended question, "What can we improve about the Orientation?" yielded 52 responses, which should be reviewed using either the Excel raw data file or SurveyTracker results report.

Some suggestions included:

- Allow time to for one-on-one help
- Involve more departments
- Have a list of commonly asked questions
- Make an easy transition from topic to topic
- Discuss class information, especially online classes
- Better discuss the transfer process
- Have snacks
- Consider whether parents should attend Orientation with student

CODEBOOK FOR RAW DATA

Age: 17/Under = 1; 18-19 = 2; 20-21 = 3; 22-24 = 4; 25-29 = 5; 30-34 = 6; 35-39 = 7; 40-49 = 8; 50-64 = 9; 65/Over = 10

Gender: Male = 1; Female = 2

Campus: Hazard Campus=1; Lees College Campus=2

Educational Goals: 2-year associate degree=1; diploma=2; certificate=3; 4-year bachelor's degree=4

Age: 17/Under = 1; 18-19 = 2; 20-21 = 3; 22-24 = 4; 25-29 = 5; 30-34 = 6; 35-39 = 7; 40-49 = 8; 50-64 = 9; 65/Over = 10

Yes/No: Yes=1; No=2

Academic Difficulty: talk with instructor=1; talk with advisor=2; seek tutoring=3; drop class=4; other=5

Length: too short=1; just about right=2; too long=3

Yes/Somewhat/No: Yes=1; Somewhat=2; No=3

Satisfaction Level: Very Satisfied = 1; Satisfied = 2; Dissatisfied = 3; Very Dissatisfied = 4