



Community & Technical College

OFFICE OF INSTITUTIONAL RESEARCH

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**FALL 2014 ORIENTATION SURVEY
RESULTS SUMMARY**

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The HCTC Admissions Office and the Student Resource Center conducted Orientation sessions for Fall 2014 applicants at the Hazard Campus, Technical 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 2014 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 69 students attended orientation at the Hazard Campus with 66 completing a survey to evaluate their orientation experience. A total of 15 students attended orientation at the Technical Campus with 4 completing a survey to evaluate their orientation experience. A total of 41 students attended orientation at the Lees College Campus with 31 completing the survey to evaluate their orientation experience. IR determined that 105 out of the 125 (84%) who attended Orientation were first-time students. It is noted that 500 first-time, credential-seeking students were enrolled for the Fall 2014 term as of the last day to add 16wks (August 22, 2014). Therefore, only 21% 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 (60%) who attended orientation at the Hazard Campus (65%). The majority of the students were age 18-19 (77%). The majority of respondents are seeking an associate degree (66%), felt that the length of orientation was just about right (98%), and felt better prepared to begin their education at HCTC (69%). Respondents expressed a better understanding of the KCTCS Code of Student Conduct (77%), a better understanding of the financial aid process (78%), and a better understanding of the business office process (68%). 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 = 40 (or 40%)
Female = 61 (or 60%)

Age:

17/Under = 5 (or 5%)
18-19 = 78 (or 77%)
20-21 = 5 (or 5%)
22-24 = 4 (or 4%)
25-29 = 3 (or 3%)
30-34 = 1 (or 1%)
35-39 = 4 (or 4%)
40-49 = 1 (or 1%)
50-64 = 0 (or 0%)
65/Over = 0 (or 0%)

Campus Attended Orientation:

Hazard = 66 (or 65%)
Technical = 4 (or 4%)
Lees = 31 (or 31%)

Educational Goals:

Obtain associate degree = 67 (or 66%)
Obtain diploma = 14 (or 14%)
Obtain certificate = 12 (or 12%)
Obtain 4-year bachelor's degree = 46 (or 45%)

Rate Length of Orientation:

Too short = 0 (or 0%)
Just about right = 99 (or 98%)
Too long = 2 (or 2%)

Feel Prepared to Begin Education:

Yes, definitely = 70 (or 69%)
Yes, somewhat = 31 (or 31%)
No = 0 (or 0%)

Have Better Understanding of KCTCS Code of Student Conduct:

Yes = 78 (or 77%)

Somewhat = 21 (or 21%)

No = 1 (or 1%)

Have Better Understanding of Financial Aid Process:

Yes = 79 (or 78%)

Somewhat = 21 (or 21%)

No = 1 (or 1%)

Have Better Understanding of Business Office Process:

Yes = 69 (or 68%)

Somewhat = 30 (or 28%)

No = 2 (or 2%)

Satisfied with Orientation:

Very Satisfied = 56 (or 55%)

Satisfied = 45 (or 45%)

Dissatisfied = 0 (or 0%)

Very Dissatisfied = 0 (or 0%)

The open-ended question, "What did we do well during Orientation?" yielded 90 responses, which should be reviewed using either the Excel raw data file or SurveyTracker results report.

Some general themes include:

- Made students feel comfortable, welcomed
- Explained information and locations thoroughly
- "exceeded my expectations!"

The open-ended question, "What can we improve about the Orientation?" yielded 81 responses, which should be reviewed using either the Excel raw data file or SurveyTracker results report.

Some suggestions included:

- Engage the audience to ask questions
- Need more direct talking points (seemed repetitive)
- Show more classrooms, more time for tour
- Talk more about student clubs
- Talk more about online classes
- Be more descriptive with bookstore
- Need more information on financial aid
- Offer drinks

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

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, definitely/Yes, somewhat/No: Yes, definitely = 1; Yes, somewhat = 2; No = 3

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

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