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**Community & Technical College**

**OFFICE OF INSTITUTIONAL RESEARCH**

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**SPRING 2014 ORIENTATION SURVEY  
RESULTS SUMMARY**

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## SPRING 2014 ORIENTATION SURVEY

### Results Summary

The HCTC Admissions Office and the Student Resource Center conducted Orientation sessions for Spring 2014 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 Spring 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 23 students attended orientation at the Hazard Campus with 22 completing a survey to evaluate their orientation experience. A total of 11 students attended orientation at the Lees College Campus with 11 completing the survey to evaluate their orientation experience. IR determined that 16 out of the 34 (47%) who attended Orientation were first-time students. It is noted that 135 first-time, credential-seeking students were enrolled for the Spring 2014 term. Therefore, only 12% 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 at the Hazard Campus. The majority of the students were age 18-19. The majority of respondents are seeking an associate 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 KCTCS Code of Student Conduct (91%), a better understanding of the financial aid process (79%), and a better understanding of the business office process (64%). 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 = 9 (or 27%)  
Female = 24 (or 73%)

Age:

17/Under = 0 (or 0%)  
18-19 = 10 (or 30%)  
20-21 = 2 (or 6%)  
22-24 = 8 (or 24%)  
25-29 = 6 (or 18%)  
30-34 = 3 (or 9%)  
35-39 = 1 (or 3%)  
40-49 = 3 (or 9%)  
50-64 = 0 (or 0%)  
65/Over = 0 (or 0%)

Campus Attended Orientation:

Hazard = 22 (or 67%)  
Lees = 11 (or 33%)

Educational Goals:

Obtain associate degree = 26 (or 79%)  
Obtain diploma = 5 (or 15%)  
Obtain certificate = 3 (or 9%)  
Obtain 4-year bachelor's degree = 6 (or 18%)

Rate Length of Orientation:

Too short = 0 (or 0%)  
Just about right = 33 (or 100%)  
Too long = 0 (or 0%)

Feel Prepared to Begin Education:

Yes, definitely = 27 (or 82%)  
Yes, somewhat = 6 (or 18%)  
No = 0 (or 0%)

Have Better Understanding of KCTCS Code of Student Conduct:

Yes = 30 (or 91%)

Somewhat = 3 (or 9%)

No = 0 (or 0%)

Have Better Understanding of Financial Aid Process:

Yes = 26 (or 79%)

Somewhat = 6 (or 18%)

No = 1 (or 3%)

Have Better Understanding of Business Office Process:

Yes = 21 (or 64%)

Somewhat = 13 (or 33%)

No = 1 (or 3%)

Satisfied with Orientation:

Very Satisfied = 20 (or 61%)

Satisfied = 13 (or 39%)

Dissatisfied = 0 (or 0%)

Very Dissatisfied = 0 (or 0%)

The open-ended question, "What did we do well during Orientation?" yielded 29 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 thoroughly

The open-ended question, "What can we improve about the Orientation?" yielded 25 responses, which should be reviewed using either the Excel raw data file or SurveyTracker results report.

Some suggestions included:

- Need more details about financial aid
- Add Name Game
- Allow smoking breaks
- Need more one-on-one time
- Allow time to get one thing at a time done
- Better explain academic programs offered
- Keep group together so everyone can hear conversation
- Meet some professors

## 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

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