



Institutional Effectiveness Overview 2014-15 Prospective Student Survey



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Coahoma Community College
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Summary of Prospective Student Survey

The purpose of the Prospective Student Survey is to assess students' expectations of Coahoma Community College. During the year 2014-15, the Office of Institutional Effectiveness administered the Prospective Student Survey online and face-to-face using Class Climate, and eight hundred and five students participated. The Prospective Student Survey consisted of two sections: Section I Background Information which consisted of two questions relating to students' high school status and the location of their high school, and Section II Prospective Student which consisted of fourteen questions relating to students' academic and extracurricular interests and transportation or other needs. The data gathered from the Prospective Student Survey will be used to improve the overall quality and effectiveness throughout Coahoma Community College's campus.

SECTION I: Background Information

Section I of the Survey consisted of two items on demographics of the respondents who completed the survey in areas of current high school status and location of their high school.

Table 1. Coahoma Community College Demographics of Prospective Student Survey Participants

Characteristics	Subgroup	Percent (%)
Current High School Status	Sophomore	9.4%
	Junior	18.2%
	Senior	72.5%
County of Current High School	Coahoma	52.4%
	Tallahatchie	8.3%
	Quitman	14%
	Bolivar	21%
	Tunica	4.3%

SECTION II: Prospective Student

Below are the analyses of **Section II** based on prospective students' interests and needs. The results reported below show participants' responses to the fourteen questions that made up Section II Prospective Students. Data gathered in this section will help to determine the interests and needs of students in Coahoma Community College's five county service areas in order to improve quality and effectiveness of all institutional services.

1. Has a Coahoma Community College recruiter visited your school this term?	Yes%	No%
	64%	36%

Note: The results will be used to improve the quality and services offered by the institution.

SECTION II: Prospective Student continued

The results reported below (in rank order) based on information presented to prospective students during their sessions with CCC recruiters.

2. If a Coahoma Community College recruiter visited your school this term, which of the following information was provided to you during your session with the recruiter?	%
How to apply to Coahoma Community College	41.6%
A CCC recruiter has not visited my school this term	27.3%
How to apply for financial aid	16.7%
Available community scholarships	7.3%
Available academic scholarships	4%
How to apply to Coahoma Community College's Honors Program	3.1%

The results reported below (in rank order) are based on prospective students' responses to information they would like receive when the recruiters visit their schools.

3. Which item would you like to know more information about?	%
Available community scholarships	26%
Available academic scholarships	25.6%
How to apply for financial aid	18.6%
How to apply to Coahoma Community College's Honors Program	16.8%
How to apply to Coahoma Community College	13%

The results reported below (in rank order) are based on prospective students' response to means of getting to class each day.

4. If you were to attend Coahoma Community College, how would you get to class each day?	%
Drive to campus each day	56%
Live on campus	29.8%
Ride with someone	23.1%

The results reported below are prospective students' responses to transportation needs.

5. If Coahoma Community College provided transportation to and from campus each day, would you ride the provided transportation?	Yes%	No%
	66.6%	33.4%

The results reported below are prospective students' responses to childcare needs.

6. Are you a parent?	Yes%	No%
	20.2%	79.8%
7. If Coahoma Community College provided childcare services, would it help you attend college at Coahoma Community College?	51.3%	48.7%

Note: The results will be used to improve the quality and services offered by the institution.

SECTION II: *Prospective Student continued*

The results reported below (in rank order) are based on prospective students' extracurricular interests and needs.

8. Which extracurricular activities are you currently participating in at your high school?	%
Other	30.2%
Football	15.4%
Basketball	13.3%
Band	13.2%
Baseball	5.7%
Track	5.2%
FBLA	4.5%
ROTC	3.6%
Student Government	3.1%
Softball	2.2%
DECA	2%
HOSA	1.6%

9. if you attend Coahoma Community College, in which extracurricular activities would you most likely participate?	%
Academic clubs and organizations	25.9%
Basketball	18.2%
Band	13.6%
Football	11.9%
Skills USA	9.7%
Student Government	6.5%
Track	5.7%
Baseball	4.5%
Softball	3.9%
PBL	0.1%
DECA	2%
HOSA	1.6%

Note: *The results will be used to improve the quality and services offered by the institution.*

SECTION II: Prospective Student continued

The results reported (in no particular order) below are based on 386 prospective students' responses regarding their interests in particular programs.

10. If you could major in anything in the world, what would it be?					
Academic	Count	Career-Technical	Count	Health Sciences	Count
Business	36	Culinary Arts	8	Nursing (non-specified)	47
Criminal Justice	25	Collision Repair	2	Healthcare (non-specified)	5
Accounting	1	Mechanic	6	RN	2
Dental Hygiene	1	Mortuary Science	2	Paramedics	2
Engineering	20	Cosmetology	7	Physical Therapy	6
Education	10	Carpentry	2	LPN	1
General Education	3	Laying Tiles	1	Radiology	2
Science	34	Welding	5		
Sports Management	11	Computer Service Technology	5		
Sports Medicine/Athletic Training	6	Childhood Development Technology	7		
Chemistry	6	Electrician	2		
Music	9	Barbering	2		
Psychology	11	Office Technology	1		
Real Estate	2	Diesel Technician	1		
Zoology	3	Massage Therapy	1		
Mathematics	5				
Drama	7				
Architecture	2				
Counselor	1				
Communications	6				
Social Work	16				
Agriculture	5				
Dentistry	4				
Pre-Med	11				
Law	7				
Filming/Arts	2				
Pre-Veterinary	1				
Political Science	1				
Pharmacy	3				
Game Development	1				
English/Journalism/Creative Writing	3				
Paralegal	2				
Graphic Design	3				
Forensics	1				
Pre-Nursing	1				
Total	269		52		65

Note: The results will be used to improve the quality and services offered by the institution.

The results reported below (in rank order) shows prospective students' needs for online classes.

11. How likely are you to take online classes?	%
I would take 1-2 classes online each semester.	48.6%
I would never take online classes.	34.8%
I would take 3-5 classes online each semester.	8.7%
I would take all of my classes online each semester.	7.9%

12. Considering the classes that you currently take in high school, which classes would you be willing to take online?	%
I would not take any online classes.	37.4%
Mathematics	24.9%
History	17.1%
English	11%
Science	9.6%

13. If you attend Coahoma Community College, what area would you major in?	%
Academic: English, General Education, Business Administration, Criminal Justice, Elementary Education	43.8%
Health Sciences: LPN, RN, Paramedic, Polysomnography, Physical Therapy	28.7%
Career-Technical Education: Barbering, Child Development Technology, Culinary Arts, Cosmetology	27.5%

14. If you attend Coahoma Community College, what area would you like to see offered online?	%
Academic: English, General Education, Business Administration, Criminal Justice, Elementary Education	46.4%
Career-Technical Education: Barbering, Child Development Technology, Culinary Arts, Cosmetology	27%
Health Sciences: LPN, RN, Paramedic, Polysomnography, Physical Therapy	26.6%

The results below show prospective students' concerns they may have for a CCC recruiter.

15. Please share any additional questions or concerns you may have for a recruiter from Coahoma Community College.
Are nursing programs easy at Coahoma Community College?
A recruiter needs to visit our school.
What type of job will they give me?
How can I join the army/national guard?
What other band programs do you have?
Does Coahoma offer dance classes?
What GPA will I need to get into Coahoma Community College?
I don't want to attend Coahoma Community College?
Just need to reach out a little more.
Thank you for your great efforts!
Do they offer a meal plan?
Are courses such as EMT-R online?
Does Coahoma Community College have a journalism major?

15. Please share any additional questions or concerns you may have for a recruiter from Coahoma Community College.
The recruiter should have presence in the high schools because they are much closer than any other college.
When will I receive an acceptance letter?
What are graduation rates?
I would be glad if I could be a part of your nursing program.
Could you all help me through CCC?
I look forward to going to Coahoma Community College.

Note: The results will be used to improve the quality and services offered by the institution.