



# Institutional Effectiveness Overview

## Entering Student Survey



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### Summary of Entering Student Survey

The purpose of the Entering Student Exit Survey is to measure entering students' perceptions related to personal development and overall quality and effectiveness throughout Coahoma Community College's campus. During November 2008, the Office of Institutional Effectiveness administered the online Entering Student Survey to ninety-six (96) entering students. The Entering Student Survey consisted of two sections: Demographics and Level of Satisfaction with College Services/Environment.

Overall, the Survey results indicated that entering students perceived the quality of course content, the orientation program, and library services and resources as major strengths of Coahoma Community College. Additionally, the Survey indicated that sixteen of the twenty college services/environment items evaluated received higher satisfaction ratings than the previous year.

### Section I: Demographics

Section I of the Survey consisted of six items on demographics including gender, age, race/ethnicity, major, campus location, and reasons/goals for attending college.

Gender: 72.9% of the respondents were female and 27.1% were male.

Age: 41.6% of respondents were 18 to 19 years of age; 31.2% were 20 to 29; 21.9% were 30 to 39; and 5.2% were 40 to 49.

Race/Ethnicity: 96.9% of respondents were African American; 2.1% were Caucasian; and 1% were Mexican American.

Major: 60.4% of the respondents were academic majors; 33.3% were career-technical majors; and 6.3% were undecided.

Campus Location: 46.9% of respondents were full-time day students; 41.7% were full-time evening/off-campus students; 6.2% were a combination of day, evening/off-campus, and online students; 3.1% were part-time evening/off-campus students; and 2.1% were full-time online students.

Reasons/Goals for Attending College: 43.7% of the respondents indicated that their reason/goal for attending college was to obtain an associate degree; 33.3% to transfer to a four-year institution; 6.2% to complete a certificate program; 6.2% to improve self or for personal enjoyment; 4.2% to obtain or update job-related skills; 3.1% to change careers; and 3.1% of the respondents marked for "other" reasons.

### Section II: Level of Satisfaction with College Services/Environment

Section II questions of the Survey totaled 20 items related to aspects of CCC's environment and services. Respondents were instructed to rate each service ranging from Strongly Satisfied, to Strongly Dissatisfied, to Unable to Determine. The results reported are based on a 5-point scale with 5=Strongly Satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, and 1=Strongly Dissatisfied. These ratings indicate the aspects of Coahoma Community College's environment and services entering students were most and least satisfied.

## **Section II Continued: Level of Satisfaction with College Services/Environment**

The college services/environment items that received the highest ratings were “*Quality of course content in major area of study*” (4.18) and “*College orientation program*” (4.17).

The college services/environment items that received the lowest rating were “*Cafeteria food and services*” (3.40) and “*General registration procedures*” (3.09).

The 2008-09 average rating for each item (in rank order) is provided in the table below.

<i>Section II College Services/Environment</i>	<i>2008-09 Rating</i>	<i>2007-08 Rating</i>	<i>2006-07 Rating</i>
Quality of course content in major area of study	4.18	4.27	4.08
College orientation program	4.17	3.78	3.94
Library resources and services	4.09	3.92	4.07
Access to appropriate technology	3.98	3.94	3.75
Concern for you as an individual	3.97	3.95	4.02
Provisions provided for students with disabilities	3.93	3.66	3.77
Classroom facilities	3.91	3.99	3.96
Attitude of college faculty toward students	3.89	3.57	3.74
Academic advising and counseling services	3.88	3.83	3.81
College-sponsored student programs	3.85	3.73	3.78
Recreation, social gatherings, cultural events, and entertainment	3.85	3.72	3.73
Assistance provided by college staff when you entered college	3.84	3.71	3.94
Attitude of the college non-teaching staff toward students	3.82	3.79	3.95
Billing and fee payment procedures	3.78	3.40	3.52
Financial Aid services	3.76	3.52	3.75
College bookstore inventory and services	3.58	3.45	3.69
Personal security and safety	3.56	3.68	3.72
Student housing	3.44	3.40	3.56
Cafeteria food and services	3.40	3.25	3.43
General registration procedures	3.09	3.34	3.51