

IR&P Research Brief

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Hartnell College

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2005 Student Opinion Survey Results

In fall 2005, the Hartnell College Accreditation Steering Committee surveyed a sample of Hartnell College students. The purpose of this survey was to assess student perceptions of their college experience and the degree to which Hartnell College is fulfilling the accreditation standards of the Accrediting Commission for Community and Junior Colleges (ACCJC). The results are intended to support the Accreditation Self-

Study, as well as provide information for assessing and improving Hartnell College's programs and services.

Who completed the surveys?

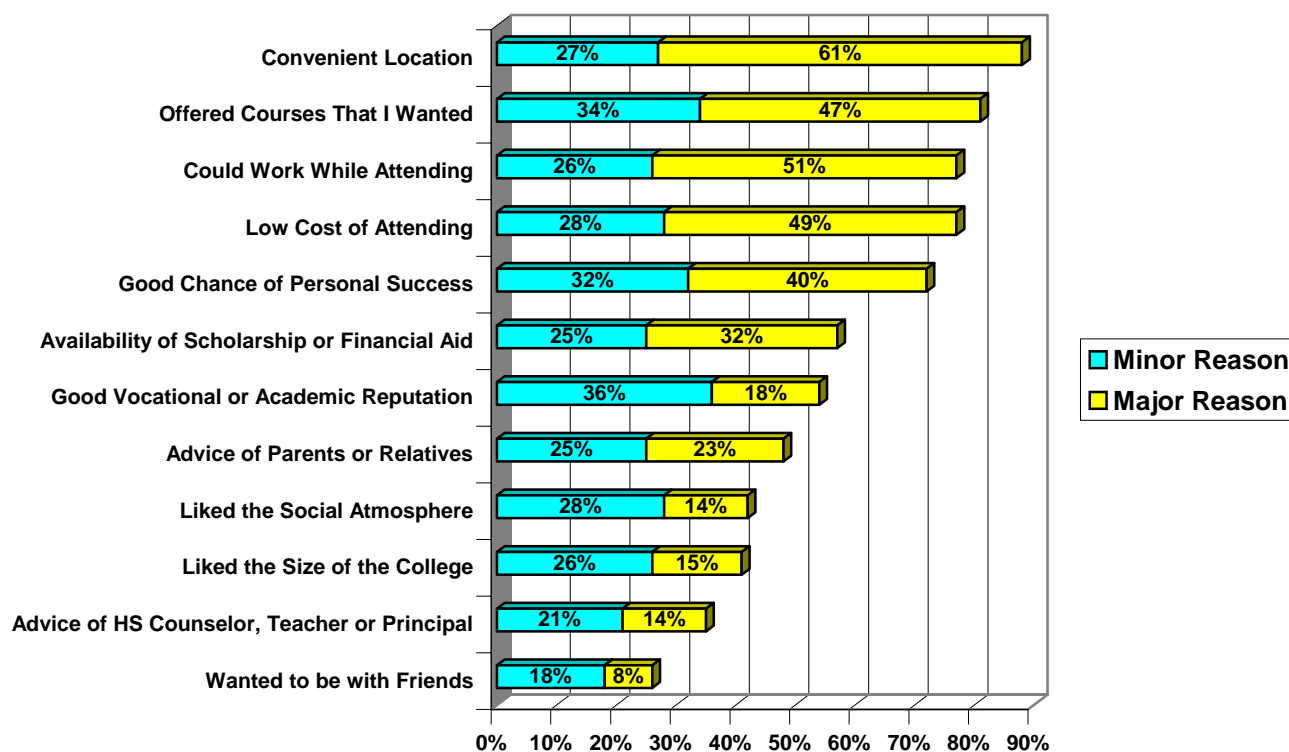
Questionnaires were completed by 703 students (approximately 7% of the student body). The typical respondent was a 19 year old or younger Latina freshman who attended Hartnell full-time during the day and whose educational goal was

to transfer to a four-year college or university. She also worked part-time, did not receive financial aid, and was pursuing a career in the health professions.

Why do students attend Hartnell?

The major reasons that survey respondents chose to attend Hartnell College are depicted in Graph 1.

Graph 1. Reasons for Attending Hartnell College



What do the overall survey results show?

Typical (average) responses ranged from “slightly agree” to “mostly agree”, from “good” to “very good”, and from “slightly dissatisfied” to “satisfied”. The majority of respondents were satisfied with how most aspects of the college are functioning and would choose to attend Hartnell if they were starting college over. However, older and Latino students were significantly

more satisfied than were younger, Asian/Pacific Islander, and African American students in specific areas. In addition, Hartnell College students were somewhat less satisfied with college services than were students in the national norm group of 10 similar size community colleges.

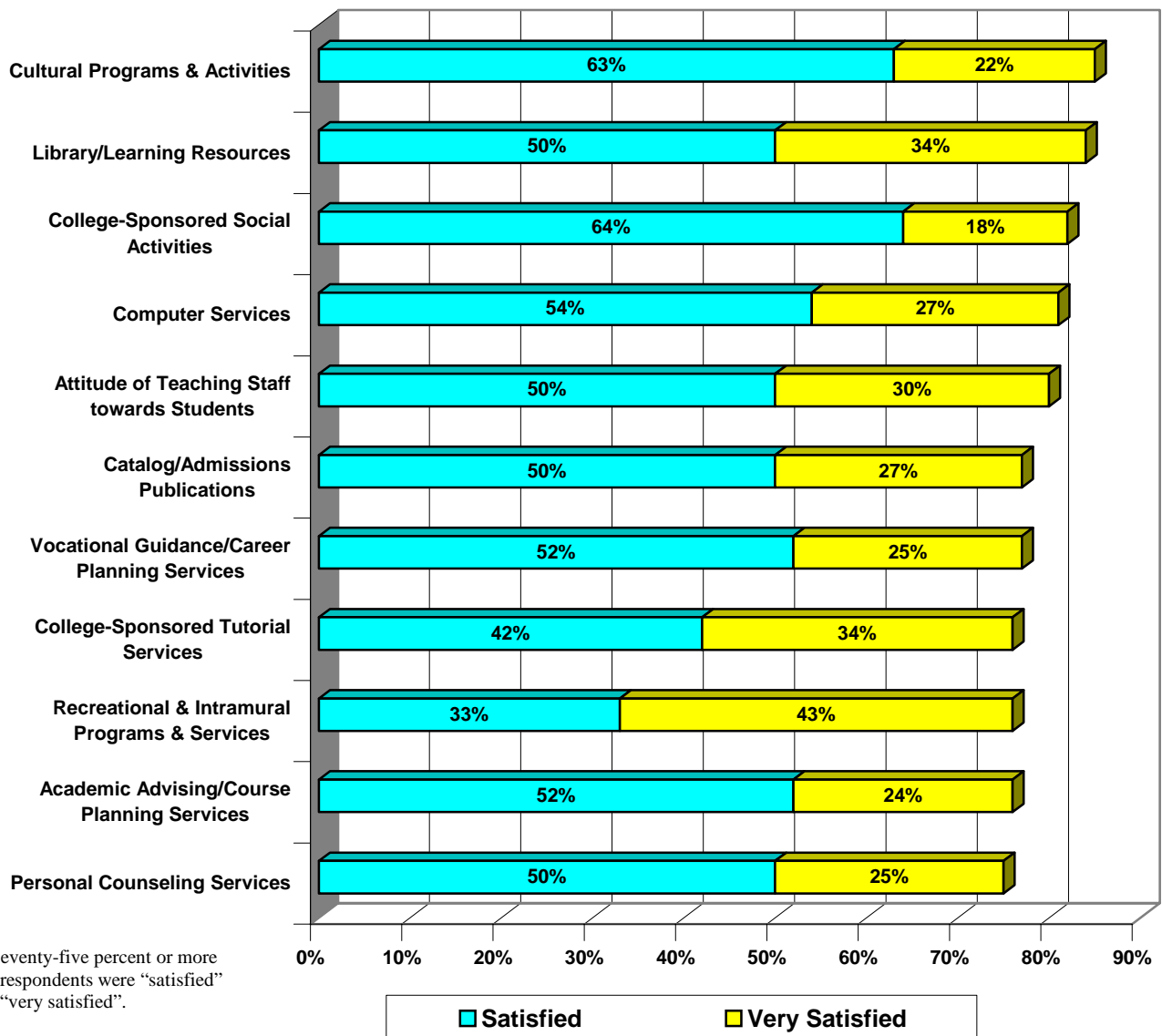
What are Hartnell College’s strengths?

There were 11 programs, services or other areas listed on the survey

with which 75% or more of the respondents were “satisfied” or “very satisfied”, as shown in Graph 2. Along with other survey data, they show the following areas in which Hartnell is doing well:

1. The quality of education is good.
2. Students are positive about extracurricular activities, such as cultural and social events and recreational activities.
3. Students are satisfied with many support services, such as the li-

Graph 2. Programs and Services with Highest Satisfaction¹



¹ Seventy-five percent or more of respondents were “satisfied” or “very satisfied”.

brary, computer services, and tutoring, and with counseling related services, such as career planning, academic advising, and personal counseling.

4. Faculty demonstrate a positive attitude toward students.
5. Students are making satisfactory progress toward their educational goals.
6. The college is generally effective in promoting student diversity and in maintaining a posi-

tive campus climate/environment for students (see Graph 4).

Where does Hartnell College most need to improve?

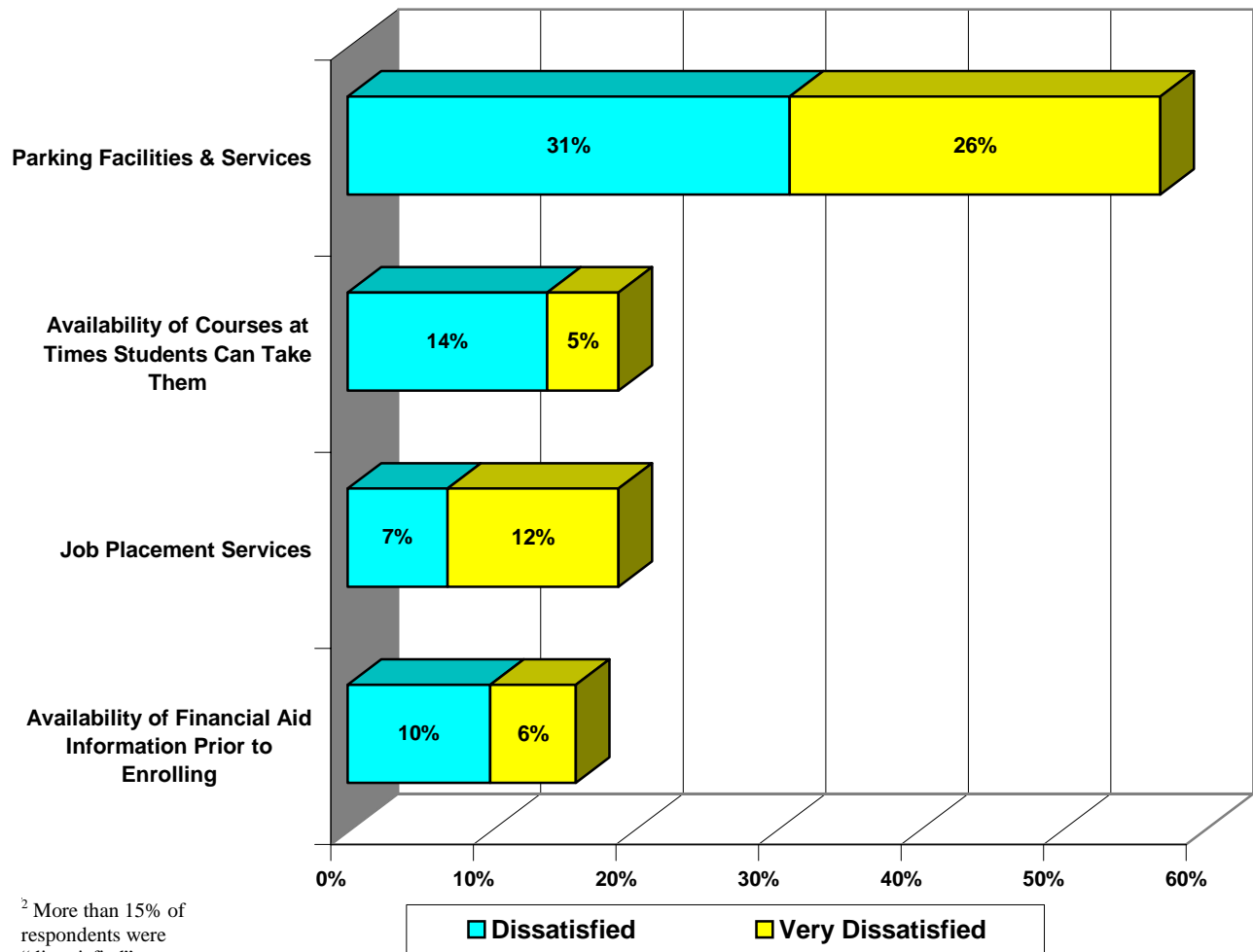
Graph 3 shows four programs or services with which 16% or more of the respondents were “dissatisfied” or “very dissatisfied”. These data, along with other survey results, identified the following areas most needing improvement:

1. Parking facilities were viewed

as needing improvement. However, since the parking structure opened after this survey was conducted, parking is less likely to be a concern.

2. Some students would like more courses offered at different times and locations and in different formats.
3. Asian/Pacific Islanders and African Americans were less satisfied with some aspects of their college experience than were other subgroups.

Graph 3. Programs and Services with Highest Dissatisfaction²



² More than 15% of respondents were “dissatisfied” or “very dissatisfied”.

Recommendations

Based upon survey results, the following recommendations are offered for consideration:

1. The college should use these results as one source of evidence to assess the degree to which the college is fulfilling the accreditation standards but should corroborate the results with other

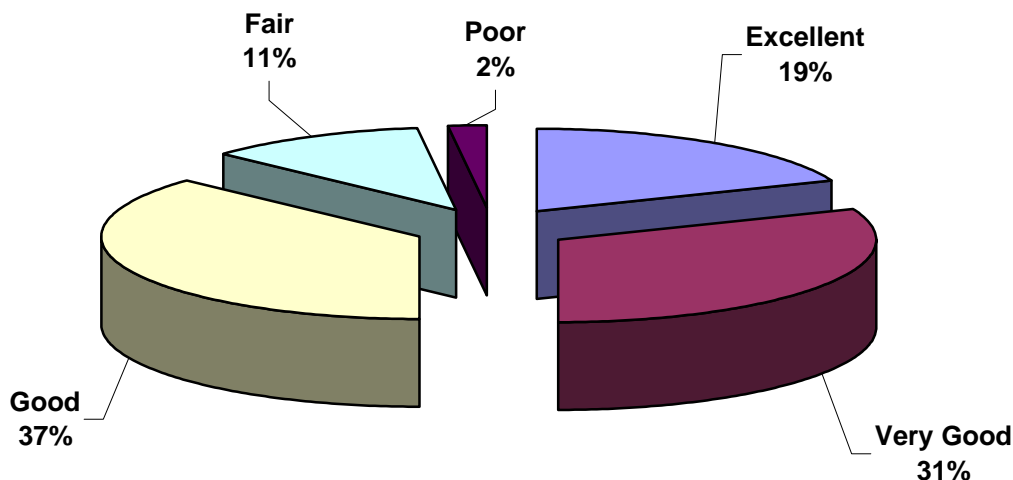
sources of evidence when making final judgments.

2. The college should celebrate areas identified as being strengths.
3. The Enrollment Management Team and Marketing Committee should use the results of the "College Impressions" section of the survey to assist them in marketing Hartnell College to pro-

spective students.

4. For areas showing a need for improvement and/or as being perceived very differently by various ethnic and age groups, the college should conduct further study to assess the reasons for the discontent or differences and how improvements might be made.

**Graph 4
Campus Climate for Students**



Research Brief is a publication of the Institutional Research and Planning Office. More detailed information may be found in the **2005 Student Opinion Survey Final Report**, which is available upon request. The report is also available on the web at: <http://www.hartnell.edu/irp/reports.html>