

Student Satisfaction Survey

Prepared for Hartnell College

June 2019



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Introduction/Methodology

- In the following report, Hanover Research (Hanover) has partnered with Hartnell College (Hartnell) to analyze findings from a Student Experience Survey.
- The purpose of the survey is to understand:
 - What students need from Hartnell to be academically successful and how can Hartnell can better meet their needs.
 - What challenges students experience at Hartnell.
 - How do Hartnell students prefer to learn?
- The analysis included 283 valid responses from the survey. This presentation displays key findings from the results.
- Additionally, the results are segmented into Adult and Traditional Learners. Adult Learners are those who are 25 years old or older, and Traditional Learners are those who are 24 years old or younger. Segmenting by age as opposed to degree category provided a more robust sample to identify significant differences between the groups.
- Sample sizes vary across questions, as some questions only pertain to a subset of respondents (e.g., students who indicate interest in certain programs). Conclusions drawn from small samples ($n < 20$) should be interpreted with caution.
- Statistically significant differences (95% confidence level) between groups are noted with an asterisk (*).
- Hanover excludes certain “I don’t know” and “Prefer not to respond” responses from the analysis.

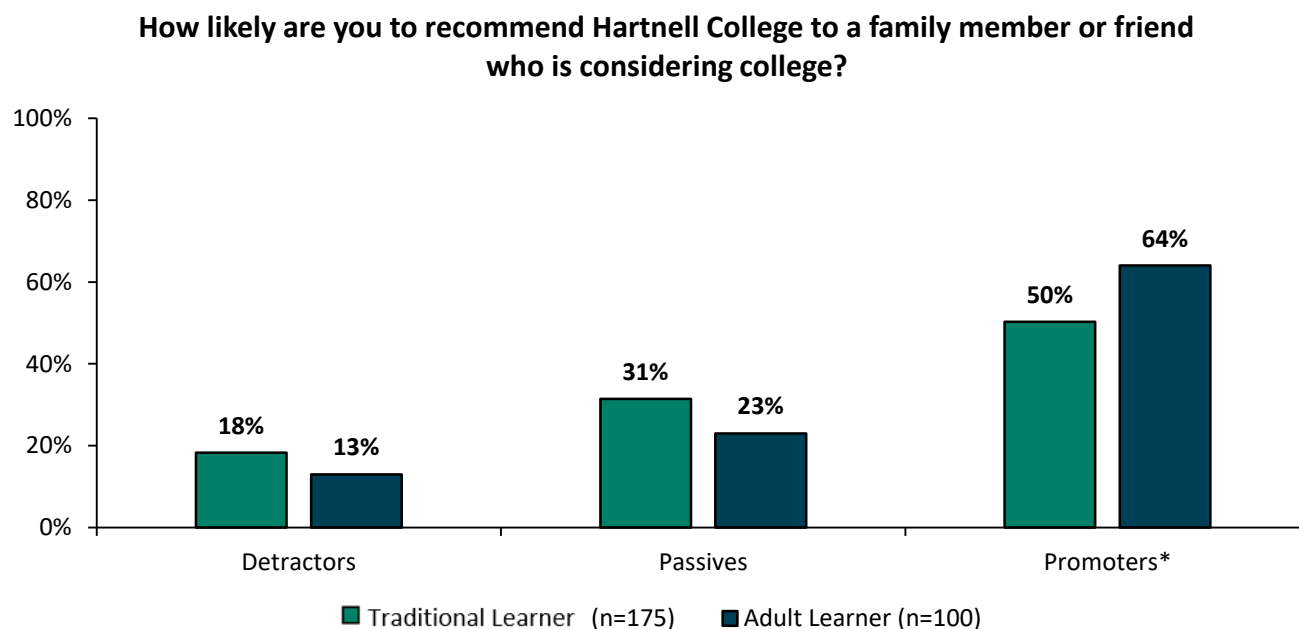
Recommendations

Based on survey results, Hanover recommends that Hartnell College:

- **Examine how to expand course availability in a way that works with students' varied schedules.** Respondents found **course availability** to be the **most important factor** when deciding where to enroll, but are the **least satisfied** with Hartnell's course availability. Additionally, respondents report difficulty balancing personal responsibilities with academic ones. Expanding course availability could help alleviate some of these challenges.
- **Add more services and resources to support students.** Particularly, students report wanting **job placement** services, help **creating plans of study**, as well as support **obtaining financial aid**. Providing students with these services could help lessen the burden of their reported challenges.
- **Note the differing needs of Adult Learners and Traditional Learners.** When implementing and marketing services and course availability, Hartnell should be mindful of the reported needs of younger and older students. Those who are **Adult Learners** tend to find some factors, such as **distance learning**, **part-time study options**, and **employment prospects** after graduation, to be more important than Traditional Learners. This is important to keep in mind as the school markets itself to prospective students as well as further supports current ones.

Key Findings: Student Satisfaction

- **Overall, respondents report satisfaction with Hartnell College.** Eighty-one percent of respondents are somewhat or completely satisfied with their experience at Hartnell. No differences in overall satisfaction exist between Adult and Traditional Learners.
- **Among all respondents, Hartnell holds a Net Promoter Score of 39.** Significantly more Adult Learners (64%) are Promoters of the school than are Traditional Learners (50%). Subsequently, Adults Learners have a Net Promoter Score of 51, while Traditional Learners have a Net Promoter Score of 32.

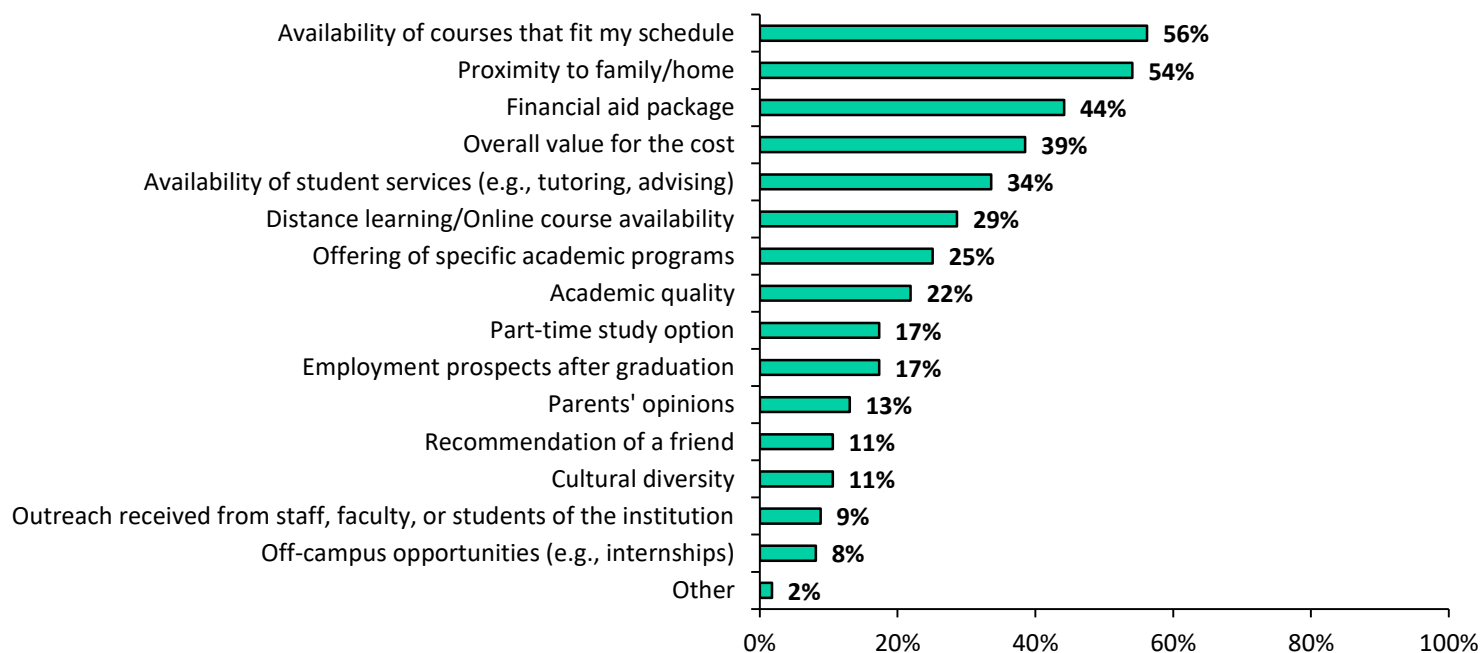


Key Findings: Important Factors

- The most important factors for respondents deciding where to enroll are: availability of courses that fit their schedule (56%), proximity to family/home (54%), and the financial aid package (44%). Significantly more Traditional Learners view the financial aid package, the overall value for the cost, and parent's opinions as important factors than do Adult Learners. Additionally, significantly more Adult Learners find the part-time study option, distance learning/online course availability, and employment prospects after graduating as important when compared to Traditional Learners.

Which of the following factors were most important to you when deciding where to enroll in a community college program? Please select up to five options.

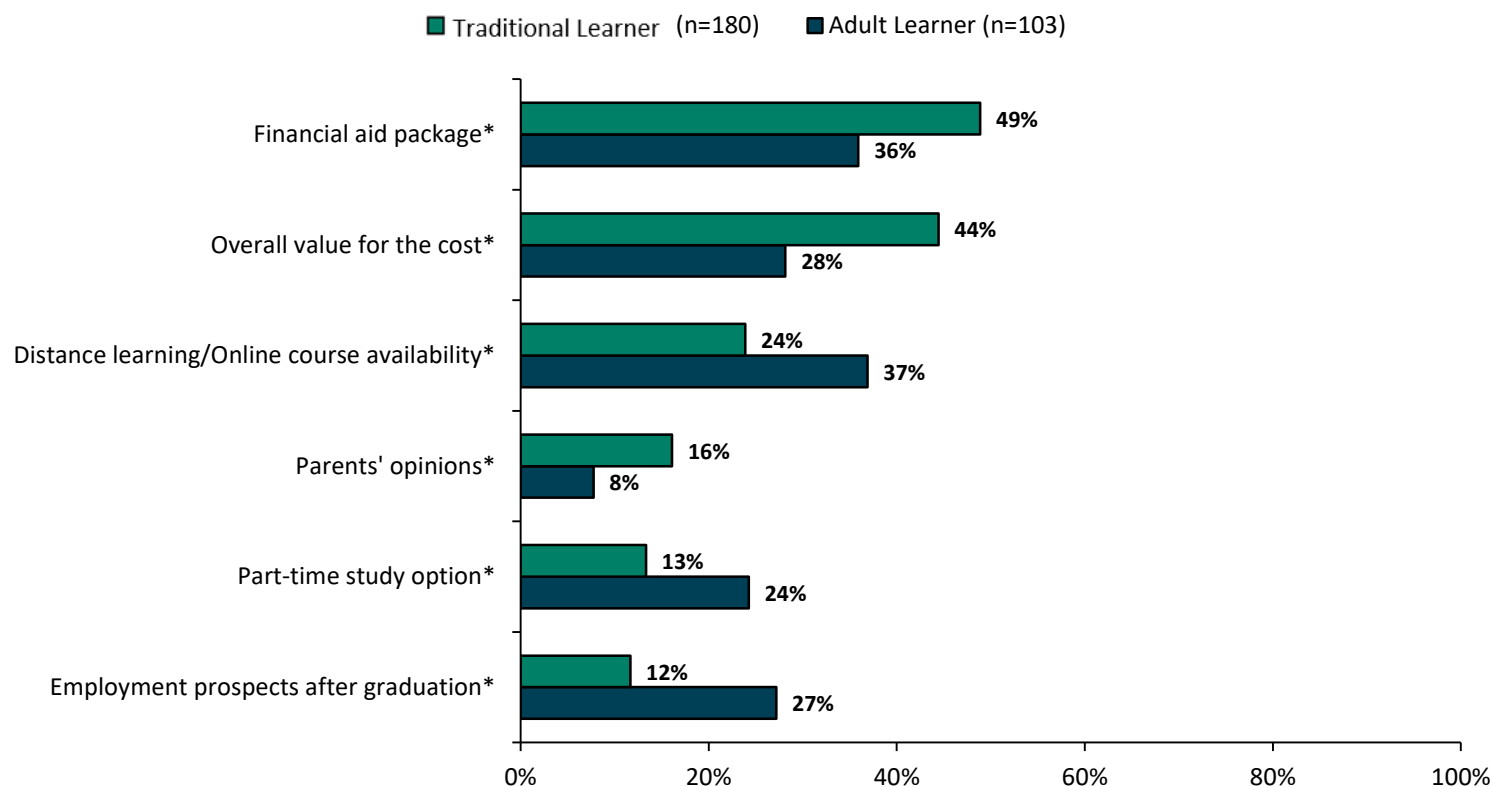
n=283



Key Findings: Important Factors Cont.

Which of the following factors were most important to you when deciding where to enroll in a community college program? Please select up to five options.

Only Significant Results

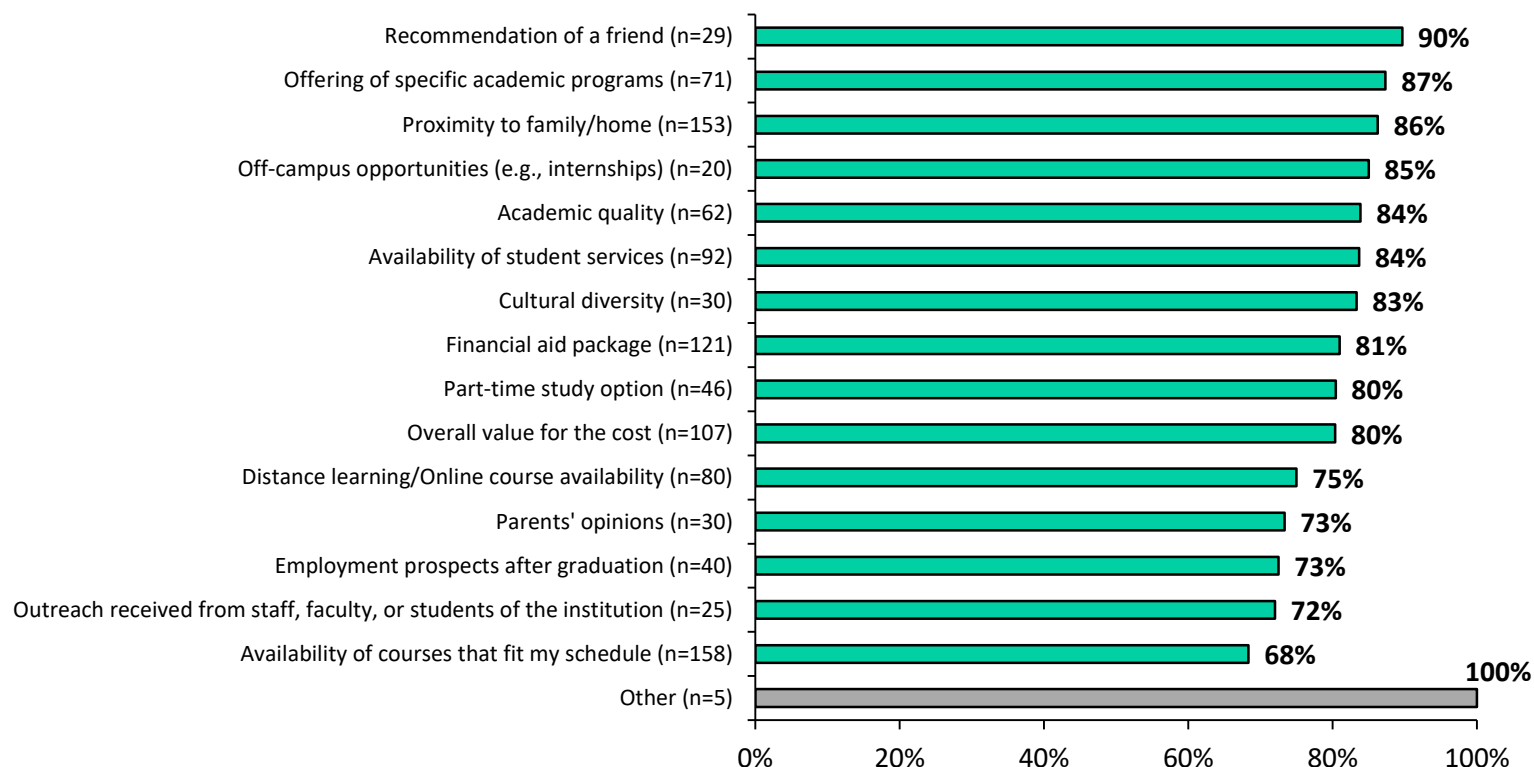


Key Findings: Important Factors Cont.

- **Hartnell has room for improvement when it comes to availability of their courses.** Although respondents report that the availability of courses is their most important factor when deciding where to enroll (56%), it is rated lowest in satisfaction (68%).

How would you rate Hartnell College in the following areas?

% Excellent + % Good

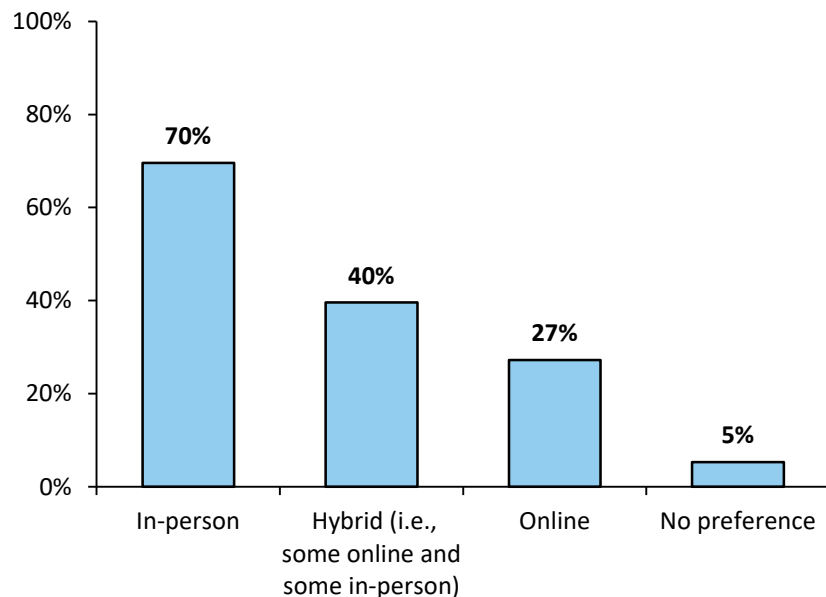


Key Findings: Instruction Preferences

- **Students generally prefer in-person classes (70%) with lectures (61%).** When it comes to classroom formats, students tend to prefer independent projects (45%) and independent study (45%), followed by group projects (40%) and group presentations (38%).
 - Between Traditional and Adults Learners no significant differences exist when it came to questions relating to instructional preferences.

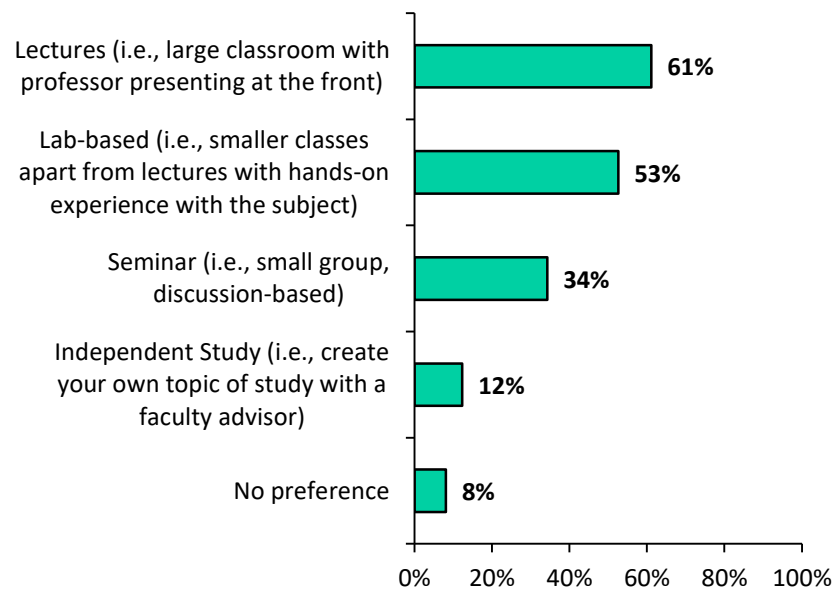
Which of the following course delivery formats do you prefer? Please select all that apply.

n=283



Which of the following classroom formats do you prefer? Please select all that apply.

n=283

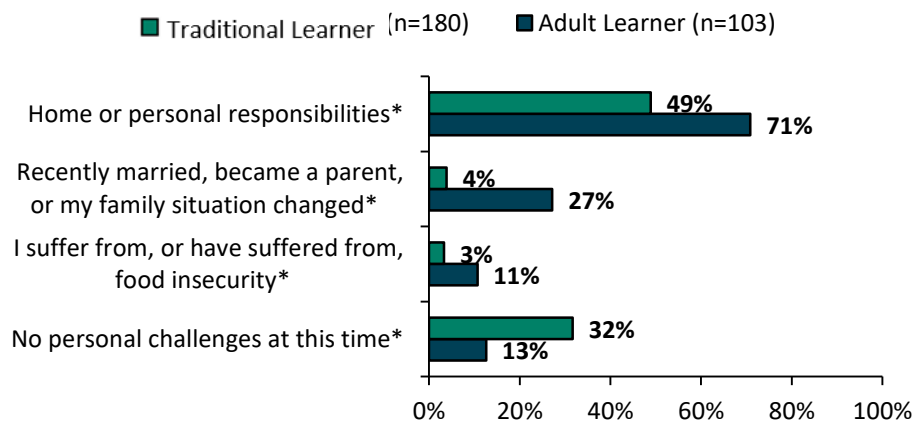


Key Findings: Student Challenges

- The most common challenges that students report facing are those associated with balancing the many competing areas of their life. Respondents report having challenges with home or personal responsibilities (57%) as well as difficulty balancing life and academics (54%). While students most often report not having financial challenges (38%), those who do have challenges report they have scheduling conflicts between their jobs and studies (32%) as well as not receiving enough financial aid (27%).
- Significantly more Adult Learners report challenges than do Traditional Learners:
 - Significantly more Adult Learners (71%) have home or personal responsibilities than do Traditional Learners (49%).
 - Significantly more Traditional Learners (32%) report not having personal challenges at this time than Adult Learners (13%). Furthermore, significantly fewer Adult Learners (30%) report not having any financial challenges than Traditional Learners (43%).

Do you face any of the following personal challenges as a student? Please select all that apply.

Only Significant Results

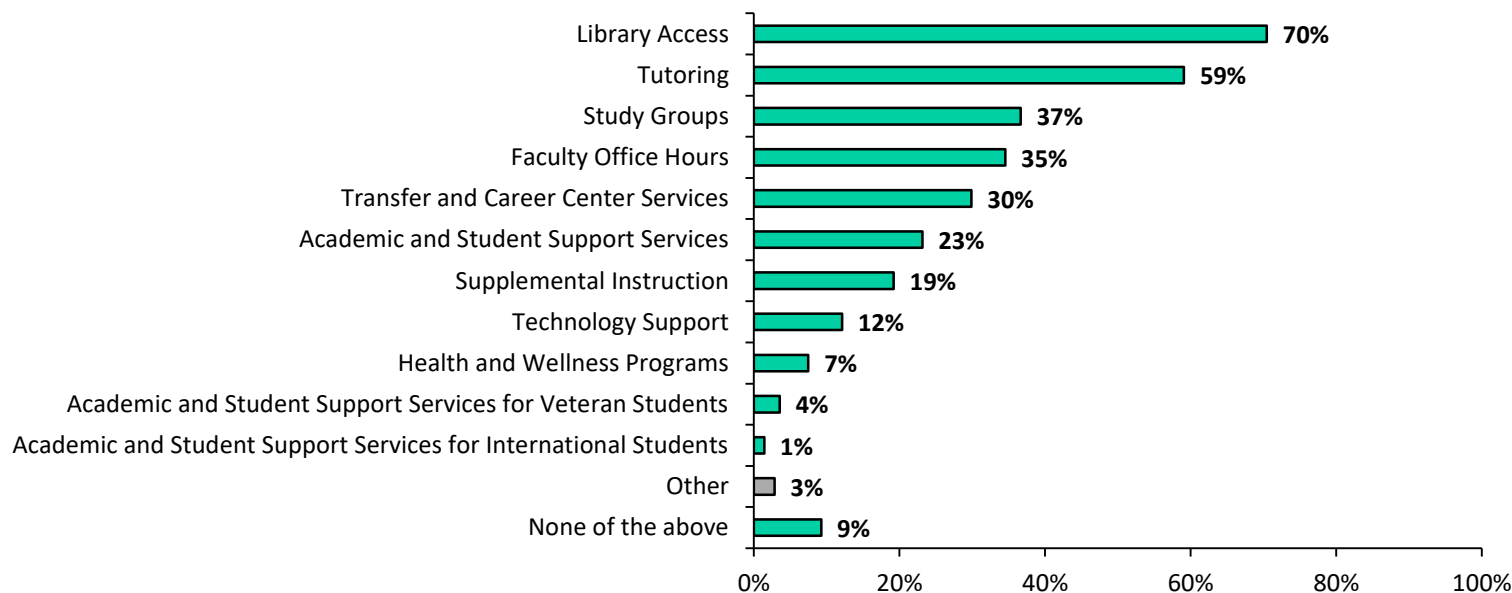


Key Findings: Hartnell Services

- In terms of services and support, students report most often using Library Access (70%) and Tutoring (59%). Ninety-one percent of respondents are somewhat or completely satisfied with the Library Access, and eighty-seven percent report being somewhat or completely satisfied with Tutoring.
- The most common special service used at Hartnell is PAWS for Students (75%). Additionally, eighty-nine percent of those who use the service are somewhat or completely satisfied with their experience.

Have you ever used the following types of services/support available for students at Hartnell?
Please select all that apply.

n=281

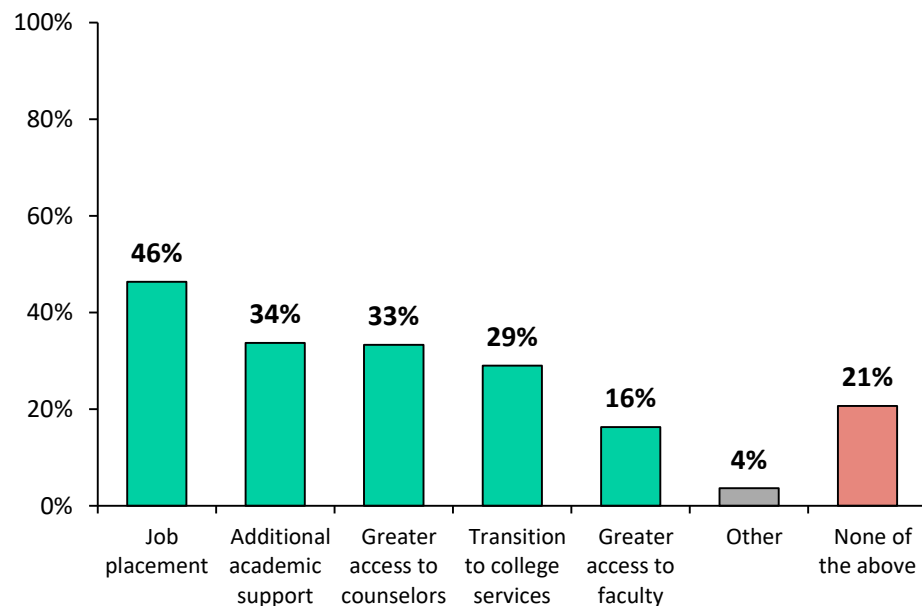


Key Findings: Hartnell Services Cont.

- In terms of helpful additional services, respondents indicate wanting more job placement services (46%). Additionally, when looking at what services would help them improve and succeed, creating a plan of study ranked the highest (43%) followed by resources revolving around how to get financial aid (39%).
 - Significantly more Traditional Learners (49%) feel that having resources to help them create a plan of study would help them succeed as compared to Adult Learners (33%).

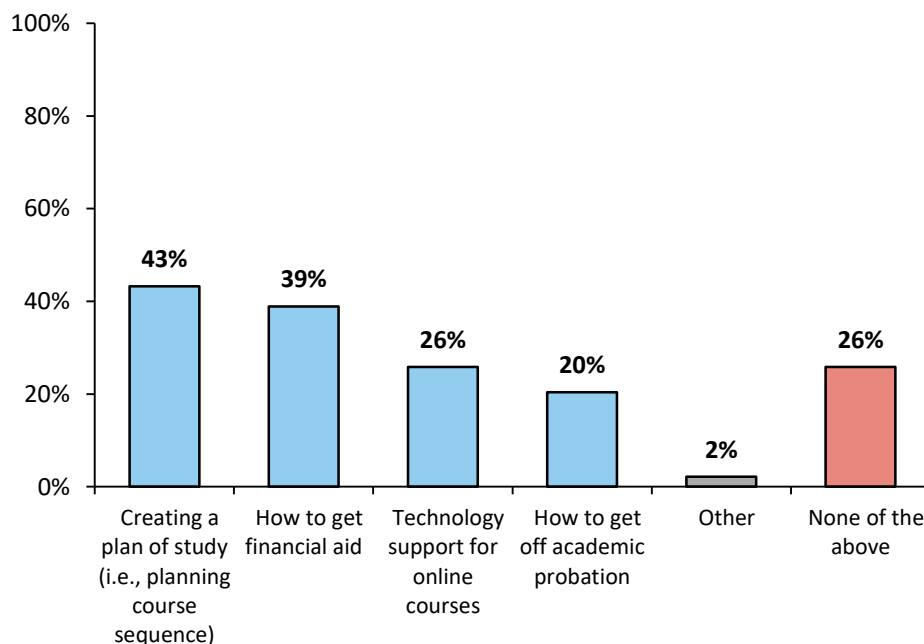
Are there any additional services you would like to see offered at Hartnell? Please select all that apply.

n=276



Which of the following types of information or resources do you feel you need to improve and succeed at Hartnell?

n=275





Amy Kurfist

Content Director, Higher Education

202.559-0050

akurfist@hanoverresearch.com

www.hanoverresearch.com

