

# Continuing Education Student Satisfaction Survey



## *Briefing*

Prepared by:  
SDCCD Office of Institutional Research and Planning  
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# Introduction



# Overview & Purpose



- Spring 2009 Accreditation Self-Study Process
  - All 3 SDCCCD colleges
  - Continuing Education
  
- Information from the surveys will be used for:
  - Planning action items
  - Support other planning decisions
  
- Student Perceptions and Opinions
  - Institutional effectiveness
  - Programs
  - Services
  - Instruction
  - Facilities
  - Overall Satisfaction
  
- 2009 Student Satisfaction Survey vs. Previous Student Accreditation Survey



# Instrumentation



- The Survey Contained :
  - 64 forced choice items
  - 9 profile items
  - 3 open-ended items
  
- Face and Content Validity Criteria:
  - Accreditation standards
  - Student perceptions and opinions
  - Perceptually-based
  - Complex processes or systems
  - District Accreditation Coordinating Committee
  
- Reliability
  - Pilot tested

# Methodology



- In-Class Survey Administration
  - Paper and pencil format
  - One class period
  
- Pre-Notifications to Faculty
  - Fall semester
  - Spring semester
  
- Opting Out Option



# Implementation



- District Accreditation Coordinating Committee
  - Survey design
  - Survey instrument
  - Final report and recommendations
  
- Pre-notification Emails/Letters
  - Individual institutions
  - Survey information
  
- Survey Administration
  - Fifth through seventh weeks (Spring 2009 semester)
  - 30 minutes to complete

# Response Rates



## Continuing Education Response Rates

Total Surveys Distributed	Response Total	Total Response Rate	Target Sample Size	Percent To Target Goal
6,270	2,172	35%	3,838	57%

# Respondent Profile



- Gender
  - Male (59%)
  - Female (41%)
  
- Age
  - 30-50 years and older (76%)
  
- Ethnicity
  - African American/Black Non-Hispanic (9%)
  - American Indian/Alaskan Native (1%)
  - Asian/Pacific Islander (14%)
  - Filipino (5%)
  - Hispanic/Latino (42%)
  - White Non-Hispanic (26%)
  - Other Non-White (3%)



# Respondent Profile



- Primary Institution
  - North City (23%)
  - ECC (19%)
  - Cesar Chavez (18%)
  - Mid-City (15%)
  - Centre City (14%)
  - West City (10%)
  
- Primarily Time of Attendance
  - Daytime (48%)
  
- Top Classes Attended
  - ESL and Older Adult (47%)

# Respondent Profile



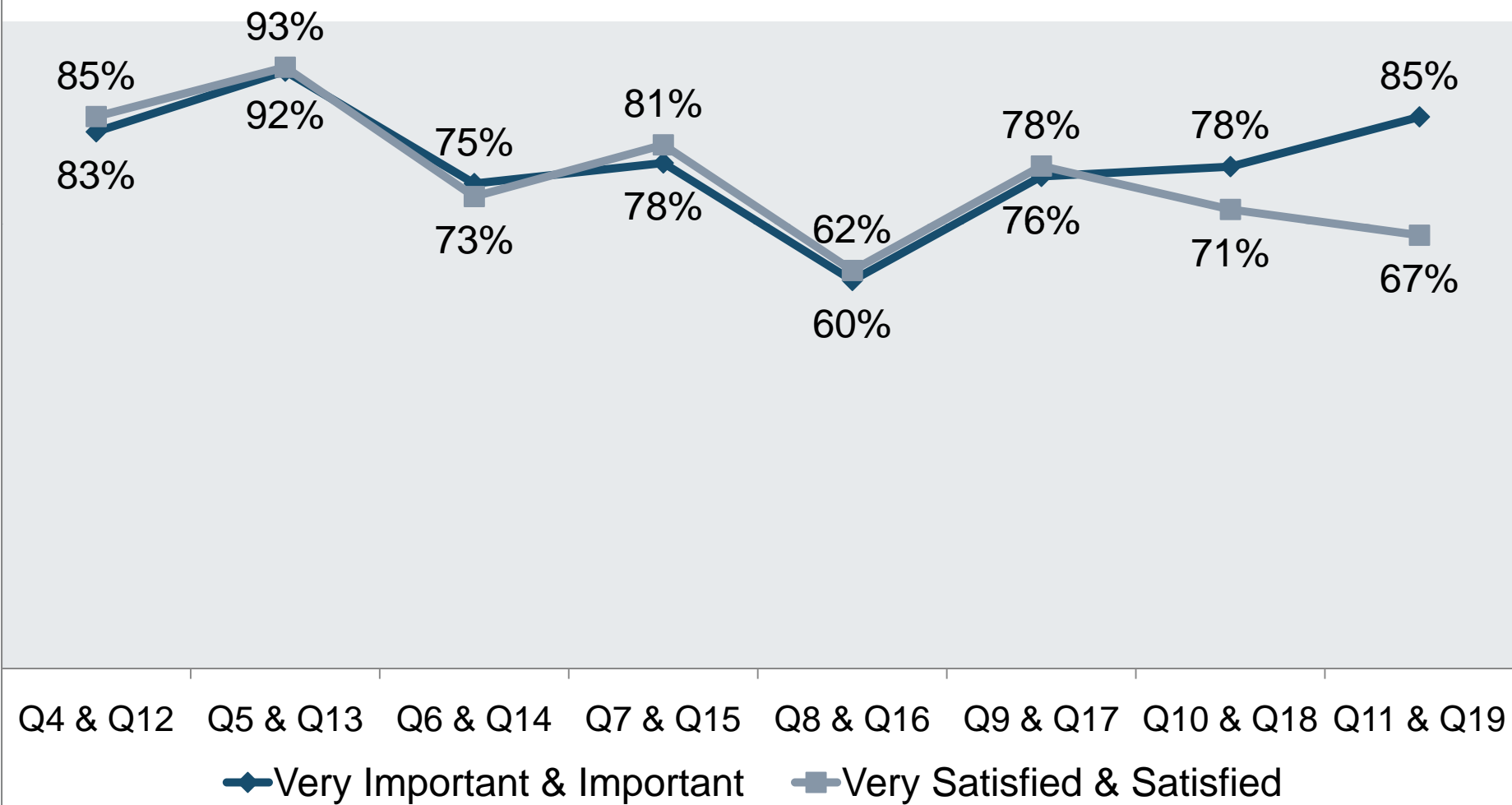
- Number of Hours in a Typical Week
  - One to five hours (54%)
  
- Highest Level of Formal Education
  - Some college (19%)
  - High school or high school graduate (36%)
  
- Duration of Attending CE Classes
  - One to twelve Months (53%)

# The Findings

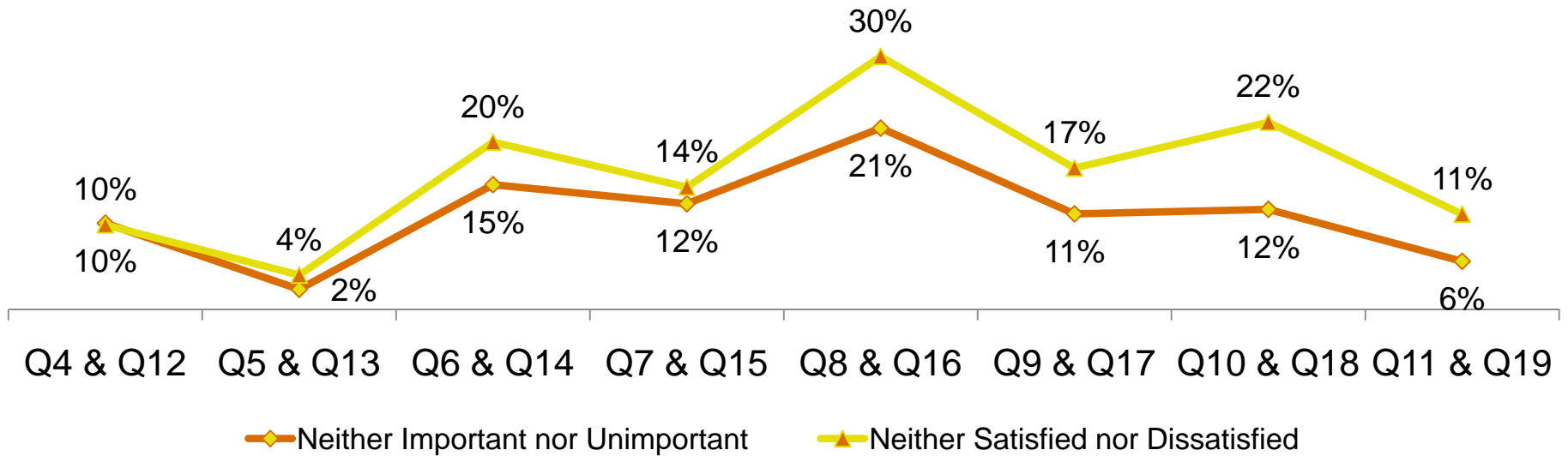




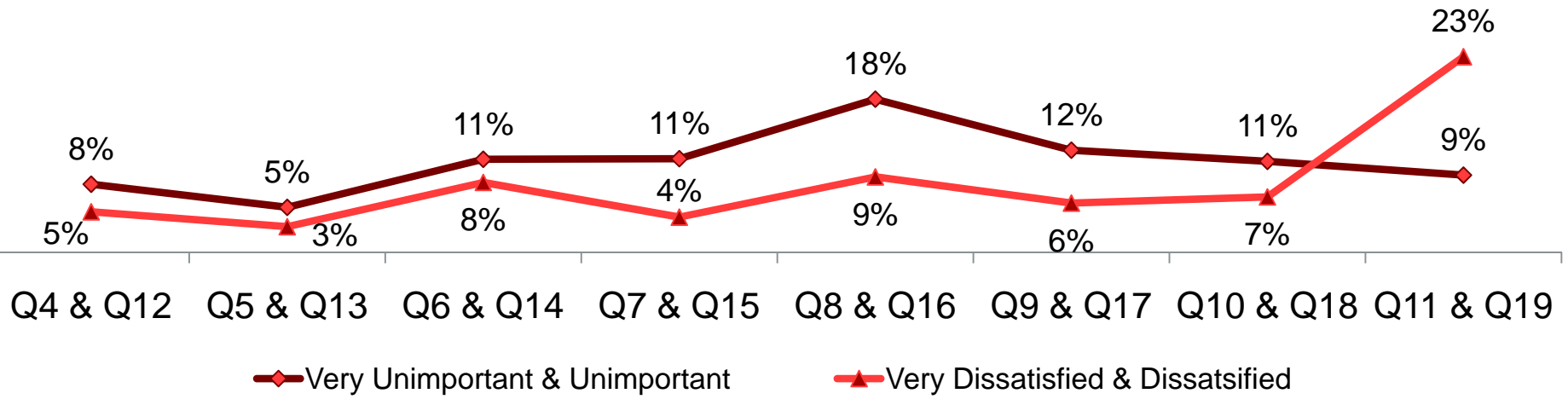
# Student Services (Satisfied/Important)



# Student Services (Neutral)

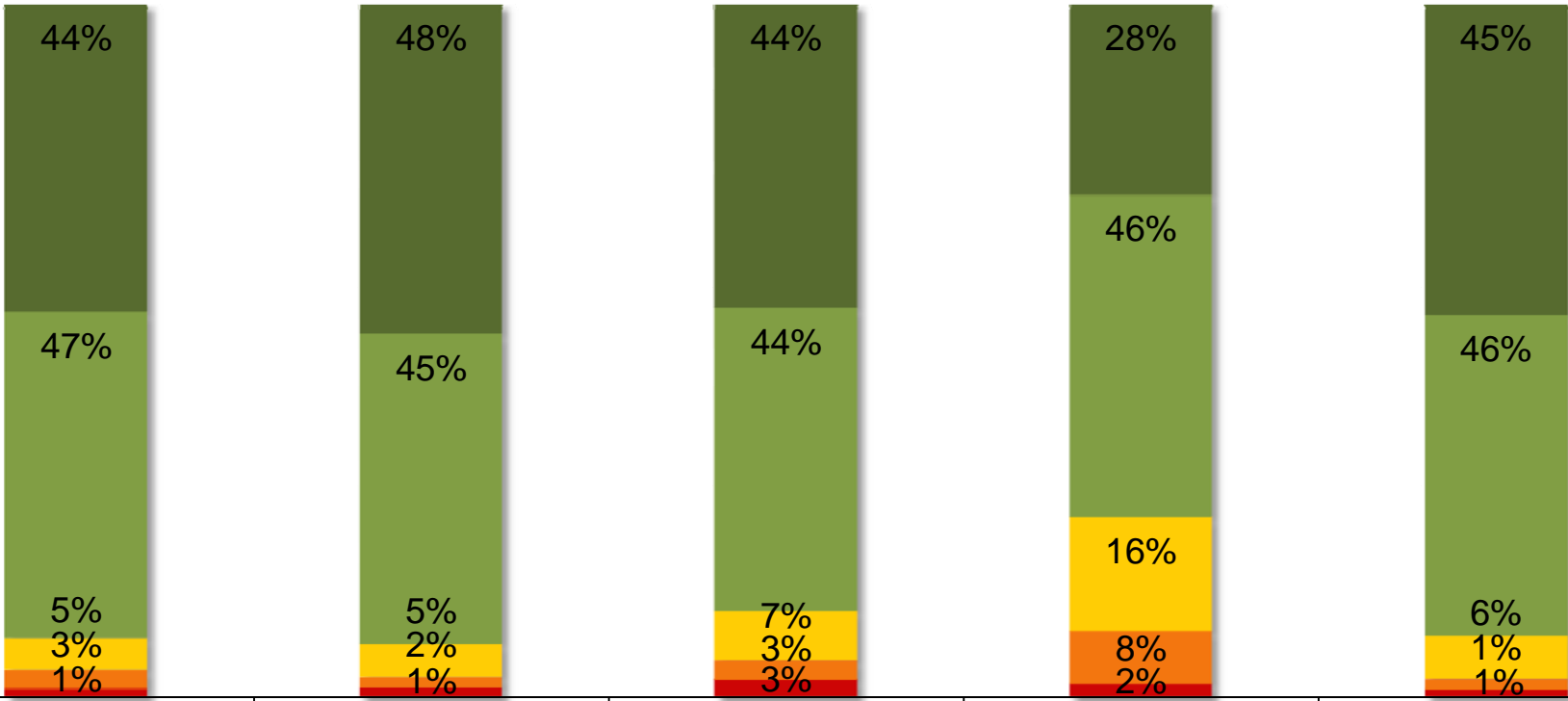


# Student Services (Negative)



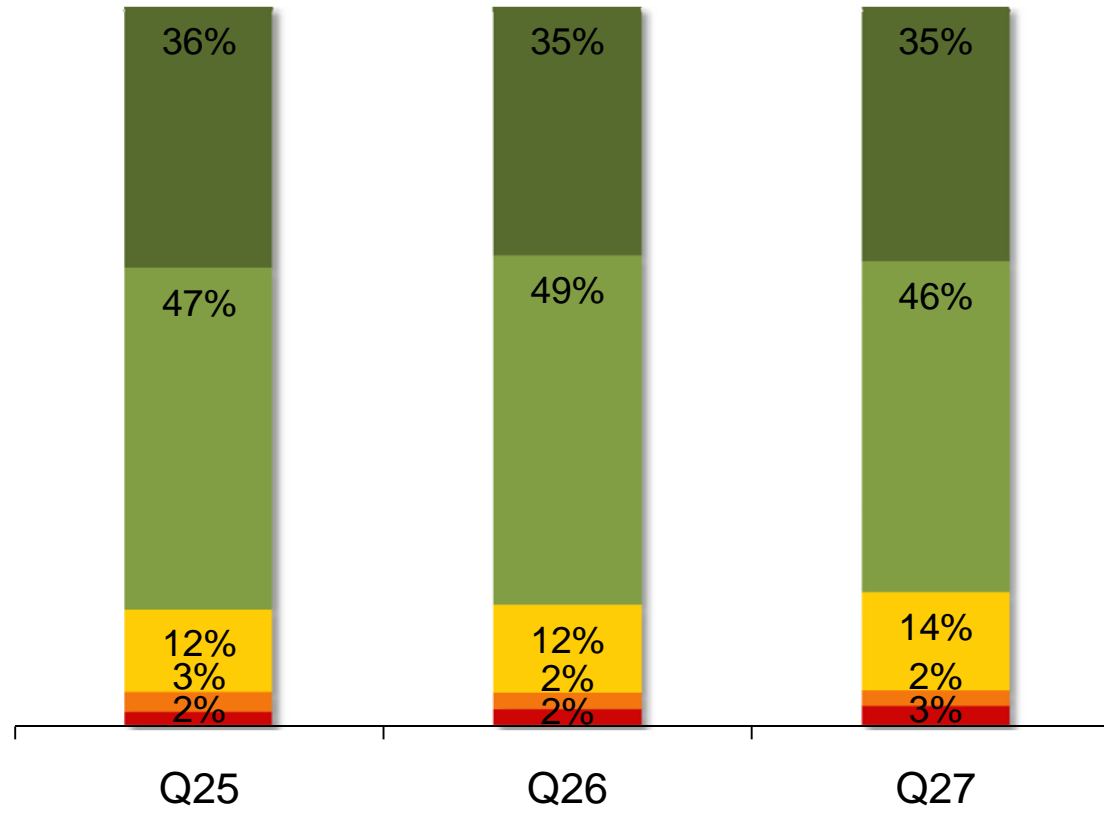


# Enrollment and Course Registration



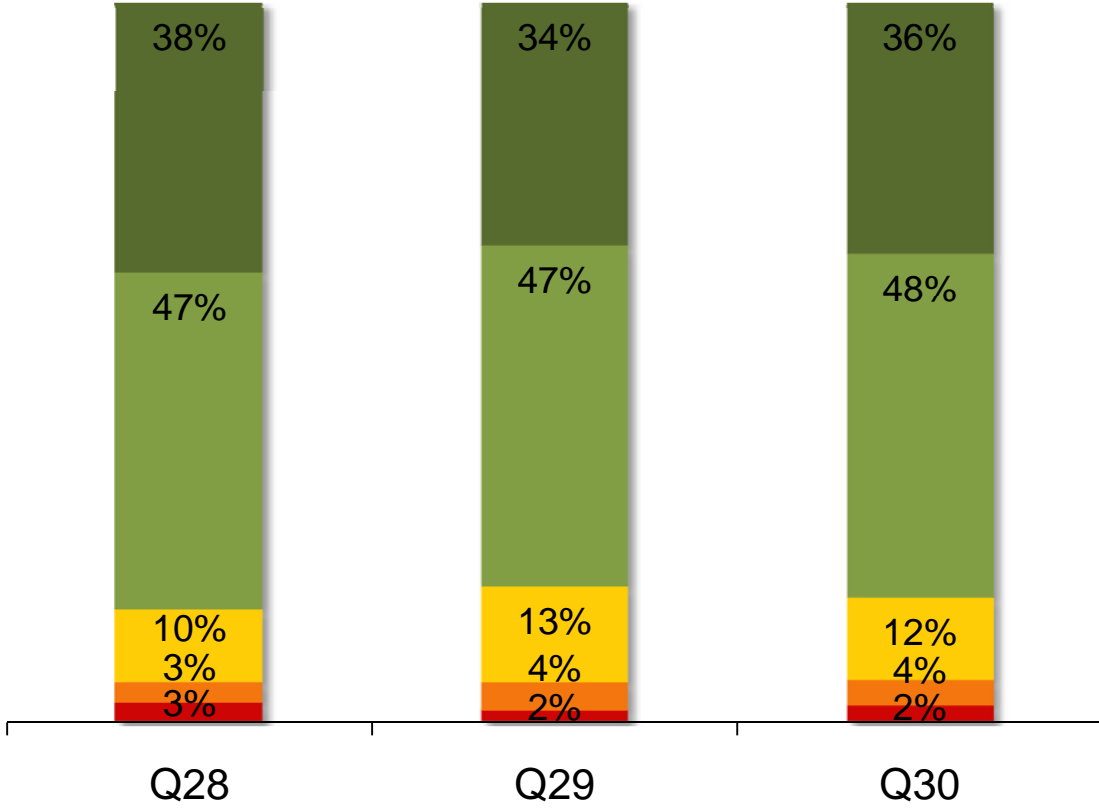
■ Strongly agree   
 ■ Agree   
 ■ Neither agree nor disagree   
 ■ Disagree   
 ■ Strongly disagree

# Orientation



■ Strongly agree   ■ Agree   ■ Neither agree nor disagree   ■ Disagree   ■ Strongly disagree

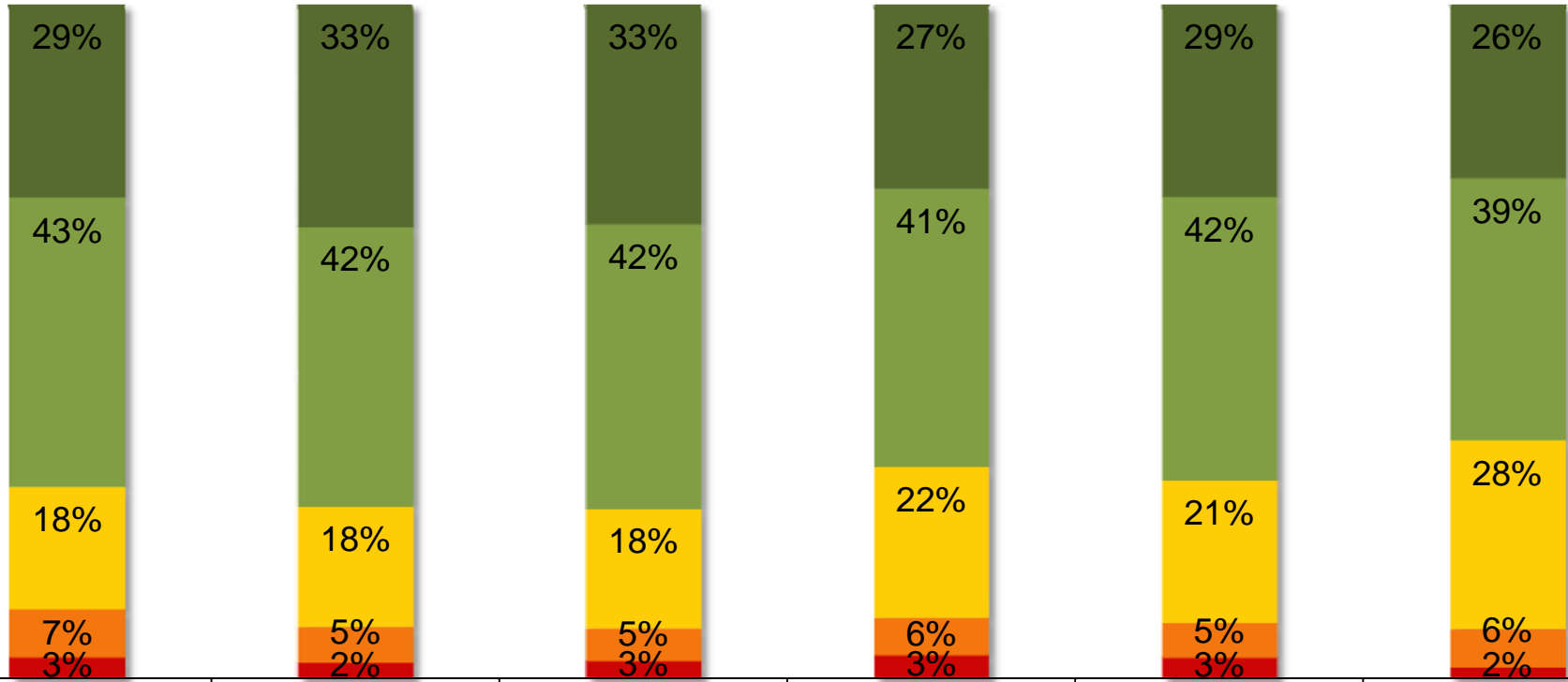
# Assessment



■ Strongly agree   ■ Agree   ■ Neither agree nor disagree   ■ Disagree   ■ Strongly disagree



# Counseling Services



Q31

Q32

Q33

Q34

Q35

Q36

■ Strongly agree

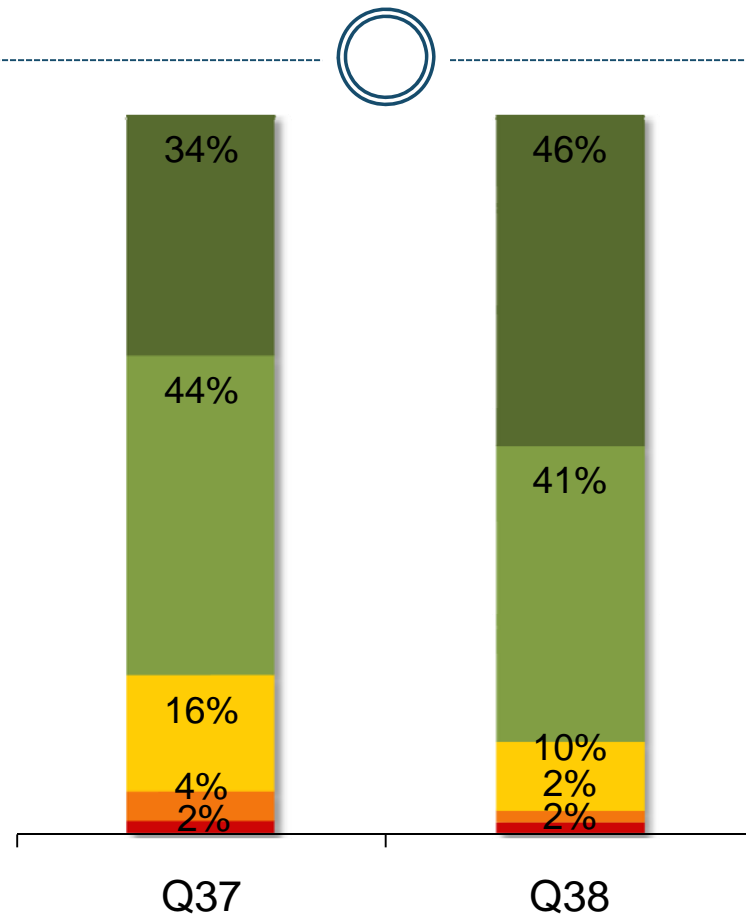
■ Agree

■ Neither agree nor disagree

■ Disagree

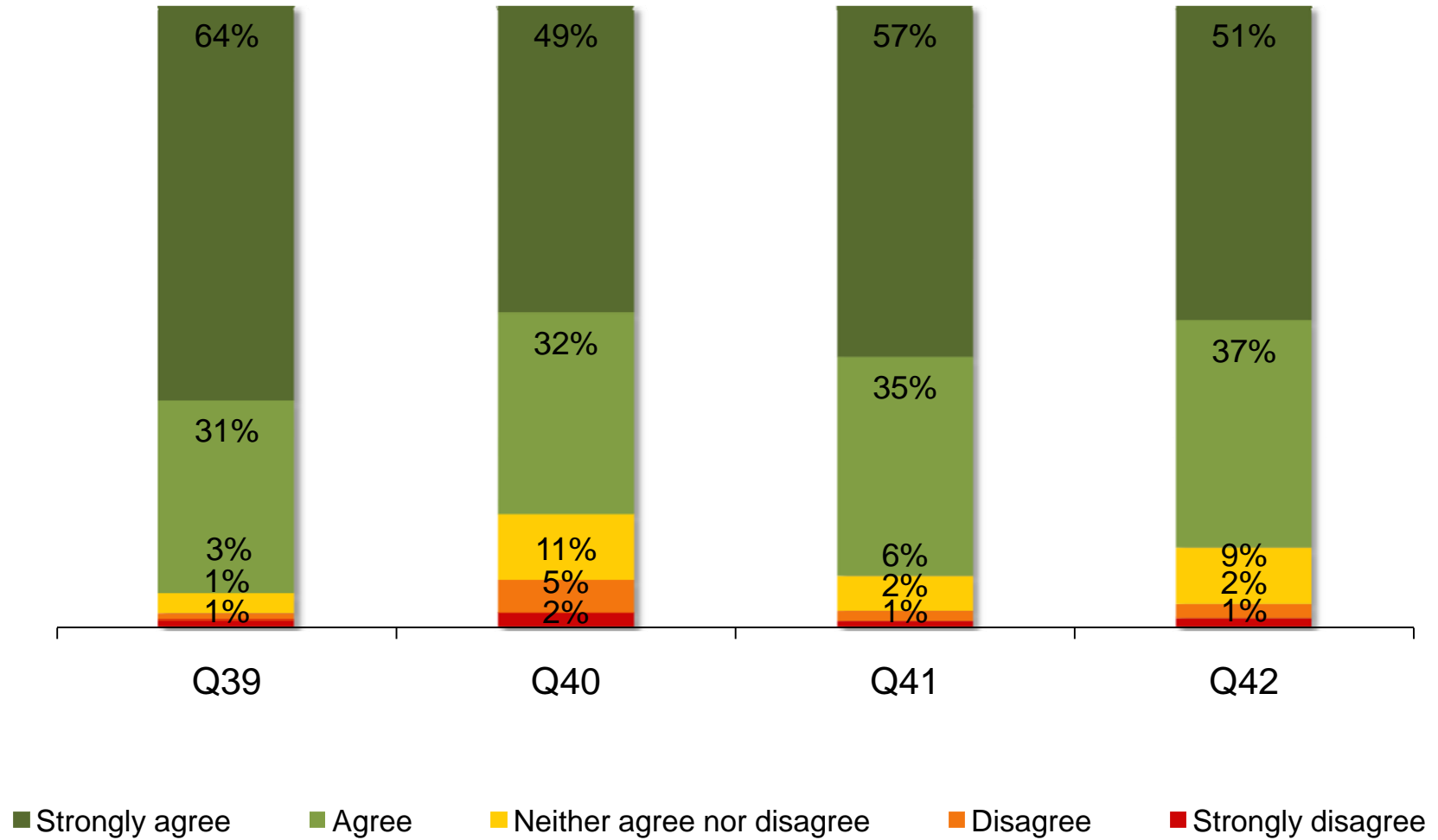
■ Strongly disagree

# Follow-up of Student Educational Progress



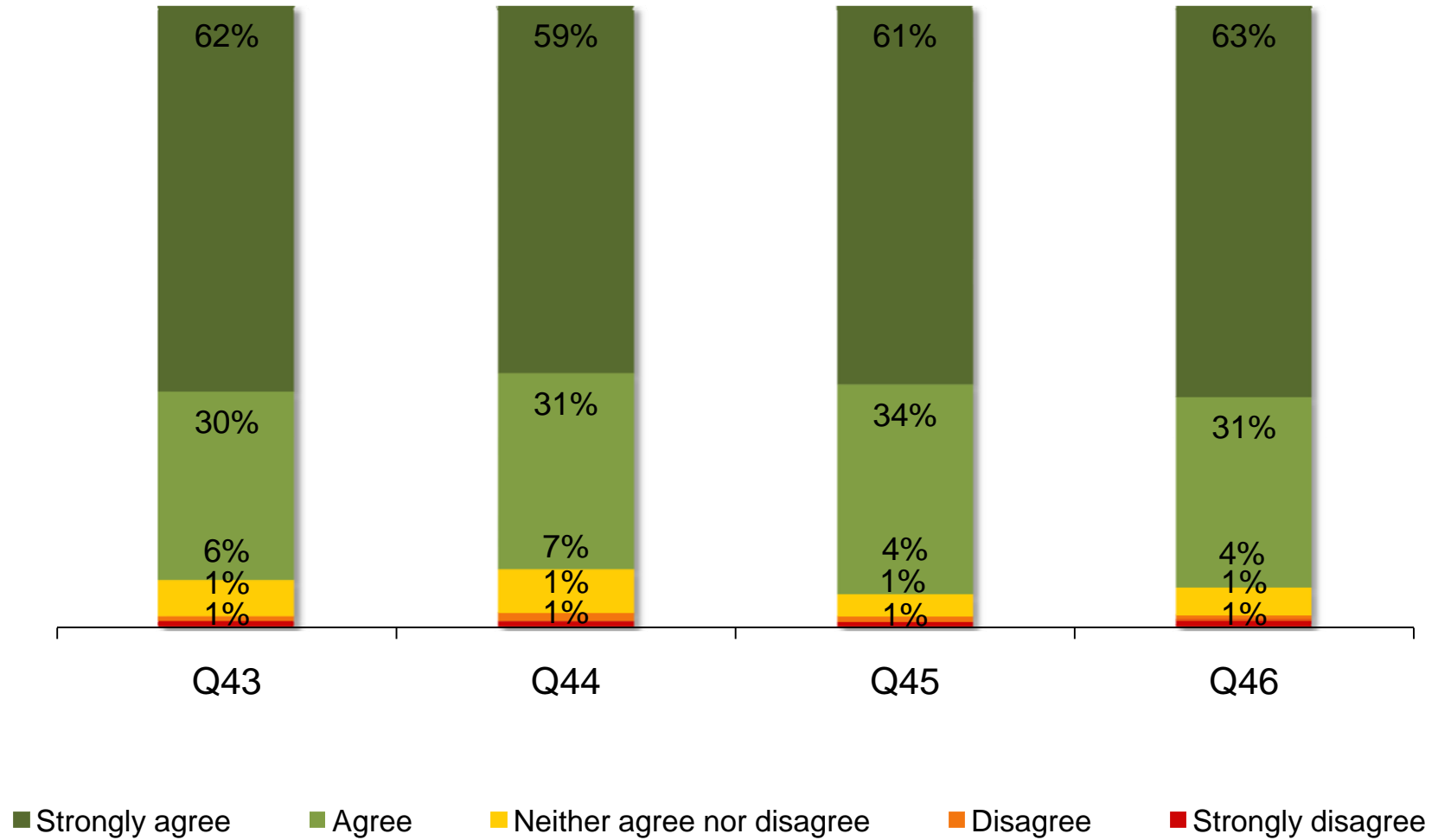
■ Strongly agree   ■ Agree   ■ Neither agree nor disagree   ■ Disagree   ■ Strongly disagree

# Curriculum and Instruction

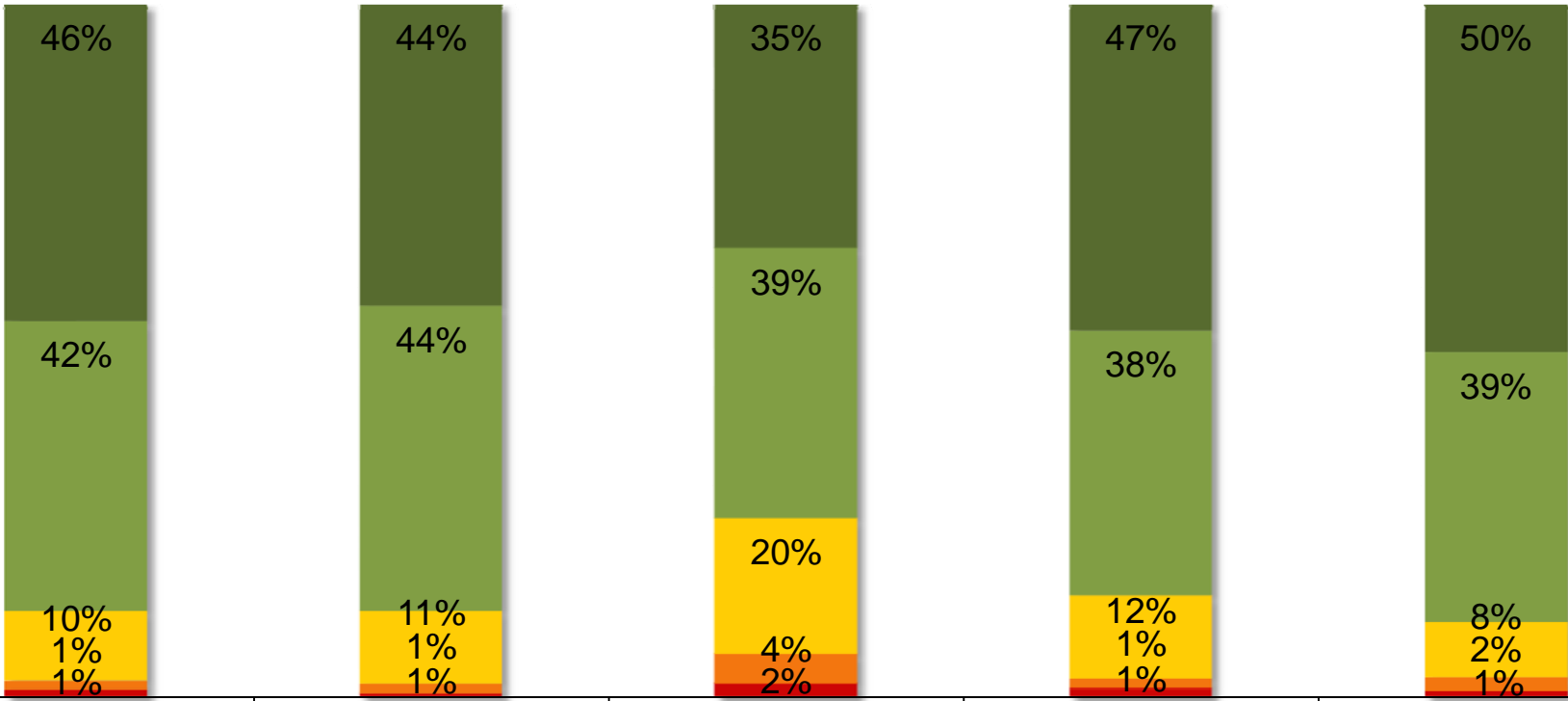




# Curriculum and Instruction



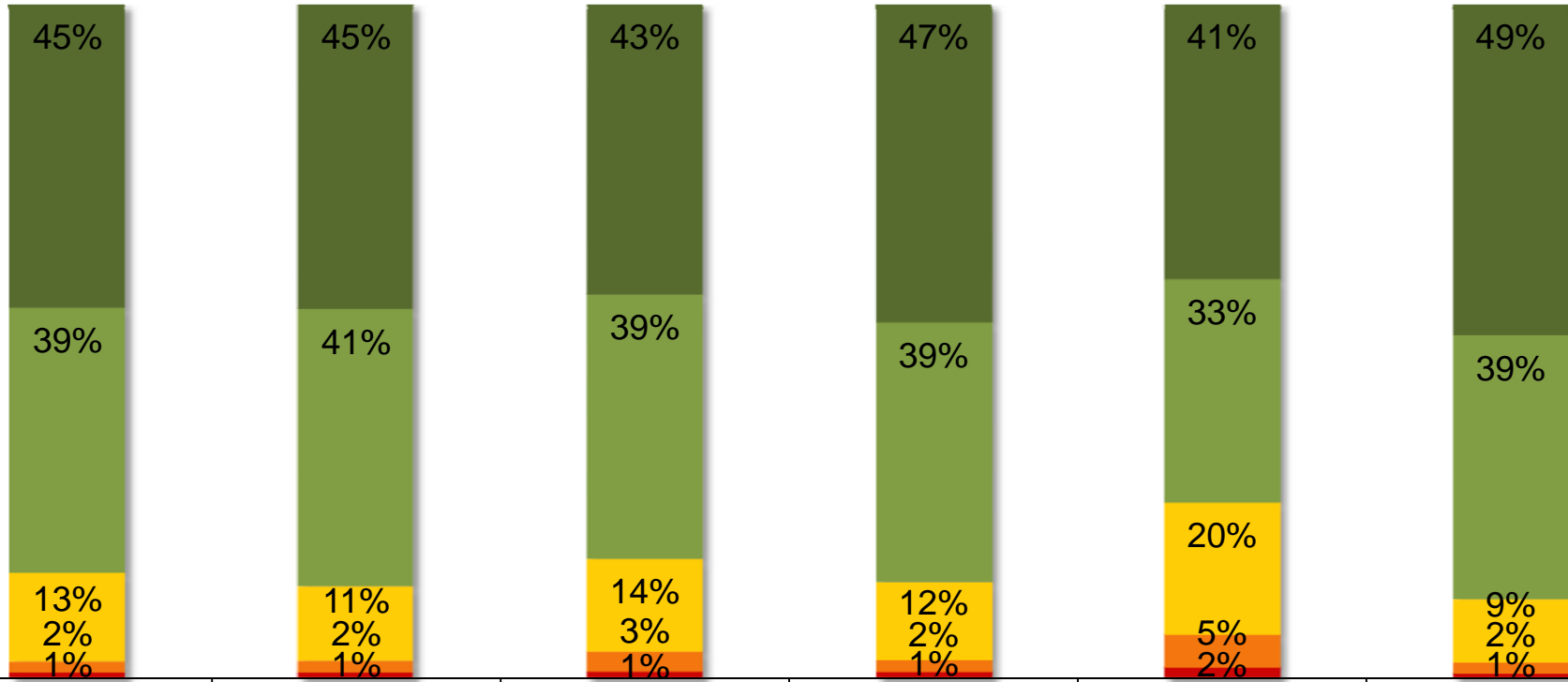
# Academic Development



Q47                      Q48                      Q49                      Q50                      Q51

■ Strongly agree    ■ Agree    ■ Neither agree nor disagree    ■ Disagree    ■ Strongly disagree

# Personal Development



Q52

Q53

Q54

Q55

Q56

Q57

■ Strongly agree

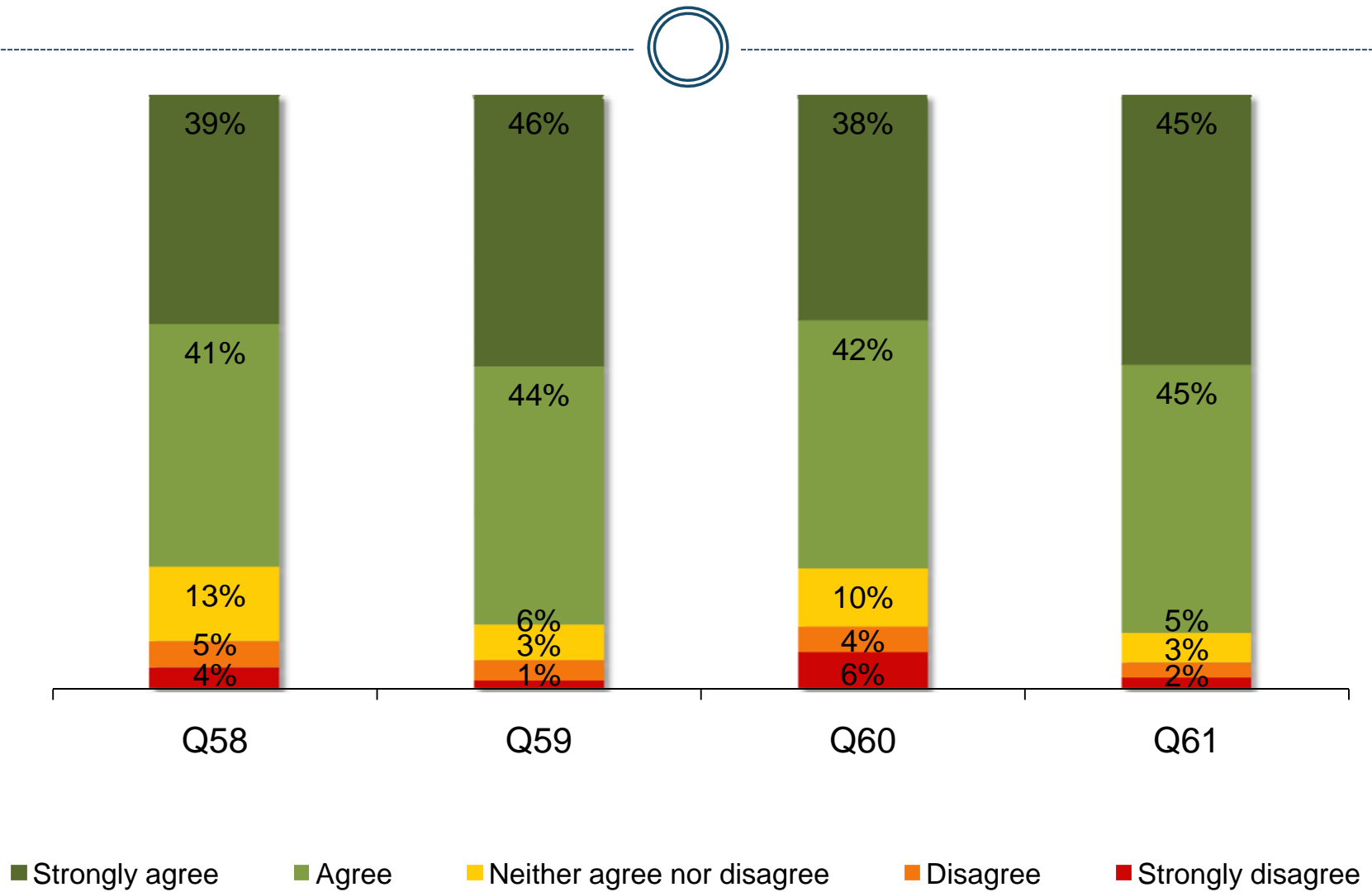
■ Agree

■ Neither agree nor disagree

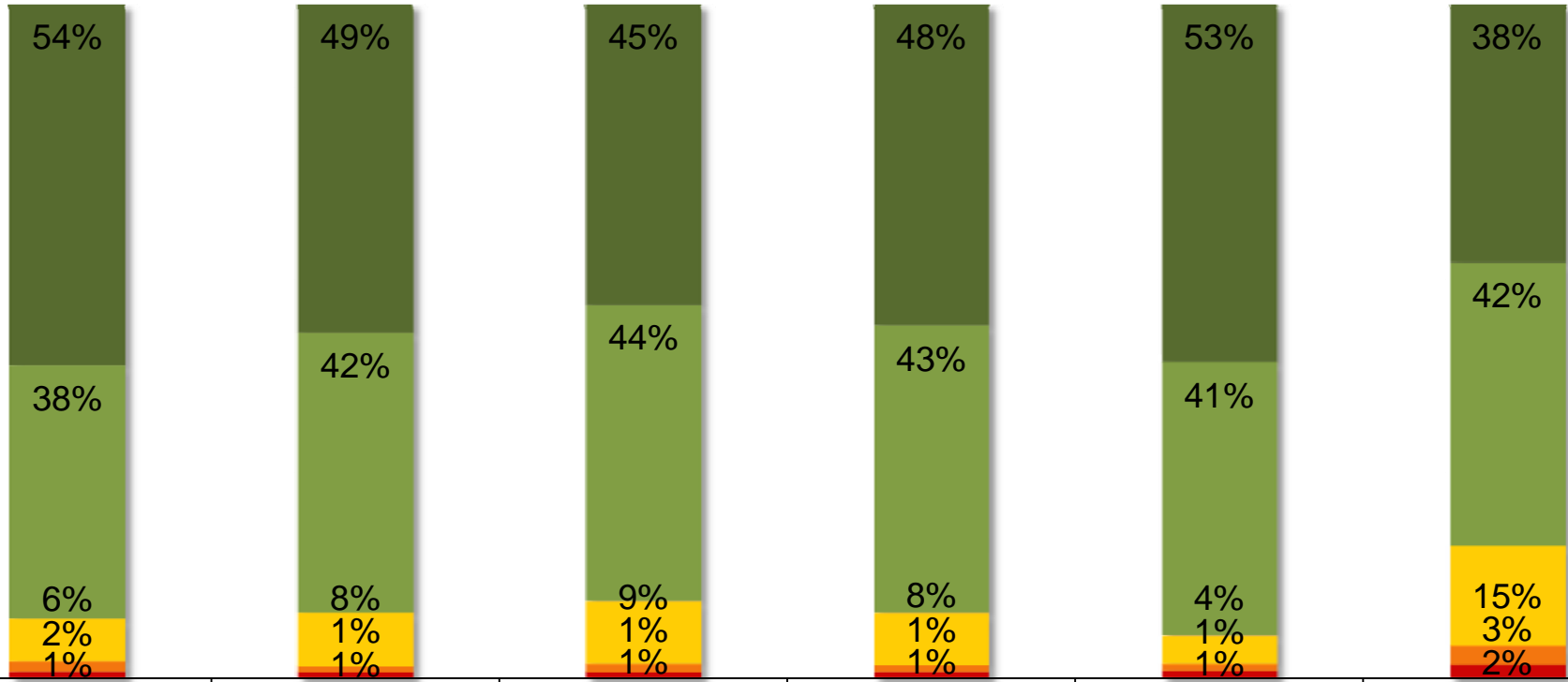
■ Disagree

■ Strongly disagree

# Physical Facilities



# Decision-Making Roles and Processes



Q62                      Q63                      Q64                      Q65                      Q66                      Q67

■ Strongly agree    ■ Agree    ■ Neither agree nor disagree    ■ Disagree    ■ Strongly disagree



# Conclusions



# Top 5 Conclusions



1. The majority of students agreed that staff were helpful throughout the enrollment process (92% strongly agreed and agreed). Students also strongly agreed or agreed that it was easy to register (91%) for classes and they were satisfied with the overall enrollment process (91%).
2. Most students agreed that by attending a student orientation they became more familiar with Continuing Education's programs and services (84% strongly agreed or agreed). They also agreed that orientations were well organized and were effective in helping students adjust to being in school (83% and 81%, respectively).
3. Most students agreed that their instructors informed them about the type of skills they were expected to learn (89%).



# Top 5 Conclusions (cont.)



4. Students agreed that their classes had helped them develop academic skills in written and oral communication and their classes helped develop critical thinking skills (88% and 87%, respectively), as well as workplace skills (85%) and academic abilities in math (74%).

5. Students agreed that their education at CE had helped in their understanding of themselves and others, with a greater appreciation for human differences (84%).

# End



Full report posted on Institutional Research Office at:  
<http://research.sdccd.edu/pages/115.asp>