

September 6, 1988

**SUMMARY  
OF  
PRELIMINARY REPORT ON POST REGISTRATION SURVEY**

The survey was distributed by the terminal operators to approximately every fifth registrant during regular registration, Tuesday and Wednesday, August 30 and 31. One hundred surveys were distributed in each of six time periods: morning, afternoon, and evening on Tuesday and Wednesday. Tuesday morning was an exception — only 50 were distributed. Registrants were asked to fill out the survey and drop it in the box provided outside the registration area.

As might be expected, levels of satisfaction dropped as the day wore on, with highest numbers of positive response reported in the morning - lowest in the evening. We theorize this is due to **increased waiting times in the afternoon and evenings**. Based on written comments, **two hours** seemed to mark the outer limit of time considered reasonable for the registration process. Interestingly, the number of respondents perceiving college staff as friendly and courteous remained fairly constant throughout the day, as did numbers who perceived staff as unhelpful or unknowledgeable.

Five hundred and fifty surveys were distributed, 231 were returned, for a response rate of 42%. Highest rate of return occurred in the morning, lowest in the evening; **39%** of the respondents were **new students**, 36% were returning and 25% gave no response.

*Early Reg - (Mail-in - walk-in)*

In answer to the question regarding use of Mail-In or Walk-In registration, **27%** of the students said they didn't know about it, another **17%** indicated they did not receive their schedule in time and an additional **26%** said they were **uncertain** of what classes to take. These figures would indicate that if the college were more successful at informing students of earlier registration options and encouraging the use of our counseling services, more students might choose other registration times. Surprisingly, only 10%

*2 HRS*

*26%  
uncertain*

reported that they did not have the money to register early and another 10% reported needing ASSET before registration.

### Too Long

Overwhelmingly (64%), students reported that the registration was too long. Thirty-six percent found the registration staff to be courteous and friendly, while 6% found staff to be unknowledgable and unhelpful, 10% found the process confusing while 22% found the registration procedure to be clear.

### Course Preference

Many students were unable to obtain the classes they wanted. One hundred and sixty, almost 70% of the respondents, were unable to register for one or more preferred morning classes. Fifty-five percent were unable to register for a preferred evening class. Seventeen percent were unable to get their preferred afternoon class. If we look at Wednesday's numbers separately, the results are even more startling. Ninety-five percent of the students registering on Wednesday were unable to get a preferred morning class. Forty-two percent were unable to obtain an afternoon class and 78% were unable to register for a preferred evening class. This clearly demonstrates the difficulties students face in obtaining classes during the regular registration period.

### SATURDAYS

Almost thirty percent of the respondents would register for a class on Saturday morning, with a significant drop in support for Saturday afternoon and Friday night, 15% and 17% respectively.

30%

## Telephone

Telephone registration received a high percentage of positive response. Sixty-nine percent indicated they would use telephone registration for its convenience and another 33% responded positively to the statement, "Telephone registration will simplify my life." Only 5% indicated a fear that the computer would "lose" their registration, which would seem to indicate a high level of confidence in the technology. An important point: several people wrote that while they would use telephone registration, they feared the lines would be busy, and made reference to difficulty in getting through to the College during the registration periods, now.

MAM/9/88

Summary of Information  
 OCC Orchard Ridge Student Questionnaire

Three thousand questionnaires were distributed to students over the two-day period of Fall, 1988 Regular Registration. Students waiting to register were asked to fill out the questionnaire and drop it in a box prior to entering the terminal room.

Of the three-thousand questionnaires that were distributed, 1239 students responded, for a response rate of 41.3%. Here is a quick summary of the data.

1. High School Graduation Year

<u>Year</u>	<u>Number of Respondents</u>	<u>Approximate Age</u>	<u>Percentage</u>
1988	260	18	21.9
1987	144	19	12.1
1986	112	20	9.4
1985	84	21	7.1
1984	<u>76</u>	<u>22</u>	<u>6.4</u>
TOTAL	676	18-22	56.9
1980-89	871	18-26	73.3
1970-79	188	27-36	15.8
1860-69	88	37-46	7.4
Before 1960	32	over 47	2.7

2. Is this your first time at OCC ?

Total Responses: 1099

Yes	551	50.1
No	548	49.9

3. Have you attended any other college prior to attending OCC?

Total responses: 1060

Yes	483	45.6
No	577	54.5

## 4. Were you also considering other colleges?

Total response: 1060

	<u>Number of Respondents</u>	<u>Percentage</u>
Yes	499	47.1
No	561	52.9

Top five alternatives:

Michigan State	70	14.0
Wayne State	66	13.2
Eastern	50	10.0
Oakland University	43	8.6
U of M - Ann Arbor	36	7.2

## 5. What sources did you use to get information about OCC?

Total response: 1137

<u>Source</u>	<u>Number of Respondents</u>	<u>Percentage*</u>
Family and friends	352	30.1
OCC Student	264	23.2
High School Counselor	200	17.6
College Publication	192	16.9
Other	166	14.6
OCC Counselor	151	13.3
Newspaper	102	8.9

\*Equals more than 100% due to multiple responses.

## 6. If you requested information from the Orchard Ridge Campus, did it arrive within two weeks?

Total response: 781

Yes	516	66.1
No	265	33.9

Generally, most respondents received information packet with an application, catalog and registration information and, in some cases, a course schedule.

## 6d. What were your impressions about OCC materials and service?

The majority of responses fell into a "adequate to good" range. Many written comments indicated that the materials are:

"Descriptive of classes are very vague, terrible!"

"Materials - OK, class schedules not convenient."

"Mailing service needs updated. I have been an OCC student for four semesters and not once have I received a course book . . ."

"It is below University average and overall unimpressive"

"The materials gave me everything I needed to know and it was sent to me very quickly.

"Nothing special or bad"

Many criticisms focused on registration or scheduling:

"Why aren't more classes offered between 3:00 and 6:00 p.m."

"Need more Saturday classes."

"There's no need to wait an hour for a signature for a counselor"

"The registration procedure here is totally chaotic and ridiculous compared to where I came from." (former student at Cuyahoga Community College)

"If you know there is an incredible amount of students registering for the fall term---why not accommodate us? Two plus hours in line is simply ridiculous . . ."

Overall, however, students commented favorably on the service and the helpful attitude of staff.

7. The decision to attend a particular college is usually influenced by a variety of factors. Please circle all of the factors that influenced your choice to attend our college.

Total response 1082

	<u>Reason</u>	<u>Percentage</u>
Most frequently cited:	Academic reputation	43.3
	Close to home	34.2
	Costs	26.6
	Teachers' or friends' advice	25.4
	Former student's advice	21.7
Least frequently cited:	I can identify with fellow students	10.4
	Availability of Financial Aid	13.2
	Inconvenient to go elsewhere	13.9
	Range and availability of student service	14.9
	Institution's social reputation	15.4

#### 8. Student goals

Total response: 1104

Five goals most frequently cited:

- |    |  |      |
|----|--|------|
| 1. | To increase my knowledge and understanding in an academic field                              | 43.8 |
| 2. | To improve my knowledge, technical skills, and/or competencies required for my job or career | 30.9 |
| 3. | To obtain a certificate or degree  | 30.6 |
| 4. | To complete courses necessary to transfer to another educational institution                 | 30.5 |
| 5. | To learn skills that will enrich my daily life or make me a more complete person             | 24.5 |

Five goals cited least often (excluded OTHER):

1. To improve my ability to get along with others	12.3
2. To become actively involved in student life and campus activities	12.7
3. To improve my leadership skills	14.3
4. To increase my chances for a raise or promotion	16.6
5. To increase my self confidence	18.8

It is interesting to note that three of the top five goals are academic and that three of the goals most infrequently cited are personal-development and enrichment goals.

The questionnaire is being revised and a database used for the winter registration survey. This will allow us to complete a more in-depth review of the information, and generate more useful data.

MAM:10/88

## POST REGISTRATION SURVEY

The following is a initial reporting of the aggregate data, combining response from both days. It will be beneficial to review the data in greater depth and to look at differences between the two days, or between morning and evening responses.

### Survey Report

#### I. Response Rate

Surveys distributed	550
Returned	331
Response Rate	42%

#### Response Distribution

Day/Time	# of Surveys	Response	%	New	Returning	
Tues.	A.M.	50	27	54%	17	7
	P.M.	100	47	47%	19	15
	EVE.	100	30	30%	9	13
Wed.	A.M.	100	53	53%	17	20
	P.M.	100	42	42%	17	14
	EVE.	100	32	32%	12	14

#### II. Summary of Questions

##### 1. New or Returning

	Response	%
NEW	91	39%
RETURNING	83	36%
NO RESPONSE	57	25%

##### 2. Mail-In/Early Walk-In not chosen

Reason	Response	%
Didn't have the money	24	10.4%
Didn't know about it	63	27.3%
Didn't get schedule	38	16.5%
Uncertain about classes	61	26.4%
Needed ASSET	24	10.4%
Other	62	26.8%

##### 3. Registration Experience

Comment	Response	%
Took too long	147	63.6%
Took less time than expected	21	9.0%
Was just about right	30	12.9%
I felt able to get help needed	51	22.1%
Steps in process <i>were</i> clear	50	21.6%



Registration staff friendly and courteous	84	36.4%
College staff unhelpful, unknowledgable	13	5.6%
Process was confusing	22	9.5%
People couldn't answer my questions	9	3.8%
Other	12	5.2%
No Response	2	.8%

**4. Inability to register for a preferred class**

<u>Day</u>	<u>Morning</u>	<u>Afternoon</u>	<u>Evening</u>
Monday	47	10	33
Tuesday	37	14	33
Wednesday	44	10	38
Thursday	32	6	22

160 or 69% were unable to register for at least one preferred morning class

40 or 17.3% were unable to register for at least one preferred afternoon class

126 or 54.5% were unable to register for at least one preferred evening class

80 or 34.6% made no response to this question

**5. Would you take a class on:**

<u>Time</u>	<u>Response</u>	<u>%</u>
Friday Night	39	16.8%
Saturday Morning	69	29.9%
Saturday Afternoon	35	15.1%
No Response	119	51.5%

**6. Telephone Registration**

<u>Reaction</u>	<u>Response</u>	<u>%</u>
Would use/convenience	159	68.8%
Prefer to talk to person	29	12.5%
Computer would "lose" registration	12	5.2%
Will use/life simpler	77	33.3%
Other	6	2.6%
No Response	20	8.6%

SURVEY/9/88

O.C.C ORCHARD RIDGE  
STUDENT QUESTIONNAIRE

PLEASE ANSWER THE FOLLOWING QUESTIONS AFTER YOU HAVE REGISTERED FOR CLASSES  
AND PLACE IN DROP BOX

1. Are you a new or returning student?
2. The College has two (2) earlier registration periods: Mail-In and Early Walk-In. Why did you not choose one of them?

Didn't have the money                       Wasn't sure about what class to take  
 Didn't know about it                       Needed ASSET  
 Didn't get course schedule               Other (specify)

3. What was your experience with the registration process?

Took too long                      How long did it take?  
 Took less time than I expected  
 Was just about right  
 I felt able to get the help I needed  
 Each step in the process was clear. I knew what to do next.  
 Registration staff was friendly and courteous.  
 College staff seemed reluctant to be of service, were unknowledgable.  
 Process was confusing  
 People couldn't answer my questions  
 Other (specify)

4. What time and/or day were you unable to get a preferred class? Please circle:

<u>Time</u>	<u>Day</u>
Morning	Monday
Afternoon	Tuesday
Evening	Wednesday
	Thursday

5. Would you take a class on:                      Friday                      Saturday                      Saturday  
(Please circle)                      Night                      Morning                      Afternoon

6. In the Fall of 1989, you will be able to register with a touch tone telephone, either from a bank of phones on campus or from your own home. Your reaction to this:

I would use telephone registration because of its convenience.  
 I like to talk to a person. I would continue to register in person  
 I am worried that the computer might "lose" my registration. I would prefer to register in person  
 Telephone registration will make life much simpler for me. I plan to use it.  
 Other (Please specify)