

# Research & Analysis

*A service of the offices of Strategic Planning, Institutional Research, Management Information Systems  
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## STUDENT GOALS AND SATISFACTION: RESULTS OF THE 2004 CCSSE ADMINISTRATION

The national summary of results for the Community College Survey of Student Engagement (CCSSE) addresses several important questions pertaining to students, including:

- What are our students' goals?
- What issues keep students from persisting toward their goals?
- How satisfied are students with the College and its services?

This brief will emulate, in part, that portion of the national results; however, results for Hillsborough Community College (HCC) and the Florida Community College System (State) will be shown instead in lieu of national data.

### Educational Goals

Community colleges have many missions and goals, as do their students. Students responding to the survey were given the opportunity to mark Primary Goal, Secondary Goal, or Not a Goal in response to a list of possible goals for attending their particular college. The results for Primary Goal and Not a Goal are listed in the table below.

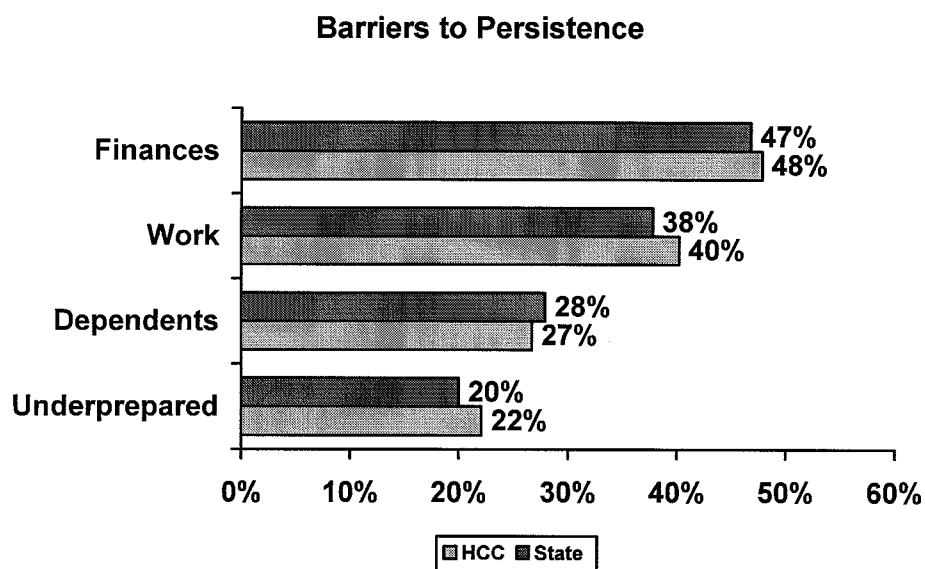
Of particular note is the larger proportion of HCC students with a goal of College Transfer at 67.6% to that of the state at 59.6%. Correspondingly, there is a smaller proportion of those desiring to obtain job skills than that of the state.

| Education Goals                            | Primary Goal |       | Not a Goal |       |
|--|--------------|-------|------------|-------|
|  | HCC          | State | HCC        | State |
| Complete a certification program           | 22.4%        | 24.4% | 61.2%      | 59.7% |
| Obtain an associate degree                 | 68.7%        | 68.3% | 12.2%      | 13.5% |
| Transfer to a 4-year college or university | 67.6%        | 59.6% | 14.4%      | 19.1% |
| Obtain or update job-related skills        | 30.4%        | 36.3% | 43.6%      | 36.4% |
| Self-improvement/personal enjoyment        | 35.6%        | 36.2% | 28.2%      | 28.1% |
| Change careers                             | 29.1%        | 27.1% | 54.0%      | 58.1% |

### Barriers to Goal Attainment

CCSSE also asks students to indicate the issues that would require them to withdraw from college. That is, what keeps students from achieving their educational goals? The percent of students who report that the various factors would result in their “withdrawing from class or from college” are noted in the graph below. They include

- Lack of finances;
- Working full-time;
- Caring for dependents; and
- Academic underpreparation.



Other barriers to persistence include little peer or family support. Twenty percent (20.4% state) of students at HCC reported that their friends are *Somewhat* or *Not Very* supportive of “your attending this college” while 14.2% (11.9% state) respond similarly about support from their immediate families.

### Student Satisfaction with the College

A useful measure of satisfaction is whether a student recommends a service or institution to others. This survey asks students if they would recommend this college to a friend or family member. At Hillsborough Community College 94.0% (*vis-à-vis* 94.8% state) report they would make such a recommendation. Another item asks students to evaluate their entire educational experience. Eighty four percent (86.4% state) describe their experience as *Good* or *Excellent* and only 1.2% (1.1% state) rate their experience as *Poor*.

Another measure of student satisfaction is the percent of returning students. Seventy four percent (70.6% state) of the students indicate that they plan to enroll in this college within the next 12 months, while 9.9% (11.5% state) report that they have accomplished their

goals and will not be returning. Sixteen percent (17.9% state) report they are uncertain or have no plans to return.

### Satisfaction with Services

The table below displays use, satisfaction, and importance of a number of key academic and student support services. The first column reports the percent of students who say that they used the service either *Sometimes* or *Often*; the second column displays the percent of students who report they were *Somewhat* or *Very Satisfied* with the service by HCC compared to the Florida Community College System; and the third column reports the percent of students who rate the service as *Very Important*.

| Service                                | Use   | Satisfaction |       | Rated as Very Important |
|--|-------|--------------|-------|-------------------------|
|  |       | HCC          | State |                         |
| Academic advising/ planning            | 58.7% | 69.6%        | 72.1% | 65.7%                   |
| Career counseling                      | 23.7% | 41.0%        | 45.7% | 48.2%                   |
| Job placement assistance               | 4.9%  | 15.3%        | 19.9% | 36.9%                   |
| Peer or other tutoring                 | 23.6% | 37.1%        | 38.4% | 42.1%                   |
| Skill labs (writing, math, etc.)       | 43.0% | 54.4%        | 55.6% | 50.0%                   |
| Child care                             | 3.6%  | 8.8%         | 9.3%  | 26.0%                   |
| Financial aid advising                 | 42.0% | 40.1%        | 49.2% | 62.4%                   |
| Computer lab                           | 58.2% | 69.1%        | 70.1% | 58.8%                   |
| Student organizations                  | 11.5% | 22.7%        | 25.9% | 24.3%                   |
| Transfer credit assistance             | 21.8% | 29.0%        | 32.2% | 51.3%                   |
| Services to students with disabilities | 7.2%  | 14.0%        | 15.6% | 47.2%                   |

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