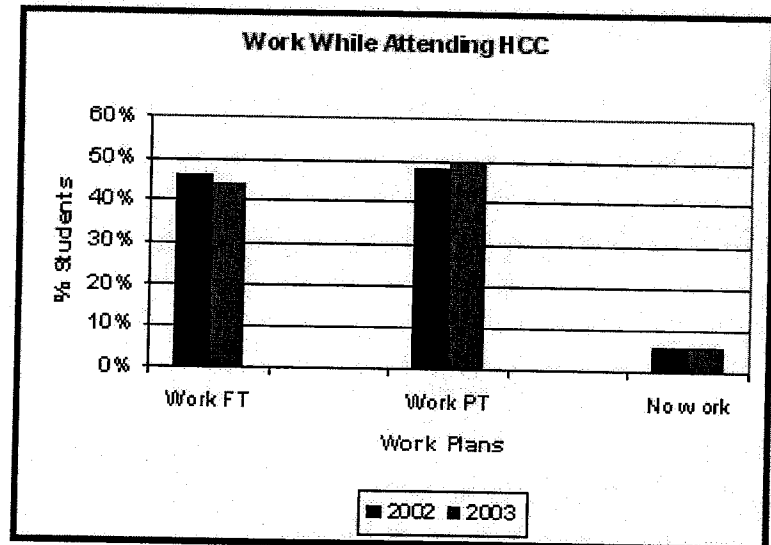


## Entering Student Survey Fall 2003 Annual Report

The Entering Student Survey is administered in the fall at each campus to in-coming students. The purpose of the survey is to provide the College with information about students' backgrounds, plans, and anticipated needs. This report contains the results from the Fall 2003 surveys. A total of 1,174 students completed the survey.

### Key student survey findings include:

- 94% reported the intent to work while attending HCC
- 87% of the students reported owning a computer
- 84% reported the need for assistance with mathematics skills
- 67% reported HCC to be their first college of choice



This report is of use to Student Services personnel and campus recruiters. Additional survey findings include:

- 83% reported the need to develop better study habits, and
- 82% reported assistance to choose courses.

**FINDINGS**

The survey has four parts: student background, student plans, student choice of HCC and information sources, and student needs. Findings are highlighted below and detailed in the tables that follow.

Student background

This section shows characteristics of in-coming students who responded to the survey. Survey results for Fall 2003 are highly consistent with Fall 2002. Fall 2003 results show:

- Student age: 63% were 19 or younger
- Gender: 57% female
- Ethnicity: 55% White, 21% Hispanic, 17% African-American
- Highest degree earned: 88% high school or GED
- First in family to attend college: 27%
- High school GPA: 59% reported 2.5 and 3.5
- Single parent: 14%
- Financial dependents: 76% reported none
- Income: 59% reported less than \$10,000/year, pre-tax
- Financial aid: 45% reported the intent to apply
- Own a computer: 87%
- Internet connect: 94% of those who own a computer

Students responses to survey items 2 – 13 follow. Item 1, zip code is not reported. There were only two zip codes used by 5% of the respondents: 33511 (Brandon) and 33594 (Valrico). A survey review will include a review of the need for the zip code item.

**Background**

**Table 1: Age**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
≤19	392	53.26	657	62.51
20 – 24	154	20.92	187	17.79
25 – 39	136	18.48	158	15.03
40 – 54	48	6.52	47	4.47
≥ 55	6	0.82	2	0.19

**Table 2: Gender**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Male	307	42.05	453	43.23
Female	423	57.95	595	56.77

**Table 3: Ethnicity**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
American Indian	10	1.38	6	0.57
Asian/Pacific Islander	16	2.21	33	3.16
Black/Non-Hispanic	136	18.76	173	16.56
Hispanic	183	25.24	223	21.34
White/Non-Hispanic	366	50.48	578	55.31
Other	14	1.93	32	3.06

**Table 4: Highest Degree Earned**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
High school or GED	647	90.24	901	88.16
Vocational certificate	32	4.46	35	3.42
AA or AS degree	12	1.67	60	5.87
Bachelor's degree	13	1.81	12	1.17
Other	13	1.81	14	1.37

**Table 5: First in Family to Attend College**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes	191	26.06	275	26.88
No	542	73.94	748	73.12

**Table 6: High School Grade Point Average**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Higher than 4.0	15	2.25	48	5.08
Between 3.5 and 4.0	71	10.64	153	16.21
Between 3.0 and 3.49	180	26.99	272	28.81
Between 2.5 and 2.99	244	36.58	284	30.08
Between 2.0 and 2.49	142	21.29	160	16.95
Between 1.5 and 1.99	11	1.65	21	2.22
Less than 1.5	4	0.60	6	0.64

**Table 7: Single Parent**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes	115	15.93	145	14.46
No	607	84.07	858	85.54

**Table 8: Financial Dependents Other than Self**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
None	514	71.29	780	75.80
One	94	13.04	105	10.20
Two	58	8.04	80	7.77
Three	34	4.72	42	4.08
More than three	21	2.91	22	2.14

**Table 9: Income**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Less than \$10,000 per year before taxes	363	53.86	597	59.29
\$10,000-\$19,999	146	21.66	209	20.75
\$20,000-\$29,999	91	13.50	105	10.43
\$30,000-\$39,999	28	4.15	42	4.17
\$40,000 or more	46	6.82	54	5.36

**Table 10: Apply for Financial Aid**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes	306	43.04	466	44.98
No	405	56.96	570	55.02

**Table 11: Own a Computer**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes	617	84.52	893	96.02
No	113	15.48	36	4.90

**Table 12: Have an Internet Connection**  
(Includes only students who answered 'yes' to computer ownership)

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes	576	88.62	836	93.62
No	74	11.38	57	6.38

### Students' plans

This section includes students' reasons for enrollment at HCC, degree sought, and employment plans. Overall survey results for Fall 2002 are highly consistent with Fall 2003. The proportion of students planning to attend each campus changed from 2002 to 2003. This finding signals the need to standardize the conditions under which the survey is administered so all entering students are represented. Fall 2003 students reported:

- Campus planning to attend: 42% Dale Mabry; 34% Brandon; 12% Plant City; and 11% Ybor City
- Reason for enrollment: 62% plan to transfer to four-year college
- Highest degree sought: 90% reported a two-year Associate degree
- Terminal degree sought: 40% reported a Bachelor's degree; 24% reported an Associate degree; 22% reported a Master's degree
- Full-time attendance: 72%
- Work while attending: 50% part-time; 44% full-time

Students' responses to survey items 14 – 19 follow.

Students' plans

**Table 13: Campus to Attend**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Dale Mabry <i>3,000</i>	494	68.52	424	42.44
Plant City	155	21.50	116	11.61
MacDill	1	0.14	1	0.10
Ybor City	38	5.27	113	11.31
Brandon	20	2.77	340	34.03
eCampus	0	0.00	4	0.40
Uncertain	13	1.80	0	0.00
Sunpoint	0	0.00	1	0.10

**Table 14: Reason for Enrollment**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Transfer to four-year college	431	59.28	631	61.68
Establish a career	195	26.82	273	26.69
Get a better job, same field	47	6.46	35	3.42
Personal interests	16	2.20	35	3.42
Upgrade skills	38	5.16	49	4.79

**Table 15: Highest Degree Sought at HCC**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Do not plan to earn an award	51	7.10	68	6.58
Vocational certificate (less than two years)	17	2.37	38	3.68
Associate (two years)	650	90.53	927	89.74

**Table 16: Terminal Degree Sought**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Vocational certificate	5	0.74	26	2.53
Associate	188	27.81	245	23.81
Bachelor's	277	40.98	409	39.75
Masters	142	21.01	231	22.45
Professional	64	9.47	118	11.47

**Table 17: Attend Full-time**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes	454	67.16	742	71.76
No	222	32.84	292	28.24

**Table 18: Work While Attending HCC**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Yes, full-time	312	45.88	455	44.43
Yes, part-time	325	47.79	512	50.00
No	43	6.32	57	5.57

### **Students' choices**

This section of survey shows how often HCC is students' first choice for college. The section also addresses the relative impact of marketing strategies.

Survey results for Fall 2003 were not consistent with Fall 2002. Students were more reliant on the HCC website for primary information than in the past year. In 2002, mailed materials were the primary source for 68% of the respondents. In 2003, mailed materials were the primary source for 49% of the respondents. Identification of the HCC website as the primary source of information was 25% in 2002, and 32% in 2003.

Fall 2003 findings:

- HCC as first choice for college: 67%
- Most influential factor in attending HCC: 25% location; 19% programs offered; 17% ease of transfer; and 17% cost
- Primary source of information: 32% materials mailed to me; 32% HCC website

The tables to follow show students' responses to survey items 20 -22.

**Students' choice**

**Table 19: HCC as Choice of Colleges to Attend**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
First choice	466	67.05	696	66.60
Second choice	178	25.61	264	25.26
Third choice	27	3.88	40	3.83
Fourth choice or lower	24	3.45	45	4.31

**Table 20: Single Most Influential Factor in Attending HCC**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Programs offered	162	23.18	203	19.39
Academic reputation	42	6.01	54	5.16
Location	232	33.19	258	24.64
Size	22	3.15	31	2.96
Cost	74	10.59	180	17.19
Financial aid available	22	3.15	26	2.48
Ease of transfer	105	15.02	182	17.38
Child care on campus	0	0.00	5	0.48
Athletics	8	1.14	9	0.86
Clubs or organizations	0	0.00	11	1.05
Advice of parents or family	32	4.58	88	8.40

**Table 21: Primary Source of Information**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
Materials mailed to me	142	<b>24.53</b>	304	<b>31.60</b>
Materials received from HCC employees	251	<b>43.35</b>	169	<b>17.57</b>
Internet, HCC site	136	<b>23.49</b>	303	<b>31.50</b>
Newspapers	10	1.73	34	3.53
Radio	16	2.76	14	1.46
College night	14	2.42	47	4.89
Presentation	9	1.55	91	9.46
Other	1	0.17	na	na

**Student's needs**

Fifteen service areas were presented for students to indicate their need for assistance. This information is of primary utility to student services personnel and those serving new students. Survey results for Fall 2002 are highly consistent with Fall 2003. Findings are:

At least 80% of the students rated these services as very important or important:

- Improving math skills 84%
- Developing better study habits, 82%
- Choosing courses, 82%

At least 70% of the students rated these services as very important or important:

- Improving test-taking skills, 79%
- Receiving academic counseling: 79%
- Developing realistic academic goals: 78%

Table 23 shows students' responses to the 15 service areas.

Student Needs

**Table 23: Very Important or Important Areas to Receive Assistance**

Responses	Fall 2002		Fall 2003	
	N	%	N	%
1) Expressing ideas in writing	405	61.14	615	61.87
2) Improving reading skills	446	60.6	626	62.91
3) Improving math skills	600	81.52	817	84.23
4) Developing better study habits	576	78.26	807	82.68
5) Improving test-taking skills	561	76.23	771	79.40
6) Choosing courses	573	77.85	807	81.85
7) Using the library	420	57.06	568	57.32
8) Disabled student services	154	20.92	207	21.08
9) Computer lab access	415	56.38	610	60.82
10) Developing career goals	571	76.33	798	81.26
11) Securing financial aid	479	65.08	685	69.61
12) Managing family issues	306	41.58	434	43.88
13) Receiving personal counseling	349	67.41	469	47.47
14) Developing realistic academic goals	534	72.55	771	78.19
15) Receiving academic advising	552	75	782	79.23

Reader's Note:

The quality of the findings are limited and should be viewed as an indication of the entering characteristics of students. Unfortunately, the survey was completed by about 50% of entering students and represents only that segment. Additional steps will be taken to assure that all entering students respond to the survey enabling more valid results to be brought forward. /js101203