STUDENT GOALS AND SATISFACTION: RESULTS OF THE 2007 CCSSE ADMINISTRATION

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 address the questions above and compare results for HCC to the results from the 2006 CCSSE administration.

Educational Goals

Students responding to the survey were given the opportunity to mark Primary Goal, Secondary Goal, or Not a Goal 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.

Similarly to the 2006 administration, the top primary goals of our students are to obtain an associate degree (72.6%), followed by transferring to a 4-year college or university (67.4%). The items that were listed as not being goals were completing a certification program (57.6%) and changing careers (51.6%).

<table>
<thead>
<tr>
<th>Education Goals</th>
<th>Primary Goal HCC</th>
<th>Not a Goal HCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obtain an associate degree</td>
<td>70.3% 72.6%</td>
<td>12.4% 12.3%</td>
</tr>
<tr>
<td>Transfer to a 4-year college or university</td>
<td>67.3% 67.4%</td>
<td>12.1% 13.6%</td>
</tr>
<tr>
<td>Self-improvement/personal enjoyment</td>
<td>39.8% 36.6%</td>
<td>30.1% 27.0%</td>
</tr>
<tr>
<td>Obtain or update job-related skills</td>
<td>35.9% 33.3%</td>
<td>36.4% 36.7%</td>
</tr>
<tr>
<td>Change careers</td>
<td>22.1% 29.9%</td>
<td>61.9% 51.6%</td>
</tr>
<tr>
<td>Complete a certification program</td>
<td>28.3% 26.4%</td>
<td>55.8% 57.6%</td>
</tr>
</tbody>
</table>
Barriers to Goal Attainment

CCSSE also asks students to indicate the issues that would require them to withdraw from college. In other words, 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
- Academically under-prepared.

### Barriers to Persistence 2007

<table>
<thead>
<tr>
<th></th>
<th>Finances</th>
<th>Work</th>
<th>Dependents</th>
<th>Underprepared</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCC</td>
<td>46%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>AtD</td>
<td>43%</td>
<td>40%</td>
<td>31%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Student Satisfaction with the College

The survey asks a number of questions useful in measuring the satisfaction of students. One is whether a student would recommend this college to a friend or family member. At Hillsborough Community College 93.3% (95.4% AtD) report they would make such a recommendation. Another item asks students to evaluate their entire educational experience. Eighty four percent (86.8% AtD) describe their experience as Good or Excellent and only 1.9% (1.0% AtD) rate their experience as Poor.

Another measure of student satisfaction is the percent of returning students. Seventy one percent (64.8% AtD) of the students indicate that they plan to enroll in this college within the next 12 months, while 13.8% (12.0% AtD) report that they have accomplished their goals and will not be returning. Fifteen percent (23.1% AtD) report they are uncertain or have no plans to return.

Satisfaction with Services

The following table displays satisfaction with a number of key academic and student support services. It displays the percent of students who report they were Somewhat or Very Satisfied with the service by HCC for the last three CCSSE administrations, and compares the results to the Achieving the Dream consortium and the national cohort.
<table>
<thead>
<tr>
<th>Service</th>
<th>HCC Satisfaction</th>
<th>AtD</th>
<th>Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic advising/planning</td>
<td>69.6%</td>
<td>64.9%</td>
<td>71.7%</td>
</tr>
<tr>
<td>Career counseling</td>
<td>41.0%</td>
<td>34.9%</td>
<td>36.7%</td>
</tr>
<tr>
<td>Job placement assistance</td>
<td>15.3%</td>
<td>13.5%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Peer or other tutoring</td>
<td>37.1%</td>
<td>36.7%</td>
<td>39.3%</td>
</tr>
<tr>
<td>Skill labs (writing, math, etc.)</td>
<td>54.4%</td>
<td>53.7%</td>
<td>53.7%</td>
</tr>
<tr>
<td>Child care</td>
<td>8.8%</td>
<td>7.4%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Financial aid advising</td>
<td>40.1%</td>
<td>43.0%</td>
<td>44.5%</td>
</tr>
<tr>
<td>Computer lab</td>
<td>69.1%</td>
<td>65.2%</td>
<td>66.1%</td>
</tr>
<tr>
<td>Student organizations</td>
<td>22.7%</td>
<td>20.3%</td>
<td>25.4%</td>
</tr>
<tr>
<td>Transfer credit assistance</td>
<td>29.0%</td>
<td>27.6%</td>
<td>27.7%</td>
</tr>
<tr>
<td>Services to students with disabilities</td>
<td>14.0%</td>
<td>17.8%</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

Conclusion

The top primary educational goals of HCC respondents focused on *Obtaining an Associate degree* (72.6%) and *Transferring to a 4-year college or university* (67.4%). These two items were also the top rated within the last CCSSE administration. Similar to 2006, *Completing a certification program* was the item 57.6% of HCC respondents considered as being “Not a goal.”

Barriers to goal attainment among the HCC respondents were similar to the last administration. The survey asked for the main factors that would result in the student “withdrawing from class or from college” to which 43% of respondents stated that *Lack of finances* was the main barrier.

Finally, with regard to student satisfaction of services, there was one item in which there has been an increase with each administration. *Financial aid advising* satisfaction increased from 40.1% in 2004 to 43% in 2006, and is now at 44.5%. Contrary to the previous two administrations, HCC scores for two items were higher than both the AtD and the Nation. Those items were *Academic advising and planning*, and *Skill labs*.

Alisa M. Zujovic
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