

# Fox Valley Technical College Community Course Feedback Survey Report

Spring 2016

## EXECUTIVE SUMMARY

Fox Valley Technical College (FVTC) offers non-program, community classes in three different areas:

- **General Adult** (aid code 42) – classes that support basic education, citizenship, and community safety. Examples = Adopting a Child with Special Needs, Traffic Safety School, and Self-Defense for Women.
- **Occupational Adult** (aid code 47) – vocational training for present or future careers. Examples = CPR, Microsoft Excel, and Responsible Beverage Service.
- **Adult Avocational** (aid code 60) – hobby and recreational classes for personal enrichment. Examples = Fly Fishing, Kickboxing, and Photography.

### Survey Administration

As part of the College Mission to provide high-quality education and training that support student goals, a skilled workforce, and the economic vitality of our communities, FVTC administers a non-program, community course feedback survey. The results are used to identify and address students' needs and expectations to ensure quality course offerings.

FVTC administered the Community Course Feedback Survey to non-program students April 11-22, 2016. A total of 108 non-program classes offered at multiple campus locations were selected to be surveyed. On April 11, students in these classes received an email inviting them to take the survey online. Students who did not reply to the online survey by April 19 were then sent a reminder email to maximize the response rate before the April 22 survey deadline. In addition, class instructors and campus contacts provided students with hard copy survey forms for those who preferred to provide feedback in a traditional format. With 157 online responses and 215 paper responses, the overall survey response rate came to 31% (372 total responses/1,197 total students).

The non-program, community student survey methodology was revised for 2016 to accommodate responses on additional and broader student and community needs. In former administration cycles, FVTC purchased standardized, pre-printed survey forms from a third-party vendor, which instructors then administered during class time. In 2014, this methodology resulted in a 69% response rate for the 1,000 survey forms distributed in class.

In 2016, FVTC developed an in-house custom survey that was administered through a mixed distribution of online and hard copy to 1,197 students. Although the response rate dropped to 31% due to the new survey distribution, the results provided more comprehensive results to help the college determine community programming needs.

## Key Findings

The FVTC 2016 Community Course Feedback Survey completed by non-program students revealed the following:

- Most non-program students (61%) enroll for self-interest.
- The two most powerful advertising mechanisms for non-program classes are word-of-mouth (referrals from friend/relative) and FVTC's "Take a Class" booklet.
- With a rating of 4.66 on a five-point scale, students have a positive overall impression of the quality of education at FVTC, which is an increase of .06 from the 4.60 mean of 2014.
- A very high number of surveyed students (88%) had previously taken a class at FVTC.
- The top two areas of student satisfaction were "Attitude of the teaching staff towards students" and "Quality of instruction."
- Comments on the overall student experience were positive, although there were significant comments and concerns on the increasing fee structure and removal of the senior discount.

### Acknowledgement

College staff from all campuses were instrumental in conducting this survey with acknowledgement of the assistance of Colleen Schnell, Jessica Heimann, JoAnn Beschta, Marie Thull, Michelle Roggenbauer, and Michael McKittrick, key coordinators in conducting the survey across the district campuses.

## SURVEY RESULTS

Due to the new revised in-house survey in 2016, not all survey questions are comparable to 2014 results.

### 1. What were your main reasons for enrolling at FVTC? (select all that apply)

	2016 Count	2016 Percent	2014 Percent
Self-interest/self-improvement	249	61%	47%
Job-related/job-required training	56	14%	4%
Other	36	9%	24%
Renewal of certification	34	8%	17%*
I didn't have a definite purpose in mind.	15	4%	6%
To obtain new certification	14	3%	-
To eventually pursue a degree	3	1%	2%
Total	407		

\*In 2014 "new certification" and "renewal of certification" were grouped together.

**2. How did you learn about this class? (select all that apply)**

	Count	Percent*
Friend/relative	137	31%
FVTC "Take a Class" booklet that was mailed to me	115	26%
My employer	55	13%
Other	54	12%
FVTC "Take a Class" booklet obtained in the community	33	8%
FVTC website	29	7%
Email	9	2%
Radio	4	1%
Signage	3	1%
Facebook	-	-
Newspaper	-	-
Total	439	

\*Total exceeds 100% due to rounding

**3. What is your overall impression of the quality of education at FVTC?**

	2016 Count	2016 Percent
Excellent (5)	252	69%
Good (4)	104	29%
Average (3)	7	2%
Below average (2)	-	-
Very inadequate (1)	1	0%
Total	364	

	2016	2014
Average Rating	4.66	4.60

**4. Prior to 2016, have you previously taken a class at FVTC?**

	Count	Percent
Yes	321	88%
No	44	12%

**5. Please indicate your satisfaction with the following aspects of FVTC.**

	Does not apply/ not used	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very Dissatisfied (1)	2016 Rating	2014 Rating	Gap
Attitude of the teaching staff towards students	16	290	42	3	-	1	4.85	4.61	0.24
Quality of instruction	11	284	52	7	-	1	4.80	4.59	0.21
Class content	18	252	72	6	2	-	4.73	4.47	0.26
Attitude of the nonteaching staff towards students	97	195	44	13	1	-	4.71	4.28	0.43
Class size relative to the type of course	15	241	84	11	-	-	4.68	4.43	0.25
Classroom/lab facilities	41	219	69	11	4	2	4.64	4.27	0.37
Assistance provided by FVTC throughout the registration process	86	175	65	21	2	2	4.54	4.31	0.23
In-person registration	106	152	58	28	4	-	4.48		
Billing and fee payment procedures	45	185	86	20	13	2	4.43	4.27	0.16
Accuracy of College information received	152	100	65	24	-	1	4.38	4.30	0.08
FVTC's "Take a Class" booklet	97	128	89	26	5	1	4.36		
Availability of classes you want at times and locations that work for you	39	161	107	34	9	2	4.33	4.22	0.11
Computer services	211	72	36	16	6	1	4.31	4.04	0.27
Variety of classes offered	67	131	113	30	5	1	4.31	4.35	-0.04
Personal security/safety at this class location	40	30	60	12	1	-	4.16	4.31	-0.15
Online registration	129	83	63	42	19	3	3.97		

**6. Indicate whether each of the following was a major reason, a minor reason, or not a reason, that you selected FVTC.**

	Major Reason (2)	Minor Reason (1)	Not a Reason (0)	2016 Rating	2014 Rating	Gap
Offered the classes I wanted	313	15	22	1.95	1.86	0.09
Convenient location	222	52	65	1.81	1.72	0.09
Cost of attendance	225	56	63	1.80	1.72	0.08
Advice of friends or relatives	215	57	176	1.79	1.41	0.38
FVTC's reputation	168	78	91	1.68	1.59	0.09
Wanted to be with friends/social atmosphere	147	72	124	1.67	1.61	0.06
Advice of employers	55	27	248	1.67	1.58	0.09

**7. What other subject areas would you be interested in taking classes?**

	Count
Art classes	101
Sewing & quilting	79
Wood working	60
Exercise	58
Computers	58
Cooking	55
Yarn crafts & fiber arts	51
Photography	48
Jewelry making	43
Landscaping & horticulture	41
Genealogy	41
Basket making	34
Foreign language	33
Interior design & reupholstery	33
Other	30
Card making & scrapbooking	22
Hunting & fishing	19
Personal safety	13

**8. How far do you live from the location of your FVTC class?**

	2016 Count	2016 Percent*
Less than 1 mile	22	8%
1-5 miles	90	32%
6-10 miles	77	28%
11-20 miles	13	5%
21-40 miles	50	18%
Over 40 miles	28	10%
Total	280	

\*Total exceeds 100% due to rounding

**9. What is your preferred location for attending FVTC classes?**

	Count	Percent
Appleton	96	27%
Chilton	94	27%
Waupaca	68	19%
Other	52	15%
Oshkosh	29	8%
Clintonville	11	3%
Wautoma	2	1%

**10. Please indicate your time preference for attending classes at FVTC.**

	1st choice (4)	2nd choice (3)	3rd choice (2)	4th choice (1)	Rating
Weekday Mornings	181	40	23	32	3.34
Weekday Afternoons	80	130	19	12	3.15
Weekday Evenings	54	33	93	32	2.51
Saturdays	19	31	33	90	1.88

**11. What is your current employment status?**

	Count	Percent
Retired	214	62%
Employed full-time (35+ hours/week)	92	27%
Employed part-time (less than 35 hrs/week)	26	8%
Not employed (homemaker, disabled, etc.)	11	3%

**12. Would you be interested in career training for a retirement job (encore career)?**

	Count	Percent
Yes	61	18%
No	283	82%

**13. What is your race/ethnicity?**

	Count	Percent*
White	326	93%
American Indian or Alaska Native	10	3%
Prefer not to respond	8	2%
Hispanic	4	1%
Asian	1	0%
Black or African American	1	0%
Two or more races	1	0%
Native Hawaiian or Other Pacific Islander	-	-

\*Total is less than 100% due to rounding

**14. What is your gender?**

	Count	Percent
Female	224	65%
Male	121	35%

**15. Please indicate your age bracket.**

	Count	Percent*
18 or under	1	0%
19-25	8	2%
26-35	26	7%
35-50	43	12%
51-60	28	8%
61-70	119	34%
71-80	93	27%
80+	32	9%

\*Total is less than 100% due to rounding