

# Fox Valley Technical College Community Course Feedback Survey Report

Spring 2017

## 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, 2017 at multiple campus locations across the College district. The overall survey response rate came to 29% (252 total responses/857 surveys distributed).

## Key Findings

The FVTC 2017 Community Course Feedback Survey completed by non-program students revealed the following:

- Most non-program students (54%) enroll for self-interest.
- The three most powerful advertising mechanisms for non-program classes are word-of-mouth (referrals from friend/relative), individuals' employers, and FVTC's "Take a Class" booklet.
- Students have a positive overall impression of the quality of education at FVTC with 100% responding as an excellent, good or average impression.
- A very high number of surveyed students (87%) 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, which was instituted in fiscal year 2015-16.

## 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 Desiree Corey as key coordinators in conducting the survey across the district campuses.

## SURVEY RESULTS

### Non-program Student Satisfaction Survey Results

*Survey conducted: April 11-22, 2017*

	2014	2016	2017
Count of respondents	693	372	252
Surveys distributed	1,000	1,197	857
Response percent	69%	31%	29%

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)

	2017 Count	2017 Percent*	2016 Percent	Change
Self-interest/self-improvement	162	54%	61%	-7%
Job-related/job-required training	78	26%	14%	12%
Renewal of certification	21	7%	8%	-1%
Other	18	6%	9%	-3%
To obtain new certification	14	5%	3%	2%
I didn't have a definite purpose in mind.	5	2%	4%	-2%
To eventually pursue a degree	2	1%	1%	0%
Total	300			

\*Total does not equal 100% due to rounding

#### Other:

- Ability to sew and be with friends, to learn new sewing ideas and projects
- I enjoy learning new things.
- Learn more about windows 10
- Need exercise and socializing
- Recommended by friends/family
- Sewing
- Talented instructors
- To learn how to sew and embroider
- To learn more via computers
- Enjoyment
- Keep self up to date; like to learn more
- Learn new things
- Purely recreational
- Requirement for volunteer fire fighter
- Social aspect
- To have fun
- To pursue a career in textile arts
- Use skills in making articles for charitable organizations

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

	2017 Count	2017 Percent*	2016 Percent*	Change
My employer	65	21%	13%	8%
Friend/relative	63	21%	31%	-10%
FVTC "Take a Class" booklet that was mailed to me	62	20%	26%	-6%
Other	35	11%	12%	-1%
FVTC "Take a Class" booklet obtained in the community	30	10%	8%	2%
FVTC website	26	8%	7%	1%
Email	18	6%	2%	4%
Radio	0	0%	1%	-1%
Signage	1	0%	1%	-1%
Facebook	1	0%	0%	0%
Newspaper	5	2%	0%	2%
Total	306			

\*Total does not equal 100% due to rounding

**Other:**

- Genealogy groups
- At computer users group
- FVTC over 50 computer group
- SCUG at Appleton FVTC
- Senior Computer Users Group
- Been in this class for approx. 20 yrs
- Keep taking ongoing classes for practice and learning more techniques.
- Past student years ago
- Previous classes (2)
- Prior enrollment
- Instructor (3)
- Instructor ADRC
- Our Instructor
- Instructor told me about class
- Stop in to check on programs
- From front desk
- In person at Oshkosh FVTC office
- Fabric store
- Work
- Fire department
- My fire department Chief
- State of Wisconsin
- Kelly White
- Letter/flyer from FVTC
- Mailing
- Person that took computer classes with me in the past
- Take a class booklet in community
- Word of mouth

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

	2017 Count	2017 Percent*	2016 Percent	Change
Excellent (5)	188	76%	69%	7%
Good (4)	52	21%	29%	-8%
Average (3)	6	2%	2%	0%
Below average (2)	1	0%	0%	0%
Very inadequate (1)	0	0%	0%	0%
Total	247			

\*Total does not equal 100% due to rounding

	2017	2016	2014
Average Rating	4.73	4.66	4.60

**4. Prior to 2017, have you previously taken a class at FVTC?**

	2017 Count	2017 Percent	2016 Percent	Change
Yes	212	87%	88%	-1%
No	33	13%	12%	1%

**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)	2017 Rating	2016 Rating	Gap 2017-2016
Attitude of the teaching staff towards students	16	200	22	4	2	3	4.79	4.85	-0.06
Quality of instruction	11	200	26	3	3	3	4.77	4.80	-0.03
Class content	15	176	38	12	1	3	4.67	4.73	-0.06
Attitude of the nonteaching staff towards students	52	78	16	7	0	2	4.63	4.71	-0.08
Class size relative to the type of course	16	170	52	6	1	3	4.66	4.68	-0.02
Classroom/lab facilities	26	165	41	8	3	5	4.61	4.64	-0.03
Assistance provided by FVTC throughout the registration process	78	109	39	12	4	2	4.50	4.54	-0.04
In-person registration	103	85	39	14	1	4	4.40	4.48	-0.08
Billing and fee payment procedures	50	108	54	20	10	5	4.27	4.43	-0.16
Accuracy of College information received	105	75	42	17	1	2	4.36	4.38	-0.02
FVTC's "Take a Class" booklet	99	83	50	9	2	2	4.44	4.36	0.08
Availability of classes you want at times and locations that work for you	33	101	78	24	6	4	4.25	4.33	-0.08
Computer services	126	75	24	15	2	2	4.42	4.31	0.11
Variety of classes offered	51	92	72	15	5	2	4.33	4.31	0.02
Personal security/safety at this class location	29	160	47	7	0	3	4.66	4.16	0.5
Online registration	99	65	43	23	11	3	4.08	3.97	0.11

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)	2017 Rating	2016 Rating	Gap 2017-2016
Offered the classes I wanted	212	11	20	1.95	1.95	0.00
Convenient location	153	39	45	1.80	1.81	-0.01
Cost of attendance	107	52	72	1.67	1.80	-0.13
Advice of friends or relatives	54	35	146	1.61	1.79	-0.18
FVTC's reputation	116	53	65	1.69	1.68	0.01
Wanted to be with friends/social atmosphere	73	46	119	1.61	1.67	-0.06

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

Classes	2017 Count	2016 Count
Computers	74	58
Sewing & quilting	47	79
Cooking	40	55
Genealogy	38	41
Photography	35	48
Exercise	34	58
Art classes	33	101
Yarn crafts & fiber arts	27	51
Landscaping & horticulture	27	41
Foreign language	27	33
Wood working	26	60
Jewelry making	21	43
Hunting & fishing	21	19
Other:	20	30
Interior design & reupholstery	17	33
Personal safety	17	13
Card making & scrapbooking	11	22
Basket making	10	34

Other:

- Appleton
  - Job search
  - Mechanical
  - I would love to see more classes geared towards advanced photography such as wedding specific classes. Also more classes to help start my photography business.
  - Welding
  - Small engine repair

- Welding
- Advanced Piano
- Clintonville
  - Chinese language
- Oshkosh
  - More computer classes for seniors at this location
  - Stained glass, fused glass
- Waupaca
  - Mechanical
  - Money Management
  - EMR
  - EMT Basic
- Other:
  - Life Skills courses
  - More computer classes for seniors at this location
  - Law Enforcement related

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

	2017 Count	2017 Percent*	2016 Percent*	Change
Less than 1 mile	14	6%	8%	-2%
1-5 miles	66	27%	32%	-5%
6-10 miles	60	24%	28%	-4%
11-20 miles	51	20%	5%	15%
21-40 miles	24	10%	18%	-8%
Over 40 miles	34	14%	10%	4%
Total	249			

\*Total does not equal 100% due to rounding

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

	2017 Count	2017 Percent	2016 Percent	Change
Appleton	90	35%	27%	8%
Waupaca	44	17%	19%	-2%
Other	40	16%	15%	1%
Chilton	35	14%	27%	-13%
Oshkosh	33	13%	8%	5%
Clintonville	7	3%	3%	0%
Wautoma	5	2%	1%	1%



**Other:**

- Class off site
- Grand Chute
- Grand Chute (not Appleton)
- Local Fire Department
- Milwaukee (3)
- Neenah (22)
- Omro
- Richland Center (2)
- Sheriff's Academy, Franklin, WI
- Upper Peninsula of Michigan
- Washington State
- Weyauwega

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

	1st choice (4)	2nd choice (3)	3rd choice (2)	4th choice (1)	2017 Rating	2016 Rating	Change
Weekday Mornings	121	35	9	31	3.26	3.34	-0.08
Weekday Afternoons	62	93	23	14	3.06	3.15	-0.09
Weekday Evenings	51	17	65	36	2.49	2.51	-0.02
Saturdays	12	29	26	84	1.79	1.88	-0.09

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

	2017 Count	2017 Percent*	2016 Percent	Change
Retired	118	50%	62%	-12%
Employed full-time (35+ hours/week)	93	39%	27%	12%
Employed part-time (less than 35 hrs/week)	15	6%	8%	-2%
Not employed (homemaker, disabled, etc.)	10	4%	3%	1%

\*Total does not equal 100% due to rounding

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

	2017 Count	2017 Percent	2016 Percent	Change
Yes	61	26%	18%	8%
No	178	74%	82%	-8%

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

	2017 Count	2017 Percent	2016 Percent*	Change
White	222	92%	93%	-1%
American Indian or Alaska Native	3	4%	3%	1%
Prefer not to respond	9	1%	2%	-1%
Hispanic	2	1%	1%	0%
Asian	3	1%	0%	1%
Black or African American	2	1%	0%	1%
Two or more races	0	0%	0%	0%
Native Hawaiian or Other Pacific Islander	0	0%	0%	0%

\*Total does not equal 100% due to rounding

**14. What is your gender?**

	2017 Count	2017 Percent	2016 Percent	Change
Female	140	58%	65%	-7%
Male	102	42%	35%	7%

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

	2017 Count	2017 Percent	2016 Percent	Change
18 or under	1	0%	0%	0%
19-25	7	3%	2%	1%
26-35	21	9%	7%	2%
35-50	47	19%	12%	7%
51-60	32	13%	8%	5%
62+	138	56%	70%	-14%

\*Total is less than 100% due to rounding