

SURVEY OF ENTERING STUDENTS

The Survey of Entering Students is distributed to all students applying to St. Petersburg Junior College. The purpose of the survey is to evaluate the needs and expectations of incoming students. There were 1301 surveys returned from students applying for admission for Sessions 1, 2, and 3 in 1996-97.

Demographics

In the first section, students are asked to provide demographic and academic information about themselves. Highlights of student demographics and academic information were:

- More than one-half (56.5%) were 24 years of age or less and were female (60.4%)
- Over four-fifths (83.6%) were white
- Less than one-third (32.5%) had graduated from high school or completed the G.E.D. in the previous year; almost one-half had completed this requirement more than five years before application to SPJC
- More than one-half (52.0%) reported earning the A. A. degree as the primary reason for attending
- Almost two-thirds planned to take classes during the day and more than one-half planned to take enroll in credit courses full-time

Student Recruitment

In the second section, students were asked how they learned about SPJC and the factors that influenced their decision to apply to the college. Given a list of twenty (20) sources (see Table 1, on back of page) of information about SPJC, the five most cited sources were:

- Material mailed to students
- High school presentations
- Material students picked-up
- The St. Petersburg Times newspaper
- Material from display rack

In contrast the five least cited sources from the list were:

- Internet/World-Wide Wed
- The Tampa Tribune newspaper
- Local papers
- The Weekly Planet
- The Weekly Challenger

Students were also asked to list other sources they used to learn about the college. The five top cited sources of information were:

- Friends
- Parents/Family

- Other students attending SPJC
- Word of mouth
- Live in close proximity to campuses

Given a list of eighteen (18) factors (see Table 2) that might influence a student to apply to SPJC, the five most cited sources were:

- Close to home
- Course(s) or program(s) offered
- Cost
- Friend's recommendation
- Academic reputation

The five lowest factors were:

- Contact with faculty or SPJC staff
- Visit to high school or place of employment by SPJC staff
- Music, art, or theater
- Athletics
- Clubs or organizations

Interestingly, although high school presentations was cited as a major source by which students acquired information about SPJC, SPJC staff visitations to high schools or place of employment was not a major factor that influenced the decision to apply to the college.

Students were also asked to list other factors that influenced the decision to apply. The five top cited factors were:

- Florida resident
- Live by a campus
- Enrollment in previous classes
- Living with relatives
- Enhance job skills/Spouse recommendation (both had same number of responses)

Importance of SPJC Offices and Services

Section three asked students to rate the importance of 19 offices and student support services on a ten point scale with 10/9 (extremely important) being the highest possible rating and 2/1 (not at all important) the lowest possible rating. Students who reported having no knowledge of the office/service rated the item with a zero (0) value. A mean score of 7 or higher indicated that the students felt the office/service would be important to them.

There was considerable spread in the mean scores with the highest being 8.43 (Academic advising) and the lowest being

4.90 (Student activities). Those offices/services with mean scores of 7 or higher were:

- Academic advising = 8.43
- Library = 7.97
- Career counseling and related services = 7.93
- Access to computer labs = 7.88
- Financial aid information/services = 7.67
- Job placement services = 7.29
- Tutoring = 7.01

Effectiveness of Contacts with SPJC Staff & Publications

On the final section, respondents were asked to rate the effectiveness of their contacts with SPJC staff members and publications prior to applying to the college. Five items were rated on a ten-point scale from Excellent (10/9) to Poor (2/1). All items received a mean score higher than 7.0. In rank order the items were:

- Contact with SPJC staff during campus visits = 8.09
- Visit by SPJC staff to your school or work = 7.93
- Information (content) of College publications = 7.93
- Clarity of SPJC publications/Ease of reading = 7.82
- Telephone contact with SPJC staff 7.74

Table 1
Sources of Information About SPJC

Source/Media	Rank
Material mailed to you	1
High school presentation	2
Material you picked up	3
St. Pete Times	4
Material from display rack	5
SPJC television station	6
SPJC Newspaper	7
College nights	8
Billboard	9
Radio Station	10
SPJC open hours	11
Other television station	12
Movie theater screen	13
Mall/shopping center display	14
Poster	15
Internet/World-Wide Web	16
Tampa Tribune	17
Local paper	18
Weekly Planet	19
Weekly Challenger	20

Table 2
Factors that Influenced Student to Apply to SPJC

Factor	Rank
Close to home	1
Course(s) or program(s) offered	2
Cost	3
Friend's recommendation	4
Academic reputation	5
Ease of transfer to state university	6
Parents/family recommendation	7
Close to work	8
Financial aid available	9
Class size	10
High school counselor	11
Employer recommendation	12
High school teacher	13
Contact with faculty or SPJC staff	14
Visit to high school or place of employment by SPJC staff	15
Music, art or theater	16
Athletics	17
Clubs or organizations	18