

Entering Student Satisfaction Survey – Part I

In November of 2012, PSC conducted a student satisfaction survey to obtain new students' feedback regarding their first semester experience. PSC emailed 1,300 new first-time and transfer students requesting their participation. One hundred forty-eight (148) students responded in full or part, yielding an 11% response rate; this is lower than the 2011 response rate of 17.8%.

“Convenient location” and “low cost of attendance,” continue as the top two major reasons for attending PSC. Overall, survey results are very similar to last year with regard to ranking.

About three-quarters of students indicated that PSC was either their first choice (45%) or second choice (28%) of college to attend. When asked how likely students would be to choose PSC again, 57% indicated that they were “definitely likely” or “probably likely” to select PSC. When asked their primary goal for attending PSC, 62% selected “to prepare for transfer to a four-year college or university” and 26% selected “to prepare for a future job immediately after attending PSC.”

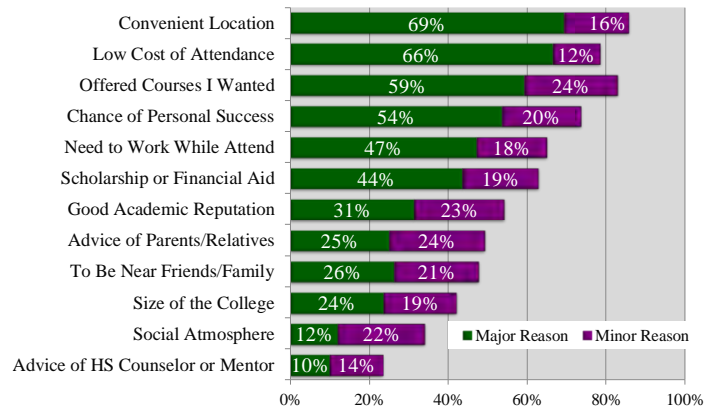
While most students did not rate “good academic reputation” as a major reason for attending PSC, their opinion of the academic quality is high. Over three-quarters of entering students rated the quality of education at PSC as excellent (27%) or good (50%). Overall satisfaction falls slightly below those marks; 30% of respondents reported being very satisfied and 42% reported being satisfied with their overall experience. Again, these results are very similar to 2011 survey results.

The most important factor shaping entering students' experience at PSC continues to be the quality of classroom instruction, while student life continues to rank near the bottom.

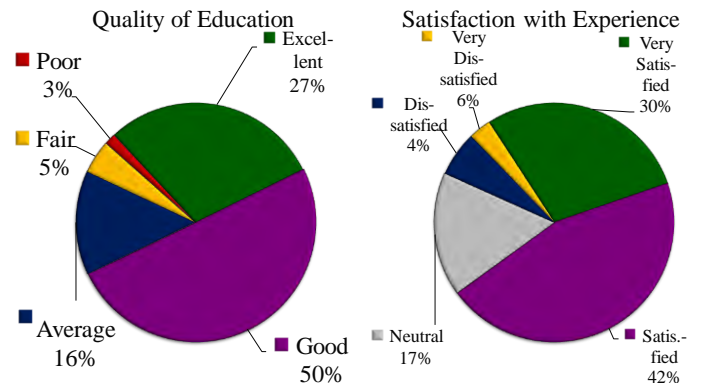
Importance: % rated important or very important	Item Being Rated	How Well PSC Performs: % rated excellent or good
95%	Safe campus	72%
92%	Faculty with real world experience	78%
89%	Transfer programs	77%
81%	Friendly atmosphere	66%
61%	Range of classes offered over the internet	50%

The 2012 survey asked students to rank the importance of five items, and then asked students to rate how well PSC performs on these items. This allows us to see where there is a gap. Almost all students (95%) ranked “safe campus” as important or very important, while 72% rated performance in this area as excellent or good. Six in ten students ranked “range of classes offered over the internet” as important or very important, while 50% rated performance in this area as excellent or good.

Major Reasons for Attendance at PSC Major and Minor Reasons



Overall Impressions Quality of Education and Experience



Importance of Instruction and Support Areas On Entering Students' Overall Experience

