

PROSPECTIVE STUDENT SURVEY ANALYSIS

Prepared for Imperial Valley College

April 2015

In the following report, Hanover Research presents the results of a survey administered to high school students in California's Imperial Valley region to assess their perceptions of Imperial Valley College (IVC) and factors influencing enrollment at IVC.



www.hanoverresearch.com

TABLE OF CONTENTS

Executive Summary and Key Findings	3
INTRODUCTION AND METHODOLOGY	3
KEY FINDINGS.....	4
Plans for College.....	4
Perceptions of IVC.....	5
Factors Inhibiting enrollment	6
Figures and Tables	7
COLLEGE PLANS	7
FACTORS INFLUENCING ENROLLMENT.....	9
PERCEPTIONS OF IMPERIAL VALLEY COLLEGE.....	10
ATTENDING IMPERIAL VALLEY COLLEGE	16
Financing a Higher Education	18
CHANNELS FOR COMMUNICATION.....	19
DEMOGRAPHICS.....	20

EXECUTIVE SUMMARY AND KEY FINDINGS

INTRODUCTION AND METHODOLOGY

This report presents the findings of a survey administered to students enrolled in high schools in California’s Imperial Valley region. The survey was administered online to high school students after they completed the ACCUPLACER placement test. In total 1,277 students completed the survey and are included in the analysis.

The survey gathers information about prospective students’ perceptions and expectations of Imperial Valley College (IVC). Results from the survey will help IVC’s leaders to better understand prospective high school students’ perceptions of the College and likelihood of enrolling in courses at IVC. Results will also help IVC to identify factors that may inhibit prospective students from attending IVC so the College can address these obstacles and any apparent misconceptions about IVC.

The Key Findings section in this report highlights insights from an analysis of the survey results. The Figures and Tables section presents charts of aggregate results for each question, as well as a selection of open-ended responses about why respondents are likely or unlikely to recommend IVC. An accompany data supplement includes full aggregated responses and segmented results by respondents’ high school (shown in Figure I)¹ and by intention to attend college immediately after high school.²

Figure I: Distribution of Respondents by High School

HIGH SCHOOL	NUMBER OF RESPONDENTS
Calexico High School	342
Southwest High School	262
Central Union High School	222
Brawley Union High School	221
Imperial High School	157
Calipatria High School	62
Holtville High School	1
Other	8
Total	1,275

¹ Holtville High is excluded from the segmentation because there is only one respondent from this high school.

² Statistically significant differences across groups are calculated at the 95 percent confidence level.

KEY FINDINGS

PLANS FOR COLLEGE

- Imperial Valley College is a popular option among high school students in the area.** Among all respondents, 91 percent intend to enroll in college right after high school. Of these respondents, 62 percent plan to attend Imperial Valley College. In comparison, one-quarter of these students plan to attend a four-year college or university, and only 6 percent have plans to attend a different two-year community college.

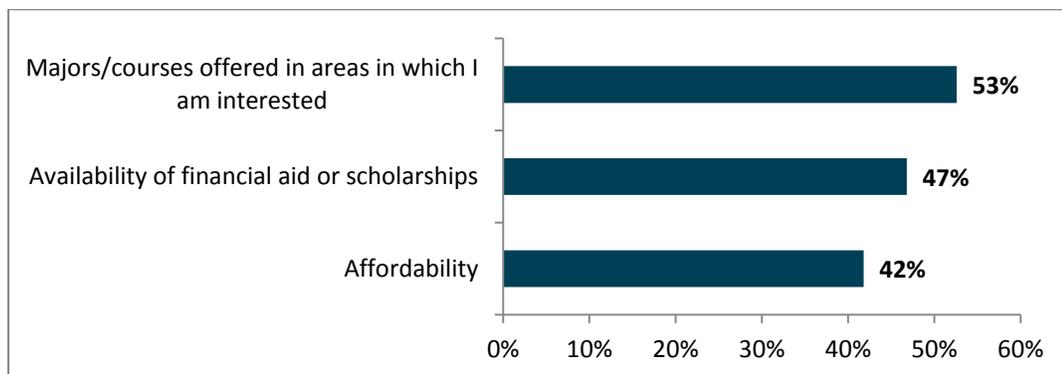
Figure II: Respondent Post-Secondary Enrollment Intentions

Type of Institution	Percent
Imperial Valley College	62%
A four-year college or university	24%
A two-year community college that is not Imperial Valley College	6%
Other	8%

N=1,158

- Available majors/courses, availability of financial aid or scholarships, and affordability are the three most important factors for regional high school students when they are considering which college to attend.** A majority of respondents (53%) report that the *availability of majors/courses of interest* is an important factor when they think about the college they want to attend, while 47 and 42 percent cite *availability of financial aid/scholarships* and *affordability*, respectively. As such, IVC may wish to specifically highlight the range of majors offered or specific majors that appeal to students in the region, the cost effectiveness of an IVC degree, and financial aid/scholarship options when communicating with prospective high school students.

Figure III: Top 3 Most Important Factors When Considering a College

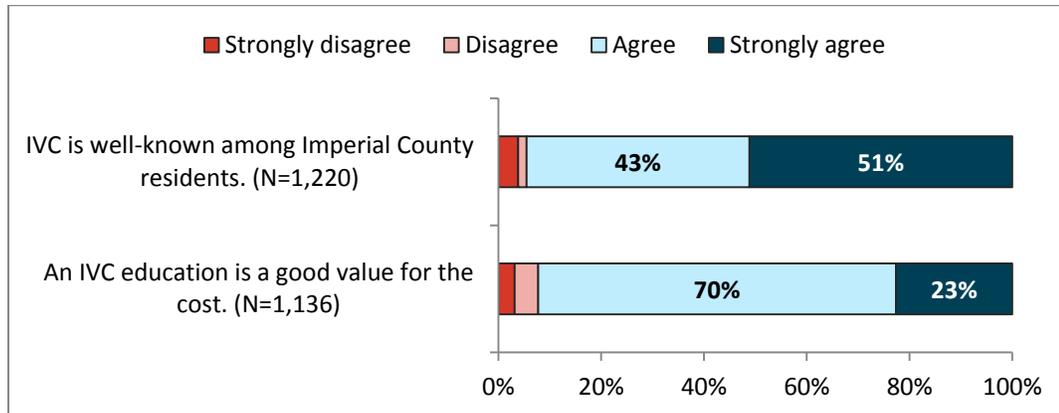


N=1,158

PERCEPTIONS OF IVC

- Overall, Imperial Valley College is well-known in the area, and respondents generally have favorable impressions of the College.** More than 90 percent of respondents agree or strongly agree that *IVC is well-known among Imperial County residents* and that *an education at IVC is a good value for the cost*.

Figure IV: Perceptions of IVC



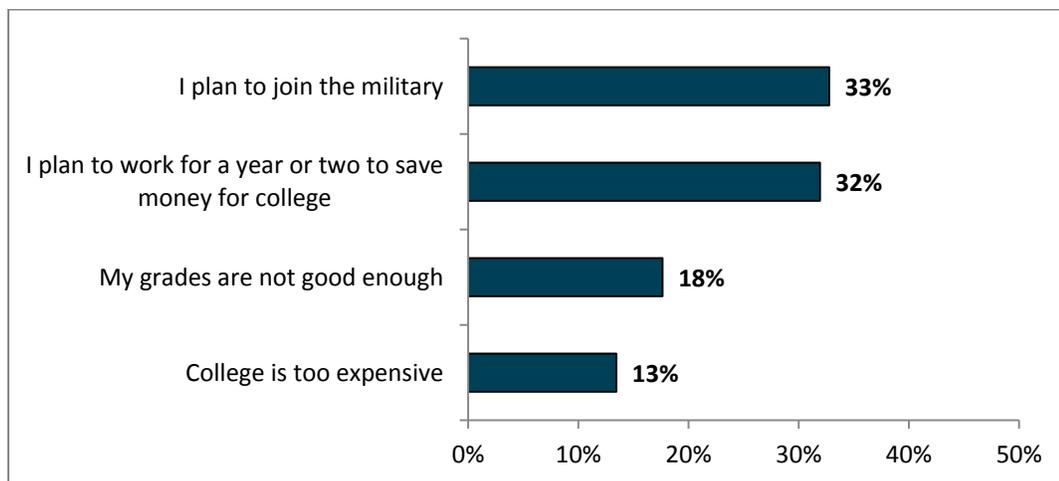
- Students plan to enroll at IVC to continue their education affordably or use it as a stepping stone before transferring to a four-year university.** A majority of respondents who plan to enroll at IVC after high school indicate that their main expectation for an education at IVC is to *continue their education affordably* (59%) or to *gain some college credits before transferring to a four-year university* (51%). Therefore, highlighting IVC’s affordability and effectively communicating transfer rates or articulation agreements with four-year universities may be important topics to emphasize for sustaining and/or increasing enrollment at IVC.
- Despite high rates of favorable impressions of IVC, the likelihood of recommending IVC to prospective students is lukewarm.** On a scale from 0 to 10, the mean likelihood of recommending IVC is 6.74. Respondents who are likely to recommend IVC (six or higher) tend to cite its affordability, close proximity to home, and the strength of its nursing program. For example, one respondent writes, “Imperial Valley College is affordable and close to home. It’s a great place to start after high school. It’s easier to pay for community college for general education than go to a university.”

FACTORS INHIBITING ENROLLMENT

- **Difficulty enrolling in courses at IVC is a moderate concern among students. Communicating how the College has taken steps to minimize this issue may be an important topic to emphasize when communicating with prospective students.** Respondents who are unlikely to recommend IVC generally express concern that courses tend to fill up quickly, making it difficult to enroll in required courses and prolonging the time it takes to meet the qualifications for a degree. For example, one respondent is unlikely to recommend IVC because “It is unlikely to get [into] classes that you need due to the amount of students. People who should be done in two years can take up to five.”

 - About one-quarter (26%) of respondents disagree with the statement that *IVC offers enough classes so I will be able to complete my degree in a timely manner*. Similarly, 24 percent of respondents who do not plan to attend IVC after high school indicate that *difficulty enrolling in required courses* would prevent them from enrolling at IVC.
 - Other common factors that would prevent respondents from enrolling at IVC include *acceptance to another college or university* (57%), *the limited majors/courses of interest available* (50%), and *pursuing other interests* (33%).
- **Students who are unsure or who do not anticipate attending college directly after high school generally plan to join the military or work for a year or two to save money for college.** Among respondents who are undecided or who plan to attend college after high school, 33 percent plan to *join the military* and 32 percent plan to *work for a couple years to save money for college*. Eighteen percent of respondents also indicate that their *grades are not good enough* to get into college. Emphasizing IVC’s affordability, open admissions policy, or emphasizing student support services available to help students improve their study skills and academic success may encourage students who do not plan to attend college after high school to reconsider attending IVC.

Figure V: Alternative College Plans

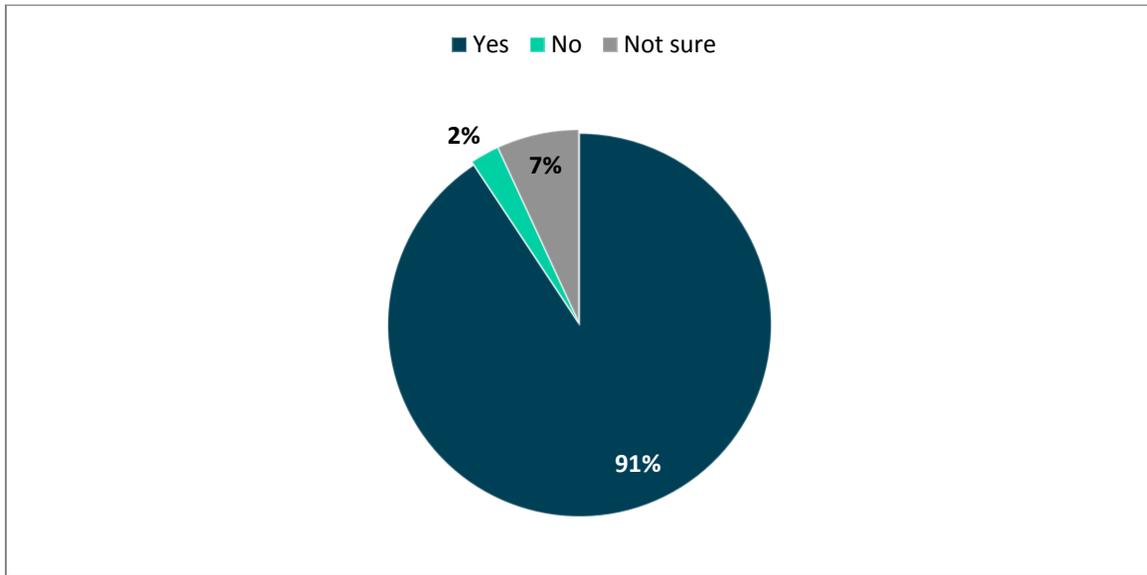


N=119

FIGURES AND TABLES

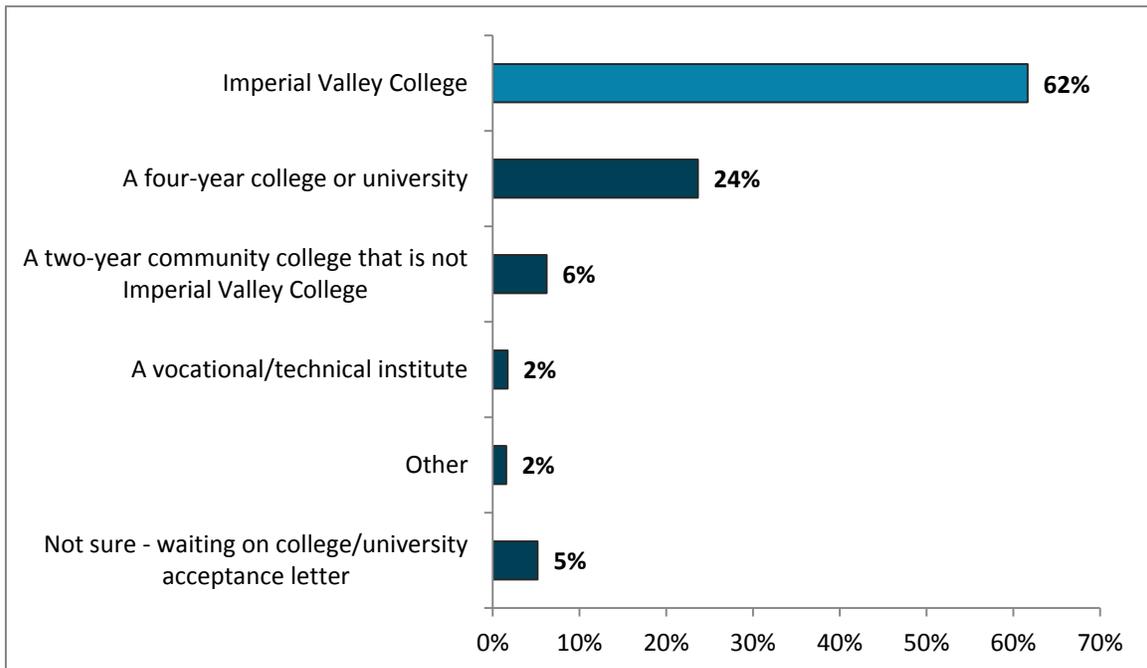
COLLEGE PLANS

Figure 1: Do You Plan on Attending College Right After Completing High School?



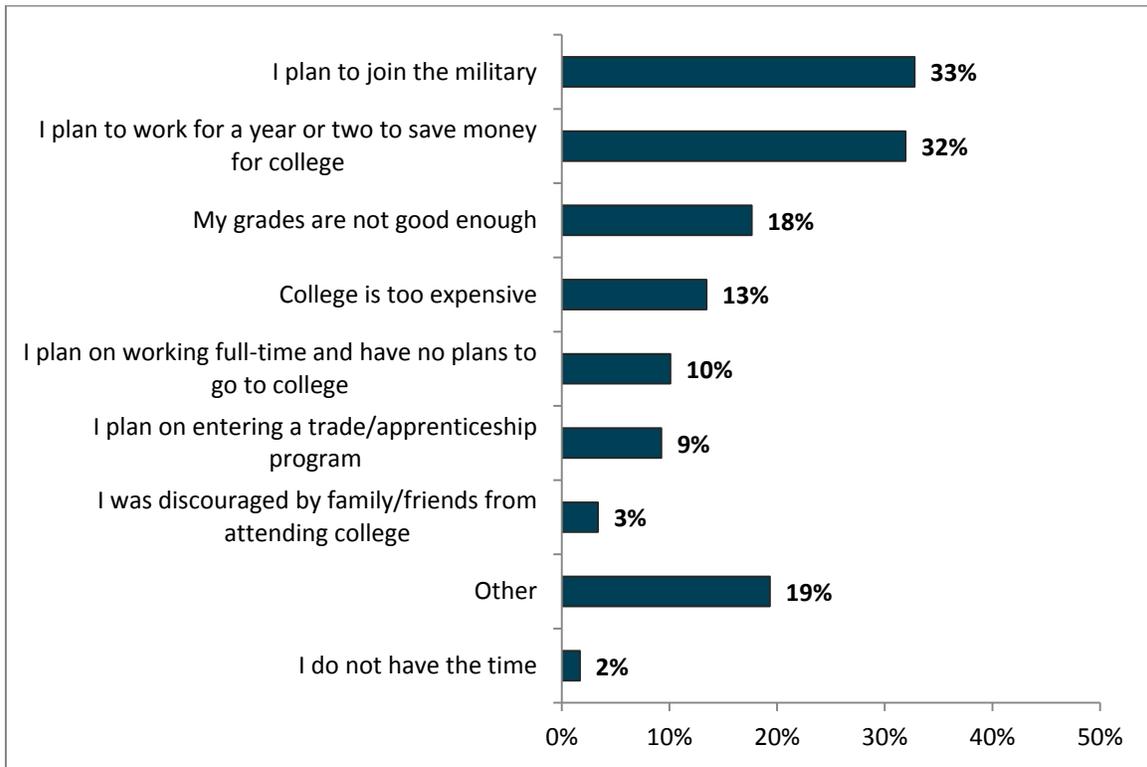
N=1,277

Figure 2: What Type of Postsecondary Institution Do You Plan to Attend Right After Completing High School?



N=1,158; Question answered if respondents plan on attending college immediately following high school.

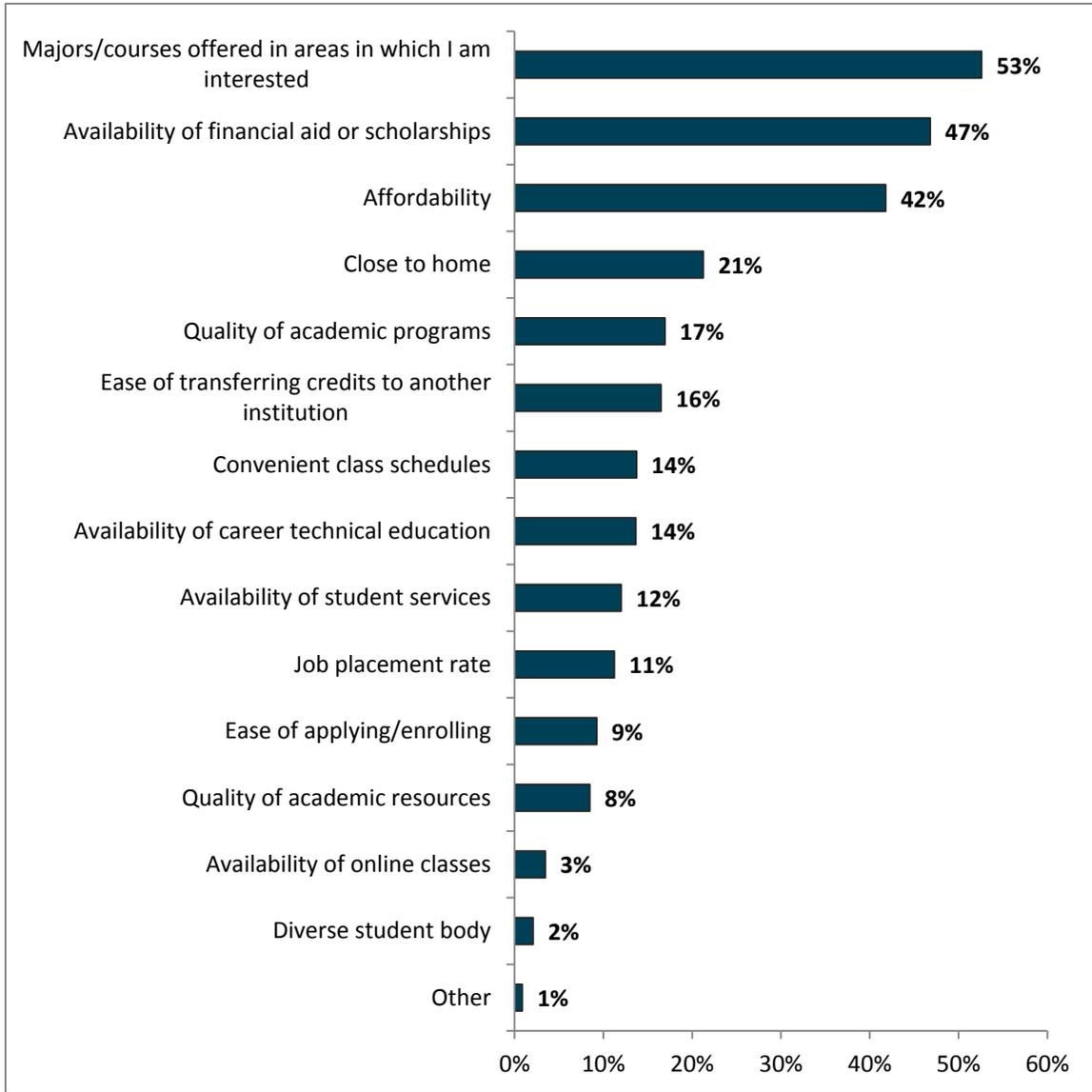
Figure 3: Why Do You Plan on Not Attending/Are You Not Sure About College Right After Completing High School?



N=119; Question answered if respondent does not plan on, or is not sure about, attending college right after high school; Percentages do not sum to 100 because respondents selected all that applied.

FACTORS INFLUENCING ENROLLMENT

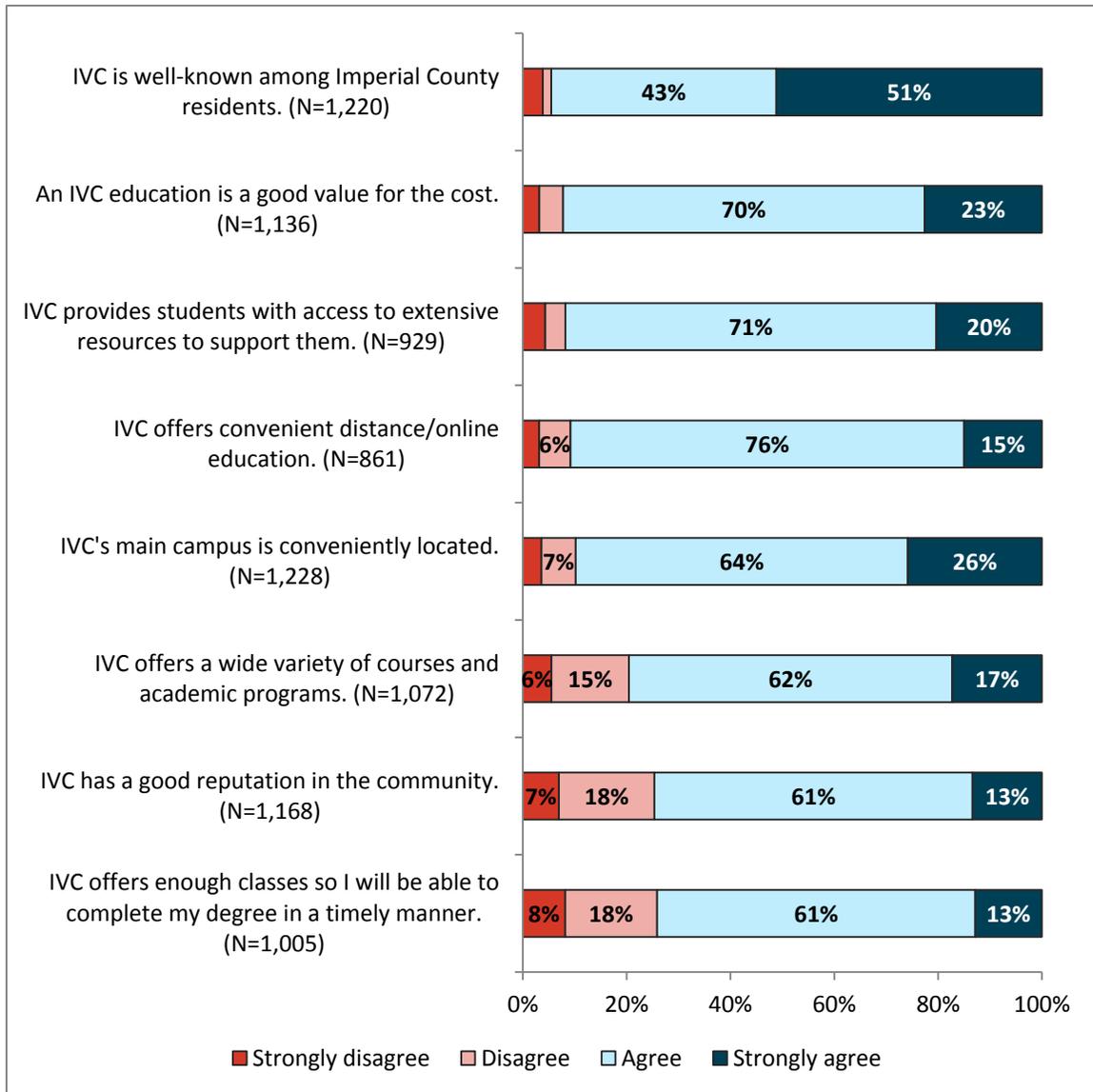
Figure 4: Which of the Following Factors Are Most Important When You Think About the College that You Want to Attend?



N=1,158; Shown if respondents plan on attending college immediately following high school. Percentages do not sum to 100 because respondents selected all that applied.

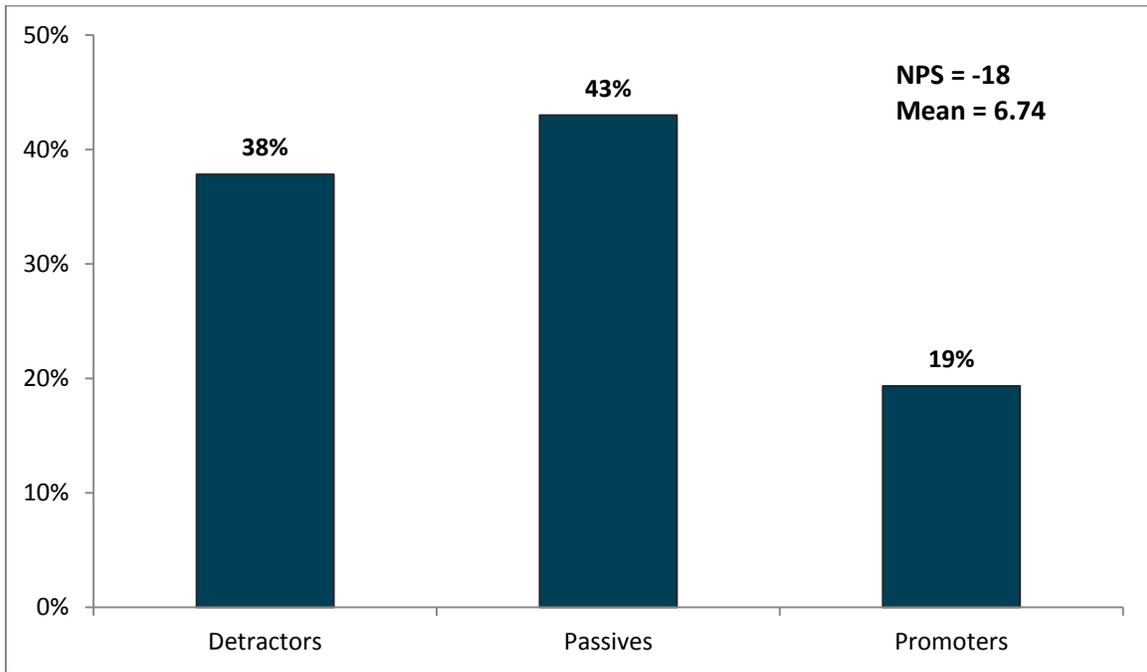
PERCEPTIONS OF IMPERIAL VALLEY COLLEGE

Figure 5: To What Extent Do You Agree or Disagree with the Following Statements About Imperial Valley College?



N=861-1,228; Respondents who selected "don't know" are excluded from the percentages.

Figure 6: On a Scale from 0 to 10, How Likely Are You to Recommend Imperial Valley College to Someone Considering College?



N=1,277; Note: Detractors = 0-6, Passives = 7 and 8, and Promoters = 9 and 10; Net Promoter Score (NPS) is a metric of customer satisfaction/loyalty; it is calculated by subtracting the percentage of “detractors” from the percentage of “promoters.”

**Figure 7: Please Explain Why You Are *Likely* to Recommend Imperial Valley College.
Example Responses from Respondents who Rate Their Likelihood a Six or Higher**

LIKELIHOOD TO RECOMMEND	REASON FOR BEING LIKELY TO RECOMMEND IVC
10	Because it has everything I need in order to reach the level of degree I need and will offer me a great education for a good price and being close to home
10	Because it's cheaper than attending a university for your general studies and you can get done faster by being a full time student and doing summer or winter classes
10	Firstly, it's the only community college that most people can afford . I would also recommend IVC because you can use the education you get there as a stepping stool to get into a university or other school if you haven't made up your mind about which school you would like to get into.
10	For those that want to stay closer to home and want an affordable college education , IVC is the place to be
10	It is a good community college to get your college education started and they offer many courses for jobs that are in high demand for the future .
10	The classes are not that expensive and they have a wide choice of classes they have there that you can take for a low price. Also I heard the teachers there are better than the ones here at [high school] and more interactive.
9	I am likely to recommend Imperial Valley College because is a college that offers a great variety of careers and isn't very expensive than others colleges and because is in the valley close to home .
9	Imperial valley college is affordable and close to home . It's a great place to start after high school. It's easier to pay for community college for general education than go to a university.
9	Well, I have many friends that are attending college. Those friends tell me that as an individual you feel comfortable since there are people you know. I would also recommend Imperial Valley College for the wide variety of majors offered .
8	I would recommend Imperial Valley College to many students who struggle financially. IVC is an affordable campus to earn your degree .
8	I would be likely to recommend Imperial Valley college because its cost is affordable and the help it gives students .
8	Although some would see IVC as a step back or a place for those who can't get into a better school, it is actually a great institution for earning credits at a low cost and efficiently. Direct communication with your teachers and a great campus . Although students can seem rather antisocial or "strongly individual." That has been my only issue when attending this institution.
8	As far as I know IVC seems to be a wise choice to enroll in. Especially if you are considering to join the field in nursing . It also seems to be academically developed and fully equipped .
8	I would likely recommend Imperial Valley College because it is a college that has a variety of programs available , and this college is available for anyone who is willing to continue with their education .

LIKELIHOOD TO RECOMMEND	REASON FOR BEING LIKELY TO RECOMMEND IVC
8	I would likely recommend Imperial Valley College because it's better to start at a community college then go straight to a university . People can take the basic classes that are offered in universities at IVC and the cost would be half as much. So basically I would recommend IVC because of the money people can save .
8	I would recommend IVC to people because it's really close . Also if people are still unsure of what they want to study IVC is a good way for them to get help of what they want to study . Finally, IVC is cheap and it offers courses needed to transfer to a 4-year university .
8	It is a good economic and academic choice . An immense variety of high school graduates are not ready to be declared independent, making IVC a pathway to success rather than a burden.
8	Many kids don't even know if they want to go to college or what they want to study , so I would recommend taking classes at IVC.
7	Because I have had it recommended to me and I have heard it has a good nursing program .
7	I feel like it's a good way for students to get the feel of what college is really like and it is an affordable price unlike 4-year universities .
7	I mostly recommend students to go to imperial valley college due to its Nursing program , which I have heard that is one of the most well educated programs that they can offer
7	I am likely to recommend Imperial Valley College because you can earn your degree in a timely matter , and the staff their will help you with almost anything you need .
7	I would recommend IVC because the tuition is a good cost and it is close to home ; it also has an excellent Nursing program .
7	I would recommend IVC to others, because it is a lot cheaper than a four year university and is a good way to get your general classes out of the way.
6	As I have attended IVC for certain occasions, it is a nice campus with excellent teachers that will provide students a good introduction to what college education is like.
6	It is a good resource for those who cannot find themselves in a four year university, and it is not a bad school at all. It's a good place to get on your feet and get going before you head out into the big leagues . You can get what you need to get done, done, and you do not have to pay nearly as much money as you would have to somewhere else.
6	IVC is a good choice for students who can't afford to attend a 4 year university . I know a lot of students who attend IVC and are able to save up enough money to eventually transfer to their number one choice . As long as the student is motivated to complete his/her degree or transfer in a timely manner, then they should consider attending IVC for a couple of years.

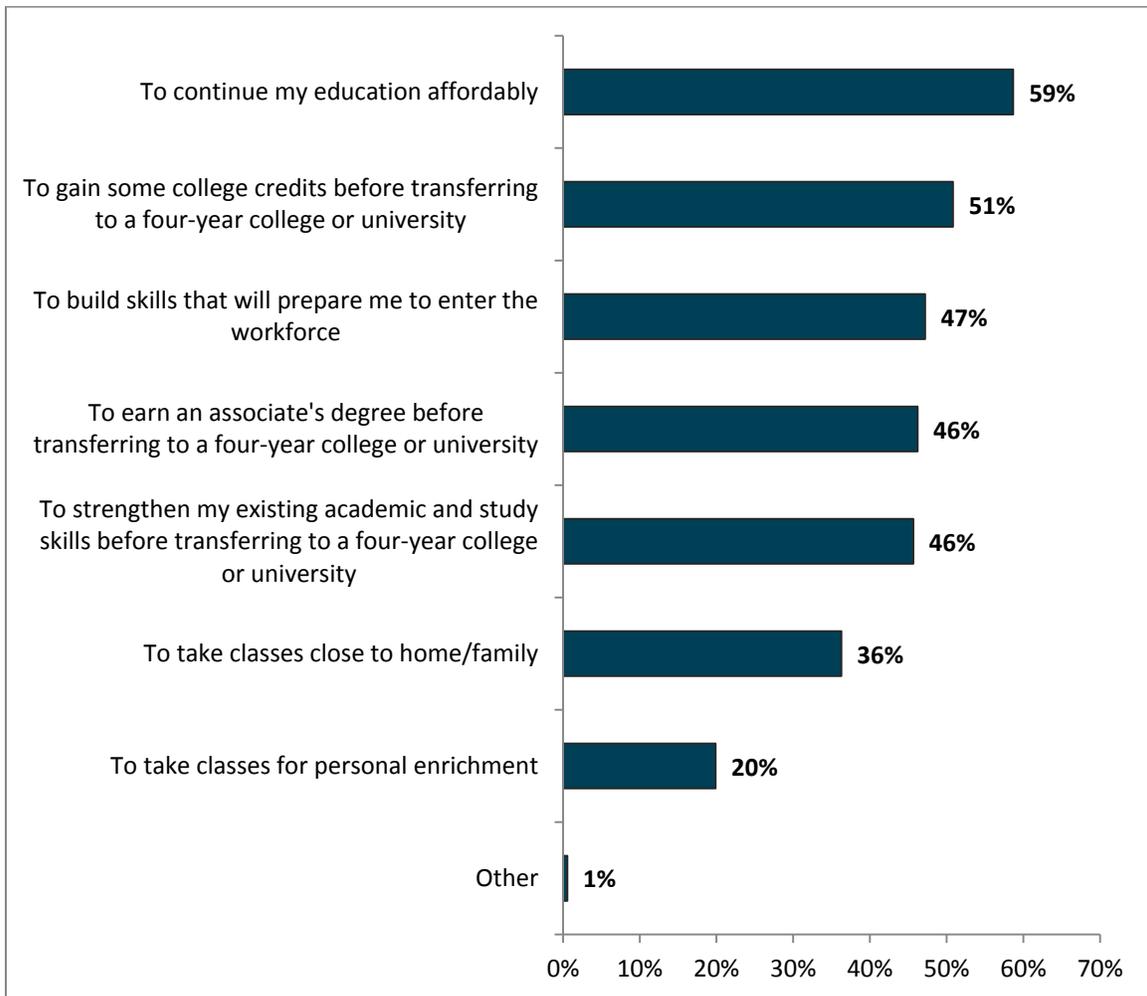
Figure 8: Please Explain Why You Are Unlikely to Recommend Imperial Valley College.
 Example Responses from Respondents who Rate Their Likelihood a Four or Lower

LIKELIHOOD TO RECOMMEND	REASONS FOR BEING UNLIKELY TO RECOMMEND IVC
4	Assuming that the person has grown up in town, I would say to get out of town, and see other places , I see IVC as starter college, but it's not like the rest of the world
4	Because it is packed with a lot of students so you can't take as many classes that you would want to per semester .
4	I am unlikely to recommend Imperial Valley College because I believe that students should leave the valley , for higher education.
4	I feel like if you have the opportunity to experience the life style of a four year university you should pursue it also to gain more knowledge and recognition in the industry you wish to pursue by having a better reputation from where your education is from.
4	I have heard many people say the years pile up when you attend. They have said it takes longer to finish courses than it would at a university . It is also difficult to get certain courses , which again adds up to the time it takes to get out of Imperial Valley College.
4	I would want them to move away and get the experience of being on your own.
4	It does not include advance programs such as dentistry and it takes more than 2 years to get an associate's degree because classes are hard to get into due to the amount of students.
4	Personally I would prefer to go to a four-year university for the "college experience," but if cost is a problem then I suppose IVC would be a better choice.
4	Most people want to go to IVC for the nursing program but that program is difficult to get classes for .
3	Classes become too full at IVC . Therefore, it would take longer to complete courses rather than finish courses in two years.
3	I don't know anything about it, and therefore don't think I should be recommending to people something that I know nothing about .
3	I don't know very much about the college and nothing about is of interest to me. Some of the things I've seen and heard are not always positive
3	It depends on what the person is majoring in. If IVC doesn't apply to their interests, then I won't recommend the school. Other than that, it is a great choice for students with nursing, a.j., or agriculture majors. There is not a lot of variety of majors at IVC either.
3	Many people that I know do not leave after attending Imperial Valley College, and there isn't much diversity on campus , it might be conveniently located, but it's not for the common person.

LIKELIHOOD TO RECOMMEND	REASONS FOR BEING UNLIKELY TO RECOMMEND IVC
3	Trying to get classes is extremely difficult, and many students struggle transferring after 2 years.
2	Because IVC is very packed and not everyone can get into the classes they want.
2	I prefer a school that provides 50% experience & 50% classrooms like Spartan College. IVC seems to be a school that only provides 100% classes.
2	I would not recommend Imperial Valley College because I have heard many things that wouldn't be good for someone trying to achieve their goals. The school has long waiting lists and that wouldn't work out for someone trying to pursue their dream. I don't even really know the school although I live in the valley. It has never been my intention to go to that college so I really wouldn't know what to recommend from it.
2	I would rather recommend a four year university because for one you get to interact with other people who aren't in the valley. Second reason is of the fact that there would be a lot of diversity within the college making you learn about other cultures. Lastly, my last reason would be having the opportunity to be independent making your first step as an adult taking full responsibilities of your own actions.
1	Always packed, not enough classes for everybody.
1	I always prefer to tell people to explore. To get out of home, which is the Imperial Valley, and have an amazing adventure while they study. I believe that a type of education that IVC does not offer is the cultural diversity that we could experience and learn about in other big areas.
0	From what I had heard about Imperial Valley College is that because classes fill out really fast there are times when you might have to wait a whole semester to take a class. If the class is a requirement, you can't move forward; therefore it would take longer to transfer in 2 years. Also Imperial Valley College does not have many majors.
0	It is unlikely to get any classes that you need due to the amount of students. People who should be done in two years can take up to five.

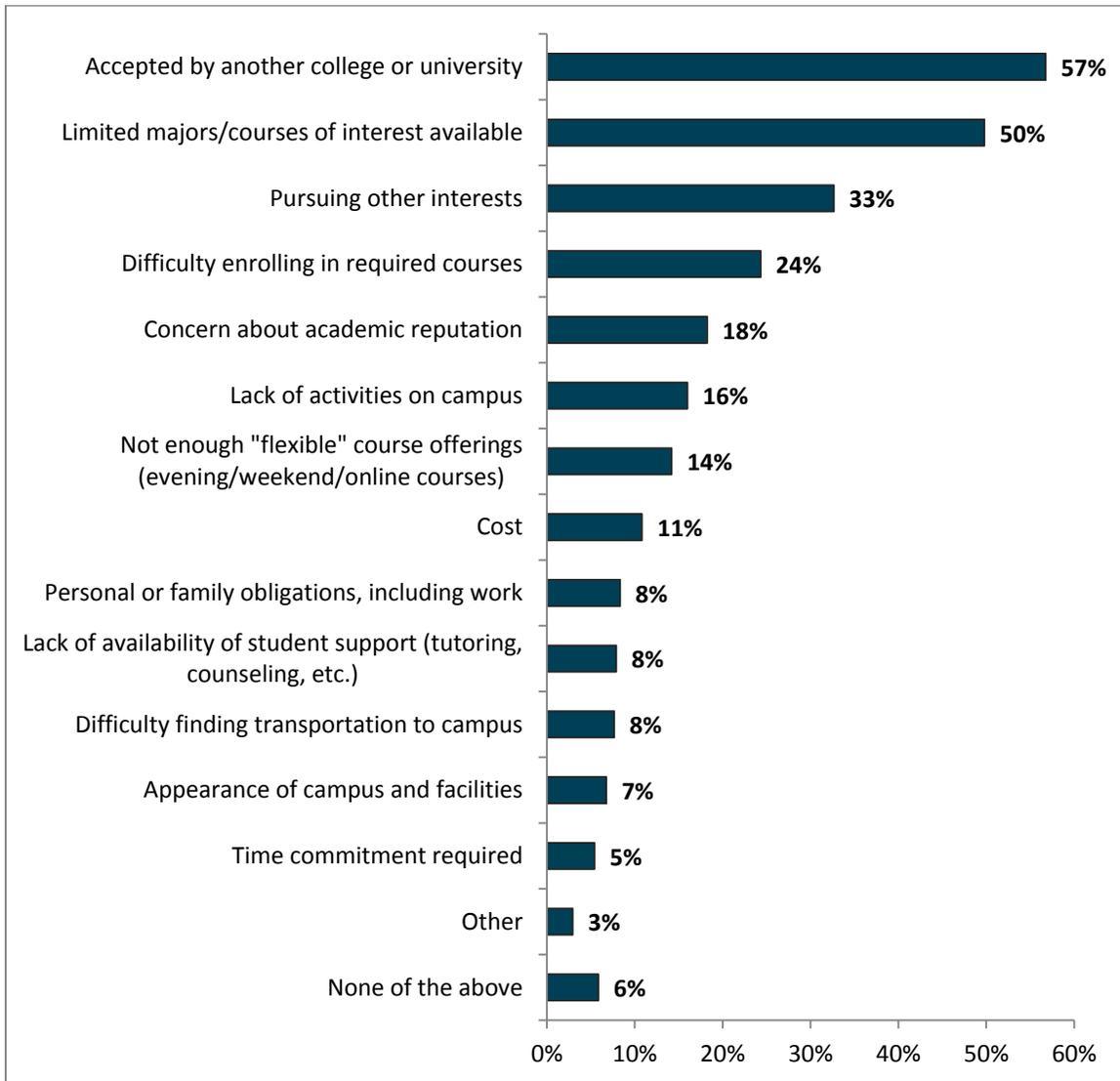
ATTENDING IMPERIAL VALLEY COLLEGE

Figure 9: What Are Your Main Expectations for Your Education at Imperial Valley College?



N=714; Percentages do not sum to 100 because respondents selected all that applied.

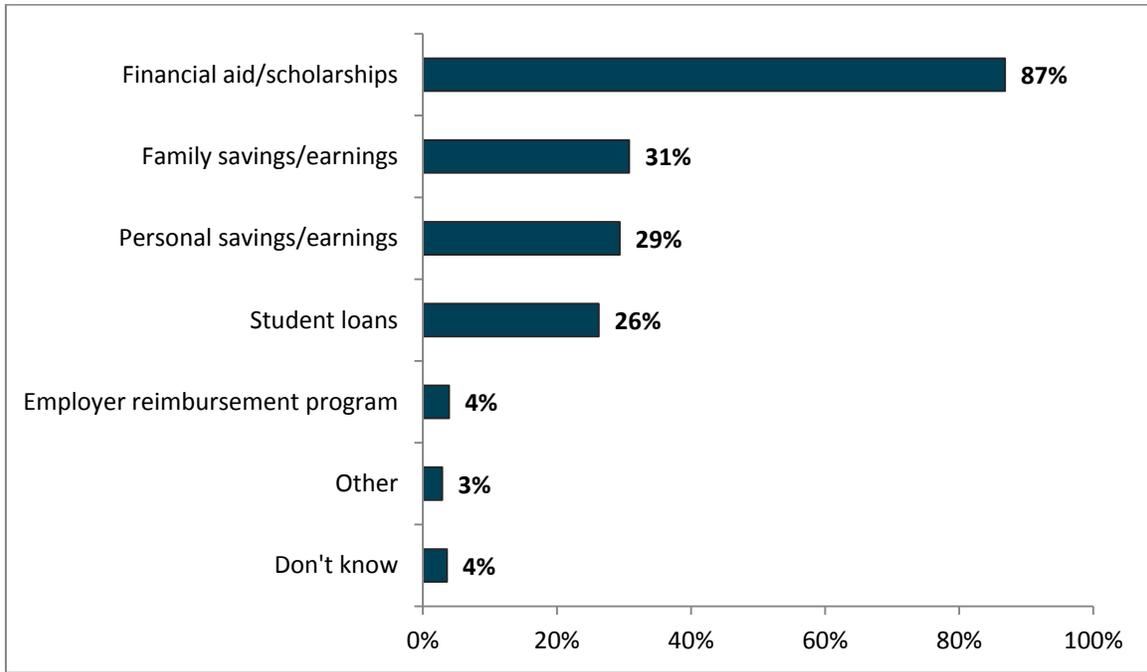
Figure 10: Which of the Following Factors Would Prevent You from Enrolling at Imperial Valley College?



N=444; Percentages do not sum to 100 because respondents selected all that applied.

FINANCING A HIGHER EDUCATION

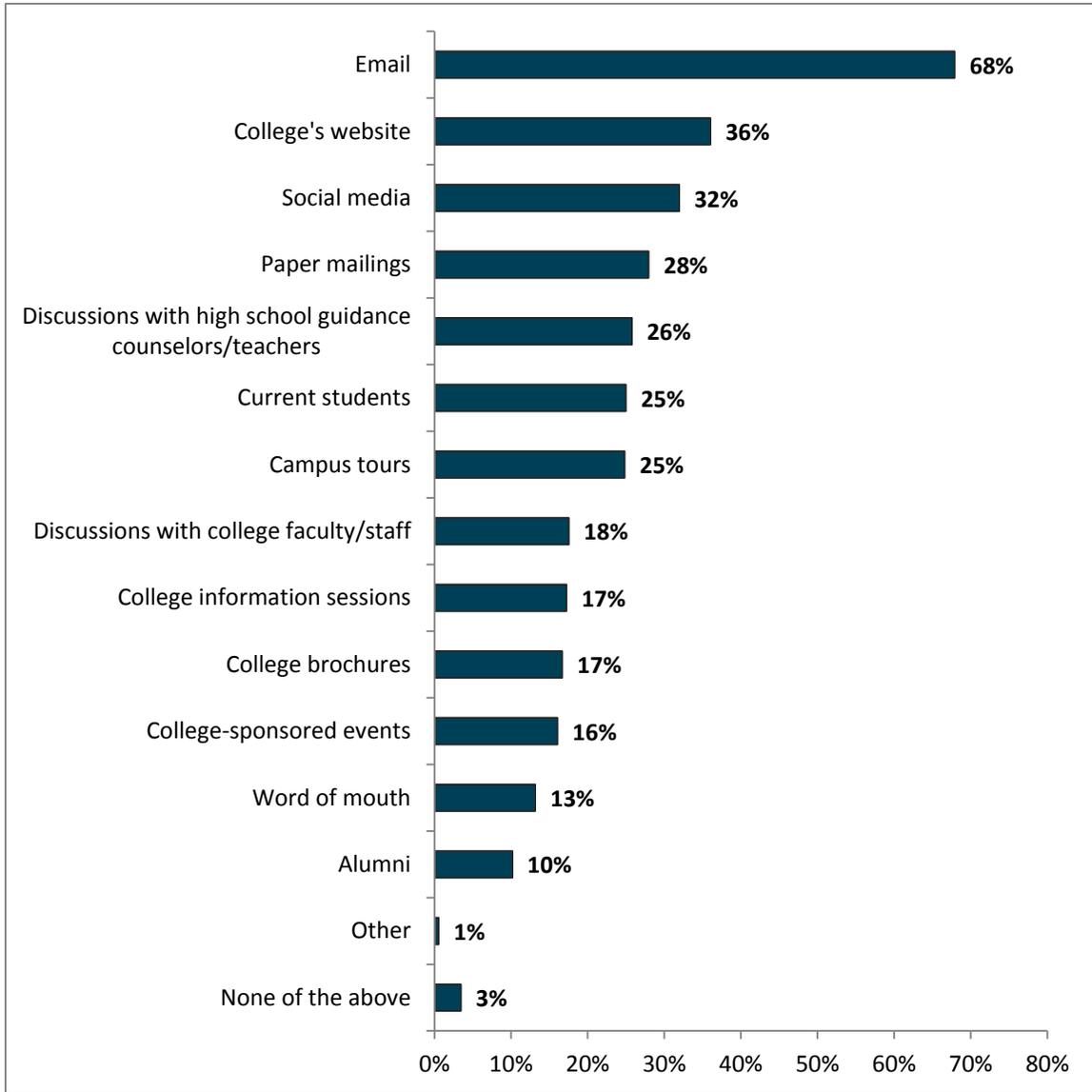
Figure 11: How Do You Plan to Pay for Your College Education?



N=1,277; Percentages do not sum to 100 because respondents selected all that applied.

CHANNELS FOR COMMUNICATION

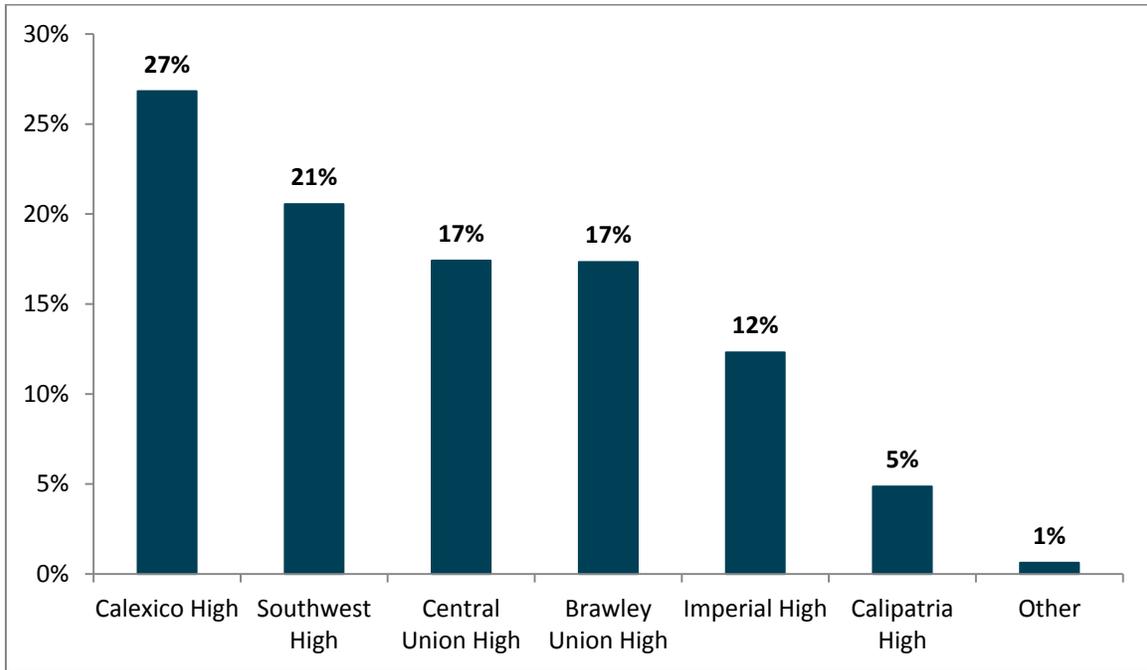
Figure 12: What Would Be Your Preferred Form(s) of Communication to Receive News About Imperial Valley College?



N=1,277; Percentages do not sum to 100 because respondents selected all that applied.

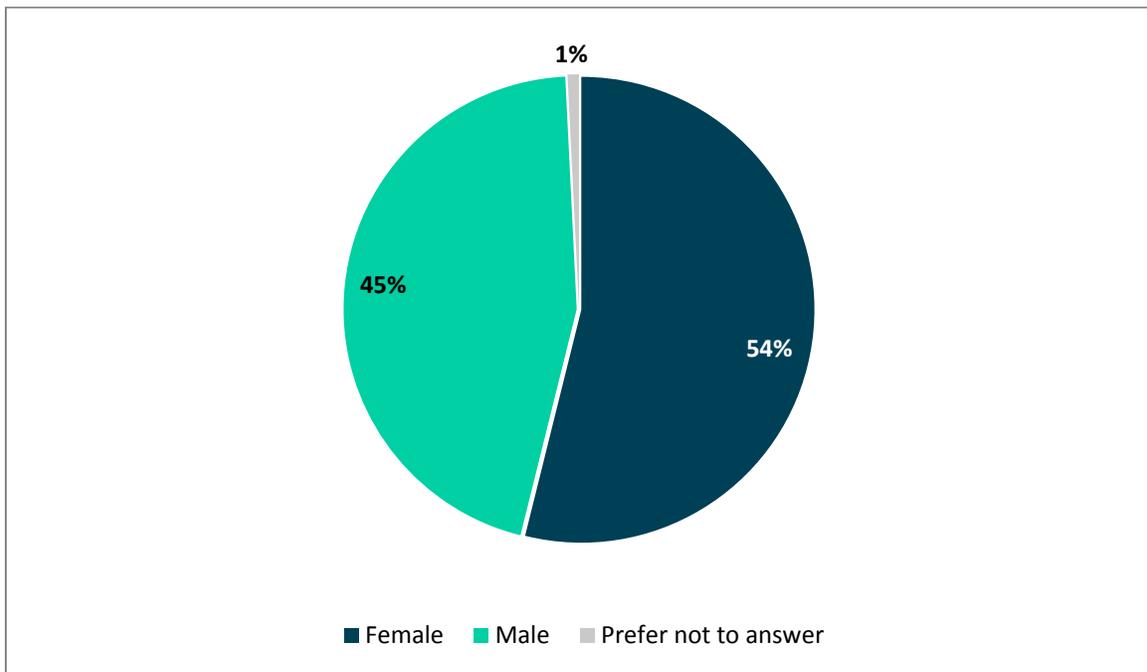
DEMOGRAPHICS

Figure 13: Which High School Do You Currently Attend?



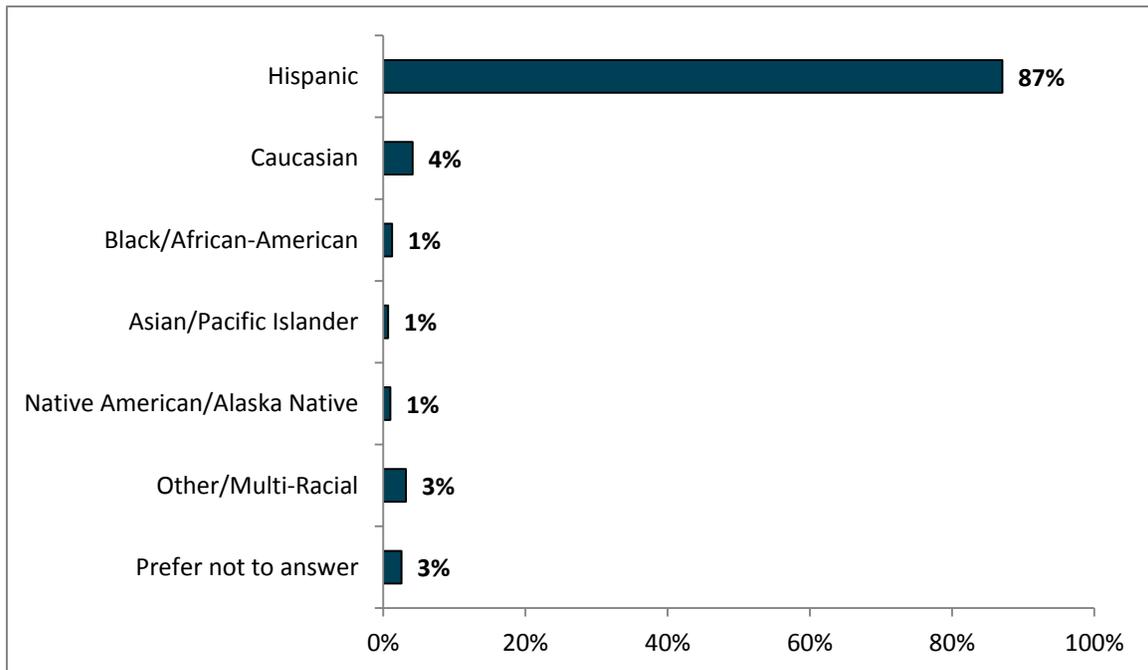
N=1,274

Figure 14: Sex



N=1,277

Figure 15: Race/Ethnicity



N=1,277

PROJECT EVALUATION FORM

Hanover Research is committed to providing a work product that meets or exceeds partner expectations. In keeping with that goal, we would like to hear your opinions regarding our reports. Feedback is critically important and serves as the strongest mechanism by which we tailor our research to your organization. When you have had a chance to evaluate this report, please take a moment to fill out the following questionnaire.

<http://www.hanoverresearch.com/evaluation/index.php>

CAVEAT

The publisher and authors have used their best efforts in preparing this brief. The publisher and authors make no representations or warranties with respect to the accuracy or completeness of the contents of this brief and specifically disclaim any implied warranties of fitness for a particular purpose. There are no warranties that extend beyond the descriptions contained in this paragraph. No warranty may be created or extended by representatives of Hanover Research or its marketing materials. The accuracy and completeness of the information provided herein and the opinions stated herein are not guaranteed or warranted to produce any particular results, and the advice and strategies contained herein may not be suitable for every partner. Neither the publisher nor the authors shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages. Moreover, Hanover Research is not engaged in rendering legal, accounting, or other professional services. Partners requiring such services are advised to consult an appropriate professional.



4401 Wilson Boulevard, Suite 400

Arlington, VA 22203

P 202.559.0500 F 866.808.6585

www.hanoverresearch.com