



VENTURA COLLEGE
TITLE V – HSI COOPERATIVE GRANT
U.S. DEPARTMENT OF EDUCATION
GRANT AWARD NUMBER: P031S100053

VENTURA COLLEGE
WELCOME CENTER
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SPRING 2012
STUDENT SATISFACTION SURVEY

PRESENTED TO
GWENDOLYN LEWIS HUDDLESTON, ED.D.
DEAN
DISTANCE EDUCATION, PROFESSIONAL DEVELOPMENT,
SOCIAL SCIENCES, AND HUMANITIES
PROJECT DIRECTOR
TITLE V – HSI COOPERATIVE GRANT

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■ **BACKGROUND**

In fall 2010, Ventura College was awarded a Title V–HSI Cooperative Grant by the U.S. Department of Education. One of the objectives of the Grant is to establish an Outreach and Welcome Center. That objective was accomplished in November 2011 with the opening of the Ventura College Welcome Center.

The **purpose** of this survey is to obtain preliminary data regarding students' evaluations of services and assistance provided by Welcome Center staff. Results of the survey will be used by staff to help them assess the Center's effectiveness and to determine whether they are meeting the needs and expectations of students who have requested services or assistance from the VC Welcome Center.

■ **SURVEY SPECIFICATIONS**

• **Survey Instrument**

The Welcome Center's **Spring 2012 – Student Satisfaction Survey** was created by Susan Bricker (Registrar) and Michael Callahan (Institutional Research Officer). Survey items were based on questions composed by Susan Bricker. The questions were refined by Michael Callahan, who created a draft of the survey instrument and provided copies to Susan Bricker and Barbara Barajas (Student Services Specialist) for their review. Based on suggestions from Susan and Barbara, changes were made to the survey and it was then rendered into an electronic format using SurveyMonkey.

The survey consists of **eleven** questions, including a request for comments regarding any aspect of the Welcome Center. **Three** of the questions ask about the demographic characteristics of respondents, i.e., respondent gender, age, and ethnicity.

A hardcopy version of the "Spring 2012 – Student Satisfaction Survey" is **attached**.

• **Survey Population**

The survey population consists of students who contacted the VC Welcome Center in November 2011, December 2011, or January 2012. Barbara Barajas provided the Research and Evaluation Office with Excel files of students who called/visited the Welcome Center from November 2011 through January 2012.

The monthly files for each group were merged and then unique listings of students in each group (call-in and walk-in) were created. It was necessary to create unique student listings because many students contacted the Welcome Center multiple times, some as both a call-in and a walk-in. The total number of students in the survey population is 1,200; 231 call-ins and 969 walk-ins (see table below).

Category	Call-In Students	Walk-In Students	Totals
Survey Populations	231	969	1,200
Respondents	5	40	45
Response Rate	2.2%	4.1%	3.8%

• **Response Rate**

The overall response rate is **3.8%**. Although the response rate is too small to be statistically significant, the results provide partial insight into student perceptions of the Welcome Center. The low response rate can probably be attributed to the extended period of time between students' contact with the Welcome Center and the administration of the survey – a period of between four and six months.

• **Survey Administration**

The survey was administered on May 29, 2012 via email which contained a hyperlink to SurveyMonkey.

■ **SUMMARY**

• **Demographics of Respondents**

In the table below, response percentages for selected demographic groups are compared to the related percentages of **December 2011** Welcome Center **Walk-Ins** (333 students). Differences between Respondent and Walk-In percentages are expressed in percentage points. Positive numbers indicate an over representation by survey respondents; negative numbers reflect under representation.

Demographic Characteristic	Group	Survey Respondents	Dec. 2011 Walk-Ins	Difference	Proportional Representation Respondents versus Walk-Ins
▪ Gender	Female	71%	43%	+ 28	Extremely over represented
	Male	22%	44%	- 22	Extremely under represented
▪ Ethnicity	Hispanic/Latino	49%	47%	+ 2	Virtually proportional
	White	36%	27%	+ 9	Over represented
▪ Age (in years)	18 or 19	21%	20%	+ 1	Virtually proportional
	35 or older	50%	20%	+ 30	Extremely over represented

• **Awareness of the Welcome Center**

The top **three** ways in which students became aware of the Welcome Center are:

“Walked by”: **38%** “Information desk in Student Services Center”: **24%** “Friend”: **18%**.

• **Type of Services Received**

The top **three** services that students received from the Welcome Center are:

“Setting up MyVCCCD account”: **51%** “Registering for classes”: **38%** “General information” (**38%**).

• **Highlights**

▪ **Question 3**

How helpful was the Welcome Center staff in answering your questions and providing assistance?

100% responded – Very helpful (87%) **or** Somewhat helpful (13%)

▪ **Question 4**

Was the Welcome Center staff friendly and courteous?

95% responded – Yes

▪ **Question 5**

Would you recommend the Welcome Center to other students?

100% responded – Yes

▪ **Question 6**

If you received any type of help related to the MyVCCCD Student Portal:

How comfortable do you now feel accessing and using the Portal?

88% responded – Very comfortable (61%) **or** Comfortable (27%)

▪ **Question 7**

Overall, how satisfied are you with the services that you received through the Welcome Center?

97% responded – Very satisfied (71%) **or** Satisfied (27%)

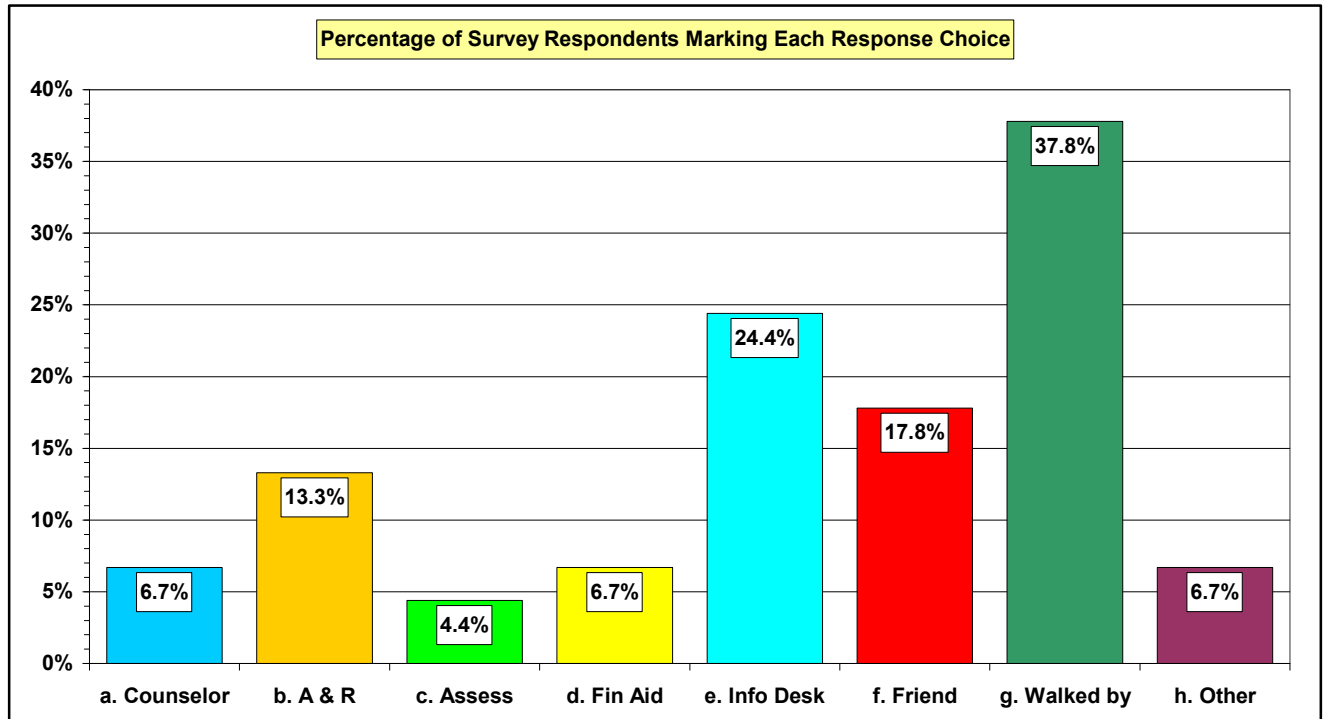
Detailed **Survey Results** are presented on the pages that follow.

■ **SURVEY RESULTS**

• **Question 1**

How did you become aware of the Ventura College Welcome Center?

(Please mark all that apply)



Respondents were asked to mark **all** of the ways in which they became aware of the Ventura College Welcome Center. The survey listed **seven** specific ways in which respondents might have become aware of the Center **plus** an “Other” option.

All of the **45** total respondents marked **one** or more of the **eight** response choices. Data in the **Percent** column in the table below indicate the percentages of the **45** respondents that chose each of the response categories. Since some respondents marked more than one response category, the sum of the percentages exceeds 100%.

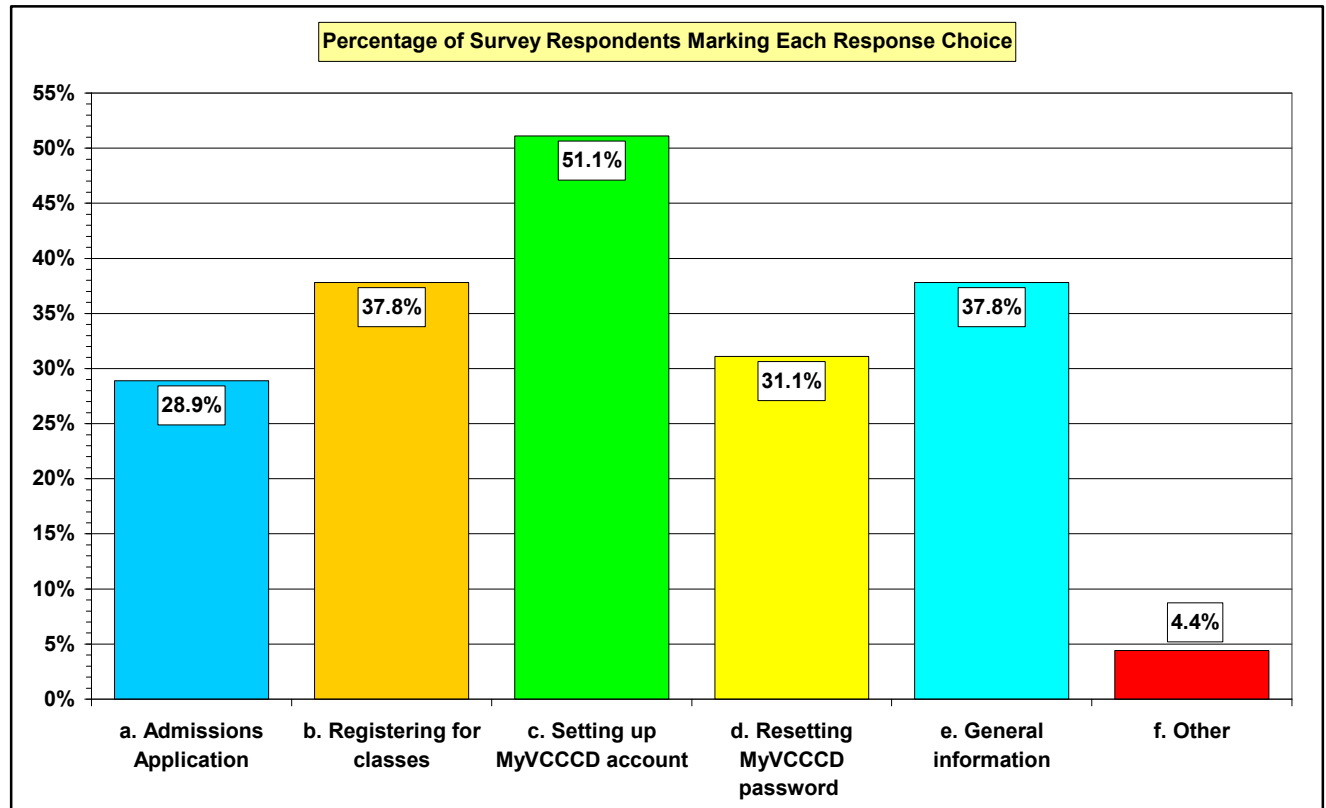
Question 1. Distribution of Survey Respondents

How did you become aware of the Ventura College Welcome Center? (Please mark all that apply.)	Respondents	
	Number	Percent
a. VC Counselor	3	6.7%
b. Admission and Records	6	13.3%
c. Assessment Testing Office	2	4.4%
d. Financial Aid office	3	6.7%
e. Information in the Student Services Center	11	24.4%
f. Friend	8	17.8%
g. Walked by the Welcome Center	17	37.8%
h. Other (please specify): “came upon it” – “NS V75” – “online”	3	6.7%

• **Question 2**

What type of services did you receive?

(Please mark all that apply)



Respondents were asked to mark **all** of the types of services that they received through the VC Welcome Center. The survey listed **five** specific types of services which respondents might have received through the Center **plus** an “Other” option.

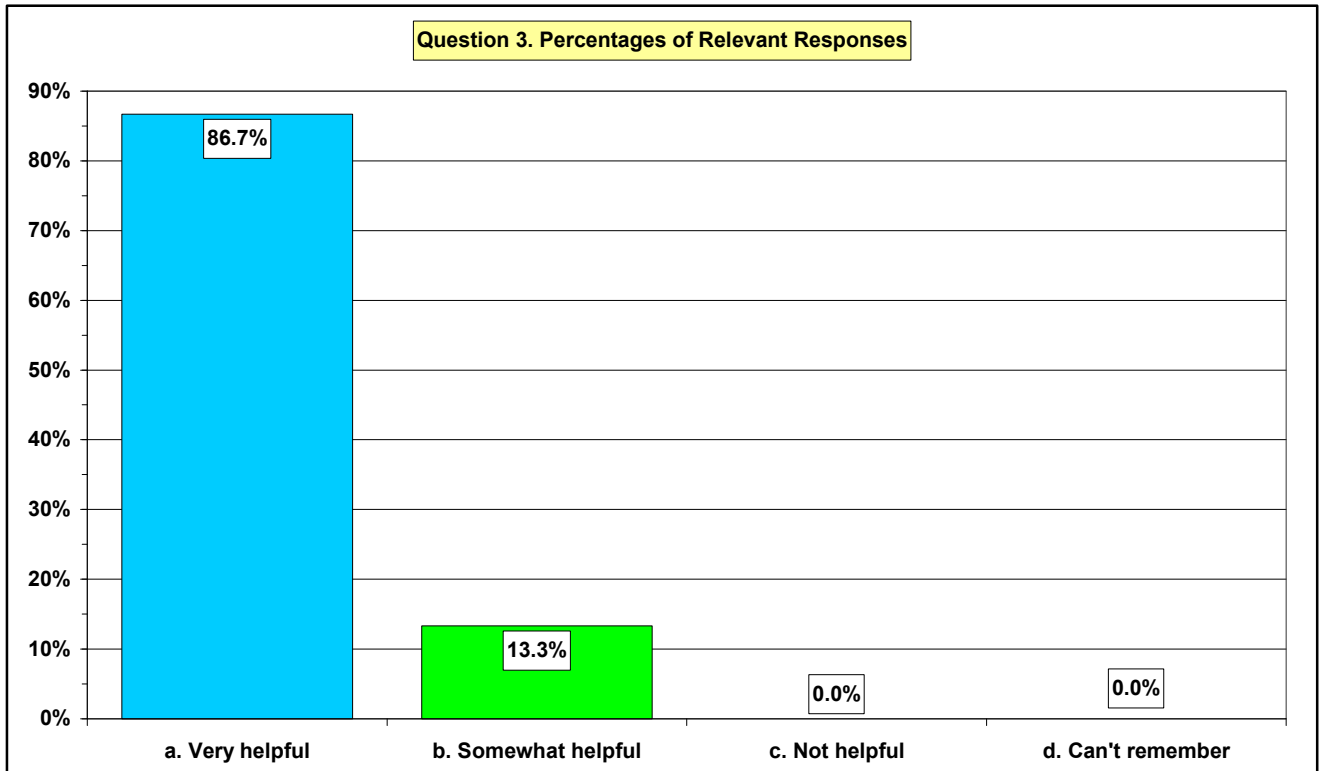
All of the **45** total respondents marked **one** or more of the **six** response choices. Data in the **Percent** column in the table below indicate the percentages of the **45** respondents that chose each of the response categories. Since some respondents marked more than one response category, the sum of the percentages exceeds 100%.

Question 2. Distribution of Survey Respondents

What type of services did you receive? (Please mark all that apply.)	Respondents	
	Number	Percent
a. Help with my Admissions Application	13	28.9%
b. Help with registering for classes	17	37.8%
c. Help with setting up my account on the MyVCCCD Student Portal / Retrieving my PIN	23	51.1%
d. Help with resetting MyVCCCD account password	14	31.1%
e. General Information – For example: Financial Aid, BOGW Application, Campus Tour	17	37.8%
f. Other (please specify): “needed info” – “Renewing fasts form”	2	4.4%

• **Question 3**

How helpful was the Welcome Center staff in answering your questions and providing the assistance you needed?



Question 3 asked students to evaluate the helpfulness of Welcome Center staff. All of the **45** survey respondents answered the question (i.e., there were no “blank” responses).

In the table below, the **overall** response distribution is shown in the **Respondents** section; the evaluative responses are presented in the **Relevant Responses** section. Since there were no “blank” responses, all responses are relevant.

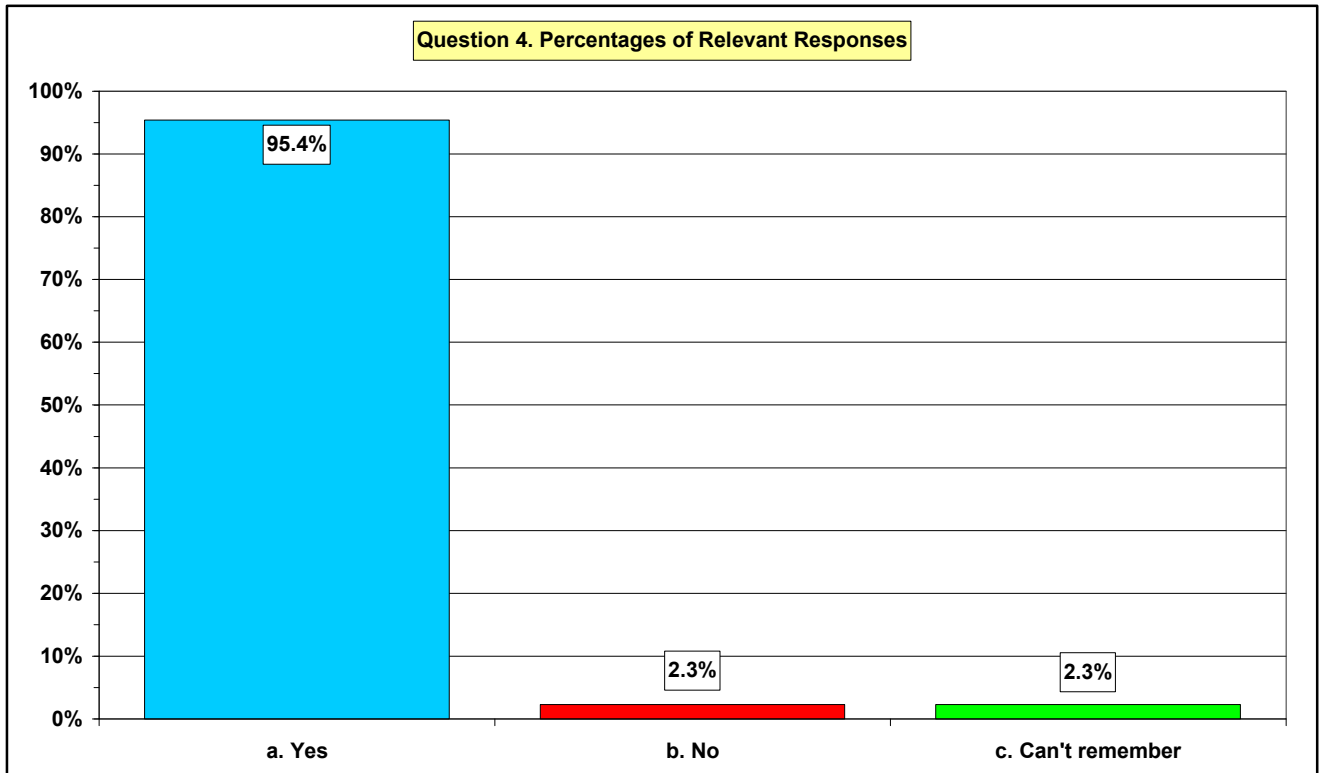
One hundred percent (100%) of the respondents evaluated the VC Welcome Center staff as “very helpful” or “somewhat helpful.” Percentages of Relevant Responses are graphically depicted in the chart above.

Question 3. Distribution of Survey Respondents

Response Category	Respondents		Relevant Responses	
	Number	Percent	Number	Percent
a. Very helpful	39	86.7%	39	86.7%
b. Somewhat helpful	6	13.3%	6	13.3%
c. Not helpful	0	0.0%	0	0.0%
d. Can't remember	0	0.0%	0	0.0%
Blank response	0	0.0%	---	---
Totals	45	100.0%	45	100.0%

• **Question 4**

Was the Welcome Center staff friendly and courteous?



Question 4 asked students whether Welcome Center staff was friendly and courteous. Of the **45** total survey respondents, **44** marked one of the **three** response choices – i.e., Yes, No, or Can't remember.

In the table below, the **overall** response distribution is shown in the **Respondents** section; the evaluative responses are presented in the **Relevant Responses** section.

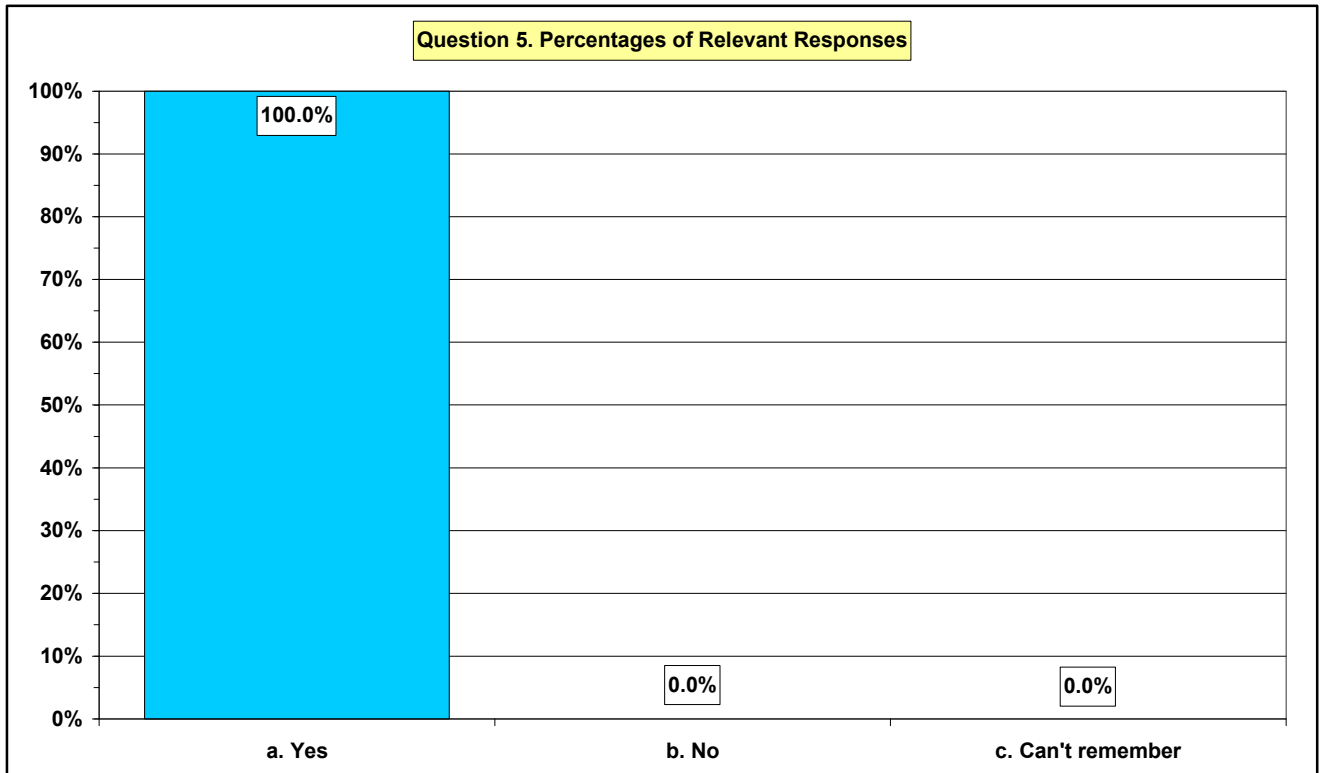
Over **95%** of the respondents evaluated the VC Welcome Center staff as being friendly and courteous. Percentages of Relevant Responses are graphically depicted in the chart above.

Question 4. Distribution of Survey Respondents

Response Category	Respondents		Relevant Responses	
	Number	Percent	Number	Percent
a. Yes	42	93.4%	42	95.4%
b. No	1	2.2%	1	2.3%
c. Can't remember	1	2.2%	1	2.3%
Blank response	1	2.2%	---	---
Totals	45	100.0%	44	100.0%

• **Question 5**

Would you recommend the Welcome Center to other students?



Question 5 asked students if they would recommend the Welcome Center to other students. Of the **45** total survey respondents, **all (100%)** of them indicated that they **would** recommend the Welcome Center to other students.

In the table below, the **overall** response distribution is shown in the **Respondents** section; the evaluative responses are presented in the **Relevant Responses** section. Since there were no “blank” responses, all responses are relevant.

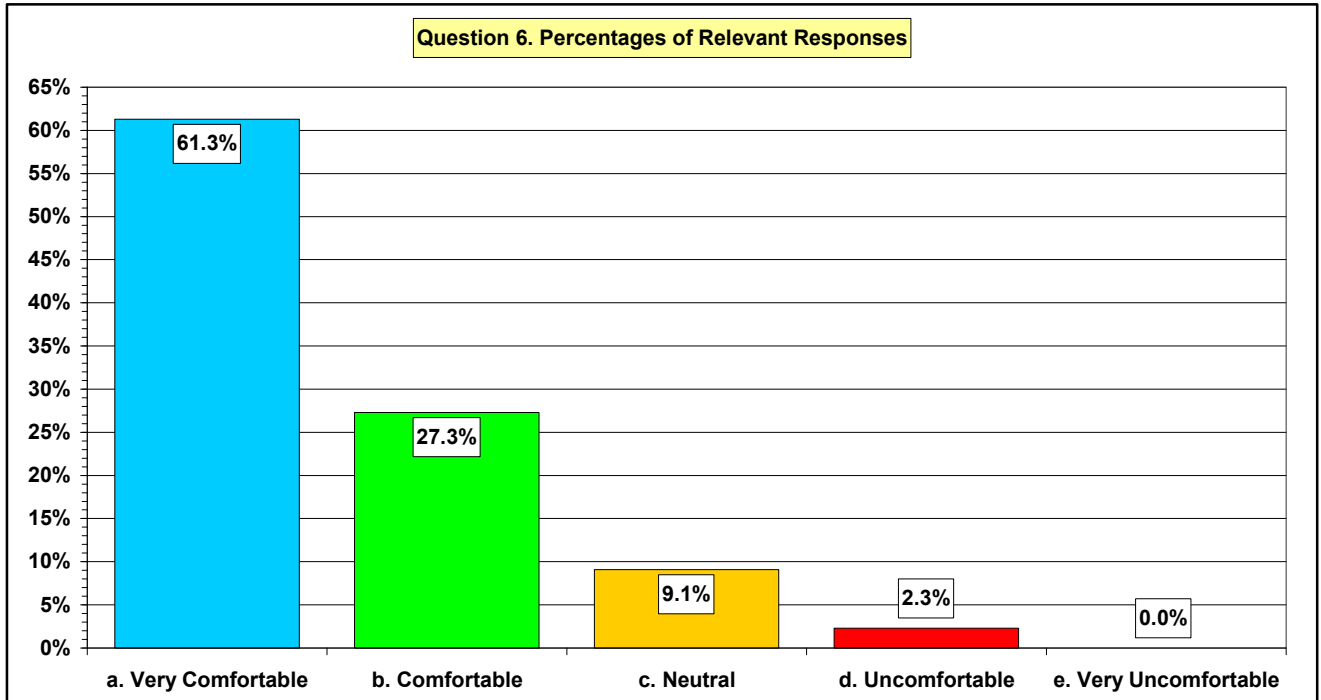
Percentages of Relevant Responses are graphically depicted in the chart above.

Question 4. Distribution of Survey Respondents

Response Category	Respondents		Relevant Responses	
	Number	Percent	Number	Percent
a. Yes	45	100.0%	45	100.0%
b. No	0	0.0%	0	0.0%
c. Can't remember	0	0.0%	0	0.0%
Blank response	0	0.0%	---	---
Totals	45	100.0%	45	100.0%

• **Question 6**

If you received any type of help related to the MyVCCCD Student Portal:
How comfortable do you now feel accessing and using the Portal?



Question 6 asked students how comfortable they felt accessing and using the Student Portal after receiving help from Welcome Center staff.

Of the **45** total survey respondents, **44** marked one of the **five** response choices. In the table below, the **overall** response distribution is shown in the **Respondents** section, and the evaluative responses are presented in the **Relevant Responses** section.

Almost **89%** of respondents indicated that they felt either “very comfortable” or “comfortable” accessing or using the Student Portal after receiving help from Welcome Center staff. Only **2%** replied that they felt “uncomfortable”, and there were **no** “very uncomfortable” responses.

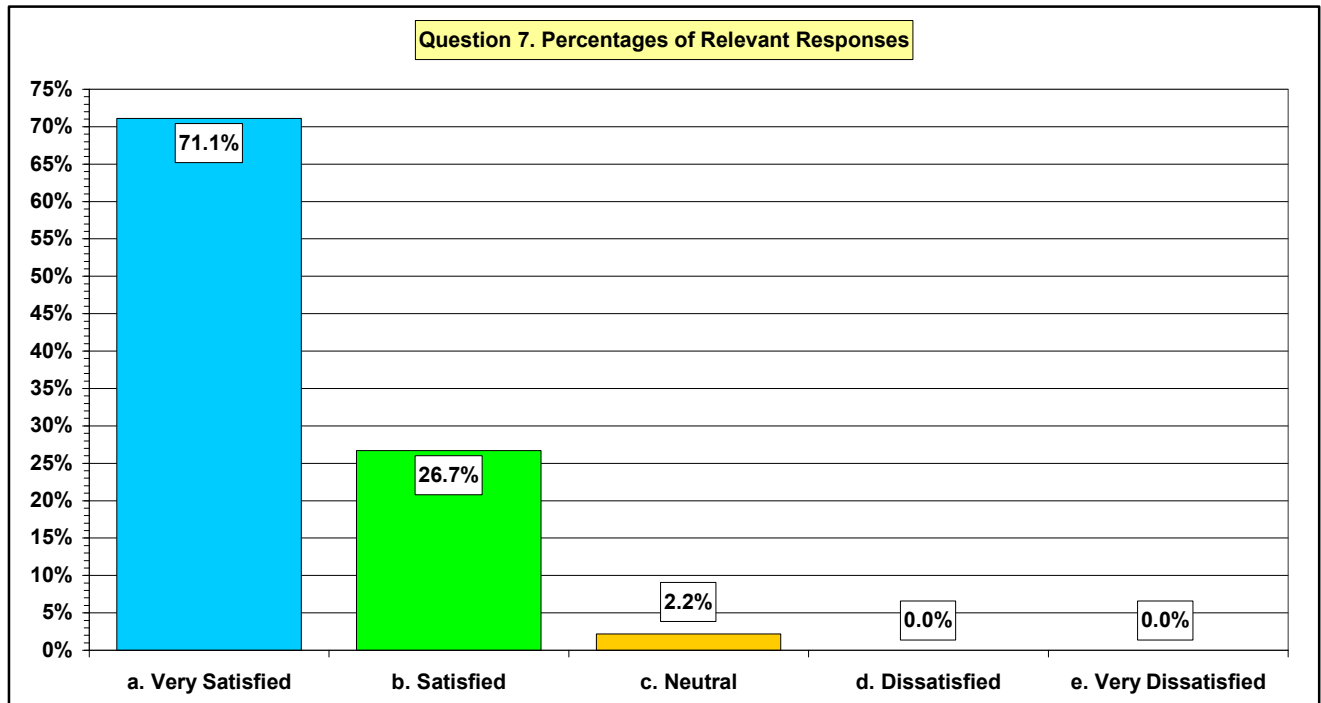
Percentages of Relevant Responses are graphically depicted in the chart above.

Question 6. Distribution of Survey Respondents

Response Category	Respondents		Relevant Responses	
	Number	Percent	Number	Percent
a. Very Comfortable	27	60.0%	27	61.3%
b. Comfortable	12	26.7%	12	27.3%
c. Neutral	4	8.9%	4	9.1%
d. Uncomfortable	1	2.2%	1	2.3%
e. Very Uncomfortable	0	0.0%	0	0.0%
Blank response	1	2.2%	---	----
Totals	45	100.0%	44	100.0%

• **Question 7**

Overall, how satisfied are you with the services that you received through the Welcome Center?



Question 7 asked students how satisfied they were with the services that they received through the Welcome Center.

All of the **45** total survey respondents marked one of the **five** response choices. In the table below, the **overall** response distribution is shown in the **Respondents** section, and the evaluative responses are presented in the **Relevant Responses** section.

Almost **98%** of respondents indicated that they were either “very satisfied” or “satisfied” with the services that they received through the Welcome Center. Only **2%** of respondents had a “neutral” experience.

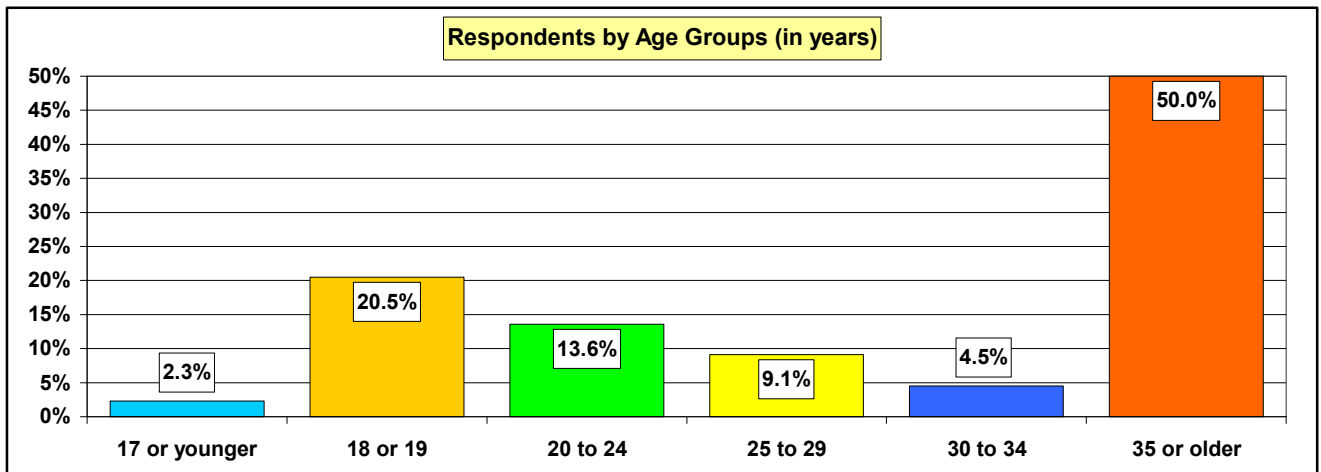
Percentages of Relevant Responses are graphically depicted in the chart above.

Question 7. Distribution of Survey Respondents

Response Category	Respondents		Relevant Responses	
	Number	Percent	Number	Percent
a. Very Satisfied	32	71.1%	32	71.1%
b. Satisfied	12	26.7%	12	26.7%
c. Neutral	1	2.2%	1	2.2%
d. Dissatisfied	0	0.0%	0	0.0%
e. Very Dissatisfied	0	0.0%	0	0.0%
Blank response	0	0.0%	---	----
Totals	45	100.0%	45	100.0%

• Question 8

What is your age?

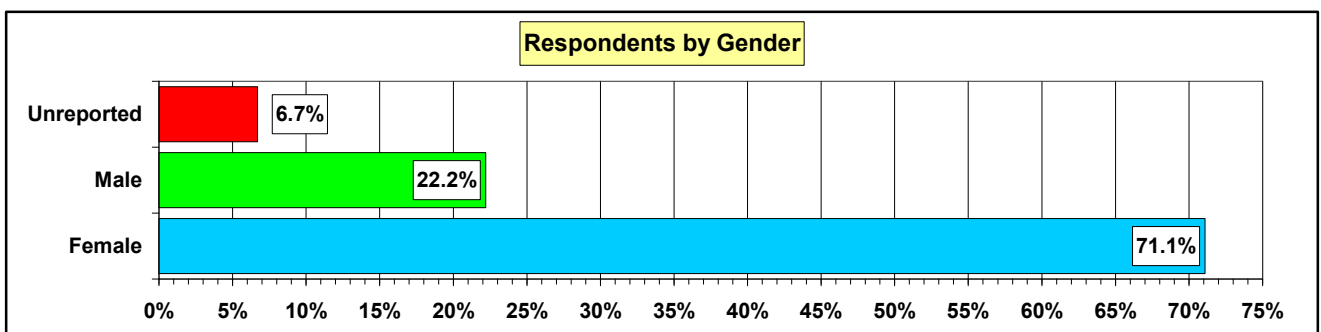


Question 8. Distribution of Survey Respondents

Age (In Years)	Respondents		Relevant Responses	
	Number	Percent	Number	Percent
17 years of age or younger	1	2.2%	1	2.3%
18 or 19 years of age	9	20.0%	9	20.5%
20 to 24 years of age	6	13.3%	6	13.6%
25 to 29 years of age	4	8.9%	4	9.1%
30 to 34 years of age	2	4.5%	2	4.5%
35 years of age or older	22	48.9%	22	50.0%
Blank response	1	2.2%	---	---
Totals	45	100.0%	44	100.0%

• Question 9

What is your gender?

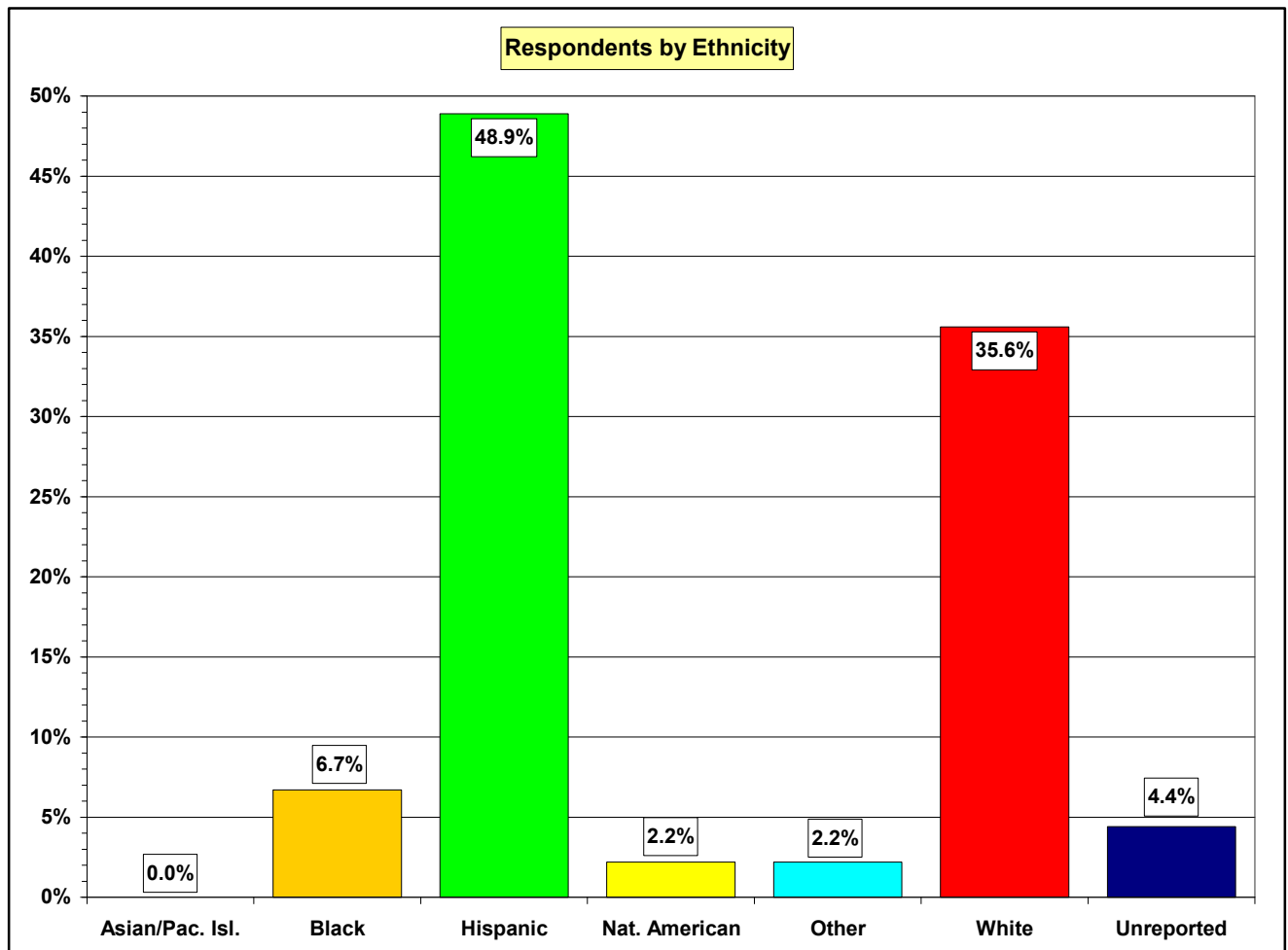


Question 9. Distribution of Survey Respondents

Gender	Respondents	
	Number	Percent
Female	32	71.1%
Male	10	22.2%
Unreported	3	6.7%
Totals	45	100.0%

• **Question 10**

What is your ethnicity?



Question 10. Distribution of Survey Respondents

Ethnicity	Respondents	
	Number	Percent
Asian / Pacific Islander	0	0.0%
Black (African American)	3	6.7%
Hispanic / Latino	22	48.9%
Native American	1	2.2%
Other, Non-white	1	2.2%
White	16	35.6%
Unreported	2	4.4%
Totals	45	100.0%

SPRING 2012 – WELCOME CENTER ♦ SURVEY OF STUDENT SATISFACTION

• **Question 11**

If you have any comments regarding the Ventura College Welcome Center, please write them below.

There were **12** written responses, which represent **27%** of all respondents. Except for a few corrections to misspelled words, comments are reproduced verbatim in the table below. Reference Numbers were assigned to the survey forms by the Office of Research and Evaluation **after** receiving the completed surveys.

Reference Number	Comments
1	keep it up, kids you are doin' great!
2	I feel that it has and does answer a lot of ?s for a lot of students. especially those who have no idea where or how to start the application process. great idea!
3	keep it up, you are doing great. Can we get the cafeteria back?
4	they are all great people and Barbara is very very helpful and friendly to her staff and us the student, I would be lost without the welcome center
5	It's a little hard to find but after asking several very helpful people it was pretty easy to access.
6	Welcome center was great. Staff was very helpful and friendly, more than I could say for the VC counselors. The last couple times I met with one they were rude, completely unhelpful, and rushed me to get out it felt like. I would much rather go to the Welcome Center than the counselors.
7	I appreciated how wonderful all the welcome center staff were- getting there was confusing, why the portal needs to be reset at the center is confusing- I don't like the portal- I like the center
8	super nice
9	I am glad that Ventura College provides us with the help that the Welcome Center offers.
10	VC's computer setup for class registration is somewhat confusing, and at times difficult to access.
11	Have been going to class and waiting on financial aid getting ,so i can get My book for class and i try to get a book loan no money for that. You more help for book loan and fast way for book loan not two after class started
12	they did a good job