Fall 2005: Entering Student Survey

Overview
This system-wide survey was given to each student applying for admission to a KCTCS institution. Questions addressed areas including the student’s educational goals, the reason they chose KCTCS, access to a personal computer, how they learned about the college, and more. Results were compiled by the KCTCS System Office and distributed to individual colleges. (Note 04/27/07: to make this report comparable with later ones, the results no longer on the webpage no longer include non-responses; the original version included them. This generally changed results by less than a percentage point.)

Method
Entering Student Surveys were attached to the application form for Bluegrass Community and Technical College. Students were asked to return completed surveys, along with their application, to the Admissions office. These surveys were forwarded to Institutional Research for scanning and scoring. The database of scanned results was sent to the System Office in Versailles, Kentucky for processing.

Sample
A total of 924 students returned entering surveys from BCTC campuses – 62% (572) from the Cooper/Regency/Winchester campuses, 38% (352) from the Leestown/Lawrenceburg/Danville campuses. The response rate is unavailable due to a data reporting system change, which required a large number of existing students to be formally re-admitted in the new computer system.

Results (highlights)

- Educational goals – 40.5% of applicants indicated a desire to earn a credential from BCTC (associate degree, diploma, or certificate); 45.4% intended to transfer to a four-year institution, either earning an associate degree first (26.7%), or just taking a few courses (18.7%).

- Reason for choosing KCTCS – the most common reasons cited included “this college offers the courses I want” (66.8% of applicants said this was “very important”); “this college has a reputation for good teaching/training” (68.2%); “classes are small and more personal” (71.4%).

- Computer access – 91.3% of applicants indicated they had access to a personal computer, either at home or at work. Similarly, 90.5% of applicants have access to the Internet through their personal computer.

- How student learned about college – the personal acquaintance from whom most people learned about BCTC was “friend or other relative” (57.3%). The primary media types through which applicants learned about BCTC were: “internet” (46.5%), “brochure” (24.1%), and “television” (17.4%).