

## De Anza College Survey of Fall 2004 Applicants Not Enrolled as of Census

November 9, 2004

### Survey Administration

The survey was administered via an email with a link to a web survey page sent on October, 2004. The survey remained open for responses until November 8. The sample was derived from a list of new applicants included in the Marketing Office summer email campaign. The list included over 6,000 new applicants – first time De Anza College students, excluding special admit high school students. This file was matched against students that were enrolled in at least one course as of the Census date. The sample was further limited to only those students with a valid email address. The email sample included about 2,800 students and returned 388 responses for a response rate of about 14% -- slightly less than a similar survey administered in fall 2003.

### General Observations

- When students were asked to rank their primary reason for not attending De Anza College this fall, the highest percentage of respondents (28%) indicated “The course I wanted was full.” An additional 11% of respondents indicated that “The course I wanted was not offered at the time I need it.”
- Family, Job, and Other reasons accounted for 45% of responses.
- More than 10% of respondents indicated that they enrolled in another two year college.
- This year questions on employer support and De Anza College tuition paying policy were added. Only 2% of respondents selected either of these reasons for not attending.
- 46% of the respondents indicated that they had planned on taking only one course.
- Almost half of the respondents indicating that the course they wanted was full had some registration activity. This means that these students not only applied but attempted to register and either found their course full, placed themselves on a waitlist, or at some point enrolled for a section and dropped it.

### Application Yield Rate

- Attached analysis of students applying for the fall 2004 term that were enrolled as of census indicates that the overall yield rate is in the 50% range. There is some variance between locations as tracked by zip, for example, 57% of Cupertino applicants enrolled but only 52% of all East San Jose applicants enrolled. For this fall, East San Jose new students – included in Marketing’s email campaign had a 58% enroll rate.



# Student Bulletin



*"Whatever your educational goals, we can help you achieve them. Talk to us – we'll listen."*  
Robert Griffin,  
vice president  
of Student Services

*"We're honored to serve thousands of students every quarter. We look forward to serving you, too."*  
Kathy Kyne,  
dean of Admissions  
& Records

Hi Andrew,

At De Anza College we really care about what our students think. This survey is being sent to you because our records indicate you could have enrolled in the fall quarter 2004 but did not.

Would you please take a moment to let us know why you decided not to attend De Anza College this fall?

**Use this link to go to the survey:**

<http://www.deanza.edu/em/nr.pl?su=ma2944dL>

Again, thank you for your time. We look forward to reading your feedback.

De Anza College

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**Do not reply to this e-mail.**

Use the contact information provided above. For information about this message, check out:

[E-mail Communication](#)

Hotmail and Yahoo! users, make sure we are in your "Safe List". See your Hotmail or Yahoo! options for more information.

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1. Select your primary reason for not attending De Anza this fall (**select only one**):

- Enrolled at another two-year college instead
- Enrolled at a four-year college
- The course(s) I wanted was full
- The courses I wanted was not offered at the time I needed it
- De Anza's new policy of requiring payment within one week of registration
- Company I work for no longer offers educational assistance programs
- Increase in fees
- Family or personal reasons
- Job-related reasons
- Other reason NOT list above:

2. If your primary reason for not attending was because you could not find a course at the time you needed, would you have come to De Anza College if you could have taken (**select all that apply**):

- An accelerated six-week course
- A class on the weekend
- A class on-line
- Other:

3. When you completed the De Anza College application, were you thinking about taking (**select one**)?

- One course for the fall quarter
- More than one course for the fall quarter

4. Are you (**select one**):

- US Citizen
- US Visa Holder
- Permanent Resident of the US

5. Do you plan to attend De Anza College during the winter 2005 quarter?

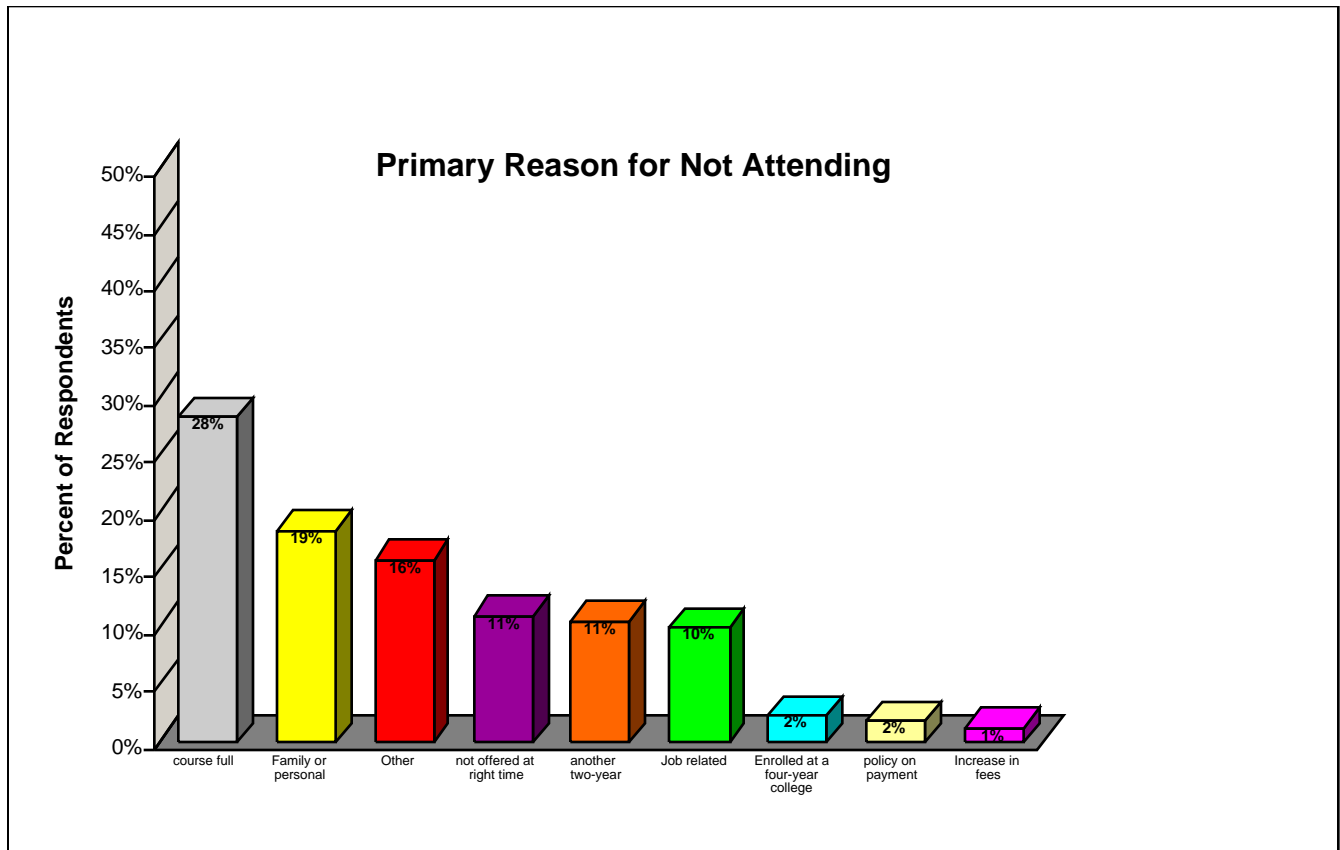
- Yes
- No
- I don't know

# Survey of students that applied but did not register, Fall 2004, De Anza College

11-08-04, DA Research and Marketing

## 1. PRIMARY REASON FOR NOT ATTENDING?

	Number of Students	Percent
The course(s) I wanted was full	110	28%
Family or personal problems	72	19%
Other (eg. financial, residency requirements, lacked information)	62	16%
The course(s) I wanted was not offered at the time I needed it	43	11%
Enrolled at another two-year college	41	11%
Job related reasons	39	10%
Enrolled at a four-year college	9	2%
De Anza's new policy of requiring payment within one week of registration	7	2%
Increase in fees	5	1%
<b>TOTAL</b>	<b>388</b>	<b>100%</b>



# Survey of students that applied but did not register, Fall 2004, De Anza College

11-08-04, DA Research and Marketing

## 2. IF COULD NOT FIND A COURSE - FULL OR NOT RIGHT TIME, WOULD YOU HAVE ATTENDED IF AVAILABLE?

	Number of Students	Percent
Accelerated 6 Week Course	14	16%
Weekend Classes	18	21%
Online Classes	19	22%
6 Week and Online Classes	7	8%
6 Week and Weekend Classes	9	10%
6 Week, Weekend and Online Classes	12	14%
Weekend and Online Classes	7	8%
TOTAL	86	100%

## 3. WERE YOU PLANNING ON TAKING?

	Number of Students	Percent
ONE COURSE	177	46%
MORE THAN ONE COURSE	211	54%
TOTAL	388	100%

## 4. ARE YOU?

	Number of Students	Percent
US CITIZEN	255	66%
US VISA HOLDER	42	11%
PERMANENT RESIDENT OF THE US	91	23%
TOTAL	388	100%

## 5. PLANS FOR THE WINTER QUARTER

	Number of Students	Percent
YES PLANNING TO ENROLL WINTER 2005	145	37%
NOT PLANNING TO ENROLL WINTER 2005	70	18%
I DONT KNOW IF I WILL ENROLL WINTER 2005	173	45%
TOTAL	388	100%

Survey of students that applied but did not register, Fall 2004, De Anza College

11-08-04, DA Research and Marketing

CROSS TABULATIONS BETWEEN QUESTION RESPONSES

	ONE COURSE		MORE THAN ONE COURSE		TOTAL	
	Number of Students	Percent	Number of Students	Percent	Number of Students	Percent
US CITIZEN	109	43%	146	57%	255	100%
US VISA HOLDER	26	62%	16	38%	42	100%
PERMANENT RESIDENT OF THE US	42	46%	49	54%	91	100%
TOTAL	177	46%	211	54%	388	100%

	ONE COURSE		MORE THAN ONE COURSE		TOTAL	
	Number of Students	Percent	Number of Students	Percent	Number of Students	Percent
YES PLANNING TO ENROLL WINTER 2005	61	42%	84	58%	145	100%
NOT PLANNING TO ENROLL WINTER 2005	34	49%	36	51%	70	100%
I DONT KNOW IF I WILL ENROLL WINTER 2005	82	47%	91	53%	173	100%
TOTAL	177	46%	211	54%	388	100%

	YES PLANNING TO ENROLL WINTER 2005		NOT PLANNING TO ENROLL WINTER 2005		I DONT KNOW IF I WILL ENROLL WINTER 2005		TOTAL	
	Number of Students	Percent	Number of Students	Percent	Number of Students	Percent	Number of Students	Percent
The course(s) I wanted was full	43	39%	14	13%	53	48%	110	100%
Family or personal problems	30	42%	7	10%	35	49%	72	100%
Other (eg. financial, residency requ	27	44%	13	21%	22	35%	62	100%
Job related reasons	19	49%	3	8%	17	44%	39	100%
The course(s) I wanted was not off	15	35%	9	21%	19	44%	43	100%
Enrolled at another two-year colleg	7	17%	15	37%	19	46%	41	100%
De Anza's new policy of requiring p	3	43%	1	14%	3	43%	7	100%
Increase in fees			1	20%	4	80%	5	100%
Enrolled at a four-year college	1	11%	7	78%	1	11%	9	100%
TOTAL	145	37%	70	18%	173	45%	388	100%

# Survey of students that applied but did not register, Fall 2004, De Anza College

11-08-04, DA Research and Marketing

## REASON FOR NOT ATTENDING BY REGISTRATION ACTIVITY

	FALL REG ACTIVITY		NO REGISTRATION ATTEMPT		TOTAL	
	Number of Students	Percent	Number of Students	Percent	Number of Students	Percent
The course(s) I wanted was full	51	46%	59	54%	110	100%
Family or personal problems	17	24%	55	76%	72	100%
Other (eg. financial, residency requirements, lack of information)	17	27%	45	73%	62	100%
The course(s) I wanted was not offered at the time	8	19%	35	81%	43	100%
Enrolled at another two-year college	2	5%	39	95%	41	100%
Job related reasons	6	15%	33	85%	39	100%
Enrolled at a four-year college			9	100%	9	100%
De Anza's new policy of requiring payment with application	2	29%	5	71%	7	100%
Increase in fees	2	40%	3	60%	5	100%
TOTAL	105	27%	283	73%	388	100%

FOR THESE STUDENTS THERE WAS EVIDENCE ON THE REGISTRATION AUDIT TABLE THAT THEY ATTEMPTED TO REGISTER. THEY MAY HAVE BEEN PLACED ON THE WAITLIST, ETC

# Survey of students that applied but did not register, Fall 2004, De Anza College

11-08-04, DA Research and Marketing

## OTHER REASONS FOR NOT ATTENDING

	Number of Students
You have too many requirements for my chosen career	1
wait time between application and registration. it was faster through Foothill.	1
very non co-operative staff	1
tried to register but was not able to and I did not receive a response from Admissions office about what the problem was.	1
There was no announcement of required prerequisites or how to prove them made available, so I was too late in registering for certain sections.	1
there is too much bureaucracy involved. I couldn't change my accidental status from non resident to resident	1
the financial aid office was unable to quickly process my application. thus making it difficult for me to afford school and living r	1
resident less than 1 year	1
residence status is not yet approved	1
relocated	1
received parking ticket while finding change for machine and was not appealed at your parking enforcement.and was forced to p	1
poor parking	1
offered in the winter	1
not the reight time to take classes. I am too busy	1
no one could give me any formal information. And people in the book store (some) are not that helpful when I was looking for	1
Needed transcripts, placement tests, and COUN100 course	1
Moved to SOuthern California	1
Moved to a new state	1
lost PIN	1
It was impossible to find parking in order to attend my class. Looking for parking for over a 1.5 hours. Missed most of class, so I dropped it.	1
International Office did not allow enrollment	1
IMPORTANT USER INTERFACE PROBLEM: When I registered, I was told a date to sign up for class. But I failed to write do	1
I've decided to enroll for Winter quarter instead.	1
I'm suppose to enroll, but I couldn't enroll using your website. I called the admissions office and I was told to fax a signature page. I did fax a signature page. However, I still couldn't enroll. So I gave up.	1
I wasn't allowed to take the place since I haven't passed tenth grade.	1
I was told that it was too late to be admitted at fall quarter.	1
I was not considered a resident until 10 days after class started : \$700 more!	1
I started to get a late start on choosing my classes too late, due to registration/parking fees. Will try again next quarter.	1
I really needed an advance level	1
I never got a phone call back about an important question. Not too pleased	1



# Survey of students that applied but did not register, Fall 2004, De Anza College

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	Number of Students
I needed to meet with a counselor and get my transcripts transferred so I could know where to begin with you and I didn't have the time before the quarter started.	1
I have been to the USA for 5 months, I don't study at DE ANZA COLLEGE because I don't have enough 1 year	1
I don't want to pay Non resident fees now	1
I didn't move to the area as anticipated.	1
I didn't get admission for the fall quarter because I applied for it late.	1
I didn't care for the dates of when classes end in the summer. the end of June is too late for my job situation. my summer job starts at the end of May.	1
I did not get the notice that I had been admitted by De Anza College	1
I decided to attend De Anza in the next fall quarter	1
I couldn't find the book I needed for class anywhere I would have to order it and then I would have been behind on class assignments	1
I could not get your fax to accept my enrollment confirmation.	1
I am waiting to become a CA resident	1
I am not California resident and fees are very expensive for me	1
High School	1
don't have any money	1
Don't feel I am qualified for the class I wanted to take after taking the writing and reading test.	1
Didn't receive any contact or information after applying	1
did not know to attend the first class	1
Did not get reply from instructors and I am EXTREMELY interested to start IMMEDIATELY!!!!	1
did not finish math placement test, which is now finished	1
De Anza failed to enroll me properly and listed me as a non-resident with the corresponding increase in fees that I was not will	1
De Anza claimed that I have outstanding balances which I never know. They won't let me in.	1
before I take the replacement test class already began	1
1) De Anza placement test office LOST my ESL test results. 2) I am a legal resident, however, your admissions office refused	1
I got a full-time job	1
Found a job	1
Your DAYCARE Rep. SUCKS. I applied in May 2004 and told me she would call before she left on her summer vacation. BAI	1
Waiting to pay off bills and deciding what classes I will take.	1
transportation problem	1
The course(s) I wanted was cancelled	1
pregnant, will attend the spring semester	1
Personal Improvement	1
no money	1

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	Number of Students
I was going to be on vacation for 2 weeks during the course	1
I had to move	1
I got mononucleosis a week beforehand.	1
I could not afford it and the requirements for financial assistance are unreasonable and would not allow help for me.	1
I am pregnant and because of health complications, I could not take the class	1
financially handicapped and waiting for the next semester to pay as a resident.	1
didnt have the money	1
can't afford it	1
Was on a TN Visa for 4 years and paid taxes but I still had to pay the huge fees. Said no way.	1
The evening class starts too early. I have to work and cannot go to school so early.	1
scheduling conflict	1
Returning to school after 14 years and working signing up and meeting with people for the classes I needed was not convient.	1
you cancelled your Physical Therapist Assistant Program, boo!	1
The course I wanted was canceled due to low enrollment	1
The class I wanted was cancelled before it was started and I could have brought more students from a similar SJCC class bu	1
I'm a CMT and just wanted an anatomy course. Chemistry was a prereq.	1
Courses I Needed Were Full And I Want To Start On Winter	1
Course was dropped due to lack of enrollment	1
The program offered for the major I wanted only had classes on outdated operating systems. The college I finally decided to	1
taking classes at city college	1
enrolled in CCOC	1
attending Santa Fe Community College: It was more affordable per credit hour \$68.50. I planned on attending De Anza but fii	1
<b>TOTAL</b>	<b>84</b>

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## OTHER COURSE FORMAT COMMENTS

	Number of Students
A class where the lecture is once a week	1
a good job, well payed and fixe work schedule	1
Busy at work	1
DAYCARE REPRESENTATIVE PROMISE TO CALL AND SHE NEVER DID!	1
dreamweaver class	1
enrolled at another two-yr. college	1
i neede course in fashion designing	1
I want a class as required for a middle school teacher	1
I wished it so much,still waiting to grab the advantaga of paying as a resident.	1
its offered in the winter	1
Job needs more time	1
later hours	1
night	1
offered more than one online section	1
pta program was cancelled, and other classes were full, bio and massage	1
regular classes	1
Same as above reason	1
summer evening	1
They cancelled my classes & no other options that I needed.	1
UOP	1
TOTAL	20

## SURVEY RESPONDENTS BY CITY OF RESIDENCE

	Number of Students	Percent
Campbell	10	3%
Cupertino	28	7%
Foster City	2	1%
Fremont	12	3%
Hollister	1	0%
Los Altos	9	2%
Los Gatos	10	3%
Milpitas	8	2%
Morgan Hill	1	0%
Mountain View	25	6%
Newark	1	0%
Palo Alto	11	3%
Redwood City	2	1%
San Carlos	1	0%
San Francisco	11	3%
San Jose	2	1%
San Jose East of 880	85	22%
San Jose West	27	7%
San Leandro	1	0%
San Mateo	1	0%
Santa Clara	32	8%
Saratoga	6	2%
Scotts Valley	1	0%
Sunnyvale	57	15%
Union City	2	1%
Watsonville	1	0%
ALL OTHER AREAS	41	11%
TOTAL	388	100%

## APPLICANTS INCLUDED IN MARKETING EMAIL CAMPAIGN

	ENROLLEED FALL 2004 AT CENSUS		NONRETURNING		TOTAL NEW APPLICANTS TRACKED BY MARKETING	
	HC	PERCENT	HC	PERCENT	HC	PERCENT
ALL OTHER AREAS	250	43%	327	57%	577	100%
Alviso	1	50%	1	50%	2	100%
Atherton	2	50%	2	50%	4	100%
Campbell	82	57%	63	43%	145	100%
Cupertino	211	57%	161	43%	372	100%
Foster City	7	37%	12	63%	19	100%
Fremont	95	50%	94	50%	189	100%
Gilroy	18	53%	16	47%	34	100%
Hayward	8	33%	16	67%	24	100%
Hollister	7	50%	7	50%	14	100%
Los Altos	43	53%	38	47%	81	100%
Los Gatos	49	45%	59	55%	108	100%
Milpitas	93	54%	80	46%	173	100%
Morgan Hill	38	72%	15	28%	53	100%
Mountain View	113	45%	137	55%	250	100%
Newark	27	52%	25	48%	52	100%
Palo Alto	70	47%	78	53%	148	100%
Redwood City	24	47%	27	53%	51	100%
San Carlos	4	31%	9	69%	13	100%
San Francisco	32	39%	50	61%	82	100%
San Jose	5	29%	12	71%	17	100%
San Jose East of 880	1246	58%	911	42%	2157	100%
San Jose West	258	55%	208	45%	466	100%
San Leandro	6	43%	8	57%	14	100%
San Martin	2	29%	5	71%	7	100%
San Mateo	11	58%	8	42%	19	100%
Santa Clara	233	52%	216	48%	449	100%
Santa Cruz	14	45%	17	55%	31	100%
Saratoga	46	61%	30	39%	76	100%
Scotts Valley	7	58%	5	42%	12	100%
Sunnyvale	340	53%	296	47%	636	100%
Union City	24	52%	22	48%	46	100%
Watsonville	4	40%	6	60%	10	100%
TOTAL	3370	53%	2961	47%	6331	100%

# ALL FALL 2004 APPLICANTS

	ENROLLED FALL 2004 AT CENSUS		DID NOT ENROLL		TOTAL	
	Applicants	Percent	Applicants	Percent	Applicants	Percent
June or Before	759	52%	706	48%	1465	100%
July	1032	52%	949	48%	1981	100%
August	2327	50%	2325	50%	4652	100%
September or later	2788	52%	2545	48%	5333	100%

	ENROLLED FALL 2004 AT CENSUS		DID NOT ENROLL		TOTAL	
	Applicants	Percent	Applicants	Percent	Applicants	Percent
All Other Areas	613	50%	611	50%	1,224	100%
Alviso	3	43%	4	57%	7	100%
Atherton	3	38%	5	63%	8	100%
Campbell	171	53%	154	47%	325	100%
Cupertino	600	57%	455	43%	1,055	100%
Foster City	14	38%	23	62%	37	100%
Fremont	160	47%	183	53%	343	100%
Gilroy	33	49%	34	51%	67	100%
Hayward	21	36%	38	64%	59	100%
Hollister	14	52%	13	48%	27	100%
Los Altos	89	50%	88	50%	177	100%
Los Gatos	100	45%	121	55%	221	100%
Milpitas	176	50%	174	50%	350	100%
Morgan Hill	71	60%	47	40%	118	100%
Mountain View	238	47%	267	53%	505	100%
Newark	42	55%	34	45%	76	100%
Palo Alto	125	48%	134	52%	259	100%
Redwood City	47	52%	44	48%	91	100%
San Carlos	8	32%	17	68%	25	100%
San Francisco	49	39%	76	61%	125	100%
San Jose	25	46%	29	54%	54	100%
San Jose East	2,251	52%	2,069	48%	4,320	100%
San Jose West	619	54%	534	46%	1,153	100%
San Leandro	5	31%	11	69%	16	100%
San Martin	3	33%	6	67%	9	100%
San Mateo	18	47%	20	53%	38	100%
Santa Clara	447	48%	475	52%	922	100%
Santa Cruz	20	41%	29	59%	49	100%
Saratoga	119	60%	79	40%	198	100%
Scotts Valley	11	58%	8	42%	19	100%
Sunnyvale	775	53%	689	47%	1,464	100%
Union City	30	42%	42	58%	72	100%
Watsonville	6	33%	12	67%	18	100%
TOTAL	6,906	51%	6,525	49%	13,431	100%

December 8, 2003

DRAFT

TO: Terry O’Conner  
Director of Marketing and Communications

FROM: Bradley Creamer, Web Master  
Andrew LaManque, College Researcher

SUBJECT: Survey of Fall 2003 “No Show” Students

Please find listed below in Figure 1 the preliminary results of the email survey the Marketing Office conducted this fall. The survey sample included:

- A) spring 2003 continuing students that did not return for the fall (not including those that graduated or were on academic probation)
- B) as well as students that applied for the fall but did not attend.

Figure 1

**Fall 2003 Survey of Non Returning Students  
Results by Student Type (Continuing and New), Sorted by Total Response Percent**

Survey Selections	Continuing		New Applicants		Total Responses	
	#	%	#	%	#	%
Enrolled at another four-year college	222	32%	17	5%	239	23%
Other	165	24%	48	13%	213	20%
Could not get into the course I wanted	40	6%	137	38%	177	17%
Enrolled at another two-year college	44	6%	41	11%	85	8%
Decided that college just wasn't right for me this fa	45	6%	27	7%	72	7%
Course was not offered at the time needed	47	7%	16	4%	63	6%
Completed my educational goals	43	6%	2	1%	45	4%
Could not get time off from work	32	5%	15	4%	47	4%
Lacked childcare	14	2%	2	1%	16	2%
Decided to get a job instead of going to college	11	2%	9	2%	20	2%
The online registration did not work properly	7	1%	12	3%	19	2%
Didn't have a ride to college	2	0%	6	2%	8	1%
Increase in fees	7	1%	4	1%	11	1%
Lost my job	7	1%	5	1%	12	1%
Difficulty parking	6	1%	2	1%	8	1%
Placement test not offered at time needed	1	0%	8	2%	9	1%
Had trouble completing the financial aid applicator	1	0%	2	1%	3	0%
Could not find information on the program I wanted	2	0%	3	1%	5	0%
Could not get an appointment to see a counselor	1	0%	4	1%	5	0%
Had trouble finding information on academic requir	1	0%	3	1%	4	0%
Total	<u>698</u>	<u>100%</u>	<u>363</u>	<u>100%</u>	<u>1061</u>	<u>100%</u>

The survey was conducted via email sent to students in the above two categories, with valid email addresses. In the email, students were asked to click on the link to fill out the survey. The response rate for valid email addresses was nearly 20%. Students were asked to rate their top 3 reasons for not attending De Anza College in the fall of 2003 (see Figure 2). Students were required to select at least the first choice. Most students only selected the top reason and thus only the results for the top selection are included in this paper. The ethnicity of the respondents was consistent with the overall De Anza College population.

Figure 2

De Anza College

*We need your help! Thank you for your time.*

At De Anza College we really care about what our students think. This survey is being sent to you because our records indicate you could have enrolled in the fall quarter 2003 but did not. Would you please take a moment to let us know why you decided not to attend De Anza College this fall?

**1. Rank your top one (1), two (2), or three (3) reasons for not attending De Anza (1 being the primary reason):**

0	Enrolled at another two-year college
0	Enrolled at a four-year college
0	Decided that college just wasn't right for me this fall
0	Completed my educational goals
0	Lacked childcare
0	Didn't have a ride to college
0	Decided to get a job instead of going to college
0	Increase in fees
0	Had trouble completing the financial aid application
0	Could not get time off from work
0	Lost my job
0	Could not get into the course I wanted
0	Course not offered at the time needed
0	Difficulty parking
0	Placement test not offered at time needed
0	Could not find information on the program I wanted
0	The online registration did not work properly
0	Could not get an appointment to see a counselor
0	Had trouble finding information on academic requirements
0	<input type="checkbox"/> Other: _____

**2. Do you plan to attend De Anza College during the winter 2004 quarter?**

I don't know



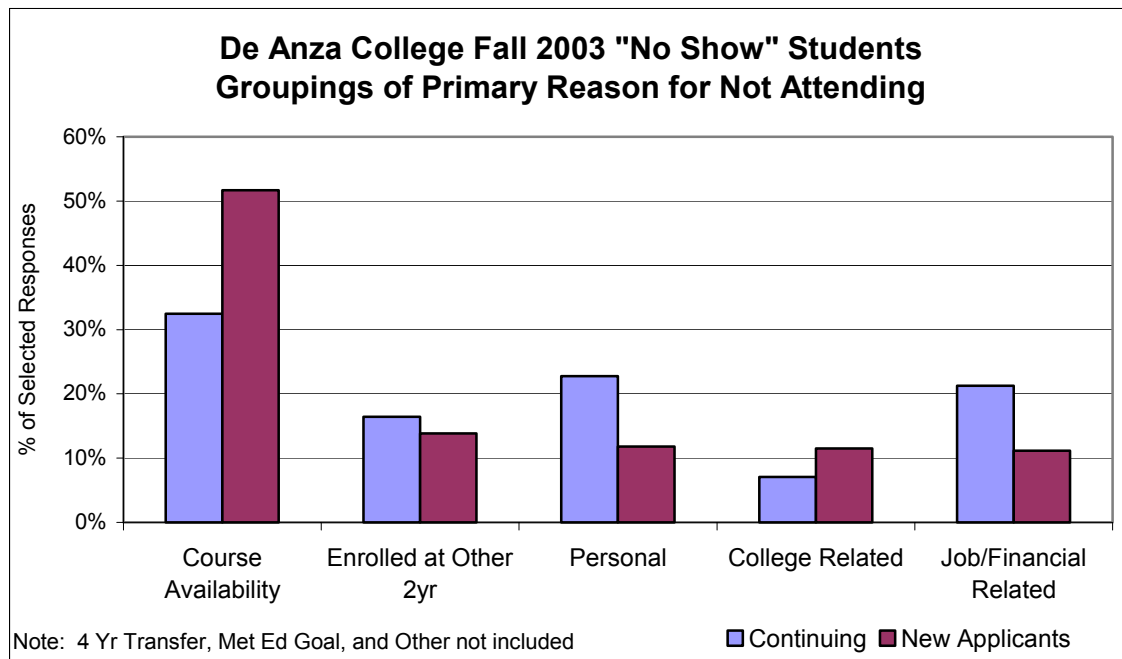
Figures 3 and 4 below group the responses into five categories. Excluded from the results are responses for “4-year transfer,” “met educational goal” and “other.” The purpose was to provide a focus for responses that the college might have some control over, or might be able to assist students with. The two questions related to course availability (getting into a course and finding a course offered at a good time for the student) were ranked as the number one reason for not attending by 50% of the remaining new applicants and more than 30% of the remaining continuing students.

Figure 3

**De Anza College Fall 2003 “No Show” Students Groupings of Primary Reason for No Attending**

	Continuing		New Applicants	
	#	%	#	%
Course Availability	87	32%	178	60%
Enrolled at Other 2yr College	44	16%	41	14%
Personal	61	23%	35	12%
College Related	19	7%	34	11%
Job/Financial Related	<u>32</u>	12%	<u>15</u>	5%
Total Responses Included	<u>268</u>	100%	<u>296</u>	100%

Figure 4



Of the continuing students indicating course availability as the reason they did not attend in the fall of 2003, 43 or about 50% had registered for only one course in the spring of 2003.

As noted in Figure 5, 27% of respondents indicated that they planned to attend De Anza College in the Winter 2004 quarter. An additional 43% of students were not sure. A higher proportion of new applicants than continuing students indicated that they would try again in the winter.

Figure 5

**Fall 2003 Survey of Non Returning Students  
Student Enrollment Expectation for Winter 2004**

Response	Continuing		New		Total	
	#	%	#	%	#	%
Yes	139	20%	148	41%	287	27%
No	271	39%	43	12%	314	30%
I don't know	288	41%	172	47%	460	43%
Total	698	100%	363	100%	1061	100%

In summary, the data indicates that course availability was an important reason for many respondents not to attend De Anza College in the fall of 2003. Many of these students may be “one course takers” rather than “program takers.” However, “one course takers” have traditionally made up about ¼ of the headcount enrollment each quarter, and a significant loss of these students could have a negative impact of the college’s ability to reach FTES cap.

The data also seems to suggest that a lack of college services was not a significant determinant of course registration. Student comments do express the frustration of individual students, but overall it appears that students are satisfied with the services or at least have not based their attendance decision on whether they could obtain information / services from the college.