

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

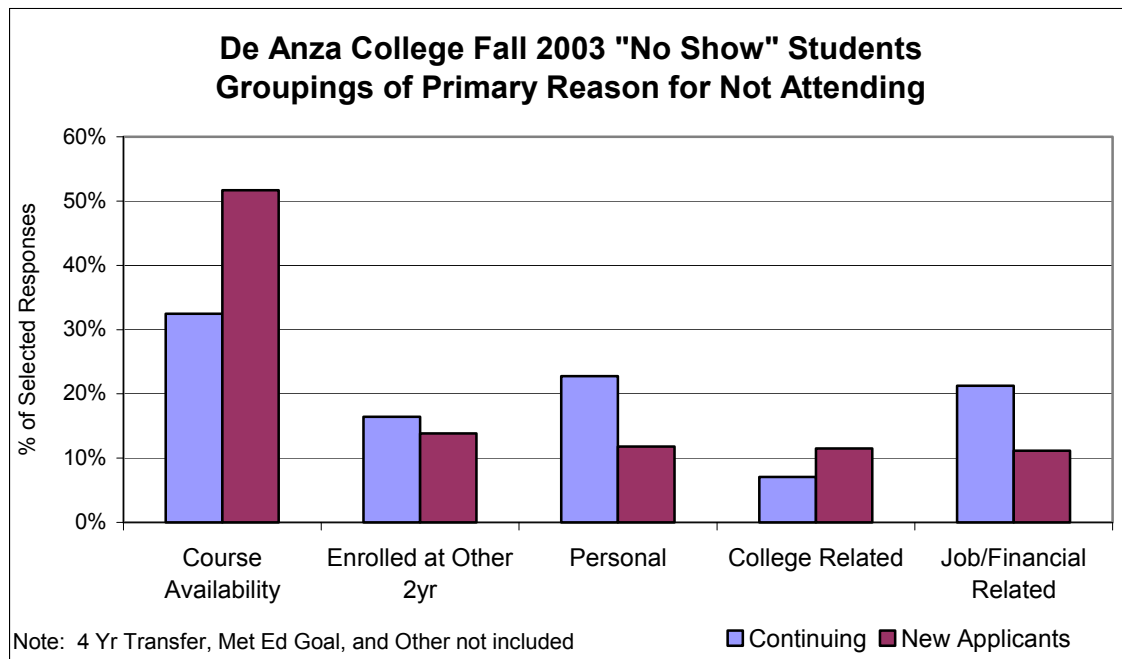
Figures 3 and 4 below group the responses into five categories. Excluded from the results are responses for “4-year transfer,” “met educational goal” and “other.” The purpose was to provide a focus for responses that the college might have some control over, or might be able to assist students with. 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.