

# CTE STUDENT ENROLLMENT, RETENTION, AND COMPLETION SURVEY

## RESULTS & DISCUSSION GUIDE

Prepared by:  
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# ABOUT THE SURVEY

- Designed to assess student enrollment, retention, and completion
- The results from this survey will help:
  - Enrollment management strategies
  - Student success strategies
- Latest data: Fall 2017 CTE students
- 547 students completed the survey
- Online survey – 16% response rate
- CTE students were grouped into six vocationally-based programs:
  - Business Information and Technology (BIT) (25% - 139)
  - Skilled Trades (13% - 71)
  - Child Development (17% - 90)
  - Culinary Arts (10% - 53)
  - Fashion and Textiles (26% - 143)
  - Health Care (9% - 51)

# WHAT INSIGHTS CAN WE USE TO TAKE STUDENTS FROM HERE



# TO HERE?



# **HOW DO POTENTIAL STUDENTS LEARN ABOUT OUR PROGRAMS?**

# HOW DO POTENTIAL STUDENTS LEARN ABOUT OUR PROGRAMS?

They research



32%

of surveyed students heard about their primary program's classes through the Continuing Education printed schedule

# HOW DO POTENTIAL STUDENTS LEARN ABOUT OUR PROGRAMS?

In many ways...



29%

through a friend or family member



14%

through the Continuing Ed website

# ALTHOUGH IT'S NOT THAT SIMPLE



# **STUDENTS NEED TO MAKE SURE OUR PROGRAMS FIT THEIR NEEDS**

# STUDENTS' NEEDS

Is this a quality program?



94%

of surveyed students said program quality was important for their enrollment decision

# STUDENTS' NEEDS

Can I afford the classes?

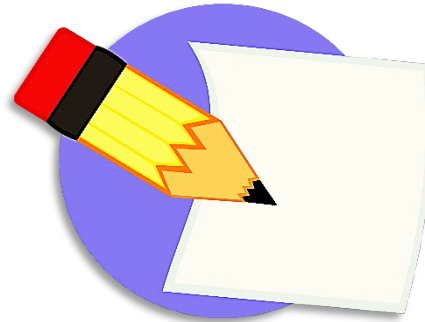


92%

of surveyed students said program quality was important for their enrollment decision

# STUDENTS' NEEDS

Can I afford the class materials?



86%

of surveyed students said class materials affordability was important for their enrollment decision

# STUDENTS' NEEDS

Will I be able to get a job?

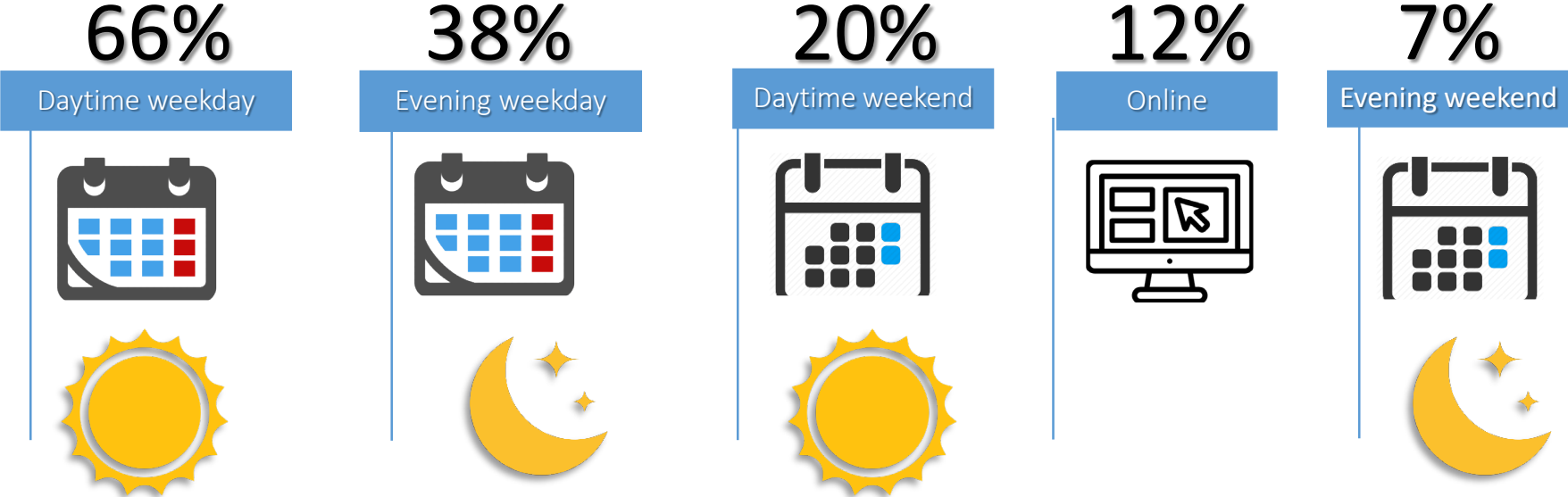


67%

of surveyed students said having future employment opportunities were important for their enrollment decision

# STUDENTS' NEEDS

## Class schedule preference



*Note: Multiple-response item.*

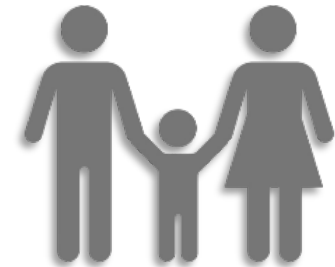
# **ONCE ENROLLED, WHAT MAKES IT DIFFICULT FOR STUDENTS TO ATTEND CLASS?**

# WHAT CHALLENGES DO STUDENTS FACE?



**28%**

of surveyed students had their attendance impacted due to work schedule changes or need to work



**28%**

of surveyed students had their attendance impacted due to family obligations



**STUDENTS PROVIDED CANDID FEEDBACK ABOUT  
WHAT SDCE HAS DONE WELL AND COULD DO BETTER  
TO HELP THEM STAY IN SCHOOL AND MAKE PROGRESS  
TOWARD COMPLETING THEIR PROGRAM**

# WHAT HAS HELPED OUR STUDENTS PERSEVERE?



**71%** of surveyed students said that having interesting classes helped them continue attending their classes



**64%** of surveyed students said that receiving encouragement and feedback from their instructors helped them continue attending their classes



**46%** of surveyed students said that having friendship with class members helped them continue attending their classes

**THIS IS WHAT WE ARE DOING WELL ACCORDING TO THEM**

# WHAT WE ARE DOING WELL ACCORDING TO STUDENTS

Satisfaction with instructor encouragement/feedback and progress  
(Very/somewhat satisfied)



86%

Amount of instructor  
encouragement/feedback

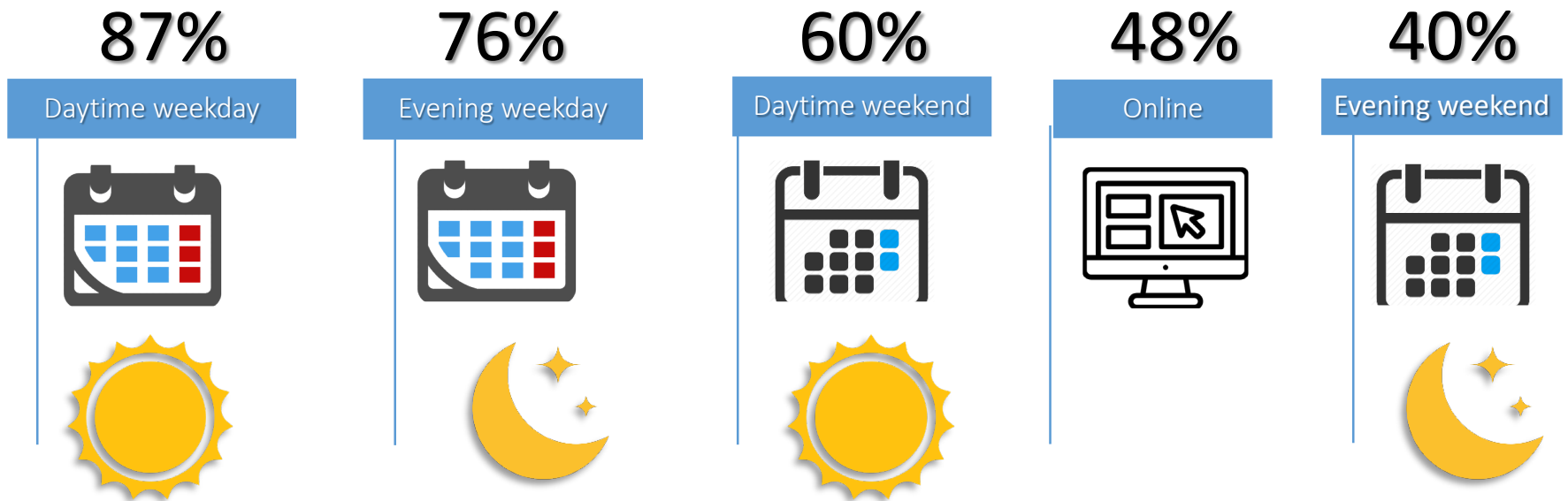


86%

Progress towards  
achieving intended goal

# WHAT WE ARE DOING WELL ACCORDING TO STUDENTS

## Satisfaction with the availability of classes (Very/somewhat satisfied; among those who preferred)



*Note: Multiple-response item.*

# WHAT WE ARE DOING WELL ACCORDING TO STUDENTS

Satisfaction with class size, campus locations and subjects offered  
(Very/somewhat satisfied)



80%

Variety of subjects offered



75%

Class size



71%

Campus locations

**THIS IS WHAT WE COULD IMPROVE ACCORDING TO THEM**

# WHAT WE ARE DOING WELL ACCORDING TO STUDENTS

What SDCE could do better to help students stay in school/progress toward completing their program?



29%

Expand variety/quantity/locations of offerings



19%

Offer classes at student-preferred times and days



# GUIDED INQUIRY

WHAT STANDS OUT TO YOU ABOUT THE STUDENTS' FEEDBACK?

WHY DO YOU BELIEVE STUDENTS RESPONDED IN THIS WAY  
(INTERNAL / EXTERNAL FACTORS)?

WHAT ADDITIONAL INFORMATION DO YOU NEED TO KNOW?

WHAT ACTIONS/STRATEGIES HAVE/COULD YOU IMPLEMENT TO HELP  
STUDENTS STAY ENROLLED?

# CONTACT INFORMATION

San Diego Continuing Education Office of  
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<http://www.sdce.edu/organization/institutional-effectiveness>

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