

## Spring 2006 ACT Student Opinion Survey – Some Key Findings

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### 1. What Are The General Student Perceptions of the College?

The good news: 8 out of 10 students think the quality of education at PCC is good or excellent and almost as many would recommend the college to family or friends. For 7 out of 10 students it validates PCC as their 1<sup>st</sup> choice and - as a result - they would select this college again. However, most of these ratings have declined over the last years and many of them have dropped below the national benchmarks. It is essential to reverse this trend since it has impact on our enrollment as it reflects how students talk about PCC: One of the most important marketing tools available!

### 2. What Services Need the Most Improvement?

In order to impact our student's experience more positively, we need to start with the services provided during registration: academic advising, course planning, and financial aid services. Here we find large opportunities for improvement since the 2006 ratings indicate that student satisfaction with those service areas has dropped below the 70% margin. This manifests both a significant decline compared to previous years and a wider gap with benchmark ratings.

### 3. What Do We Need To Pay Attention To?

It is key that we understand our students better. First of all, our student population is getting more diverse in many different ways. The number of Hispanic students has reached about 10% and will continue to grow. Over 22% are over 30 years of age; about the same percentage is married. Almost 3 out of 10 students have children, 1 of them is a single mother. Almost 60% work 20 or more hours per week, roughly 40% work more than 30 hours. We know that we have to respond to the needs of these students differently than to those of traditional freshmen.

### 4. What Remains Important:

In many areas PCC received ratings above benchmark levels: our libraries and TLCCs received approval ratings close to 85%; our tutorial services continue to assist almost 3 out of 10 students successfully; and our cultural programs and related activities are on the rise. On the academic side we made headway to offer improved course content to match student's major area of study and also encounter positive trends concerning the out-of-class availability of faculty. Last not least, our academic facilities (classrooms, study areas, & labs) continue to score above the norm. Needless to say that we have to maintain and leverage those strengths for future growth and improved service levels in other areas.