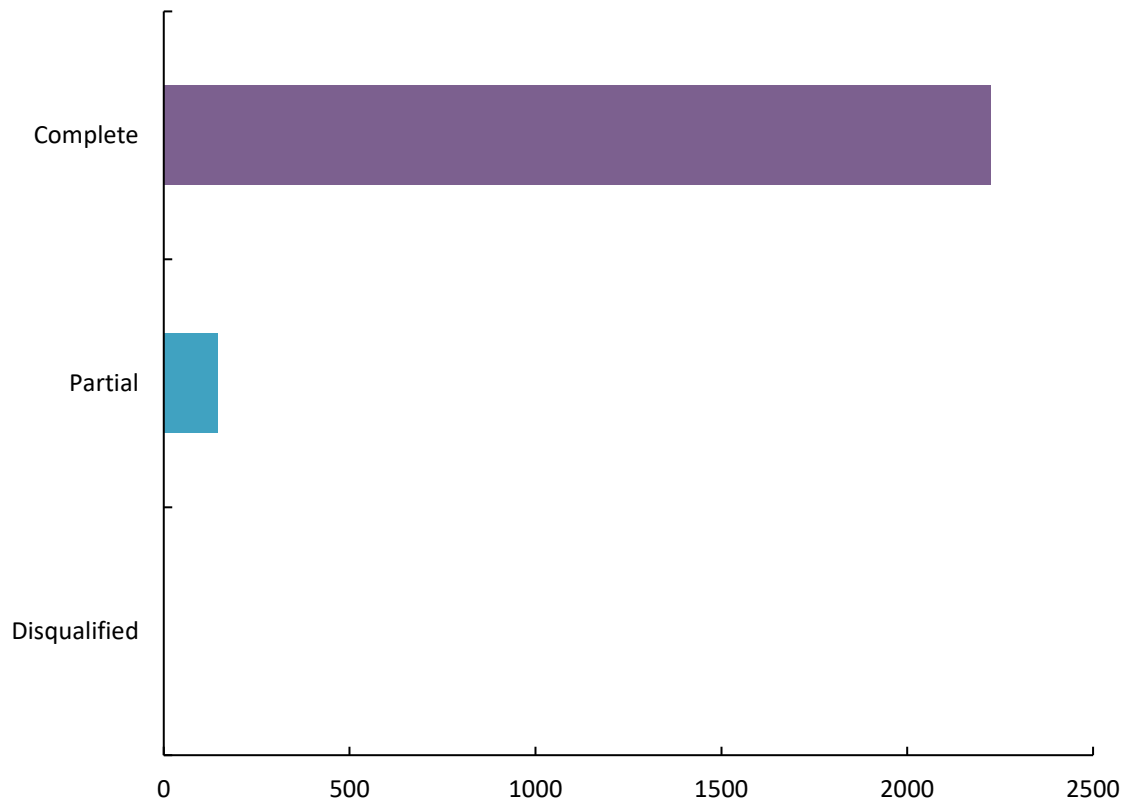


ENTERING STUDENT SURVEY RESULTS

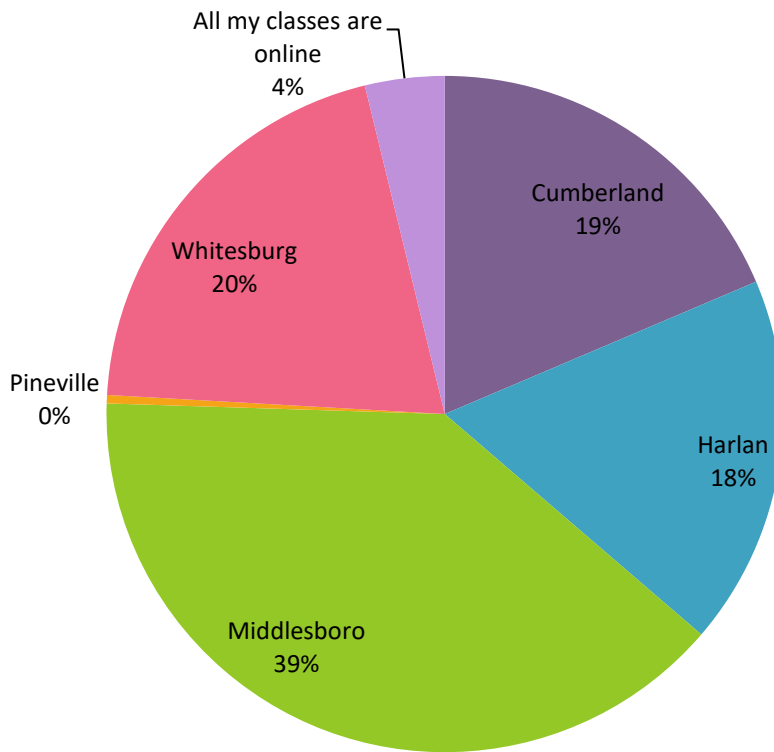
Spring 2020

Response Statistics



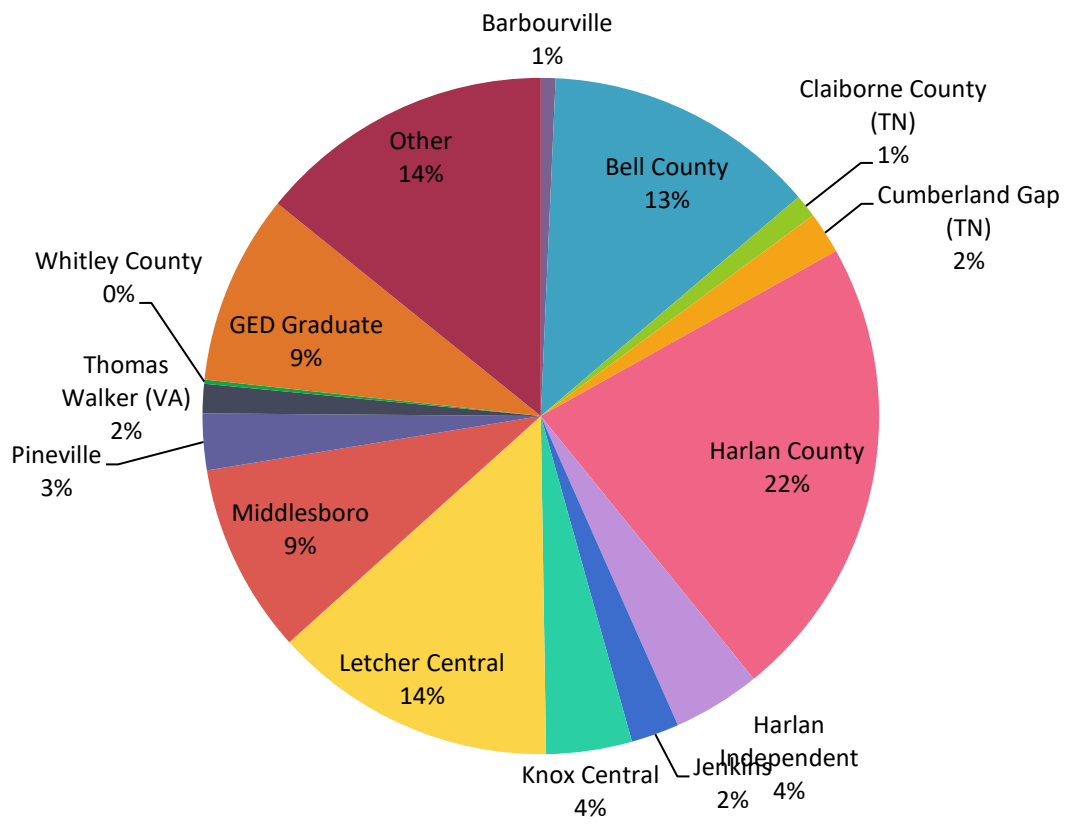
Type	Count	Percent
Complete	2,226	93.9
Partial	144	6.1
Disqualified	0	0
Totals	2,370	100

1. Which campus is most of your classes located?



Value	Percent	Count
Cumberland	18.6%	421
Harlan	17.7%	402
Middlesboro	39.2%	889
Pineville	0.4%	9
Whitesburg	20.3%	459
All my classes are online	3.8%	85
Totals	100%	2,265

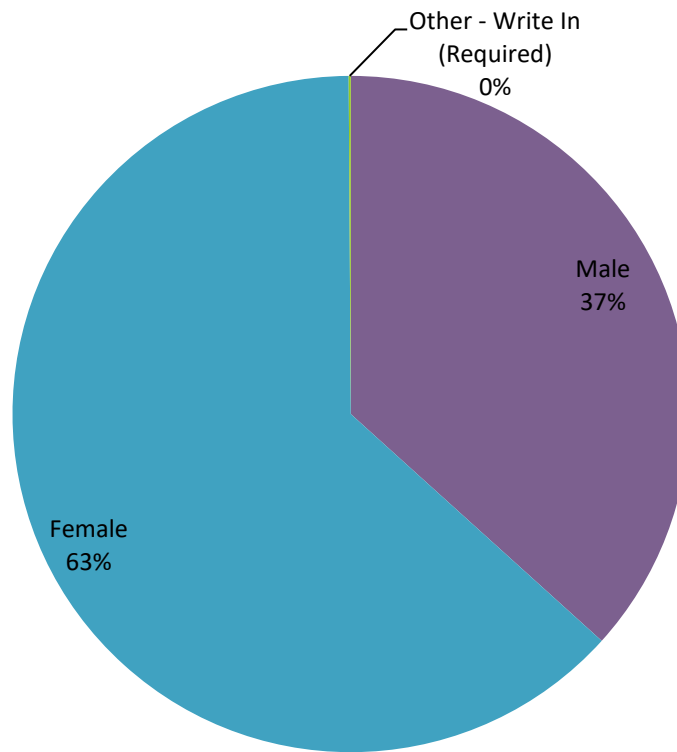
2. Which high school did you graduate from?



Value	Percent	Count
Barbourville	0.7%	16
Bell County	13.1%	297
Claiborne County (TN)	1.1%	24
Cumberland Gap (TN)	2.0%	45
Harlan County	22.3%	504
Harlan Independent	4.2%	95
Jenkins	2.3%	52
Knox Central	4.1%	92
Letcher Central	13.6%	309
Middlesboro	9.1%	205

Value	Percent	Count
Pineville	2.7%	61
Thomas Walker (VA)	1.4%	31
Whitley County	0.2%	5
GED Graduate	9.1%	207
Other	14.2%	322
Totals	100%	2,265

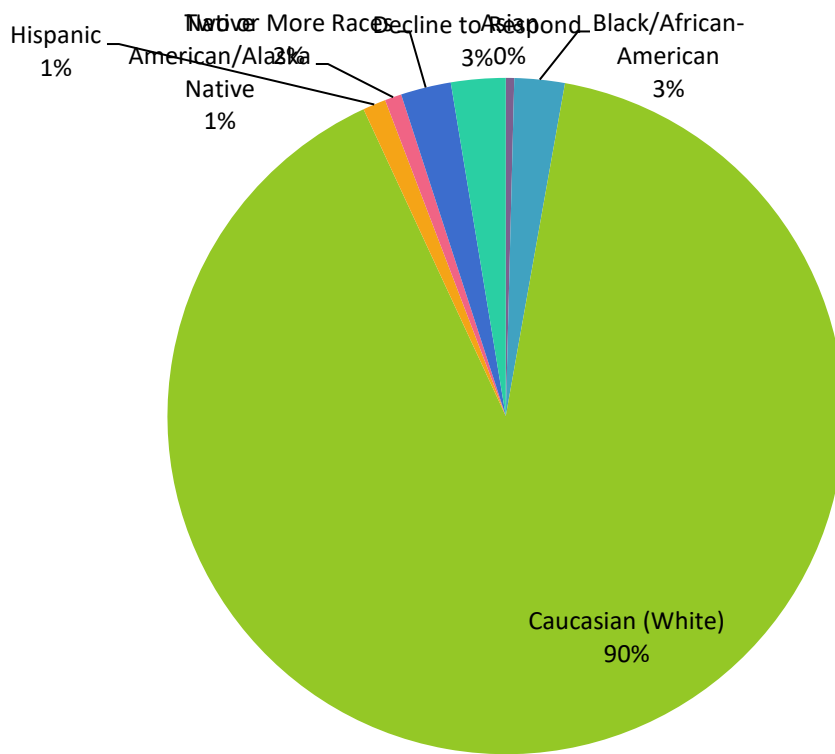
3.What is your gender?



Value	Percent	Count
Male	36.7%	831
Female	63.2%	1,432
Other - Write In (Required)	0.1%	2
Totals	100%	2,265

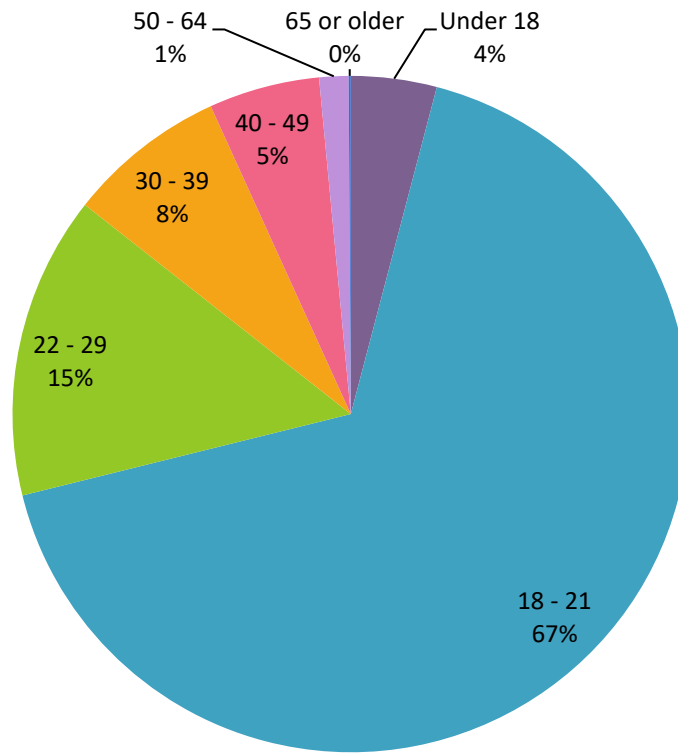
Other - Write In (Required)	Count
Non-Binary	1
qwit asking about my genitals	1
Totals	2

4.What is your Race?



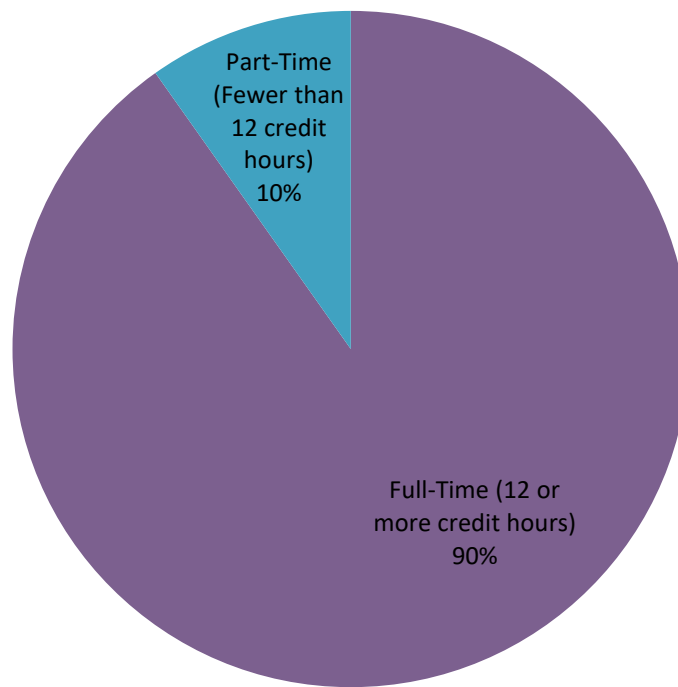
Value	Percent	Count
Asian	0.4%	10
Black/African-American	2.4%	53
Caucasian (White)	90.2%	2,027
Hispanic	1.1%	24
Native American/Alaska Native	0.8%	18
Two or More Races	2.4%	55
Decline to Respond	2.6%	59
Totals	100%	2,246

5.What is your Age Group?



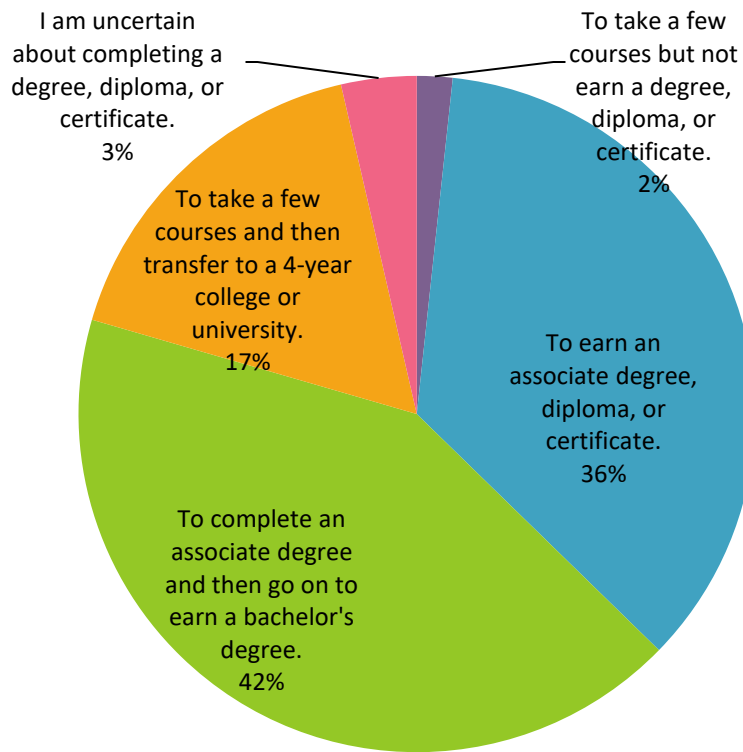
Value	Percent	Count
Under 18	4.1%	92
18 - 21	67.1%	1,517
22 - 29	14.5%	327
30 - 39	7.6%	173
40 - 49	5.3%	119
50 - 64	1.4%	31
65 or older	0.1%	3
Totals	100%	2,262

6.What is your current enrollment status?



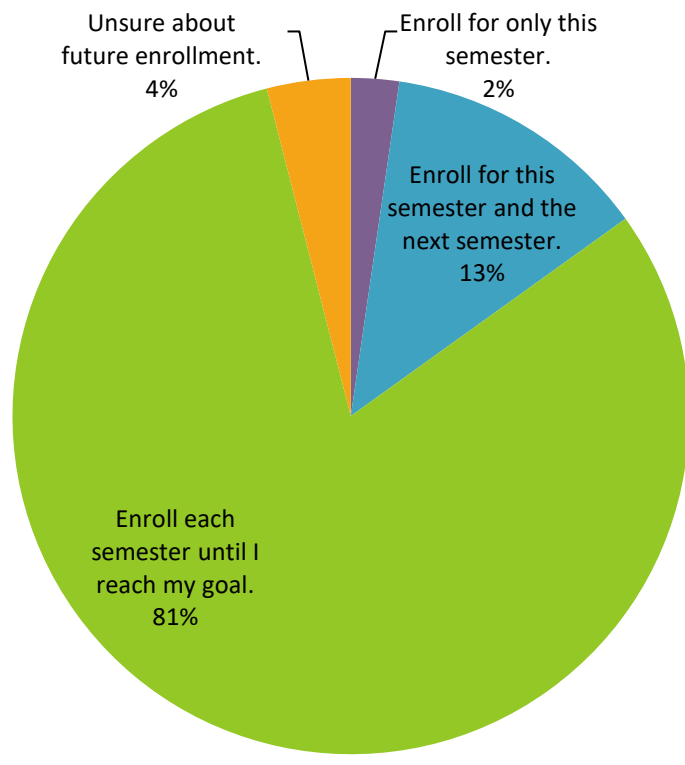
Value	Percent	Count
Full-Time (12 or more credit hours)	90.2%	2,044
Part-Time (Fewer than 12 credit hours)	9.8%	221
Totals	100%	2,265

7. Which statement best describes your current educational goal?



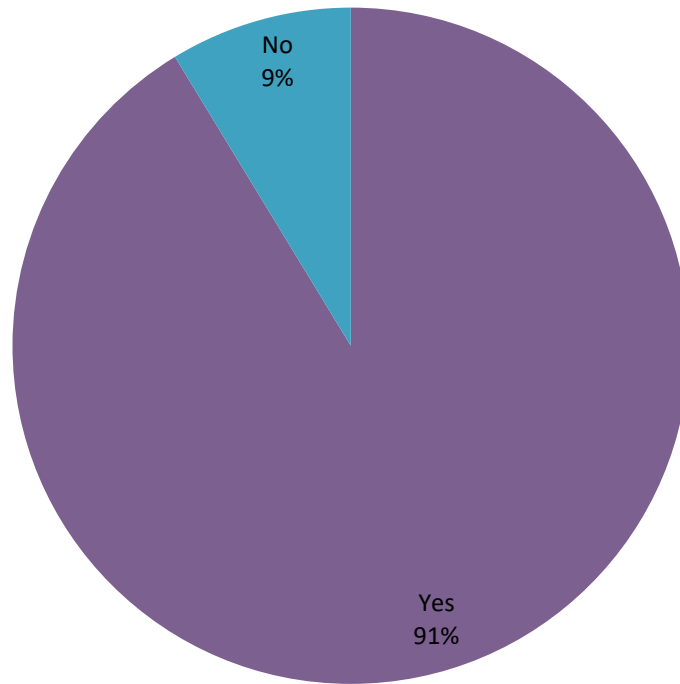
Value	Percent	Count
To take a few courses but not earn a degree, diploma, or certificate.	1.7%	41
To earn an associate degree, diploma, or certificate.	35.6%	834
To complete an associate degree and then go on to earn a bachelor's degree.	42.2%	989
To take a few courses and then transfer to a 4-year college or university.	16.9%	395
I am uncertain about completing a degree, diploma, or certificate.	3.6%	85
Totals	100%	2,344

8.What are your enrollment intentions?



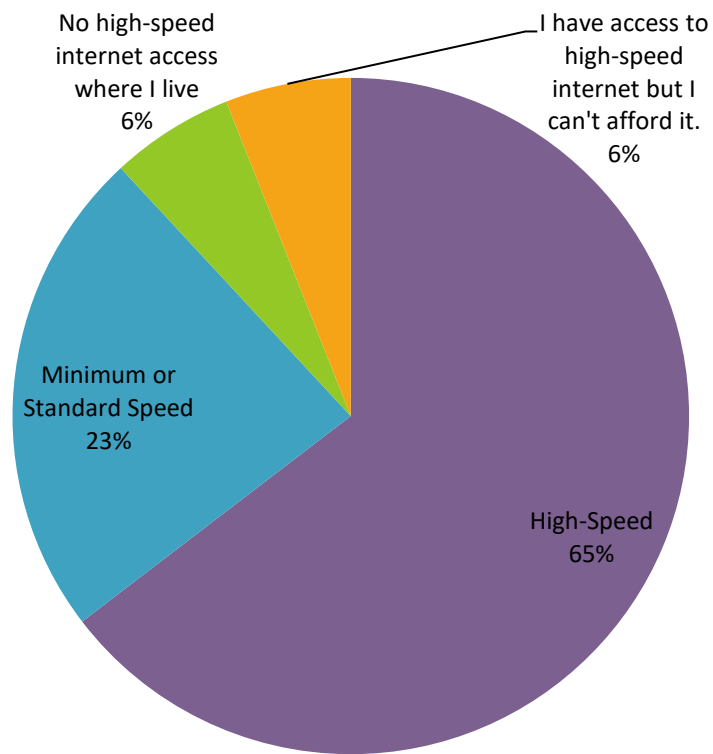
Value	Percent	Count
Enroll for only this semester.	2.3%	53
Enroll for this semester and the next semester.	12.8%	300
Enroll each semester until I reach my goal.	81.0%	1,897
Unsure about future enrollment.	4.0%	93
Totals	100%	2,343

9.Do you have access to a personal computer at home that you can use to do school work?



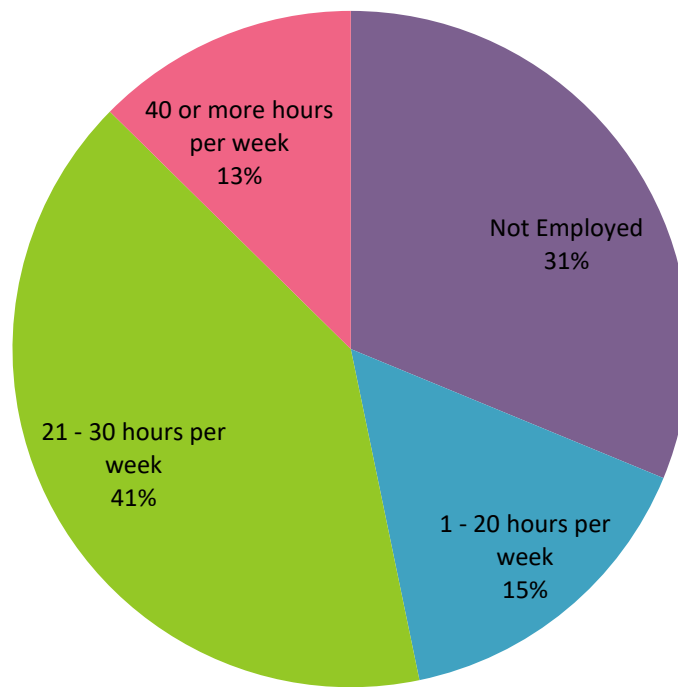
Value	Percent	Count
Yes	91.3%	2,139
No	8.7%	205
	Totals	2,344

10.What type of internet access do you have at home?



Value	Percent	Count
High-Speed	64.6%	1,500
Minimum or Standard Speed	23.5%	545
No high-speed internet access where I live	5.9%	138
I have access to high-speed internet but I can't afford it.	6.0%	139
Totals	100%	2,322

11.Currently, how many hours do you work (are employed at a job) per week?



Value	Percent	Count
Not Employed	31.2%	536
1 - 20 hours per week	15.5%	266
21 - 30 hours per week	40.6%	697
40 or more hours per week	12.6%	217
Totals	100%	1,716

12.How important are each of the following goals in your decision to attend college?

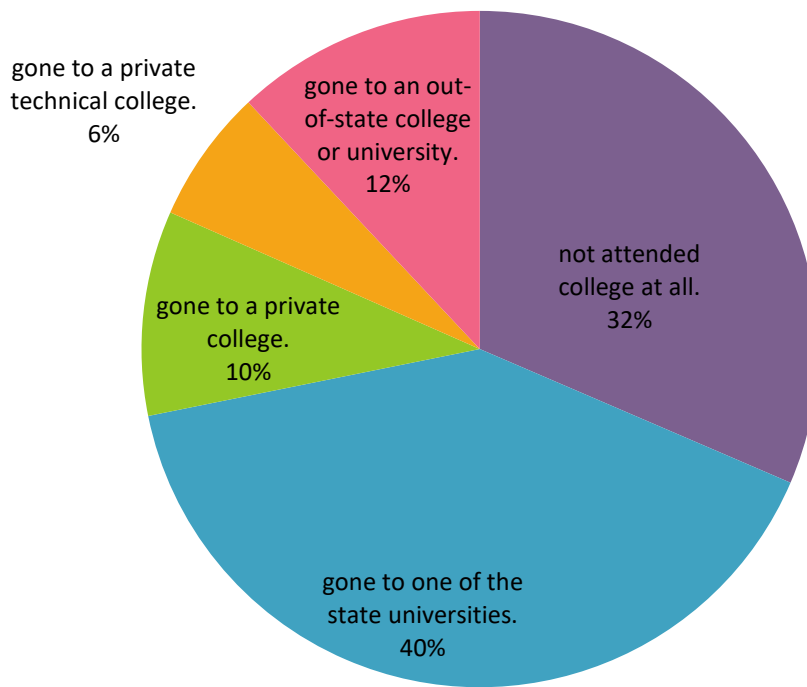
Survey Question/Goal	“Very Important” Row Count	“Very Important” Row Percent	“Somewhat Important” Row Count	“Somewhat Important” Row Percent	“Not Important” Row Count	“Not Important” Row %	Response Count
To increase my understanding of the world	1,679	73.8%	548	24.1%	48	2.1%	2,275
To decide on a career goal	2,067	90.9%	171	7.5%	36	1.6%	2,274
To develop or improve skills required in my current job	1,475	64.9%	462	20.3%	337	14.8%	2,274
To help me attain a promotion or raise	1,229	54.0%	651	28.6%	394	17.3%	2,274
To help me prepare for a new career	2,078	91.4%	170	7.5%	26	1.1%	2,274
To be with others who want to learn	1,383	60.8%	719	31.6%	172	7.6%	2,274
To increase my self-confidence	1,653	72.7%	478	21.0%	143	6.3%	2,274
To become more self-reliant	1,864	82.0%	357	15.7%	53	2.3%	2,274
To improve my academic skills before going on to a 4-year college	1,684	74.1%	407	17.9%	183	8.0%	2,274

13.How important are each of the following reasons regarding your decision to attend Southeast Kentucky Community & Technical College?

Survey Question/Reason	"Very Important" Row Count	"Very Important" Row Percent	"Somewhat Important" Row Count	"Somewhat Important" Row Percent	"Not Important" Row Count	"Not Important" Row Percent	Response Count
Costs less than other colleges	1,526	67.1%	571	25.1%	176	7.7%	2,273
I could not leave the area due to family obligations.	980	43.1%	679	29.9%	615	27.0%	2,274
I can keep my job and still go to college.	1,142	50.2%	532	23.4%	599	26.4%	2,273
My grades and/or test scores were too low to get into another college or university.	452	19.9%	515	22.7%	1,306	57.5%	2,273
This college offers the courses/program I want.	1,402	61.7%	680	29.9%	191	8.4%	2,273
This college has a reputation for good teaching/training.	1,537	67.6%	629	27.7%	107	4.7%	2,273
Classes are small and more personal.	1,689	74.3%	476	20.9%	108	4.8%	2,273
This college is close to my home.	1,889	83.1%	293	12.9%	91	4.0%	2,273
My family wanted me to come here.	730	32.1%	697	30.7%	846	37.2%	2,273

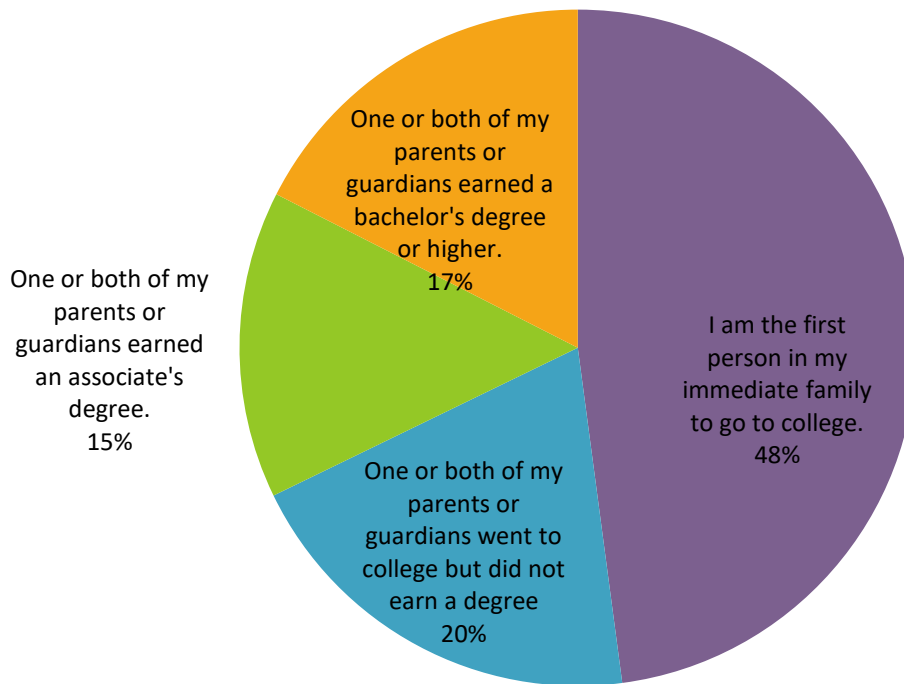
Survey Question/Reason	"Very Important" Row Count	"Very Important" Row Percent	"Somewhat Important" Row Count	"Somewhat Important" Row Percent	"Not Important" Row Count	"Not Important" Row Percent	Response Count
I can take courses in the evenings.	964	42.4%	651	28.6%	658	28.9%	2,273
I can take courses on weekends.	539	23.7%	517	22.8%	1,216	53.5%	2,272

14.If this college had not been here, I probably would have



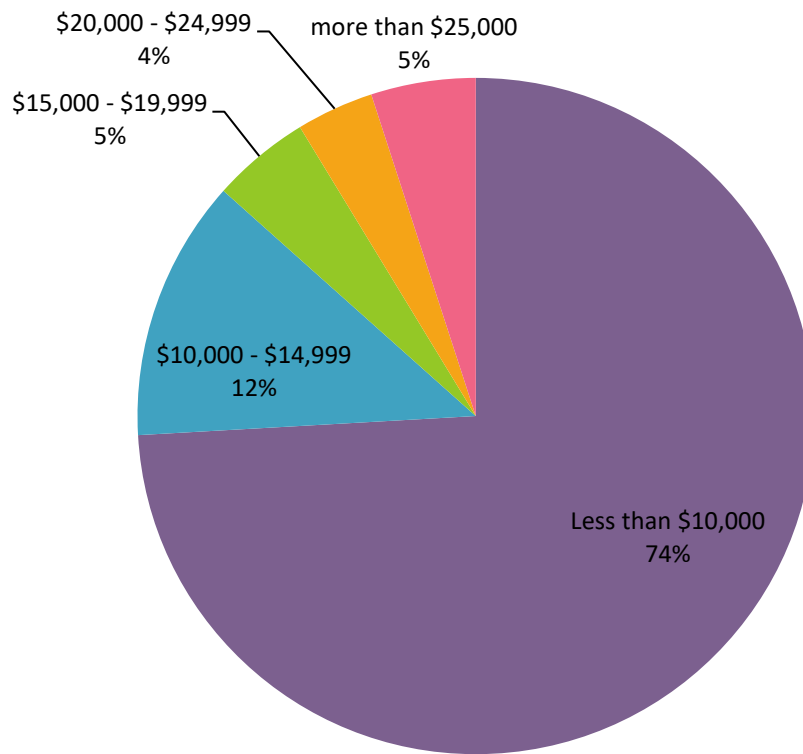
Value	Percent	Count
not attended college at all.	31.5%	716
gone to one of the state universities.	40.4%	918
gone to a private college.	9.8%	222
gone to a private technical college.	6.4%	145
gone to an out-of-state college or university.	12.0%	272
Totals	100%	2,273

15. Select the statement that best describes the education level of your parents.



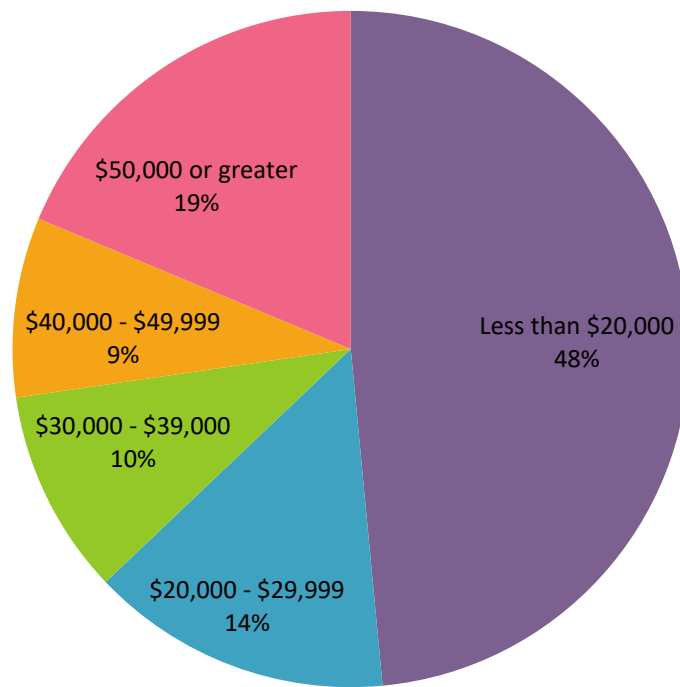
Value	Percent	Count
I am the first person in my immediate family to go to college.	47.9%	1,071
One or both of my parents or guardians went to college but did not earn a degree.	19.9%	444
One or both of my parents or guardians earned an associate's degree.	14.7%	329
One or both of my parents or guardians earned a bachelor's degree or higher.	17.5%	392
Totals	100%	2,236

16.What is your total annual income?



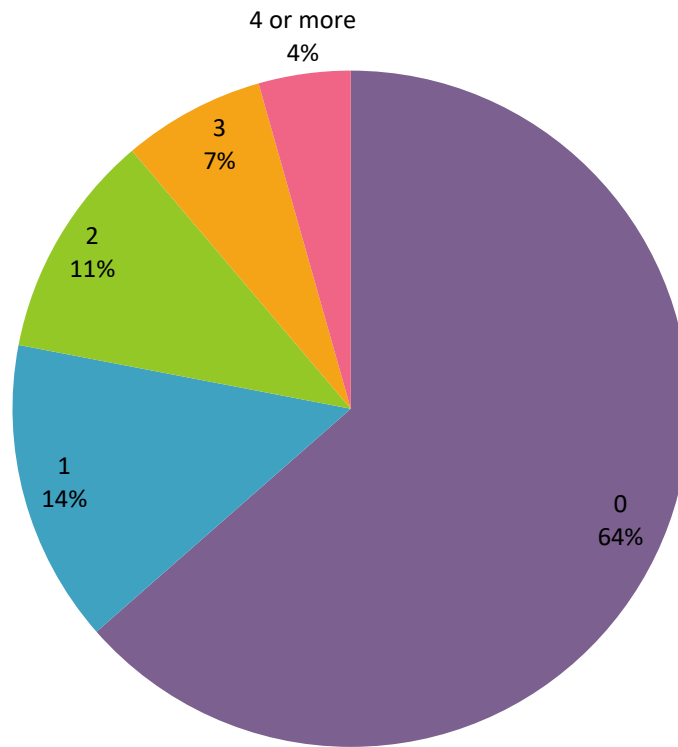
Value	Percent	Count
Less than \$10,000	74.1%	1,585
\$10,000 - \$14,999	12.5%	268
\$15,000 - \$19,999	4.7%	100
\$20,000 - \$24,999	3.7%	80
more than \$25,000	5.0%	106
Totals	100%	2,139

17.What is your total family household income?



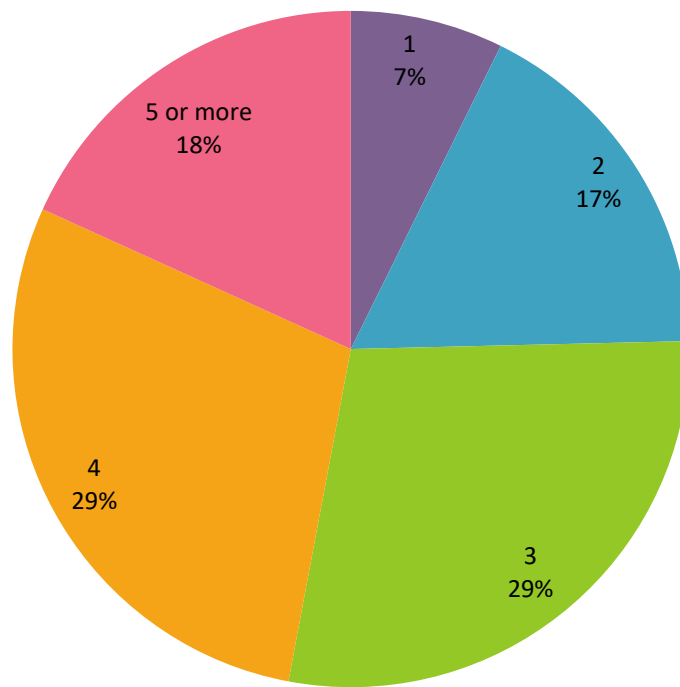
Value	Percent	Count
Less than \$20,000	48.5%	1,044
\$20,000 - \$29,999	14.4%	311
\$30,000 - \$39,000	9.8%	210
\$40,000 - \$49,999	8.6%	186
\$50,000 or greater	18.7%	402
Totals	100%	2,153

18. Other than yourself, how many people rely on you for all or most of their financial support?



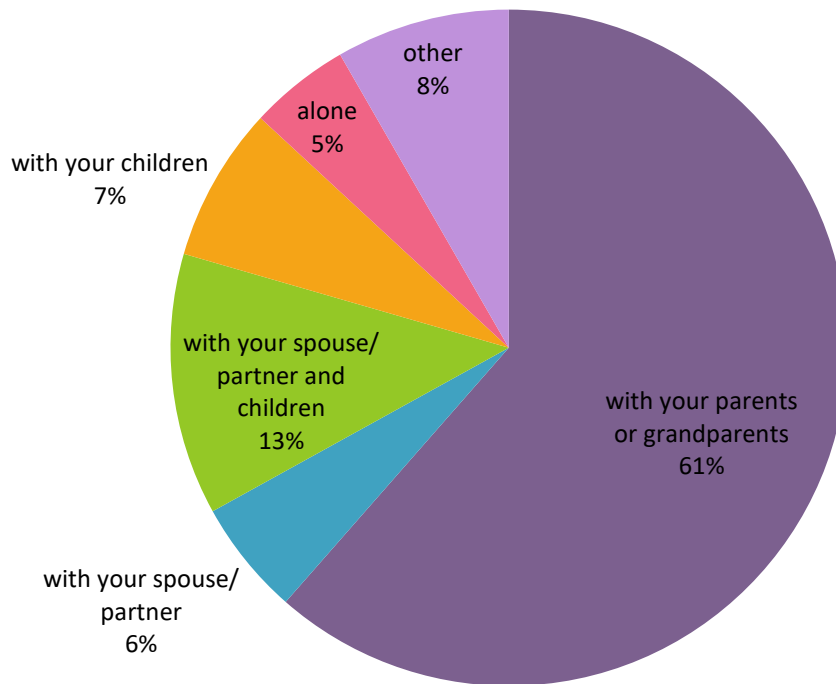
Value	Percent	Count
0	63.6%	1,404
1	14.5%	320
2	10.8%	238
3	6.8%	150
4 or more	4.4%	97
Totals	100%	2,209

19. Including yourself, how many people live in your household?



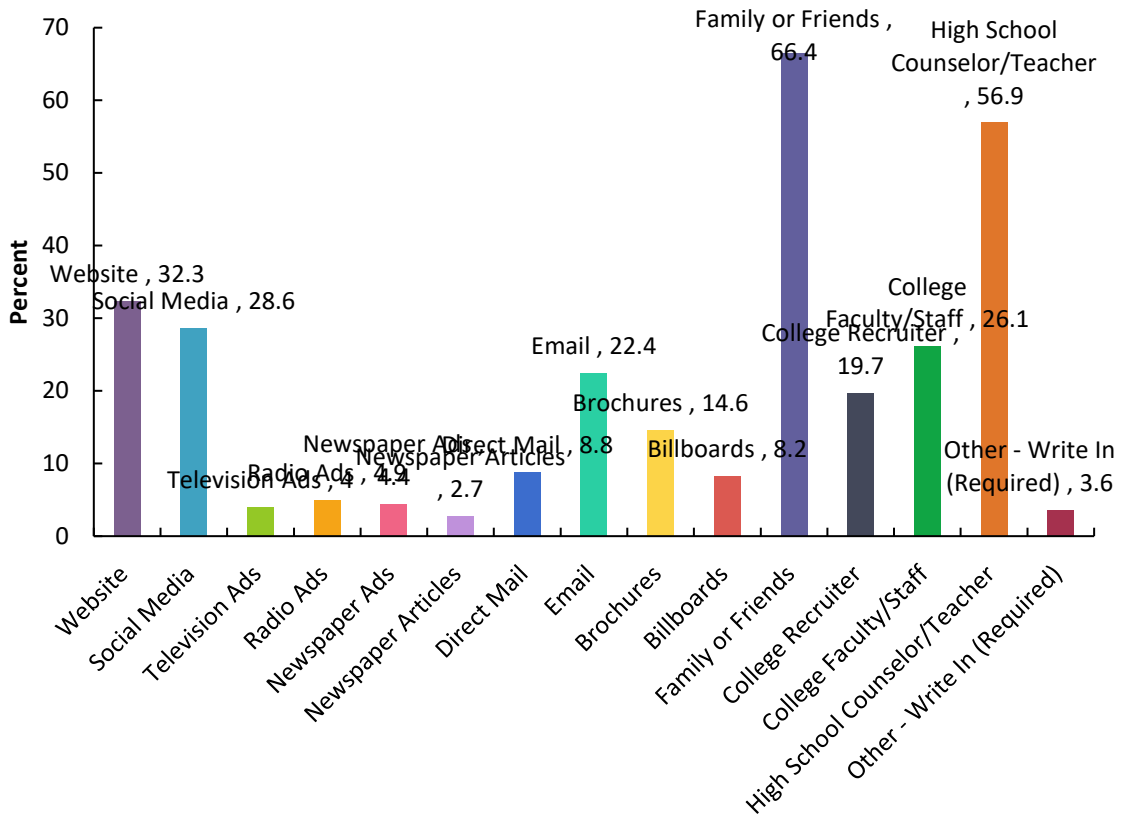
Value	Percent	Count
1	7.3%	163
2	17.3%	387
3	28.3%	633
4	28.8%	645
5 or more	18.2%	408
Totals	100%	2,236

**20. Which of the following best describes the household in which you reside?
Are you living . . .**



Value	Percent	Count
with your parents or grandparents	61.4%	1,374
with your spouse/ partner	5.5%	123
with your spouse/ partner and children	12.5%	279
with your children	7.4%	166
alone	4.8%	108
other	8.3%	186
	Totals	2,236

21.How did you hear about us (select all that apply)?



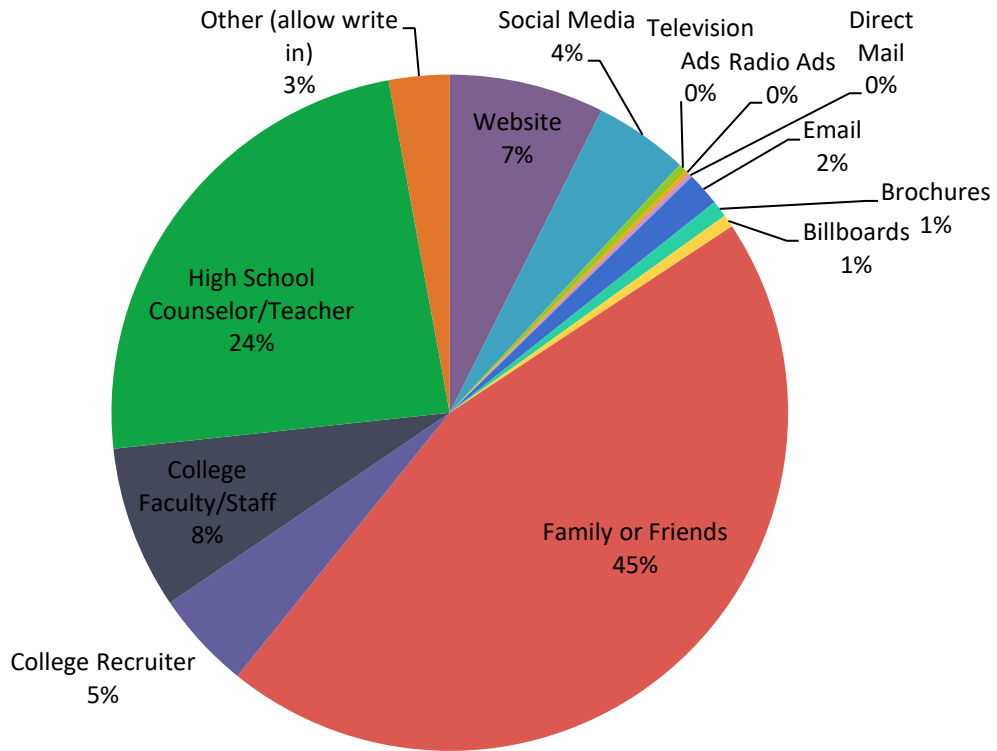
Value	Percent	Count
Website	32.3%	177
Social Media	28.6%	157
Television Ads	4.0%	22
Radio Ads	4.9%	27
Newspaper Ads	4.4%	24
Newspaper Articles	2.7%	15
Direct Mail	8.8%	48
Email	22.4%	123
Brochures	14.6%	80
Billboards	8.2%	45

Value	Percent	Count
Family or Friends	66.4%	364
College Recruiter	19.7%	108
College Faculty/Staff	26.1%	143
High School Counselor/Teacher	56.9%	312
Other - Write In (Required)	3.6%	20

Other - Write In (Required)	Count
Almost all of the above	1
CLOSE TO HOME	1
Doctors Recommendation	1
GED class	1
I knew it was in my community	1
I live almost right beside the college.	1
I live close to both Cumberland and Harlan campuses	1
I live right beside of the campus.	1
I took the Medicaid Nurse Aid test at the Pineville Campus and I liked how friendly and helpful everyone was and how small the classes were.	1
It's local	1
Live in the area	1
Paths 2 Promise Program	1

Other - Write In (Required)	Count
Previously attended	1
Vocational	1
head of my program	1
i have attended southeast in the past	1
i live here	1
i was in Upward bound and Southeast Scholars	1
nurses at my doctor's office	1
path to promise	1
Totals	20

22.[OLD VERSION] Which means of marketing influenced you the most to attend Southeast? (Choose only one)



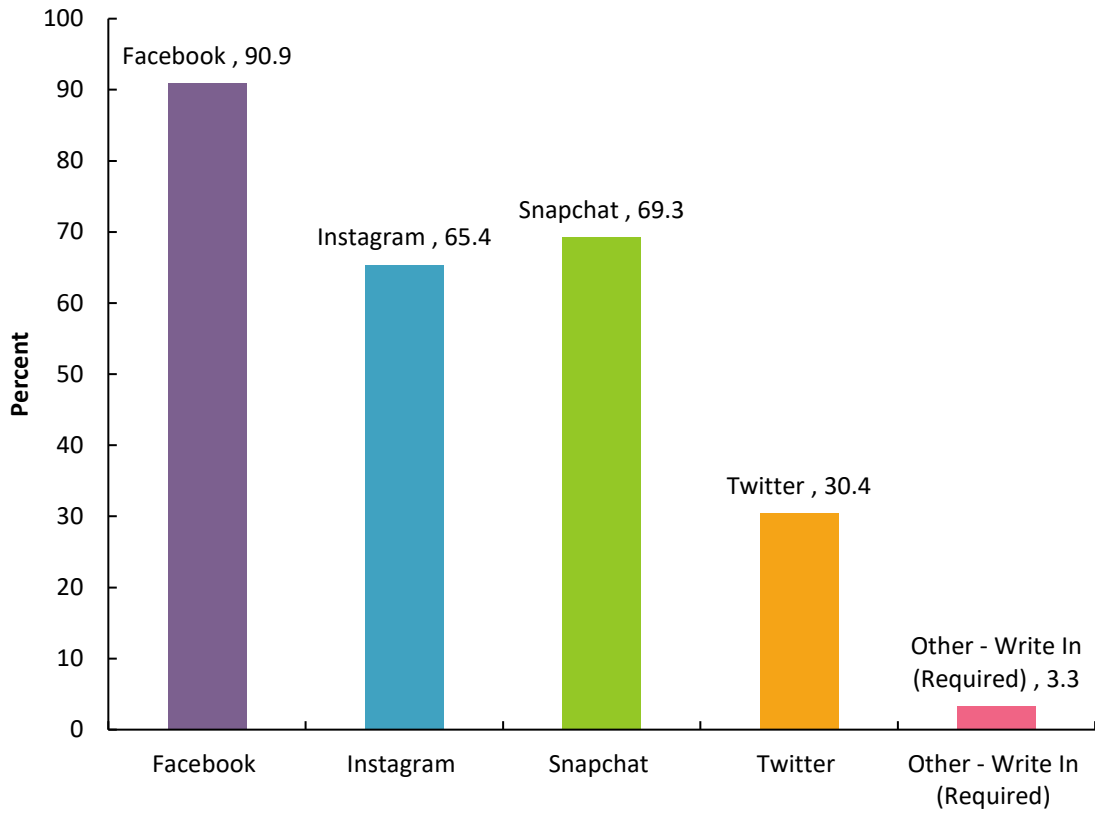
Value	Percent	Count
Website	7.4%	36
Social Media	4.5%	22
Television Ads	0.4%	2
Radio Ads	0.2%	1
Direct Mail	0.2%	1
Email	1.6%	8
Brochures	0.8%	4
Billboards	0.6%	3
Family or Friends	45.1%	220

Value	Percent	Count
College Recruiter	4.7%	23
College Faculty/Staff	7.8%	38
High School Counselor/Teacher	23.8%	116
Other (allow write in)	2.9%	14
Totals	100%	488

23. Which means of marketing influenced you the most to attend Southeast? Rank the choices below from most important (1) to least important (15).

Item	Overall Rank	Score	Total Respondents
Family or Friends	1	611	46
Website	2	373	33
Social Media	3	361	32
High School Counselor/Teacher	4	320	29
College Faculty/Staff	5	252	28
Brochures	6	245	28
Email	7	241	25
Television Ads	8	208	25
College Recruiter	9	206	25
Direct Mail	10	189	24
Newspaper Ads	11	173	24
Radio Ads	12	173	24
Billboards	13	154	23
Newspaper Articles	14	154	23
Other (allow write in)	15	55	14

24.What social media do you use? (Select all that apply)

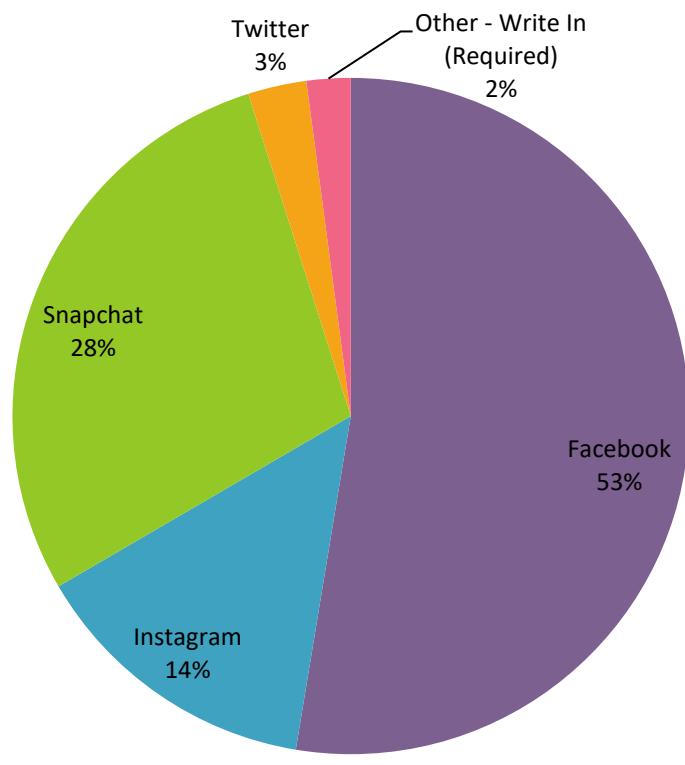


Value	Percent	Count
Facebook	90.9%	491
Instagram	65.4%	353
Snapchat	69.3%	374
Twitter	30.4%	164
Other - Write In (Required)	3.3%	18

Other - Write In (Required)	Count
None	4
TikTok	3

Other - Write In (Required)	Count
youtube	3
email	2
Google	1
i do not have a social media	1
nba live mobile	1
no	1
none	1
tik tok	1
Totals	18

25.What social media do you use most?



Value	Percent	Count
Facebook	52.6%	282
Instagram	14.0%	75
Snapchat	28.5%	153
Twitter	2.8%	15
Other - Write In (Required)	2.1%	11
Totals	100%	536

Other - Write In (Required)	Count
None	3

Other - Write In (Required)	Count
youtube	3
All	1
TikTok	1
i do not have one	1
no	1
none	1
Totals	11