

GAVILAN COLLEGE

2003 High School Graduate Preliminary Results

DRAFT

Approximately 1800 surveys were sent to students who graduated from local area high schools. To date, 114 or about 6% of these surveys have been returned although more are expected. A copy of the survey questions is attached at the end of this report. The respondents were three times more likely to be current Gavilan students than expected based upon college going rates and destinations published by the California Department of Education. This suggests that respondents represent those who remained in the area and still have enough connection to their parents' home to receive mail as mail forwarding would have expired for 2003 graduates. Not included in the respondents would be students who moved out of area for school or work reasons and those who chose not to respond. The results should therefore not be interpreted to represent all high school graduates in our area. Instead, it is more likely that the results represent those who have remained in the area after graduation. Most survey respondents indicated they were attending college and about half were working at least part time (Table 1).

Table 1. Activities since graduation by respondents.

	Percent
Attending College/University	87%
Working Full Time	12%
Working Part Time	37%
Searching for Employment	5%
Homemaking/Family Caretaking	7%
Military	6%

Note: more than one response is allowed

For this analysis, respondents were divided into those who chose to attend Gavilan and those who did not. For both groups when deciding on a college, quality of instruction and

services was most important followed by friendliness of staff (Table 2). Gavilan students cited cost as third most important and non-Gavilan students cited reputation as 3rd most important. Gavilan students cited reputation a 6th and non-Gavilan cited cost as 7th most important.

Of respondents, those who chose Gavilan are significantly more likely to view as important going to a college close to home ($t(70) = 4.02, p = 0.0001$), being sensitive to cost ($t(71) = 3.28, p = 0.002$), having a campus located along a work commute ($t(71) = 3.67, p = 0.0005$), and going to a college a counselor suggests ($t(71) = 2.49, p = 0.02$). Those who did not choose Gavilan are significantly more likely to view as important going to a college with a new environment with new people ($t(70) = -2.13, p = 0.04$).

It appears that at least for these respondents, an enhanced reputation and perception that Gavilan college is a new and different environment from the high school setting may be attractors for new students. It should be noted however that some respondents indicated in their open comments that reputation and new setting were related to attending a prestigious university, which is not the population of students Gavilan is likely to attract regardless of what improvements and outreach efforts are made.

The response rate for this survey was average to above average for a single mailing survey with no forwarding services. Results should be interpreted with caution and not applied too broadly to the population of all 2003 high school graduates. Future surveys will likely employ multiple mailings and take advantage of mail forwarding services by being sent out less than one year after graduation.

Prepared November 2004 by
Terrence Willett, Director of Research
with assistance from Jan Bernstein Chargin (Public Information Officer), Jeanette Cid (Research Assistant), Kim Adams (PIO assistant), Cindy Starr (Enrollment Management), Carol Eshom (Switchboard), and Jonie Beneveto (Mail Room)

Table 2. College choice factors separated by whether the respondent chose to attend Gavilan or not.

Chose not to attend Gavilan				Chose to attend Gavilan			
Choice Factor (sorted by mean)	Median	Mean	sd	Choice Factor (sorted by mean)	Median	Mean	sd
Quality instruction and services	7	6.4	1.3	Quality instruction and services	7	6.3	1.3
College staff who are welcoming and friendly	6	5.8	1.5	College staff who are welcoming and friendly	7	6.1	1.3
Going to a college with a good reputation	6	5.7	1.5	Cost of attending (tuition, books, housing)	7	6.0	1.5
Having a new environment with new people	5	5.1	1.7	Attending college close to home	5	5.4	1.4
Being able to register using the web	5	4.9	2.0	A college with the latest technology	5	5.2	1.3
A college with the latest technology	5	4.8	1.8	Going to a college with a good reputation	5.5	5.2	1.7
Cost of attending (tuition, books, housing)	5	4.7	1.9	A good selection of late afternoon/evening classes	5	4.6	2.1
A beautiful rural/suburban campus	5	4.6	1.6	Ability to take 12 or more units in two days/week	5	4.6	1.8
Having a college with many activities	4.5	4.4	1.9	A beautiful rural/suburban campus	4	4.5	1.6
A good selection of late afternoon/evening classes	4	4.2	2.2	Having shorter semesters/longer summers	5	4.3	2.1
A campus located near a vibrant downtown area	4	4.1	1.6	Being able to register using the web	4	4.2	1.8
Attending college close to home	4	3.8	1.9	Having a new environment with new people	4	4.2	1.8
Ability to take 12 or more units in two days/week	4	3.7	2.0	Campus located along my commute to work	4	4.2	2.0
Having shorter semesters/longer summers	4	3.5	1.8	Having a college with many activities	4	4.1	2.0
Being able to register on the telephone	3	3.3	2.1	A campus located near a vibrant downtown area	3.5	3.5	1.6
Attending college far from home	2.5	2.7	1.7	Being able to register on the telephone	4	3.5	1.9
Going to the same college as many of my friends	2	2.7	1.9	Going to the same college as many of my friends	3	3.1	1.9
Going to the college my parents or family suggest	2	2.5	1.6	Going to the college a counselor suggests	3	3.1	1.5
Campus located along my commute to work	1	2.5	1.9	Attending college far from home	2	2.5	1.8
Going to the college a counselor suggests	1	2.2	1.5	Going to the college my parents or family suggest	2	2.4	1.7

High School Graduate Survey Questions

Please in fill bubbles completely and darkly like this: ● NOT like this: ✗ / ✓

1. What activities have you been engaged in since graduating? Please mark all that apply.

- q Attending College/University
- q Working Full Time
- q Working Part Time
- q Searching for Employment
- q Homemaking/Family Caretaking
- q Military
- q Other: _____

2. What is your long-term career goal? Please write your answer in the space below.

3. If you have attended college in the last year, what are you studying?

4. If you are attending a college or university, at which one(s) are you enrolled?

- | | | |
|------------------------------|-----------------------------|----------------------------|
| q Gavilan College | q San Jose State University | q CSU Monterey Bay |
| q UC Santa Cruz | q West Valley College | q Mission College |
| q De Anza College | q Foothill College | q Evergreen Valley College |
| q San Jose City College | q Hartnell College | q Cabrillo College |
| q Monterey Peninsula College | q Stanford University | q Santa Clara University |
| q University of Phoenix | q Other (write in): | |

5. Why did you choose the college(s) you are attending?

**6. Please rate how important each of these concerns are when selecting a college.
(1 is not important at all and 7 is extremely important)**

	Not important at all						Extremely important
	1	2	3	4	5	6	7
Attending college close to home	q	q	q	q	q	q	q
Attending college far from home	q	q	q	q	q	q	q
Cost of attending (tuition, books, housing)	q	q	q	q	q	q	q
Having a new environment with new people	q	q	q	q	q	q	q
Going to the same college as many of my friends	q	q	q	q	q	q	q
Going to the college my parents or family suggest	q	q	q	q	q	q	q
Having a college with many activities	q	q	q	q	q	q	q
A college with the latest technology	q	q	q	q	q	q	q
A beautiful rural/suburban campus	q	q	q	q	q	q	q
A campus located near a vibrant downtown area	q	q	q	q	q	q	q
Being able to register on the telephone	q	q	q	q	q	q	q
Being able to register using the web	q	q	q	q	q	q	q
Having shorter semesters/longer summers	q	q	q	q	q	q	q
Ability to take 12 or more units in two days/week	q	q	q	q	q	q	q
A good selection of late afternoon/evening classes	q	q	q	q	q	q	q
College staff who are welcoming and friendly	q	q	q	q	q	q	q
Going to a college with a good reputation	q	q	q	q	q	q	q
Quality instruction and services	q	q	q	q	q	q	q
Campus located along my commute to work	q	q	q	q	q	q	q
Going to the college a counselor suggests	q	q	q	q	q	q	q

Other factors not listed above (please write in):

Thank you for filling out this survey. Please return it in the enclosed pre-paid envelope.