



Name of Task Force: Student Data – (Student Satisfaction Surveys, Early Welcome, and SCC Branding Study)

Members on Task Force: Frank, Leonor, Randy, and Tuyen

Summary of data and/or major themes:

Branding Study: SCC is considered a “Hidden Gem” - SCC is friendly, dedicated, and professional; service oriented; dedicated to student success, student driven; nurturing, faculty willing to give personal attention to students; 50% of the students feel SCC is much better than other Orange County community colleges. Known for programs in Water Utility Sciences and Robotics. Solid math, science, business and economics programs.

Early Welcome – There are more non-feeder high schools students attending Early Welcome and registering than students from feeder high schools in the Orange Unified School District.

Student Surveys Reviewed:

- Survey Results of Former SCC Students Who Transferred to Four-Year Universities in 2008-2009 – June 2010
- Santiago Canyon College Graduate Student Study – August 2012
- Santiago Canyon College Student Satisfaction Survey – October 2013
- Student Satisfaction Study Santiago Canyon College – August 2014

	2002-2003	2004-2005	2006-2007	2008-2009	2009-2010	2011-2012	2012-2013	2013-2014
My overall Experience at SCC	94%	90%	95%	100%	85%	90%	87%	87%
Effectiveness of Classroom Learning	93%	91%	89%	97%	80%	83%	81%	78%
Variety of Courses Offered	69%	71%	72%	85%	62%	52%	60%	61%
Availability to Register for Classes Needed	84%	83%	91%	89%	71%	67%	65%	65%

Percent of ratings range from “good” to “excellent”

- The overall experience of students at SCC in the last twelve (12) years has been rated as “good” to “excellent”.
- The classroom learning experience is rated highly; overall students gave numerous positive comments about the SCC faculty.
- Comments made by students:
 - Offering of courses can be more expansive (some comments were only mention once or twice)
 - Math classes at night/online courses/weekend classes/Water Utility courses – suggests not to offer courses at the same time, difficult to complete the degree or certificate/more G.E. course at night/more Biology and Chemistry courses/more Computer Science courses/more American Sign Language courses/more German language courses
 - Need an Engineering program
 - SCC should offer an BA program
 - Did not know this college existed – get the word out

Recommended Enrollment Management (EM) goals supported by data:

- Increase community outreach and involvement
 - Increase awareness among students and community of SCC successes
 - Increase presence at feeder Orange Unified School District high schools
 - Provide a sway basket of oranges to include SCC promotional items
 - Targeted fundraising for High School Outreach Program
 - Restart successful outreach programs discontinued in the past
 - KinderCaminata
 - Info table at Orange International Street Fair
- Advocate for a dedicated marketing budget
- Increase personnel dedicated to outreach
- Coordinate afternoon/evening/weekend/online course offerings to simplify completion of students' educational goals

Suggested necessary additional data (optional):

- Investigate relationship between English & Math placement scores and the number of sections of intro/remedial courses offered

Other thoughts or comments (optional):

- Expand crossroads into larger cohort
 - Investigate further incentives to increase high school student participation
- Discuss connection between choosing a major, transfer to 4-yr, and subsequent career options

Date Submitted to EMC: 4/6/15