

Fall 2016 Survey of Applicants who applied but did not enroll at CHC

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Purpose of Brief

The purpose of this research brief is to summarize the results from the Fall 2016 survey of applicants who applied but did not enroll at CHC and to use the results to help increase enrollments.

Summary of Findings

- 31% of respondents did not enroll because the class they wanted was not available at the time they wanted or they couldn't find the class that they needed
- 17% got frustrated with the enrollment process
- 16% could not afford it

34% provided other explanations for not enrolling, which included:

- 25 respondents did not enroll because of processes at Crafton
- 16 for personal reasons
- 13 because of class availability
- 5 did not receive a response from someone at Crafton
- 4 had challenges with the website

Overview

The purpose of this research brief is to summarize the results from the Fall 2016 survey of applicants who applied but did not enroll at Crafton Hills College (CHC) and to use the results to help increase enrollments.

Methodology

An Informer Report, [Students Applied are Not Currently Enrolled – Enrollment Management](#), was used to identify applicants who applied to CHC and identified a start term of Fall 2016, but were not enrolled in Fall 2016. On Thursday, October 13, 2,696 applicants who had not enrolled were emailed a link to a survey that asked respondents to identify reasons for why they did not enroll at CHC. Respondents were also asked to provide additional reasons in an open-ended question. As of October 20, 2016 1,493 applicants opened the email and 190 responded to the survey. Seven percent of the applicants responded to the survey. In order to achieve a representative sample with a 95% confidence interval 13% (n = 338) of the applicants needed to respond to the survey. Accordingly, the sample was not representative of the population.

Possible Implications

If that percentage is generalized to the entire population of applicants who applied but did not enroll in Fall 2016, it is possible that 458 applicants were frustrated with the enrollment process. In Fall 2016, on average, each student generates approximately .35 FTES (2,045.45 / 5,814 – Source: October 20, 2016 12:06AM EIS Daily Snapshot). If 300 of the 458 applicants enrolled it would generate approximately 105 FTES.

Another implication is that 34% of the applicants could not find the class they wanted or needed. This suggests that one improvement that CHC can make is to use student educational planning to inform scheduling.

In addition to the implications discussed above, 16% of applicants were not able to afford the enrollment fees. This indicates that financial aid outreach may need to occur earlier in the student success process. Some of the comments supported the idea that applicants need to start the financial aid process earlier. One respondent stated that “My FAFSA didn't go through in time so I couldn't afford to pay out my pocket without the bog. Which was a complete bummer.”

Findings

Respondents were most likely to not enroll for reasons that were not listed in Table 1 (34%). Thirty-one* percent of respondents did not enroll because the class they wanted was not available at the time they wanted or they couldn't find the class that they needed, 17% got frustrated with the enrollment process, and 16% could not afford it.

Table 1: Number and Percent of Respondents who applied but did not enroll in Fall 2016 by the Reason why the Respondent did not enroll.

Why didn't you enroll in classes at Crafton Hills College this fall (Please check all that apply)?	#	Total	%
I went to a different college.	18	190	9.5
I couldn't find the class(es) I wanted/needed.	22	190	11.6
The class(es) I wanted were not available when I could take them.	49	190	25.8
I couldn't afford it.	30	190	15.8
I got a job.	19	190	10.0
I changed my mind about attending college.	8	190	4.2
I got frustrated with the enrollment process.	33	190	17.4
Other	65	190	34.2

Note: If the respondents commented on a reason that was listed in the table above and not check the response the response was added to the results in the table. For example, if a respondent commented that they could not get the class they needed, but did not check the same option in the table, they were counted in the table.

*Combined responses the couldn't find classes needed and classes not available where the response was only counted once.

The most frequent additional explanations that applicants gave for not enrolling were challenges due to enrollment processes at Crafton (n = 25), personal reasons (n = 16), class availability (n = 13), not receiving a response from Crafton (n = 5), work schedule conflicts (n = 5), and challenges with enrolling on the web site (n = 4). Specifically, respondents commented about needing to take the assessment, "I need to come in and take the assessment test," not being able complete all of the requirements before their classes started, "I couldn't complete all of my stuff before the enrollment," and having challenges with the financial aid processes: "I tried to get FAFSA in time for classes and i ended up only having 2 classes i could have taken that would be transferable to the college i want to go to by the time i was supposed to get my FAFSA and yet even now after doing all the paperwork for the FAFSA i still don't have it and classes started a long time ago."

Table 2: Open-Ended Responses to why Applicants applied in Fall 2016 but did enroll in Fall 2016.

Processes (n = 25)
An ID card was required for registration and I hadn't yet received mine in the mail during enrollment, and the time to enroll had long passed before I received the proper documents.
Didn't have time to take the assessment.
Got parking ticket along a curb, and undecided on classes
I couldn't complete all of my stuff before the enrollment
I am a returning student and the system had me reapply and start completely over. Said I had gone to valley. Never did. Didn't have time before classes started to go in and fix all the wrong info Crafton had about me. The class I recently finished in may.... so I don't know how I go from attending school to not even in the system at the same school !! Pretty frustrating!
I didn't know if the classes were free or not and if my application got accepted or not
I forgot my password
I need to come in and take the assessment test. I still plan on it.
I need to take my assessment test they told me to take then in November so i haven't seen the classes
I need to take my assessment text they told me to take then in November
I need w2 forms but turning them in very soon for financial aid
I never took my transcripts from my previous college to Crafton
I sent in the application to my school for concurrent enrollment but my school never told me anything after that point
I spoke to financial aid [name], he told me that I do not qualify for financial aid. Even though I qualify & receive cash aid. It was confusing & extremely disappointing. I really wanted to work toward getting my degree in social work.
I supposedly didn't have any proof of being a California resident even though I've lived here since early 2015. So I couldn't afford the "out-of-state" tuition costs.
I tried to get FAFSA in time for classes and i ended up only having 2 classes i could have taken that would be transferable to the college i want to go to by the time i was supposed to get my FAFSA and yet even now after doing all the paperwork for the FAFSA i still don't have it and classes started a long time ago.
I was on probation, saw my counselor, went to the class, and when I went to register it was still blocked.
I wasn't able to get my transcripts in the required time
My FAFSA didn't go through in time so I couldn't afford to pay out my pocket without the bog. Which was a complete bummer
My high school didn't have my official transcript before the deadline.
Waiting on financial aid
Went to Everest, loan is still on my credit so i can't receive financial aid.
You guys have a very slow FAFSA department and a very unorganized enrollment program. I spent an hour each day to drive back and forth to the college to be told at 8:30am the FAFSA department was full and it opened at 8:00am and to come the next day...
You ... lied to me and told me I could take classes at your campus yet I was told otherwise when I tried. Your slogan says "your future starts here", that is a load of I only needed 2 more classes to get my degree and because of you ... I have nothing. Thanks for wasting my time.
You told me something was wrong with my residence, but that couldn't be, I got my green card almost two years ago, and everything is all right, and you asked me to call you back, but I'm not interesting anymore for now.

(Table 2 Continues!)

(Table 2 Continued!)

Personal Reasons (n = 16)
Had surgery and it would be months of recovery.
I did enroll in two classes but found that at the age of 75 I could not keep up with the classes. I dropped the classes. I am curious if there is way to get some of my money back.
I had a medical situation come up. I am still interested in going to Crafton, but I just have to wait until my medical issues have been dealt with first.
I had my daughter in the middle of signing up but I'm doing classes next semester online!
I had some problems with my family but re enrolled for spring
I moved away due to family issue I do wish to attend Crafton next year for spring or next fall. If you can help me through this process I will appreciate it a lot.
I moved cities and could not attend.
I was curious about the Japanese classes offered at Crafton, but since I live closer to MSJC and need to complete general education first, that took priority. I'm not certain as to whether or not I will be taking classes at Crafton in the future, since I can be fickle, but I may look into it next semester or some other time.
I was forced to move and was in able to attend I want to go in spring
I was in a car accident and my car was totaled so I was unable to work it out for fall semester. I will try again for spring semester.
I will be enrolling for spring quarter. I had some family issues that will be resolved late November.
I'm a returning student and haven't attended school in about 10 years. I'll just go ahead and say it, I'm terrified. I am working through those fears and hoping to return to school in 2017.
Living situations.
No baby sitter or enough time to go to school right now I must work to help provide 4 my family.
Procrastinated too long and I'm currently working full-time and attending Azusa Pacific University RN-BSN program.
Signed up to attend but didn't have time to do the necessary paper work. I still plan on attending in the future
Classes Not Available (n = 13)
Classes filled up fast
Enrolled and made full payment for class. Class was then cancelled.
I enrolled to a piano class and it was canceled.
I hope next semester you have more morning classes so I can attend.
I was able to get the courses on line with Valley college so I continued there this semester but I definitely plan to take my math courses at Crafton, possibly in 2017 Spring semester.
I was going to take the Engineering class through the high school program. When I went to Admissions to complete my registration, I was told that the class was cancelled due to low enrollment.
The class I signed up for was cancelled.
The class I wanted to take was full.
The classes I needed to take where wait-listed to the capacity.
The classes I wanted were not available in the "online" classroom environment I need to fit my busy schedule.
The classes were only available during the day, during the work week. I work during that time. I wanted to take Piano, and would love to see it offered in evenings or weekends.
The late start online course I wanted/needed was closed at 35. I was on waitlist, but not added. It was the only available course. I hope to get in the classes I need in Spring. Thank you for asking.
you cancelled the class that i needed to get my AA
Planning on Enrolling in the Future (n = 9)
Can I still apply
Planning to enroll in future.
I am actually trying to enroll in a class starting this Monday so I'm just going to show up and hopefully get in
I couldn't enroll in the fall semester but I fully intend to enroll in the upcoming semester
I decided to start in January.
I decided to wait for the spring semester for personal reasons
I realized that I would not have the time to devote to the class this semester. I plan to take one in the future!
I wanted to begin next semester
I'm planning on enrolling back in January.

(Table 2 Continues!)

(Table 2 Continued!)

Work Schedule (n = 5)
Change in work schedule.
I got a job and it was going to be much, with the driving and the schedule I need it. It was not available at that time; however I will try to enroll by spring 17. Thank you for your concern
I was promoted I work therefore I was unable to attend. I have more responsibilities and I have to train at different times of the day at different times of the week therefore I couldn't have a set schedule
The semester began at the exact time I started a new job, classes could not be attended as mandatory orientation at my new job required my presence mon- Friday in Los Angeles.
Work schedule interfered with school
Work time restraints.
No Response from Crafton (n = 5)
(I am a community member and wanted to take one PE class) I attempted numerous times online and in the phone to get a question answered and received no response
Every time I called international department heard promises of calling bad. No one ever did. I kept calling but no answers.
I emailed the instructor of one of the child development classes requesting an add code.She didn't bother responding
I have sent several email to the VA counselor as well as to the counseling center. I need to set an appointment up so that I can continue with my enrollment.
I wish I could have attended this fall. I've emailed the professor a week after classes started to try to get a seat with no response. Since then, I've emailed to speak with a counselor with no response. So the reason I am not attending is because I can't get a response from anyone.
Website (n = 4)
I couldn't figure out the website, and I am normally good at computers. Your site is a mess.
I tried to enroll in some online classes but was told that they'd already started, even though no start date was listed on the website. I was also told that some of the classes had prerequisites, which my past college experience should have satisfied. I also found the enrollment process somewhat cumbersome, because it was geared so much toward first-time students that there was little to no information for people who already have a degree. I am hoping to enroll next semester, though.
You make it very difficult to sign up for a class.
Your website is horrible. I actually sent two different emails using the "Contact Us" emails and they both bounced back as invalid addresses
Could not Afford or Too Expensive (n = 3)
Didn't have money to be paying for classes
I was disappointed because I don't think I can afford to go so I started having second thoughts but, my goal was to finish my AA. Thanks for asking...
Kind of complicated enrollment. I wanted one online class, and I emailed, called, visited teacher that never responded. Finally enrolled to one class; I have to pay for one class 168 , parking 30 plus book not available cost 230, too expensive if i want to take 2 different classes to finish quick . Only one was available. So I dropped the class.
Age (n = 3)
high school junior; haven't graduated
I am still in high school.
I am still in high school
Course Requirements (n = 3)
Beginning guitar class required other classes before I could join. Why can't Beginning Guitar include music theory all in one?
I only wanted to take certain classes my job would pay for. I could not take them until I finished the prerequisite.
I wanted to take online classes since I am currently in Mexico-- but they did not have any classes I was qualified for online.
Miscellaneous (n = 1)
I did enroll for fall 2016 but then withdrew from the Spanish II class. The teacher, Mr. Schmidt for Spanish is very hard teacher. I am currently taking Spanish II on-line through Brigham Young University.