



Research Brief: Senior Day 2012

Overview: In Spring of 2012, Crafton Hills College (CHC) hosted nearly 700-hundred soon-to-be college students from 15 local high schools at a Senior Visitation Day. CHC students, faculty, administrators, and staff coordinated and guided the half-day event held March 2, 2012. Participants were greeted upon arrival, provided with breakfast snacks, and given an overview of the day's itinerary as well as general information about the college during a welcome presentation. Next, participants had the opportunity to explore programs, services, and both transfer and vocationally-oriented certificate programs and take a guided tour of the campus. There were a total of 14 different workshops facilitated by faculty and managers from various instructional and student services areas. Students self-selected to attend two workshops where they were introduced to some of the programs and services available to them as students at CHC. At the conclusion of the workshops and tours, participants were provided with a lunch in exchange for completing a one-page evaluation of their experience. The purpose of this report is to illustrate the findings of the 532 participants who completed the evaluation.

Methodology: The OEIRP in collaboration with the Dean of Counseling and Matriculation crafted a one-page evaluation form to collect feedback from the students who attended the 2012 Senior Visitation Day. An estimated 84% response rate was calculated based on the number of students who attended (N=637) and the number of evaluations received (N=532). The evaluation included three multiple choice questions which asked participants to select the name of their high school, indicate what their plans were after graduation from high school, and if their plans were to attend Crafton Hills College, what term they planned to enroll. Next, attendees utilized a four-point Likert-scale (Strongly Agree = 4, Agree = 3, Disagree = 2, and Strongly Disagree = 1) to rate their level of satisfaction with the welcome presentation, the campus tour, the workshops, and their overall experience. While specific workshops were not identified on the evaluation form, attendees were given the opportunity to leave feedback, comments, and suggestions in an open-ended question which followed three multiple choice demographic questions.

Sample: As illustrated in Table 1, the day was well attended. Students attending 15 local high schools submitted 532 surveys. Attendees were more likely to be Seniors at Yucaipa High School (21%), followed by Beaumont High School (10%), Redlands High School (9%), Citrus Valley High School (9%), and Redlands East Valley High School (9%). Table 2 provides the demographic information collected which indicates that Hispanics and Caucasians represented the largest ethnic distribution of students with 50% of the respondents identifying as Hispanic/Latino and 33% as Caucasian/White. In addition, a majority of the respondents were female (64%) and 17 years old (54%).

Table 1: Evaluations collected by high school

High School	Evaluations Collected		High School	Evaluations Collected	
	N	%		N	%
Arroyo Valley	15	2.8	Redlands East Valley	45	8.5
Beaumont	53	10.0	Rim of the World	35	6.6
Citrus Valley	47	8.8	San Andreas	17	3.2
Green Valley	12	2.3	San Geronio	29	5.5
Grove	3	0.6	Sierra	19	3.6
Orangewood	32	6.0	Slover Mountain	30	5.6
Pacific	37	7.0	Yucaipa	109	20.5
Redlands	49	9.2	Total	532	100%

Table 2: Respondents' Demographic Information

Gender	#	%*	Ethnicity	#	%*
Male	178	36.5	African American/Black	44	8.3
Female	312	63.9	Asian/Filipino/Pacific Islander	34	6.5
Age	#	%*	American Indian/Native Alaskan	16	3.0
Under 17	7	1.3	Hispanic/Latino	264	50.1
17	283	53.5	Caucasian/White	173	32.8
18	218	41.2	Other non-White/Multiracial	39	7.3
19 or over	21	4.0	Total	527	100.0

* Percentage (%) of respondents is based on the number of individuals who selected the choice (#) divided by the total number of respondents who answered the question.

Findings: Table 3 displays all responses to the question “What do you plan to do after high school? Select all that apply.” The majority of students, 66%, plan to attend Crafton Hills College while 33% plan to attend another community college. In response to the same question, 34% of high school seniors indicated that they plan to work. About 7% of students chose “military” or “uncertain” regarding their plans, and 3% responded with “Other” or “attend a vocational/technical school.”

Table 3: Respondents' Plans Following High School Graduation

What do you plan to do after high school?	#	%*
Attend Crafton	349	65.8
Attend Another Community College	172	32.5
Attend a 4-year College or University	127	24.0
Attend a Vocational/Technical School	18	3.4
Work	182	34.3
Uncertain	38	7.2
Military	35	6.6
Other	16	3.0

* Since respondents could provide multiple responses, percentages do not add up to 100%. Percentage (%) of respondents is based on the number of individuals who selected the choice (#) divided by the total number of respondents who answered the question.

Table 4 presents participants' level of satisfaction with the workshops, the general presentation, the campus tour, and the overall visit to CHC. Respondents were more likely to agree or strongly agree with all of the statements. Specifically, 98% of the respondents were satisfied with the visit to CHC. In addition, 99% of the respondents also agreed that the workshops helped to increase their knowledge of CHC.

Table 4: Satisfaction Questions

Please rate the level you agree or disagree with the following statements:	Strongly Agree		Agree		Disagree		Strongly Disagree	
	#	%	#	%	#	%	#	%
The workshop(s) helped to increase my knowledge of CHC.	219	46.9	241	51.6	6	1.3	3	0.6
The general presentation helped to increase my knowledge of CHC.	186	38.9	283	59.2	7	1.5	3	0.6
The campus tour helped to increase my knowledge of CHC.	209	43.5	241	50.2	29	6.0	2	0.4
Overall, I was satisfied with my visit to CHC	252	52.3	220	45.6	5	1.0	5	1.0

Open Ended Question: Collectively, 68 respondents (13%) chose to leave feedback in response to the open-ended question asking participants to provide any suggestions or comments. Open-ended responses were grouped together by topic: general comments, tour, presentation, workshops, food, and questions and suggestions.

General Comments

- Good
- Like!!!
- Nice!!!
- Great day on campus.
- Good job. Keep up the good work.
- Thank you!
- I'm an exchange student from Japan. I'm so glad to know about American college. I had a really good time! Thank you!
- This was a good experience
- Thank you for letting us come to your school. Great college to go to.
- Very satisfied with what I learned
- It was a good experience. I guess this college is awesome.
- Sweet college.
- This school is very beautiful.
- Your college is very nice but what's up with all the stairs.
- Very well organized
- Great senior day
- No suggestions, I loved everything at Crafton.
- I am very happy to start attending here soon!
- Teachers are very helpful. Class sites are a plus. More theater!! I'm really excited to come here next fall.
- Generally speaking everything was really good.

- I like your school.
- Very nice school. Just hear a lot of bad rumors of this school.
- Very helpful, awesome!
- This is a big school, I like it.
- I like this school, it's big and it has a lot to offer.
- Great school!
- I am so excited and can't wait to join Student Government. It has given me a new outlook on college life.
- Great school!
- Me gusta
- Great job
- Nice campus and Crafton Hills has a nice environment.
- Thank you for all of the wonderful and helpful information, I plan on looking more into CHC
- Really fun and insightful, thanks!
- One lady was rude, if you're going to work here have the decency to be polite.
- Everything was a little rushed. A little more time would be helpful.

Comments Specific to Tour

- Good tour.
- The chick leading our tour said "Um" about 38 times, she should work on her public speaking skills.
- Better tour!
- The tour was well presented.
- Maybe have better people, who know the school more, give the tours.
- Get better tour guides! It would be better if the tour guides did not read from a paper and already know what they were talking about.
- Get better tour guide people
- Tell tour guides to talk towards the people not away from them.
- Have the tour a little more organized.
- Include maps in the tour on campus.
- Great presentation.

Comments Specific to Workshops

- Students could have been present for the workshops and talk about different processes.
- Loved the Fire Fighter presentation, I like want to become a fire fighter now
- Great information on financial aid. Have nicer people to answer financial aid info
- The fine arts class was not what I thought. It thought it was drawing and things like making paper mache.
- Fine arts didn't talk about theatre.
- More clubs/activities should welcome us so that we can feel the Crafton Hills college spirit stronger.
- The business teacher is awesome
- We need activities to enlighten our minds about your "fantastic school." I'm disappointed because we aren't having fun learning about the different majors. We need people showing us how fun these classes can be! Where's the fun in senior day?
- I liked the childcare and EMT workshops, you picked the right people for it!

Comments on Food

- You should serve McDonald's fries and ranch for lunch.
- Have nachos for free.
- Food was good
- More food, snacks, and drinks provided throughout tour!
- More free food!
- Instead of orange juice, apple juice would be better
- Better goody bags. Better snacks!

Questions and Suggestions

- When is the last day for registration? Are there any programs for a Radio Host?
- Can we attend Valley one year and Crafton another?
- I want to know how to start I want to know the next step on how to begin attending CHC.
- I would be interested if you had Law Enforcement and/or military programs/classes.
- Open up a cosmetology course.
- Should offer ultrasound program
- No ultrasound program?
- Should offer ultrasound