

## 2016 Current Student Comparison Chart

### Section A: Student Interest Section

Questions	2011 374 Respondents	2012 847 Respondents	2013 623 Respondents	2014 411 Respondents	2015 465 Respondents	2016 540 Respondents
<b>The majority of your classes are from which program area?</b>						
Health related program	27.0%	26.4%	29.1%	22.5%	23.7%	23.6%
College Transfer/General Education	23.3%	14.0%	18.1%	25.4%	21.6%	19.3%
Business related program	18.4%	22.1%	23.9%	23.0%	28.8%	28.4%
Engineering/Public Service/Applied Technology	12.3%	9.7%	15.1%	23.5%	24.8%	8.2%
<b>1. What is your PRIMARY educational goal at FTCC?</b>						
Receiving a degree, diploma, or certificate from FTCC	74.6%	78.0%	79.6%	77.9%	78.3%	85.0%
Transferring to a four year college/university	28.6%	24.6%	25.7%	31.4%	26.2%	34.6%
Preparing for a new job	7.2%	10.4%	9.8%	12.4%	12.7%	24.4%
<b>2. Do you feel that FTCC is providing courses that will allow you to achieve your educational goals?</b>						
Yes	-	-	-	88.5%	88.5%	87.4%
No	-	-	-	4.6%	5.2%	4.1%
Not sure	-	-	-	6.8%	6.3%	8.6%
<b>3. Have you changed your educational objective (education plan) while you have been a student at FTCC?</b>						
No	79.1%	84.1%	80.6%	77.6%	71.2%	73.9%
Yes	20.9%	15.9%	19.4%	22.4%	28.8%	26.1%

If your answer to Question 3 was yes: How many times did you change your educational goal?						
One time	84.9%	73.2%	75.5%	75.7%	62.3%	76.5%
Two times	11.0%	20.2%	16.0%	15.4%	10.8%	17.6%
Three times	4.1%	5.8%	6.5%	7.7%	8.5%	2.2%
Four times	-	0.8%	2.0%	1.3%	1.5%	2.2%
Five times	-	-	-	-	-	-

## Section B: Quality of Services & College Impressions

<b>6. Quality of Facilities and Services</b>	2011 374 Respondents	2012 847 Respondents	2013 623 Respondents	2014 411 Respondents	2015 465 Respondents	2016 540 Respondents
Admissions Office Process	81.6%	82.3%	78.1%	85.2%	88.8%	92.6%
Blackboard System	88.8%	91.6%	89.8%	88.1%	91.0%	95.5%
Bookstore	87.5%	82.7%	86.2%	87.5%	86.6%	92.8%
Business & Finance Services (tuition & fee payments, loans, pell grants, scholarships and disbursements payments)	77.4%	78.3%	74.5%	77.9%	85.1%	90.6%
Cafeteria	77.8%	75.2%	70.0%	66.7%	76.6%	88.3%
Campus Security Services	87.2%	85.8%	81.2%	91.0%	92.1%	87.6%
Career Center Resources & Services	89.2%	87.7%	81.2%	92.0%	91.5%	90.0%
Classrooms (lighting, climate control, furnishings, cleanliness)	85.1%	82.9%	82.9%	90.6%	84.0%	89.9%
Classrooms-Technology (TVs/Computers)	86.5%	86.5%	86.7%	92.0%	91.5%	90.6%
Counseling Services	72.2%	75.5%	72.5%	74.6%	82.7%	88.4%
Disability Support Services	83.3%	83.9%	81.9%	92.7%	83.5%	95.4%
Faculty Academic Advising	78.1%	81.1%	73.2%	80.8%	87.4%	95.8%
Financial Aid Office Services	62.5%	68.6%	63.0%	66.7%	72.0%	81.1%
Fitness Center – Fayetteville and Spring Lake Campuses	84.0%	83.4%	85.8%	81.7%	86.7%	90.6%
Fort Bragg Center	79.4%	85.2%	83.0%	91.8%	90.7%	94.3%
Foundation Office	80.0%	82.2%	76.8%	77.9%	86.7%	90.4%
FTCC's Home/Webpage	89.7%	89.0%	87.7%	90.0%	91.7%	90.4%
Grounds Maintenance	95.8%	92.6%	92.7%	97.6%	98.4%	94.3%
HigherOne Card	-	76.7%	73.0%	80.1%	-	-
Housekeeping Services	93.1%	85.9%	87.7%	96.6%	95.0%	90.3%
Library Resources & Services	91.6%	92.6%	90.6%	94.3%	95.0%	98.4%
Media Services Office	89.5%	88.1%	84.1%	97.2%	93.7%	96.3%
Open Lab & Computer Classrooms	91.1%	88.7%	89.3%	93.6%	83.5%	96.8%
One Stop Shop	-	76.1%	72.3%	79.4%	95.3%	96.7%
Student Activities	82.4%	85.1%	85.7%	91.2%	88.7%	94.9%
Student Clubs	84.5%	84.4%	82.0%	87.9%	90.6%	91.6%
Success Center Resources & Services	88.5%	86.0%	85.6%	90.5%	-	95.9%
Testing Office	91.1%	87.7%	85.0%	96.3%	93.0%	-
Veterans Services	85.6%	86.7%	83.3%	84.7%	-	98.1%

WebAdvisor	89.1%	88.6%	85.5%	92.7%	90.3%	93.7%
Work Based Learning	-	-	-	90.0%	87.4%	94.1%
Workforce Development Center	-	-	-	95.8%	91.5%	-

<b>7. College Impressions</b>	2011 374 Respondents	2012 847 Respondents	2013 623 Respondents	2014 411 Respondents	2015 465 Respondents	2016 540 Respondents
College support for students with disabilities	93.7%	90.9%	90.7%	93.5%	-	91.7%
Freedom to express ideas and beliefs	89.1%	86.6%	83.2%	91.5%	90.1%	88.5%
Instruction in major program area	86.3%	86.3%	81.3%	87.6%	88.0%	89.5%
Instruction in other courses	86.3%	86.8%	82.1%	85.9%	88.1%	94.3%
Military-friendly processes	86.0%	90.6%	88.8%	92.2%	92.7%	97.0%
Recreational areas for students	-	82.7%	83.6%	88.9%	89.2%	94.6%
Safety and security of students while on campus	90.4%	89.7%	86.4%	93.5%	95.4%	96.8%
Student-friendly environment	88.4%	88.5%	83.4%	94.3%	95.4%	95.4%
Online Registration Process	-	-	-	92.6%	92.7%	95.6%
Online Payment Process	-	-	-	88.5%	95.5%	94.8%

<b>8. Overall Quality of the College</b>	94.9%	91.8%	92.6%	90.4	86.2%	91.7%
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<b>9. Would you recommend FTCC to others?</b>						
<b>Yes</b>	92.1%	89.4%	91.6%	86.7%	90.3%	90.8%

## Section C: Assessment of General Education Core Competencies/Outcomes

Questions	2011 374 Respondents	2012 847 Respondents	2013 623 Respondents	2014 411 Respondents	2015 465 Respondents	2016 540 Respondents
<b>10. I feel confident in my ability to communicate effectively in speaking, writing, reading and listening.</b>	91.9%	90.8%	91.0%	98.7%	99.5%	98.3%
<b>11. I feel confident in my ability to think critically when analyzing problems and making decisions.</b>	92.4%	93.1%	91.8%	97.3%	99.2%	98.8%
<b>12. My cultural awareness and socialization skills have prepared me for the changing global environment of the 21st century.</b>	83.3%	98.6%	85.5%	96.1%	93.7%	97.1%
<b>13. I feel confident in my ability to use and process quantitative information.</b>	92.3%	93.6%	92.3%	97.2%	98.7%	95.6%
<b>14. I consider myself to be computer literate.</b>	89.4%	89.9%	88.9%	94.2%	94.0%	98.2%

## Section D: Marketing Feedback Section

Questions	2011 374 Respondents	2012 847 Respondents	2013 623 Respondents	2014 623 Respondents	2015 465 Respondents	2016 540 Respondents
<b>15. How did you originally learn about FTCC?</b>						
Word of mouth	48.6%	53.6%	48.4%	44.8%	37.5%	37.6%
Other	21.2%	16.8%	19.7%	18.8%	21.0%	17.2%
Website	17.0%	16.3%	17.5%	17.1%	20.2%	19.5%
Newspaper	3.5%	3.7%	3.2%	3.3%	2.6%	2.0%
Billboards	3.9%	4.3%	5.8%	3.3%	3.9%	4.0%
Radio	2.6%	1.8%	1.4%	1.4%	1.0%	2.3%
TV	3.2%	3.4%	4.0%	2.8%	2.9%	2.0%
<b>16. What radio station do you listen to most often? Top 3 stations:</b>						
99.1 (Foxy 99)	24.1%	32.8%	28.3%	16.9%	18.6%	17.5%
98.1 (Q 98)	12.9%	21.4%	12.9%	6.1%	13.6%	13.2%

95.7 (WKML)	-	-	-	-	-	7.9%
<b>17. What non-network affiliated cable station do you most often watch?</b> <b>Top 3 stations:</b>						
AMC	-	-	-	-	-	8.4%
Lifetime	-	-	-	-	-	7.8%
HGTV	-	-	-	-	-	7.2%
<b>18. Which of the following Social Networking sites do you use most often?</b>						
Facebook	70.7%	67.3%	61.6%	57.2%	52.5%	60.4%
Myspace	0.0%	0.3%	0.4%	1.4%	0.5%	-
Twitter	1.3%	3.1%	5.0%	6.1%	0.8%	1.7%
YouTube	3.5%	5.9%	7.4%	6.3%	5.4%	6.4%
Instagram	2.6%	3.0%	2.8%	5.8%	6.4%	3.5%
Google+	-	-	-	8.3%	8.0%	6.9%
<b>19. Have you noticed our FTCC billboards in the local community?</b>						
Yes	60.1%	57.1%	63.7%	63.3%	63.8%	62.0%
No	39.9%	42.9%	36.3%	36.7%	36.2%	38.0%
<b>20. Have you opted in for the FAY TEXT alert system to receive text messages of importance?</b>						
Yes	-	-	-	23.4%	34.0%	35.7%
No	-	-	-	76.6%	66.0%	64.3%
<b>21. How often do you check your FTCC email account for student updates, registration periods, financial aid awards, etc.?</b>						
Daily	-	-	-	72.3%	67.9%	68.4%
Bi-weekly	-	-	-	10.6%	12.1%	10.7%
Weekly	-	-	-	9.8%	13.4%	16.8%
Monthly	-	-	-	2.0%	2.1%	2.6%
Seldom or Never	-	-	-	5.3%	4.5%	1.4%