

Mississippi Gulf Coast Community College

2009 ACT STUDENT OPINION SURVEY

July 9, 2009

Executive Summary

The ACT student opinion survey is given each spring term to a sample of students which, in the best way possible, represents the actual population of students at Gulf Coast. The sample of students is based on a cluster random sample (N=494), where clusters are classes at various times of day and stratify the student body across all locations of the institution. The gender, age and ethnic composition of the student sample of respondents is representative of the actual student body for spring 2009 ($\pm 4\%$).

Veterans services was rated the number one college service for the second consecutive year. The top 5 services for students of Mississippi Gulf Coast Community College are listed below.

- Veterans services
- Library and learning resources center facilities and services
- Recreational and intramural programs and services
- College-sponsored social activities
- Computer services

Two service areas scored below national norms. Financial aid services rated 3.90/5.00 (0.12 below national norms), and Personal counseling services rated 3.90/5.00 (0.07 below national norms).

The survey results indicate that students are more than satisfied with services of the college in general. Educational quality was rated above-average or excellent by 85% of respondents, and overall, the students rated the college in general 4.20/5.00 (0.12 higher than national norms). And for the third consecutive year, the top three reasons students attend Gulf Coast were convenient location, low cost, and variety of course offerings.

Results of this survey are used for assessment and accountability purposes. Service and administrative units use survey results to measure various components of institutional effectiveness.

COLLEGE SERVICES

The 2009 ranking for reasons for selecting Gulf Coast remain unchanged for the past three consecutive years. The top five reasons student attend Gulf Coast are convenient location, low cost, variety of course offerings, ability to work while attending, and a good chance of personal success.

TABLE 1. RANKING OF REASONS FOR SELECTING GULF COAST

Rank	Reason for Attending	Major Reason	Minor Reason	Not a Reason	Item Blank
1	Convenient Location	59%	19%	11%	10%
2	Low Cost of Attending	56%	20%	13%	10%
3	Offered the Courses I wanted	52%	25%	12%	11%
4	Could Work While Attended	46%	17%	25%	12%
5	Good Chance of Personal Success	40%	25%	21%	13%
6	Availability of Scholarship or Financial Aid	39%	17%	32%	12%
7	Good Vocational or Academic Reputation	29%	28%	31%	12%
8	Advice of Parents or Relatives	20%	22%	45%	13%
9	Liked the Size of the College	18%	24%	44%	13%
10	Liked the Social Atmosphere	12%	26%	49%	13%
11	Advice of High School Counselor, Teacher	12%	17%	58%	13%
12	Wanted to be with friends	8%	14%	67%	11%

Over 76% of respondents answered probably or definitely yes when asked if they would choose Gulf Coast again. In 2008, the same percentage of respondents answered probably or definitely yes when asked this same question.

TABLE 2. RESPONSES BY CAMPUS - WOULD YOU CHOOSE THIS COLLEGE AGAIN?

Selected Response	GC	JC	JD	KS	PK	WH	NB	MGCCC
Definitely yes	41%	52%	42%	33%	47%	56%	41%	46%
Probably yes	21%	29%	29%	42%	35%	44%	38%	30%
Uncertain	17%	10%	12%	25%	8%	0%	21%	11%
Probably no	7%	6%	10%	0%	8%	0%	0%	8%
Definitely no	14%	3%	8%	0%	3%	0%	0%	5%

The quality of education at Gulf Coast was rated above average by 85% of survey respondents. The highest ratings of educational quality were from students attending the Jackson County Campus where educational quality is rated above average by 92% of those surveyed.

TABLE 3. RESPONSES BY CAMPUS - QUALITY OF EDUCATION AT THIS COLLEGE

Selected Response	GC	JC	JD	KS	PK	WH	NB	MGCCC
Excellent	27%	52%	34%	8%	31%	22%	17%	38%
Good	37%	40%	50%	75%	53%	56%	50%	47%
Average	20%	7%	14%	17%	14%	22%	33%	12%
Below average	13%	1%	1%	0%	2%	0%	0%	2%
Very inadequate	3%	0%	1%	0%	0%	0%	0%	0%

The survey rankings of college services are shown in Table 4. The rankings are computed based on those respondents who indicated that they have used the service. Unreported data in Table 4 indicates that no data was available based on the survey sample.

TABLE 4. COLLEGE SERVICES RANKING BASED ON RESPONSE DATA

Rank	Selected Response	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	Veterans services	-	4.38	4.58	4.00	4.00	-	4.50	4.46
2	Library/learning resources facilities	4.33	4.55	4.33	3.25	4.44	4.86	4.50	4.43
3	Recreational and intramural programs	3.50	4.66	4.38	-	4.33	5.00	-	4.43
4	College-sponsored social activities	4.50	4.50	4.27	-	4.29	4.00	-	4.37
5	Computer services	4.45	4.47	4.20	5.00	4.33	4.17	4.00	4.34
6	Student employment services	5.00	4.14	4.00	-	4.50	5.00	-	4.33
7	College-sponsored tutorial services	4.67	4.16	4.39	-	4.21	4.00	-	4.28
8	Resident hall programs and services	-	4.44	4.00	-	4.20	-	-	4.27
9	Day care services	-	3.75	4.50	-	4.00	-	-	4.23
10	Cultural programs and activities	5.00	4.44	3.86	-	4.13	-	-	4.23
11	Credit by examination program (CLEP)	5.00	4.00	4.40	5.00	3.83	4.00	-	4.22
12	Student health services	5.00	4.13	4.50	-	4.11	-	-	4.21
13	Vocational guidance/career planning	3.91	4.20	4.29	3.50	4.19	4.67	4.00	4.17
14	College orientation program	4.29	4.13	4.02	-	4.28	4.33	4.00	4.16
15	Academic advising/course planning	4.56	4.10	4.04	3.80	4.29	4.67	4.11	4.15
16	Job placement services	5.00	3.80	4.00	-	4.60	4.00	-	4.10
17	Personal counseling services	4.33	3.80	3.60	3.00	4.13	4.75	4.00	3.90
18	Financial aid services	3.63	3.97	3.62	5.00	4.15	4.60	4.25	3.90
19	Parking facilities and services	4.26	3.90	3.80	4.50	3.64	4.17	3.60	3.83
20	Cafeteria/food services	-	4.04	3.91	-	3.09	-	-	3.67

Services to the Veteran student population received the highest ratings among those participating in the survey. Listed below are the many college services with improved ratings when compared to the 2008 Student Opinion Survey¹.

- Resident hall programs and services
- Job placement services
- Student employment services
- Parking facilities and services
- Day care services
- Recreational and intramural programs
- College-sponsored social activities
- Academic advising/course planning
- College orientation program

Normative data for the ACT Student Opinion Survey (2-year College form) is provided based 100,078 student records from 112 postsecondary institutions that administered the survey between August 1, 2004 and July 31, 2008. The rankings of college service based on the largest difference from national norm ratings are given in Table 5. Only two services scored below national norms, financial aid, and personal counseling services.

TABLE 5. COLLEGE SERVICES RANKING BASED ON DIFFERENCE FROM NATIONAL NORMS

	Selected Response	MGCCC	NATION	DIFF
1	Resident hall programs and services	4.27	3.74	0.53
2	Veterans services	4.46	4.01	0.45
3	Job placement services	4.10	3.75	0.35
4	Student employment services	4.33	3.99	0.34
5	Parking facilities and services	3.83	3.49	0.34
6	Day care services	4.23	3.90	0.33
7	Recreational and intramural programs	4.43	4.10	0.33
8	College-sponsored social activities	4.37	4.07	0.30
9	Credit by examination program (CLEP, etc.)	4.22	3.97	0.25
10	Academic advising/course planning	4.15	3.91	0.24
11	College orientation program	4.16	3.93	0.23
12	Student health services	4.21	4.01	0.20
13	Vocational guidance/career planning	4.17	3.98	0.19
14	College-sponsored tutorial services	4.28	4.09	0.19
15	Library/learning resource facilities and services	4.43	4.25	0.18
16	Cultural programs and activities	4.23	4.11	0.12

¹ http://www.mgccc.edu/factbook/reports/SOS_survey_results_2008.pdf

17	Computer services	4.34	4.26	0.08
18	Cafeteria/food services	3.67	3.66	0.01
19	Personal counseling services	3.90	3.97	-0.07
20	Financial aid services	3.90	4.02	-0.12

ACADEMIC ENVIRONMENT

Respondent ratings of academic environment based on survey response data is show in Table 6. Table 7 ranks responses based on comparison with national norms. All aspects of the academic environment received above national norm ratings, and class size relative to course type received the highest ratings.

TABLE 6. RANKING OF ACADEMIC ENVIRONMENT BASED ON RESPONDENTS

Rank	Academic Environment Factor	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	Class size relative to course type	4.00	4.41	4.30	4.17	4.40	4.63	4.20	4.33
2	Attitude of the teaching staff toward student	3.61	4.28	4.12	3.67	4.22	4.63	4.24	4.16
3	Flexibility to design your own program	3.65	4.26	4.19	4.00	4.13	4.50	3.96	4.16
4	Testing/grading system	3.68	4.34	4.13	3.75	4.14	4.14	4.13	4.16
5	Variety of courses offered	3.57	4.26	4.14	4.08	4.15	4.63	4.00	4.14
6	Quality of instruction	3.70	4.17	4.15	3.67	4.03	4.33	3.96	4.08
7	Course content in major area of study	3.93	4.24	4.01	4.00	4.00	4.13	4.09	4.08
8	Challenge offered by program	3.74	4.22	4.04	3.91	4.03	4.63	3.91	4.07
9	Preparation receiving for chosen occupation	3.68	4.19	4.00	4.00	3.98	4.29	3.83	4.03
10	Value of information provided by advisor	3.93	4.17	3.90	3.89	4.02	4.88	3.78	4.03
11	Availability of advisor	3.96	4.13	3.91	3.90	4.04	4.25	3.91	4.02
12	Out-of-class availability of instructors	3.68	4.15	3.99	4.00	3.88	4.50	3.92	4.00

TABLE 7. RANKING OF ACADEMIC ENVIRONMENT BASED ON NATIONAL NORMS

Rank	Academic Environment Factor	MGCCC	NATION	DIFF
1	Flexibility to design your own program of study	4.16	3.93	0.23
2	Testing/grading system	4.16	3.95	0.21
3	Variety of courses offered	4.14	3.96	0.18
4	Availability of advisor	4.02	3.86	0.16
5	Value of information provided by advisor	4.03	3.88	0.15
6	Class size relative to course type	4.33	4.24	0.09
7	Out-of-class availability of instructors	4.00	3.91	0.09
8	Preparation receiving for chosen occupation	4.03	3.95	0.08
9	Challenge offered by program	4.07	4.02	0.05
10	Course content in major area of study	4.08	4.03	0.05
11	Quality of instruction	4.08	4.07	0.01
12	Attitude of the teaching staff toward student	4.16	4.16	0.00

ADMISSIONS ENVIRONMENT

Respondent ratings of the admissions environment based on survey response data is show in Table 8. Table 9 ranks responses based on comparison with national norms. All rated aspects of the admissions environment received above national norm ratings. Figure 1 represents a graphical presentation of the ratings of MGCCC students as compared to national norm ranks.

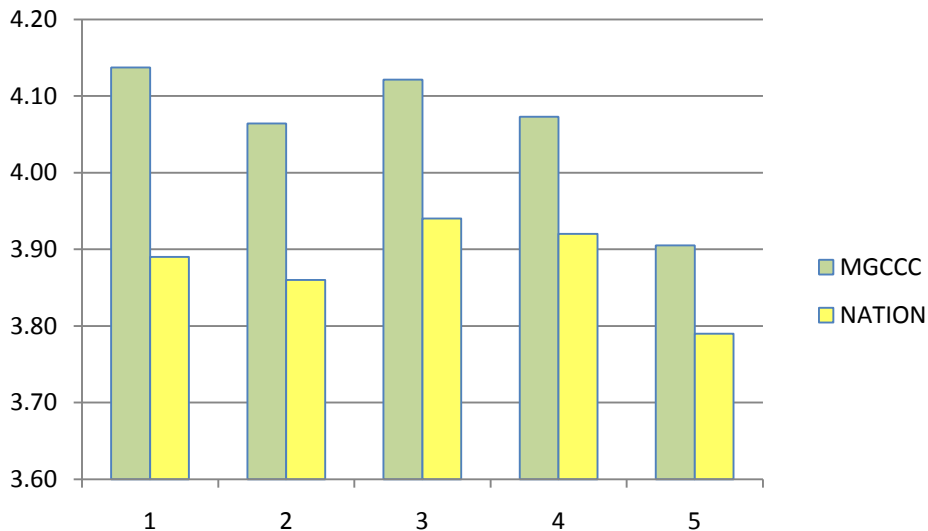
TABLE 8. RANKING OF ADMISSIONS ENVIRONMENT BASED ON RESPONDENTS

Rank	Admissions Environment Factor	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	Accuracy of college information you received before enrolling	3.85	4.24	4.08	3.91	4.13	4.86	4.13	4.14
2	College catalog/admissions publications	3.89	4.21	4.10	3.91	4.18	4.25	3.83	4.12
3	General admissions/entry procedures	3.81	4.23	3.97	3.67	4.13	4.57	3.96	4.07
4	Assistance provided by the college staff	3.61	4.22	3.94	3.91	4.16	4.50	4.04	4.06
5	Availability of financial aid information prior to enrolling	3.58	3.97	3.72	4.00	4.05	4.57	4.13	3.91

TABLE 9. RANKING OF ADMISSIONS ENVIRONMENT BASED ON NATIONAL NORMS

Rank	Admission Environment Factor	MGCCC	NATION	DIFF
1	Accuracy of college information you received before enrolling	4.14	3.89	0.25
2	Assistance provided by the college staff	4.06	3.86	0.20
3	College catalog/admissions publications	4.12	3.94	0.18
4	General admissions/entry procedures	4.07	3.92	0.15
5	Availability of financial aid information prior to enrolling	3.91	3.79	0.12

FIGURE 1. ADMISSIONS ENVIRONMENT BASED ON NORM COMPARISONS



RULES AND POLICIES ENVIRONMENT

Respondent ratings of the rules and policies environment based on survey response data is show in Table 10. Table 11 ranks responses based on comparison with national norms. All rated aspects of student rules and policies received above national norm ratings. Figure 2 represents MGCCC and national ratings based on rank of respondents.

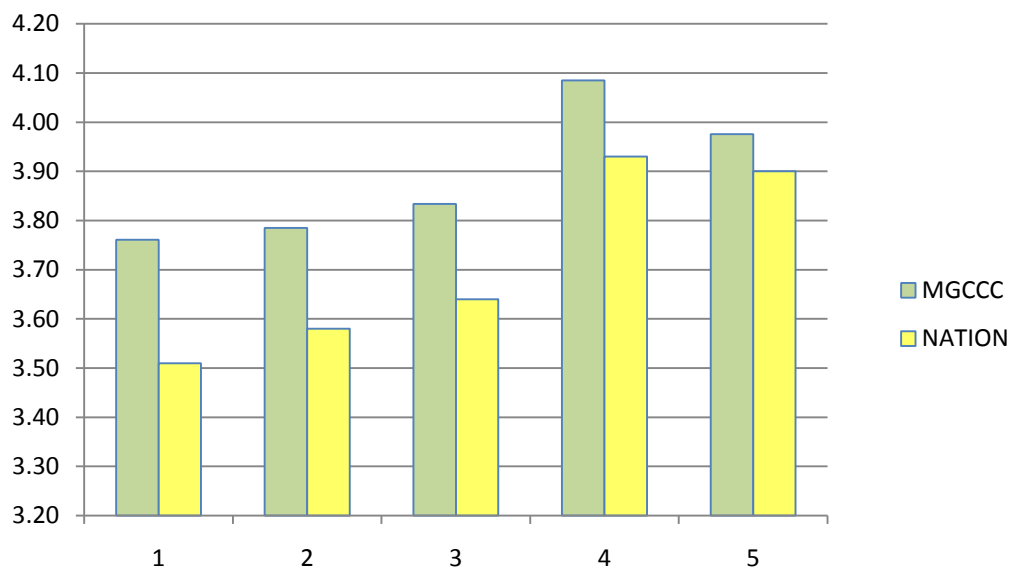
TABLE 10. RANKING OF RULES AND POLICIES BASED ON RESPONDENTS

Rank	Rules and Policies	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	Personal security/safety at this college	3.71	4.26	4.05	4.00	4.08	4.86	4.06	4.09
2	Rules governing student conduct at this college	3.75	4.15	3.96	4.00	3.89	4.50	3.90	3.98
3	Academic probation and suspension policies	3.76	3.94	3.74	4.13	3.84	4.50	3.81	3.83
4	Student voice in college policies	3.56	4.01	3.68	4.17	3.72	4.38	3.77	3.79
5	Purpose for which student activities fees are used	3.54	3.95	3.64	3.86	3.74	4.71	3.97	3.76

TABLE 11. RANKING OF RULES AND POLICIES BASED ON NATIONAL NORMS

Rank	Rules and Policies	MGCCC	NATION	DIFF
1	Purpose for which student activities fees are used	3.76	3.51	0.25
2	Student voice in college policies	3.79	3.58	0.21
3	Academic probation and suspension policies	3.83	3.64	0.19
4	Personal security/safety at this college	4.09	3.93	0.16
5	Rules governing student conduct at this college	3.98	3.90	0.08

FIGURE 2. RULES AND POLICIES RANKS OF NATIONAL NORMS



FACILITIES

Respondent ratings of campus and center facilities data are summarized by location in Table 13. Table 14 ranks responses based on comparison with national norms. All rated facilities received above national norm ratings, and availability of adequate housing ranked highest when compared with national opinions.

TABLE 12. RANKING OF FACILITIES BASED ON RESPONDENTS

Rank	Rules and Policies	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	General condition/appearance of buildings/grounds	4.04	4.37	4.16	3.78	4.17	4.50	3.97	4.19
2	Study areas	3.86	4.31	4.14	3.88	4.16	4.38	4.10	4.17
3	Classroom facilities	3.79	4.26	4.08	3.50	4.23	4.75	4.05	4.12
4	College bookstore	3.63	4.25	4.05	3.44	4.16	4.38	4.03	4.11
5	Laboratory facilities	3.80	4.22	3.96	4.00	4.16	4.13	4.16	4.09
6	Business training facilities and equipment	4.00	4.07	3.92	4.17	4.20	4.14	4.00	4.03
7	Student community center/student union	3.36	4.06	3.80	4.00	4.13	4.50	4.12	3.96
8	Athletic facilities	3.25	4.03	3.84	3.60	4.13	3.78	3.91	3.95
9	Industrial arts/shop facilities	3.31	3.91	3.75	3.80	3.97	3.57	3.55	3.82
10	Availability of adequate housing	3.60	3.55	3.54	4.00	4.05	4.75	3.86	3.74

TABLE 13. RANKING OF FACILITIES BASED ON NATIONAL NORMS

Rank	Rules and Policies	MGCCC	NATION	DIFF
1	Availability of adequate housing	3.74	3.36	0.38
2	Athletic facilities	3.95	3.59	0.36
3	College bookstore	4.11	3.78	0.33
4	Study areas	4.17	3.92	0.25
5	Laboratory facilities	4.09	3.86	0.23
6	Student community center/student union	3.96	3.77	0.19
7	General condition/appearance of buildings/grounds	4.19	4.01	0.18
8	Industrial arts/shop facilities	3.82	3.65	0.17
9	Classroom facilities	4.12	4.00	0.12
10	Business training facilities and equipment	4.03	3.95	0.08

REGISTRATION PROCEDURES

Respondent ratings of registration procedures are summarized in Table 14. Table 15 ranks responses based on comparison with national norms. All rated registration components received above national norm ratings.

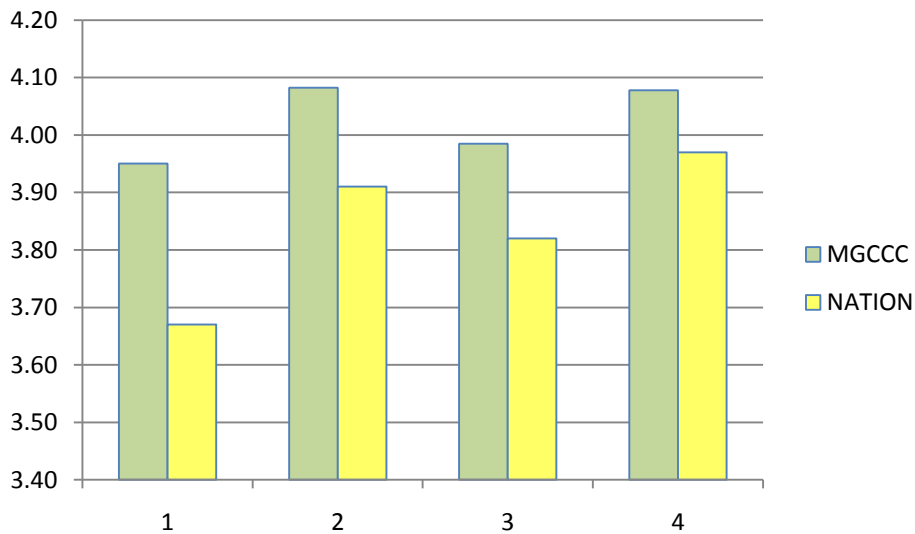
TABLE 14. RANKING OF REGISTRATION PROCEDURES BASED ON RESPONDENTS

Rank	Registration procedures	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	General registration procedures	3.89	4.26	4.03	3.83	4.02	4.14	4.13	4.08
2	Academic calendar	3.96	4.24	4.01	3.92	4.07	4.25	4.05	4.08
3	Billing and fee payment procedures	3.74	4.19	3.98	3.75	3.83	4.13	3.95	3.98
4	Availability of the courses/times you want	3.89	4.04	3.99	3.75	3.87	4.00	3.83	3.95

TABLE 15. RANKING OF REGISTRATION PROCEDURES BASED ON NATIONAL NORMS

Rank	Registration procedures	MGCCC	NATION	DIFF
1	Availability of the courses/times you want	3.95	3.67	0.28
2	General registration procedures	4.08	3.91	0.17
3	Billing and fee payment procedures	3.98	3.82	0.16
4	Academic calendar	4.08	3.97	0.11

FIGURE 3. REGISTRATION RANKS OF NATIONAL NORMS



GENERAL RATINGS

Respondent ratings of the college in general are summarized in Table 15. Table 16 ranks responses based on comparison with national norms. All rated aspects of the college in general received above national norm ratings.

TABLE 15. RANKING OF THE COLLEGE IN GENERAL BASED ON RESPONDENTS

Rank	General ratings	GC	JC	JD	KS	PK	WH	NB	MGCCC
1	This college in general	3.71	4.38	4.15	3.92	4.21	4.50	4.24	4.20
2	Racial harmony at this college	3.89	4.27	4.04	4.00	3.94	4.50	4.19	4.08
3	Opportunities for involvement in activities	3.65	4.17	3.95	4.00	3.95	4.25	3.91	3.99
4	Attitude of the college nonteaching staff	3.78	4.21	3.90	3.88	3.98	4.00	3.83	3.99
5	Concern for you as an individual	3.65	4.14	3.77	3.90	3.90	4.13	3.80	3.90
6	Opportunities for student employment	3.42	3.88	3.74	4.00	3.78	4.50	3.90	3.77
7	Student government	3.35	3.94	3.70	4.00	3.73	3.83	3.61	3.76
8	College media	3.14	3.92	3.66	4.00	3.74	4.00	3.61	3.74

TABLE 16. RANKING OF THE COLLEGE IN GENERAL BASED ON NATIONAL NORMS

Rank	General ratings	MGCCC	NATION	DIFF
1	Opportunities for involvement in student activities	3.99	3.60	0.39
2	Attitude of the college nonteaching staff	3.99	3.78	0.21
3	Student government	3.76	3.55	0.21
4	Concern for you as an individual	3.90	3.73	0.17
5	College media	3.74	3.58	0.16
6	Racial harmony at this college	4.08	3.94	0.14
7	This college in general	4.20	4.08	0.12
8	Opportunities for student employment	3.77	3.71	0.06

FIGURE 4. GENERAL RATINGS RANKS OF NATIONAL NORMS

