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a 5-week faculty strike  
shortened the survey period  
in Fall 2017, resulting in a  
much smaller than usual  
sample size for the phone  
portion of the survey.*

**SOURCE:**  
Demographic data  
downloaded from  
Fleming's student  
information system  
(based on 4,067 full-time  
students registered in  
semester 1 of a  
postsecondary program as  
of Day 10 in Fall 2017 or  
Winter 2018; excludes post  
-graduate programs)

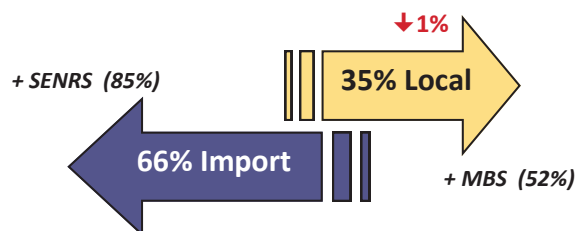
**SOURCE:**  
Web/Phone Survey Results  
obtained through the  
Web (N=1,042) and Phone  
(N=835) portions of the  
First Year Student Survey  
conducted with 1st  
semester students in  
Fall 2017 and Winter 2018

↑ or ↓ denotes %  
change from previous year

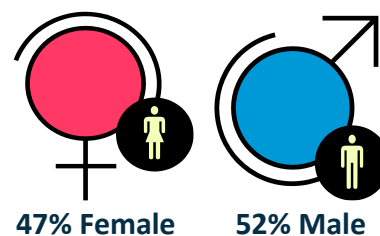
+ or - denotes groups with  
highest or lowest %

# FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

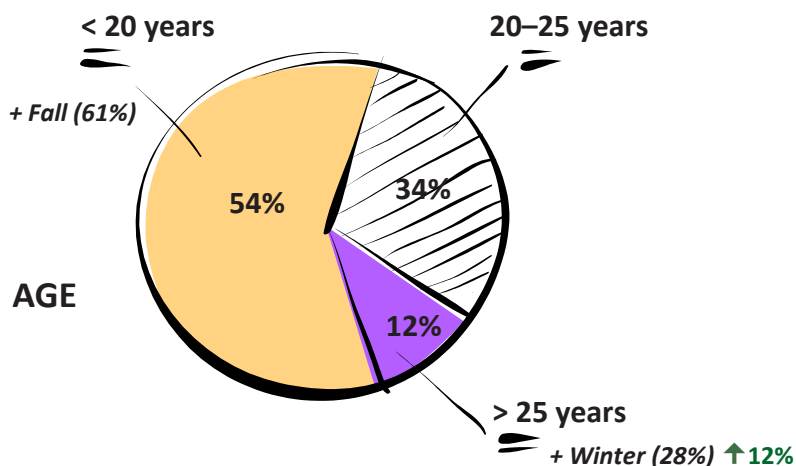
## DEMOGRAPHICS



## GENDER

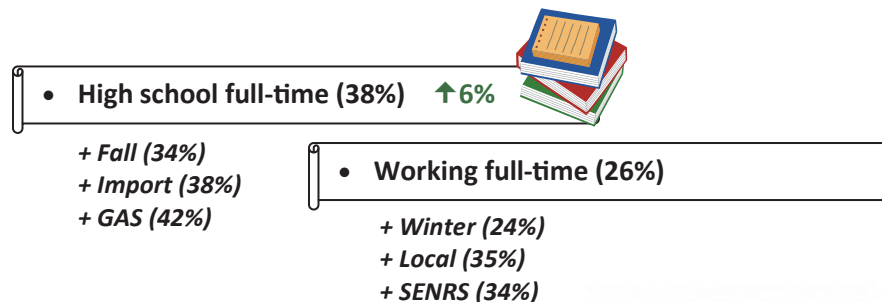


## GEOGRAPHIC ORIGIN



## WEB/PHONE SURVEY RESULTS

### MAIN ACTIVITY IN YEAR BEFORE FLEMING



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# FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

## WEB/PHONE SURVEY RESULTS

### PREVIOUS EDUCATION

**33% ↑1%**  
of 1st semester  
students are First  
Generation  
(parents/guardians  
have NOT attended  
postsecondary)  
+ MBS (44%)  
+ Winter (47%)

**84% ↑5%**  
had 70%+ average in  
final high school year

**37%**  
have at least some  
post-secondary education  
+ H&W (47%)  
+ Winter (45%)

**21% ↑3%**  
already have  
diploma or degree  
+ H&W (35%)  
+ Winter (29%)

**62% ↑1%**  
have been away from  
educational setting < 1 year  
+ GAS & MBS (67%)

**12% ↑1%**  
have previously  
attended Fleming  
full or part-time  
+ H&W (14%)  
+ Winter (14%)



### FURTHER EDUCATION

**78%**  
of 1st semester  
students said that  
Fleming was their  
1st-choice  
postsecondary  
option this year!  
+ SENRS (87%)  
+ Local (83%)



**38% ↓2%**  
plan to continue education within 2 years  
after graduating from Fleming  
+ GAS (76%; ↓4%)

**32% ↓1%**  
plan to apply to another  
Fleming program  
+ SENRS (50%); SKTR (45%)

**15% ↑2%**  
have some other  
educational plans  
+ SKTR (22%; ↓4%)

**49% ↑6%**  
plan to apply to  
university  
+ J&CD (60%)

**Fleming College**

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# FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

## WEB/PHONE SURVEY RESULTS

### WHILE AT FLEMING

**55%** ↓3%

of 1st semester  
students relocated  
to attend Fleming  
this year

**48%** ↓3%

of 1st semester  
students can reach  
campus within 15  
minutes

+ Frost (64%)

+ Import (56%)

#### Income



- Student loans (57%)
- Part- or full-time work (50%) ↓1%
- Savings (45%)
- Financial help from parents (41%) ↑3%

#### Work

- ≤ 15 hours/week (38%) ↓4%
- 16-24 hours/week (26%) ↑3% → +Winter (37%)

#### Study



- 6-10 hours/week studying/completing assignments (36%) ↓3%
- Expect study time to increase (59%) → + SENRS, H&W (62%, & 63%)
- Good study skills (61%) ↑4%

#### Residence



- Rent house/apartment (42%) ↑3% → + Frost (46%; ↓8%)
- On/off campus residence (24%) ↓2% → + Import (34%)
- With parents (21%) ↓2%

#### Commute



- Drive alone to campus (34%) ↓1% → + Local (54%; ↑2%)
- Walk to campus (27%) ↓5% → + Frost (47%; ↓7%)
- Take bus to campus (29%) ↑9%

#### Mobile Devices

- Cell phone (94%)
- Laptop (81%) ↑4%



#### Family

- Responsible for dependents (21%) ↑5% → + Winter (37%; ↑16%)

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# FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

## WEB/PHONE SURVEY RESULTS

### DECIDING TO ATTEND FLEMING

64%

of 1st semester  
students received  
at least one phone  
call from Fleming  
students prior to  
attending

75%

found the calls  
useful or  
very useful in  
providing  
information

37%  $\uparrow 5\%$

said the call(s)  
influenced their  
decision to attend



#### Resources USED

- ✓ Fleming Website (60%)
- ✓ Friends/Peers (48%)  $\uparrow 1\%$
- ✓ Family (43%)  $\downarrow 2\%$
- ✓ Open House (31%)  $\downarrow 11\%$

#### Most HELPFUL Resource

- ✓ Fleming Website (26%)  $\uparrow 2\%$
- ✓ Open House (11%)  $\downarrow 4\%$
- ✓ Family (15%)  $\downarrow 2\%$

#### Why Fleming?



- ✓ Reputation of program (39%)  $\downarrow 7\%$
- ✓ Reputation of college (39%)  $\downarrow 7\%$
- ✓ Close to home (33%)  $\downarrow 8\%$
- ✓ Job potential after grad (33%)  $\downarrow 6\%$

### ADVERTISING RECALLED

- Internet advertising (46%)  $\rightarrow$  + MBS (55%)
- Facebook posts (35%)  $\uparrow 1\%$   $\rightarrow$  + MBS (43%)
- Google search ads (23%)  $\uparrow 5\%$   $\rightarrow$  + Import (18%)



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**39%** **↑4%**

of 1st semester  
students chose  
postsecondary  
education to help  
decide on a career

**98%** **↓1%**

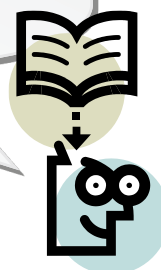
of 1st semester  
students agree or  
strongly agree that  
they made the right  
decision to come to  
Fleming

# FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

## WEB/PHONE SURVEY RESULTS

### WHY POSTSECONDARY?

- ✓ To qualify for a higher level occupation (50%) **↓13%**  
→ + *SENRS* (57%)
- ✓ To study what really interests me (62%) **↓1%**  
→ + *SENRS* (77%)
- ✓ Gain general education (30%) **↓9%**  
→ + *MBS* (39%)



## STUDENT ENGAGEMENT AT FLEMING

**HIGH**

- Important to graduate with diploma/certificate (69%)  
→ + *J&CD, SENRS* (71%)
- Determined to finish college education (70%) **↑2%**  
→ + *H&W* (73%)
- Certain will successfully complete program (53%) **↑2%**

**LOW**

- Well prepared to be successful student (39%) **↑4%**
- Chose program with career/job in mind (36%) **↑2%**  
→ + *H&W* (42%; **↑2%**)
- Feel connected to others at the College (21%) **↓3%**  
→ + *SENRS* (27%; **↓2%**)

% Strongly Agree

**Fleming College**

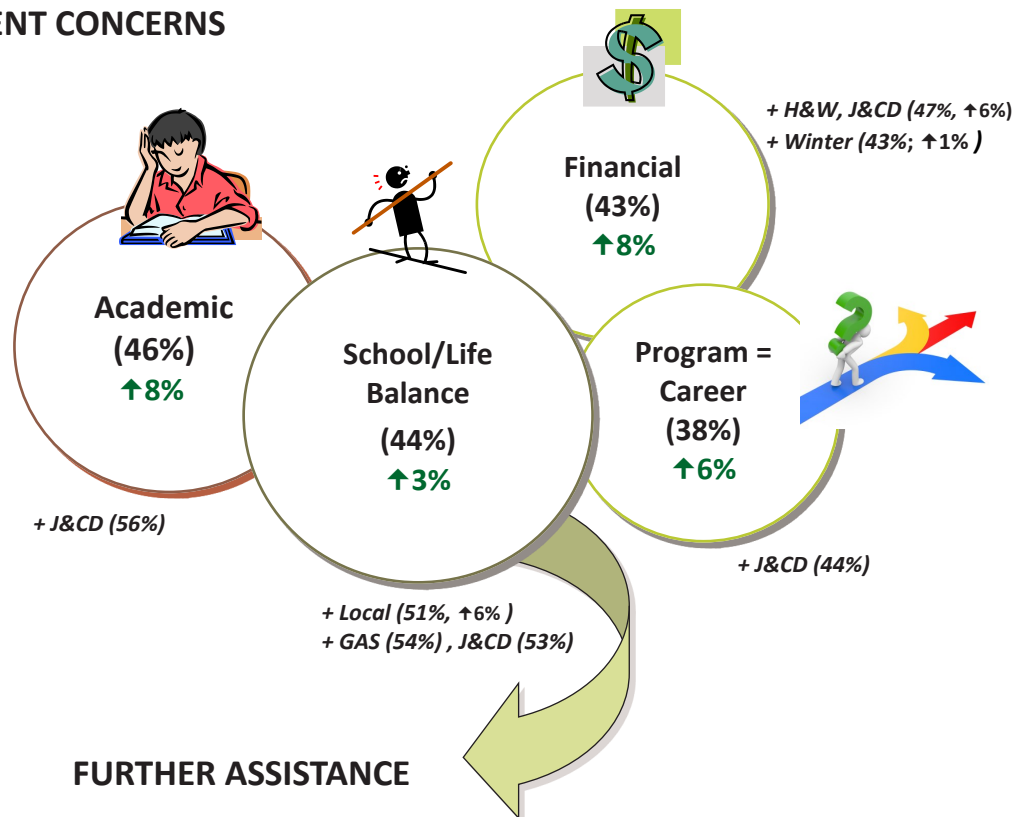
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# FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

## WEB/PHONE SURVEY RESULTS

### STUDENT CONCERNS



**19%**

of 1st semester  
students had  
difficulty with  
their courses;

**66%**

↑3%

wanted additional  
assistance with  
these courses

### FURTHER ASSISTANCE

- ✓ Developing better study habits (36%) ↑7%  
+ SKTR (40%)
- ✓ Finding work (35%) ↑9%  
+ SENRS (42%)
- ✓ Selecting an appropriate career (29%) ↑4%
- ✓ Ensuring enough financial assistance for studies (33%) ↑8%

For more details on the most recent First Year Student Survey results,  
please log in to the portal and visit the Institutional Research (IR) Office department website  
(under Staff tab)