

FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

*Please note:
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)

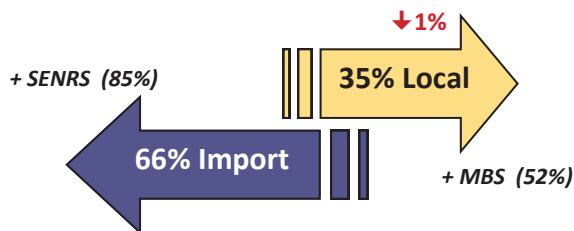
SOURCE:
Web/Phone Survey Results
obtained through the
Web (N=1,042) and Phone
(N=835) portions of the
First Year Student Survey
conducted with 1st
semester students in
Fall 2017 and Winter 2018

↑ or ↓ denotes %
change from previous year

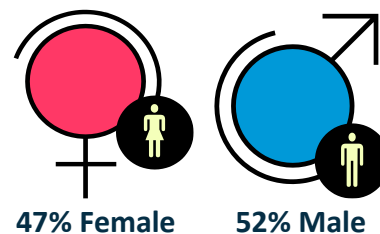
+ or - denotes groups with
highest or lowest %

Institutional Research Office
Updated June 2018

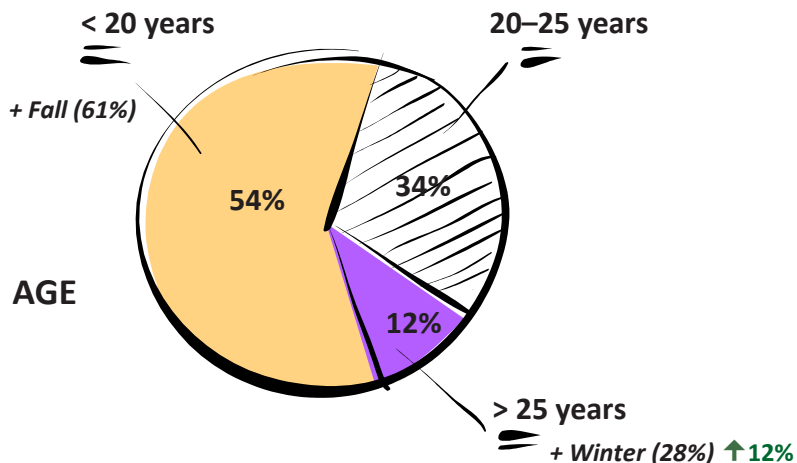
DEMOGRAPHICS



GENDER

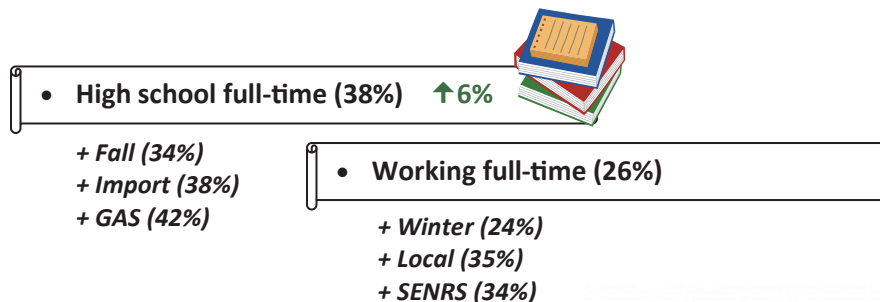


AGE



WEB/PHONE SURVEY RESULTS

MAIN ACTIVITY IN YEAR BEFORE FLEMING



Fleming College

LEARN | BELONG | BECOME

FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

*Please note:
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.*

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

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

WEB/PHONE SURVEY RESULTS

PREVIOUS EDUCATION

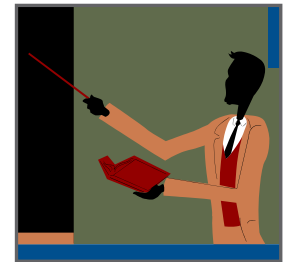
84% ↑5%
had 70%+ average in
final high school year

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

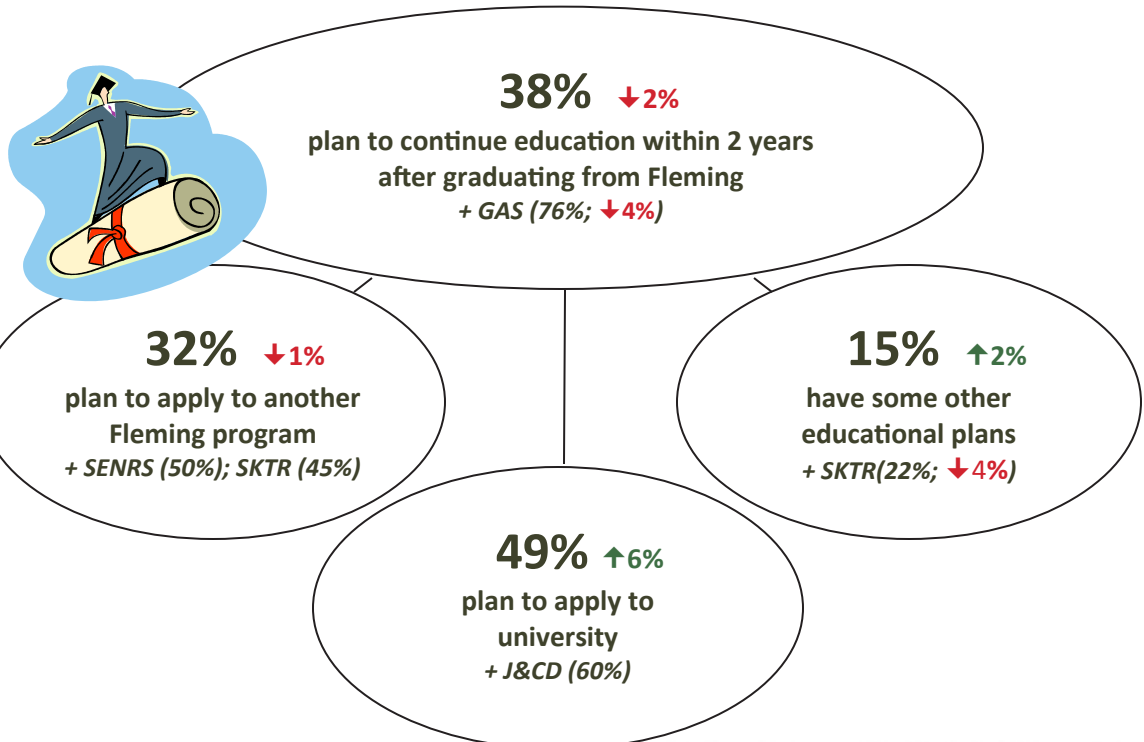
21% ↑3%
already have
diploma or degree
+ H&W (35%)
+ Winter (29%)

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



Fleming College

LEARN | BELONG | BECOME

*Please note:
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.*

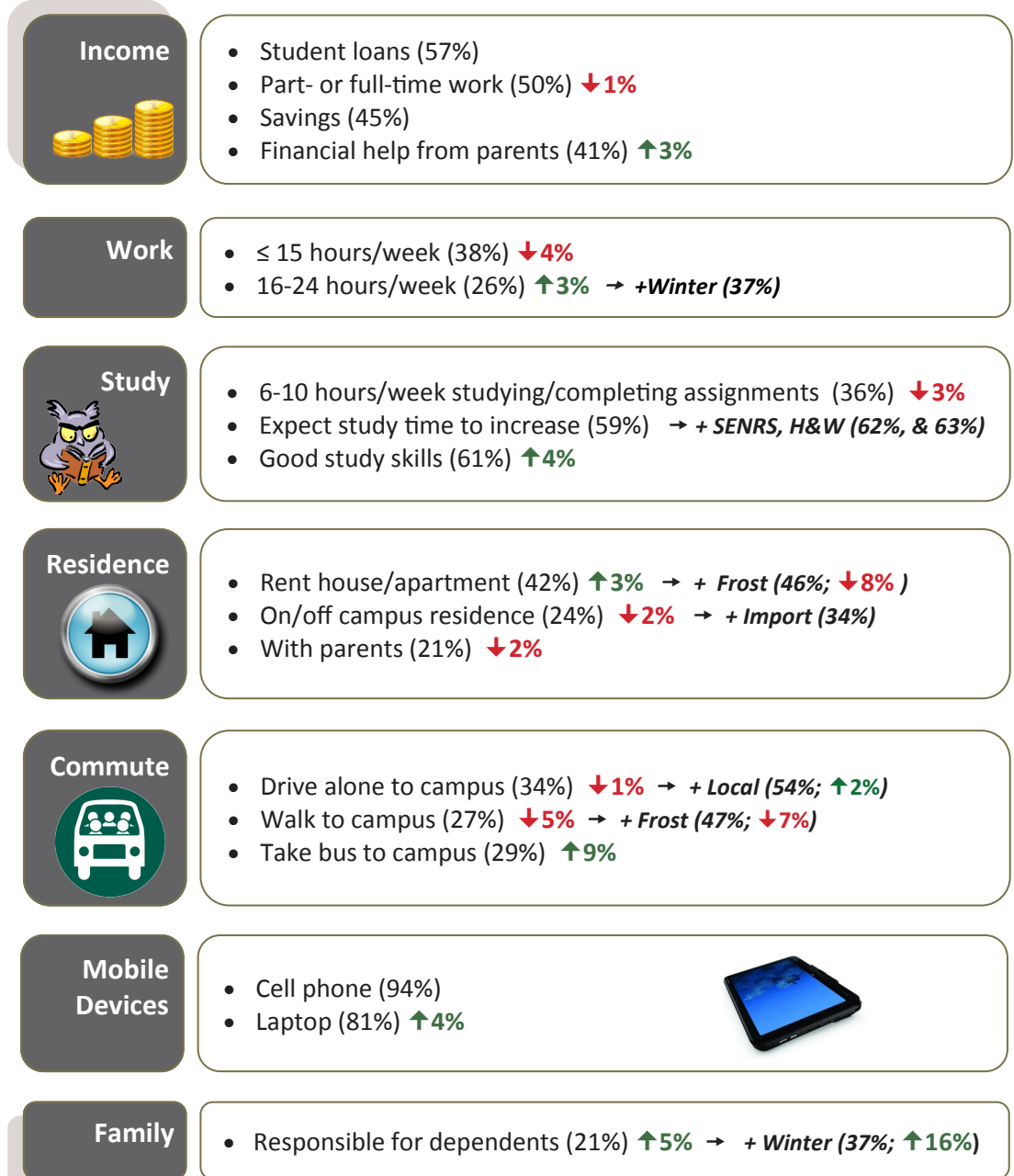
FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

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%)



Fleming College

LEARN | BELONG | BECOME

FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

*Please note:
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.*

64%

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

75%

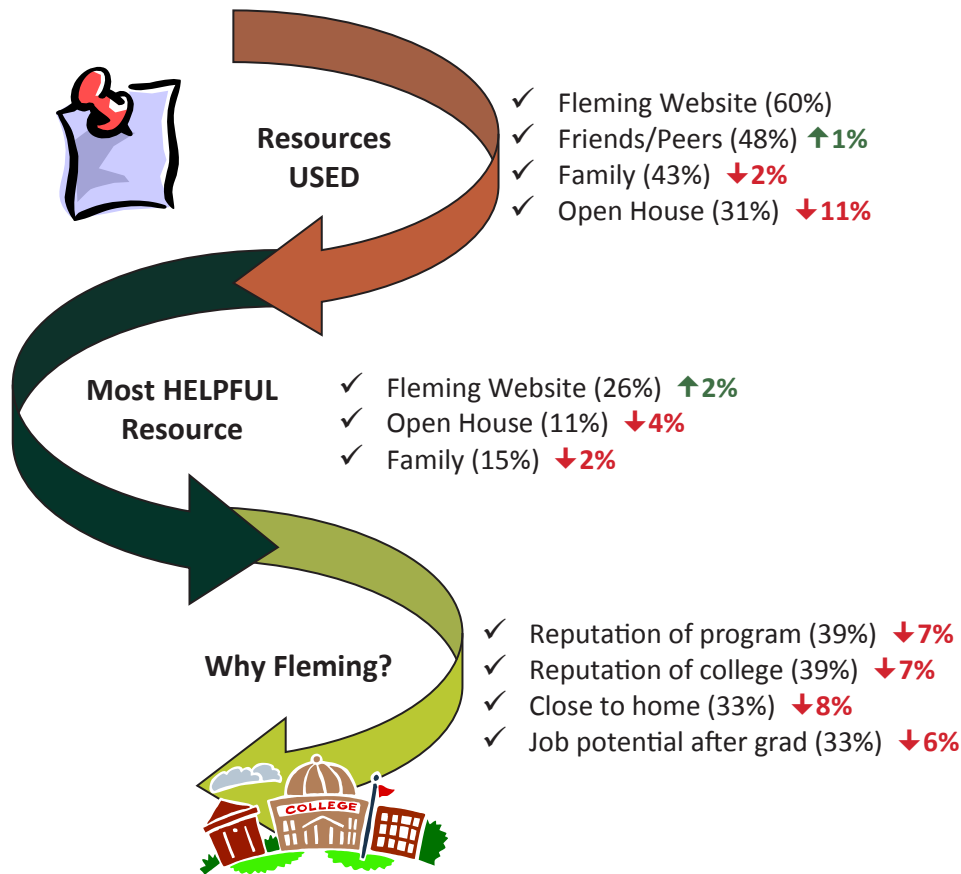
found the calls useful or very useful in providing information

37% ↑5%

said the call(s) influenced their decision to attend

WEB/PHONE SURVEY RESULTS

DECIDING TO ATTEND FLEMING



ADVERTISING RECALLED

- Internet advertising (46%) → + MBS (55%)
- Facebook posts (35%) ↑1% → + MBS (43%)
- Google search ads (23%) ↑5% → + Import (18%)



Fleming College

LEARN | BELONG | BECOME

*Please note:
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.*

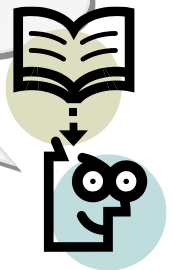
FIRST YEAR STUDENT SURVEY 2017/18 HIGHLIGHTS

WEB/PHONE SURVEY RESULTS

WHY POSTSECONDARY?

39% ↑4%
of 1st semester
students chose
postsecondary
education to help
decide on a career

- ✓ 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

98% ↓1%
of 1st semester
students agree or
strongly agree that
they made the right
decision to come to
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

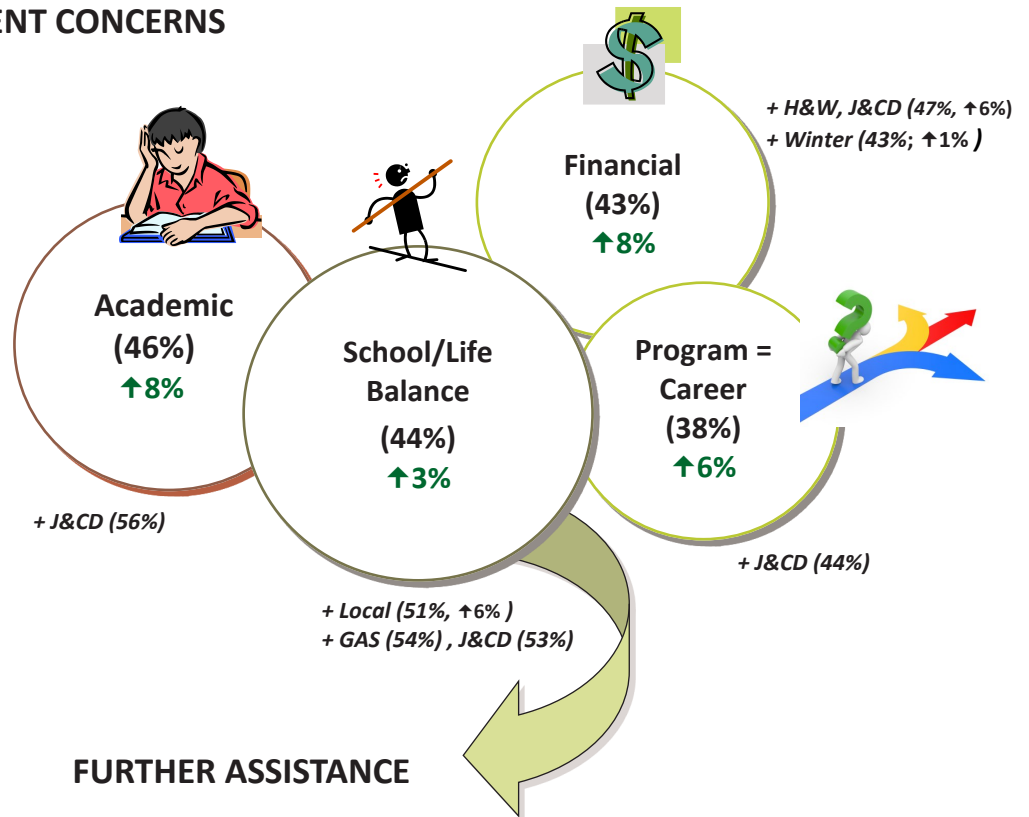
LEARN | BELONG | BECOME

*Please note:
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.*

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)

Fleming College

LEARN | BELONG | BECOME