



# Continuing Education - Marketing Results Spring 2018

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*Prepared by: Fleming Data Research*

*September 2018*

# Continuing Education - Marketing Evaluation

## (N = 208)

**IMPORTANT:**

Questions 17 through 29 are to be completed only ONCE during the current term (Fall Term = September to December; Winter Term = January to April; Spring Term = May to August). If you have already completed questions 17 through 29 in a previous course this term, please leave them blank.

16. How did you find out about this course?

- 2% = Newspaper Sticky
- 8% = Continuing Education Calendar Mailing
- 6% = Print Advertisement
- 44% = Website
- 9% = Full-time Studies
- 26% = Word of Mouth (i.e. friend)
- 18% = Prior Knowledge
- 3% = Email from Con Ed

17. Which campus are you attending to take this course?

- 41% = Brealey (Peterborough)
- 27% = Cobourg
- 27% = Frost (Lindsay)
- 5% = Off campus

| <b><u>ADMINISTRATION</u></b>   | Excellent<br>(%) | Good<br>(%) | Fair<br>(%) | Poor<br>(%) | NA/NR<br>(#) |
|--|------------------|-------------|-------------|-------------|--------------|
| 18. The registration process was...  | 54               | 37          | 6           | 2           | 4            |
| 19. Customer service was...  | 57               | 37          | 5           | 1           | 17           |
| 20. Making contact with Continuing Education staff through the voice activated phone system was... | 38               | 38          | 16          | 9           | 91           |
| 21. Bookstore services were...   | 44               | 34          | 17          | 6           | 123          |
| 22. Cafeteria / snack bar SERVICES were...   | 23               | 38          | 33          | 6           | 142          |
| 23. Cafeteria / snack bar hours were...  | 21               | 25          | 30          | 24          | 141          |
| 24. Cleanliness of facilities were...  | 45               | 39          | 14          | 2           | 12           |
| 25. Parking facilities were...   | 52               | 34          | 12          | 2           | 17           |

*\*Please note: Percentages were calculated independently of Not Applicable (NA) / No Response responses (NR)*

26. Would you be interested in taking a Continuing Education course on a: *(Please select all that apply)*

18% = Friday

26% = Weekdays (Monday - Friday) before 8 am

34% = Saturday

25% = Weekends (Saturday / Sunday) before 8 am

35% = Sunday

50% = Weeknights (Monday - Friday)

27. Which types of course delivery would you like us to offer? *(Please select all that apply)*

79% = In Class

24% = On-line (Internet)

26% = Mixed delivery (in class and on-line)

3% = Video-conference

2% = Other *(please specify)* (N=4)

Field

I think Fleming already offers these.

Maybe "after course" online additional refresher or follow up for STT courses personal hands on is the only way to go.

Poor signage - directions for classroom.

28. What other Continuing Education courses would you like to see offered?

| Course  | Count |
|---|-------|
| A & P 1   | 1     |
| A & P 2   | 2     |
| A Handyman course for women   | 1     |
| Adobe   | 1     |
| Advanced Creative Writing   | 1     |
| American Sign Language  | 1     |
| Anatomy & Physiology II   | 3     |
| Anatomy 2 in summer.  | 1     |
| Animal & Human Tracking   | 1     |
| Any other creative learning courses relating to photography or art. | 1     |
| ASSIST  | 1     |
| Auto Body repair  | 1     |
| Basic Mechanics for Women   | 1     |
| Bird Watching   | 1     |
| Boating/kayak/canoe   | 1     |
| Bow building  | 2     |
| Bow Building with Skeet   | 1     |
| Carpentry   | 1     |
| Cedar Boat Building   | 1     |
| Climbing trees  | 1     |
| Coding related.   | 1     |
| Comm 2  | 3     |
| Computer classes instead of online only.                            | 1     |
| Computers - in class only offered on line for me.                   | 1     |

| Course   | Count |
|--|-------|
| Computers in class (have to take online next semester).                                  | 1     |
| Cooking (culinary classes)   | 1     |
| CPR and First Aid  | 1     |
| Creative Writing   | 1     |
| CRFSC  | 1     |
| Digital Editing  | 1     |
| Electrofishing   | 1     |
| Electrofishing - hour completion for certification                                       | 1     |
| Film videography.  | 1     |
| First Aid/CPR Advanced   | 1     |
| Food Sciences  | 2     |
| Fundraising - youth programs   | 1     |
| Further photography courses!   | 1     |
| Greek Mexican Italian Cooking.   | 1     |
| Hand tool safety.  | 1     |
| Heavy Equipment  | 1     |
| Horticulture   | 1     |
| How to camp  | 1     |
| I appreciate the fast track option! Fast Track evening classes would be my first choice. | 1     |
| In class.  | 1     |
| Landscape Design   | 1     |
| Language - Spanish French.   | 1     |
| Level II Camera  | 1     |
| Level III IV Spanish   | 1     |
| Marine repair  | 2     |
| Media related  | 1     |
| Mental Health Awareness  | 1     |
| Microsoft Programs   | 1     |
| MIG Part 2   | 1     |
| Millwright   | 1     |
| More camera courses.   | 1     |
| More on photography for beginners.   | 1     |
| More on Tree ID bird aqua ID.  | 1     |
| More Photography maybe a course on Photoshop for small corrections or enhancements.      | 1     |
| More photography.  | 1     |
| NVCI   | 1     |
| Office Software refreshers.  | 1     |
| Office Suite -what's new.  | 1     |
| Online course availability.  | 1     |
| Oxy Acetelyn   | 1     |

| Course   | Count |
|--|-------|
| Phlypotomy class                                 | 1     |
| Photo editing                                    | 1     |
| Photography                                      | 1     |
| Photography (offered on a weekend/weekends).     | 1     |
| Precision Metal Fabrication                      | 1     |
| PSW/RPN Bridging in Cobourg campus               | 1     |
| Restricted Firearms                              | 2     |
| Sculpture/Art                                    | 1     |
| Secretary - business.                            | 1     |
| Self Defense                                     | 1     |
| Sign Language                                    | 2     |
| Sign Language for Beginners                      | 1     |
| Small Engine & Marine repair                     | 1     |
| Small Engine Repair                              | 3     |
| Smart Serve                                      | 4     |
| Specialize practical social work/mental health.  | 1     |
| Still Photography                                | 1     |
| Suicide Awareness                                | 1     |
| Suicide Prevention                               | 1     |
| Survival   | 1     |
| Taxidermy/tanning and preparing pelt products    | 1     |
| Tracking   | 1     |
| Tracking animals                                 | 1     |
| Tracking with Skeet                              | 1     |
| Web Design                                       | 1     |
| Welding techniques & Plasma cutting for artists. | 1     |
| Wilderness Handgun Safety                        | 1     |
| Writing for Children                             | 1     |