

Continuing Education - Marketing Results Winter 2019

Prepared by: *Fleming Data Research*

May 2019

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
- 14% = Continuing Education Calendar Mailing
- 8% = Print Advertisement
- 37% = Website
- 7% = Full-time Studies
- 26% = Word of Mouth (i.e. friend)
- 14% = Prior Knowledge
- 1% = Email from Con Ed

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

- 39% = Brealey (Peterborough)
- 14% = Cobourg
- 31% = Frost (Lindsay)
- 17% = Off campus

ADMINISTRATION

	Excellent (%)	Good (%)	Fair (%)	Poor (%)	NA/NR (#)
18. The registration process was...	58	37	5	1	11
19. Customer service was...	59	34	6	1	20
20. Making contact with Continuing Education staff through the voice activated phone system was...	42	36	15	7	116
21. Bookstore services were...	42	31	20	7	153
22. Cafeteria / snack bar SERVICES were...	30	39	20	11	152
23. Cafeteria / snack bar hours were...	23	33	21	23	147
24. Cleanliness of facilities were...	50	38	10	3	23
25. Parking facilities were...	49	34	14	3	23

**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)*

- 25% = Friday
- 37% = Saturday
- 34% = Sunday
- 19% = Weekdays (Monday - Friday) before 8 am
- 20% = Weekends (Saturday / Sunday) before 8 am
- 52% = Weeknights (Monday - Friday)

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

73% = In Class

25% = On-line (Internet)

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

4% = Video-conference

3% = Other *(please specify)* (N=6)

Field courses

French Conversation 2

Outdoors (2)

Practical

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

Course	Count
A & P 2	1
A variety of Photography courses.	1
Advanced Wilderness First Aid	2
American Sign Language (Cobourg)	1
Anatomy & physiology	1
Appreciation of Music	1
ATV training.	1
Backpack electrofishing.	1
Basic Homeowners plumbing electrical etc.	1
Basic plumbing wiring woodwork etc.	1
Basics of sauces.	1
Boat radio operator certificate.	1
Boating Radio operations.	1
Butchering (basic).	1
Butchery	1
Certificates	1
Certification courses with less cost.	1
Chainsaw Safety	1
Chainsaw training with PPE supplied.	1
Conversational French III in Cobourg	1
Cooking	1
Cooking classes	1
Dessert	1
Drivers Ed.	1
Driving	1
Drone operator	1
DZ and AZ	1
Easier/less content courses.	1
Ecological design/ecological engineering.	1

Course	Count
Environmental skilled based.	1
Fish	1
French II	1
French II & III	3
French III	2
French Literature	1
Fur Managers (trapping courses)	1
Geology	1
German language courses in Cobourg	1
Graphic/computer art.	1
Heavy Equipment	1
Hotel & Restaurant Management	1
How to sharpen a knife properly.	1
Hunter Safety	1
I would like a second or further meditation class.	1
Knife Skills	2
Knife skills: meat fish poultry and veggies.	1
Meditation II	1
Mindful eating course.	1
Mindfulness and art or music.	1
More in-depth pizza making.	1
More Spanish courses this was fantastic!	1
More survival /first aid.	1
More things similar to this.	1
Native Plant uses for First Aid & Health	1
None comes to mind.	1
Nutrition for average people (not to become a nutritionist).	1
Offer A & P 2 in the summer.	1
On water training	1
Other languages.	1
Other outdoor courses.	1
Outdoor Education	1
PARE testing.	1
Pastry	2
Pharmacology	1
Photography 2	1
Photoshop	1
Photoshop & DSLR Level 2.	1
Pilots licence	1
Quick books; computer based; not textbook but in class not online.	1

Course	Count
ROC - maritime	2
ROC land	1
Ropes	1
RPN bridging	1
Sawmill	1
Sheep sheering/farm skills.	1
Sketch Comedy 2	1
Smaller chainsaw operator course.	1
Something to do with fungi or entomology.	1
Spanish	1
Student life/time management course.	1
Survival	1
To start 2nd semester in May as currently there is a long gap between bridging and 2nd semester.	1
Trail Maintenance	1
Tree identification.	1
Tree/Plant ID	1
UFX-FIT Forest Fire Fighter Fitness test	1
Welding (more specific and longer than 2 day intro).	1
Wild game	1
Wilderness 1st aid.	1
Wilderness Survival	4
Winter Camping	1