



Applicant Experience Survey

2019 Fleming College

Now that you have read through the system-wide overview, we would also like to share this supplemental report. In the following pages we provide a concise overview of the results from **applicants to your college**. This report is only being made available to your college, and will not be shared with any other college.

You'll find the following sections in this dashboard report:

- Respondent Descriptors
- Occupational Cluster Distribution
- Current level of education
- Citizenship status when applying
- How respondents selected a College
- How respondents will fund their College education
- How respondents gathered information about College
- What respondents knew about the changes to OSAP
- How respondents would like to receive information from the College
- How respondents anticipate moving between Colleges and Universities
- How respondents felt overall about the application process
- Net promoter score

We have also included word clouds as a preliminary analysis of open text field responses.

As always, if you have any questions, or would like to have further analyses provided, please do not hesitate to reach out. As a new feature this year, both the system-wide dashboard report and your college report will also be made available as an interactive dashboard. If you would like access, or want to follow up on any further research, you can reach us at data@ocas.ca.

We look forward to hearing from you!

Total Counts

2019 Applicants from My College

8,757

Survey Respondents

1,654

19%

of my college 2019 applicants

Age

All 2019 Applicants

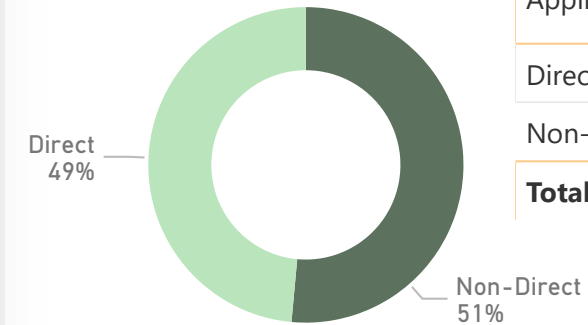
Age Group	# of Applicants	% of Applicants
17 and Under	1,494	17%
18	2,259	26%
19	1,361	16%
20-21	1,209	14%
22-23	778	9%
24-29	1,067	12%
30 and Over	589	7%
Total	8,757	100%

Survey Respondents

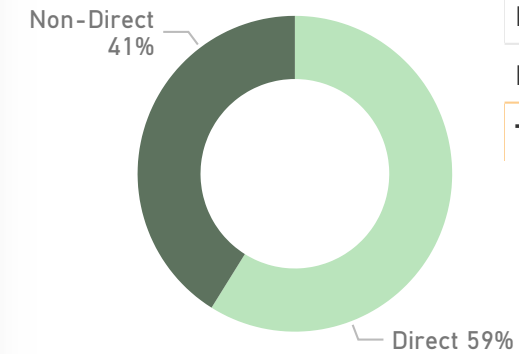
Age Group	# of Respondents	% of Respondents
17 and Under	433	26%
18	457	28%
19	221	13%
20-21	158	10%
22-23	100	6%
24-29	142	9%
30 and Over	143	9%
Total	1,654	100%

Applicant Type

All 2019 Applicants

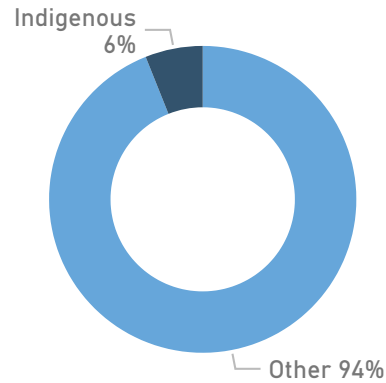


Survey Respondents



Indigenous Ancestry

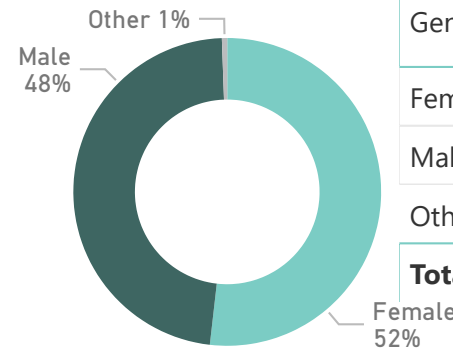
All 2019 Applicants



Indigenous Ancestry	# of Applicants
Indigenous	530
Other	8,227
Total	8,757

Gender

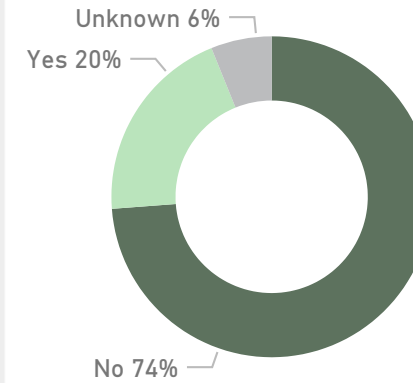
All 2019 Applicants



Gender	# of Applicants
Female	4,537
Male	4,171
Other	49
Total	8,757

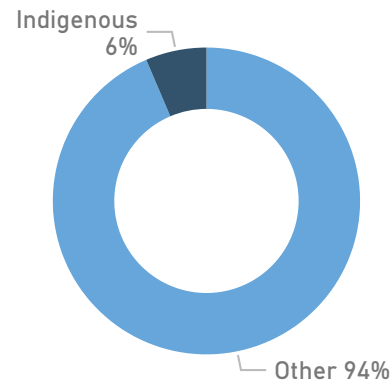
First Generation

All 2019 Applicants



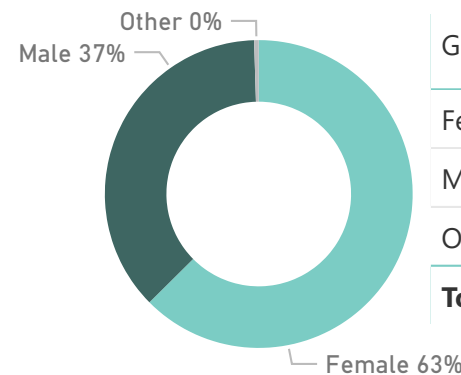
First Generation	# of Applicants
No	6,463
Yes	1,757
Unknown	537
Total	8,757

Survey Respondents



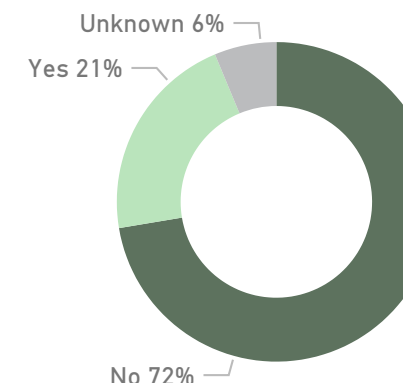
Indigenous Ancestry	# of Respondents
Indigenous	106
Other	1,548
Total	1,654

Survey Respondents



Gender	# of Respondents
Female	1,035
Male	611
Other	8
Total	1,654

Survey Respondents



First Generation	# of Respondents
No	1,197
Yes	353
Unknown	104
Total	1,654

Occupational Clusters by Program Choices Made by Survey Respondents

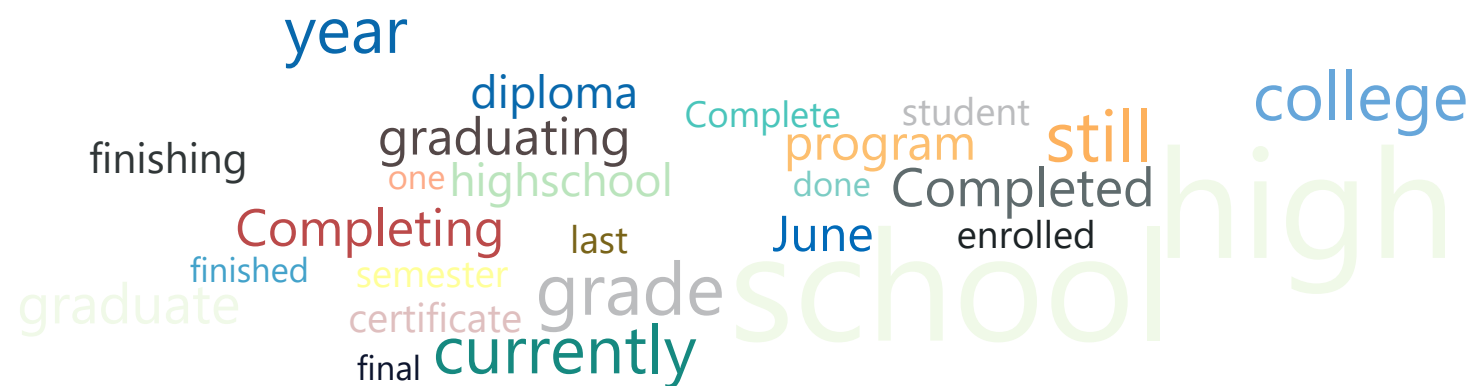
Occupational Cluster	Program Choices	% of All Program Choices	Program Choices (ONLY 1 Choice)
RESOURCES	351	14.4%	23
LAW AND SECURITY	249	10.2%	10
NURSING RELATED	219	9.0%	5
SOCIAL SERVICES	177	7.3%	3
PREPARATORY/UPGRADING	172	7.1%	6
HEALTH - MISCELLANEOUS	97	4.0%	1
HEALTH TECHNOLOGY	90	3.7%	12
EDUCATION	84	3.4%	10
ELECTRONICS	82	3.4%	5
CHEMICAL/BIOLOGICAL	61	2.5%	1
TRAVEL/TOURISM	57	2.3%	2
MECHANICAL	52	2.1%	2
RECREATION/FITNESS	51	2.1%	3
CHILD/YOUTH WORKER	50	2.1%	
CIVIL	50	2.1%	3
TECHNOLOGY MISCELLANEOUS	50	2.1%	
WELDING	49	2.0%	1
ART	46	1.9%	14
AUTOMOTIVE	45	1.8%	6
BUSINESS LEGAL	43	1.8%	1
BUSINESS MANAGEMENT	40	1.6%	1
HORTICULTURE	40	1.6%	4
DEVELOPMENTAL SERVICES WORKER	36	1.5%	5
CULINARY ARTS	35	1.4%	1
FASHION	30	1.2%	2
HUMAN RESOURCES/INDUSTRIAL RELATIONS	28	1.1%	2
ACCOUNTING/FINANCE	25	1.0%	
FURNITURE/WOOD PRODUCTS	25	1.0%	1
ADVERTISING AND DESIGN	23	0.9%	6

Occupational Clusters by Program Choices Made by Survey Respondents

Occupational Cluster	Program Choices	% of All Program Choices	Program Choices (ONLY 1 Choice)
MARKETING/RETAIL SALES	16	0.7%	
OFFICE ADMINISTRATION - HEALTH	12	0.5%	2
HOSPITALITY MANAGEMENT	11	0.5%	
GEOLOGY/MINING	9	0.4%	1
INSTRUMENTATION	9	0.4%	1
COMMUNITY PLANNING	8	0.3%	
CRAFTS	6	0.2%	2
OFFICE ADMINISTRATION	5	0.2%	1
MEDIA	4	0.2%	1

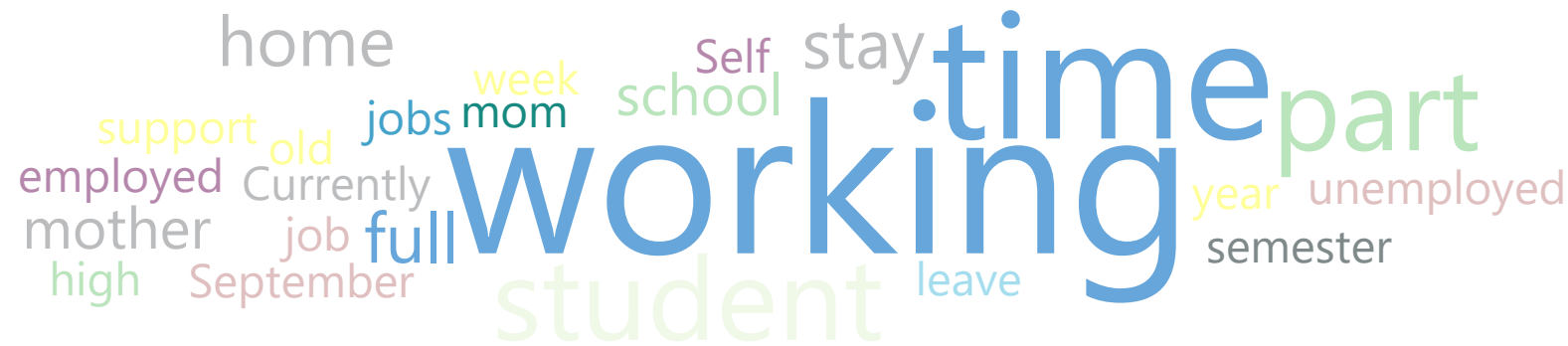
Which statement best reflects your current level of education when you applied to college?	# of Respondents	% of Respondents
Completed high school	665	52%
Some high school / did not complete high school	235	18%
Completed an undergraduate degree at a university (Bachelor's Degree)	110	9%
Completed community college, vocational school, trade school	86	7%
Completed some community college, vocational school, trade school	42	3%
Post Graduate certificate from college	40	3%
Started but didn't complete an undergraduate degree at a university	40	3%
Completed high school as a mature student / through adult education	33	3%
Post Graduate degree / Professional school (such as a Master's Degree or Ph.D)	21	2%
No high school	8	1%

Other (please specify)



Which of the following describes your status when you applied to college?	# of Respondents	% of Respondents
Full-time student and working part time	607	44%
Working full time	245	18%
Full-time student and not working	232	17%
Working part time	92	7%
Full-time student and working full time	72	5%
Currently not working and not a student	55	4%
Part-time student and working part time	45	3%
Part-time student and working full time	16	1%
Part-time student and not working	7	1%
In an apprenticeship program	1	0%

Other (please specify)



Choosing a College

Rate the following according to their importance when choosing which college(s)

Response	Very Influential	Somewhat Influential	A Little Influential	Not At All Influential	N/A
Campus Experience	33%	35%	20%	9%	4%
Co-op opportunities	41%	30%	14%	10%	5%
Employment Prospects	55%	32%	9%	3%	2%
Financial Aid Awards (from the college)	26%	30%	20%	16%	8%
Institution Size	16%	33%	26%	22%	3%
Location	49%	32%	13%	5%	1%
Program Offerings	72%	23%	4%	1%	1%

If you receive offers from multiple colleges, what is your main reason for choosing which to confirm?

Response	# of Respondents	% of Respondents
Program	614	46%
Location	529	40%
Employment prospects	112	8%
Fees	33	2%
Class sizes	25	2%
Financial awards (from the college, not from OSAP)	13	1%

Sources of Funding

Which sources of funding will you use?

Response	Yes	No
Bank loan	11%	89%
Funding from parents and family	39%	61%
OSAP	66%	34%
Scholarships or bursaries	29%	71%
Self-funded - working while in school	44%	56%
Self-funded from savings	46%	54%

Which of the following statements BEST describes your ability to finance your college education this year?

Response	# of Respondents	% of Respondents
I am a little concerned about how I will finance my college education.	682	44%
I am concerned about how I will finance my college education.	402	26%
I am very concerned about how I will finance my college education.	237	15%
I have no concerns about my ability to finance my college education.	217	14%

Which sources of information did you use when choosing...?

College/Program	College	Program
Response	Yes	Yes
College program guides	57%	54%
College tour	46%	32%
College-run websites (e.g. Facebook, Twitter, Instagram, Snapchat)	13%	9%
Face-to-face presentations at the college	16%	11%
Friends / family	49%	46%
High school guidance counsellor	35%	27%
High school presentation by the college(s)	21%	13%
High school teacher	14%	14%
Information conversations with current / former students	25%	19%
Non-college affiliated source (e.g. Maclean's Magazine)	3%	2%
Official college websites	69%	64%
Ontario Colleges Information Fair	30%	19%
Ontario colleges website (ontariocolleges.ca)	51%	37%
Phone calls with the college	12%	9%
Student-run websites (e.g. Facebook, Twitter, Instagram, Snapchat)	6%	3%
Virtual information sessions (e.g. Skype, Facebook Live, etc)	1%	1%

Which information source was the most important?

Response	College	Program
College program guides	9%	14%
College tour	18%	14%
College-run websites (e.g. Facebook, Twitter, Instagram, Snapchat)	1%	1%
Face-to-face presentations at the college	3%	3%
Friends / family	13%	14%
High school guidance counsellor	5%	5%
High school presentation by the college(s)	4%	3%
High school teacher	1%	1%
Information conversations with current / former students	5%	6%
Non-college affiliated source (e.g. Maclean's Magazine)	0%	0%
Official college websites	23%	24%
Ontario Colleges Information Fair	6%	3%
Ontario colleges website (ontariocolleges.ca)	11%	9%
Phone calls with the college	1%	1%
Student-run websites (e.g. Facebook, Twitter, Instagram, Snapchat)	0%	0%
Virtual information sessions (e.g. Skype, Facebook Live, etc)	0%	0%

How would you like to receive the following types of information from your college?

Response	Chat Platform	Email	Facebook	Instagram	Phone	Regular Mail	Snapchat	Text	Twitter
Admissions information	0%	80%	0%	0%	2%	9%	0%	8%	0%
Financial support and planning information	0%	82%	0%		2%	8%	0%	7%	0%
General "what's going on at the college" information	1%	74%	2%	4%	1%	4%	2%	13%	1%
How to register information	0%	85%	0%	0%	1%	6%	0%	8%	0%
Important date information (drop deadlines, exam dates etc)	0%	69%	0%	1%	1%	2%	1%	26%	0%
Program information	0%	80%	0%	0%	1%	6%	0%	12%	0%
Residence information	0%	83%	0%	0%	1%	6%	0%	8%	0%
School closure information	0%	63%	0%	0%	2%	3%	1%	31%	0%
Student services information (counselling services, writing workshops, study skills workshops etc)	0%	81%	0%	1%	1%	3%	1%	13%	0%

What types of content would you like to see on a college's social media feed?

Response	Yes
Career and co-op services	60%
Contests	54%
Current student stories	43%
Important / upcoming dates (drop / add dates, tuition fee deadlines etc)	75%
Important announcements and safety notices	56%
Job Fair announcements	61%
New programs launching at the college	43%
Photos	71%
Resume and cover letter clinics	38%
Social activities	59%
Student blogs	38%
Videos	56%

Other (please specify)



Are you also applying to a university?

Response	# of Respondents	% of Respondents
No	1,287	91%
Yes	133	9%

If you receive offers from both a university and a college, which will you select?

Response	# of Respondents	% of Respondents
College	89	68%
University	25	19%
I have not decided yet	16	12%

Have you previously attended another college or university?

Response	# of Respondents	% of Respondents
No	99	76%
Yes	31	24%

Could you tell us why? (College)



Could you tell us why? (University)



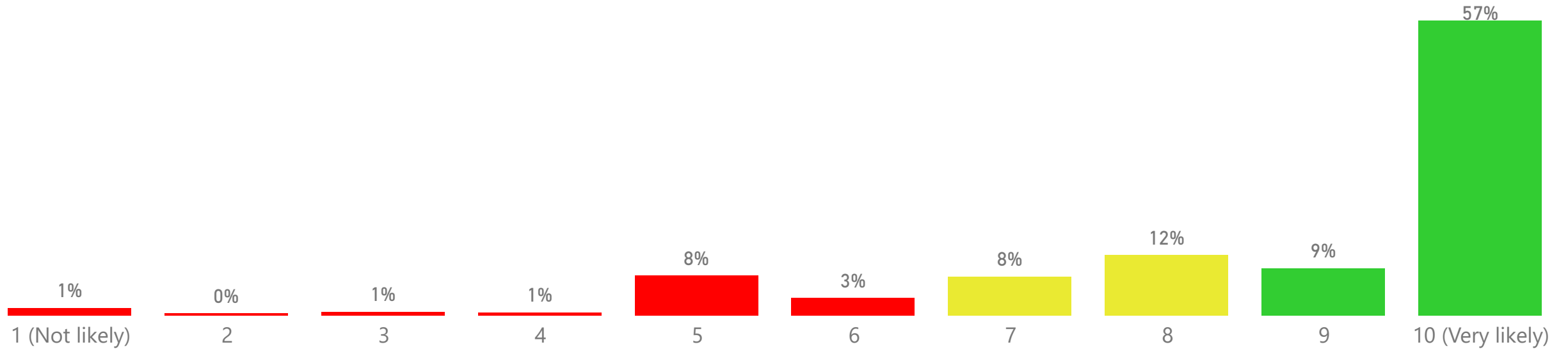
If you have already attended university or college, are you hoping to transfer some credits from that institution toward your college credential?

Response	# of Respondents	% of Respondents
No, I would not like to transfer any credits.	14	45%
Yes, I would like to transfer credits from a previous college.	7	23%
Yes, I would like to transfer credits from a previous university.	7	23%
Yes, I would like to transfer credits from both a previous college and a previous university.	3	10%

Are you hoping to use your college experience as a pathway to a university program?

Response	# of Respondents	% of Respondents
Yes	107	82%
No	23	18%

How likely are you to recommend applying to attend an Ontario College to your friends and family?



Could you tell us why? (please specify)

