

Continuing Education - Marketing Results Spring 2019

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December 2019

Continuing Education - Marketing Evaluation

(N = 60)

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?

- 0% = Newspaper Sticky
- 3% = Continuing Education Calendar Mailing
- 2% = Print Advertisement
- 58% = Website
- 8% = Full-time Studies
- 15% = Word of Mouth (i.e. friend)
- 7% = Prior Knowledge
- 2% = Email from Con Ed

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

- 28% = Brealey (Peterborough)
- 20% = Cobourg
- 52% = Frost (Lindsay)
- 0% = Off campus

ADMINISTRATION

	Excellent (%)	Good (%)	Fair (%)	Poor (%)	NA/NR (#)
18. The registration process was...	55	30	11	4	4
19. Customer service was...	65	31	4	0	8
20. Making contact with Continuing Education staff through the voice activated phone system was...	45	45	3	7	31
21. Bookstore services were...	50	25	11	14	32
22. Cafeteria / snack bar SERVICES were...	25	35	35	5	40
23. Cafeteria / snack bar hours were...	25	40	25	10	40
24. Cleanliness of facilities were...	58	39	4	0	3
25. Parking facilities were...	58	39	3	0	24

**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)*

- 7% = Friday
- 5% = Saturday
- 5% = Sunday
- 28% = Weekdays (Monday - Friday) before 8 am
- 7% = 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)*

62% = In Class

13% = On-line (Internet)

35% = Mixed delivery (in class and on-line)

2% = Video-conference

0% = Other *(please specify)*

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

Course	Count
Advanced Field Skills	2
Advanced Spanish especially to develop conversation.	1
Concept based (vs. field work based)	1
Continuing Spanish	1
Dating after 60 - What Do I do now?	1
Field Skills for a particular field	1
Further Spanish	1
Intermediate Conversational Spanish	1
Intermediate Spanish	1
Language	1
Millennials - What have we created?	1
More Advanced Spanish	1
Next level of Spanish	1
Spanish Advanced	1
Spanish intermediate.	1
Travelling abroad	1
Woodworking	1
Wound Care	1
Writing/Poetry	1