

One Stop Registration Days (Feb 9 & 10) – Student Satisfaction Survey Results

Compiled by WLAC OIE, March 19, 2007.

Notes and Analysis:

Over the two days of One Stop Registration activities, 251 surveys Student Satisfaction Surveys were collected. Student Ambassadors were stationed at the Business window in the Admissions area to ask student to complete Surveys after their transaction. Students were given a small gift (spiral notebook) for completing the Survey.

The Survey was similar to the one used for the Fall One Stop survey, asking about student satisfaction of services used. There were two new questions, one asking if the respondent would recommend West to a friend (98% would recommend West to a friend), the other asking for comments (215 comments were provided).

A summary of the results is attached to this memo. In general, students thought the services provided were “very helpful” (62-76%). Some highlights:

- The most utilized service was Admissions (90% of respondents), followed by the Business Office (75%)
- Interestingly, the most utilized services were also the only ones that received zero “not helpful” responses
- The services that received the highest proportion of “very helpful” responses were the Ambassadors/Faculty and Financial Aid (both 76%).
- Between 93-97% of respondents felt the services were “very helpful” or “helpful”

Also of note in the survey was Question 2, the source of the respondents’ information on the One Stop. “Sign on campus” was most frequently checked source (69, or 28%), followed by “Website” (61, or 25%). The next most frequently checked source was “Friend” (35, or 14%). Phone call was chosen by 14 respondents (6%).

The responses to the question “What is your overall impression of West?” were equally positive, indicating that the Registration Days were an effective marketing event for West. Words like “Excellent,” “Great,” “Inspirational,” “Commitment” (and a few “better than SMCs”) provide evidence that the event generated the kind of response that will in turn generate positive feelings and word of mouth. Virtually all respondents (98%) would “recommend West to a friend” and the comments provide an indication of what they would say.

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Q1: Are you a:

	No answer	New	Returning	Continuing	Total
ALL	1	91	90	69	251
% of Answered		36%	36%	28%	

Q2: How did you hear about the One Stop Registration Day?

	No answer	Phone call	Flyer	Friend	Website	Sign on campus	Other	None	Grand Total
ALL	3	14	19	35	61	69	30	20	251
% of Answered		6%	8%	14%	25%	28%	12%	8%	

	No Answer	Very Helpful	Somewhat Helpful	Not Helpful	Did Not Use	Grand Total
Q3: If you received assistance from a Student Ambassador or Faculty, was the person(s):						
ALL	1	155	39	7	2	251
% of Answered		62%	16%	3%	1%	19%
% of Used Service		76%	19%	3%	1%	

Q4: If you received assistance from Admissions, was the Admissions Staff:

ALL	1	152	62	12	0	24	251
% of Answered		61%	25%	5%	0%	10%	
% of Used Service		67%	27%	5%	0%		

Q5: If you received assistance from Counseling, was the Counselor:

ALL	8	107	39	8	3	86	251
% of Answered		44%	16%	3%	1%	35%	
% of Used Service		68%	25%	5%	2%		

Q6: If you received assistance from the Assessment Center, was the Assessment Staff:

ALL	8	80	44	4	1	114	251
% of Answered		33%	18%	2%	0%	47%	
% of Used Service		62%	34%	3%	1%		

Q7: If you received assistance from Financial Aid, was the Financial Aid Staff:

ALL	9	99	24	6	1	112	251
% of Answered		41%	10%	2%	0%	46%	
% of Used Service		76%	18%	5%	1%		

Q8: If you received assistance from Business Office, was the Business Office Staff:

ALL	5	122	53	10	0	61	251
% of Answered		50%	22%	4%	0%	25%	
% of Used Service		66%	29%	5%	0%		

Q9: How was your experience with our One-Stop Registration Day?

ALL	2	148	65	6	1	29	251
% of Answered		59%	26%	2%	0%	12%	
% of Used Service		67%	30%	3%	0%		

Q10: Would you recommend West to a friend?

	No answer	Yes	No	Grand Total
ALL	4	243	4	251
% of Answered		98%	2%	

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What is your overall impression of West? 215 Comments (of 251 Total Surveys)

- :) !
- A good school
- A very nice college.
- A, wonderful and great services
- Amazing.
- Average
- Better than other schools I've visited.
- Better than SMC
- bit confusing @ first, but overall good.
- Can't wait to start! Thank you so much.
- Classes and Education
- Clean campus, nice Atmosphere.
- Decent place to start pursuit education. I am looking forward to work and get along with everyone here.
- Easier than I thought
- Enjoy coming to music class
- Everyone is very friendly and eager to helpo students. It feels like they actually care.
- Everything was so fast, friendly and great. :)
- Everything was very helpful and so was everyone.
- Excellent
- Excellent
- Excellent
- Excellent
- Excellent choice to begin education.
- Excellent concept.
- Excellent helpful instructors.
- Excellent!!!
- Excellent, very organized.
- Excellent, wish they had a nursing program.
- Excellent. I was kinda lost on what to do.
- Fantastic.
- Fast easy and fun (excited)
- Friendly
- Friendly and give good advice.
- From previous registration has improved a great deal. Thank you.
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good classes for cheap.
- Good customer service
- Good school in a good Westside area. Nice people, good programs.
- Good school.
- Good School.
- Good signage. Did have a long wait at Station 1 (Admissions)
- Good, very helpful.
- Good.

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Good.

Good.

Good.

Good.

Good.

Good.

Good.

Great

Great

Great

Great

Great

Great

Great amazing atmosphere

Great Campus and Staff.

Great campus that seems to be comitted to improvement

Great College.

Great College.

Great impression. Thanks for everything. Can't wait to start. :)

Great opportunity within the community and ab affordable concept may be the books.

For example laid off no funds for paying fees or book.

Great place to study. Needs more vocational classes.

Great school.

Great school.

Great School. Fast Service.

Great school. West is the best!

Great so far.

Great teachers and helpful staff.

Great!

Great!

Great!

Great!

Great!

Great.

Great.

Great.

Great.

Great. She was very professional.

Helpful staff but sometimes I have to give more of an exloration than should be needed.

Hooray!

I am very pleased

I could get a good education.

I didn't even beat traffic up here, but the singing of the birds. :)

I enjoy the staff students and campus.

I enjoyed the quick registration experience.

I had a very good impression.

I like the school. This is where I graduated in 2004.

I like the services

I like to see fee change.

I like WLAC.

I liked it a lot

I love everything about it.

I love it!

I love it!

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I love the atmosphere the friendly and very helpful staff.

I love this school!!!

I love this school.

I love this school.

I love WLAC.

I really like the school. The staff is very helpful.

I think it is a good college.

I think it is a good school.

I'm taking online classes in which I like very much.

Inspirational

Interesting, challenging

Is a great College.

It is a bit leniate but I like it otherwise.

It is good. The staff was friendly and helpful.

It is great challenging school.

It is very interesting.

It looks like a good school.

It rocks! Glad to be back!

It seemed like a nice and friendly environment to ask questions.

It was quick to register with all the help arround.

It's a good school from what the staff has told me but I'll find out when I enroll. I'm looking forward to it.

It's a good school.

It's a good school. I keep coming back.

It's a great school and campus.

It's a very good school!

It's a very good school.

It's a very nice and friendly campus.

It's cool!!

It's good.

It's the best.

It's very cool.

Kool.

Looking forward to my class! :)

Nice

Nice atmosphere. Very enjoyable place to study.

Nice Campus

Nice people

Nice school.

Nice, but too much walking. Hoping continuing education will be a good experience.

No comment.

Not bad

Opens lots of opportunities for the future.

Organized, informative, helpful to students, friendly

Osom is very helpful. I love it.

People are great. Too dark to see much - my first time on Campus.

Positive

Pretty good campus and helpful staff.

Regarding that one-stop registration day was not helpful guides would be nice.

Right causes, right time

Seems easy or "user friendly"

So far very good (My 1st day)

So far, I am very impressed of how helpful the staff is overall.

So far, so good!

So far, so good!

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Standard

Super duper gang.

That they take time helping you out.

The best

The best

The staff and students are very friendly and pleasant. :)

The staff.

There was a lot of people to help. Staffing amounts were great. Made it easier.

They are very nice and helpful.

They have made a great improvement its great here.

They were very helpful.

This is the greatest open college level. Santa Monica is too crowded!

This was the "Best" most positive experience I have ever had when registering. Thank you!!!

Unique in a sense and good hospitality staff and environment.

Very caring and informative.

Very Educational fun, helpful.

Very effective place.

Very friendly and helpful.

Very friendly and helpful. Thank you.

Very friendly.

Very good

Very good

Very good

Very good and economical.

Very good courteous

Very good Junior college. WLAC is a student school. We love it and WLAC gives a great AF.

Respect and set high goals.

Very good so far

Very good.

Very good.

Very good.

Very good.

Very good.

Very good.

Very good.

Very good.

Very good.

Very helpful

Very helpful

Very helpful

Very helpful - interested in students.

Very helpful people and nice environment.

Very impressed.

Very nice and clean school.

Very Organized

Very organized, easy to find, and swift service.

Very organized, spedy and very helpful

Very peaceful.

Very please, better than SMC.

Very professional.

Very professional.

Very satisfied.

Very useful information and good personality.

WLAC is a good school, we need continued support from faculty, staff and students.