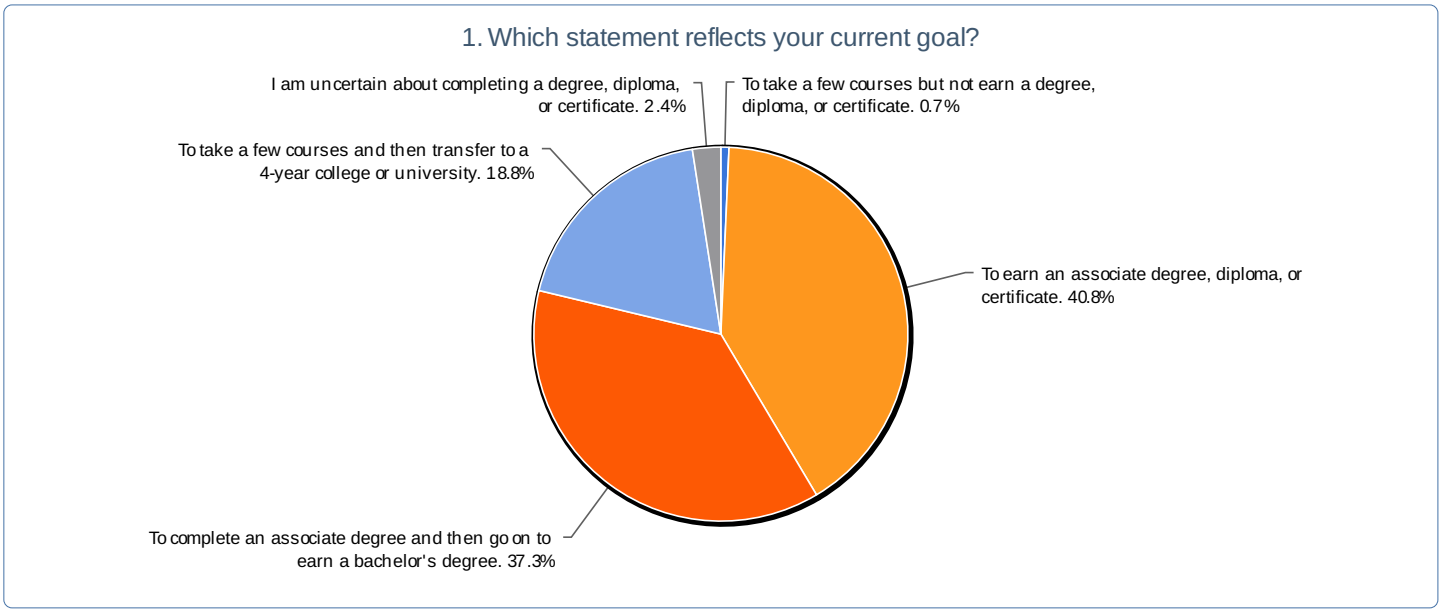
Summary Report - Nov 26, 2012

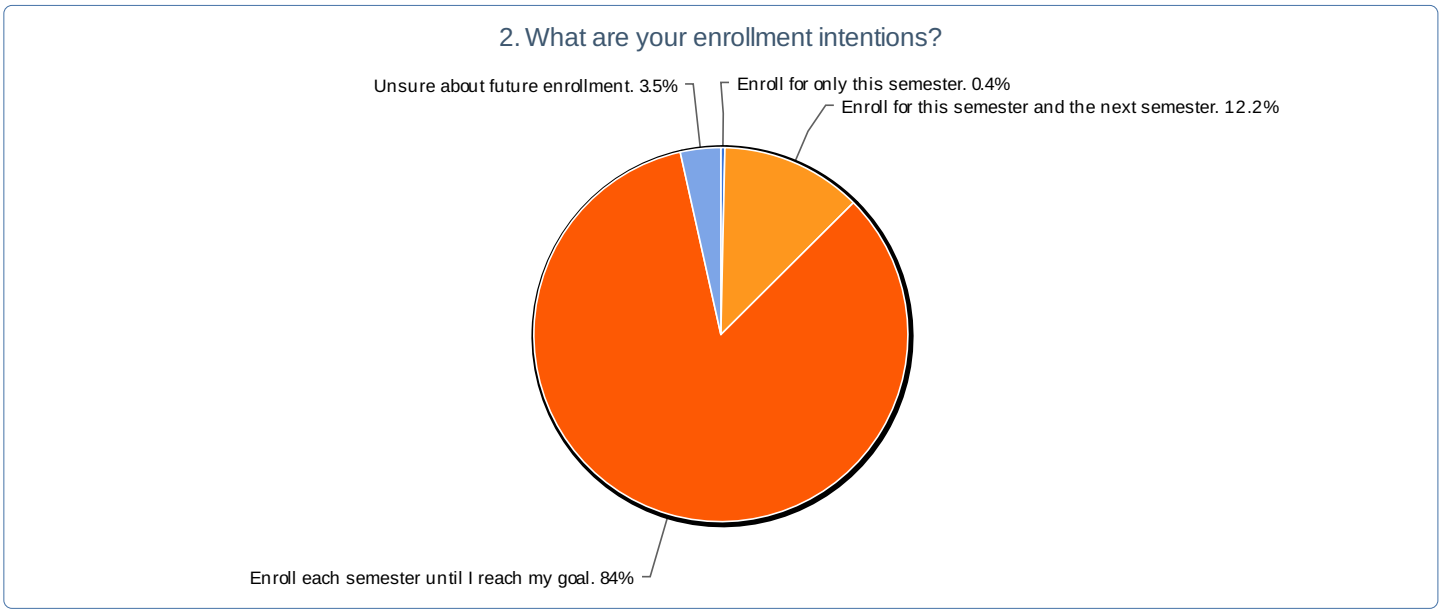
Survey: ENTERING STUDENT SURVEY



1. Which statement reflects your current goal?

Value	Count	Percent %
To take a few courses but not earn a degree, diploma, or certificate.	2	0.7%
To earn an associate degree, diploma, or certificate.	117	40.8%
To complete an associate degree and then go on to earn a bachelor's degree.	107	37.3%
To take a few courses and then transfer to a 4-year college or university.	54	18.8%
I am uncertain about completing a degree, diploma, or certificate.	7	2.4%

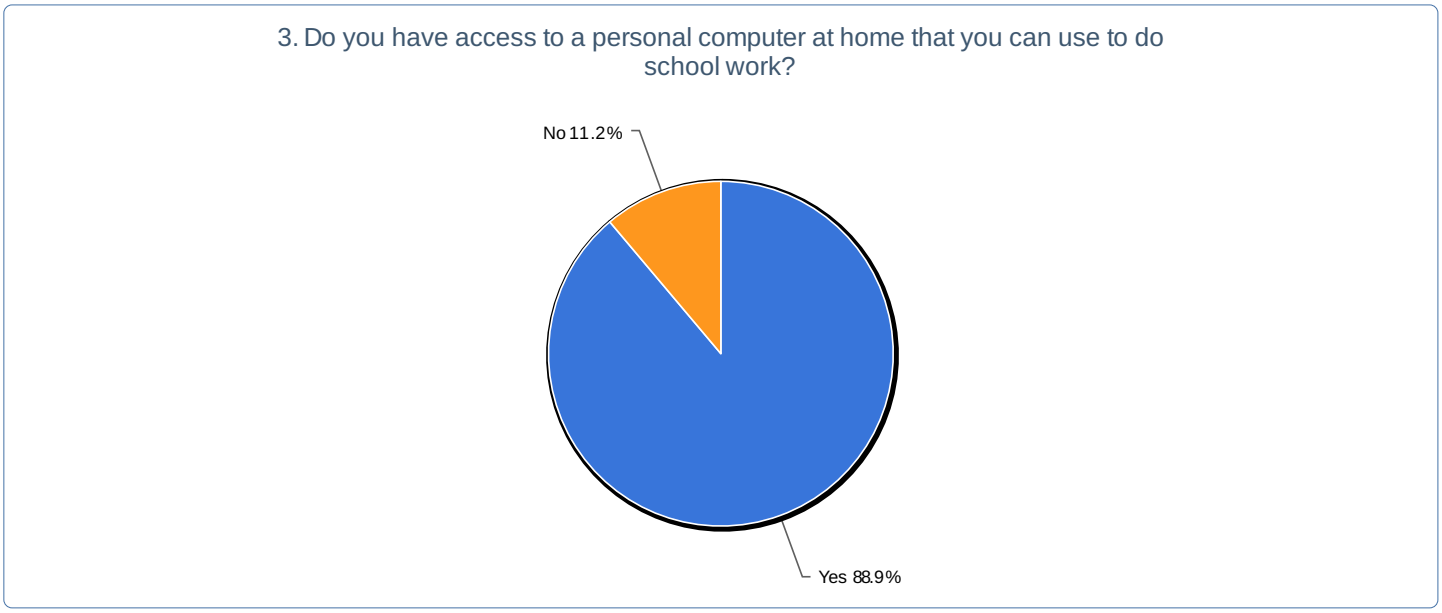
Statistics	
Total Responses	287



2. What are your enrollment intentions?

Value	Count	Percent %
Enroll for only this semester.	1	0.4%
Enroll for this semester and the next semester.	35	12.2%
Enroll each semester until I reach my goal.	241	84.0%
Unsure about future enrollment.	10	3.5%

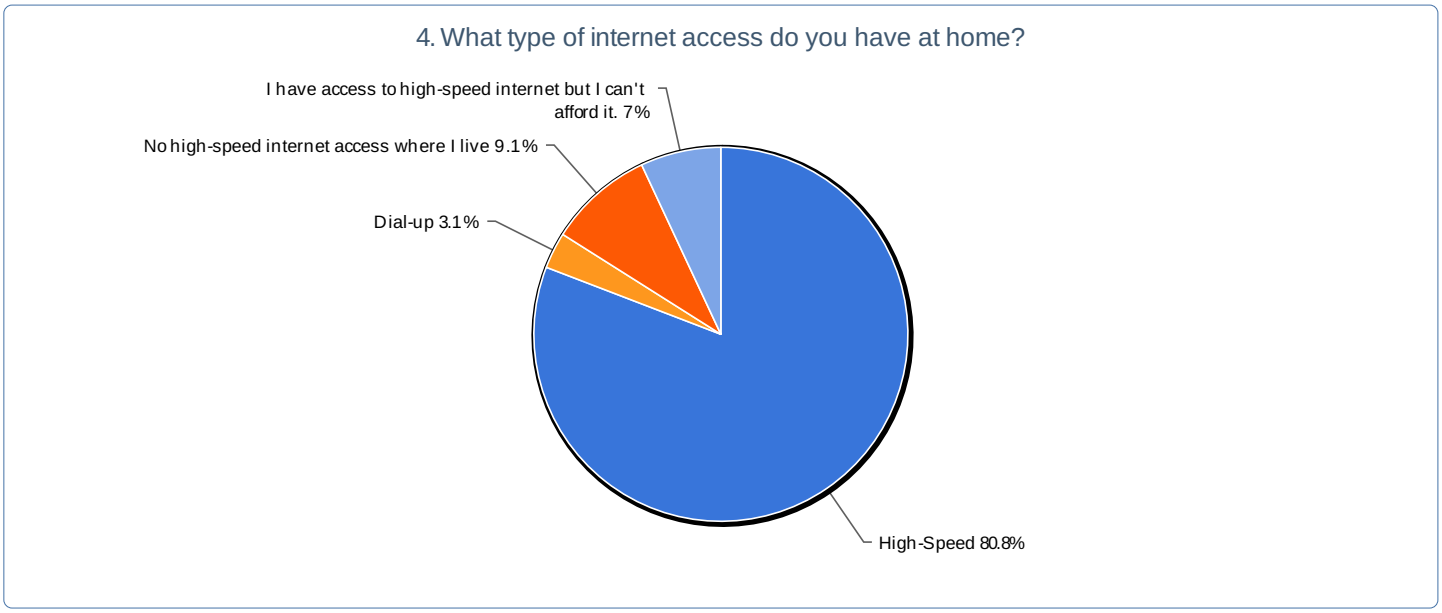
Statistics	
Total Responses	287



3. Do you have access to a personal computer at home that you can use to do school work?

Value	Count	Percent %
Yes	255	88.9%
No	32	11.2%

Statistics	
Total Responses	287



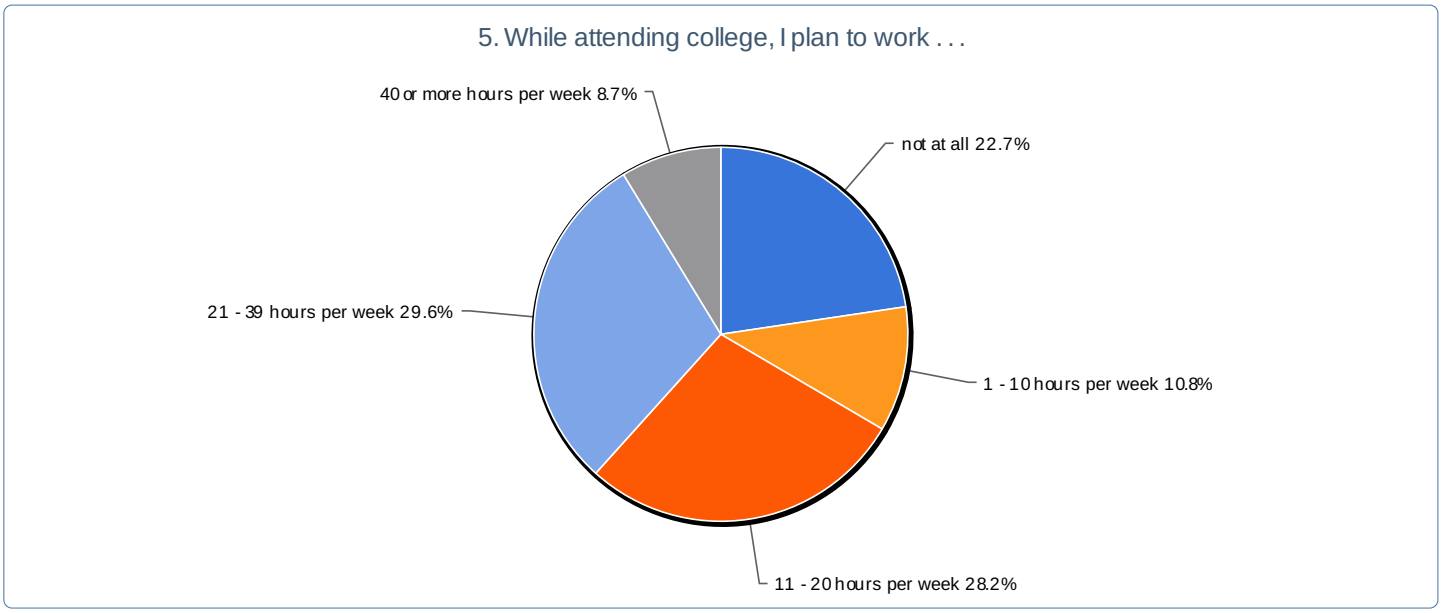
4. What type of internet access do you have at home?

Value	Count	Percent %

Statistics	

High-Speed	232	80.8%
Dial-up	9	3.1%
No high-speed internet access where I live	26	9.1%
I have access to high-speed internet but I can't afford it.	20	7.0%

Total Responses	287



5. While attending college, I plan to work . . .

Value	Count	Percent %
not at all	65	22.7%
1 - 10 hours per week	31	10.8%
11 - 20 hours per week	81	28.2%
21 - 39 hours per week	85	29.6%
40 or more hours per week	25	8.7%

Statistics	
Total Responses	287
Sum	3,707.0
Avg.	16.7
StdDev	10.7
Max	40.0

6. How important are each of the following goals in your decision to attend college?

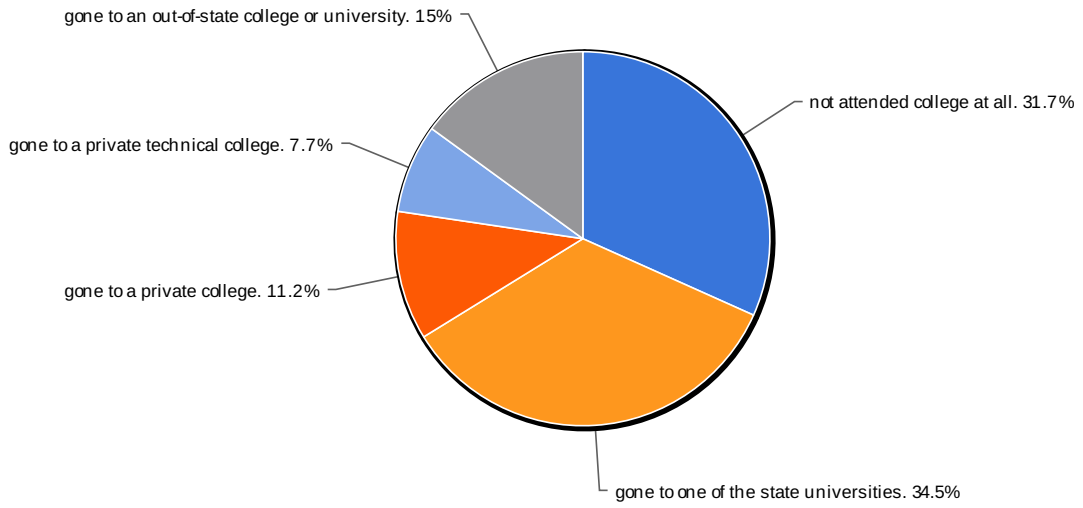
	Very Important	Somewhat Important	Not Important	Responses
To increase my understanding of the world	**70.7%** 203	**26.5%** 76	**2.8%** 8	**287**
To decide on a career goal	**89.5%** 257	**8.7%** 25	**1.7%** 5	**287**
To develop or improve skills required in my current job	**56.8%** 163	**21.6%** 62	**21.6%** 62	**287**
To help me attain a promotion or raise	**48.1%** 138	**31.7%** 91	**20.2%** 58	**287**
To help me prepare for a new career	**90.2%** 259	**8.0%** 23	**1.7%** 5	**287**
To be with others who want to learn	**57.8%** 166	**35.2%** 101	**7.0%** 20	**287**
To increase my self-confidence	**66.2%** 190	**26.8%** 77	**7.0%** 20	**287**
To become more self-reliant	**78.4%** 225	**17.8%** 51	**3.8%** 11	**287**
	68.3%	**21.3%**	**10.5%**	

To improve my academic skills before going on to a 4-year college	68.3% 196	21.3% 61	10.5% 30	287

7. How important are each of the following reasons regarding your decision to attend this particular college.

	Very Important	Somewhat Important	Not Important	Responses
Costs less than other colleges	61.0% 175	28.9% 83	10.1% 29	287
I could not leave the area due to family obligations.	37.6% 108	29.6% 85	32.8% 94	287
I can keep my job and still go to college.	42.5% 122	24.0% 69	33.4% 96	287
My grades and/or test scores were too low to get into another college or university.	21.6% 62	23.3% 67	55.1% 158	287
This college offers the courses/program I want.	61.7% 177	31.0% 89	7.3% 21	287
This college has a reputation for good teaching/training.	71.4% 205	24.7% 71	3.8% 11	287
Classes are small and more personal.	74.9% 215	22.0% 63	3.1% 9	287
This college is close to my home.	78.4% 225	17.1% 49	4.5% 13	287
My family wanted me to come here.	28.9% 83	29.3% 84	41.8% 120	287
I can take courses in the evenings.	36.9% 106	32.1% 92	31.0% 89	287
I can take courses on weekends.	14.6% 42	22.3% 64	63.1% 181	287

8. If this college had not been here, I probably would have

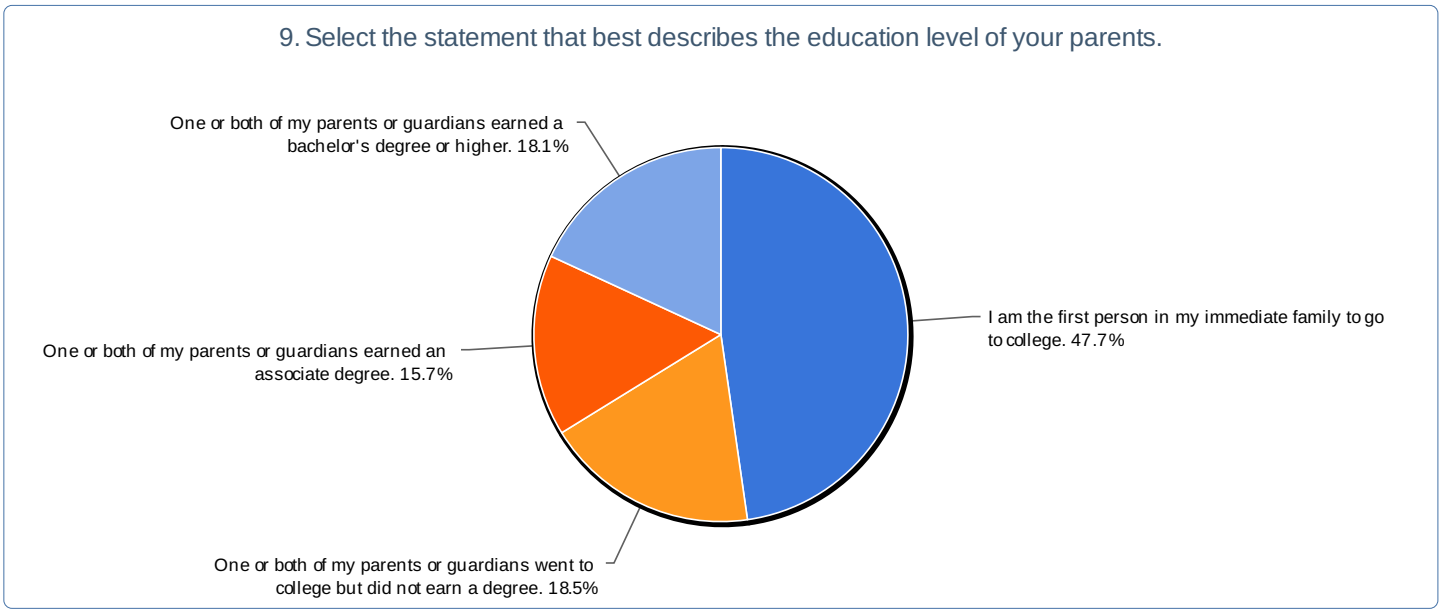


8. If this college had not been here, I probably would have

Value	Count	Percent %
not attended college at all.	91	31.7%
gone to one of the state universities.	99	34.5%
gone to a private college.	32	11.2%

Statistics	
Total Responses	287

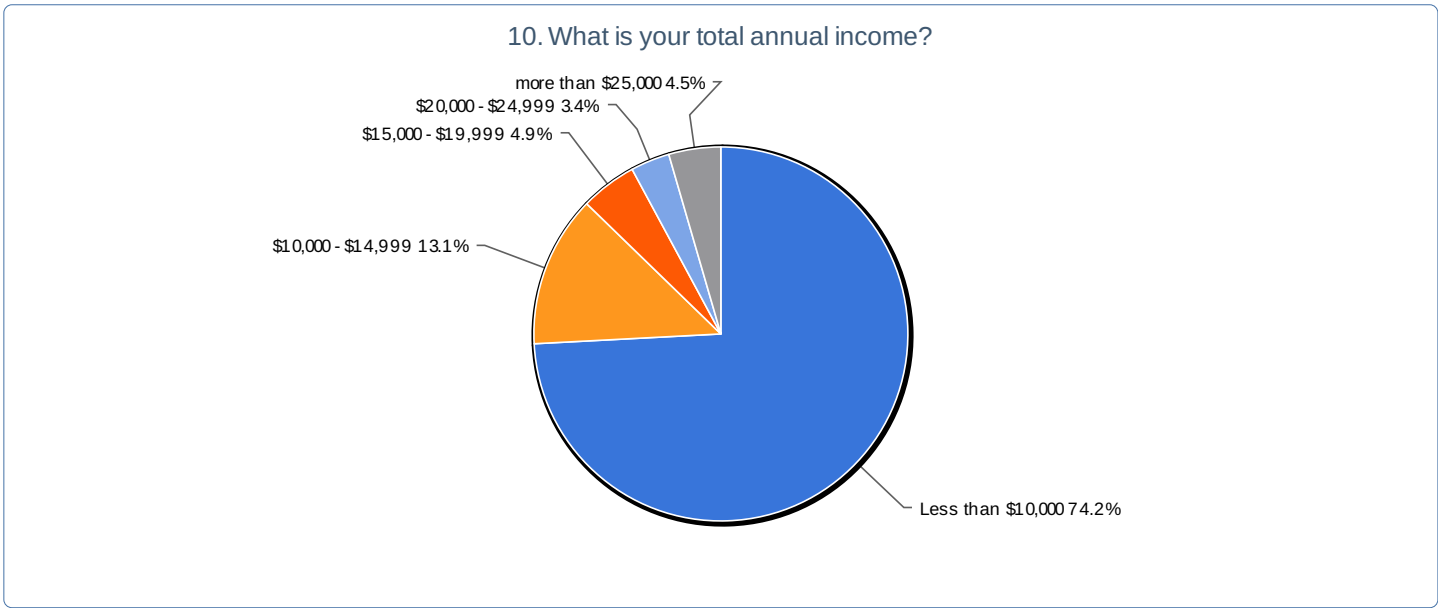
gone to a private technical college.	22	7.7%
gone to an out-of-state college or university.	43	15.0%



9. Select the statement that best describes the education level of your parents.

Value	Count	Percent %
I am the first person in my immediate family to go to college.	137	47.7%
One or both of my parents or guardians went to college but did not earn a degree.	53	18.5%
One or both of my parents or guardians earned an associate degree.	45	15.7%
One or both of my parents or guardians earned a bachelor's degree or higher.	52	18.1%

Statistics	
Total Responses	287



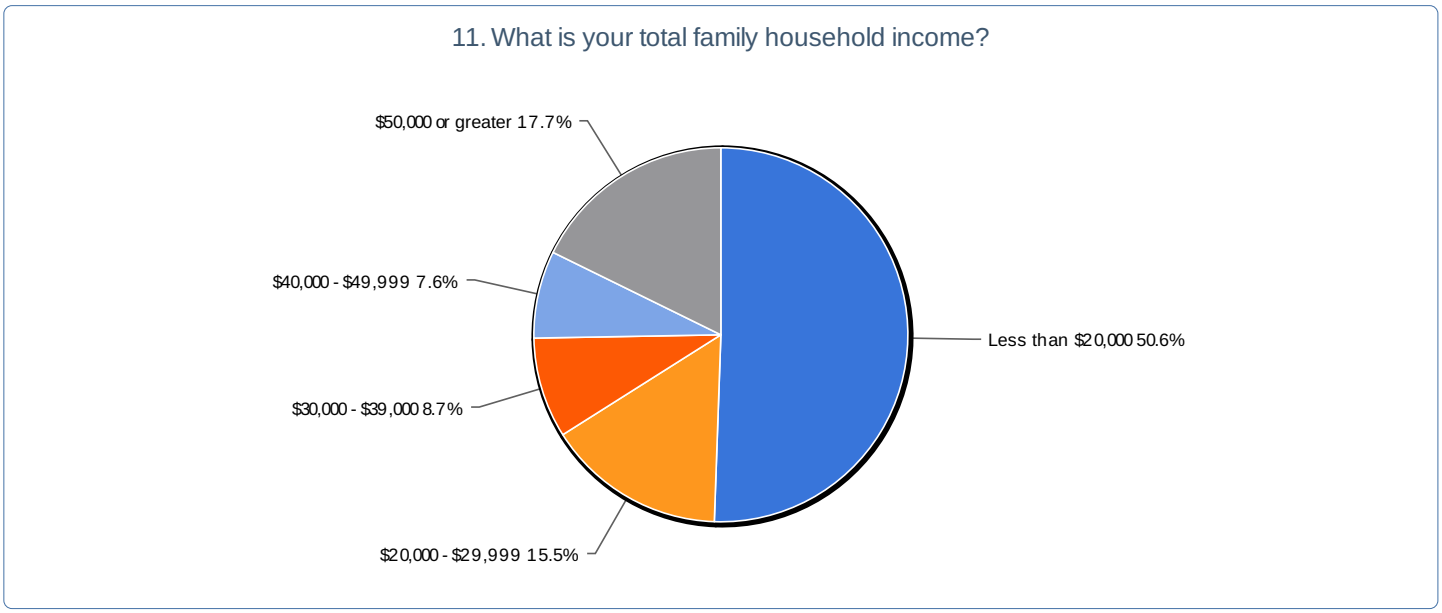
10. What is your total annual income?

Value	Count	Percent %

Statistics

Less than $10,000	198	74.2%
$10,000 - $14,999	35	13.1%
$15,000 - $19,999	13	4.9%
$20,000 - $24,999	9	3.4%
more than $25,000	12	4.5%

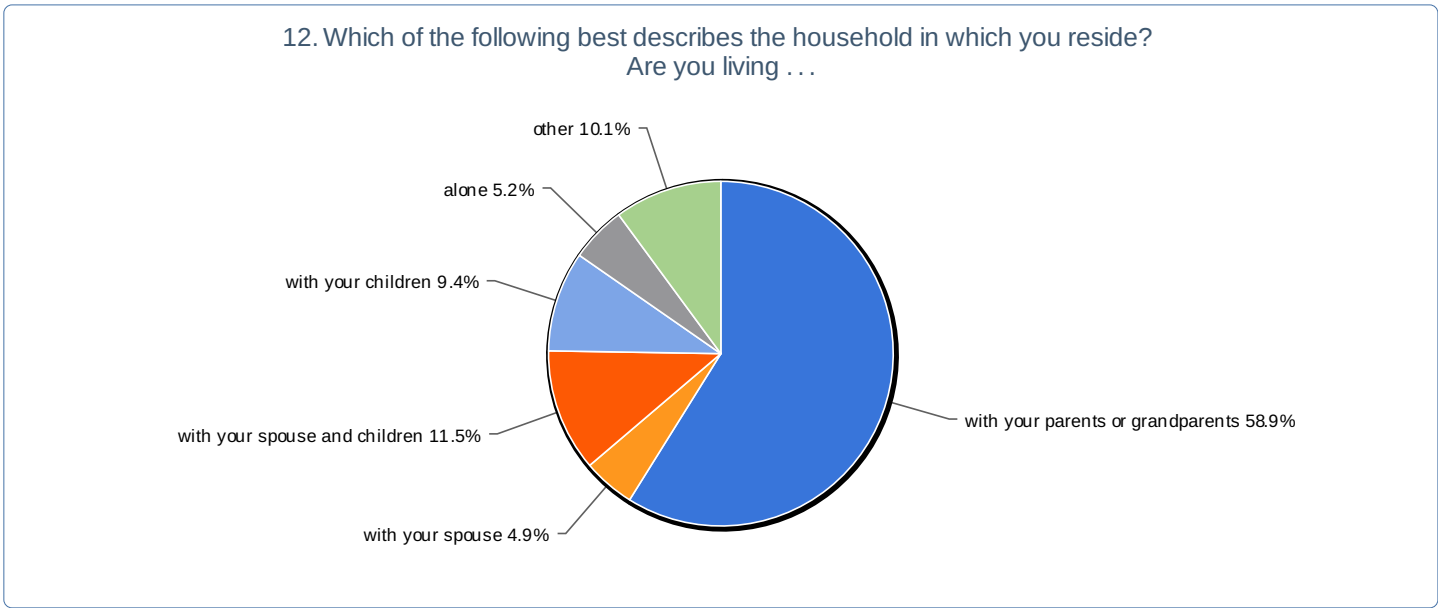
Total Responses	267



11. What is your total family household income?

Value	Count	Percent %
Less than $20,000	134	50.6%
$20,000 - $29,999	41	15.5%
$30,000 - $39,000	23	8.7%
$40,000 - $49,999	20	7.6%
$50,000 or greater	47	17.7%

Statistics	
Total Responses	265

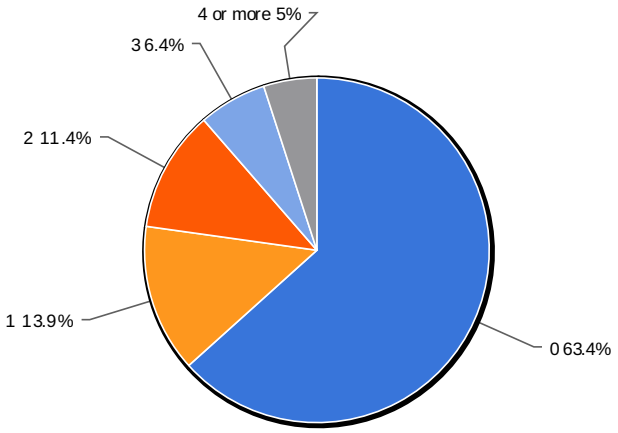


12. Which of the following best describes the household in which you reside? Are you living . . .

Value	Count	Percent %
with your parents or grandparents	169	58.9%
with your spouse	14	4.9%
with your spouse and children	33	11.5%
with your children	27	9.4%
alone	15	5.2%
other	29	10.1%

Statistics	
Total Responses	287

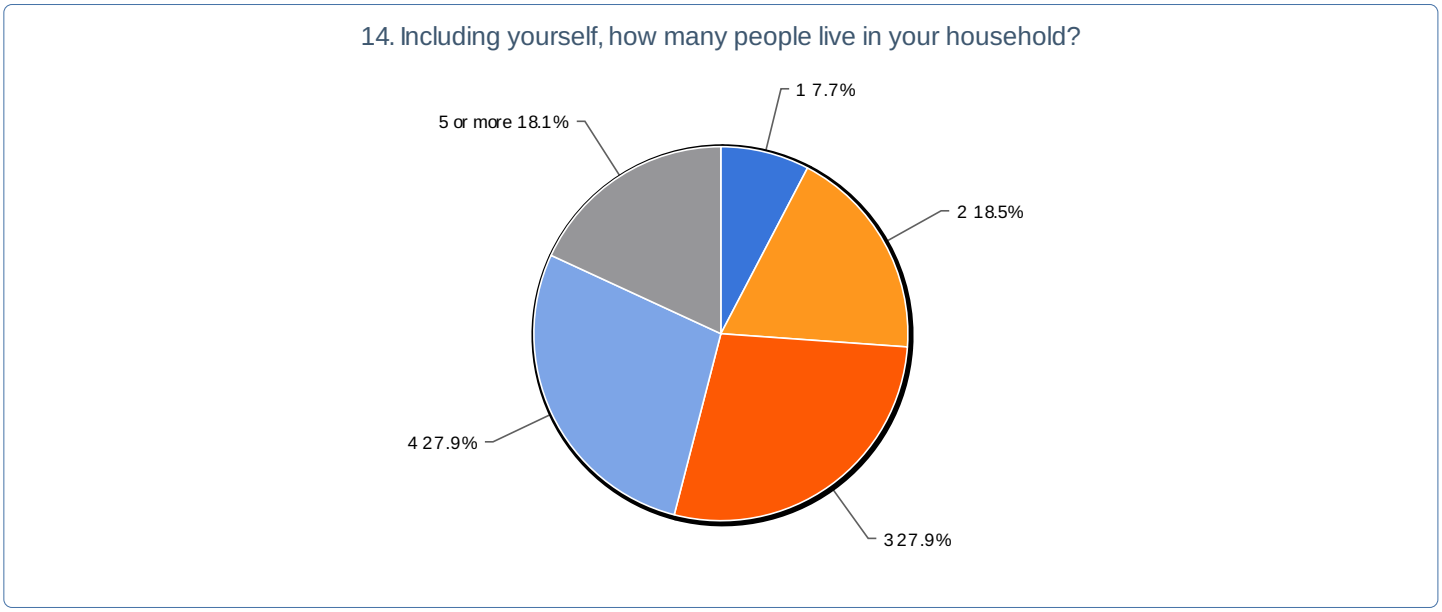
13. Other than yourself, how many people rely on you for all or most of their financial support?



13. Other than yourself, how many people rely on you for all or most of their financial support?

Value	Count	Percent %
0	178	63.4%
1	39	13.9%
2	32	11.4%
3	18	6.4%
4 or more	14	5.0%

Statistics	
Total Responses	281
Sum	213.0
Avg.	0.8
StdDev	1.2
Max	4.0



14. Including yourself, how many people live in your household?

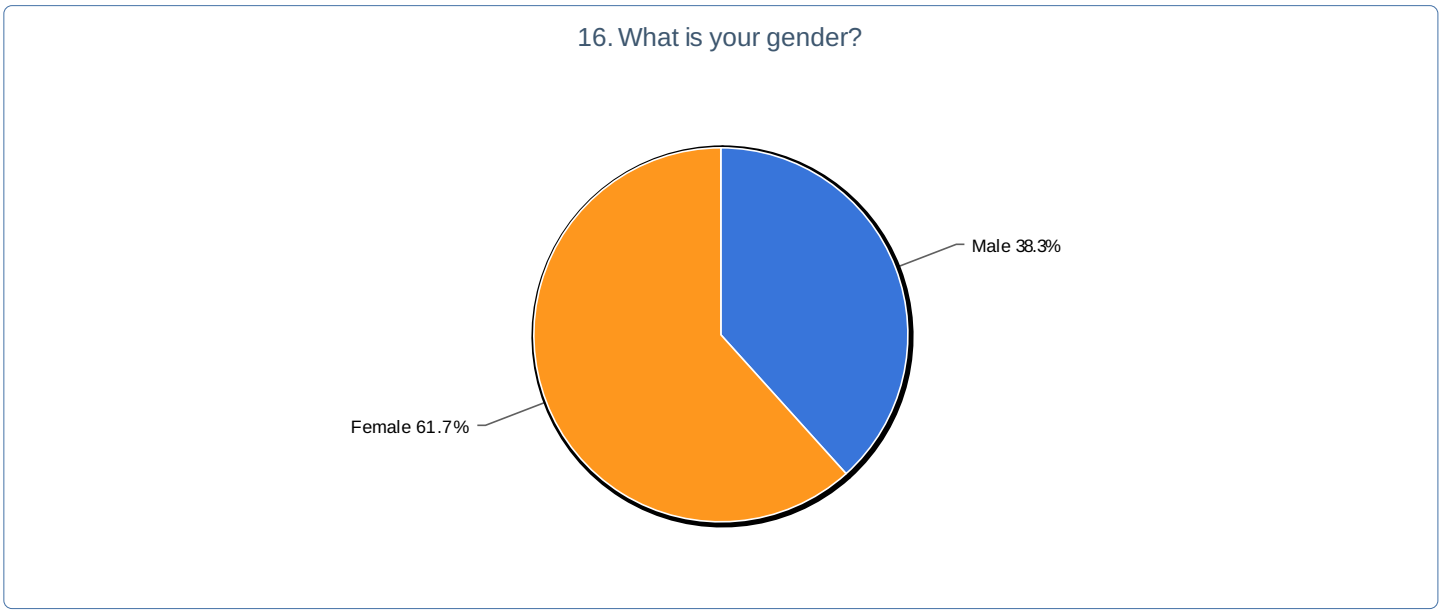
Value	Count	Percent %
1	22	7.7%
2	53	18.5%
3	80	27.9%
4	80	27.9%
5 or more	52	18.1%

Statistics	
Total Responses	287
Sum	948.0
Avg.	3.3
StdDev	1.2
Max	5.0

15. Please rate how effective you think the following have been in influencing your decision to attend this college.

	Very Effective	Somewhat Effective	Not Effective	Non-Applicable	Responses
The College's Website	**43.6%** 125	**30.7%** 88	**18.5%** 53	**7.3%** 21	**287**
Facebook or other Social Media	**21.3%** 61	**27.2%** 78	**35.5%** 102	**16.0%** 46	**287**
Television Ads	**7.3%** 21	**28.9%** 83	**45.3%** 130	**18.5%** 53	**287**
Radio Ads	**9.4%** 27	**22.0%** 63	**48.4%** 139	**20.2%** 58	**287**
Newspaper Ads	**10.8%** 31	**26.1%** 75	**44.3%** 127	**18.8%** 54	**287**
Newspaper Articles Featuring the College	**14.3%** 41	**27.5%** 79	**40.1%** 115	**18.1%** 52	**287**
Brochures	**28.6%** 82	**40.4%** 116	**20.6%** 59	**10.5%** 30	**287**
Billboards	**23.0%** 66	**31.4%** 90	**32.4%** 93	**13.2%** 38	**287**
Your Parents	**48.1%** 138	**26.5%** 76	**17.1%** 49	**8.4%** 24	**287**
Your Friends	**51.6%** 148	**33.8%** 97	**9.1%** 26	**5.6%** 16	**287**
This College's Recruiter	**22.6%** 65	**29.3%** 84	**31.0%** 89	**17.1%** 49	**287**
Faculty or Staff Person From this College	**39.0%** 112	**26.8%** 77	**23.7%** 68	**10.5%** 30	**287**

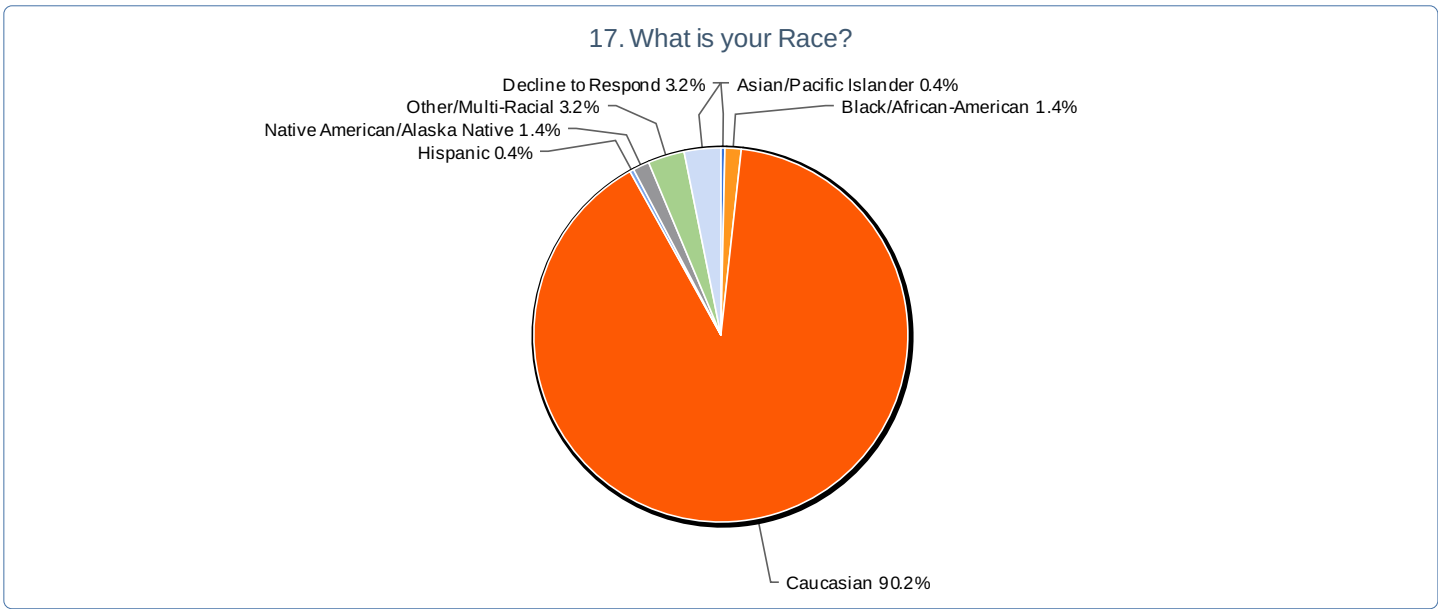
High School Counselor or Teacher	37.6% 108	26.5% 76	21.3% 61	14.6% 42	287
Coworker or Supervisor	18.5% 53	19.2% 55	34.1% 98	28.2% 81	287



16. What is your gender?

Value	Count	Percent %
Male	110	38.3%
Female	177	61.7%

Statistics	
Total Responses	287

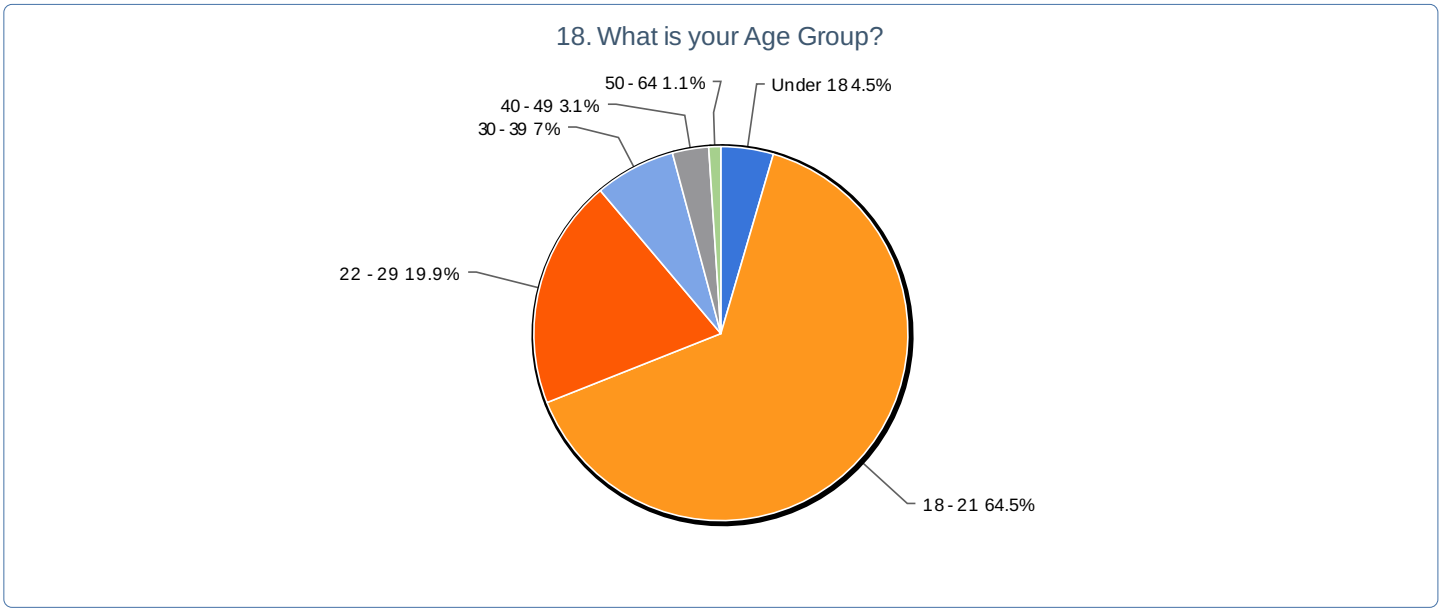


17. What is your Race?

Value	Count	Percent %
Asian/Pacific Islander	1	0.4%
Black/African-American	4	1.4%
Caucasian	257	90.2%

Statistics	
Total Responses	285

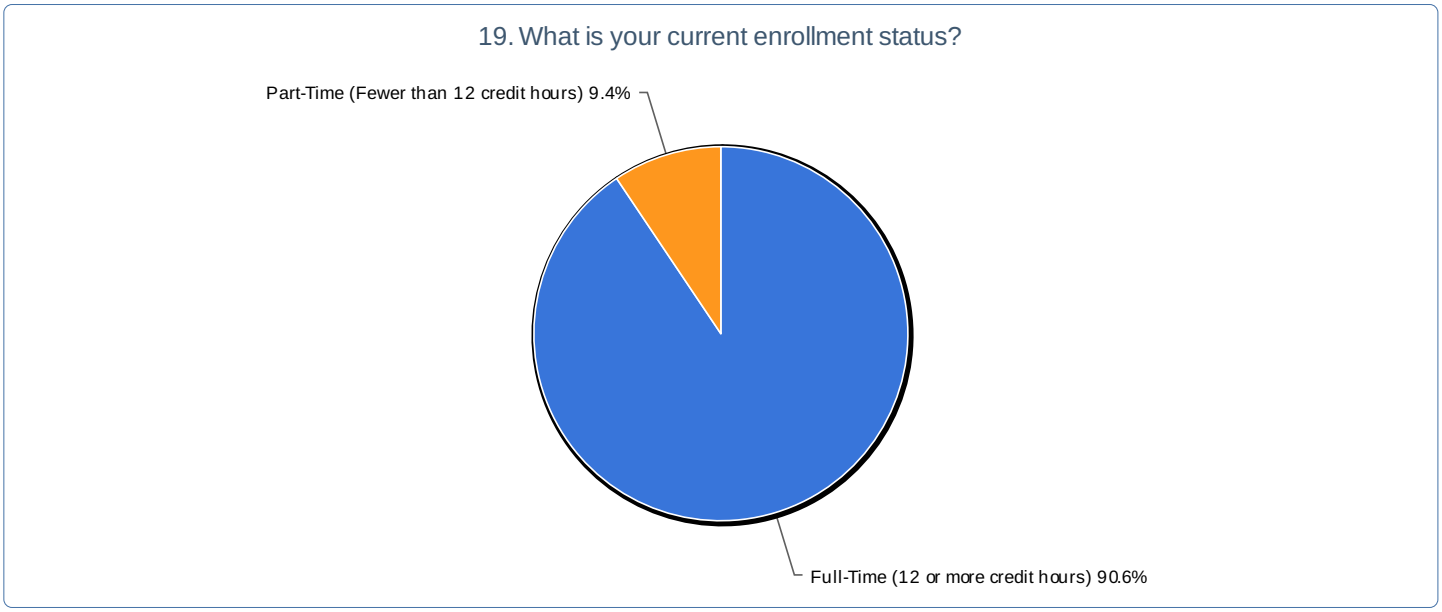
Hispanic	1	0.4%
Native American/Alaska Native	4	1.4%
Other/Multi-Racial	9	3.2%
Decline to Respond	9	3.2%



18. What is your Age Group?

Value	Count	Percent %
Under 18	13	4.5%
18 - 21	185	64.5%
22 - 29	57	19.9%
30 - 39	20	7.0%
40 - 49	9	3.1%
50 - 64	3	1.1%
65 or older	0	0.0%

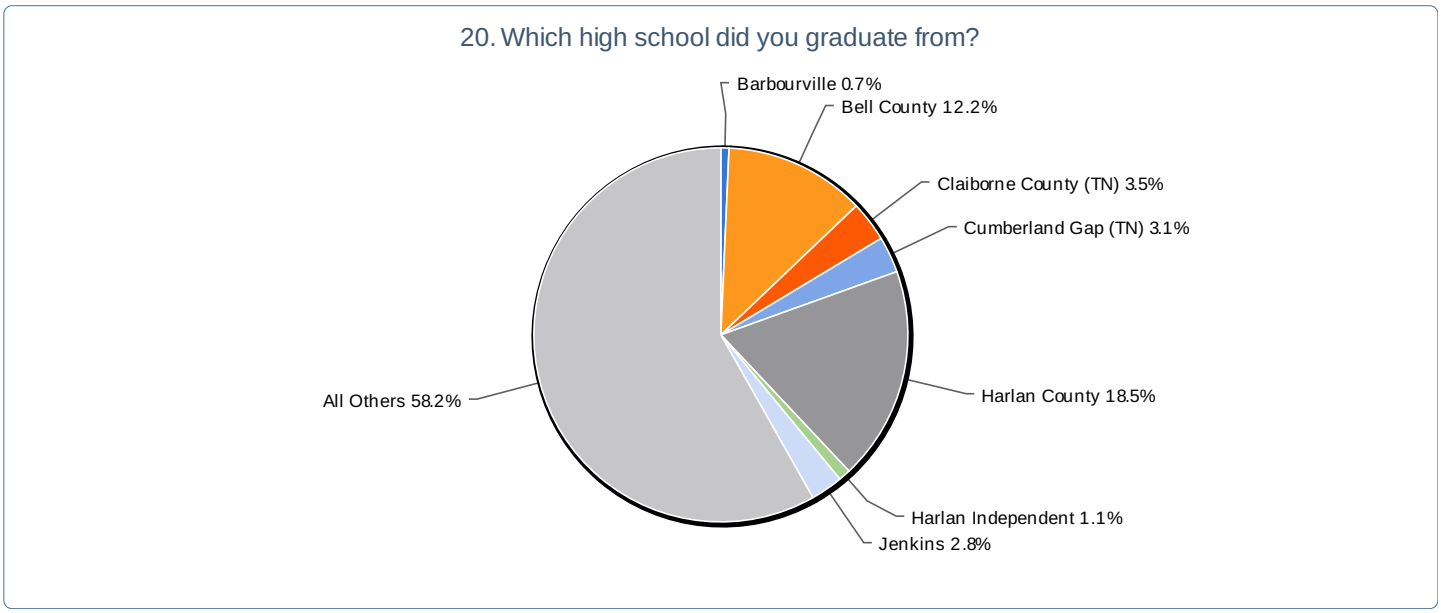
Statistics	
Total Responses	287
Sum	5,694.0
Avg.	20.8
StdDev	5.8
Max	50.0



19. What is your current enrollment status?

Value	Count	Percent %
Full-Time (12 or more credit hours)	260	90.6%
Part-Time (Fewer than 12 credit hours)	27	9.4%

Statistics	
Total Responses	287

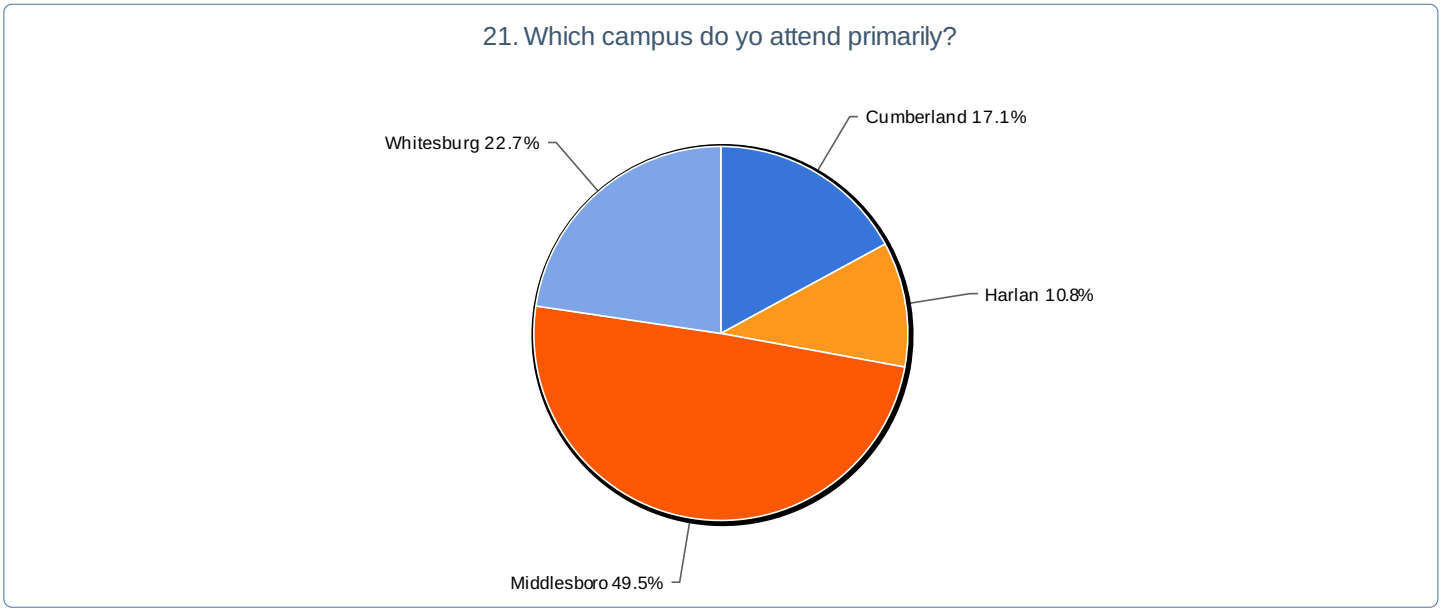


20. Which high school did you graduate from?

Value	Count	Percent %
Barbourville	2	0.7%
Bell County	35	12.2%
Claiborne County (TN)	10	3.5%
Cumberland Gap (TN)	9	3.1%
Harlan County	53	18.5%
Harlan Independent	3	1.1%
Jenkins	8	2.8%
Knox Central	12	4.2%

Statistics	
Total Responses	287

Letcher Central	38	13.2%
Middlesboro	27	9.4%
Pineville	15	5.2%
Thomas Walker (VA)	5	1.7%
Whitley County	1	0.4%
GED Graduate	21	7.3%
Other	48	16.7%



21. Which campus do yo attend primarily?

Value	Count	Percent %
Cumberland	49	17.1%
Harlan	31	10.8%
Middlesboro	142	49.5%
Pineville	0	0.0%
Whitesburg	65	22.7%

Statistics	
Total Responses	287