Level of Student Interest in Program Completion and the Desire for Career/Job Emphasis in ARCC Business Classes

Business Student Survey Results, Fall 2013

N=145 (8 on-campus classes: Cambridge & Coon Rapids)

submitted by Mark Widdel

1. Reason for Enrolling in Class	**144 responses**	
Part of degree program	**42**	**29%**
Personal knowledge/benefit	**23**	**16%**
To start/run own business	**24**	**17%**
Considering a career in business	**20**	**14%**
Considering business as a degree major	**16**	**12%**
General ed. elective/transfer credit	**8**	**5%**
Advised to take the class	**8**	**5%**
Employment/Skill development	**3**	**2%**

2. Interest in Completing a 2-year Degree Program at ARCC

Yes, Interested in completing a 2-year program: 133 out of 145 responses. (92%)

Desire classes that fulfill two purposes: transfer to 4-year college/university and preparation for a job, a career, advancement at work and/or self-employment	**65**	**49%**
Desire single purpose classes that transfer to 4-year college or university	**25**	**19%**
Desire single purpose classes that prepare for job, career, advancement at work, and/or self-employment	**42**	**32%**

3. No, not interested in completing a two year degree program: 12 out of 145 responses. (8%)

Reasons:

Completing generals then transferring	**10**
Only wants classes that help start business	**1**
PSEO student	**1**

4. Interest in Completing Classes that Prepare Student for a Job, a Career, Advancement at Work and/or Self-Employment. (145 responses)

It's of greatest importance that classes fulfill two outcomes: employment and transfer	**78**	**54%**
It's of greatest importance that classes prepare the student for a job, a career, advancement at work and/or self-employment	**36**	**26%**
It's of greatest importance that the classes transfer to 4-year university	**30**	**20%**
Not interested in taking classes for either employment or transfer	**1**	**-**

5. Has the Student's Education/Career Goals Changed During the Semester? (145 responses)

Yes	**46**	**32%**
No	**99**	**68%**

%

6. Does the Student Plan to return to ARCC this Spring? (120 responses)

Yes	**106**	**88%**
No:	**14**	**12%**

Reasons for Not Returning to ARCC

Transferring to other college	7
Graduating	3
Stopping to work full time	2
Dropping out of college	1
No child care	1

Conclusions and Recommendations

1. Interest in **completing a degree program** is very high: 92% of the respondents.

2. **All of our business classes** should focus on the development of occupational skills for immediate use. Students should be made aware what skills they are learning, why they are learning them and how they are applied in jobs.

   80% of the respondents want our classes to have **job relevancy**.

   - 54% of all respondents desire classes that transfer and are job-related.
   - 26% of all respondents desire classes that are job-related in focus
   - 20% list transferability as the most important factor in focus

3. About a third of the students **changed their education or career goal** during the semester. Increased emphasis on careers/career exploration should be placed in selected classes.

4. **Student retention** is very good, with over 90% of respondents planning to return from Fall to Spring semester.

5. The major reasons for **students not returning to ARCC** after the completion of fall semester are positive: transfer to other colleges, program completion, employment.