



**ALACRAO 75TH ANNUAL CONFERENCE,
JUNE 19 – 21, 2013
MONTGOMERY, ALABAMA**



“ALL ROADS LEAD TO THE CAPITOL: WHERE LEADERSHIP AND EDUCATION MEET”

***STUDENT PERCEPTIONS OF ADMISSIONS:
A COMMUNITY COLLEGE STUDY***

H. Councill Trenholm State Technical College

Ken Scott, EdD

Sr. Instuctor – CIS;

Director: Cisco/SkillsUSA/AITP

kscott@trenholmstate.edu

334-420-4392

Syed Raza, PhD

Instructor – CIS;

Director: Oracle Academy

sraza@trenholmstate.edu

334-420-4389

This session will present findings from a survey of two-year college students in regards to their perceptions of the admissions process. The results of this survey will inform those in admissions/enrollment services to better understand the correlation between practice and perception specific to improving Customer Relationship Management (CRM).

True or Less Than True...

The admissions process, while time-consuming and complex, is also fun and fascinating.

Why?

Data, Data, Data...

Do you collect **detailed** survey data on student perceptions of the overall Student Services experience?

Why?

Just...One Final Question...Maybe...

When you survey the students about their holistic perceptions of Student Services/Admissions, do you do so for continuous improvement?

Good and Excellent!

What Part Do YOU Play In This Process?
What is the name of this process, anyway?



Admissions = Customer Relationship Management (CRM)
"Student Success"

<http://www.ryanschoen.com/college.html>

CRM Defined...

Studies show that trust is an essential ingredient for consumer loyalty and profitability.*

Would you agree or abstain?

Is this true for Community Colleges? Yes or No.

* CRM Magazine, June 2013

Why???

Should students consider the total admissions process to be an alien event?



**Student
Services
AND
Faculty
Say NO!**

“I have interstellarly good grades and I will trade my ray gun for tuition.”

Evidence of StopOut/DropOut/Swirl...

Do you capture data on why students 'stopout', dropout, or 'swirl' during their attempt to complete their educational goals?

How does this help admissions?

Students?

* CRM Magazine, June 2013

Evidence?...from the students we serve.

- The confusing nature of the application process;
- Students and parents complained about the lack of transparency in the process;
- How difficult it was to secure good information about college choice and how the outcomes were unpredictable and sometimes appeared to defy logic.
- School counselors expressed similar concerns regarding process and outcomes, and they empathized with their students.

College Board (2010. *Complexity in college admission: Fact of urban myth.* Advocacy & Policy Center, pp. 1-74.

Evidence?...from the students we serve.

- Five years later, some students remember the admissions process and ‘found the process relevant’;
- The admission interview made a lasting impression;
- Several students believed that the admissions procedure influenced academic achievement or improved self-confidence;
- A favorable admissions process resulted in a positive view of standardized test outcomes to encourage learning and critical thinking.

Various sources.

Open Forum Discussion.

- If a study were to be conducted to capture perceptions of students in the community college, what items would you like to have included?
- Example:
 - Application process
 - Financial Aid
 - Transcript Process
 - Run-around
 - Etc, etc, etc...
 - * Recruitment
 - * Complaints
 - * Foreign Transcript
 - * Interviews & Essays
 - * Etc, etc, etc

Contact Information

Ken Scott, EdD

Trenholm State Technical College

Patterson Campus

3920 Troy Highway

Montgomery, Alabama 36116

Office: 334.420.4392

Cell: 334.312.4751

Email: kscott@trenholmstate.edu

Efolio: <http://dr-kenscott.com/>

Syed Raza, PhD

Trenholm State Technical College

Patterson Campus

3920 Troy Highway

Montgomery, Alabama 36116

Office: 334.420.4389

Cell: 334.312.4751

Email: sraza@trenholmstate.edu

