

2015 Student Engagement Survey

WEST KOOTENAY AND BOUNDARY REGIONS

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SURVEY HIGHLIGHTS

About the Respondents

Out of a possible 2,185 students who attended Selkirk College in the Winter 2015 semester, 1,218 students responded to the 2015 Student Engagement Survey for a response rate of 56%.

The majority of students who took the survey were:

- on the Castlegar campus (51%)
- between the ages of 22 and 30 (39%)
- studying full-time (83%)
- domestic students (83%)
- working full-time before attending Selkirk (39%)

The most common reasons students' attended Selkirk was for the program or course selection (49%), close to home (47%) and affordable tuition (46%).

in 2015, 29% in 2014). Other top tools used were advice received from different sources; including alumni (29%), parents or relatives (28%), and friends (25%).

Tuition Fees

70% satisfaction (67% in 2015). Likewise, students' satisfaction with affordability of a post-secondary education in general has remained between 48% and 51%.

The results show that students are increasingly using their own money to fund their education. While "personal savings" has historically been the number one source of educational funding, the percentage of students using this source of funding has creased from 42% to 53% from 2011 to 2015.

SURVEY HIGHLIGHTS

Aspects of Educational Experience

Students' satisfaction with their educational experience is consistent with previous years with:

- 93% satisfaction with the amount of knowledge they gained
- 92% satisfaction with quality of instruction
- 91% satisfaction with level of instructional expertise
- 91% satisfaction with availability of instructors to answer my questions

The areas that fall below the 90% benchmark and therefore require additional attention are:

- 88% satisfaction with the quality of course content.
- 87% satisfaction with the clarity of course objectives
- 82% satisfaction with the available of courses
- 80% satisfaction with the extent to which I am learning how to learn
- 77% satisfaction with the convenience of class scheduling

Aspects of Interaction with Faculty

83% of students felt instructors cared about their academic success. While we know that receiving feedback is important to students' success, only 71% of students said they had received prompt feedback on their academic performance.

Aspects of Student Experience

While generally happy with their overall experience (85%), only 65% said they feel a part of Selkirk College.

81% of students said that Selkirk College was their first choice.

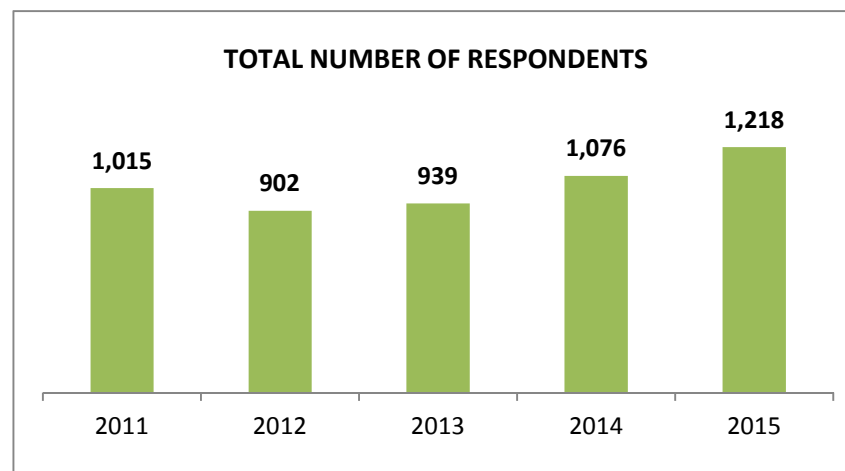
In 2015, a special section on student mental health was added. Students were asked how stressed they have felt since beginning their studies. 78% of respondents said they were either a little or a lot stressed, but coping. The majority of students said talking with friends and family helped them cope (72%). Exercise or sports and socializing were also helpful in alleviating student stress.

Challenges to Academic Success

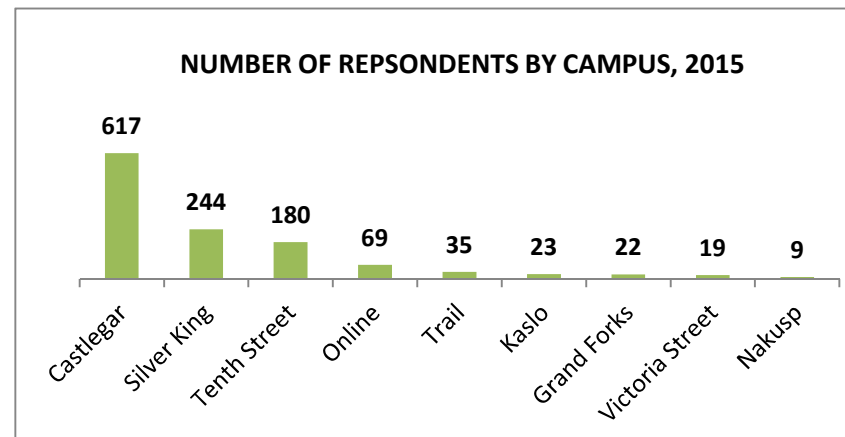
Student challenges remain relatively the same as in 2014. Managing finances, staying motivated and balancing family/personal obligations continue to be the most common challenges.

NUMBER OF RESPONDENTS

Number of Respondents	2011	2012	2013	2014	2015	Change 2014 to 2015
Castlegar	428	439	415	455	617	162
Silver King	224	167	201	219	244	25
Tenth Street	155	143	137	132	180	48
Online	61	43	109	153	69	-84
Trail	42	33	16	30	35	5
Kaslo	35	24	15	23	23	0
Grand Forks	35	34	22	22	22	0
Victoria Street	24	14	21	12	19	7
Nakusp	11	5	3	27	9	-18
Unidentified	0	0	0	3	0	-3
Total	1,015	902	939	1,076	1,218	142



% of Respondents	2011	2012	2013	2014	2015	Change 2014 to 2015
Castlegar	42%	48%	44%	42%	51%	8%
Silver King	22%	19%	21%	20%	20%	0%
Online	6%	5%	12%	14%	15%	1%
Tenth Street	15%	16%	15%	12%	6%	-7%
Trail	4%	4%	2%	3%	3%	0%
Nakusp	1%	0.6%	0.3%	3%	2%	-1%
Kaslo	3%	3%	2%	2%	2%	0%
Grand Forks	3%	4%	2%	2%	2%	0%
Victoria Street	2%	2%	2%	1%	1%	0%
Total	100%	101%	99%	100%	100%	



NUMBER OF RESPONDENTS BY PROGRAM

*responses by program are too low to provide for "by program" analysis

Adult Basic Education	2013	2014	2015
Adult Basic Education	106	143	142
Sub Total - Adult Basic Education	106	143	142

Business and Aviation	2013	2014	2015
<i>Aviation*</i>	26	15	0
Business Administration	49	28	64
<i>Post Grad Dip in Accounting*</i>	0	0	4
Post Grad Dip in Business Administration	0	0	33
Sub Total - Business and Aviation	75	43	101

Environment and Geomatics	2013	2014	2015
Forestry	28	30	38
Geographical Information Systems, Adv. Dip	14	14	11
Geographical Information Systems, Degree	~	5	5
Integrated Environmental Planning	31	36	33
Recreation, Fish & Wildlife	30	26	38
Sub Total - Renewable Resources	103	111	125

Health and Human Services	2013	2014	2015
Classroom and Community Support Worker	13	21	21
Early Childhood Care and Education	12	12	21
<i>Gerontology*</i>	0	0	3
Health Care Assistant	7	26	19
Human Services Diploma (all disciplines)	23	19	5
<i>Medical Transcription*</i>	2	5	3
<i>Mental Health Addictions*</i>	2	1	1
Nursing	85	97	89
Nursing Unit Clerk	18	21	11
<i>Pharmacy Technician*</i>	7	12	3
Pharmacy Technician - Bridge	18	79	44
Post Grad Dip in Gerontology	0	0	27
Social Service Worker	17	17	23
Sub Total - Health and Human Services	204	310	270

Hospitality and Tourism	2013	2014	2015
Cook Training, Professional	19	11	21
<i>Culinary Management Diploma*</i>	3	0	1
Esthetics	6	9	8
<i>Golf Club Operations*</i>	4	1	1
Hairdressing	1	13	12
Post Grad Dip in Hospitality Management	0	0	23
Resort and Hotel Management	22	25	33
Ski Resort Operations and Management	10	21	23
Sub Total - Hospitality and Tourism	65	80	122

Industry and Trades Training	2013	2014	2015
Carpentry Apprentice	16	17	17
Carpentry Foundation	5	10	16
Electrical Apprentice	28	16	22
Electrical Foundation	12	0	10
Fine Woodworking	8	19	17
Heavy Duty Mechanics	15	14	13
Metal Fabrication	14	16	16
Millwright/Machinist (includes ACE IT)	25	32	30
Plant Operator	19	14	13
Welding	14	9	17
Sub Total - Industry and Trades Training	156	147	171

International Education	2013	2014	2015
English as a Second Language	26	21	27
Teaching English to Speakers of Other Languages	0	0	12
Sub Total - International Education	26	21	39

NUMBER OF RESPONDENTS BY PROGRAM

**responses by program are too low to provide for "by program" analysis*

School of the Arts	2013	2014	2015
<i>Blacksmithing*</i>	0	0	4
Bronze Casting	0	0	5
<i>Ceramics*</i>	5	2	4
Digital Arts and New Media	25	38	32
<i>Jewellery*</i>	5	6	1
<i>Metal Casting*</i>	8	0	0
Music	57	40	58
<i>Sculptural Metal*</i>	0	0	3
<i>Studio Arts Diploma*</i>	0	0	2
<i>Other (indicated Pro. Development, 1 course)</i>	1	0	0
<i>Textiles*</i>	3	3	0
Sub Total - School of the Arts	104	89	109

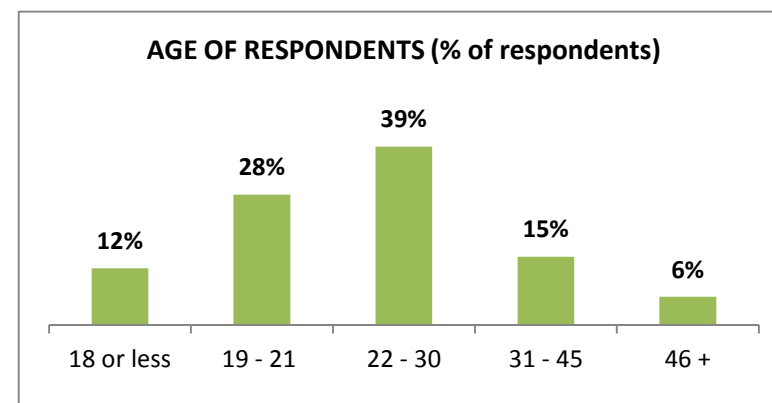
University Arts & Sciences	2013	2014	2015
Adv. Dip in Rural Pre-Medicine	0	0	13
Associate of Arts	57	49	61
Associate of Science	11	32	31
College Prep	11	10	7
Engineering	0	6	17
General Studies for Transfer	20	20	10
<i>Transformative Justice</i>	1	0	0
Sub Total - University Arts and Sciences	100	117	139

Workplace Training	2013	2014	2015
Bladerunners	0	8	0
Sub Total - Workplace Training	0	8	0

DEMOGRAPHIC INFORMATION

% of Respondents

Age	2011	2012	2013	2014	2015	Change 2014 to 2015
18 or less	15%	14%	14%	13%	12%	0%
19 - 21	32%	31%	28%	28%	28%	0%
22 - 30	30%	33%	34%	36%	39%	3%
31 - 45	15%	15%	16%	16%	15%	-2%
46 +	7%	8%	8%	8%	6%	-2%



Status	2011	2012	2013	2014	2015	Change 2014 to 2015
Full-time	82%	82%	77%	80%	83%	3%
Part-time	18%	18%	23%	20%	17%	-3%

Domestic or International	2011	2012	2013	2014	2015	Change 2014 to 2015
Domestic Student	~	~	~	~	82%	~
International Student	~	~	~	~	18%	~

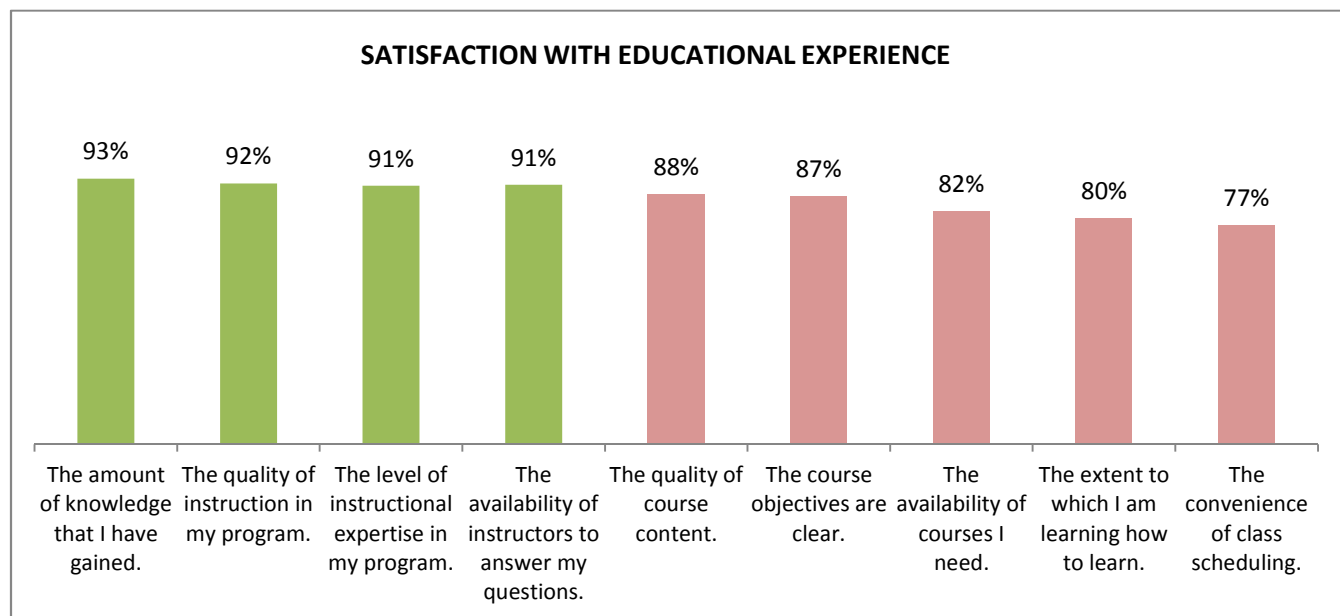
Activity Before Selkirk	2011	2012	2013	2014	2015	Change 2014 to 2015
Working full-time	38%	37%	44%	38%	39%	1%
Attending high school	22%	20%	19%	19%	18%	-1%
Working part-time	12%	14%	12%	12%	11%	-1%
Studying and working	9%	9%	9%	11%	9%	-2%
Studying elsewhere	5%	6%	5%	6%	9%	3%
Parenting	~	~	~	5%	5%	5%
Travelling	5%	4%	4%	3%	3%	-1%

SATISFACTION WITH EDUCATIONAL EXPERIENCE

SATISFACTION BELOW MINISTRY TARGET OF 90% IS HIGHLIGHTED (within 1%)

% Very Satisfied or Somewhat Satisfied

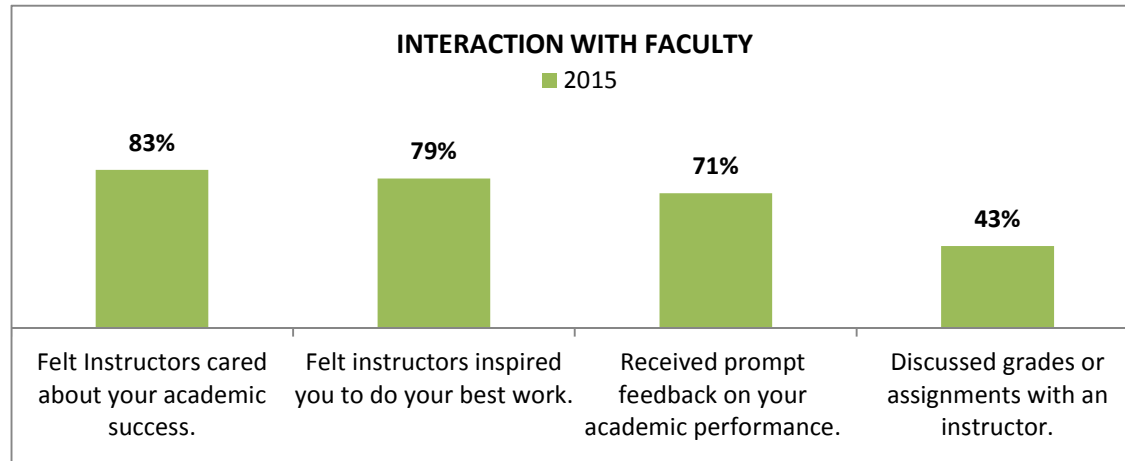
Satisfaction with Educational Experience	2011	2012	2013	2014	2015	Change 2013 to 2014
The amount of knowledge that I have gained.	94%	95%	94%	93%	93%	1%
The quality of instruction in my program.	94%	93%	93%	91%	92%	0%
The level of instructional expertise in my program.	94%	92%	91%	90%	91%	1%
The availability of instructors to answer my questions.	90%	91%	90%	90%	91%	1%
The quality of course content.	89%	88%	85%	89%	88%	-1%
The course objectives are clear.	88%	86%	87%	85%	87%	2%
The availability of courses I need.	94%	83%	81%	81%	82%	1%
The extent to which I am learning how to learn.	83%	81%	79%	77%	80%	2%
The convenience of class scheduling.	80%	78%	76%	77%	77%	0%



INTERACTION WITH FACULTY

% Often or Very Often

Interaction with Faculty	2011	2012	2013	2014	2015	Change 2014 to 2015
Felt Instructors cared about your academic success.	83%	81%	79%	83%	83%	0%
Felt instructors inspired you to do your best work.	75%	72%	72%	76%	79%	3%
Received prompt feedback on your academic performance.	76%	73%	65%	71%	71%	0%
Discussed grades or assignments with an instructor.	61%	58%	40%	43%	43%	0%

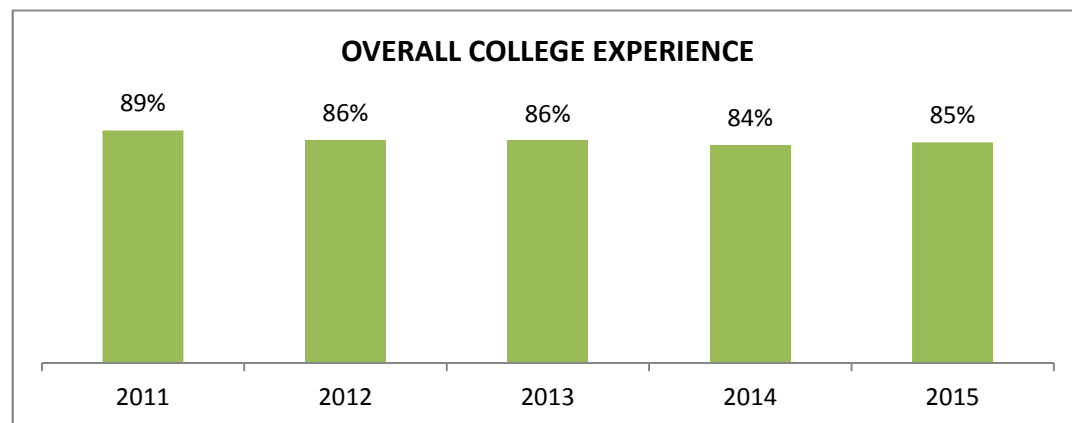


THE COLLEGE EXPERIENCE

% of respondents

% Very Satisfied or Somewhat Satisfied	2011	2012	2013	2014	2015	Change 2014 to 2015
Your overall experience this year.	89%	86%	86%	84%	85%	1%
Your personal growth.	91%	88%	87%	84%	84%	0%
Your overall happiness.	84%	83%	79%	80%	78%	-2%
Your interaction with other students.	84%	83%	80%	75%	74%	0%
You feel a part of Selkirk College.	70%	69%	67%	64%	65%	1%

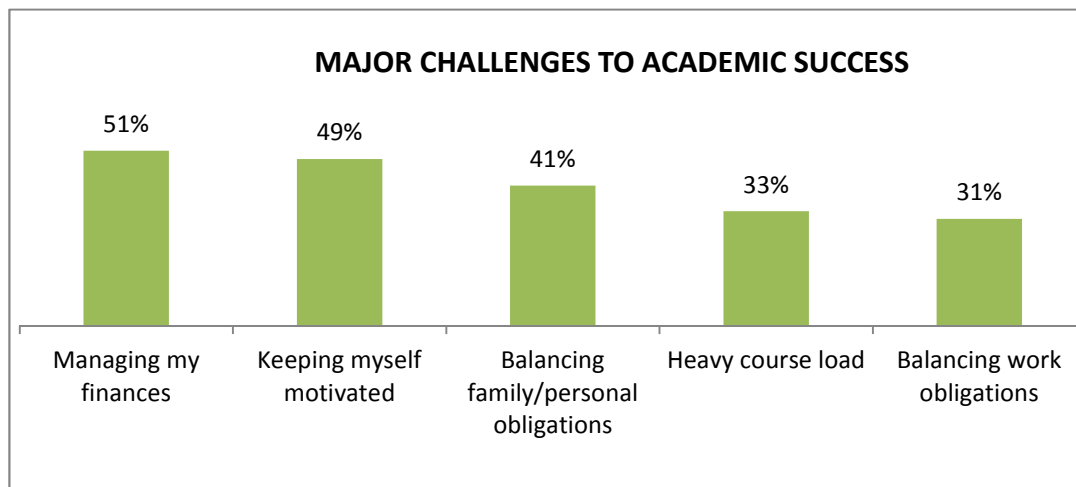
Was Selkirk College your first choice?	2011	2012	2013	2014	2015	Change 2014 to 2015
Yes	88%	88%	87%	82%	81%	-1%



CHALLENGES TO ACADEMIC SUCCESS

Select all that apply

Major Challenges to Academic Success	2011	2012	2013	2014	2015	Change 2014 to 2015
Managing my finances	49%	50%	51%	49%	51%	2%
Keeping myself motivated	47%	46%	49%	50%	49%	-2%
Balancing family/personal obligations	43%	44%	46%	43%	41%	-2%
Heavy course load	40%	39%	39%	33%	33%	1%
Balancing work obligations	30%	30%	31%	27%	31%	4%
Transportation to/from school	20%	21%	17%	18%	20%	2%
Passing my courses	17%	17%	19%	18%	20%	1%
My health	18%	20%	21%	18%	20%	2%
Making friends and "fitting in"	9%	10%	11%	11%	12%	1%
Finding appropriate living arrangements	11%	9%	8%	9%	11%	2%
The course/program was not for me.	4%	4%	5%	3%	3%	1%



COLLEGE EXPERIENCE CONTINUED, ADDITIONAL QUESTIONS FOR 2015

How stressed have you felt since beginning your studies?	2015
A little stressed but coping	43%
A lot stressed but coping	35%
Not stressed at all	10%
A lot stressed and having difficult coping	7%
	95%

Which supports do you use to cope with your stress? (select all that apply)	2015
Talking with friends or family	72%
Exercise or sports	47%
Socializing	43%
Getting help from instructors	26%
Meditation/ Yoga/ Breathing practices	24%
Drugs or Alcohol	21%
Social media	19%
Talking with a Selkirk instructor	11%
Medication	8%
Talking with community counsellors	7%
Getting help at the Learning Skills Centre	7%

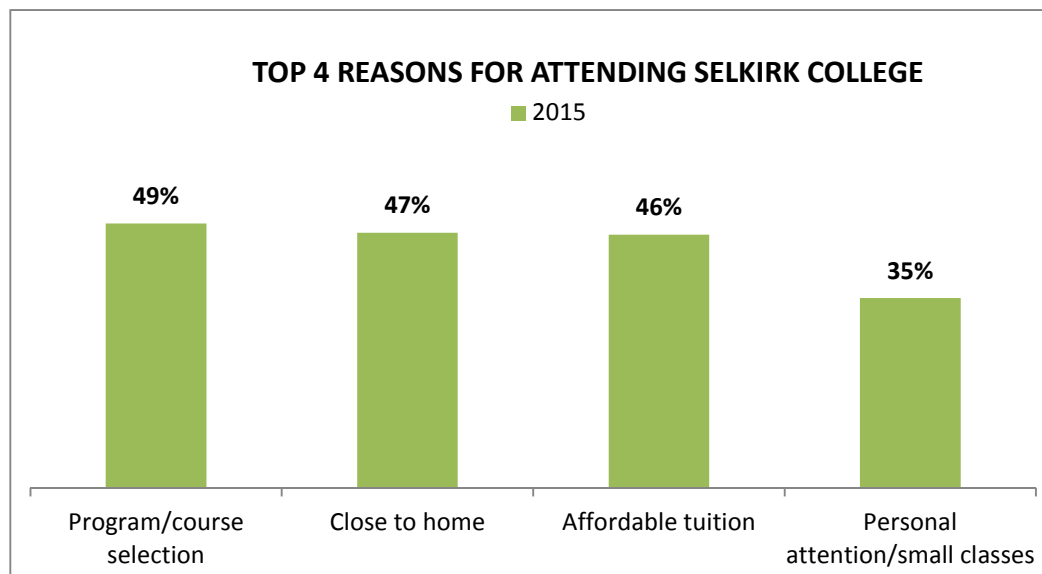
Have you reached out for help with your stress?	2015
No	55%
Yes	45%

What have been some of the barriers that have stopped you from reaching out for help?	2015
Don't feel like talking to strangers	24%
Difficult to find time for appointments	21%
I don't have time to seek the help I need	17%
Don't think counselling is helpful	12%
Feel ashamed that I can't cope on my own	10%
Cultural or language barriers	9%
I'm worried others will find out	7%
My health care insurance doesn't cover all the costs	6%

REASONS FOR CHOOSING SELKIRK

Select all that apply

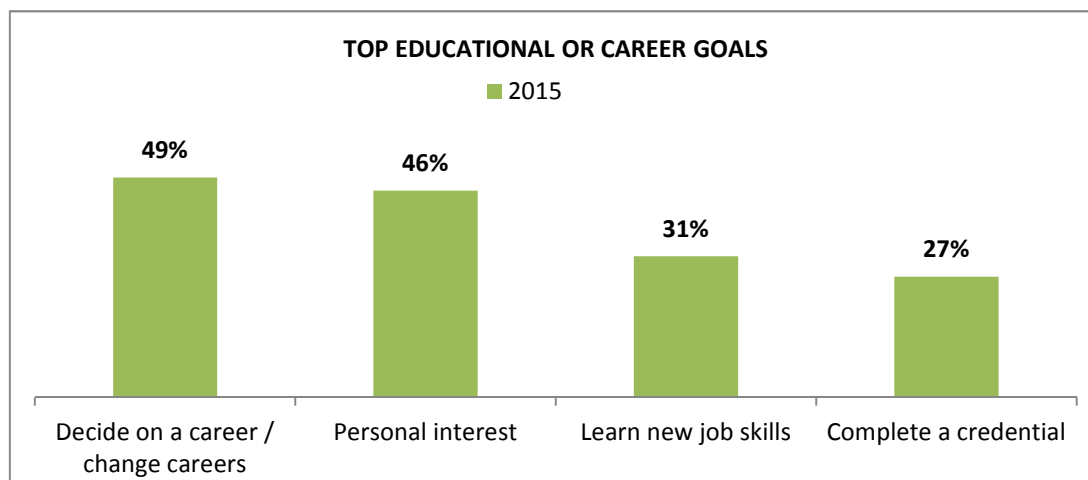
Reasons for Attending	2011	2012	2013	2014	2015	Change 2014 to 2015
Program/course selection	42%	41%	41%	41%	49%	8%
Close to home	56%	56%	55%	51%	47%	-4%
Affordable tuition	38%	39%	44%	40%	46%	7%
Personal attention/small classes	33%	33%	33%	31%	35%	4%
Reputation of Selkirk	21%	21%	24%	22%	25%	3%
Quality of instruction	20%	16%	15%	17%	18%	1%
Didn't want to leave the area	20%	20%	21%	20%	17%	-3%
Close to recreational activities	11%	11%	13%	11%	12%	1%
Couldn't afford to leave the area	15%	12%	14%	11%	10%	0%
Availability of scholarships/bursaries/awards	4%	6%	7%	6%	7%	2%



MAIN EDUCATIONAL OR CAREER GOALS FOR ENROLLING

Select all that apply

Educational or Career Goals	2011	2012	2013	2014	2015	Change 2014 to
						2015
Decide on a career / change careers	38%	48%	48%	47%	49%	2%
Personal interest	38%	43%	44%	41%	46%	5%
Learn new job skills	34%	32%	34%	31%	31%	0%
Complete a credential	36%	28%	29%	25%	27%	1%
Improve existing job skills	20%	15%	18%	16%	19%	3%
Improve basic skills	16%	13%	15%	13%	16%	4%
Prepare to transfer	21%	17%	15%	12%	15%	3%
Qualify to enter a program	12%	12%	12%	11%	13%	2%

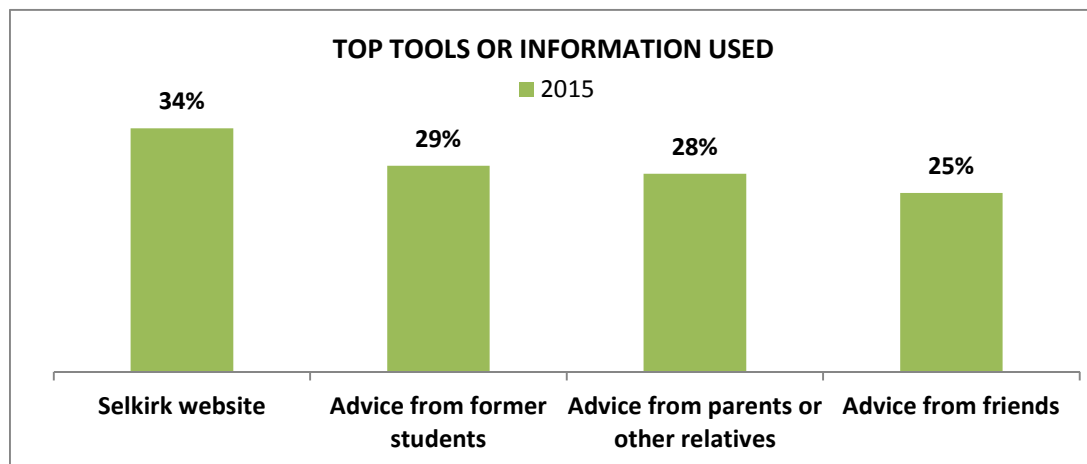


TOOLS OR INFORMATION USED TO HELP MAKE DECISION TO ATTEND SELKIRK

Select all that apply

Tools or Information Used	2011	2012	2013	2014	2015	Change 2014 to 2015
Selkirk website	47%	42%	50%	29%	34%	5%
Advice from former students	33%	34%	32%	27%	29%	2%
Advice from parents or other relatives	28%	29%	27%	26%	28%	2%
Advice from friends	26%	25%	26%	26%	25%	-1%
Selkirk College Counsellors	~	~	15%	13%	15%	2%
High school counsellors	18%	17%	15%	14%	15%	1%
Visits to College	19%	17%	16%	13%	15%	1%
Selkirk College Staff	~	~	18%	16%	14%	-2%
Online advertising	4%	4%	5%	12%	14%	2%
Print materials (college calendar, viewbook)	9%	9%	11%	7%	7%	0%
College representative visiting your high school	5%	5%	7%	5%	6%	1%
Social media (Facebook, Twitter, Utube)	1%	1%	3%	3%	5%	2%

Other Tools or Information Used	2015 (n=)
Agency	24
I'm a previous student	15
Pharmacy board and NAPRA	11
my own choice/personal desire	7
Highschool teacher	7
Know about college from living in the area	5
Google	4
KCDS	3
Co-worker/boss	3
transfer information UBC website	2
Comm. Futures Dev Corporation	2
Visited the instructor last spring	1
OK College counselor	1
UVIC counselors	1
Those working as Social Workers	1
The Mir Centre	1
The leader of our university	1
Student for a Day	1
Shana came to NUFS and presented	1
Selkirk staff Rachel Walker, very helpful	1
School Board recommendation	1
Research	1
Randomly started applying to places	1
Professional organization site	1



SOCIAL MEDIA

Select all that apply

Social Media/Videos Sites Visited Most Often	Frequency					% of Students who answered question
	Daily	Weekly	Monthly	Almost Never	Never	
Facebook	67%	12%	2%	3%	6%	90%
YouTube	41%	28%	9%	3%	2%	83%
Instagram	31%	8%	3%	4%	28%	73%
Google+	27%	13%	4%	8%	23%	74%
Snapchat	25%	8%	3%	4%	32%	71%
Twitter	12%	6%	5%	6%	39%	69%
Pinterest	6%	9%	6%	7%	39%	67%
Vine	2%	3%	3%	8%	48%	64%
LinkedIn	1%	4%	5%	6%	50%	66%
Vimeo	1%	3%	6%	6%	49%	65%

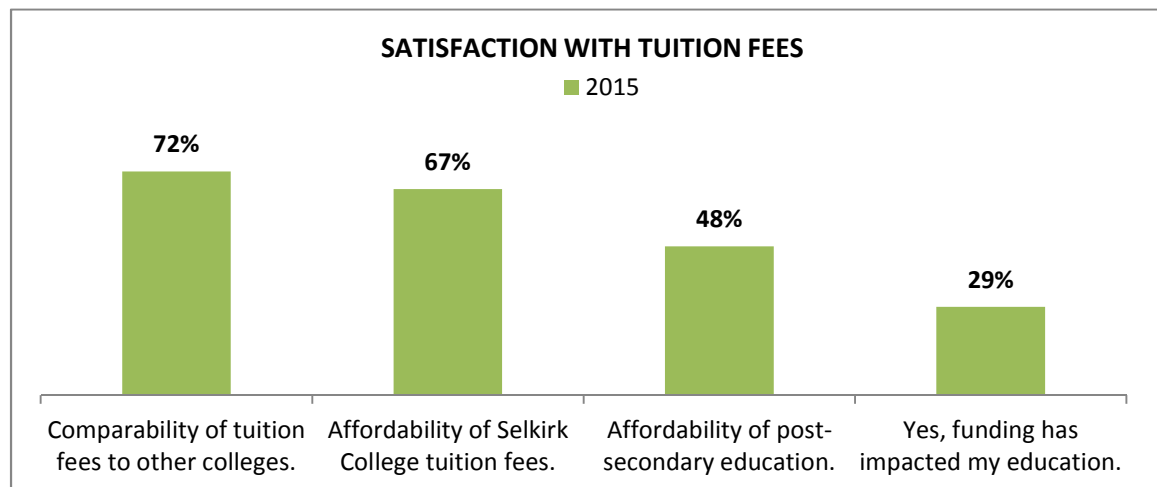
Ways students stay connected with Selkirk for news, events and happenings	2015
Selkirk.ca	68%
Facebook	35%
Instagram	4%
Google+	2%
Twitter	2%
YouTube	1%
LinkedIn	0%
Vimeo	0%

Other ways students stay connected with Selkirk for news, events and happenings	2015 (n=)
Bulletin board/posters at school	69
Contact with instructors and classmates	68
I don't/ I don't want to/not interested	58
Email	34
Connecting with real people/Word of mouth	22
Moodle	12
Being on campus/going to class	6
CE Calendar	3
News forums	1
Created a FB page for course	1
Selkirk College email doesn't work very well	1
Gym	1
Newspaper	1
Radio	1

SATISFACTION OF TUITION FEES

% Very Satisfied or Somewhat Satisfied

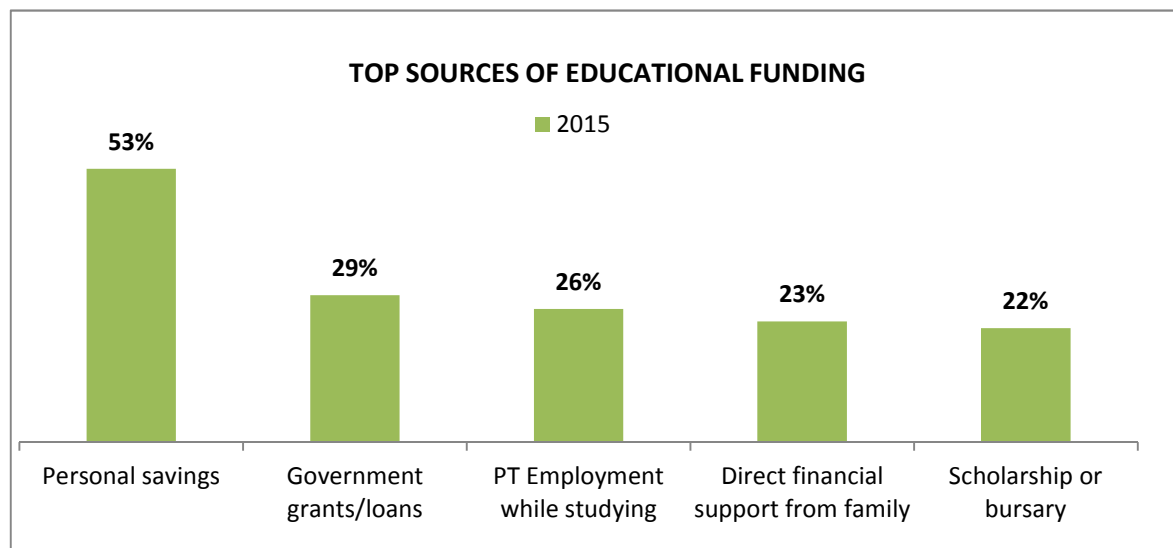
Satisfaction of Tuition Fees	2011	2012	2013	2014	2015	Change 2014 to 2015
Comparability of tuition fees to other colleges.	69%	71%	74%	73%	72%	-1%
Affordability of Selkirk College tuition fees.	62%	67%	70%	67%	67%	0%
Affordability of post-secondary education.	48%	49%	51%	51%	48%	-3%
Yes, funding has impacted my education.	32%	33%	34%	32%	29%	-4%



MAIN SOURCES OF EDUCATIONAL FUNDING

Select all that apply

Main Sources of Funding						Change 2014 to
	2011	2012	2013	2014	2015	2015
Personal savings	42%	43%	43%	42%	53%	11%
Government grants/loans	29%	30%	33%	29%	29%	0%
PT Employment while studying	~	~	20%	18%	26%	7%
Direct financial support from family	19%	21%	19%	19%	23%	5%
Scholarship or bursary	17%	16%	19%	19%	22%	3%
Loan from family	11%	12%	12%	12%	17%	5%
Personal bank loan or credit card debt	7%	9%	10%	9%	13%	4%
Employment during school breaks	12%	11%	12%	10%	13%	3%
Registered Education Savings Plan (RESP)	6%	7%	6%	7%	7%	0%
Employment insurance	7%	5%	5%	5%	4%	-1%
FT Employment while studying	~	~	4%	4%	4%	0%



Other Sources of Funding, 2015	Number
ACE IT	8
Paid by employer	6
Disabilty cheque	6
ABESAP	4
WorkSafe BC	2
CPP	2
International student, university supported	2
Welfare	1
Birthday or Christmas money, also I'm in incredibly dire need.	1
Travel disbursement	1
Selling off my herd of cattle	1
Running business in my original country	1
RRSP	1
RGU	1
Rental Income	1
Redundancy Settlement	1
PPWC Fund	1
Pawning off stuff; food bank	1
OROC Funding	1
I am in a re training funded program provided by the government	1
Government because I have a hearing loss	1
Foster Care	1
Family members working for selkirk	1
Exchange program	1
Education loan from my country while coming here	1