

# RESEARCH BRIEF

No. 02-18

January 2018

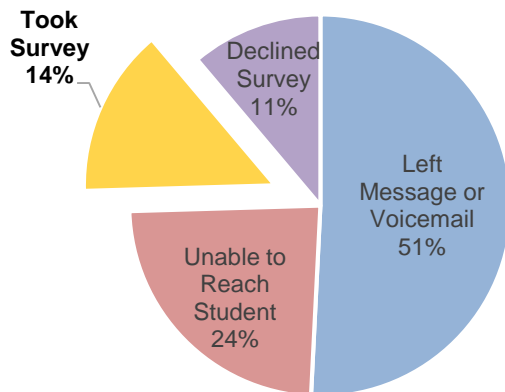
## Call Center Phone Survey – Fall 2016 First-Time to College, Part-Time Students: Enrollment in Spring 2018

In December 2017, the NOVA Call Center conducted a phone survey of first-time to college students who were enrolled part-time in Fall 2016. The objective of the survey was two-fold: 1) to find out why the students enrolled part-time instead of full-time in Fall 2016; and 2) to determine whether the students planned to enroll at NOVA in Spring 2018. These students may or may not have enrolled at NOVA between Spring 2017 and Spring 2018. A total of 699 students were contacted by phone at least once to participate in the survey.

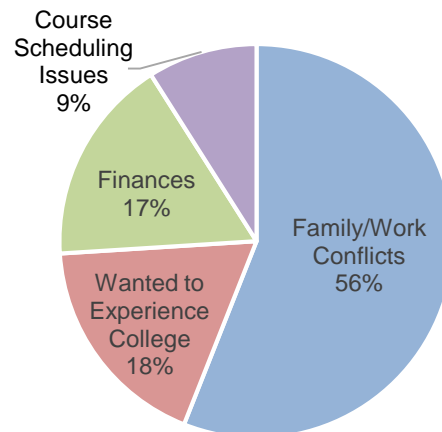
Figure 1, below, shows that 14 percent of contacted students took the survey (100 students). These students were asked two questions. Responses to Question 1 are summarized in Figure 2 below, and responses to Question 2 are summarized in Figure 3 on the next page. Detailed results are presented in the Data Tables, also on the next page.

Fifty-six percent of surveyed students indicated they enrolled part-time because of a work schedule conflict or family obligations (Figure 2).

**Figure 1. Call Center Survey: Fall 2016 First-Time to College, Part-Time Students Contacted Regarding Enrollment in Spring 2018**

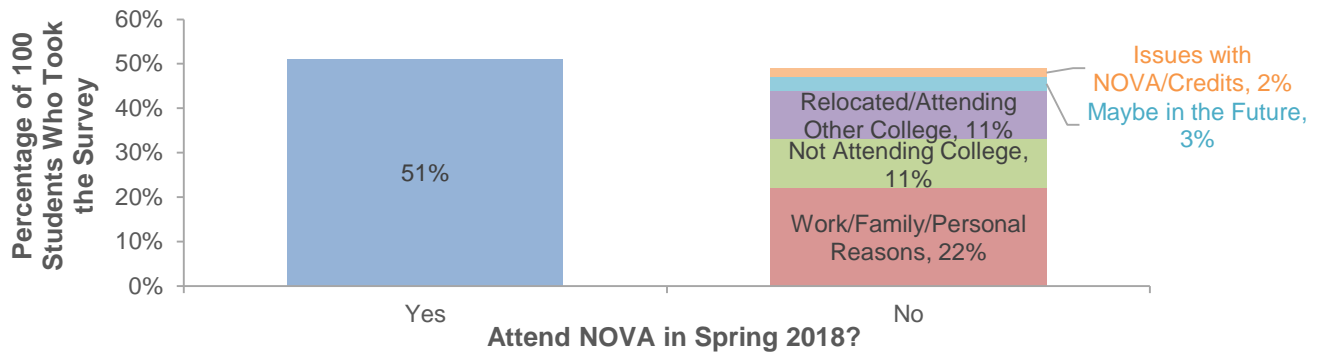


**Figure 2. Question 1: In Fall 2016, You Enrolled as a Part-Time Student at NOVA. Was There a Reason Why You Did Not Enroll as a Full-Time Student?**



Of the 100 surveyed students, 51 percent indicated they planned to enroll at NOVA in Spring 2018. Twenty-two percent of surveyed students said they would not return to NOVA for work, family, or personal reasons, which was the most common reason provided. (Figure 3, below).

**Figure 3. Question 2: Do You Plan to Enroll at NOVA for the Spring 2018 Term? If Not, Why?**



**Data Tables**

**Table 1. Call Center Survey: Fall 2016 First-time to College, Part-time Students Contacted Regarding Enrollment in Spring 2018**

Response	#	%
Voicemail Message Left for Student	342	48.9
<b>Student Took the Survey</b>	<b>100</b>	<b>14.3</b>
No Answer with No Voicemail Option	90	12.9
Student Declined the Survey	78	11.2
Phone Number Disconnected/Not in Service	61	8.7
Wrong Number	14	2.0
Message Was Left with Family Member/Relative/Friend	13	1.9
Student Did Not Speak English	1	0.1
<b>Total Students Contacted</b>	<b>699</b>	<b>100.0</b>

**Table 2. Call Center Survey Questions**

<b>Question 1: In Fall 2016, You Enrolled as a Part-Time Student at NOVA. Was There a Reason Why You Did Not Enroll as a Full-Time Student, Meaning Enroll in at Least 12 Credits During That Semester?</b>			
Response		#	%
Work Schedule Conflict/Family Obligations		56	56.0
Just Wanted to Experience College Life		18	18.0
Tuition Is Too High/Can't Afford Tuition		10	10.0
Financial Aid Not Available in Time		5	5.0
Class Not Available/Not Offered/Closed or Cancelled		4	4.0
Only Took Few Classes and/or Prerequisites to Transfer		3	3.0
Not Eligible For/Denied Financial Aid/Did Not Receive Enough Aid		2	2.0
Withdrew from One Or More Courses		2	2.0
<b>Total Who Took Survey</b>		<b>100</b>	<b>100.0</b>
<b>Question 2: Do You Plan to Enroll for the Spring 2018 Term?</b>			
Yes	Will attend NOVA	51	51.0
No	Personal Reasons (Work Schedule/Family Obligations/etc.)	22	22.0
	Will Not Attend College/Unsure About Attending College	11	11.0
	Moved/Relocated/Military	9	9.0
	May Register for Future Semester	3	3.0
	Attending Another College/Trade School	2	2.0
	Issue with NOVA/Bad Experience	1	1.0
	Prior Credits Not Transferrable	1	1.0
<b>"No" Subtotal</b>		<b>49</b>	<b>49.0</b>
<b>Total Who Took Survey</b>		<b>100</b>	<b>100.0</b>