Executive Summary
Beginning in fall 2016, the Enrollment Management Office has distributed online surveys each term to BMCC applicants who did not enroll and to new BMCC students as part of an effort to improve the overall admissions process and understand more about our applicants. E-mails were sent to all spring 2018 applicants and newly enrolled students at BMCC inviting them to participate in the survey. In this report, we present the spring 2018 survey results and highlight some of the key findings that have changed since the spring 2017 survey.

The spring 2018 surveys included responses from 721 currently enrolled new BMCC students and 438 spring 2018 applicants who did not come to BMCC. This response level is much greater than the spring 2017 surveys, where only 425 new BMCC students and 149 non-enrolled applicants responded. The improved rate for new students may be due to the fact that the management of the survey distribution to the new students is now being handled by student affairs. Of the new student survey respondents, 68% were first time freshmen, 32% were new transfer students, a response distribution similar to the college as a whole.
Why They Apply

All applicants were asked to indicate why they chose to apply to BMCC, prompting them to select as many responses as needed from a list and to write in any other reasons not in the list. Different patterns are seen in the reasons selected for applying to BMCC among those who enrolled in the college and those who did not. The same top three reasons -- Location, Majors and Programs Offered, and Affordability – are found in both groups. Almost 60% of new students selected Location as a reason for applying, compared to 32% of non-enrolled students. Majors and Career Programs offered followed a similar pattern. 41% of new students selected affordability as a reason, compared to only 20% of those who did not enroll.

![Bar Chart](chart.png)

<table>
<thead>
<tr>
<th>Reason</th>
<th>New Students</th>
<th>Non-Enrolled Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Majors and Career Programs Offered</td>
<td>30%</td>
<td>54%</td>
</tr>
<tr>
<td>Location</td>
<td>32%</td>
<td>59%</td>
</tr>
<tr>
<td>Affordability</td>
<td>20%</td>
<td>41%</td>
</tr>
<tr>
<td>The diversity of the student population</td>
<td>9%</td>
<td>26%</td>
</tr>
<tr>
<td>BMCC’s academic reputation</td>
<td>11%</td>
<td>26%</td>
</tr>
<tr>
<td>Recommendation from a family member or a friend</td>
<td>14%</td>
<td>29%</td>
</tr>
<tr>
<td>Recommendation from high school guidance counselor</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>I was certain to be accepted by BMCC</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Special programs (ASAP, CLIP, College Discovery, CUNY Start, etc.)</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Please add other reasons.</td>
<td>8%</td>
<td>32%</td>
</tr>
</tbody>
</table>
A comparison of spring 2018 and spring 2017 is provided below for both new students and non-enrolled applicants. It appears that 2018 applicants were slightly less driven by majors and slightly more driven by campus location. Also, 2018 non-enrolled applicants were 10 percentage-points less likely to be motivated by BMCC’s affordability.

<table>
<thead>
<tr>
<th>Why They Apply: Key Changes From Spring 2017 to Spring 2018</th>
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<tbody>
<tr>
<td><img src="chart.png" alt="" /></td>
</tr>
</tbody>
</table>

Open ended responses from new students that are not captured by the above categories included references to evening and weekend classes, the welcoming atmosphere of the campus and the applying as a “Safety school”. A handful of students mentioned student services, including the Veterans Resource Center.

- Evening and weekend classes availability
- I read about the mission of BMCC. That’s really impacted my choice.
- I’ve passed by here before and the students here were very kind to me when I was lost!
- Admission is easier

Over a third of non-enrolled applicant respondents (165) left open ended responses, far more than for new students. For the most part, these respondents offered their reasons for not attending BMCC (97% of responses), rather than their reasons for applying. A similar pattern has been evident each semester that the applicant survey has been offered.
Non-Enrolled Applicants

30% of respondents who did not enroll at BMCC in spring 2018 enrolled in another college, a rate 12% percentage-points higher than that of spring 2017.

Of spring 2018 students who enrolled elsewhere, 40% indicated the location or commute as a deciding factor in their college choice. 14% indicated that they were offered admission at a better college, 11% chose a college more specialized in their intended major, and 11% cited struggles with the admission process.

- Location-wise it was more convenient to enter a school in my borough of Queens and they had a stronger environmental major focus.
- I wanted to attend BMCC but was not able to register due to offices closing too early.
- Because Baruch offered me a 4 year program instead of having to get a associates
- Because the college i got accepted to first is the college i wanted to get in from the start.

Barriers to College Attendance

Of applicants who did not enroll in higher education, the most common barriers to entry were missing the deadline to register for courses, missing a document needed for the enrollment process, the timing of the placement test process and financial reasons. The large number of responses in the “other” category is partially attributable to students elaborating on their selections. Common responses not captured by the options listed include many respondents indicating intentions to defer their enrollment until the summer or fall. Many did not enroll because they are participating in a precollege program (CLIP, BLIISS). Others expressed that they experienced issues with the admission process, and a handful of respondents did not know that they were accepted.
“Other” Responses included:

- The admissions process was unclear. I did not receive any notice of my admission.
- My immunization was not done but by the next registration I’ll get everything done so I can start college with BMCC
- I didn’t get help that I needed
- I have to finish the CLIP first

CUNY Applications

Only 13% of spring 2018 non-enrolled applicants applied to colleges outside of the CUNY system, a lower rate than both fall 2017 (32%) and spring 2017 (21%).
Non-Enrolled Applicant Suggestions for Improvement

All applicants were asked to identify which aspects of the application and registration process could be improved. Different response patterns emerged when considering whether or not students enrolled at college elsewhere. Students who were not attending college were more likely to indicate multiple areas of potential improvement, including the financial aid application process (28%), class registration (27%), the process of submitting required documents (25%), and advisement (24%). Students who attended college elsewhere, on the other hand, most commonly suggested improvements to acceptance procedures, financial aid, and advisement. Students enrolled elsewhere were more likely to leave comments, though most indicated that they were satisfied with the process.

What parts of BMCC Application and Registration Process Could be Improved?
Spring 2018 Non-Enrolled Applicants

- Not Attending College
- Attending College Elsewhere

[Bar chart showing the percentage of applicants suggesting improvements for various aspects of the application and registration process]
Typical Applicant Comments
Applicants not attending College:

- difficult. no one had time to talk to me instead i was just pushed from one room to another
- Bmcc waited last minute to let me know what documents I needed to register into class which was already to late
- It would be nice if I didn't have to find ancient documents like my high school and early childhood immunization records, but if I have to have them, it would be helpful to know that ASAP and have the steps for enrolment laid out in a complete sequence of steps

Applicants attending Elsewhere

- I think the enrollment process was fine: simple and understandable.
- After you decline the acceptance, you should be removed from the mailing list.

2017 Comparison
For each of the most common potential areas of improvement, 2018 applicants were less likely to suggest improvement than applicants in 2017, regardless of whether or not they enrolled in college elsewhere. The spring 2017 applicant survey did not ask those attending college elsewhere about getting advised.

Contact
Among students not attending college elsewhere, 87% indicated a desire to stay in contact with someone from BMCC about options for enrolling in summer or fall 2018. 230 respondents left their email address or phone number.
New Students

Goals
A series of new questions were added to the New Student Survey in spring 2018, oriented around understanding students’ goals of college attendance. In total, 75.8% of respondents aspired to complete an Associate degree. 13.3% indicated a desire to transfer to a four-year college as soon as possible, while a much smaller portion of students expressed goals that were non-degree related.

When asked specifically if they intended to graduate from BMCC, 87% of new student respondents answered yes. Similarly, 84% responded that they intended to transfer to a four year college.

This distribution of goals was relatively similar for whether students were First Time Freshmen or New Transfers. The most common goals noted as “other” responses included career exploration, completion of prerequisites for the accelerated Nursing program and preparation for the RN exam.

Transfer Intentions
84% of respondents indicated an intention to transfer to a four-year college. Of students who intend to transfer, 60% (327 respondents) indicated a desire to attend a four-year CUNY College, particularly Hunter College (89 respondents) and Baruch (56 respondents). 17% of respondents were undecided on their transfer location and 5% wanted to transfer to a SUNY college. 19% were hoping to transfer outside of the CUNY or SUNY system, mostly to NYU (8%) and Columbia (2%).
Defining Success

The 2018 survey included a new section that allowed students to leave open ended responses to the following question: “Our highest priority is improving student success. How do you define success for yourself?” 611 new students responded, offering a wide variety of personal characterizations of success. The major categories that emerged were meeting established goals, working in their field of choice and being able to support themselves and their families financially. Students also defined success as completing their degrees and programs, maintaining good grades, working hard and doing their best.

Meeting Goals

- *Success to me is being able to reach my goals and overcoming obstacles*

- *Achieving my goals and learning new things. Acquiring new skills and being able to use them for my benefit.*

- *My goal is to be able to grow and work so that I can be the best I can possibly be. While I do have both long term and short term goals, I want to enjoy the process and the journey I take to accomplish these goals. Success, to me, means moving forwards.*

Career and Financial Success

- *Being successful to me is having a career that I can grow and support my family and myself.*

<table>
<thead>
<tr>
<th>Achieving Established Goals</th>
<th>211</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career and Financial needs met</td>
<td>94</td>
<td>15%</td>
</tr>
<tr>
<td>Graduating</td>
<td>69</td>
<td>11%</td>
</tr>
<tr>
<td>Good Grades</td>
<td>68</td>
<td>11%</td>
</tr>
<tr>
<td>Hard Work</td>
<td>61</td>
<td>10%</td>
</tr>
<tr>
<td>Happiness</td>
<td>57</td>
<td>9%</td>
</tr>
<tr>
<td>Personal Development</td>
<td>57</td>
<td>9%</td>
</tr>
<tr>
<td>Transfer</td>
<td>15</td>
<td>2%</td>
</tr>
</tbody>
</table>

Where Students Intend to Transfer

Not including colleges with less than 5 students indicating interest
• Becoming The teacher i know i can be

• Not having a constant worry about what I need to do or haven’t done. that tomorrow I will wake up not miserable or uncertain of what the possibility is of that day And if I have enough money for everything.

Personal Development

• Achieve all my dreams. Always learn new things and enrich my knowledge from different people and experiences. Leave a mark and make our society a better place to live

• Success for me is to find happiness in one’s profession.

New Student Suggested Areas of Improvement

The Application and Registration Process

Among new students who enrolled in BMCC in spring 2018, the most common suggested areas of improvement were getting advising, applying for financial aid and registering for classes.

<table>
<thead>
<tr>
<th>What parts of BMCC Application and Registration Process Could be Improved?</th>
<th>New Students Only, Select all that apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting advised</td>
<td>39%</td>
</tr>
<tr>
<td>Applying for financial aid</td>
<td>39%</td>
</tr>
<tr>
<td>Registering for classes</td>
<td>35%</td>
</tr>
<tr>
<td>Submitting supporting documents (transcript, supporting materials)</td>
<td>29%</td>
</tr>
<tr>
<td>Activating your CUNYFirst account</td>
<td>27%</td>
</tr>
<tr>
<td>Finding out if you are accepted</td>
<td>21%</td>
</tr>
<tr>
<td>Orientation sessions</td>
<td>18%</td>
</tr>
<tr>
<td>Other comments</td>
<td>18%</td>
</tr>
<tr>
<td>Placement testing</td>
<td>16%</td>
</tr>
<tr>
<td>Placement test preparation workshop</td>
<td>12%</td>
</tr>
<tr>
<td>Access to support services (Accessibility, academic advising)</td>
<td>7%</td>
</tr>
</tbody>
</table>

35% of new student survey respondents indicated a desire for the class registration process to improve. This was a six percentage-point jump from spring 2017 respondents. 39% of 2018 respondents indicated that the college could improve its provision of advising during the admissions and registration process, consistent with spring 2017. Applying for financial aid was also seen as requiring improvement by 39% of respondents, a rate 5 percentage points higher than spring 2017.
Typical Student Comments

- I didn't think the advisors were informative enough about the classes I needed to take along with the other programs. I think advisors need to spend more time with students and speak to them about their options.

- Keeping in touch with students who has an application pending, letting them know which documents they're missing.

- There are just too many cuny portal items. One for blackboard, one for email, one for registering. It was confusing to navigate at first.

Choice of Major

New students were asked to indicate how confident they felt in their choice of major on a scale of very confident, confident, unconfident, very unconfident. In general student confidence in their major choice has remained consistently high from spring 2017 (92%) to spring 2018 (91%).
Of new students who lacked confidence in their choice of major (marked unconfident or very unconfident) (10%) the most common explanation offered was that students had multiple interests of study and future career and had trouble deciding on one.

- I don’t know what I want to do in life so I decided to make liberal arts my major for now.
- I love art but I want something more art and business related

Some students expressed that they intended to change majors by next semester. Others expressed fear of future returns for their particular program.

- I changed my passion and I’m going to change my major
- Have been told that Sociology Majors are of no use.

How to Register

Student confidence with the registration process declined slightly between spring 2017 and spring 2018. 83% of 2018 respondents felt confident or very confident with how to register, 5 percentage points lower than the rate of the previous spring.

![Confidence in How to Register](image)

Of new students who marked unconfident or very unconfident with the registration process (16%), the most common grievances were with the clarity of available information (i.e. the website) and the lack of support from staff members. Many wish that they could have been advised more, while others expressed frustration with the advisement that they received.
When I first registered, the workers were sending me back and forth for over a week, I wanted to do it in person so I know I shouldn’t have any problem and I still did.

It was unclear and I received contradictory emails that ended up being totally irrelevant. I had almost no human interaction in choosing my classes or registering, just followed signs and picked random things.

Cuny first registration is clunky. You should try finding a class in Cuny first. Good luck.

**Academic Advisement**

Students were asked to indicate if their experience with academic advisement was very helpful, helpful, unhelpful or very unhelpful. Student responses have declined overall between spring 2017 and spring 2018 with 83% of respondents finding it helpful or very helpful, down from 89%.

18% of respondents found academic advisement to be unhelpful or very unhelpful. Elaborated responses included frustrations with accessing advisement services and anecdotes about unhelpful guidance and misinformation.

The process was very fast, and I didn’t feel like any personal attention was given to me based on the questions and concerns that I had. It was a very mechanical process and I’m still unsure whether or not I was properly advised to graduate and/or transfer on time.

I felt like I was being rushed when I spoke to my advisor. I also didn’t feel like I was informed enough about the other programs.
What Students Need Now
The final question of the new student survey asked students what they need now as a student at BMCC. The most common responses selected were academic advisement (44%), help developing study skills (44%), support with financial aid (43%) and career advisement (42%). These were also the most common responses from the spring 2017 survey, although 2018 students were more likely to indicate a need for financial aid advisement.