

2009-2010 James Sprunt Community College
Annual Marketing Report

August, 2009

Introduction:

Annually JSCC conducts a Marketing Report to help facilitate a focused Marketing Plan. The following questions are asked:

Research Questions:

1. What is the unduplicated headcount for each curriculum programs by degree type for the past three fall terms?
2. What cities are students originating from for the fall 2009 term?
3. What are the ethnic trends for the past three fall terms?
4. Results from the Marketing Survey:
 - a. Why did students choose JSCC?
 - b. How did students learn about JSCC?
 - c. What radio stations are students listening to?
 - d. What newspapers are students reading?
 - e. What attracted students to JSCC?
 - f. What TV stations are students watching?
 - g. What are student's career goals?
 - h. What are two most important things that make a CC successful?

Table description

Programs by certification type, and by term table consists of a program code "A10100," "C15430," and/or "D10400." In the program code there is either an "A," "C," or "D." The letter "A" designates all programs which result in earning an associate degree, the letter "C" designates all programs which result in earning a certificate and the letter "D" designates all programs which result in earning a diploma. Beside the program code is the program description. Beside each program description is the total number of student who enrolled in the program for the past three fall terms. Below each Program code is either a "2007FA," "2008FA," and/or "2009FA". This is a designation for the year and fall term. Beside each term is the total number of students who designated that particular program as their primary program.

Table two is a total count of where students are originating from for the fall 2009 term. Table three is a three ear account of reported ethnic background and percent change over the past three years. Pages 11 are the results from the Marketing Survey conducted at student registration, fall 2009.

Table 1, program by certification type by term:

Program By Term	Number of Students
A10100 Associate in Arts	755
2007FA	232
2008FA	237
2009FA	286
A10300 Associate in General Education	213
2007FA	61
2008FA	64
2009FA	88
A10400 Associate in Science	96
2007FA	39
2008FA	23
2009FA	34
A15100 Agribusiness Technology	40
2007FA	7
2008FA	17
2009FA	16
A15280 Applied Animal Science Technology	11
2007FA	1
2008FA	1
2009FA	9
A1528B Applied Animal Science Technology-Swine Management	45
2007FA	13
2008FA	18
2009FA	14
A15430 Viticulture and Enology Technology	30
2007FA	5
2008FA	15
2009FA	10
A20100 Biotechnology	1
2008FA	1
A25100 Accounting	93
2007FA	38
2008FA	25
2009FA	30
A25120 Business Administration	194
2007FA	63
2008FA	58

2009FA	73
A25260 Computer Information Technology-Appl Track	96
2007FA	18
2008FA	28
2009FA	50
A25260N Computer Information Technology-Netwrk Trk	8
2007FA	2
2008FA	4
2009FA	2
A25360 Office Systems Technology	60
2007FA	22
2008FA	19
2009FA	19
A25370 Office Administration	10
2009FA	10
A30100 Advertising and Graphic Design	42
2007FA	15
2008FA	15
2009FA	12
A45100 Associate Degree Nursing	315
2007FA	78
2008FA	93
2009FA	144
A45110 Associate Degree Nursing	5
2009FA	5
A45400 Medical Assisting	168
2007FA	41
2008FA	54
2009FA	73
A45620 Physical Therapist Assistant	15
2007FA	5
2008FA	3
2009FA	7
A55140 Cosmetology	68
2007FA	15
2008FA	22
2009FA	31
A55180 Criminal Justice Technology	138
2007FA	35
2008FA	49
2009FA	54
A55220 Early Childhood Associate	273

2007FA	106
2008FA	72
2009FA	95
A5522B Teacher Associate	125
2007FA	38
2008FA	42
2009FA	45
C1528B Swine Production Certificate	3
2009FA	3
C15430 Viticulture and Enology Technology	13
2007FA	5
2008FA	4
2009FA	4
C25100C1 Computerized Accounting Clerk	6
2007FA	1
2008FA	3
2009FA	2
C25100C2 Accounting Clerk	2
2007FA	1
2008FA	1
C25100C3 Cost Accounting	1
2007FA	1
C25260IS Business Computer Applications	6
2007FA	4
2008FA	2
C25260SN Information Systems Networking	3
2007FA	1
2008FA	1
2009FA	1
C25260WD Web Design	6
2007FA	1
2008FA	5
C25360WP Word Processing	1
2008FA	1
C35220 Electrical/Electronics Technology	6
2007FA	2
2008FA	3
2009FA	1
C35280 Masonry	35
2007FA	12
2008FA	15
2009FA	8

C45600 Phlebotomy	8
2007FA	2
2008FA	3
2009FA	3
C50420 Welding Technology	10
2007FA	5
2008FA	4
2009FA	1
C50420P Welding Technology	38
2007FA	9
2008FA	18
2009FA	11
C55120 Basic Law Enforcement Training	60
2007FA	23
2008FA	35
2009FA	2
C55140 Cosmetology	11
2007FA	1
2008FA	7
2009FA	3
C55160 Cosmetology Instructor	10
2007FA	1
2008FA	3
2009FA	6
C55220C1 Early Childhood Worker	110
2007FA	41
2008FA	37
2009FA	32
C55220C2 Early Childhood Administrator	104
2007FA	31
2008FA	41
2009FA	32
C55250 Foodservice Technology	37
2007FA	13
2008FA	14
2009FA	10
C55290 Infant/Toddler Care	100
2007FA	39
2008FA	37
2009FA	24
C60160 Automotive Systems Technology	38
2007FA	14

2008FA	13
2009FA	11
D10100 Transfer Core Diploma (AA)	102
2007FA	5
2008FA	62
2009FA	35
D10400 Transfer Core Diploma (AS)	10
2007FA	1
2008FA	6
2009FA	3
D1528B Swine Management Diploma	1
2008FA	1
D25100 Accounting	8
2007FA	4
2008FA	2
2009FA	2
D25360 Office Systems	1
2007FA	1
D25370 Office Administration	2
2009FA	2
D30100 Advertising & Graphic Design Diploma	2
2008FA	1
2009FA	1
D35220 Electrical/Electronics Technology	54
2007FA	14
2008FA	20
2009FA	20
D35220P Electrical/Electronics Technology	40
2007FA	16
2008FA	13
2009FA	11
D45660 Practical Nursing	155
2007FA	34
2008FA	42
2009FA	79
D50420 Welding Technology	41
2007FA	10
2008FA	10
2009FA	21
D55140 Cosmetology	43
2007FA	12
2008FA	16

2009FA	15
D55280 General Occupational Technology	651
2007FA	166
2008FA	197
2009FA	288
T90920 Learn and Earn Online	314
2007FA	1
2008FA	92
2009FA	221
T90930 Early College High School	114
2009FA	114
T90970 Huskins	332
2007FA	166
2008FA	146
2009FA	20
T90980 Dual Enrollee	36
2007FA	12
2008FA	16
2009FA	8
T90990 Special Student	154
2007FA	48
2008FA	54
2009FA	52
T90990P Special Student	84
2007FA	32
2008FA	28
2009FA	24
(blank)	63
2007FA	41
2008FA	19
2009FA	3
Grand Total	5616

Table 2: where are students originating from for the fall 2009 term?
 The results are ranked from highest to lowest residency count for the top 20 cities.

Fall 2009

<i>Rank</i>	<i>City</i>	<i>Students</i>
1	Wallace	269
2	Kenansville	267
3	Warsaw	237
4	Beulaville	232
5	Rose Hill	177
6	Mount Olive	123
7	Magnolia	123
8	Pink Hill	118
9	Faison	72
10	Teachey	66
11	Clinton	64
12	Chinquapin	60
13	Albertson	41
14	Richlands	31
15	Willard	27
16	Goldsboro	25
17	Turkey	23
18	Jacksonville	21
19	Dudley	18
20	Calypso	18

Table 3: what are the reported ethnic trends for the past three fall terms at JSCC?

Fall 2007

Row Labels	Sum of Count
American Indian/Alaska Native	8
Asian Or Pacific Islander	6
Black, Non-Hispanic	715
Hispanic	63
Other/Unknown/Multiple	22
White, Non-Hispanic	790
Grand Total	1604

Fall 2008

Row Labels	Sum of Count
American Indian/Alaska Native	5
Asian Or Pacific Islander	8
Black, Non-Hispanic	762
Hispanic	77
Other/Unknown/Multiple	27
White, Non-Hispanic	953
Grand Total	1832

Fall 2009

Ethnic Background	Sum of Students
American Indian/Alaska Native	9
Asian Or Pacific Islander	8
Black, Non-Hispanic	937
Hispanic	124
Other/Unknown/Multiple	28
White, Non-Hispanic	1067
(blank)	7
Grand Total	2180

Three year percent increase:

Ethnic Background	% Increase
American Indian/Alaska Native	12.5%
Asian Or Pacific Islander	33.3%
Black, Non-Hispanic	31.0%
Hispanic	49.2%
Other/Unknown/Multiple	27.3%
White, Non-Hispanic	35.1%

JSCC Marketing Survey Results

Each fall term a marketing survey is conducted. The results of the survey are presented to the Dean of College Advancement and the college. 100 surveys were passed out and 50 were completed. The top three responses are ranked from “a-c” with “a” having the highest percent response rate, and “c” having the lowest percent rank of the three. All surveys and data compiled can be located in the office of The Coordinator Research, Planning and Institutional Effectiveness.

Questions:

- 1) Why did you choose to attend James Sprunt Community College?
 - a. Close to home
 - b. Nursing Program
 - c. Transfer Credits
- 2) How did you learn about JSCC?
 - a. Friends and family
 - b. High School
 - c. Former Student
- 3) What radio station(s) do you listen to the most?
 - a. 99.1
 - b. 93.3
 - c. 105.5
- 4) What newspaper(s) do you read regularly?
 - a. Wallace Enterprise
 - b. Warsaw/Faison
 - c. News and Observer
- 5) What most attracted you to JSCC?
 - a. Close to home
 - b. Close to work
 - c. Dedicated Faculty and Staff
- 6) What TV station do you watch the most?
 - a. Channel 5 Greensboro
 - b. WECT Channel 6
 - c. BET
- 7) What are your career goals?
 - a. Become a Registered Nurse
 - b. Transfer to a four year college
 - c. Become employee in chosen field
- 8) What are the two most important things that make a community College successful?
 - a. Dedicated Faculty and Staff
 - b. Cost
 - c. Small class/campus size