

CONESTOGA LISTENS,

SERVICES AND SUPPORTS

ANNUAL STUDENT FEEDBACK SURVEY Fall 2024 *Report Back to Students*

Survey ran between
October 17 - November 1, 2024

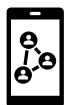
34,455 students were invited to participate
and 5,953 completed the survey

17.3% Response
Rate

Marketing & Orientation (Level 1 Only)



65% of respondents considered the **recommendations from Conestoga students** to be the most influential.



56% of respondents considered **Instagram** to be the most influential social media site.



63% of respondents considered **www.ontariocolleges.ca** to be the most influential "other information source."



Approximately 25% of respondents indicated that **online information events, Conestoga advertising, email communications, and campus tours** significantly influenced their decision to attend.

Actions

- Enhance accessibility and awareness for prospective students by facilitating increased interaction with current Conestoga students through various digital platforms such as video content, social media, Unibuddy, and other online channels.
- Advance timely interactions and digital storytelling opportunities with prospective students through the platforms that yield the highest engagement.
- Introduce additional conversion assistance strategies, including call campaigns, program-specific emails, and tactile welcome packages containing valuable information for prospective students.



The top 3 ways students prepared for starting at Conestoga were: ❶ **Academic Orientation Session** (67%), ❷ **Campus Welcome Days webinar** (41%), ❸ **Virtual Resources** (39%).



Respondents' satisfaction with **college-wide orientation events** and **virtual resources** ranged from **87-88%** reporting they were satisfied or very satisfied.



International students' satisfaction with in-person **international orientation events** was impressively high, with **90% to 92%** of students reporting they were satisfied or very satisfied. Similar ratings were seen with **international webinars** ranging from **82% to 92%** reporting they were satisfied or very satisfied.

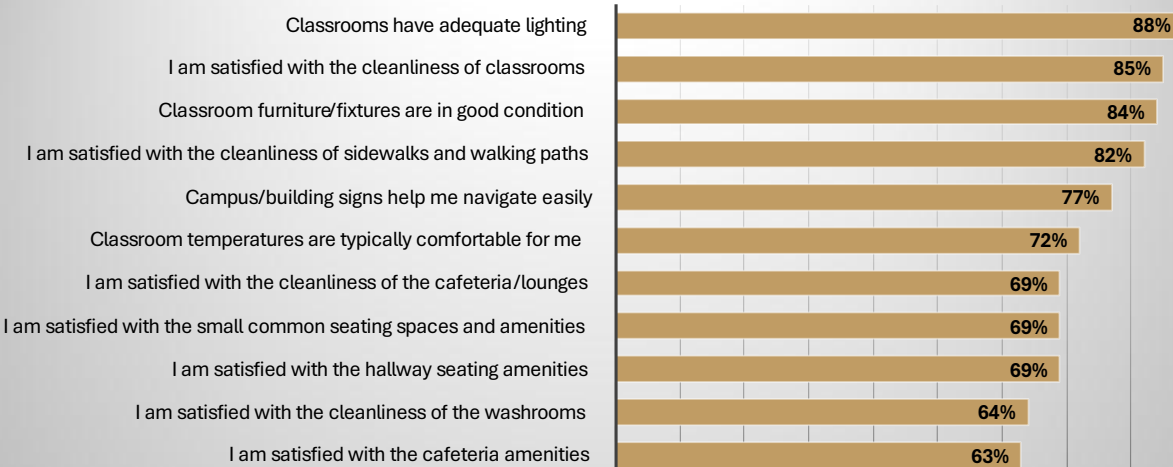
Actions

- Expand the Student Experience Mentor program to all campuses by the end of 2025.
- Offer capacity-building drop-in sessions for program coordinators and service areas to enhance online academic sessions and workshops.
- Assess alternative delivery formats for academic orientation sessions.



Facilities & Transportation

Students who agree or strongly agree



Common areas that students reported were **important** or **very important** to a **positive student experience**:

85% Quiet small study spaces

76% Cafeterias/lounges

73% Small common seating spaces/nooks

64% Hallway seating

The most common primary mode of transportation to in-person classes on campus is **public transit (61%)** followed by **personal vehicle (20%)** and **walk/bike (7%)**.



The most common challenges students report to using a non-motorized mode of transportation (such as walking, cycling, scooter) were:

1. Distance from home to campus is too far (64%)
2. Do not own a non-motorized transportation device (39%)
3. Not interested in taking non-motorized transportation (15%)
4. Lack of safe infrastructure (9%)

Actions

- **Enhance Communication of Transportation Options:** Develop and implement a comprehensive communication plan to inform all campus communities about available alternative transportation options. Ensure that these options are easily accessible and clearly communicated through various channels, such as the College website and emails.
- **Address Transit Service Issues:** Compile and share the feedback received with all relevant public transit providers. Work collaboratively with the public transit providers, including Grand River Transit, to provide better service at all campuses. Explore with Grand River Transit, the option to build a bus station at the Doon campus.
- **Facilities Management's target** is to provide more frequent audits to help monitor the custodial cleaning and impact on the campus, especially washrooms. Allocate budget to adding better and more plentiful seating in the corridors. This effort is part of an ongoing multi-year initiative.



Career Services



The most popular Career Service resources were the **myCareer job postings board**, utilized by 42% of students, and the **videos and tip sheets on the Student Success Portal**, accessed by 37%. Other services were used by 20-27% of students.



The top three **most important services** students expect from Career Services are all **in-person**: opportunities to meet or network with employers (64%); one-on-one career assistance (55%); and career workshops (48%).

Actions

- **Facilitate additional in-person opportunities** for students to meet or network with employers, particularly in smaller-group settings.
- **Build on our in-person advising appointments** by implementing additional ways that students can receive one-on-one career help (e.g. ask me anything career pop-up tables).



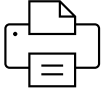
IT Services (Level 2+ Only)



Among those looking for **non-technical support** or assistance from the IT Service Desk, about **35%** sought help with **Student Financials, eConestoga, or ONECard**. Another **46%** sought assistance with other **undefined non-technical issues**.



More than half of the students at the college have a need to use an **on-campus computer** at least once a week. **46%** of respondents reported they would use a **docking station and monitor** instead of a Conestoga computer if it was available.

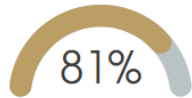


65% of respondents felt access to **printers** while on campus were **somewhat important or very important**. **76%** of respondents felt printers are **conveniently located** on campus.

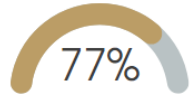


Only 25% of respondents reported they have used **remote lab access** options to use special software.

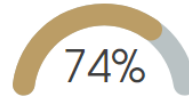
Percentage of students who were satisfied or very satisfied with onsite computer lab aspects:



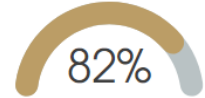
Reliability of computers



Labs as learning environments



Available space for additional equipment or technology



Adequate display size and resolution

When asked how they would like the **Technology Enhancement Fee** to be utilized, students highlighted the following top themes: ❶ Equipment and technology for campus spaces, classrooms, and labs; ❷ Equipment and technology for personal use; ❸ Facility enhancements; and 4) Wi-Fi improvements.

Actions

- To enhance the student experience, we'll work with other student service teams to develop referral processes and workflows. Often being the first point of contact for students, IT Customer Service will assist in supporting both students and other service teams.
- Work with staff and faculty to improve and promote the availability of remote access lab computers.
- Analyse student Wi-Fi usage and increase bandwidth capacity to provide an overall better experience for students



Student Success

The **top three areas** respondents reported **challenges that significantly disrupted their goals** were:



Employment or Finances (45%): When asked why they didn't get help, 26% did not know where to go for help and 25% were overwhelmed by multiple issues.



Living arrangements or transportation (21%): When asked why they didn't get help 26% said services were unavailable at convenient times.



Health or mental health concern (20%): When asked why they didn't get help, 36% said they were overwhelmed by multiple issues.

Actions

- **Enhance Staff Training:** Student Advising, Accessibility & Testing (SAAT) will build on existing training to improve issue clarification skills before problem-solving, ensuring a thorough understanding of student concerns for effective support.
- **Collaborate on Communications:** SAAT and the Student Success Communications (SSC) team will address feelings of overwhelm in outreach materials, normalize the experience, and provide clear, manageable steps for support.
- **Improve Resource Accessibility:** SAAT will work with the SSC Team and Career Services to enhance the visibility and accessibility of support resources, ensuring key information is easily found online and advisors are trained to support students with financial and employment challenges.



Recreation & Athletics



62% of students reported they participate in **90 minutes or less** of fitness, recreation, or sports per week.



39% of students reported they have **accessed** the **Recreation Centre**.



The **top ranked activities** were **Fitness Centre Exercise** (31% ranked 1st) & **Fitness Classes** (22% ranked 1st). The **lowest ranked** were **Intramurals** (24% ranked 7th) & **Single Day Tournaments** (23% ranked 7th).

Among those who accessed the Recreation Centre, 49% used the **Fitness Centre** for exercise, while 22% participated in **drop-in sports**. Organized sport programs were the least utilized (16%).

The top 3 barriers to accessing the Student Recreation Centre were:

- ❶ I don't have the time (41%)
- ❷ I am unfamiliar with the programs offered (33%)
- ❸ The Recreation Centre is too far away (25%)

Actions

- Introduce an educational campaign for students to be physically active in short increments.
- Increase visibility and promotion of services throughout campuses using digital displays
- Expansion of recreation opportunities at other campuses through off-campus offerings



Generative AI



Respondents report they **never (39%)** or **rarely (22%)** use **generative AI** in their **academic/schoolwork**.



70% of respondents felt their **professors** were more than **somewhat knowledgeable about generative AI**.



48% of respondents thought **generative AI tools** like Microsoft copilot are more than **somewhat beneficial for their learning**.



49% of respondents are somewhat or very **concerned** about the **use of AI** having an **adverse impact on their learning**.



78% of respondents were **more than somewhat aware** of the **negative ethical concerns** that AI Can introduce into their academic and/or school work.

Actions

- Continue to support faculty across the continuum of generative AI use through strategic educator development opportunities and resources with the focus on effective teaching and learning practices.



Indigenous Services (Domestic Students Only)



4% of respondents identify as **Indigenous to Canada (First Nations, Metis, Inuit or Reconnecting)**.



33% have accessed services from **Ba-dah-bin Gamik (Indigenous Student Services)**, with most students reporting they were **satisfied** or **very satisfied**.

Actions

- Contribute to supporting Indigenous student success through policy change and implementation.
- Drive the need for cultural centred environments and practices to empower Indigenous students and support overall learner success.
- Initiate program and service development to remove barriers and allow clear pathways to support.



Marketing



88%

Would recommend Conestoga College to others

Those who indicated they would recommend Conestoga were asked to:

“Please briefly identify the specific aspects/strengths that make Conestoga your choice of recommendation”

1. Programming & Curriculum

“I recommend Conestoga College because of its focus on practical experience. Variety of programs are offered with experienced faculty and quality education. Modern facilities create a great learning environment.”

2. Amenities - Facilities/Services/Environment

“I would say that the professors really want us to learn and it’s effective. They are hands-on and willing to help at anytime. The facilities are great, employees are great. It is all about the learnings and I am satisfied with Conestoga. I don’t have regrets. It’s expensive but worth it.”

3. Faculty & Staff

“The programs push me to think critically and prepare me for my future career. The staff are great and the student resources are great as well for academic growth.”

4. Industry Connections & Co-op/Career Opportunities\

“Conestoga College is one of my dream colleges. It has been providing a strong emphasis on learning and student growth improvement. Additionally, the dedicated faculty and support services ensure that students receive personalized guidance, enhancing their academic journey. Last but not least, I am proud of being a Conestoga student.”

5. Reputation or Recommendations

“The programs are career-focused, offering paid co-op to give you real work experience and the classes focus on things you’ll actually use in the industry.”

“I chose Conestoga College because I decided that it was the best decision for my success, my location and my future.”

“I have always heard good things, being here, this being my first semester, has shown me a lot of opportunities for my learning and future career. I am very pleased with it so far. Conestoga is very diverse and has a widespread of knowledge information. They are always helpful and respect the community.”

In addition, students were asked to identify gaps and areas for improvement.

Based on the feedback gathered, action plans have been developed, with key initiatives highlighted in the document.