

Annual Student Feedback Survey Fall 2021

Report Back to Students

Between October 14 and November 1, 2021, Conestoga collected feedback from all students in full-time programs.

24,458 students were sent an email invitation

40% Response rate

9,834 students participated in the survey

±0.8% Confidence interval



26% had **attended in-class activities** on campus within the last two terms

Marketing & Recruitment (Incoming Students Only)



75% report they were **more than somewhat committed** to attending Conestoga prior to receiving their offer



Domestic students are most influenced by Conestoga's **proximity**, website, and program/college reputation



Renewed **website now 2nd most influential factor** in choosing Conestoga; up from 7th to 10th between 2014 and 2018



International students are most influenced by Conestoga's **friendly/helpful campus atmosphere**, perceptions of **safety**, program/college reputation, and **good communication**



Program characteristics (experiential learning and career prospects), reputation and campus factors are **most influential on decision to attend Conestoga**

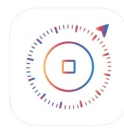
Marketing & Recruitment Actions

We will continue to ensure the website and recruitment materials provide detailed information to address key factors and questions identified by students. We will continue to provide a variety of communication forums and channels where prospective students can get their questions answered.

Orientation (Incoming Students Only)



85% used the **Conestoga 101** eConestoga course to prepare for starting college



Half of incoming students used the **Conestoga Ready app** - 82% were satisfied with the app



73% **attended** their online **program orientation session** - almost **88% were satisfied** with the session



Less than 3% expressed dissatisfaction with **any of the orientation services** offered

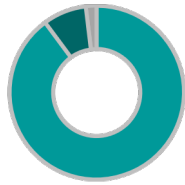
Actions

Based on student suggestions, we will look for ways to include more polls and activities into our online program sessions to make them more interactive. We will also work to address technical issues in the Conestoga Ready App and to improve the depth and breadth of the information contained in the App.

Start-of-Term Communications (All Students)



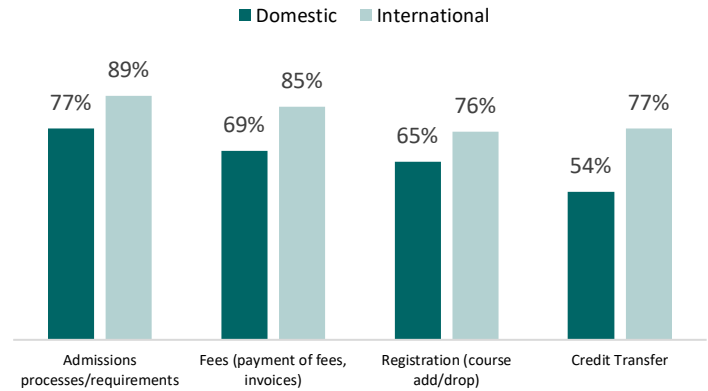
73% said start-of-term communications answered all or most of their questions



9 in 10 students agree they are **treated equitably and fairly** by faculty and staff

8 in 10 students **felt prepared for their first day of classes**

% Satisfied and Very Satisfied with Communication About:



1,000+ suggestions about how to improve communication

Start-of-Term Communications Actions

Results confirm that there is still room for improvement. Recent and future initiatives that have a direct impact in this area include:

- Enhancements to the Student Portal that are directly targeted to new incoming students.
- Streamlining and coordinating communications sent to new and returning students regarding the start-of-term requirements and activities.
- Customer service training and workshops with an emphasis on response times and providing clear and concise information.
- Updating the Conestoga College website to provide clear and easy to understand information.
- Continue to develop new materials and processes that allow new and returning students to self-inform and self-serve.

Living and Transportation (All Students)



About **70% of domestic** students plan to commute – alone in a **personal vehicle** – when they return to in-person classes



Around **80% of international** students plan to use **public transit** when they return to in-person classes



Less than **10%** of students (domestic or international) plan to **walk or ride a bicycle**



About **50%** of student live in some type of **off-campus rental housing**

Living and Transportation Actions

Transportation and access to our campuses is managed jointly by Ancillary Services and CSI. This partnership started in 2021 and long-term strategies include:

- Formalized support of the CSI Transportation Strategy that includes the increased use and promotion of alternative transportation.
- The consolidation of shuttle operations in pursuit of equitable services.
- Upcoming installation of OneCARD tap readers in all shuttle buses.
- Parking model that provides value for parking, equitable pricing for students and flexible options such as the Multi-Pass pay for what you need approach.
- Pursuit of a UPass product for all Conestoga students.