



Office of Research, Planning, and Effectiveness

Transfer Follow-up Survey Report (Fall 2012)

I. Introduction

The purpose of the Transfer Follow-Up Survey is to learn how satisfied former students are with their NMC education and transfer experience. These data are used in the measurement of institutional effectiveness and in guiding improvements of our services and offerings.

Transfer Student Population Highlights:

- The top three transfer institutions in fall 2012 were Ferris State University, Grand Valley State University, and Michigan State University, respectively, accounting for 42% of 419 total transfers (see Appendix A for additional detail on transfer institutions)
- 82% of total transfers were to a 4-year college or university
- 18% of total transfers were to other community colleges (76% of this group were to 14 of the other 28 Michigan community colleges)

Transfer Student Survey Highlights:

- 97% of survey respondents agreed that a NMC education is a good value for the money
- 95% of respondents agreed that they would recommend NMC to others
- 93% of survey respondents agreed that NMC is a good place to meet one's learning objectives and educational goals
- 91% of survey respondents agreed they achieved their educational goal for attending NMC
- 30% of respondents reported they were required to take courses at their transfer institution that are similar to those they took at NMC (up from 23% in Fall 2011)

II. Survey Methodology

The NMC Data Mart* was queried to generate the population of former students who attended NMC in spring 2012 and then transferred to a 4-yr college/university or a 2-year college in fall 2012. The query generated a population of 419 students. For a two-week period beginning in late October 2012, NMC-Research Services administered the transfer survey to this group of transfer students. One hundred sixty two students agreed to participate in the survey, yielding a response rate of 39%; with regard to ongoing administration of the transfer survey, this response rate is the same as fall 2011, slightly higher than in spring 2011 (37%), and slightly lower than previous years (44% in 2010, 56% in 2009, and 42% in 2007).

The complete transfer survey instrument can be found at <https://intranet.nmc.edu/depts/orpe/research/Survey%20Forms/index.html> (login required)

All department-specific comments from this survey will be forwarded to the appropriate Chair or Administrator. The list of students who wish to be contacted by NMC staff about transferring credits back to NMC to be awarded appropriate certificates or Associate degrees will be forwarded to the Registrar's office.

*The Data Mart is updated frequently with student transfer data retrieved from the National Student Clearinghouse Student Tracker Data.

III. Survey Results

Demographics

Comparable to past administrations of the transfer survey, a higher percentage of female (61%) than male (40%) students agreed to participate (56% female in fall 2011). These numbers are in line with a slightly higher female population in NMC's total fall student population (54%). The median age of survey respondents is 21 years (mean=25), which closely compares to a fall 2011 transfer survey respondent group median age of 21 years (mean=24), but is younger than was observed in 2010 (median=27; mean=30).

Educational Goals

Approximately 52% of survey respondents reported their primary educational goal while attending NMC was to earn some general education credits and then transfer to a 4-year college or university, while an additional 41% reported their primary goal was to earn an Associate degree and transfer (Table 1).

	Frequency	Percent	Valid Percent	Cumulative Percent
To earn some general education credits and then transfer to a 4-year college or university	84	51.9	51.9	51.9
To earn an NMC Associate degree and then transfer to a 4-year college or university	67	41.4	41.4	93.3
To earn an NMC Associate degree and then find a job	3	1.9	1.9	95.2
For personal interest only	3	1.9	1.9	97.1
To learn skills for a new job or to advance in a job	2	1.2	1.2	98.3
Other	2	1.2	1.2	99.5
To earn an NMC certificate	1	0.6	0.6	100.0
Total	162	100.0	100.0	

Approximately 91% of all survey respondents reported they had achieved their educational goal, up slightly from 90% in fall 2012 and 83% in spring 2011. Of the 44% of respondents reporting their primary educational goal was to earn an Associate degree or certificate at NMC, 82% indicated they had done so. A cross-tabulation of primary goal and goal accomplishment indicates that respondents reporting their goal was to earn general education credits and transfer were more likely to report having achieved their goal.

The number of survey participants reporting having earned a degree or certificate decreased from 43% in fall 2011 to 37% in fall 2012, with 35% earning a degree and 2% earning a certificate. Survey respondents indicating they *did not* complete a degree were asked to indicate why through selection of one or more stated reasons; most frequently selected reasons included "I followed transfer information that did not require a degree" (32%; n=33) and "I wanted to transfer as soon as possible" (24%; n=25). Additionally, 25% (n=26) cited a reason *other* than those listed, including *I was dual enrolled* and some variation of *NMC did not offer classes/program of choice* (Table 2). A follow-up item asked this group of respondents to choose the *one primary* reason for not completing a degree, with 24% indicating "I followed transfer information that did not require a degree."

Transfer Follow-up Survey Report (Fall 2012)

Table 2. Reasons for not completing a degree prior to transferring from NMC (Select all that apply)		
Followed transfer information that did not require completing a degree	32%	n=33
Other	25%	n=26
Wanted to transfer as soon as possible/Did not attend NMC long enough	24%	n=25
Would have had to take classes at NMC not required at my transfer school	16%	n=17
Changed major or transfer school of choice	13%	n=13
Moved away from NMC for personal or financial reasons	13%	n=13
Already had a degree	5%	n=5
NMC staff advised me not to	1%	n=1

Respondents were also asked to indicate the highest degree they are seeking, with the following results.

Table 3. What is the highest level degree you are seeking?		
Associate	5.6%	n=9
Bachelors	56.2%	n=91
Masters	31.5%	n=51
Doctoral	6.8%	n=11
Other Professional	0.0%	n=0
None	0.0%	n=0

The majority of responding transfer students (56%) indicated they are seeking a Bachelor's degree, while an additional 32% reported they are seeking a Master's degree.

Transfer Institution

The fall 2012 transfer survey included two new items assessing college or university of transfer and home campus versus NMC's University Center campus. Tables 4 and 5 display results.

Table 4. To which college or university did you transfer? (Do Not Read)		
Other	30%	n=49
Ferris State University	24%	n=39
Grand Valley State University	15%	n=25
Michigan State University	15%	n=24
Central Michigan University	7%	n=12
Davenport University	4%	n=6
Western Michigan University	4%	n=6
Eastern Michigan University	1%	n=1
Lawrence Technological University	0%	n=0
Spring Arbor University	0%	n=0

Table 5. Do you attend home campus or do you attend the University Center in Traverse City?		
Home Campus	70%	n=78
University Center	30%	n=34

One hundred and thirteen students indicated they attend one of the UC partner schools, with 30% of this group reporting they attend the University Center in Traverse City. A cross-tabulation of campus attended and goal accomplishment indicates that respondents reporting they attend the University Center were less likely to report having achieved their goal.

Transferring Credits Back to NMC/MACRAO

Survey respondents were asked how interested they would be in transferring credits they have earned at their current school back to NMC so that they may be awarded an appropriate certificate or Associate degree. In fall 2012 this question was conditionally asked of only those respondents indicating No or Don't Know to "Did you earn a degree from NMC?" and Yes, No or Don't Know to "Did you earn a certificate from NMC?" The majority of respondents (67%) reported some level of interest, ranging from slightly interested to very interested, with 27% indicating they are very interested (Table 6a); 70% of this respondent group (n=49) indicated someone from staff may contact them regarding transferring credits back to NMC.

Table 6a. How interested would you be in transferring credits you have earned at your current school back to NMC so that you may be awarded an appropriate certificate or Associate degree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all interested	35	33.3	33.3	33.3
	Slightly interested	16	15.2	15.2	48.6
	Somewhat interested	10	9.5	9.5	58.1
	Moderately interested	16	15.2	15.2	73.3
	Very interested	28	26.7	26.7	100.0
Total		105	100.0	100.0	

Those indicating they are not at all interested in transferring credits earned at their current school back to NMC were asked to indicate the main reason why. Table 6b displays results.

Table 6b. What is the main reason you are not interested in transferring credits back to NMC? (Do not read)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No need/purpose in doing so	29	17.9	82.9	82.9
	Credits will/may not count toward my Bachelor's degree	4	2.5	11.4	94.3
	Other	2	1.2	5.7	100.0
Total		35	21.6	100.0	

Survey participants were asked if they had earned their MACRAO stamp* while at NMC. In recent years, survey results have indicated the majority of respondent's report they *have* earned their MACRAO stamp, however, only 40% of current survey participants, and 37% in fall 2011, responded positively. Most frequently cited reasons for not earning the MACRAO stamp include "Did not attend NMC long enough to complete the requirements," "Not aware of the MACRAO requirements," and "Already had or did not need."

Advising/Credit Transfer

NMC's goal is to provide accurate and consistent transfer and academic advice across the college. Survey results reveal that students received advice from a number of sources, with respondents identifying top three sources as their current schools' transfer information, NMC faculty advisor, and NMC advising staff (50%, 35%, and 33%, respectively). In addition, respondents indicated they received transfer and academic advice from the NMC transfer guide (27%) and a parent or family member (25%). Table 7 displays results.

* MACRAO is an agreement among colleges and universities that helps students transfer more easily

Transfer Follow-up Survey Report (Fall 2012)

Table 7. Percent of respondents indicating they received academic or transfer advice from source (Select all that apply)		
Transfer institution's transfer information	50.0%	n=81
NMC faculty advisor	34.6%	n=56
NMC advising staff	33.3%	n=54
NMC transfer guide	27.2%	n=44
Parent or family member	24.7%	n=40
Other college staff member (such as counselors, office managers, and other student services staff)	24.1%	n=39
Another NMC student	13.6%	n=22
Other	8.6%	n=14

Survey respondents were next asked to identify their primary source of transfer information, with the single largest group (27%) citing their current schools' transfer information or advisor. Additionally, 19% cited an *NMC faculty advisor*, 18% cited *NMC advising staff*, and 11% cited *Other college staff member*. Sources *Other* than those listed (8%) include high school counselor, professor or "did it on my own."

Regarding advisor assistance with various aspects of service, survey respondents consistently reported they were satisfied or very satisfied with the assistance they received (Table 8).

Table 8. Advisor's Assistance	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Advisor's assistance with information for meeting the requirements for graduation or certification	1.5	5.2	48.1%	45.2%
			93.3	
Advisor's assistance with identifying career areas that fit my abilities and interests.	0.8	5.0	61.2	33.1
			94.2	
Advisor's assistance with choosing academic courses while at NMC.	2.3	2.3	46.2	49.2
			95.5	
Advisor's assistance with information about transferring from NMC.	2.3	10.7	40.5	46.6
			87.0	

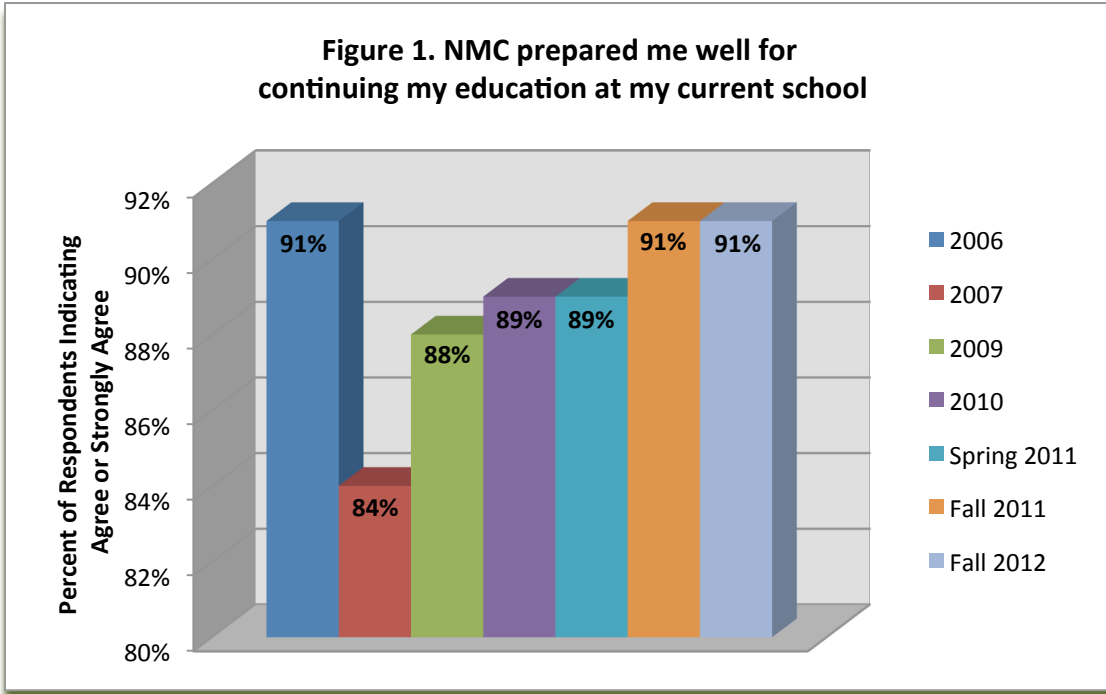
In addition, 97% of respondents indicated they were satisfied or very satisfied with the number of credits that transferred to their current institution. Regarding the 3% (n=5) of respondents indicating they were dissatisfied, were associated with the following transfer institutions: Central Michigan University, Michigan State University, Northern Michigan University, Western Michigan University College, and the University of Michigan.

Approximately 32% of survey respondents reported they had an NMC course or courses that did not transfer to their current institution, while 30% indicated they had to take a course/s at their transfer institution similar to courses taken at NMC. See Appendix B and Appendix C for a detailed account.

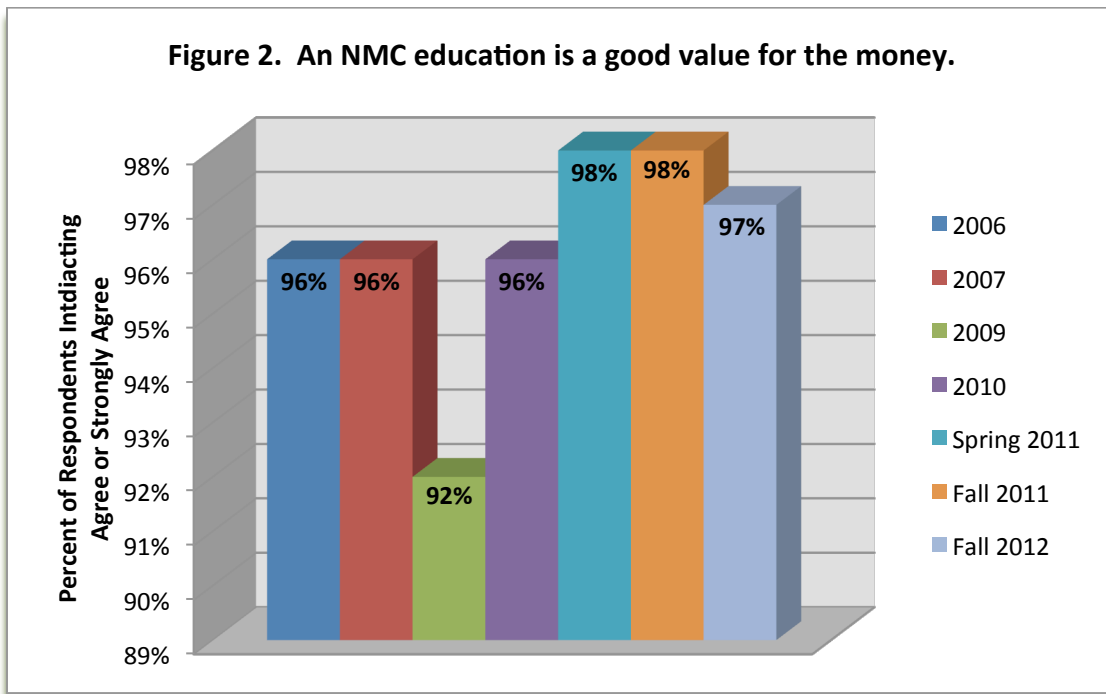
Sixty-five percent of survey respondents agreed to have NMC staff contact them regarding identified transfer problems, up from 41% in fall 2011.

Institutional Effectiveness

The percentage of survey respondents agreeing that NMC prepared them well for continuing their education at their current school had gradually increased since 2007, when 84% reported they agreed or strongly agreed, and now holds at 91% in fall 2012 (Figure 1). The current survey, along with spring and fall 2011 results, continues to realize a high level of agreement with regard to the statement “An NMC education is a good value for the money” (Figure 2).

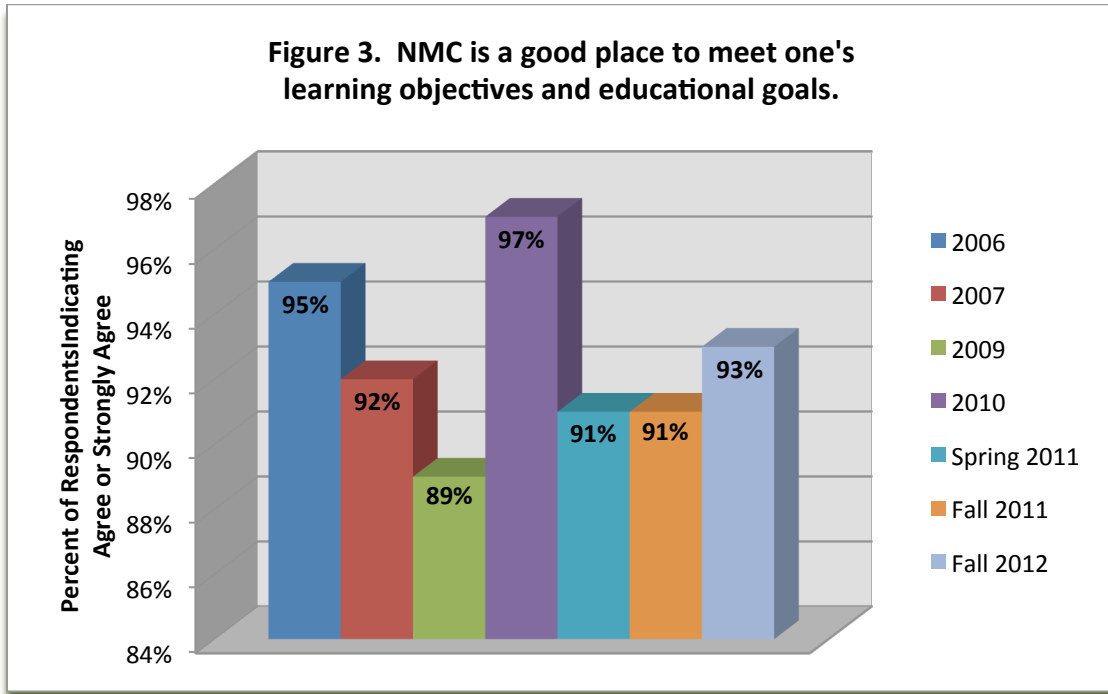


Note: Sampling methods for 2007 differed from previous and current year. Survey not conducted in 2008.



Note: Sampling methods for 2007 differed from previous and current year. Survey not conducted in 2008.

Ninety-three percent of survey respondents agreed that NMC is a good place to accomplish one’s educational goals, which is up from fall 2012, but still a decrease from 2010 (Figure 3). Finally, 95% of transfer survey student respondents agreed they would recommend NMC to others, a primary measure for successful student engagement.



Note: Sampling methods for 2007 differed from previous and current years. Survey not conducted in 2008.

Table 9. Overall Opinion of NMC	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	N
NMC prepared me well for continuing my education at my current school.	0.0%	0.0%	8.6%	42.0%	49.4%	162
An NMC education is a good value for the money.	0.6%	0.0%	2.5%	27.8%	69.1%	162
NMC is a good place for people like me to meet one's learning objectives or educational goals.	0.0%	1.2%	5.6%	42.6%	50.6%	162
I would recommend NMC to others.	0.6%	1.9%	2.5%	27.8%	67.3%	162

Students that disagreed with the above statements responded with comments describing why.

- Didn’t feel welcomed by anyone
- NMC didn’t challenge me enough, high school classes were harder
- Didn’t learn anything in some classes, felt instructors didn’t care
- Charged more for Maritime Academy credits because of our potential future earnings
- Young people should leave Traverse City to be on their own for the college experience
- NMC really didn’t offer many classes that would have been in my field
- Wish I would have started out in a bigger school

Additional Comments:

In what areas or skills could you have been better prepared before transferring?

Noted areas/skills include:

- None/I was well prepared (most frequently cited)
- Program to prepare for transfer
- The Compass test put me back
- Additional knowledge of the transfer process / additional advising
- Financial aid/scholarships

Several students responded with specific comments regarding their transfer experience, or their overall experience at NMC.

Satisfied students' comments include:

- A positive overall experience, enjoyed the experience
- Helpful instructors, great relationships with instructors
- Individual attention and smaller classes were great
- A great place to start, I was well prepared after attending NMC
- Good education at a low cost

Specific changes suggested include:

- Improve transfer support (counseling, financial aid)
- Increase parking availability
- Offer a four-year degree
- Communicate with prospective transfer schools
- Keep updated with what other colleges are doing, specifically in the Culinary program
- Certain classes are not offered both semesters
- Need more accurate information regarding classes that will not transfer
- There was some questionable adjunct faculty
- Need more scholarships available for students with different backgrounds

For questions regarding these results please contact Dr. Cathlyn Sommerfield at 995-2210.

Transfer Follow-up Survey Report (Fall 2012)

Appendix A - Transfer Institutions

	Fall 2012	Fall 2011	Spring 2011	2010	2009	2006	2005	2004	2003
Ferris State University	21.4%	23.7%	20.8%	21.7%	17.3%	10.0%	25.4%	20.0%	17.8%
Grand Valley State University	11.9%	13.4%	10.1%	27.5%	13.6%	18.1%	17.3%	16.8%	17.1%
Michigan State University	8.8%	9.4%	8.0%	2.0%	8.0%	11.1%	7.9%	7.0%	7.9%
Central Michigan University	5.0%	6.6%	9.3%	9.8%	6.7%	8.6%	11.4%	10.3%	11.9%
Western Michigan University	4.5%	4.9%	4.3%	1.6%	3.7%	6.5%	4.8%	4.2%	4.1%
Northern Michigan University	4.7%	4.7%	3.1%	.3%	2.1%	4.3%	0.4%	2.9%	N/A
Michigan Tech	7.1%	4.5%	2.5%	.3%	2.9%	N/A	3.7%	3.9%	1.2%
University of Michigan	3.8%	2.6%	3.5%	4.9%	4.3%	5.0%	3.9%	3.9%	3.3%
Lake Superior State University	0.0%	0.0%	2.3%	.7%	1.3%	N/A	N/A	N/A	N/A
Eastern Michigan University	1.1%	1.2%	1.0%	1.3%	.3%	0.7%	0.4%	1.8%	3.3%
Other incl. 2-Yr	31.2%	29.0%	35.1%	29.9%	39.8%	35.7%	24.8%	29.2%	33.4%
Total Transfers Found	419	426	486	305	375	558	457	614	607

Transfer Follow-up Survey Report (Fall 2012)

Appendix B - Specific Courses Reported *Did Not Transfer*

Central Michigan University	Intro to Communications 100 or 101
	Nutrition multiple culinary classes, an English class, but don't remember which one.
	Culinary lab classes
	Math 23
Davenport University	A computer course
	Basic Human Anatomy, other ones that I already satisfied through Baker College.
Eastern Michigan University	I had 3 that did not transfer. I cannot remember which ones they were off the top of my head.
Ferris State University	Intermediate accounting and Probability and Statistics.
	I've been going to school part time for six years and I couldn't begin to tell you which ones off the top of my head. There were very few that didn't transfer.
	Working on finding out why.
	Math 23
	It was just an elective course. I had a good advisor who knew exactly what courses would transfer in social work.
Grand Valley State University	PHL202
	English 108; Math 23. The compass test advised me to take these classes that did not transfer to Grand Valley.
	I only took an Anthropology on-line class. On the advice of my parents, I chose not to transfer the class.
	There were 2 but I don't remember what they were.
Kirkland Community College	Medical Terminology
Lansing Community College	Math
Michigan State University	Food and Nutrition, Biology, Public Speaking, and Early Childhood Education
	Intermediate Algebra
	Math 111
	Poly Science 102 Econ (micro) 200 History, 100 Math 116
	English111 (I think that is what it was called. It was a reading strategy class.)
	Professional Communications
	No specific courses. Some of the 4 credit classes at NMC only counted as 3 credit classes at Michigan State. I lost 12 credits that way.
	Western Art History #1.
	EGR 101
Human Bio Lab	
Michigan Tech University	My Biology course
Mid Michigan Community College	Biology 101
Northern Michigan University	A couple of math credits did not transfer.
	One or two that I don't remember.
Salem College	Math 111
SUNY Fashion Institute of Technology	There were 10 courses that didn't transfer.
University of S. Carolina Spartanburg	I don't have that information on hand right now, but there were two or three of them.
University of Michigan	EGR131 and EGR113
	There were 4 classes that didn't transfer; SCI101, POL101, American History, can't remember the last one.
	EGR203
	English 111, because I took it for high school credit.
	A Childhood Development course. It didn't matter as it didn't go toward my degree.
	Photo 1 and Photo 2
Western Michigan University	A few general education classes, 2 or 3 but I can't remember which ones.
	Five of my accounting classes did not transfer. They were NMC 2nd year accounting classes. I had a couple of electives that didn't transfer also.

Transfer Follow-up Survey Report (Fall 2012)

Appendix C - Courses Reported Required to take at Transfer Institution, Similar to Courses Taken at NMC

Central Michigan University	I will need to take the Communications course over because it was not complete for what was required for Central Michigan University.
	Menu Planning, Basic Biology, Nutrition, Safety and Sanitation, Introductory to Food, and World Cuisine
Davenport University	I had to take Pathos Physiology which was similar to Anatomy and Physiology.
	Math 111, beginning Algebra 203
Eastern Michigan University	Bio 101 was the same as their Bio 110
Ferris State University	Statistics
	Ceramics
	I took Western Civilization at NMC and have to take History Since 1800 at Ferris and they are very similar.
	Principals & Management
	My Introduction to Sociology course at NMC is almost exactly the same as the Ferris Race and Ethnicity course.
	My Race and Ethnicity course at Ferris is very similar to Sociology classes I took at NMC.
	Intro to Physics, Ethics and Dilemmas, BIO 105, Public Speaking, Communication and Media, Chemistry, and Medical Terminology.
	Biology 116B, Mass Communications
	A Sociology course (101 at NMC) and English course (111 and 112 at NMC). I took English 321 at Ferris for it.
Anatomy & Physiology 200, Chemistry 100, English 215	
Grand Rapids Community College	Survey of American Government 110
Grand Valley State University	LIB class similar to a philosophy class and a Contemporary Ethics course.
	American History; two English classes 111, 112; Critical Thinking Psychology; Math class 111 (basic Algebra)
	I took a general education Anthropology class.
	Into to Chemistry and Intro to Sociology.
	I had taken Contemporary Ethical Dilemmas at NMC. Grand Valley required me to take Biomedical Ethics, which is similar.
	Chemistry 150
	Statistics and biology
Hope College	Health Dynamics Course and a Math & Statistics class
Kirkland Community College	Nutrition
Lansing Community College	Both English and Math
	I had to take a diversity class that was similar to a Sociology class I took at NMC.
Michigan State University	Trigonometry
	Intermediate Algebra
	Physiology 250
	Humanities
	English Reading Strategy
	I took another science class because Human bio and lab didn't transfer.
Michigan Tech University	World Cultures (UN1002)
	Freshman engineering.
Mid Michigan Community	Computer 100 (Intro)

Transfer Follow-up Survey Report (Fall 2012)

College	
Montana State University	Intro to Chemistry and Pre-Calculus
Northern Michigan University	2D Design, 3 D Design
	2D and 3D Design and Drawing 1
	A math course that did not transfer. (titles not given)
	Biology 111 is very similar to Human Biology
Saint Louis University	Public Speaking
University of Northern Colorado	Intro to Graphic Design, Intro to Marketing
University of S Carolina Spartanburg	A Biology and a Philosophy class, but don't remember the course codes.
University of Michigan	This is under review right now.
	BIO 173
Western Michigan University	NMC's 2nd year Accounting courses