



Strategic Enrollment Management Survey Findings

(Spring 2023)

PREPARED BY:

OFFICE OF SAN DIEGO MIRAMAR COLLEGE PLANNING, RESEARCH &
INSTITUTIONAL EFFECTIVENESS

Student Brainstorming Session

Student respondents identified themselves as the following groups:

- Traditional Students (25 and under)
- Re-entry Students (25 and over)
- Veterans
- Disproportionately Impacted (minoritized or oppressed groups)
- Another Group (other from those listed above)
- Declined to State

Student Brainstorming Session

Students at Miramar College compiled a long list of programs, actions, and ideas that they have seen or would like to see on their campus in order to meet the following goals:

1. Increase access to resources and educational goal completion
2. Improve student success
3. Improve student retention
4. Community building

Employee Brainstorming Session

Faculty, Classified Professional, and administration at Miramar College collectively assembled an extensive list of programs, actions, and ideas that they provide or would like to provide on their campus in order to meet the following goals:

1. Increase access and persistence
2. Improve student success
3. Improve student retention
4. Community building

Faculty were also asked to provide feedback on helping specific populations, such as the ones students identified as.

Important Areas for Achievement

The Miramar College community identified several broad areas to succeed in order to meet the goals of our institution:

- Communication/Information
- Instructor Support
- Counselling Services
- Resources & Programs
- Courses/Classes
- Events & Clubs
- Technology
- Other/General

Collectively, some broad categories carried more weight than others in meeting specific goals.

Most Common Responses by Students and Employees

“We have or would like to see...”

A solid teal horizontal bar at the bottom of the slide.

Communication/Information

Both

- Comprehensive information on program maps and program requirements
- Awareness of campus resources
- Detailed information of campus resources
- Student orientation and tours
- Awareness of events and clubs

Students

- Utilization of Canvas for sharing information
- Shared reviews of instructors
- Information in languages other than English

Employees

- Feedback from student through surveys
- Organized outreach/recruitment
- Shared success stories

Instructor Support

Both

- Welcoming, understanding, supportive, and engaging
- Familiarity with program/academic maps
- Familiarity with resources/events and share with students
- Clear expectations (syllabus, Canvas)
- Flexible deadlines

Students

- More availability (office hours)
- Removal of mandatory attendance
- Organized online resources
- Accountability (act on student feedback)

Employees

- Accommodation for absent students (prepared videos)
- Group activities/discussions
- Additional training (Culturally Responsive, DECC)

Counselling Services

Both

Although there was little variation in suggestions towards counselling services, many respondents gave the same consistent feedback:

- **More availability (more hours, in-person, online)**
- **More counselors**

Students

- Counseling assistants
- Mandatory meetings

Employees

- Comprehensive onboarding meetings with students
- Understanding of all programs

Resources & Programs

Both

- Career development resources (information, internships)
- Reduced cost of educational materials (laptop loan, low-cost books, discounted software)
- Access to recreational spaces (student lounge, recreational field, fitness center)
- Access to services (in-person, online, evening, weekend)
- Living essentials (food, clothing)
- Tutoring
- Mental health resources
- More study areas (open spaces, group spaces)
- Student lockers
- Daycare
- Universal access to resources

Students

- More financial aid
- Affordable housing

Employees

- Mentorship
- Coordination across district

Courses/Classes

Both

Although there was little variation in suggestions towards courses/classes, many respondents gave the same consistent feedback:

- **Less cancelled courses** (keep required courses open, lower minimum enrollment)
- **Improved course offerings/scheduling** (offer required courses, more time blocks)
- **Variety in class modality** (online and on-campus sections)

Students

- Late enrollment exceptions
- Uniform rules for being dropped

Employees

- Career focused courses

Events & Clubs

Both

- More campus events (art shows, movie nights, Tet Festival, fun fairs, therapy dogs)
- More clubs (major related, music)
- Inclusion of faculty and staff
- Events offering food
- Off-campus events (field trips)

Students

- Varied timing of events (non-class hours)
- Online events (virtual gatherings, forums)
- Community service opportunities

Employees

- Increased budgets
- Transfer events
- Organize athletic teams and events

Technology

Both

- Improved Wi-Fi connectivity
- Improved online processes (registration, email management, single password for all resources)

Students

- More technical support (in-person)
- Easier navigation of online resources (website, Canvas)
- Improved online access (smartphone, desktop, all browsers)

Employees

- Real-time captioning services
- Maintained facilities (lights)

Other/General

Both

- Welcoming environment
- Personalized engagement
- People on campus (students and employees)

Students

- Accommodations for DSPS students

Employees

- Focus on diversity, equity, and inclusion
- Equitable funding across programs

Recommendations to Help Specific Populations

Communication/Information

Highlights

Respondents want Miramar College:

- to increase **awareness of resources** to help multiple student groups (**re-entry, veteran, DI, other**)
- to provide **detailed information on academic programs** to help **re-entry** students
- to include **accessibility information** in flyers and outreach emails to help **DSPS** students

Instructor Support

Highlights

Respondents want Miramar College instructors:

- to **set reasonable deadlines** to help multiple student groups (traditional, re-entry, other)
 - ❖ Evening deadlines to accommodate working students
- to **encourage event participation** to help multiple student groups (traditional, re-entry)
 - ❖ Incentives, extra credit

Counselling Services

Highlights

Respondents want Miramar College:

- to have **more accessible counselors** and **hire more counselors** to help multiple student groups (**traditional, re-entry, veteran, other**)
- to provide **VA specific counselors** to help **veteran** students

Resources & Programs

Highlights

Respondents want Miramar College:

- to increase **mental health services** to help multiple student groups (traditional, DI)
- to provide more **tutoring services** to help multiple student groups (traditional, re-entry, veteran)
 - ❖ More tutors
 - ❖ Additional hours of service (afternoon)
 - ❖ Course specific
- to install **lockers** to help re-entry/commuter students

Courses/Classes

Highlights

Respondents want Miramar College:

- to make **courses more accessible** to help multiple student groups (traditional, re-entry, veteran, other)
 - ❖ Afternoon
 - ❖ Evening
 - ❖ More than once a year
 - ❖ No overlap with other required courses

Events & Clubs

Highlights

Respondents want Miramar College:

- to host **more events** to help multiple student groups (traditional, re-entry, veteran)
- to encourage **staff and faculty participation** to meet re-entry students

Technology

Highlights

Respondents want Miramar College:

- to **improve online processes** to help multiple student groups (**veteran, other**)
 - ❖ Registration
 - ❖ Single password for all resources
 - ❖ Easier to find
- to organized **online resources** to multiple student groups (**re-entry, other**)
 - ❖ Website, Canvas
- to provide **real-time captioning services** to accommodate **DSPS** students