



HIGHER EDUCATION



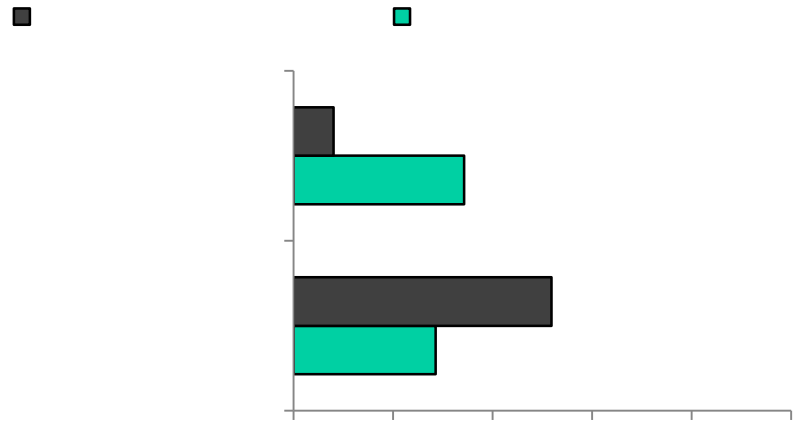
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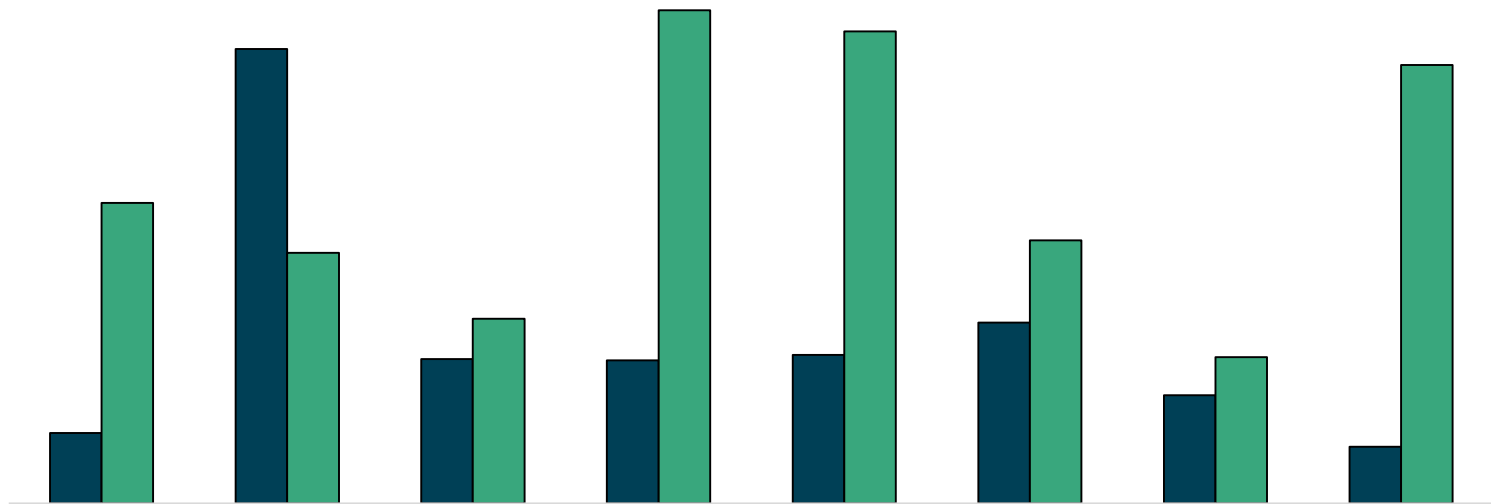


Hartnell College should simplify the financial aid application process and provide greater support to students during the process. Of respondents overall who state that they completed this step in the registration process, **50 percent** acknowledged that it was difficult. Furthermore, **16 percent** of non-matriculating students indicated that they decided not to enroll at Hartnell because they had a negative experience with the application process.

When asked what Hartnell could do to make the registration process easier, matriculating students most frequently select **“Make the process of applying for financial aid easier”** (47%) while non-matriculating students most frequently select **“Make the initial application shorter”** (32%).



Hartnell should emphasize the importance of orientation, as well as incorporate a financial aid application portion of the orientation process. Over a third of non-matriculating students (38%) report they attended orientation. Hartnell should walk prospective students through the financial aid application process. Hartnell should also include sessions on, or information for, the Assessment, Counseling, and CatCard steps, as over half of non-matriculants reported these steps were difficult to complete.



Hartnell College should continue to offer

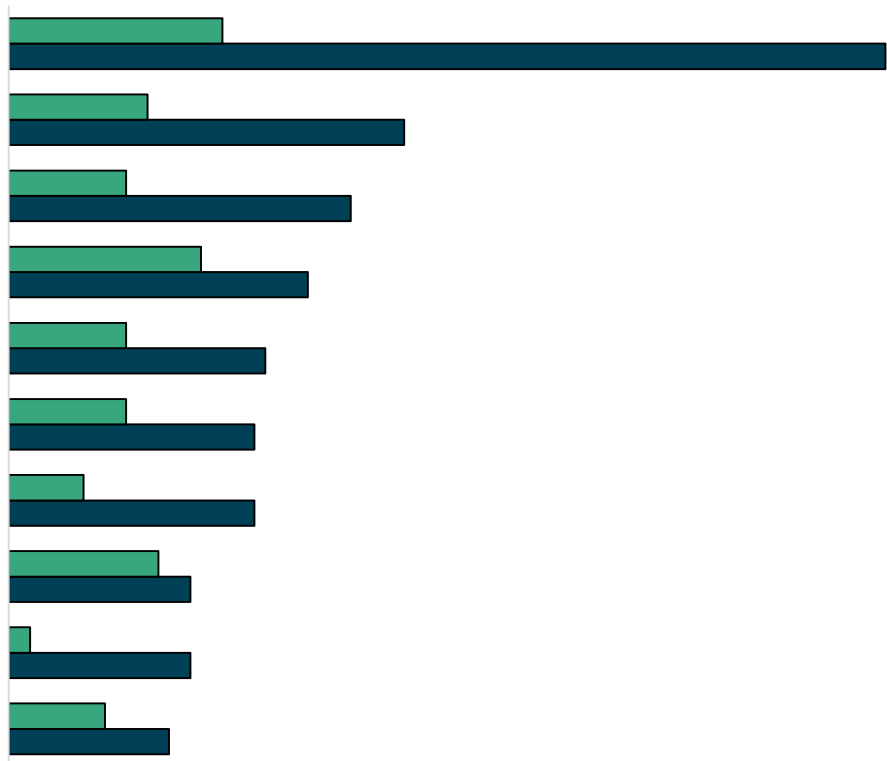




Respondents value courses that fit their schedules and having flexible formats.

Among the top 4 reasons selected as important factors when deciding where to enroll are “availability of courses that fit may schedule” (48%) and “flexible program format/schedules” (36%). This may be due to the number of matriculating students

Hartnell should educate students about the wide availability of programs and services during the Counseling step in the enrollment process. Few of the support services are widely recognized by either matriculating or non-matriculating students. During these



Students enrolled on a part-time basis most often report that a full-time course load is too overwhelming as a reason for not enrolling on a full-time basis. Forty percent of part-time students report this as a reason for not taking a full-course load, followed by 37 percent who report they work more than 20 hours a week, making it too difficult to take more courses. Hartnell should make sure students are aware of the various academic and support services that could help them take on a full-time course load.



