# Mesa Journeys Workgroup

- Improve intake process for prospective and current students

- Intake Process: Captures critical information to support students' entry into pathways or programs or referral to services.
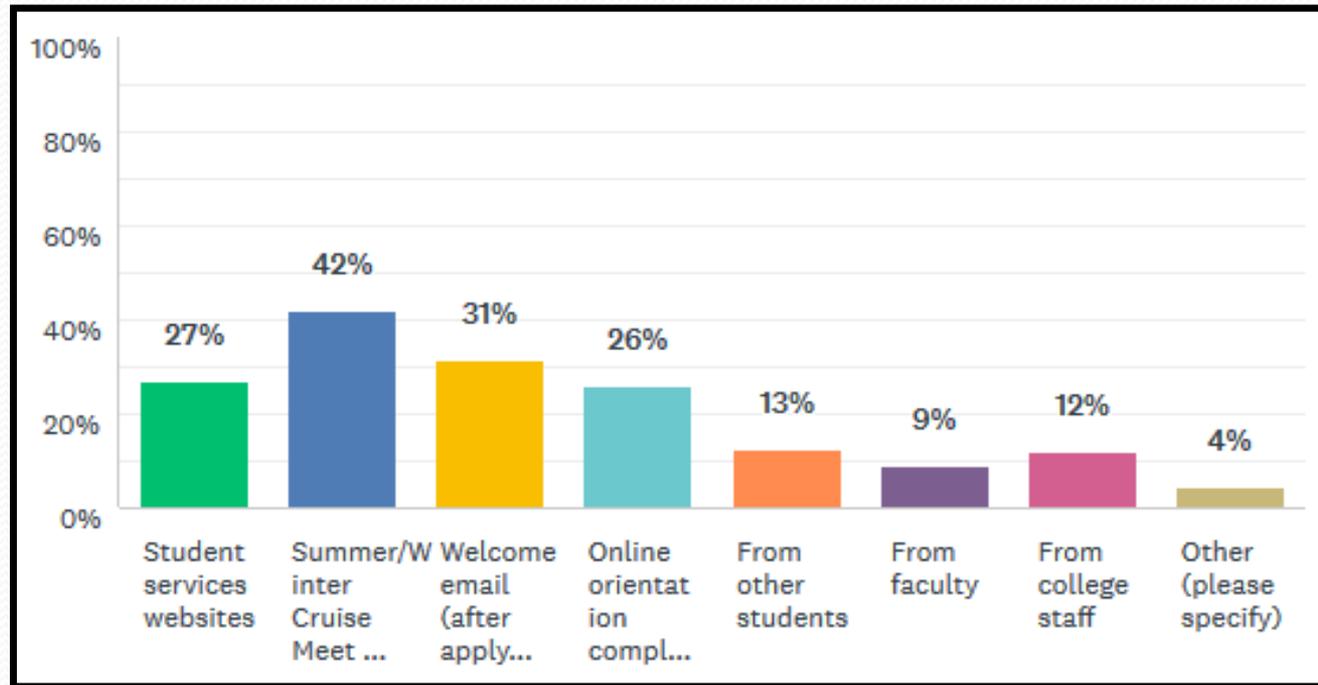


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# Student Survey Objective

- How are students finding Mesa Journeys?
- Effectiveness of Mesa Journeys?
- Improvements to the tool?
- How to continue to market Mesa Journeys?

280 students completed this survey

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# Q1. How did you first hear about Mesa Journeys?



- Summer/Winter CRUISE (42%)
- SDCCD Welcome email (31%)
- Student Services websites (27%)
- Online orientation completion email (26%)

Q2. The next few questions ask about the programs/services recommended by Mesa Journeys. Please enter a whole number for each box (such as 0, 1, 7).

**ANSWER CHOICES**

Number of program/service websites you visited

Number of program/service offices you visited

Number of program/service offices you used or joined

Number of program/service offices contacted you

**Statistics**

| | | WebsiteVisits | OfficeVisits | UsedOrJoined | ContacedYou |
|---|---|---|---|---|---|
| N | Valid | 280 | 279 | 279 | 278 |
| | Missing | 0 | 1 | 1 | 2 |
| Mean | | 2.5464 | 1.3011 | 1.2437 | 1.5144 |
| Mode | | 2.00 | .00 | .00 | .00 |
| Std. Deviation | | 2.04027 | 1.66935 | 1.37478 | 1.55459 |

- (Mode = most common value) Notice how the most common one is 0 for the last 3 variables….

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## Frequency Table

### WebsiteVisits

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 46 | 16.4 | 16.4 | 16.4 |
| | 1.00 | 50 | 17.9 | 17.9 | 34.3 |
| | 2.00 | 58 | 20.7 | 20.7 | 55.0 |
| | 3.00 | 51 | 18.2 | 18.2 | 73.2 |
| | 4.00 | 28 | 10.0 | 10.0 | 83.2 |
| | 5.00 | 26 | 9.3 | 9.3 | 92.5 |
| | 6.00 | 7 | 2.5 | 2.5 | 95.0 |
| | 7.00 | 9 | 3.2 | 3.2 | 98.2 |
| | 8.00 | 1 | .4 | .4 | 98.6 |
| | 9.00 | 1 | .4 | .4 | 98.9 |
| | 10.00 | 3 | 1.1 | 1.1 | 100.0 |
| | Total | 280 | 100.0 | 100.0 | |

- Biggest = 2 websites (20.7%), then 3 websites (18.2%), then 1 website (17.9%), and none at all (16.4%).

- Combined percentages of students who selected <= 3 website = 73.2%. The average for the number of website visit is 2.5 site.

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**OfficeVisits**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 128 | 45.7 | 45.9 | 45.9 |
| | 1.00 | 48 | 17.1 | 17.2 | 63.1 |
| | 2.00 | 49 | 17.5 | 17.6 | 80.6 |
| | 3.00 | 26 | 9.3 | 9.3 | 90.0 |
| | 4.00 | 18 | 6.4 | 6.5 | 96.4 |
| | 5.00 | 3 | 1.1 | 1.1 | 97.5 |
| | 6.00 | 3 | 1.1 | 1.1 | 98.6 |
| | 7.00 | 2 | .7 | .7 | 99.3 |
| | 10.00 | 2 | .7 | .7 | 100.0 |
| | Total | 279 | 99.6 | 100.0 | |
| Missing | System | 1 | .4 | | |
| Total | | 280 | 100.0 | | |

- Biggest = Biggest = 0 (no visit, 45.9%), followed by 1 or 2 visits.

- Number of visits <=2 represented 80.6% of the data. In fact, the average number of visit is 1.3.

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Q2. The next few questions ask about the programs/services recommended by Mesa Journeys. Please enter a whole number for each box (such as 0, 1, 7).

**UsedOrJoined**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 97 | 34.6 | 34.8 | 34.8 |
| | 1.00 | 89 | 31.8 | 31.9 | 66.7 |
| | 2.00 | 49 | 17.5 | 17.6 | 84.2 |
| | 3.00 | 32 | 11.4 | 11.5 | 95.7 |
| | 4.00 | 6 | 2.1 | 2.2 | 97.8 |
| | 5.00 | 3 | 1.1 | 1.1 | 98.9 |
| | 7.00 | 1 | .4 | .4 | 99.3 |
| | 8.00 | 1 | .4 | .4 | 99.6 |
| | 10.00 | 1 | .4 | .4 | 100.0 |
| | Total | 279 | 99.6 | 100.0 | |
| Missing | System | 1 | .4 | | |
| Total | | 280 | 100.0 | | |

- Similar story here: 0 / none is the biggest and 1 is the second biggest.

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Q2. The next few questions ask about the programs/services recommended by Mesa Journeys. Please enter a whole number for each box (such as 0, 1, 7).

**ContacedYou**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 89 | 31.8 | 32.0 | 32.0 |
| | 1.00 | 71 | 25.4 | 25.5 | 57.6 |
| | 2.00 | 53 | 18.9 | 19.1 | 76.6 |
| | 3.00 | 39 | 13.9 | 14.0 | 90.6 |
| | 4.00 | 14 | 5.0 | 5.0 | 95.7 |
| | 5.00 | 8 | 2.9 | 2.9 | 98.6 |
| | 6.00 | 1 | .4 | .4 | 98.9 |
| | 7.00 | 1 | .4 | .4 | 99.3 |
| | 8.00 | 1 | .4 | .4 | 99.6 |
| | 10.00 | 1 | .4 | .4 | 100.0 |
| | Total | 278 | 99.3 | 100.0 | |
| Missing | System | 2 | .7 | | |
| Total | | 280 | 100.0 | | |

- Biggest = 0 / no contact (32%), one contact is 25.5%, and 2 contact is 19%.

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**Q3. How would you prefer to be contacted by the programs/services that are recommended to you by Mesa Journeys?**
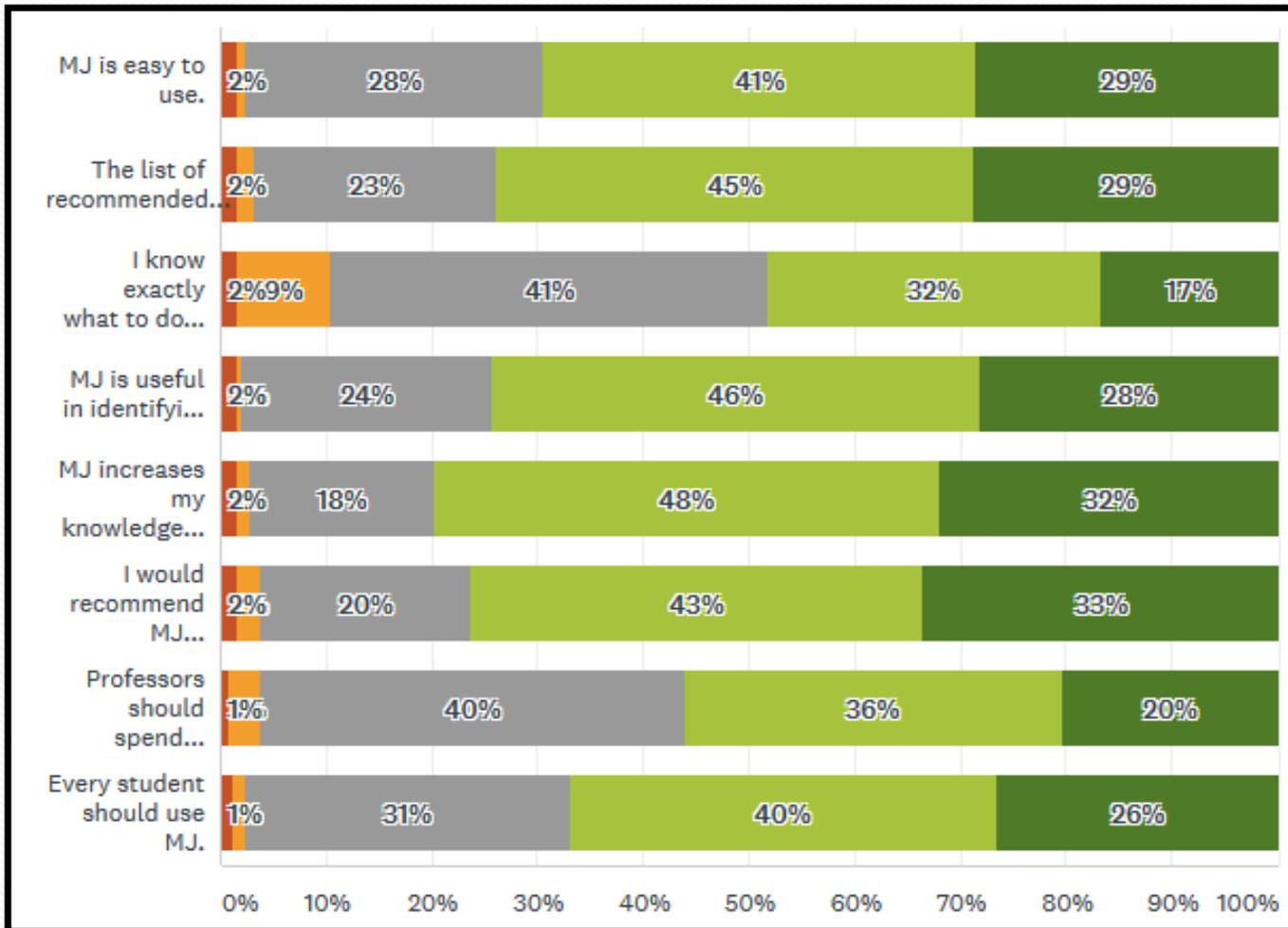**Q4. What would be the best way for the program and services to contact you?**
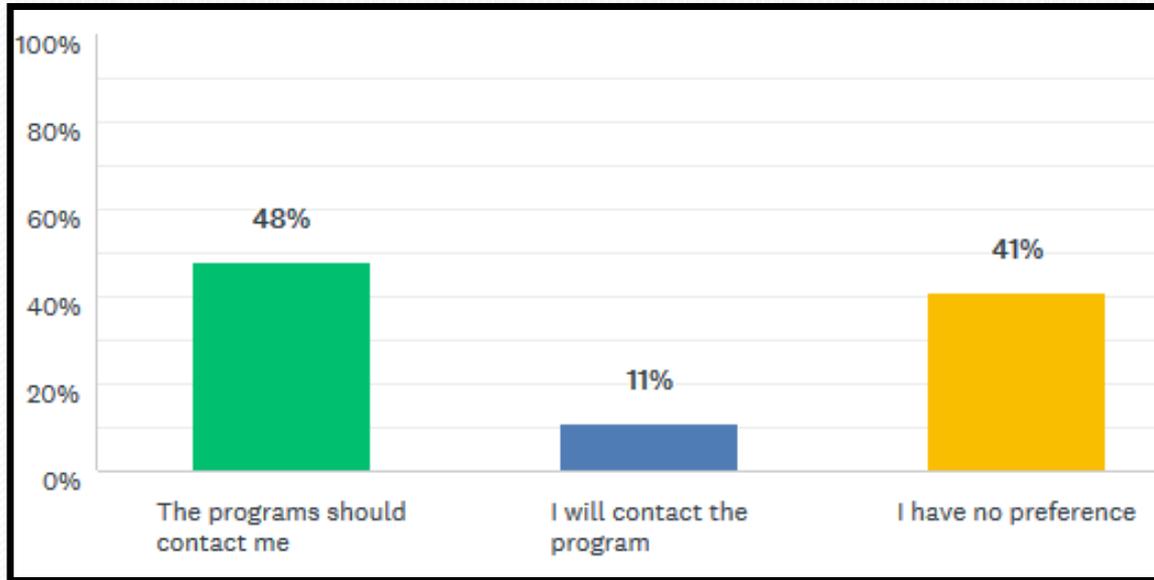


- The take away seems to be that we should really contact the students, and use emails

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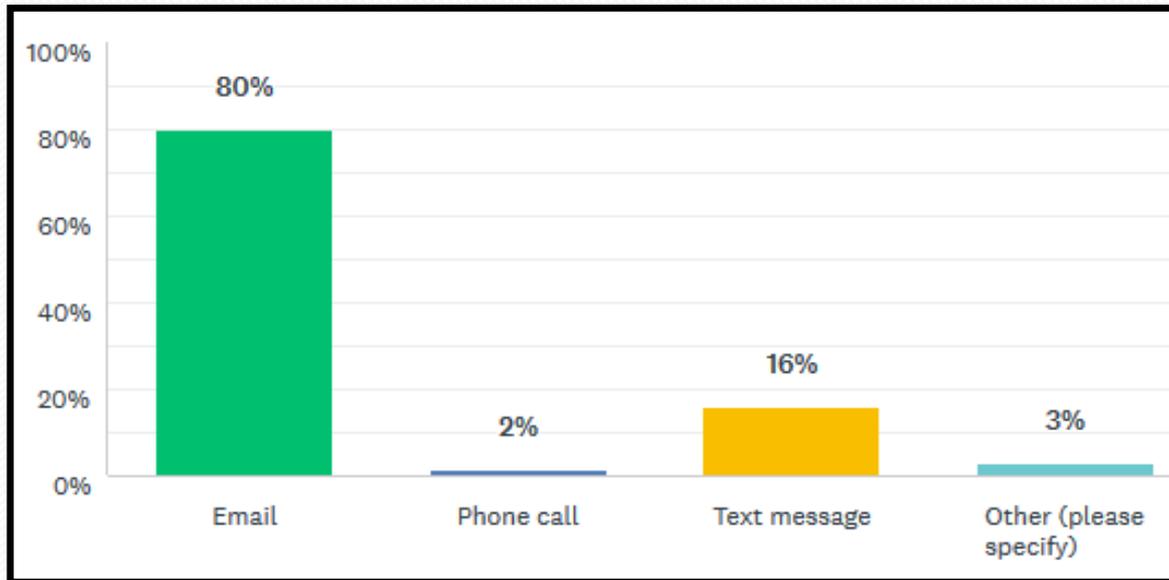
# Q5. On a scale of 1 to 5, to what extent do you agree with the following statements about Mesa Journeys (MJ)?



- Overall, Mesa Journey seems to being doing well with lots of green.
- What immediately stood out to me is the two big gray bars (or two statements with the lowest amount of green):
- I know exactly what to do after receiving the results from MJ.
- Professors should spend 5 to 10 minutes of class time to talk about MJ.

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# Correlation Matrix

- Trying to predict the possibility of something happening, looking for relationships

**Correlation Matrix**

Correlation Matrix

| | | WebsiteVisits | OfficeVisits | UsedOrJoined | ContactedYou |
|---|---|---|---|---|---|
| WebsiteVisits | Pearson's r | — | | | |
| | p-value | — | | | |
| | N | — | | | |
| OfficeVisits | Pearson's r | 0.373 *** | — | | |
| | p-value | < .001 | — | | |
| | N | 279 | — | | |
| UsedOrJoined | Pearson's r | 0.470 *** | 0.527 *** | — | |
| | p-value | < .001 | < .001 | — | |
| | N | 279 | 278 | — | |
| ContactedYou | Pearson's r | 0.462 *** | 0.489 *** | 0.597 *** | — |
| | p-value | < .001 | < .001 | < .001 | — |
| | N | 278 | 277 | 277 | — |

Note. NA

Note. * p < .05, ** p < .01, *** p < .001

The more contacts the programs/services made, the higher the number of uses/participations in the services/programs (or roughly speaking, the more we contact them, the more they use our services).

# Q6. (Optional)It looks like Mesa Journeys is not working well for you. Can you tell us how we can improve?

- *"I just believe, I need to get more information to be able to join. Or if I have questions it'd be nice to get answers back from a person and not a website."*
- *"Have more information sent out to students on what Mesa journey does for students"*
- *"More explanations of MJ and their services could help. Some people learn in different ways, so a 30 minute meeting or a meeting with a counselor or professor would be more helpful with navigation of MJ and their recommendations."*
- RP Group's: *Through the Gate Transfer Study*
  - *Meet Minh Anh:* https://youtu.be/UMIlaV0wpUs

## Next Steps

- Follow-up with students after they use Mesa Journeys
- Continue to utilize the Mesa Journeys database and other methods to keep students informed and engaged with your program and services
- Continue to find innovative ways to promote Mesa Journeys to students
- Hire Mesa Journeys Project Assistant – Charles Shimazaki
- Explore email marketing software
- Develop electronic student newsletter
- Improve Mesa Journeys interface to encourage more students to "opt-in"
- Work with district to get list of new students

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