



FACES OF THE FUTURE



Why Students Enroll in College
Office of Institutional Effectiveness

www.jjc.edu/admin/ie

March 2006

This summary is part of a larger analysis related to the Faces of the Future Survey available on-line at <http://www.jjc.edu/admin/ie/information/Surveys/surveys.htm>

WHY STUDENTS ENROLL IN COLLEGE

The results of this survey indicate that JJC and community college students enroll in college for the following *primary reasons*. (These are not the reasons students specifically choose JJC, but why they enroll in college in general. Reasons as to why students choose JJC are covered in the section on college choice). All four of the most primary reasons have increased in the last three years.

1. To meet occupational requirements for current or future job.
2. Intellectual development.
3. Increased earning power.
4. Desire for a career change.
5. Opportunity to study new and different subjects.

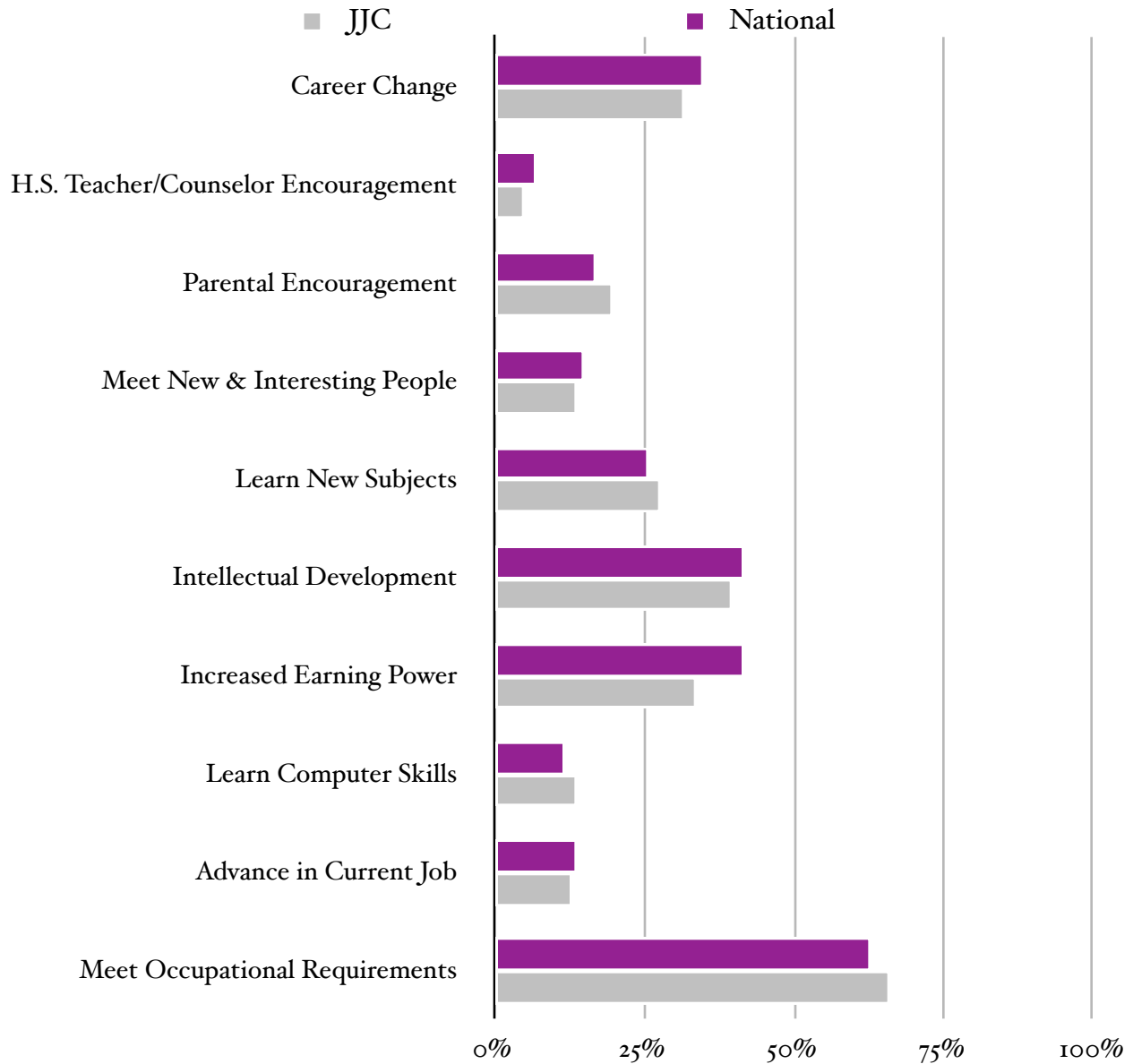
Secondary reasons for enrolling in college include:

- Parental encouragement.
- Career advancement in current job.
- Opportunity to meet new and interesting people.
- Learning computer or technology skills. This trend has decreased over the last seven years. As student competencies in computer and technology areas have surpassed instructors and staff at many levels of education,¹ it could be that students have become less likely to place value on an institution's ability to provide skills in these areas.

¹ National Science Foundation Board. (2002). *Science and engineering indicators: 2002*. Arlington, VA.

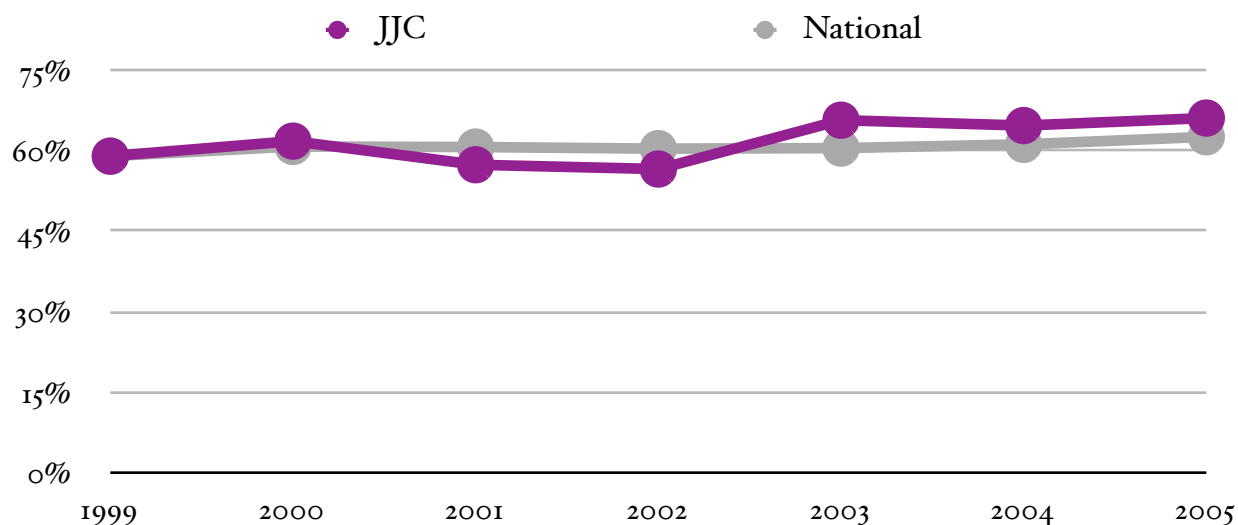
Why Students Enroll in College Summary

Percent of Students who Stated the Following Reasons were a Major Reason for Enrolling in College, Fall 2005



To Meet Occupational Requirements

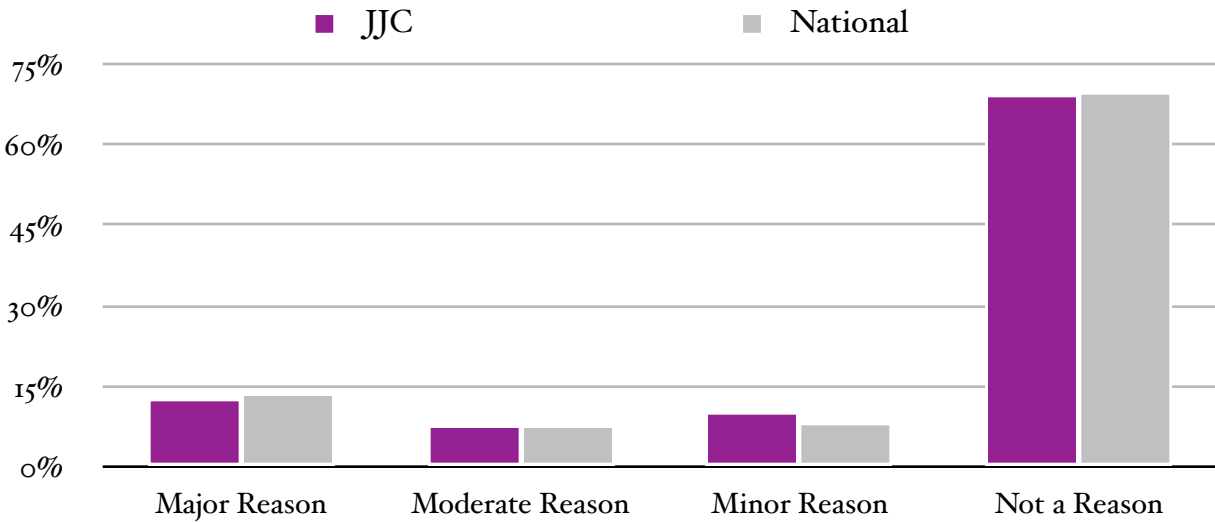
Percent of Students who Stated that Meeting Occupational Requirements was a Major Reason for Enrolling in College, Fall 1999-2005



F A L L	J J C				N A T I O N A L			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1 9 9 9	59.2%	15.5%	6.6%	18.7%	59.2%	13.7%	7.7%	19.3%
2 0 0 0	62.0%	14.1%	8.0%	16.0%	61.0%	13.5%	7.2%	18.3%
2 0 0 1	57.6%	15.7%	9.4%	17.4%	60.9%	13.0%	7.1%	19.0%
2 0 0 2	56.8%	17.0%	9.2%	17.0%	60.6%	13.2%	7.0%	19.2%
2 0 0 3	65.9%	11.6%	6.5%	16.0%	60.7%	13.2%	6.9%	19.1%
2 0 0 4	64.9%	15.7%	6.4%	13.0%	61.4%	13.5%	7.0%	18.1%
2 0 0 5	66.3%	14.4%	6.4%	13.0%	62.8%	13.2%	6.9%	17.2%

Current Job Advancement

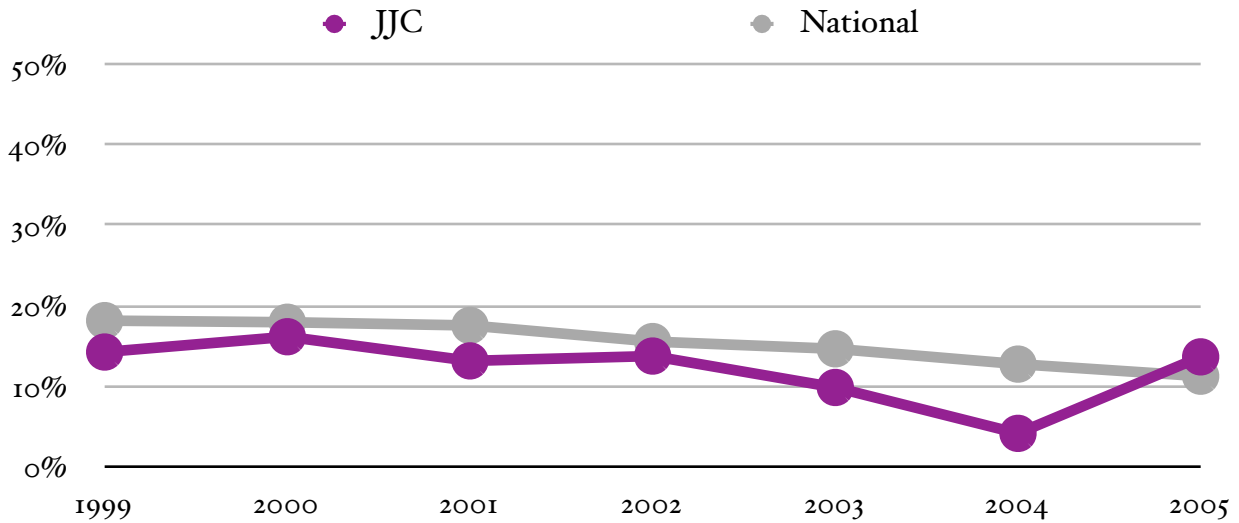
Percent of Students who Stated that Advancing in their Current Job was a Reason for Enrolling in College, Fall 2005



F A L L	J J C				N A T I O N A L			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1 9 9 9	15.9%	9.5%	7.8%	66.7%	14.2%	8.2%	8.4%	69.1%
2 0 0 0	17.5%	10.4%	9.7%	62.5%	14.4%	8.2%	8.7%	68.6%
2 0 0 1	8.2%	7.2%	9.9%	74.6%	14.8%	8.0%	8.4%	68.8%
2 0 0 2	14.1%	9.6%	11.0%	65.4%	14.7%	7.9%	8.4%	69.0%
2 0 0 3	13.3%	6.6%	10.2%	69.9%	14.0%	7.8%	8.3%	69.9%
2 0 0 4	11.8%	6.5%	6.2%	75.5%	13.9%	7.9%	8.5%	69.8%
2 0 0 5	12.7%	7.7%	10.3%	69.4%	13.7%	7.8%	8.4%	70.1%

Learn Computer/Technical Skills

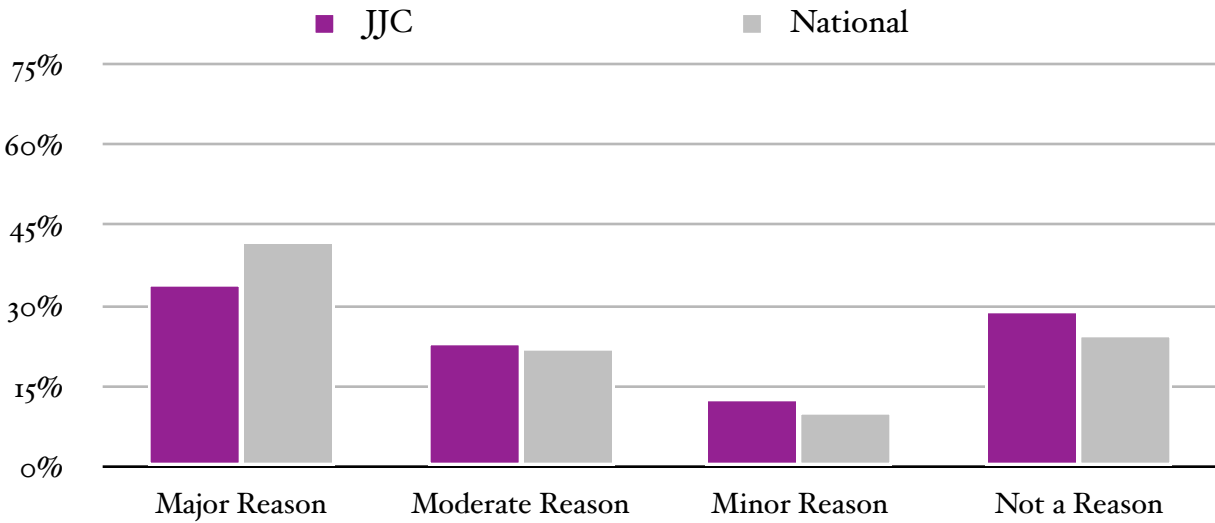
Percent of Students who Stated the Development of Computer/Technological Skills was a Major Reason for Enrolling in College, Fall 1999-2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	14.4%	11.9%	14.4%	59.4%	18.3%	15.6%	16.1%	50.0%
2000	16.3%	14.0%	14.6%	55.1%	18.1%	15.3%	16.1%	50.4%
2001	13.3%	14.7%	14.7%	57.3%	17.7%	14.6%	15.7%	52.0%
2002	13.9%	10.5%	13.6%	62.0%	15.7%	13.7%	15.1%	55.4%
2003	10.0%	6.0%	17.5%	66.5%	14.8%	13.6%	15.5%	56.1%
2004	4.3%	11.8%	14.5%	69.5%	12.9%	12.9%	15.9%	58.3%
2005	13.8%	10.9%	13.6%	61.7%	11.4%	12.5%	16.2%	60.0%

Increase Earning Power

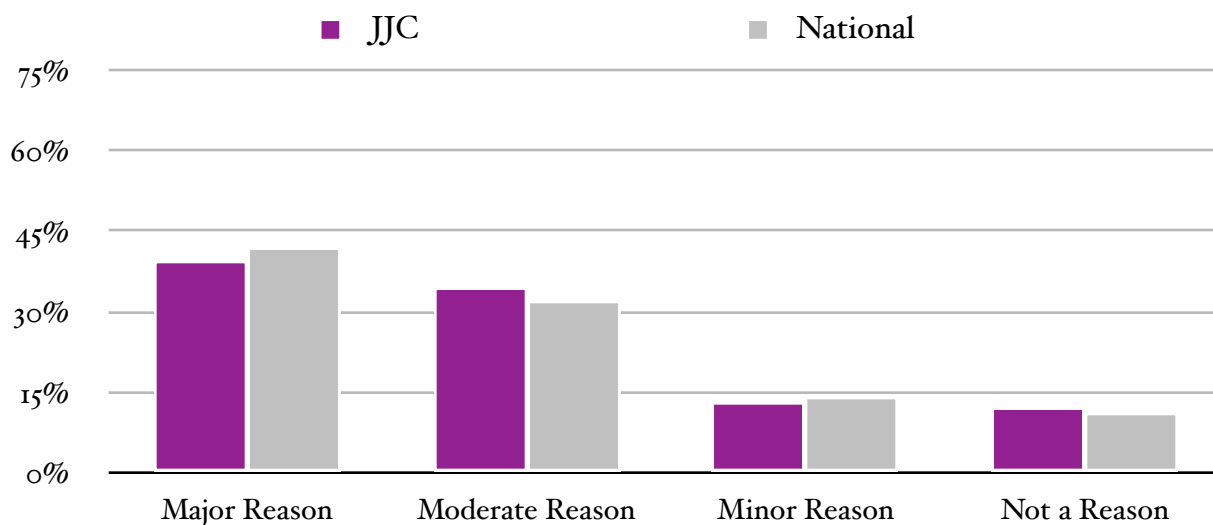
Percent of Students who Stated that Increased Earning Power was a Major Reason for Enrolling in College, Fall 2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	37.3%	23.0%	12.3%	27.5%	42.4%	22.3%	10.6%	24.7%
2000	42.2%	22.1%	13.0%	22.7%	42.7%	22.3%	10.6%	24.4%
2001	29.5%	19.5%	13.1%	37.9%	44.3%	22.0%	10.1%	23.7%
2002	38.6%	18.6%	13.5%	29.3%	44.3%	21.3%	10.2%	24.2%
2003	38.8%	27.2%	11.6%	22.4%	44.1%	21.9%	10.2%	23.8%
2004	30.8%	23.9%	14.4%	30.8%	42.1%	22.0%	10.7%	25.2%
2005	34.4%	23.2%	13.0%	29.4%	42.3%	22.3%	10.6%	24.7%

Development of Intellectual Abilities

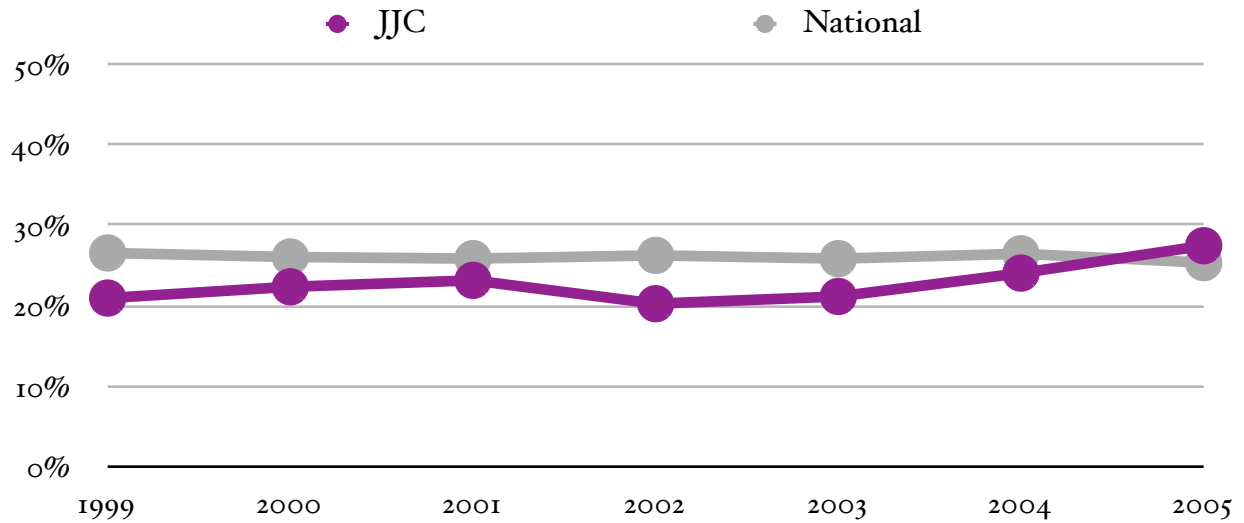
Percent of Students who Stated that the Development of Intellectual Abilities was a Major Reason for Enrolling in College, Fall 2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	35.9%	34.0%	19.6%	10.5%	45.3%	32.2%	13.3%	9.3%
2000	38.8%	32.6%	18.1%	10.5%	44.7%	31.6%	13.6%	10.1%
2001	37.2%	32.2%	19.7%	10.8%	44.3%	31.7%	13.6%	10.3%
2002	38.1%	30.4%	16.5%	15.1%	43.9%	31.8%	13.6%	10.6%
2003	34.7%	35.6%	17.7%	12.0%	43.7%	32.0%	13.6%	10.7%
2004	36.0%	34.4%	15.0%	14.6%	43.3%	31.8%	13.9%	10.9%
2005	39.9%	34.6%	13.2%	12.3%	42.2%	32.2%	14.3%	11.3%

Learning New Subjects

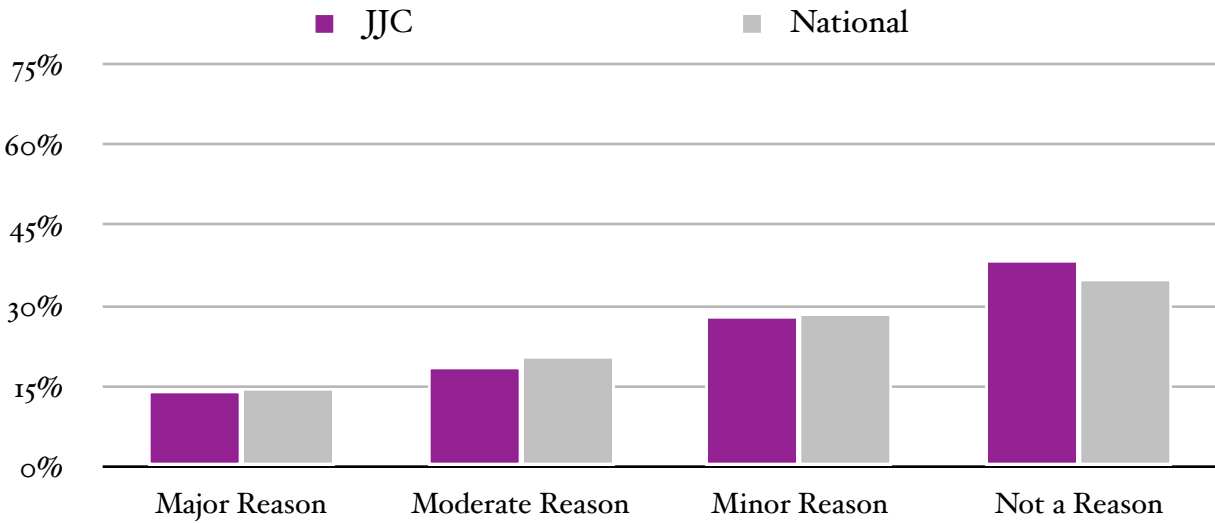
Percent of Students who Stated that the Opportunity to Study New and Different Subjects was a Major Reason for Enrolling in College, Fall 1999-2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	21.1%	27.1%	24.2%	27.6%	26.7%	28.0%	22.8%	22.5%
2000	22.5%	25.4%	25.1%	27.0%	26.2%	27.4%	22.7%	23.7%
2001	23.3%	28.1%	25.3%	23.3%	26.0%	26.9%	22.8%	24.2%
2002	20.4%	28.0%	22.1%	29.4%	26.4%	26.8%	22.6%	24.2%
2003	21.3%	26.6%	27.2%	24.9%	26.0%	26.9%	22.5%	24.5%
2004	24.2%	25.1%	22.6%	28.2%	26.6%	27.1%	21.9%	24.4%
2005	27.6%	24.9%	20.7%	26.8%	25.5%	26.8%	22.4%	25.3%

Meet New & Interesting People

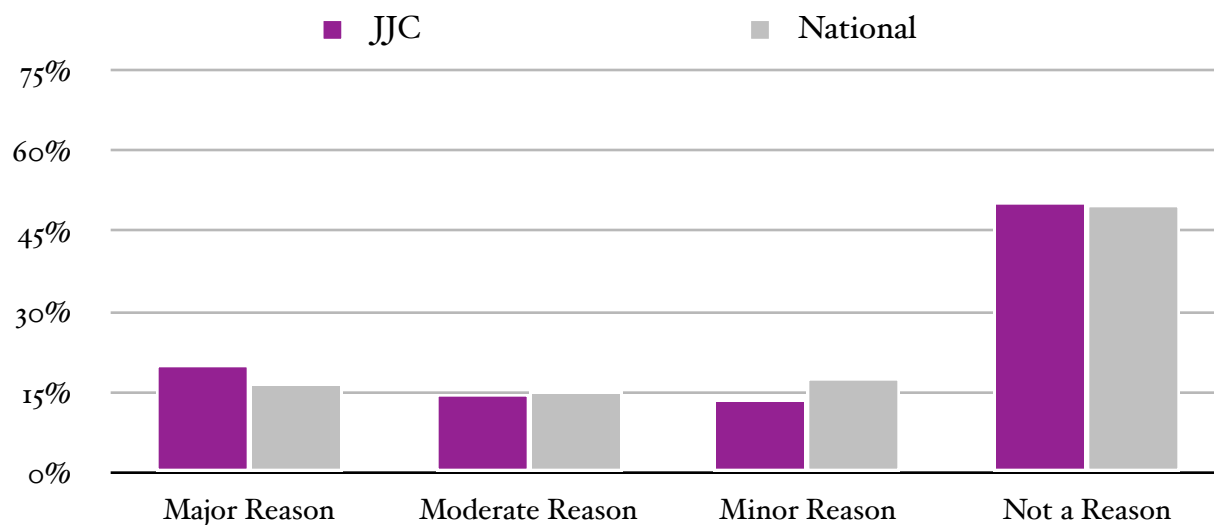
Percent of Students who Stated that the Opportunity to Meet New and Interesting People was a Major Reason for Enrolling in College, Fall 2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	9.8%	21.0%	30.8%	38.4%	15.4%	22.1%	29.4%	33.1%
2000	13.9%	14.9%	35.9%	35.3%	14.8%	21.1%	29.5%	34.6%
2001	13.6%	22.5%	31.4%	32.5%	14.9%	20.9%	29.2%	35.1%
2002	12.9%	19.9%	28.6%	38.7%	14.8%	21.1%	28.7%	35.4%
2003	9.9%	22.6%	30.7%	36.7%	14.7%	21.0%	28.8%	35.4%
2004	11.4%	21.2%	29.7%	37.7%	15.1%	21.5%	28.6%	34.8%
2005	14.3%	19.0%	28.1%	38.6%	15.0%	21.0%	28.8%	35.2%

Parental/Relative Encouragement

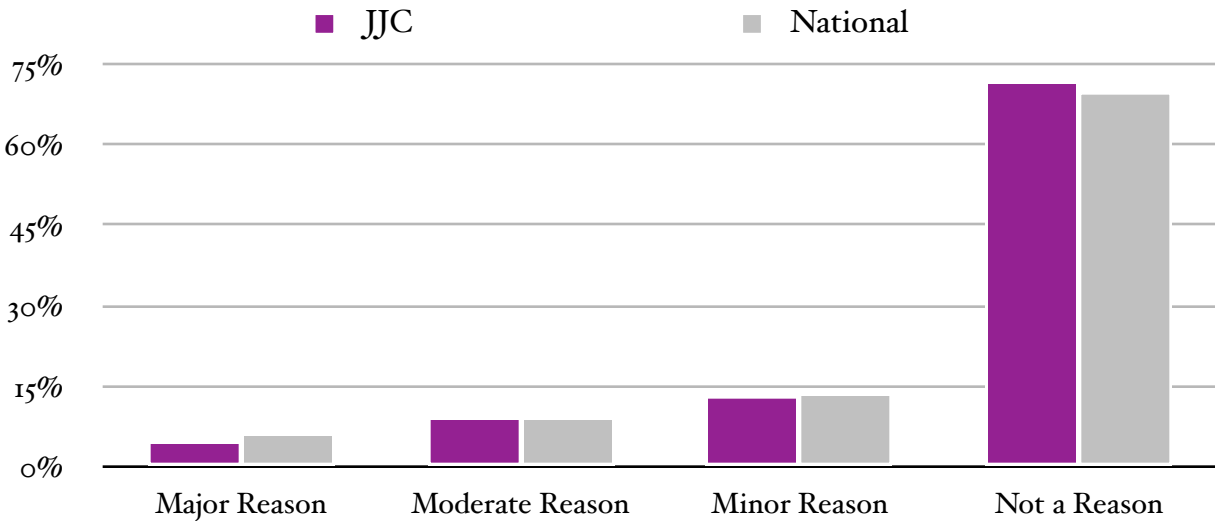
Percent of Students who Stated that Parental and/or Relative Encouragement was a Major Reason for Enrolling in College, Fall 2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	13.7%	14.7%	17.9%	53.7%	15.7%	14.5%	18.1%	51.7%
2000	17.5%	16.9%	17.5%	48.1%	15.8%	14.8%	17.9%	51.5%
2001	18.0%	15.2%	20.5%	46.3%	15.2%	14.4%	17.8%	52.6%
2002	17.2%	11.3%	17.8%	53.7%	15.8%	14.2%	17.6%	52.5%
2003	11.7%	12.9%	19.8%	55.7%	15.7%	14.7%	17.5%	52.1%
2004	14.5%	15.2%	15.7%	54.6%	17.1%	15.2%	17.5%	50.2%
2005	20.3%	15.0%	13.8%	50.8%	16.8%	15.2%	17.8%	50.2%

High School Teacher/Counselor Encouragement

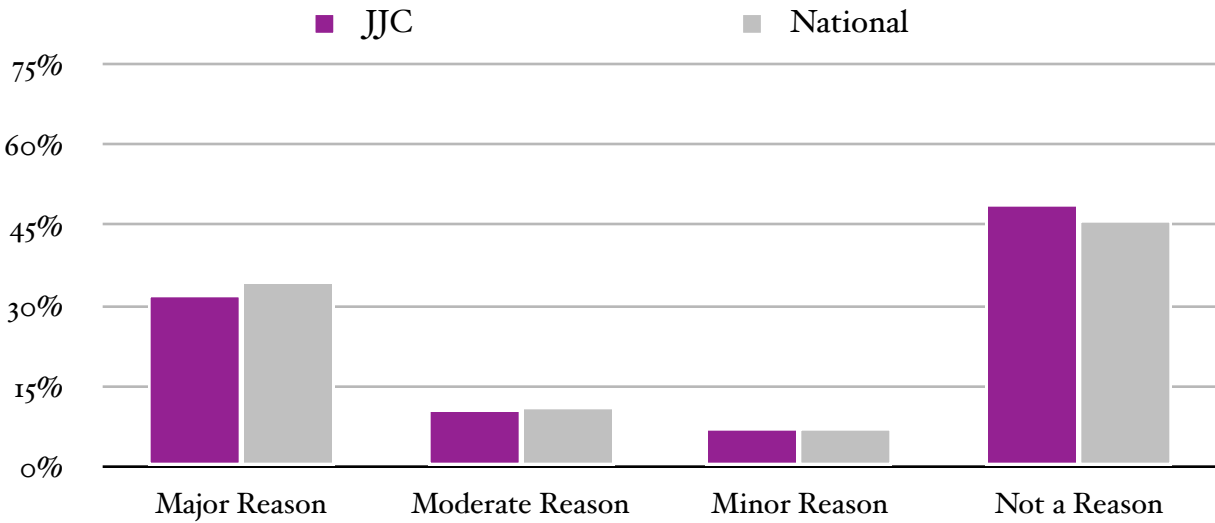
Percent of Students who Stated that High School Teachers' and/or Counselor's Encouragement was a Major Reason for Enrolling in College, Fall 2005



FALL	JJC				NATIONAL			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	4.4%	7.4%	13.0%	75.2%	6.0%	9.2%	14.1%	70.8%
2000	7.5%	8.2%	16.0%	68.3%	5.9%	9.7%	14.5%	69.9%
2001	7.0%	10.1%	18.2%	64.8%	6.0%	9.1%	13.8%	71.2%
2002	7.1%	10.2%	16.4%	66.3%	6.0%	9.0%	13.3%	71.7%
2003	5.4%	8.4%	11.7%	74.6%	6.0%	9.1%	13.4%	71.5%
2004	6.3%	10.7%	13.8%	69.2%	6.6%	9.5%	13.9%	70.0%
2005	5.0%	9.6%	13.4%	71.9%	6.5%	9.5%	13.9%	70.1%

Desire for a Career Change

Percent of Students who Stated that the Desire for a Career Change was a Major Reason for Enrolling in College, Fall 2005



F A L L	J J C				N A T I O N A L			
	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1 9 9 9	24.3%	9.6%	5.9%	60.3%	31.0%	11.3%	7.6%	50.0%
2 0 0 0	29.1%	10.1%	5.2%	55.6%	31.4%	11.5%	7.4%	49.7%
2 0 0 1	21.8%	11.2%	7.6%	59.4%	33.8%	11.6%	7.2%	47.4%
2 0 0 2	27.3%	11.7%	10.6%	50.4%	34.5%	11.7%	7.5%	46.4%
2 0 0 3	34.1%	12.5%	7.7%	45.7%	34.7%	11.7%	7.4%	46.2%
2 0 0 4	25.8%	12.2%	7.6%	54.4%	33.5%	11.5%	7.6%	47.5%
2 0 0 5	32.4%	11.1%	7.3%	49.2%	34.8%	11.5%	7.5%	46.1%

Meet Employer Requirements

Percent of Students who Stated that Employer Requirements were a Reason for Enrolling in College

	JJC				NATIONAL			
FALL	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	5.7%	1.5%	2.9%	89.9%	3.1%	2.5%	3.3%	91.0%
2000	3.3%	3.3%	5.3%	88.2%	3.0%	2.5%	3.5%	90.9%
2001	1.7%	2.5%	3.7%	92.1%	3.1%	2.4%	3.4%	91.0%
2002	2.5%	3.4%	5.1%	89.0%	3.3%	2.5%	3.4%	90.8%
2003	3.3%	1.5%	2.1%	93.1%	3.3%	2.5%	3.3%	91.0%
2004	2.0%	2.0%	2.2%	93.7%	3.6%	2.6%	3.5%	90.4%
2005	2.9%	1.9%	3.3%	91.9%	3.4%	2.5%	3.4%	90.7%

Workforce Entry After Children Are Grown

Percent of Students who Stated the Need to Enter the Workforce After Children were Grown was a Reason for Enrolling in College

	JJC				NATIONAL			
FALL	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	4.0%	1.2%	2.7%	92.1%	3.9%	3.2%	3.1%	89.8%
2000	4.9%	4.9%	3.3%	86.9%	4.2%	3.3%	3.3%	89.2%
2001	4.0%	2.0%	5.1%	89.0%	4.3%	3.2%	3.3%	89.2%
2002	4.2%	3.4%	3.1%	89.3%	4.2%	3.3%	3.2%	89.3%
2003	7.2%	2.7%	2.1%	88.0%	4.1%	3.3%	3.2%	89.3%
2004	5.6%	2.9%	3.4%	88.1%	4.2%	3.2%	3.4%	89.1%
2005	3.6%	3.6%	3.3%	89.5%	4.3%	3.4%	3.6%	88.8%

Enter Workforce After Major Life Change

Percent of Students who Stated that Entering College was in Response to a Life Change

	JJC				NATIONAL			
FALL	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	3.0%	2.5%	2.2%	92.4%	8.0%	3.7%	3.5%	84.8%
2000	4.9%	3.9%	1.6%	89.5%	7.8%	3.7%	3.7%	84.7%
2001	5.3%	3.1%	4.2%	87.4%	9.1%	4.0%	3.7%	83.2%
2002	4.8%	5.6%	3.1%	86.4%	9.8%	4.3%	3.8%	82.1%
2003	8.1%	3.3%	3.9%	84.7%	9.7%	4.3%	3.7%	82.2%
2004	6.2%	4.0%	2.7%	87.1%	9.3%	4.4%	3.8%	82.6%
2005	6.7%	2.4%	3.8%	87.1%	9.4%	4.5%	3.7%	82.5%

Note. Major life change includes loss of job, divorce, etc.

Learn the English Language & Culture

Percent of Students who Stated that Learning the English Language & Culture was a Reason for Enrolling in College

	JJC				NATIONAL			
FALL	Major Reason	Moderate Reason	Minor Reason	Not a Reason	Major Reason	Moderate Reason	Minor Reason	Not a Reason
1999	1.7%	2.0%	3.7%	92.6%	3.7%	3.8%	5.9%	86.6%
2000	3.6%	5.2%	4.9%	86.3%	3.6%	3.7%	5.9%	86.8%
2001	1.4%	2.8%	7.0%	88.8%	3.4%	3.5%	5.8%	87.3%
2002	1.1%	4.0%	5.1%	89.8%	3.5%	3.6%	5.8%	87.1%
2003	2.1%	0.6%	4.8%	92.5%	3.2%	3.5%	5.8%	87.4%
2004	1.8%	4.0%	5.1%	89.1%	3.8%	3.8%	6.2%	86.2%
2005	1.2%	3.6%	5.7%	89.5%	3.2%	3.4%	6.0%	87.4%