

## Non-Enrolled Applicant Survey Report- Fall 2022

The survey was distributed to over 2800 email addresses of applicants who submitted an application to attend Essex County College but declined to enroll. A total of 77 response were recorded with a response rate of 3%. The survey was open between December 7 and December 19, 2022.

Please select the item that most closely captures your gender identity. -  
Selected Choice

Field	n	%
Male	76	27%
Female	198	71%
Decline to Answer	4	1%
Non-Binary	1	0%

Please select the race/ethnic category that best describes you.

Field	n	%
Hispanic (All races)	67	24%
Black or African American (non-Hispanic)	149	54%
White (non-Hispanic)	22	8%
Asian (non-Hispanic)	7	3%
American Indian or Alaskan Native	2	1%
Multiracial (non-Hispanic)	3	1%
Decline to answer	21	8%
Native Hawaiian or other Pacific Islander	0	0%
Other (Please specify if desired)	6	2%

## What are your future plans? - Selected Choice

Field	n	%
Delay enrollment, but will enroll at Essex County College	140	51%
Delay enrollment, but will enroll at another college	17	6%
Currently enrolled at another college	56	20%
No current plans to enroll in college, entering the workforce	12	4%
Other (please specify)	51	18%

## Q7 - Where did you enroll this fall or where do you plan to enroll?

Where did you enroll this fall or where do you plan to enroll?

Bergen Community College

Rutgers University

Montclair state university

Part time

NJIT

Franklin and Marshall

Rutgers

Montclair State University

I'm not sure yet.

Montclair

Bloomfield College

I plan on enrolling at William Paterson University

Lincoln Technical Institute Trade School

Tufts University

Saint Peter's university

Lincoln Tech Institute

Rutgers

Champlain college

Union County College

Bergen County technical

### Q8 - Among the schools you applied to, Essex County College was your:

Field	n	%
First choice	200	73%
Second choice	39	14%
Third or lower	34	12%

### What college was your first choice if not Essex County College?

What college was your first choice if not Essex County College?

- Bergen Community College
- Bergen Tech
- NJIT
- johns hopkins
- Rutgers University
- Rutgers
- New York University
- PCCC
- NJCU
- Montclair
- Montclair State University
- William Paterson University
- Liberty University
- NJCU
- Rutgers
- Tufts University
- kean university
- HCCC
- njcu
- Had another college in mind
- the nursing program is hard to get into
- Rutgers
- Rutgers
- Rutgers-Newark
- Bloomfield

## There are many ways that you may have learned about Essex County College be...

Field	Very Influential	Somewhat Influential	Slightly Influential	No Influence	Total
Billboard advertisements	22.89% 46	15.42% 31	11.94% 24	49.75% 100	201
Radio advertisements	10.87% 20	10.33% 19	9.24% 17	69.57% 128	184
Bus advertisements	18.33% 33	12.78% 23	13.33% 24	55.56% 100	180
Information sent in the mail	31.07% 55	18.64% 33	14.69% 26	35.59% 63	177
Social Media	21.79% 39	15.08% 27	13.41% 24	49.72% 89	179
College fairs	23.43% 41	17.71% 31	9.14% 16	49.71% 87	175
House of Worship Tour/Community events	9.71% 17	14.29% 25	8.57% 15	67.43% 118	175
High school guidance counselor	27.27% 48	18.18% 32	6.82% 12	47.73% 84	176
Educational Access Channel	16.76% 30	13.97% 25	10.06% 18	59.22% 106	179

## What is the highest level of formal education obtained by your mother (or guardian)?

Field	n	%
Elementary school or less	14	7%
Some high school	21	10%
High school graduate or GED	66	32%
Vocational or trade school	8	4%
Some college	43	21%
Undergraduate college degree	27	13%
Some graduate school	6	3%
Graduate degree	24	11%

## What is the highest level of formal education obtained by your father (or guardian)?

Field	n	%
Elementary school or less	19	9%
Some high school	24	12%
High school graduate or GED	58	29%
Vocational or trade school	13	6%
Some college	28	14%
Undergraduate college degree	24	12%
Some graduate school	7	3%
Graduate degree	28	14%