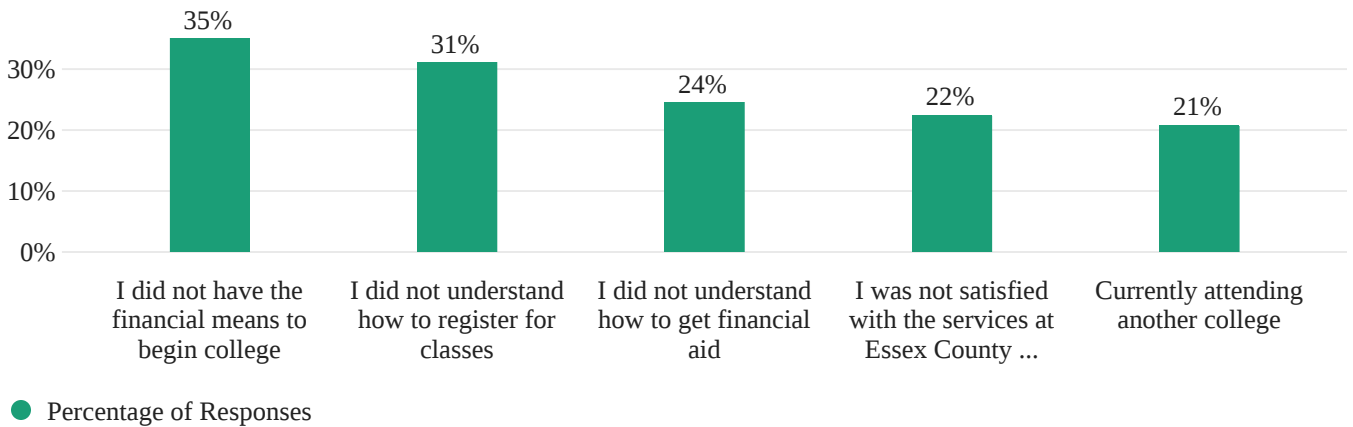
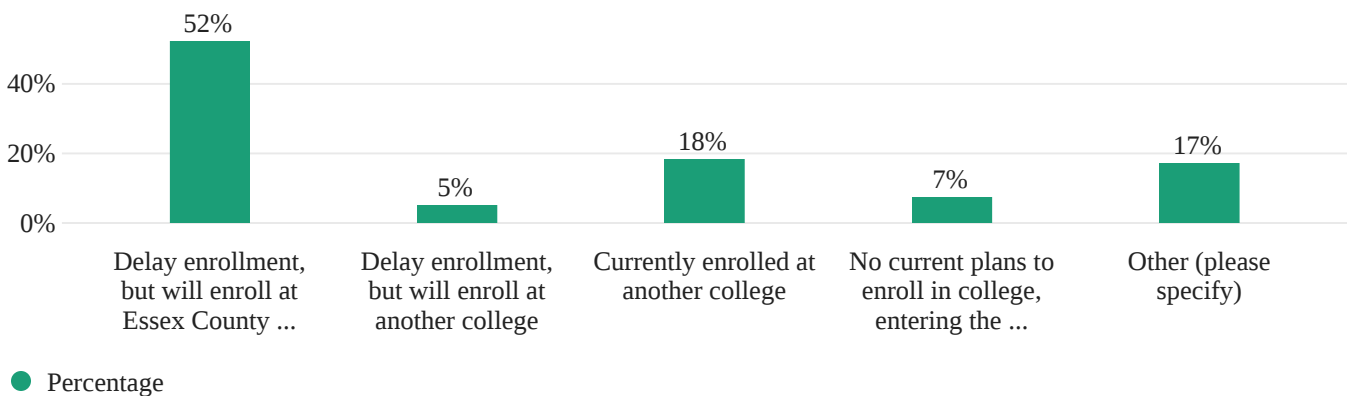


The Non-Enrolled Applicant Survey is distributed annually in the fall semester to individuals who were accepted into Essex County College but did not enroll in classes for the fall semester. This survey aims to understand why these people decided to not enroll in the fall. The survey was emailed to 2,815 people on November 8th, 2023. The survey closed on January 3rd, 2024. 266 people finished this survey. 32% of this sample identified as male, 65% identified as female, 2% declined to answer and 2% identified as non-binary. This sample was made up of 26% Hispanic, 55% Black, 6% White, 2% Asian, 3% other and 7% declined to answer. A total of 2376 student names were sent to the National Student Clearing House on 10/23/2023. The returned file contained 428 unique records. The information in this report is a combination of data from the Non-Enrolled Applicant Survey and data from the National Student Clearing House.

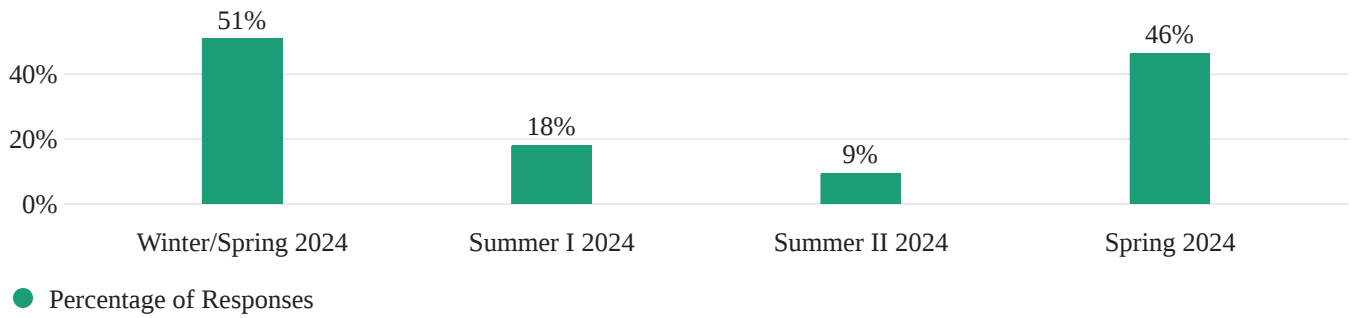
I did not attend Essex County College because:



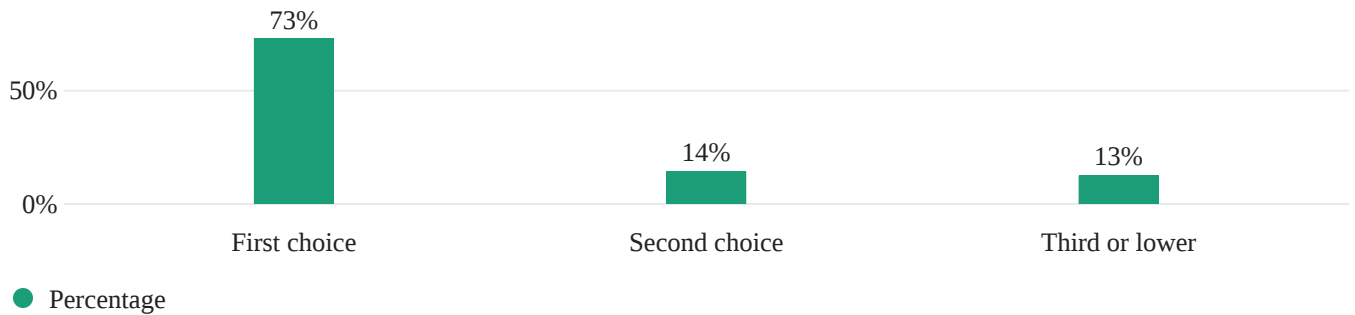
What are your future plans?



I decided to attend Essex County College in another semester:



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

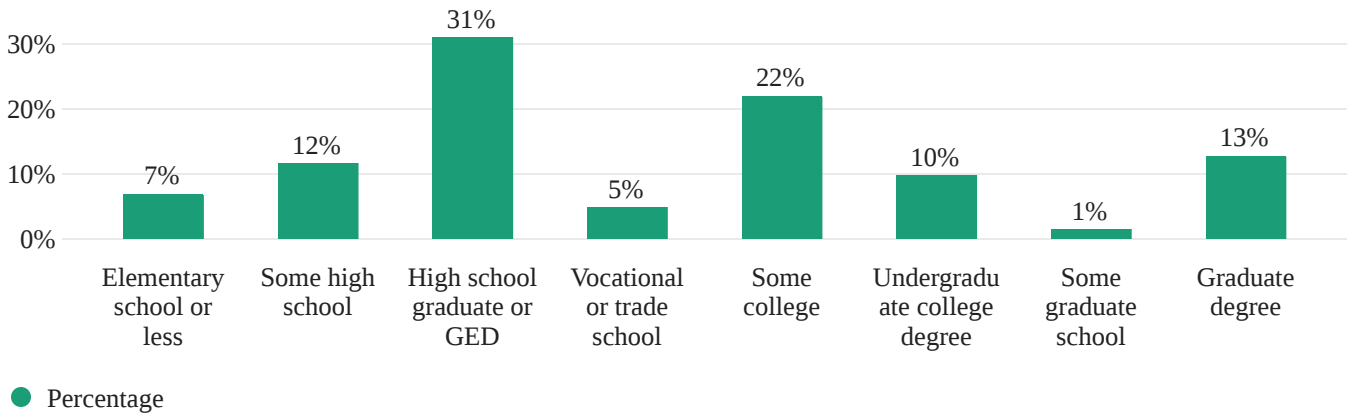


There are many ways that you may have learned about Essex County College before applying. Please indicate how influential each of the following sources of information was in your decision to apply to Essex County College:

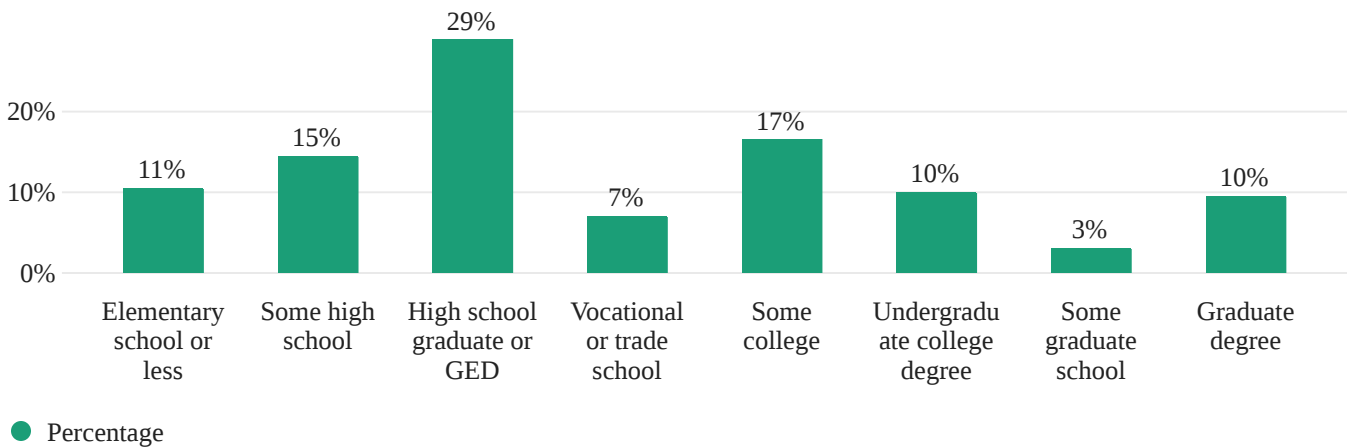
Field	Very Influential	Somewhat Influential	Slightly Influential	No Influence
Billboard advertisements	26.94%	15.03%	12.95%	45.08%
Radio advertisements	12.99%	11.30%	10.73%	64.97%
Bus advertisements	22.09%	12.79%	15.12%	50.00%
Mailers	25.88%	20.59%	15.88%	37.65%
Information sent in the mail	31.74%	22.75%	14.37%	31.14%
Social Media	21.64%	15.79%	16.96%	45.61%
College fairs	25.60%	19.64%	8.93%	45.83%
House of Worship Tour/Community events	12.65%	12.65%	13.86%	60.84%

High school guidance counselor	29.59%	18.34%	10.65%	41.42%
Educational Access Channel	21.05%	12.28%	11.11%	55.56%
Word of Mouth	38.46%	25.82%	11.54%	24.18%

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



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



A total of 151 (6.3%) were found enrolled at in-state 2 year community college. Among them 38 were enrolled at Essex.

College Name	Count	%
BERGEN COMMUNITY COLLEGE	30	19.8%
BROOKDALE COMMUNITY COLLEGE	4	2.6%
COUNTY COLLEGE OF MORRIS	17	11.2%
ESSEX COUNTY COLLEGE	38	25.1%
HUDSON COUNTY COMMUNITY COLLEGE	18	11.9%
MERCER COUNTY COMMUNITY COLLEGE	3	1.9%
MIDDLESEX COLLEGE	6	3.9%
ROWAN COLLEGE AT BURLINGTON COUNTY	2	1.3%
SUSSEX COUNTY COMMUNITY COLLEGE	1	0.6%
UNION COLLEGE OF UNION COUNTY NEW JERSEY	31	20.5%
WARREN COUNTY COMMUNITY COLLEGE	1	0.6%
Grand Total	151	100.0%

Total of 22 (0.9%) students were enrolled out-of-state 2-year community colleges.

Total of 203 students were found enrolled in 4-year in-state public institutions. Here is the breakdown.

College Name	Count	%
COLLEGE OF NEW JERSEY	5	2.4%
KEAN UNIVERSITY	30	14.7%
MONTCLAIR STATE UNIVERSITY	54	26.6%
NEW JERSEY CITY UNIVERSITY	12	5.9%
NEW JERSEY INSTITUTE OF TECHNOLOGY	34	16.7%
RAMAPO COLLEGE OF NEW JERSEY	2	0.9%
ROWAN UNIVERSITY	6	2.9%
RUTGERS -THE STATE UNIVERSITY OF NJ - BIOMEDICAL	1	0.4%
RUTGERS -THE STATE UNIVERSITY OF NJ -NEW BRUNSWICK	5	2.4%
RUTGERS UNIVERSITY - NEWARK	31	15.2%
STOCKTON UNIVERSITY	3	1.4%
THOMAS EDISON STATE UNIVERSITY	1	0.4%
WILLIAM PATERSON UNIVERSITY OF NEW JERSEY	19	9.3%
Grand Total	203	100.0%

A total of 43 (1.8%) students were found enrolled at a 4-year in-state Private institution. Below is the breakdown.

College Name	Count	%
BERKELEY COLLEGE	4	9.3%
BLOOMFIELD COLLEGE	9	20.9%
CALDWELL UNIVERSITY	8	18.6%
CENTENARY UNIVERSITY	3	6.9%
DREW UNIVERSITY	2	4.6%
FAIRLEIGH DICKINSON UNIVERSITY - MADISON	2	4.6%
FAIRLEIGH DICKINSON UNIVERSITY - TEANECK	2	4.6%
MONMOUTH UNIVERSITY	1	2.3%
RIDER UNIVERSITY	1	2.3%
SETON HALL UNIVERSITY	9	20.9%
STEVENS INSTITUTE OF TECHNOLOGY	2	4.6%
Grand Total	43	100.0%

Total of 42 students were found enrolled in out-of-state 4 year private institutions and another 17 were found enrolled at out-of-state 4-year public institutions.