UNM West

Spring Survey 2012

Compiled by,
Suli Torres-Reyes

8/20/2012
1. In what ZIP code is your home located?  
   (enter 5-digit ZIP code; for demographic data purposes only)
Results:
Eleven People from each of the following codes:

87114 – Albuquerque

87124 – Rio Rancho

87144 – Rio Rancho
### 2. What attracted you to take courses at UNM West? How did you hear about our campus? Check all that apply.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television (specify channel)</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Radio (specify station)</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Newspaper</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Advisor</td>
<td>14.5%</td>
<td>9</td>
</tr>
<tr>
<td>Family or friend</td>
<td>12.9%</td>
<td>8</td>
</tr>
<tr>
<td>UNM West Website</td>
<td>22.6%</td>
<td>14</td>
</tr>
<tr>
<td>Lobo Web</td>
<td>45.2%</td>
<td>28</td>
</tr>
<tr>
<td>Other (specify below)</td>
<td>35.5%</td>
<td>22</td>
</tr>
<tr>
<td>Radio/Television Stations/ Other</td>
<td></td>
<td>24</td>
</tr>
</tbody>
</table>

*answered question 62*
Question 2: Other

- Courses: 16
- Location: 6
- Personal Interest: 1
- Email Notices: 1
3. What degree(s) are you pursuing?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>27.4%</td>
<td>17</td>
</tr>
<tr>
<td>Elementary/Special Education (Dual Concentration)</td>
<td>9.7%</td>
<td>6</td>
</tr>
<tr>
<td>Communication &amp; Journalism</td>
<td>4.8%</td>
<td>3</td>
</tr>
<tr>
<td>Criminology</td>
<td>9.7%</td>
<td>6</td>
</tr>
<tr>
<td>Nursing</td>
<td>6.5%</td>
<td>4</td>
</tr>
<tr>
<td>Psychology</td>
<td>9.7%</td>
<td>6</td>
</tr>
<tr>
<td>Sociology</td>
<td>6.5%</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>33.9%</td>
<td>21</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

answered question 62

**Degree(s)**

![Bar chart showing the distribution of degrees](image)
Question 3: Other Degrees

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA/MPA</td>
<td>3</td>
</tr>
<tr>
<td>Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>English</td>
<td>2</td>
</tr>
<tr>
<td>Chemistry</td>
<td>3</td>
</tr>
<tr>
<td>University Studies</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>
4. What specific courses would you suggest we add to future schedules that you need for your degree program?
5. What other campus(es)/schools do you attend?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNM Rio Rancho</td>
<td>4.8%</td>
<td>3</td>
</tr>
<tr>
<td>CNM West Side</td>
<td>11.3%</td>
<td>7</td>
</tr>
<tr>
<td>UNM Main Campus</td>
<td>93.5%</td>
<td>58</td>
</tr>
<tr>
<td>Other</td>
<td>19.4%</td>
<td>12</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>11</td>
</tr>
</tbody>
</table>

answered question 62
6. What strategies can UNM West implement that would attract more students to our campus? Check all that apply.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television (specify channel)</td>
<td>27.4%</td>
<td>17</td>
</tr>
<tr>
<td>Radio (specify station)</td>
<td>27.4%</td>
<td>17</td>
</tr>
<tr>
<td>Newspaper</td>
<td>32.3%</td>
<td>20</td>
</tr>
<tr>
<td>Daily Lobo Online</td>
<td>41.9%</td>
<td>26</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>43.5%</td>
<td>27</td>
</tr>
</tbody>
</table>

answered question 62
Question 6: Other Strategies
7. Would you recommend UNM West to a friend, family, etc.? Why or why not?

<table>
<thead>
<tr>
<th>Reasons for Recommendations:</th>
<th># People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Atmosphere</td>
<td>15</td>
</tr>
<tr>
<td>Convenience</td>
<td>13</td>
</tr>
<tr>
<td>Location</td>
<td>4</td>
</tr>
<tr>
<td>Offered Courses/Instructors</td>
<td>3</td>
</tr>
<tr>
<td>Class Size</td>
<td>3</td>
</tr>
<tr>
<td>No Reason</td>
<td>3</td>
</tr>
<tr>
<td>However Needs Improvement</td>
<td>2</td>
</tr>
<tr>
<td>Parking</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Location/Commute</td>
<td>7</td>
</tr>
<tr>
<td>Classes</td>
<td>1</td>
</tr>
<tr>
<td>Prefer the Atmosphere at Main Campus</td>
<td>2</td>
</tr>
</tbody>
</table>

Would you recommend UNM West to a friend, family, etc.?
8. What do you like best about taking classes at UNM West?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rigor</td>
<td>8.1%</td>
<td>5</td>
</tr>
<tr>
<td>Instructor(s)</td>
<td>41.9%</td>
<td>26</td>
</tr>
<tr>
<td>Advisement</td>
<td>1.6%</td>
<td>1</td>
</tr>
<tr>
<td>Quality of instruction</td>
<td>24.2%</td>
<td>15</td>
</tr>
<tr>
<td>Library services</td>
<td>1.6%</td>
<td>1</td>
</tr>
<tr>
<td>Location</td>
<td>54.8%</td>
<td>34</td>
</tr>
<tr>
<td>Customer service</td>
<td>6.5%</td>
<td>4</td>
</tr>
<tr>
<td>IT services</td>
<td>4.8%</td>
<td>3</td>
</tr>
<tr>
<td>Alternate schedule (Sat. only, 1st/2nd 8 wk., or evening classes)</td>
<td>48.4%</td>
<td>30</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

answered question 62
9. What can we do to improve your experience at UNM West?

Improvement Suggestions

- Classes: 28
- N/A: 24
- Transportation: 12
- Food: 8
- Student Services: 5
- Building/设施: 3
- Cashier: 2
- Library: 1
- Parking: 1
- Ads/Promos: 1
10. What method of transportation do you use to get to UNM West?

### Modes of Transportation used by Students

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>61</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62</strong></td>
</tr>
</tbody>
</table>

### Carpooling Results

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Person</td>
<td>58</td>
</tr>
<tr>
<td>Carpool</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
</tr>
</tbody>
</table>
11. What method of transportation would you prefer to get to UNM West?

<table>
<thead>
<tr>
<th>Preferred Modes of Transportation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>5</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>30</td>
</tr>
<tr>
<td>Car/Motorcycle/Truck</td>
<td>27</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62</strong></td>
</tr>
</tbody>
</table>

**Preferred Modes of Transportation**

![Bar chart showing the preferred modes of transportation.](chart.png)
Thank you for completing this survey. 
Please leave any additional comments or suggestions on how we can increase enrollment at UNM West.

<table>
<thead>
<tr>
<th>Response Date</th>
<th>Response Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 14, 2012 4:22 AM</td>
<td>UNM West is an amazing alternative to main campus. A lot of freshman are still living at home and maybe offering some typical 100 level classes like anthropology, psychology, sociology, public speaking, would increase enrollment at UNM West,</td>
</tr>
<tr>
<td>May 10, 2012 4:10 PM</td>
<td>I'm very excited to attend the west side campus. Hopefully it will be a great experience.</td>
</tr>
<tr>
<td>May 10, 2012 3:59 PM</td>
<td>**Offer shuttle services to and from Main Campus and maybe other locations, to get to UNM west. **Offer a variety of courses besides AMST courses. Also work something out where students could go into Santa Ana Star center as well, to buy food on lunch breaks. Regardless of events going on or not.</td>
</tr>
<tr>
<td>May 10, 2012 1:29 AM</td>
<td>A shuttle!</td>
</tr>
<tr>
<td>May 9, 2012 10:23 PM</td>
<td>Just having a broader selection of classes to choose from would be helpful. I know there is an agreement with CNM not to hold lower level classes but off the lowest level classes possible. I know many freshmen that live in Rio Rancho that would attend classes on this campus if they could.</td>
</tr>
<tr>
<td>May 9, 2012 9:03 PM</td>
<td>I was enrolled in a summer class but due to financial reasons, I will do classes until the fall.</td>
</tr>
<tr>
<td>May 9, 2012 8:45 PM</td>
<td>Maybe offer more evening classes to give students more flexibility in their schedules.</td>
</tr>
<tr>
<td>May 9, 2012 7:48 PM</td>
<td>Just that I have not been to the school yet and will see later this summer.</td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
</tr>
<tr>
<td>------------</td>
<td>--------</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>7:48 PM</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>6:54 PM</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>5:30 PM</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>5:16 PM</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>5:10 PM</td>
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<tr>
<td>May 9, 2012</td>
<td>4:20 PM</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>3:05 PM</td>
</tr>
<tr>
<td>May 9, 2012</td>
<td>3:04 PM</td>
</tr>
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