

Image Study

Quinsigamond Community College

July 9, 2005

Prepared by:

SEM  WORKS

Executive Summary

- Quinsigamond Community College has high awareness among high school seniors but a somewhat low favorability scores due primarily to a weak academic reputation.
- Comparing QCC to four-year institutions is inexact, since the school is providing a different degree to a different target market of students; The school's market position is certainly stronger within that limited target market.
- Quinsigamond has both high awareness and favorability scores among guidance counselors, who view it as a very good "starter" or "transition" school.
- Current QCC students are very satisfied with their experience; this satisfaction is evident in the large number of students expecting to complete their studies there.
- Current Quinsigamond students have a very positive view of the school's faculty. In contrast, the availability and quality of parking is an area needing improvement.
- Quinsigamond is viewed as comfortable, friendly, and casual.
- Employers in the Worcester area hold QCC in high regard for providing effective training for future workers and potentially even current workers.
- The College's communications with high school seniors should focus on academic strength and on job opportunities for Quinsigamond graduates as well as campus attributes including academic facilities and campus safety.

High School Seniors

Survey Methodology and Sample

The survey of high school seniors was administered via the Internet from May, 2005 to June, 2005. It was promoted through a mailing to high school guidance counselors and to seniors themselves, as well as through a minor email campaign. Respondents were entered into a random drawing for a \$750 scholarship.

Seventy two seniors from forty high schools responded to the survey. The sample was generally representative of the population, with the following characteristics:

Geography: 90% of respondents live within twenty-five miles of Worcester

Gender: 70% female, 30% male

Race: 78% White, 22% Black, Hispanic, Asian

Income: 38% below \$40K, 35% between \$40K and \$100K, 27% over \$100K

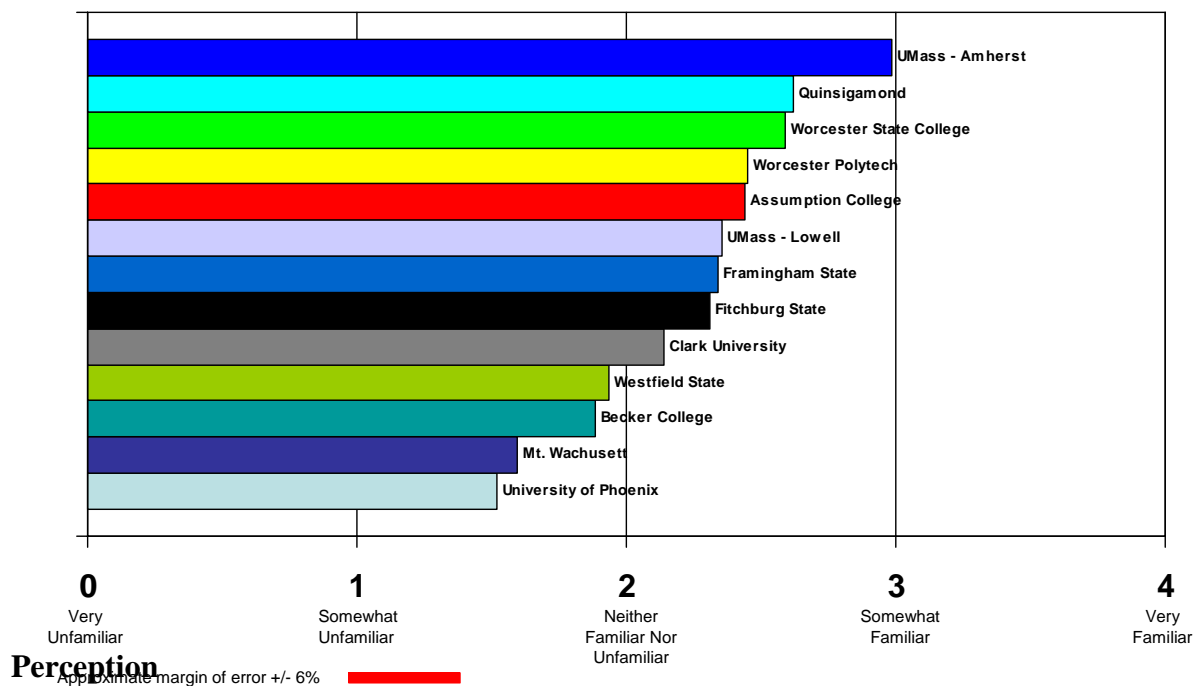
SAT Score: 17% below 900, 55% between 900 and 1200, 28% over 1200

College Objective: 7% two year degree, 93% four year degree

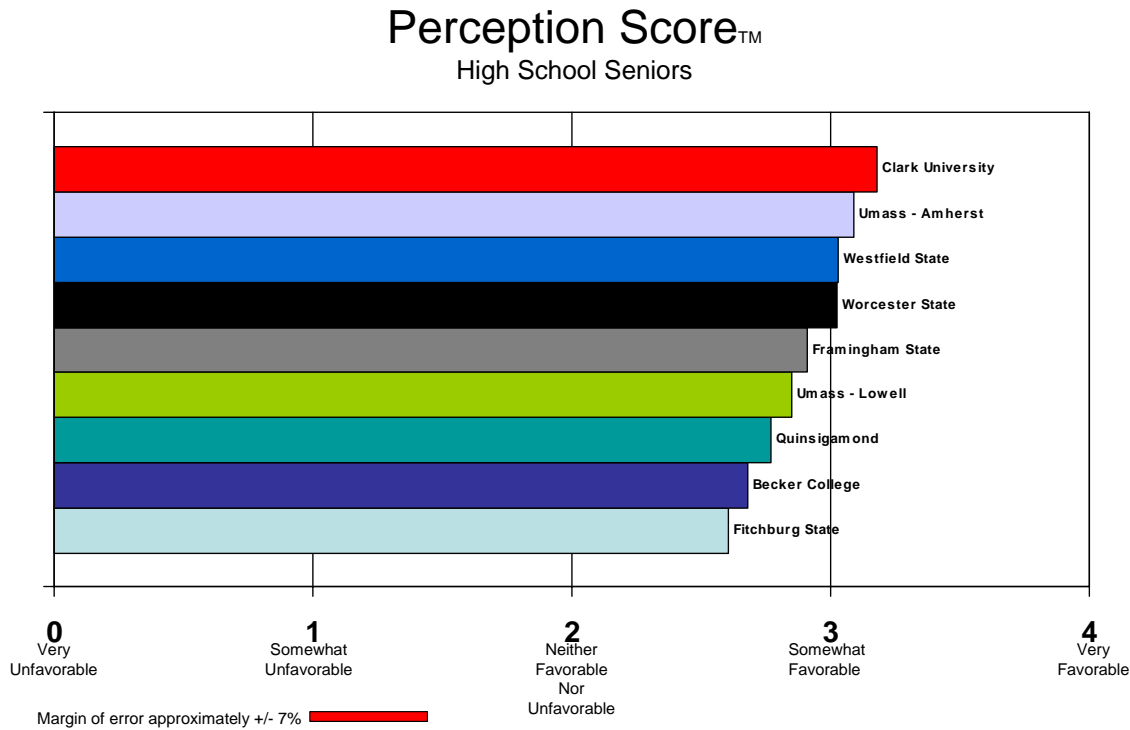
Awareness

Quinsigamond Community College is very well known to high school seniors in Worcester and surrounding areas. The school received an overall awareness rating of 2.6 out of 4. In fact, the college has the second highest awareness level among all regional colleges, including most four-year institutions.

Awareness Score™ High School Seniors



Quinsigamond Community College’s favorability rating of 2.8 out of 4 is relatively low. In comparison to all regional schools, QCC is clustered with several schools at the lower end of perception scores.



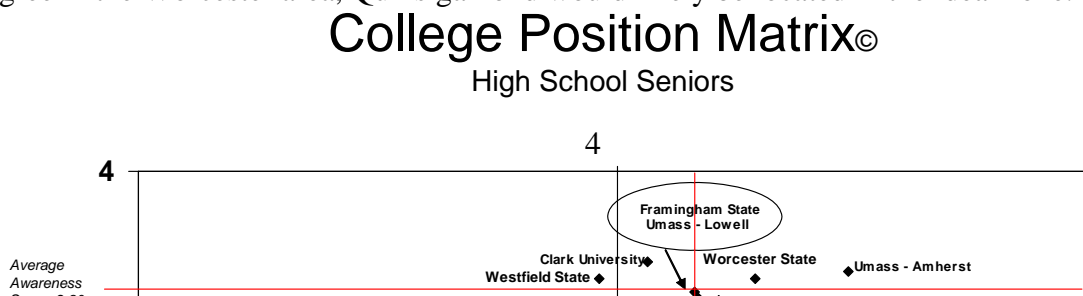
This comparison of QCC, a two-year college, with four-year schools is inexact. Each type of school appeals to a distinct segment of students. For example, students with higher grades, more money, and the immediate goal of earning a four-year degree are likely to view Quinsigamond less positively than students who plan to attend a two year college.

Market Position

The College Position Matrix© considers both the awareness and the perception of colleges in the central Massachusetts. It provides visual reference for the marketing challenges facing all schools.

While QCC has high awareness, it would need to improve its image in order to move into the “ideal” zone of both high awareness and high favorability. This would likely be a very difficult position to achieve with this market segment considering that most college bound seniors are primarily looking for a four-year institution.

If the College Position Matrix was viewed only for high school seniors pursuing a two year degree in the Worcester area, Quinsigamond would likely be located in the ideal zone.



Attribute Ratings

While Quinsigamond Community College is considered at least moderately favorable in all areas, the most positive aspect of the school is its affordability. In contrast, the college's overall academics and social life are considered weaker.

This is a common profile for community colleges, which have special appeal for students with a lower level of achievement in high school and/or a more-difficult financial situation.

Attribute Ratings

How would you rate Quinsigamond on the following attributes?



Descriptions

Descriptions of QCC support the quantitative ratings. For example, most students describe the school in less-than-flattering terms academically, but recognize its affordability. In addition, the school is noted by a number of students for its convenience and ideal size.

The two most common descriptive terms for QCC were “average” and “casual”. Students also view the college as “friendly” and “personal.”

High School Guidance Counselors

Survey Methodology and Sample

Results were obtained from a paper survey completed by guidance counselors attending a QCC seminar and via an Internet survey. Survey results, including favorability ratings for QCC, may be biased upward due to the data gathering technique.

Thirty six guidance counselors from 18 high schools in the Worcester area completed the survey. The responses were spread approximately equally between small, medium, and large high schools.

Awareness

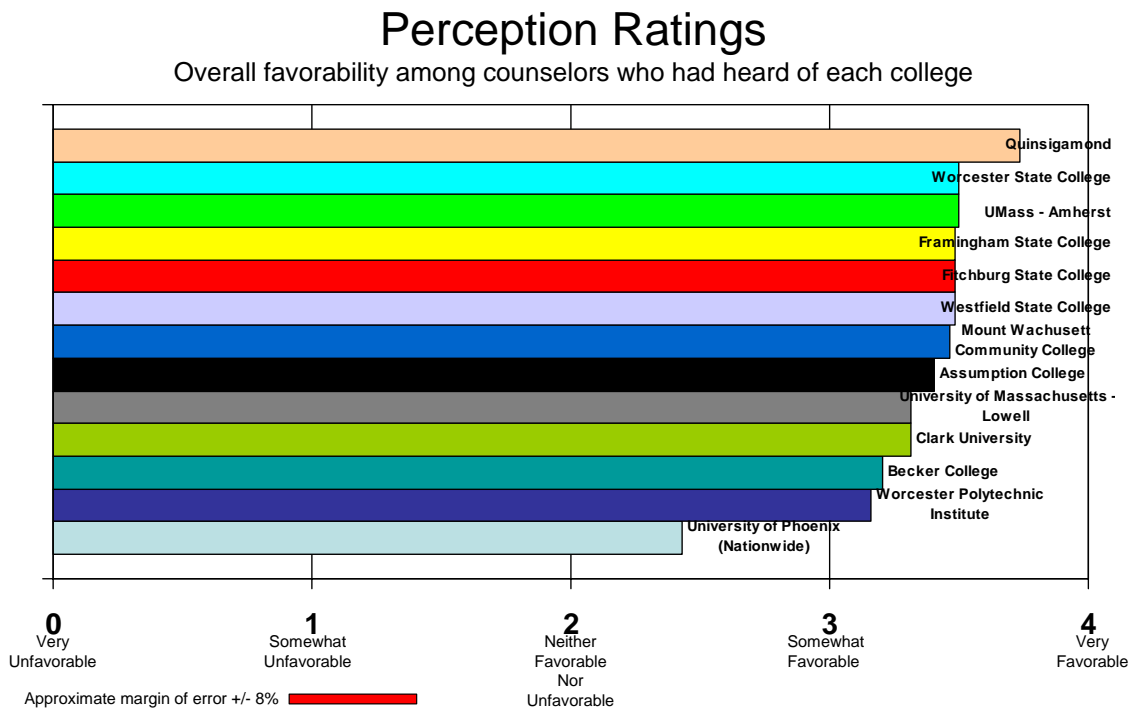
Although the survey did not ask guidance counselors to rate their awareness levels of Quinsigamond directly, it seems clear from other data that the college is very well known.

Nearly 90% of guidance counselors felt that they knew QCC sufficiently to provide a favorability rating.

Perception

Since guidance counselors work with students of varying academic achievement, financial means and educational goals, they were asked to rate central Massachusetts colleges specifically for students of average financial means, average- to below average SAT scores (ie. 800 to 1000), and a preference profile that matched each school’s location, setting, size, etc.

Quinsigamond was viewed as a very positive alternative for this type of student, earning a favorability score of 3.7 out of 4.0—the highest score among all colleges. (This score may be somewhat overstated because many of the responses were gathered during a QCC conference for counselors.) It also is difficult to draw firm conclusions because of the relatively large margins of error and consistently high ratings for all colleges. Nevertheless, it seems clear that Quinsigamond Community College is considered a very good alternative for specific students.

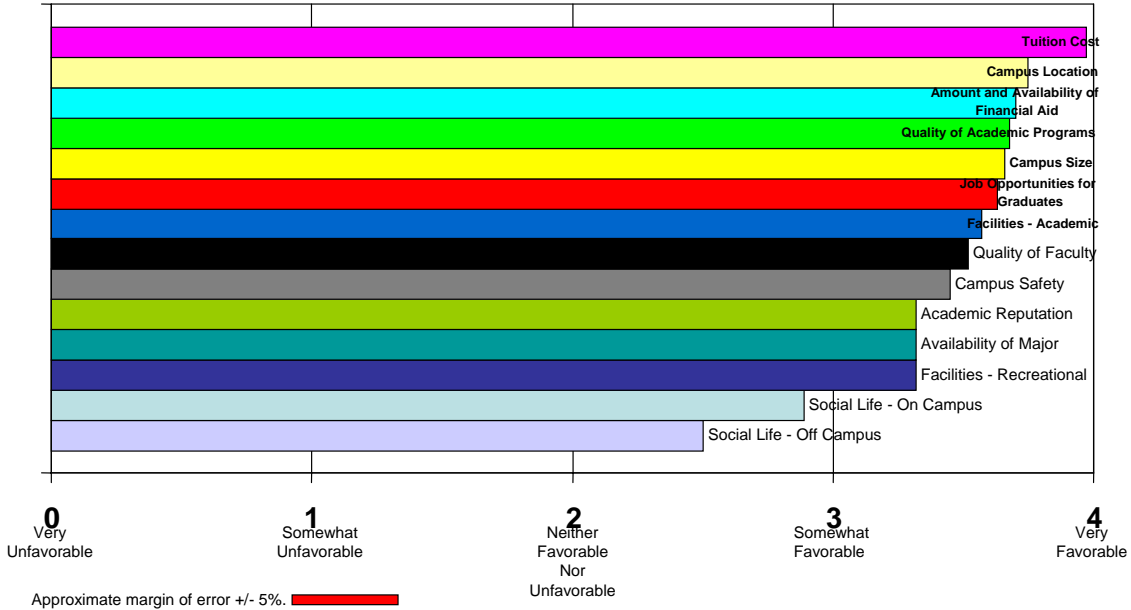


Attribute Ratings

Guidance counselors view QCC’s affordability as its greatest strength. The school received positive rating for all other attributes as well. The school’s social life was considered a relative weakness.

Favorability Rating

Specific Quinsigamond Attributes



Descriptions

Guidance counselors describe Quinsigamond in very positive terms. The school is recognized as a great “starting point” and a “transition school.” Counselors not only recognize the affordability and value of a QCC education, but also have a positive view of the school’s academics, accessibility and convenience.

Nearly all guidance counselors describe QCC as “career-oriented.” Other common descriptors such as “friendly”, “personal” and “comfortable” reinforce the school’s image as approachable and accessible.

Current Students

Survey Methodology and Sample

Results were gathered via an Internet-based survey administered in May, 2005. The survey was promoted via an email sent from the office of QCC's president. Students who completed the survey were entered into a random drawing for a \$250 scholarship.

One hundred and forty five students completed the survey. The sample generally represented the population and had the following characteristics:

Gender: 80% female, 20% male

Race: 74% White, 26% Black, Hispanic and Asian

Age: 24% Under 20 yrs. old, 39% 20-30 yrs. old, 18% 20-40 yrs. old, 19% Over 40 yrs. old

Marital Status: 70% single, 30% married

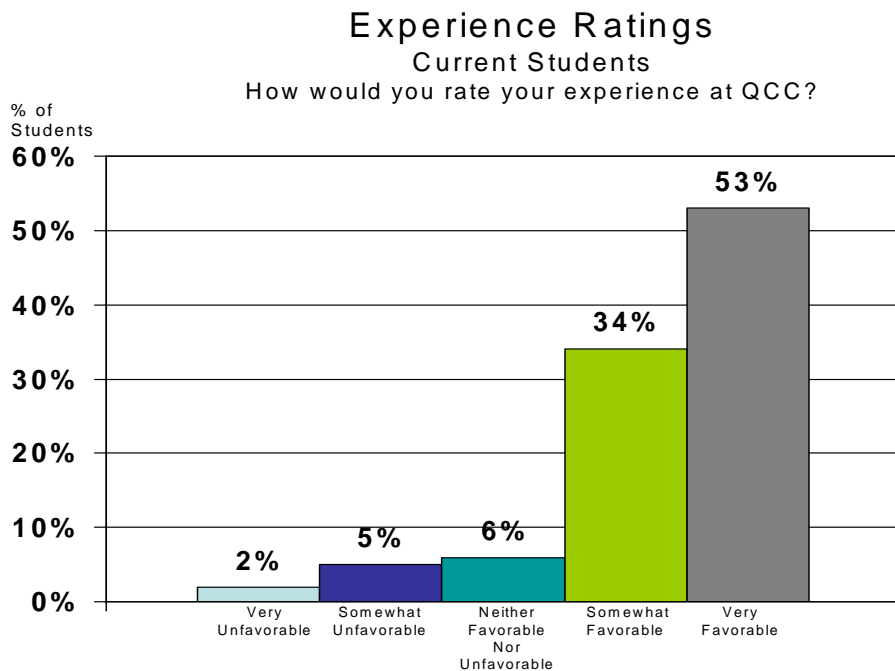
Year of Study: 42% first year, 58% second year

Working Status: 13% no job, 15% less than 20 hours per week, 72% more than 20 hours per week

Distance: 46% live within 10 miles of QCC, 54% live more than 10 miles away

Perception

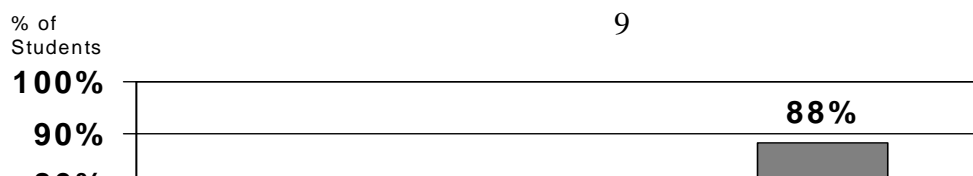
Students who attend Quinsigamond have a very positive opinion of the school. Nearly 90% of all students report a favorable experience at the college.



Colleges that provide very favorable experiences to current students generally have a larger number of students who intend to complete their studies there. This is true for Quinsigamond Community College, where nearly 95% of students expect to complete their studies at the school.

Intended Completion

What is the likelihood that you will complete your studies and receive a diploma from QCC?



Descriptions

Many current QCC students share the view of guidance counselors that Quinsigamond is a “starting point” for higher education rather than an end in itself. Students describe the school as “good” or even “great,” reinforcing the very positive overall ratings.

Quinsigamond is viewed as a school that is comfortable, friendly, and supportive. Some students may be intimidated by the prospect of attending college and lacking in confidence. QCC is seen as a school where they can overcome these feelings on the way to a higher education.

Attribute Ratings

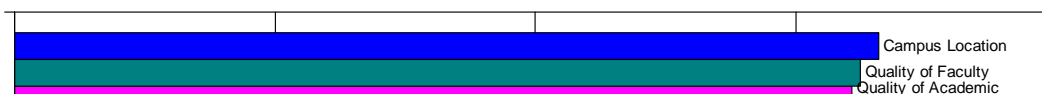
Current students rate QCC favorably on nearly all attributes. Campus attributes, including location, size and safety, are viewed as particularly positive. Students also feel that the college is strong academically, including the faculty, programs and facilities.

The most notable area of weakness for Quinsigamond was the shortage of convenient parking. In addition, current students rate the college relatively low on social life and, to a lesser extent, affordability.

The lower favorability ratings for tuition cost and financial aid availability stand in contrast to higher ratings for these same variables by high school seniors and guidance counselors. This is not surprising since current students are no longer comparing the cost of QCC to the cost of other colleges, but rather to their current ability to pay.

Attribute Ratings

How would you rate QCC currently on the following attributes?



Convenience of Classes

Convenience of class times is considered a moderately positive attribute. Over half of the respondents primarily attend class during the day, while about 20% each attend classes at primarily at night or both day and night.

The convenience of class times also can be measured to some degree by the difference between when student *actually* attend class versus when they *prefer* to attend class. Based on this measure, Quinsigamond appears to be satisfying the needs of most students. For example, only about 25% of students attend class at a time that they don't prefer. This number likely overstates any inconvenience problems, since some students may not attend during preferred times for work or family reasons.

Strengths

The current students' qualitative assessments of QCC strongly support the quantitative ratings.

The College's faculty is frequently mentioned by current students as one of the school's strengths. The faculty's competence, caring and support appear to be one of the college's greatest assets.

Students also view QCC as a good place to meet new people, an important part of the college experience.

Improvement Needs

Parking is cited as QCC's greatest weakness. Students have especially negative comments about the availability of parking and the location of the parking, at the top of a hill somewhat distant from the center of campus.

Students see opportunities to increase the convenience and availability of classes. This appears to be especially important in the nursing program, where several students noted a waiting list to enter.

Employer Results

Survey Methodology and Sample

Fifty two companies were surveyed via telephone. The respondents represented a broad spectrum of companies and positions, including:

Function: Human Resources 40%, Sales/Manufacturing/Accounting 30%, Other 30%

Management Level: Top 23%, Middle 42%, Other 35%

Type: Manufacturing 40%, Service 60%

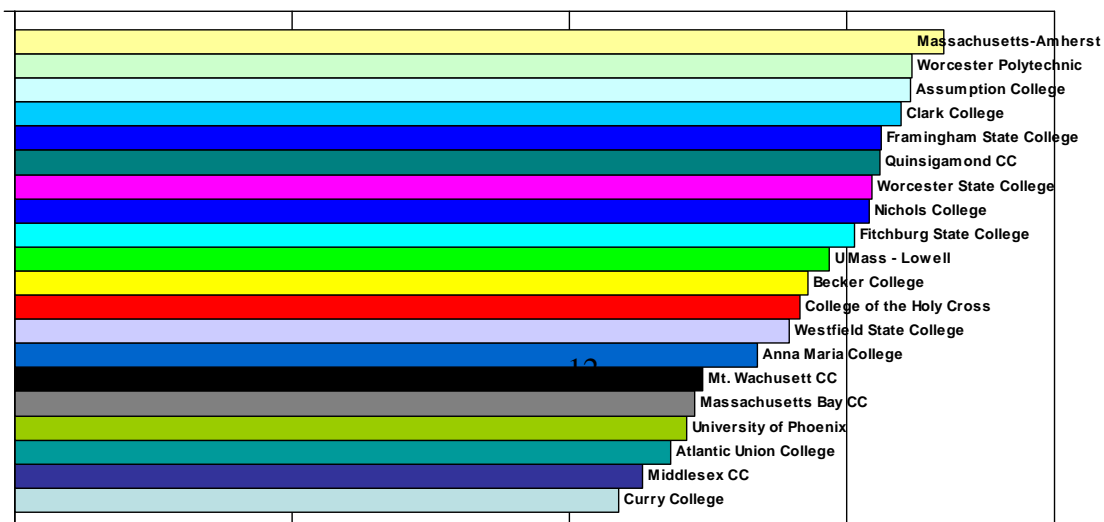
Size: Small (<10 employees) 30%, Medium (10 – 100 employees) 33%, Large (100+) 37%

The traditional five point scale was changed to a three point scale midway through the survey to increase the telephone survey completion rate. All results reflect a blending of the two scales.

Awareness

Employers in the Worcester area are very familiar with Quinsigamond Community College. QCC is ranked in the upper third of all regional colleges in awareness.

Awareness Rankings Worcester Area Employers



Perception

Employers have a very positive view of QCC. Eighty six percent of employer respondents who were familiar with Quinsigamond felt that the school prepared its graduates effectively for the workforce.

About half of the respondents' companies employed graduates of Quinsigamond Community College. Nearly 90% of the respondents indicated that they were satisfied with their QCC employees. They described these employees as hard working, motivated, knowledgeable, and professional.

About 80% of respondents would recommend QCC if their company required additional education for employees. Respondents who would not recommend QCC primarily cited the relative distance from the company as the reason. Nearly 70% of respondent companies offer tuition reimbursement to employees.

Recommendations

Respondents made several suggestions for preparing graduates even more effectively for careers. These suggestions appear to be related to colleges in general, rather than specifically being directed to QCC. The most common suggestion is to give students a more practical and realistic education. For example, a number of respondents view internships as a great introduction to a career. Several respondents also mentioned the importance of setting realistic expectations regarding starting jobs, which are often low-level positions.

Communication Opportunities

Quinsigamond can further enhance its image by focusing its communication on several important college attributes which are less-known or misunderstood by potential students and guidance counselors.

Academic Reputation

Quinsigamond can further improve its market position by communicating its academic strengths.

As shown on previous pages, respondents rated QCC on actual academic measures including quality of academic programs, facilities, and faculty. They also rated QCC's academic reputation—how they believe it is perceived by others.

Each respondent group rated QCC's *reputation* as lower than its *actual academic strength*. While this "reputation gap" is not large, it is consistent among all respondent groups. A focused communication effort could close this gap and potentially attract students who wouldn't consider the college due to its perceived reputation by peers.

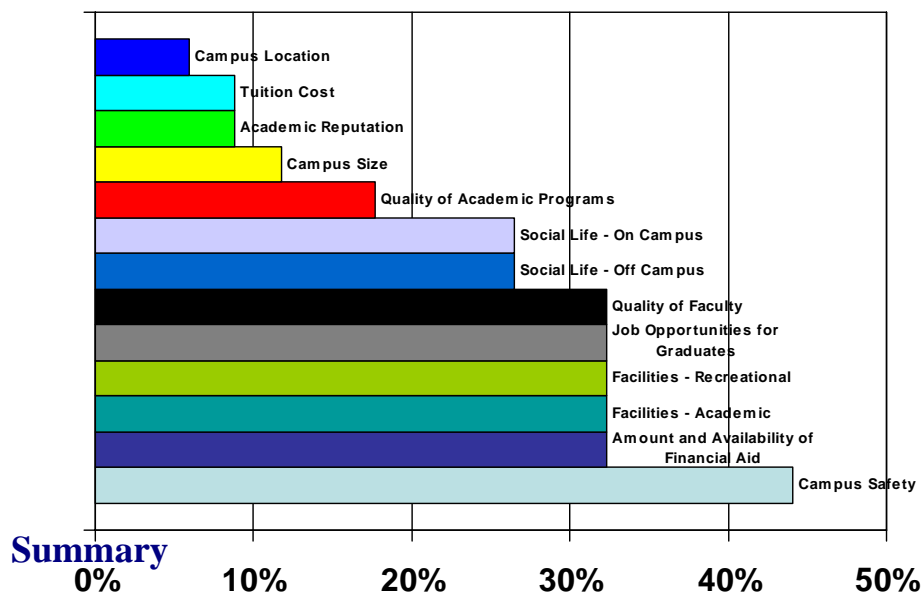
Other Key Attributes

QCC can enhance its position by increasing potential students' awareness of several key attributes. For example, previous market research shows that campus safety, job opportunities for graduates and academic facilities are especially important factors for students selecting colleges.

A significant percentage of high school seniors who were familiar with Quinsigamond Community College were not able to rate these variables due to a lack of knowledge. Focused communications could make students more aware of QCC's benefits in these areas.

QCC Communication Opportunities

Percent of High School Seniors Selecting "Don't Know" When Rating QCC Attributes



Summary

Quinsigamond Community College has a strong foundation from which to grow and improve. High awareness levels and a favorable perception among all of its constituent groups create a very good market position. QCC can impact its image by continuing to provide a high-quality, affordable education to its target markets and communicating its advantages—including a strong faculty, and implementing improvements in select areas.

Appendix

Description of QCC High School Seniors

How would you describe Quinsigamond Community College? 15 words or less
A college
A college to get you started
A community college that is looked down upon by students from my high school.
A great community college for students unsure of their major or students that face financial difficulty.
A liberal arts school; many students go there who are undecided.
A lot of people with different careers to choose from
Cheap place to go before a real university
Close for a community college
Commuter college close to home
Despite this college not having my major, I think it is an awesome and good sized school
DIVERSE
Easy to get to, comfortable, good size college
Good option for students
Good place to go if you don't want to go to college.
Good starter place for kids not ready for a 4-year college
I am fairly unfamiliar with the college.
I think it's great for those who want to boost their credits up.
It allows for everyone to get a chance to succeed in life, if they want to really pursue it.
It doesn't sound to good to say, "I go to Quinsig."
It is very close by, convenient , and flexible with timing for those already employed.
Its a very well kept college
Many kids decide to attend the school because of its convenience.
Nice campus size and many jobs available
Not as selective as others
Not great course selection; great for adult education
Place for students to grow into a field of choice in just a few years
Pretty campus, lots to do
Safety School
Safety school
Small college located in Worcester
Small school with not much reputation
Stupid
The school helps you get your grades up and helps you prepare for another school
Transition school while you apply to more selective schools
Very well kept
Well known

Descriptions

Guidance Counselors

How would you describe Quinsigamond Community College? 15 words or less
A good fit for many students
A good place for transition from high school
A good solid educational institution
A great option for many
A great place for that student who needs a second chance
A great place to define your college education!
A great place to start at the best price anywhere
A perfect start for many of our kids
Accessible, well-priced opportunity for all to start again
Economical, safety school
Excellent certificate and associate programs. Great value!
Excellent financial aid and academic option for students seeking a two year School. Initial stepping stone: reliable: economical, nurturing
Excellent, affordable opportunity with great academic support.
Financially realistic, quality courses for inner city students
Great area resource for college and career paths; Builds confidence and Allows opportunities for late bloomers and financially-strapped; Opens doors
Great community college with a lot of majors to choose from
Great fit for our students, supportive environment, helpful staff
Great option for many students
Great school for students unsure of their future
Great value, flexible class scheduling, great option for students
Offers a friendly, convenient, good opportunity: value for many students
Opportunity for a lot of kids to get started in higher education
Opportunity: accessibility: great opportunity for many kinds of kids
QCC provides opportunities for personal and academic development and maturation: developmental: community-oriented
Tremendous support resources focused on student success
Underrated: full of success stories
Very accessible, quality education
Very well known

Descriptions

Current QCC Students

How would you describe Quinsigamond Community College? 50 words or less
A career opportunity college for everyone
A community college comfortable in size. The college offers small class sizes which makes teacher/student relationships and teaching at an advantage
A community college that serves as a bridge to better colleges for middle class students
A friendly and affordable way to start your college experience
A good starting point for when you don't know what you want to do with your life
A great college am glad am part of it
A great facility to get your college career to a good start at an affordable cost
A GREAT MIX of different age groups, backgrounds and ethnicities. I have met a lot of interesting people and friends!
A great opportunity to learn with other students and excellent faculty members. A warm environment
A great place to start, many opportunities to get where you want to go in life
A great platform to begin building towards a new career
A laid back atmosphere and feeling of security
A perfect school to attend for students that may not be able to afford a state school or for students that are just not sure what they want to do
A place to begin to meet your goals
A reputable community college that has a neighborhood feel. Not too big, not too small. Knowledgeable faculty with a passion for student success.
A school you feel comfortable in no matter your age. Nice facilities and convenient location for commuting.
A small community college, a good place to get started towards a future goal.
A student friendly environment, and a decent opportunity to learn and teach
A very great and unique college because the faculty as well as the students are very nice.
A very nice community college. Cares for its students. Wants to see them successful. Advising could use some work however.
Affordable, good location, good teaching system, good library service
Affordable and conveniently located
Affordable, but needs better teachers
An excellent starter school that either prepares students for the work force or to comfortably transfer to a bachelor's degree program.
As a first time student. I would say QCC is a great college to further your education.
As an adult going back to school I think Quinsigamond is a great college. Faculty and professors have made me feel very welcomed and comfortable.
Average
Being a part-time student, I don't spend a lot of time at the college, but my experience has been very positive
Convenient location, affordable, quality education
Convenient, affordable, friendly to the non-traditional student, comfortable small school
Convenient and gratifying
Excellent choice of subjects, not enough available seats in certain classes and programmes
Fits me perfectly
For me in the first year was very interesting experience an I like it
Good
GOOD AS A WHOLE. MY PROBLEM IS THAT THE OFFICES DON'T COMMUNICATE
Good classes within your budget
Good community college
Good opportunity for students at a low price
Good school to get general education requirements
Good school with a credible name with teachers that are very interested in content and teaching
Good teachers, good classes
Good transition school, good opportunities and programs

Great opportunity for small amount of time
I am an older student that has a focus on education only, therefore Quinsigamond College is a great career choice for me and what my needs are.
I am doing the new Fast Track program, and I have to say it has been tough being the first timers. Their have been a lot of changes to deal with
i am so happy with this college. I am not only a student but also an employee
I appreciate that QCC provides deaf services like interpreter and note-taker. I wished that there are few more deaf tutors with BS or BA degrees.
I decided to attend Quinsigamond four years ago. My experiences ranged from good to bad when describing some of the teachers
I enjoy that students can access professors with ease. Meaning most of them seem to care and enjoy their job despite the raise problems.
I enjoy the small campus to continue my studies, but availability of classes and times I find difficult.
I feel Quinsigamond Community College is a great place to start and educational career. The cost is cheap. Faculty are willing to work with students
I feel that QCC is unfortunately often overlooked by the locals because it is a constant (the forest for the trees) but is an excellent school.
I find it a very nice and comfortable place for education
I find Quinsigamond to be a great place to attend. The lower costs than traditional 4-year schools helps out, and I find the quality to be good
I get tired in class often
I have enjoyed completing my educational goals from QCC and hope that the transition onto other institutions is as wonderful as my experiences at QCC
I have found my academics time at Quinsidmond very valuable. From past experiences, I have gained a lot of help and knowledge. I would love the opportunity
I have found that the facility and the professors at the college have given me a positive outlook towards my future ambitions in life.
I have had a better experience here that I did at Worcester State College. The faculty here are more helpful as well
I have truly enjoyed all but one class I have taken so far. I have walked away with new knowledge and friendships. It's been great.
It's been a great experience for me... a great starter
I like that the campus is small and the learning center is a wonderful attribute to the college however the parking is really tough during days
I think it's very clean and has a great library to study at. The parking is not the greatest, the spots are too small
I think QCC makes it easy to go back to school. I think the professors are top notch and very helpful.
I think this college suits me really well. The teachers are really helpful when you need help. They are willing to help you at ant time.
I THINK THIS SCHOOL GIVES AN OPPRTUNITY TO STUDENTS THAT CAN'T HANDLE THE PRESSURE OF A 4-YEAR COLLEGE ALONG WITH THE STAFF THEY GET STUDENTS READY.
I would describe Quinsigamond Community College as well-like, challenging, and very to the point.
In my major, the school has an excellent reputation...the school lacks in amenities for students such as: cafeteria and bookstore & staff are poor
It is a college that thrives to service its students seeking an education.
It is a excellent academic college to go to, with plenty of student accommodations.
It is a good college for students either right out of high school or students that waited a few years.
It is a great place to learn. It would be nice if there were more openings and the wait list for majors were not so long.
It is a great place to start a higher education because it's affordable for everybody. I like the programs of the school, as well as the professors.
It is a great school to start at and get on your way to a four year college if you didn't do good in high school and don't have a lot of money
It is a nice college and the people there are very helpful. Overall I've had a very good experience there
It is a very good place to be, but I wish someone could actually start taking course that pertain to something other than remedial stuff
It is easier for me to commute back and forward.
It seems like an affordable school to springboard into higher education.
Its a good school to attend for your first college experience.
It's a very nice college to go to before getting your bachelor's degree
I've had a very good experience so far. Students & staff are friendly. Classes have been great with a great graphic arts dept & parking not so great
Like all community colleges, it provides a "back door" for those of us who, for whatever reason, did not seek higher education out of high school.
LOCAL GEM, UNDERUTILIZED POTENTIAL, STELLAR FACULTY, OPEN OPPORTUNITY TO ALL IN COMMUNITY
Most of the education I have received at this institution has been intellectually challenging.
My only complaint about my nursing program is lack of professors that speak clear English and the waiting list!!!
Not a bad school overall, needs help with the registration process, location is ok, could be closer to Worcester State. Parking spaces real small.
OK

One of the most qualified institution of higher learning in Worcester County. A college where students realize their academic goals with guidance
Opportunity
Peaceful atmosphere and most professors make learning more interesting
Pleasant
Pretty campus, and wonderful faculty. It is small, but you meet great people there
QCC has provided me with incredible support enabling me to be successful even in areas where I felt less confident
QCC professors really care about their students, they take the time to answer questions and offer extra help. The environment is extremely friendly
QCC has been an eye opening experience; after high school I had no idea of what I wanted to do, this school is a great guide to the future
QCC has many good things to offer the students but some of the policies need to be revised like passing the math tests even if good students
QCC has the quality of programs and instructor that rival the best universities and the support staff is always readily available and willing to help
QCC is a college where a student can gain a quality education regardless of their age, gender, or nationality. The sky is the limit!
QCC is a college where students can feel comfortable attending. Teachers are reasonable. The school is not over stressful. Good education for cheap
QCC is a good college to attend if you want to stay close to home and form a convenient class schedule
QCC IS A GOOD PLACE FOR PEOPLE WHO WANT TO WORK AND GO TO COLLEGE, THE PARKING SITUATION ISN'T THE BEST BUT WE ALL HAVE MADE DUE. I LIKE QCC ALOT!
QCC is a good school because it doesn't cost 30,000 a year and is in a good location. QCC also has some remarkable professors
QCC is a great place to further your education, the tuition is reasonable compared to others, Prof. are great! love night course availability
QCC is a great place to get started if you're planning on college; tuition costs are reasonable; and you can expect the same education as any where
QCC is a great place to get started, especially if you're not quite sure what you want to do. QCC has excellent faculty to help with everything
QCC is a terrific community. I chose QCC ADN program because of it's reputation. Further, QCC accepted my transferred credits from Framingham State.
QCC is a very supporting school. For the most part I get the feeling that faculty care and strive for the students well being and best interest
QCC offers a wonderful starting point for many, many types of students
QCC provides a welcoming and rewarding opportunity to the community to expand one's knowledge.
Quinsig has made it possible for me to continue my education at a reasonable price
Quinsig is a great school to have access to for people like myself ,who didn't go to college right out of high school, but want to secure a career
Quinsig offers a reasonably priced educational opportunity to central Mass residents
Quinsigamond College is a good college if you have to work full-time and attend school the class times are flexible
Quinsigamond Community College is a college that I would say I am proud to attend
Quinsigamond Community College is a great place to get your education started or finished
Quinsigamond Community College is a school where I feel I am receiving an excellent education that I would not be able to receive anywhere else
Quinsigamond Community College is a very friendly, and educational school, the facility is extremely helpful and understanding.
Quinsigamond Community College is an affordable way to obtain the education I desire. Furthermore, the faculty and facilities are viable at this college
Quinsigamond Community College is great. It allows full-time working mothers to be able to continue their education
Quinsigamond is a two-year college with opportunities for area residents to pursue a basic college education
Quinsigamond is a very relaxed and enjoyable college
Small, not a convenient location, parking could be improved, great faculty
SOCIAL LIFE IN THE COLLEGE IS VERY LIMITED DUE TO THE LITTLE SPACE IN THE COLLEGE
Teacher have to show up for class and not miss 9 days when students are only aloud to miss 3 days
The college has a good reputation and holds high expectations for its students
The college is great for kids who don't know where to go with there life and have been undecided to go to a four-year school or not
The school that will give you a second opportunity in live
This is a community college that offers programs and academics to a wide variety of students. There is a diverse student body which represents differences
Very good
Very helpful and personal. All my professors have been amazing and really seem like they want to help each individual student
Very helpful teachers, great math center, lots of parking spots, nice student center, safe place to be, convenience of class times

Best Part of QCC Experience

Current Students

What is the best part of your Quinsigamond Community College experience?
Actually enjoying the material that is taught. Meeting new people and making friends
Affordability of tuition + on-line education
All of the professors I have had has made the Quinsigamond experience enjoyable. They are very friendly and very intelligent
Being able to do the Walt Disney World College Program through Quinsig
Being able to do well and have the support from the faculty
Being able to get right into the college experience after missing four years
Being able to meet new people
Being part of the Student Senate and also being friendly with teachers and staff
Class
Close to home, cheap for the studies you receive
Consuming a favorable GPA and challenging myself
Convenience
Diversity
EARLY CLOSING HOURS IN THE LIBRARY
Effective of professors and cost
Flo Lucci
For the most part I only have to take the classes I need and no extra "filler" classes
Freedom to do whatever you want
Friendly staff and professors
Friends
Gaining hands-on experience in the ECE Children's School. Gaining self-confidence through my learning experiences.
Getting my nursing degree
Getting to know everyone of my instructors/professors was great
Getting to share educational experience with people of diverse backgrounds
Good learning environment
Great instructors
Great professors
Having Pat Hutchingson as a teacher
Having the ability to take part in the learning experience without going completely broke
Help for me in my studies
Helpful
I don't have any; I go to class and then I go home.
Work and study at the same time is perfect balance for my life
I have been lucky enough to have very good professors that have helped me do well
I have had a good time using the Alden Library
I have the opportunity to attend classes in a favorable schedule
I love most of the teachers especially the ones who have stories of their experiences in their job field
In this program you go through the 2 1/2 yrs with the same people and I like them all
Instructors have been wonderful
It has classes that I wanted
I've enjoyed the teachers. They have made the learning process fun
I've only taken one course thus far, so nothing to compare it to yet
Just being able to attend

Best Part of QCC Experience

Current Students

Knowing that I be able to transfer to a four year college
Learning
Learning
Learning about myself and gaining the confidence I needed
Learning how to budget time
Library
Making new friends
Meeting many older, non-traditional students that I have much in common with
MEETING NEW PEOPLE
Meeting new people
Meeting new people and learning new things
Meeting new people, and learning from the teachers
MEETING NEW PEOPLE, AND MY EMT-B CLASS WAS AWESOME!
Meeting people while improving upon your life, self image, and career opportunities
Meeting the teachers and accepting their guidance to further my career
Most of my professors made my experience at QCC the best part of my college experience
My 4.0 average
My advisor
My best experience is the belief the instructors have in you to obtain your personal goal
My best part of my QCC experience would be the sense of accomplishment after completing a course
My professors are both intellectually challenging and approachable
My professors have been great
My work study job
No specific one
OPPORTUNITIES FOR ACKNOWLEDGEMENT OF ACADEMIC AND PARTICIPATORY ACCOMPLISHMENTS
Passing my classes
Probably my math class. The teacher was great and very understanding
Professor friendliness
Professors/students interaction during class discussions
Small and for the most part personable
Small classrooms and variety
So far my Psychology 118 teacher was great.
So far professors seem to be very accommodating
Some of the faculty are considerate and fair to all of the students
Student Fuller Center
Taking A&P I and II with Dr. Stephen Wright
Teachers
The ability to transfer
The best part about my experience is working with the faculty one on one. They have taken time out to work with me when I needed it most
The best part is knowing that I will graduate with a associates degree in nursing
The best part of my experience is the convenient class scheduling
The best part of my QCC experience was meeting the faculty
The best part of the QCC experience is you take the classes you need to graduated and get a job will no playing around
The challenging education
The class selection
The cost
The cost
The cost of tuition and classes

Best Part of QCC Experience

Current Students

The courses offered
The education that I am receiving
The excitement of going back to school after so many years of being out and the diversity of the student population
The fact that I don't feel out of place at all with the other students. Also the developmental courses
The faculty and student life
The faculty, fellow students and the opportunity for a challenging educational experience. The Math Lab and Library are wonderful facilities
The flexibility in the schedule
The great professors
The help offered by the faculty
The laid back, yet challenging faculty
the learning experience
The major and location
The one on one attention from the professors
The people that I have met
The personal attention you receive from your professors. They want each individual student to succeed & take the time to get to know you
THE PROFESSORS
The professors are approachable
The professors I have had so far are wonderful. Always willing to offer extra help and encouragement
The professors that I had have always been there for me when it seemed like there was no hope
The professors that I have had for previous courses continue to be interested in your future success
The program, professors, and the students
The proximity of Q.C.C. and the fact that they have a dental hygiene program are the best parts of the college for myself
The quality of the staff and their commitment to teaching. It made returning to school much easier than I thought it would be
The respiratory therapy department and working in a clinical hands-on setting
The student body, curriculum, and health care advisors
The students and teachers were all very nice and friendly
The teachers
The teachers and fellow students have been wonderful and rewarding
The teachers are determined to help you where you want to be in life
The teachers are helpful and seem to like their jobs which makes learning a little easier the TLC is awesome too
The teachers have been great. Very supportive and encouraging
The willingness of the professors
Tuition is less than other schools
Tutoring center
Wonderful teacher/ Marilyn Martin Eng 100
Word hard

Worst Part of QCC Experience

Current Students

What is the worst part of your Quinsigamond Community College experience?
A specific teacher
Advisor not advising and unavailable
All the changes that this fast track has made since we signed up for it
Applying in the Admission Office
Book costs
Classes getting cancelled because not enough students. Classes not available at night
Cleanliness. The school needs upgrades
Commute
DEALING WITH THE PEOPLE IN THE DIFFERENT OFFICES
Don't have one
Driving to school
End of the term cramming
English Composition online is the worst part for me and Incomplete grade
Finding a class that is open with an evening course or with a class that is not three times a week at 8am
General studies not having an advisor and being sent to general advising who don't know much about advising or the college or it's programs
Getting bad grades
Had a hard time finding good T/TH classes spring semester so I was forced to take online classes which really took away from the college experience
Having a teacher that really doesn't enjoy their job anymore
Having one of my summer classes canceled
Having to choose classes without knowing who the instructor will be
Having to deal with the Financial Aid Office
Having to take the bus after class
Having to travel all the way from Fitchburg and then traveling up the hill to the parking lot especially in the winter
I dread parking up on the top of the hill come the fall
I hate walking up the hill in the winter to get my car.....GRRRRRRRRRRR
I haven't had a bad experience yet
I haven't had any bad experiences
I live 30 miles south of Worcester. Therefore mini-Big Dig and QCC location is a daily challenge for me
Isolation
It should include more selective classes
Its really hard to graduate in 2 years
Lab reports stolen from me, text book stolen from friend, wallet stolen from teacher, equipment stolen from lab
Lack of certain foreign languages and history courses
Lack of motivation
Location, and the parking area.
THE WORK TO RULE--I SUPPORT THE FACULTY 200%
My management teacher dropped all of her work after add/drop was over
My second semester in math was a bad experience, the only bad one
No campus
No specific one
No worst part yet, have not been a student for very long..
Non-residential
Not being able to afford classes
Not being able to take more classes each semester
Not being able to understand financial aid, and not getting any financial help
Not enough available places in certain programs
Not finishing exactly when I wanted to
Not knowing about all of the programs available at the college

Worst Part of QCC Experience

Current Students

Parking
Parking
Parking
Parking and distance from my home
Parking and nursing waiting list
Parking in the last parking lot
Parking situation, having to get a C or better on math finals to go to the next class even if you have a B in the class
Parking so far away from the buildings
Parking ticket... ough
Parking was so scary I got a ride every day
Parking!
PARKING! The gym area could use a boost, also. And some professors are difficult to reach...
Paying for tuition, bookstore hours-not open on weekends/evenings
Registration for returning students. Appreciate getting to choose earlier but this is in midst of finals and end of semester business
Requirement to pass math departmental final in order to move up to next level of math. Other factors should be considered, ie. tests, homework.
Schedules for classes
SOCIAL LIFE
Some miscommunication about pre-entry tests and the best way to take courses
some of the classes I have to take..(MATH)
Some of the classes I need to take are not offered at times I can take them. Do not know how I will finish my degree
Some of the teachers I have had in the past have not been fit to teach and I feel that I wasted my time and money
Some of the teachers I have had were really bad
Some professors just don't communicative with the students
Taking class with a teacher whom does not have good organizational skills and/or does not concern him/herself with the students needs
Teachers
Teacher not showing up for class or very rude worker
That even though I took 2 high school biology classes I still had to take another even though it clearly states I shouldn't have had to
THE BOOKS/ THE PARKING
The commute
The drive to Worcester
The English, which I do not like and wish there were less course to take
The fact that I constantly have to stay on top of my advisor to get things done
The fact that I didn't go back to school sooner to obtain my career objective. I've also had one course that I basically taught myself
The Financial Aid Office isn't the most friendly of offices on campus. I've gotten quite a bit of attitude
The intensity of the classroom experience with classes packed together
The long wait to enter the nursing program
The majority of the people that hears about community colleges think that they are not as prepare as other more known colleges
The parking
The parking as well and some of the teaching styles applied
The parking.
The people and some teacher are dull

Worst Part of QCC Experience

Current Students

The school does not seem to have it together...does not seem unified...unorganized to a degree
The science classes were the worst part. The science courses were hard which is okay but the book in both classes was absolutely no help
The small parking spaces
The time of day that many classes are offered
The traffic in the morning I don't like. I can sometimes wait for 5- 10 minutes on the hill just to get a parking spot
The wait list for majors (nursing).
the waiting list to get into the program-perhaps grades and citizenship should count for more.
The worst part about the QCC experience is that if you own a car and have to park there is nowhere usually to park when you pay for it
The worst part is probably the select faculty that just do not care about their students
The worst part is seeing your classmates drop out of classes due to the challenge before ahead of them
The worst part is some of the fluff classes. I have taken some classes where I have not learned anything. Some professors are simply not qualified
The worst part of my QCC experience is the 40 minute drive each way
There is a long wait for the hygiene list
There isn't much social activity I don't feel part of the community
Too many stairs, too much traffic, bad food, and not enough good parking
Trying to park every day
Trying to park my car.
Trying to pursue college study while maintaining full-time employment
Wait to take nursing classes
Waiting to take clinicals and having professors that do not speak English as a first language
Walking up and down the hill in the winter-- its kind of dangerous
WHEN I SIGNED UP LATE FOR CLASSES AND GOT THE WORST SCHEDULE EVER! (ALL OVER THE PLACE WITH DAYS AND TIMES)
When two or more projects have to be completed with limited time left

Ideas for Improvement

What can Quinsigamond Community College do to improve students' experiences here?
A better way of communicating with all students would be helpful. The Portal may offer a new opportunity to do that
A lot of parking lots
Accept more credits and make their nurse education program larger or somehow make the waiting list shorter
Advisors need to be more communicative. They need to be more aware of the student's individual needs. More overall understanding of how things work
Answer questions more efficiently
As mentioned above I think more direction from advisors. I would like to have a specific advisor who would get to know me and my needs
Be just a little more moderate, as some some students are the working types
Be more organized before signing up people for a new program
Be more up-to-date
Better communication between administration and students
Better parking
Better parking situations
Better parking, better food in caf
Better parking, extend library hours and days
Better recreational facilities -- and a contract for the teachers!
Closer parking
Communicate specialized tutoring opportunities, mail out monthly newsletters. inform upcoming events.
decreasing tuition
Don't know
End "work-to-rule" by honoring the teacher's raises
Ensure that staff (Financial Aid, Registrar's Office, Admissions) are more knowledgeable within their area of expertise--in answering questions
Expand the college a little bigger and provide more activities
Expand the hygiene program
First I would make the parking more accessible, because that makes the day very frustrating right off the start. Also expand the business program
For the night students it would be to keep some things open later so we have a chance to talk to someone without leaving work early
Get better advising for general studies students and get more sport teams such as soccer and volleyball
Get rid of the C grade to pass
Give the teachers a raise so they can become involved in extra curricular activities and clubs
Have a guidance assigned to each student for the student to contact to answer questions or to just review college education and options available
Have all the instructors lined up prior to registering for classes
HAVE ALL THEIR INFO UPDATED IN THE SYSTEM SO ALL OFFICES CAN ACCESS IT
Have more choices for a degree
Have more classes start at 9 am, and 10 am. especially the sciences. 8 a.m. classes are difficult for many nontraditional students who have kids
Have more diverse classes
Have more informational meetings to educate students about goings on at the college
Have more school-oriented activities to gather students
Have more social events on and off campus
Have more sports
Have more student activities like their Spring Fling
Have more time with each student to talk over his/her major. To help them understand what they need to accomplish to get to their future dreams
Have not been a student long enough to judge
Hire more full time teachers and less part-time
I can not think of one

Ideas for Improvement

Current Students

I can't complain about anything the college has everything I need, student center, library, gym, its perfect i enjoy the QCC experience, and can't anything else to improve besides the traffic situation.
I feel that students who achieve outstanding grades should be rewarded for doing so. Scholarships should be made available, or better known about
I need a job to financially support myself
I personally feel the college should offer more internships and scholarships to the students. I have never been informed about either
I think its fine just the way it is
I think QCC has done a great job thus far. I can't think of anything to improve
I think stricter evaluations should be placed upon the faculty
i think that providing a even bigger choice of courses and it would also help it we had some type of transportation for students that don't have cars
I THINK THEY SHOULD NOT CHARGE FOR PARKING, I ALSO THINK WE NEED BETTER TIME FOR TUTORS TO ATTEND THE SCHOOL
I will suggest the college administration to improve BIO lab classrooms, all aspects (also seats are not comfortable for a 3h class)
I would like deaf teachers to teach American Sign Language at QCC but QCC never hires deaf teachers to teach ASL classes or deaf studies
Improve on finding better teachers who can be attentive and understanding, not rude and just there for the pay check
Improve technology in classrooms. The "real world" seems ahead of current curriculum
Improve the parking
Increase the instructors for the Nursing course. The waiting list is very long
Institute "directional driving" if a garage is not in the plans for the college at this time
It should have more parking spaces
Keep up the great work
Let students park closer to the buildings and have faculty park in the upper lots and be bussed down
Listen to/act on the reviews given by the students. Also, MAKE SURE THAT PEOPLE ON THE WAITING LISTS ARE NOT SKIPPED OVER (WHICH HAPPENED TO ME)
MAKE ANOTHER PARKING LOT, IF POSSIBLE, CLOSER TO THE BUILDINGS (EVERYONE WANTS TO PARK CLOSE)
Make classes - all classes - available during such hours that non-traditional students can attend
Make closer parking
Make financial aid a little easier to come by, because even though QCC isn't as expensive as other places it definately isn't cheap for some people
Make parking a little better. They placed a fence in the parking lot that made walking to building challenging. I would like to see that taken down.
Make sure they do an evaluation on every professor
Make the classes available to students and have more night classes available
Making parking easier and more convenient
Maybe let them plunge into a major without all the remedial stuff
More class times to choose from, giving the students more of an option
More financial aid availability
More journals in the library would be nice!
More parking
More parking . and more classes for the CSET program
More staffing
more student connections
Mr. & Mrs. Casey and Jane Pickett are THE nicest persons employed at TLC. Please find others as professional, personal and helpful for other offices
Not much, doing great
Not raise the fees

Ideas for Improvement

Current Students

Not to much its exactly what you should expect from any school
Offer a better payment plan. I get no help from tuition from my parents but I am not allowed to apply for financial aid. Not fair!!!!
Offer a weekend/evening nursing curriculum
Offer more capabilities of on-the-job training through various companies
Offer more classes at different times...with multiple professor choices
Offer more early morning classes.
Offer more weekend and evening classes. Remove the requirement of passing math final as sole means of moving to next level of math
Online registration access for returning students. More online courses offered in the summer. Bigger parking spaces (better snow removal)
Parking
Provide BA and campus life
Provide more parking closer to the buildings
QCC can check their policies and make sure they are fair
QCC needs to figure out the parking issues and I think QCC can be a great place to learn
Quinsigamond could improve the students experience by adding more parking, and having more social activities
Quinsigamond can continue to employ teachers who truly care about their students
Stay the way it is. Maybe extend cafeteria so the evening attending students can grab something to eat to
Teachers that are concerned of how the student is doing individually
The books tend to be very expensive and then most are eligible for buy back....it would be nice to have lower prices or always allow buy back
The parking
The professors need to be more communicative with the students
They can have course booklets in every building on campus and make offices more accesible for students...long waits in tight quarters
They could make more things for the students to do if they have a break in-between classes
To improve student's experiences at QCC you would have to motivate them to attend classes more often
Upgrade furniture
What they've been doing since the past 2 years
When a class is canceled due to under enrollment—students should be notified before the semester starts so they can enroll in another course
Widen the parking spaces
WORK ON INCREASING LAB SIZES AND MATERIALS FOR HEALTH PROGRAMS

How can Quinsigamond prepare students more effectively for the workforce?

Better understand the real world
Class with team projects is a aspect and should be part of the curriculum
Community projects, internships, know the expectations of workforce, working with individuals you don't know is a good experience
Computer, office skills, and marketing. Also suggested to have QCC join their Chamber & come to functions to promote their school
Concerned about basic skills, attending work on time, communication skills more passion
Core courses; higher core courses
Doing interviews helps a lot, teaches students about the workforce
Don't know enough about the program but would better communication with local business to see what they need
Educate to settle with what you may get until you break into your area of concentration
Internships and experience
Internships-students have hands-on opportunities
Job specific skills training more clinical
Keep in touch with work places, less book learning, practical use!
Latest equipment in class rooms to train for the workforce
Literacy, research skills, and data analysis
Make sure they have all soft skills, protocols, dress & speech
More realistic approach to be in the workforce
Never can prepare them its not realistic but should try to better prepare for the workplace
Not to set expectation so high, everyone has to start somewhere and it is usually at the offer more classes and send them out into the workforce more
Practical experience
Practical experience, co-op with company to learn rules, how to dress and greet
Problem lies in the maturing of college students
Programs geared towards their futures jobs/positions
Require to take resume writing class, interviewing, how to dress, etc.
Students need internships and an active role in local town issues & government
Take field trips- ex: class on Business- try to go to Trade Shoes or companies. Suggests more direction to students by a balance of study and trips to work places
Work/study, get out in the job place