

1. INTRODUCTION

At the beginning of each academic year & intake, the Corporate Communications Unit conducts a registration survey amongst enrolled students at all sites. The survey targets ALL registered students at the College.

Purpose of the survey: to measure client satisfaction levels with regards to the application and registration processes of the College

2. SUMMARY OF THE STATISTICS

Only seven (7) questions were asked focusing on the following main client services-related areas of the enrolment process:

2.1 NUMBER OF RESPONDENTS: 739



Response rate: **16.92%** (↑ from 10.42% in 2021)

Brits Campus



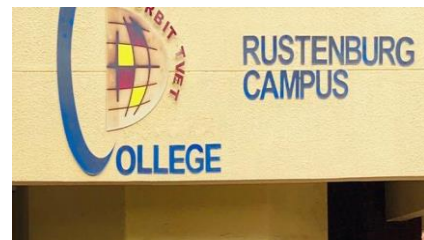
249 – 33.7%

Mankwe Campus



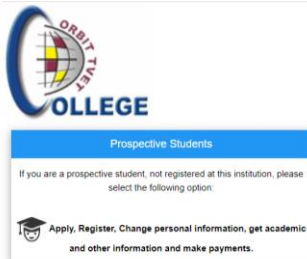
229 – 31.0%

Rustenburg Campus



264 – 35.7

2.2 Rate the Student i-Enabler application/registration system



435 (61.3%) students were happy with the system whereas **189 (25.6%)** felt indifferent and **97(13.1%)** were not happy with the system

2.8 Where did you hear about ORBIT College?

Facebook –	36.4%
Alumnus –	9.3%
College website –	8.5%
School Visit-	7.8%
Family/Friend –	6.4%
Career Expo –	4.9%
Word of mouth –	4.7%
Pamphlets –	4.7%
Billboard –	2.2%
Advice Desk –	1.9%
Radio –	0.8%
Open Day –	0.7%
Call Centre –	0.7%
Taxi/College vehicle –	0.5%
Magazine –	0.4%
Newspaper –	0.4%
Instagram –	0.1%

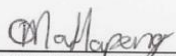



**The College's most effective communication medium with prospective students is the College Facebook followed by the College alumni (graduates), the website and school visits.*

3. CONCLUSION

This report is part of the process to implement an improved registration system and process. It is hoped that the various role players will utilise this report for further discussions towards improving the enrolment process at the beginning of each enrolment period.

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