

Enrichment Course Student Motivation Survey

As millions of young adults heed advice to “follow their passions,” enrichment courses typically designed for hobbyists and retirees are enrolling record numbers of young professionals seeking career enhancement. Enrichment courses may help students in creative fields perfect their craft, but they fail to help students navigate the complexities of self-employment. Use the survey below to help you separate hobbyists from career-minded students.

Pre-Course Survey: Distribute this survey before or at the start of the first class so that students with additional interests can concurrently enroll in relevant classes they may be unaware of. Program directors can require students fill out the survey as part of course registration, via email before the course begins, or as a handout during the first day of class.

Welcome to the Jewelry Making Certificate! So we can tailor course content to your needs, we would appreciate your filling out this brief survey:

Name: _____

Email: _____

What is your primary reason for enrolling in this program?

- ☐ Learn a new hobby
 ☐ Earn additional income
 ☐ Launch a new career
 ☐ Develop skills for existing career

Are you interested in a more advanced level of this course content?

- ☐ Yes
 ☐ No

Follow Up Option #1 – Direct Students to Relevant Business Content

Send an email directing students to other COE programs that can help students grow and promote their home business. Consider offering a small discount to encourage concurrent enrollment.

Hi April,

Thank you for filling out the pre-course survey for the Jewelry Making Certificate! You indicated that you enrolled in the course as part of your career development. We recognize the challenges associated with launching and maintaining a home-based business, and we have a few programs you may be interested in that still have open seats for this semester:

- *Small Business Development and Management*
- *Digital Marketing Fundamentals*
- *Managing Your Online Presence*

Please feel free to contact us if you have any questions or trouble registering for programs.

*Sincerely,
Leslie Knope*

Follow Up Option #2 – Create Second, Business-Focused Track for Career Seekers

If a critical mass of surveyed individuals (i.e., at least 40-50%) plan to use course content to pursue a career, consider offering an enhanced version of the program that includes content on small business management, marketing and self promotion, and other relevant topics.