Community Surveys part of the CCC Strategic Plan

• **Goal 3 - COMMUNITY**
  
  By June 30, 2011, CCC will build greater awareness of its services throughout the District and collaborate with community partners to promote the health and economic vitality of the County by:
3.6.1 Survey communities regarding CCC’s image and community’s expectations

Three year cycle:

Grand Canyon/Tusayan Williams 2010
Northern County 2011
(Cameron, Fredonia, The Gap, Kaibeto, Tonalea, Tuba City)
Leupp/Flagstaff/Sedona 2012
Northern County Communities survey was conducted online and mail

NAU Arizona Hospitality Resource & Research Center assisted with 11,000+ mailed surveys

Responses collected from the beginning of January through mid-February
Spreading the Word

YOUR INPUT MATTERS!

Please participate in the 2011 Coconino Community College Community Survey for your area.
The fifteen-minute survey will be mailed to your PO Box in early January. Results from the survey will be used to measure and understand the diverse learning needs in Coconino County.

☑ Do CCC services benefit your community?
☑ How satisfied are you with programs and services offered by CCC?
☑ Have you ever taken classes at CCC?
☑ Your important opinion is needed.

THE DEADLINE FOR SURVEY SUBMISSION IS FEBRUARY 15.
The survey will also be available at www.coconino.edu/surveys

Coconino Community College  WWW.COCONINO.EDU
1.800.350.7122

CCC is an AA/EOE institution and complies with ADA.
Spreading the Word

- CCC press release
- Advertisements *Lake Powell Chronicle* and the *Navajo-Hopi Observer*
- Flyer emailed to Western Agency Chapter Houses
- Tapped Page Chamber of Commerce and listserv
- Tapped CCC Page campus network of associates
Survey Results

- Adequate number of responses (N=407)
- +/- 6 point standard error
- A number of questions are generalizable to the larger population
- Where not generalizable, results provide more information than we had previously
Who Responded?

- Responses from all 6 targeted communities (62% from Page area)
- 69% were female
- One-half were 51 years of age or older
- 40% were Native American
- 70% had lived in the area 12 years or longer
Who Responded?

Highest Educational Level

- Some High School: 5%
- Associate's: 21%
- Bachelor's or higher: 34%
- Some College: 28%
- High School: 14%

Coconino Community College
Survey Results

• 31% of respondents had previously enrolled at CCC

• CCC gained high marks from this group in instruction, programs offered and courses offered (83% to 56% positive)
Survey Results

“What do you think of when you hear the words Coconino Community College”

Top four responses where-
1. Offers degrees and certificates that lead to good employment opportunities
2. That CCC has modern facilities
3. That CCC has locations throughout County
4. That CCC has small class sizes
Survey Results

No clear feedback on where CCC can improve its service to this area

Sundry of responses on concerning desired services and programs

Pattern of responses indicating more evening and non-credit courses would be welcome
Survey Results

• Online courses is also an area of interest among respondents

• Not much interest in other alternative delivery of instruction (intensive short courses, weekend, on-site training at businesses)
Survey Results

How satisfied are you with the programs and services provided by CCC?

- Satisfied: 50%
- Neutral: 41%
- Dissatisfied: 9%
Survey Results

- 70 respondents requested specific information concerning CCC programs and services

- Follow-up with these residents provided a closer association with the college
This presentation can also be found at:

http://www.coconino.edu/surveys
Questions and comments?