Survey of the Southern County Communities
With a County Wide Survey Summary
Coconino Community College
May 2012
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:

Western County 2010
(Grand Canyon/Tusayan/Williams)

Northern County 2011
(Cameron, Fredonia, The Gap, Kaibeto, Tonalea, Tuba City)

Southern County 2012
(Leupp/Flagstaff/Sedona)
Survey Recap

• Western County: Low response compared to canvassed area (91 residents responses)
  Too few to be representative

• Northern County: 407 resident responses
  +/- 6 point standard error

• Southern County: 1,037 resident responses
  +/- 3 point standard error
Southern-Central 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
Please participate in the 2012 Coconino Community College Community Survey for Flagstaff, Leupp & Sedona.

SURVEY ONLINE at www.coconino.edu/surveys or look out for YOUR MAILED SURVEY

A 15 minute survey will be mailed to you 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 & services offered by CCC?
- What programs should CCC offer that would benefit residents & employers?

THE DEADLINE FOR SURVEY SUBMISSION IS FEBRUARY 15.

www.coconino.edu / 1.800.350.7122
CCC is an AA/EOE institution and complies with ADA.
Spreading the Word

- CCC press release
- Advertisements *Arizona Daily Sun, Red Rock News* and *Mountain Living* magazine
- Local radio station advertisements
- Flyers posted throughout the survey area
- Tapped CCC network of associates
Who Responded?

- Responses from all 3 targeted communities (96% from Flagstaff area)
- 69% were female
- One-half were 51 years of age or older
- 12% were Hispanic or Native American
- 70% had lived in the area 12 years or longer
Who Responded?

Highest Educational Level

- Some High School: 6%
- Associate's: 9%
- Some College: 19%
- Bachelor's or higher: 65%
- High School: 1%

Coconino Community College
Survey Results

• 36% of respondents had previously enrolled at CCC (Western 21%, Northern 31%)

• CCC gained high marks from this group in instruction, programs offered and courses offered (91% to 78% Positive) (Western 94% to 84% positive, Northern 83% to 56% positive)
Survey Results

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

Top four responses where-

1. CCC Provides weekend and evening courses
2. CCC has locations throughout County
3. CCC offers degrees and certificates that lead to good employment opportunities
4. CCC has modern facilities
Survey Results

Percent of County respondents reporting that they have not looked over a CCC catalog in the past

- Southern: 42%
- Northern: 43%
- Western: 69%
Survey Results

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

Sundry of responses on concerning desired services and programs

40%+ want more one day workshops, and evening courses
Survey Results

Percent of County respondents who enrolled that rank student counseling as excellent

18% for Southern, 17% for Northern, 26% for Western.
Survey Results

• Online courses is also an area of interest among respondents

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

• 89 respondents requested specific information concerning CCC programs and services

• Follow-up with these residents provided a closer association with the college
Survey Results

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

**Southern County**
- Satisfied: 62%
- Neutral: 33%
- Dissatisfied: 5%

**Northern County**
- Satisfied: 50%
- Neutral: 41%
- Dissatisfied: 9%

**Western County**
- Satisfied: 39%
- Neutral: 48%
- Dissatisfied: 13%
This presentation can also be found at:

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