

# COMMUNITY SURVEY

PRELIMINARY FINDINGS – PREPARED FOR THE  
AUGUST 12, 2014 DISTRICT GOVERNING BOARD MEETING

# SURVEY COMMUNICATION

Verde Independent

Prescott Valley Tribune

The Camp Verde  
**JOURNAL**  
"The Voice of the Lower Verde Valley"

**journalaz.com**  
the verde valley's no. 1 news source. period  
The Camp Verde **JOURNAL** KOTTSHWOOD **JOURNAL EXTRA**

## What's your opinion, Yavapai County?



Complete the Yavapai College District Governing Board's survey about its goals: **education, economic development, and cultural enrichment**. Are those the right goals for the College? Here's your chance to weigh in.

**CAMP VERDE BUGLE**

 **CHINO VALLEY  
REVIEW** Established 1982  
Serving Chino Valley and Paulden, Arizona

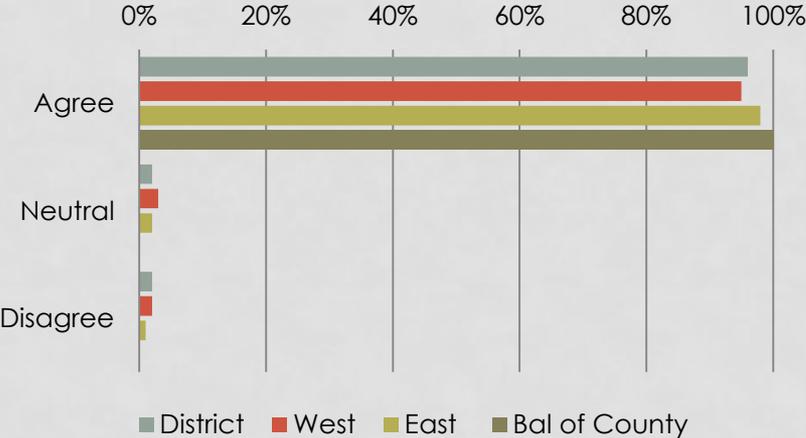
**SEDONA RED ROCK NEWS**  
The voice of Sedona and Oak Creek Canyon for 42 years.

The **Daily Courier**

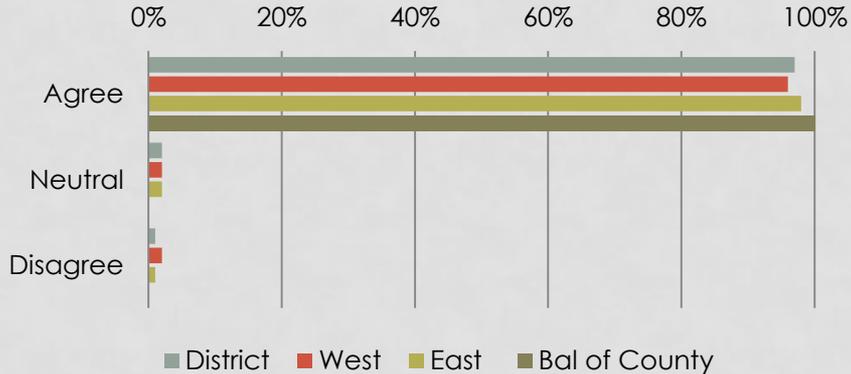
90K direct mail pieces; online ads; print ads; radio PSAs;  
Chambers of Commerce emails; Social Media postings

# EDUCATION ENDS

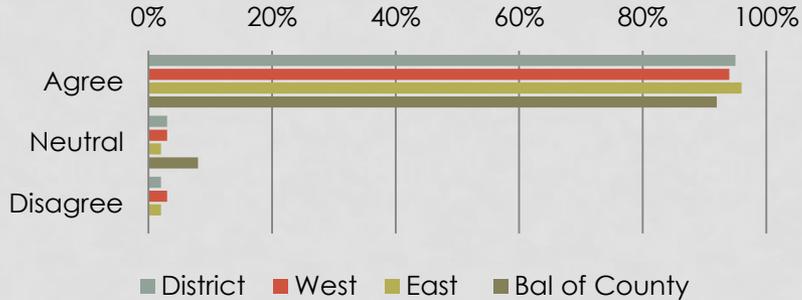
## YC Should Help Job Seekers



## YC Should Prepare Students for Transfer

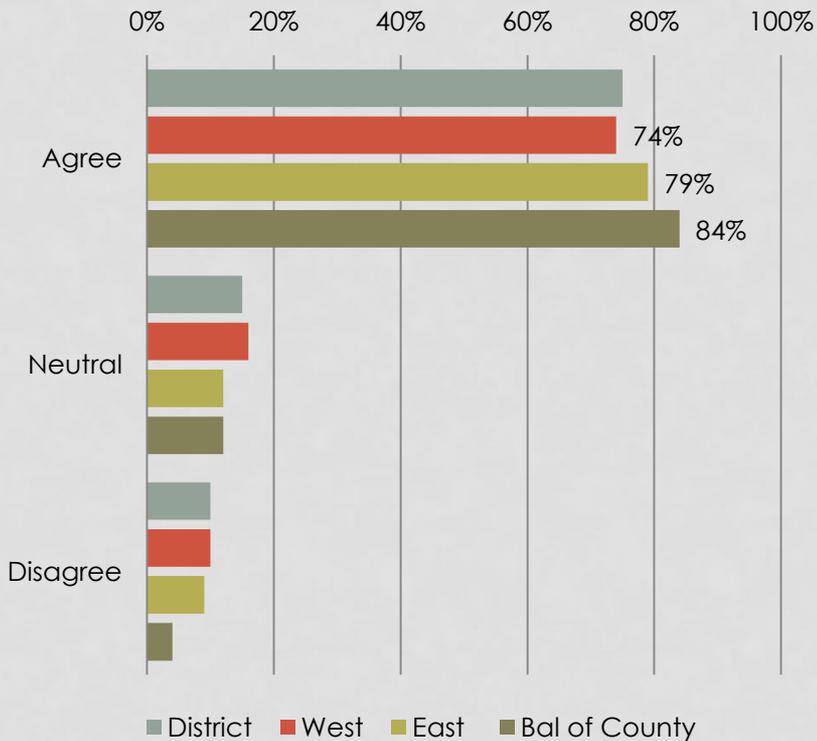


## YC Should Provide Opportunities for Personal Enrichment

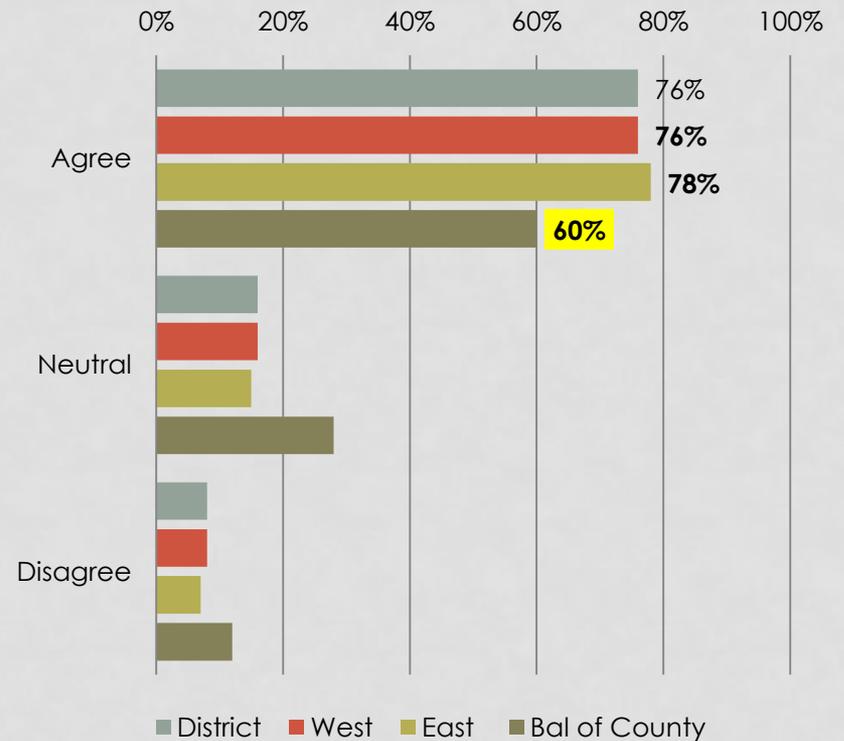


# ECONOMIC/CULTURAL ENDS

## YC Should Help Attract New Business to County

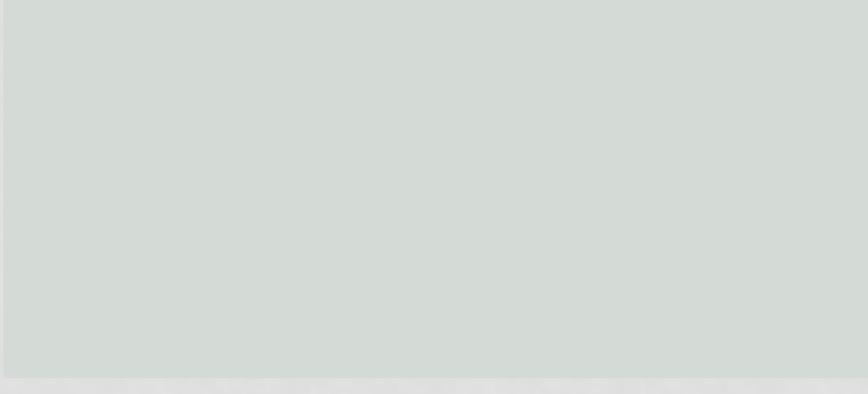


## YC Should Enhance Cultural Life of Residents

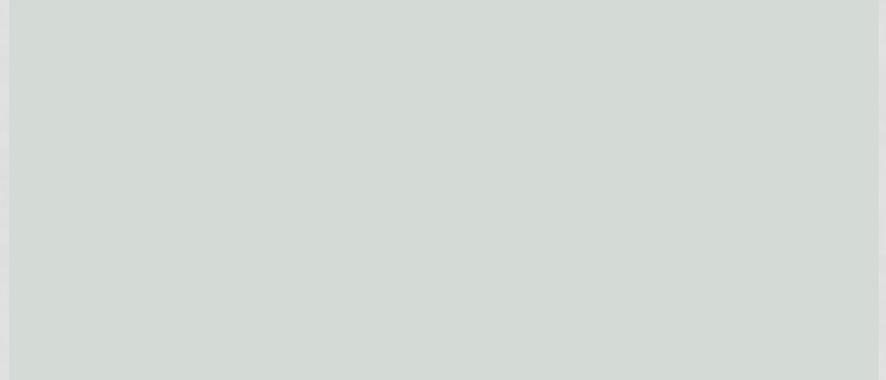


# PARTICIPATION IN YC SERVICES

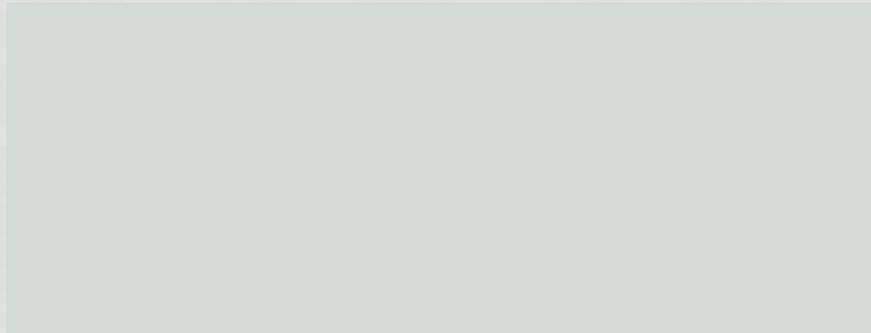
**Average # of Services by Region**



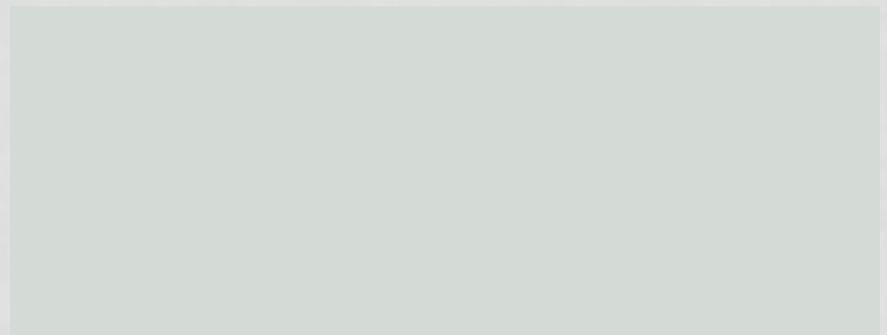
**Average # of Services by Gender**



**Average # of Services by Age Group**

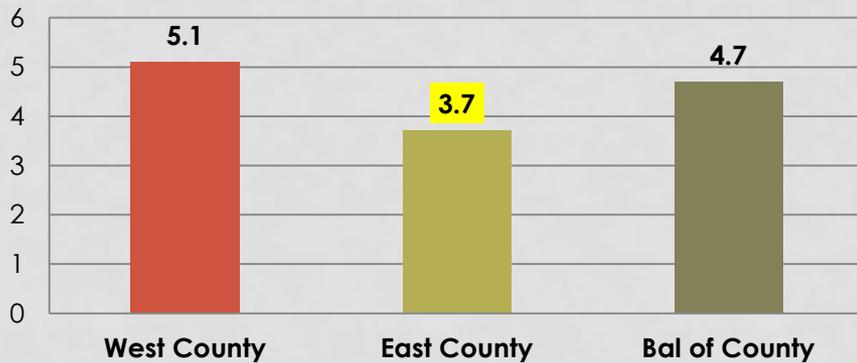


**Average # of Services by Residency**

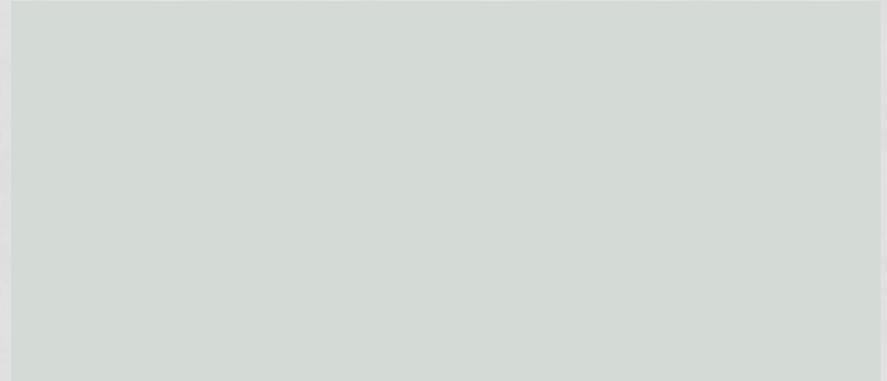


# PARTICIPATION IN YC SERVICES

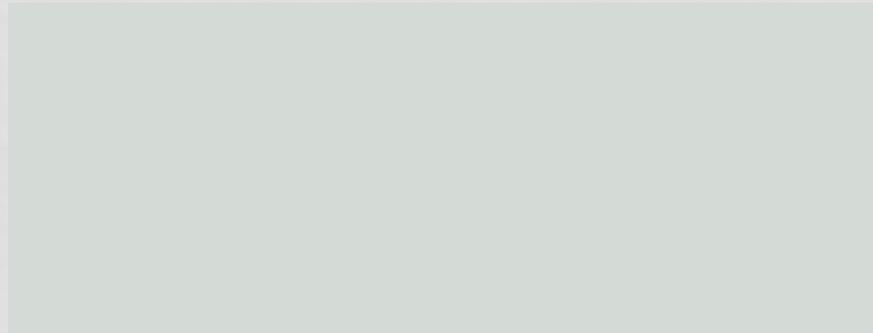
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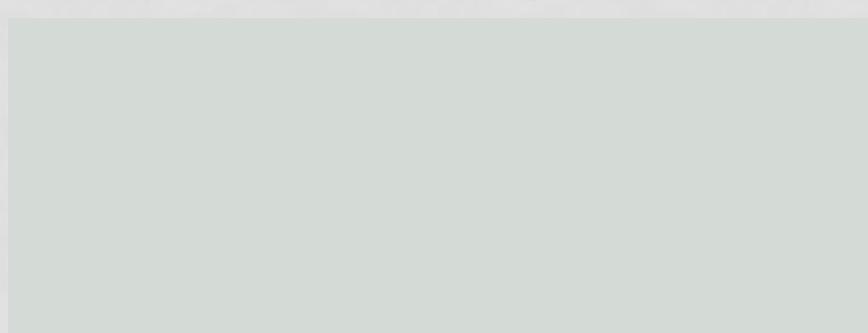
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## Average # of Services by Age Group

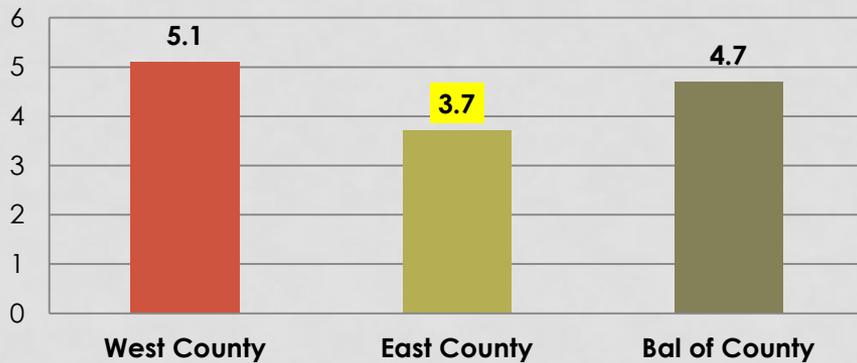


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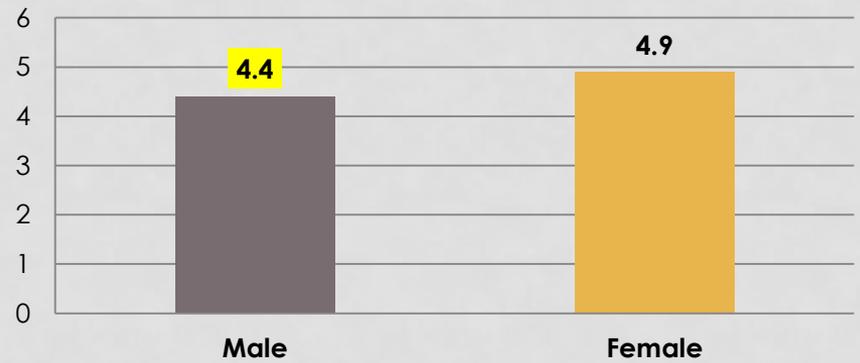


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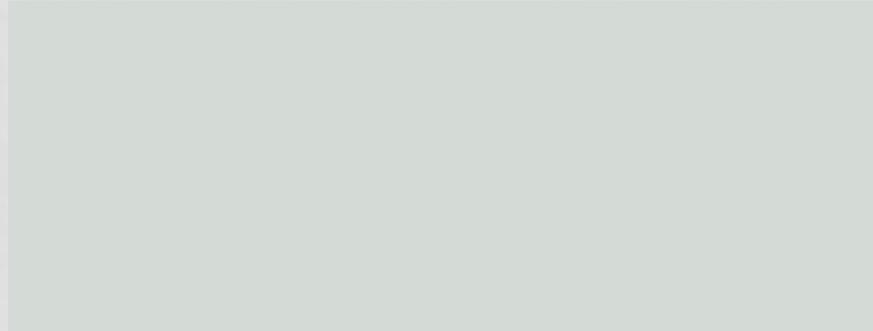
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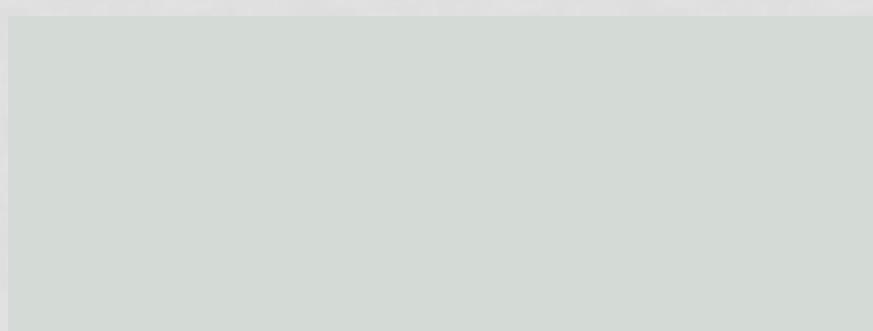
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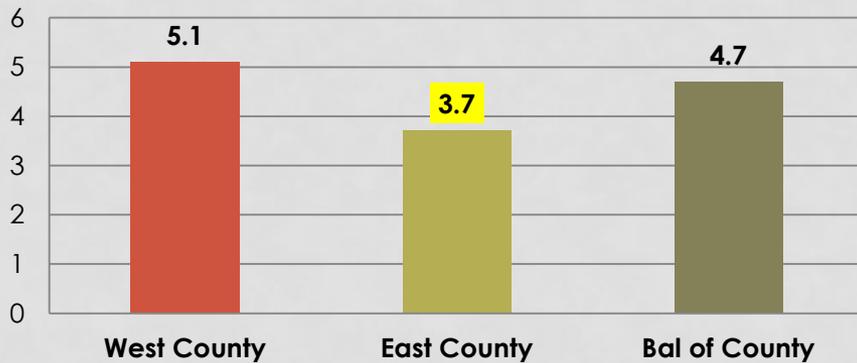


## Average # of Services by Residency

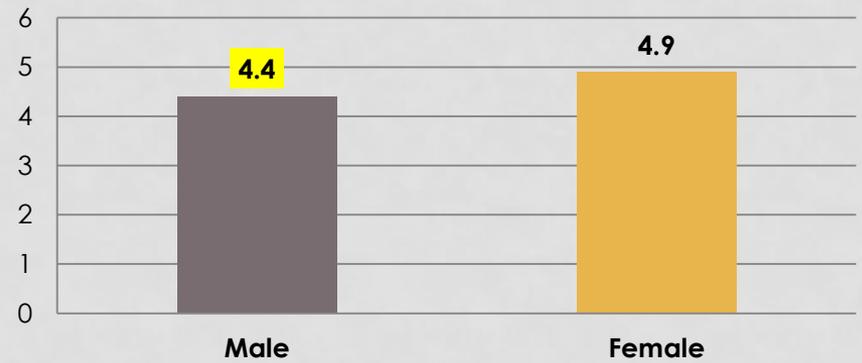


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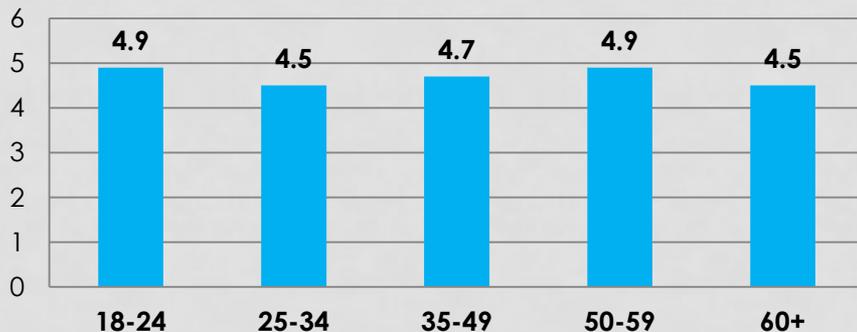
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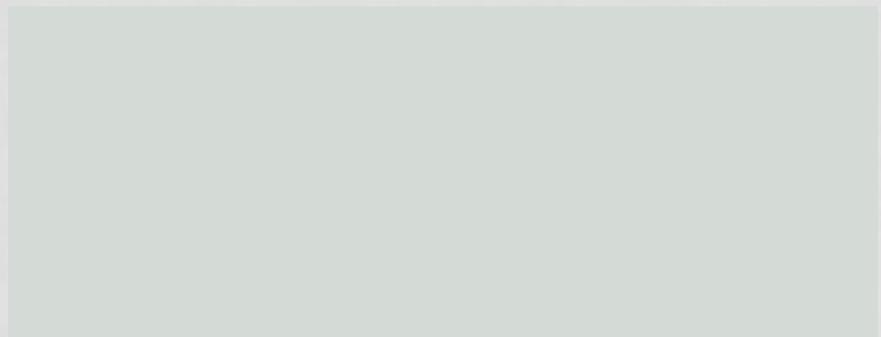
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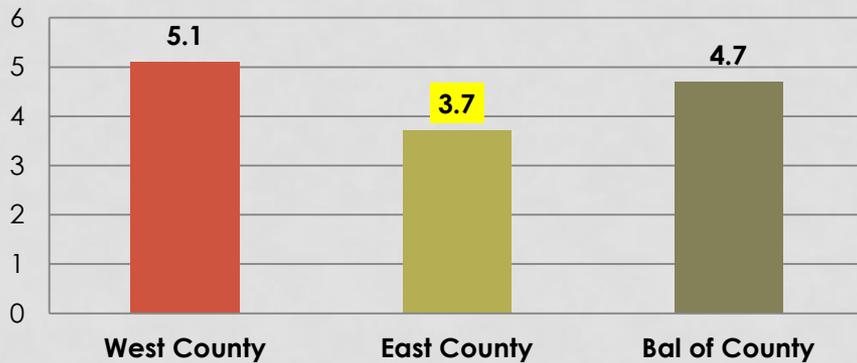


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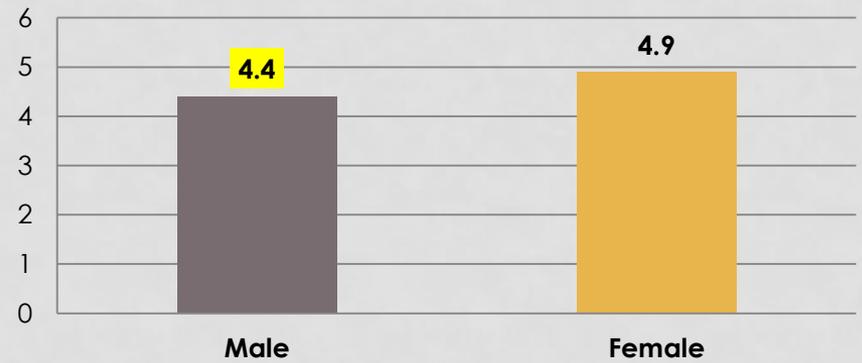


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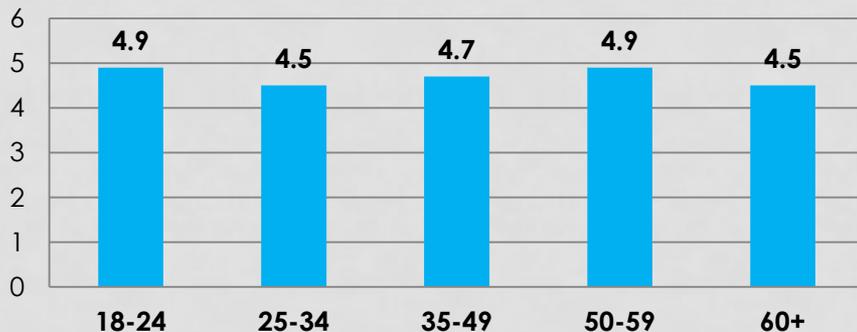
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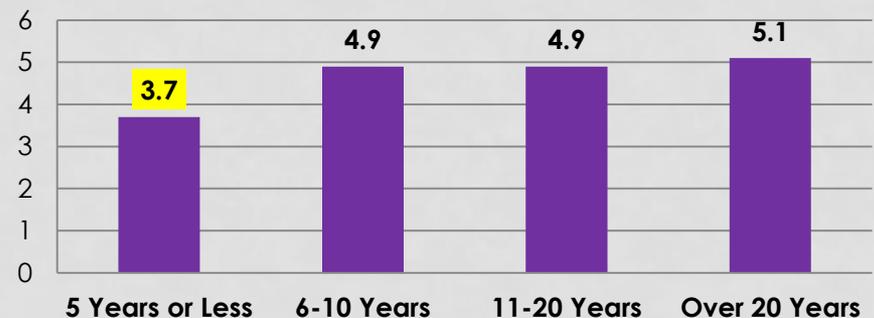
## Average # of Services by Gender



## Average # of Services by Age Group



## Average # of Services by Residency



# SATISFACTION WITH YC SERVICES

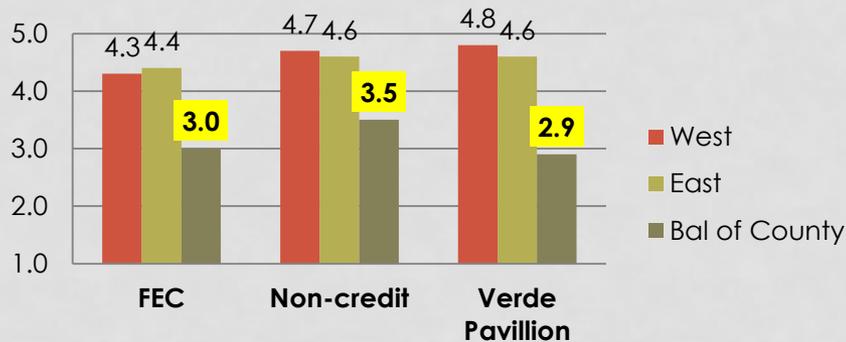
**Satisfaction by Region -  
Scores <4**

**Satisfaction by Gender -  
Scores < 4**

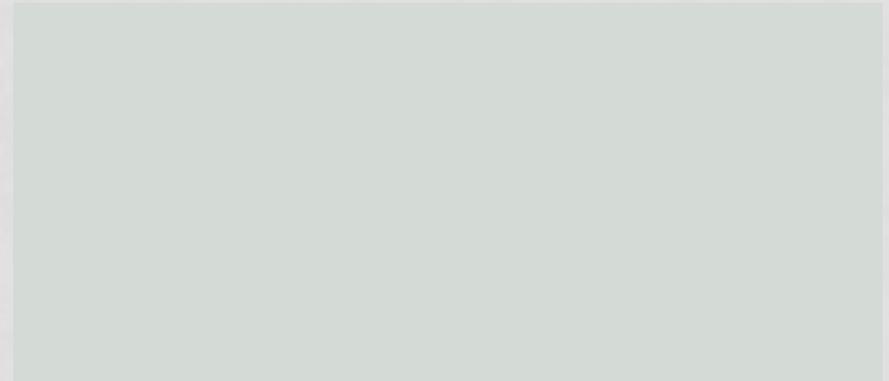
**Satisfaction by Age - Scores  
< 4**

# SATISFACTION WITH YC SERVICES

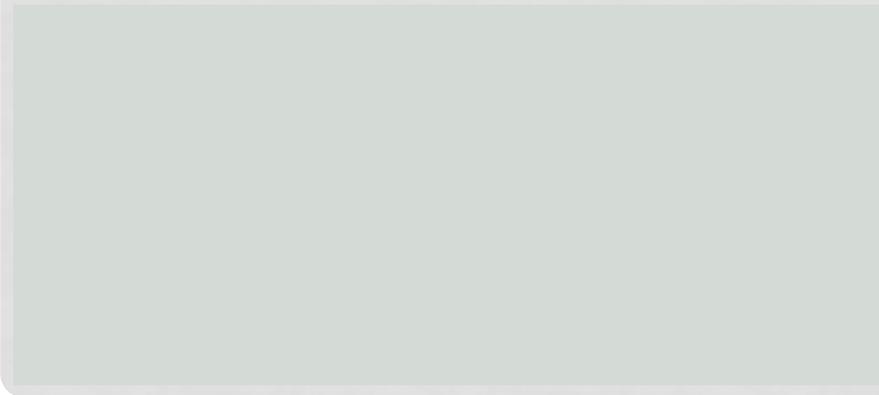
## Satisfaction by Region - Scores <4



## Satisfaction by Gender - Scores < 4

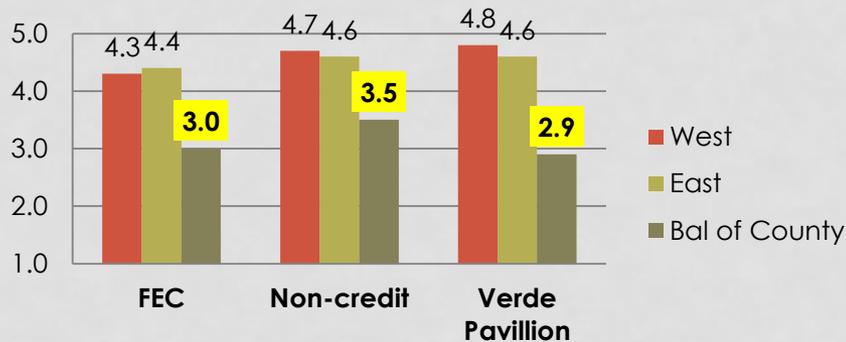


## Satisfaction by Age - Scores < 4

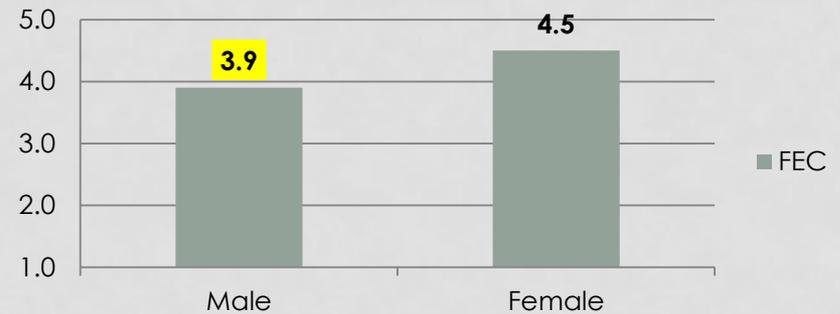


# SATISFACTION WITH YC SERVICES

## Satisfaction by Region - Scores < 4



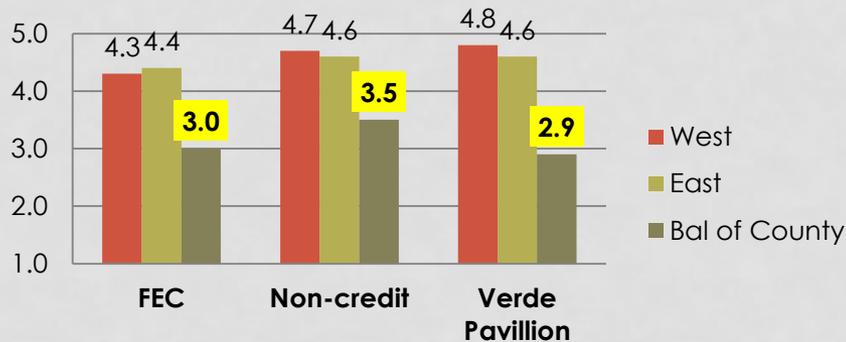
## Satisfaction by Gender - Scores < 4



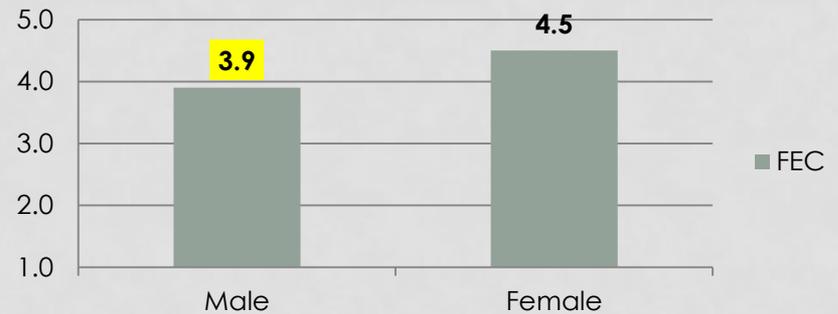
## Satisfaction by Age - Scores < 4

# SATISFACTION WITH YC SERVICES

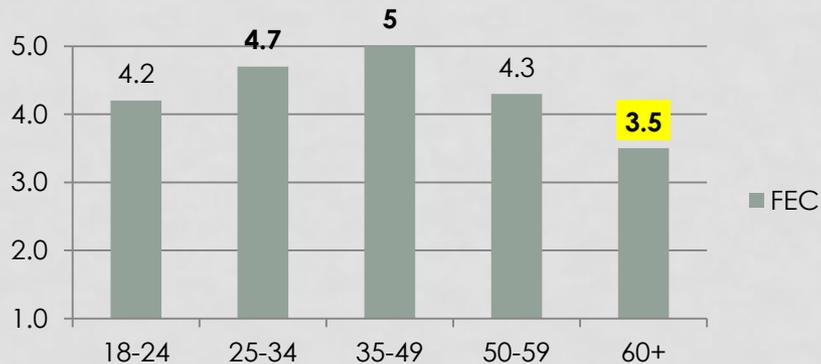
## Satisfaction by Region - Scores < 4



## Satisfaction by Gender - Scores < 4

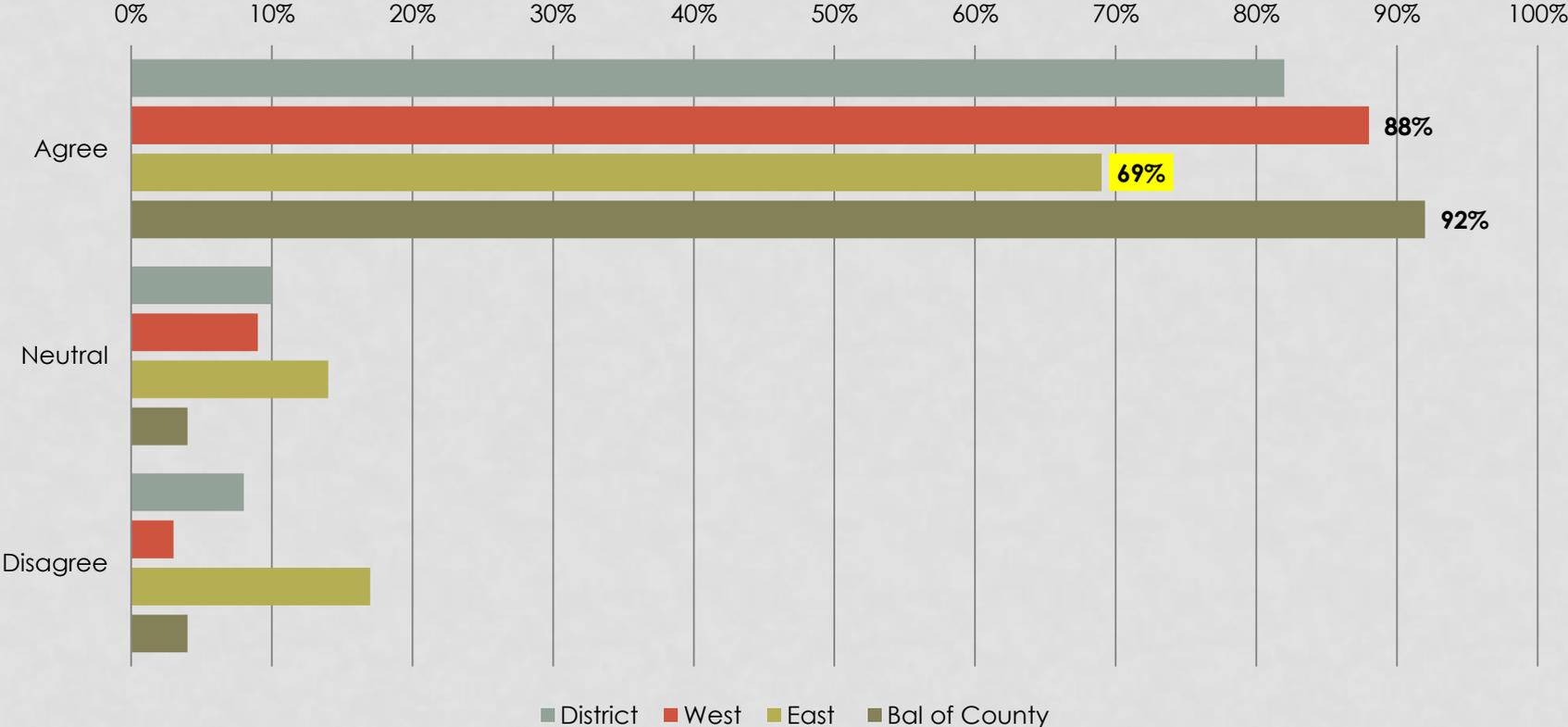


## Satisfaction by Age - Scores < 4



# OVERALL SATISFACTION

## YC is making Yavapai County a Better Place



# WHAT CAN YC DO TO IMPROVE?

## East County Themes

- Programming (**151**)
- Scheduling Issues (**52**)
- Not Enough East County Taxes Spent in East County (**41**)
- Improve Marketing/Outreach (**30**)

## West County Themes

- Lower Pricing (**32**)
- Keep/More Art (**28**)
- Academic Quality (**20**)
- Improve Marketing/Outreach (**19**)

QUESTIONS?