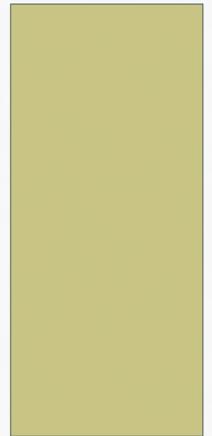


COMMUNITY SURVEY

FINAL RESULTS- PREPARED FOR THE
SEPTEMBER 08, 2014 DISTRICT GOVERNING BOARD WORK SESSION



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** COTTAGEWOOD **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

FINDINGS: ENDS

- There is strong support for the Governing Board Ends.
 - More than 9 in 10 people agree with the Education Ends.
 - More than 7 in 10 people are in agreement with the Economic Development and Cultural Enrichment Ends.

FINDINGS: PARTICIPATION AND SATISFACTION

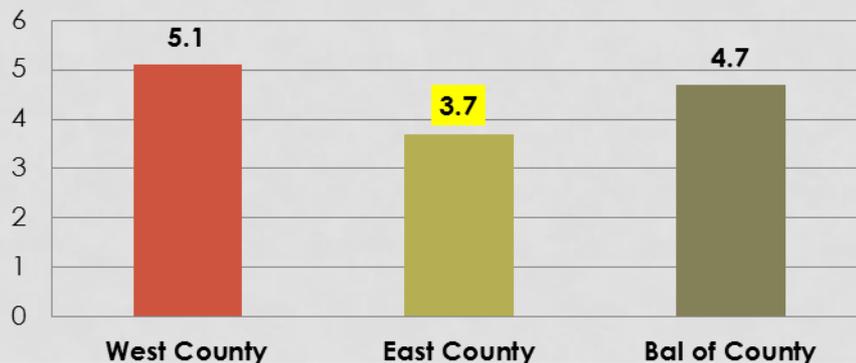
- Participation

- Yavapai County participates in more college services than our national peers
 - East County participates less than West or Balance
 - Men participate less
 - New people participate less

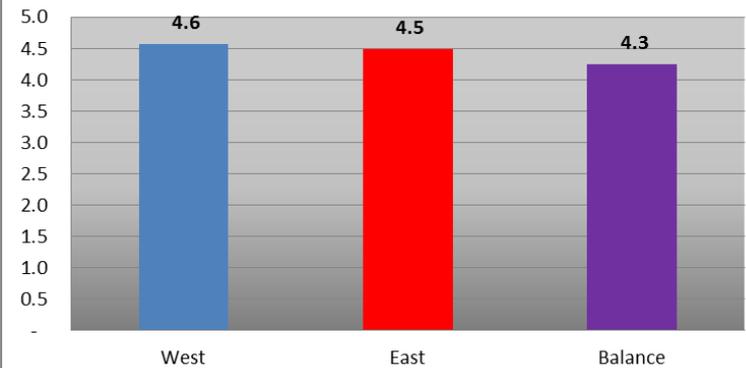
- Satisfaction

- Overall residents are very satisfied with YC Services
- Residents are less satisfied with Economic Development (3.7)

Average # of Services by Region



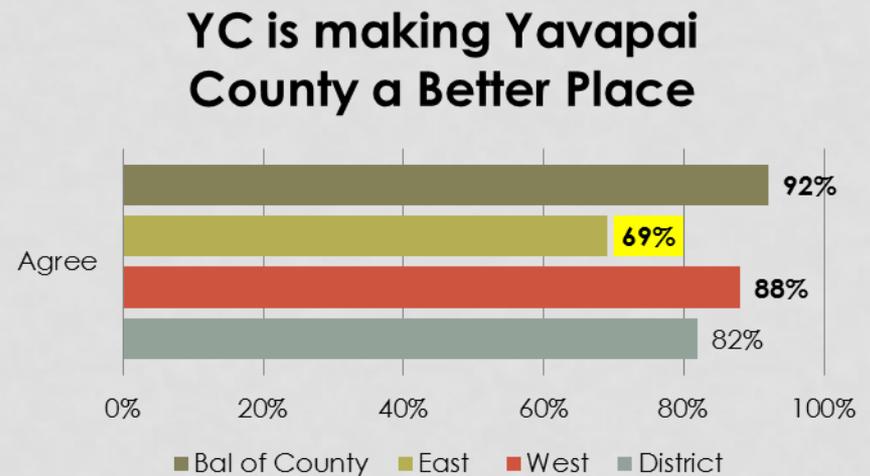
Average Satisfaction



FINDINGS:

YC IS MAKING YAVAPAI COUNTY A BETTER PLACE

- Though still in agreement, East County residents are less in agreement that the West Region or Balance of County
 - No differences between Eastern communities
 - E-W education and median income levels are similar
 - East has 10% more free/reduced school lunches



RECOMMENDED ACTIONS

1. Improve marketing and outreach to all regions of Yavapai County.
2. Explore expanded access to CTE programs in the East County.
3. Expand community event opportunities in the East County.
4. Review and improve course scheduling to increase availability and reduce cancellations.

RECOMMENDED ACTIONS

5. Now that the Sedona Center land situation has been resolved, develop appropriate programming for the center.
6. Continue to be price-conscious for tuition & fees, as well as all other services provided.
7. Continue to demonstrate and improve quality of academic offerings.

QUESTIONS AND DISCUSSION

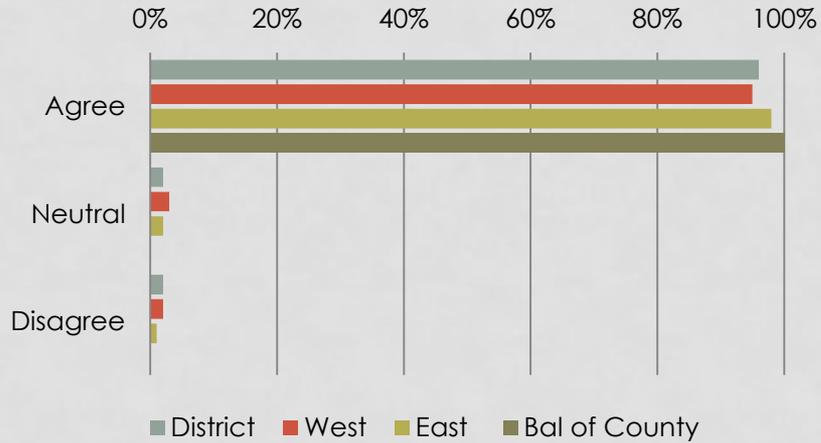
DEMOGRAPHICS

| East County | Population 2014 | Median Household Income | Average Household Income | Educational Attainment % of Pop. with a bachelors or higher |
|--------------------|------------------------|--------------------------------|---------------------------------|--|
| Camp Verde | 11,205 | \$41,651 | \$57,623 | 10.9% |
| Clarkdale | 4,190 | \$48,883 | \$63,427 | 13.5% |
| Cottonwood | 11,542 | \$41,057 | \$52,758 | 11.7% |
| Sedona | 10,382 | \$56,579 | \$116,224 | 39.3% |
| West County | | | | |
| Chino Valley | 11,064 | \$46,153 | \$64,825 | 13.0% |
| Dewey-Humboldt | 4,057 | \$44,065 | \$56,647 | 11.5% |
| Prescott | 40,901 | \$48,122 | \$66,575 | 26.6% |
| Prescott Valley | 39,551 | \$49,375 | \$61,418 | 12.0% |

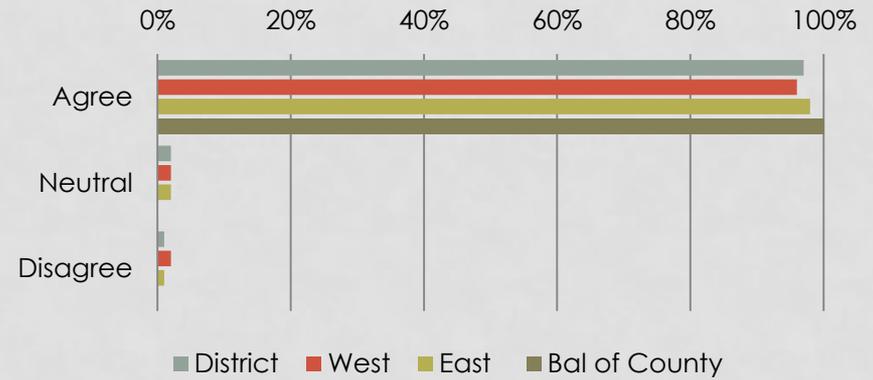
Source: The Right Site, Easy Analytic Software (EASI), 2014

EDUCATION ENDS

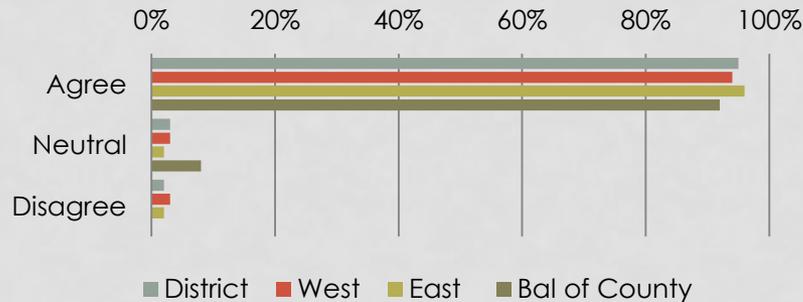
YC Should Help Job Seekers



YC Should Prepare Students for Transfer

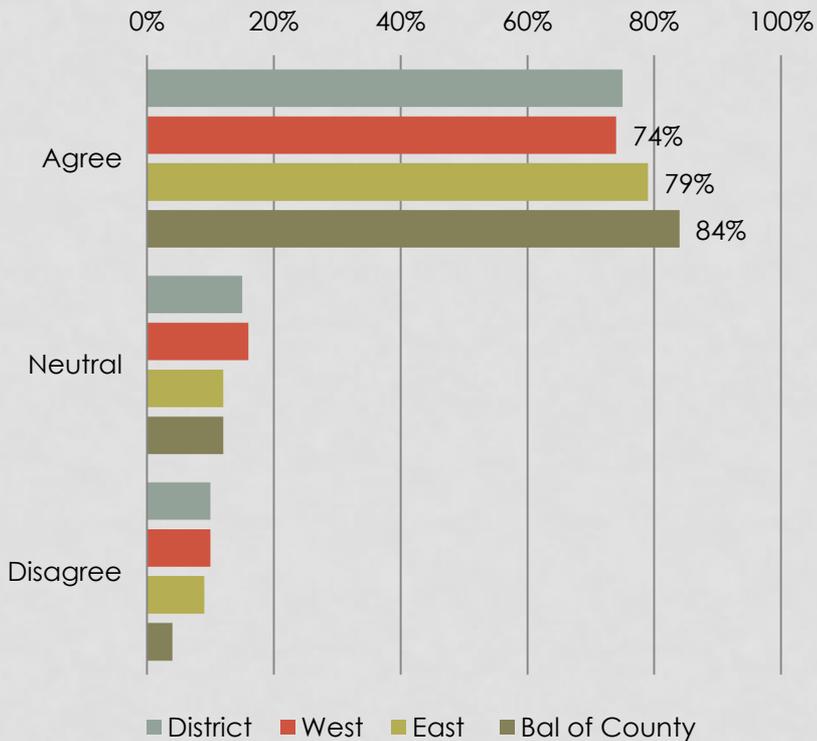


YC Should Provide Opportunities for Personal Enrichment

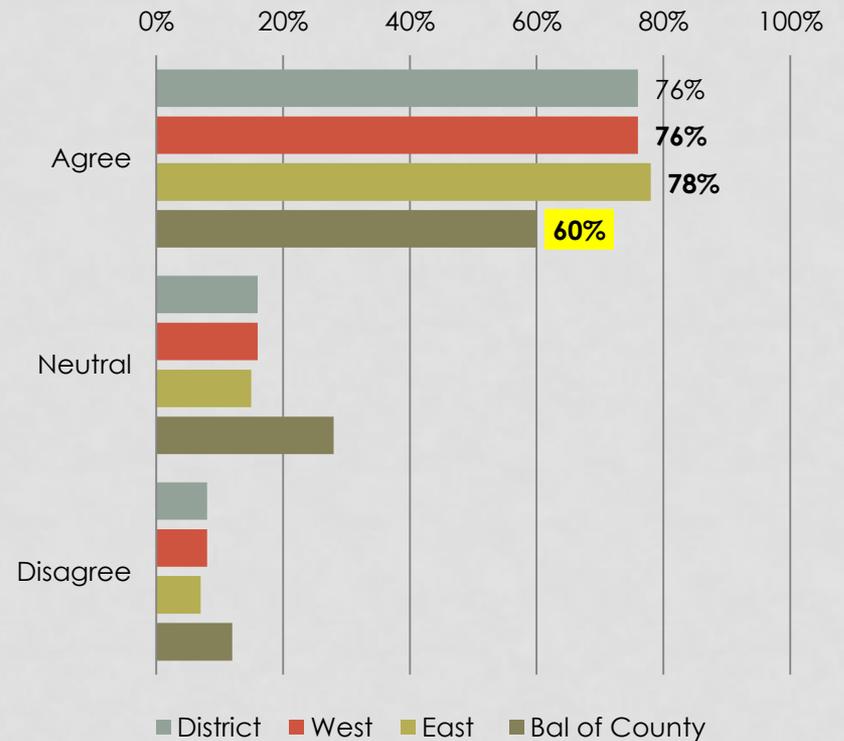


ECONOMIC/CULTURAL ENDS

YC Should Help Attract New Business to County

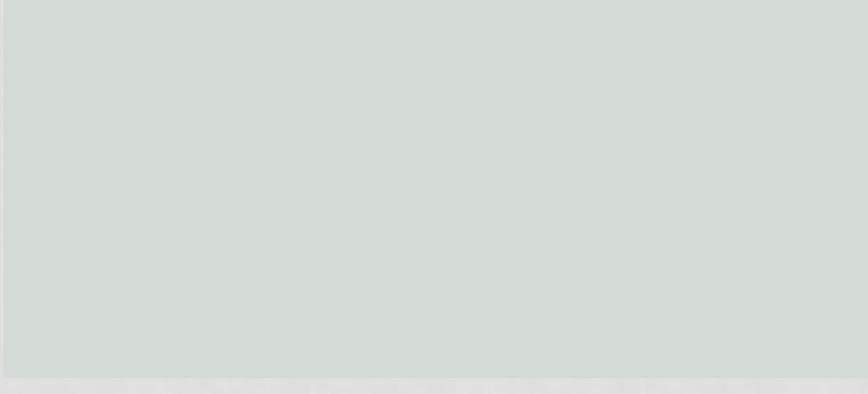


YC Should Enhance Cultural Life of Residents

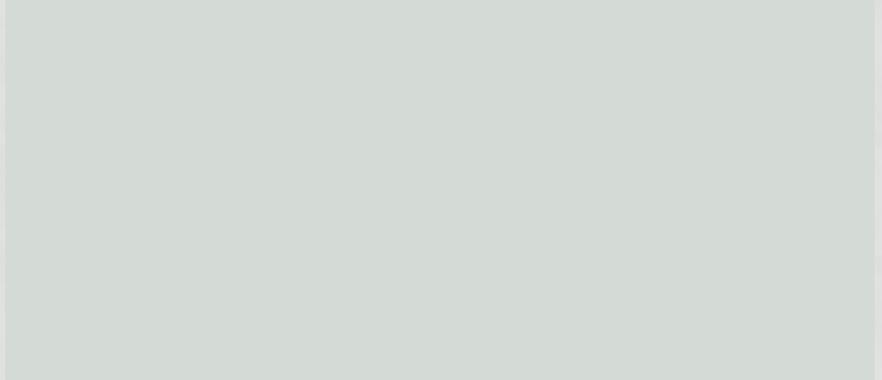


PARTICIPATION IN YC SERVICES

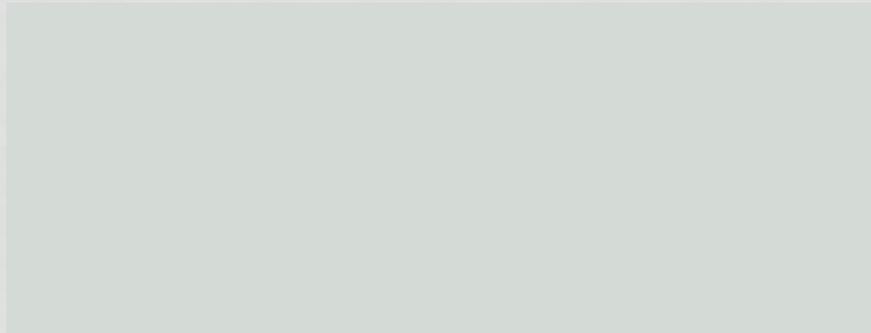
Average # of Services by Region



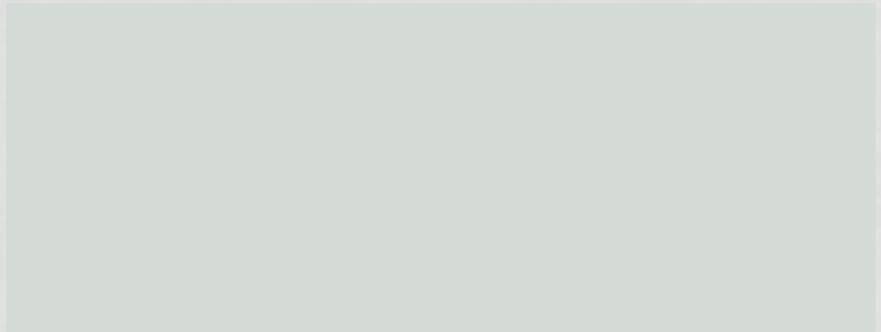
Average # of Services by Gender



Average # of Services by Age Group

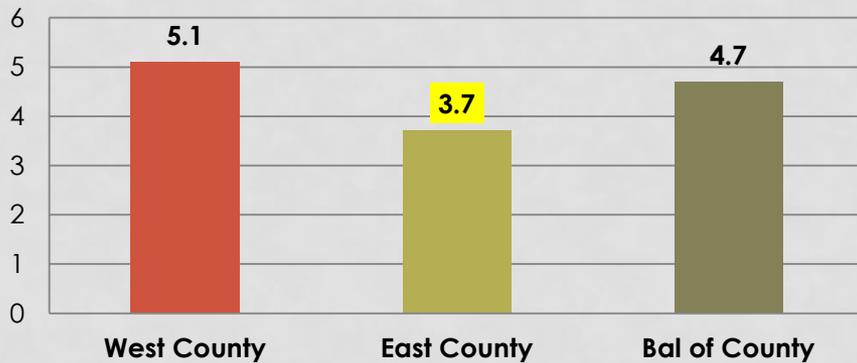


Average # of Services by Residency

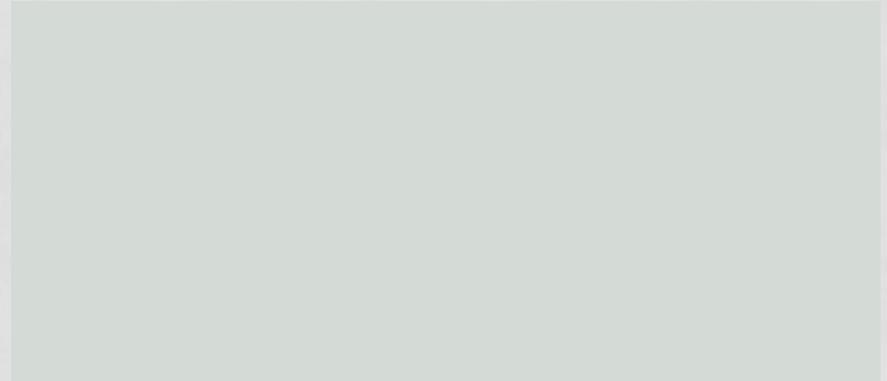


PARTICIPATION IN YC SERVICES

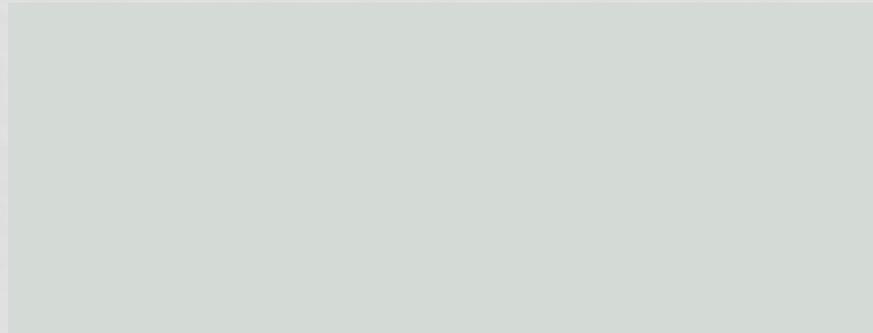
Average # of Services by Region



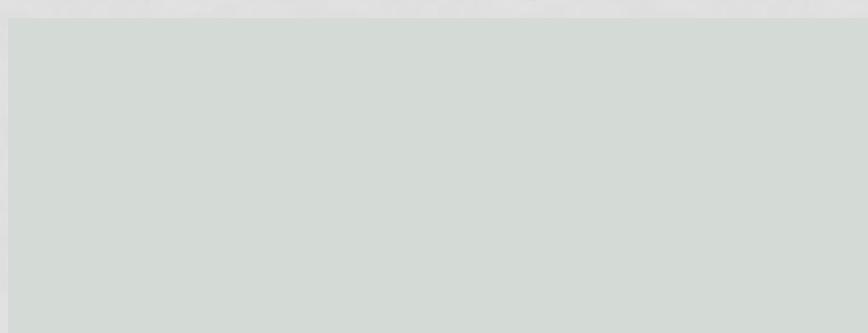
Average # of Services by Gender



Average # of Services by Age Group

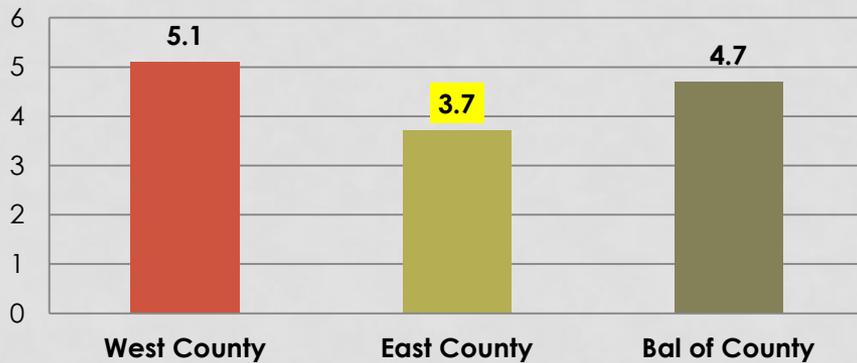


Average # of Services by Residency

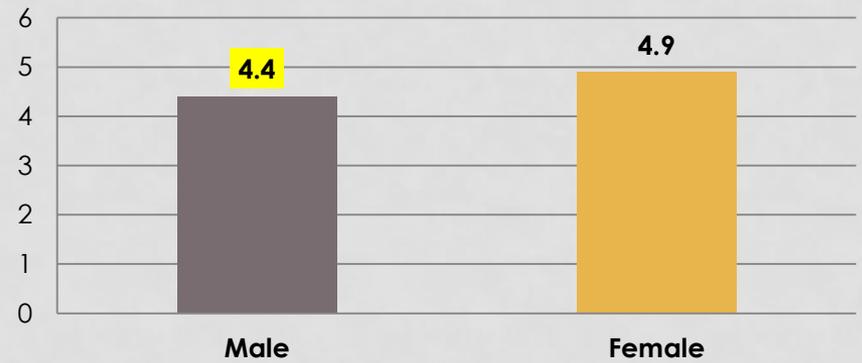


PARTICIPATION IN YC SERVICES

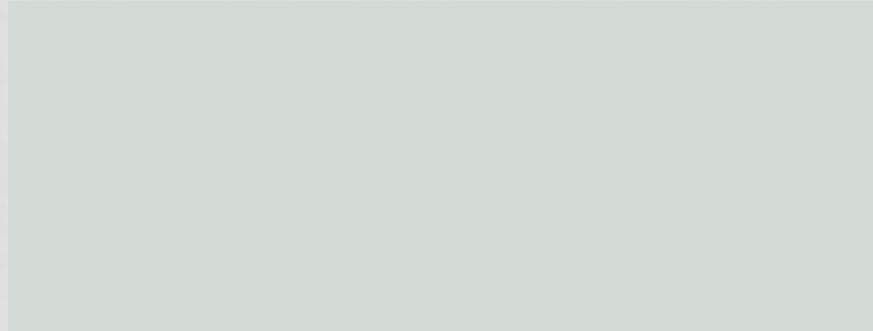
Average # of Services by Region



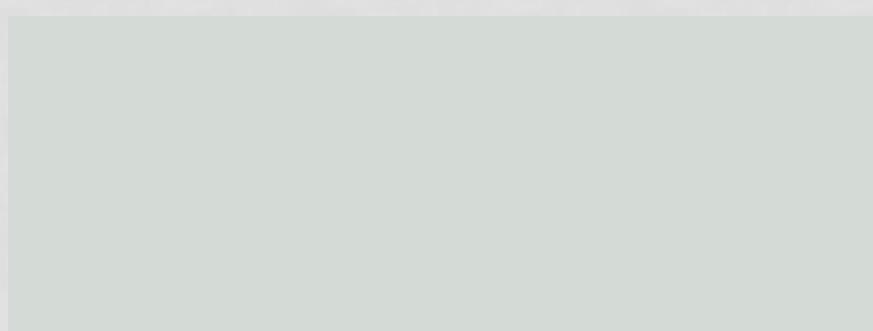
Average # of Services by Gender



Average # of Services by Age Group

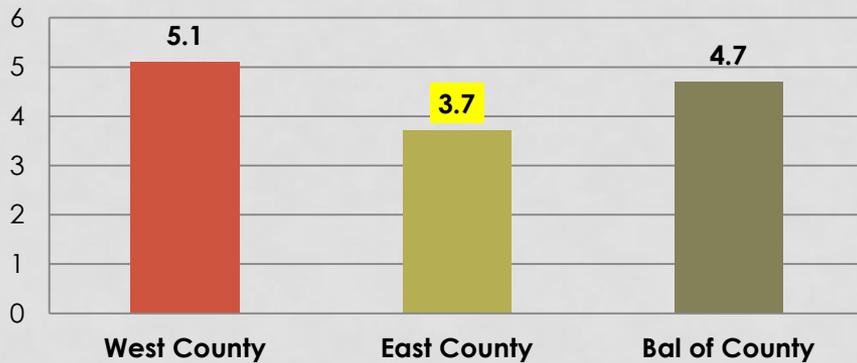


Average # of Services by Residency

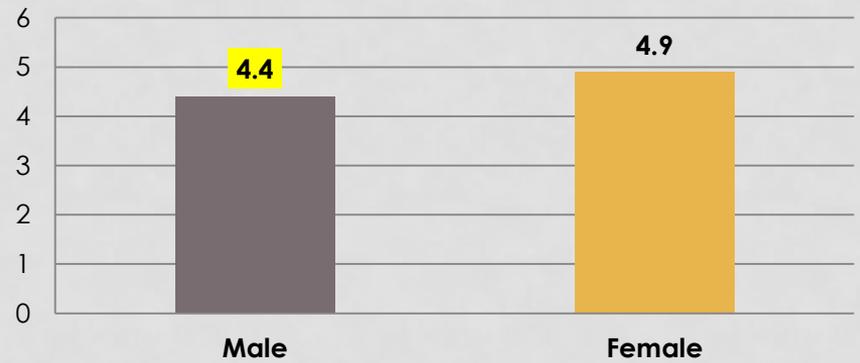


PARTICIPATION IN YC SERVICES

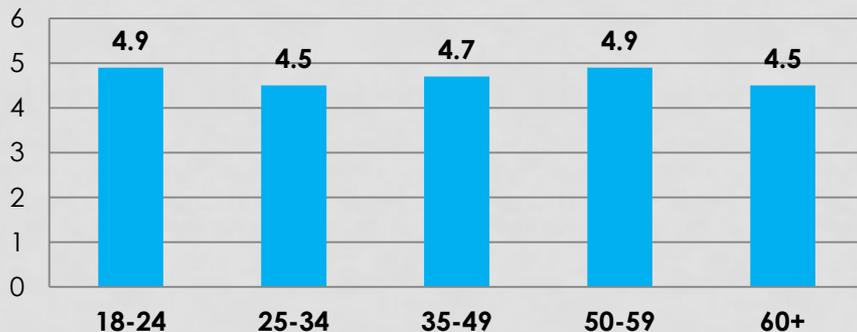
Average # of Services by Region



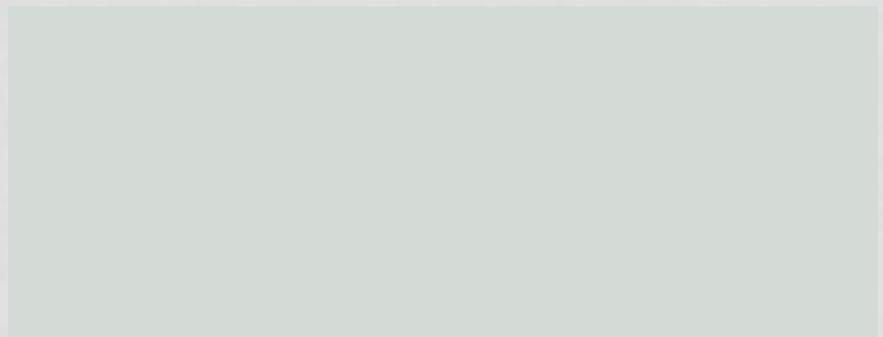
Average # of Services by Gender



Average # of Services by Age Group

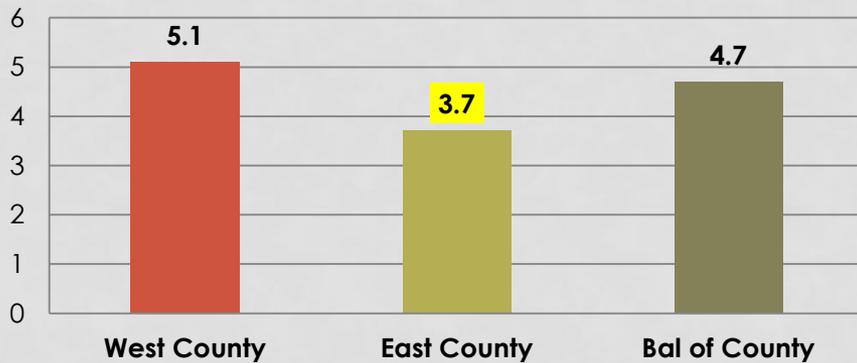


Average # of Services by Residency

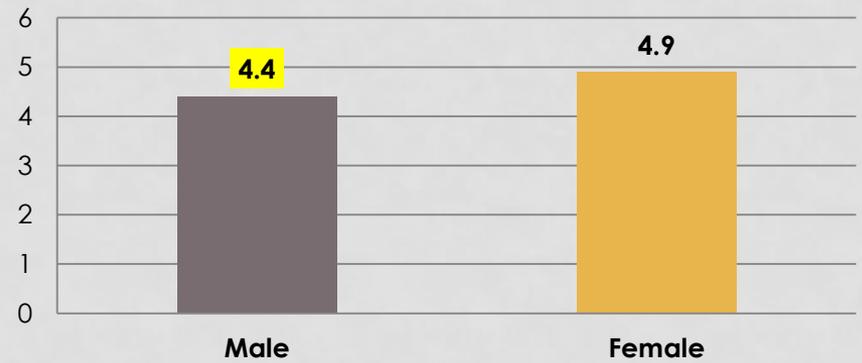


PARTICIPATION IN YC SERVICES

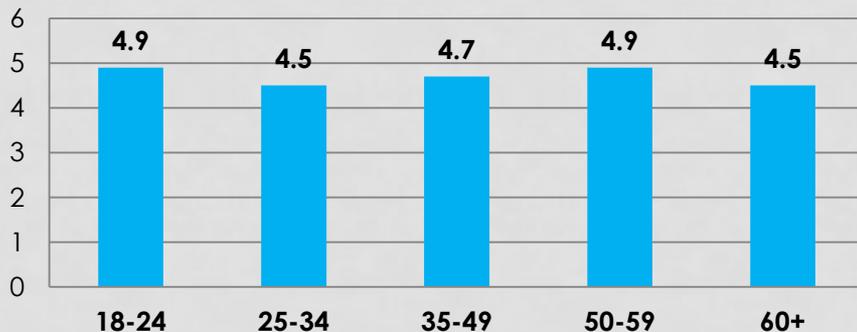
Average # of Services by Region



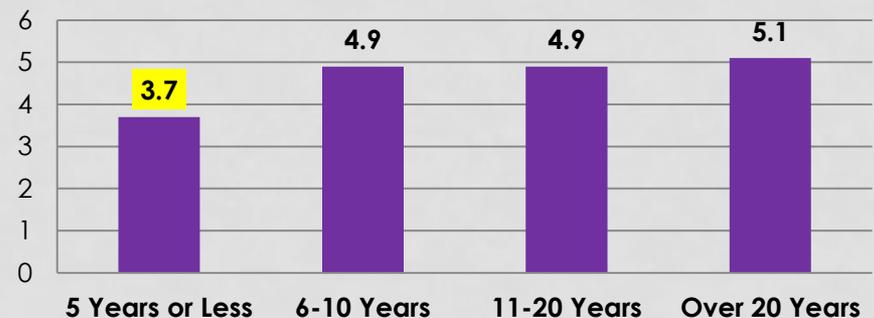
Average # of Services by Gender



Average # of Services by Age Group



Average # of Services by Residency



SATISFACTION WITH YC SERVICES

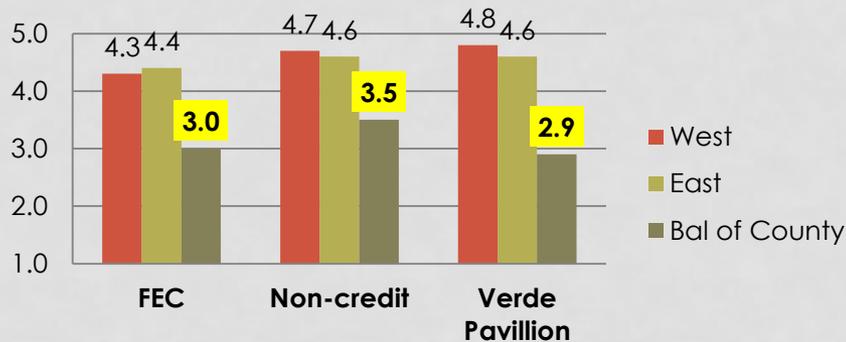
**Satisfaction by Region -
Scores <4**

**Satisfaction by Gender -
Scores < 4**

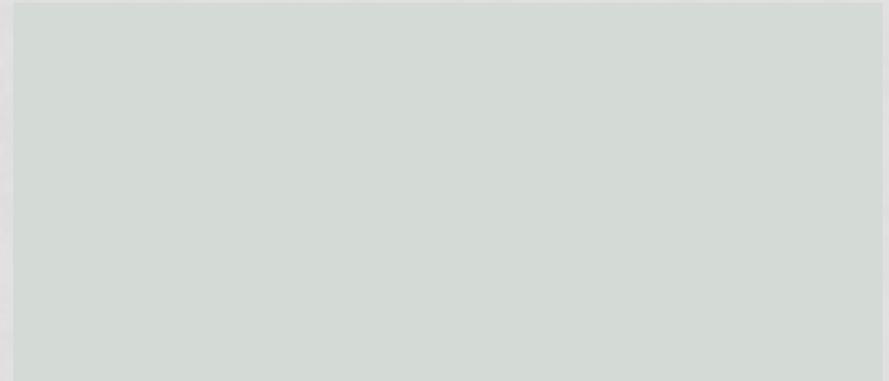
**Satisfaction by Age - Scores
< 4**

SATISFACTION WITH YC SERVICES

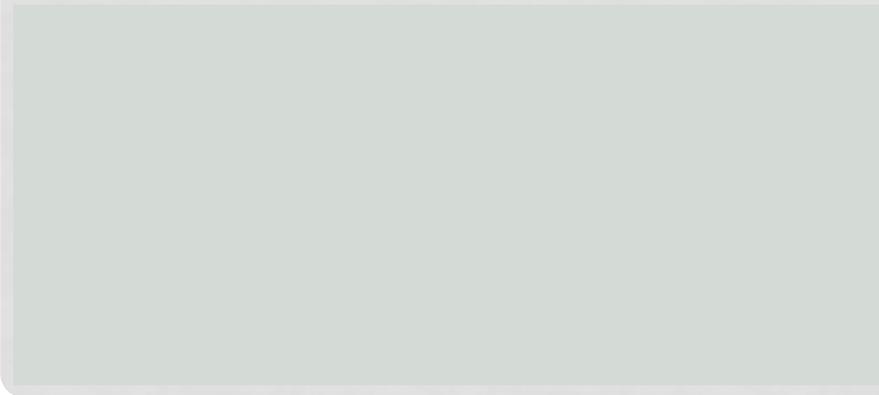
Satisfaction by Region - Scores <4



Satisfaction by Gender - Scores < 4

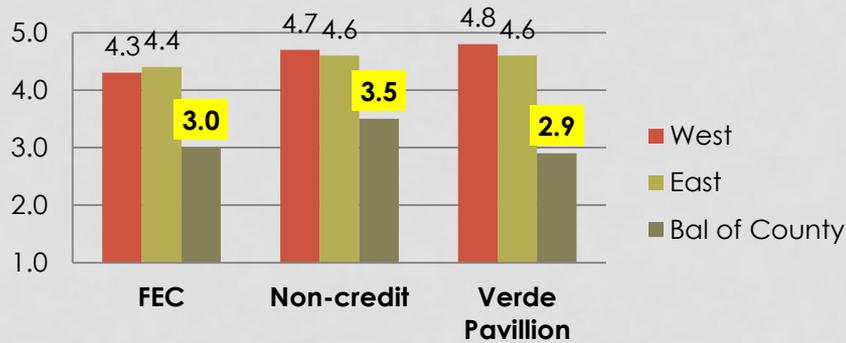


Satisfaction by Age - Scores < 4

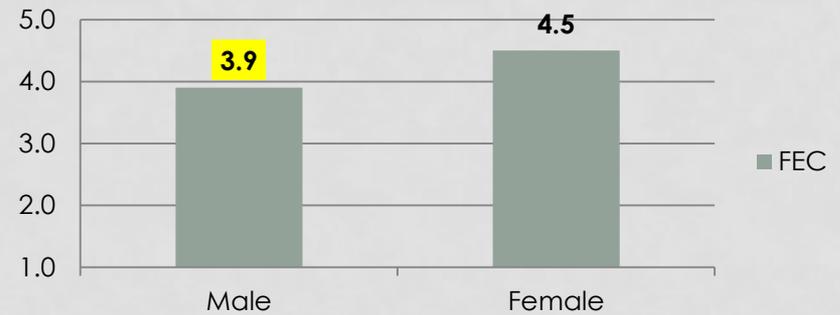


SATISFACTION WITH YC SERVICES

Satisfaction by Region - Scores <4

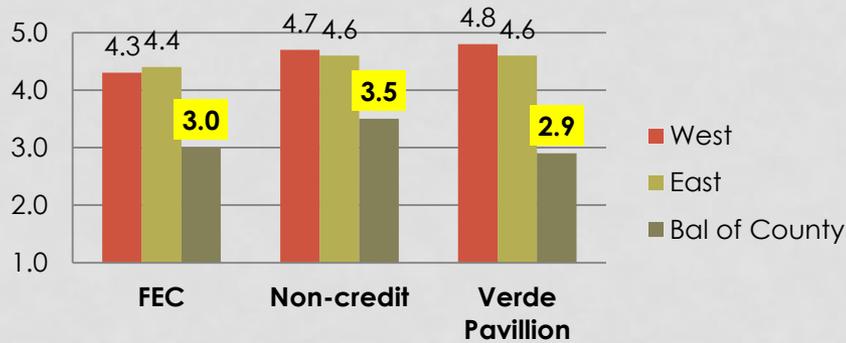


Satisfaction by Gender - Scores <4

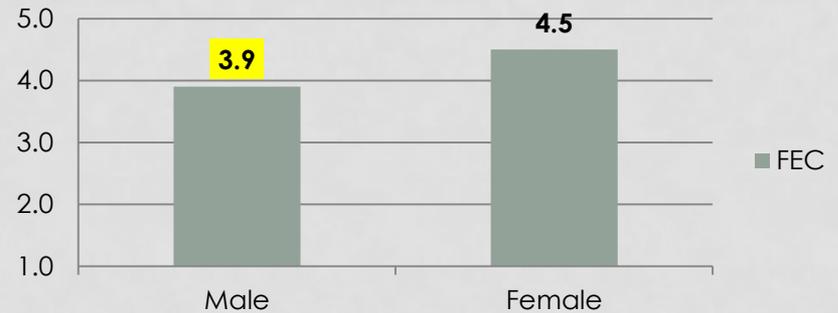


SATISFACTION WITH YC SERVICES

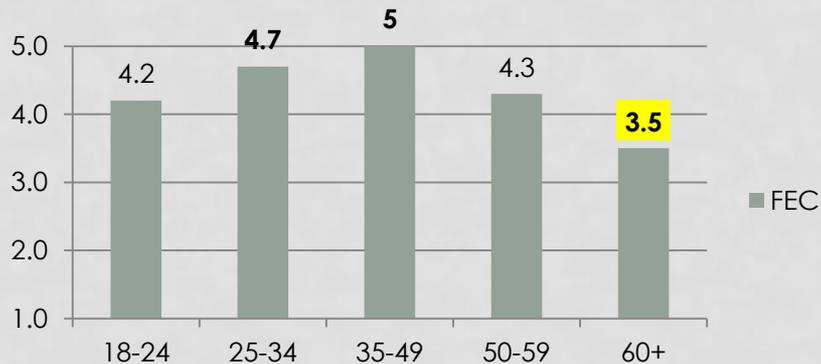
Satisfaction by Region - Scores < 4



Satisfaction by Gender - Scores < 4

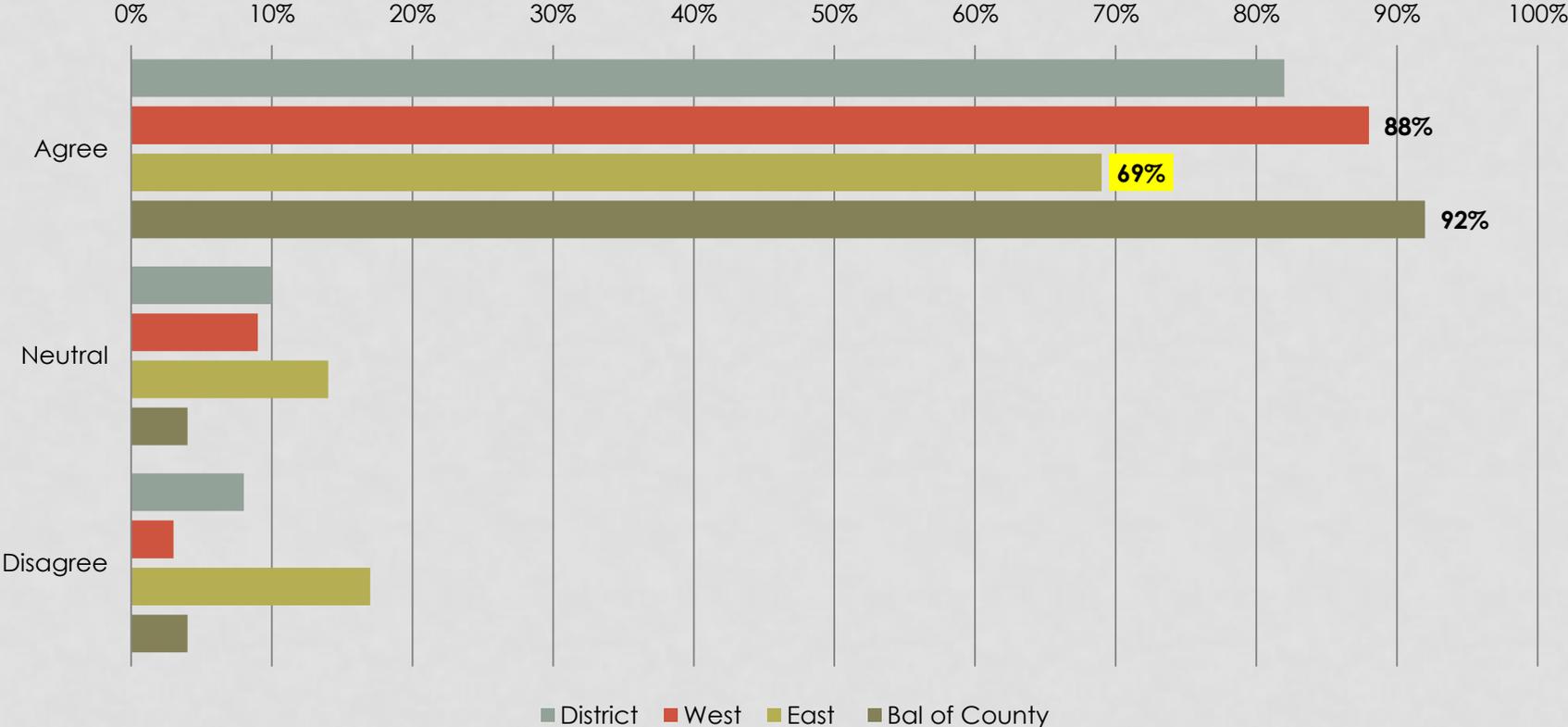


Satisfaction by Age - Scores < 4



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**)