

OWNERSHIP LINKAGE FEEDBACK MAJOR THEMES

Verde Valley Focus Groups, Spring 2014

- Overall importance of having an affordable higher education option in the VV
- Importance of YC to employment, attracting new business and economic development for both individuals and the community
- General desire for more of everything from YC, including autonomy
- YC people and programs need to be more visible and do more outreach in Verde Valley communities.
- Deep-seeded distrust/resentment of everything Prescott