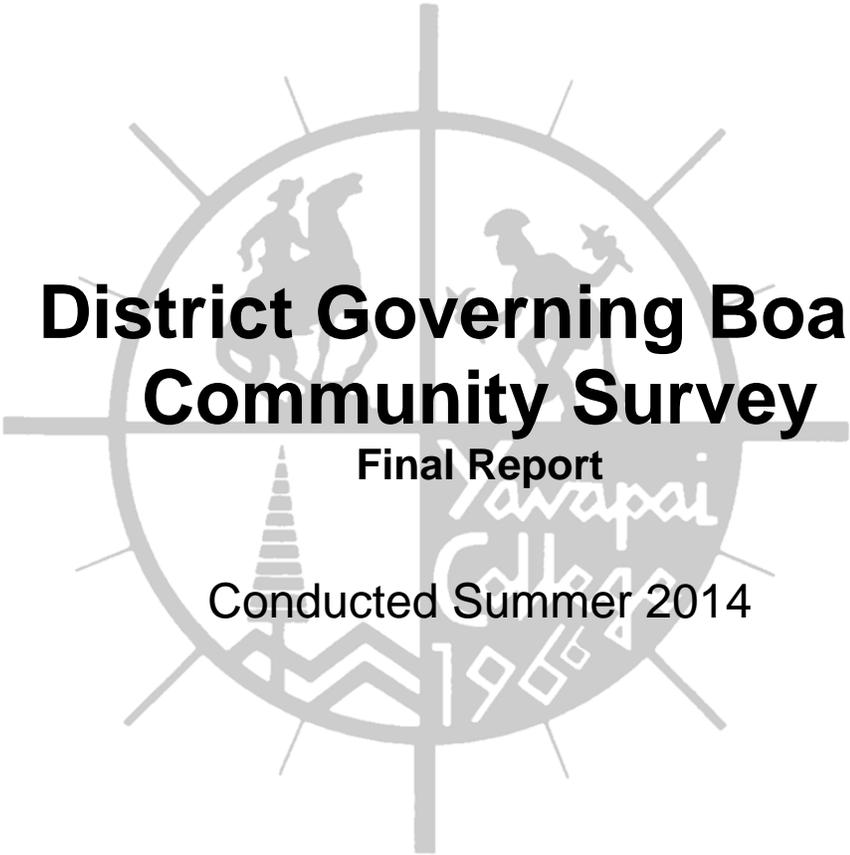


Yavapai COLLEGE



District Governing Board Community Survey

Final Report

Conducted Summer 2014

The Office of Finance & Administrative Services

The Office of Institutional Effectiveness & Research

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District Governing Board Community Survey

Introduction

At the December 2013 District Governing Board (DGB) Meeting, the DGB approved the development of a district-wide survey to seek community feedback. The objective of the survey was to provide a complete, accurate and unbiased measure of the community's perception of, involvement in and satisfaction with the college. Specifically, the approved survey instrument had 3 major sections:

1. assess community agreement with the Ends (Goals) established for Yavapai college by the DGB
2. measure the community participation rate in, and satisfaction with, a variety of services provided by Yavapai College
3. gauge the overall value provided by Yavapai College to its Yavapai County service district

The survey was designed by the Office of Institutional Effectiveness and Research of Yavapai College with input from college administrators and the DGB. The survey questionnaire was reviewed by Hanover Research, a for-profit research firm with a higher education practice.

The survey was implemented in the Summer of 2014. Survey participation was promoted throughout the district via radio and newspaper ads, as well as the Yavapai College website. In addition, a postcard was sent to every household (90,000) in Yavapai County. These efforts yielded over 1600 participants, which allow the college to accurately generalize to the entire population of the county. With a 95% confidence level, the margin of error is +/- 2.5%.

Demographic information was collected including geographic region (see Appendix A for definitions), age, gender, and residency longevity. Survey results are presented accordingly in Appendix B. Participants were also offered the opportunity to provide input on what Yavapai College could do to improve its services. These results are presented in Appendix D.

The survey responses were not representative of the county's population as measured by geographic region, age, and gender. To correct this bias and to allow for valid generalizations beyond the sample, a statistical weight was applied to the data. The weighting methodology is provided in Appendix E.

Executive Summary

Ends (Goals)

There is strong support throughout the district for the three Ends: Education (Job Seekers, Transfer Students, and Lifelong Learners), Economic Development, and Cultural Enrichment. This holds true by Region, Gender, Age, and Residency Longevity. Though all three are strongly supported, residents are in strongest agreement with our Education End.

Participation in YC Services

Community participation rates at Yavapai College events and activities are consistently in the top quartile of community colleges across the country according to the National Community College Benchmark Study.

In this study, we asked participants about their family's participation in 19 different YC services over the past 3 years. In regard to Gender, Men tend to participate in fewer services than Women. In regard to residency, newcomers participated in fewer events than residents who have lived in Yavapai County for 6 years or longer. Finally, residents of the East Region participated in fewer events than Residents of the West Region or Balance of County.

Satisfaction with Yavapai College Events and Activities

There is high satisfaction throughout the District with events and activities in which participants have participated. In general, this holds true by Region, Age, Gender, and Residency Longevity.

Though still satisfied, people in the Balance of County are less satisfied with YC services and activities than East and West Region residents.

Though still satisfied, District Residents are less satisfied with Economic Development activities compared to other YC events/ activities in which they have participated.

"YC makes Yavapai County a better place to learn, to work, and to live"

When viewing the data sorted by Age, Gender and Residency Longevity, residents are in strong agreement with the above statement. Though still in agreement, the East County Region is less in agreement with the above statement than the West Region or Balance of County.

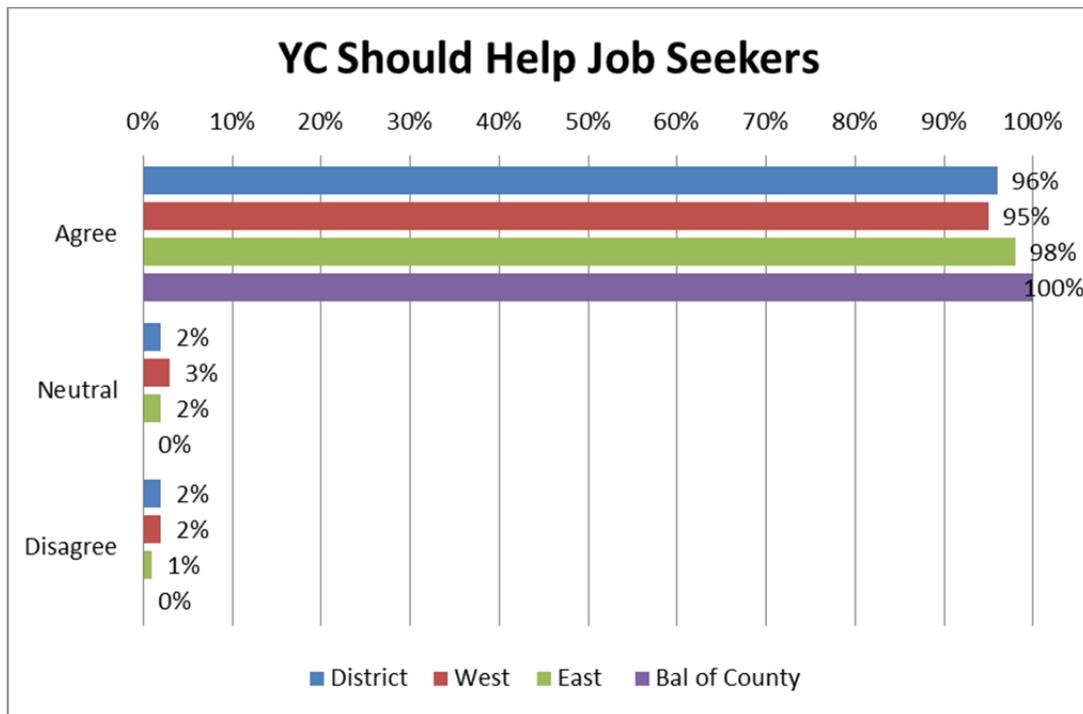
Findings

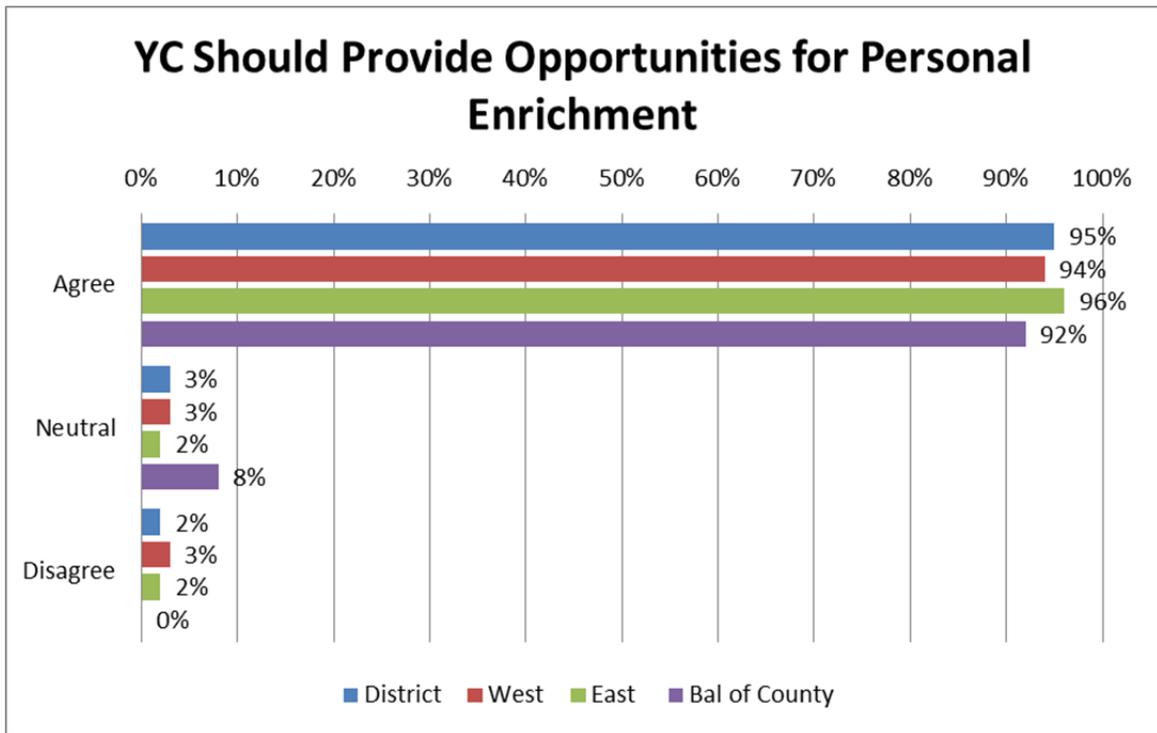
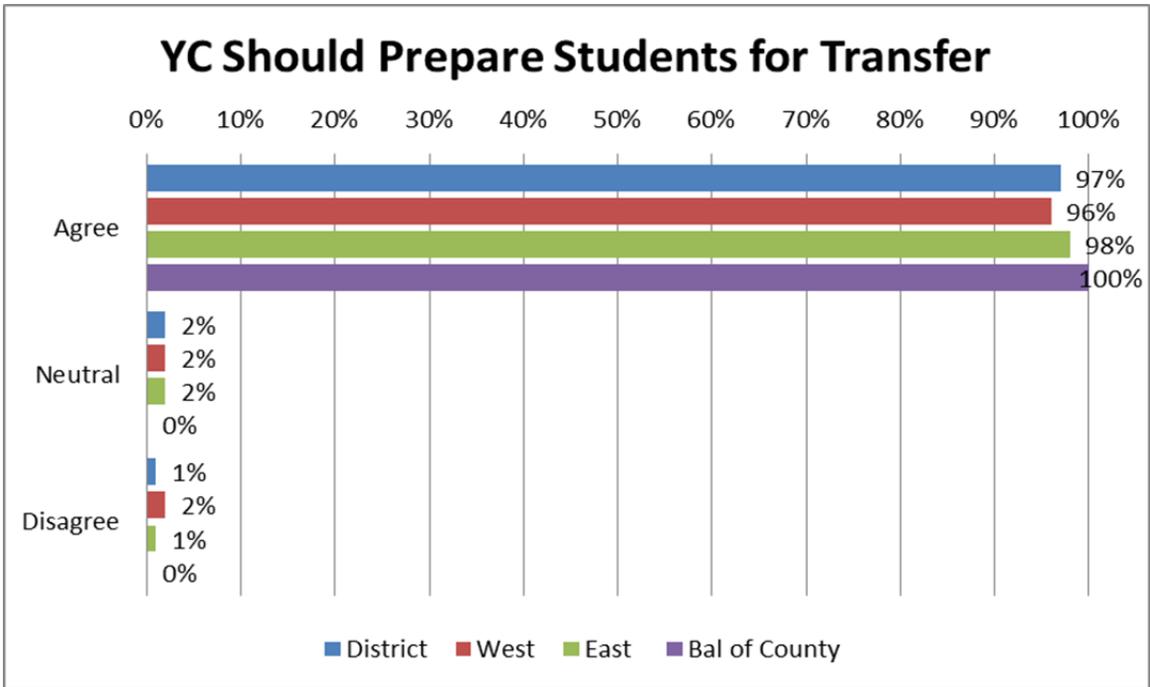
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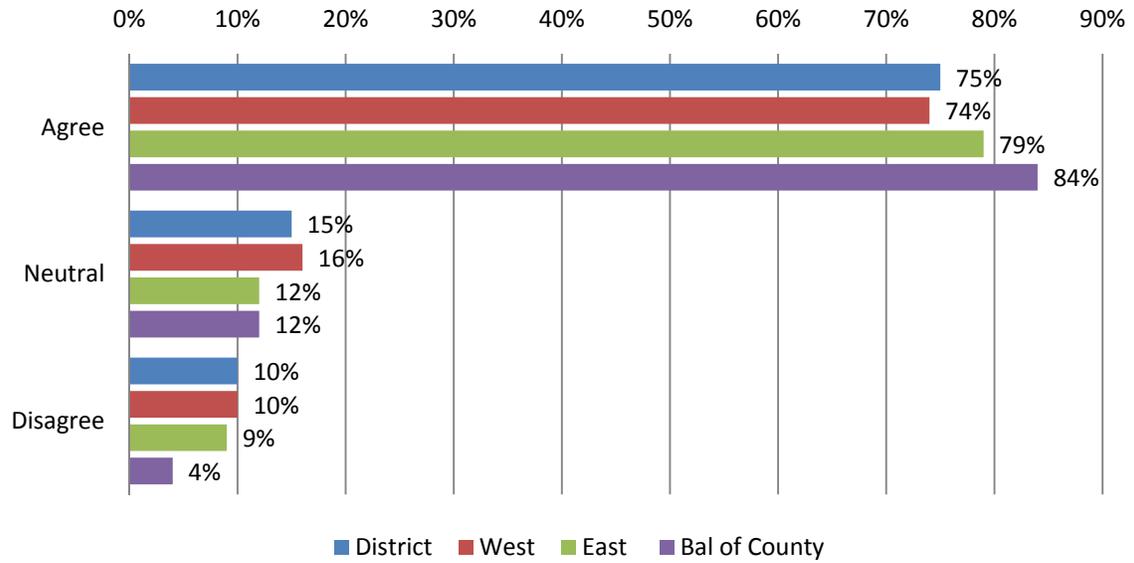
For the following charts illustrate agreement level as a percentage of community responses. Note that Agree = (Agree and Somewhat Agree) and Disagree = (Disagree and Somewhat Disagree).

Highlighted scores are statistically lower ($p < .05$) from other bolded scores in the chart. Effect sizes are presented in appendix C.

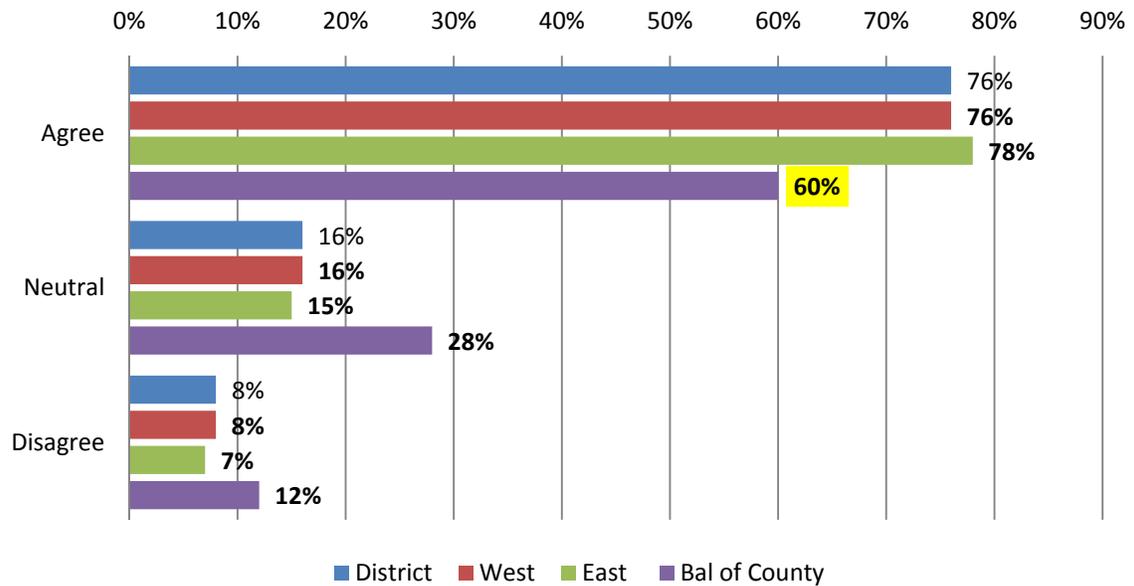




YC Should Help Attact New Business to County



YC Should Enhance Cultural Life of Residents

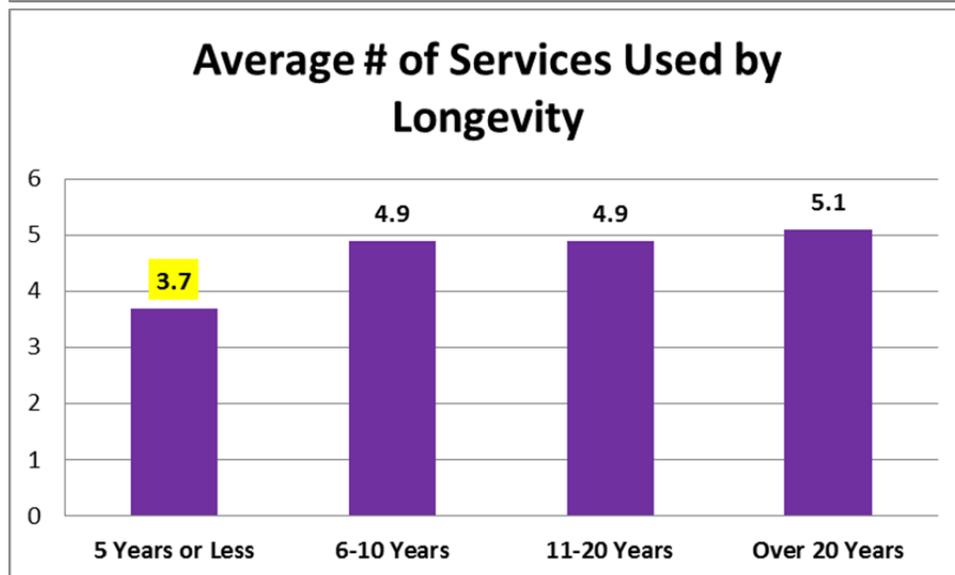
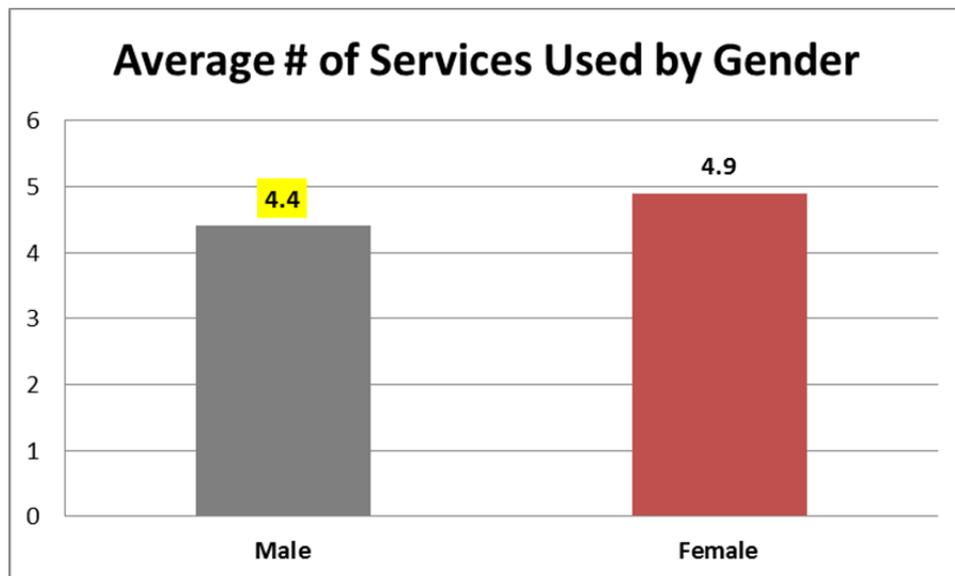


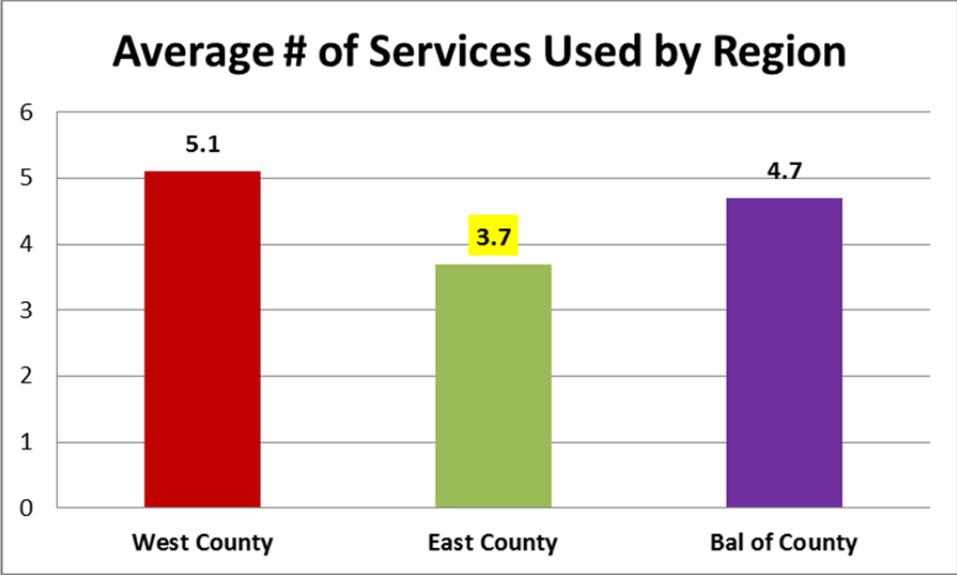
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Highlighted scores are statistically lower ($p < .05$) from other bolded scores in the chart. Effect sizes are presented in appendix C.





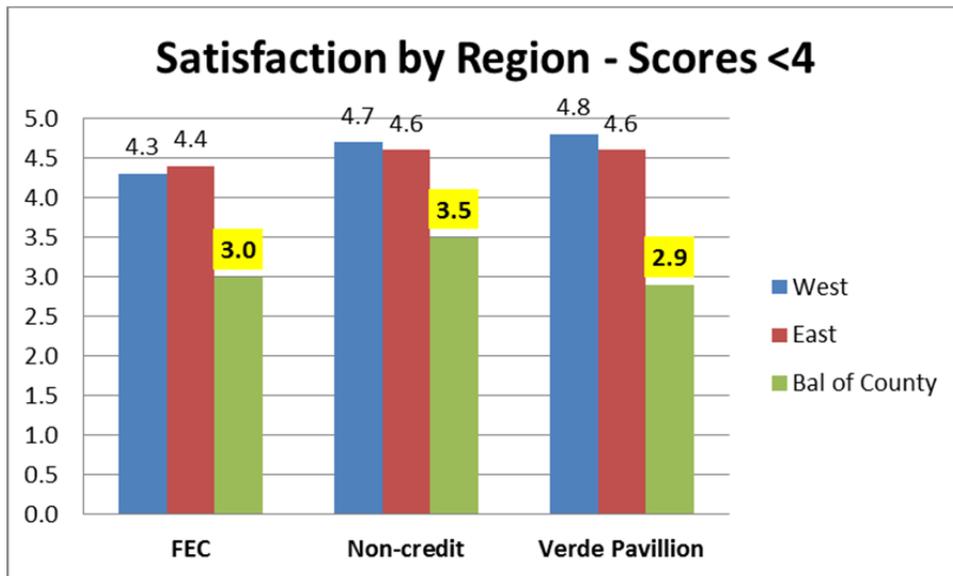
Satisfaction with Yavapai College Events and Activities

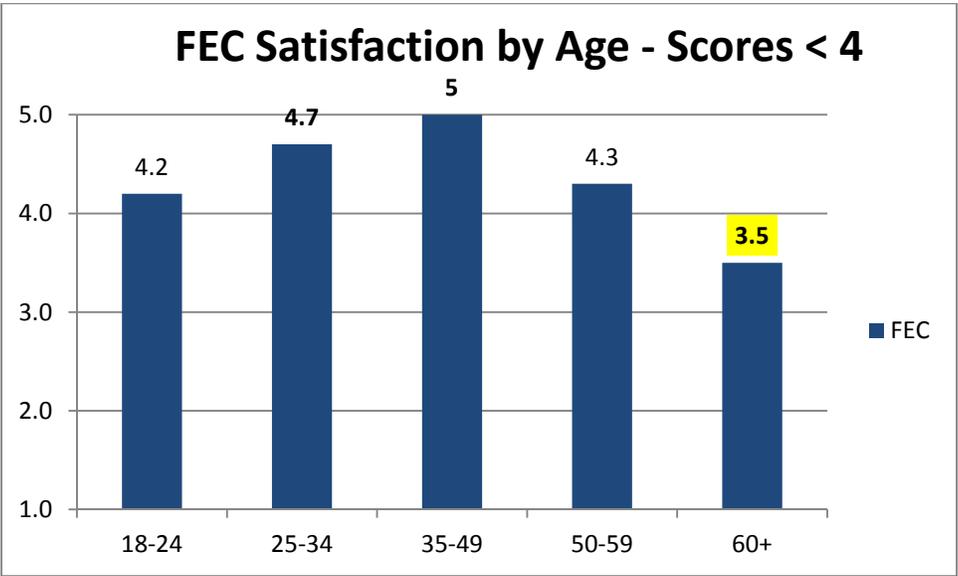
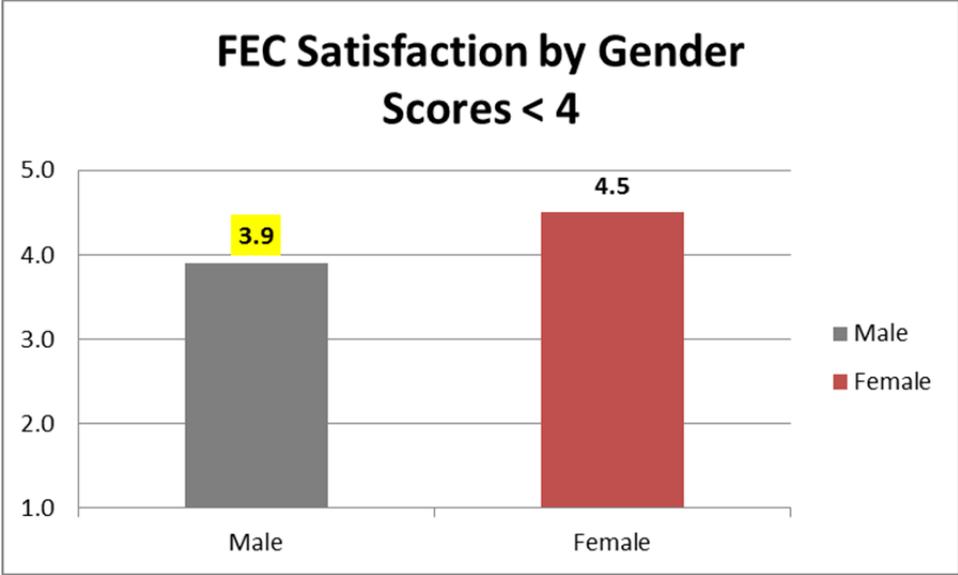
There is high satisfaction throughout the District with events and activities in which participants have participated. In general, this holds true by Region, Age, Gender, and Residency Longevity.

Though still satisfied, people in the Balance of County are less satisfied with YC services and activities than East and West Region residents.

Though still satisfied, District Residents are less satisfied with Economic Development activities compared to other YC events/ activities in which they have participated.

Below are charts of satisfaction scores less than 4. Highlighted scores are statistically lower ($p < .05$) from other bolded scores in the chart. Effect sizes are presented in appendix C.



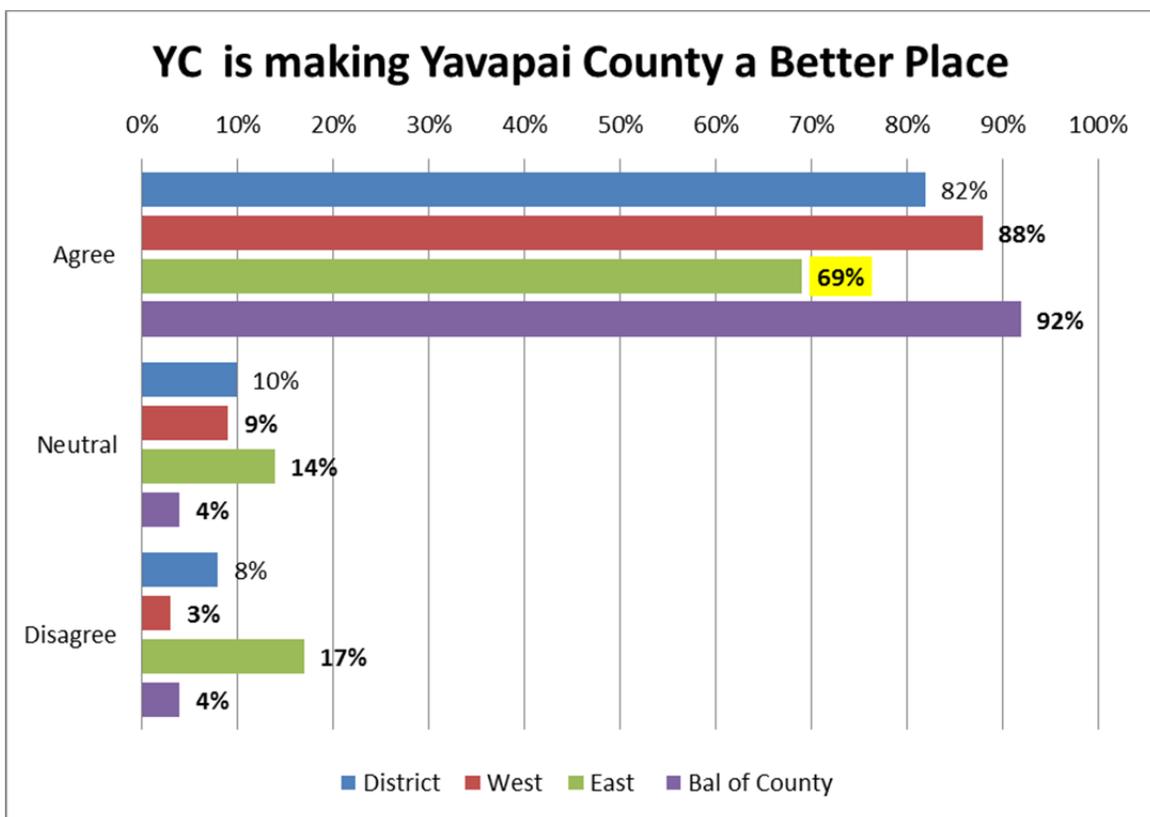


“YC makes Yavapai County a better place to learn, to work, and to live”

When viewing the data sorted by Age, Gender and Residency Longevity, residents are in strong agreement with the above statement. Though still in agreement, the East County Region is less in agreement with the above statement than the West Region or Balance of County.

Simultaneous multiple regression was conducted to investigate the best prediction of satisfaction with Yavapai College. The model was statistically significant; however, the effect size was extremely small. The means, standard deviations, and regression coefficients can be found in appendix C.

Highlighted scores are statistically lower ($p < .05$) from other bolded scores in the chart.



The respective effect sizes, .65 for West and .54 for Balance of County, are large effects indicating not only a statistical but also a meaningful difference in satisfaction level compared to East County constituents.

Observations and Recommendations

Board Ends (Goals)

There is strong support for the Governing Board's Ends (goals). Perhaps not surprisingly, Residents were most attuned to the Educational component of the Yavapai College Ends. This remains true regardless of Region, Gender, Age Group, or Residency Longevity.

Participation and Satisfaction with YC Services

Community participation in YC services is high compared to peer institutions. Having said that, East County residents participated in statistically fewer services than West and Balance of County residents did.

With few exceptions, constituents reported high satisfaction with the services they or their families have used. In general, East County residents were as satisfied with YC services as their West County counterparts.

“YC makes Yavapai County a better place to learn, to work, and to live”

When viewing the findings by Age, Gender and Residency Longevity, residents are in strong agreement that Yavapai College makes the County a better place. The East County region, while still in agreement, is statistically and meaningfully less satisfied with the College than residents in the West and Balance of County.

Given East County strong support of the Ends and high satisfaction with Yavapai College services, this final feedback score from the East County residents appears somewhat incongruous. Delving deeper into the data, there were no significant differences between the major East County communities in regard to their responses regarding “YC makes Yavapai County a better place.”

Multiple Regression Model

IER staff tried to predict “YC makes Yavapai County a better place” using the other questions available in the survey (Gender, Region, Age, Longevity, Ends, Participation in Services, Satisfaction with Services, and interactions between these variables) by performing a Multiple Regression analysis. Only two variables (Region and Participation) were found to be statistically significant, and the overall ability of the model to accurately predict was weak.. (The r-square for the model was only .073, meaning that only 7.3% of the variation in the responses was explainable with the given variables.). Per the model, for every YC service participated in, the “YC makes Yavapai County a better place” score improve by .062 (on a 5 point scale), indicating that YC could improve overall satisfaction scores by getting residents to participate in more college services.

Recommended Actions

Based on the survey findings and respondent's comments on what YC can do to improve; the following actions by administration are recommended.

1. Improve marketing and outreach to all regions of Yavapai County.
2. Explore expanded access to Career and Technical Education (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.
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.

Appendix A – Geographic Regions

The regions are categorized by zip code and defined as:

West County

86301 Prescott
86302 Prescott
86303 Prescott
86304 Prescott
86305 Prescott
86312 Prescott Valley
86313 Prescott
86314 Prescott Valley
86315 Prescott Valley
86323 Chino Valley
86327 Dewey
86329 Humboldt
86333 Mayer
86334 Paulden

East County

86322 Camp Verde
86324 Clarkdale
86325 Cornville
86326 Cottonwood
86331 Jerome
86335 Rimrock
86336 Sedona
86340 Sedona
86341 Sedona
86342 Lake Montezuma
86351 Sedona

Balance of County

85324 Black Canyon City,
Rock Springs
85332 Congress
85362 Yarnell
85390 Wickenburg
86320 Ash Fork
86321 Bagdad
86332 Kirkland
86337 Seligman
86338 Skull Valley
86343 Crown King

Appendix B - Results

Community Responses by Region

Highlighted scores for a question are statistically lower ($p < .05$) from the other bolded scores in the same row.

Agreement/Satisfaction Scale: 1 (disagree) 3 (neutral) 5 (agree)

Board Ends Questions

Board Ends	Agreement - Mean Score			
	District	West	East	Bal of County
YC should help job seekers	4.8	4.7	4.9	4.8
YC should prepare students for transfer	4.8	4.8	4.9	4.9
YC should provide personal enrichment opportunities	4.7	4.7	4.8	4.8
YC should help to attract new businesses to County	4.2	4.1	4.2	4.3
YC should enhance residents' cultural life	4.1	4.1	4.2	3.7

Community Participation in YC Events Questions

YC Events	% Participants				Satisfaction - Mean Score			
	District	West	East	Bal of County	District	West	East	Bal of County
FEC	3%	4%	2%	4%	4.2	4.3	4.4	3.0
Dual Enrollment	17%	18%	16%	10%	4.5	4.5	4.5	4.1
GED	6%	6%	7%	6%	4.4	4.5	4.2	5.0
Credit Class	55%	58%	50%	47%	4.6	4.6	4.6	4.1
Non-credit	21%	22%	20%	8%	4.6	4.7	4.6	3.5
Econ Dev Mtg.	3%	3%	5%	0%	3.7	3.8	3.6	----
SBDC	6%	5%	8%	4%	4.3	4.4	4.2	4.0
Library	63%	66%	55%	66%	4.7	4.7	4.6	4.7
Computer Lab	35%	38%	29%	31%	4.6	4.6	4.6	4.6
Art Gallery	45%	49%	37%	54%	4.6	4.7	4.5	4.4
Sports	14%	19%	4%	12%	4.6	4.6	4.6	4.4
Rec	28%	31%	18%	46%	4.5	4.5	4.3	4.6
Facilities Mtg.	43%	44%	40%	42%	4.6	4.6	4.6	4.0
Sculpture Garden	35%	46%	10%	43%	4.6	4.7	4.6	4.4
PAC	55%	69%	28%	49%	4.7	4.7	4.6	4.6
Verde Pavillion	14%	5%	30%	23%	4.5	4.8	4.6	2.9
Kids Activity	6%	8%	3%	6%	4.7	4.7	4.8	5.0
Art ala Cart	8%	10%	3%	12%	4.7	4.7	4.8	5.0
Edventures	3%	5%	1%	0%	4.7	4.7	4.8	----
Avg. # of Events/Activities	4.6	5.1	3.7	4.7				

Overall Agreement Question

Overall Satisfaction	Agreement - Mean Score			
	District	West	East	Bal of County
YC makes Yavapai County a better place to learn, to work, and to live	4.3	4.5	3.9	4.4

Community Survey Responses by Gender

Highlighted scores for a question are statistically lower ($p < .05$) from the other bolded scores in the same row.

Agreement/Satisfaction Scale: 1 (disagree) 3 (neutral) 5(agree)

Board Ends Questions

Board Ends	Agreement - Mean Score		
	District	Male	Female
YC should help job seekers	4.8	4.7	4.8
YC should prepare students for transfer	4.8	4.8	4.8
YC should provide personal enrichment opportunities	4.7	4.7	4.8
YC should help to attract new businesses to County	4.2	4.2	4.1
YC should enhance residents' cultural life	4.1	4.0	4.2

Community Participation in YC Events Questions

YC Activities by Gender	% Participants		Satisfaction - Mean Score	
	Male	Female	Male	Female
FEC	2%	4%	3.9	4.5
Dual Enrollment	17%	16%	4.4	4.5
GED	6%	6%	4.4	4.4
Credit Class	54%	56%	4.5	4.7
Non-credit	17%	24%	4.6	4.6
Econ Dev Mtg.	3%	3%	3.8	3.6
SBDC	5%	6%	4.4	4.3
Library	63%	63%	4.6	4.7
Computer Lab	34%	36%	4.5	4.6
Art Gallery	42%	49%	4.5	4.7
Sports	17%	10%	4.6	4.7
Rec	24%	32%	4.6	4.5
Facilities Mtg.	40%	45%	4.6	4.6
Sculpture Garden	33%	37%	4.5	4.8
PAC	53%	58%	4.7	4.7
Verde Pavillion	13%	15%	4.6	4.3
Kids Activity	5%	7%	4.7	4.8
Art ala Cart	6%	10%	4.8	4.7
Edventures	3%	4%	4.8	4.6
Avg. # of Events/Activities	4.4	4.9		

Overall Agreement Question

Overall Satisfaction	Agreement - Mean Score		
	District	Male	Female
YC makes Yavapai County a better place to learn, to work, and to live	4.3	4.3	4.3

Community Survey Responses by Age Group

Highlighted scores for a question are statistically lower ($p < .05$) from the other bolded scores in the same row.

Agreement/Satisfaction Scale: 1 (disagree) 3 (neutral) 5 (agree)

Board Ends Questions

Board Ends	Agreement - Mean Score					
	District	18-24	25-34	35-49	50-59	60+
YC should help job seekers	4.8	4.8	4.6	4.7	4.8	4.8
YC should prepare students for transfer	4.8	4.8	4.8	4.8	4.8	4.8
YC should provide personal enrichment opportunities	4.7	4.9	4.8	4.6	4.8	4.7
YC should help to attract new businesses to County	4.2	4.3	4.1	4.2	4.1	4.1
YC should enhance residents' cultural life	4.1	4.4	4.0	3.9	4.1	4.2

Community Participation in YC Events Questions

YC Activities by Age	% Participants					Satisfaction - Mean Score				
	18-24	25-34	35-49	50-59	60+	18-24	25-34	35-49	50-59	60+
FEC	4%	3%	4%	3%	2%	4.2	4.7	5.0	4.3	3.5
Dual Enrollment	49%	15%	22%	16%	6%	4.4	4.1	4.8	4.5	4.3
GED	10%	10%	9%	7%	3%	4.5	4.0	4.5	4.5	4.6
Credit Class	87%	77%	66%	57%	35%	4.6	4.5	4.7	4.6	4.6
Non-credit	2%	6%	10%	20%	34%	4.8	4.6	4.6	4.6	4.6
Econ Dev Mtg.	0%	1%	1%	3%	6%	----	5.0	3.0	3.4	3.8
SBDC	1%	5%	7%	9%	5%	4.5	4.6	4.4	4.1	4.3
Library	77%	73%	65%	62%	56%	4.6	4.5	4.7	4.8	4.7
Computer Lab	61%	59%	42%	31%	20%	4.6	4.5	4.6	4.7	4.5
Art Gallery	35%	29%	35%	48%	56%	4.5	4.0	4.6	4.7	4.7
Sports	15%	10%	19%	15%	12%	4.5	4.1	4.6	4.7	4.7
Rec	30%	27%	31%	28%	26%	4.4	4.2	4.6	4.5	4.5
Facilities Mtg.	20%	32%	43%	49%	49%	4.4	4.3	4.4	4.7	4.7
Sculpture Garden	32%	25%	27%	39%	39%	4.2	4.5	4.7	4.8	4.7
PAC	46%	41%	54%	63%	59%	4.7	4.4	4.7	4.7	4.8
Verde Pavillion	4%	11%	15%	17%	15%	4.5	4.0	4.3	4.7	4.5
Kids Activity	8%	8%	14%	7%	3%	4.9	4.1	4.9	4.8	4.7
Art ala Cart	8%	8%	5%	7%	10%	4.5	4.5	4.8	4.8	4.8
Edventures	1%	7%	0%	3%	6%	5.0	4.0	5.0	5.0	4.7
Avg. # of Activities	4.9	4.5	4.7	4.9	4.5					

Overall Agreement Question

Overall Satisfaction	Agreement - Mean Score					
	District	18-24	25-34	35-49	50-59	60+
YC makes Yavapai County a better place to learn, to work, and to live	4.3	4.5	4.2	4.3	4.3	4.3

Community Survey Responses by Length of Residence

Highlighted scores for a question are statistically lower ($p < .05$) from the other bolded scores in the same row.

Agreement/Satisfaction Scale: 1 (disagree) 3 (neutral) 5 (agree)

Board Ends Questions

Board Ends	Agreement - Mean Score				
	District	5 Years or Less	6-10 Years	11-20 Years	Over 20 Years
YC should help job seekers	4.8	4.7	4.8	4.8	4.8
YC should prepare students for transfer	4.8	4.8	4.8	4.8	4.8
YC should provide personal enrichment opportunities	4.7	4.7	4.8	4.7	4.7
YC should help to attract new businesses to County	4.2	4.2	4.3	4.1	4.1
YC should enhance residents' cultural life	4.1	4.2	4.2	4.0	4.1

Community Participation in YC Events Questions

YC Activ. Length Residence	% Participants				Satisfaction - Mean Score			
	5 Years or Less	6-10 Years	11-20 Years	Over 20 Years	5 Years or Less	6-10 Years	11-20 Years	Over 20 Years
FEC	1%	4%	2%	4%	3.9	4.2	4.2	4.4
Dual Enrollment	14%	13%	20%	18%	4.2	4.6	4.5	4.6
GED	5%	7%	5%	9%	4.0	4.6	4.4	4.6
Credit Class	49%	57%	53%	61%	4.6	4.6	4.5	4.7
Non-credit	17%	23%	24%	20%	4.5	4.7	4.6	4.6
Econ Dev Mtg.	1%	5%	4%	4%	2.6	3.6	3.9	3.9
SBDC	3%	7%	6%	6%	4.9	4.3	4.1	4.2
Library	58%	64%	60%	69%	4.6	4.7	4.7	4.7
Computer Lab	31%	41%	32%	36%	4.6	4.6	4.4	4.7
Art Gallery	35%	48%	48%	51%	4.6	4.6	4.6	4.6
Sports	9%	11%	16%	17%	4.4	4.7	4.6	4.7
Rec	24%	29%	29%	30%	4.5	4.6	4.3	4.6
Facilities Mtg.	32%	48%	48%	43%	4.5	4.7	4.5	4.7
Sculpture Garden	29%	41%	37%	35%	4.6	4.7	4.6	4.7
PAC	39%	59%	61%	62%	4.8	4.8	4.7	4.7
Verde Pavillion	11%	14%	15%	15%	4.6	4.6	4.2	4.5
Kids Activity	3%	7%	6%	9%	4.7	4.5	4.6	4.9
Art ala Cart	6%	9%	8%	8%	4.7	4.9	4.7	4.8
Edventures	2%	4%	6%	2%	4.6	5.0	4.6	4.6
Avg. # of Events/Activities	3.7	4.9	4.9	5.1				

Overall Agreement Question

Overall Satisfaction	Agreement - Mean Score				
	District	5 Years or Less	6-10 Years	11-20 Years	Over 20 Years
YC makes Yavapai County a better place to learn, to work, and to live	4.3	4.4	4.3	4.2	4.4

Appendix C - Statistical Section

This section presents the statistically significant findings from the survey analysis. In addition to means, the effect sizes are displayed. The general interpretation of the effect size (strength of a relationship) is: $\leq .20$ small; $.50$ medium; $\geq .80$ large.

A one-way analysis of variance (ANOVA) was employed to identify statistical differences for the questions related to the Board's Ends and the overall satisfaction question. For the participation in YC events, Kruskal-Wallis and Mann-Whitney tests were used. These nonparametric statistical tests were used for the participation questions because the sample sizes were small and the data was not normally distributed.

Simultaneous multiple regression was conducted to investigate the best prediction of satisfaction with Yavapai College. The combination of variables to predict satisfaction with YC from region, gender, age group, residency length was statistically significant. Interaction effects between variables were not significant. The results of the regression analysis are presented at the end of this section. The adjusted R² value was .07. This indicated that the model explained seven percent of the variance in satisfaction with Yavapai College. This is a small effect.

Significant Findings by Region

Agreement with Board Ends and Overall Satisfaction						
Dependent Variable	Region	Mean	Comparison Region	Mean	Sig.	Effect Size
YC Should help job seekers	West	4.72	East	4.85	<.01	0.26
YC should provide personal enrichment opportunities	West	4.71	East	4.80	<.05	0.14
YC should enhance resident's access to a vibrant social and cultural life	Bal of County	3.69	West County	4.13	<.01	0.41
	Bal of County	3.69	East County	4.18	<.01	0.46
YC makes Yavapai Count a better place to learn, to work, and live	East	3.87	West	4.51	<.01	0.65
	East	3.87	Bal of County	4.41	<.01	0.54

Community Satisfaction with YC Events and Activities				
Dependent Variable	Region	Comparison Region	Sig.	Effect Size
Family Enrichment Center	West	Bal of County	<.05	0.37
Credit Class	East	Bal of County	<.01	0.17
	West	Bal of County	<.01	0.14
Non-Credit	East	Bal of County	<.01	0.36
	West	Bal of County	<.01	0.28
Art Gallery	West	Bal of County	<.01	0.11
Recreation/exercise	West	East	<.01	0.13
Facilities Meeting	East	Bal of County	<.05	0.12
	West	Bal of County	<.01	0.12
Sculpture Garden	West	Bal of County	<.01	0.12
Verde Pavilion/Community Room	East	Bal of County	<.01	0.45
	West	Bal of County	<.01	0.75

Significant Findings by Gender

Agreement with Board Ends						
Dependent Variable	Gender	Mean	Gender	Mean	Sig.	Effect Size
YC Should help job seekers	Male	4.73	Female	4.80	<.05	0.11
YC should enhance resident's access to a vibrant social and cultural life	Male	4.01	Female	4.24	<.01	0.21

Community Satisfaction with YC Events and Activities				
Dependent Variable	Gender	Gender	Sig.	Effect Size
Family Enrichment Center	Male	Female	<.05	0.31
Credit Class	Male	Female	<.05	0.08
Library	Male	Female	<.05	0.07
Art Gallery	Male	Female	<.01	0.10
Sculpture Garden	Male	Female	<.01	0.19

Significant Findings by Age Groups

Agreement with Board Ends and Overall Satisfaction						
Dependent Variable	Age Grp	Mean	Comparison Age Group	Mean	Sig.	Effect Size
YC Should help job seekers	25-34	4.60	60+	4.82	<.01	0.36
YC should provide personal enrichment opportunities	35-49	4.63	18-24	4.86	<.01	0.33
YC should enhance resident's access to a vibrant social and cultural life	18-24	4.40	25-34	4.14	<.01	0.35
	18-24	4.40	35-49	4.63	<.01	0.42
	18-24	4.40	50-59	4.11	<.05	0.27
	18-24	4.40	60+	4.16	<.05	0.23
YC makes Yavapai Count a better place to learn, to work, and live	25-34	4.15	18-24	4.48	<.01	0.34

Community Satisfaction with YC Events and Activities				
Dependent Variable	Age Grp	Comparison Age Group	Sig.	Effect Size
Family Enrichment Center	25-34	60+	<.05	0.50
	35-49	60+	<.01	0.69
Dual Enrollment	25-34	35-49	<.01	0.39
Library	50-59	25-34	<.01	0.21
	60+	25-34	<.01	0.18
Art Gallery	18-24	25-34	<.01	0.28
	35-49	25-34	<.01	0.34
	50-59	25-34	<.01	0.37
	60+	25-34	<.01	0.29
Facilities Meeting	50-59	25-34	<.01	0.18
	60+	25-34	<.01	0.16
Sculpture Garden	35-49	18-24	<.01	0.30
	50-59	18-24	<.01	0.37
	60+	18-24	<.01	0.27

Significant Findings by Residency Length

Community Satisfaction with YC Events and Activities				
Dependent Variable	Residence Years	Comparison Residence Years	Sig.	Effect Size
Credit Classes	11-20 yrs	Over 20 yrs	<.05	0.10
Library	5 yrs or less	Over 20 yrs	<.05	0.10
Recreation/Exercise	6-10 yrs	11-20 yrs	<.01	0.19
	Over 20 yrs	11-20 yrs	<.01	0.17

Multiple Regression Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Yavapai College is making Yavapai County a better place to learn, to work, and to live.	4.3078	.99543	1554
Region	141.2464	58.90983	1554
Gender:	1.5132	.49999	1554
Your age category:	3.7089	1.40228	1554
I have lived in Yavapai County for:	2.5774	1.15836	1554
Participation in YC Events	4.6753	2.80162	1554

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275 ^a	.076	.073	.95863

a. Predictors: (Constant), Participation in YC Events, Your age category:, Gender:, Region, I have lived in Yavapai County for:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.294	5	23.259	25.309	.000 ^b
	Residual	1422.996	1548	.919		
	Total	1539.290	1553			

a. Dependent Variable: Yavapai College is making Yavapai County a better place to learn, to work, and to live.

b. Predictors: (Constant), Participation in YC Events, Your age category:, Gender:, Region, I have lived in Yavapai County for:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.474	.127		35.298	.000
	Region	-.003	.000	-.184	-7.402	.000
	Gender:	.044	.049	.022	.904	.366
	Your age category:	-.004	.018	-.005	-.213	.832
	I have lived in Yavapai County for:	-.028	.022	-.032	-1.273	.203
	Participation in YC Events	.062	.009	.175	6.900	.000

a. Dependent Variable: Yavapai College is making Yavapai County a better place to learn, to work, and to live.

Appendix D – Survey Comment Themes

DGB 2014 Survey

What Can YC Do to Improve?

East County Themes (n = 489)

(Items with 5 or more proponents)

1. Programming
 - a. Keep Nursing (31)
 - b. More Cultural/ Entertainment Events (22)
 - c. Concerned about moving east county programs to west county (18)
 - d. Support/ expand Community Ed & OLLI (17)
 - e. Bring Back Film (14)
 - f. CTE (12)
 - g. Programs that lead to jobs (12)
 - h. More Art (10)
 - i. Focus on Instruction only (no Econ Dev or Culture) 9
 - j. Dorms (6)
2. Scheduling Issues
 - a. More face to face (28)
 - b. Schedule to allow completion (10)
 - c. Fewer cancellations (7)
 - d. More evening classes (7)
3. Concerned about not spending enough East County Taxes in East County (41)
4. Improve Marketing/ Outreach (30)
 - a. Become visible part of community
 - b. Hold public forums
 - c. Bring back paper schedule of classes
 - d. Advertise events & classes
 - e. In-class announcements
 - f. Radio
 - g. Better informed employees
 - h. Campus Tours/ Open Houses

DGB 2014 Survey

What Can YC Do to Improve?

West County Themes (n = 1060)

(Items with 11 or more proponents)

1. Lower Pricing 32
 - a. Books 2
 - b. More audit/ non-credit- 10
 - c. Tuition – 7
 - d. Dorms – 2
 - e. FEC – 2
 - f. Senior discounts 4
 - g. More financial aid/ scholarships 5
2. Keep/More Art (28)
3. Academic Quality (20)
 - a. Online
 - b. Faculty Knowledge & interactions
 - c. Mathlab/ blackboard
 - d. Focus on Instruction not Economic Development or Culture
4. Improve Marketing/ Outreach (19)
 - a. Bring back paper schedule of classes
 - b. Advertise events & classes & activities
 - c. In-class announcements
 - d. Radio
 - e. Better informed employees
 - f. Campus Tours/ Open Houses
5. Keep taxes low 11
6. More evening/ weekend classes for working adults 11
7. Better/ friendlier registration process 11
8. Keep Chino Valley center open 11

Appendix E – Survey Methodology

The survey questionnaire was developed by Yavapai College administration and Yavapai College Office of Institutional Effectiveness and Research with input and approval by the District Governing Board. The questionnaire was reviewed by Hanover Research, a for-profit research firm with a higher education practice.

The survey was conducted primarily online. The survey link, on Yavapai College's website, was available to Yavapai County residents from June 4 through July 12, 2014. A paper version was also available to address respondents who did not have, or preferred not to use, the electronic survey. Less than 50 requests were received for the paper survey. The survey was marketed using print newspaper ads run from early June through early July; online leaderboard ads on local area newspaper websites; direct mail postcard sent to 90,000 Yavapai County households; other activities: email to Chambers of Commerce, YC website, social media posts, and radio public service announcements.

The study used a self-selected sampling design. This design allowed all Yavapai County residents age 18 and older to have an opportunity to participate in the survey. A total of 1,655 surveys were submitted. Not all survey respondents answered every question, so individual variables may have totals less than the total count of surveys submitted. Descriptive analysis of the raw data indicated that survey responses were not representative of the County's population distribution by geographic region, gender, and age group. To correct for this bias, and allow for generalizations beyond the sample, a statistical weight was applied to the analysis included in this report.

A three factor fixed weight based on region, gender, and age group was applied using IBM's SPSS statistical software, SPSS version 21. The weight assigns an adjustment weight to each case. Under-represented groups receive a weight larger than 1, and those in over-represented groups get a weight smaller than 1. The weighting factor is calculated creating a new multiple factor variable and dividing the population proportion by the raw sample proportion.

Population Proportion / Sample Proportion = Weight Adjustment

Table 1 shows the raw data, Yavapai County adult population figures, and the weighted data for geographic region, gender, and age group.

Table 1

Community Survey and Yavapai County Demographics

Geographic Region	Raw Survey Data		Yavapai County Population		Weighted Survey Data	
	%	N	%*	N	%	N
West	65.6%	1060	63.9%	118,741	63.9%	1014
East	32.9%	531	30.9%	57,455	30.9%	491
Balance	1.5%	24	5.2%	8,868	5.2%	83
Gender					%	N
Male	38.2%	621	48.7%	90,503	48.7%	773
Female	61.8%	1005	51.3%	95,395	51.3%	815
Age Group					%	N
18-24 years	8.3%	136	11.7%	21,731*	11.7%	186
25-34 years	8.6%	141	10.3%	19,170	10.3%	164
35-49 years	16.5%	269	17.1%	31,792	17.1%	272
50-59 years	21.7%	354	17.8%	33,039	17.8%	282
60+ years	44.8%	731	43.1%	80,166	43.1%	685
Total		1655		185,898		1588

*Population data from Economic Modeling Systems International, 2014: Yavapai County; County population includes 15-24.

Appendix F – Survey Instrument

PAPER SURVEY: Yavapai College - Community Ends Survey

Introduction

We need your input! The Yavapai College District Governing Board is responsible for governing on behalf of and is responsible to the taxpayers of Yavapai County. Please give thoughtful responses which best express your views and experience with Yavapai College.

The Yavapai College Foundation has graciously agreed to offer an iPad as an incentive to participate in this important survey.

Please tell us the extent to which you agree with the following statements:

1. Yavapai College should help job seekers acquire the qualifications, skills and knowledge needed to obtain a job or to progress in their career.

Disagree Somewhat disagree Neutral Somewhat Agree Agree

2. In addition to awarding certificates and degrees, Yavapai College should prepare students to be successful at their next school should the students decide to pursue additional academic credentials.

Disagree Somewhat disagree Neutral Somewhat Agree Agree

3. Yavapai College should provide affordable access to a variety of high-quality learning opportunities to people of all ages for personal enrichment.

Disagree Somewhat disagree Neutral Somewhat Agree Agree

4. Yavapai College should use its educational resources to help attract new business to Yavapai County.

Disagree Somewhat disagree Neutral Somewhat Agree Agree

5. Yavapai College should enhance residents' access to a vibrant social and cultural life.

Disagree Somewhat disagree Neutral Somewhat Agree Agree

Please tell us about yourself:

6. Gender:

Male
 Female

PAPER SURVEY: Yavapai College - Community Ends Survey

7. Your age category:

- 18-24 years
- 25-34 years
- 35-49 years
- 50-59 years
- 60+ years

8. I have lived in Yavapai County for:

- 5 years or less
- 6-10 years
- 11-20 years
- Over 20 years

9. Residency: Please indicate the zip code of your current residence.

- | | | |
|-----------------------------|-----------------------------|---|
| <input type="radio"/> 85390 | <input type="radio"/> 86322 | <input type="radio"/> 86333 |
| <input type="radio"/> 86301 | <input type="radio"/> 86323 | <input type="radio"/> 86334 |
| <input type="radio"/> 86303 | <input type="radio"/> 86324 | <input type="radio"/> 86335 |
| <input type="radio"/> 86305 | <input type="radio"/> 86325 | <input type="radio"/> 86336 |
| <input type="radio"/> 86314 | <input type="radio"/> 86326 | <input type="radio"/> 86351 |
| <input type="radio"/> 86315 | <input type="radio"/> 86327 | <input type="radio"/> Other- Please specify below |
| <input type="radio"/> 86321 | <input type="radio"/> 86332 | |

Other zip code

PLEASE CONTINUE ON THE FOLLOWING PAGE ----->

PAPER SURVEY: Yavapai College - Community Ends Survey

10. In the past 3 years, I, or one of my family members, have participated in one of the following YC programs, services, or activities:

	Yes	No
Attended Pre-school at the Family Enrichment Center	<input type="radio"/>	<input type="radio"/>
Earned college credit while in high school	<input type="radio"/>	<input type="radio"/>
Earned a general equivalency diploma (GED)	<input type="radio"/>	<input type="radio"/>
Took a class for credit	<input type="radio"/>	<input type="radio"/>
Took a non-credit class through the Osher Lifelong Learning Institute (OLLI) and/or Community Education	<input type="radio"/>	<input type="radio"/>
Participated in an economic development meeting where a YC employee was present	<input type="radio"/>	<input type="radio"/>
Utilized the Small Business Development Center services	<input type="radio"/>	<input type="radio"/>
Visited a YC Library	<input type="radio"/>	<input type="radio"/>
Used a YC Computer lab	<input type="radio"/>	<input type="radio"/>
Viewed an exhibit at a YC Art Gallery	<input type="radio"/>	<input type="radio"/>
Attended a YC athletic event (soccer, volleyball, softball, baseball)	<input type="radio"/>	<input type="radio"/>
Used exercise/ recreation facilities (weight room, pool, tennis court, nature trail)	<input type="radio"/>	<input type="radio"/>
Attended a meeting at one of YC's facilities	<input type="radio"/>	<input type="radio"/>
Visited the Sculpture Garden on the Prescott Campus	<input type="radio"/>	<input type="radio"/>
Attended Performing Arts Center event (graduation, live entertainment, satellite event, movie, or TV)	<input type="radio"/>	<input type="radio"/>
Attended Verde Valley event at the Mabery Pavilion or Community Room	<input type="radio"/>	<input type="radio"/>
Participated in a children's event (Thumb Butte Speech Festival, 6th grade math contest, School Matinee Series, College for Kids, robotics camp, athletic camp, etc.)	<input type="radio"/>	<input type="radio"/>
Attended Art a la Carte or Literary Southwest lecture	<input type="radio"/>	<input type="radio"/>
Traveled with an Edventures Trip	<input type="radio"/>	<input type="radio"/>

11. For "yes" responses to the previous question, please explain your level of satisfaction with any of the activities listed above which you have participated in the past 3 years.

12. Yavapai College is making Yavapai County a better place to learn, to work, and to live.

- Disagree Somewhat disagree Neutral Somewhat agree Agree

Comments

PAPER SURVEY: Yavapai College - Community Ends Survey

13. Other associations with Yavapai College (please explain below)

14. In addition to Education, Economic Development, and Cultural Activities, please tell us if there are any other goals the college should be pursuing:

15. Please tell us if there is anything we could do better.

16. The YC Foundation has graciously agreed to offer an iPad as an incentive to participate in this important survey. Please provide your contact information if you would like to be entered in a drawing for an iPad:

Name:

Email Address:

Phone Number:

Thank you for participating in this important survey. Please return in the enclosed postage paid envelope.

Yavapai College Office of Institutional Effectiveness & Research
1100 E. Sheldon Street
Prescott, AZ 86301
928/717-7713