

***YAVAPAI COLLEGE***  
**DISTRICT GOVERNING**  
**BOARD**  
*Community Survey Draft Report*

Summer 2017

*The Office of Finance & Administrative Services*  
*The Office of Institutional Effectiveness & Research*

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# District Governing Board

## *Community Survey Draft Report*

### INTRODUCTION

At the April 2017 District Governing Board (DGB) meeting, the DGB directed college staff to conduct a district-wide survey to seek community feedback. The objective of the survey was to allow all county residents to provide their perception of, involvement in, and satisfaction with Yavapai

*Ownership Linkage connects the Board to residents of Yavapai County and those who are affected by the College.*

College and compare the results to the 2014 survey that presented the same questions. Specifically, the approved survey instrument had three 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 questions developed were a collaborative effort between the Office of Institutional Effectiveness and Research and Hanover Research, a for-profit research firm with a higher education practice. In December 2013, the DGB approved the survey instrument.

The survey used a self-selected sample to give all adult county residents the opportunity to share their feedback with the Board. Because the sample is based on those who self-selected to participate rather than a random sample, no estimates of sampling error can be calculated. The data have been weighted to reflect the demographic composition of the county.

The survey was conducted in July and August of 2017. Survey participation was promoted throughout the district via social media, radio, Pandora, print and electronic newspaper ads, as well as the Yavapai College website. In addition, every household (100,000) in Yavapai County received a postcard asking for their input by participating in the survey. Nearly 1,200 county residents replied to the survey.

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 C.

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 D.

## EXECUTIVE SUMMARY

### Ends (Goals)

This time as in 2014, 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 three years. Regarding gender, men tend to participate in fewer services than women do. Concerning residency, newcomers participated in fewer events than residents who have lived in Yavapai County for six years or longer. Finally, residents of the East Region participated in fewer events than residents of the West Region, which was consistent with the 2014 findings.

### 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 residence longevity.

Though still satisfied, district residents rate Economic Development activities lowest 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 residence 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, which was also true in the 2014 study.

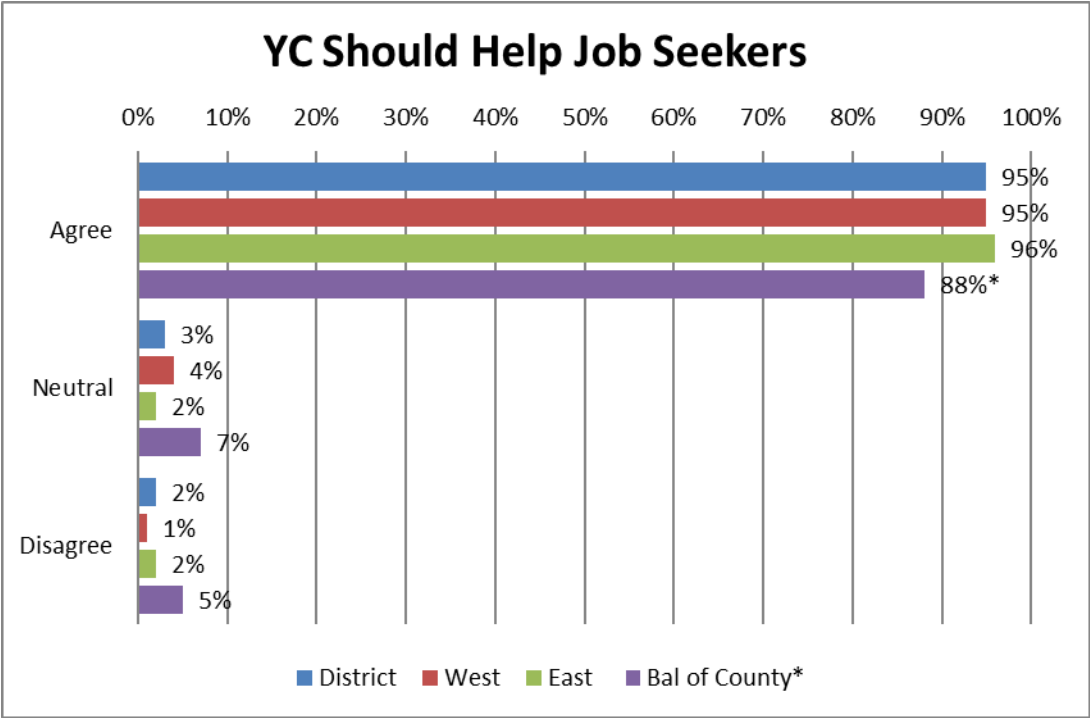
# FINDINGS

## Ends (Goals)

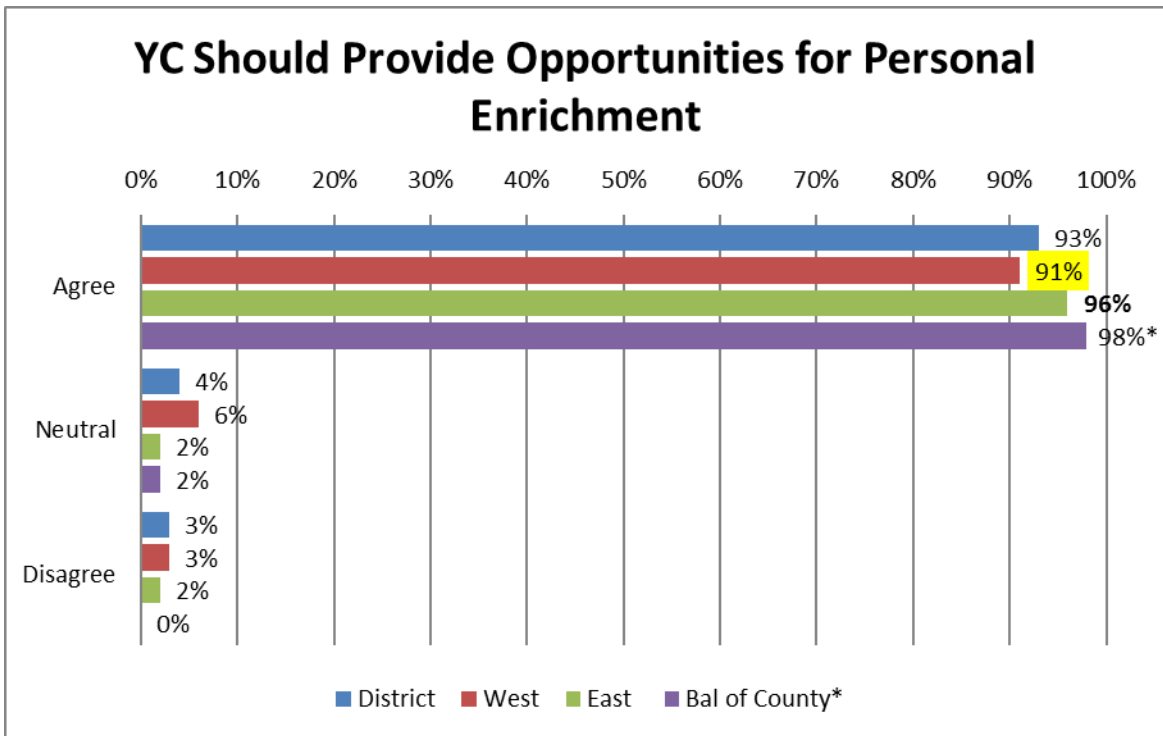
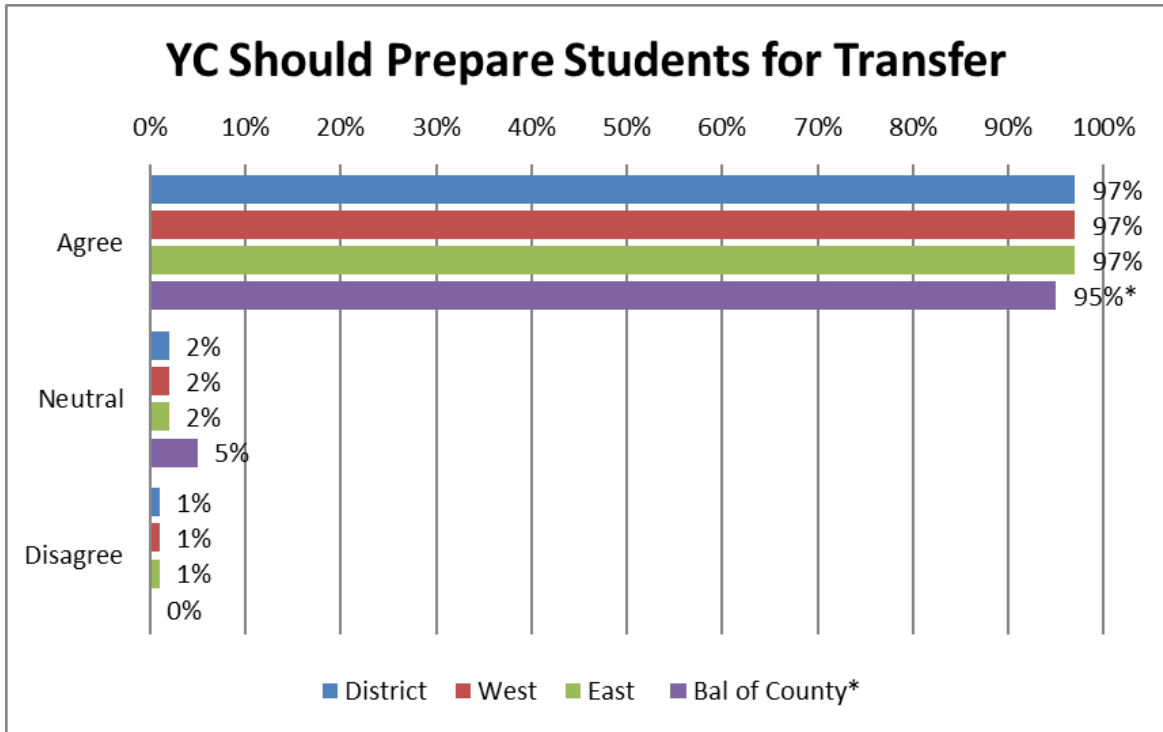
There is strong support throughout the district for the three Ends: Education (Job Seekers, Transfer Students, and Lifelong Learners), Economic Development, and Cultural Enrichment. This holds true by region, gender, age, and residence longevity. Though all three are strongly supported, residents are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

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 different ( $p < .05$ ) from other bolded scores in the chart.

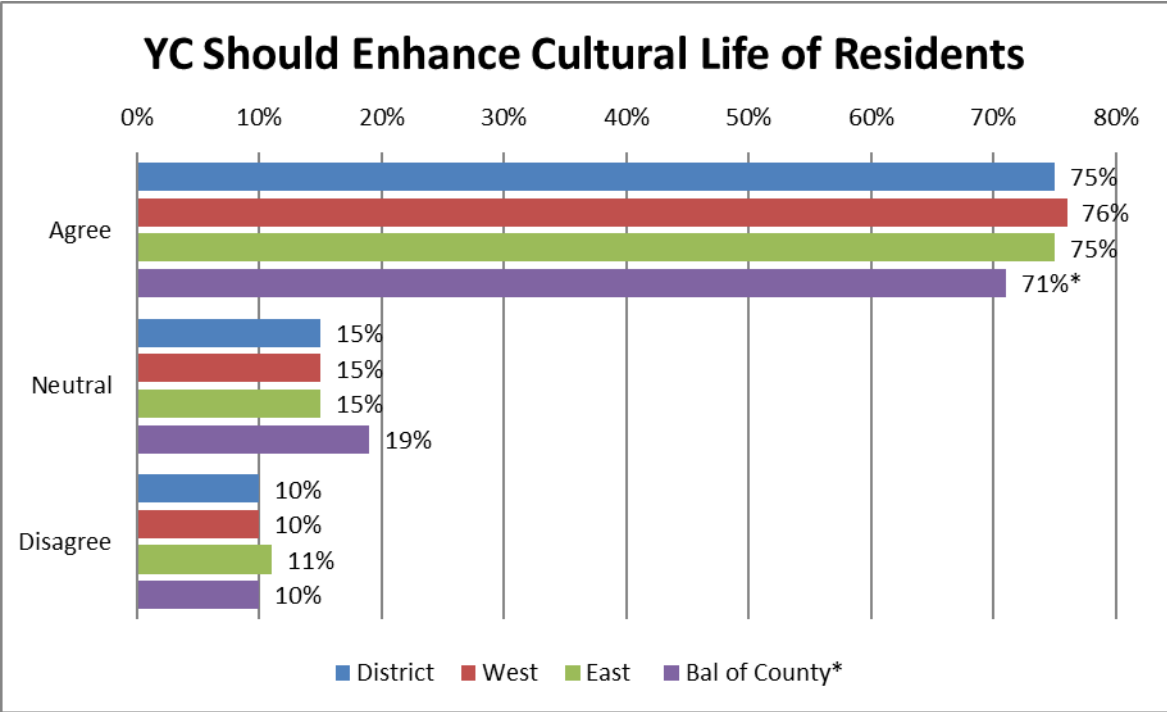
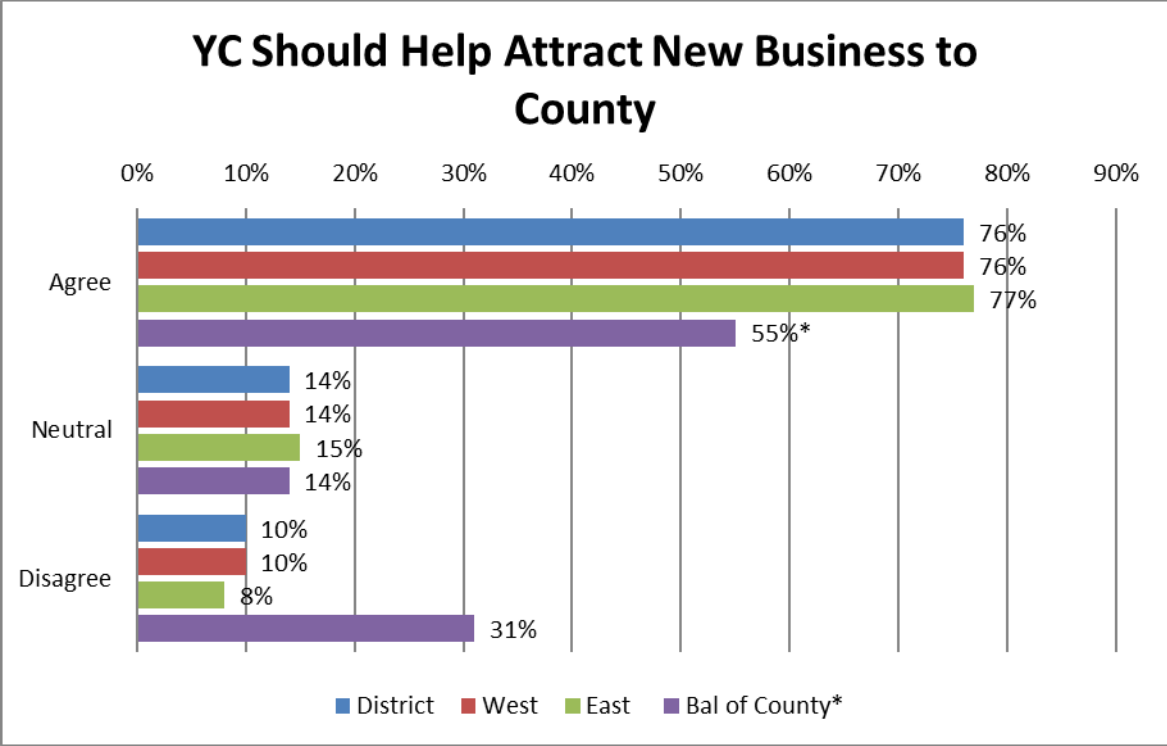


\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.



The strength of difference between East and West is weak as reflected in the small effect size ( $d=.17$ ). Therefore, while West and East are statistically different, there is no meaningful or practical difference.

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.



\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

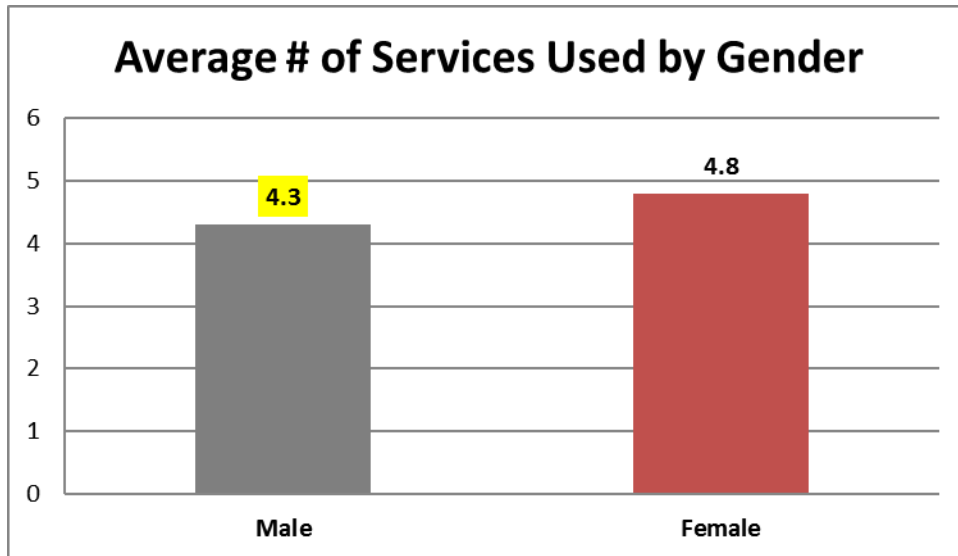


## Participation in YC Services

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.

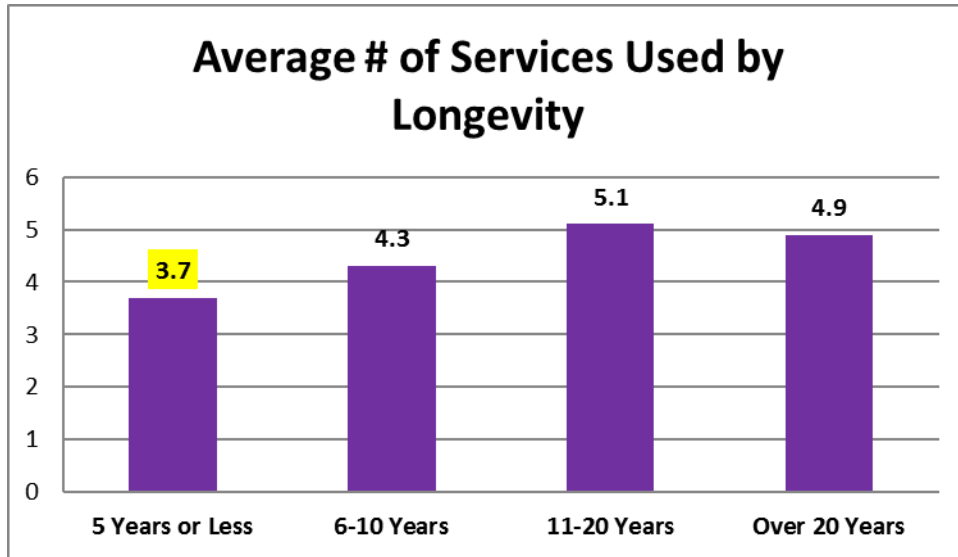
In this study, we asked participants about their family's participation in 19 different YC services over the past three years. Regarding gender, men tend to participate in fewer services than women do. Concerning residency, newcomers participated in fewer events than residents who have lived in Yavapai County for six years or longer. Finally, residents of the East region participated in fewer events than residents of the West region or Balance of county.

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

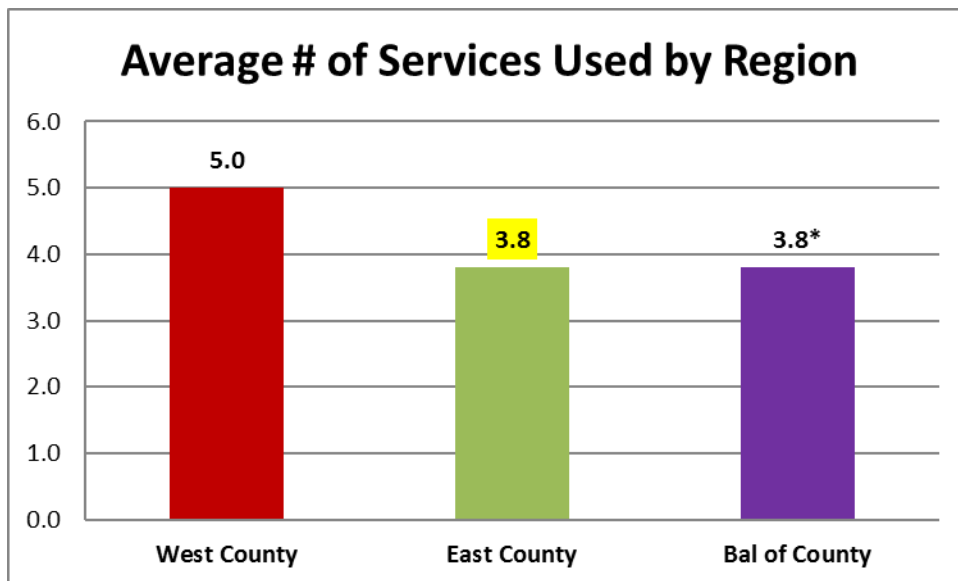


While statistically different, the small gap in services used between men and women is not meaningfully different as evidenced by the small effect size ( $d=.17$ ).

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.



The strength of the relationship between residence longevity and services used is medium ( $d=.52$ ).



While statistically different, the strength of the relationship in services used between East and West residents is small ( $d=.41$ ).

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## Satisfaction with Yavapai College Events and Activities

There is high satisfaction throughout the district with events and activities in which residents have participated. In general, this holds true by region, age, gender, and residence longevity.

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

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

YC Events	% Participants				Satisfaction - Mean Score			
	District	West	East	Bal of County*	District	West	East	Bal of County*
FEC*	2.7%	3.1%	2.3%	----	4.4	4.2	4.7	----
Dual Enrollment	17.9%	17.5%	18.9%	15.4%	4.4	4.4	4.5	4.5
GED*	6.3%	5.8%	6.1%	16.7%	4.3	4.4	3.9	5.0
Credit Class	54.2%	57.7%	46.4%	59.5%	4.5	4.5	4.3	4.2
Non-credit	23.2%	23.4%	23.6%	16.7%	4.5	4.5	4.3	4.7
Econ Dev Mtg.*	16.2%	10.2%	27.9%	12.5%	3.9	4.5	3.4	4.0
SBDC	7.2%	7.1%	7.8%	4.8%	4.2	4.4	4.0	3.0
Library	63.0%	65.7%	57.0%	66.7%	4.6	<b>4.7</b>	4.4	4.3
Computer Lab	31.8%	34.5%	25.8%	38.1%	4.5	4.6	4.5	3.8
Art Gallery	45.6%	51.7%	35.6%	22.0%	4.6	4.6	4.6	4.8
Sports*	13.9%	19.1%	4.6%	2.4%	4.5	4.6	3.7	2.0
Rec	26.5%	32.0%	17.1%	11.9%	4.6	4.7	4.5	3.8
Facilities Mtg.	45.8%	45.3%	47.0%	45.2%	4.6	<b>4.7</b>	4.4	4.1
Sculpture Garden	36.3%	49.4%	10.2%	28.6%	4.7	4.8	4.5	4.2
PAC	58.7%	72.6%	32.2%	40.5%	4.7	4.7	4.5	5.0
Verde Pavillion	14.9%	6.6%	33.2%	4.8%	4.5	4.7	4.5	5.0
Kids Activity	7.2%	6.2%	9.9%	----	4.5	4.5	4.5	----
Art ala Cart*	6.6%	8.2%	3.8%	2.4%	4.7	4.7	4.5	5.0
Edventures*	3.5%	5.1%	0.6%	----	4.5	4.4	5.0	----

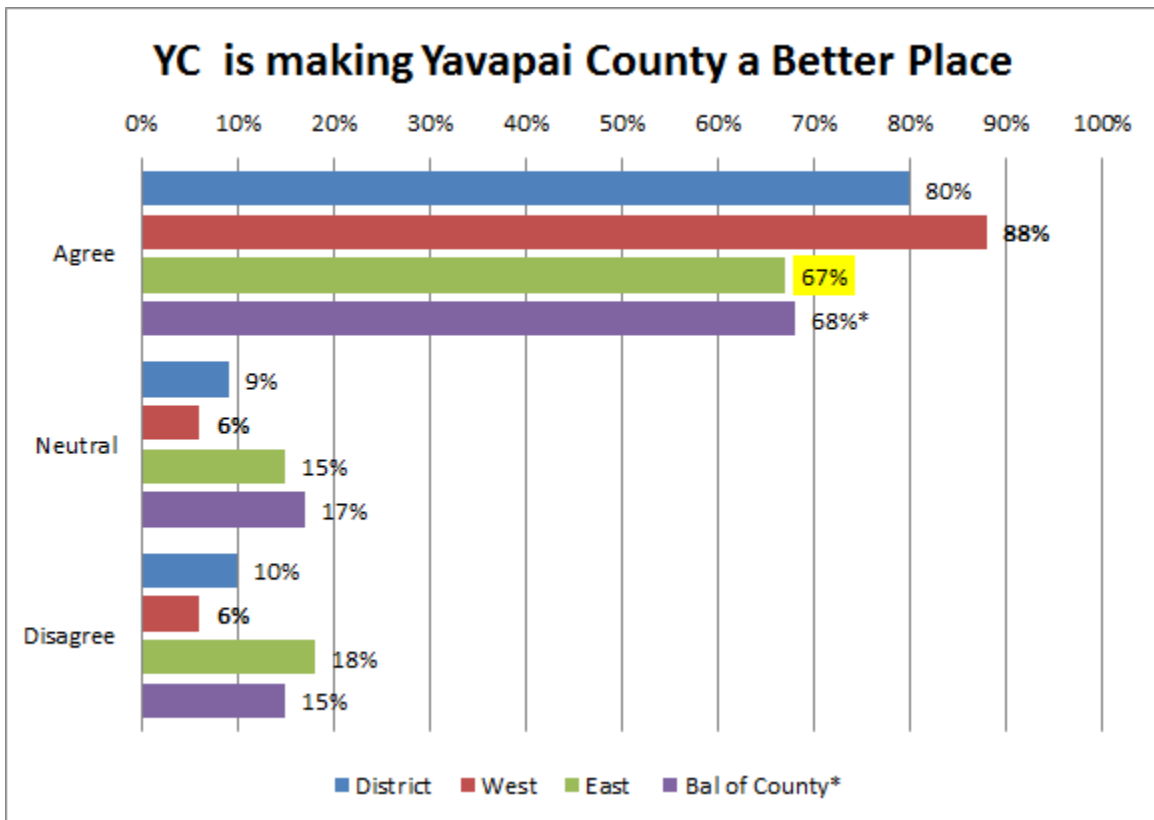
For all activities with significant differences the effect sizes were small indicating that the statistical differences were not practically or meaningfully different (library  $d=.34$ , meeting facilities  $d=.45$ , and PAC  $d=.26$ ).

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## “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.

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



The effect size ( $d=.63$ ) signifies not only a statistical but also a meaningful difference in satisfaction levels between East and West residents.

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## Result Comparison: 2014 to 2017

In 2017, as in 2014, there is strong support throughout the district for the three Ends: This holds true by region, gender, age, and residency longevity. Two areas were statistically, but not meaningfully different between the two survey periods. Support for cultural enrichment by West residents is still high at 91%; however, it was slightly higher in 2014 at 94%. Second, the average number of services used by residents living in the county 6 to 10 years declined from 4.9 three years ago to 4.3 in 2017, nonetheless, this not considered a practical or meaningful difference ( $d=.21$ ).

Highlighted scores are statistically different ( $p < .05$ ) from the 2014 scores in the table.

<b>DGB Survey 2017 vs 2014</b>		
	<b>2014</b>	<b>2017</b>
	<b>% Agree</b>	<b>% Agree</b>
<b>YC Should Help Job Seekers</b>		
District	96%	95%
West	95%	95%
East	98%	96%
Balance of County*	100%	88%
<b>YC Should Prepare Students for Transfer</b>		
District	97%	97%
West	96%	97%
East	98%	97%
Balance of County*	100%	95%
<b>YC Should Provide Opportunities for Personal Enrichment</b>		
District	95%	93%
West	94%	91%
East	96%	96%
Balance of County*	92%	98%

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

**DGB Survey 2017 vs 2014**

	<b>2014</b>	<b>2017</b>
	<b>% Agree</b>	<b>% Agree</b>
<b>YC Should Help Attract New Business to County</b>		
District	75%	76%
West	74%	76%
East	79%	77%
Balance of County*	84%	55%
<b>YC Should Enhance Cultural Life of Residents</b>		
District	76%	75%
West	76%	76%
East	78%	75%
Balance of County*	60%	71%
<b>Average # of Services Used by Gender</b>		
Male	4.4	4.3
Female	4.9	4.8
<b>Average # of Services Used by Longevity</b>		
5 Years or Less	3.7	3.7
6-10 Years	4.9	4.3
11-20 Years	4.9	5.1
Over 20 years	5.1	4.9
<b>Average # of Services Used by Region</b>		
West County	5.1	5.0
East County	3.7	3.8
Balance of County*	4.7	3.8
<b>YC is making Yavapai County a Better Place</b>		
District	82%	80%
West	88%	88%
East	69%	67%
Balance of County*	92%	68%

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## 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 residence 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 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 were.

### **“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 Yavapai County a better place. Residents in the East county, while still in agreement, are statistically and meaningfully less satisfied with the YC than residents in the West county.

The summative score from East county residents appears inconsistent given that the same respondents voiced strong support of the Ends and high satisfaction with Yavapai College services. Further inquiry into the data revealed no significant differences between the major East county communities in regard to their responses regarding “YC makes Yavapai County a better place.”

## 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. Look at scheduling more on-campus courses, especially evening classes in both the East and West county.
2. Continue to investigate sustainable Career and Technical Education (CTE) programs in the East county.
3. Research and expand community event opportunities that align with the East county market and demographics.
4. Expand visibility, outreach and community involvement activities, both on and off campus throughout the district.
5. Study the feasibility of offering discounted pricing on courses and activities to retired residents (65+).
6. Explore the college taking on an expanded role in regional economic development and linking together business recruitment and education for increased well paying, living wage jobs for the county.



## APPENDICES

### Appendix A - Geographic Region Definitions

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 different ( $p < .05$ ) 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	4.8	4.8	4.6
YC should prepare students for transfer	4.8	4.8	4.9	4.5
YC should provide personal enrichment opportunities	4.7	<b>4.7</b>	<b>4.8</b>	4.9
YC should help to attract new businesses to County	4.1	4.1	4.2	3.4
YC should enhance residents' cultural life	4.1	4.1	4.0	3.9

### 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*	2.7%	3.1%	2.3%	----	4.4	4.2	4.7	----
Dual Enrollment	17.9%	17.5%	18.9%	15.4%	4.4	4.4	4.5	4.5
GED*	6.3%	5.8%	6.1%	16.7%	4.3	4.4	3.9	5.0
Credit Class	54.2%	57.7%	46.4%	59.5%	4.5	4.5	4.3	4.2
Non-credit	23.2%	23.4%	23.6%	16.7%	4.5	4.5	4.3	4.7
Econ Dev Mtg.*	16.2%	10.2%	27.9%	12.5%	3.9	4.5	3.4	4.0
SBDC	7.2%	7.1%	7.8%	4.8%	4.2	4.4	4.0	3.0
Library	63.0%	65.7%	57.0%	66.7%	4.6	<b>4.7</b>	<b>4.4</b>	4.3
Computer Lab	31.8%	34.5%	25.8%	38.1%	4.5	4.6	4.5	3.8
Art Gallery	45.6%	51.7%	35.6%	22.0%	4.6	4.6	4.6	4.8
Sports*	13.9%	19.1%	4.6%	2.4%	4.5	4.6	3.7	2.0
Rec	26.5%	32.0%	17.1%	11.9%	4.6	4.7	4.5	3.8
Facilities Mtg.	45.8%	45.3%	47.0%	45.2%	4.6	<b>4.7</b>	<b>4.4</b>	4.1
Sculpture Garden	36.3%	49.4%	10.2%	28.6%	4.7	4.8	4.5	4.2
PAC	58.7%	72.6%	32.2%	40.5%	4.7	4.7	<b>4.5</b>	5.0
Verde Pavillion	14.9%	6.6%	33.2%	4.8%	4.5	4.7	4.5	5.0
Kids Activity	7.2%	6.2%	9.9%	----	4.5	4.5	4.5	----
Art ala Cart*	6.6%	8.2%	3.8%	2.4%	4.7	4.7	4.5	5.0
Edventures*	3.5%	5.1%	0.6%	----	4.5	4.4	5.0	----

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

*Overall Agreement Question*

	Agreement - Mean Score			
<b>Overall Satisfaction</b>	<b>District</b>	<b>West</b>	<b>East</b>	<b>Bal of County*</b>
YC makes Yavapai County a better place to learn, to work, and to live	4.2	4.5	3.8	3.9

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## 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	4.8	4.8
YC should prepare students for transfer	4.8	4.8	4.9
YC should provide personal enrichment opportunities	4.7	4.6	<b>4.8</b>
YC should help to attract new businesses to County	4.1	4.1	4.1
YC should enhance residents' cultural life	4.1	3.9	4.2

### *Community Participation in YC Events Questions*

YC Activities by Gender	# Participants		Satisfaction - Mean Score	
	Male	Female	Male	Female
FEC*	2.7%	2.7%	4.3	4.4
Dual Enrollment	19.4%	16.4%	4.4	4.5
GED	7.3%	5.2%	4.2	4.4
Credit Class	53.7%	54.7%	4.3	<b>4.6</b>
Non-credit	20.1%	26.2%	4.4	4.5
Econ Dev Mtg.*	22.2%	11.8%	4.3	3.3
SBDC	6.2%	8.2%	4.1	4.3
Library	62.8%	63.2%	4.4	<b>4.7</b>
Computer Lab	31.9%	31.8%	4.4	<b>4.6</b>
Art Gallery	40.2%	50.6%	4.4	4.7
Sports	15.3%	12.6%	4.4	4.6
Rec	22.4%	30.2%	4.6	4.6
Facilities Mtg.	46.8%	45.0%	4.5	<b>4.7</b>
Sculpture Garden	32.6%	39.6%	4.6	<b>4.8</b>
PAC	54.8%	62.2%	4.6	4.7
Verde Pavillion	11.8%	17.5%	4.5	4.6
Kids Activity	5.7%	8.5%	4.7	4.4
Art ala Cart*	4.2%	8.8%	4.6	4.7
Edventures*	3.4%	3.5%	4.4	4.5

### *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	4.2	4.1	4.3

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## 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	4.7	<b>4.9</b>	4.7	4.8	<b>4.8</b>
YC should prepare students for transfer	4.8	4.7	4.9	4.8	4.9	4.9
YC should provide personal enrichment opportunities	4.7	4.8	4.8	4.7	4.7	4.7
YC should help to attract new businesses to County	4.1	4.3	4.2	4.1	4.1	4.1
YC should enhance residents' cultural life	4.1	<b>4.4</b>	<b>4.4</b>	3.9	4.0	4.0

### Community Participation in YC Events Questions

	% Participants					Satisfaction - Mean Score				
	18-24	25-34	35-49	50-59	60+	18-24	25-34	35-49	50-59	60+
FEC*	2.4%	10.4%	5.0%	1.6%	0.8%	4.8	4.5	4.3	4.8	3.3
Dual Enrollment*	60.8%	19.1%	14.9%	20.7%	7.5%	4.4	4.5	4.3	4.5	4.3
GED*	22.7%	6.1%	5.5%	7.9%	2.3%	4.2	4.6	4.0	4.7	4.1
Credit Class	88.5%	87.8%	65.6%	60.7%	32.5%	4.4	4.4	<b>4.2</b>	4.6	<b>4.6</b>
Non-credit*	8.2%	5.2%	13.4%	22.6%	34.4%	3.4	4.8	4.0	4.5	4.5
Econ Dev Mtg.*	10.0%	----	43.5%	17.5%	13.3%	1.0	----	4.1	4.3	3.8
SBDC*	1.7%	6.1%	11.3%	9.6%	6.6%	3.6	3.9	4.2	3.9	4.5
Library	81.1%	80.5%	63.3%	62.7%	54.8%	4.4	4.6	4.5	4.6	4.7
Computer Lab	61.5%	64.3%	42.4%	29.4%	14.9%	<b>4.4</b>	4.6	4.3	4.5	<b>4.7</b>
Art Gallery	46.2%	39.1%	39.2%	47.5%	48.5%	4.3	4.6	4.7	4.5	4.7
Sports*	20.3%	10.4%	11.9%	13.6%	14.0%	4.0	4.9	4.1	4.5	4.7
Rec	31.4%	33.0%	33.1%	31.6%	20.3%	4.5	4.8	4.6	4.5	4.7
Facilities Mtg.	23.9%	43.5%	44.3%	46.6%	51.7%	4.3	4.4	4.5	4.7	4.6
Sculpture Garden	39.7%	37.4%	33.5%	35.2%	36.7%	4.7	4.4	4.7	4.7	4.8
PAC	43.8%	50.4%	51.4%	65.1%	63.0%	4.5	<b>4.3</b>	4.6	4.6	<b>4.8</b>
Verde Pavillion*	10.3%	10.4%	22.3%	17.8%	13.2%	4.7	4.1	4.4	4.6	4.6
Kids Activity*	13.0%	7.9%	11.0%	11.4%	2.9%	4.5	5.0	4.1	4.9	4.1
Art ala Cart*	6.1%	7.0%	8.1%	4.0%	6.8%	4.6	4.0	4.7	4.8	4.8
Edventures*	2.6%	0.9%	1.1%	4.0%	5.0%	3.7	5.0	5.0	4.7	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	4.2	4.2	4.4	4.0	4.3	4.3

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

## 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	4.9	4.8
YC should prepare students for transfer	4.8	4.8	4.8	4.9	4.8
YC should provide personal enrichment opportunities	4.7	4.8	4.7	4.7	4.6
YC should help to attract new businesses to County	4.1	4.1	4.1	4.2	4.0
YC should enhance residents' cultural life	4.1	4.1	4.1	4.2	4.0

### 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*	0.8%	3.5%	3.7%	2.6%	5.0	3.4	4.4	4.9
Dual Enrollment*	10.5%	10.5%	24.1%	21.8%	4.3	3.9	4.6	4.5
GED*	7.2%	4.1%	7.8%	5.3%	4.0	4.5	4.4	4.4
Credit Class	48.4%	48.2%	60.9%	56.3%	4.5	4.3	4.4	4.6
Non-credit	20.8%	23.7%	27.2%	21.1%	4.3	4.6	4.5	4.4
Econ Dev Mtg.*	13.2%	6.4%	24.1%	15.3%	3.2	3.7	4.1	4.0
SBDC*	5.6%	8.2%	7.9%	7.1%	4.3	3.8	4.2	4.4
Library	56.5%	60.6%	71.0%	61.9%	4.6	4.5	4.6	4.6
Computer Lab	25.4%	30.6%	35.5%	34.1%	4.4	4.7	4.5	4.5
Art Gallery	36.4%	48.5%	49.7%	47.1%	4.6	4.4	4.7	4.7
Sports*	9.3%	12.4%	14.2%	18.2%	4.3	4.4	4.6	4.5
Rec	17.9%	23.2%	28.4%	32.8%	4.6	4.8	4.6	4.6
Facilities Mtg.	40.2%	43.5%	51.3%	46.6%	4.6	4.6	4.6	4.5
Sculpture Garden	29.4%	36.8%	38.1%	39.5%	4.8	4.6	4.6	4.8
PAC	46.7%	65.4%	61.8%	60.9%	4.7	4.6	4.7	4.6
Verde Pavillion*	10.9%	14.7%	14.4%	18.5%	4.6	4.4	4.6	4.5
Kids Activity*	3.3%	5.3%	8.5%	9.8%	4.4	4.5	4.5	4.6
Art ala Cart*	6.1%	7.4%	6.9%	6.0%	4.8	4.1	4.9	4.7
Edventures*	5.3%	3.7%	1.6%	3.6%	4.5	4.3	3.9	4.7

### 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	4.2	4.3	4.1	4.3	4.2

\*Where the unweighted sample was less than 30 survey respondents, statistical comparisons cannot be calculated, and inferences should be made with extreme caution.

**DGB 2014 Survey**  
**What Can YC Do to Improve?**  
**East County Themes (n = 154)**  
(Items with 5 or more proponents)

Category

Courses (46)

- Availability: The Sedona campus deserves more than cooking, OLLI, and voice
- Full range of courses on Verde Campus
- More Verde classes and enrichment for the community
- Vocational classes and opportunities in Verde Valley
- Job training for less academically inclined students. Prepare for workforce jobs
- Remote learning opportunities in Camp Verde, SBDC counseling in Camp Verde, help with marketing services in Camp Verde
- Stop moving classes to Prescott
- STEM educational opportunities in the Verde Valley are virtually nonexistent

Community (24)

- Want more services academic and cultural in Verde Valley
- Connecting with the individual communities the college serves through outreach and community involvement activities, both on and off campus
- Entire administration is on the Prescott side. This campus no longer meets the needs of everyone throughout the valley.

Financial (24)

- Prevailing theme is Verde residents want the tax dollars to remain in the Verde Valley. Provide services in proportion to taxes received.
- Want the same resources as Prescott

General (8)

- All of the comments in this category were positive and respondents felt satisfied with Yavapai College overall.

# DGB 2014 Survey

## What Can YC Do to Improve?

### West County Themes (n = 304)

(Items with 5 or more proponents)

#### Category

##### Courses (61)

- Offerings - Start a physician assistant program; need greater choice of classes to take at satellite campuses; need to offer culinary program in Prescott; more quality educational venues on campus for community & students (lectures & forums)
- Scheduling – some classes have few offerings except online; need more night courses for working people to have opportunity to attend
- Foreign Language – need more foreign language courses

##### Student Success (23)

- Course Scheduling and sequencing
- More social events on weekends
- Shorter path through developmental math classes
- Outreach and mentoring events
- Refine the education process so it flows better
- More certificates and degrees that are applicable to area industries

##### Community (36)

- Yoga in Prescott Valley, social activities for singles, concerts, art exhibits
- YC should provide a hefty discount to elder members (60+) when taking a class and not asking for credit
- More community awareness of our Prescott National forest, our Creeks and trails.
- PAC activities – schedule more diverse performances
- Linking together economic development and education to new better paying jobs for the county
- Help the SBDE Center help entrepreneurs with more services
- Continue to interact and be visible in the community
- Be more welcoming place for the community at large and better support the partnerships YC already has with local nonprofits and businesses.



### Financial (33)

- Generate more support for students who need scholarship funding to complete their degree or certificate programs
- Decrease taxes
- Better describe the budget process and especially the taxing abilities to the property owners in YC
- Establish priorities and concentrate on what is highest and cut back on the lowest
- Discontinue the athletic programs and redirect financial resources to student programs
- Make classes cheaper
- Tuition getting too expensive. Too many prerequisites thrown in from of desirable classes.

### General (23)

- All of the comments in this category were positive and respondents felt satisfied with Yavapai College overall.

## Appendix D – Methodology and Statistical Analysis

### METHODS

The survey questions developed were a collaborative effort between the Office of Institutional Effectiveness and Research and Hanover Research, a for-profit research firm with a higher education practice. In December 2013, the DGB approved the survey instrument.

The survey used a self-selected sample to give all adult county residents the opportunity to share their feedback with the Board. Because the sample is based on those who self-selected to participate rather than a random sample, no estimates of sampling error can be calculated.

The survey was conducted in July and August of 2017. Survey participation was promoted throughout the district via social media, radio, Pandora, print and electronic newspaper ads, as well as the Yavapai College website. In addition, every household (100,000) in Yavapai County received a postcard asking for their input by participating in the survey. Nearly 1,200 county residents replied to the survey.

1,144 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. The data have been weighted to reflect the demographic composition of the county.

A three factor fixed weight based on region, gender, and age group was applied using IBM's SPSS statistical software, SPSS version 24. The weight assigns an adjustment weight to each case. Under-represented groups receive a weight larger than one, and those in over-represented groups get a weight smaller than one. 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 below shows the raw data, Yavapai County adult population figures, and the weighted data for geographic region, gender, and age group.

### STATISTICAL ANALYSIS

One-way analysis of variance (ANOVA) was used to identify statistical differences for the questions with 30 or more respondents per response category.

Table 1

2017 Community Survey and Yavapai County Demographics (Age 15 and Older)						
Geographic Region	Raw Survey Data		Yavapai County		Weighted Survey	
	%	N	Population %	N	Data %	N
West	71%	774	65%	126,695	65%	740
East	27%	294	31%	61,445	32%	359
Balance	3%	27	4%	7,601	4%	42
<b>Gender</b>						
Male	35%	395	49%	95,003	48%	553
Female	63%	722	51%	100,739	52%	589
<b>Age Groups</b>						
15-24 years	10%	111	11%	21,568	11%	126
25-34 years	8%	93	11%	20,680	10%	118
35-49 years	15%	171	16%	31,042	16%	181
50-59 years	22%	249	16%	31,527	16%	184
60+ years	44%	492	46%	90,925	47%	531
<b>Total</b>	<b>100%</b>	<b>1,144</b>	<b>100%</b>	<b>195,742</b>	<b>100%</b>	<b>1,141</b>

Note: Population data from Economic Modeling Systems International, 2017.

Appendix E - Survey Instrument