Yavapai
COLLEGE

Community Survey for
The Center for Successful Aging

The Center for Successful Aging
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Yavapai College

I. Introduction

In 2004, a survey was conducted in Yavapai County measuring community interest in courses offered at Yavapai College. Those polled were age 50 and above and included both former students as well as adults who have not attended Yavapai College. A total of 475 surveys were completed.

II. Method

The 475 respondents to the survey represent both individuals who have attended Yavapai College in the past three years (69% of sample) and individuals who have never attended Yavapai College (31%).

The survey questions and telephone lists were developed by Yavapai College's Institutional Research department with input from the Center for Successful Aging. The telephone surveys were administered by The Call Centre, an independent telemarketing firm, who provided the raw data to the college.

III. Demographic Profile – All Respondents

Respondents were age 50 and above with more than one-half under the age of 65 years. Those who attended Yavapai College were primarily women (62.9%) while the respondents with no college were more evenly split by gender (47.7% male and 52.3% female).

More than one-fifth of the respondents were employed either part-time or full-time. Of those who attended Yavapai College, more than one-third are retired (34.3%) and close to six out of ten of the "no college" respondents are retired (57.7%).

More than four out of ten of all the respondents have a baccalaureate degree or higher with little difference between those who attended Yavapai College (43.8%) and those who have not (42.4%).

Respondent Demographics	N =	Attended YC	N =	No College
Gender				
Male	122	37.1%	62	47.7%
Female	207	62.9%	68	52.3%
Age				
50 to 59	113	34.3%	58	44.6%
60 to 64	71	21.6%	29	22.3%
65 to 74	103	31.3%	38	29.2%
75 or older	32	9.7%	2	1.5%
Refused	10	3.0%	3	2.3%
Employment Status				
Work full-time	53	16.2%	30	23.1%
Work part-time	32	9.8%	7	5.4%
Student	9	2.7%	--	---
Unemployed	16	4.8%	6	4.6%
Homemaker	2	.6%	7	5.4%
Retired	125	38.0%	75	57.7%
Retired - Student	87	26.4%	--	---
Refused	5	1.5%	5	3.8%
Education – Highest level attained				
Less than high school	2	.6%	1	.8%
Some high school	2	.6%	5	3.8%
High school graduate/GED	31	9.4%	15	11.5%
Some college	99	30.1%	29	22.3%
2 year college graduate	44	13.4%	21	16.2%
4 year college graduate	49	14.9%	23	17.7%
Post graduate	95	28.9%	32	24.7%
Refused	7	2.1%	4	3.1%

IV. Attended College

This group had attended Yavapai College within the past three years and appeared to be acutely interested in Yavapai College programs available to adults age 50 and older.

Goals

The majority of respondents were taking courses for personal interest (89.7%).

Reason for attending Yavapai College	N =	Yes	No
To help find a job	329	15.5%	84.5%
Transfer to a four-year school	329	3.6%	96.4%
Transfer to another program	329	2.4%	97.6%
Personal interest/enrichment	329	89.7%	10.3%

Exceeds 100% due to multiple choice options.

More than six out of ten of the respondents attended the Prescott Campus (63.5%) while more than one-fifth of the respondents attended classes in the Verde Valley and Sedona areas (22.5%). Their primary reason for choosing their locations was that it was the closest to their homes (69.3%).

V. Respondents – No College

Obstacles to Attending Yavapai College

Respondents from the "no college" cohort were asked what obstacles, if any, prevented them from attending Yavapai College. Some of the reasons offered for not attending Yavapai College include:

- New to the area
- Does not live here year round
- Not interested
- Financial issues
- Time restraints
- Transportation is a problem

All of the responses provided were personal in nature with the exception of the transportation issue.

VI. Interest in Courses – All Respondents

The adults were polled as to their interest in various courses. Computer courses were the preferred choice of both groups (43.6% and 41.1%). Other courses that appealed to at least one-fourth of the respondents who have attended college include:

Interest in Courses
(Ranked by % Interested – Attended College)

Type of Courses	Attended College	No College
Computer	43.6%	41.1%
Fitness	37.7%	25.8%
Self improvement/metaphysical	29.5%	22.6%
Photography	29.5%	18.5%
Drawing/painting	27.9%	23.4%
Southwest studies	25.0%	18.5%
Foreign languages for travelers	24.8%	12.9%
Nature studies	24.5%	15.3%
Health awareness/nutrition	23.5%	16.9%

Interest in Courses

Type of Courses	Attended YC				No College			
	N =	Yes	No	Not sure	N =	Yes	No	Not sure
Computer	319	43.6%	49.8%	6.6%	124	41.1%	56.4%	2.4%
Financial planning	319	12.5%	82.8%	4.7%	124	12.9%	84.7%	2.4%
Real estate	319	7.5%	88.4%	4.0%	124	6.5%	87.9%	5.6%
Self improvement/metaphysical	319	29.5%	63.9%	6.6%	124	22.6%	73.4%	4.0%
Health awareness/nutrition	319	23.5%	71.8%	4.6%	124	16.9%	80.6%	2.4%
First aid	319	12.2%	82.1%	5.6%	124	12.9%	83.9%	3.2%
Fitness	319	37.7%	57.7%	4.4%	124	25.8%	71.8%	2.4%
Recreation/sports	319	20.1%	76.8%	3.1%	124	18.5%	79.0%	2.4%
Cooking	319	14.1%	80.3%	5.6%	124	16.9%	82.3%	.8%
Nature studies	319	24.5%	65.8%	9.7%	124	15.3%	80.6%	4.0%
Southwest studies	312	25.0%	68.3%	6.7%	124	18.5%	81.5%	---
Social anthropology/Native American culture	319	18.8%	75.9%	5.3%	124	12.1%	86.3%	1.6%
General history	319	17.2%	77.1%	5.6%	124	10.5%	88.7%	.8%
Genealogy/personal history	319	18.2%	77.4%	4.4%	124	9.7%	87.1%	3.2%
Foreign languages for travelers	319	24.8%	68.7%	6.6%	124	12.9%	82.3%	4.8%
Special topics in the news/political science	319	11.6%	84.3%	4.1%	124	7.3%	91.1%	1.6%
Literature/book discussions	319	17.6%	76.8%	5.6%	124	15.3%	83.9%	.8%
Writing	319	17.6%	76.8%	5.6%	124	16.9%	81.5%	1.6%
Photography	319	29.5%	64.6%	6.0%	124	18.5%	79.8%	1.6%
Drawing/painting	319	27.9%	68.0%	4.1%	124	23.4%	75.8%	.8%
Sewing/quilting	319	12.9%	84.0%	3.1%	124	13.7%	84.7%	1.6%
Jewelry	319	13.5%	82.8%	3.8%	124	15.3%	82.3%	2.4%
Ceramics/mosaics	319	17.2%	79.3%	3.4%	124	16.9%	79.8%	3.2%
Art appreciation	319	19.4%	76.5%	4.1%	124	17.7%	79.8%	2.4%
Music appreciation	319	16.6%	79.6%	3.8%	124	17.7%	80.6%	1.6%
Performance art	319	15.4%	80.6%	4.1%	124	8.9%	90.3%	.8%
Social dance	319	10.3%	84.3%	5.3%	124	9.7%	90.3%	---
Any other ____	191		100.0%		124	59.4%	40.3%	---

Courses They Would Like to See – No College

Information on what courses they would like to see was gathered from the "no college" cohort. Approximately one-half of the respondents provided information on the courses they would like to take. The largest share of the responses indicated interest in vocational courses (auto mechanics, electrical, gunsmithing, machine shop, plumbing, welding, and woodworking). They also showed interest in courses on aging, languages (conversational Spanish, Italian, and French), hiking and horticulture.

Likelihood of Taking Classes in the Future – No College

Respondents in the "no college" cohort were asked how likely they would take classes at Yavapai College in the future. More than 70% indicated they were either very likely (30.2%) or somewhat likely (42.2%) to take classes in the future.

VII. Recommended Scheduling – All Respondents

Respondents from both cohorts preferred classes offered in the morning (62.1% and 50.8%) or afternoon (54.0% and 47.5%). They also preferred that these courses take place during the week (91.6% and 89.2%).

Time/Day	Attended YC				No College			
	N =	Yes	No	Not sure	N =	Yes	No	Not sure
Morning	311	62.1%	33.1%	4.8%	120	50.8%	47.5%	1.7%
Lunchtime	311	35.4%	60.1%	4.5%	120	29.2%	69.2%	1.7%
Afternoon	311	54.0%	41.8%	4.2%	120	47.5%	50.0%	2.5%
Evenings	311	46.3%	48.9%	4.8%	120	52.5%	45.0%	2.5%
During the week	311	91.6%	5.5%	2.9%	120	89.2%	8.3%	2.5%
Saturday	311	20.9%	76.5%	2.6%	120	35.0%	61.7%	3.3%
Sunday	311	19.0%	78.5%	2.6%	120	31.7%	65.0%	3.3%

In terms of frequency, nine out of ten preferred that the class meet once or twice a week. In terms of length, there did not seem to be an overriding preference between five week courses compared to ten week courses. Relative to meeting length per session, more than two-thirds prefer that the meeting last one and one-half hours at a time.

Frequency/Length	Attended YC				No College			
	N =	Yes	No	Not sure	N =	Yes	No	Not sure
Once or twice/week	311	90.0%	7.7%	2.3%	120	92.5%	5.0%	2.5%
Length - over 5 week period	311	65.3%	28.3%	6.4%	120	75.0%	19.2%	5.8%
Length – between 5 and 10 weeks	311	64.6%	29.3%	6.1%	120	63.3%	27.5%	9.2%
Length – between 10 and 15 weeks	311	58.8%	34.4%	6.8%	120	49.2%	44.2%	6.7%
Meeting Length – 3 hours at a time	311	55.9%	37.3%	6.8%	120	53.3%	41.7%	5.0%
Meeting Length – 1 and ½ hours at a time	311	69.8%	25.7%	4.5%	120	82.5%	14.2%	3.3%

VIII. Alternative Course Delivery Methods – All Respondents

Respondents were given the following as possible ways to deliver courses besides the traditional classroom approach. While this area did not appeal to the majority of respondents, one fourth or more of the Yavapai College cohort were interested in the following:
- Courses offered on the Internet
- Courses offered in a computer lab setting
- Private classes or one-on-one

One-fourth of the respondents from the "No College" cohort were interested in courses offered in a computer lab setting.

Course Delivery Methods	Attended YC				No College			
	N =	Yes	No	Not sure	N =	Yes	No	Not sure
Courses offered on television	305	18.0%	75.7%	6.2%	116	23.3%	71.6%	5.2%
Courses offered on videotape	305	18.0%	74.8%	7.2%	116	19.8%	71.6%	8.6%
Courses offered by mail	305	11.1%	83.3%	5.6%	116	22.4%	74.1%	3.4%
Courses offered on the Internet	305	26.6%	68.5%	4.9%	116	21.6%	69.8%	8.6%
Courses offered in a computer lab setting	305	33.1%	58.7%	8.2%	116	25.9%	66.4%	7.8%
Private classes or on-on-one	305	28.2%	64.3%	7.5%	116	23.3%	71.6%	5.2%
Independent study	305	23.0%	70.5%	6.6%	116	21.6%	72.4%	6.0%

IX. Effective Advertising/Distribution Methods – All Respondents

The question was raised as to how they prefer the college get information to them about classes. Nine out of ten of the respondents want the schedule of classes mailed to their homes. More than eight out of ten want to be kept informed about classes with announcements/letters sent to their homes.

Effective Advertising/Distribution Methods	Attended YC				No College			
	N =	Yes	No	Not sure	N =	Yes	No	Not sure
Announcements/letters mailed to your home	305	82.3%	16.4%	1.3%	116	87.9%	11.2%	.9%
Schedule of all classes sent to your home	305	90.5%	9.2%	.3%	116	84.5%	15.5%	---
Schedule of classes inserted into local newspapers	305	30.5%	64.9%	4.6%	116	31.0%	68.1%	.9%
Schedule of classes at various community locations	305	37.7%	60.0%	2.3%	116	31.0%	67.2%	1.7%
Information about classes on the college web page	305	32.1%	65.6%	2.3%	116	29.3%	69.0%	1.7%
Newspaper advertisements	305	31.8%	64.9%	3.3%	116	29.3%	69.0%	1.7%
Television advertisements	305	25.2%	70.5%	4.3%	116	28.4%	69.0%	2.6%
Radio advertisements	305	21.3%	74.8%	3.9%	116	21.6%	75.0%	3.4%
Billboards	305	10.8%	83.9%	5.2%	116	16.4%	81.0%	2.6%

X. Concluding Statement

Personal interest was the overriding goal from the respondents for those who have attended Yavapai College (89.7%). Personal reasons were provided as obstacles from those who have not attended Yavapai College. Courses of interest tended to be vocational or self-improvement in nature.

This survey supports the statements made by the focus group participants (fall 2004). Of particular interest is the 89.7% of the respondents who come to Yavapai College seeking personal interest/enrichment. This is particularly of importance when one understands that 41.17% of our district is aged 50+ (CensusScope, 2000). The number of older adults in Yavapai County is expected to continue to grow due to in migration and the aging baby boomer cohort.

Finally, this data both qualitative and quantitative, appears to present Yavapai College with a very real opportunity for continued growth as we continue to address our mission statement including, civic education, community services and lifelong learning.