

Yavapai COLLEGE



Community Survey – Verde Valley

Conducted Spring 2007

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Spring 2007

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I. Introduction

This document provides the results from a community telephone survey conducted in April 2007 in the Verde Valley area. In spring 2007, Yavapai College District Governing Board initiated community forums in the Verde Valley area to solicit community input and perception about Yavapai College and determine the economic development needed in the area. A telephone survey was developed as a supplement to the local community forums. The objective of the telephone survey was to provide a complete, accurate and unbiased measure in the following areas:

- Community Participation
- Community Goals
- Training and Educational Programs
- Occupations Needed in the Area
- Overall Satisfaction with Yavapai College

While the local community forums have been suspended for the summer, they are expected to resume in fall 2007. The first forum was held March 13, 2007.

The questionnaire was developed by Yavapai College Institutional Research Department with input from the college's Office of Public Information. The telephone list was purchased from an outside list vendor targeting adults age 18+ in Yavapai County. Yavapai College Institutional Research Department analyzed the data and wrote the study.

The survey was administered by The Call Center, Inc., an independent telemarketing firm that provided the raw data to the college. The Call Center, Inc. is located in St. Johns, Newfoundland in Canada. The firm currently serves over 470 clients.

The firm contacted adults in the Yavapai County Verde Valley area informing them that there were calling for Yavapai College. They asked questions as detailed in the attached survey. From a random list of 8,000 adults, 415 telephone surveys were completed. Calls were made primarily in the evening during the last week of April 2007.

II. Sample

The 415 respondents to the community survey provide a margin of error of (+/-) five percent. Approximately one-fourth of the respondents in this sample have been/are students at Yavapai College in the past five years. Likewise, one-fourth of the respondents have also attended an event at the college in the past five years.

III. Demographic Profile of Respondents

The telephone survey respondents skewed older than the current demographics of the Verde Valley region. Eight out of ten of the survey respondents were age 50+. A majority of the respondents were women (61.9%) and college educated (75.9%).

Table 1
Demographic Profile

	N=415	Percent
Age		
18-24	10	2.4
25-34	18	4.3
35-49	51	12.3
50-64	125	30.1
65+	205	49.4
Refused	6	1.4
Gender		
Female	257	61.9
Male	158	38.1
Educational Attainment		
Some high school	9	2.2
High school diploma or GED	87	21.0
Some college	105	25.3
Associate degree or certificate	59	14.2
Bachelor's degree	82	19.8
Master's degree	60	14.5
Doctoral degree, Ed.D or PhD	8	1.9
Professional advanced degree (M.D. or J.D.)	1	.2
Refused	4	1.0

Comparatively, the demographics of the Verde Valley community indicate 38% of the population is over the age of 50 years. In terms of gender, 50% are male and 50% are female.

All of the survey respondents live in the Verde Valley area with six out of ten considered long time residents (10+ years in Yavapai County). The following tables summarize the number of respondents by residency and length of time in Yavapai County.

Table 2
Residency

Yavapai County Communities	N = 415	Percent
Camp Verde	55	13.3
Clarkdale	32	7.7
Cornville	38	9.2
Cottonwood	130	31.3
Jerome	1	.2
Rimrock	22	5.3
Sedona	137	5.3

Table 3
Length of Time in Yavapai County

Length of Time	N = 415	Percent
Less than one year	13	3.1
1-5 years	77	18.6
6-10 years	77	18.6
10+ years	243	58.6
Unsure	2	.5
Refused	3	.7

IV. Community Goals

Survey respondents were asked how important the following community goals were to them. Higher education attainment was ranked the highest with 97% of the respondents indicating that it was very important (86.6%) or somewhat important (10.0%). More than six out of ten felt high wage development and social/cultural opportunities as very important community goals.

Table 4
Community Goals – Importance to Respondent

	N=	Very Important	Somewhat Important	Not at all important
High wage development	395	67.6	24.3	8.1
Social/cultural opportunities	400	63.3	28.8	8.0
Tourism	403	45.9	33.0	21.1
Higher education attainment	411	86.6	10.0	3.4

Economic/Community Development

Respondents were asked to what extent Yavapai College should play a role in helping their communities achieve its economic and social goals. The top two activities cited by community members are; expand associate degree and certificate opportunities (74.2%) and facilitate opportunities for baccalaureate or higher degrees (71.7%).

Table 5
YC Role – Community Development

	N=	Major extent	Moderate extent	None
Assist in recruiting businesses	378	36.0	45.5	18.5
Assist in developing a community economic plan	382	41.6	44.2	14.1
Assist in bring in social/cultural events	406	57.4	36.2	6.4
Expand associate degree and certificate opportunities	387	74.2	20.2	5.7
Facilitate opportunities for baccalaureate or higher degrees	399	71.7	21.3	7.0

YC Role in Education

Respondents were asked to what extent should Yavapai College be involved in the following types of training and educational programs (see table 6). Three-fourths of the respondents felt general education and occupation/vocation training were the major roles for Yavapai College.

Table 6
YC Role in Education

	N=	Major extent	Moderate extent	None
Basic/remedial education	402	51.2	36.6	12.2
Customized training for businesses	400	50.3	40.3	9.5
General education (Math, English, Science, Liberal Arts, Humanities)	409	76.0	20.8	3.2
Occupational/vocational training	409	74.8	23.7	1.5

Community Development – Occupations

Respondents were asked how important the following types of occupations are to the development of their communities (see table 7). The three largest occupations cited by respondents as very important are; education (90.3%), health services (87.7%) and information technology (74.9%)

Table 7
Occupations Needed for Community Development

	N=	Very Important	Somewhat Important	Not at all Important
Agribusiness	400	35.8	38.0	26.3
Construction	405	57.8	33.3	8.9
Manufacturing	394	33.5	44.9	21.6
Information Technology	407	74.9	22.4	2.7
Tourism	406	49.5	34.7	15.8
Health Services	408	87.7	10.3	2.0
Business	402	66.2	29.9	4.0
Education	412	90.3	8.3	1.5
Automotive	399	33.6	54.6	11.8
Welding	372	30.1	55.4	14.5

Communication – Role of Yavapai College

For Yavapai College to remain responsive to the community, respondents were asked the importance of the following activities in keeping the channel of communication open between the college and the community. More than nine out of ten felt the activities were either very important or somewhat important.

Table 8
Occupations Needed for Community Development

	N=	Very Important	Somewhat Important	Not at all important
YC representative speaking at school board meeting	385	61.3	32.7	6.0
YC representative speaking at city council meetings	389	54.0	39.1	6.9
YC representative speaking at civic group meetings	393	57.8	35.4	6.9

V. Overall Satisfaction with Yavapai College

Community members were asked to rate their overall satisfaction with how Yavapai College is currently serving their communities. The largest share rated Yavapai College with a good/very good (86.5%) performance rating.

Table 9
Overall Satisfaction with Yavapai College

	N=	%
Good/Very Good	307	86.5
Fair	44	12.4
Poor/Very Poor	4	1.1

VI. Concluding Statement

Since the goal of this survey is to supplement the 2007 community forums in the Verde Valley area; the final report of the forums will need to incorporate this input as well as the information collected from the community forums.

VII. Appendix

Yavapai College
Community Interest TELEPHONE Survey – Verde Valley Only
Spring 2007 – FINAL (as of 4/3/07)

Introduction

Hi! I am calling on behalf of Yavapai College in the Verde Valley area. Today we're talking to people in Yavapai County about their community and the role of Yavapai College in their community, and I would like to ask you a few questions if I may, please.

(Confirm that the respondent is 18 years of age or older)

1. Have you enrolled for classes at Yavapai College in the past five years?

- 1 Yes
- 2 No

2. Have you attended an event at the college in the past five years?

- 1 Yes
- 2 No

3. How important are the following community goals to you? Please answer:

- 1. Very important
- 2. Somewhat important
- 3. Not at all important
- 4. No opinion

		1	2	3	4
3_1	High wage job development	o	o	o	o
3_2	Social/cultural opportunities	o	o	o	o
3_3	Tourism	o	o	o	o
3_4	Higher education attainment	o	o	o	o

3_5 Can you suggest another community goal which is important to you?

4. **To what extent do you feel Yavapai College should use the following activities to help your community achieve its economic and social goals?** Please answer:

- 1. = Major extent
- 2. = Moderate extent
- 3. = None
- 4. = No opinion/response

		1	2	3	4
4_1	Assist in recruiting businesses	0	0	0	0
4_2	Assist in developing a community economic plan	0	0	0	0
4_3	Assist in bringing in social/cultural events	0	0	0	0
4_4	Expand associate degree and certificate opportunities	0	0	0	0
4_5	Facilitate opportunities for baccalaureate or higher degrees	0	0	0	0

4_6 **Can you suggest any other means whereby Yavapai College can help your community achieve its economic and social goals?**

5. **To what extent should Yavapai College be involved in the following types of training and educational programs?** Please answer:

- 1= Major extent
- 2= Moderate extent
- 3= None
- 4= No opinion/response

		1	2	3	4
5_1	Basic / remedial education	0	0	0	0
5_2	Customized training for businesses	0	0	0	0
5_3	General education (Math, English, Science, Liberal Arts, Humanities)	0	0	0	0
5_4	Occupational/vocational	0	0	0	0

5_5 **Can you suggest any other types of training or educational programs that Yavapai College could be involved in?**

6. How important do you feel the following types of occupations are needed in your community? Please answer:

1. Very important
2. Somewhat important
3. Not at all important
4. No opinion

	1	2	3	4
6_1 Agribusiness	0	0	0	0
6_2 Construction	0	0	0	0
6_3 Manufacturing	0	0	0	0
6_4 Information Technology	0	0	0	0
6_5 Tourism	0	0	0	0
6_6 Health Services	0	0	0	0
6_7 Business	0	0	0	0
6_8 Education	0	0	0	0
6_9 Automotive	0	0	0	0
6_10 Welding	0	0	0	0

6_11 **Can you suggest other occupations that are strongly needed in your community?**

7. Please rate your overall satisfaction with how Yavapai College is currently serving your community.

- 1 Very poor
- 2 Poor
- 3 Fair
- 4 Good
- 5 Very good
- 6 Not sure **(Do not read)**

8. For Yavapai College to stay “in-tune” with your community, how important do you feel the following methods (should that be “activities”?) help achieve this goal? Please answer:

- 1. Very important
- 2. Somewhat important
- 3. Not at all important
- 4. No opinion

	1	2	3	4
8_1 YC representative speaking at School board meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8_2 YC representative speaking at city council meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8_3 YC representative speaking at civic group meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8_4 Can you suggest another activity that Yavapai College could engage in to stay “in-tune” with the community?

DEMOGRAPHICS:

9. What is your age range? Is it ...

- 1 18-24
- 2 25-34
- 3 35-49
- 4 50-64
- 5 65-74
- 6 75 and up
- 7 Refused **(Do not read)**

10. Have you lived in Yavapai County for...

- 1 Less than one year
- 2 1-5 years
- 3 6-10 years
- 4 10+ years
- 5 Unsure **(Do not read)**
- 6 Refused **(Do not read)**

11. What is the highest level of formal education you have attained?

- 1 Some high school
- 2 High school diploma or 'Graduate Equivalency Diploma'
- 3 Some college, no degree
- 4 Associate degree or certificate
- 5 Bachelor's degree
- 6 Master's degree
- 7 Doctoral degree, Ed.D or Ph.D
- 8 Professional advanced degree-medical doctorate or juris doctorate
- 9 Other (Provide text box)
- 10 Refused **(Do not read)**

12. What is your current work status?

- 1 Work part-time, less than 20 hours per week
- 2 Work part-time, 20 to 29 hours per week
- 3 Work full-time, 30 hours or more per week
- 4 Unemployed, seeking work
- 5 Unemployed, not seeking work at this time
- 6 Retired
- 7 Part-time student, enrolled for less than 12 credit hours
- 8 Full-time student, enrolled for 12 or more credit hours
- 9 Other (Provide text box)
- 10 Refused **(Do not read)**

13. Is there any additional feedback you wish to give us?

14. Gender **(By observation)**

- 1 Male
- 2 Female

That's all my questions. Thank you for your time.