Community Survey of the Grand Canyon/Tusayan/Williams Area of Coconino County

Coconino Community College

March 2010
Community Surveys part of the CCC Strategic Plan

• **Goal 3 - COMMUNITY**

By June 30, 2011, CCC will build greater awareness of its services throughout the District and collaborate with community partners to promote the health and economic vitality of the County by:
3.6.1 Survey communities regarding CCC’s image and community’s expectations

Three year cycle:

Grand Canyon/Tusayan Williams 2010
Cameron/Fredonia/Page/Tuba City 2011
Leupp/Flagstaff/Sedona 2012
Grand Canyon/Tusayan/Williams area survey was conducted online

Responses collected from the beginning of January through mid-February
Spreading the Word

WANTED:
« YOUR OPINION »

REWARD: A Community College that better meets your educational needs.

Coconino Community College (CCC) is conducting an on-line survey asking the residents of Williams, Grand Canyon/Tusayan and surrounding areas to provide their input on CCC programs and services. Help CCC determine the future direction of the college to best serve the Williams/Grand Canyon and surrounding areas. The survey will take 15 minutes to complete.

QUESTIONS WILL INCLUDE:
• What is your awareness of the college and its offerings?
• Confidential questions about you and your educational needs.
• Suggestions of classes and programs we may not be offering currently, both credit and non-credit work training personal enrichment classes.
• Other pertinent information tailored to the Williams, Grand Canyon populations.

TO COMPLETE THE SURVEY, GO TO: www.coconino.edu/research/surveys
Deadline for survey submissions is January 31, 2010.

Coconino Community College
www.coconino.edu
Spreading the Word

- Advertisements and articles in the *Williams – Grand Canyon News*
- Local newsletters
- Flyer inserted into 1,500 water bills
- Posted flyers and stacks of flyers at stores and places of business that residents frequent
- Tapped CCC’s own network of associates
- Follow-up with groups and individuals
Survey Results

• Low response compared to canvassing (91 residents responded)

• Too few to be representative

• Does show collective viewpoints of a sizable group of residents

• More information than we had previously
Who Responded?

• Responses from all three communities
• One-half were under 18 years of age
• 43% were a member of an ethnic minority (29% Hispanic)
• 45% had lived in the area 12 years or longer
Survey Results

• 21% of respondents had previously enrolled at CCC

• CCC gained high marks from this group in instruction, programs offered and courses offered (94% to 84% positive)
Survey Results

“What do you think of when you hear the words Coconino Community College”

Top four responses where-
1. Locations throughout Coconino County
2. Programs that lead to good employment opportunities
3. Small class sizes
4. College at a reasonable cost
Survey Results

No clear feedback on where CCC can improve its service to this area

Sundry of responses on concerning desired services and programs

Preferred course offering is traditional: fall & spring semesters, M-Th, mornings (skewed towards <18 year old responses)
Survey Results

• Online courses is an area of interest among respondents

• Not much interest in other alternative delivery of instruction (intensive short courses, evening, weekend, on-site training at businesses)
Survey Results

How satisfied are you with the programs and services provided by CCC?

- Satisfied: 39%
- Neutral: 48%
- Dissatisfied: 13%
Survey Results

• 31 respondents requested specific information concerning CCC programs and services

• Follow-up with these residents provided a closer association with the college
• This presentation can also be found at:

http://www.coconino.edu/research/surveys/Pages/default.aspx
Questions and comments?