

EMCC Community Needs Survey Executive Summary Fall 2010

Overview

Estrella Mountain Community College (EMCC) conducted an online survey to help capture the community's perception within our service area. This effort supports the college's self-study preparation process for securing continued accreditation through the Higher Learning Commission. West Valley community members from local community service areas, west valley organizations, and community advisory committees were contacted. Results from the survey assist the college in identifying potential areas for improvement (i.e., access, variety of degree offerings, programs, and services).

Survey Instrument and Administration

An online survey was chosen as the most effective method for distribution and achieving greater overall response. Several college leaders and community stakeholders assisted in determining the purpose of evaluation and proposed outcomes. Their contributions helped formulate the questions content. Collaborative efforts with Glendale Community College (also engaged in a self-study) enabled the development of an identical survey instrument - serving the needs of both institutions and surrounding communities. Estrella Mountain's survey was distributed September 24, 2010, with a desired response date of October 6, 2010. Respondent's candid feedback was encouraged. All survey responses shall remain anonymous, and are presented in aggregate - with only group affiliation acknowledged. Many survey participants maintain an active relationship with the college. It was determined that these organizations, among others, would more likely respond to the survey request. The estimated response rate of the survey is 22%.

Estrella Mountain Community College did not have access to the comprehensive survey distribution list. Because some lists were forwarded by organizational representatives, an estimated 12% overlap occurred in membership lists. An estimated 240 distributed invitations resulted in 63 respondents contributing to the survey.

Ten of the 63 respondents were from groups not directly solicited by Estrella Mountain Community College. Both Glendale Community College and Estrella Mountain Community College included an invitation to complete a *Community Needs Survey*. This co-college invitation most likely resulted in additional community leaders responding to the survey.

Estimated response rate results were calculated by dividing the number of responses (originating from solicited groups) into the estimated unduplicated EMCC Distribution ($53/240=22\%$).

The following invited organizations/committees/boards and councils responded to the survey:

Committees/Boards
Buckeye Chamber of Commerce
Buckeye Business Connection
Buckeye Business Connection
Estrella Rotary
EMCC High School Advisory Board
Hispanic Leadership Forum del Oeste
Kiwanis Club of Litchfield
MCCCD Chancellor's Advisory Board
EMCC Occupational Advisory Boards
EMCC Presidents Community Advisory Council
Southwest Valley Chamber of Commerce
Tolleson Service Committee
West Valley Arts Council
West Valley Principals
West Valley Think Tank
Westmarc

Community Perceptions

The first 18 questions of the survey sought feedback on both the importance, and the satisfaction of key programs and services provided by the college. The intent was to identify surveyed stakeholder’s perceptions of the college’s strengths and challenges.

The overall respondent satisfaction with “how the college is currently serving the community” was positive. More than 85% indicated either “very good” (48%) or “good” (37%). A large number of respondents (94%) indicated they would recommend the college to a friend.

Respondents also acknowledged the importance of college education affordability as “very important” (75%) or “important” (20%). Survey feedback showed overall satisfaction (86%) with the college providing an affordable education. The importance and satisfaction with the quality of education provided by Estrella Mountain Community College also proved positive - with over 80% of respondents being “very satisfied” or “satisfied.”

Additionally, community survey responders indicated a positive awareness of “who we are as a college” (86%) – and held a strong understanding that Estrella Mountain Community College supported student success (88%). The top three survey reported areas regarding what community members think of Estrella Mountain Community College included the response: “affordability” (77%), “close to home” (68%), and “quality education” (54%).

Strengths and Challenges

Strength is defined as an item ranked above the mid-point in importance, and in the upper 25% of satisfaction scores. *Challenge* is defined as an item ranked either above the mid-point in importance, and in the lowest 25% satisfaction scores - or items ranked above the mid-point in importance, and in the top 25% of performance gap scores. A *performance gap* is simply the importance score minus the satisfaction score for a given item.

Strengths: (In order of importance)

- EMCC prepares students to transfer to four-year institutions
- EMCC provides an affordable education
- EMCC provides quality education
- EMCC enhances the quality of life in the local community
- EMCC meets needs of diverse constituents

Challenges:(In order of importance)

- EMCC prepares students to enter the workforce
- EMCC develops services and programs in accordance with community needs

Items that suggest additional attention based on recognized “*importance*” and “*satisfaction*” gaps:

- EMCC provides students with appropriate student support services
- EMCC provides skills training in accordance with employer needs

The table below displays all the items that were rated for *importance* to the community and *satisfaction* with the college:

Question: Estrella Mountain Community College...	Importance % “very important” or “important”	Mean Score	Satisfaction % “very satisfied” or “satisfied”	Mean Score	Performance Gap = Importance minus Satisfaction
Q1.Enhances the quality of life in the local community	93%	5.54	84%	4.96	-0.59
Q2.Facilities serve as a venue for community events	91%	5.37	72%	4.75	-0.62
Q3.Effectively communicates with the community about college directions, initiatives and activities	88%	5.27	64%	4.54	-0.73
Q4.Appropriately seeks feedback from the community about college directions, initiatives and activities	85%	5.27	68%	4.56	-0.71
Q5.Develops services and programs in accordance with community needs	93%	5.50	73%	4.68	-0.82
Q6.Develops career and technical programs in response to the changing needs of the workforce	95%	5.63	79%	4.84	-0.79
Q7.Meets the needs of diverse constituents	88%	5.42	74%	4.88	-0.54
Q8.Provides adequate opportunities for collaborative partnerships with the community	88%	5.36	75%	4.75	-0.61
Q9.Prepare students to transfer to four-year institutions	93%	5.69	79%	4.95	-0.74
Q10.Prepare students to enter the workforce	95%	5.56	75%	4.74	-0.82
Q11.Provides opportunities for academically underprepared students	88%	5.39	65%	4.58	-0.81
Q12.Contributes to the economic development of the community	93%	5.46	79%	4.79	-0.67
Q13.Provides life-long learning opportunities	91%	5.41	75%	4.80	-0.61
Q14.Provides an affordable education	89%	5.68	78%	5.25	-0.43
Q15.Provides personalized education experience for students	88%	5.28	65%	4.65	-0.63
Q16.Provides quality education	89%	5.63	73%	5.00	-0.63
Q17.Provides students with the appropriate student support services	85%	5.22	57%	4.11	-1.11
Q18.Provides skills training in accordance with employer needs	86%	5.20	61%	4.16	-1.04

Narrative Responses and Points to Consider

- Results are solely the perceptions of respondents (selected community members)
- Despite the relatively low response rate (22%), subsequent results provide a useful foundation for strategic conversation
- It is unclear whether the older/white demographic characteristics of respondents are reflective of the population sample - or participating survey respondents. Either way, EMCC may benefit by paying attention to diversity of membership in various college and advisory committees
- The survey respondent's narrative contributions offer a wide variety of perceptions and multiple concerns and challenges which suggest consideration

When asked what they liked most about EMCC, frequently reported responses included:

- Location (17)
- Community Friendly (16)
- Services and Programs (10)
- Accessibility (6)
- Affordability (5)
- The Campus Environment (5)

Participant response to the question: "How do you think EMCC could better serve the community?"

- Improve Outreach (8)
- Expand Job Training/Occupational (6)
- K-12 Inclusion (5)
- Expand Transfer Curriculum (5)

"How can EMCC help with your academic and professional goals?" – Categorical survey responses:

- Offer Quality Workforce Education (8)
- Extend Communication Efforts (5)

Categorized participant response to the question: "Is there a program or service offered by the college that needs improvement?"

- Improve External Collaboration (6)
 - Work more closely with four-year institutions
 - Improve dialogue with K-12 teachers and administrators
 - Improve alignment with community needs
 - Offer more realistic careers for diverse population
 - More aggressive promotion of culinary arts program
 - Additional west valley campus
- Curriculum Offerings/Improvements (5)
 - Set higher institutional academic goals
 - Improve Developmental Education success
 - Library needs access to current literature
 - Improve fitness area and participation by building a gymnasium
 - Offer more life learning classes (i.e., digital camera, bass fishing)

- Institutional Improvements (6)
 - Add trees and additional shading
 - Improve instructor evaluation and accountability measures
 - More frequent and accountable classroom observations
 - Improve science course offerings/instruction
 - Replace Master degree and Ed.D. administrators with Ph.D. curriculum specialists
 - Improve training for Advisors and Counselors

When asked what new programs or services would you like the college to offer in the future? The most reported responses included:

- Curriculum/Programs (12)
 - More athletic programs/courses (4)
 - “Green” technology/environmental/solar (3)
 - Arts, music, philosophy with more rigor
 - Multi-media productions
 - Health services/turf management
 - Broad range of vocational programs
 - Four-year degree
 - More technical/occupational programs
 - Short review courses in math and science
 - Pre dental entry program
 - Online OSHA, Fire and EMS programs
 - Certificate programs Radiology tech., Pharmacy. Tech.

When asked what differentiates EMCC from other academic institutions? Common responses included:

- Location (12)
- Community/personalized attention (12)
- Cost/affordability (9)

What colleges, universities and other teaching/training institutions are the primary sources of competition for EMCC? Most common responses:

- For profit institutions (14)
- Other Maricopa Community Colleges (14)
- Arizona State University (13)
- Glendale Community College (a Maricopa Community College) (12)
- Grand Canyon University (Phoenix) (4)
- Northern Arizona University (4)
- University of Arizona (Tucson) (2)

Demographics

The majority of respondents indicated being white (70%), with an even larger proportion indicating an age 40 years and older (91%), and having multiple types of relationships with EMCC. It is unclear whether these demographic descriptors are indicative characteristics of the sample respondents.

Survey respondent primary ethnicity:

- White (70%)
- Hispanic/Latino (15%)
- Black/African American (5%)
- Asian (3%)
- Other (5%)
- American Indian/Alaska Native (0)
- Native Hawaiian/Other Pacific Islander (0)

Survey respondent age group:

- 15-19 (2%)
- 20-24 (0)
- 25-29 (3%)
- 30-39 (3%)
- 40-49 (18%)
- 50-59 (39%)
- 60 (35%)

Survey respondent top residence zip codes:

- 85340 (16)
- 85395 (10)
- 85326 (9)
- 85338 (9)
- 85392 (6)
- 85323 (6)
- 85379 (3)
- 85353 (3)
- 85069 (2)
- 85304 (2)
- 85354 (2)
- 85037 (2)
- 85016(2)
- 85374 (2)
- 85281 (2)
- 85388 (3)
- 85003 (2)
- Other (22)

EMCC Item Analysis Community Needs Survey - Fall 2010

Importance of Item:	Satisfaction of Item:	Gap:
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1. EMCC enhances the quality of life in the local community.

Response	Frequency	Percent	Mean: 5.54	Response	Frequency	Percent	Mean: 4.96	Gap: -0.59
Very Important	40	63.49		Very Satisfied	20	31.75		
Important	15	23.81		Satisfied	28	44.44		
Neutral	2	3.17		Neutral	4	6.35		
Not Important	1	1.59		Dissatisfied	1	1.59		
Not Important at All	0	0.00		Very Dissatisfied	0	0.00		
Don't Know	1	1.59		Don't Know	4	6.35		
Missing	4	6.35		Missing	6	9.52		

2. EMCC facilities serve as a venue for community events.

Response	Frequency	Percent	Mean: 5.37	Response	Frequency	Percent	Mean: 4.75	Gap: -0.62
Very Important	28	44.44		Very Satisfied	20	31.75		
Important	26	41.27		Satisfied	21	33.33		
Neutral	4	6.35		Neutral	8	12.70		
Not Important	1	1.59		Dissatisfied	3	4.76		
Not Important at All	0	0.00		Very Dissatisfied	0	0.00		
Don't Know	0	0.00		Don't Know	5	7.94		
Missing	4	6.35		Missing	6	9.52		

3. EMCC effectively communicates with the community about college directions, initiatives and activities.

Response	Frequency	Percent	Mean: 5.27	Response	Frequency	Percent	Mean: 4.54	Gap: -0.73
Very Important	28	44.44		Very Satisfied	14	22.22		
Important	24	38.10		Satisfied	22	34.92		
Neutral	4	6.35		Neutral	10	15.87		
Not Important	2	3.17		Dissatisfied	5	7.94		
Not Important at All	0	0.00		Very Dissatisfied	0	0.00		
Don't Know	1	1.59		Don't Know	5	7.94		
Missing	4	6.35		Missing	7	11.11		

Importance of Item:

Satisfaction of Item:

Gap:

4. EMCC appropriately seeks feedback from the community about college directions, initiatives and activities.

Response	Frequency	Percent	Mean: 5.27	Response	Frequency	Percent	Mean: 4.56	Gap: -0.71
Very Important	28	44.44		Very Satisfied	13	20.63		
Important	22	34.92		Satisfied	26	41.27		
Neutral	6	9.52		Neutral	9	14.29		
Not Important	3	4.76		Dissatisfied	3	4.76		
Not Important at All	0	0.00		Very Dissatisfied	1	1.59		
Don't Know	0	0.00		Don't Know	5	7.94		
Missing	4	6.35		Missing	6	9.52		

5. EMCC develops services and programs in accordance with community needs.

Response	Frequency	Percent	Mean: 5.50	Response	Frequency	Percent	Mean: 4.68	Gap: -0.82
Very Important	36	57.14		Very Satisfied	17	26.98		
Important	18	28.57		Satisfied	24	38.10		
Neutral	2	3.17		Neutral	6	9.52		
Not Important	1	1.59		Dissatisfied	3	4.76		
Not Important at All	1	1.59		Very Dissatisfied	1	1.59		
Don't Know	0	0.00		Don't Know	5	7.94		
Missing	5	7.94		Missing	7	11.11		

6. EMCC develops career and technical programs in response to the changing needs of the workforce.

Response	Frequency	Percent	Mean: 5.63	Response	Frequency	Percent	Mean: 4.84	Gap: -0.79
Very Important	42	66.67		Very Satisfied	22	34.92		
Important	14	22.22		Satisfied	23	36.51		
Neutral	2	3.17		Neutral	3	4.76		
Not Important	0	0.00		Dissatisfied	3	4.76		
Not Important at all	1	1.59		Very Dissatisfied	2	3.17		
Don't Know	0	0.00		Don't Know	4	6.35		
Missing	4	6.35		Missing	6	9.52		

Importance of Item:	Satisfaction of Item:	Gap:
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7. EMCC meets the needs of diverse constituents.

Response	Frequency	Percent	Mean: 5.42	Response	Frequency	Percent	Mean: 4.88	Gap: -0.54
Very Important	35	55.56		Very Satisfied	24	38.10		
Important	17	26.98		Satisfied	18	28.57		
Neutral	5	7.94		Neutral	8	12.70		
Not Important	1	1.59		Dissatisfied	2	3.17		
Not Important at all	1	1.59		Very Dissatisfied	1	1.59		
Don't Know	0	0.00		Don't Know	4	6.35		
Missing	4	6.35		Missing	6	9.52		

8. EMCC provides adequate opportunities for collaborative partnerships with the community.

Response	Frequency	Percent	Mean: 5.36	Response	Frequency	Percent	Mean: 4.75	Gap: -0.61
Very Important	31	49.21		Very Satisfied	20	31.75		
Important	21	33.33		Satisfied	23	36.51		
Neutral	5	7.94		Neutral	5	7.94		
Not Important	1	1.59		Dissatisfied	2	3.17		
Not Important at all	1	1.59		Very Dissatisfied	3	4.76		
Don't Know	0	0.00		Don't Know	4	6.35		
Missing	4	6.35		Missing	6	9.52		

9. EMCC prepares students to transfer to four-year institutions.

Response	Frequency	Percent	Mean: 5.69	Response	Frequency	Percent	Mean: 4.95	Gap: -0.74
Very Important	44	69.84		Very Satisfied	21	33.33		
Important	10	15.87		Satisfied	23	36.51		
Neutral	4	6.35		Neutral	8	12.70		
Not Important	0	0.00		Dissatisfied	0	0.00		
Not Important at all	0	0.00		Very Dissatisfied	0	0.00		
Don't Know	0	0.00		Don't Know	4	6.35		
Missing	5	7.94		Missing	7	11.11		

Importance of Item:

Satisfaction of Item:

Gap:

10. EMCC prepares students to enter the workforce.

Response	Frequency	Percent	Mean: 5.56
Very Important	37	58.73	
Important	19	30.16	
Neutral	2	3.17	
Not Important	1	1.59	
Not Important at all	0	0.00	
Don't Know	0	0.00	
Missing	4	6.35	

Response	Frequency	Percent	Mean: 4.74
Very Satisfied	18	28.57	
Satisfied	25	39.68	
Neutral	7	11.11	
Dissatisfied	0	0.00	
Very Dissatisfied	2	3.17	
Don't Know	5	7.94	
Missing	6	9.52	

Gap: -0.82

11. EMCC provides opportunities for academically underprepared students.

Response	Frequency	Percent	Mean: 5.39
Very Important	36	57.14	
Important	16	25.40	
Neutral	4	6.35	
Not Important	1	1.59	
Not Important at all	1	1.59	
Don't Know	1	1.59	
Missing	4	6.35	

Response	Frequency	Percent	Mean: 4.58
Very Satisfied	21	33.33	
Satisfied	16	25.40	
Neutral	11	17.46	
Dissatisfied	0	0.00	
Very Dissatisfied	2	3.17	
Don't Know	7	11.11	
Missing	6	9.52	

Gap: -0.81

12. EMCC contributes to the economic development of the community.

Response	Frequency	Percent	Mean: 5.46
Very Important	33	52.38	
Important	22	34.92	
Neutral	3	4.76	
Not Important	0	0.00	
Not Important at all	1	1.59	
Don't Know	0	0.00	
Missing	4	6.35	

Response	Frequency	Percent	Mean: 4.79
Very Satisfied	14	22.22	
Satisfied	31	49.21	
Neutral	6	9.52	
Dissatisfied	0	0.00	
Very Dissatisfied	4	6.35	
Don't Know	2	3.17	
Missing	6	9.52	

Gap: -0.67

Importance of Item:

Satisfaction of Item:

Gap:

13. EMCC provides life-long learning opportunities.

Response	Frequency	Percent	Mean: 5.41	Response	Frequency	Percent	Mean: 4.80	Gap: -0.61
Very Important	32	50.79		Very Satisfied	20	31.75		
Important	21	33.33		Satisfied	22	34.92		
Neutral	3	4.76		Neutral	7	11.11		
Not Important	1	1.59		Dissatisfied	1	1.59		
Not Important at all	1	1.59		Very Dissatisfied	2	3.17		
Don't Know	0	0.00		Don't Know	4	6.35		
Missing	5	7.94		Missing	7	11.11		

14. EMCC provides an affordable education.

Response	Frequency	Percent	Mean: 5.68	Response	Frequency	Percent	Mean: 5.25	Gap: -0.61
Very Important	44	69.84		Very Satisfied	27	42.86		
Important	12	19.05		Satisfied	22	34.92		
Neutral	2	3.17		Neutral	5	7.94		
Not Important	1	1.59		Dissatisfied	2	3.17		
Not Important at all	0	0.00		Very Dissatisfied	0	0.00		
Don't Know	0	0.00		Don't Know	1	1.59		
Missing	4	6.35		Missing	6	9.52		

15. EMCC provides a personalized education experience for students.

Response	Frequency	Percent	Mean: 5.28	Response	Frequency	Percent	Mean: 4.65	Gap: -0.63
Very Important	27	42.86		Very Satisfied	15	23.81		
Important	24	38.10		Satisfied	22	34.92		
Neutral	4	6.35		Neutral	13	20.63		
Not Important	2	3.17		Dissatisfied	3	4.76		
Not Important at all	1	1.59		Very Dissatisfied	0	0.00		
Don't Know	0	0.00		Don't Know	4	6.35		
Missing	5	7.94		Missing	6	9.52		

Importance of Item:

Satisfaction of Item:

Gap:

16. EMCC provides quality education.

Response	Frequency	Percent	Mean: 5.63	Response	Frequency	Percent	Mean: 5.00	Gap: -0.63
Very Important	41	65.08		Very Satisfied	22	34.92		
Important	15	23.81		Satisfied	24	38.10		
Neutral	2	3.17		Neutral	6	9.52		
Not Important	1	1.59		Dissatisfied	1	1.59		
Not Important at all	0	0.00		Very Dissatisfied	2	3.17		
Don't Know	0	0.00		Don't Know	2	3.17		
Missing	4	6.35		Missing	6	9.52		

17. EMCC provides students with the appropriate student support services.

Response	Frequency	Percent	Mean: 5.22	Response	Frequency	Percent	Mean: 4.11	Gap: -1.11
Very Important	32	50.79		Very Satisfied	14	22.22		
Important	18	28.57		Satisfied	18	28.57		
Neutral	5	7.94		Neutral	9	14.29		
Not Important	0	0.00		Dissatisfied	1	1.59		
Not Important at all	2	3.17		Very Dissatisfied	3	4.76		
Don't Know	2	3.17		Don't Know	11	17.46		
Missing	4	6.35		Missing	7	11.11		

18. EMCC provides skills training in accordance with employer needs.

Response	Frequency	Percent	Mean: 5.20	Response	Frequency	Percent	Mean: 4.16	Gap: -1.04
Very Important	31	49.21		Very Satisfied	14	22.22		
Important	20	31.75		Satisfied	21	33.33		
Neutral	4	6.35		Neutral	7	11.11		
Not Important	0	0.00		Dissatisfied	1	1.59		
Not Important at all	1	1.59		Very Dissatisfied	3	4.76		
Don't Know	3	4.76		Don't Know	11	17.46		
Missing	4	6.35		Missing	6	9.52		

19. What do you like about EMCC?

Response

Open Ended Responses available upon request

20. Please rate your overall satisfaction with how the college is currently serving the community.

Response	Frequency	Percent	
Very Good	27	42.86	
Good	21	33.33	
Fair	6	9.52	
Poor	0	0	
Very Poor	2	3.17	
Not Sure	0	0	
Missing	7	11.11	

21. When you think of EMCC, what comes to mind? (Check all that apply)

Response	Frequency	Percent	
Affordable	44	69.84	
Quality Education	31	49.21	
Close to Home	39	61.90	
Exclusive Programs	10	15.87	
Nothing	3	4.76	
Other	0	0.00	
Missing	6	9.52	

22. How do you think EMCC could better serve the community?

Response

Open Ended Responses available upon request

23. How can EMCC help with your academic and professional goals?

Response

Open Ended Responses available upon request

24. Is there a program or service offered by the college that needs improvement? Please provide ideas on how an improvement can be made.

Response

Open Ended Responses available upon request

25. What new programs or services would you like the college to offer in the future?

Response

Open Ended Responses available upon request

26. Do you believe the community knows who we are?

Response

	Frequency	Percent	
Yes	45	71.43	
No	7	11.11	
Missing	11	17.46	

27. What differentiates EMCC from other academic institutions?

Response

Open Ended Responses available upon request

28. What colleges, universities and other teaching/training organizations are the primary sources of competition with EMCC?

Response

Open Ended Responses available upon request

29. Do you think the community believes we support student success?

Response

	Frequency	Percent	
Yes	45	71.43	
No	6	9.52	
Missing	12	19.05	

30. Would you recommend this college to a family member or friend?

Response	Frequency	Percent	
Yes	48	76.19	
No	3	4.76	
Missing	12	19.05	

31. What is your relationship to Estrella Mountain Community College? (Check all that apply)

Response	Frequency	Percent	
Advisory/Councils and Boards (e.g. Presidents, Hospital, High Schools, etc.)	24	38.10	
Missing	39	61.90	

Response	Frequency	Percent	
Legislative Representatives (e.g., State House and Senate Representatives)	0	0.00	
Missing	63	100.00	

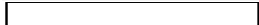
Response	Frequency	Percent	
West Valley Associations and Service Groups (e.g., Chamber of Commerce, Rotary, Arts Council, Westmarc, etc.)	27	42.86	
Missing	36	57.14	

Response	Frequency	Percent	
College Employee	2	3.17	
Missing	61	96.83	

Response	Frequency	Percent	
Students and Parents	11	17.46	
Missing	52	82.54	

Response	Frequency	Percent	
Local Community (e.g., Resident Local Business Owner, etc.)	33	52.38	
Missing	30	47.62	

31a. In question 31, you indicated you are affiliated with an advisory board/committee/council. Please indicate, specifically, which boards you maintain a seat. (Check all that apply)

Response	Frequency	Percent	
Presidents Advisory Group	12	19.05	
West Valley Hospital Board	0	0.00	
High School Advisory Council	6	9.52	
High School Principals Group	1	1.59	
MCCCD Chancellors Advisory Groups	2	3.17	
EMCC Occupational Advisory	1	1.59	
West Valley Think Tank	4	6.35	
WestMarc	3	4.76	
Missing	43	68.25	

31b. In question 31, you indicated you are a member of West Valley Associations and Service Groups. Please indicate the groups that represent your

Response	Frequency	Percent	
Buckeye Chamber of Commerce	4	6.35	
Buckeye Business Connections	3	4.76	
Litchfield Park Rotary	0	0.00	
Estrella Rotary	7	11.11	
Friendly House	0	0.00	
Hispanic Leadership Forum del Oeste	2	3.17	
Kiwanis Club of Litchfield	1	1.59	
Southwest Valley Chamber of Commerce	11	17.46	
Tolleson Service Committee	1	1.59	
WestMarc	5	7.94	
West Valley Arts Council	3	4.76	
Missing	42	66.67	

31c. In question 31, you indicated you are a college employee. Please indicate the group that best describes your employment status.

Response	Frequency	Percent	
Adjunct Faculty	1	1.59	
Crafts	0	0.00	
College Safety	0	0.00	
M & O	0	0.00	
MAT	1	1.59	
PSA	0	0.00	
Residential Faculty	0	0.00	
Specially Funded	0	0.00	
OSO	0	0.00	
OYO	0	0.00	
Missing	61	96.83	

31d. In question 31, you indicated you are part of the local community. Please indicate the groups that represent your status in the local community.

Response	Frequency	Percent	
Local Resident	29	46.03	
Work in local community but do not reside in community	3	4.76	
Local Educator	10	15.87	
Local Business Owner	8	12.70	
Other:	5	7.94	
Missing	30	47.62	

31e. In question 31, you indicated you have some role with the college's student body. Please indicate the groups that represent your status.

Response	Frequency	Percent	
Prospective Student	2	3.17	
Current Student	0	0.00	
Alumnus	2	3.17	
Parent of Prospective Student	5	7.94	
Parent of Current Student	2	3.17	
Missing	54	85.71	

32. How do you get your news about the college? (Check all that apply)

Response	Frequency	Percent	
Mailings	25	39.68	
Meetings	31	49.21	
Email	21	33.33	
Internet	16	25.40	
Newspaper	32	50.79	
Television	2	3.17	
Radio	1	1.59	
Other	7	11.11	
Missing	5	7.94	