

South County Survey Results

San Luis Obispo County Community College District
Board of Trustees Meeting June 7, 2017

Purpose

- › To assess familiarity and likelihood of enrollment in Cuesta College courses among South County residents
- › To identify what types of courses and programs South County residents would be interested in taking
- › To identify where, when, and how South County residents would like to have those courses and programs delivered

Methodology and Sample Frame

- › Contracted with Hanover Research
- › Random Phone and Email Survey
- › Sample Frame:



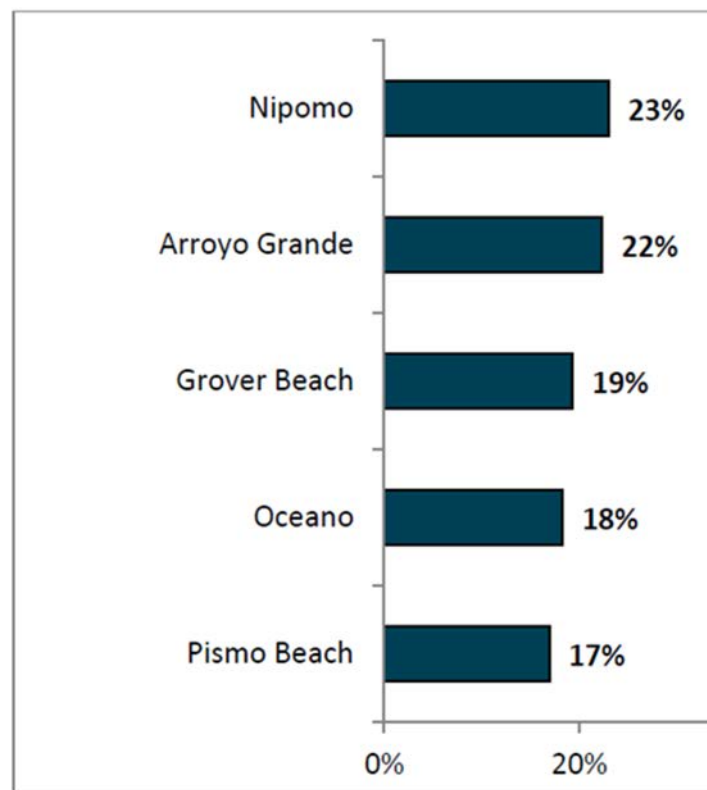
Town	Population
Arroyo Grande	17,716
Avila Beach	1,627
Grover Beach	13,156
Nipomo	16,714
Oceano	7,286
Pismo Beach	7,655
Total	64,154

Zip Code	Population
93444	19,244
93445	7,173
93449	7,657
93433	13,162
93420	28,413
Total	75,649

Responses, Confidence Level, Margin of Error

- › 295 valid responses
- › 95% CI, ± 6 ppts
- › Example: *30% of sample affirms an item. Given the CI, we can be 95% confident that the true population value lies within $30\% \pm 6$ or between 24% and 36%. Given the sample frame of roughly 75,000 residents, this means that we can be 95% confident that between 18,000 and 27,000 South County residents would have affirmed this item.*

External Validity



n = 295

Note: No respondents selected Avila Beach or Shell Beach.

Figure 6.6: What is your age?

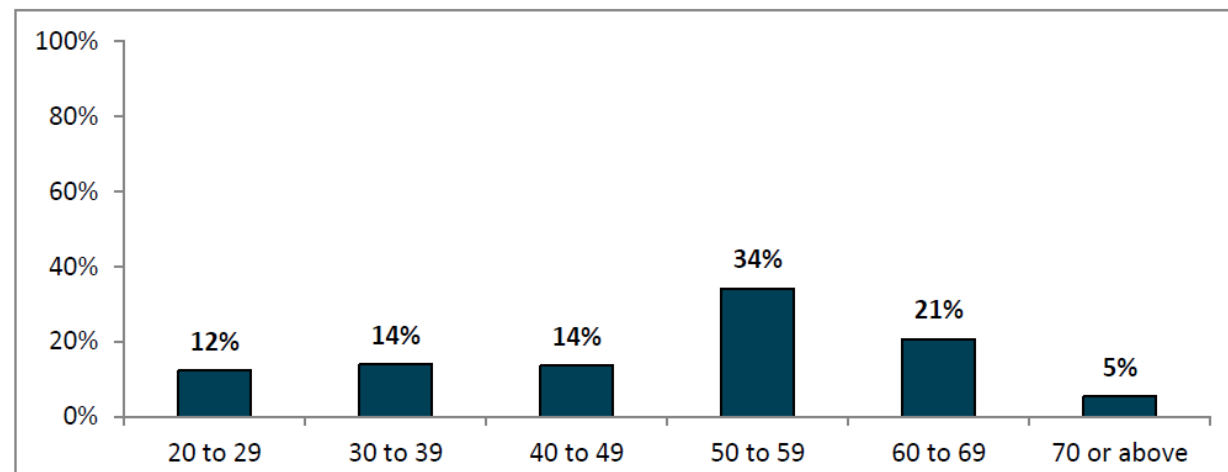
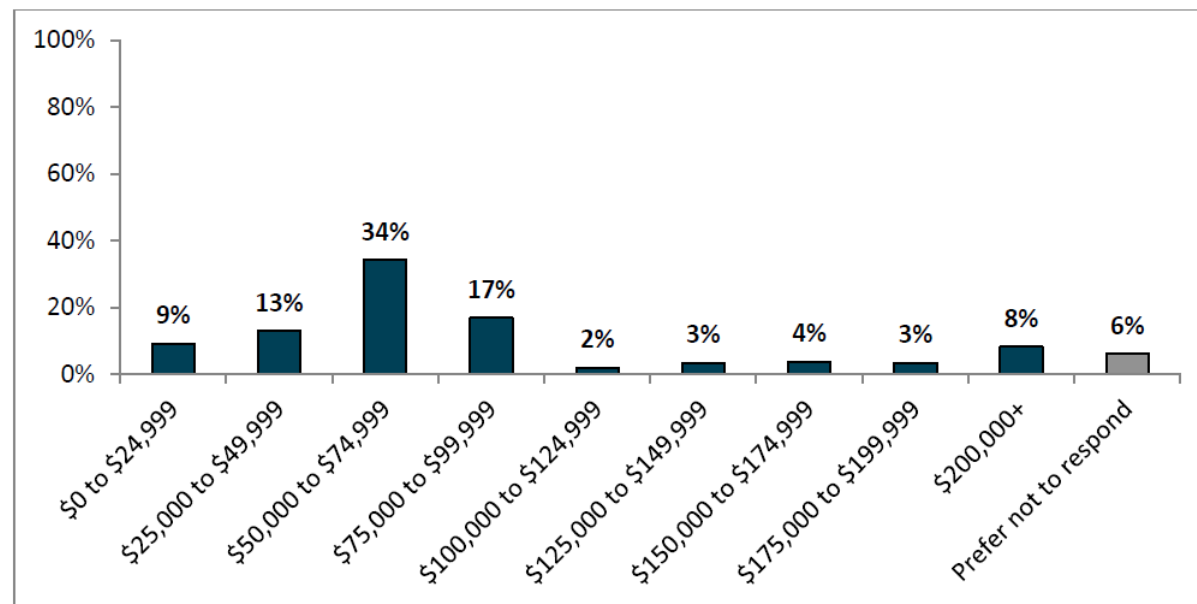


Figure 6.5: What is your average annual household income?



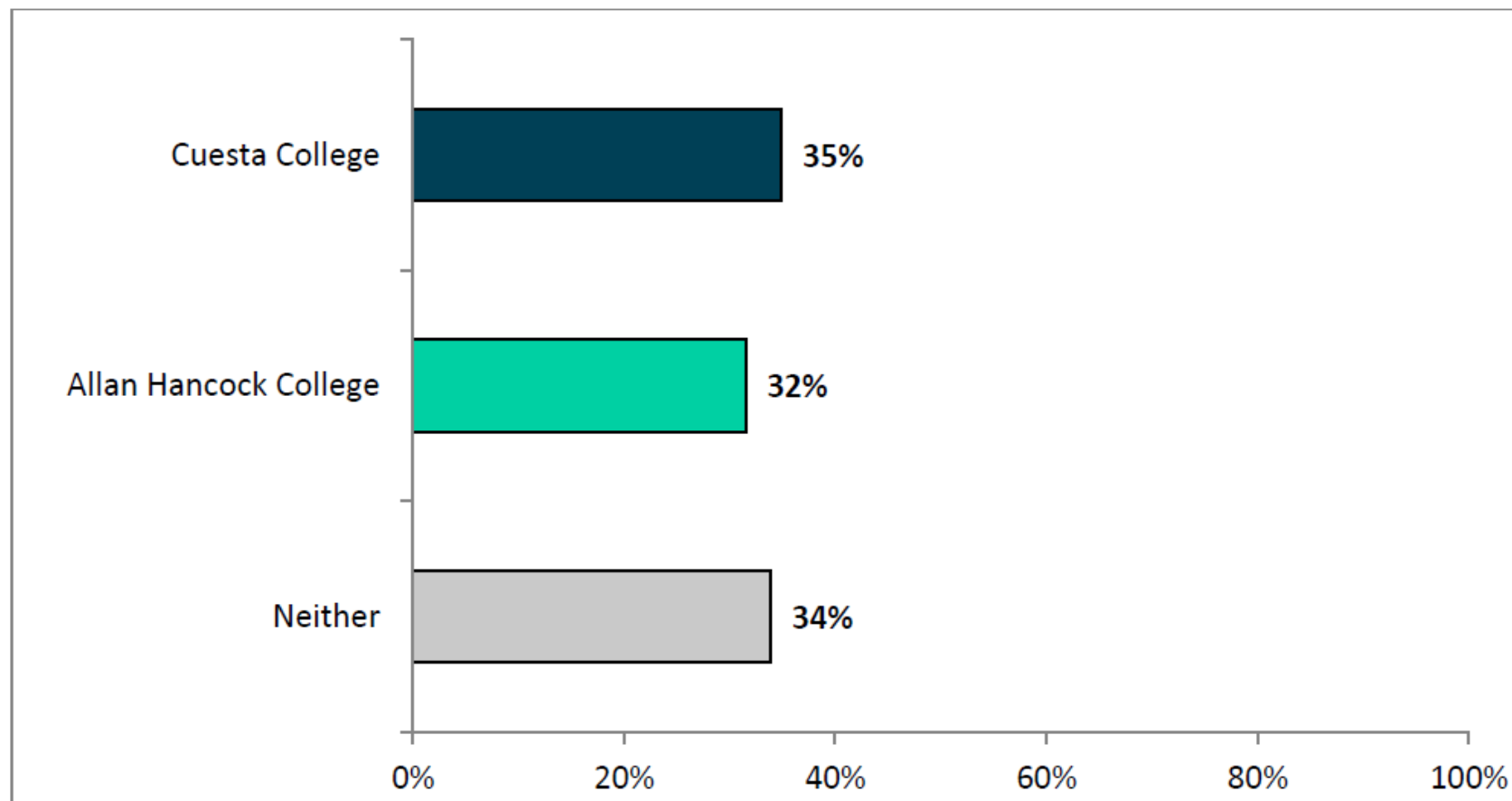
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SALIENT FINDINGS

Past Enrollment Patterns and Future Likelihoods of Enrollment

Past Enrollment Patterns

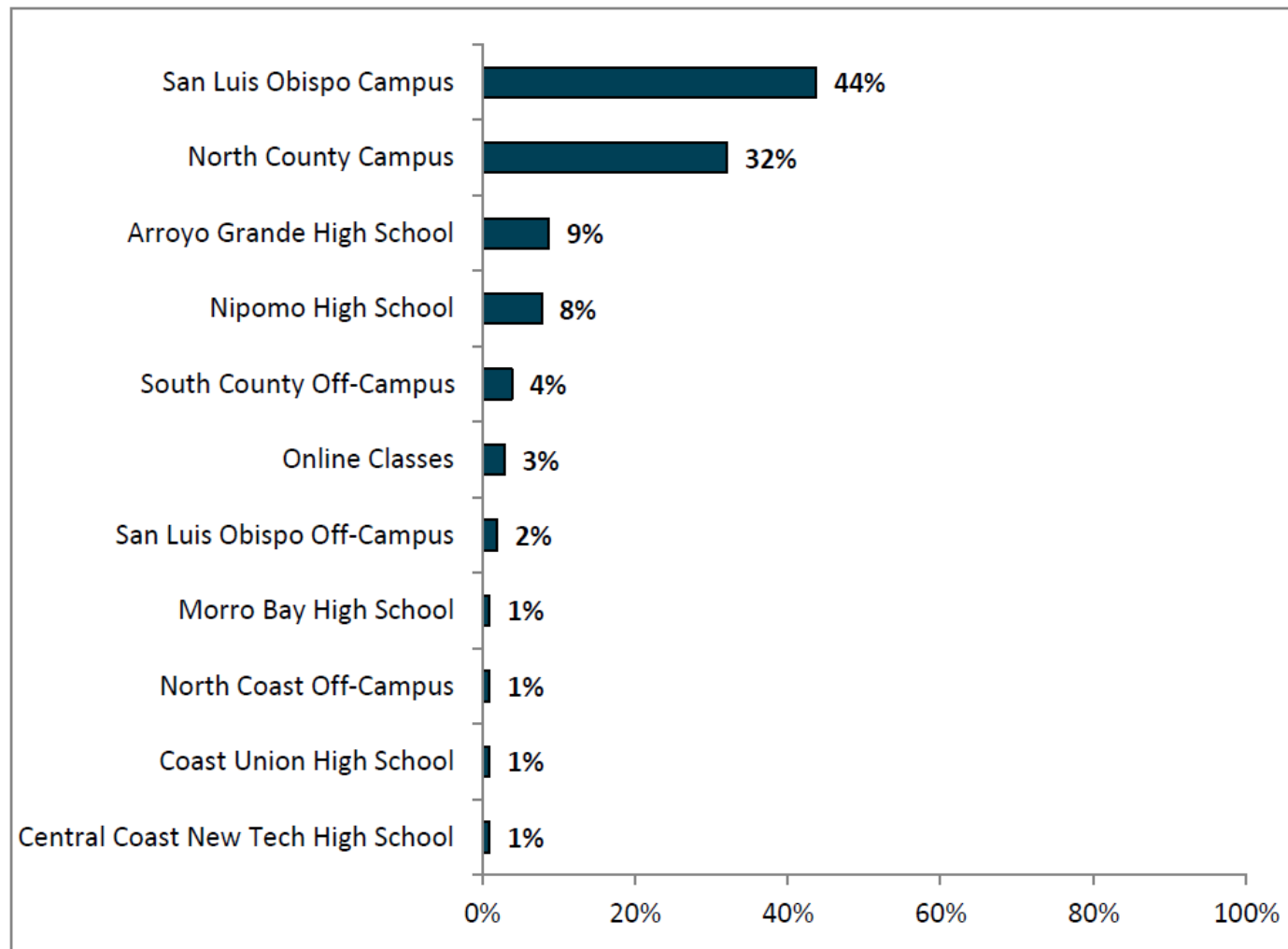
Figure 1.1: Have you taken one or more classes at either of the following community colleges? Please select all that apply.



n = 295

Past Enrollment Locations (Cuesta)

Figure 1.3: At which of the following Cuesta College sites have you taken courses? Please select all that apply.

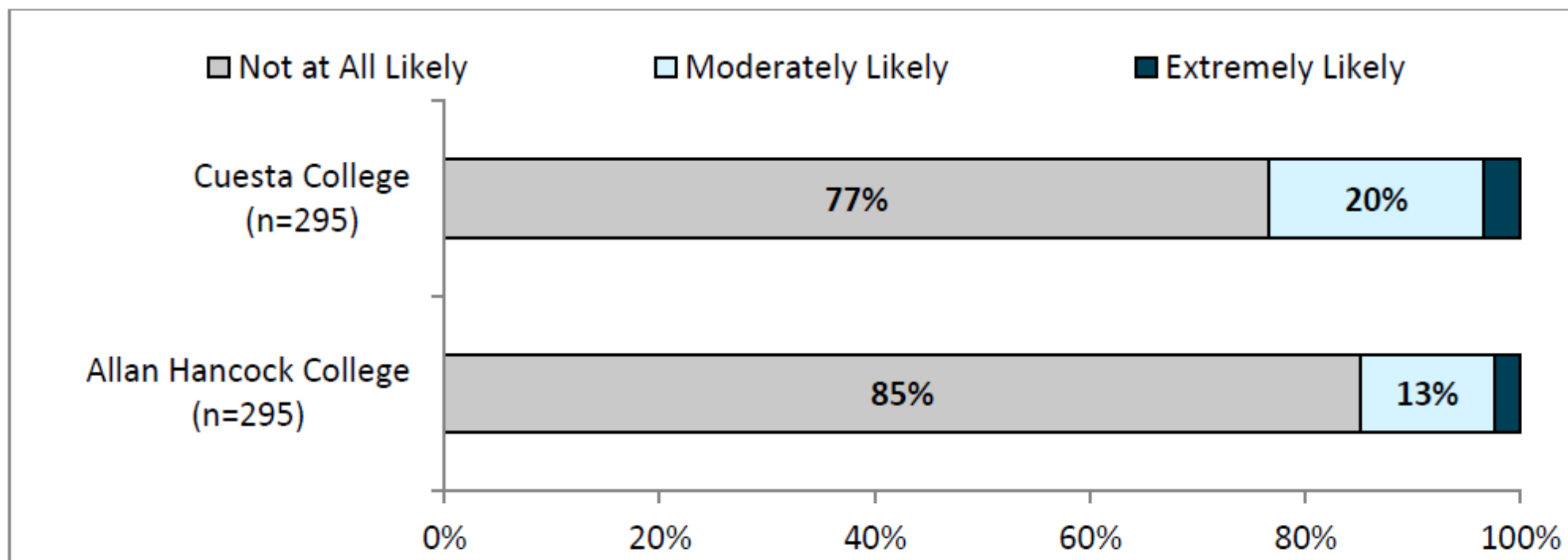


n = 103

Note: Only respondents who have taken one or more classes at Cuesta College saw this question. Percentages sum to more than 100 percent because respondents could select more than one option.

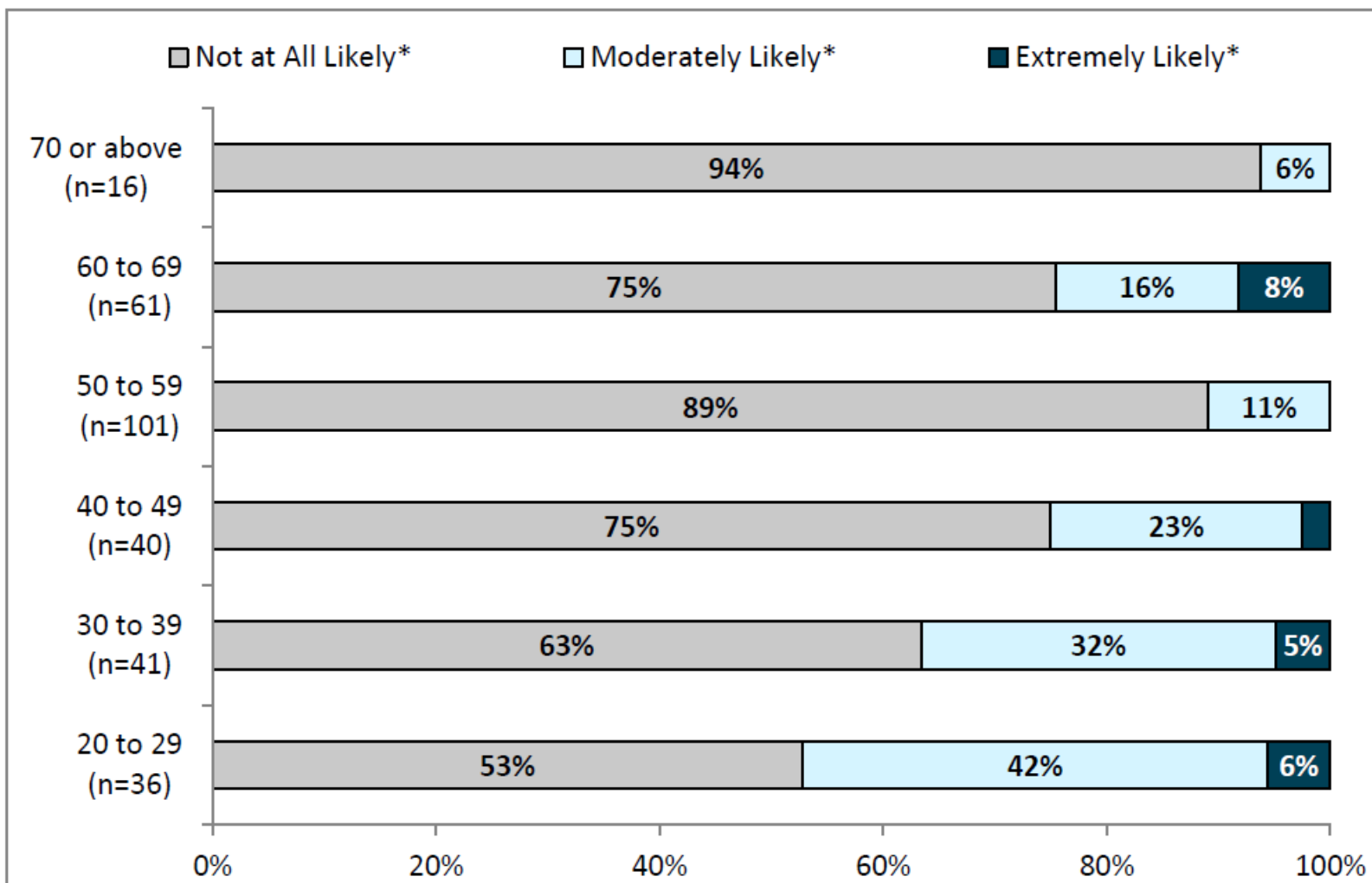
Future Enrollment Likelihood

Figure 2.4: What is your likelihood of taking a course at the following college(s) in the future?



Future Enrollment Likelihood by Age (Cuesta)

Figure 2.5: Likelihood of Taking a Course at Cuesta College in the Future by Age

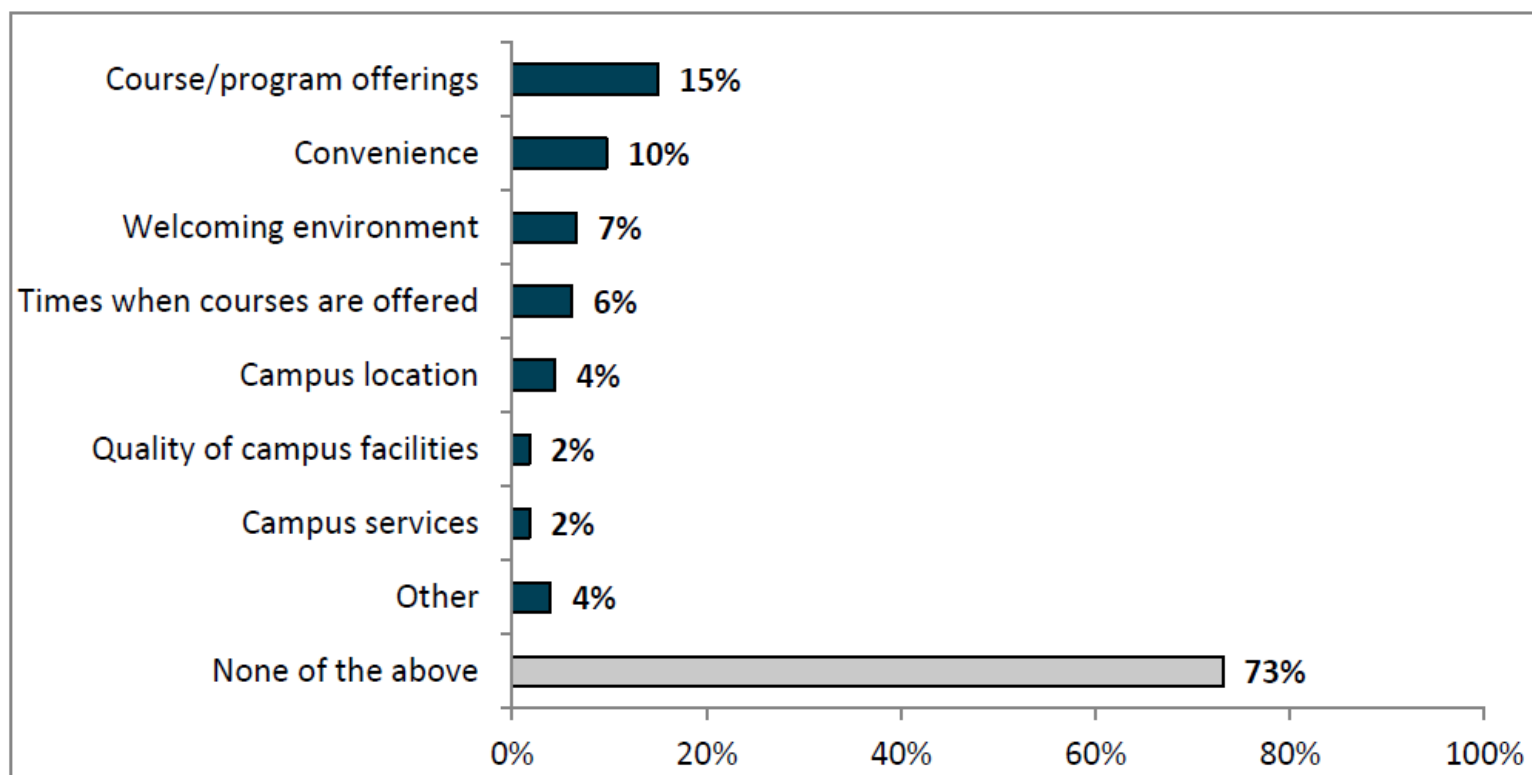


Note: Categories marked with an asterisk indicate a statistically significant difference between respondent groups.

Future Enrollment Likelihood – what would increase likelihood of attending Cuesta?

Figure 2.8: Would changes in any of the following features make you more likely to take courses at Cuesta in the future? Please select all that apply.

(“Not at all likely” to take a course at Cuesta in the future)



N = 227

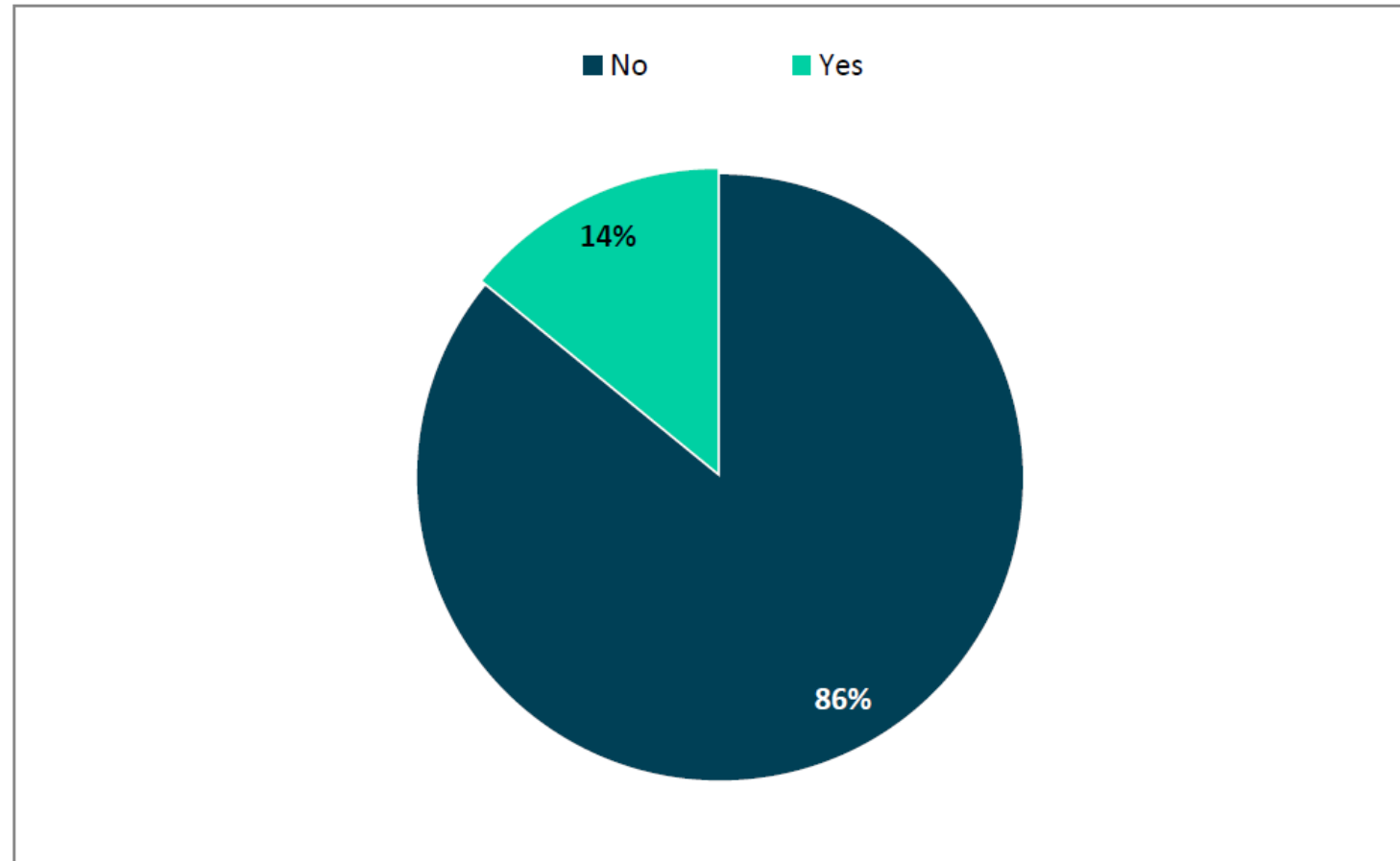
Note: This question was shown only to respondents who reported that they were not at all likely to take a course at Cuesta in the future. Percentages sum to more than 100 percent because respondents could select more than one option.

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The Cuesta Promise

Familiarity with the Cuesta Promise

Figure 2.10: Are you familiar with the Cuesta College Promise?

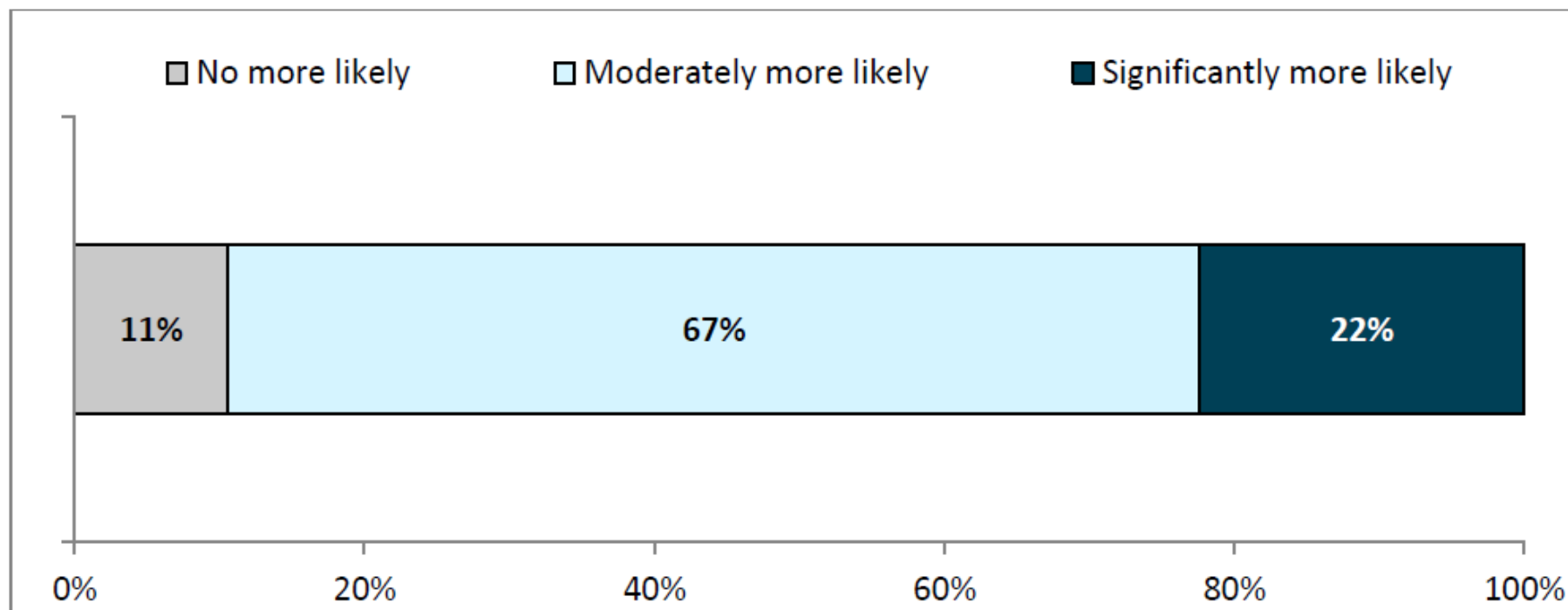


n = 85

Note: Only respondents who have children under the age of 20 saw this question.

Impact of the Cuesta Promise

Figure 2.11: Would this program increase the likelihood of your child attending Cuesta College?



n = 85

Note: Only respondents who have children under the age of 20 saw this question.

Promise Effect – Percent of Headcount Residing in South County

	Hancock	Cuesta
Fall 2010	11.2%	9.7%
Fall 2011	10.4%	9.1%
Fall 2012	10.3%	8.8%
Fall 2013	9.4%	8.8%
Fall 2014	8.8%	10.0%
Fall 2015	8.7%	9.3%
Fall 2016	NA	9.8%

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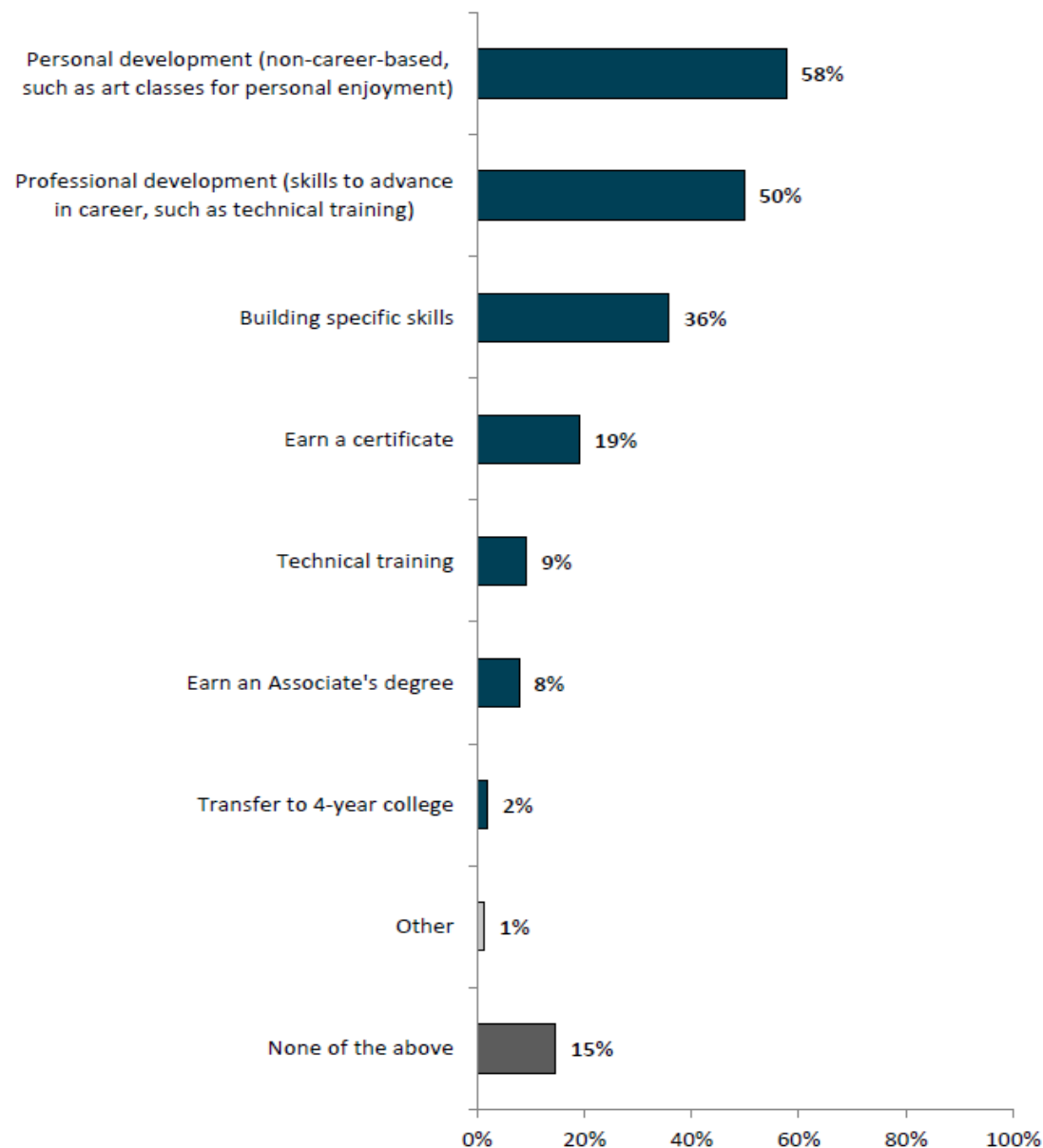
Program Interest

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Educational Goals

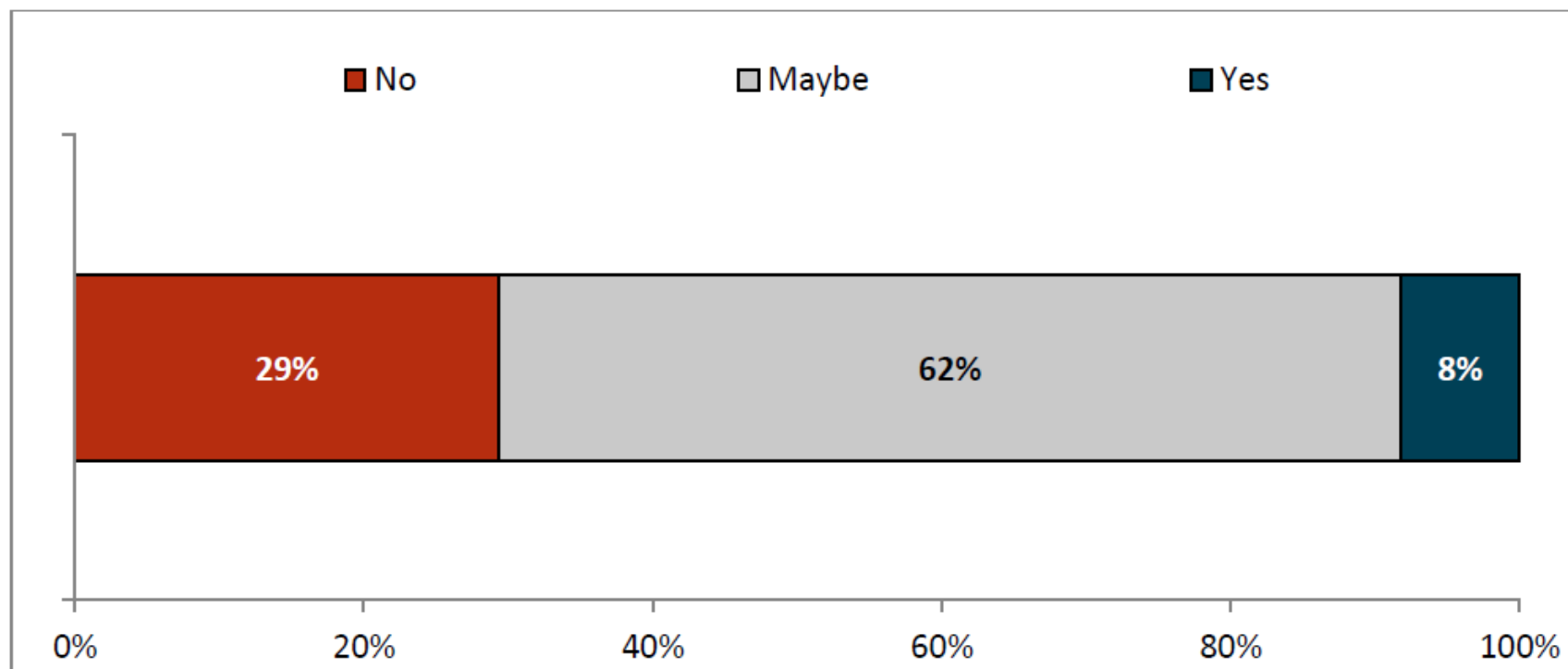
- › Personal Development (58%)
- › Professional Development (50%)
- › AA/AS/ADT (8%)
- › Transfer (2%)

Figure 3.4: For what reasons would you be interested in taking (a) community college course(s)? Please select all that apply.



Interest in Emeritus

Figure 4.1: Cuesta College's "Emeritus" program offers lifelong learning classes for free. These include classes in the arts, writing, technology, etc. Would you be interested in that program?

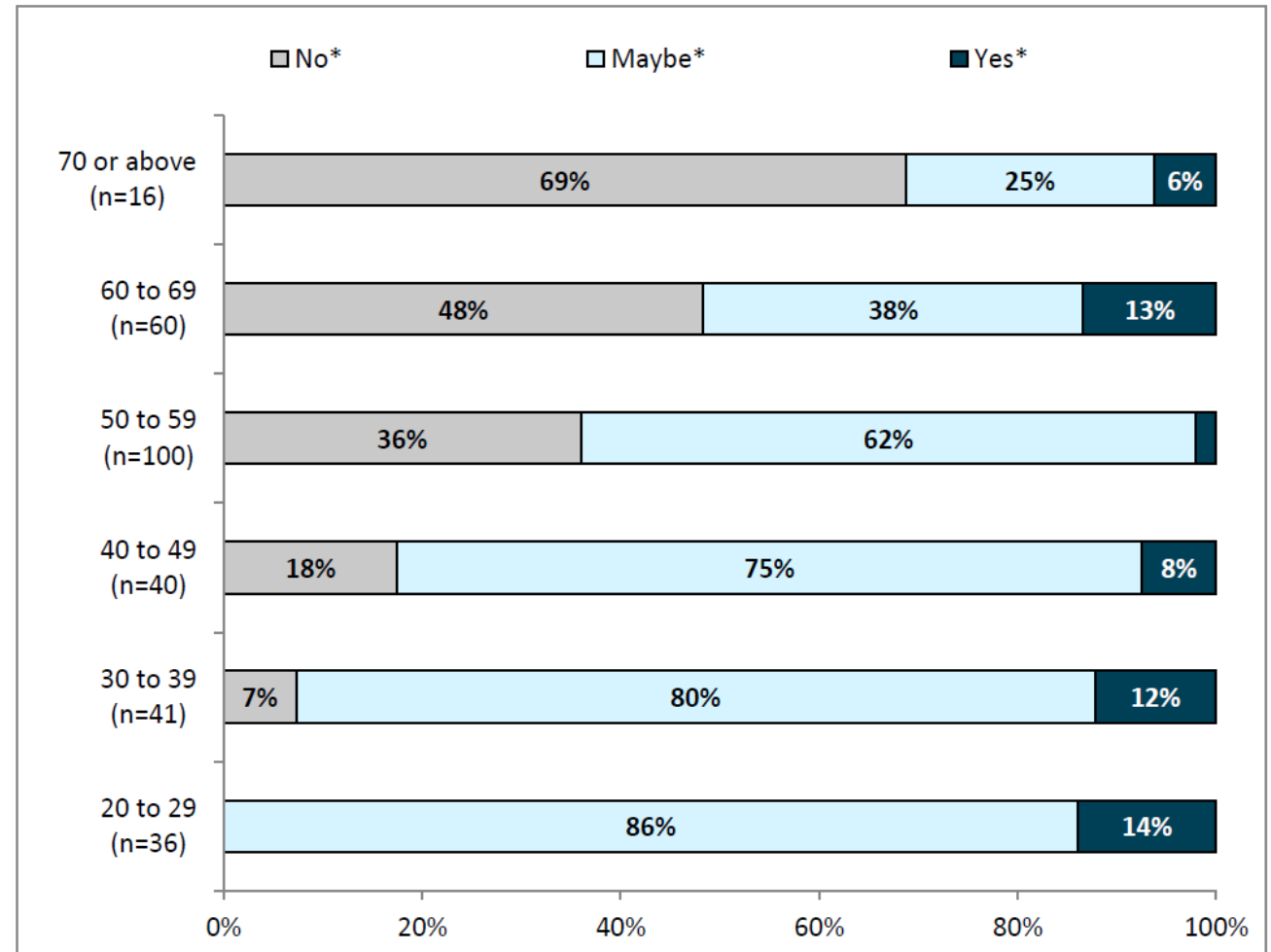


n = 293

Interest in Emeritus by Age Group

- › Interest in the Emeritus Program is inversely related to Age

Figure 4.2: Interest in Cuesta College's "Emeritus" Program by Age

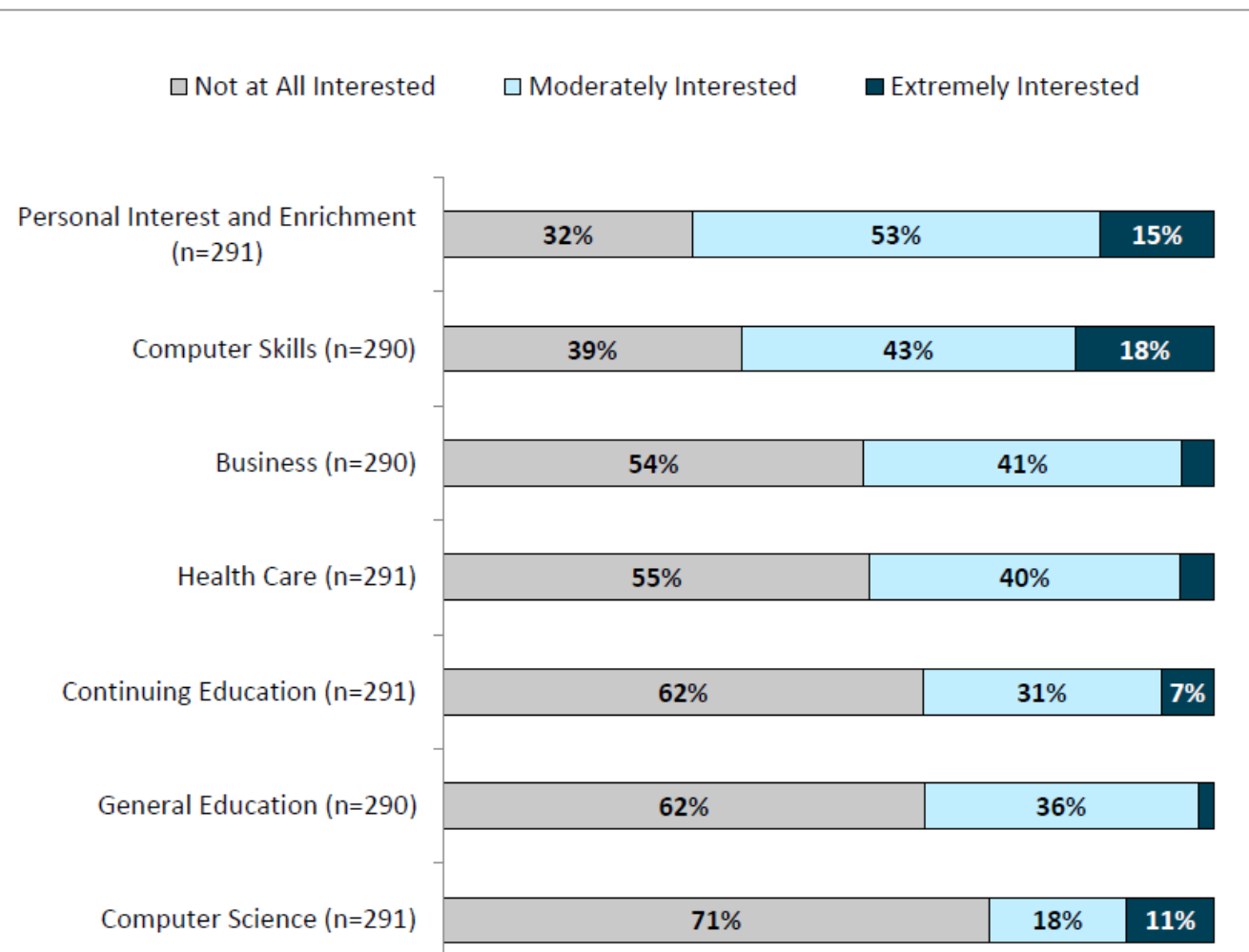


Note: Categories marked with an asterisk indicate a statistically significant difference between respondent groups.

Course-taking interest

- › Enrichment
- › Computer Skills
- › Computer Science

Figure 5.1: Please indicate your level of interest in taking a course in the following areas.

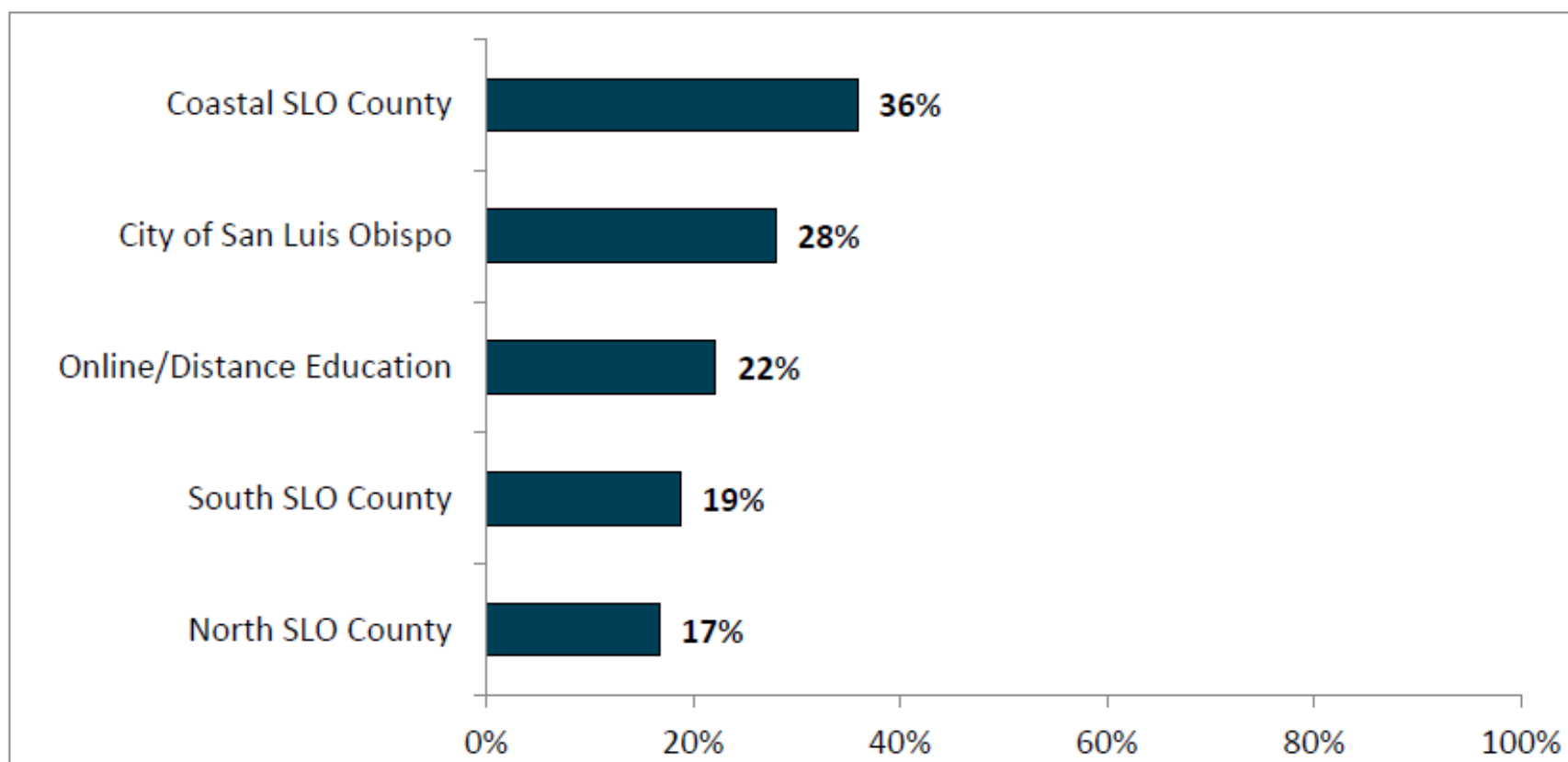


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Where, When & How?

Preferred Location for Courses

Figure 4.3: In which of the following locations would you prefer to take a course? Please select all that apply.

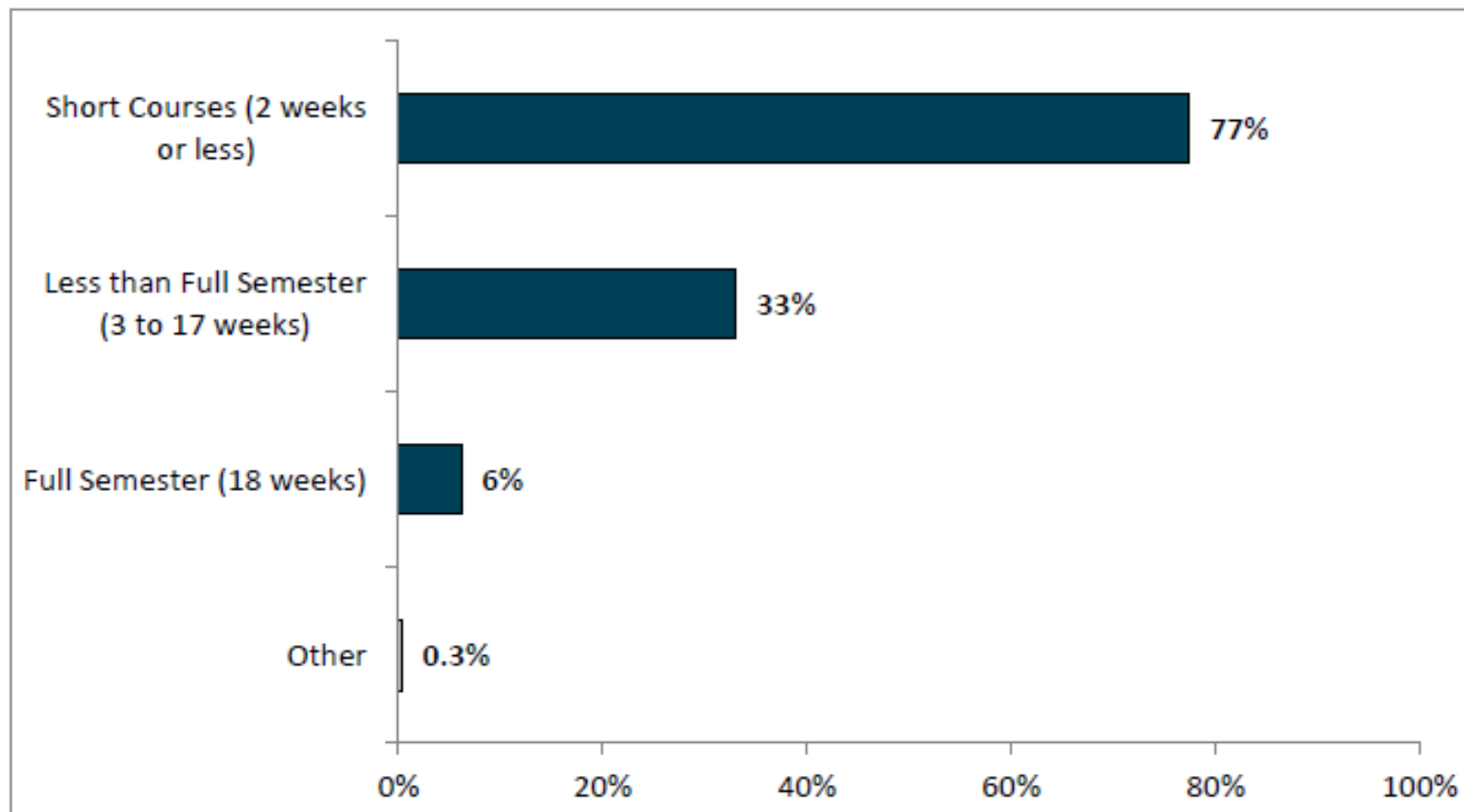


n = 293

Note: Percentages sum to more than 100 percent because respondents could select more than one option.

Preferred Course Length

Figure 4.4: Which would be your preferred course length at Cuesta College? Please select all that apply.

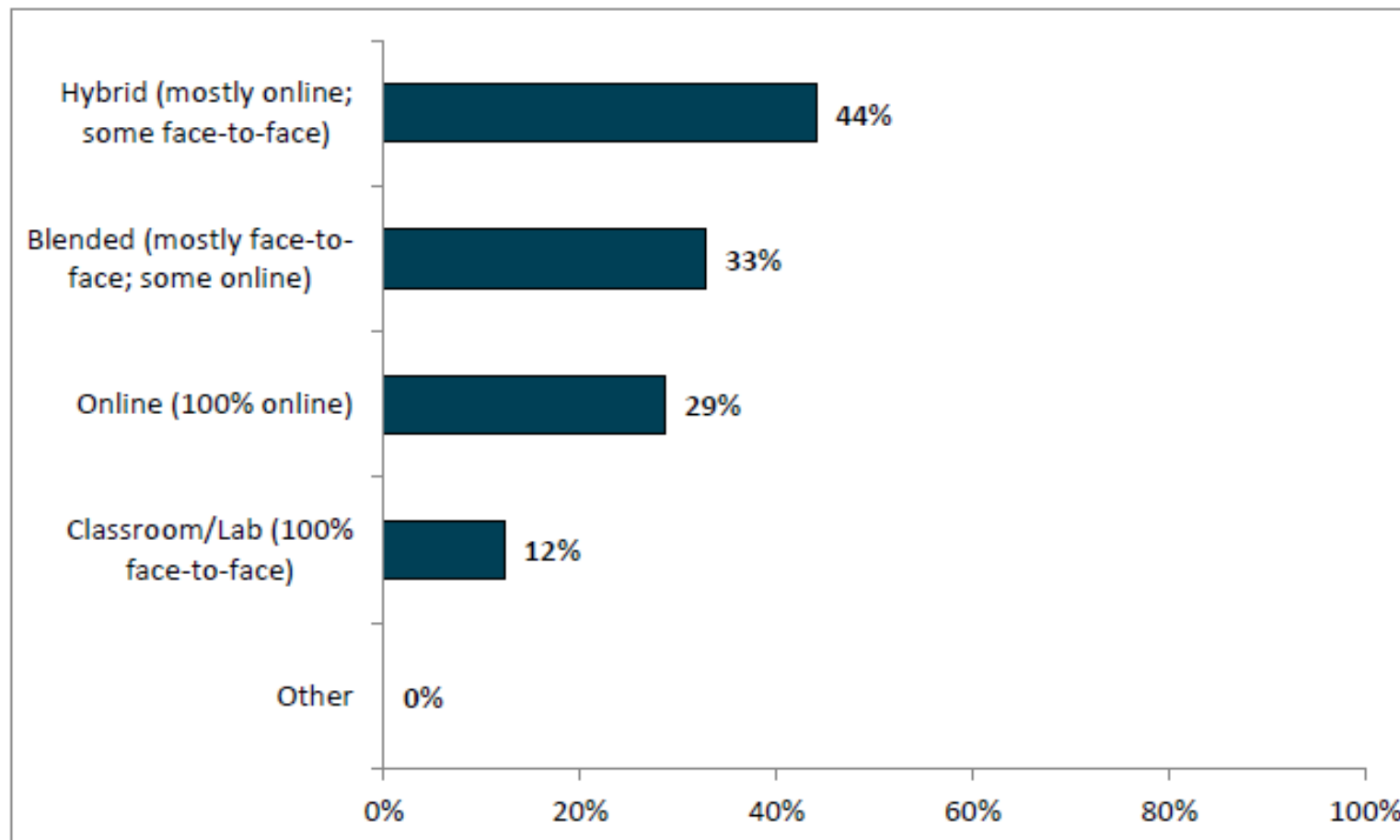


n = 293

Note: Percentages sum to more than 100 percent because respondents could select more than one option.

Preferred Course Delivery Modality

Figure 4.5: What would be your preferred class format? Please select all that apply.

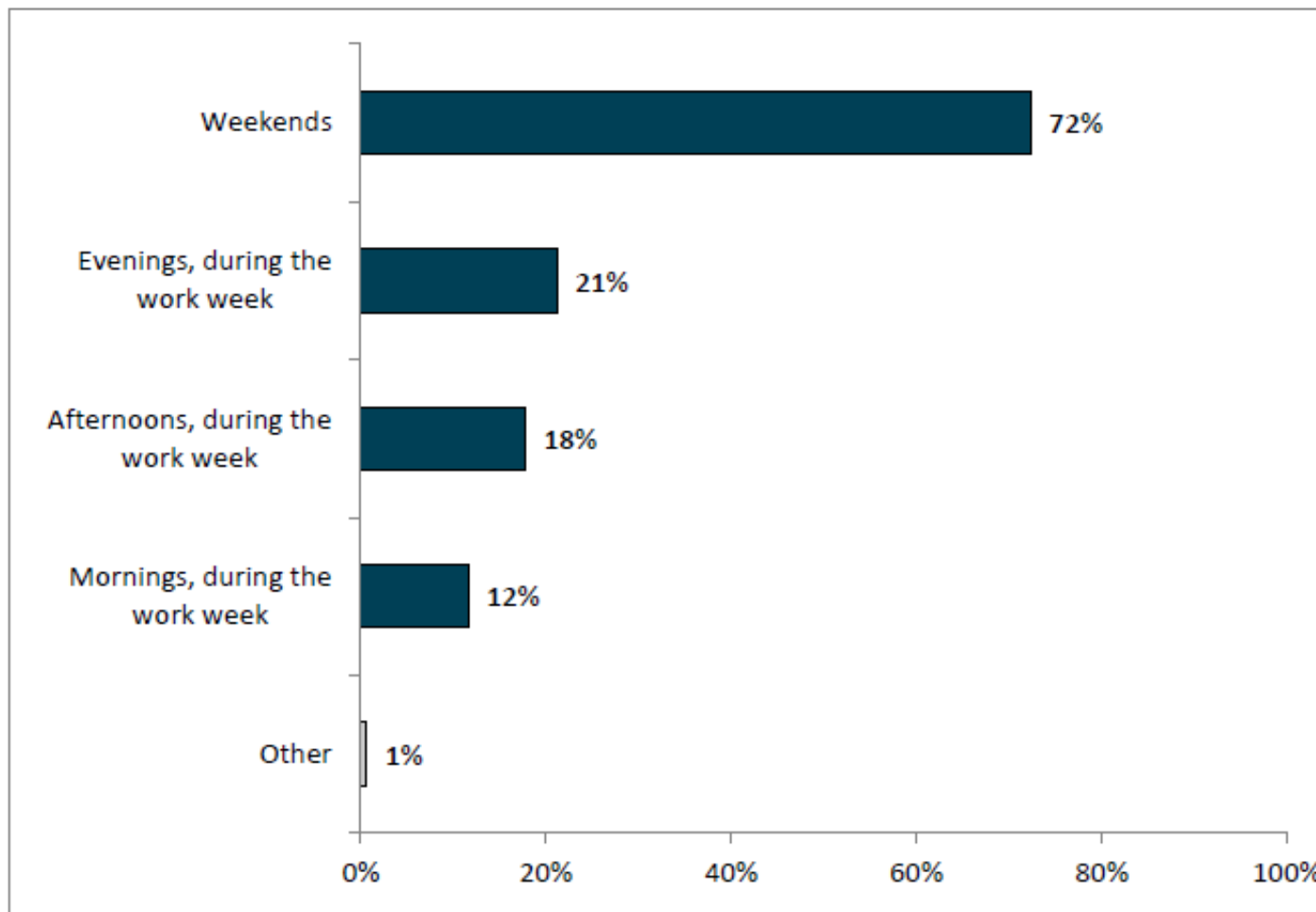


n = 293

Note: Percentages sum to more than 100 percent because respondents could select more than one option.

Preferred Course Meeting Days/Times

Figure 4.6: At what time during the day/week would you prefer to take classes? Please select all that apply.



n = 293

Note: Percentages sum to more than 100 percent because respondents could select more than one option.

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Questions?