College of Marin
Community Image Research

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EXECUTIVE SUMMARY

This research was conducted to examine the local community’s attitudes toward the College of Marin. It reaches to the heart of the attitudes at play regarding the college’s strengths, value, and image.

Marin County voters who had participated in the last Presidential election were randomly selected to participate in a telephone survey. This is not intended to be a complete representation of all attitudes and ages, but rather those critical opinion shapers who make their support known at the polls. The sample for the telephone survey was intentionally balanced for gender in order to gain perspective from both men and women. The community phone survey was conducted from December 26, 2011 through January 9, 2012. A total of 500 residents in Marin County participated in the study. This provides a confidence interval for the telephone survey of +/- 4.4%.

An online survey was also created from the same questions asked in the telephone survey. The online survey was promoted to the general public by the college through their communication channels. It was made available to participants from December 26, 2011 through February 7, 2012. A total of 221 individuals participated in the online survey. Because this data was gathered by invitation from the college, it represents an internal view of the college and not an unbiased random general community opinion. For that reason, the data sets were not merged, but were analyzed separately.

The total number of participants in the study, including telephone and online surveys, was 721. Throughout the report, the telephone survey will be referred to as Random Sample.
Observations

Phone Survey (Random Sample of Voters)

- Average participant age was 51.8
- In random calling, nearly half of participants (47.0%) have attended the College of Marin
- 11.4% have never attended the College of Marin
- Slightly less than one-quarter (22%) have donated to the College of Marin, 21.6% are interested
  (slightly interested, interested, or very interested) in donating
  - When asked what specifically they would be willing to support, career training programs had
    the most responses
- Nearly two-thirds (64.2%) of respondents mentioned College of Marin as top-of-mind
  - Dominican University was mentioned second: 129 times
- The top three positive things that have been heard about the College of Marin in order of frequency
  are:
  - It is a good school
  - It is local and convenient
  - It focuses on serving the community
- The top three negative things are:
  - Residual messages that imply the college and students are not of high quality (No different
    from most community colleges who have similar issues)
  - Facilities in decline and the mishandling of the college bond
  - Budget issues (Similar to all other California Community Colleges)
- Positive and negative community impressions are being determined primarily by user experience
  followed by the newspaper and local media; impressions have been formed within the last one to two
  years
- 44.2% feel the best time for classes at the College of Marin would be in the evening
Online Survey (Self-select of Students and Staff)

- Average participant age was 41.4
- Nearly three-quarters of participants (74.4%) have attended the College of Marin
- 6.9% have never attended the College of Marin
- 28.7% have donated to the College of Marin, 34.4% are interested (slightly interested, interested, or very interested) in donating
  - When asked what specifically they would be willing to support, enhancing student services was the most frequent response
- 36.2% mentioned Santa Rosa Junior College as a college in the area
- The top four positive things that have been heard about the College of Marin in order of frequency are:
  - The great teachers
  - A beautiful campus
  - Small classes
  - Campus convenience
- The top negative issues are:
  - Limited number of class offerings
  - Facilities in decline
  - An aging and uninspired faculty
- Positives and negatives are being determined primarily by user experience followed by students at the college; impressions have been formed within the last one to two years with many happening presently
- 52.4% feel the best time for classes at the College of Marin would be weekdays
Findings

- General attitudes about the college are strong among a voter population and stronger internally.
- There is a gap between internal and external perceptions of quality that is normal for a college but should be addressed so that internal growth may occur.
- CoM owns the reputation as a transfer institution both internally and externally.
- The college is well known for its strong academic reputation but there is a lack of granularity about programs and what types of programs can be transferred or degrees obtained.
- CoM's image is substantially weaker in the area of job preparation and training, and this is an area where improvement is possible.
- CoM is seen as a viable college choice for more than half of the population, giving the college a strong community footing.
- The Foundation has a fertile field of potential donors with one in five of the voter sample ready to consider a donation.
- There are negative image issues that are still present and should be addressed, but they are not currently a “clear and present danger”.

Recommendations

- There is an availability of classes issue (whether real or perceived) that needs to be addressed with the community.
- There is work to be done internally so that college staff can enjoy the strong reputation they have in some areas, but be motivated to change in areas where they are not as strongly perceived (career and technical training, for example).
- The general college marketing message of good value and quality have stuck in the minds of the community, but there are few details attached (type of program, stories of success, etc.) Adding details and specifics would strengthen the college’s position in this area.
- Newspapers are the clear communication driver with the opinion shaper group in the community so it must be cultivated, even while the community should be studied to examine what new communication tools are in ascendency. Community media research would shed light in this area.
- The transfer programs are not clear to the general community, and this is an area that could be served by additional communication.
- The Foundation has a green light for extended development activities, and the community is ready to consider this.
- There are negative image issues that are still present and should be addressed.

Areas of Additional Research

- While newspapers are clearly the best way to reach a voter population, there are new media that are gaining. This must be examined so the college can build on these media now, rather than later. For this reason, we strongly urge media usage research.
- There is clearly a gap in perceptions between internal and external and potentially between college faculty and students. This gap means there may be disconnect in expectations between what students believe they are receiving and what faculty and staff believe. We recommend student gap research to examine this issue so it may be addressed in both planning and communications.
**Random Sample Survey Results**

**Demographics**

**Age**

<table>
<thead>
<tr>
<th>Random Sample</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age Range</strong></td>
<td><strong>Mean</strong></td>
</tr>
<tr>
<td>16 to 93</td>
<td>51.8</td>
</tr>
</tbody>
</table>

- **Random Sample**
  - 4.8% were ages 25 and younger
  - Approximately one in five (17.7%) were ages 26 to 40
  - More than three-quarters (77.4%) were ages 41 and older
Gender

- Random Sample
  - Participants were intentionally balanced so that 50% of the respondents were male and 50% were female
Have you or someone you know attended College of Marin?

- Random Sample
  - Nearly half of participants (47.0%) have attended the College of Marin
  - 11.4% have never attended the College of Marin
Have you ever donated money, time or property to College of Marin?

- Random Sample
  - Slightly less than one-quarter (22.0%) have donated to the College of Marin
**TOP OF MIND**

Participants in this study were asked to name local colleges prior to the College of Marin being mentioned in the conversation. This enables us to gather the initial reaction as to which colleges are in the forefront of their minds. On many occasions, participants named several local colleges and each was noted. For this question, analysis focused on the first college named.

*When you think of colleges in this area, what college comes to mind?*

<table>
<thead>
<tr>
<th>Top of Mind (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Marin</td>
<td>321</td>
</tr>
<tr>
<td>UC-Berkeley &quot;Cal&quot; or UC</td>
<td>80</td>
</tr>
<tr>
<td>Dominican University</td>
<td>52</td>
</tr>
<tr>
<td>Stanford</td>
<td>16</td>
</tr>
<tr>
<td>Sonoma State</td>
<td>10</td>
</tr>
<tr>
<td>Indian Valley College</td>
<td>8</td>
</tr>
<tr>
<td>Santa Rosa Junior College</td>
<td>5</td>
</tr>
<tr>
<td>San Francisco State</td>
<td>5</td>
</tr>
</tbody>
</table>

- **Random Sample**
  - 321 of the 500 respondents, or 64.2% mentioned College of Marin as top of mind
  - UC-Berkeley was a distant second with 80 mentions (16.0%)
  - 35 of the 52 times that Dominican University was mentioned first, College of Marin was mentioned second
Any others?

<table>
<thead>
<tr>
<th>Other Colleges (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominican University</td>
<td>129</td>
</tr>
<tr>
<td>College of Marin</td>
<td>90</td>
</tr>
<tr>
<td>UC-Berkeley &quot;Cal&quot; or UC</td>
<td>71</td>
</tr>
<tr>
<td>Stanford</td>
<td>45</td>
</tr>
<tr>
<td>Sonoma State</td>
<td>37</td>
</tr>
<tr>
<td>San Francisco State</td>
<td>26</td>
</tr>
<tr>
<td>Santa Rosa Junior College</td>
<td>25</td>
</tr>
<tr>
<td>Indian Valley College</td>
<td>17</td>
</tr>
</tbody>
</table>

- **Random Sample**
  - Dominican University was mentioned second: 129 times
    - Dominican was mentioned after College of Marin: 109 times
  - College of Marin was most commonly mentioned after UC-Berkeley or Dominican University
Qualitative responses were analyzed and grouped into like categories. The categories were given headings to capture the nature of responses with additional description of the responses in parentheses. A total count of comments will be provided in each section to help frame the saturation of response. Please note that not all comments can be grouped into a category.

As you think about College of Marin and what you have seen or heard,

What positive things come to mind about the college?

<table>
<thead>
<tr>
<th>Positives (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good School (small classes, good experiences, course selection, programs)</td>
<td>115</td>
</tr>
<tr>
<td>Local and Convenient (close by, accessible)</td>
<td>97</td>
</tr>
<tr>
<td>Community Focused (adult education, concerts, serves community, open to all)</td>
<td>95</td>
</tr>
<tr>
<td>Transfer Preparation (stepping stone, feeder school for UC, good transfer rate)</td>
<td>75</td>
</tr>
<tr>
<td>Good Instruction (great teaching staff, good instructors)</td>
<td>68</td>
</tr>
<tr>
<td>Affordable (inexpensive, reasonable)</td>
<td>66</td>
</tr>
<tr>
<td>Nice Campus (beautiful, small, friendly)</td>
<td>41</td>
</tr>
<tr>
<td>Community College</td>
<td>32</td>
</tr>
<tr>
<td>I’ve attended/Family has attended</td>
<td>29</td>
</tr>
<tr>
<td>Growing/Expanding (updating buildings, adding buildings, growing enrollment)</td>
<td>25</td>
</tr>
<tr>
<td>Art/Music/Drama</td>
<td>19</td>
</tr>
<tr>
<td>Nursing Program</td>
<td>10</td>
</tr>
<tr>
<td>Jobs (career training, vocational preparation, graduates get jobs)</td>
<td>9</td>
</tr>
<tr>
<td>New President (restructure positive, doing a good job)</td>
<td>7</td>
</tr>
<tr>
<td>High School programs (local students taking courses for credit while still in high school)</td>
<td>6</td>
</tr>
</tbody>
</table>

**Random Sample**
- More than 700 responses were generated from the 500 participants as many individuals had multiple positive responses
- The top three were that College of Marin is a good school, is local and convenient, and focuses on serving the community
- Good transfer preparation, the quality of class room instruction, and the affordable cost round out the top six positives
Do any negative things come to mind about College of Marin? If so, what are they?

<table>
<thead>
<tr>
<th>Negatives (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image/Reputation (Junior college, takes everyone, almost lost accreditation, unable to...</td>
<td>45</td>
</tr>
<tr>
<td>Facilities (old, run down, temperatures, lighting, housekeeping, track, handling of bond)</td>
<td>39</td>
</tr>
<tr>
<td>Money/Budget/Fees/Costs (cutbacks, fee increases, wasting resources)</td>
<td>36</td>
</tr>
<tr>
<td>Parking/Traffic/Transportation</td>
<td>36</td>
</tr>
<tr>
<td>Politics/Administration/Union (upheaval, mismanagement, last president, union, long...</td>
<td>31</td>
</tr>
<tr>
<td>Classes full or cancelled (cutbacks, not enough offered, waiting list)</td>
<td>30</td>
</tr>
<tr>
<td>Faculty/Teaching (part-time, not paid well, unenthusiastic)</td>
<td>15</td>
</tr>
<tr>
<td>Multiple Locations (not treated equally, don’t get same offerings or funding)</td>
<td>12</td>
</tr>
<tr>
<td>Training for Jobs (programs being cut, training needs to be updated)</td>
<td>9</td>
</tr>
<tr>
<td>Support Services (mixed messages from counseling, difficult to get appointments)</td>
<td>8</td>
</tr>
<tr>
<td>Adult Education (cutting community programs)</td>
<td>7</td>
</tr>
<tr>
<td>School size (small, enrollment low)</td>
<td>7</td>
</tr>
<tr>
<td>Sports (weak programs, football)</td>
<td>4</td>
</tr>
</tbody>
</table>

- Random Sample
  - Participants noted slightly more than 250 negatives
    - For perspective, compare to the more than 700 positives
  - Messages harmful to the image and reputation top the list of negatives
  - The age and cleanliness of the buildings, funding and monetary concerns, parking/transportation, problems between faculty and administration, and cutting back on course offerings round out the top six negatives
Where did you hear that?

<table>
<thead>
<tr>
<th>Where Heard (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Experience</td>
<td>102</td>
</tr>
<tr>
<td>Newspaper/Local Media</td>
<td>40</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>25</td>
</tr>
<tr>
<td>Family/Friends</td>
<td>19</td>
</tr>
</tbody>
</table>

- Random Sample
  - Most of what people have heard about the college has been from personal experience
  - The second source of information is the local newspaper and other media

How long ago?

<table>
<thead>
<tr>
<th>When Heard (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 years ago</td>
<td>49</td>
</tr>
<tr>
<td>Within the last year</td>
<td>43</td>
</tr>
<tr>
<td>3-6 years ago</td>
<td>27</td>
</tr>
<tr>
<td>10 or more years ago</td>
<td>23</td>
</tr>
<tr>
<td>Recently</td>
<td>17</td>
</tr>
</tbody>
</table>

- Random Sample
  - Most of the messages and impressions have been formed or received within the last one to two years
Regarding College of Marin are you (Familiar)

- Random Sample
  - 83.8% have some familiarity (slightly familiar, familiar, or very familiar) with the College of Marin
  - This question has a bimodal response as 28.2% responded “slightly familiar” and 28.2% responded “familiar.”
The next section of the survey asked participants to indicate how much they agreed or disagreed with each of five statements. They were asked to respond with the following scale:
1-Strongly Disagree, 2-Disagree, 3-Slightly Disagree, 4-Slightly Agree, 5-Agree, 6-Strongly Agree

The five questions were:

- College of Marin provides a high quality education.
- Attending College of Marin for two years and then transferring to a four-year college is a smart choice.
- College of Marin is doing the right things to help people train for jobs in my community.
- College of Marin offers services to help you do well in school.
- College of Marin is responsive to community needs.

*College of Marin provides a high quality education*

- **Random Sample**
  - 83.2% agree (slightly agree, agree, or strongly agree) that the College of Marin provides high quality education
  - 12.6% “slightly disagree” that the College of Marin provides high quality education
  - The most frequent response was “agree” with 33.0%
Attending College of Marin for two years and then transferring to a four-year college is a smart choice

- Random Sample
  - 90.2% agree (slightly agree, agree, or strongly agree) that attending the College of Marin in preparation to transfer is a smart choice
  - The most frequent response was “strongly agree” with 49.4%
College of Marin is doing the right things to help people train for jobs in my community

- Random Sample
  - 74.2% agree (slightly agree, agree, or strongly agree) that the College of Marin is helping to train for jobs in the community
  - 19.6% “slightly disagree” that the College of Marin is helping to train for jobs in the community
  - The most frequent response was “slightly agree” with 30.4%
College of Marin offers services to help you do well in school

- Random Sample
  - 77.4% agree (slightly agree, agree, or strongly agree) that the College of Marin offers services for student success
  - 18.4% “slightly disagree” that the College of Marin offers services for student success
  - The most frequent response was “slightly agree” with 31.4%
College of Marin is responsive to community needs

- Random Sample
  - 78.2% agree (slightly agree, agree, or strongly agree) that the College of Marin is responsive to community needs
  - The most frequent response was “agree” with 35.4%
PROGRAM INTEREST

The next section of the survey asked participants to indicate their interest in certain types of classes and programs offered at the College of Marin. They were asked to respond to four questions using the following scale:

1 - Not Interested At All, 2 - Not Interested, 3 - Slightly Not Interested, 4 - Slightly Interested, 5 - Interested, 6 - Very Interested

The four questions were:

How interested are you in:

- Specific job skills training to start or change a career
- Programs that lead to an associate degree or diploma
- Programs that allow you to transfer to a four-year college or university
- Attending College of Marin

Specific job skills training to start or change a career

- Random Sample
  - 43.4% are interested (slightly interested, interested, or very interested) in job skills training
  - The most frequent response was “not at all interested” with 33.2%
Programs that lead to an associate degree or diploma

- Random Sample
  - 33.0% are interested (slightly interested, interested, or very interested) in associate degree or diploma programs
  - The most frequent response was “not at all interested” with 42.2%
Programs that allow you to transfer to a four-year college or university

- Random Sample
  - 38.2% are interested (slightly interested, interested, or very interested) in transfer programs
  - The most frequent response was “not interested at all” with 43.6%
In attending College of Marin

- Random Sample
  - 57.4% are interested (slightly interested, interested, or very interested) in attending the College of Marin
  - The most frequent response was “not interested at all” with 21.6%
If you were to take classes from College of Marin, what options best fit your schedule?

- **Random Sample**
  - 44.2% feel the best time for classes at the College of Marin would be in the evening
    - This was the most frequent response
  - 41.8% feel the best time for classes at the College of Marin would be weekdays
SUPPORT INTEREST

This section asked participants to indicate their interest in supporting the College of Marin. They were asked how interested they would be in donating as well as what type of programs specifically they would be willing to support.

Participants were asked to respond to “How interested are you in donating to the College of Marin” using the following scale: 1-Not Interested At All, 2-Not Interested, 3-Slightly Not Interested, 4-Slightly Interested, 5-Interested, 6-Very Interested

In donating to College of Marin

- Random Sample
  - 21.6% are interested (slightly interested, interested, or very interested) in donating to the College of Marin
  - The most frequent response was “not interested at all” with 39.0%
If you would consider supporting programs to help students, what would those be?

<table>
<thead>
<tr>
<th>Would Donate (Random Sample)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Training/Job Skills</td>
<td>103</td>
</tr>
<tr>
<td>Scholarships</td>
<td>77</td>
</tr>
<tr>
<td>Arts/Performing Arts</td>
<td>71</td>
</tr>
<tr>
<td>Student Services (tutoring, mentoring, counseling, transfer, study skills)</td>
<td>67</td>
</tr>
<tr>
<td>Math and Science</td>
<td>27</td>
</tr>
<tr>
<td>Athletics</td>
<td>27</td>
</tr>
<tr>
<td>English and ESL</td>
<td>22</td>
</tr>
<tr>
<td>Vocational/Trades</td>
<td>22</td>
</tr>
<tr>
<td>Business and Computer Skills</td>
<td>21</td>
</tr>
<tr>
<td>Academics/General Fund</td>
<td>15</td>
</tr>
<tr>
<td>Nursing</td>
<td>11</td>
</tr>
<tr>
<td>Adult/Basic Education</td>
<td>7</td>
</tr>
</tbody>
</table>

- Random Sample
  - More than 500 responses were generated when participants were asked what type of programs they would consider supporting.
  - Promoting career training and jobs skills programs was most mentioned.
  - Supporting scholarships and performing arts were second and third.
Online Survey Results

The online survey was created from the same questions asked in the telephone survey. The online survey was promoted to the general public by the college through their communication channels. It was made available to participants from December 26, 2011 through February 7, 2012. A total of 221 individuals participated in the online survey. Because this data was gathered by invitation from the college, it represents an internal view of the college and not an unbiased general community opinion. For that reason, the data was analyzed separately, and the online results are presented in the following pages.
DEMOGRAPHICS

Age

<table>
<thead>
<tr>
<th>Range</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 to 74</td>
<td>41.4</td>
</tr>
</tbody>
</table>

- Online
  - Nearly one-quarter (23.0%) were ages 25 and younger
  - Approximately one-quarter (22.5%) were ages 26 to 40
  - Slightly more than half (54.5%) were ages 41 and older
• Online
  - The online sample was by open invitation from the college, and the participants were 31.4% male and 68.6% female. This is a typical data distribution in self-select samples.
Have you or someone you know attended College of Marin?

- Online
  - Nearly three-quarters of participants (74.4%) have attended the College of Marin
  - 6.9% have never attended the College of Marin
Have you ever donated money, time or property to College of Marin?

- Online
  - 28.7% have donated to the College of Marin
TOP OF MIND

The participants in the online survey knew they were answering questions about the College of Marin prior to taking the survey so the first question was altered slightly to acknowledge that. The responses assist in generating a profile of the colleges that are in the forefront of the minds of the community.

When you think of colleges in this area, what college comes to mind?

<table>
<thead>
<tr>
<th>Colleges in the Area (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Rosa Junior College</td>
<td>80</td>
</tr>
<tr>
<td>Dominican University</td>
<td>53</td>
</tr>
<tr>
<td>UC-Berkeley &quot;Cal&quot; or UC</td>
<td>26</td>
</tr>
<tr>
<td>City College of San Francisco</td>
<td>22</td>
</tr>
<tr>
<td>San Francisco State</td>
<td>18</td>
</tr>
<tr>
<td>Sonoma State</td>
<td>10</td>
</tr>
<tr>
<td>College of Marin</td>
<td>7</td>
</tr>
</tbody>
</table>

- **Online**
  - 36.2% mentioned Santa Rosa Junior College as a college in the area
  - Dominican University was second with 24.0%
  - 7 individuals listed College of Marin although they were asked to list colleges other than College of Marin, indicating they could not come up with any others
Any others?

<table>
<thead>
<tr>
<th>Other Colleges (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC-Berkeley &quot;Cal&quot; or UC</td>
<td>47</td>
</tr>
<tr>
<td>San Francisco State</td>
<td>46</td>
</tr>
<tr>
<td>Sonoma State</td>
<td>36</td>
</tr>
<tr>
<td>City College of San Francisco</td>
<td>33</td>
</tr>
<tr>
<td>Santa Rosa Junior College</td>
<td>32</td>
</tr>
<tr>
<td>Dominican University</td>
<td>28</td>
</tr>
<tr>
<td>University of San Francisco</td>
<td>17</td>
</tr>
<tr>
<td>University of California – San Fran</td>
<td>11</td>
</tr>
</tbody>
</table>

- Online
  - Many participants were able to list several area colleges, and the City College of San Francisco was on the minds of the online participants but did not appear in the listings for phone survey participants
Qualitative responses were analyzed and grouped into like categories. The categories were given headings to capture the nature of responses with additional description of the responses in parentheses. A total count of comments will be provided in each section to help frame the saturation of response. Please note that not all comments can be grouped into a category.

As you think about College of Marin and what you have seen or heard, What positive things come to mind about the college?

<table>
<thead>
<tr>
<th>Positives (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff/Instruction</td>
<td>79</td>
</tr>
<tr>
<td>Campus (beauty, size, central location)</td>
<td>39</td>
</tr>
<tr>
<td>Small classes (less crowding, easier to get classes)</td>
<td>30</td>
</tr>
<tr>
<td>Location (easy to get to, close to home, convenient)</td>
<td>29</td>
</tr>
<tr>
<td>Connection to the Community/Community Accessibility</td>
<td>23</td>
</tr>
<tr>
<td>New Facilities and Renovations</td>
<td>13</td>
</tr>
<tr>
<td>Transfer (good resources and reputation)</td>
<td>12</td>
</tr>
<tr>
<td>Affordable</td>
<td>11</td>
</tr>
<tr>
<td>Art/Music/Drama</td>
<td>5</td>
</tr>
<tr>
<td>New President</td>
<td>3</td>
</tr>
</tbody>
</table>

- **Online**
  - More than 300 responses were generated from the 221 participants
  - The stand-apart number one positive was the great teachers
  - The beautiful campus, small classes, and convenience of campus complete the top four positives
Do any negative things come to mind about College of Marin? If so, what are they?

<table>
<thead>
<tr>
<th>Negatives (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited Classes (Times offered, sections offered, need more nights, need more</td>
<td>58</td>
</tr>
<tr>
<td>seats, need more online classes)</td>
<td></td>
</tr>
<tr>
<td>Facilities (Dirty, dark at night, old buildings, run down, mold, classroom</td>
<td>43</td>
</tr>
<tr>
<td>technology, labs, bathrooms)</td>
<td></td>
</tr>
<tr>
<td>Teachers (aging, not good at it, uninspired, part-time)</td>
<td>29</td>
</tr>
<tr>
<td>Parking/Transportation (not enough, bus times unhelpful)</td>
<td>28</td>
</tr>
<tr>
<td>Administration/Politics (disconnected from community, administration/faculty</td>
<td>22</td>
</tr>
<tr>
<td>union bickering, mismanaged funds)</td>
<td></td>
</tr>
<tr>
<td>Students (lazy, spoiled, mean, inconsiderate, no student life)</td>
<td>16</td>
</tr>
<tr>
<td>Registration (portal, Banner, class schedule as PDF, waitlist process)</td>
<td>10</td>
</tr>
<tr>
<td>Counselors (wrong information, appointments available, customer service,</td>
<td>9</td>
</tr>
<tr>
<td>professionalism)</td>
<td></td>
</tr>
<tr>
<td>Reputation (loss of community connection, not getting out in 2 years, closing of</td>
<td>9</td>
</tr>
<tr>
<td>the campus)</td>
<td></td>
</tr>
<tr>
<td>Indian Valley (not enough classes or services, drains resources)</td>
<td>7</td>
</tr>
<tr>
<td>Website (outdated, missing information, difficult to navigate)</td>
<td>5</td>
</tr>
<tr>
<td>Smoking (signs not obeyed, no enforcement)</td>
<td>3</td>
</tr>
</tbody>
</table>

- **Online**
  - More than 250 responses were generated from the 221 participants
  - The stand-apart number one negative was the limited number of class offerings and the cancellation of classes
  - The condition of the facilities holds the second negative spot
  - Teachers, parking, and issues of the administration complete the list of the top five negatives
**Where did you hear that?**

<table>
<thead>
<tr>
<th>Where Heard (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Experience</td>
<td>99</td>
</tr>
<tr>
<td>Students</td>
<td>33</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>20</td>
</tr>
<tr>
<td>Staff/Friends</td>
<td>14</td>
</tr>
<tr>
<td>Newspaper</td>
<td>4</td>
</tr>
</tbody>
</table>

- **Online**
  - Most of what people have heard about the college has been from personal experience
  - The second source of information is from students attending the College of Marin

**How long ago?**

<table>
<thead>
<tr>
<th>When Heard (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the last year</td>
<td>69</td>
</tr>
<tr>
<td>Now</td>
<td>51</td>
</tr>
<tr>
<td>1-2 years ago</td>
<td>23</td>
</tr>
<tr>
<td>4 or more years</td>
<td>12</td>
</tr>
</tbody>
</table>

- **Online**
  - Most of the messages and impressions have been formed or received within the two years or are happening right now
Regarding College of Marin are you (Familiar)

- Online
  - 91.3% have some familiarity (slightly familiar, familiar, or very familiar) with the College of Marin
  - Nearly half (49.3%) were “very familiar” with the College of Marin
The next section of the survey asked participants to indicate how much they agreed or disagreed with each of five statements. They were asked to respond with the following scale:
1-Strongly Disagree, 2-Disagree, 3-Slightly Disagree, 4-Slightly Agree, 5-Agree, 6-Strongly Agree

The five questions were:

- College of Marin provides a high quality education.
- Attending College of Marin for two years and then transferring to a four-year college is a smart choice.
- College of Marin is doing the right things to help people train for jobs in my community.
- College of Marin offers services to help you do well in school.
- College of Marin is responsive to community needs.

**College of Marin provides a high quality education**

- **Online**
  - 91.2% agree (slightly agree, agree, or strongly agree) that the College of Marin provides high quality education
  - Nearly half (47.3%) “agree” that the College of Marin provides high quality education; this was also the most frequent response
Attending College of Marin for two years and then transferring to a four-year college is a smart choice.

- Online
  - 92.5% agree (slightly agree, agree, or strongly agree) that attending the College of Marin in preparation to transfer is a smart choice
  - The most frequent response was "strongly agree" with 45.8%
College of Marin is doing the right things to help people train for jobs in my community

- Online
  - 84.4% agree (slightly agree, agree, or strongly agree) that the College of Marin is helping to train for jobs in the community
  - 41.2% “agree” that the College of Marin is helping to train for jobs in the community; this was also the most frequent response
College of Marin offers services to help you do well in school

• **Online**
  - 84.5% agree (slightly agree, agree, or strongly agree) that the College of Marin offers services for student success
  - 46.0% “agree” that the College of Marin offers services for student success, this was also the most frequent response
College of Marin is responsive to community needs

- Online
  - 75.6% agree (slightly agree, agree, or strongly agree) that the College of Marin is responsive to community needs
  - The most frequent response was “slightly agree” with 35.5%
The next section of the survey asked participants to indicate their interest in certain types of classes and programs offered at the College of Marin. They were asked to respond to four questions using the following scale:

1 - Not Interested At All, 2 - Not Interested, 3 - Slightly Not Interested, 4 - Slightly Interested, 5 - Interested, 6 - Very Interested

The four questions were:

How interested are you in:

- Specific job skills training to start or change a career
- Programs that lead to an associate degree or diploma
- Programs that allow you to transfer to a four-year college or university
- Attending College of Marin

*Specific job skills training to start or change a career*

- Online
  - 65.6% are interested (slightly interested, interested, or very interested) in job skills training
  - The most frequent response was “very interested” with 29.4%
Programs that lead to an associate degree or diploma

- Online
  - 63.6% are interested (slightly interested, interested, or very interested) in associate degree or diploma programs
  - The most frequent response was “very interested” with 34.5%
Programs that allow you to transfer to a four-year college or university

- Online
  - 72.9% are interested (slightly interested, interested, or very interested) in transfer programs
  - The most frequent response was “very interested” with 47.3%
In attending College of Marin

- Online
  - 89.1% are interested (slightly interested, interested, or very interested) in attending the College of Marin
  - The most frequent response was “very interested” with 51.0%
If you were to take classes from College of Marin, what options best fit your schedule?

- **Online**
  - 52.4% feel the best time for classes at the College of Marin would be weekdays
    - This was the most frequent response
  - 14.6% were interested in on demand course offerings
SUPPORT INTEREST

This section asked participants to indicate their interest in supporting the College of Marin. They were asked how interested they would be in donating as well as what type of programs specifically they would be willing to support.

Participants were asked to respond to “How interested are you in donating to the College of Marin” using the following scale: 1-Not Interested At All, 2-Not Interested, 3-Slightly Not Interested, 4-Slightly Interested, 5-Interested, 6-Very Interested

In donating to College of Marin

- Online
  - 34.4% are interested (slightly interested, interested, or very interested) in donating to the College of Marin
  - The most frequent response was “not interested at all” with 32.3%
If you would consider supporting programs to help students, what would those be?

<table>
<thead>
<tr>
<th>Would Donate (Online)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Services (tutoring, mentoring, counseling, transfer, study skills)</td>
<td>50</td>
</tr>
<tr>
<td>Arts/Performing Arts/Music</td>
<td>9</td>
</tr>
<tr>
<td>Scholarships</td>
<td>9</td>
</tr>
<tr>
<td>Core Courses (more available at night and/or online)</td>
<td>7</td>
</tr>
</tbody>
</table>

- Online
  - Slightly more than 100 responses were given
  - The most frequent response was to enhance student services
APPENDIX A – SURVEY INSTRUMENT

College of Marin Community Survey
We are conducting a survey for your local college to see if we are fulfilling your needs. Would you please take a few minutes to answer a set of questions? It would be greatly appreciated.

If yes…continue
If no…move on to the next call

TOP OF MIND AWARENESS
1. When you think of colleges in this area, what college comes to mind?
(Variation for Online Survey read “When you think of colleges in this area other than College of Marin, what college comes to mind?”)
2. Any Others?

UNAIDED POSITIVE AND NEGATIVE
3. As you think about College of Marin and what you have seen or heard, what positive things come to mind about the college? (OPEN ENDED)
4. Do any negative things come to mind about College of Marin? If so, what are they? (OPEN ENDED)
5. Where did you hear that?
6. How long ago?

PERCEIVED FAMILIARITY WITH THE COLLEGE
7. Regarding College of Marin are you:
   Very Unfamiliar  Unfamiliar  Slightly Unfamiliar  Slightly Familiar  Familiar  Very Familiar

Now I’m Going to read you a list of statements about the college. Please tell me how you much you agree or disagree with each statement on a 1 to 6 scale with 1 being Strongly Disagree, 2 is Disagree, 3 –Slightly Disagree, 4 –Slightly Agree, 5-Agree, 6-Strongly Agree.
8. College of Marin provides a high quality education.
9. Attending College of Marin for two years and then transferring to a four-year college is a smart choice.
10. College of Marin is doing the right things to help people train for jobs in my community.
11. College of Marin offers services to help you do well in school.
12. College of Marin is responsive to community needs.
Now I'm going to read you a list of statements about the college. Please tell me how interested you are on a 1 to 6 scale with 1 being Not Interested At All, 2 is Not Interested, 3-Slightly Not Interested, 4-Slightly Interested, 5-Interested, 6-Very Interested.

13. Specific job skills training to start or change a career
14. Programs that lead to an associate degree or diploma
15. Programs that allow you to transfer to a four-year college or university
16. In attending College of Marin
17. In donating to College of Marin (If questioned, Donate Money)

Now I have a few questions that are open ended, just tell us what you think.
18. If you would consider supporting programs to help students, what would those be? (If a prompt is needed, “Such as scholarships, athletics, performing arts, career training, to mention only a few.”)
19. If you were to take classes from College of Marin, what options best fit your schedule? (CODE ONLY)
   1-Weekdays  2-Evenings  3-Weekends  4-Anytime with Online on demand classes

Finally, a few questions about yourself:
20. What is your age? (Enter actual number)
21. Are you male or female? [CODE ONLY] 1-Male or 2-Female
22. Have you or someone you know attended College of Marin? [CODE ONLY]
   1-I graduated from College of Marin
   2-I took some classes at College of Marin
   3-A member of my family has attended College of Marin
   4-No, I have never attended College of Marin
23. Have you ever donated money, time or property to College of Marin? [CODE ONLY]
   1-Yes  2-No
24. What is your Zip Code? (should be taken from file for phone survey)

Thank you for taking the time to answer our questions. Your participation is appreciated.