

**MONOGRAPH THEMES FROM THE 1997 OCC PUBLIC OPINION POLL**  
**OUTLINE**

I. GENERAL COLLEGE ATTENDANCE

- i) Prevalence— past, present, future
- ii) Choice — past, present, future
- iii) Reasons for Attendance — past/present, future
- iv) Selection Criteria

II. AWARENESS OF OCC

- i) Location
- ii) Purpose
- iii) Sources of Information
- iv) Attendance of OCC

III. IMPRESSIONS OF OCC

- i) General Perception
- ii) Based on Personal Knowledge
- iii) Convenience
- iv) OCC vs. Other Schools
- v) Across Specific Dimensions
- vi) Willingness to Attend OCC
- vii) Willingness to Recommend OCC to Someone
- viii) Purposes

IV. UTILIZATION OF COMMUNITY SERVICES

- i) Awareness
- ii) Libraries
- iii) Concerts, Plays or Shows
- iv) Workshops, short courses, or seminars
- v) Recreational Facilities

V. OCC PURPOSES

- i) Awareness
- ii) Support for Purposes
- iii) Satisfaction with Efforts to Fulfill Purposes
- iv) Most Important Purpose

**MONOGRAPH THEMES FROM THE 1997 OCC PUBLIC OPINION POLL**  
**OUTLINE**

**I. GENERAL COLLEGE ATTENDANCE**

**i) Prevalence— past, present, future**

1. Have you ever attended a community college, four-year college or university?
3. Are you currently enrolled in a college or university?
7. Would you ever consider attending a community college, four year college, or university?

**ii) Choice — past, present, future**

2. Which college or colleges have you ever attended?
4. Where are you currently enrolled?
9. If you decided to attend college, which school would you would attend?

**iii) Reasons for Attendance — past/present, future**

6. People attend college for many different reasons. Can you tell me which of the following apply or applied for you?

- a. To get a high school diploma?
- b. To take classes to help you move up in your present job or company?
- c. To help you get a different job?
- d. For personal improvement or enrichment?
- e. To earn a 2-year associate degree?
- f. To earn a 4-year bachelor's degree or higher degree?

8. People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me if you would or would not attend college for each reason.

- a. To get a high school diploma?
- b. To take classes to help you move up in your present job or company?
- c. To help you get a different job?
- d. For personal improvement or enrichment?
- e. To earn a 2-year associate degree?
- f. To earn a 4-year bachelor's degree or higher degree?

**iv) Selection Criteria**

10. If you were choosing a college to attend, how important would the following items be in your decision process? Please tell me if they would not be important at all, would be somewhat important, or would be very important?

**II. AWARENESS OF OCC**

**i) Location**

14. a. Are you aware that Oakland Community College has more than one (1) campus?
14. b. Oakland Community College's five (5) campuses are located throughout Oakland County. Would you be able to tell me the general location of each campus that you know of?

c. Would you Strongly Disagree, Disagree, be Neutral, Agree or Strongly Agree that at least one OCC campus is conveniently located for you?

**ii) Purpose**

- 20 a. First, are you aware that OCC provides educational experiences enabling students to transfer to other colleges and universities?
- 21 a. Are you aware that OCC provides training for workforce development and learning opportunities to meet the needs of business and industry?
- 22. a. Are you aware that OCC provides general education opportunities enabling students to learn independently and develop skills for personal and career success?
- 23. a. Are you aware that OCC provides opportunities in developmental education to prepare students for college-level studies?
- 24. a. Are you aware that OCC provides community services, including cultural, social, and enrichment opportunities for lifelong learning ?
- 25. a. Are you aware that OCC provides occupational and technical learning opportunities to improve student's employability?

**iii) Sources of Information**

30. What are your main sources of information about OCC?

**iv) Attendance of OCC**

- 2. Which college or colleges have you ever attended?
- 4. Where are you currently enrolled?
- 15. a. Have you or anyone in your household ever taken a course for credit at OCC?

**III. IMPRESSIONS OF OCC**

**i) General Perception**

13. b. Do you remember whether OCC was mentioned in a negative way, a positive way, or a neutral way?

**ii) Impressions Based on Personal Knowledge**

- 15. a. Have you or anyone in your household ever taken a course for credit at OCC?
- 15. b. Do you recall if this experience was:

- 1 \_\_\_ a terrible experience,
- 2 \_\_\_ a poor experience,
- 3 \_\_\_ an OK experience,
- 4 \_\_\_ a good experience, or
- 5 \_\_\_ a great experience?

**iii) Convenience**

14. c. Would you Strongly Disagree, Disagree, be Neutral, Agree or Strongly Agree that at least one OCC campus is conveniently located for you?

**iv) OCC vs. Other Schools**

- 11. a. What is your overall impression of OCC compared to other schools in the area? Would you say OCC is terrible, poor, OK, good, or great? *see Draft 'Quality'* *11 b - quality rating compared other schools*
- 12. Could you tell me what differences you notice between OCC and other colleges or universities?

**v) Across Specific Dimensions**

28. Now I'd like to ask you about your impressions of OCC. Please tell me if you Strongly Disagree, Disagree, Are Neutral, Agree, or Strongly Agree with the following statements:

- a. OCC provides good value to its students
- b. OCC is a source of community pride
- c. OCC charges reasonable tuition and rates
- d. OCC provides programs and services at conveniently scheduled times
- e. OCC provides good value to its taxpayers
- f. OCC should emphasize meeting needs of county residents over meeting needs of others

?

**vi) Purposes**

- 20. c. How would you rate the quality of educational experiences OCC provides to prepare students to transfer to other colleges and universities? Would you say it is terrible, poor, OK, good, or great?
- 21. c. How would you rate the quality of training for workforce development and learning opportunities that OCC provides to meet the needs of business and industry? Would you say it is terrible, poor, OK, good, or great?
- 22. c. How would you rate the quality of the general education opportunities OCC provides to enable students to learn independently and develop skills for personal and career success? Would you say it is terrible, poor, OK, good, or great?
- 23. c. How would you rate the quality of the developmental education OCC provides to prepare students for college-level studies? Would you say it is terrible, poor, OK, good, or great?
- 24. c. How would you rate the quality of community services that OCC provides for lifelong learning? Would you say it is terrible, poor, OK, good, or great?
- 25. c. How would you rate the quality of the occupational and technical learning opportunities OCC provides to improve students' employability? Would you say it is terrible, poor, OK, good, or great?

**vii) Willingness to Attend OCC**

9. If you decided to attend college, which school would you would attend?

**viii) Willingness to Recommend to Someone**

27. a. Would you recommend OCC to a friend or a family member? + *see Draft 'Quality' Q 27b = why / why not.*

**IV. UTILIZATION OF COMMUNITY SERVICES**

**i) Awareness**

- 24. a. Are you aware that OCC provides community services including cultural, social and enrichment opportunities for lifelong learning?
- 24. b. Do you think it is important that OCC provides community services? Is it not important, somewhat important or very important?
- 24. c. How would you rate the quality of community services that OCC provides for lifelong learning? Would you say it is terrible, poor, OK, good or great?

**ii) Libraries**

16. Now, I'd like to ask you a few questions about your use of OCC facilities or services. First, can you

tell me whether you or anyone in your household have used the Oakland Community College libraries during the past two years?

**iii) Concerts, Plays or Shows**

17. Have you, or anyone in your household attended an Oakland Community College sponsored concert, play or art show over the past two years?

**iv) Workshops, short courses, or seminars**

18. What about a workshop, short course or seminar sponsored by Oakland Community College in the past two years?

**v) Recreational Facilities**

19. And have you, or anyone in your household, used any recreational facilities at OCC in the past two years?

**V. OCC PURPOSES**

**i) Awareness**

20. a. First, are you aware that OCC provides educational experiences enabling students to transfer to other colleges and universities?

21. a. Are you aware that OCC provides training for workforce development and learning opportunities to meet the needs of business and industry?

22. a. Are you aware that OCC provides general education opportunities enabling students to learn independently and develop skills for personal and career success?

23. a. Are you aware that OCC provides opportunities in developmental education to prepare students for college-level studies?

24. a. Are you aware that OCC provides community services, including cultural, social and enrichment opportunities for lifelong learning?

25. a. Are you aware that OCC provides occupational and technical learning opportunities to improve student's employability?

**ii) Support for Purposes**

20. b. How important do you think it is that OCC prepares students to transfer? It is not important, somewhat important, or very important?

21. b. How important do you think it is that OCC provides workforce development? It is not important, somewhat important, or very important?

22. b. How important do you think it is that OCC provides general education? It is not important, somewhat important, or very important?

23. b. How important do you think it is that OCC provides developmental education? It is not important, somewhat important, or very important?

24. b. Do you think it is important that OCC provides community services? It is not important, somewhat important, or very important?

25. b. How important do you think it is that OCC provides occupational and technical education? It is not important, somewhat important, or very important?

**iii) Satisfaction with Efforts to Fulfill Purposes**

20. c. How would you rate the quality of educational experiences OCC provides to prepare students to transfer to other colleges and universities? Would you say it is terrible, poor, OK, good, or great?

- OK  
by Purpose

- 21. c. How would you rate the quality of training for workforce development and learning opportunities that OCC provides to meet the needs of business and industry? Would you say it is terrible, poor, OK, good, or great?
- 22. c. How would you rate the quality of the general education opportunities OCC provides to enable students to learn independently and develop skills for personal and career success? Would you say it is terrible, poor, OK, good, or great?
- 23. c. How would you rate the quality of the developmental education OCC provides to prepare students for college-level studies? Would you say it is terrible, poor, OK, good, or great?
- 24. c. How would you rate the quality of community services that OCC provides for lifelong learning? Would you say it is terrible, poor, OK, good, or great?
- 25. c. How would you rate the quality of the occupational and technical learning opportunities OCC provides to improve students' employability? Would you say it is terrible, poor, OK, good, or great?

**iv) Most Important Purpose**

- 26. Out of the six purposes just mentioned: Transfer Education, Workforce Development, General Education, Developmental Education, Community Service, and Occupational/Technical Education, which do you consider to be OCC's most important purpose?

# Frequencies

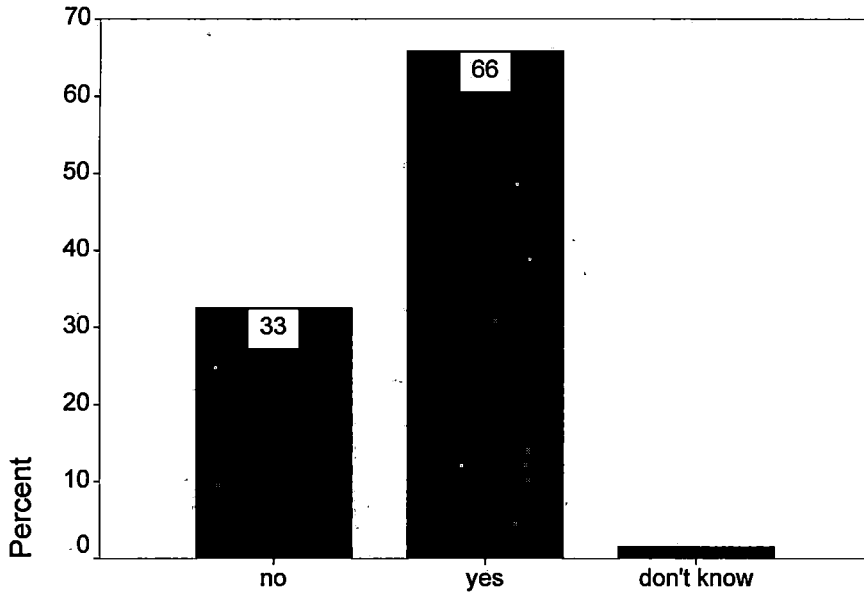
## Statistics

	N		Mode
	Valid	Missing	
COMMA aware community service	387	13	1
COMMB importance community service	372	28	3
COMMC quality community service	152	248	4
LIBRARY use of library	398	2	0
CONCERT attended concert, play, art show	398	2	0
WORKSHOP attended workshop, short course, seminar	396	4	0
RECFAC use of recreational facilities	397	3	0

### COMMA aware community service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	126	31.5	32.6	32.6
	1 yes	255	63.8	65.9	98.4
	7 don't know	6	1.5	1.6	100.0
	Total	387	96.8	100.0	
Missing	9	13	3.3		
	Total	13	3.3		
Total		400	100.0		

### Bar Chart



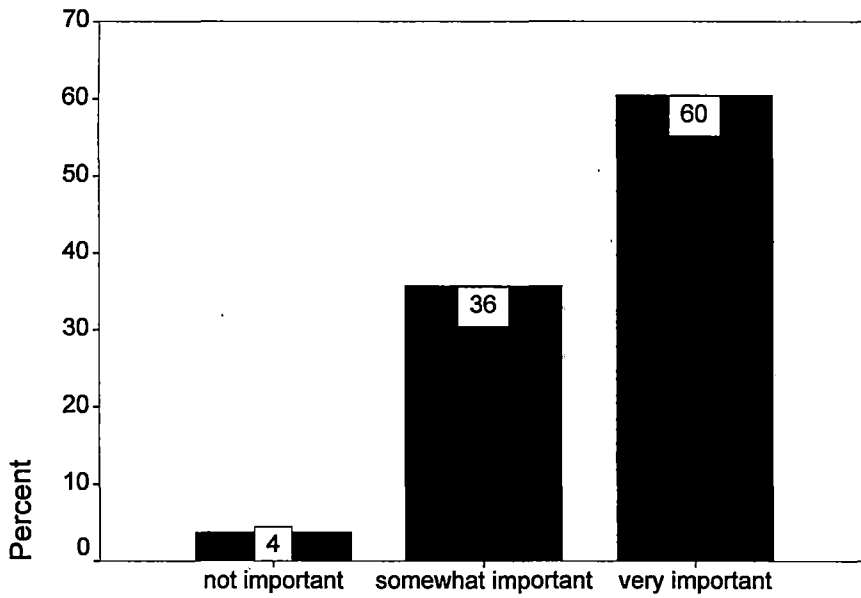
aware community service

### COMMB importance community service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 not important	14	3.5	3.8	3.8
	2 somewhat important	133	33.3	35.8	39.5
	3 very important	225	56.3	60.5	100.0
	Total	372	93.0	100.0	
Missing	7	11	2.8		
	9	17	4.3		
	Total	28	7.0		
Total		400	100.0		



### Bar Chart



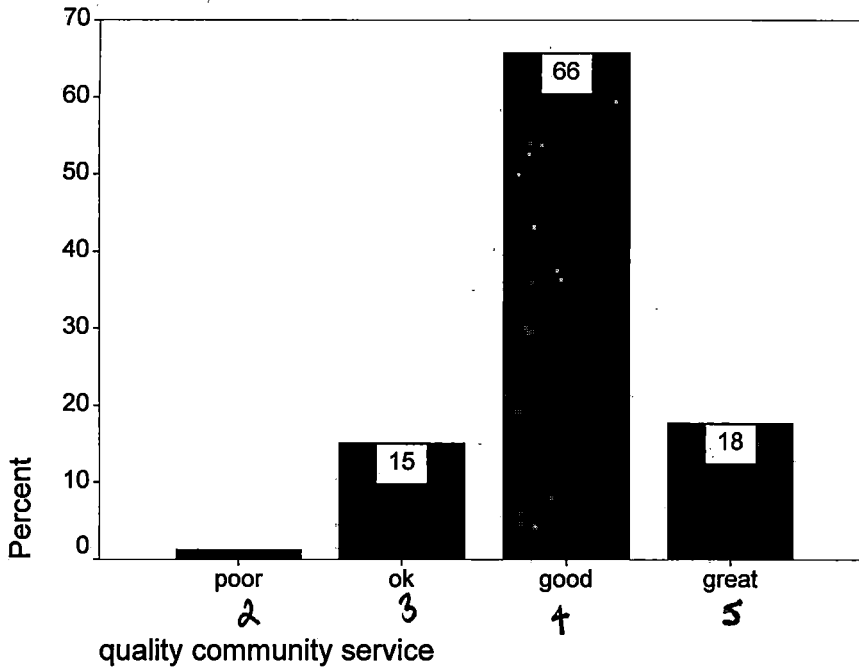
importance community service

### COMMC quality community service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	2	.5	1.3	1.3
	3 ok	23	5.8	15.1	16.4
	4 good	100	25.0	65.8	82.2
	5 great	27	6.8	17.8	100.0
	Total	152	38.0	100.0	
Missing	8	133	33.3		
	9	115	28.8		
	Total	248	62.0		
Total		400	100.0		

$$127/152 = 83\%$$

### Bar Chart

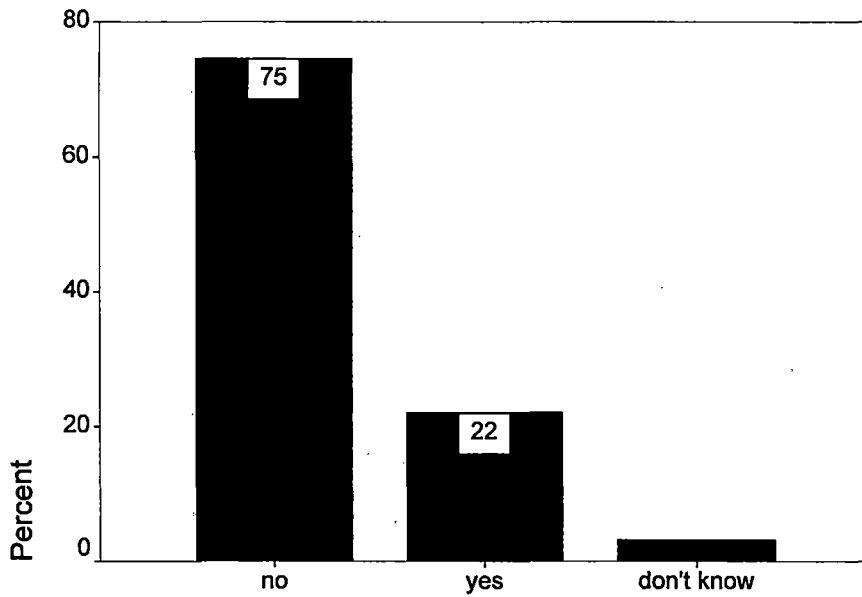


*83% good/great*

### LIBRARY use of library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	297	74.3	74.6	74.6
	1 yes	88	22.0	22.1	96.7
	7 don't know	13	3.3	3.3	100.0
	Total	398	99.5	100.0	
Missing	9	2	.5		
	Total	2	.5		
Total		400	100.0		

### Bar Chart

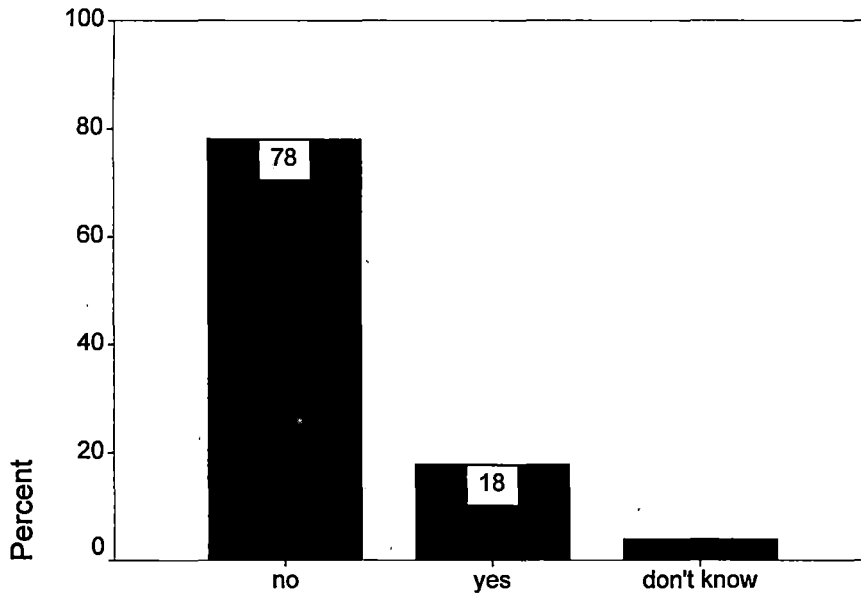


use of library

### CONCERT attended concert, play, art show

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	311	77.8	78.1	78.1
	1 yes	71	17.8	17.8	96.0
	7 don't know	16	4.0	4.0	100.0
	Total	398	99.5	100.0	
Missing	9	2	.5		
	Total	2	.5		
Total		400	100.0		

## Bar Chart

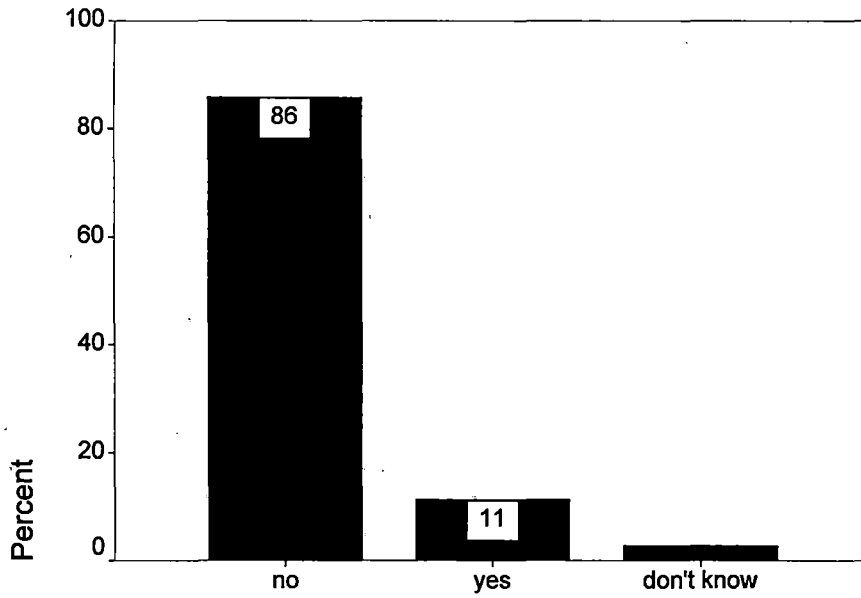


attended concert, play, art show

## WORKSHOP attended workshop, short course, seminar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	340	85.0	85.9	85.9
	1 yes	45	11.3	11.4	97.2
	7 don't know	11	2.8	2.8	100.0
	Total	396	99.0	100.0	
Missing	9	4	1.0		
	Total	4	1.0		
Total		400	100.0		

## Bar Chart

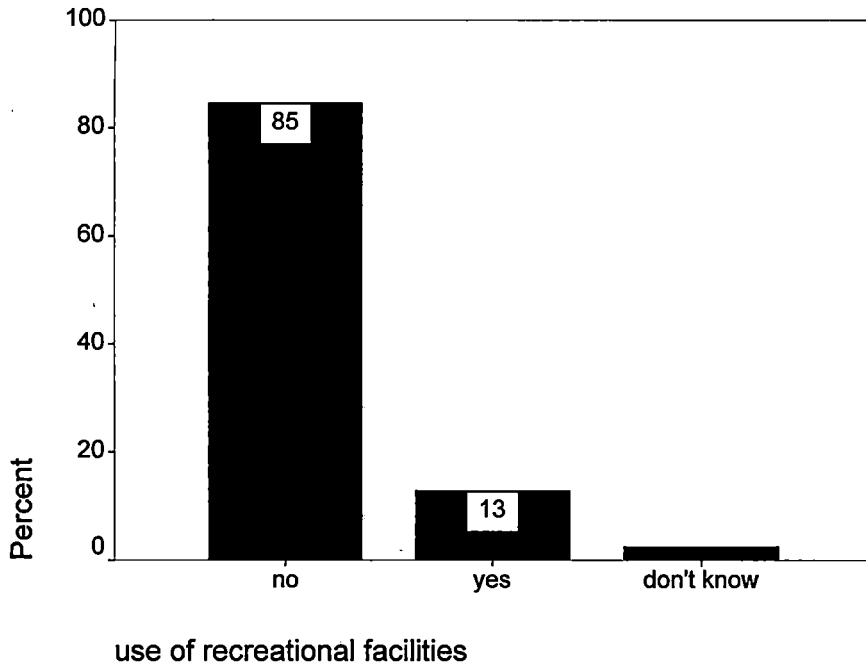


attended workshop, short course, seminar

## RECFAC use of recreational facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	336	84.0	84.6	84.6
	1 yes	51	12.8	12.8	97.5
	7 don't know	10	2.5	2.5	100.0
	Total	397	99.3	100.0	
Missing	9	3	.8		
	Total	3	.8		
Total		400	100.0		

# Bar Chart



# 1997 Public Opinion Poll

1. Have you ever attended a community college, four-year college or university?

1.  Yes  
 0.  No. (Skip to Question 7)

2. Which college or colleges have you ever attended?  
 (Do not read the list but check all colleges mentioned)

- attend 1, attend 2, attend 3  
 attend 4.

no  
 value  
 labels

- |  |  |
|--|--|
| <u>1972</u> Central Michigan University                  | <u>2006</u> Henry Ford Community College                             |
| <u>1990</u> Eastern Michigan University                  | <u>2008</u> Highland Park Community College                          |
| <u>2020</u> Lawrence Technological University ?          | <u>2019</u> Lansing Community College                                |
| <u>2032</u> Michigan State University                    | <u>2054</u> Macomb Community College                                 |
| <u>2033</u> Oakland University                           | <u>2043</u> <del>1959</del> Oakland Community College - AH - HL 1959 |
| <u>2060</u> University of Detroit                        | <u>2070</u> Schoolcraft College                                      |
| <u>    </u> University of Michigan-Ann Arbor             | <u>2067</u> Washtenaw Community College                              |
| <u>2074</u> University of Michigan-Dearborn              | <u>2068</u> Wayne County Community College                           |
| <u>2063</u> University of Michigan-Flint                 |  |
| <u>2065</u> Walsh College                                |  |
| <u>2064</u> Wayne State University                       |  |
| <u>2066</u> Western Michigan University                  |  |
| <u>    </u> Other. (Specify, including city/state) _____ |  |
| <u>    </u> No response                                  |  |

3. Are you currently enrolled in a college or university?

1.  Yes. → yes = 1  
 0.  No. (Skip to Question 7) → no = 0  
 9.  No response → skip = 8

Lawrence Institute of Technology

# of colleges  
 attended.

4.

Where are you currently enrolled?  
(Do not read the list but check all colleges mentioned)

enroll 1 enroll 2 enroll 3

- Central Michigan University
- Eastern Michigan University
- Lawrence Technological University
- Michigan State University
- Oakland University
- University of Detroit
- University of Michigan-Ann Arbor
- University of Michigan-Dearborn
- University of Michigan-Flint
- Walsh College
- Wayne State University
- Western Michigan University
- Other. (Specify, including city/state) \_\_\_\_\_
- No response

- Henry Ford Community College
- Highland Park Community College
- Lansing Community College
- Macomb Community College
- Oakland Community College
- Schoolcraft College
- Washtenaw Community College
- Wayne County Community College

no value labels

no value labels

How satisfied were you with your experience at this/these college(s)? Would you say you were very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied, or very satisfied at: (Write in name of school)

sat 1  
sat 2  
sat 3

	VD	D	N	S	VS	No Response
a. College: _____	1.....	2.....	3.....	4.....	5.....	9
b. College: _____	1.....	2.....	3.....	4.....	5.....	9
c. College: _____	1.....	2.....	3.....	4.....	5.....	9

6. People attend college for many different reasons. Can you tell me which of the following apply or applied for you?

diploma 1  
more 1  
job 1  
enrich 1  
+ way 1  
four yr 1

no = 0  
yes = 1

	Yes	No	No response
a. To get a high school diploma? .....	1.....	0.....	9
b. To take classes to help you move up in your present job or company? .....	1.....	0.....	9
c. To help you get a different job? .....	1.....	0.....	9
d. For personal improvement or enrichment? .....	1.....	0.....	9
e. To earn a 2-year associate degree? .....	1.....	0.....	9
f. To earn a 4-year bachelor's degree or higher degree? .....	1.....	0.....	9

no value labels

Are there any other reasons why you attend or attended college? Could you explain? - reason 1

\_\_\_\_\_  
\_\_\_\_\_

(After completing question 6, skip to question 10).➔

8-missing



7. Would you ever consider attending a community college, four year college, or university?

- 1 \_\_\_ Yes  
 0 \_\_\_ No (Skip to Question 11)

no value labels  
 diploma 2  
 move 2  
 job 2  
 enrich 2  
 two yr 2  
 four yr 2

8. People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me if you would or would not attend college for each reason.

	Yes	No	No response
a. To get a high school diploma? .....	1 ..... 0 ..... 9		
b. To take classes to help you move up in your present job or company?.....	1 ..... 0 ..... 9		
c. To help you get a different job? .....	1 ..... 0 ..... 9		
d. For personal improvement or enrichment?.....	1 ..... 0 ..... 9		
e. To earn a 2-year associate degree?.....	1 ..... 0 ..... 9		
f. To earn a 4-year bachelor's degree or higher degree? .....	1 ..... 0 ..... 9		

Are there any other reasons why you would consider attending college? Could you explain?

reason 2

---



---

9. If you decided to attend college, which school would you attend?  
 (Do not read the list but check all colleges mentioned)

- |   |  |
|---|--|
| <input type="checkbox"/> Central Michigan University                  | <input type="checkbox"/> Henry Ford Community College    |
| <input type="checkbox"/> Eastern Michigan University                  | <input type="checkbox"/> Highland Park Community College |
| <input type="checkbox"/> Lawrence Technological University            | <input type="checkbox"/> Lansing Community College       |
| <input type="checkbox"/> Michigan State University                    | <input type="checkbox"/> Macomb Community College        |
| <input type="checkbox"/> Oakland University                           | <input type="checkbox"/> Oakland Community College       |
| <input type="checkbox"/> University of Detroit                        | <input type="checkbox"/> Schoolcraft College             |
| <input type="checkbox"/> University of Michigan-Ann Arbor             | <input type="checkbox"/> Washtenaw Community College     |
| <input type="checkbox"/> University of Michigan-Dearborn              | <input type="checkbox"/> Wayne County Community College  |
| <input type="checkbox"/> University of Michigan-Flint                 |  |
| <input type="checkbox"/> Walsh College                                |  |
| <input type="checkbox"/> Wayne State University                       |  |
| <input type="checkbox"/> Western Michigan University                  |  |
| <input type="checkbox"/> Other. (Specify, including city/state) _____ |  |
| <input type="checkbox"/> Undecided                                    |  |
| <input type="checkbox"/> No response                                  |  |

would go 1  
 would go 2  
 would go 3  
 would go 4

↓

what variables?

↓

1 would go comm. coll.

2 would go 4 yr

3 would go univ.

No  
V.L.

10. If you were choosing a college to attend, how important would the following items be in your decision process? Please tell me if they would not be important at all, would be somewhat important, or would be very important?

	NI	SI	VI	No Response
cost - a. Cost	1	2	3	9
aid - b. Availability of Financial Aid	1	2	3	9
Faculty - c. Reputation of the Faculty	1	2	3	9
rep - d. Reputation of the College	1	2	3	9
Instruct - e. Quality of Instruction	1	2	3	9
attent. - f. Amount of Personal attention	1	2	3	9

Still using the same scale, very important, somewhat important, or not important, how important is:

valence

employ - g. Ability to Get a Job after Attending	1	2	3	9
social - h. Social Life	1	2	3	9
Student - i. The Students	1	2	3	9
culture - j. Cultural Atmosphere	1	2	3	9
distance - k. Distance from Home	1	2	3	9
Intell - l. Intellectual Atmosphere	1	2	3	9
evening program - m. Availability of evening/weekend courses	1	2	3	9
deglev - n. Quality of Degree Programs	1	2	3	9
	1	2	3	9

11. Now, I'd like to ask you some questions about Oakland Community College in particular.

a. What is your overall impression of OCC compared to other schools in the area? Would you say OCC is terrible, poor, OK, good, or great?

- 1 Terrible
- 2 Poor
- 3 OK
- 4 Good
- 5 Great

9=missing

compare b. When you answered this last question, what schools were you thinking of in comparison?

- 0 = None
- 1 = Same Type
- 2 = Same Area
- 3 = Other schools
- 9 = missing
- 5? 8?

N.V.I.  
diffs.

12. Could you tell me what differences you notice between OCC and other colleges or universities?

1, 2, 3, 4, 5, 6, 7, 8, 9, 7

10, 11, 12, 13, 14, 15, 16, 17

18, 19, 20

- subdirectory of file folder for each. 4

n.v.1

13. a. Over the course of the past three months, can you think of a conversation you have had in which OCC has been mentioned?

- 1 \_\_\_ Yes
- 0 \_\_\_ No (skip to 14)
- 7 \_\_\_ Don't know (skip to 14)
- 9 \_\_\_ No response (skip to 14)

b. Do you remember whether OCC was mentioned in a negative way, a positive way, or a neutral way?

- 1 \_\_\_ Negative
- 2 \_\_\_ Neutral
- 3 \_\_\_ Positive
- 7 \_\_\_ Don't know
- 9 \_\_\_ No response

n.v.1

14. a. Are you aware that Oakland Community College has more than one (1) campus?

- 1 \_\_\_ Yes
- 0 \_\_\_ No (skip to "c.")
- 7 \_\_\_ Don't know
- 9 \_\_\_ No response

n.v.1

b. Oakland Community College's five (5) campuses are located throughout Oakland County. Would you be able to tell me the general location of each campus that you know of? (Check each campus mentioned. Do not offer suggestions.)

ah  
hi  
bridge  
ro  
sf  
othr

- \_\_\_ Auburn Hills (on Featherstone Road, near Pontiac Silverdome and Chrysler Tech Center)
- \_\_\_ Highland Lakes (on Cooley Lake Road, in Waterford)
- \_\_\_ Orchard Ridge (on Orchard Lake Road near 696, in Farmington Hills)
- \_\_\_ Royal Oak (on South Washington)
- \_\_\_ Southfield (on 9 Mile Road/Rutland Drive)
- \_\_\_ Other (Specify) \_\_\_\_\_

8, 9. miss.

Campus location

n.v.1

c. Would you Strongly Disagree, Disagree, be Neutral, Agree or Strongly Agree that at least one OCC campus is conveniently located for you?

- 1 \_\_\_ Strongly Disagree
- 2 \_\_\_ Disagree
- 3 \_\_\_ Neutral
- 4 \_\_\_ Agree
- 5 \_\_\_ Strongly Agree
- 7 \_\_\_ Don't know
- 9 \_\_\_ No response

8d.

course  
A.V.I. 15

a. Have you or anyone in your household ever taken a course for credit at OCC?

- 1 \_\_\_ Yes
- 0 \_\_\_ No (skip to 16)
- 7 \_\_\_ Don't know (skip to 16)
- 9 \_\_\_ No response (skip to 16)

rate

b. Do you recall if this experience was:

- 1 \_\_\_ a terrible experience,
- 2 \_\_\_ a poor experience,
- 3 \_\_\_ an OK experience,
- 4 \_\_\_ a good experience, or
- 5 \_\_\_ a great experience?

8, 9 missing

library  
A.V.I.

16. Now, I'd like to ask you a few questions about your use of OCC facilities or services. First, can you tell me whether you, or anyone in your household, have used the Oakland Community College libraries during the past two years?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No.
- 7. \_\_\_ Don't know.
- 9. \_\_\_ No Response

concert  
A.V.I.

17. Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play, or art show over the past two years?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No.
- 7. \_\_\_ Don't know.
- 9. \_\_\_ No Response

workshop  
A.V.I.

18. What about a workshop, short course, or seminar sponsored by Oakland Community College in the past two years?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No.
- 7. \_\_\_ Don't know.
- 9. \_\_\_ No Response

recreac  
A.V.I.

19. And have you, or anyone in your household, used any recreational facilities at Oakland Community College in the past two years?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No.
- 7. \_\_\_ Don't know.
- 9. \_\_\_ No Response

20. Oakland Community College provides many educational opportunities. I'd like to know your opinions of the different purposes of OCC.

transa a. First, are you aware that OCC provides educational experiences enabling students to transfer to other colleges and universities?

- 1. \_\_\_ Yes.
  - 0. \_\_\_ No. (Ask "b." only)
  - 7. \_\_\_ Don't know. (Ask "b." only)
  - 9. \_\_\_ No Response
- 8, 9 miss

transb. b. How important do you think it is that OCC prepares students to transfer? Is it not important, somewhat important, or very important?

- 1 \_\_\_ Not Important
  - 2 \_\_\_ Somewhat Important
  - 3 \_\_\_ Very Important
  - 7 \_\_\_ Don't know
  - 9 \_\_\_ No response
- 8, 9 miss

transc c. (Skip if answer to "a." was "No" or "Don't know") How would you rate the quality of educational experiences OCC provides to prepare students to transfer to other colleges and universities? Would you say it is terrible, poor, OK, good, or great?

- 1 \_\_\_ Terrible
  - 2 \_\_\_ Poor
  - 3 \_\_\_ OK
  - 4 \_\_\_ Good
  - 5 \_\_\_ Great
  - 9 \_\_\_ Unable to respond
- 8, 9 miss

wkfrca 21 a. Are you aware that OCC provides training for workforce development and learning opportunities to meet the needs of business and industry?

- 1. \_\_\_ Yes.
  - 0. \_\_\_ No. (Ask "b." only)
  - 7. \_\_\_ Don't know. (Ask "b." only)
  - 9. \_\_\_ No Response.
- 9, missing

wkfrcb b. How important do you think it is that OCC provides for workforce development? Is it not important, somewhat important, or very important?

- 1 \_\_\_ Not Important
  - 2 \_\_\_ Somewhat Important
  - 3 \_\_\_ Very Important
  - 7 \_\_\_ Don't know
  - 9 \_\_\_ No response
- 8, 9 miss

wkfrcc 21 continued

c. (Skip if answer to "a." was "No" or "Don't know.") How would you rate the quality of training for workforce development and learning opportunities that OCC provides to meet the needs of business and industry? Would you say it is terrible, poor, OK, good, or great?

- 1 \_\_\_ Terrible
- 2 \_\_\_ Poor
- 3 \_\_\_ OK
- 4 \_\_\_ Good
- 5 \_\_\_ Great
- 9 \_\_\_ Unable to respond

8,9 miss.

geneda 22  
n.v.l.

a. Are you aware that OCC provides general education opportunities enabling students to learn independently and develop skills for personal and career success?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No. (Ask "b." only)
- 7. \_\_\_ Don't know. (Ask "b." only)
- 9. \_\_\_ No Response.

9 miss.

genedb  
n.v.l.

b. How important do you think it is that OCC provides general education opportunities? Is it not important, somewhat important, or very important?

- 1 \_\_\_ Not Important
- 2 \_\_\_ Somewhat Important
- 3 \_\_\_ Very Important
- 7 \_\_\_ Don't know
- 9 \_\_\_ No response

8,9 missing

geneda  
n.v.l.

(Skip if answer to "a." was "No" or "Don't know") How would you rate the quality of the general education opportunities OCC provides to enable students to learn independently and develop skills for personal and career success? Would you say it is terrible, poor, OK, good, or great?

- 1 \_\_\_ Terrible
- 2 \_\_\_ Poor
- 3 \_\_\_ OK
- 4 \_\_\_ Good
- 5 \_\_\_ Great
- 9 \_\_\_ Unable to respond

8,9 missing

deved a

23

a. Are you aware that OCC provides opportunities in developmental education to prepare students for college-level studies?

n.v.1

- 1.  Yes.
- 0.  No. (Ask "b." only)
- 7.  Don't know. (Ask "b." only)
- 9.  No Response.

9 missing

deved b

n.v.1

b. How important do you think it is that OCC provides developmental education? Is it not important, somewhat important, or very important?

- 1  Not Important
- 2  Somewhat Important
- 3  Very Important
- 7  Don't know
- 9  No response

8,9 missing

deved c

n.v.1

c. (Skip if answer to "a." was "No" or "Don't know.") How would you rate the quality of the developmental education OCC provides to prepare students for college-level studies? Would you say it is terrible, poor, OK, good, or great?

- 1  Terrible
- 2  Poor
- 3  OK
- 4  Good
- 5  Great
- 9  Unable to respond

8,9 missing

comma

n.v.1

24

a. Are you aware that OCC provides community services, including cultural, social, and enrichment opportunities for lifelong learning?

- 1.  Yes.
- 0.  No. (Ask "b." only)
- 7.  Don't know. (Ask "b." only)
- 9.  No Response

9 miss

comma

n.v.1

b. Do you think it is important that OCC provides community services? Is it not important, somewhat important, or very important?

- 1  Not Important
- 2  Somewhat Important
- 3  Very Important
- 7  Don't know
- 9  No response

8,9 miss

Comme 24 continued  
n.v.l.

c. (Skip if answer to "a." was "No" or "Don't know.") How would you rate the quality of community services that OCC provides for lifelong learning? Would you say it is terrible, poor, OK, good, or great?

- 1 \_\_\_ Terrible
- 2 \_\_\_ Poor
- 3 \_\_\_ OK
- 4 \_\_\_ Good
- 5 \_\_\_ Great
- 9 \_\_\_ Unable to respond

techa. 25  
n.v.l.

a. Are you aware that OCC provides occupational and technical learning opportunities to improve student's employability?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No. (Ask "b." only)
- 7. \_\_\_ Don't know. (Ask "b." only)
- 9. \_\_\_ No Response.

tech b. b. How important do you think it is that OCC provides occupational and technical education? Is it not important, somewhat important, or very important?  
n.v.l.

- 1 \_\_\_ Not Important
- 2 \_\_\_ Somewhat Important
- 3 \_\_\_ Very Important
- 7 \_\_\_ Don't know
- 9 \_\_\_ No response

tech c. c. (Skip if answer to "a." was "No" or "Don't know") How would you rate the quality of the occupational and technical learning opportunities OCC provides to improve students' employability? Would you say it is terrible, poor, OK, good, or great?  
n.v.l.

- 1 \_\_\_ Terrible
- 2 \_\_\_ Poor
- 3 \_\_\_ OK
- 4 \_\_\_ Good
- 5 \_\_\_ Great
- 9 \_\_\_ Unable to respond

purpose 26. Out of the six purposes just mentioned, Transfer Education, Workforce Development, General Education, Developmental Education Community Service, and, Occupational/Technical Education, which do you consider to be OCC's most important purpose?

- 1 \_\_\_ Transfer Education
- 2 \_\_\_ Workforce Development
- 3 \_\_\_ General Education
- 4 \_\_\_ Developmental Education
- 5 \_\_\_ Community Service
- 6 \_\_\_ Occupational/Technical Education
- 9 \_\_\_ Unable to respond



recomm  
N.V.I.

27. a. Would you recommend OCC to a friend or a family member?

- 1.  Yes.
- 0.  No.
- 7.  Not Sure.
- 9.  No Response (Skip to Question 28)

why rec  
N.V.I.

b. What is it about OCC that makes you say you would/wouldn't/aren't sure if you would recommend OCC to a friend or a family member?

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28. Now I'd like to ask you about your impressions of OCC. Please tell me if you Strongly Disagree, Disagree, Are Neutral, Agree, or Strongly Agree with the following statements:

value -  
pride (N.V.I.)  
price (N.V.I.)  
time (" )  
tax ( " )  
county (" )

	SD	D	N	A	SA	Don't Know
a. OCC provides good value to its students	1 .....	2 .....	3 .....	4 .....	5 .....	7
b. OCC is a source of community pride	1 .....	2 .....	3 .....	4 .....	5 .....	7
c. OCC charges reasonable tuition and rates	1 .....	2 .....	3 .....	4 .....	5 .....	7
d. OCC provides programs and services at conveniently scheduled times	1 .....	2 .....	3 .....	4 .....	5 .....	7
e. OCC provides good value to its taxpayers	1 .....	2 .....	3 .....	4 .....	5 .....	7
f. OCC should emphasize meeting needs of county residents over meeting needs of others	1 .....	2 .....	3 .....	4 .....	5 .....	7

missing  
{ 9, 7 }

29. Are there any comments you would like to make about Oakland Community College that hasn't been mentioned so far?

?

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30/ What are your main sources of information about Oakland Community College? (Do not read list. Check all that apply) (PROBE:) Any others?

- news Newspaper. (which one? newsx1 (n.v.1.) [?newsx2 (n.v.1.)]) 1 = yes  
0 = no
- n.v.1 - radio Radio. (which station? radiox1 (n.v.1.) radiox2 - (n.v.1.))
- " - tv Television. (which station? tvx1 (n.v.1.); tvx2 (n.v.1.))
- " pubocc OCC Publications. (which one? puboccx1 (n.v.1.); puboccx2 (n.v.1.) rel=8)
- " emp occ OCC Employees.
- " stu occ OCC Students.
- " mouth Other word of mouth. (who? mouthx1 (n.v.1.); mouthx2 (n.v.1.) rel=8)
- " self Own observation, personal involvement
- " oth2 Other, (Specify: oth2x1 (n.v.1.); oth2x2 (n.v.1.))
- ? None, have no sources of information.

Your answers so far will be even more helpful to us if you will answer just a few more quick questions about yourself and your family.

*year* 31/ What year were you born? 19\_\_\_\_\_

*edu* 32/ And what is the highest level of education you have completed? (Read response categories)

1. \_\_\_ Eighth (8<sup>th</sup>) Grade or less.
2. \_\_\_ Some high school.
3. \_\_\_ High school graduate.
4. \_\_\_ Vocational or technical school.
5. \_\_\_ Some college.
6. \_\_\_ College graduate.
7. \_\_\_ Post-graduate.
9. \_\_\_ No Response.

*employed* 33/ Are you currently employed:

2. \_\_\_ more than 20 hours a week,
1. \_\_\_ less than or equal to 20 hours a week, or
0. \_\_\_ currently not employed.
7. \_\_\_ Don't know.
9. \_\_\_ No Response *9 missing*

34. With which ethnic or racial group do you consider yourself a member? (Check ALL groups mentioned. If the respondent refuses to answer, don't check anything and skip to Question 35)

- wh  White  
aa  African American.  
  
ca  ~~Caldian~~  
hi  Hispanic  
as  Asian American  
othe  Another group (Which group? race. (N.V.I.))

*income* 35. Which of the following income groups include your total household income last year? (Read income groups)

1.  Less than \$20,000.  
2.  \$20,000-\$40,000.  
3.  \$40,000-\$60,000  
4.  \$60,000-\$80,000.  
5.  \$80,000 or more.  
9.  No response

*8,9 miss*

*zip* 36. What is your zip code?

48 \_\_\_\_\_

*gender* 37. Record Gender

1.  Male.  
0.  Female

Thank you for helping us by participating in this survey. We appreciate your time and assistance.

*Interviewer: Staple the completed survey to the sample sheet and grid!*

Numeric List of Colleges for the  
1997 Public Opinion Poll

0043 9 9 COMMONWEALTH BUSINESS COLLEGE  
0206 2 2 CERRITOS COLLEGE  
0320 4 2 CALIFORNIA STATE UNIVERSITY - LOS ANGELES  
0337 2 2 SAN DIEGO MESA COLLEGE  
0354 2 2 ORANGE COAST COLLEGE  
0398 4 2 SAN DIEGO STATE UNIVERSITY  
0404 4 2 SAN FRANCISCO STATE UNIVERSITY  
0435 4 2 CALIFORNIA STATE COLLEGE - STANISLAUS  
0444 4 2 UNIVERSITY OF CALIFORNIA-BERKELEY  
0470 4 1 UNIVERSITY OF SOUTHERN CALIFORNIA  
0532 4 2 UNIVERSITY OF COLORADO - BOULDER  
0654 4 1 CATHOLIC UNIVERSITY OF AMERICA  
0728 2 1 FLORIDA COLLEGE  
0826 4 2 GEORGIA STATE UNIVERSITY  
0872 4 2 UNIVERSITY OF GEORGIA  
1015 2 2 PARKLAND COLLEGE  
1034 4 1 ILLINOIS COLLEGE  
1042 4 2 ILLINOIS STATE UNIVERSITY  
1106 4 1 NORTHWESTERN UNIVERSITY  
1160 4 1 WHEATON COLLEGE  
1176 4 2 BALL STATE UNIVERSITY  
1230 4 2 PURDUE UNIVERSITY -MAIN CAMPUS  
1244 4 1 SAINT MARYS COLLEGE  
1256 4 1 VALPARAISO UNIVERSITY  
1346 4 1 NORTHWESTERN COLLEGE  
1554 4 2 UNIVERSITY OF KENTUCKY  
1591 4 2 UNIVERSITY OF NEW ORLEANS (LOUISIANA STATE)  
1731 2 2 PRINCE GEORGES COMMUNITY COLLEGE  
1916 9 9 BOSTON STATE COLLEGE  
1958 4 1 ALMA COLLEGE  
1972 4 2 CENTRAL MICHIGAN UNIVERSITY  
1980 4 1 WILLIAM TYNDALE COLLEGE (DETROIT BIBLE)  
1986 9 9 DETROIT INSTITUTE OF TECHNOLOGY  
1987 4 1 DETROIT COLLEGE OF BUSINESS  
1990 4 2 EASTERN MICHIGAN UNIVERSITY  
1992 4 1 ANDREWS UNIVERSITY  
1994 4 2 FERRIS STATE COLLEGE  
1996 2 9 MOTT COMMUNITY COLLEGE - FLINT JR. - GENESEE  
2000 2 2 GOGEBIC COMMUNITY COLLEGE  
2006 2 2 HENRY FORD COMMUNITY COLLEGE  
2008 2 2 HIGHLAND PARK COLLEGE  
2016 2 2 KALAMAZOO VALLEY COMMUNITY COLLEGE

2019 2 2 LANSING COMMUNITY COLLEGE  
2020 4 1 LAWRENCE INSTITUTE OF TECHNOLOGY  
2022 4 1 MADONNA COLLEGE  
2024 4 1 MARYGROVE COLLEGE  
2030 4 2 MICHIGAN TECHNOLOGICAL UNIVERSITY  
2032 4 2 MICHIGAN STATE UNIVERSITY  
2033 4 2 OAKLAND UNIVERSITY  
2038 4 2 NORTHERN MICHIGAN UNIVERSITY  
2042 4 1 OLIVET COLLEGE  
2043 2 2 OAKLAND COMMUNITY COLLEGE-AUBURN HILLS CAMPUS  
2046 2 2 SAINT CLAIR COMM COLLEGE (PORT HURON JR COLL)  
2054 2 2 MACOMB COMMUNITY COLLEGE  
2060 4 1 UNIVERSITY OF DETROIT  
2062 4 2 UNIVERSITY OF MICHIGAN  
2063 4 2 UNIVERSITY OF MICHIGAN - FLINT COLLEGE  
2064 4 2 WAYNE STATE UNIVERSITY  
2065 9 9 WALSH COLLEGE  
2066 4 2 WESTERN MICHIGAN UNIVERSITY  
2067 2 2 WASHTENAW COMMUNITY COLLEGE  
2068 2 2 WAYNE COUNTY COMMUNITY COLLEGE  
2070 2 2 SCHOOLCRAFT COMMUNITY COLLEGE  
2074 4 2 UNIVERSITY OF MICHIGAN - DEARBORN  
2156 4 2 UNIVERSITY OF MINNESOTA - MINNEAPOLIS SAINT PAUL  
2224 4 2 MISSISSIPPI VALLEY STATE UNIVERSITY  
2268 4 1 CENTRAL BIBLE COLLEGE  
2292 4 1 DRURY COLLEGE  
2358 9 9 NOTRE DAME COLLEGE  
2370 4 2 SOUTHWEST MISSOURI STATE UNIVERSITY  
2380 4 2 UNIVERSITY OF MISSOURI AT KANSAS CITY  
2386 4 1 WASHINGTON UNIVERSITY  
2664 4 1 ADELPHI UNIVERSITY  
2718 4 1 BARNARD COLLEGE  
2725 4 1 COLLEGE OF INSURANCE  
2788 9 9 LADYCLIFF COLLEGE  
2838 4 1 NEW YORK UNIVERSITY  
2878 4 1 SIENA COLLEGE (ST BENARDINE OF SIENA)  
2989 2 1 WESTCHESTER BUSINESS INSTITUTE  
3064 4 2 UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE  
3148 4 1 QUEENS COLLEGE  
3171 2 2 WAYNE COMMUNITY COLLEGE  
3240 4 2 BOWLING GREEN STATE UNIVERSITY  
3270 4 2 CLEVELAND STATE UNIVERSITY (FENN COLLEGE)  
3277 2 2 LAKELAND COMMUNITY COLLEGE  
3282 9 9 JOHN CARROLL UNIVERSITY  
3284 4 2 KENT STATE UNIVERSITY MAIN CAMPUS

3312 4 2 OHIO STATE UNIVERSITY  
3314 4 2 OHIO UNIVERSITY  
3316 4 1 OHIO WESLEYAN UNIVERSITY  
3319 9 9 PROVIDENCE HOSPITAL SCHOOL OF NURSING  
3342 4 1 UNIVERSITY OF DAYTON  
3368 4 2 YOUNGSTOWN STATE UNIVERSITY  
3461 2 2 CLATSOP COMMUNITY COLLEGE  
3534 4 1 CARNEGIE-MELLON UNIVERSITY (CARNEGIE INSTITUTE)  
3710 4 2 MANSFIELD STATE COLLEGE  
3732 4 1 UNIVERSITY OF PENNSYLVANIA  
3734 4 2 UNIVERSITY OF PITTSBURGH  
3765 4 1 YORK COLLEGE OF PENNSYLVANIA  
4026 4 2 UNIVERSITY OF TENNESSEE KNOXVILLE  
4274 4 2 UNIVERSITY OF UTAH  
4656 4 2 UNIVERSITY OF WISCONSIN - MADISON  
5570 9 9 UNIVERSITY OF PHOENIX  
7004 9 1 DETROIT BUSINESS INSTITUTE  
7020 9 9 ANN ARBOR PRACTICAL NURSE EDUCATION CENTER  
7022 9 9 BAKER COLLEGE  
7025 9 9 FLINT PRACTICAL NURSE CENTER  
7026 0 1 HENRY FORD HOSPITAL SCHOOL OF NURSING  
7085 9 9 MICHIGAN TECHNICAL INSTITUTE  
7150 4 1 CENTER-CREATIVE STUDIES(ARTS&CRAFTS)QTR(2/3) OR

## Demographics

### *Age*

The two largest age groups which were surveyed were those between the ages of 18-35 (25 percent) and 36-45 (24 percent). Almost half of the respondents were from these two age cohorts. The smallest percentage of individuals interviewed were those aged 76-88 (8 percent). The median age of all residents, [according to SEMCOG] in Oakland County was 33.8 (in 1989).

### *Gender*

When segmented for gender purposes, females constituted 63 percent of the interviewees while males only accounted for 36 percent of those interviewed. Oakland County 1995 population projections indicated that females accounted for 49 percent of the county's population.

### *Income*

The two largest income ranges of those surveyed were those who reported their incomes between \$ 80,000 and higher (23 percent) and from \$20,000 to \$40,000 (20 percent). The lowest income range were those who had income less than \$20,000. It is important to note that 18 percent of the respondents either did not give a response or refused to answer. SEMCOG has estimated that 32% of county residents have incomes greater than \$60,000 and 26% have earnings within the \$20,000 to \$40,000 range.

### *Ethnic/Racial Identity*

The ethnic/racial identity of the respondents were mostly White (87 percent). The largest minority group which responded to the survey were African-Americans who constituted six percent of the survey. Hispanic and Other was two percent, Asian-American equaled one percent and Caldians only comprised 3 percent of those surveyed.

### *Zip Codes*

The analysis indicates that 37 percent of the individuals who answered the survey lived in nine Oakland County communities; Troy (n=24), Rochester (n=24), Royal Oak (n=23), Southfield (n=22), Waterford (n=14), Madison Hts. (N=11), West Bloomfield (n=11), and Farmington (n=10). The communities represented were aggregated by their various zip codes. The other respondents were disperse throughout the county.

## Previous College Experience

### *Who Attended*

The vast majority of the respondents (79 percent) stated that they have attended a two year or four year institution. When asked if they were currently enrolled in a postsecondary institution, 87 percent indicated that they were not presently attending a college or university.

### College Attended

Individuals were assessed on where they had previously attended college. Each person had the opportunity to list up to four institutions. Wayne State, Michigan State, OCC, and Oakland University were mentioned most frequently. → ?

Institutions	Percentage Who Attended
OCC	19
Wayne State	11
Michigan State	8
Oakland University	7
University of Michigan, Ann Arbor	4

### Currently Enrolled

Of the 41 individuals who stated that they were enrolled in an institution of higher education, 13 were attending OCC, six were enrolled at Michigan State, and five were at Wayne State.

### Reasons Given for attending a post-secondary institution of those currently enrolled

Respondents were asked why they chose to attend college. Fifty percent of those responding suggested they attended college in order to move up in the company or organization in which they are employed. Sixty-one percent stated that they attended in order to get a different job, and 95 percent indicated that they went to college for personal improvement or enrichment.

- ① personal improvement
- ② job change
- ③ move-up in job
- ④ earn 2yr degree
- ⑤ high-school dipl.
- ⑥ 4yr degree

When asked if one of their primary reasons was to earn a high school diploma, only 21 percent the respondents agreed with the question. When questioned if they went to college to earn an associate degree, 33 percent suggested that they did intend to earn a two year diploma, whereas, only ten percent indicated they went to a four year school to earn a bachelors degree. Individuals were also asked to provide other reasons why they may have attended a postsecondary institution. Other reasons given were to earn more money, personal growth, social/cultural benefits.

It should be noted that about 90 percent of the sample either did not respond to the question or the data was coded as missing.

### Motivation to Go to College

#### Consider attending a community college if not currently enrolled

Residents were asked if they would ever consider attending a community college. Responses were almost evenly divided. Fifty-one percent stated that they would not consider attending, while 49 percent suggested that they would consider attending a two-year institution.



- ① personal
- ② change jobs
- ③ move-up
- ④ 4-yr.
- ⑤ 2 yr.

*Reasons Given for attending a post-secondary institution of those not currently enrolled*

When assessed why they would attend a college or university, 30 percent of those responding indicated they would attend to earn a high school diploma. However, 76 percent suggest they would enroll to move up in their present job, and 80 percent stated they would attend a college to obtain a different job. An overwhelming 91 percent of those responding would attend a postsecondary institution for personal enrichment and improvement.

When asked if they would attend college to earn an associate degree, 51 percent suggested they would enroll to acquire a two year degree, whereas 74 percent indicated they would attend college to obtain a four year or bachelors degree.

Individuals were also asked to suggest other reasons they would attend a college or university. The majority of those who gave a response suggested that they would enroll because of their love of learning. In addition five individuals indicated they would enroll for technical or specialized courses to either enhance their skills or acquire new ones.

**College Choice Decision**

Residents were asked to rate a series of questions on the importance of certain issues if they were thinking about attending a college or university. Their responses could include, not important (NI), somewhat important (SI), very important (VI) or no response. The table below gives the percentages of their responses. Note: May not add up to 100% because of rounding.

Issue	NI	SI	VI
Cost	6	35	59
Financial Aid	28	34	38
Reputation of the Faculty	10	32	58
Reputation of the College	6	32	63
Quality of Instruction	1	15	83
Personal Attention	5	42	53
Ability to get a Job	14	19	66
Social Life	52	35	13
Students	33	55	12
Cultural Atmosphere	29	50	21
Distance from Home	11	32	57
Intellectual Atmosphere	10	45	46
Availability of evening and weekend classes	13	20	68
Quality of Degree Program	3	15	82
Highest Degree Offered	10	23	68

Those who responded seemed to suggest that the quality of instruction (83%) would be the most

important variable if they were going to choose a college to attend. Other issues which were considered very important included the availability of classes (68%), highest degree offered (68%), ability to get a job (63%), and the reputation of the faculty (63%). Conversely, the social life of the institution did not seem to be quite important for those who responded to the questions.

#### *Choice of Institution*

If given a choice (up to four options) of which institutions to attend, the majority of the respondents would chose OCC (35%). The next institution chosen was Oakland University (20%) followed by Wayne State (6%). However, 25 percent of those responding did not have a preference or were undecided on which institutions they would attend.

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draft

# Quality

## Comparison to other schools

When asked what differences respondents noticed between OCC and other colleges, the most common responses included:

- ◆ 13.5% Strong academics at OCC/Courses offered/Selection/OCC's Accessibility
- ◆ 13.5% Good locations/Close to home/Less commute at OCC
- ◆ 11.8% Individual attention at OCC/Tutoring/Smaller classrooms/Quality instructors/Smaller campus

See the Coding for Question 12 for the variety of responses given.

## OCC's Declared Purposes

The highest average "quality" rating of OCC's six purposes went to general education, with a rating of 4.145 out of 5.000. Community service had the lowest rating of 4.000. The quality scale for this question asked for ratings of "terrible," "poor," "OK," "good," and "great." Preparing students to transfer, the most important purpose of those surveyed, had an average score of 4.100. While this is not the highest quality rating of all the purposes, 26% of respondents thought the quality of the transfer purpose was "great." The following table shows the percent of respondents who felt the quality of OCC's purposes were "great" along with the percent of respondents who felt the purposes were "very important."

PURPOSE	VERY IMPORTANT	GREAT QUALITY
Transfer	93.3%	26.0%
Workforce Development	85.8%	22.3%
Occupational/Technical Education	85.6%	22.0%
General Education	84.2%	24.2%
Developmental Education	82.3%	23.8%
Community Services	60.5%	17.8%

## Recommend OCC

The reasons behind recommending OCC varied immensely. Regardless of whether a respondent would or would not recommend OCC (although 87.5% said they would), the following are popular reasons for respondents determining if they would or wouldn't recommend OCC:

III vi).

**REASON****PERCENT**


---

Convenient location	22.4%
Good reputation in the community/Heard good things	17.1%
Good value/Affordable	11.2%
Good programs/Quality education	11.2%

---

Reasons for not recommending OCC include "OCC does not do a good job of preparing students for a four year institution" and "I question the level of academic training."

Of those who weren't sure if they would recommend OCC, common reasons cited were that it depends on the student's needs, it's not competitive/respondent prefers four year institutions/OCC has a lower level of education, and it is close to home.

See the Coding for Question 27 for the various responses given.

General impression

About half of respondents (48.8%) "strongly agreed" that at least one campus was conveniently located to them. And almost a quarter of respondents (24.1%) "strongly agreed" that OCC provides good value to students. Thirteen percent (13.0%) of the respondents "disagreed" or "strongly disagreed" with the statement that OCC should emphasize meeting the needs of county residents over meeting the needs of others, compared to the one to three percent of respondents (1.2% to 2.3%) who "disagreed" or "strongly disagreed" with the other statements. The table below shows the percent of respondents who "strongly agreed" with each statement.

STATEMENT	STRONGLY AGREED
Campuses are conveniently located	48.8%
Good value to students	24.1%
Reasonable tuition	23.6%
Good value to taxpayers	23.1%
Source of community pride	21.6%
Convenient times for programs	21.2%
Should meet county's needs over others	17.2%

---

Seventy one percent (71%) of those who have had a recent conversations regarding OCC said that the college was mentioned positively. Only 5% said that it was mentioned negatively.

Personal Experiences with OCC

When respondents said that they or someone in their household took a course for credit at OCC, a majority (57.3%) rated that experience as "great," the highest rating on a five point "quality" scale. The average rating was 3.935 out of 5.000.

III iv) Overall Impression - ~~Q.11a~~ Q.11a + 11b.

The average "quality" rating of OCC as compared to other schools was 3.921 out of 5.000 on the same scale as above. Respondents were asked which schools they were thinking of in comparison. The table below shows the average "quality" score and the distribution of responses for each comparison.

	Overall (Regardless of Comparison)	Compared to Other Community Colleges	Compared to Other Colleges in the Area
Mean	3.921	4.068	3.771
Great	15.6%	20.4%	10.5%
Good	61.5%	66.0%	57.1%
OK	22.4%	13.6%	31.4%
Poor	0.6%	0.0%	1.0%
Terrible	0.0%	0.0%	0.0%

Respondents were asked to make additional comments about OCC at the end of the survey. There was a mix of positive and negative comments covering issues that were discussed throughout the survey, including transfer, quality of educational experiences, economic value to students, and general impressions. See the attached comments for Question 29.

# Visibility

## County residents who have attended OCC

Forty-eight percent (48%) of the respondents who attended college have attended OCC at some point in their collegiate careers. Thirteen percent of those who are currently enrolled in a community college, four-year college, or university at the time of the survey. Of those, thirty two percent (31.7%) of those are enrolled at OCC.

Almost half of the sample (48%) stated that they or someone in their household has taken a course for credit at OCC.

## County residents who use OCC's facilities and services

Library	17.8%
Concert, play, or art show	22.0%
Workshop, short course, or seminar	11.3%
Recreational facilities	12.8%

Almost half of the respondents (49.3%) stated that OCC was mentioned in a conversation they have had within the last three months.

## Awareness of campus system

An overwhelming majority of residents (93.3%) were aware that OCC has more than one campus. Only 6.3% were not aware.

Those residents who knew there was more than one campus were asked to identify the general location of each campus. Only 2% incorrectly named Madison Heights/Warren as a campus location. The percent of respondents who correctly identified each individual campus is reported below:

Auburn Hills	60.5%
Highland Lakes	40.8%
Orchard Ridge	71.7%
Royal Oak	49.6%
Southfield	26.1%

The Orchard Ridge campus was most often identified and the Southfield campus was the campus least identified by those surveyed.

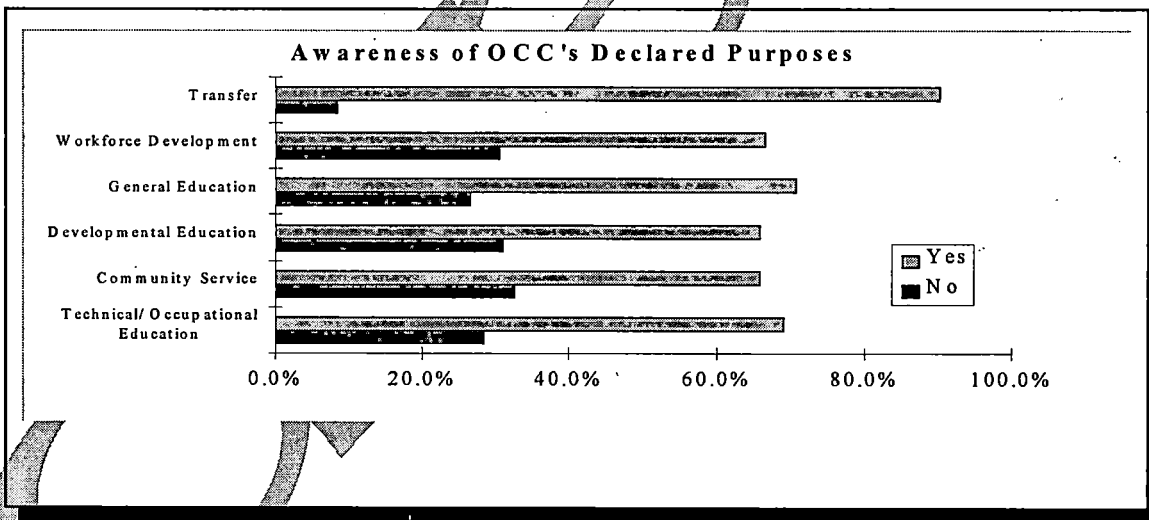
II i) Awareness of OCC's Declared Purposes

OCC states that it provides quality:

- ◆ Educational experiences enabling students to transfer to other institutions of higher education.
- ◆ Occupational and technical learning opportunities to improve students' employability.
- ◆ Community services, including cultural, social, and enrichment opportunities for lifelong learning.
- ◆ Opportunities in developmental education to prepare students for college-level studies.
- ◆ Workforce development training and learning opportunities to meet the needs of business and industry.
- ◆ General education opportunities enabling students to learn independently and develop skills for personal and career success.

Out of the six purposes, residents were the most aware of transfer education experiences (90.2%), followed by general education opportunities (70.7%), and then occupational and technical learning opportunities (69.0%). Community services is the least known: 32.6% of the respondents were not aware that OCC provides this purpose. The following graph compares awareness levels of the six purposes.

Figure 1



II iii) Sources of information

The most common ways that surveyed county residents get information about OCC are from general word of mouth (37.5%, mostly from friends and relatives), various publications produced by OCC (30.3%, such as flyers, mailings, and class or event schedules), an individual's own observations or personal involvement (26.0%), and newspapers (21.6%, most often the Oakland Press and the Detroit Free Press). The media, radio and television, were not very strong sources of information for county residents. Only 2.3% get information from the radio and 3.0% from television. Thirteen percent (13.3%) said OCC students were a source of information.

### III Impressions of OCC

**MENTION** how was OCC mentioned?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	.5	1.0	1.0
	1 Negative	10	2.5	5.1	6.1
	2 Neutral	44	11.0	22.4	28.6
	3 Positive	139	34.8	70.9	99.5
	7	1	.3	.5	100.0
	Total	196	49.0	100.0	
Missing	8	202	50.5		
	9	2	.5		
	Total	204	51.0		
Total		400	100.0		

71% of those asked positive

**COURSE** have you taken a course for credit at OCC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	207	51.8	52.3	52.3
	1 yes	189	47.3	47.7	100.0
	Total	396	99.0	100.0	
Missing	7	2	.5		
	8	1	.3		
	9	1	.3		
	Total	4	1.0		
Total		400	100.0		

see 'RATE' question.

**OVERALL** overall impression of OCC compared to other schools in the area.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	2	.5	.6	.6
	3 ok	79	19.8	22.4	22.9
	4 good	217	54.3	61.5	84.4
	5 great	55	13.8	15.6	100.0
	Total	353	88.3	100.0	
Missing	8	1	.3		
	9	46	11.5		
	Total	47	11.8		
Total		400	100.0		

62% good impression of OCC  
 77% good/great overall impression of OCC  
 - less than 1% poor impression



**COMPARE schools compare to occ impression**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 None	168	42.0	42.2	42.2
	1 Same Type	103	25.8	25.9	68.1
	2 Same Area	102	25.5	25.6	93.7
	3 Other schools	1	.3	.3	94.0
	4**	3	.8	.8	94.7
	5*	21	5.3	5.3	100.0
	Total	398	99.5	100.0	
Missing	8	1	.3		
	9	1	.3		
	Total	2	.5		
Total		400	100.0		

most Rs didn't have a particular school in mind when responded to quest.

\*\* 4 = all colleges around here

\* 5 = combo of 4 + comm. coll.

**DIFFS differences between OCC and other schools**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	230	57.5	57.5	57.5
	1	23	5.8	5.8	63.3
	10	3	.8	.8	64.0
	11	11	2.8	2.8	66.8
	12	1	.3	.3	67.0
	13	9	2.3	2.3	69.3
	14	3	.8	.8	70.0
	15	2	.5	.5	70.5
	16	8	2.0	2.0	72.5
	17	1	.3	.3	72.8
	18	8	2.0	2.0	74.8
	19	3	.8	.8	75.5
	2	23	5.8	5.8	81.3
	20	2	.5	.5	81.8
	3	2	.5	.5	82.3
	4	6	1.5	1.5	83.8
	5	20	5.0	5.0	88.8
	6	13	3.3	3.3	92.0
	7	7	1.8	1.8	93.8
	8	14	3.5	3.5	97.3
9	11	2.8	2.8	100.0	
Total	400	100.0	100.0		
Total		400	100.0		

**Frequencies**

Could you tell me what differences you notice between OCC + other colleges or universities  
**DIFFS differences between OCC and other schools** ✓ Q.12

		Frequency	Percent	Valid Percent	Cumulative Percent
	0 no answer	230	57.5	57.5	57.5
Valid	1 strong avail/ academics/courses/selection/evening classes	23	5.8	5.8	63.3
	10 OCC more jobs/employment	3	.8	.8	64.0
	11 prepares for transfer to 4yr. college	11	2.8	2.8	66.8
	12 OCC too spread out/too many campuses	1	.3	.3	67.0
	13 OCC good reputation	9	2.3	2.3	69.3
	14 OCC recommended by others	3	.8	.8	70.0
	15 gives all chance for education	2	.5	.5	70.5
	16 number campuses/atmosphere/facilities	8	2.0	2.0	72.5
	17 OCC does not prepare students adequately	1	.3	.3	72.8
	18 2yr vs. 4yr college/live on campus	8	2.0	2.0	74.8
	19 OCC parking/buildings/new facilities	3	.8	.8	75.5
	2 locations/close to home	23	5.8	5.8	81.3
	20 OCC getting more expensive	2	.5	.5	81.8
	3 campus life better at 4yr. coll.	2	.5	.5	82.3
	4 post grad studies	6	1.5	1.5	83.8
	5 indiv. attn./ quality of instructors/smlr campus	20	5.0	5.0	88.8
	6 cost/lower tuition	13	3.3	3.3	92.0
	7 other more resources/athletic/instructors	7	1.8	1.8	93.8
	8 OCC not challenging/open enrollment	14	3.5	3.5	97.3
9 diff. type of student at comm. coll.	11	2.8	2.8	100.0	
Total	400	100.0	100.0		
Total	400	100.0			

+ve Comments

- quality of academics, course selection & flexibility 6%
- convenience of location, location of campus 6%
- quality / more ultimate nature of instruction 5%
- affordability 3%

-ve Comments

- level of difficulty; lower standards 4%
- fewer resources 2%
- 2yr vs. 4yr. instit. 2%

\* 58% of sample provided no answer to this question.

# Frequencies

## Statistics

	N	
	Valid	Missing
DIFFS differences between OCC and other schools	400	0

**RATE** how was the course you took?

- 189 Rs took / ~~took~~ someone in house (47%) took course  
 - most rated good 57% or great 20%  
 - only less than 3% rated poor.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	5	1.3	2.7	2.7
	3 ok	38	9.5	20.5	23.2
	4 good	106	26.5	57.3	80.5
	5 great	36	9.0	19.5	100.0
	Total	185	46.3	100.0	
Missing	8	210	52.5		
	9	5	1.3		
	Total	215	53.8		
Total		400	100.0		

**LOCATION** convenience of OCC's location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.3	.3	.3
	1 strongly disagree	30	7.5	7.6	7.9
	2 disagree	1	.3	.3	8.1
	3 neutral	5	1.3	1.3	9.4
	4 agree	159	39.8	40.5	49.9
	5 strongly agree	187	46.8	47.6	97.5
	7 don't know	10	2.5	2.5	100.0
	Total	393	98.3	100.0	
Missing	9	7	1.8		
	Total	7	1.8		
Total		400	100.0		

- of total sample, 87% Rs ~~strongly~~ agree / strongly agree that at least one of OCC's campuses is conveniently located.

**VALUE good value to students**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly disagree	2	.5	.5	.5
	2 Disagree	2	.5	.5	1.0
	3 Neutral	36	9.0	9.3	10.3
	4 Agree	200	50.0	51.7	62.0
	5 Strongly Agree	76	19.0	19.6	81.7
	7 Don't know	71	17.8	18.3	100.0
	Total	387	96.8	100.0	
Missing	8	1	.3		
	9	12	3.0		
	Total	13	3.3		
Total		400	100.0		

1% disagree/strongly disagree  
 52% agree  
 20% strongly agree  
 72% affirm OCC is a GOOD VALUE to students  
 18% d.k.

**PRIDE source of community pride**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	1	.3	.3	.3
	2 disagree	7	1.8	1.8	2.1
	3 neutral	32	8.0	8.2	10.3
	4 agree	233	58.3	59.9	70.2
	5 strongly agree	75	18.8	19.3	89.5
	7 don't know	41	10.3	10.5	100.0
	Total	389	97.3	100.0	
Missing	8	1	.3		
	9	10	2.5		
	Total	11	2.8		
Total		400	100.0		

2% disagree/strongly to this sentiment  
 60%  
 19%  
 79% say can be proud of OCC

**PRICE reasonable tuition and rates**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	2	.5	.5	.5
	2 disagree	4	1.0	1.0	1.5
	3 neutral	31	7.8	8.0	9.5
	4 agree	164	41.0	42.3	51.8
	5 strongly agree	62	15.5	16.0	67.8
	7 don't know	125	31.3	32.2	100.0
	Total	388	97.0	100.0	
Missing	8	1	.3		
	9	11	2.8		
	Total	12	3.0		
Total		400	100.0		

- most, 58% feel OCC's tuition + rates are reasonable  
 but - almost 1/3 of Rs (32%) were unable to provide a response

**TIME programs/services at convenient times**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	1	.3	.3	.3
	2 disagree	2	.5	.5	.8
	3 neutral	26	6.5	6.7	7.5
	4 agree	194	48.5	50.0	57.5
	5 strongly agree	60	15.0	15.5	72.9
	7 don't know	105	26.3	27.1	100.0
	Total	388	97.0	100.0	
Missing	8	1	.3		
	9	11	2.8		
	Total	12	3.0		
Total		400	100.0		

- majority Rs, agreed or strongly agreed that occ programs + services were offered at convenient times  
 - less than 1%

- 27% dk.

### TAX good value to taxpayers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	1	.3	.3	.3
	2 disagree	4	1.0	1.0	1.3
	3 neutral	23	5.8	5.9	7.2
	4 agree	198	49.5	51.2	58.4
	5 strongly agree	68	17.0	17.6	76.0
	7 don't know	93	23.3	24.0	100.0
	Total	387	96.8	100.0	
Missing	8	1	.3		
	9	12	3.0		
	Total	13	3.3		
Total		400	100.0		

69% agree/strongly agree that occ's good value to taxpayers.

~1% say no.

24% d.k.

### COUNTY meet needs of county residents over others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	4	1.0	1.0	1.0
	2 disagree	38	9.5	9.8	10.8
	3 neutral	38	9.5	9.8	20.6
	4 agree	189	47.3	48.7	69.3
	5 strongly agree	56	14.0	14.4	83.8
	7 don't know	63	15.8	16.2	100.0
	Total	388	97.0	100.0	
Missing	8	1	.3		
	9	11	2.8		
	Total	12	3.0		
Total		400	100.0		

- extent to which occ was perceived to meet needs

- most people believe that occ should meet needs of O.C. residents over those not living in D.C.

- 11% of Rs disagreed/strongly disagreed w this stat.

WOULDGO1 college would attend 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	88	1	.3	.6	.6
	137	1	.3	.6	1.1
	207	1	.3	.6	1.7
	1210	1	.3	.6	2.3
	1244	1	.3	.6	2.8
	1840	1	.3	.6	3.4
	1972	2	.5	1.1	4.5
	1987	2	.5	1.1	5.7
	1990	1	.3	.6	6.3
	1996	1	.3	.6	6.8
	1998	1	.3	.6	7.4
	2020	4	1.0	2.3	9.7
	2024	1	.3	.6	10.2
	2030	1	.3	.6	10.8
	2032	4	1.0	2.3	13.1
	2033	30	7.5	17.0	30.1
	2043	42	10.5	23.9	54.0
	2054	3	.8	1.7	55.7
	2060	1	.3	.6	56.3
	2062	5	1.3	2.8	59.1
	2063	1	.3	.6	59.7
	2064	10	2.5	5.7	65.3
	2065	3	.8	1.7	67.0
	2068	1	.3	.6	67.6
	2070	1	.3	.6	68.2
	2074	2	.5	1.1	69.3
	3256	1	.3	.6	69.9
5570	1	.3	.6	70.5	
7022	2	.5	1.1	71.6	
7777 Undecided	38	9.5	21.6	93.2	
9999	12	3.0	6.8	100.0	
Total	176	44.0	100.0		
Missing	8888	224	56.0		
	Total	224	56.0		
Total	400	100.0			



**WOULDGO2 college would attend 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2022	1	.3	4.3	4.3
	2024	1	.3	4.3	8.7
	2032	1	.3	4.3	13.0
	2033	3	.8	13.0	26.1
	2043	8	2.0	34.8	60.9
	2060	1	.3	4.3	65.2
	2062	1	.3	4.3	69.6
	2063	3	.8	13.0	82.6
	2064	3	.8	13.0	95.7
	2074	1	.3	4.3	100.0
	Total	23	5.8	100.0	
Missing	8888	377	94.3		
	Total	377	94.3		
Total		400	100.0		

-out of 177 Rs not enrolled in cc, 4-yr, univ., ~~31~~ 31% would consider attending OCC.

**WOULDGO3 college would attend 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2033	1	.3	14.3	14.3
	2043	4	1.0	57.1	71.4
	2062	1	.3	14.3	85.7
	7777	1	.3	14.3	100.0
		Total	7	1.8	100.0
Missing	8888	393	98.3		
	Total	393	98.3		
Total		400	100.0		

**WOULDGO4 college would attend 4**

		Frequency	Percent
Missing	8888	400	100.0
	Total	400	100.0
Total		400	100.0

42  
8  
4  
-----  
54 / 177 = 30.5%

**RECOMMEN recommend to friend or family**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	10	2.5	2.5	2.5
	1 yes	344	86.0	87.5	90.1
	4	1	.3	.3	90.3
	7 not sure	38	9.5	9.7	100.0
	Total	393	98.3	100.0	
Missing	9	7	1.8		
	Total	7	1.8		
Total		400	100.0		

- 86% of sample indicated that would recommend acc to a friend  
 - less than 3% said would not.

**WHYREC reason would recommend to others**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	61	15.3	16.0	16.0
	1	38	9.5	9.9	25.9
	10	30	7.5	7.9	33.8
	11	8	2.0	2.1	35.9
	12	1	.3	.3	36.1
	13	3	.8	.8	36.9
	14	3	.8	.8	37.7
	15	1	.3	.3	38.0
	2	58	14.5	15.2	53.1
	3	76	19.0	19.9	73.0
	4	29	7.3	7.6	80.6
	5	38	9.5	9.9	90.6
	6	20	5.0	5.2	95.8
	7	6	1.5	1.6	97.4
	88	7	1.8	1.8	99.2
	9	3	.8	.8	100.0
	Total	382	95.5	100.0	
Missing	8	18	4.5		
	Total	18	4.5		
Total		400	100.0		

# Frequencies

## Statistics

	N	
	Valid	Missing
WHYREC reason would recommend to others	393	7

### WHYREC reason would recommend to others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no answer	61	15.3	15.5	15.5
	1 cost/good value/cheaper than 4yr.	38	9.5	9.7	25.2
	10 good past experience/recommended by former student	30	7.5	7.6	32.8
	11 depends on teh students' needs	8	2.0	2.0	34.9
	12 OCC does not prepare students for transfer	1	.3	.3	35.1
	13 everyone given chance for education	3	.8	.8	35.9
	14 believe in higher education/local colleges	3	.8	.8	36.6
	15 nice campus	1	.3	.3	36.9
	2 reputation/heard good things	58	14.5	14.8	51.7
	3 convenient location	76	19.0	19.3	71.0
	4 good place to start/stepping stone to 4yr. coll.	29	7.3	7.4	78.4
	5 quality of education/good program/instructors	38	9.5	9.7	88.0
	6 curriculum/wide range of options	20	5.0	5.1	93.1
	7 good atmosphere/people friendly	6	1.5	1.5	94.7
	8 transfer ability	18	4.5	4.6	99.2
	9 lower level of education/prefer 4yr. coll.	3	.8	.8	100.0
Total	393	98.3	100.0		
Missing	88	7	1.8		
	Total	7	1.8		
Total		400	100.0		

Q. 276 ✓

Q. 276  
7 - '9'  
-710 skip to Q. 28  
∴ 276 ≈ 7 '88'  
7 excluded from this ques.

combine 2+10.?

+ve

- location 19%
- reputation 15% (22)
- quality 10%
- value 10%
- good exp. 8%
- good place to start 7%

only two -ve comments

- occ offer lower level of educ. 8%
- doesn't prepare for transfer 3%

- 15.5% provided no response.

SPSS Data File:  
Missing Value: '8'

### TRANSC quality transfer

- of those who are aware of OCC's transfer function

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	4	1.0	1.8	1.8
	3 ok	27	6.8	12.3	14.2
	4 good	131	32.8	59.8	74.0
	5 great	57	14.3	26.0	100.0
	Total	219	54.8	100.0	
Missing	8	39	9.8		
	9	142	35.5		
	Total	181	45.3		
Total		400	100.0		

60% good  
26% great  
86%

poor - only 2%

### WKFRCC quality workforce development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	1	.3	.7	.7
	3 ok	25	6.3	18.0	18.7
	4 good	82	20.5	59.0	77.7
	5 great	31	7.8	22.3	100.0
	Total	139	34.8	100.0	
Missing	8	129	32.3		
	9	132	33.0		
	Total	261	65.3		
Total		400	100.0		

8  
59% - good  
22% - great  
81%  
poor < 1%

### GENEDC quality general education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 ok	16	4.0	9.7	9.7
	4 good	109	27.3	66.1	75.8
	5 great	40	10.0	24.2	100.0
	Total	165	41.3	100.0	
Missing	8	115	28.8		
	9	120	30.0		
	Total	235	58.8		
Total		400	100.0		

66 - good  
24 - great  
90%

none said poor, lowest rating was 'ok' given by < 10% of those who responded.

### DEVEDC quality developmental education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	1	.3	.7	.7
	3 ok	18	4.5	11.9	12.6
	4 good	96	24.0	63.6	76.2
	5 great	36	9.0	23.8	100.0
	Total	151	37.8	100.0	
Missing	8	133	33.3		
	9	116	29.0		
	Total	249	62.3		
Total		400	100.0		

64  
24  
88

### COMMC quality community service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	2	.5	1.3	1.3
	3 ok	23	5.8	15.1	16.4
	4 good	100	25.0	65.8	82.2
	5 great	27	6.8	17.8	100.0
	Total	152	38.0	100.0	
Missing	8	133	33.3		
	9	115	28.8		
	Total	248	62.0		
Total		400	100.0		

66  
18  
84

### TECHC quality occupational/technical education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	1	.3	.7	.7
	3 ok	11	2.8	7.3	8.0
	4 good	104	26.0	69.3	77.3
	5 great	33	8.3	22.0	99.3
	7	1	.3	.7	100.0
	Total	150	37.5	100.0	
Missing	8	120	30.0		
	9	130	32.5		
	Total	250	62.5		
Total		400	100.0		

69  
22  
91

\* ∴ most -verating given to transfer function

### III Impressions of OCC

- 13b mentions - OCC mentioned in +ve, -ve, neutral manner
- 15a course - (have you/anyone ever taken course)
- 15b - rate (how would rate experience)
- 14c - location
- 11a - overall - overall emp. of OCC compared to other
- 11b - compare - other schools comparing to
- 12 - diffs - diff btw OCC + others.
- 28 value, pride, price, time, tax, [credits] (SP, D, N, A, SA w following stmts abt OCC)
- 9 would go 1, would go 2, would go 3, would go 4
- 27a recommen (- would recommend OCC)
- 27b why rec. (- why would/would not rec)
- 20c transa 21c. wkfrcc 22. gened.c 23. deved.c
- 24c. commc 25c. techc

### II Awareness of OCC - <sup>converse</sup> 13a. mention

- 14a campus (aware OCC has more than 1 campus)
- 14b ah, hi, or, no, st, oth1 (able to tell locat'n ea. campus)
- 14c - location (30, D, N, A, SA that conveniently located)
- 20a. transa 23a deved.c.
- 21a. wkfrcc 24a comm.a
- 22a gened.a 25a tech.a.
- 30. news, radio, tv, pubocc, empocc, stuocc, mouth, self, oth2
- 2. attend 1, attend 2, attend 3, attend 4
- 4 enroll 1, enroll 2, enroll 3, enroll 4.
- 15a course

## Impressions:

Graduate Follow up Survey.  
'88-89 through '91-92 → '93-98?

Graduates - Very Satisfied w Overall  
Quality of Education

'88-'89  
31%

'89-90  
32%

'90-91  
30%

'91-92  
33%

# OCC

## I Awareness

- i) location
- ii) purposes.
- iii) sources of information

## III ~~Personal~~ Impressions of OCC

- i) generally speaking.
- ii) personal experiences in courses
- iii) convenience
- iv) OCC compared to other schools.
- v) on specific dimensions
- vi) would recommend to someone.

## IV Service Utilization

- i) libraries
- ii) concerts, plays, or art shows
- iii) workshops, seminars or short courses
- iv) rec. facilities

## V Purposes

- i) awareness
- ii) support of purpose
- iii) satisfaction w efforts to fulfill them
- iv) most NB purpose.



# Frequencies

## Statistics

	N		Mode
	Valid	Missing	
most important purpose	322	78	1

### most important purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	transfer education	114	28.5	35.4	35.4
	workforce development	55	13.8	17.1	52.5
	general education	54	13.5	16.8	69.3
	developmental education	17	4.3	5.3	74.5
	community service	2	.5	.6	75.2
	occupational/technical education	80	20.0	24.8	100.0
	Total	322	80.5	100.0	
Missing	7	7	1.8		
	unable to respond	71	17.8		
	Total	78	19.5		
Total		400	100.0		

*only 2 of 322 respondents identified comm. service as OCC most NB purpose.*

# Frequencies

## Statistics

	N	
	Valid	Missing
aware community service	387	13
importance community service	372	28
quality community service	152	248

### aware community service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	126	31.5	32.6	32.6
	yes	255	63.8	65.9	98.4
	don't know	6	1.5	1.6	100.0
	Total	387	96.8	100.0	
Missing	9	13	3.3		
	Total	13	3.3		
Total		400	100.0		

*64% awareness.*

## Numeric List of Colleges

1996	2	9	MOTT COMMUNITY COLLEGE - FLINT JR. - GENESEE
1998	9	1	GENERAL MOTORS INSTITUTE
1999	2	2	GLEN OAKS COMMUNITY COLLEGE
2000	2	2	GOGEBIC COMMUNITY COLLEGE
2001	4	1	GRACE BIBLE COLLEGE
2002	4	1	GRAND RAPIDS BAPTIST COLLEGE AND SEMINARY
2004	2	2	GRAND RAPIDS JUNIOR COLLEGE
2005	4	2	GRAND VALLEY STATE
2006	2	2	HENRY FORD COMMUNITY COLLEGE
2007	9	1	HACKLEY HOSPITAL SCHOOL OF NURSING
2008	2	2	HIGHLAND PARK COLLEGE
2009	9	9	GREAT LAKES BIBLE COLLEGE
2010	4	1	HILLSDALE COLLEGE
2011	9	9	JOURNEYMAN CARD UAW/GM SKILLED TRADE
2012	4	1	HOPE COLLEGE
2013	0	1	HURLEY HOSPITAL SCHOOL OF NURSING
2014	2	2	JACKSON COMMUNITY COLLEGE
2015	9	9	FOOTE MEMORIAL HOSPITAL SCHOOL OF NURSING
2016	2	2	KALAMAZOO VALLEY COMMUNITY COLLEGE
2017	2	2	KIRTLAND COMMUNITY COLLEGE
2018	4	1	KALAMAZOO COLLEGE
2019	2	2	LANSING COMMUNITY COLLEGE
2020	4	1	LAWRENCE INSTITUTE OF TECHNOLOGY
2022	4	1	MADONNA COLLEGE

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