

1999 Public Opinion Poll

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

- 1 ___ Yes
 0 ___ No (*Skip to Question 4*)

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

- | | |
|---|---|
| 1972 ___ Central Michigan University | 2006 ___ Henry Ford Community College |
| 1990 ___ Eastern Michigan University | 2019 ___ Lansing Community College |
| 2020 ___ Lawrence Technological University | 2054 ___ Macomb Community College |
| 2032 ___ Michigan State University | 2043 ___ Oakland Community College |
| 2033 ___ Oakland University | 2070 ___ Schoolcraft College |
| 2060 ___ University of Detroit | 2067 ___ Washtenaw Community College |
| 2062 ___ University of Michigan-Ann Arbor | 2068 ___ Wayne County Community College |
| 2062 ___ University of Michigan-Dearborn | 2063 ___ University of Michigan-Flint |
| 2065 ___ Walsh College | |
| 2064 ___ Wayne State University | |
| 2066 ___ Western Michigan University | |
| 11111 ___ Other. (<i>Specify, including city/state</i>) _____ | |
| 99999 ___ No response | |

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

| | 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 attended or attend college? Could you explain? _____

(After completing question 3, skip to question 7).

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

- 1 ___ Yes
- 0 ___ No (*Skip to Question 8*)

5. 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?

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

(Do not read the list but check all colleges mentioned)

- 1972 ___ Central Michigan University 2006 ___ Henry Ford Community College
- 1990 ___ Eastern Michigan University 2019 ___ Lansing Community College
- 2020 ___ Lawrence Technological University 2054 ___ Macomb Community College
- 2032 ___ Michigan State University 2043 ___ Oakland Community College
- 2033 ___ Oakland University 2070 ___ Schoolcraft College
- 2060 ___ University of Detroit 2067 ___ Washtenaw Community College
- 2062 ___ University of Michigan-Ann Arbor 2068 ___ Wayne County Community College
- 2062 ___ University of Michigan-Dearborn
- 2063 ___ University of Michigan-Flint
- 2065 ___ Walsh College
- 2064 ___ Wayne State University
- 2066 ___ Western Michigan University
- 11111 ___ Other. (*Specify, including city/state*) _____

77777___ Undecided
 99999___ No response

7. 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?

| | Not Important | Somewhat Important | Very Important | No Important Response |
|----------------------------------|------------------|-----------------------|-------------------|-----------------------------|
| a. Reputation of College | 1 | 2 | 3 | 9 |
| b. Reputation of Faculty | 1 | 2 | 3 | 9 |
| c. Quality of Instruction | 1 | 2 | 3 | 9 |
| d. Cost | 1 | 2 | 3 | 9 |
| e. Availability of Financial Aid | 1 | 2 | 3 | 9 |
| f. Amount of Personal attention | 1 | 2 | 3 | 9 |

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

| | | | | |
|--|---|---|---|---|
| g. Ability to Get a Job after Attending | 1 | 2 | 3 | 9 |
| h. Social Life | 1 | 2 | 3 | 9 |
| i. Make-up of Student Population | 1 | 2 | 3 | 9 |
| j. Cultural Diversity | 1 | 2 | 3 | 9 |
| k. Distance from Home | 1 | 2 | 3 | 9 |
| l. Intellectual Atmosphere | 1 | 2 | 3 | 9 |
| m. Availability of evening/weekend courses | 1 | 2 | 3 | 9 |
| n. Quality of Degree Programs | 1 | 2 | 3 | 9 |
| o. Highest Degree Level Offered | 1 | 2 | 3 | 9 |
| p. Quality of Student Services . | 1 | 2 | 3 | 9 |

8. Now, I'd like to ask you some questions about Oakland Community College in particular. Please note, that from this point on, we may refer to Oakland Community College simply as OCC, for short.

a. Have you had any personal experience with Oakland Community College?

- 1___ Yes
 0___ No (*Go to Question 9*)

b. What was the nature of this experience? (*Check all that apply*)

- 1___ You enrolled in a course at OCC.
 2___ A member of your household or close friend has enrolled at OCC.
 3___ You have attended a social, cultural or athletic event at OCC.
 4___ You have used OCC's facilities.
 5___ A member of your household or close friend has attended a social, cultural or athletic event at OCC.
 6___ A member of you household or close friend has used OCC's facilities.

9. What is your overall impression of OCC? Would you say OCC is , very poor, poor, average, good, or excellent?

- 1___ Very Poor
 2___ Poor
 3___ Average
 4___ Good
 5___ Excellent

10. a. Can you tell me the name of another colleges or university in the area, to which you might compare OCC. (*Do not read the list but check all colleges mentioned*)

- | | |
|---|-------------------------------------|
| 2___ Central Michigan University | 4___ Henry Ford Community College |
| 2___ Eastern Michigan University | 4___ Lansing Community College |
| 3___ Lawrence Technological University | 4___ Macomb Community College |
| 1___ Michigan State University | 4___ Oakland Community College |
| 2___ Oakland University | 4___ Schoolcraft College |
| 1___ University of Detroit | 4___ Washtenaw Community College |
| 1___ University of Michigan-Ann Arbor | 4___ Wayne County Community College |
| 2___ University of Michigan-Dearborn | |
| 2___ University of Michigan-Flint | |
| 5___ Walsh College | |
| 1___ Wayne State University | |
| 1___ Western Michigan University | |
| 11___ Other. (<i>Specify, including city/state</i>) _____ | |
| 7___ Undecided (<i>Go to Question 12</i>) | |
| 9___ No response (<i>Go to Question 12</i>) | |

b. Now comparing OCC to the school you just mentioned, please tell your overall impression of OCC. (*If necessary, remind Respondent of the school which they mentioned in question 10.*)

- 1__ Very Poor
- 2__ Poor
- 3__ Average
- 4__ Good
- 5__ Excellent

11. Keeping in mind the same school or schools, could you please tell me how they differ from OCC on the following items. Please tell me if OCC is Worse, if there is No Difference, or if OCC is Better than other school(s).

| | OCC Worse | No Real Difference | OCC Better | Don't Know | No Response | |
|--|--------------|-----------------------|---------------|---------------|----------------|---|
| a. Open enrollment policy/Access to education. | 1 | 2 | 3 | 7 | 9 | |
| b. Cost | 1 | 2 | 3 | 7 | 9 | |
| c. Reputation of the Faculty | | 1 | 2 | 3 | 7 | 9 |
| d. Reputation of the College | | 1 | 2 | 3 | 7 | 9 |
| e. Quality of Instruction | 1 | 2 | 3 | 7 | 9 | |
| f. Amount of Personal attention | | 1 | 2 | 3 | 7 | 9 |
| g. Ability to Get a Job after attending | 1 | 2 | 3 | 7 | 9 | |
| h. Social Life | 1 | 2 | 3 | 7 | 9 | |
| i. Make-up of the Student Population | | 1 | 2 | 3 | 7 | 9 |
| j. Cultural Diversity | | 1 | 2 | 3 | 7 | 9 |
| k. Availability of evening/ weekend courses | | 1 | 2 | 3 | 7 | 9 |
| l. Quality of Degree Programs | 1 | 2 | 3 | 7 | 9 | |
| m. Highest Degree Level Offered | 1 | 2 | 3 | 7 | 9 | |
| n. Facilities/Resources | 1 | 2 | 3 | 7 | 9 | |
| o. Athletics | | 1 | 2 | 3 | 7 | 9 |

12. 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

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.*)

- ___ 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*)

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

13. Now, I'd like to ask you a few questions about your use of OCC facilities and community services. Could you please tell me how often you, and/or anyone in your household, have done the following during the past two years:

| | Never | Less Than Once/Year | 1-2 times per Year | 1-2 times per Month | 1-2 times per Week | Don't Know | No | Response |
|---|--------------|------------------------|-----------------------|------------------------|-----------------------|--------------|--------------|----------|
| 1. Used OCC Libraries? | 0 | 1 | 2 | 3 | 4 | 7 | 9 | |
| b. Attended OCC sponsored concert/play/art show? | 0 | 1 | 2 | 3 | 4 | 7 | 9 | |
| c. Attended OCC athletic event? | 0 | 1 | 2 | 3 | 4 | 7 | 9 | |
| 2. Participated in OCC workshop/seminar/short course? | 0 | 1 | 2 | 3 | 4 | 7 | 9 | |
| 3. Used any OCC recreational facility? | 0 | 1 | 2 | 3 | 4 | 7 | 9 | |

14. Is there an event or experience that was particularly memorable or enjoyable? *(Please, specify)* _____

15. Do you expect to take advantage of any of these facilities, services or cultural events in the next year?

- 1 ___ Yes (*Go to Question 16*)
- 0 ___ No (*Skip to Question 17*)

16. Which of the facilities, services or and/or cultural events do you think you will take advantage of in the next year?

| | Yes | No | No Response | |
|--|-----|----|-------------|---|
| a. OCC libraries | 1 | 0 | 9 | |
| b. OCC sponsored play/concert/art show | | 1 | 0 | 9 |
| c. OCC athletic event | 1 | 0 | 9 | |
| d. OCC workshop/seminar/short course | | 1 | 0 | 9 |
| e. OCC recreational facility | | 1 | 0 | 9 |

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

a. First, are you aware that OCC provides educational experiences enabling students to transfer to 4 year colleges and universities?

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

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

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 4 year colleges and universities? Would you say it is very poor, poor, average, good, or excellent?

- 1___ Very Poor
- 2___ Poor
- 3___ Average
- 4___ Good
- 5___ Excellent
- 9___ Unable to respond

18 a. Are you aware that OCC provides customized industry training programs designed specifically for local businesses?

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

b. How important do you think it is that OCC provide customized training programs designed specifically for local businesses? 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

18. c. (*Skip if answer to "a" was "No" or "Don't know."*) How would you rate the quality of customized training programs that OCC provides to local businesses? Would you say it is very poor, poor, average, good, or

excellent?

- 1___ Very Poor
- 2___ Poor
- 3___ Average
- 4___ Good
- 5___ Excellent
- 9___ Unable to respond

19. 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.

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

c. (*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 very poor, poor, average, good, or excellent?

- 1___ Very Poor
- 2___ Poor
- 3___ Average
- 4___ Good
- 5___ Excellent
- 9___ Unable to respond

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

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

20.b. How important do you think it is that OCC provide remedial and 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

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

- 1___ Very Poor
- 2___ Poor
- 3___ Average
- 4___ Good
- 5___ Excellent
- 9___ Unable to respond

21.a. Are you aware that OCC provides community services to promote life long learning, including continuing education as well as other cultural, social, and recreational opportunities?

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

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

21. c. *(Skip if answer to "a" was "No" or "Don't know.")* How would you rate the quality of community services that OCC provides? Would you say it is very poor, poor, average, good, or excellent?

- 1___ Very Poor
- 2___ Poor
- 3___ Average
- 4___ Good

- 5___ Excellent
- 9___ Unable to respond

22.a. Are you aware that OCC offers curricula in vocational and technical fields to improve students' employability?

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

b. How important do you think it is that OCC offer curricula in vocational and technical fields?
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

c. (*Skip if answer to "a" was "No" or "Don't know"*) How would you rate the quality of the vocational and technical learning opportunities OCC provides to improve students' employability? Would you say it is very poor, poor, average, good, or excellent?

- 1___ Very Poor
- 2___ Poor
- 3___ Average
- 4___ Good
- 5___ Excellent
- 9___ Unable to respond

23. Out of the six purposes just mentioned, transfer education, customized training programs for businesses, general education, remedial and developmental education, community service, and vocational & technical education, which do you consider to be OCC's most important purpose?

- 1 ___ Transfer Education
- 2 ___ Customized Training Programs for Local Businesses
- 3 ___ General Education
- 4 ___ Remedial & Developmental Education
- 5 ___ Community Service
- 6 ___ Vocational & Technical Education
- 9 ___ Unable to respond

24. 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 25*)

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? _____

25. Are there any comments you would like to make about Oakland Community College that have not been mentioned so far? _____

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.

26. In what year were you born? 19_____

27. And what is the highest level of education you have completed? (*Read response categories*)

- 1____ Eighth (8th) 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

28. Are you currently employed:

- 2____ more than 20 hours a week,
- 1____ less than or equal to 20 hours a week, or
- 0____ not currently employed
- 7____ Don't know
- 9____ No Response

29. Of 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*)

- 1____ White
- 2____ African American
- 10____ Chaldean
- 5____ Hispanic
- 4____ Asian American
- 6____ Another group (Which group? _____)

30. 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

31. What is your zip code?

48_____

32. *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!

INTERVIEW COMPLETED BY: _____

DATE: _____