

Longitudinal Comparison of Community Survey Responses

Collin College

2007 - 2017



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Longitudinal Comparison of Community Survey Responses Collin College 2007 - 2017

Executive Summary

This report summarizes results of the tenth in an ongoing series of surveys designed to elicit information from adult residents of Collin County about their awareness and approval of Collin College. The most recent survey was administered during fall 2017, and it follows similar surveys periodically administered since 1996. Data from the 2017 administration are summarized in this report along with comparisons to past administrations. Each of the prior community surveys was administered by telephone to a random sample of at least 600 respondents producing population estimates with approximately 95% confidence plus or minus 4%. The 2017 survey was the first survey to be administered by both telephone and via the Internet utilizing a panel (a group of respondents who met the established criteria and were selected at random by the survey administrator) as this method was deemed to produce less sampling bias (here insert reference to conversation with consultant), which was a concern with prior surveys, particularly the 2015 administration.

Core findings from the 2017 administration of Collin College's Community Survey suggest that the College has been successful in its efforts to promulgate its message and to create a positive image within the Collin County community. However, it is important to note, for questions gauging respondents' approval using a 5-point Likert scale ranging from strongly agree to strongly disagree, more respondents have selected agree versus strongly agree. This shift may be due to the collection of a more representative sample of Collin County, with a notable shift to a younger group of respondents who may be less likely to give strong approval ratings.

- Nearly 9 out of 10 (89%) adult Collin County residents manifested the highest levels of awareness of Collin College; i.e., they were familiar with one of the College's sites, or they or a family member had attended the College.
- Public approval of Collin College remains high among Collin County adults.
- These positive perceptions stand in stark contrast with the many negative public perceptions of government and governmental agencies regularly cited by the news media. Of those responding to the various questions in this survey:
 - 86% agreed that Collin College has a positive image in the community

- 85% agreed that Collin offers programs that meet the needs of the community.
 - 83% agreed that the College makes a valuable contribution to economic development.
 - 80% agreed that they would recommend Collin College to a friend or family member.
 - 78% agreed that Collin College's tax dollars are dollars well spent.
 - 78% agreed that Collin College provides a high quality education.
- In previous surveys, participants were asked about their sources of daily news. In the 2017 survey administration this question was replaced. Instead, to gauge how Collin College could best communicate with community members, respondents were asked to rank the number of times in the past 7 days that they had participated in various media or modes of communication. Below are the top 5 responses:
 - 98% had read email.
 - 96% had read a text message.
 - 91% had used an app on a cell phone.
 - 88% had done an online search for information using a cell phone.
 - 86% had gone to get local/national news.
- Respondents were asked how they had come into contact with Collin College during the six months prior to the Community Survey administration during fall 2017.
 - One fifth of adult Collin County residents reported having had no contact with the College during the six months prior to the survey.
 - The College newsletter, enrollment in a class, and the Continuing Education class schedule, were the three most frequently cited sources of contact with the College.
 - Nearly one fifth of respondents cited sources of contact with the College outside the normal communication flows which the College controls.
 - The majority of those "other" sources of contact were students and employees.
 - Another large group of respondents referred to visual contact with the College in the form of driving by, or living near a campus. This finding highlights the value of maintaining attractive, appealing campuses that serve as community resources whether or not residents are enrolled as students.
 - Despite the fact that social media appear to be a growing source for people's daily information, almost no respondents cited any contact with Collin College through specific social media channels.

- Collin College programs of excellent quality: To explore what Collin College programs have a reputation in the community for excellence, one item invited respondents to identify three programs of excellent quality.
 - A total of 437 respondents (67%) declined or were unable to identify any specific instructional program of excellent quality of which they were aware.
 - Of those 214 respondents who were able to provide at least one program they believed to be of excellent quality, Nursing was, by far, the most frequently identified instructional program (38%). No other program garnered anywhere near that number of responses.

- When asked what one thing Collin College could do to better serve respondents' needs, 293(45%) of the 651 respondents offered suggestions. This was significantly more than the 2015 survey where only 28% of survey participants offered any suggestions.

The top ten responses focused on offering more classes, including online and vocational courses (the last three were tied for 10th place):

- Offer more specific classes, including online and vocational options (13%)
- Improve accessibility, convenience, and locations (10%)
- More advertising/outreach about what is offered (9%)
- Lower tuition, overall cost (8%)
- Focus on stronger academics/training staff (6%)
- Offer more Bachelor's, Master's level courses (5%)
- More Senior/Adult courses/activities (4%)
- Offer more Continuing Education classes (4%)
- Increase community involvement/activities (3%)
- Lower property taxes (2%)
- More certifications/job training/workforce and life preparation (2%)
- Become a 4-year institution (2%)

These responses differed somewhat from the 2015 survey results. In 2017 there was less emphasis on online, vocational, and adult/senior classes, and tuition assistance. Additionally, in 2017 there was an increase in the number of persons requesting Continuing Education courses, while the number requesting tax relief declined.

This survey year (2017) marked the first time a set of questions was asked regarding whether or not householders had children in either junior high or high school and the likelihood of encouraging their children to attend Collin College. For those 121 participants with children in either junior high or high school, almost all expected their child to attend college (119 out of 121). Most of these individuals were either likely or very likely to encourage their child to attend Collin College (86 or 72%). Thirteen (11%) persons were unlikely or very unlikely to encourage their child's attendance at Collin College, while twenty persons (17%) were unsure. For

those who were likely to encourage their child's attendance at Collin College, the primary reasons were affordability, convenience, and quality of the school. For those who would not encourage their child to attend Collin College, it was primarily due to choosing another school, most often a four-year college, or because the majors they were interested in were not offered at Collin College. Lastly, for those who were unsure about whether their child would attend Collin College, those householders cited primarily either not having made any decisions as yet or that the decision would be left up to the child.

Longitudinal Comparison of Community Survey Responses Collin College 2007 - 2017

Introduction

This report summarizes results from the tenth in an ongoing series of community surveys designed to elicit feedback from adult residents of Collin County about their awareness and approval of Collin College. The most recent survey was administered during fall 2017, and it follows similar surveys periodically administered since 1996. In addition to summarizing the 2017 Community Survey data, this report provides comparisons to prior surveys.

Each survey was administered by telephone and internet to a random sample of at least 600 adult residents of Collin County, the College's primary service area. The survey produces population estimates with approximately 95% confidence plus or minus 4%. Clarus Corporation of Alliance, Nebraska was awarded the 2017 contract to draw the sample, administer the survey, verify and provide the data.

The survey was designed around two subscales: one measuring awareness of and the other measuring approval of Collin College. Five items contributed to the measurement of awareness reported on a five-point scale ranging from 0 to 4 where level 0 signified respondents who were completely unaware of the College, level 1 signified respondents who recognized the College's name when they heard it, level 2 signified respondents who were familiar enough with the College to identify it without any prompting, level 3 signified respondents who were familiar with at least one Collin College campus/site, and level 4 signified respondents who had attended or had a family member who had attend the College.

The survey included six items to measure approval of Collin College. These six items were designed to be combined into a single approval measure with a mean of zero, with lower (negative) values signifying greater approval, and with higher (positive) values signifying less approval.

To help the College focus its limited advertising resources, there was interest in how respondents had contact with Collin College over the six months prior to the survey, and there was interest in understanding which medium people regularly used. There was also interest in discovering how deep people's awareness of the College was, so they were asked to identify specific instructional programs of excellent quality of which they were aware. They were also asked to identify one thing that the College could do to better serve their needs.

Finally, a series of demographic questions facilitated assessment of how representative the sample was of the overall adult population and whether or not there were meaningful differences in awareness and approval of the College among various population subgroups. In a strict sense, the sample was not large enough to make reliable generalizations about population subgroups within the parameters established for the survey. To interview a sample sufficiently large to allow generalizations of 95% confidence plus or minus 4% to population subgroups would be prohibitively expensive. Still, it was important to get a sense of the representativeness of the sample and differences among population subgroups given the available data.

A few caveats related to survey administration over the years should be noted. First, the 2011 sample included a disproportionately large share of older Collin County residents and a disproportionately small share of younger adults. It was concluded that this shift had been gradual and was probably due to the survey's exclusive dependence on traditional telephone lines for survey administration. It was also concluded that this shift may have created some degree of bias that made some aspects of the sample unrepresentative of the overall adult population in the County. Thus, beginning in 2013, vendors were required to use a combination of traditional and mobile telephone lines to ensure a more representative sample. Consequently, the proportion of older residents decreased in 2013 and the proportion of younger adults increased. This shift in sampling methodology appears to have also reduced the proportions of respondents who were aware of and who approved of the College. In essence, the 2013 survey amounted to a recalibration establishing a new base that is probably more realistic, but may not be directly comparable to prior surveys with regard to some items.

In 2013, the vendor that drew the sample and administered the survey inexplicably and drastically oversampled Farmersville. In all administrations of the survey, 2013 included, vendors were asked to ensure random, but reasonably proportional, representation from Allen, Frisco, McKinney, and Plano, and to ensure a random representation from the rest of the County. In past surveys, responses from "other communities" came from a variety of smaller communities within the County. In 2013, Farmersville was the only smaller Collin County community captured in the sample. Responses from Farmersville outnumbered those from Frisco, or Wylie, or the segments of Dallas or Richardson within Collin County. Farmersville, at the time, comprised about 0.4% of Collin County's population, but made up 10% of the sample. There was clearly a problem with sample selection in relation to Farmersville and other smaller Collin County communities. In general, this deviation from past samples does not appear to have resulted in any particular bias with one notable exception. In response to the question about what the College could do to improve its service, there was a large increase in the number of responses focused on building a campus in Farmersville.

Additionally, in the 2015 administration of the survey, there were several vendor-related caveats that should be identified. First, the vendor inadvertently omitted one of the six approval items from the survey. Second, the vendor decided to group open-ended responses into limited set of designated categories at the time of data collection. Consequently, the level of detail normally associated with the analysis of open-ended responses was unavailable with the 2015 data set. Third, while no data were provided by the vendor to indicate what proportion of the responses came via traditional vs. mobile telephone lines, the fact that the average age of respondents to the 2015 survey increased sharply suggests that the vast majority of respondents were contacted via traditional telephone lines. Thus, the 2015 sample was probably less representative of the overall adult population than was the 2013 survey. In the future, it will be necessary to require vendors to include a data field that identifies the communication modality through which respondents are contacted so there can be some assurance that sampling expectations are being met.

Finally, 2017 was our first administration of the survey both electronically through the Web (utilizing a panel) and via both telephone (both land lines and cell phones). This methodology appears to have generated a more representative sample than the 2015 survey, although the city of Frisco was under-sampled in the survey and males were underrepresented.

Section 1. Awareness of Collin College: 2007 through 2017 Trends

Table 1-A shows a decline in the proportion of respondents who, without any prompting, reflected awareness of Collin College. When asked, “What college first comes to mind when you think about colleges that serve residents of your area,” 54% answered with some variant of “Collin College” without prompting of any kind from the survey administrator.

This is up from what was observed in 2015 when 47% of respondents, without any prompting, identified Collin as a college that serves residents of their area. In 2015, a marked *decrease* in the recognition of Collin College’s name was noted. As stated in the 2015 Community Survey report, this discrepancy may have been due to the vendor’s sampling methodology.

Table 1-A. Institutions Identified by Respondents Based on Unaided Recall of Area Post-Secondary Institutions

Institution	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
Amberton U	0.0%	0.2%	0.0%	0.2%	0.2%	0.0%
Brookhaven	0.7%	0.5%	0.0%	0.3%	0.7%	0.0%
Collin County CC ¹	na	38.8%	42.7%	44.3%	29.7%	n/a
Collin College ¹	na	6.8%	14.3%	16.0%	16.8%	n/a
Collin ²	38.5%	45.6%	57.0%	60.3%	46.5%	53.9%
Dallas Baptist U	0.8%	0.2%	0.0%	0.3%	0.0%	0.0%
DCCCD	0.3%	0.0%	0.3%	0.2%	0.8%	0.2%
DeVry	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Richland	0.2%	0.3%	0.5%	0.2%	0.8%	0.0%
SMU	13.9%	9.3%	4.2%	2.7%	9.8%	7.7%
TWU	0.7%	0.5%	0.5%	0.2%	1.5%	0.5%
UNT	10.3%	10.5%	7.5%	4.5%	9.0%	6.6%
UT-Dallas	14.9%	15.0%	15.3%	13.8%	14.7%	11.5%
U of Phoenix	0.0%	0.2%	0.3%	0.2%	0.0%	0.0%
Other	9.0%	10.8%	8.5%	8.5%	10.7%	10.9
No College Came to Mind	10.8%	6.8%	5.8%	8.5%	5.3%	8.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

¹ With the 2009 and subsequent survey administrations, there was an attempt to explore the degree to which Collin’s rebranding efforts had succeeded in creating an awareness of the College as “Collin College” rather than “Collin County Community College.” Consequently, in collecting responses to the unaided name recall prompt, survey administrators distinguished between responses of “Collin County Community College” and “Collin College.” In 2017, this question was no longer asked.

Table 1-B. Respondents' Familiarity with Collin College after Having Been Prompted (Ever Heard of Collin College/Collin County Community College)

Response	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
Collin College						
No	21.2%	14.7%	7.5%	3.8%	21.2%	3.7%
Yes	78.8%	85.3%	92.5%	96.2%	78.8%	96.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Collin County Community College						
No	4.2%	2.3%	1.5%	4.2%	1.0%	na
Yes	95.8%	97.7%	98.5%	95.8%	99.0%	na
Total	100.0%	100.0%	100.0%	100.0%	100.0%	na

Together, tables 1-A and 1-B are based on responses to a series of three questions:

1. "What college first comes to mind when you think about colleges that serve residents of your area?"
2. "Have you ever heard of Collin College?"
3. "Have you ever heard of Collin County Community College?"

(Note: In 2017, questions 2 & 3 were combined: "Have you ever heard of Collin College or Collin County Community College?")

When respondents mentioned neither Collin College nor Collin County Community College in their responses to question 1, they were asked question 2 in survey administrations prior to 2017. In the 2017 survey they were first asked what college first came to mind and then asked whether or not they had heard of Collin College. The top section of Table 1-B reflects responses after the survey administrators asked question 2. The bottom section of Table 1-B reflects a composite of responses to all three items. The "No" in the bottom section represents the percentage of respondents indicating that they had never heard of Collin College by any name. The fact that essentially all Collin County's adult population is aware of the College suggests definite success in the College's efforts to make people aware of its presence. Apparently, Collin just doesn't jump to mind without some kind of prompting.

Table 1-C. Previous Enrollment at Collin College by Respondent or Immediate Family Member

Response	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
No	60.5%	46.3%	51.3%	48.1%	48.1%	49.5%
Yes	39.5%	53.7%	48.7%	51.9%	51.9%	50.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1-C further confirms Collin College’s penetration into the community. Half the adult population indicated having enrolled or having a family member who has enrolled at the College at some point in time. This number has been fairly stable over the past four surveys.

In Table 1-D, only about 9% of adult Collin County residents were unfamiliar with any of the College’s instructional sites, lower than the percentage found in 2015. This percentage was in line with the 9 to 10% range recorded in 2009 and 2011. It may also reflect the fact that the college has received frequent recent media attention related to its plan to build new campuses throughout Collin County.

Table 1-D. Familiarity with Collin College Campuses/Sites for Respondents Familiar with the College

Instructional Site	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
CHEC	na	1.0%	1.8%	6.1%	5.2%	1.9%
CPC	21.6%	17.0%	20.1%	16.2%	14.5%	21.4%
CYC	7.8%	8.1%	7.4%	6.6%	9.0%	10.2%
PRC	10.2%	13.0%	13.1%	12.0%	15.0%	14.2%
SCC	40.3%	49.9%	46.4%	44.3%	40.9%	41.6%
Allen	2.7%	na	1.3%	1.0%	1.0%	1.1%
Rockwall	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%
Wylie	0.0%	na	na	na	na	na
Online	na	na	na	na	na	0.6%
Unfamiliar with Any Sites	17.0%	10.6%	9.3%	13.6%	14.2%	8.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: In 2005, the survey administrator did not distinguish between respondents unfamiliar with any site and those who identified multiple sites, so it was impossible to determine which respondents were unfamiliar with any Collin instructional site. They were, thus, excluded from the analysis.

A single five-level awareness scale was created using data generated by responses to multiple items. Table 1-E shows that a record high percentage of respondents indicated the highest level of awareness in the 2015 survey. Again, this may be, in part, a reflection of the change in survey sampling methods that was referred to above. However, for 2017 the highest level of awareness (level 4, yourself or a relative having attended Collin College) was similar to the results obtained in the 2015 survey. For level 3 awareness shown in Table 1-E, the 2017 survey had a lower percentage of those unfamiliar with any sites than the 2015 survey.

Table 1-E. Respondents' Highest Awareness Level of Collin by Survey Year

Awareness Level	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
Level 0: R Was Totally Unaware of Collin	2.7%	1.0%	1.5%	4.0%	1.0%	3.7%
Level 1: R Recognized Collin Name	11.6%	0.0%	7.2%	8.2%	7.8%	5.8%
Level 2: Collin Came to Mind Unaided	1.7%	0.3%	3.0%	3.5%	3.2%	1.7%
Level 3: R Was Familiar with a Collin Site	45.6%	53.0%	41.3%	34.7%	36.7%	38.2%
Level 4: R or Family Member Attended Collin	38.5%	45.8%	48.5%	49.7%	51.3%	50.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%*

*Numbers may not add to 100 due to rounding

Based on data in table 1-F, the College's message appears to be getting out. The likelihood is less than a 1 in 1,000 of obtaining a Chi-Square value of 249.4 by chance from this combination of variables and sample size.

Table 1-F. Actual (Observed) and Expected Values of Respondents' Levels of Awareness of Collin by Survey Year

Awareness Level		Year Survey Was Administered					
		2007	2009	2011	2013	2015	2017
Level 0: R Was Totally Unaware of Collin	Observed	16	6	9	24	6	24
	Expected	11.9	11.8	11.8	11.8	11.8	14.4
Level 1: R Recognized Collin Name	Observed	70	1	34	49	47	38
	Expected	33.0	32.8	32.8	32.8	32.8	35.9
Level 2: Collin Came to Mind Unaided	Observed	10	0	18	21	19	11
	Expected	11.6	11.6	11.6	11.6	11.6	12.3
Level 3: R Was Familiar with a Collin Site	Observed	275	318	248	208	220	249
	Expected	267.6	266.2	266.2	266.2	266.2	283.5
Level 4: R or Family Member Attended Collin	Observed	232	275	291	298	308	329
	Expected	278.9	277.5	277.5	277.5	277.5	304.8

Chi-Square = 249.4, df = 28, p < .000

Over the past four administrations of the Community Survey, the observed numbers of adult Collin County residents who reported awareness level 4 were greater than what would have been expected if awareness were randomly distributed throughout the population. During the same period, the number of residents reporting awareness level 3 was less than expected, probably because such a high proportion of respondents were at level 4. Overall, these results suggest that Collin College is doing well at putting itself in the public eye.

A total of 627 respondents out of 651 answered the question, “How did you learn about or come in contact with Collin College in the last six months?” (Table 1-G.) Respondents were asked to select all that apply. Of those, 518 recalled some kind of contact with Collin College. In identifying specific forms of contact with the College, the greatest number of respondents 139 (22.1%) had contact with the College through mailings (college newsletters, class schedules, and postcards). Since the only class schedule that the College still mails to County residents is the Continuing Education class schedule, it is safe to assume that this is the mailing to which respondents referred when they recalled a “class schedule.” Other respondents recalled community magazine ads (3.7%), news stories (5.3%), having enrolled in one or more classes (7.7%), attending an on-campus event (4.0%), movie theater ads (3%), and the College Web site (4%). One-fifth (20.9%) of respondents recalled no contact with the College during the six months prior to the survey.

If the survey is representative of the County’s adult population, this finding represents both “good news” and “bad news.” It is bad news in that at least one-quarter of the adult population recalled no form of contact with the College over six months. It is good news in that three-quarters of the adult population acknowledged having had some kind of contact with the College, however minimal. On the whole, the suggestion that more than three-quarters of the adult population recalls some kind of contact with the College during a six-month period seems positive.

Table 1-G. How Respondents Learned about or Had Contact with Collin College within the Last Six Months. (prior to April 2017)

Type of Contact	Number of Respondents	Percent of Respondents
Newsletter	61	9.7%
Class Schedule	45	7.1%
Post Card	33	5.3%
Community Magazine Ads	23	3.7%
News Story	33	5.3%
Enrolled in Class	48	7.7%
On-Campus Event	25	4.0%
Movie Theater Ads	22	3.5%
College Internet Site	23	3.7%
Off-Campus Event	6	1.0%
Facebook	26	4.1%
LinkedIn	11	1.7%
Instagram	7	1.1%
Twitter	1	0.1%
YouTube	5	0.8%
Other (See Appendix B)	127	20.3%
No Contact	133	21.2%

One-fifth (20.3%) of respondents in Table 1-G cited sources of contact with the College other than the 17 that were specifically designated by the Public Relations Office. Most of those “other” responses involved either personal contacts such as students or employees. Another large group of respondents who cited “other sources of contact” referred to visual contact in the form of visiting, driving by, or living near a campus. The latter highlights the value of maintaining attractive and appealing campuses that serve as community resources whether or not residents are enrolled as students.

In this year’s survey, a new question was introduced so that Collin College’s Public Relations Office (PR) would be better able to identify media and modes of communication with which the County’s adults interact on a weekly basis. Respondents were asked to select each mode of communication that they had used in the past 7 days, and select how many days (from 0 to 7) they had used that means of communication. Respondents’ were given a list of 17 choices and the top 5 as well as the bottom 5 choices are listed below (Table 1-H). This information may allow PR to target sources that are more frequently used. Nearly 90% read email daily, and 80% read phone text messages each day. Next, 72% indicated they used an app on their cell phone and another 59% had logged into their social media account (i.e. Facebook, Twitter, etc.) on a daily basis. Finally, 51% of the sample reported using their cell phones to conduct an online search daily. A more comprehensive list of media sources and their frequency of use is identified in Appendix B. These top 5 communication modalities may provide a cost effective way to reach the Collin County Community with a targeted ad campaign. Conversely, in Table 1-I, the top 5 modes of communication that were **not** used in the week prior to the survey distribution are listed. They range from going to a movie, to reading a hard copy of a newspaper to viewing a pop-up on their cell phone. These may be the least effective media outlets in which to engage the community.

Table 1-H. Top Five Respondents’ Who Have Daily in the Past Week...

Type of Contact	Every Day	Percent of Respondents
Read email	561	89%
Read Text Message on Phone	517	80%
Used App on Phone	458	72%
Logged Into Social Media	382	59%
Online search-Smartphone	330	51%

Table 1-I. Top Five Respondents' Who Have Not Once in the Past Week...

Type of Contact	Not Once	Percent of Respondents Answering This Question
Gone to a movie	476	74%
Visit Local Newspaper's Website	384	60%
Read Local Newspaper-Paper Copy	378	59%
Viewed Pop-up Add on Cell Phone	356	55%
Read a Magazine-Paper Copy	274	42%

A second new question added to this year's survey asked residents to identify up to 3 Collin College programs of excellent quality. In previous surveys respondents had simply been asked to identify any Collin College programs of which they were aware. This new question seeks to further tap into the notion of quality when it comes to programs and services offered by the college.

Detailed breakdowns of the responses appear in Appendix B, but Table 1-J provides an overall summary of the responses. Nearly 7 out of 10 respondents (67%) identified **no** Collin College instructional programs of high quality either because they were unaware of any of specific programs the College offers or they declined to respond. In most cases, when respondents have the information requested, they tend to respond. Thus, the large preponderance of nonresponses probably should be interpreted as a lack of awareness of any specific programs that Collin College offers. This, in turn, suggests that despite the high levels of general awareness of the College, there is work to do to make the adult population aware of specific aspects or services the College offers.

Table 1-J. Awareness of Specific Collin College Programs of Excellence, Top 10 Aggregated

	<u>Discipline</u>	<u>Frequency</u>
1	Nursing	82
2	Continuing Education	44
3	Computer Science	40
4	Visual & Performing Arts	40
5	Business/Finance	36
6	General Education	22
7	Sciences	20
8	Fire Academy/EMT	19
9	Education/Teaching	17
10	English	16

Note: Table 1-J summarizes all responses into a single table.

In general, as has been the case with prior administrations of the Community Survey, Nursing is, by far, the program of which the adult residents of Collin County are most aware. Nursing was identified 82 times as a program with which they were familiar as either a first, second, or third program of excellence. Another 44 respondents identified “Continuing Education.” Computer Science, Visual & Performing Arts, and Business rounded out the programs that garnered the top 5 slots of programs of excellence.

One item asked respondents to identify something that Collin College could do to better serve their needs. A total of 293 respondents offered suggestions that were classified into 18 broad categories (Table 1-K). The numbers in Table 1-K represent the frequencies with which responses fell into these broad categories.

Table 1-K. One Thing that Collin College Could Do to Better Serve Your Needs

	Response Category	Frequency	% of Suggestions
1	Offer More Classes/Online/Vocational	53	13%
2	More Advertising on What's Offered/Outreach	38	9%
3	Offer More Adult Classes/Senior Classes	15	4%
4	Lower Tuition/Overall Costs	32	8%
5	More Community Involvement	14	3%
6	Improve Accessibility/More Convenient Classes/Locations	43	10%
7	Lower Property Taxes	7	2%
8	Become a Four-Year Institution	7	2%
9	Focus on Stronger Academics/Train Staff	23	6%
	More Certification Programs/Job Training/Better Workforce		
10	Preparation/Life Preparation	9	2%
	Offer More Bachelor's/Master's Level		
11	Courses	22	5%
	Offer More Continuing Education		
13	Classes	18	4%
14	Improve Job/Career Advisement, Tutoring, Sports	5	2%
15	Improve Transfer of Courses	4	1%
16	Dorms	3	>1%
	Total Suggestions	293	45% of Sample
	Indicated No Additional Needs	123	19% of Sample
	Total Number that Responded	416	64% of Sample

A total of 123 of the 416 people who responded to this item indicated that they saw no additional needs that Collin College could fulfill. Of the 293 respondents who did offer suggestions, 13% wanted more online and vocational classes. An additional 9% focused on improving the way the College advertises and markets the programs, courses, and services it offers, and another 4% were interested in expanding the course offerings for senior citizens. A total of 8% of respondents suggested lower tuition/costs. Another 10% suggested improving accessibility and convenience, and 6% wanted a focus on training staff and strengthening academics.

A change is observed regarding comments related to economic issues such as tuition, financial aid, and taxes. The number of responses related to economic issues fell from more than 30 in both 2011 and 2013 to 26 in 2015 and 7 in 2017.

Perhaps the College's efforts to make people aware of the value they receive from Collin College is having an impact on people's perceptions.

This section offers some interesting information regarding Collin's constituents. Most people are aware of Collin College and more than 50% reported that they themselves or a family member have attended. Newsletters, class schedules, and post cards mailed out to homes continue to be the predominant media through which community members have contact with Collin College. Nursing continues to be by far, the most recognized college program and is associated with excellence. The best ways to communicate with community members appear to be through email, text messages and social media. Social media is particularly interesting as most respondents do not report having heard information regarding Collin College through that medium, yet clearly many are utilizing it regularly. Last, community members continue to request more classes and more advertising about Collin's offerings.

Section 2. Approval of Collin College: 2007 through 2017 Trends

Over the five prior administrations of the survey, six items were used to assess respondents' approval or disapproval of Collin College. Using principle components analysis, results from the approval items were mathematically combined into a single composite approval scale based on factor scores generated in the analysis (see narrative associated with Table 2-G).

The scale was designed with the low value (1) as the most positive response (respondents strongly agree with statements about Collin College) and high value (5) as the most negative (respondents strongly disagree with statements about Collin College). Consequently, lower ratings reflect more positive views of Collin College. This applies to the six original items and to the derived composite score.

Tables 2-A through 2-F summarize the responses for each of the six approval items included in the survey over the past several years. In general, responses that sought to measure public approval of the College have trended higher over time. While this trend remains true, it is interesting to note that the number who Strongly Agree with the six items have fallen sharply from previous years, and the number of Agree responses has risen sharply. So, overall the percentage of those who both strongly agree and agree is higher in this year's survey than in previous years. However, since the strength of approval appears to have declined, this may present an opportunity to seek new ways to gain favor with the community; or it may be attributable to the new research methodology utilized in this year's survey: a mixture of telephone and web surveys.

In 2015 the vendor who administered the survey inadvertently omitted one of the approval items from the survey, a fact that was not manifested until work began on the analysis of the data two to three months after the survey was administered. At that time, there was no way to go back and re-administer the omitted item.

Table 2-A. Collin Offers Programs that Meet the Needs of the Community in Your Area

Response Options	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
1 Strongly Agree	50%	53%	51%	53%	58%	45%
2	31%	30%	27%	20%	22%	39%
3	13%	13%	19%	18%	14%	14%
4	4%	3%	2%	6%	5%	1%
5 Strongly Disagree	2%	1%	1%	3%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 64.0, df = 20, p < .001

Table 2-B. Collin Makes a Valuable Contribution to Economic Development in Collin County*

Response Options	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
1 Strongly Agree	48%	46%	50%	51%	52%	44%
2	34%	39%	28%	21%	23%	38%
3	12%	12%	18%	17%	19%	15%
4	5%	3%	3%	9%	6%	2%
5 Strongly Disagree	2%	2%	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 87.3, df = 20, p < .001

Table 2-C. Collin's Tax Dollars Are Dollars Well Spent

Response Options	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
1 Strongly Agree	45%	47%	51%	48%	55%	43%
2	33%	35%	28%	22%	20%	36%
3	15%	14%	16%	19%	15%	17%
4	4%	2%	4%	6%	5%	2%
5 Strongly Disagree	3%	2%	2%	4%	5%	2%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 61.3, df = 20, p < .001

Table 2-D. Collin Provides High Quality Education

Response Options	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
1 Strongly Agree	47%	43%	47%	48%	52%	41%
2	35%	38%	31%	21%	23%	37%
3	12%	16%	20%	23%	19%	19%
4	5%	4%	2%	6%	6%	2%
5 Strongly Disagree	1%	0.4%	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 90.8, df = 20, p < .001

Table 2-E. I Would Recommend Collin to any Friend or Family Member

Response Options	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
1 Strongly Agree	53%	51%	50%	53%	59%	46%
2	30%	32%	26%	18%	17%	34%
3	13%	12%	18%	19%	15%	15%
4	2%	3%	4%	5%	5%	4%
5 Strongly Disagree	3%	1%	3%	5%	4%	1%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 79.7, df = 20, p < .001

Table 2-F. Collin Has a Positive Image in the Community

Response Options	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
1 Strongly Agree	55%	53%	60%	58%		49%
2	33%	37%	27%	18%	Vendor	37%
3	8%	7%	10%	14%	Omitted	12%
4	4%	3%	2%	7%	Item in	2%
5 Strongly Disagree	1%	1%	1%	3%	2015	0%
Total	100%	100%	100%	100%		100%

Chi-Square = 135.6, df = 16, p < .001

For consistency's sake and due to the omission of one of the approval variables in the 2015 survey, a single approval measure (Table 2-G) was created using principle component analysis based the data generated the five approval variables that were administered in 2017. The average factor scores are composite representations of multiple variables into a single factor that represents underlying approval of the College by the adult population of Collin County. The composite variables are standardized with a mean of 0 (zero) and a standard deviation of 1.0. Thus, more negative values reflecting relatively greater approval of the College, and more positive values representing relatively less approval.

Table 2-G. Average (Mean) Approval Factor Scores*

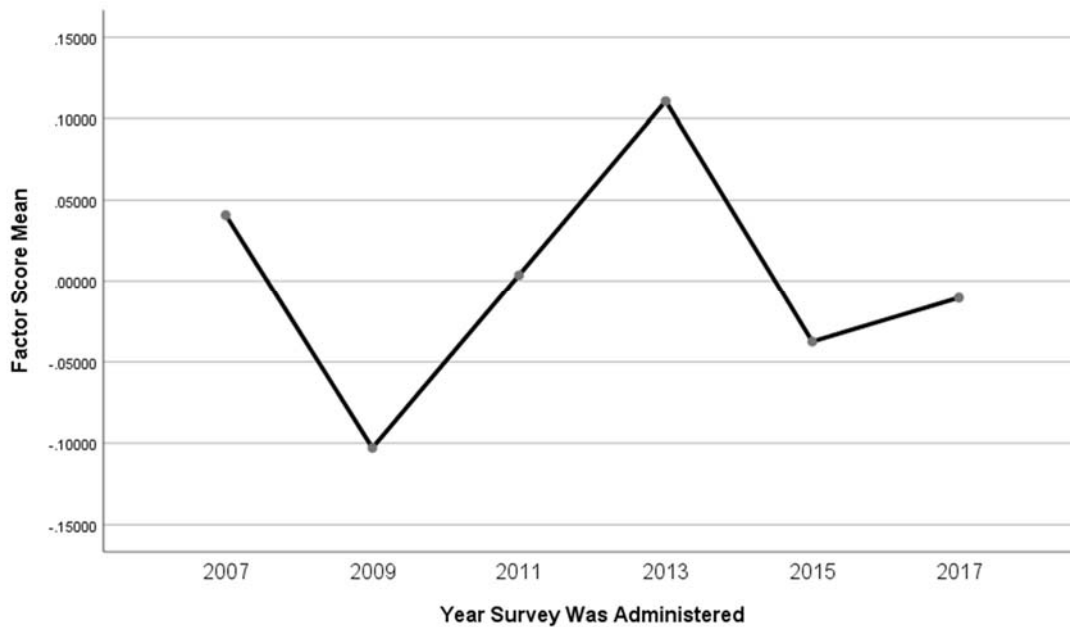
Year in Which Survey Was Administered					
2007	2009	2011	2013	2015	2017
0.001060	-0.137561	-0.034807	0.068517	-0.074539	-.0105766

One-Way ANOVA: F = 23.1, df = 5, p < .001

*The factor scores in Table 2-G. are based on the five variables that were included in all six administrations of the Community Survey included in the table. The five questions included were: "Collin Offers Programs that Meet the Needs of the Community in Your Area," "Collin Makes a Valuable Contribution to Economic Development in Collin County," "Collin's Tax Dollars Are Dollars Well Spent," "Collin Provides High Quality Education," and "I Would Recommend Collin to Any Friend or Family Member."

In the 2011 survey, public approval ratings for the College turned slightly more negative after a prior trend toward more positive regard. That negative turn extended into the 2013 survey, but reversed again toward more positive views in the 2015 survey. In 2017, the score remains positive, but slightly less so than in 2015.

Figure 2-A. Plot of Factor Means over Time (Lower means translate into more positive public perceptions of Collin College.)



There are a couple of things to consider with regard to the swing toward more negative approval ratings for the College in 2011 and 2013. 1) It is possible that some of the shift may relate to Collin County's political climate. The County has become a hotbed in a limited-government movement that has dramatically grown in its influence over the last few years. Since the College is a governmental agency, it is possible that public perceptions of the College are being influenced by this movement. 2) It is also possible that the recalibration of the sample stemming from changes in the sampling methodology in 2013 may have had some impact. As mentioned earlier, experience suggests that older respondents who are more likely to have traditional telephone lines tend to express more positive perceptions of public agencies. By including a substantial number of cell phones in the sample, the age distribution of the 2013 sample shifted downward and probably became more representative of the County's adult population, but somewhat less predisposed toward positive regard for public agencies.

As noted above, the 2015 survey data reflect a more positive turn in community regard for Collin College. The view was expressed in the 2013 Community Survey

report that the 2015 survey should provide important information about how the College is perceived by the public, since 2015 was to be the second time the survey included mobile telephone numbers in its sample. However, because the 2015 vendor apparently failed to adhere to the requirement to include a significant number of mobile phones in the sample, the age distribution for the 2015 survey was substantially older than that of the 2013 survey. This, in turn, may explain at least some of the more positive views reflected by respondents to the 2015 survey. It is possible that the more positive views of 2015 may have been a function of the sample having been based primarily on traditional telephone lines and, thus, drawing older respondents. Despite the caveats regarding the 2015 survey, in 2017 the data also indicate a positive approval rating for Collin College, just slightly less positive than the 2015 results.

Section 3. 2017 Level of Awareness by Demographic Variables

In this section, the “level of awareness” dependent variable is compared across demographic variables using only 2017 data to get some idea of how representative the sample was and whether or not there were differences among various population subgroups in their awareness of the College.

Table 3-A. Level of Awareness by Gender

Level of Awareness		Gender		Total
		Female	Male	
Level 0: R Was Totally Unaware of Collin	Count	11	12	23
	Column %	2.9%	4.5%	3.5%
Level 1: R Recognized Collin Name	Count	23	15	38
	Column %	6.0%	5.6%	5.9%
Level 2: Collin Came to Mind Unaided	Count	6	5	11
	Column %	2.7%	9.5%	3.2%
Level 3: R Was Familiar with a Collin Site	Count	144	104	248
	Column %	37.6%	39.1%	38.2%
Level 4: R or Family Member Attended Collin	Count	199	130	329
	Column %	48.3%	54.3%	51.3%
Total	Count	383	266	649
	Column %	100.0%	100.0%	100.0%

Chi-Square = 1.7, df = 4, p = .790 (This Chi-Square value should be interpreted with caution, since 10% of the cells have expected values less than 5.)

Level of awareness did not differ between adult male and female residents of Collin County. It is worth noting however, that the gender distribution in the survey is only 41% male, whereas in the county as a whole, males represent 49% of the population (American Community Survey, 2016). As a result, this table should be interpreted with caution.

Table 3-B. Level of Awareness by Hispanic Identity

Level of Awareness		Hispanic Identity		Total
		Hispanic	Non-Hispanic	
Level 0: R Was Totally Unaware of Collin	Count	4	20	24
	Column %	4.2%	3.6%	3.7%
Level 1: R Recognized Collin Name	Count	3	35	38
	Column %	3.2%	6.3%	5.8%
Level 2: Collin Came to Mind Unaided	Count	4	7	11
	Column %	4.2%	1.3%	1.7%
Level 3: R Was Familiar with a Collin Site	Count	28	221	249
	Column %	29.5%	39.7%	38.2%
Level 4: R or Family Member Attended Collin	Count	56	273	329
	Column %	58.9%	49.1%	50.5%
Total	Count	95	556	651
	Column %	100.0%	100.0%	100.0%

Chi-Square = 9.4, df = 4, p = .051 (This Chi-Square value should be interpreted with caution, since 20% of the cells have expected values less than 5.)

Level of awareness did not differ between Hispanic and non-Hispanic respondents at the .05 level. However, the margin was extremely close to significance, missing being regarded as significant by 1/10 of a percent. Of note, the sample has equal proportions of Hispanic and non-Hispanic residents as reflected in the community at large, indicating that the results could be generalizable to the population at large. However, as noted in the table footnote below, we must proceed with caution when drawing any conclusions.

Table 3-C. Level of Awareness by Racial Identity

Level of Awareness		Racial Identity		Total
		White	Racial Minority	
Level 0: R Was Totally Unaware of Collin	Count	9	11	20
	Column %	2.2%	7.2%	3.6%
Level 1: R Recognized Collin Name	Count	27	8	35
	Column %	6.7%	5.3%	6.3%
Level 2: Collin Came to Mind Unaided	Count	5	2	7
	Column %	1.2%	1.3%	1.3%
Level 3: R Was Familiar with a Collin Site	Count	162	59	221
	Column %	40.0%	38.8%	39.7%
Level 4: R or Family Member Attended Collin	Count	202	72	274
	Column %	49.9%	47.4%	49.2%
Total	Count	405	152	557
	Column %	100.0%	100.0%	100.0%

Chi-Square = 1.98, df = 4, p = .739 (This Chi-Square value should be interpreted with caution, since 10% of the cells have expected values less than 5.)

Again, level of awareness did not differ between white and minority respondents. Although the percentage of minorities in the sample is similar to that of the county at large, we must interpret this table with caution. The breakdown of the minority population was simplified by collapsing all minorities into one group due to the low number of minorities in some categories. There may be differences between minority groups and their level of awareness of Collin College that are not reflected in the above table.

Table 3-D. Level of Awareness by Age

Level of Awareness		Age Category						Total
		18-26 Years	26-35 Years	36-45 Years	46-55 Years	56-65 Years	>65 Years	
Level 0: R Was Totally Unaware of Collin	Count	1	7	7	3	4	1	23
	Col. %	2.3%	6.7%	4.5%	2.5%	3.0%	1.1%	3.5%
Level 1: R Recognized Collin Name	Count	0	6	12	6	10	4	38
	Col. %	0.0%	5.8%	7.6%	5.0%	7.4%	4.5%	5.8%
Level 2: Collin Came to Mind Unaided	Count	0	3	2	3	3	0	11
	Col. %	0.0%	2.9%	1.3%	2.5%	2.2%	0.0%	1.7%
Level 3: R Was Familiar with a Collin Site	Count	7	40	67	48	43	44	249
	Col. %	15.9%	38.5%	42.7%	39.7%	31.9%	49.4%	38.3%
Level 4: R or Family Member Attended Collin	Count	36	48	69	61	75	40	329
	Col. %	81.8%	46.2%	43.9%	50.4%	55.6%	44.9%	50.6%
Total	Count	44	104	157	121	135	89	650
	Col. %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 36.3, df = 20, p = .014 (This Chi-Square value should be interpreted with caution, since 40% of the cells have expected values less than 5.)

Respondents' levels of awareness of Collin College did differ by age grouping (Table 3-D). However, when one compares the mean ages for the various survey administrations since 2007 (Table 3-E), the mean age for 2015 (59.4) was 12.6 years older than the mean age for 2013 and the mean age decreased again in 2017 to 47.6. This is a staggering difference in the mean age from one survey to the next. Such a dramatic change raises concerns about how representative the vendor's sample was of Collin County's 2015 adult population. Based on January 1, 2015 population estimates, the County's adult population had a mean age of approximately 45 years. In 2017, the mean age of the sample was more representative of the population at 47.6 years (American Community Survey, 2016). However, we can draw no certain conclusions based upon age utilizing chi-square statistics as almost half of the cells had expected values less than 5.

Table 3-E. Average (Mean) Age by Year

Year in which Survey Was Administered					
2007	2009	2011	2013	2015	2017
52.3	51.2	50.3	46.8	59.4	47.6

Table 3-F. Level of Awareness by Highest Educational Attainment

Level of Awareness		Highest Educational Attainment			Total
		High School Diploma or Less	Some College, Certificate, or Assoc. Deg.	Baccalaureate or Higher	
Level 0: R Was Totally Unaware of Collin	Count	3	3	17	23
	Col. %	7.9%	1.8%	3.8%	3.6%
Level 1: R Recognized Collin Name	Count	6	7	25	38
	Col. %	15.8%	4.2%	5.6%	5.9%
Level 2: Collin Came to Mind Unaided	Count	2	2	7	11
	Col. %	5.3%	1.2%	1.6%	1.7%
Level 3: R Was Familiar with a Collin Site	Count	16	53	179	248
	Col. %	42.1%	32.1%	40.3%	38.3%
Level 4: R or Family Member Attended Collin	Count	11	100	216	327
	Col. %	28.9%	60.6%	48.6%	50.5%
Total	Count	38	165	444	647
	Column %	100.0%	100.0%	100.0%	100.0%

Chi-Square = 23.1, df = 8, p = .003 (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

The data in Table 3-F indicate that there is only about three chances in 1,000 of obtaining at random a Chi-Square value of 23.1 with this combination of variables and sample size. Using the standard probability of .05 as the cut point for determining statistical significance suggests that the null hypothesis should not be accepted that there are no differences among adult Collin County residents' awareness of the College based on highest level of educational attainment. In other words, the data indicate that educational attainment appears to impact level of awareness.

Adult residents who reported that their highest educational attainment was some college, a certificate, or an associate's degree were less likely to be aware of Collin College (levels 1 or 2) than would be expected if awareness of the College were randomly distributed throughout the population. Those who had a high school diploma or less had relatively high levels of awareness (level 3) and those with some college had the highest level of awareness (level 4) of all three groups. In this table there were no clear cut patterns of awareness by educational level. Overall, all three groups had large proportions represented at levels 3 and 4. This may be the result of increased awareness beginning in high school of dual credit options available. In terms of actionable information, the data in Table 3-F suggests that Collin may wish to reach out to adults who discontinued their education at or before high school graduation, as this group had the lowest number represented in level 4.

In comparison to the education distribution in the population, it appears that those with a high school diploma or less were underrepresented in the sample (22% of

the population vs. 6% of the sample) and those with baccalaureate degrees or higher were overrepresented (52% of the population vs. 69% of the sample).

Table 3-G. Level of Awareness by Residential Locality

Level of Awareness	Residential Locality							Total	
	Allen	Frisco	McKinney	Plano	Richardson /Dallas	Wylie	Other		
Level 0: R Was Totally Unaware of Collin	Count	2	3	3	6	5	0	5	24
	Col. %	2.5%	4.3%	2.7%	3.2%	8.6%	0.0%	4.6%	3.7%
Level 1: R Recognized Collin Name	Count	3	3	1	10	11	3	7	38
	Col. %	3.7%	4.3%	0.9%	5.3%	19.0%	9.1%	6.5%	5.8%
Level 2: Collin Came to Mind Unaided	Count	0	1	1	5	0	1	3	11
	Col. %	0.0%	1.4%	0.9%	2.6%	0.0%	3.0%	2.8%	1.7%
Level 3: R Was Familiar with a Collin Site	Count	32	27	52	71	20	11	36	249
	Col. %	39.5%	39.1%	46.4%	37.4%	34.5%	33.3%	33.3%	38.2%
Level 4: R or Family Member Attended Collin	Count	44	35	55	98	22	18	57	329
	Col. %	54.3%	50.7%	49.1%	51.6%	37.9%	54.5%	52.8%	50.5%
Total	Count	81	69	112	190	58	33	108	651
	Col. %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 40.0, df = 24, p < 0.021 (This Chi-Square value should be interpreted with caution, since more than 45% of the cells have expected values less than 5.)

Level of awareness by city was found to be statistically significant at the .05 level, meaning that level of awareness was related to city of residency. For the level of awareness at 1 and 3, McKinney had less than expected, as did the 'Other' category (Table 3-G). However, since almost 50% of the cells had expected values of less than 5, we should be careful about drawing any meaningful conclusions. The distribution of respondents across Collin County cities in the sample is a reasonably close representation of the population distribution. The percentages by city within the sample are all within one to three percentages points of the population distribution across the cities, with the exception of Frisco which was under-represented by about 5 percent in the sample.

Table 3-H. Level of Awareness by Years Lived at Current Address

Level of Awareness		Years Lived at Current Address				Total
		< 4 Years	4-7 Years	8-10 Years	>10 Years	
Level 0: R Was Totally Unaware of Collin	Count	18	0	1	5	24
	Col. %	7.9%	0.0%	1.5%	2.0%	3.7%
Level 1: R Recognized Collin Name	Count	21	4	5	8	38
	Col. %	9.3%	3.8%	7.5%	3.2%	5.8%
Level 2: Collin Came to Mind Unaided	Count	6	2	1	2	11
	Col. %	2.6%	1.9%	1.5%	0.8%	1.7%
Level 3: R Was Familiar with a Collin Site	Count	95	44	24	86	249
	Col. %	41.9%	41.5%	35.8%	34.3%	38.2%
Level 4: R or Family Member Attended Collin	Count	87	56	36	150	329
	Col. %	38.3%	52.8%	53.7%	59.8%	50.5%
Total	Count	227	106	67	251	651
	Col. %	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 42.2, df = 12, p < .000. (This Chi-Square value should be interpreted with caution, since more than 30% of the cells have expected values less than 5.)

The relationship between years lived at current address and level of awareness of the college was significant at the .000 level. Table 3-H suggests that respondents who had lived at their current Collin County addresses more than 10 years were more likely to have taken a class or to have a family member who had taken a class at Collin College than would be expected if the levels of awareness of Collin College were randomly distributed across categories of years that respondents' had lived at their current addresses. Conversely, respondents who had lived at their current addresses for less than four years were more likely than expected to report lower levels of awareness of Collin College. However, this same group also had high awareness (level 3) of Collin College in terms of familiarity with a Collin site, but less so with level 4. It is perfectly reasonable to find that residents who have lived in an area for a shorter duration would be less familiar with opportunities within that area than people who had resided in the area for a longer period of time.

An exception to an intuitive conclusion like this would be when an agency, like Collin College, makes a concerted effort to reach out to and inform newer residents about available opportunities. There have been similar Community Survey findings in the past that spurred the College take steps to engage with realtors and community welcoming groups to bridge the awareness gap for new residents. Those efforts have been rewarded in the past with subsequent short-term improvements in awareness among newer residents, but it appears that there may be a periodic need to revitalize those efforts.

In conclusion, this section demonstrates no significant variation in the level of awareness between key demographics such as gender, ethnicity, and race. However, significant differences were found based on residency, length of time at the present address, educational attainment and age. This suggests that a targeted marketing campaign might be beneficial with certain groups to increase awareness of Collin's offerings.

Section 4. 2017 Approval by Demographic Variables

As readers explore the following data related to approval of Collin College, it is important to remember that lower (more negative) values reflect more positive impressions of the College based on the five approval variables that were incorporated into the single approval measure for Collin College. The following data represent composite scores for the underlying approval construct, and the scores are standardized with an overall mean of zero and a standard deviation of 1.0. Thus, more negative numbers reflect more positive perceptions while more positive numbers reflect less positive perceptions of Collin College.

Table 4-A. Approval by Gender

Gender	N	Mean
Female	239	-0.0496735
Male	183	0.0401497
Total	422	-0.0107217

One-Way ANOVA: $F = 1.071$, 1 df, $p = .301$

Table 4-A indicates that while female respondents were more approving of the College than were males, the difference between the mean responses for the two groups was not large enough to be attributable to anything other than chance. Females were overrepresented in the sample and this could possibly impact results.

Table 4-B. Approval by Hispanic Identity

Hispanic Identity	N	Mean
Hispanic	58	-.2105067
Non-Hispanic	365	.0211931
Total	423	-.0105766

One-Way ANOVA: $F = 3.470$, 1 df, $p = .063$

Table 4-B indicates that there is roughly a 6% chance of obtaining an F-value of 3.470 with a sample of this size. Thus, one must conclude that there is no difference in mean approval ratings between adult Collin County Hispanics and non-Hispanics.

There was no statistically significant difference between white and minority respondents in their approval ratings of Collin College (Table 4-C). As was mentioned previously, the representation of minorities and whites in the survey is proportionate to the distribution in the county.

Table 4-C. Approval by Racial Identity

Racial Identity	N	Mean
White	276	.0508992
Minority	89	.0116140
Total	365	.0211931

One-Way ANOVA: $F = .136$, 1 df, $p = .712$

Table 4-D indicates about a 9% likelihood of obtaining an F-value of 1.934 with a sample of this size. Using the standard probability of .05 (one-in-20) as the cut point for determining statistical significance suggests that there is no evidence that age makes a difference in terms of approval of the College.

Table 4-D. Approval by Age

Age Category	N	Mean
18-25 Years	33	-.0802185
26-35 Years	60	.2098623
36-45 Years	95	.0940538
46-55 Years	75	-.0468686
56-65 Years	92	-.0502513
>65 Years	68	-.2237541
Total	423	-.0105766

One-Way ANOVA: $F = 1.934$, 5 df, $p = .088$

The 2009 survey found that Collin County residents of traditional college-age (18-25) were significantly less approving of Collin College than were residents in other age groups. The College subsequently targeted communication through social and other new media that are consumed heavily by this demographic group. The 2011 survey found no significant difference between college-age adults and residents in other age groups, an improvement from 2009. The 2013 survey found further improvement in this age group's attitude toward the College when, for the first time, the average score for the 18-25 year group was more approving of the College than the overall mean for all age groups. This trend appears to have persisted into the 2015 survey, although one must be cautious about any firm conclusions, because this age group was substantially underrepresented in the 2015 survey. And similar to the 2015 survey results, in 2017 the 18-25 age group had strong approval ratings of the College.

However, the mechanism is unclear by which this improvement in approval is occurring. The College's response to the need to communicate more effectively with the 18 to 25 year old population emphasizes communication through social media. The 2013 through and 2017 surveys suggest that essentially no one in the adult population at large reports contact with the College through social media.

The 18-25 year age group makes up about 8% of Collin County’s adult population and 8% of the sample population (with computed approval scores). This would indicate that Collin’s efforts with this age group have been successful. It is interesting to note however, that those adults showing the lowest approval of the College are in the 26-35 and 36-45 age groups. It may behoove the College to explore opportunities to improve its approval ratings with this demographic.

Table 4-E. Approval by Highest Educational Attainment

Highest Educational Attainment	N	Mean
High School Diploma or Less	16	-.1399150
Some College, Certificate, or Assoc. Degree	104	-.0476519
Baccalaureate or Higher	301	.0045690
Total	421	-.0138233

One-Way ANOVA: F = .304, 2 df, p = .738

Table 4-E reveals an almost 74% likelihood of obtaining an F-value of .304 by chance. Using the standard probability of .05 as the cut point for determining statistical significance suggests that the null hypothesis should **not** be rejected that there are no differences among adult Collin County residents’ approval of Collin College based on residents’ highest level of educational attainment. In other words, there is no indication that there is a relationship between educational attainment and approval of Collin College.

Considering Table 4-F, the likelihood of obtaining an F-value of 2.481 by chance with this sample is about 2%. This suggests that the null hypothesis should be rejected that there is no difference in approval of Collin College among the seven community groupings in the table. In other words, city of residence appears to impact approval scores.

A post hoc analysis was conducted to determine where the differences in approval among the cities lay. Analysis of the data indicates that attitudes in the ‘Other’ or small towns are the most positive toward Collin College especially as compared to Allen. This was the only significant difference noted between mean approval scores. Overall, Allen, Frisco and Wylie reported more negative views of the College, while McKinney, Plano, Richardson/Dallas, and the smaller communities had slightly higher approval ratings. While interesting to note, the mean approval scores do not differ significantly from each other with the exception of comparing Other/smaller communities and Allen as noted above.

Table 4-F. Approval by Locality of Residence

Locality of Residence	N	Mean
Allen	57	.2428844
Frisco	47	.2212223
McKinney	73	-.0776081
Plano	131	-.0484826
Richardson/Dallas	30	-.0284266
Wylie	23	.0662709
Other, Smaller Communities	62	-.2801706
Total	423	-.0105766

One-Way ANOVA: $F = 2.481$, 6 df, $p < .023$

Table 4-G indicates a likelihood greater than 90% of obtaining an F-value of .190 by chance with this sample. Using the standard probability of .05 as the cut point for determining statistical significance suggests that there is no significant difference in mean approval of the College among the four groups listed in the table based on how long they have lived at their current residences.

Table 4-G. Approval by Years Lived at Current Address

Years at Current Address	N	Mean
<4 Years	134	-.0263617
4-7 Years	68	.0293792
8-10 Years	39	-.0932532
11+ Years	182	.0038332
Total	423	.0105766

One-Way ANOVA: $F = .190$, 3 df, $p = .903$

In sum, when comparing public approval of Collin College by a number of metrics (i.e. years lived at current address, age, sex), very little difference is noted between groups. Some difference is observed between Allen and smaller communities, with the smaller communities having a significantly higher approval than Allen, however, it is difficult to know what conclusions can be drawn other than saying Allen may be a city to consider targeting in future marketing. As well, since Frisco, Allen, and Wylie had the lowest approval scores there may be some benefit in increasing community activities or advertising efforts in those areas.

Section 5. Likelihood of Children Attending Collin College

In 2017, a new set of questions was inserted into the Community Survey. The purpose of the questions detailed below was to find out how many respondents had children in junior high and high school and how likely these parents were to encourage their children to attend Collin College. This information gives additional insight into the community's perception of the college as an educational option for their child(ren). Results are displayed in Tables 5-A through 5-F below.

5-A. Junior High or High School-age Children in the Home?

Junior/High School Students in the Home	N
Yes	121
No	525
Total	646

5-B. Do You Expect They Will Attend College?

College Attendance Expected?	N
Yes	119
No	2
Total	121

As shown in Table 5-A, of the 646 persons responding to this question, the vast majority, 525 (81.3%), did not have any minor children in the home, while 121 or 18.7% had children in the home. In Table 5-B, virtually all of the 121 persons with children in the home expected that those children would attend college. Of the two respondents who did not expect their child(ren) to attend college, they indicated that this was a result of their child being academically unprepared.

Table 5-C. How Likely Are You to Encourage Your Child to Attend Collin College?

Likelihood	N
Very Likely	41
Likely	45
Unlikely	9
Very Unlikely	4
Do Not Know	20
Total	119

Of the 119 respondents who said their child was likely to attend college, the vast majority (72.3%) said they would encourage their child to attend Collin College. Only 13 persons (10.9%) said they were unlikely to encourage their child to attend Collin College, and 20 persons (16.8%) were unsure.

Next, respondents were asked an open-ended question as to why they responded as they had to whether or not they were likely to encourage their child to attend Collin College. Tables 5-D through 5-F examined their responses based on the following three categories: Those who were likely to encourage their child to attend Collin College, those who were unlikely to encourage their child to attend Collin College, and those who did not know if they would encourage their child to attend Collin College.

Table 5-D. Why Did You Respond As You Did (Likely)?

Very Likely/Likely to Encourage Child to Attend Collin College	N
Affordable/Convenient/Quality	62
Enrolled Dual Credit	6
Undecided	5
College Necessary	4
Child's Choice	4
4-year College Preferred	2*
Self/Family Member Attended	2
Major Not Offered	1*
Total	86

*Respondents may not have understood the question

Table 5-E. Why Did You Respond As You Did (Don't Know)?

Do Not Know If I Will Encourage Child to Attend Collin College	N
No Decision Yet	11
Child's Choice	4
Know Little of Collin College	2
Undecided Major	1
Prefer 4-year College	1
Total	20

Table 5-F. Why Did You Respond As You Did (Unlikely)?

Unlikely to Encourage Child to Attend Collin College	N
Prefer 4-year or Other College	10
Major Not Offered	2
Not Sure	1
Total	13

For those who said they would likely encourage their child to attend Collin College (Table 5-D), the primary reason cited was due to the respondent's assessment of the affordability, convenience, and quality of Collin College. Additional responses included (among other items) dual credit enrollment, and the child deciding on his/her own to attend Collin College.

Next, in Table 5-E, for those respondents could not say whether or not they would encourage their child to attend Collin College, the top two reasons were because they simply had not yet made a decision (11) and because it was the child's choice where they would ultimately attend classes (4).

And finally, the respondents who would not encourage their children to attend Collin College (Table 5-F) said that their view was primarily due either to their preference of a four-year school instead of a community college or their child's desired major not being offered at Collin College. If the sample that responded to this survey is reasonably representative of Collin County's adult population, then the respondents reflected in tables 5-E and 5-F who have not made up their minds about Collin College or who expressed disinclinations to send their children to Collin College represent about a quarter of the adult population that Collin College may wish to target in its marketing and promotional efforts.

Overall, most community members who responded to this question reported being satisfied with costs and convenience associated with Collin College. This suggests that Collin College generally is perceived as an asset in the community. The data also indicate that there is an opportunity to emphasize to the community the value of taking courses at Collin College for those who are undecided or prefer a four-year university.

References

U.S. Census Bureau (2016). *Selected Population Profile in the United States, 2016 American Community Survey 1-Year estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/prodcutview.xhtml?pid=A CS_16_5YR_S0201&src=pt.

U.S. Census Bureau (2016). *Selected Housing Characteristics, 2012- 2016 American Community Survey 5-Year estimates*. Retrieved from https://factfinder.census.gov/faces/tableservices/jsf/pages/prodcutview.xhtml?pid=A CS_16_5YR_DP04&src=pt.

Appendix A—Demographic Comparison of Samples

Demographic Comparison of Samples

Table A-1. Gender by Year Survey Was Administered

Gender	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
Female	353	355	353	300	353	383
	58.8%	59.2%	58.8%	50.0%	58.8%	58.8%
Male	247	245	247	300	247	266
	41.2%	40.8%	41.2%	50.0%	41.2%	40.9%
Total	600	600	600	600	600	649*
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Two persons declined to answer this question

In 2017, for adults over 18, females made up 51.5% of Collin County’s population, and males comprised the remaining 48.5%. The sample for the 2017 Collin College Community Survey was 59% female and 41% male, over representing females by almost 8% and under representing males by nearly 8%.

Table A-2. Hispanic Identity by Year Survey Was Administered

Hispanic Identity	Year Survey Was Administered			
	2011	2013	2015	2017
Hispanic	42	20	42	95
	7.1%	3.4%	7.1%	14.6%
NonHispanic	549	561	549	556
	92.9%	96.6%	92.9%	85.4%
Total	591	581	591	651
	100.0%	100.0%	100.0%	100.0%

Note: Federal and state requirements changed the way Collin College reports race/ethnic data in 2010. To be consistent with the new reporting procedures, one item on the Community Survey was changed to reflect racial identity, and a second question was added to reflect Hispanic identity. Table A-2 summarizes data from the Hispanic identity question for which no data are available prior to the 2011 survey.

In 2017, 15% of Collin County’s population consisted of Hispanic residents. Nearly 15% of the respondents to Collin College’s 2017 Community Survey were Hispanic (Table A-2).

Table A-3. Racial Identity by Year Survey Was Administered

Racial Identity	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
White	420	392	420	462	420	405
	71.6%	68.7%	71.6%	79.5%	71.6%	72.7%
Minority	167	179	167	119	167	152
	27.8%	31.3%	27.8%	20.5%	27.8%	27.3%
Total	587	571	587	581	587	557
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In 2017, about 72% of Collin County’s population was white, and the remaining 28% was minority. Whites comprised almost 73% in the 2017 survey, making the sample comparable to the population at large.

Table A-4. Age by Year Survey Was Administered

Age Category	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
< 26 Years	16	42	16	9	16	45
	2.7%	7.0%	2.7%	1.8%	2.7%	6.9%
26-35 Years	60	107	60	22	60	104
	10.1%	17.8%	10.1%	4.4%	10.1%	16.0%
36-45 Years	168	154	168	68	168	157
	28.3%	25.7%	28.3%	11.3%	28.3%	24.1%
46-55 Years	128	135	128	114	128	121
	21.6%	22.5%	21.6%	22.6%	21.6%	18.6%
56-65 Years	135	90	135	101	135	135
	22.8%	15.0%	22.8%	20.0%	22.8%	20.7%
>66 Years	86	72	86	191	86	89
	14.5%	12.2%	14.5%	37.8%	14.5%	13.7%
Total	593	600	593	505	593	651
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Comparisons were made between the age groups identified in the survey and the U.S. Census age groups to ensure that the survey was reasonably representative of Collin County’s adult population. Census age categories do not exactly match the age categories that have traditionally been used in the reports on Collin College’s Community Surveys, but they provide a rough estimate of how closely the sample’s age distribution corresponds to the population. In general, the age distribution of the ages among survey respondents approximated the U.S. Census age distribution for Collin County’s adult population sufficiently to conclude that the survey respondents were reasonably representative of the County adult population in terms of age.

Table A-5. Highest Educational Attainment by Year Survey Was Administered

Highest Educational Attainment	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
High School Diploma or Less	47 7.8%	72 12.1%	47 7.8%	45 7.6%	47 7.8%	38 5.9%
Some College, Certif., or Assoc. Degree	135 22.5%	170 28.6%	135 22.5%	143 24.0%	135 22.5%	165 25.5%
Baccalaureate or Higher	418 69.7%	352 59.3%	418 69.7%	408 68.5%	418 69.7%	444 68.6%
Total	600 100.0%	594 100.0%	600 100.0%	596 100.0%	600 100.0%	647 100.0%

Respondents whose highest educational level (Table A-5) was a high school diploma or less comprised 6% of the sample, versus 22% of the number of adults 25 years and older in Collin county. Respondents with some college, but less than a baccalaureate, made up 26% of the sample and about 27% of the over 25 population. Respondents with a baccalaureate degree or higher comprised 69% of the sample but only 51% of the adult population in the county. Thus, college graduates were heavily oversampled and those with a high school education or less were greatly under sampled.

Table A-6. Locality of Residence by Year Survey Was Administered

Locality of Residence	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
Allen	69 11.5%	72 12.0%	69 11.5%	71 11.8%	69 11.5%	81 12.4%
Frisco	62 10.3%	57 9.5%	62 10.3%	74 12.3%	62 10.3%	69 10.6%
McKinney	105 17.5%	100 16.7%	105 17.5%	90 15.0%	105 17.5%	112 17.2%
Plano	210 35.0%	207 34.5%	210 35.0%	219 36.5%	210 35.0%	190 29.2%
Dallas/Richardson	59 9.8%	54 9.0%	59 9.8%	59 9.8%	59 9.8%	58 8.9%
Wylie	33 5.5%	37 6.2%	33 5.5%	39 6.5%	33 5.5%	33 5.1%
Other Collin County Locations*	62 10.3%	61 10.2%	62 10.3%	48 8.0%	62 10.3%	108 16.6%
Not in Collin County	na na	12 2.0%	na na	na na	na na	na na
Total	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%	651 100.0%

*In the 2013 administration, the only “other Collin County location” that was captured was Farmersville. Although there were no instructions to do so, the vendor that administered the survey targeted Farmersville. Why that happened is not clear. In past administrations of the survey, no specific “other” city was targeted, and the responses from “other Collin County locations” came from a variety of smaller communities throughout the County.

Comparing data in table A-6 to the Collin County population, it appears that four of the largest cities in Collin County (Allen, McKinney, Plano, and Wylie) were reasonably represented in the sample, with Frisco being an exception. Frisco represents 16% of the population in Collin County, yet was slightly underrepresented in the survey at roughly 11%. The percentages of respondents in the sample from Allen, McKinney, Plano, and Wylie cities were within about one percentage point of their representation within the County population. No population estimates are available for the portions of Dallas and Richardson that lie within Collin County, but residents of those areas made up 9% of the sample. This is probably a reasonable approximation of their proportion of the County population. Assuming that Dallas and Richardson subsume about 9% of Collin County’s population, the remaining 13% of the County population is spread across a number of smaller communities and the County’s unincorporated area. About 17% of the sample came from these areas, so the areas of the County outside the largest cities were within four percentage points of the sample.

Estimates based on census data suggest that, in 2016, 7% of the population had been in their homes for a year or less. The 2017 sample contained about 2% of residents who had lived at their current address for a year or less. The modal range of years in which Collin County residents moved into their current residences was between 2010 and 2014, while a nearly equal group of residents had been in their homes from between 6 to 16 years. It is difficult to know from this data how representative the sample is, as the sample measured years lived at current address by different intervals than did the most recent Census estimates. We do know however, that based on the Census, most of the population had lived in the same residence for seven or more years (about 54%). The data from the survey indicate that nearly 50% had lived in their home for 8 or more years, making the sample roughly representative, at least in terms of those who had been in the same homes for seven or more years. The sample appears to have underrepresented those who had been in their homes less than a year.

Table A-7. Years Lived in Collin County/at Current Address by Year Survey Was Administered

Years at Current Location	Year Survey Was Administered					
	2007	2009	2011	2013	2015	2017
<1 Year	26 4.3%	10 1.7%	na na	10 1.7%	5 0.9%	15 2.3%
1-3 Years	127 21.2%	119 19.8%	151 25.7%	119 19.8%	80 14.6%	213 32.7%
4-7 Years	151 25.3%	164 27.3%	131 22.3%	164 27.3%	71 12.9%	106 16.3%
8-10 Years	56 9.4%	88 14.7%	70 11.9%	88 14.7%	92 16.8%	67 10.3%
> 10 Years	238 39.8%	219 36.5%	236 40.1%	219 36.5%	301 54.8%	250 38.4%
Total	598 100.0%	600 100.0%	588 100.0%	600 100.0%	549 100.0%	651 100.0%

Note 1: In 2007, the vendor that administered the telephone survey changed the wording of the question from “How many years have you lived in Collin County?” to “How many years have your lived at your current address.” The change was unauthorized. Since the change in wording interrupted the data series, it was determined in subsequent years to continue with the revised wording. However, there is a sense that the length of time a person has lived in Collin County is more relevant to their awareness and approval of Collin College than the length of time they lived at a given address within Collin County.

Note 2: The 2011, 2012, 2013, and 2015 random samples of Collin County’s adult population drew much smaller proportions of county residents living at their current addresses for less than one year compared to the two preceding administrations. This may help explain why there were no significant differences in approval of the College (see table 4-G.) among respondents based on how long they lived at their current addresses. The 1996, 2007, and 2009 surveys found that respondents who had lived in Collin County (1996) or at their current addresses (2007 and 2009) for shorter periods were less approving of the College than those who had lived here longer. The 1996 finding led the College to work with realtor’s groups to make new move-ins more aware of the College. The difference disappeared in the 1999 survey, but, that may have been an artifact of small numbers of these respondents drawn in 1999 rather than an actual improvement in approval. In the 2015 survey, the proportion of respondents who had lived at their current addresses for less than seven years hit an all-time low suggesting that the sample may have severely underrepresented County residents who have lived here for shorter durations. The 2015 sample seems to have substantially oversampled residents who have lived in their current addresses for more than seven years, and especially those who have lived there for more than ten years. In a county with as much transience as Collin has, one must question the representativeness of a sample where over 70% of the sample has lived in their current addresses for eight or more years.

Note 3: In the 2011 survey, either the vendor neglected to distinguish between respondents who had lived at their current addresses for less than one year and those who had lived there for one to three years, or the sample somehow happened to include no one who had lived at their current address for less than one year. Either way, there were no records identifying respondents who lived at their current addresses for less than one year.

The data in Tables A-1 through A-7 suggest that by and large the sample from the 2017 survey is a good reflection of the county population. Survey samples seldom completely reflect all aspects of the population from which they were drawn. However, we can be reasonably confident with the current survey results.

As noted in the 2015 report, a new approach to sampling had to be found for the next survey if Collin College's Community Survey was to continue to be a useful tool. In the 2017 survey, the survey methodology did indeed include a combination of telephone sampling, and the use of web based surveys and panels. We believe that this approach has strengthened the sampling methodology, allowing for more confidence regarding the results and their generalizability to Collin County residents at large. Overall, the 2017 survey more closely represented Census data than the 2015 administration.

Appendix B—Responses to Selected Open-Ended Items

2017 Community Survey Responses to Open-Ended Items

Item 5. How did you learn about or come in contact with Collin College in the last six months?

The responses below reflect “Other” contacts with Collin College than the 17 options (including “Other” and “No Contact in Past Six Months”) listed in Table 1-G on page 9 of this report. Numbers in parentheses represent the number of respondents who offered a given response.

1. Know (or was) a Student or Employee of the College (43)
2. Live Near a Campus or Often Drive by a Campus (26)
3. Television/Billboard/Radio/Print/Internet Ads (13)
4. Word-of-Mouth (10)
5. Through High School (8)
6. Work(ed) at the College, Applied for a Job at the College or Had Business with the College (6)
7. Paying Taxes to the College (6)
8. Elections/Voted at a Campus (4)
9. Email/Text Message (4)
10. None/Can't Recall (3)
11. Received Mail from the College (2)
12. Event/Meeting (2)

Item 8: What are three programs at Collin College that are of excellent quality?

Respondents were allowed to identify as many as three Collin College academic programs of excellent quality. The purpose of this prompt was to determine which instructional programs adult residents of Collin County view as high quality programs and inform College personnel which programs might need additional marketing support.

214 respondents (32%) identified at least one academic program of excellent quality in the 2017 administration of the survey. This is the first time this question was asked, as previous surveys asked respondents to identify any programs of which they were aware.

The numbers in the following tables reflect the frequency with which a given response was recorded. Responses are listed in descending order of response frequency and in alphabetical order within frequency groupings.

Table B-8a. Aggregate Summary of All Programs Identified

	Discipline	Frequency
1	Nursing	82
2	Continuing Education	44
3	Computer Science	40
4	Visual & Performing Arts	40
5	Business/Finance	36
6	General Education	22
7	Sciences	20
8	Fire Academy/EMT	19
9	Education/Teaching	17
10	English	16
11	Health Sciences	13
12	Math	12
13	Culinary	11
14	Dental Hygienist	11
15	ESL/Foreign Language	8
16	Police Academy	7
17	Associate's Degree/AS/AAS	6
18	Dual Credit	6
19	Paralegal/Criminal Justice	5
20	Accounting	5
21	History	5
22	Engineering	4
23	Psychology	3
24	Sociology	2
25	Child Development	1
26	Economics	1
27	Liberal Arts and Humanities	1

Table B-8b. First Program Identified

	Discipline	Frequency
1	Nursing	64
2	Visual & Performing Arts	25
3	Continuing Education	22
4	Business/Finance	15
5	Computer Science	11
6	Education/Teaching	6
7	Sciences	8
8	Math	7
9	General Education	6
10	Health Sciences	5
11	Foreign Languages/ESL	5
12	Fire Academy/EMT	5
13	English	5
14	Dual Credit	5
15	Dental Hygienist	5
16	Culinary	5
17	Associate's Degree/Two-Year	4
18	Criminal Justice	2
19	Accounting	1
20	Psychology	1
21	Liberal Arts	1
22	Police Academy	1
23	History	1

Table B-8c. Second Program Identified

	Discipline	Frequency
1	Computer Science	17
2	Nursing	16
3	Continuing Education	15
4	Business	11
5	Fire Academy/EMT	10
6	Visual & Performing Arts	9
7	General Education	8
8	Sciences	8
9	English	7
14	English	7
10	Health Sciences	6
11	Culinary	5
12	Math	4
13	Liberal Arts	4
15	Teaching	2
16	Psychology	2
17	Sociology	2
18	History	2
19	Accounting	2
20	Engineering	2
21	Police Academy	1
22	Foreign Languages	1
23	Dual Credit	1
24	Associate of Applied Science	1
25	Dual Credit	1

Table B-8d. Third Program Identified

	Discipline	Frequency
1	Computer Science	12
2	Business	10
3	General Education	8
4	Continuing Education	7
5	Visual & Performing Arts	6
6	Education	5
7	Police Academy	5
8	Sciences	4
9	English	4
10	Fire Academy	4
11	Dental Hygienist	3
12	ESL/Foreign Languages	2
13	Accounting	2
14	Engineering	2
15	History	2
16	Health Sciences	2
17	Nursing	2
18	Culinary	1
19	Paralegal	1
20	Math	1
21	Child Development	1
22	Economics	1

Item 10: What one thing could Collin College do to better serve your needs?

Not all respondents offered suggestions in response to item 10. The 293 responses were classified into 18 broad categories. The numbers in the table represent the frequency with which responses fell into a given broad category.

	Response Category	Frequency
1	See No Additional Need	123
2	Offer More Classes/Online/Vocational	53
5	Improve Accessibility/More Convenient Classes/Locations	43
3	More Advertising on What's Offered/Outreach	38
6	Lower Tuition/Overall Costs	32
9	Focus on Stronger Academics/Train Staff	23
10	Offer More Bachelor's/Master's Level Courses	22
13	Offer More Continuing Education Classes	18
4	Offer More Adult Classes/Senior Classes	15
7	More Community Involvement	14
	More Certification Programs/Job Training/Better Workforce	
11	Preparation/Life Preparation	9
8	Lower Property Taxes	7
12	Become a Four-year Institution	7
17	Improve Transfer of Courses	4
18	Dorms	3
14	Tutors	2
16	Improve Job Career Advisement/Placement	2
15	Expanded Sports Programs	1
	Total Responses	416

Item 12. How Many Times in the Past 7 Days Have You...?

Respondents were asked how many times in the past week they had engaged in a variety of media. The table is arranged in order of the highest number of respondents who had in the past seven days daily engaged with various media. Emails, texts, apps on cell phone, social media and online search with smartphone were the top five categories that the sample utilized on a daily basis.

Type of Contact	0 Days	1	2	3	4	5	6	7 Days	Total
Read email	14	5	5	9	12	16	11	561	633
Read Text Message on Phone	29	8	13	23	22	17	14	517	643
Used App on Phone	55	15	22	32	19	24	14	458	639
Logged Into Social Media	111	18	27	31	28	29	20	382	646
Online search-Smartphone	80	33	35	44	48	51	22	330	643
Watched TV Program on Cable	127	28	33	44	53	46	15	302	648
Gone Online for National News	93	55	45	56	40	53	17	287	646
Listened to Local Radio in Car	97	41	46	53	48	67	16	277	645
Watched Local Station for News	139	70	48	54	49	48	16	223	647
Listened to Online Music Station	279	46	37	66	36	44	9	127	644
Streamed a Movie	242	93	75	56	34	38	17	92	647
Viewed Pop Up Add on Cell Phone	356	72	51	37	27	15	9	77	644
Read Paper Copy Local Newspaper	378	100	58	16	15	7	5	65	644
Visited Local Newspaper's Website	384	81	61	41	15	13	7	41	643
Read a magazine-Paper	274	142	94	57	31	16	6	26	646
Gone to Movie-Local Theatre	476	125	19	10	4	1	3	4	642

Appendix C—2017 Community Survey Questionnaire

Collin College Community Survey 2017

Since both online and telephone administrations were to be conducted, there are notations for questions that vary by format.

Introduction

ONLINE: We're conducting an important opinion survey about higher education in your area. As you move through the screens, please read each question carefully and answer as honestly as you can. Your answers will be strictly confidential and results will be summarized as a group. Thank you so much for assisting us!

TELEPHONE: Hello, my name is _____ and we are conducting an important opinion survey about higher education in your area. We'd like to include your household. We are not selling or advertising anything, during this call or afterward. (IF NEEDED: Depending on your answers, it could take up to seven minutes.) May I ask you a few questions?

If yes, proceed with questions.

If no, thank for their time and replace number.

QQ1. Do you live in Collin County, TX?

1 Yes (CONTINUE)

2 No (ONLINE: Skip to last page.

TELEPHONE: *Thank the respondent for their time and graciously end the conversation*)

QQ2. What is your zip code? (DROPDOWN) (If quota is filled it will skip to last page)

Zip Code-City Quota

1 75002 - Allen 42

2 75009 - Celina 8

3 75013 - Allen 26

4 75023 - Plano 32

5 75024 - Plano 25

6 75025 - Plano 34

7 75026 - Plano 1

8 75033 - Frisco 5

9 75034 - Frisco 15

10 75035 - Frisco 42

- 11 75044 - Garland 0
- 12 75048 - Sachse 6
- 13 75058 - Gunter 0
- 14 75069 - McKinney 22
- 15 75070 - McKinney 63
- 16 75071 - McKinney 32
- 17 75074 - Plano 28
- 18 75075 - Plano 25
- 19 75078 - Prosper 12
- 20 75080 - Richardson 6
- 21 75082 - Richardson 13
- 22 75086 - Plano 1
- 23 75087 - Rockwall 0
- 24 75093 - Plano 31
- 25 75094 - Murphy 14
- 26 75097 - Weston 0
- 27 75098 - Wylie 32
- 28 75121 - Copeville 0
- 29 75164 - Josephine 0
- 30 75166 - Lavon 3
- 31 75173 - Nevada 4
- 32 75189 - Royse City 2
- 33 75248 - Dallas 0
- 34 75252 - Dallas 17
- 35 75287 - Dallas 18
- 36 75407 - Princeton 11
- 37 75409 - Anna 11
- 38 75424 - Blue Ridge 2
- 39 75442 - Farmersville 6
- 40 75452 - Leonard 0
- 41 75454 - Melissa 7
- 42 75485 - Westminster 0
- 43 75491 - Whitewright 0
- 44 75495 - Van Alstyne 0
- 45 None of the above *send to end*

QQ3. (Q14) What is your age in years? (If quota is filled it will skip to last page)

AGE: _____

QUOTAS:

01 18 to 34 177

02 35 to 49 203

03 50 to 64 143

04 65+ 73

QQ4. (Q17) Are you Hispanic? (If quota is filled it will skip to last page)

01 Yes

02 No

QUOTA: 92

QQ5. (Q18) In which racial group do you usually identify yourself? *(Mark all that apply. If quota is filled, skip to last page)*

QUOTA:

01 White 364

02 Black or African American 57

03 Asian 66

TOTAL FOR OTHERS 17

04 American Indian or Alaska Native

05 Pacific Islander or Native Hawaiian

06 Some other race

07 Two or more races

08 Other

LAST PAGE:

Thank you so much for your interest in our educational survey, but our quotas are full for individuals

with your characteristics. Thank you so much for your time!

BEGIN QUESTIONS IF ALL QUOTAS ARE OPEN

3. What college first comes to mind when you think about colleges that serve residents in your area?

Please type in the name below – if none or do not know, please type in those words.

(TELEPHONE: Do not prompt the respondent.)

VERBATIM RESPONSE

WILL RECODE LATER

01 Amberton University

02 Brookhaven College

03 Collin College

04 Dallas Baptist University

05 Dallas County Community College

- 06 DeVry University
- 07 Richland College
- 08 Southern Methodist University
- 09 Texas Woman's University
- 10 University of North Texas
- 11 University of Phoenix
- 12 University of Texas at Dallas
- 13 Other College or University
- 14 No College Comes to Mind (NONE OR DO NOT KNOW)

4. Have you ever heard of Collin College or Collin County Community College?

- 01 Yes (Continue)
- 02 No (*If "No," then skip to item 11.*)

5. How did you learn about or come in contact with Collin College during the last six months? (Mark all that apply.) (TELEPHONE: READ CHOICES and MARK ALL THAT APPLY)

- 01 College Newsletter Mailed to My House
- 02 Class Schedule Mailed to My House
- 03 Post Card Mailed to My House
- 04 Magazine Advertising
- 05 Movie Theater Advertising
- 06 College Internet Site
- 07 News Story
- 08 On-Campus Event
- 09 Off-Campus Event
- 10 Facebook
- 11 Twitter
- 12 Linked-In
- 13 YouTube
- 14 Instagram
- 15 Enrolled in a Class
- 16 No Contact during the Last Six Months
- 17 Other _____

6. With which Collin College location are you most familiar? (*Mark only one response.*) (TELEPHONE: *Read choices*)

- 01 Central Park Campus in North McKinney
- 02 Courtyard Center in West Plano
- 03 Preston Ridge Campus in Frisco
- 04 Spring Creek Campus in East Plano
- 05 Collin Higher Education Center in South McKinney
- 06 Allen Center at Allen High School
- 08 Rockwall Center

09 Online e-Collin Courses
10 None

7. Have you or any of your immediate family ever taken a class at Collin College?

01 Yes
02 No

8. What are three programs at Collin College that are of excellent quality? If none or do not know, please type in first box.

RESPONSE 1
RESPONSE 2
RESPONSE 3

9. On a scale from 1 to 5, where 5 means that you strongly agree and 1 means that you strongly disagree, please indicate your agreement with the following statements. (TELEPHONE: Read scale as needed)

- A. Collin College offers programs that meet the needs of the community in your area. Strongly Agree 5 : 4 : : 2 : 1 Strongly Disagree
- B. Collin College provides high quality education. Strongly Agree 5 : 4 : : 2 : 1 Strongly Disagree
- C. Collin College makes a valuable contribution to economic development in Collin County. Strongly Agree 5 : 4 : : 2 : 1 Strongly Disagree
- D. Collin County tax dollars are dollars well spent. Strongly Agree 5 : 4 : : 2 : 1 Strongly Disagree
- E. Collin College has a positive image in the community. Strongly Agree 5 : 4 : : 2 : 1 Strongly Disagree
- F. I would recommend Collin College to any friend or family member. Strongly Agree 5 : 4 : : 2 : 1 Strongly Disagree

10. What one thing could Collin College do to better serve your needs?

VERBATIM RESPONSE

Now just a few more questions to help us better communicate with our community members.

Q11. Over the last week or last seven days, how many days have you ...?

SCALE: 0=None, 1 to 6 days, 7 = Every Day

Listened to music on Pandora, iHeart radio, or other online sites

Listened to a local radio station in car

Gone to a movie at a local movie theater

Streamed a movie at home online using Netflix, Hulu, or other online providers

Watched a local television station for local or state news

Watched a TV program on a cable network

Watched a live sporting event on television
Read a local newspaper – paper copy
Read a magazine – paper copy
Read email
Visited a local newspaper's website
Gone online to get local and national news
Viewed an ad that popped up on a mobile phone
Done an online search for information using a cell phone/ smartphone with internet access
Used an app on a cell phone/ smartphone
Read a text message on a cell phone/ smartphone
Logged into a social network like Facebook, Instagram, Pinterest, etc.
QY. Do you have junior high or high school-age children at home?
01 Yes
QYA. Do you expect they will attend college?
01 Yes
QYB. Would you be Very likely, Likely, Unlikely or Very unlikely to encourage your children to attend Collin College?
04 Very likely
03 Likely
02 Unlikely
01 Very unlikely
05 Do not know
QYC: Why did you respond as you did? LIST
02 No
QYD. Why not? LIST
SKIP TO NEXT
02 No (*SKIP TO NEXT*)
03 Prefer not to answer (*SKIP TO NEXT*)

12. In which city do you reside? (*Mark only one response.*)

01 Allen
02 Anna
03 Blue Ridge
04 Celina
05 Copeville
06 Dallas
07 Fairview
08 Farmersville
09 Frisco
10 Josephine
11 Gunter
12 Lavon
13 Leonard

- 14 McKinney
- 15 Melissa
- 16 Murphy
- 17 Nevada
- 18 Parker
- 19 Plano
- 20 Princeton
- 21 Prosper
- 22 Richardson
- 23 Royce City
- 24 Sachse
- 25 St. Paul
- 26 Van Alstyne