Longitudinal Comparison of Community Survey Responses

Collin College

2011 - 2022

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Executive Summary

This report summarizes results of the twelfth in an ongoing series of surveys designed to elicit information from adult residents (18 years of age and older) of Collin County about their awareness and approval of Collin College. The most recent survey that is the focus of this report was administered during summer 2022, and it follows similar surveys periodically administered since 1996. Data from the 2022 administration are summarized in this report along with comparisons to the most recent past administrations. Each community survey was administered to a random sample of at least 600 respondents producing population estimates with approximately 95% confidence plus or minus 4%.

Ordinarily, this survey would have been administered during summer 2021. But a marketing consultant with whom the College has worked extensively over several years recommended waiting to administer the survey, because the COVID pandemic had undermined any ability to reliably collect representative data from the public. By summer 2022, that same consultant felt that the College could proceed with the survey and could expect a response that reasonably represented Collin County's adult population.

The results of the Community Surveys are important to the College not only in gauging where the College stands in the public mindset, but in providing information that gives direction and focus to marketing efforts in the community. Two significant series of events occurred after the 2019 survey was administered that generated particularly keen interest in the results of the 2022 survey.

First, the COVID-19 pandemic started during winter 2019 to 2022. Beginning with spring break in March 2020, and running through the following summer semester 2020, the College completely shifted from primarily providing instruction in face-to-face classrooms to providing 100% its instruction online. During the 2021-2022 academic year, the institution undertook a gradual transition back to normalcy by offering variations of hybrid instruction where some students met face-to-face and others in the same courses met online. The transition to online instruction happened very quickly, and there were bumps on the road. There were concerns among members of the administration that the process could have adversely affected public approval of the College.

There was one other significant series of events that raised concerns among administrators about potential negative impacts on public perceptions about

Collin College. There was a series of unfavorable media reports that occurred from 2020 into 2022 regarding Collin College's nonrenewal of faculty contracts that appeared in local and national news.

Thus, in the wake of the two issues identified above, the 2022 survey was undertaken with strong interest in possible negative shifts in the public's approval of the College. The 2022 survey was administered through a combination of online and telephone outreach. A total of 602 Collin County adults responded to the 2022 survey.

The central findings from the 2022 administration of Collin College's Community Survey suggest that the College has been successful in its efforts to create broad awareness of and positive regard for the institution despite the two significant events, cited above, that occurred after the 2019 survey.

Summarizing a few of the key findings of the 2022 survey,
- Section 1 of the report shows that nearly 9 out of 10 (87%) adult Collin County residents manifested the two 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. The percentage of respondents indicating the highest level of awareness (they or a family member had attended Collin College) increased from just under half (49.8%) in 2019 to over half (54.3%) in 2022.
- Section 3 indicates that overall approval of the College increased to the highest level in the past 11 years among Collin County adults despite concerns about potential adverse effects of COVID-19 and negative media coverage on public opinion of the College.
  - 84% of respondents agreed that Collin offers programs that meet the needs of the community.
  - 81% agreed that the College makes a valuable contribution to economic development.
  - 73% agreed that Collin College's tax dollars are dollars well spent.
  - 81% agreed that Collin College provides a high-quality education.
  - 84% agreed that they would recommend Collin College to any friend or family member.
  - 81% agreed that Collin College has a positive image in the community.

In every instance, except the last that asked about the College's image in the community, the average 2022 responses to the first five approval items were more positive than the 2019 responses. In the latter instance, the percentage changed from 82% in 2019 to 81% in 2022. So, the average 2022 response to the last approval prompt remained high and essentially unchanged from 2019. There is no evidence in the scaled items from the 2022 survey results that either

the COVID-19 pandemic or any media issues have had a negative effect on approval of Collin College among Collin County's adult population.

Another significant occurrence since the 2019 survey was the opening of campuses in Allen, Wylie, Farmersville, and Celina. Most colleges and universities get excited to open a new building. Collin College opened four brand new campuses over a one-year span. It appears that this positive news about the College may have resonated more with Collin County's adult population than either or the two potentially negative events.

To explore the depth of respondents' awareness of Collin College, one item in summarized in Section 1 invited them to identify as many as three "excellent" Collin College instructional programs of which they were aware. A total of 419 respondents (70% of the total) declined or were unable to identify any excellent instructional program of which they were aware. A total of 183 respondents (30%) offered 338 responses to the prompt.

- As usual, Nursing was, by far, the most frequently identified excellent instructional program (18% of the responses) by those who responded to this item.
- Computer & Information Technologies were the next most recognized set of programs with 10% of the responses identifying them as excellent programs.
- Business-related programs were identified as excellent instructional programs by 9% of the responses.
- Four other programs garnered recognition as excellent instructional programs by 5% or more of the responses: Health Sciences (7%), Sciences (6%), Education (5%), and Visual & Performing Arts (5%).

Slightly less than 1% of the 338 responses identified Continuing Education as an excellent instructional program. This continues a longstanding decline in awareness of Collin College's Continuing Education program among Collin County adults.

Sections 2 and 4 of the report present detailed analyses of awareness and approval respectively. They break out awareness and approval by the various biographic and demographic items included in the survey. These two sections may provide useful guidance to Collin College's Communications Office and administration in planning marketing efforts for the next year or two. The next iteration of this survey could then be used as one means to assess the success of those marketing efforts.

Section 5 of this report summarizes results from items designed to elicit feedback from community members that might help Collin College's Communications Office and administration guide and focus marketing efforts. The data indicated the following:

- Just over half of respondents were aware, to some degree, that Collin College's tuition is among the most affordable in Texas. While it is good that a slight majority of Collin County adults are aware of this fact, a sizeable minority (nearly one-third) of respondents expressed some lack of awareness of the College's affordability.
- A second prompt asked respondents to indicate what is more important to them: keeping taxes low or providing affordable tuition to Collin County students. Given the politically conservative nature of the majority of Collin County voters, it was a little surprising to find that nearly two-thirds (63%) of those who responded to this prompt favored affordable tuition over lower taxes.
- The Communications Office wanted to know how cognizant Collin County adults are that the College now offers bachelor's degrees. Thus, a third prompt posed that question. Just over half (56%) of those who responded indicated that they knew of Collin's offering baccalaureate degrees. However, a still sizeable minority (44%) was unaware of this development making it clear there is still a need to bring the public up to date.
- When asked what one thing Collin College could do to better serve respondents' needs, 361 (60%) of the 602 respondents offered a total of 190 distinct suggestions.
  - In a notable departure from all prior surveys, the most frequent suggestion in 2022 (28%) focused on improving the College's learning environment. The nature of a few of the comments suggested an awareness of at least some of the negative media attention the College received over the last two years. Still, the number of specific comments addressing the issues related to the media coverage was small.
  - Another 12% of the suggestions focused on what had, heretofore, been the top suggestion in prior surveys: improving marketing, advertising, and PR. There is clearly an ongoing desire in the community for more information about the College and its programs.

To gain some insight into how the COVID-19 pandemic had affected Collin County adults and their families, the survey ended with the question, "How, if at all, have you been impacted by COVID-19?" Respondents were invited to select from a list of 15 possible impacts, and they were allowed to select as many as applied to their situations. They were also invited to identify any other impact, though only eight respondents did so.

All 602 respondents answered the prompt. No respondent had been unaffected by COVID-19, and all but 66 experienced multiple impacts including events like having to change or cancel plans for travel or events; having tested positive or having had a family member test positive for COVID-19; changes in work conditions or financial circumstances; having been unable to purchase needed food or supplies; or having lost a family member or friend to the disease.

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Introduction

This report summarizes results from the twelfth in an ongoing series of community surveys designed to elicit feedback from adult residents (18 years of age and older) of Collin County about their awareness and approval of Collin College. The most recent survey was administered during late summer 2022, and it follows similar surveys periodically administered since 1996. In addition to summarizing the 2022 Community Survey data, this report provides comparisons to prior surveys.

The survey produces population estimates with approximately 95% confidence plus or minus 4%. Clarus Corporation, a national research firm that specializes in community college survey research, administered the 2022 survey and received a total of 602 responses.

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. Awareness of Collin College was 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 less approval, and with higher (positive) values signify more approval.

Additional items were posed beyond those associated with awareness and approval of the College.

- Four items, including three that were administered for the first time, were tied to the Collin College Communications Office's marketing plan. They were designed to elicit feedback from community members about their perceptions of Collin College's affordability, the importance of affordable tuition vs. lower taxes, awareness of Collin's new baccalaureate programs, and the degree to which the College's marketing of specific programs is sticking in the public mind.
- A new item was designed to help the College understand how the COVID-19 pandemic affected Collin County's adult population.
- Nine biographic/demographic items sought information about respondents allowing the survey administrators to assess the representativeness of the sample of Collin County's adult population and that facilitated comparisons among population subgroups.

The sample was not large enough to make reliable generalizations about population subgroups within the parameters established for the survey. To collect data from a sample sufficiently large to allow generalizations of 95% confidence plus or minus 4% to population subgroups would have been prohibitively expensive. Still, it is important to get some sense of how representative the sample was of the total adult population and of differences among population subgroups given the available data. This report includes detailed comparisons of the sample with the County's adult population with the understanding that the generalizability of the comparisons is limited.

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. The shift in favor of older respondents had been gradual and was probably due to the survey's exclusive dependence on traditional home telephone lines for survey administration. It was concluded the shift may have created a degree of bias making some aspects of the sample less representative 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. In essence, the 2013 survey amounted to a recalibration establishing a new base that was probably more realistic, but which may not be directly comparable to prior surveys for some items.

In 2013, the vendor drew the sample and administered the survey inexplicably and drastically oversampling Farmersville. In all administrations of the survey, 2013 included, vendors were asked to ensure proportional and random representation from Allen, Frisco, McKinney, and Plano, then ensuring random representation from the rest of the County. In prior surveys, responses from "other communities" came from a variety of smaller communities throughout the County. In 2013, Farmersville was the only community captured in the sample outside the larger cities.

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 clearly was a problem with sample selection in relation to Farmersville and other smaller Collin County communities. In general, this deviation from past samples did not appear to have resulted in any bias with the scaled items. An exception came in response to an unscaled, open-ended prompt about what the College could do to improve its service. The 2013 survey data manifest a large increase in the number of responses focused on building a campus in Farmersville.

In the 2015 administration of the survey, there were several vendor-related caveats that should be noted. First, the vendor inadvertently omitted one of the six approval items from the survey. Second, while no data were provided by the vendor to indicate what proportion of responses obtained via traditional vs. mobile telephone lines, the fact that the average age of respondents to the 2015 survey sharply increased suggests that the 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.

Finally, to ensure better representation of Collin County's adult population, beginning with the 2017 survey, a new hybrid methodology was adopted. Survey administration began with the use of an online panel carefully selected and screened to meet specific criteria and ensure that respondents were representative of the adult population in Collin County. The online panel was followed by telephone interviews (using both land lines and cellular lines), again meeting specific criteria to ensure representativeness. With the decrease in land line telephones and with an increasing number of people preferring not to respond to surveys on cell phones, most contemporary, professional surveys now tend to be administered using some combination of online, land line telephones, and cellular phones to ensure that responses are representative of the populations of interest.

Section 1. Awareness of Collin College: 2011 through 2022 Trends

Table 1-A shows a substantial 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," 40% answered with some variant of "Collin College" without prompting of any kind from the survey administrator.

The 40% of 2022's respondents represent the lowest percentage in the last decade of Collin County adults whose unaided recall led them to identify Collin College as serving area residents. The percentage still suggests Collin College is dominant within Collin County, since 40% is more than three times the next highest percentage. Still, it appears to be an acceleration of a downward trend in recognition of Collin College that started after 2013. Respondents are recognizing more four-year institutions, both within and outside Collin County, as serving the area. With new competition from the likes of UNT and Texas Tech coming into Collin County, there may be a need to re-evaluate the College's marketing strategy to reverse the downward trend.

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

Institution	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
Amberton U	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%
Baylor	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Collin	57.0%	60.3%	46.5%	53.9%	52.9%	40.2%
Dallas Baptist U	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%
Dallas College	0.3%	0.2%	0.8%	0.2%	0.0%	0.7%
Dallas College-Brookhaven	0.0%	0.3%	0.7%	0.0%	0.3%	0.5%
Dallas College-Richland	0.5%	0.2%	0.8%	0.0%	0.2%	0.5%
DeVry	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%
Rice	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
SMU	4.2%	2.7%	9.8%	7.7%	3.7%	5.0%
Texas A&M	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Texas Tech	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
TWU	0.5%	0.2%	1.5%	0.5%	0.2%	0.3%
UNT	7.5%	4.5%	9.0%	6.6%	6.9%	5.5%
U of Dallas	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
U of Houston	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
U of Phoenix	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%
UT-Austin	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%
UT-Dallas	15.3%	13.8%	14.7%	11.5%	11.9%	11.5%
Other	8.5%	8.5%	10.7%	10.9%	14.8%	4.3%
No College Came to Mind	5.8%	8.5%	5.3%	8.7%	8.9%	13.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

It stretches credulity to believe that there were such sharp decreases in awareness of Collin College could occur over such short periods of time from 2013 to 2015 and from 2019 to 2022. There may have been a random variation in the sample that the next survey in the series may avoid. Also, people tend to recall things most familiar to them—such as their own alma maters or universities benefiting from greater visibility than community colleges. Still, 2022 Collin County respondents identified Collin at three-and-a-half times the rate at which they identified UT-Dallas, the next most familiar institution, and at a higher rate than all other post-secondary institutions combined.

Appendix A provides a breakdown of demographic changes over time. One can compare the decline in unaided recall of Collin College to demographic changes in an attempt to understand how the 2022 sample may have been different from prior samples, The largest changes in demographic data over the last decade, and since 2019 in particular, were
- an increase in the proportion of female respondents with a corresponding decline in the proportion of males (Table A-1);
- a large increase in the proportion of Hispanic respondents with a corresponding decrease in the proportion of nonHispnics (Table A-2);
- a fairly large increase in the proportion of White respondents with a corresponding decrease in the proportion of nonWhites (Table A-3);
- an increase in the proportion of younger adult respondents with a corresponding decrease in the proportion of older respondents (Table A-4);
- an increase in the proportions of respondents from Richardson/Dallas and from smaller Collin County communities with corresponding decreases in the proportions from the larger cities in Collin County where the most established Collin College campuses are located (Table A-6); and
- an increase in the proportion of respondents who have lived at their current residences for longer periods of time with a corresponding decrease in the proportion who are relatively newer in their current residences (Table A-7).

An examination of the changes summarized above to understand why unaided recall might have declined so sharply in 2022, there are at least two factors that could have been involved. The Hispanic subpopulation tends to have a lower college-going rate than do other subpopulations. It is also possible that residents of Richardson and Dallas as well as the smaller communities within Colling County where the College has no campuses may be less aware of Collin College than are residents of the larger cities where the campuses are located. It is also possible that the 2022 sample was less representative of Collin County's adult population. However, experience with the vendor that administered the survey suggests that this probably was not an important factor in the decline in unaided recall of Collin College.

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					
	2011	2013	2015	2017	2019	2022
No	7.5%	3.8%	21.2%	3.7%	4.1%	7.5%
Yes	92.5%	96.2%	78.8%	96.3%	95.9%	92.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Together, tables 1-A and 1-B are based on responses to a sequence of two 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 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. Table 1-B reflects responses after the survey administrators asked the follow-up question. Table 1-B suggests that essentially all of Collin County's adult population is aware of the College when reminded. Thus, while a declining proportion of Collin County adults recall Collin College unaided as a post-secondary resource within the County, Table 1-B suggests definite success in the College's efforts to make people aware of its presence at some level.

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

Response	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
No	51.3%	48.1%	48.1%	49.5%	48.1%	41.3%
Yes	48.7%	51.9%	51.9%	50.5%	51.9%	58.7%
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. Nearly 60% the adult population indicated having enrolled or having a family member who has enrolled at the College. This was unexpected given that data in Table 1-A indicated that only 40% of adult residents mentioned Collin College unaided as the first institution that comes to mind when thinking about colleges serving their area. It is possible that, even after having taken classes or having a family member who has taken classes at Collin College, some adult residents may not consider Collin College as a primary post-secondary resource serving the area.

In 2022, Table 1-D suggests that about 13% of adult Collin County residents were unfamiliar with any of the College's instructional sites. This is a five percentage point increase over the finding from the 2019 survey, and is more in line with findings from 2013 and 2015. In the wake of the COVID-19 pandemic, the growing number of students enrolling in Collin College's online instruction may lead to be a larger proportion of students in the future who enroll at Collin who never become familiar with any specific campus.

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

Instructional Site	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
Allen Center	1.3%	1.0%	1.0%	1.1%	3.7%	na
Allen Technical	na	na	na	na	na	4.5%
Celina	na	na	na	na	na	2.0%
CHEC	1.8%	6.1%	5.2%	1.9%	1.6%	4.0%
Courtyard	7.4%	6.6%	9.0%	10.2%	2.3%	5.0%
Farmersville	na	na	na	na	na	4.0%
Frisco	13.1%	12.0%	15.0%	14.2%	15.1%	13.3%
iCollin/Online	na	na	na	0.6%	1.8%	2.3%
McKinney	20.1%	16.2%	14.5%	21.4%	22.3%	16.9%
Plano	46.4%	44.3%	40.9%	41.6%	44.9%	28.9%
Rockwall Center	0.3%	0.2%	0.2%	0.2%	0.2%	1.8%
Wylie	na	na	na	na	na	4.0%
Unfamiliar w/ Any	9.3%	13.6%	14.2%	8.8%%	8.1%	13.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

A single five-level awareness scale was created using responses to multiple items. Table 1-E shows that slightly more than half of all respondents demonstrated the highest level of awareness of Collin College. The percentage of respondents reporting the highest level of awareness has remained fairly stable over the last decade, though there was a little larger upward bump in 2022. There also was a jump in the percentage of respondents indicating total lack of awareness of the College in 2022. Even with the slight increase in level 0, fewer than eight of every 100 Collin County adults are completely unfamiliar with Collin College and more than 92 of every 100 adult Collin Count residents has some familiarity with Collin.

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

Highest Awareness Level	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
Level 0: R Was Totally Unaware of Collin	1.5%	4.0%	1.0%	3.7%	4.1%	7.5%
Level 1: R Recognized Collin Name	7.2%	8.2%	7.8%	5.8%	5.8%	5.0%
Level 2: Collin Came to Mind Unaided	3.0%	3.5%	3.2%	1.7%	1.7%	0.3%
Level 3: R Was Familiar with a Collin Site	41.3%	34.7%	36.7%	38.2%	38.7%	32.9%
Level 4: R or Family Member Attended Collin	48.5%	49.7%	51.3%	50.5%	49.8%	54.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Data reported in table 1-F suggest the College's message is getting out. The likelihood is less than a 1 in 1,000 of obtaining a Chi-Square value of 81.6 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					
		2011	2013	2015	2017	2019	2022
Level 0: R Was Totally Unaware of Collin	Observed	9	24	6	24	26	45
	Expected	15.4	15.4	15.4	16.8	16.5	21.8
Level 1: R Recognized Collin Name	Observed	34	49	47	38	37	30
	Expected	33.5	33.5	33.5	36.3	35.8	38.3
Level 2: Collin Came to Mind Unaided	Observed	18	21	19	11	11	2
	Expected	13.0	13.0	13.0	14.1	13.9	13.4
Level 3: R Was Familiar with a Collin Site	Observed	248	208	220	249	248	198
	Expected	242.3	242.3	242.3	262.9	258.9	223.4
Level 4: R or Family Member Attended Collin	Observed	291	298	308	329	319	327
	Expected	295.8	295.8	295.8	320.9	316.0	305.1

Chi-Square = 81.6, df = 20, p < .001

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. 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. In 2022, the numbers adult Collin County residents reporting awareness level 0 was higher than expected but was still quite small.

Table 1-G indicates a total of 458 of 602 respondents answered the question, "How did you learn about or come in contact with Collin College in the last six months?" They generated a total of 1,407 responses. One hundred of the respondents (17%) indicated having had no contact with Collin College during the prior six months, while 358 (59%) recalled some specific contact with Collin College.

Examining specific forms of contact with the College, the greatest number of respondents had direct contact with Collin College either through the College's outreach or through enrollment in courses. The greatest number (about one-fourth) had contact with the College through mailed College newsletters. Other respondents recalled having received College post cards in the mail (22%), having had a household member enroll in at least one class (20%), or having visited the College's Web site (19%). A total of 72 respondents (12%) recalled having heard a Collin College radio ad. Sixty-four respondents (11%) participated in an on-campus event, while 51 (9%) participated in a college-related off-campus event.

Another cluster of respondents had some type of contact with Collin College through social media or online ads. A total of 106 respondents (18%) recalled some contact with the College via Facebook, 81 respondents (14%) recalled some contact with Collin via Twitter, 79 respondents (13%) connected with the College through YouTube. A total of 77 respondents (13%) recalled having viewed some kind of advertisement on a computer or mobile device over the prior six months. Instagram (12% of respondents), Snapchat (11%), LinkedIn (9%), and Spotify (4%) were the other social media identified as sources of contact with Collin College.

Table 1-G. How Respondents Learned about or Had Contact with Collin College within the Last Six Months (prior to August 2022)

Type of Contact	Number of Responses	% of Respondents
College Newsletter Mailed to House	151	25.1%
College Post Card	130	21.6%
Household Member Enrolled in Class	118	19.6%
College Web Site	115	19.1%
Facebook	106	17.9%
Twitter	81	13.5%
YouTube	79	13.1%
Computer/Mobile Device Ads	77	12.8%
Radio Ads	72	12.0%
Instagram	69	11.5%
News Story	68	11.3%
On-Campus Event	64	10.6%
Snapchat	64	10.6%
LinkedIn	56	9.3%
Off-Campus Event	51	8.5%
Internet TV Ads	33	5.5%
Spotify	23	3.8%
Other (See Table B-3 in Appendix B)	49	8.1%
No Contact with Collin College	100	16.6%
Did Not Respond	144	23.9%
Number of Respondents	458	76.1%
Number of Responses	1,407	
Total Sample	602	

Note: The percentages in Table 1-G do not sum to 100 because some respondents had contact with Collin College through more than one medium.

A total of 68 respondents (11%) recalled having seen a news story about Collin College during the prior six months. Open-ended comments made by a few respondents suggest a some of the news stories they recalled likely were related to media coverage related to Collin College having terminated the employment of professors during the prior year or two.

Typically, about a quarter of respondents report having had no contact with Collin College during the prior six months. Assuming that the 2022 survey sample was representative of the County's adult population, then the percentage of Collin County's adult population that recalled no form of contact with the College over the six months prior to the survey (about 17%) decreased from prior years. The sample

suggests approximately 83% of Collin County adults had some form of contact with the College, however minimal, over the prior half year. From a public relations perspective, this appears to be a positive change.

Only 49 respondents (8%) in Table 1-G cited sources of contact with Collin College other than the 17 specifically designated by the Communications Office. The complete list of verbatim responses to "Other" is provided in Table B-3 in Appendix B. The most frequently cited "other" sources of contact with Collin were variations on the theme of friends and acquaintances. A total of 15 respondents identified friends and acquaintances through whom they had some form of contact with the college over the prior six months. Another 7 respondents indicated they lived in proximity to and, thus, regularly passed a campus. An additional 7 respondents said they had voted on a Collin campus. Four each indicated they learned about Collin through high schools and through work-related activity. Four respondents had seen some form of advertising referring to Collin College, and two each had obtained information about the College through the Internet or participation in on-campus events.

To understand the depth of respondents' awareness of Collin College, they were asked to identify as many as three specific Collin College instructional programs of which they were aware and regarded as being of excellent quality. A detailed, verbatim breakdown of the responses to this prompt appears in Table B-1 of Appendix B. But, Table 1-H, below, provides an overall summary of the responses grouped into a reduced number of categories.

A total of 183 of the 602 respondents gave answers to this prompt. So, just over two-thirds of the respondents (70%) either were unable or declined to identify any "excellent" Collin College instructional programs with which they were familiar. In most cases, when respondents have the information requested, they tend to respond. Thus, the preponderance of nonresponses probably reflects a lack of awareness of any specific high-quality programs that Collin College offers despite broad community awareness of the College in general. This, in turn, suggests that despite the high levels of general public awareness of the College, work remains to make the adult population aware of the range, mix, and quality of Collin College's instructional programs.

As has been the case with prior administrations of the Community Survey, Nursing was, by far, the program most frequently identified by adult residents of Collin County. Nearly a fifth of responses to this prompt identified Nursing as an excellent program.

Another 33 respondents identified Computer and Information Technology-related programs. Another 29 respondents identified business-related programs. Health Science programs other than Nursing, were identified as excellent programs by 22 respondents.

Table 1-H. Categorized Awareness of Specific "Excellent" Collin College Programs

	Category	Number of Responses	% of Responses
1	Nursing	59	17.5%
2	Computer & Information Tech.	33	9.8%
3	Business-Related Programs	29	8.6%
4	Health Sciences	22	6.5%
5	Sciences	19	5.6%
6	Education	17	5.0%
7	Visual & Performing Arts	17	5.0%
8	Engineering & Technology	15	4.4%
9	English & Communications	13	3.8%
10	Social Sciences	12	3.6%
11	Workforce Educ. & Trades	11	3.3%
12	General Educ. & Core Cur.	9	2.7%
13	High Quality Faculty & Programs	9	2.7%
14	Mathematics	9	2.7%
15	Public Safety Training	9	2.7%
16	Indecipherable	8	2.4%
17	Accounting	7	2.1%
18	Culinary Arts & Hospitality Mgt.	6	1.8%
19	High School Dual Credit	5	1.5%
20	No Knowledge of Collin Programs	4	1.2%
21	Continuing Education	3	0.9%
22	Languages & ESL	3	0.9%
23	References to a Campus	3	0.9%
24	Bachelor's Degrees	2	0.6%
25	Interior Design	2	0.6%
26	Student Services	2	0.6%
27	Agriculture	1	0.3%
28	College Prep	1	0.3%
29	Environmental Services	1	0.3%
30	Fun	1	0.3%
31	Law	1	0.3%
32	Learning	1	0.3%
33	Master's Degree	1	0.3%
34	Nutrition	1	0.3%
35	Online Courses	1	0.3%
36	Sports	1	0.3%
Total Number of Responses		338	
Total Number that Responded		183	30% of Total Sample
No Response		419	70% of Total Sample
Total Sample		602	

Note: The percentages in Table 1-I sum to more than 100% because each respondent was invited to identify as many as three instructional programs.
[1]Includes programs that were identified by at least five respondents.

Sciences, Education, Visual & Performing Arts, Engineering & Technology programs, English & Communications, Social Sciences, and Workforce & Trades programs each were identified as excellent programs by between 10 and 20 respondents.

Only three respondents identified Continuing Education as one of the College's "excellent" instructional programs. This is a decline from prior surveys and suggests that while respondents may be aware of the College in general, public awareness of Continuing Education continues a long declining.

Section 2. Approval of Collin College: 2011 through 2022 Trends

Over most prior administrations of the survey, six items were used to assess respondents' approval or disapproval of Collin College. Using factor analysis, results from the six 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 approval scales were designed so that the lowest value (1) reflects the most negative responses (respondents strongly disagree with statements about Collin College) and the highest value (5) reflects the most positive responses (respondents strongly agree with statements about Collin College). Thus, lower ratings reflect more negative views of Collin College and higher ratings reflect more positive views.

Tables 2-A through 2-F summarize responses to each of the six approval items included in the survey over the past several years. To ensure better representation of Collin County's adult population in the 2017, 2019, and 2022 surveys, a new hybrid methodology was adopted using a combination of online panels, cellular telephone lines, and land telephone lines to contact respondents. Consequently, although still positive, overall, approval ratings dropped substantially in 2017 and 2019. This may be interpreted more as a recalibration of the survey than as an actual downward shift in approval of Collin College. Surprisingly, in 2022, the approval ratings on five of the six measures rebounded despite the College having received some negative treatment in the mass media from 2020 through 2022 and despite the challenges created by the COVID-19 pandemic.

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

Response Options	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
5 Strongly Agree	51%	53%	58%	45%	49%	51%
4	27%	20%	22%	39%	32%	33%
3	19%	18%	14%	14%	14%	13%
2	2%	6%	5%	1%	4%	2%
1 Strongly Disagree	1%	3%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 111.4, df = 20, p < .001

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

Response Options	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
5 Strongly Agree	50%	51%	52%	45%	45%	52%
4	28%	21%	23%	38%	33%	29%
3	18%	17%	17%	15%	19%	16%
2	3%	9%	5%	2%	2%	2%
1 Strongly Disagree	1%	2%	3%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 103.6, df = 20, p < .001

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

Response Options	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
5 Strongly Agree	51%	48%	55%	43%	38%	44%
4	28%	22%	20%	36%	32%	29%
3	16%	19%	15%	16%	21%	19%
2	4%	6%	5%	2%	6%	4%
1 Strongly Disagree	2%	4%	5%	3%	3%	4%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 77.3, df = 20, p < .001

Table 2-D. Collin Provides High Quality Education

Response Options	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
5 Strongly Agree	47%	48%	52%	41%	46%	48%
4	31%	21%	23%	37%	32%	33%
3	20%	23%	19%	19%	17%	14%
2	2%	6%	6%	2%	5%	3%
1 Strongly Disagree	1%	2%	1%	1%	1%	2%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 72.1, df = 20, p < .001

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

Response Options	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
5 Strongly Agree	50%	53%	59%	46%	49%	52%
4	26%	18%	17%	34%	27%	32%
3	18%	19%	15%	15%	18%	12%
2	4%	5%	5%	3%	3%	1%
1 Strongly Disagree	3%	5%	4%	1%	3%	3%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 104.6, df = 20, p < .001

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

Response Options	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
5 Strongly Agree	60%	58%		49%	51%.	53%
4	27%	18%	Vendor	37%	31%	28%
3	10%	14%	Omitted	12%	15%	14%
2	2%	7%	Item in	2%	2%	3%
1 Strongly Disagree	1%	3%	2015	0%	1%	2%
Total	100%	100%		100%	100%	100%

Chi-Square = 95.7, df =16, p < .001

Note: The vendor who administered the survey in 2015 inadvertently omitted one approval item from the survey, a fact that did not become 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.

A single approval factor (Table 2-G) was generated by applying principal axis factoring to responses from the six approval variables. The average factor scores are composite representations of multiple variables into a single factor representing 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. Higher positive responses reflect greater approval of the College, and lower negative values reflect less approval of the College, though the declines in 2017 and 2019 may be more attributable to the recalibration of the respective samples.

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

Year in Which Survey Was Administered					
2011	2013	2015	2017	2019	2022
0.0483900	-0.1049696	0.0212264	0.019367	-0.035308	0.051565

One-Way ANOVA: F = 2.504, df = 5, p = 028

*The factor scores in Table 2-G. were based on the six approval variables excluding the missing values for 2015.

Results of a one-way analysis of variance of the factor scores over the six most recent administrations of the survey suggest that one cannot reject the null hypothesis of no difference among the six mean values based on a p-value of 0.01. Thus, while there appears to be substantial variation among the mean values in Figure 2-A, the variation is not large enough to consider the differences among the means over the six-year period as statistically significant.

In the 2013 survey, public approval ratings for the College turned negative after being more positive in prior survey administrations. That negative turn reversed toward more positive views in the 2015 survey. However, in 2015, the vendor who administered the survey was supposed to use a combination of traditional land and cellular telephone numbers. In analyzing the data from 2015, it appears a large proportion of respondents were contacted using telephone lines and tended to be

older than the county's overall population. Older respondents have tended to respond more favorably to questions about regard for public agencies than younger respondents. So, the 2015 jump in approval may have been more a reflection of the sample than an actual change in approval. The 2017 survey used a new hybrid methodology, and the mean approval rating dropped slightly from 2015, though it remained just on the positive side of the scale above the overall mean of zero. In 2019, the mean approval of Collin College dipped further dropping slightly below the overall mean.

Given that the COVID-19 pandemic had a profound impact on how Collin College taught and served its students, and given that the College experienced some adverse publicity from 2020 into 2022, there was concern about how the public's approval of the College might have changed for the 2022 survey as it was planned and deployed. Contrary to some expectations, overall 2022 public approval of the College flipped from the negative side of the scale to the positive. The 2022 overall approval rating was the highest in the decade and suggests that the COVID pandemic and the negative media attention have not adversely affected public perceptions of Collin College.

Figure 2-A. Plot of Factor Means over Time (Higher means translate as more positive public perceptions of Collin College.)
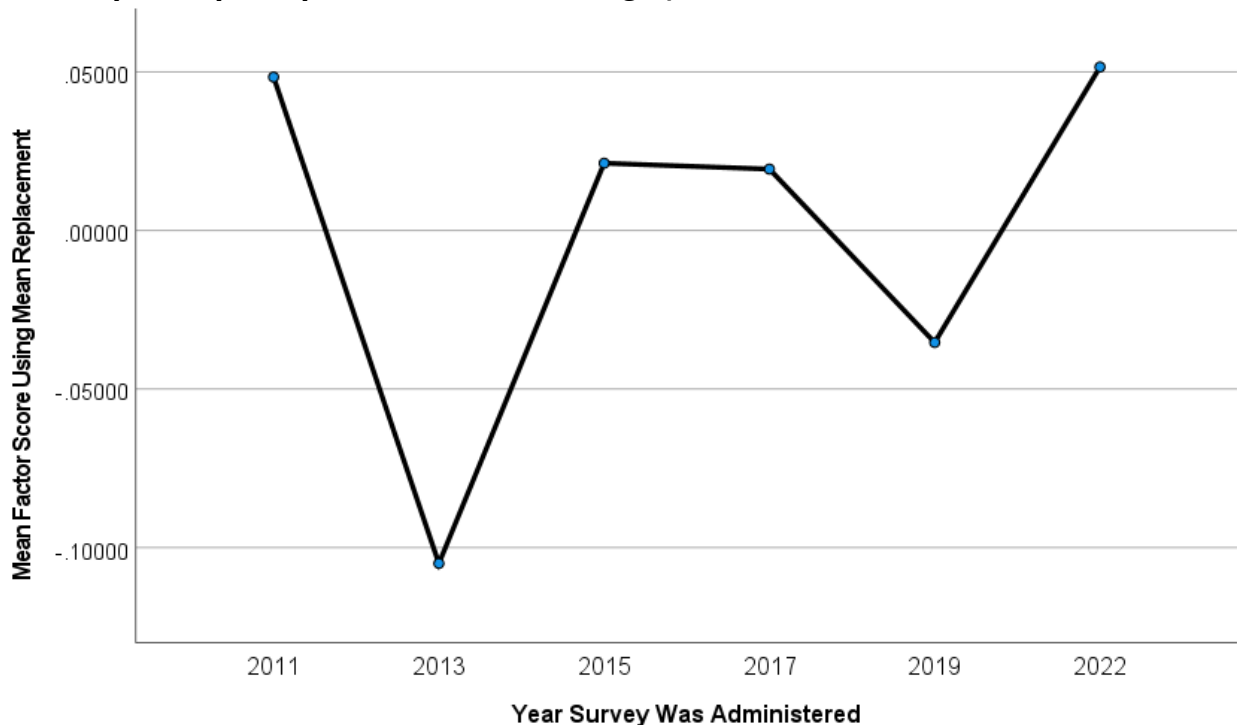
Changes and inconsistencies in methodology over survey administrations from 2013 through 2017 make it difficult to discern whether changes in approval of Collin College reflected real shifts in public approval or if they were reflections of how the

data were collected. Prior to 2011, the proportions of the samples consisting of older residents steadily increased, and Collin's approval ratings increased in step with those changes. To combat survey bias, new methodologies were adopted over the years. As the average age of the samples dropped, so did approval of Collin College. In 2015, the vendor who administered the survey again largely depended on traditional telephone land lines, and approval of Collin College increased.

The 2022 survey in which positive regard for the college increased, saw a relatively higher proportion of the sample come from the younger age groups. Thus, if the sample was representative of the County's adult population, the 2022 increase in public approval may reflect actual change that may have been associated all positive media attention related to the openings of four new campuses over a one-year period: fall 2020 (Allen and Wylie), spring 2021 (Farmersville), and fall 2021 (Celina). Time will tell whether the sample recalibration since 2017 ensures that approval ratings are more in line with the attitudes that actually exist among Collin County's adults.

Section 3. 2022 Level of Awareness by Demographic Variables

In this section, "level of awareness" becomes a dependent variable that is compared across demographic categories using only 2022 data to provide insights into how representative the sample was and whether there were differences among various population subgroups in their awareness of Collin College. It would have been prohibitively expensive to have selected a sample large enough to permit generalization to small population subgroups. So, this analysis can provide only a loose sense of the differences among population subgroups.

Table 3-A. Level of Awareness by Gender

Level of Awareness		Gender			Total
		Female	Male	No Answer	
Level 0: R Was Totally Unaware of Collin	Count	27	16	2	45
	Column %	6.6%	8.5%	29%	7.5%
Level 1: R Recognized Collin Name	Count	21	8	1	30
	Column %	5.2%	4.3%	14%	5.0%
Level 2: Collin Came to Mind Unaided	Count	1	1	0	2
	Column %	0.2%	0.5%	0%	0.3%
Level 3: R Was Familiar with a Collin Site	Count	113	83	2	198
	Column %	27.8%	44.1%	29%	32.9%
Level 4: R or Family Member Attended Collin	Count	245	80	2	327
	Column %	60.2%	42.6%	29%	54.3%
Total	Count	407	188	7	502
	Column %	100%	100%	100%	100%
	Row %	68%	31%	1%	100%

Chi-Square = 25.375, df = 8, p = .001 (Note: This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

Table 3-A suggests that Level of awareness of Collin College did differ between adult male and female residents of Collin County. Both genders expressed similar awareness (or lack thereof) at the lower levels of 0, 1, and 2. But, males expressed a higher degree familiarity with at least one Collin College campus (level 3) while females were more likely to express the highest level of awareness.   However, the 2022 sample was strongly skewed toward female respondents and was not representative of the roughly 50-50 gender distribution in the adult population of Collin County. Over two-thirds of responses came from females and the remaining third from males. Thus, if there are any systematic differences in awareness of the College between the genders, the sample over represents the female perspective.

Table 3-B indicates Hispanics and nonHispanics were fairly similar at the lower levels of awareness of Collin College (levels 0, 1, and 2). However, a higher proportion of NonHispanic respondents reported some familiarity with at least one of Collin College's campuses (level 3) and a higher proportion of Hispanic respondents reported the highest level of awareness (personal or family experience attending Collin College). Hispanics were overrepresented in the sample providing about 25% of responses while roughly 15% of Collin County's adult population was

estimated to be Hispanic at the beginning of 2021, the most recent year for which data were available at the time this report was prepared.

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	10	35	45
	Column %	6.6%	7.8%	7.5%
Level 1: R Recognized Collin Name	Count	1	29	30
	Column %	0.7%	6.4%	5.0%
Level 2: Collin Came to Mind Unaided	Count	0	2	2
	Column %	0.0%	0.4%	0.3%
Level 3: R Was Familiar with a Collin Site	Count	15	183	198
	Column %	9.9%	40.7%	32.9%
Level 4: R or Family Member Attended Collin	Count	55	265	319
	Column %	82.9%	44.7%	54.3%
Total	Count	152	450	602
	Column %	100%	100%	100%
	Row %	25%	75%	100%

Chi-Square = 71.864, df = 4, p < .001

Table 3-C. Level of Awareness by Racial Identity

Level of Awareness		Racial Identity			Total
		White	Non-White	No Answer	
Level 0: R Was Totally Unaware of Collin	Count	18	14	3	35
	Column %	5.3%	13.3%	42.9%	7.8%
Level 1: R Recognized Collin Name	Count	22	6	1	29
	Column %	6.5%	5.7%	14.3%	6.4%
Level 2: Collin Came to Mind Unaided	Count	2	0	0	2
	Column %	0.6%	0.0%	0.0%	0.4%
Level 3: R Was Familiar with a Collin Site	Count	133	48	2	183
	Column %	39.3%	45.7%	28.6%	40.7%
Level 4: R or Family Member Attended Collin	Count	163	37	1	201
	Column %	48.2%	35.2%	14.3%	44.7%
Total	Count	338	105	7	450
	Column %	100%	100%	100%	100%
	Row %	75%	23%	2%	100%

Chi-Square = 24.823, df = 8, p = .002 (Note: This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

Table 3-C indicates there is only a 1in 500 chance of finding at random the differences among racial groups identified by the 2022 survey in level of awareness of Collin College. White respondents were more likely to report the highest level of awareness than nonWhite respondents were, and nonWhite respondents were more than twice as likely to be totally unaware of the College. Whites comprised about 63% of Collin County's population, but about 75% of the sample. So, White respondents were slightly overrepresented in the sample. Because there were

relatively few minority respondents from some categories, all minorities were grouped into a single category to facilitate analysis.

Respondents' levels of awareness of Collin College appeared to differ by age group (Table 3-D), although this finding must be interpreted with caution, since more than 20% of the cells in the table (40%, actually) have expected values less than five. The differences among age groups in their awareness of Collin College was primarily attributable to the finding that younger age groups reported higher levels of awareness of Collin College than would have been expected if awareness were randomly distributed across age groups. As was the case with the 2019 survey results, 2022 survey data suggest that the College may need to create more awareness of the College among residents older than 55, a key group of voters, about the College.

Table 3-D. Level of Awareness by Age

Level of Awareness		Age Category						Total
		18-25 Years	26-35 Years	36-45 Years	46-55 Years	56-65 Years	>65 Years	
Level 0: R Was Totally Unaware of Collin	Count	9	10	12	6	4	4	45
	Col. %	8.9%	8.3%	9.8%	6.1%	4.8%	5.5%	7.5%
Level 1: R Recognized Collin Name	Count	1	2	8	5	11	2	29
	Col. %	1.0%	1.7%	6.5%	5.1%	13.1%	2.7%	4.8%
Level 2: Collin Came to Mind Unaided	Count	0	0	0	1	0	1	2
	Col. %	0.0%	0.0%	0.0%	1.0%	0.0%	1.4%	0.3%
Level 3: R Was Familiar with a Collin Site	Count	26	25	38	37	35	36	197
	Col. %	25.7%	20.8%	30.9%	37.4%	41.7%	49.3%	32.8%
Level 4: R or Family Member Attended Collin	Count	65	83	65	50	34	30	327
	Col. %	64.4%	69.2%	52.8%	50.5%	40.5%	41.1%	54.5%
Total	Count	101	120	123	99	84	73	600
	Col. %	100%	100%	100%	100%	100%	100%	100%
	Row %	16.8%	20.0%	20.5%	16.5%	14.0%	12.2%	100%

Chi-Square = 54.620, df = 20, p < .0.001 (Note: 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-E indicate that there is one chance in 1,000 of obtaining at random a Chi-Square value of 25.7 with this combination of variables and sample size. Using ta probability of .01 (one in 100 or less) as the cut point for determining statistical significance suggests that the null hypothesis should be rejected that there are no differences among adult Collin County residents' awareness of the College based on highest level of educational attainment. Thus, adult Collin County residents with some college experience have a greater awareness of the College than do those with no college experience. However, the results should be interpreted cautiously as more than 20% of the cells had expected values less than 5.

Adult residents in 2022 whose highest educational attainment was a high school diploma or less were more likely to indicate a complete lack of awareness of Collin College (level 0) than would be expected if awareness of the College were randomly distributed throughout the population. They were also less likely than expected to be familiar with a Collin campus (level 3) or to have attended or to have had a family member who had attended the College (level 4). Adult residents who had attended some college, but had not attained a baccalaureate degree, were more likely to have attended Collin or to have had a family member who attended Collin (level 4) than would be expected if awareness of the College were randomly distributed. In terms of actionable information, the data in Table 3-F suggests that Collin may want to reach out to adults who discontinued their education at or before high school graduation.

In comparison to the education distribution in the population, Table 3-F suggests that Collin County adults with a high school diploma or less were underrepresented in the sample (22% of the population vs. 11% of the sample) and those with some college or more were overrepresented (78% of the population vs. 89% of the sample). Thus, there may have been some predisposition for respondents to be more aware of Collin College than is found in the adult population in general.

Table 3-E. 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	10	11	23	44
	Col. %	15.2%	5.6%	6.8%	7.4%
Level 1: R Recognized Collin Name	Count	2	7	21	30
	Col. %	3.0%	3.6%	6.2%	5.0%
Level 2: Collin Came to Mind Unaided	Count	0	2	0	2
	Col. %	0.0%	1.0%	0.0%	0.3%
Level 3: R Was Familiar with a Collin Site	Count	32	56	109	197
	Col. %	48.5%	28.7%	32.3%	32.9%
Level 4: R or Family Member Attended Collin	Count	22	119	184	325
	Col. %	33.3%	61.0%	54.6%	54.3%
Total	Count	66	195	337	598
	Column %	100%	100%	100%	100%
	Row %	11.0%	32.6%	56.4%	100%

Chi-Square = 25.694, df = 8, p = .001 (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

Based on Table 3-F, there were significant differences in the 2022 levels of awareness of Collin College when responses are broken out by city of residence. Only residents of Plano, Richardson and Dallas within Collin County, and "Other" more rural communities within Collin County indicated greater familiarity with Collin College than would be expected if the data had been random. However, the

responses by city within the sample appear to have been overrepresented the portions of Richardson and Dallas within Collin County and the "Other" more rural communities within Collin County. The largest cities in Collin County, particularly Plano, appear to have underrepresented. So, the data in Table 3-F should be taken "with a grain of salt," given the possible misrepresentation of cities of residence and the fact that more than 20% of the cells have expected values less than 5.

Table 3-F. 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	5	3	5	3	16	0	13	45
	Col. %	11.9%	5.0%	6.3%	2.8%	13.7%	0.0%	7.5%	7.5%
Level 1: R Recognized Collin Name	Count	1	1	3	9	14	0	2	30
	Col. %	2.4%	1.7%	3.8%	8.4%	12.0%	0.0%	1.2%	5.0%
Level 2: Collin Came to Mind Unaided	Count	0	1	0	0	1	0	0	2
	Col. %	0.0%	1.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.3%
Level 3: R Was Familiar with a Collin Site	Count	15	20	32	47	33	12	39	198
	Col. %	35.7%	33.3%	40.0%	43.9%	28.2%	54.5%	22.5%	32.9%
Level 4: R or Family Member Attended Collin	Count	21	35	40	48	53	10	119	326
	Col. %	50.0%	58.3%	50.0%	44.9%	45.3%	45.5%	68.8%	54.2%
Total	Count	42	60	80	107	117	22	173	601
	Col. %	100%	100%	100%	100%	100%	100%	100%	100%
	Row %	7.0%	10.0%	13.3%	17.8%	19.5%	3.7%	28.8%	100%

Chi-Square = 68.280, df = 24, p < 0.001 (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

Table 3-G suggests that respondents who had lived at their current Collin County addresses for more than 10 years were more likely to have reported the highest level of awareness of Collin College (having taken classes or have had a family member take classes) than would have been expected if the data had been randomly distributed. Respondents who had lived in at their current addresses for fewer than four years were nearly twice as likely as expected to report the lowest two levels of awareness than would be the case if the responses were random. It is reasonable to find residents who have lived in an area for shorter durations would be less familiar with opportunities within that area than people who had resided in the area for a longer period.

In general, the findings in Table 3-G are consistent with those of the 2019 survey. The Chi-square value of 53.1 suggests there is less than a 1 in 1,000 likelihood of obtaining by chance these differences among the four groups of respondents. However, the results should be interpreted with care, since more than 20% of the cells have expected values less than zero.

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

Level of Awareness		Years Lived at Current Address				
		< 4 Years	4-7 Years	8-10 Years	>10 Years	Total
Level 0: R Was Totally Unaware of Collin	Count	12	13	3	15	43
	Col. %	7.9%	12.0%	4.9%	5.4%	7.2%
Level 1: R Recognized Collin Name	Count	13	1	1	15	30
	Col. %	8.6%	0.9%	1.6%	5.4%	5.0%
Level 2: Collin Came to Mind Unaided	Count	1	0	0	1	2
	Col. %	0.7%	0.0%	0.0%	0.4%	0.3%
Level 3: R Was Familiar with a Collin Site	Count	75	37	13	73	198
	Col. %	49.3%	34.3%	21.3%	26.3%	33.1%
Level 4: R or Family Member Attended Collin	Count	51	57	44	174	326
	Col. %	33.6%	52.8%	72.1%	62.6%	54.4%
Total	Count	152	108	61	278	599
	Col. %	100%	100%	100%	100%	100%
	Row%	25.4%	18.0%	10.2%	46.4%	100%

Chi-Square = 53.060, df = 12, p < .001. (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

Section 4. 2022 Approval by Demographic Variables

As readers explore the following data related to approval of Collin College, it is important to remember that higher (more positive) values reflect more positive impressions of the College based on the six 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 negative perceptions while more positive numbers reflect more positive perceptions of Collin College.

Table 4-A. Approval by Gender

Gender	N	Mean
Female	380	.1190082
Male	172	-.0936090
Total	552	.0527579

One-Way ANOVA: F = 5.353, 1 df, p = 0.013

Figure 4-A. Means Plot of Approval by Gender
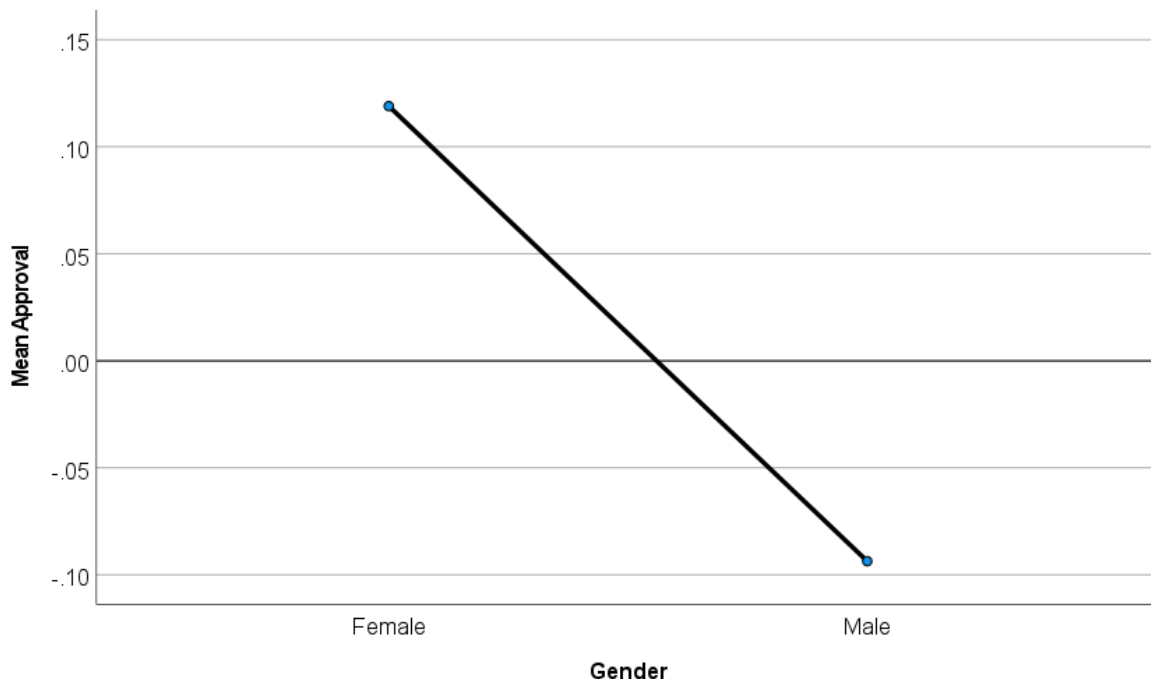

Table 4-A and Figure 4-A indicate that female respondents, who were overrepresented in the sample, were more approving of Collin College than were males. The probability of obtaining a difference this large between the mean responses for the two groups in this sample was about 1 in 100 and meets the criterion for rejection of the null hypothesis that there is no difference between the

two groups. This finding suggests that there may be some value in focusing some marketing and advertising efforts on improving males' perceptions of the College.

Table 4-B and Figure 4-B indicate that, in 2022, there was less than 1 chance in 1,000 of obtaining an F-value of 23.9 with this sample. Thus, one must conclude that Collin County's adult Hispanics have a more positive perception of Collin College than do nonHispanics.

Table 4-B. Approval by Hispanic Identity

Hispanic Identity	N	Mean
Hispanic	142	.4053814
NonHispanic	415	-.0694999
Total	557	.0515650

One-Way ANOVA: F = 23.859, 1 df, p < 0.001

Figure 4-B. Means Plot of Approval by Hispanic Identity
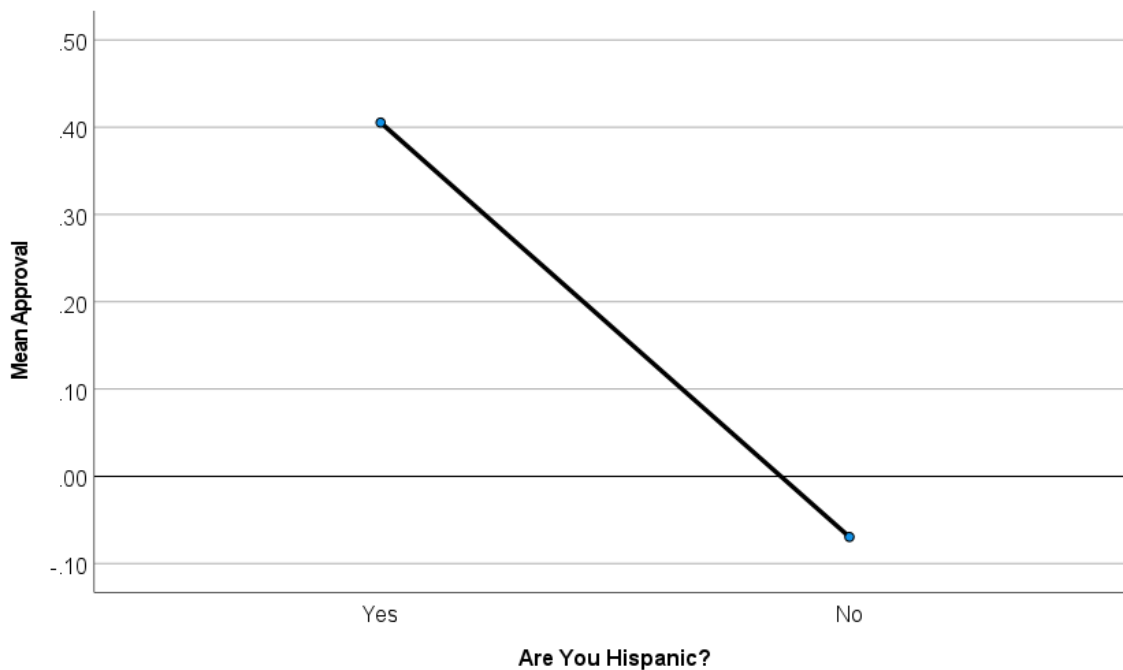
The data in Table 4-C and Figure 4-C suggest while white Collin County adults regard Collin College more positively than adults representing minority groups, both groups fall on the negative side of the scale. However, the difference was not sufficient to reject the null hypothesis of no difference between minority and White respondents in their approval of Collin College. Given that both groups of respondents fell on the negative side of the scale and given that nearly one-third of respondents opted not to disclose their racial identity, the data suggest that

respondents who preferred not to disclose their racial identity tended to have the most positive regard for the College.

Table 4-C. Approval by Racial Identity

Racial Identity	N	Mean
White	320	-.0303591
NonWhite	91	-.1958553
Total	411	-.0670018

One-Way ANOVA: F = 1.914, 1 df, p = 0.147

Figure 4-C. Means Plot of Approval by Racial Identity
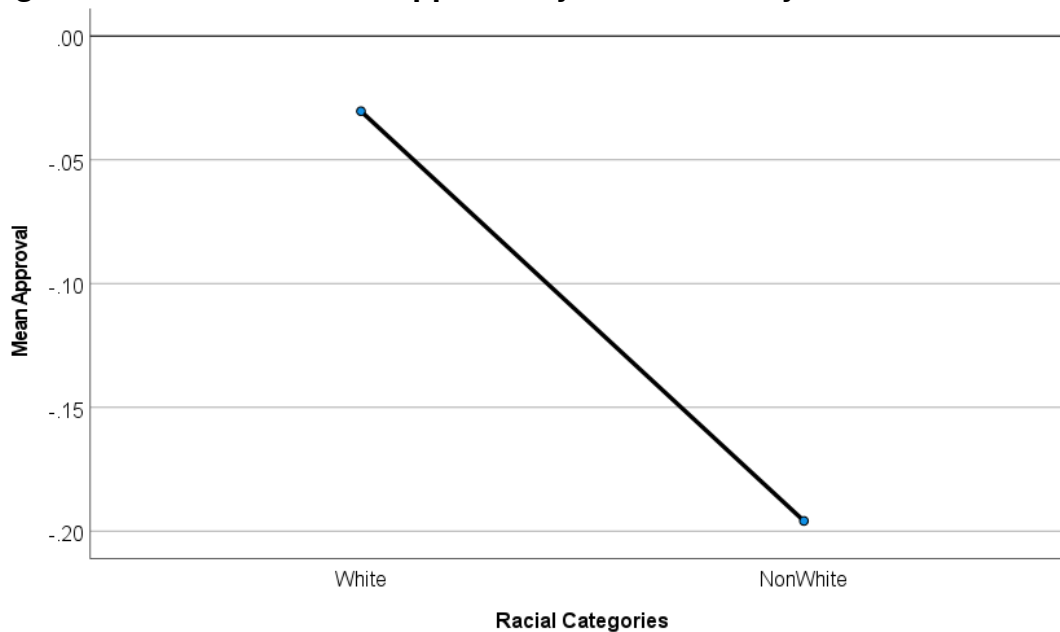
Table 4-D and Figure 4-D indicate that 2022 mean approval ratings for the various age categories were similar enough for a sample of this size that one cannot reject the null hypothesis that there is no difference among the means.

Table 4-D. Approval by Age

Age Category	N	Mean
18-25 Years	92	-.0002426
26-35 Years	110	.1954724
36-45 Years	111	-.0072055
46-55 Years	93	.1046901
56-65 Years	80	-.0874198
>65 Years	69	.0720181
Total	555	.0511562

One-Way ANOVA: F = 4.745, 5 df, p = 0.363

Figure 4-D. Means Plot of Approval by Age
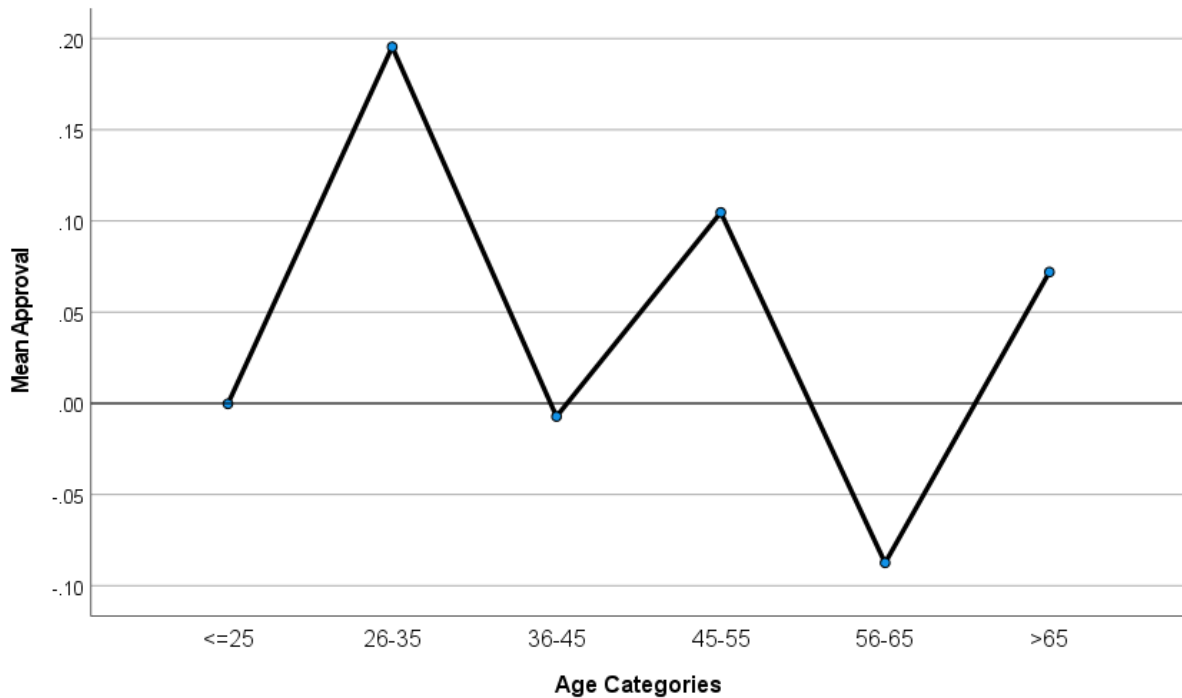
Table 4-E and Figure 4-E reveal likelihood of less than 1 in 1,000 of obtaining an F-value of 8.0 by chance given the sample. Adult residents of Collin County who had no education beyond a high school diploma were significantly less approving of Collin College than were those whose highest educational attainment was some college and those who had attained a baccalaureate degree or higher. Thus, there may be some value in focusing marketing and advertising efforts on the portion of the adult population that discontinued their education upon completion or high school or before.

Table 4-E. Approval by Highest Educational Attainment

Highest Educational Attainment	N	Mean
High School Diploma or Less	56	-.2995051
Some College, Certificate, or Assoc. Degree	184	.2312030
Baccalaureate or Higher	314	.0027118
Total	554	.0480516

One-Way ANOVA: F = 8.007, 2 df, p < 0.001

Figure 4-E. Means Plot of Approval by Highest Level of Education

Highest Level of Education Categories
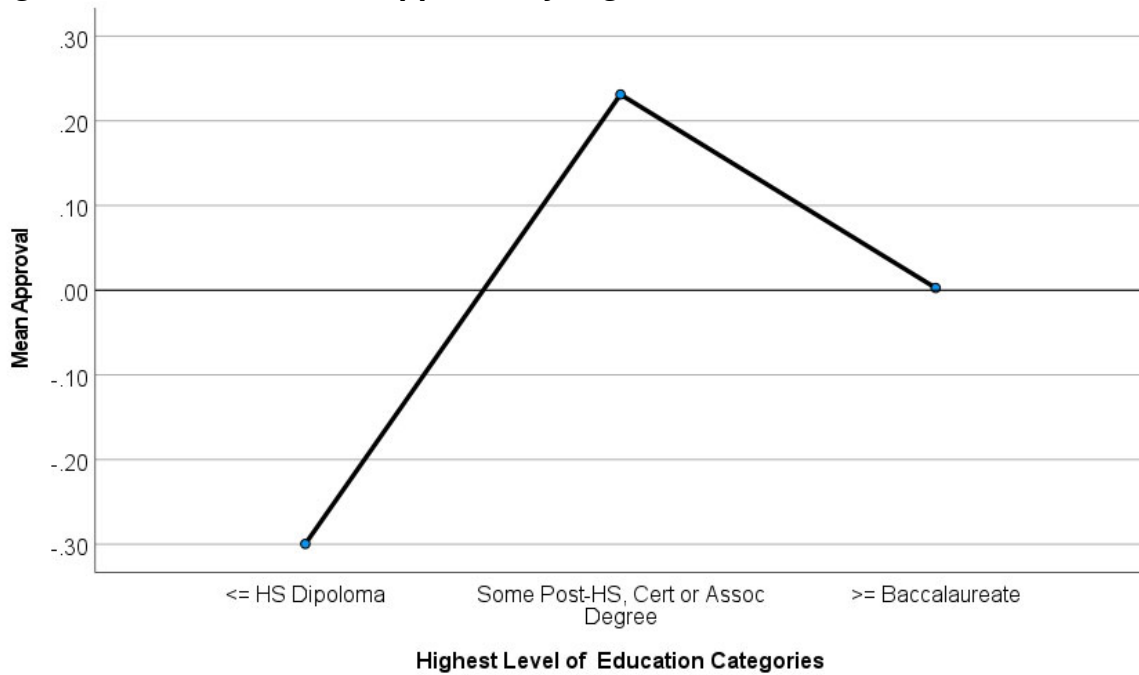
Considering Table 4-F, the likelihood of obtaining an F-value of 3.3 by chance with this sample is 3 in 100. Given the number of statistical generated for this report, it was determined that, to minimize the likelihood of rejecting a null hypothesis that might actually be true, the cutoff for rejecting the null hypothesis would be a probability 1 in 100 or less. Thus, the hypothesis cannot be rejected that there are no differences in approval of Collin College among the seven community groupings in the table.

Table 4-F. Approval by City of Residence

City of Residence	N	Mean
Allen	37	.1138401
Frisco	57	.0593048
McKinney	75	-.0085041
Plano	104	-.0041771
Richardson/Dallas	101	-.2311597
Wylie	22	.1414902
Other, Smaller Communities	160	.2718611
Total	556	.0535677

One-Way ANOVA: F = 3.300, 6 df, p = 0.03

Figure 4-F. Means Plot of Approval by City of Residence

City of Residence Categories
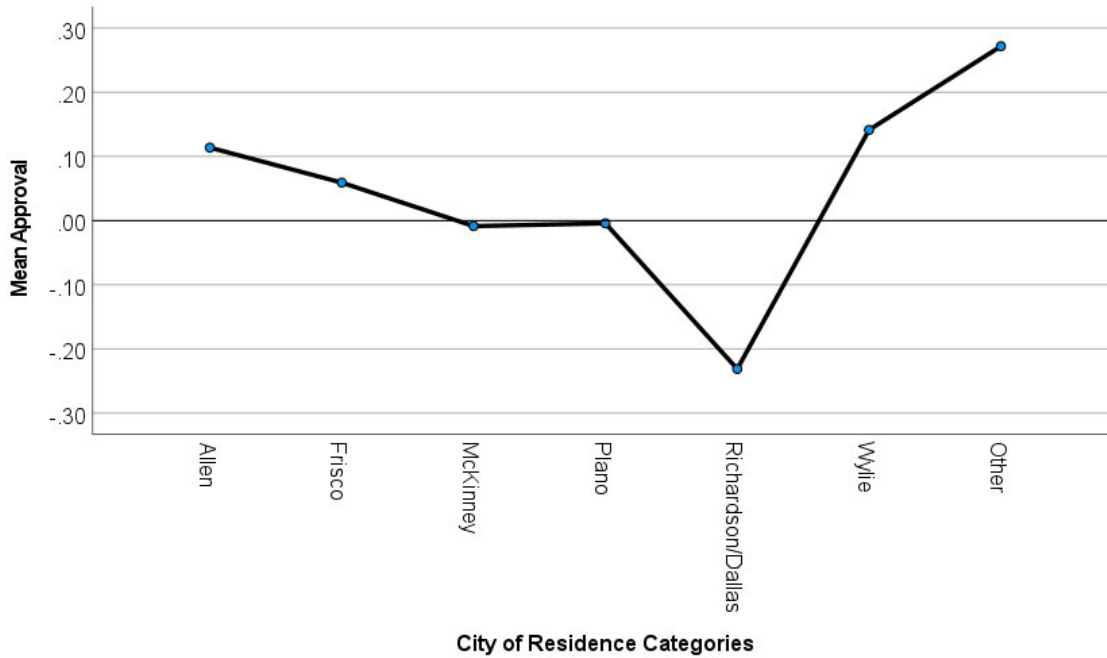
Table 4-G indicates a likelihood of 1.6 in 100 of obtaining an F-value of 3.485 by chance with the 2022 sample. This probability is only slightly too great to warrant rejection of the null hypothesis that there are no differences in approval of the College based on how long people have resided at their current addresses. However, it approaches the .01-level, and Figure 4-G clearly shows that people who have resided at their current residence for less than four years are substantially less approving of the College than are those who have resided at their current residence for four years or longer.

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

Age Category	N	Mean
<4 Years	140	-.1584961
4-7 Years	95	.0854066
8-10 Years	58	.1955340
11+ Years	263	.1255062
Total	556	.0544483

One-Way ANOVA: F = 3.485, 3 df, p = 0.016

In Figure 4-G, approval ratings for Collin County adults who had resided in their current residences for 4 to 7 years, from 8 to 10 years, and for 11 years or longer were all quite closely clustered reflecting relative similarity in their approval of the College. It is the Collin County adults who had resided in their current residences for fewer than four years whose perceptions were sharply more negative.

As noted after prior administrations of the survey when there were similar findings, it had been suggested that Collin College work with local realtors and community welcoming groups to make new move-ins more aware of the College and what it offers. When that type of strategy has been adopted in the past, both awareness and approval ratings of the College tended to increase in the subsequent survey.

Figure 4-G. Means Plot of Approval by Years Lived at Current Address
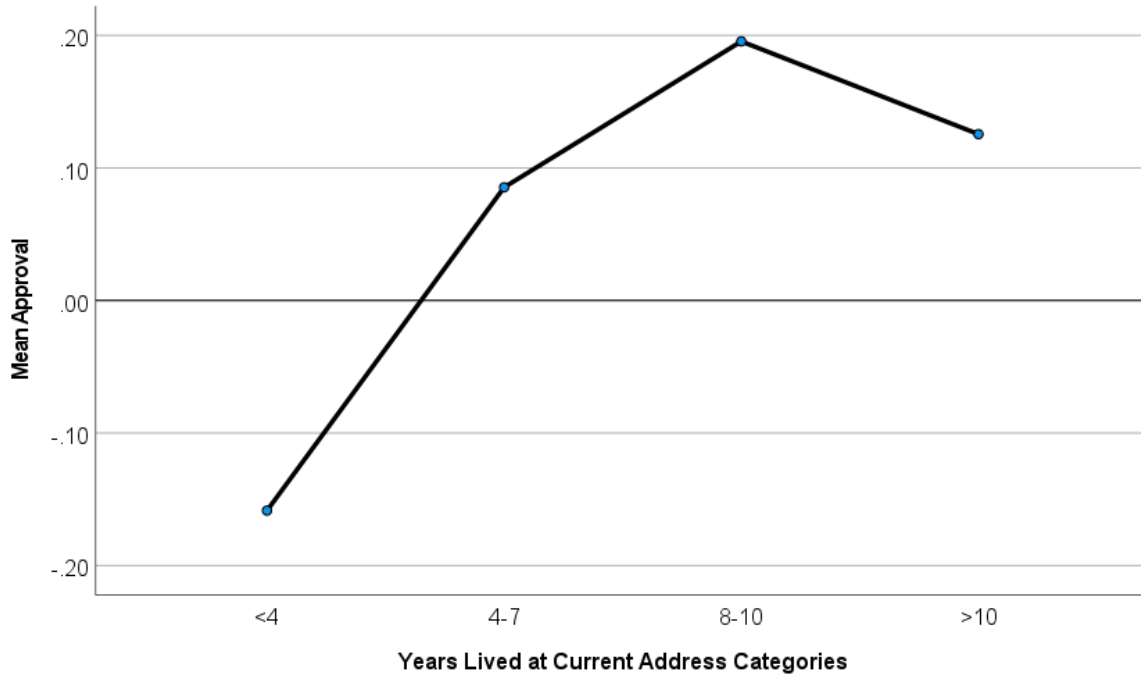
Section 5. Marketing Support

In 2022, four items were included in the Community Survey to support Collin College's marketing efforts. Respondents were asked about:
- their awareness of Collin College's affordable tuition rates (Table 5-A),
- the degree of importance they attached to affordable tuition vs. low tax rates (Table 5-B),
- their awareness that Collin College now offers baccalaureate degrees (Table 5-C),
- and information about how they had been affected by the COVID-19 pandemic (Table 5-D and Table 5-E).

Table 5-A indicates that the majority of Collin County adults understand that Collin College is an affordable educational option. Of the 557 people who responded to the prompt, about 55% reflected some degree of awareness that "Colllin is one of the most affordable college options in the state." Another 31% of respondents indicated some lack of awareness that Collin is so affordable with most of those indicating that they "had no idea it is so affordable."

Table 5-A. To What Degree Were You Aware That Collin Is One of the Most Affordable College Options in the State?

Response Options	Number of Responses	Percent	Valid Percent	Cumulative Percent
1 Had No Idea It Is so Affordable	137	22.8	24.6	24.6
2	37	6.1	6.6	31.2
3	76	12.6	13.6	44.9
4	88	14.6	15.8	60.7
5 Well Aware It Is so Affordable	219	36.4	39.3	100.0
Total	557	92.5	100.0	
No Response	45	7.5		
Grand Total	602	100.0		

A total of 557 respondents answered the question, "How important is it to you that Collin College provides affordable access to higher education here in Collin County?" (Table 5-B) Nearly six out of ten respondents (63%) favored affordable tuition, while 16% favored lower taxes. About 21% of the respondents indicated no preference. This finding was surprising given the conservative nature of the majority of voters in Collin County. It was suspected as likely that a small majority might prefer lower tuition over lower taxes, but roughly four Collin County adults preferred affordable tuition to every one that preferred lower taxes.

Table 5-B. How Important Is It to You That Collin College Provides Affordable Access to Higher Education Here in Collin County?

Response Options	Number of Responses	Percent	Valid Percent	Cumulative Percent
1 Low Taxes More Important to Me	70	11.6	12.6	12.6
2	19	3.2	3.4	16.0
3	116	19.3	20.8	36.8
4	113	18.8	20.3	57.1
5 Affordable Tuition More Important to Me	239	39.7	42.9	100.0
Total	557	92.5	100.0	
No Response	45	7.5		
Total	602	100.0		

Respondents were asked, "Are you aware that Collin College now offers bachelor's degrees?" Of the 557 people who responded to the question (Table 5-C), 56% indicated awareness of the College's baccalaureate offerings, while 44% indicated they were unaware of this new degree option. Thus, there is a marketing opportunity to educate a sizeable minority of Collin County adults about Collin's bachelor's degrees.

Table 5-C. Are You Aware That Collin College Now Offers Bachelor's Degrees?

	Number of Responses	Percent	Valid Percent	Cumulative Percent
Yes	311	51.7	55.8	55.8
No	246	40.9	44.2	100.0
Total	557	92.5	100.0	
No Response	45	7.5		
Total	602	100.0		

Another prompt asked respondents to identify one thing Collin College could do to better serve their needs. A total of 361 respondents offered 190 distinct suggestions that were classified into 36 categories. Table 5-D presents the numbers of responses and percentages with which those responses fell into summary categories. Of 602 total respondents to the survey, 164 identified no needs the College could fulfill for them, four were uninterested in Collin College services, and three responses were indecipherable.

Table 5-D. Categorized "One Thing That Collin College Could Do to Better Serve Your Needs"

Response Category	Number of Responses	% of Responses
Improve Learning Environment	54	28%
Improve Marketing/Advertising/PR	22	12%
More Programs/Courses/Majors	15	7.9%
General Expression of Satisfaction	12	6.3%
Improve Educational Quality/Efficiency	11	5.8%
Expand Access to Education	8	4.2%
Become Four-Year College/More Four-Year Programs	7	3.7%
Expand Continuing Education	7	3.7%
Respect Faculty Freedom of Expression	7	3.7%
Increase Online Programs/Courses	4	2.1%
Strengthen Community Relationships	4	2.1%
Demonstrate Accountability to the Public	3	1.6%
Expand Job Opportunities/Alumni Employment	3	1.6%
Improve Communication with High School Students	3	1.6%
Reduce Taxes	3	1.6%
Change the Administration/Trustees	2	1.1%
General Expression of Dissatisfaction	2	1.1%
Improve Financial Aid	2	1.1%
More Sports	2	1.1%
Resist Liberal Agenda	2	1.1%
Strengthen High School Dual Credit	2	1.1%
Don't Want My Children to Attend a Community College	1	0.5%
Dorms Close to Campus	1	0.5%
End Open Door Admission	1	0.5%
Enhance Transfer to Universities	1	0.5%
Improve Advising/Counseling	1	0.5%
Improve Faculty	1	0.5%
Improve Relationships with Universities/Transfer	1	0.5%
Improve Student Services	1	0.5%
Improve Parking	1	0.5%
Improve Student Services	1	0.5%
Increase In-Person Instruction	1	0.5%
More Campuses	1	0.5%
Offer Graduate Courses through Universities	1	0.5%
Provide Travel Assistance to Campuses	1	0.5%
Simplify Registration	1	0.5%
Total Number of Suggestions	190	
Not Interested in Collin College Services	4	
Indecipherable Response	3	
Responded, but Identified No Needs of Collin College	164	
Total Number That Responded	361	60% of Sample
No Response	241	40% of Sample
Total Sample	602	

Of the 361 responses offered, 54 (28%) wanted the College to improve its learning environment. (All responses are provided verbatim in Appendix B.) This is a notable change from all prior surveys where the greatest numbers of responses consistently focused on improving communication with the public, and on

expanding program and course offerings. The nature of a few comments, mostly included within the "improve learning environment" category, but also in one or two other categories suggest at least some awareness of the negative media coverage the College has received over the past two years. However, these types of comments reflected only a very small proportion of all the suggestions.

Improving marketing, advertising, and PR fell to a distant second in 2022 with 22 responses (12%) indicating that people want more information about the College and its programs. This is down from 18% of the responses that made this suggestion in 2019. Offering more programs, courses, and majors dropped from about 17% of the suggestions in 2019 to about 8% in 2022. The percentages for all the remaining suggestions were in the single digits and are available in Table 5-D.

Table 5-E. How, If at All, Have You Been Impacted by COVID-19?: Number of Responses to Each Provided Response Option

COVID Response Options	Number of Responses	Percentage of Respondents
Cancelled or Changed Travel Plans	268	44.5%
Family Member or I Tested Positive for COVID-19	265	44.0%
Postponed or Cancelled Events	256	42.5%
Change in Work Conditions	183	30.4%
Unable to Purchase Needed Food or Supplies	156	25.9%
Change in Financial Circumstances	146	24.3%
Lost a Family Member or Friend to COVID-19	137	22.8%
Change in Family Circumstances	119	19.8%
Separated from Loved One	119	19.8%
Disruption of In-Home Services	114	18.9%
Temporarily Lost Employment	108	17.9%
Work Hours Cut	95	15.8%
Work Hours Increased	95	15.8%
Parent, Spouse, or Partner Lost Job	75	12.5%
Permanently Lost Employment	67	11.1%
Other Impacts	8	1.3%
Not Personally Impacted by COVID-19	92	15.3%
Total	602	100.0

To understand how the COVID-19 pandemic impacted Collin County's adults, the final prompt in the 2022 survey asked them to provide some indication of how the disease had affected them. A summary of the responses to this prompt are presented in Table 5-E, above.

Respondents were presented with several options from which they could select those that best identified how the pandemic affected them and their families. They were allowed to select as many responses as applied to their situations. They were

also invited to identify any additional impacts that were not included the list. Table B-4, in appendix B, provides a verbatim list of all eight "other" impacts that were cited beyond the 15 listed in the above table.

The most frequent impacts identified in Table 5-E were that respondents had experienced cancelled or changed travel plans, they or a family member tested positive for the disease, and they had been compelled to postpone or cancel events. Nearly one-third of respondents experienced changes in work conditions. Roughly a quarter of respondents were unable to purchase needed food or supplies, experienced a change in their financial circumstances, or lost a family member or friend to COVID-19.

Table 5-F. How, If at All, Have You Been Impacted by COVID-19?: Total Numbers of Responses to the Response Options That Were Provided

Number of Adverse COVID Responses Selected	Number of Responses	Percentage of Responses
1	66	11%
2	91	15%
3	98	16%
4	69	11%
5	59	10%
6	31	5.2%
7	27	4.5%
8	21	3.5%
9	26	4.3%
10	17	2.8%
11	10	1.7%
12	2	0.3%
15	1	0.2%
Total	602	100%

Table 5-F, above, provides a count of the number of COVID impacts reported. One respondent reported the unlikely, but possible, indication that s/he had been affected by all 15 suggested COVID-19 impacts. The most frequent response was that respondents had been affected by 3 of the 15 suggested COVID-19 impacts followed closely by 2 impacts. Not a single respondent indicated that they had experienced no personal impacts from the COVID-19 pandemic. Rather, the vast majority of respondents reported multiple impacts.

Appendix A

Demographic Comparison of Samples

Demographic Comparison of Samples

Table A-1. Gender by Year Survey Was Administered

Gender	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
Female	353	300	353	383	402	407
	58.8%	50.0%	58.8%	58.8%	63.2%	68.4%
Male	247	300	247	266	234	188
	41.2%	50.0%	41.2%	40.9%	36.8%	31.6%
Total Responses	600	600	600	649*	636*	595*
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*In 2017, two respondents declined to answer this question, and their genders were not discernable by interviewers. In 2022, seven respondents declined to answer the question whose genders were not discernable.

In 2021, females made up 51.3% of Collin County's adult population, and males made up the remaining 48.7%. The sample for the 2022 Collin College Community Survey was 68.2% female and 36.8% male. So, females were substantially overrepresented in the sample, and males were correspondingly underrepresented.

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

Hispanic Identity	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
Hispanic	42	20	42	95	93	151
	7.1%	3.4%	7.1%	14.6%	14.5%	25.2%
NonHispanic	549	561	549	556	548	450
	92.9%	96.6%	92.9%	85.4%	85.5%	74.8%
Total Responses	591	581	591	651	641	602
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

About 15% of Collin County's total population consisted of Hispanic residents in 2021. About 55% of the respondents to Collin College's 2022 Community Survey were Hispanic (Table A-2). Clearly, the County's Hispanic population was overrepresented in the 2022 survey.

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

Racial Identity	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
White	420	462	420	405	381	338
	71.6%	79.5%	71.6%	72.7%	69.5%	76.3%
NonWhite	167	119	167	152	167	105
	27.8%	20.5%	27.8%	27.3%	30.5%	23.7%
Total	587	581	587	557	548	443
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In 2021, about 63% of Collin County's total population identified as white, and the remaining 37% consisted of minority group members. White respondents made up about 76% of the 2022 sample. Thus, Whites were overrepresented in the 2022 Community Survey sample, and nonWhites were underrepresented.

Table A-4. Age by Year Survey Was Administered

Age Category	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
< 26 Years	16	9	16	45	95	101
	2.7%	1.8%	2.7%	6.9%	14.8%	16.8%
26-35 Years	60	22	60	104	100	120
	10.1%	4.4%	10.1%	16.0%	15.6%	20.0%
36-45 Years	168	68	168	157	147	123
	28.3%	11.3%	28.3%	24.1%	22.9%	20.5%
46-55 Years	128	114	128	121	109	99
	21.6%	22.6%	21.6%	18.6%	17.0%	16.5%
56-65 Years	135	101	135	135	105	84
	22.8%	20.0%	22.8%	20.7%	16.4%	14.0%
>65 Years	86	191	86	89	85	73
	14.5%	37.8%	14.5%	13.7%	13.3%	12.2%
Total	593	505	593	651	641	600
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Census age categories do not match the age categories that have traditionally been used to report on Collin College's Community Surveys. However, the survey data can be examined to provide more exact comparisons as to how closely the sample corresponds to the population in terms of the age distribution.
- About 9% of Collin County's adult population fell within the 18- to 24-year age group in 2021. About 13% of the sample fell within that age range. So, the youngest age group was slightly overrepresented.
- Another 21% of the County's 2021 adult population fell within the 25- to 34-year age category compared to about 22% of the sample. Thus, the proportion of the sample within the 25- to 34-year age group was very similar to Collin County's adult population.
- About 23% of the County's adult population ranged from 35 to 44 years of age in 2021. In the sample, about 20% of respondents came from within the 35- to 44-year age range. Thus, the sample reasonably represented this age group.

- Collin County residents in early middle age (45 to 54 years), comprised about 17% of the County's adult population in 2021, while they represented about 16% of the sample. So, this age group in the sample also closely mirrored the County's adult population.
- Adult residents of the County in the late middle age group (55 to 64) represented about 15% of all adults. People in the same age group made up about 14% of the sample. Late middle-aged respondents in the sample essentially paralleled the County's adult population.
- The oldest segment of the population, ranging in age from 65 years up, made up about 15% of the County's total adult population in 2021. That group comprised about 13% of survey respondents in the sample. Again, the most senior proportion of the sample honed very close to the County's adult population percentage.

Unlike some of the prior surveys, the 2022 survey sample clearly approximated the adult population of Collin County. There is no apparent reason to suspect age-related bias in the sample.

In 2022, respondents whose highest level of educational attainment (Table A-5) was a high school diploma or less comprised 11% of the sample, while they comprised about 22% of the County's 2021 population that was 25-years of age or older. Respondents with some college, but less than a baccalaureate, made up about 33% of the sample and about 26% of the County's 25+ population. Respondents with a baccalaureate degree or higher comprised 56% of the sample and 52% of the 25+ population. Thus, the 2022 sample slightly oversampled adults with a baccalaureate degree or higher while undersampling the County's adult population with no college or some college. Overall, however, the 2022 sample did a better job of representing the County's education al attainment than have some past surveys.

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

Highest Educational Attainment	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
High School Diploma or Less	47	45	47	38	78	66
	7.8%	7.6%	7.8%	5.9%	12.3%	11.0%
Some College, Certif., or Assoc. Degree	135	143	135	165	205	195
	22.5%	24.0%	22.5%	25.5%	32.0%	32.6%
Baccalaureate or Higher	418	408	418	444	351	337
	69.7%	68.5%	69.7%	68.6%	55.4%	56.4%
Total	600	596	600	647	634	598
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Comparing data in Table A-6 to the Collin County population, it appears that most of the largest cities in Collin County (Allen, Frisco, McKinney, and Wylie) were reasonably well represented in the sample. In general, the percentages of respondents in the sample from Allen, Frisco, McKinney, and Wylie were within a few percentage points of their representation within the 2021 County adult

population counts. Plano made up about 31% of Collin County's adult population in 2021, but it comprised only about 18% of the 2022 sample. Thus, Plano was sharply underrepresented in the 2022 sample. Population estimates for the portions of Dallas and Richardson within Collin County are unavailable, but residents of those two areas made up 20% of the 2022 sample. About 48% of the sample came from parts of Collin County outside Allen, Frisco, McKinney, Plano, and Wylie, while about 30% of the adult population resided in those areas (including Richardson/Dallas) during 2021. So, Dallas/Richardson and the various communities and areas of Collin County outside Allen, Frisco, McKinney, Plano, and Wylie appear to have been substantially overrepresented in the 2022 sample.

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

Locality of Residence	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
Allen	69	71	69	81	73	42
	11.5%	11.8%	11.5%	12.4%	11.4%	7.0%
Frisco	62	74	62	69	67	60
	10.3%	12.3%	10.3%	10.6%	10.5%	10.0%
McKinney	105	90	105	112	130	80
	17.5%	15.0%	17.5%	17.2%	20.3%	13.3%
Plano	210	219	210	190	195	107
	35.0%	36.5%	35.0%	29.2%	30.4%	17.8%
Dallas/Richardson	59	59	59	58	44	117
	9.8%	9.8%	9.8%	8.9%	6.9%	19.5%
Wylie	33	39	33	33	31	22
	5.5%	6.5%	5.5%	5.1%	4.8%	3.7%
Other Collin County Locations*	62	48	62	108	101	173
	10.3%	8.0%	10.3%	16.6%	15.8%	28.8%
Total	600	600	600	651	641	601
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* In the 2013 administration of the survey, the vendor that administered the survey inexplicably targeted only Farmersville outside of the larger Collin County cities. Thus, in 2013, respondents from "Other Collin County Locations" included only respondents from Farmersville. Why that happened is unclear, and the vendor offered no explanation. In other 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.

The 2021 Census estimate indicates that the median year for Collin County homeowners to have moved into their current residence was 2003. That means the median years at the current residence was approximately 19 years at the time the 2022 survey was administered. The median years at the current address for respondents to the 2022 Community Survey was 10 years. Thus, it appears the 2022 sample may have overrepresented respondents who had lived at their current addresses for shorter durations than was true of the adult population as a whole. Consequently, if there is a related bias in the 2022 sample, it may be that awareness of Collin College could be understated, since respondents to the survey generally

lived at their current addresses for shorter periods of time than was the case for the population, making it somewhat less likely for them to have become familiar with the College. This is consistent with earlier findings in this report.

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

Years at Current Location	Year Survey Was Administered					
	2011	2013	2015	2017	2019	2022
<1 Year	na	10	5	15	9	9
	na	1.7%	0.9%	2.3%	1.5%	1.5%
1-3 Years	151	119	80	213	187	143
	25.7%	19.8%	14.6%	32.7%	31.3%	23.8%
4-7 Years	131	164	71	106	123	108
	22.3%	27.3%	12.9%	16.3%	20.6%	18.0%
8-10 Years	70	88	92	67	31	61
	11.9%	14.7%	16.8%	10.3%	5.2%	10.2%
>10 Years	236	219	301	250	248	278
	40.1%	36.5%	54.8%	38.4%	41.5%	46.4%
Total	588	600	549	651	598	599
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note 1: 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.

Note 2: The 2015 sample seems to have substantially oversampled residents who had lived in their current addresses for more than seven years, and especially those who had 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 lived at their current addresses for eight or more years.

This concludes the detailed analysis of the sample presented in Appendix A. The analysis suggests, with a few exceptions that may or may not have created any specific biases, the hybrid sampling approach initiated in 2017 and repeated in 2019 and 2022 appears to have been reasonably successful in representing the Collin County adult population.

Appendix B

2022 Community Survey Responses to Open-Ended Items

2022 Community Survey Verbatim Responses to Open-Ended Items

Item 10 asked respondents to identify two or three Collin College instructional programs they believed were of "excellent" quality. The purpose of asking respondents to identify specific, excellent instructional programs was to determine how deep their knowledge of the College's instructional programs was. The large majority of respondents (70%) identified no Collin College programs with which they were familiar.

Of the 183 respondents (30%) who identified specific, excellent programs, some of their 338 responses identified programs that are not offered at Collin College. This suggests a genuine lack of intimate familiarity with the College. Some respondents identified generic programs that might be offered at any post-secondary institution. Other responses indicated more intimate levels of familiarity with the College by citing specific programs that the College does offer. Reviewing the range of responses inevitably leads to the conclusion that there is ample opportunity for Collin College to educate the public about the range of educational options available to them and the quality of those programs.

Table B-1. Verbatim Responses to Item 10: What are two or three of Collin College's educational programs that you consider to be of excellent quality?

Response	Number of Responses	Percentage of Responses
Accounting	7	2.1
ADN	1	.3
Agriculture	1	.3
Allen	1	.3
Applied Science	1	.3
Art	2	.6
Art Program	1	.3
Arts	1	.3
Arts & Literature	1	.3
Associates Of Business	1	.3
Astronomy	1	.3
Auto Mechanic	1	.3
Automotive	1	.3
Automotive Technology Program	1	.3
Bachelor's	1	.3
Bachelor's Degree	1	.3
Basic Classes	1	.3

Basic Curriculum	1	.3
Biological	3	.9
Biology	7	2.1
Book.Com	1	.3
Business	13	3.8
Business Management	4	1.2
Business Office Support	1	.3
Business Program	1	.3
Business School	1	.3
Chemistry	1	.3
CNA	1	.3
Coding	1	.3
College Prep	1	.3
Communications	1	.3
Company	1	.3
Computer	2	.6
Computer Based	1	.3
Computer Info Sys	1	.3
Computer Program	1	.3
Computer Science	7	2.1
Computer Science & Information Technology	1	.3
Computer Tech	1	.3
Computer Technology with a Certification, with Only an Associates Degree	1	.3
Concurrent High School/College	1	.3
Construction	1	.3
Construction Management	1	.3
Continuing Education	2	.6
Continuing Education Montessori Teacher's Certification	1	.3
Core	1	.3
Criminal Justice	3	.9
Criminal Law	1	.3
CTE	1	.3
Culinary	5	1.5
Cyber Security	1	.3
Cybersecurity	4	1.2
Data Analyst	1	.3
Data Science	1	.3
Dental	1	.3
Dental Hygiene	3	.9
Design	1	.3
Diagnostic Sonography	1	.3
Digital Video	1	.3
Do Not Know but Currently Looking into Their Psychology Program	1	.3
Drug Science	1	.3
Dual Credit	1	.3
Economics	2	.6

EDU	1	.3
Education	11	3.3
Educational	1	.3
Electrical Engineering	1	.3
Electronics	1	.3
EMT	1	.3
Engineer	2	.6
Engineering	4	1.2
English	9	2.7
English Department	1	.3
English Program	1	.3
Environmental Services	1	.3
ESL	2	.6
Excellent Professors	1	.3
Film Photography	1	.3
Finance	1	.3
Finance Courses, I Know People Who Took Them and Went on to Get Accounting Degrees.	1	.3
Fire School	1	.3
Fire Science	1	.3
Firefighters	1	.3
Firefighting	1	.3
First and Second Year College Basics	1	.3
French	1	.3
Frisco	1	.3
Fun	1	.3
Game Animation	1	.3
General Education	1	.3
Geology	1	.3
Get a Degree	1	.3
Good Reputation	1	.3
Good Work IT	1	.3
Graphic Design	2	.6
Great	1	.3
Have Not Heard of Any	2	.6
Health	1	.3
Healthcare	2	.6
High School Dual Credit	1	.3
History	3	.9
Home Decorating	1	.3
Hospitality Management	1	.3
HVAC	1	.3
I Am Not Familiar.	1	.3
I Haven't Heard of Any	1	.3
Information Security	1	.3
Information Technology	1	.3
Instructional Design Education Course	1	.3
Insurance	1	.3

Interior Design	1	.3
IT	3	.9
IT Degree	1	.3
Law	1	.3
Law Enforcement	1	.3
Learning	1	.3
Liberal Arts	1	.3
Management	1	.3
Mass Communication	1	.3
Masters Degree	1	.3
Math	5	1.5
Mathematical	1	.3
Mathematics	3	.9
McKinney	1	.3
Mechanical	1	.3
Mechanical Engineering	1	.3
Medical	1	.3
Medical Billing	1	.3
Medical Coding & Billing	1	.3
Much	1	.3
Music	1	.3
Nice IT	1	.3
Nursing	51	15.1
Nursing - AAS	1	.3
Nursing CAN	1	.3
Nursing Preparation	1	.3
Nursing Program	3	.9
Nutrition	1	.3
Online Courses	1	.3
Paramedic	3	.9
Pharmacology	1	.3
Photography	1	.3
Physical	4	1.2
Physical Therapy	2	.6
Plumbing	1	.3
Polysomnography	1	.3
Programming	2	.6
Psychological	1	.3
Psychology	5	1.5
Real Estate	2	.6
Real Estate Courses	1	.3
RN	1	.3
Science	2	.6
Scientific Experiments	3	.9
Social Media Marketing	1	.3
Software	1	.3
Son Took High School Course There	1	.3
Sonography	1	.3

Sports	1	.3
Student Services	2	.6
Teaching	3	.9
Tech	1	.3
Technical	1	.3
Technicians	1	.3
Technology	3	.9
Dual Credit a Good Program Makes a Huge Difference, Very Active in the High Schools.	1	.3
The Fine Arts	1	.3
The Quality of Teaching	2	.6
Theater	2	.6
Their Music Courses Are Really Good, I Have Heard That.	1	.3
To Learn a New Skill	1	.3
Trade	1	.3
Trades	1	.3
Two-Year Gen Ed	1	.3
Undergrad Essentials	1	.3
Very Good Programs	1	.3
Welding	2	.6
Total Responses	**338**	
Total Respondents	**183**	**30.4%**
No Response	**419**	**69.6%**
Total Sample	**602**	

Table B-2. Verbatim Responses to Item 12: What one thing could Collin College do to better serve your needs?

Response	Number of Responses
Accounting	1
Add Subjects	1
Advance Classes for High School Students	1
Advertise What They Offer and the Benefits There Is to Them.	1
Advertising	1
Affordable Classes	1
Affordable Programs	1
Allow Professors Freedom of Speech	1
An Informational Fair for High School Students Struggling With What to Do with Their Lives. They Keep Getting Asked about College and Plans for the Future, But They Have No Idea.	1
As of Now Not Really Much. I Don't Take Classes There Anymore, However, I Think They Do a Great Job All Around.	1
Bad Reputation with Board of Directors Silencing Professors	1
Be Cheaper	2
Because Give Me Quality and Price	1

Because Offer Excellent Program	1
Become a Site Where You Could Take Graduate-Level Courses from Area Universities Without the Travel (Like They Have at Navarro College In Corsicana).	1
Being 66 and Having Paid Taxes for over 40 Years I Should Finally Be Exempt for Any Further School Taxes	1
Better Advising and Counseling	1
Better Hours for Working Adults, Simpler Registration	1
Better Parking	1
Better Public Relations with the Community by Publishing News about Graduates Who Have Contributed to the Surrounding Cities	1
Better Quality	1
Better Understanding of the Program where High School Students Take Courses During High School for College Credit	1
Biological	1
Bring Good Educators	1
Build Relationships with the Community	1
Can Provide Better Education Services	2
Can't Think of Anything	1
Change the Admins	1
Closer	1
Co-Op Program with Major University Like UNT, TWU or UTA to Transfer Credits toward a Four-Year Degree. Focus on IT/Computer Science	1
Collin College Has a Poor Reputation in Treating Their Teaching Staff. They Need to Respect the Opinions and Diversity ff the Staff to Become a Truly Quality 4-Year Institution.	1
Collin County Could Offer a Few More Information Technology Courses as Well as Office 365 Type Classes for Locals.	1
Collin County Could Provide Better Understanding about What I Can Learn There That I Can't Learn by Watching a Youtube Video.	1
Computer Science	1
Continuing Education Courses for Marketing Professionals	1
Customer-Friendly in the Financial Aid	1
Discipline	1
Do Not Know	136
Do Not Use	1
Don't Go Woke or Cave to the BLM or LGBT Agenda.	1
Don't Know of Anything That They Could Do Better.	1
Easier to Contact	1
Education	1
Email Both Credit, Noncredit and Professional Schedules to Local Residents	1
Everything	1
Free	1
Free Adult Education Classes	1

Free Education to the Old Over 50s	1
Free Tuition	1
Get Rid of Dr Bob Collins	1
Give More Info on High School Dual Credits	1
Good Work	1
Have Better Communication	1
Have Domes Close to the Campus	1
Have More Classes Available in Person	1
Have More in Person Visits.	1
Have More Online Classes to Choose from and Expanding on the Amount of Sports Offered.	1
Have More Sports Teams That Residents Could Come Watch	1
Help With Travel Assistance	1
Hire Better Teachers	1
Hope the Teaching Quality Is Better	1
Hope to Improve the School Environment	1
Hope to Improve the School Learning	2
Hope to Improve the School Learning Environment	3
I Already Have a Master's Degree. I Hope That My Child Will Go To a 4 Year College and Not Community College.	1
I Am Not Really Sure, They Do Really Well With Outreach. They Are Highly Visible.	1
I Cannot Think of Anything Right Now	2
I Do Not Have Any Idea.	1
I Do Not Have Any Needs in the Area Right Now, but Just Make It Possible For Children to Get a Higher Education, And I Do Think They Do That Already.	1
I Do Not Know Anything Really	1
I Don't Know but They Sure Have Gotten Some Bad Press Lately about Firing Instructors Who Dare to Have an Opinion.	1
I Don't Know I Just Know They Are There	1
I Don't Need a Community College Since I Already Have a Master's Degree	1
I Don't Need Them because I Have BA.	1
I Have a Master's Degree so It Would Not Be a Good Fit for Me Personally	1
I Have No Idea	1
I Really Love It They Have Very Good Classes I Have Learned A Lot But It Can Be Too Long.	1
I Think They Could Improve Their Programs and Alumni Employment Opportunities and/or Guarantees.	1
I Was Took a CAD Class there and Was Hoping It Would Be Geared more Towards Interior Design Used to Have a Landscape Architect Program but Don't Have That Any More	1
I Would Like Information on What Classes They Offer through Mailers. I Forget They Are Here.	1

If I Had the Opportunity to Receive Higher Knowledge from This Campus It Could Help Me Further with Advancements in Careers or Even Help Me to Find Better One.	1
Improve School Atmosphere	1
Improve the Quality of Teaching	14
Improve the Quality of Teaching and School Atmosphere	2
Improving Educational Facilities	3
Improving the Campus Environment	5
Improving the School Environment	24
Improving The Teaching Environment	1
It Offers Lots of Help to Students and Members of the Community Not Only to Learn but to Find Jobs.	1
It Would Help to Know All of The Certifications That Are Offered at All Locations.	1
It's Close By and Affordable	1
Let Me Know More about Their Online Programs.	1
Let Us Know if the Money Is Being Spent Wisely or Poorly.	1
Lower Fees	1
Lower It's Tax Rates for 65+ Seniors	1
Lower Prices for Instate for Those Who Pay Taxes.	1
Lower Taxes and Not Go Woke	1
Lower Tuition Fees	1
Lowering Tuition	1
Maintaining the Current Level of Service	1
Make It Easier to Get a Transcript	1
Make More Programs Available at All Locations.	1
Make Registration/Admission Process Less Difficult	1
Make Their Curriculums More Well-Known Via Advertising	1
Market More to Senior Citizen Needs	1
Market Two-Year Associates Programs and Make It Available for Transition to Complete at another School.	1
Maybe A Program for Seniors 65 and Older.	1
More Advertising Dollars in Next Years Budget	1
More Availability of Continuing Education Courses to All Campuses.	1
More Classes	1
More Classes at Night.	1
More Community Engagement Promoting Diversity in the Area Surrounding the Campuses.	1
More Courses	1
More Engineering Related Curriculum	1
More Fast Track Courses	1
More Information on Everything They Offer.	1
More Online Classes	1

More Promotions [Marketing]	1
More Scholarships for Single Mothers Trying to Go Back to School to Gain Better Employment	1
No I Haven't Heard of Anything or Know Anything	1
None	2
Not Be So Expensive	1
Not Really Sure I Don't Know Much About It.	1
Nothing I Would Change	1
Nothing That I Can Think Of	1
Nothing. I Do Not Plan to Go Back to School.	1
Offer Adult Classes At Frisco Location.	1
Offer Bachelor Programs	1
Offer Better Work Placement	1
Offer Classes for High School Kids	1
Offer Free Classes Online or in Person.	1
Offer Free Tuition To All Collin County Residents.	1
Offer More Bachelor's Degrees	1
Offer More Continuing Education Courses for the Public Who Are Not Official Students in Trading, Cryptocurrency, Investing, and Online Marketing.	1
Offer More Four-Year Degree Options	1
Offer More Four-Year Degrees	1
Offer More Online Courses for ADN Program and Offer Bridge LVN to RN Online	1
Offer More Programs	2
Offer More Programs for Community Members	1
Offer More Programs/Certificates	1
Offer Online Real Estate Classes	1
Offer Senior Citizens Art Classes	1
Online Fun Adult Education Program For Seniors	1
Partner With Local Businesses More	1
Perhaps Offer More 4 Year Degrees?	1
Promote the Classes More. They Only Come in Newsletters through the Mail. Have College Night for the Surrounding Schools so They Can Know More about Them.	1
Provide Additional Course Sections Virtually	1
Provide Certificates That Anyone Can Earn and Start Working With	1
Provide More Ba Programs	1
Publication on a College Catalog Sent to My Home	1
Reach Out to Show How to Transfer Credits Since Most People Use It For Only a Year	1
Respect Free Speech	1
Scientific Experiments	1
Show Citizens How Their Tax Dollars Are Used.	1

Stop Allowing Sub Par Students to Occupy Space.	1
Stop Making the News by Firing Teachers Who Disagree with COVID Policies	1
Supply Fine and Performing Arts Classes at All Non-Technical Campuses.	1
That Are Doing Great No Doubt about That	1
The Administration Needs to Get in Line With Its Faculty. There Is Discrimination and Retaliation at a Political Level Between the Administration and Some of the More Outspoken Faculty. It Needs to Stop.	1
The Quality of Teaching	2
There Should Be More Customer Service for The Students so They Can Know More Information About the College.	1
They Are Already Doing a Great Job in Our Community	1
They Could Get to Know Us More and Make Us Feel Safer	1
They Could Provide More in Job Opportunities.	1
They Just Need to Get Out There More Recruit at Schools and Have More Signs	1
They Just Need to Give Students More Chance to Get the Best out of Them	1
They Need to Streamline the Courses Students Take Towards the Career They Are Choosing. They Make You Take Classes That Are Unnecessary for Your Career.	1
They Should Offer More Classes to Be Online	1
They're Doing Well	1
To Focus More Money on Other Things Than the Stadium	1
Tuition Lower Cost	1
Turn into a Four-Year College	1
Very Good	1
Words	1
No Response	**241**
Number of Respondents	**361**
Total Sample	**602**

Table B-3. Verbatim Responses to Item 13: How did you learn about or come in contact with Collin College during the last six months? (Other: Please specify.)

Response	Number of Responses
A Friend Is an Instructor There	1
A Friend of Mine Goes There	1
At High School They Told Us We Could Take Classes At Collin College For Dual Credits	1
Billboard	1
Dallas Morning News A Newspaper.	1

Do Not Know	1
Drive by It Daily	1
Drove by It and Checked Online for Courses	1
Family Friend's Child Attend Classes	1
Friends	2
Friends Attending School for Nursing Degrees	1
Friends Son Is Attending There.	1
Friends Went to Classes	1
Friends/Teachers	1
Have Been in a Few Years	1
Heard People Talking About It Also My Babysitter from When I Was Little Going There	1
High School	1
I Drive Pass the Campus Everyday	1
I Grew Up in Plano and It Was a Recommended College In My High School	1
I Live Close by to the East Plano Location	1
I Live Within a Few Miles of the Campus, And Have Known about It Since I Moved to This Area Over 15 Years Ago	1
Internet Search	1
Junk Mail	1
Knew Two People Who Worked There	1
Live Close by.	1
Live Close to the Campus and Watched It as It Was Being Built.	1
Live Near	1
My Friend Goes There	1
My Friends May Have Mentioned It	1
Neighbors	1
Newspaper	1
Offer Classes with HS and Friends Work on Going to School There or Teach There	1
Signs	1
Son Tried to Enroll but the Process Is too Difficult	1
Thru Impact Newsletter	1
Used to Work There	1
Utilized for Work	1
Visited a Campus	1
Voted at Collin College Wylie Location	1
Voting	6
Work	1
Work Related	1
Yearly Piano Sonatina Festival	1
No Response	**553**
Number of Respondents	**49**

Table B-4. Verbatim Responses to Item 21: How, if at all, have you been impacted by COVID-19? (Other: Please specify.)

Response	Number of Responses
BIG GAINS AFTER REALIZING US STOPPED USING MATHEMATICS	1
COVID-19 VACCINE INJURIES	1
HUSBAND HAD IT	1
LOST FRIENDS AND FAMILY TO IT	1
PARENT DIED FROM COVID VACCINE.	1
RAMPANT INFLATION HAS CAUSED ME TO DELAY RETIREMENT	1
WAS ENROLLED IN CLASSES AT COLLIN WHEN COVID HIT AND THEY WENT VIRTUAL. I HAD TO DROP MY CLASSES BECAUSE THE PROFESSORS AND SCHOOL WAS NOT PREPARED FOR VIRTUAL CLASSES, AND I COULDN'T RISK FAILING ON THEIR LEARNING CURVE.	1
WATCH MORE STREAMING TV	1
No Response	**594**
Number of Respondents	**8**
Total Sample	**602**

Appendix C

2022 Community Survey Questionnaire

2022 Collin College Community Survey
Administered by Clarus Corporation

ONLINE: *We are 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 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.)

1. Do you live in Collin County, Texas?
　　　　1 Yes *(CONTINUE)*
　　　　2 No *(ONLINE: Skip to end of survey. TELEPHONE: Thank the respondent for their time and graciously end the conversation.)*

2. What is your ZIP Code? (Online DROPDOWN) *(If quota is filled, thank the respondent for their time and graciously end the conversation.)*
(Enter ZIP Code.)   **75_____**

3. What is your age in years? (If quota is filled, online survey will skip to end of survey)
(Enter Age in whole years. Enter "99" if respondent prefers not to answer.)
　　　　_____ years of age

4. Are you Hispanic? (If quota is filled, online survey will skip to end of survey)
　　　　1 Yes　　　　　　　　2 No

5. In which racial group do you usually identify yourself? (If quota is filled, online survey will skip to end of survey.) *(Mark all that apply. If quota is filled, Thank the respondent for their time and graciously end the conversation.)*
　　　　1 White
　　　　2 Black or African American
　　　　3 Asian
　　　　4 American Indian or Alaska Native
　　　　5 Pacific Islander or Native Hawaiian
　　　　6 Some other race
　　　　7 Two or more races
　　　　8 Other
　　　　9 Prefer not to answer

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

(Online) **Please type in the name below. If no college comes to mind or if you do not know of any, please type in "None" or "Do Not Know."** *(TELEPHONE: Do not prompt respondent.)*
(VERBATIM RESPONSE.   WILL RECODE LATER)
        01 Brookhaven College
        02 Collin College
        03 Dallas County Community College
        04 DeVry University
        05 Northlake College
        06 Richland College
        07 Southern Methodist University
        08 Texas Woman's University
        09 University of North Texas
        10 University of Texas at Dallas
        11 Other College or University
        99 No College Comes to Mind (NONE OR DO NOT KNOW)

7. *(If Collin College is NOT mentioned, ask …)* **Have you ever heard of Collin College or Collin County Community College?**
        1 Yes   2 No *(If "No," thank respondent and skip to item 18.)*

8. With which Collin College location are you most familiar? *(Mark only one response.) (TELEPHONE: Read choices)*
        01 Allen Technical Campus in West Allen
        02 Celina Campus
        03 Collin Higher Education Center in South McKinney
        04 Courtyard Center in West Plano
        05 Farmersville Campus
        06 Frisco Campus
        07 McKinney Campus in North McKinney
        08 Plano Campus in East Plano
        09 Rockwall Center at the Gene Burton Academy
        10 Wylie Campus
        11 Online iCollin Courses
        12 None

9. Have you or any of your immediate family ever taken a class at Collin College?
        1 Yes   2 No

10. What are two or three of Collin College's educational programs that you consider to be of excellent quality? *(VERBATIM RESPONSES. If "none" or "do not know," please type this as the first response.)*

      RESPONSE 1
      RESPONSE 2
      RESPONSE 3

11. On a scale from 1 to 5, where 1 means that you strongly disagree and 5 means that you strongly agree, please indicate how much you agree or disagree with the following statements. *(TELEPHONE: Read scale as needed)*

11A. Collin College offers programs that meet the needs of the community in your area.
      Strongly Disagree 1 : 2 : 3 : 4 : 5 Strongly Agree

11B. Collin College provides high quality education.
      Strongly Disagree 1 : 2 : 3 : 4 : 5 Strongly Agree

11C. Collin College makes a valuable contribution to economic development in Collin County.
      Strongly Disagree 1 : 2 : 3 : 4 : 5 Strongly Agree

11D. Collin College tax dollars are dollars well spent.
      Strongly Disagree 1 : 2 : 3 : 4 : 5 Strongly Agree

11E. Collin College has a positive image in the community.
      Strongly Disagree 1 : 2 : 3 : 4 : 5 Strongly Agree

11F. I would recommend Collin College to any friend or family member.
      Strongly Disagree 1 : 2 : 3 : 4 : 5 Strongly Agree

12. What one thing could Collin College do to better serve your needs?
(VERBATIM RESPONSE)

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

13. 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 You or a Family Member Enrolled in a Class
      02 College Newsletter Mailed to Your House
      03 Postcard Mailed to Your House
      04 Collin College Web Site
      05 Digital Ads on a Computer or Mobile Device
      06 Radio Advertising
      07 News Story
      08 Attended an On-Campus Event
      09 Attended an Off-Campus Event
      10 Facebook
      11 Twitter
      12 LinkedIn

13 YouTube
14 Instagram
15 Snapchat
16 Spotify
17 Commercials on my TV connected to the Internet
18 Had No Contact with Collin College during the Last Six Months
19 Other _____

14. Collin College currently charges tuition of $60 per credit hour making it one of the most affordable public colleges in Texas. To what degree were you aware that Collin is one of the most affordable college options in the State?

    I Had No Idea That Collin Is so Affordable 1 : 2 : 3 : 4 : 5 I Am Well Aware That Collin Is so Affordable

15. How important is it to you that Collin College provides affordable access to higher education here in Collin County?

    Lower Taxes Are More Important to Me 1 : 2 : 3 : 4 : 5 Affordable College Tuition Is More Important to Me

16. Are you aware that Collin College now offers bachelor's degrees?

    1 Yes   2 No

<mark>**Only a couple of questions about you and you are done with the survey.**</mark>

17. What is your highest level of educational attainment? *(Mark only one response.)*
    1 Not a High School Graduate
    2 High School Diploma
    3 Some College, but No Degree or Certificate
    4 One-Year Certificate
    5 Associate Degree
    6 Bachelor's Degree
    7 Master's Degree
    8 Doctorate or Professional Degree
    9 Prefer not to answer

18. In which city do you reside? *(Mark only one response.)* (If quota is filled, online survey will skip to end of survey) *(Mark all that apply. If quota is filled, Thank the respondent for their time and graciously end the conversation.)*
        01 Allen
        02 Anna
        03 Blue Ridge
        04 Carrollton
        05 Celina
        06 Dallas
        07 Fairview
        08 Farmersville
        09 Frisco
        10 Garland
        11 Josephine
        12 Lavon
        13 Lowry Crossing
        14 Lucas
        15 McKinney
        16 Melissa
        17 Murphy
        18 Nevada
        19 New Hope
        20 Parker
        21 Plano
        22 Princeton
        23 Prosper
        24 Richardson
        25 Royse City
        26 Sachse
        27 St. Paul
        28 Van Alstyne
        29 Weston
        30 Wylie
        31 Other
        99 Prefer not to answer

19. How many years have you lived at your current address?
        _____ Years

20. What is your gender? *(TELEPHONE: If the respondent's gender is unequivocally discernable without asking, indicate the gender and wrap up the survey. Otherwise, ask for their gender.)*
        1   Female
        2   Male
        3   Prefer not to answer

21. (NEW) Finally, how, if at all, have you been impacted by COVID 19? (MARK ALL THAT APPLY)
(Coding 1=Yes, 0=No)

Temporarily lost employment
Permanently lost employment
Work hours cut
Work hours increased
Family member or I tested positive for COVID-19
Cancelled/ Changed travel plans
Postponed/ Cancelled events/ appointments (e.g., doctor appointments, graduations, concerts, etc.)
Change in work conditions (e.g., work remotely)
Changes to family circumstances (e.g., no daycare, homeschooling, etc.)
Unable to purchase needed supplies (e.g., milk, food, toilet paper)
Change in financial circumstances (e.g., lost wages, unable to pay bills, etc.)
Disruption of in-home services (e.g., reduced internet performance, increased utility bill, etc.)
Separated from a loved one
Lost a family member or friend to COVID-19
Parent, spouse, or partner lost job
I have not been personally impacted
Other (Please specify)

That is the end of our survey. Thank you for taking the time to share your insights with us. Goodbye.