

Longitudinal Comparison of Community Survey Responses

Collin College

2005 - 2015

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Table of Contents

Executive Summary	iii
Introduction.....	1
Section 1. Awareness of Collin College: 1999 through 2013 Trends	5
Section 2. Approval of Collin College: 1999 through 2013 Trends.....	15
Section 3. 2013 Level of Awareness by Demographic Variables.....	21
Section 4. 2013 Approval by Demographic Variables	27
Appendix A. Demographic Comparison of Samples	31
Appendix B. 2013 Community Survey Responses to Qualitative Items	41
Item 6. How did you learn about or come in contact with Collin College in the last six months?.....	43
Item 7: What are your sources for keeping up with daily news? (Other News Sources Used)	45
Item 10: Please identify any academic programs you are aware of at Collin College. (Overall Programs Identified)	47
Item 12: What one thing could Collin College do to better serve your needs?	51
Appendix C. 2013 Community Survey Questionnaire.....	53

Longitudinal Comparison of Community Survey Responses Collin College 2005 - 2015

Executive Summary

This report summarizes results of the ninth in an ongoing series of surveys designed to elicit information from adult residents of Collin County about their awareness and approval of Collin College. The most recent survey was administered during summer 2015, and it follows similar surveys periodically administered since 1996. Data from the 2015 administration are summarized in this report along with comparisons to past administrations. Each of the community surveys was administered by telephone to a random sample of at least 600 respondents producing population estimates with approximately 95% confidence plus or minus 4%.

Core findings from the 2015 administration of Collin College's Community Survey suggest that the College has been successful in its efforts to promulgate its message and a positive image within the Collin County community.

- Nearly 9 out of 10 (88%) adult Collin County residents manifested the highest levels of awareness of Collin College; i.e., they were familiar with one of the College's sites, or they or a family member had attended the College.
- Public approval of Collin College remains high among Collin County adults. These positive perceptions stand in stark contrast with the many negative public perceptions of government and governmental agencies regularly cited by the news media,
 - 80% agreed that Collin offers programs that meet the needs of the community.
 - 75% agreed that the College makes a valuable contribution to economic development.
 - 75% agreed that Collin College's tax dollars are dollars well spent.
 - 75% agreed that Collin College provides a high quality education.
 - 76% agreed that they would recommend Collin College to any friend or family member.

Other noteworthy findings from the 2015 Community Survey include the following.

- About two-thirds (66%) of Collin County's adult residents expressed some level of awareness of the College's efforts to re-brand itself as Collin College rather than Collin County Community College. A total of 96% of respondents recognized the name "Collin College."

- Sources of daily news:
 - A large majority (66%) of adult Collin County residents still report that they get most of their daily news from live television.
 - About a third (34%) report that they still get their daily news from newspapers.
 - In the 2015 administration of the Community Survey, social media moved solidly into third place (21%) as the source for daily news, ahead of radio (16%).

- Contact with Collin College during the six months prior to the Community Survey administration during summer 2015.
 - Slightly over a quarter of adult Collin County residents reported having had no contact with the College during the six months prior to the survey.
 - The College newsletter, the Continuing Education class schedule, and post cards were the three most frequently cited sources of contact with the College.
 - Nearly half of respondents cited sources of contact with the College outside the normal communication flows which the College controls.
 - The majority of those “other” sources of contact were students and employees, a finding that underscores the importance of President Matkin’s new “Director of First Impressions” campaign.
 - Another large group of respondents referred to visual contact with the College in the form of visiting, driving by, or living near a campus. This finding highlights the value of maintaining attractive, appealing campuses that serve as community resources whether or not residents are enrolled as students.
 - Despite the fact that social media appear to be a growing source for people’s daily information, almost no respondents cited any contact with Collin College through specific social media channels.

- Awareness of specific Collin College programs: To explore the depth of respondents’ awareness of Collin College, one item invited respondents to identify as many as five Collin College instructional programs of which they were aware.
 - A total of 351 respondents (58%) declined or were unable to identify any instructional program of which they were aware.
 - Consistent with past surveys, Nursing was, by far, the most frequently identified instructional program (37%) by those who responded to this item.
 - General Education/Transfer (26%) was the only other instructional program of which at least 20% of those who responded were aware.
 - Only 5% of those who responded identified Continuing Education as an instructional program of which they were aware.

- One thing Collin College could do to better serve respondents' needs: when asked what one thing Collin College could do to better serve respondents' needs, only 170 (28%) of the 600 respondents offered any suggestions.
 - The most frequent suggestions focused on the availability of specific types of instruction.
 - More online and vocational classes (29%)
 - More adult and senior classes (15%)
 - More certification programs, job training, workforce preparation, and life preparation (2%)
 - Continuing Education classes (2%)
 - The next most frequent responses focused on information about and access to College programs and services
 - More advertising about what is offered (15%)
 - More community involvement (6%)
 - Improve accessibility, convenience, and locations (5%)
 - Help for disabled (1%)
 - The number of requests related to economic and financial issues declined
 - Lower tuition and offer more financial aid (15%)
 - Lower property taxes (4%)
 - The number of people suggesting that Collin College become a four-year institution continued to decline since the establishment of the Collin Higher Education Center
 - Become a four-year institution (3%)
 - Offer more bachelor's level courses (2%)

Longitudinal Comparison of Community Survey Responses Collin College 2005 - 2015

Introduction

This report summarizes results from the ninth 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 summer 2015, and it follows similar surveys periodically administered since 1996. In addition to summarizing the 2015 Community Survey data, this report provides comparisons to prior surveys.

Each survey was administered by telephone to a random sample of at least 600 adult residents of Collin County, the College's primary service area. The survey produces population estimates with approximately 95% confidence plus or minus 4%. Raymond Turco & Associates of Arlington, Texas was awarded the 2015 contract to draw the sample, administer the survey, verify and provide the data.

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

The survey included six items to measure approval of Collin College. These six items were designed to be combined into a single approval measure with a mean of zero, with lower (negative) values signifying greater approval, and with higher (positive) values signify less approval. Unfortunately, the vendor inadvertently omitted one of the six approval items from the 2015 survey. Thus, in 2015, only five approval items were administered and combined into the single approval measure.

Additional items were posed beyond those associated with awareness and approval. Three items assessed the degree to which the College's efforts to re-brand itself—from "Collin County Community College District" to "Collin College"—have been successful.

To help the College focus its limited advertising resources, there was interest in how respondents had contact with Collin College over the six months prior to the survey,

and there was interest in understanding which media people use to get their daily news. There was also interest in discovering how deep people's awareness of the College was, so they were asked to identify specific instructional programs of which they were aware. They were also asked to identify one thing that the College could do to better serve their needs.

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

A few caveats related to survey administration over the years should be noted. First, the 2001 community survey was integrated into a broader survey administered in preparation for a bond election. Consequently, the sample was drawn from voters rather than the county's general adult population. Since voters tend to be more aware of and engaged in their communities than the public at large, the 2001 survey produced unusually high awareness and approval of Collin College.

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

In 2013, the vendor that drew the sample and administered the survey inexplicably and drastically oversampled Farmersville. In all administrations of the survey, 2013 included, vendors were asked to ensure random, but reasonably proportional, representation from Allen, Frisco, McKinney, and Plano, and to ensure a random representation from the rest of the County. In past surveys, responses from "other communities" came from a variety of smaller communities within the County. In

2013, Farmersville was the only smaller Collin County community captured in the sample. Responses from Farmersville outnumbered those from Frisco, or Wylie, or the segments of Dallas or Richardson within Collin County. Farmersville, at the time, comprised about 0.4% of Collin County's population, but made up 10% of the sample. There was clearly a problem with sample selection in relation to Farmersville and other smaller Collin County communities. In general, this deviation from past samples does not appear to have resulted in any particular bias with one notable exception. In response to the question about what the College could do to improve its service, there was a large increase in the number of responses focused on building a campus in Farmersville.

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

Section 1. Awareness of Collin College: 2005 through 2015 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,” 47% answered with some variant of “Collin College” without prompting of any kind from the survey administrator.

This is down substantially what was observed in 2013 when 60% of respondents, without any prompting, identified Collin as a college that serves residents of their area. It also breaks the trend over the prior five administrations of the Community Survey of increasing unaided awareness of the College.

It is difficult to believe that there was such a decrease in awareness of the College over such a short period of time in the general population. This, and a number of other issues that will be pointed out later in this report suggest some problems with the vendor’s sampling methodology in 2015.

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

Institution	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
Amberton U	0.7%	0.0%	0.2%	0.0%	0.2%	0.2%
Brookhaven	0.3%	0.7%	0.5%	0.0%	0.3%	0.7%
Collin County CC ¹	na	na	38.8%	42.7%	44.3%	29.7%
Collin College ¹	na	na	6.8%	14.3%	16.0%	16.8%
Collin ²	27.9%	38.5%	45.6%	57.0%	60.3%	46.5%
Dallas Baptist U	0.0%	0.8%	0.2%	0.0%	0.3%	0.0%
DCCCD	0.5%	0.3%	0.0%	0.3%	0.2%	0.8%
DeVry	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%
Richland	0.7%	0.2%	0.3%	0.5%	0.2%	0.8%
SMU	13.2%	13.9%	9.3%	4.2%	2.7%	9.8%
TWU	1.4%	0.7%	0.5%	0.5%	0.2%	1.5%
UNT	17.3%	10.3%	10.5%	7.5%	4.5%	9.0%
UT-Dallas	18.0%	14.9%	15.0%	15.3%	13.8%	14.7%
U of Phoenix	0.3%	0.0%	0.2%	0.3%	0.2%	0.0%
Other	18.2%	9.0%	10.8%	8.5%	8.5%	10.7%
No College Came to Mind	1.4%	10.8%	6.8%	5.8%	8.5%	5.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

¹ With the 2009 and subsequent survey administrations, there was an attempt to explore the degree to which Collin’s rebranding efforts had succeeded in creating an awareness of the College as “Collin College” rather than “Collin County Community College.” Consequently, in collecting responses to the unaided name recall prompt, survey administrators distinguished between responses of “Collin County Community College” and “Collin College.”

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					
	2005	2007	2009	2011	2013	2015
Collin College						
No			21.2%	14.7%	7.5%	3.8%
Yes			78.8%	85.3%	92.5%	96.2%
Total			100.0%	100.0%	100.0%	100.0%
Collin County Community College						
No	3.7%	4.2%	2.3%	1.5%	4.2%	1.0%
Yes	96.3%	95.8%	97.7%	98.5%	95.8%	99.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

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

When respondents mentioned neither Collin College nor Collin County Community College in their responses to question 1, they were asked question 2. If they answered "no" to question 2, they were asked question 3. The top section of Table 1-B reflects responses after the survey administrators asked question 2. The bottom section of Table 1-B reflects a composite of responses to all three items. The "No" in the bottom section represents the percentage of respondents indicating that they had never heard of Collin College by any name. The fact that essentially all Collin County's adult population is aware of the College suggests definite success in the College's efforts to make people aware of its presence. Apparently, Collin just doesn't jump to mind without some kind of prompting.

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

Response	Year Survey Was Administered						
	2001	2005	2007	2009	2011	2013	2015
No	50.9%	57.4%	60.5%	46.3%	51.3%	48.1%	48.1%
Yes	49.1%	42.6%	39.5%	53.7%	48.7%	51.9%	51.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1-C further confirms Collin College’s increasing penetration into the community. Over half the adult population indicated having enrolled or having a family member who has enrolled at the College at some point in time.

In Table 1-D, only about 14% of adult Collin County residents were unfamiliar with any of the College’s instructional sites, about the same percentage found in 2013. This represented an increase from the 9 to 10% range recorded in 2009 and 2011.

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

Instructional Site	Year Survey Was Administered						
	2001	2005	2007	2009	2011	2013	2015
CHEC	na	na	na	1.0%	1.8%	6.1%	5.2%
CPC	17.5%	20.0%	21.6%	17.0%	20.1%	16.2%	14.5%
CYC	4.7%	11.7%	7.8%	8.1%	7.4%	6.6%	9.0%
PRC	11.2%	11.0%	10.2%	13.0%	13.1%	12.0%	15.0%
SCC	60.1%	47.7%	40.3%	49.9%	46.4%	44.3%	40.9%
Allen	0.2%	0.5%	2.7%	na	1.3%	1.0%	1.0%
Rockwall	0.2%	6.9%	0.3%	0.3%	0.3%	0.2%	0.2%
Wylie	0.0%	2.1%	0.0%	na	na	na	na
Unfamiliar with Any Sites	6.2%	0.0%	17.0%	10.6%	9.3%	13.6%	14.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

A single five-level awareness scale was created using data generated by responses to multiple items. Table 1-E shows that a record high percentage of respondents indicated the highest level of awareness in the 2015 survey. Again, this may be, in part, a reflection of the change in survey sampling methods that was referred to above.

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

Highest Awareness Level	Year Survey Was Administered						
	2001	2005	2007	2009	2011	2013	2015
Level 0: R Was Totally Unaware of Collin	0.5%	3.2%	2.7%	1.0%	1.5%	4.0%	1.0%
Level 1: R Recognized Collin Name	2.8%	2.0%	11.6%	0.0%	7.2%	8.2%	7.8%
Level 2: Collin Came to Mind Unaided	2.0%	0.2%	1.7%	0.3%	3.0%	3.5%	3.2%
Level 3: R Was Familiar with a Collin Site	45.8%	53.5%	45.6%	53.0%	41.3%	34.7%	36.7%
Level 4: R or Family Member Attended Collin	48.8%	41.2%	38.5%	45.8%	48.5%	49.7%	51.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on data in table 1-F, the College's message appears to be getting out. The likelihood is less than a 1 in 1,000 of obtaining a Chi-Square value of 237.6 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						
		2001	2005	2007	2009	2011	2013	2015
Level 0: R Was Totally Unaware of Collin	Observed	3	19	16	6	9	24	6
	Expected	11.8	11.8	11.9	11.8	11.8	11.8	11.8
Level 1: R Recognized Collin Name	Observed	17	12	70	1	34	49	47
	Expected	32.8	32.8	33.0	32.8	32.8	32.8	32.8
Level 2: Collin Came to Mind Unaided	Observed	12	1	10	0	18	21	19
	Expected	11.6	11.6	11.6	11.6	11.6	11.6	11.6
Level 3: R Was Familiar with a Collin Site	Observed	275	321	275	318	248	208	220
	Expected	266.2	266.2	267.6	266.2	266.2	266.2	266.2
Level 4: R or Family Member Attended Collin	Observed	293	247	232	275	291	298	308
	Expected	277.5	277.5	278.9	277.5	277.5	277.5	277.5

Chi-Square = 237.6, df = 24, p < .001

Over the past three administrations of the Community Survey, the observed numbers of adult Collin County residents who reported awareness level 4 were greater than what would have been expected if awareness were randomly distributed throughout the population. During the same period, the number of residents reporting awareness level 3 was less than expected, probably because such a high proportion of respondents were at level 4. In 2015, the numbers adult Collin County residents reporting awareness levels 1 and 2 were higher than expected. The number of adult residents reporting no awareness of Collin College dropped sharply to half the randomly expected level in 2015.

A total of 594 respondents answered the question, “How did you learn about or come in contact with Collin College in the last six months?” (Table 1-G.) Of those, 426 (71%) recalled some kind of contact with Collin College. In identifying specific forms of contact with the College, the greatest number of respondents (about one-third) had contact with the College through mailings (College newsletters, class schedules, and postcards). Since the only class schedule that the College still mails to County residents is the Continuing Education class schedule, it is safe to assume that this is the mailing to which respondents referred when they recalled a “class schedule.” Other respondents recalled community magazine ads (5%), news stories (5%), having enrolled in one or more classes (5%), billboards (4%), movie theater ads (3%), and the College Web site (2%). No other option generated even ten responses. Just over one-quarter (28%) of respondents recalled no contact with the College during the six months prior to the survey.

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

Table 1-G. How Respondents Learned about or Had Contact with Collin College within the Last Six Months (prior to August 2015)

Type of Contact	Number of Respondents	Percent of Respondents
Newsletter	88	15%
Class Schedule	75	13%
Post Card	50	8%
Community Magazine Ads	30	5%
News Story	29	5%
Enrolled in Class	28	5%
Billboards	26	4%
On-Campus Event	26	4%
Movie Theater Ads	18	3%
College Web Site	12	2%
Off-Campus Event	8	1%
Pandora	8	1%
Facebook	3	1%
LinkedIn	1	0%
Instagram	0	0%
Twitter	0	0%
YouTube	0	0%
Other (See Appendix B)	275	46%
No Contact	168	28%

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.

Nearly half (46%) of respondents in Table 1-G cited sources of contact with the College other than the 17 that were specifically designated by the Public Relations Office. Most of those “other” responses involved either personal contacts such as students or employees. Another large group of respondents who cited “other sources of contact” referred to visual contact in the form of visiting, driving by, or living near a campus. The former finding underscores the importance of President Matkin’s new “Director of First Impressions” campaign, while the latter highlights the value of maintaining attractive and appealing campuses that serve as community resources whether or not residents are enrolled as students.

Collin College’s Public Relations Office (PR) wanted to identify sources from which the County’s adults get their daily news. Such information may allow PR to target sources that are more frequently used. Table 1-H indicates that the largest group of respondents (66%) obtained news from live television. About one-third got its news from newspapers. About 21% of respondents got their daily news from social media, while 16% got their news from radio, and 13% from recorded television programs. Nearly one-third got their news from other sources identified in Appendix B. By a large majority, Collin County adults get their daily news from live television. This is a medium that the College has been reluctant to use because of its expense, because of the complexities associated with getting specific messages to specific target audiences, and because of potential for creating conflict and competition with other area colleges and universities.

Table 1-H. Respondents’ Sources for Keeping up with Daily News

Type of Contact	Number of Respondents	Percent of Respondents
Live TV	396	66%
Newspapers	203	34%
Social Media	128	21%
Radio	94	16%
Recorded TV	80	13%
News Blogs	43	7%
Email	33	6%
Magazines	28	5%
Mobile Apps	26	4%
RSS Feeds	24	4%
Texting	11	2%
Other (See Appendix B)	181	30%

Social media appear to be evolving into increasingly important sources of daily information. In the 2013 Community Survey, 15% of respondents cited social media as a source for keeping up with daily news. In the 2015 survey, social media were identified as a source of daily news by 21% of respondents. It is interesting to note that while social media are becoming an increasingly important source for people’s daily information, the 2015 and the 2013 Community Surveys found that almost no respondents identified any specific social media as a means of contact with Collin

College. This finding suggests at least a couple of possibilities. 1) Social media may be more useful tools for sharing information with students than for sharing information with the adult population in general. 2) It may suggest that the College needs to find more productive ways of leveraging social media as an effective communication tool for the adult population at large.

Respondents were asked to what degree they were aware of Collin’s efforts to rebrand itself. Specifically, the question asked, “How aware or unaware are you that Collin County Community College is now known as Collin College? The responses are summarized in table 1-I. Six people chose not to respond to this item, and another five had no opinion on the matter, so 589 valid responses were generated.

Table 1-I. Awareness of Collin College Branding Effort

Response	Number	Percent
Very Aware	220	37%
Aware	168	29%
Unaware	143	24%
Very Unaware	58	10%
Total	589	100%

A total of 66% of respondents indicated some degree of awareness of Collin College’s efforts to rebrand itself. This represents a slight increase from the 63% who acknowledged awareness of the effort in 2013. It continues a trend of growing awareness of Collin County Community College District as Collin College from 45% in 2009 and 56% in 2011. About a third of the County’s adult population appears to remain unaware of the College’s new brand.

As a means to explore the depth of their awareness of Collin College, respondents were given an opportunity to identify as many as five specific Collin College instructional programs of which they were aware. Unfortunately, the vendor opted to classify the responses into one of 16 categories without recording the exact responses. This unexpected initiative made it impossible to do any of the more detailed analysis that would have been possible had the actual responses been recorded.

Detailed breakdowns of the responses that were available appear in Appendix B, but Table 1-J provides an overall summary of the responses. Nearly 6 out of 10 respondents (59%) identified **no** Collin College instructional programs with which they were familiar either because they were unaware of any of specific programs the College offers or they declined to respond. In most cases, when respondents have the information requested, they tend to respond. Thus, the large preponderance of nonresponses probably should be interpreted as a lack of awareness of any specific programs that Collin College offers. This, in turn, suggests that despite the

high levels of general awareness of the College, there is work to do to make the adult population aware of specific aspects or services the College offers.

Table 1-J. Awareness of Specific Collin College Instructional Programs

	Discipline	Frequency	% of Responded
1	Nursing	92	37%
2	General Education/Transfer	65	26%
3	Computer Science	44	18%
4	Visual & Performing Arts	32	13%
5	Business	30	12%
6	Associate's Degree/Two-Year	23	9%
7	Finance/Accounting	16	6%
8	Sciences	16	6%
9	Foreign Languages/ESL	15	6%
10	Continuing Education	13	5%
11	Law/Paralegal/Criminal Justice	12	5%
12	Liberal Arts	11	4%
13	English	10	4%
14	Engineering	9	4%
15	History	8	3%
16	Music	1	0.4%
Total Number that Responded		249	42% of Total Sample

Note: The percentages in Table 1-J sum to more than 100% because each respondents was invited to identify as many as five instructional programs. Table 1-J summarizes all responses into a single table.

In general, as has been the case with prior administrations of the Community Survey, Nursing is, by far, the program of which the adult residents of Collin County are most aware. Ninety-two respondents, nearly 60% of those who responded to this item, identified Nursing as a program with which they were familiar. Another 65 respondents identified “general education/transfer.” Computer Science, Visual & Performing Arts, and Business rounded out the programs that garnered the awareness of at least 10% of those who responded to this item.

It is worth noting, in Table 1-G, that 13% of respondents recalled having received a class schedule in the mail during the six months prior to the survey. It also was noted, above, that only the only class schedules that Collin College continues to mail to County residents is the Continuing Education class schedule. In Table 1-J, only 13 respondents (5% of those who were able to identify any of the College’s instructional programs, and only 2% of the total sample) were able identify Continuing Education as one of the College’s instructional programs. This suggests that while respondents may recall having received or seen a class schedule from the College, they are not spending enough time with that class

schedule to become aware that it is a Continuing Education class schedule or that Continuing Education is one of the College's instructional programs.

One item asked respondents' to identify something that Collin College could do to better serve their needs. A total of 170 respondents offered suggestions that were classified into 15 broad categories by the vendor (Table 1-K). The actual responses were not included in the data file provided to Collin College by the vendor. So, again, it is impossible to do any of the more detailed analysis that would have been possible had the actual responses been provided. The numbers in Table 1-K represent the frequencies with which responses fell into the vendor's broad categories.

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

	Response Category	Frequency	% of Suggestions
1	Offer More Classes/Online/Vocational	50	29%
2	More Advertising on What's Offered	25	15%
3	Offer More Adult Classes/Senior Classes	25	15%
4	Lower Tuition/More Financial Aid	20	12%
5	More Community Involvement	10	6%
6	Improve Accessibility/More Convenient Classes/Locations	9	5%
7	Lower Property Taxes	6	4%
8	Become a Four-Year Institution	5	3%
9	Focus on Stronger Academics	4	2%
10	More Certification Programs/Job Training/Better Workforce Preparation/Life Preparation	4	2%
11	Offer More Bachelor's Level Courses	4	2%
12	Expanded Sports Programs	3	2%
13	Offer Continuing Education Classes	3	2%
14	Help for Disabled	2	1%
	Total Suggestions	170	28% of Sample
	Indicated No Additional Needs	166	28% of Sample
	Total Number that Responded	336	56% of Sample

A total of 166 of the 336 people who responded to this item indicated that they saw no additional needs that Collin College could fulfill. Of the 170 respondents who did offer suggestions, 29% wanted more online and vocational classes. An additional 15% focused on improving the way the College advertises and markets the programs, courses, and services it offers, and another 15% were interested in expanding the course offerings for senior citizens. A total of 12% of respondents suggested lower tuition and financial aid.

Perhaps the most striking finding from responses to this item was the drop in the number of respondents who expressed a desire for Collin College to become a four-year institution. It would have been interesting to see the actual responses to explore whether this reflects an actual decline in the number of Collin County residents who would like to see the College become a four-year institution or if it more reflects the way the vendor classified the actual responses. The number of responses to this item expressing a desire for Collin College to become a four-year institution has declined steadily since the Collin Higher Education Center opened: from 27 such responses in 2011, to 17 in 2013, to just 9 in 2015 (“Become a four-year institution [5 responses] and “Offer more bachelor’s level courses [4 responses]).

Another compelling change is observed regarding comments related to economic issues such as tuition, financial aid, and taxes. The number of responses related to economic issues fell from more than 30 in both 2011 and 2013 to 26 in 2015. Perhaps the College’s efforts to make people aware of the value they receive from Collin College is having an impact on people’s perceptions.

Section 2. Approval of Collin College: 2005 through 2015 Trends

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

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

Tables 2-A through 2-F summarize the responses for each of the six approval items included in the survey over the past several years. In general, responses that sought to measure public approval of the College have trended higher over time. The most recent ratings tend to be more positive than earlier ratings. The one exception is the item about the College's tax dollars being dollars well spent (Table 2-D). Responses in 2015 were more positive than those in prior years, but the pattern of responses has tended to follow the broader economy. When the economic crisis hit in 2007 and 2009, approval of the College's tax dollars dipped.

The vendor who administered the survey inadvertently omitted one of the approval items from the 2015 survey, a fact that was not manifested until work began on the analysis of the data two to three months after the survey was administered. At that time, there was no way to go back and re-administer the omitted item. Consequently, Table 2-F is included only for historical context.

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

Response Options	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
1 Strongly Agree	48%	50%	53%	51%	53%	58%
2	27%	31%	30%	27%	20%	22%
3	19%	13%	13%	19%	18%	14%
4	3%	4%	3%	2%	6%	5%
5 Strongly Disagree	2%	2%	1%	1%	3%	1%
Total	100%	100%	100%	100%	100%	100%

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

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

Response Options	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
1 Strongly Agree	43%	48%	46%	50%	51%	52%
2	31%	34%	39%	28%	21%	23%
3	17%	12%	12%	18%	17%	19%
4	6%	5%	3%	3%	9%	6%
5 Strongly Disagree	3%	2%	2%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%

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

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

Response Options	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
1 Strongly Agree	50%	45%	47%	51%	48%	55%
2	25%	33%	35%	28%	22%	20%
3	17%	15%	14%	16%	19%	15%
4	5%	4%	2%	4%	6%	5%
5 Strongly Disagree	3%	3%	2%	2%	4%	5%
Total	100%	100%	100%	100%	100%	100%

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

Table 2-D. Collin Provides High Quality Education

Response Options	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
1 Strongly Agree	38%	47%	43%	47%	48%	52%
2	33%	35%	38%	31%	21%	23%
3	21%	12%	16%	20%	23%	19%
4	5%	5%	4%	2%	6%	6%
5 Strongly Disagree	3%	1%	0.4%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%

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

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

Response Options	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
1 Strongly Agree	48%	53%	51%	50%	53%	59%
2	27%	30%	32%	26%	18%	17%
3	16%	13%	12%	18%	19%	15%
4	5%	2%	3%	4%	5%	5%
5 Strongly Disagree	4%	3%	1%	3%	5%	4%
Total	100%	100%	100%	100%	100%	100%

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

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

Response Options	Year Survey Was Administered					
	2005	2007	2009	2011	2013	2015
1 Strongly Agree	55%	55%	53%	60%	58%	
2	28%	33%	37%	27%	18%	
3	8%	8%	7%	10%	14%	
4	5%	4%	3%	2%	7%	
5 Strongly Disagree	3%	1%	1%	1%	3%	
Total	100%	100%	100%	100%	100%	

Vendor Omitted Item in 2015.

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

The single approval measure (Table 2-G) was created using principle component analysis of the data generated by the five approval variables that were administered in 2015. The average factor scores are composite representations of multiple variables into a single factor that represents underlying approval of the College by the adult population of Collin County. The composite variables are standardized with a mean of 0 (zero) and a standard deviation of 1.0. The lower the score, the more positive is respondents' overall approval of the College. Thus, more negative values reflect relatively greater approval of the College, and more positive values represent relatively less approval.

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

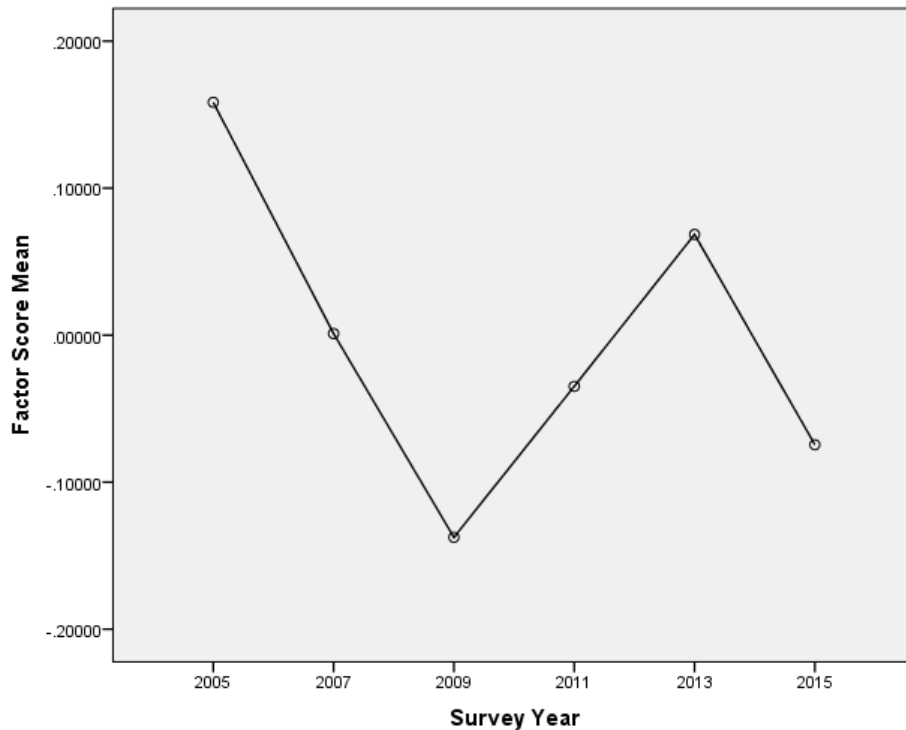
Year in Which Survey Was Administered					
2005	2007	2009	2011	2013	2015
0.158394	0.001060	-0.137561	-0.034807	0.068517	-0.074539

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

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

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

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



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

As noted above, the 2015 survey data reflect a more positive turn in community regard for Collin College. The view was expressed in the 2013 Community Survey report that the 2015 survey should provide important information about how the College is perceived by the public, since 2015 was to be the second time the survey included mobile telephone numbers in its sample. However, because the 2015 vendor apparently failed to adhere to the requirement to include a significant number of mobile phones in the sample, the age distribution for the 2015 survey was substantially older than that of the 2013 survey. This, in turn, may explain at least some of the more positive views reflected by respondents to the 2015 survey. It is possible that the more positive views of 2015 may have been a function of the sample having been based primarily on traditional telephone lines and, thus, drawing older respondents. Experience suggests that, on the whole, older respondents tend to say more positive things in response to these types of survey questions than do younger respondents. Thus, without having intended to defer judgement for another two years, the 2017 administration of the survey should help contextualize the 2013 and 2015 average approval score.

Section 3. 2015 Level of Awareness by Demographic Variables

In this section, the “level of awareness” dependent variable is compared across demographic variables using only 2015 data to get some idea of how representative the sample was and whether or not there were differences among various population subgroups in their awareness of the College.

Table 3-A. Level of Awareness by Gender

Level of Awareness		Gender		Total
		Female	Male	
Level 0: R Was Totally Unaware of Collin	Count	3	3	6
	Column %	1.0%	1.0%	1.0%
Level 1: R Recognized Collin Name	Count	28	19	47
	Column %	9.3%	6.3%	7.8%
Level 2: Collin Came to Mind Unaided	Count	8	11	19
	Column %	2.7%	9.5%	3.2%
Level 3: R Was Familiar with a Collin Site	Count	116	104	220
	Column %	38.7%	34.7%	36.7%
Level 4: R or Family Member Attended Collin	Count	145	163	308
	Column %	48.3%	54.3%	51.3%
Total	Count	300	300	600
	Column %	100.0%	100.0%	100.0%

Chi-Square = 3.9, df = 4, p = .419

Level of awareness did not differ between adult male and female residents of Collin County. The gender distribution also reasonably reflects gender distribution within the Collin County adult population.

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	0	4	4
	Column %	0.0%	3.9%	0.7%
Level 1: R Recognized Collin Name	Count	2	44	46
	Column %	10.0%	7.8%	7.9%
Level 2: Collin Came to Mind Unaided	Count	1	16	17
	Column %	5.0%	2.9%	2.9%
Level 3: R Was Familiar with a Collin Site	Count	5	208	213
	Column %	25.0%	37.1%	36.7%
Level 4: R or Family Member Attended Collin	Count	12	289	301
	Column %	60.0%	51.5%	51.8%
Total	Count	20	561	581
	Column %	100.0%	100.0%	100.0%

Chi-Square = 1.6, df = 4, p = .809

Level of awareness did not differ between Hispanic and nonHispanic respondents. However, the sample substantially underrepresented Collin County adult Hispanics, so there may be issues with how representative the sample was of the adult Hispanic population.

Table 3-C. Level of Awareness by Racial Identity

Level of Awareness		Racial Identity		Total
		White	Racial Minority	
Level 0: R Was Totally Unaware of Collin	Count	4	0	4
	Column %	0.9%	0.0%	0.7%
Level 1: R Recognized Collin Name	Count	38	8	46
	Column %	8.2%	6.7%	7.9%
Level 2: Collin Came to Mind Unaided	Count	13	4	17
	Column %	2.8%	3.4%	2.9%
Level 3: R Was Familiar with a Collin Site	Count	172	41	213
	Column %	37.2%	34.5%	36.7%
Level 4: R or Family Member Attended Collin	Count	235	66	301
	Column %	50.9%	55.5%	51.8%
Total	Count	462	119	581
	Column %	100.0%	100.0%	100.0%

Chi-Square = 1.98, df = 4, p = .739

Level of awareness did not differ between white and minority respondents. As with Hispanics, it appears that the white population was overrepresented in the sample.

Table 3-D. Level of Awareness by Age

Level of Awareness		Age Category						Total
		18-26 Years	26-35 Years	36-45 Years	46-55 Years	56-65 Years	>65 Years	
Level 0: R Was Totally Unaware of Collin	Count	0	0	1	0	2	2	5
	Col. %	0.0%	0.0%	1.5%	0.0%	2.0%	1.0%	1.0%
Level 1: R Recognized Collin Name	Count	0	0	7	4	8	24	43
	Col. %	0.0%	0.0%	5.8%	3.5%	7.9%	16.3%	8.5%
Level 2: Collin Came to Mind Unaided	Count	0	1	1	6	1	6	15
	Col. %	0.0%	0.7%	1.5%	5.3%	1.0%	3.1%	3.0%
Level 3: R Was Familiar with a Collin Site	Count	2	6	29	45	37	67	186
	Col. %	22.2%	27.3%	42.5%	39.5%	36.6%	35.1%	36.8%
Level 4: R or Family Member Attended Collin	Count	7	15	30	59	53	92	256
	Col. %	77.8%	68.2%	34.5%	51.8%	52.5%	48.2%	50.7%
Total	Count	9	22	68	114	101	191	505
	Col. %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 22.5, df = 20, p = .0313

Respondents' levels of awareness of Collin College did not differ by age grouping (Table 3-D). However, when one compares the mean ages for the various survey

administrations since 2005 (Table 3-E), the mean age for 2015 (59.4) was 12.6 years older than the mean age for 2013. This is a staggering increase in the mean age from one survey to the next. Such a dramatic change raises concerns about how representative the vendor's sample was of Collin County's 2015 adult population. Based on January 1, 2015 population estimates, the County's adult population had a mean age of approximately 45 years. It is worth noting that the two years with the lowest average age (2005 and 2013) corresponded to the two years with the poorest approval ratings of Collin College (See Figure 2-A.)

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

Year in which Survey Was Administered					
2005	2007	2009	2011	2013	2015
46.2	52.3	51.2	50.3	46.8	59.4

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

Level of Awareness		Highest Educational Attainment			Total
		High School Diploma or Less	Some College, Certificate, or Assoc. Deg.	Baccalaureate or Higher	
Level 0: R Was Totally Unaware of Collin	Count	0	1	4	5
	Col. %	0.0%	0.7%	1.0%	0.8%
Level 1: R Recognized Collin Name	Count	7	9	31	47
	Col. %	15.6%	6.3%	7.6%	7.9%
Level 2: Collin Came to Mind Unaided	Count	5	6	8	19
	Col. %	11.1%	4.2%	2.0%	3.2%
Level 3: R Was Familiar with a Collin Site	Count	16	45	158	219
	Col. %	35.6%	31.5%	38.7%	36.7%
Level 4: R or Family Member Attended Collin	Count	17	82	207	306
	Col. %	37.8%	57.3%	50.7%	51.3%
Total	Count	45	143	408	596
	Column %	100.0%	100.0%	100.0%	100.0%

Chi-Square = 19.8, df = 8, p = .011 (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

The data in Table 3-F indicate that there is only about one chance in 100 of obtaining at random a Chi-Square value of 19.8 with this combination of variables and sample size. Using the standard probability of .05 as the cut point for determining statistical significance suggests that the null hypothesis should be rejected that there are no differences among adult Collin County residents' awareness of the College based on highest level of educational attainment.

Adult residents who reported that their highest educational attainment was a high school diploma or less were not as likely to be aware of Collin College (levels 1 or

2) than would be expected if awareness of the College were randomly distributed throughout the population. They were also less likely than expected 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 wish to reach out to adults who discontinued their education at or before high school graduation.

In comparison to the education distribution in the population, it appears that those with a high school diploma or less were substantially underrepresented in the sample (21% of the population vs. 8% of the sample) and those with baccalaureate degrees or higher were overrepresented (50% of the population vs. 68% of the sample).

Table 3-G. Level of Awareness by Residential Locality

Level of Awareness		Residential Locality							Total
		Allen	Frisco	McKinney	Plano	Richardson /Dallas	Wylie	Other	
Level 0: R Was Totally Unaware of Collin	Count	0	1	1	3	0	0	1	6
	Col. %	0.0%	1.4%	1.1%	1.4%	0.0%	0.0%	2.1%	1.0%
Level 1: R Recognized Collin Name	Count	5	3	5	10	13	5	6	47
	Col. %	7.0%	4.1%	5.6%	4.6%	22.0%	12.8%	12.5%	7.8%
Level 2: Collin Came to Mind Unaided	Count	2	1	5	6	0	1	4	19
	Col. %	2.8%	1.4%	5.6%	2.7%	0.0%	2.6%	8.3%	3.2%
Level 3: R Was Familiar with a Collin Site	Count	20	20	43	75	23	19	20	220
	Col. %	28.2%	27.0%	33.0%	34.2%	39.0%	48.7%	41.7%	36.7%
Level 4: R or Family Member Attended Collin	Count	44	49	36	125	23	14	17	308
	Col. %	62.0%	66.2%	46.2%	57.1%	39.0%	35.9%	35.4%	51.3%
Total	Count	71	74	90	219	59	39	48	600
	Col. %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 56.9, 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.)

More residents of Allen, Frisco, and Plano (Table 3-G) had attended or had family members who had attended Collin College (awareness level 4) than would be expected if awareness of the College were randomly distributed throughout the population. At the same time, fewer residents of McKinney, Richardson/Dallas, Wylie, and other Collin County communities had attended or had family members who had attended Collin College than expected. Further, more residents of Richardson/Dallas, Wylie, and other communities were at level 1 than expected, and more residents of McKinney, Richardson/Dallas, Wylie, and other Collin County communities were at level 3 than expected. More residents of McKinney and the smaller Collin County communities were at level 2 than would be expected. Since Richardson/Dallas, Wylie, and smaller Collin County communities have no Collin College campuses, it might be reasonable to expect somewhat lower levels of awareness among their residents. However, McKinney has two prominent College sites, so it is somewhat surprising to find McKinney residents demonstrating slightly

lower levels of awareness of Collin College than residents of Allen, Frisco, and Plano.

The distribution of respondents across Collin County cities in the sample is a reasonably close representation of the population distribution. The percentages by city within the sample are all within one to three percentages points of the population distribution across the cities.

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

Level of Awareness		Years Lived at Current Address				Total
		< 4 Years	4-7 Years	8-10 Years	>10 Years	
Level 0: R Was Totally Unaware of Collin	Count	3	2	0	1	6
	Col. %	3.5%	2.8%	0.0%	0.3%	1.1%
Level 1: R Recognized Collin Name	Count	9	5	6	23	43
	Col. %	10.6%	7.0%	6.5%	7.6%	7.8%
Level 2: Collin Came to Mind Unaided	Count	3	7	3	4	17
	Col. %	3.5%	9.9%	3.3%	1.3%	3.1%
Level 3: R Was Familiar with a Collin Site	Count	32	31	37	106	206
	Col. %	37.6%	43.7%	40.2%	35.2%	37.5%
Level 4: R or Family Member Attended Collin	Count	38	26	46	167	277
	Col. %	44.7%	36.6%	50.0%	55.5%	50.5%
Total	Count	85	71	92	301	549
	Col. %	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 29.9, df = 12, p < .003. (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

Table 3-H suggests that respondents who had lived at their current Collin County addresses for from 8 to 10 years were more likely to have taken a class or to have a family member who had taken a class at Collin College than would be expected if the levels of awareness of Collin College were randomly distributed across categories of years that respondents' had lived at their current addresses. Conversely, respondents who had lived at their current addresses for fewer than eight years were more likely than expected to report lower levels of awareness of Collin College. It is perfectly reasonable to find that residents who have lived in an area for a shorter duration would be less familiar with opportunities within that area than people who had resided in the area for a longer period of time.

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

improvements in awareness among newer residents, but it appears that there may be a periodic need to revitalize those efforts.

Section 4. 2015 Approval by Demographic Variables

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

Table 4-A. Approval by Gender

Gender	N	Mean
Female	297	-0.178912
Male	297	0.252254
Total	594	.0000000

One-Way ANOVA: $F = 0.166$, 1 df, $p = .684$

Table 4-A indicates, while female respondents were more approving of the College than were males, the difference between the mean responses for the two groups was not large enough to be attributable to anything other than chance.

Table 4-B. Approval by Hispanic Identity

Hispanic Identity	N	Mean
Hispanic	20	0.174387
NonHispanic	557	-0.014526
Total	577	-0.007978

One-Way ANOVA: $F = 0.693$, 1 df, $p = .406$

Table 4-B indicates that there is roughly one in 2.5 chance of obtaining an F-value of 0.693 with a sample of this size. Thus, one must conclude that there is no difference in mean approval ratings between adult Collin County Hispanics and nonHispanics. However, as noted in section 2, the sample so underrepresented the County's adult Hispanic population that it may not have provided a good representation of this group's attitude toward the College.

There was no statistically significant difference between white and minority respondents in their approval ratings of Collin College. As was the case with Hispanics, though, the minority population was underrepresented in the sample, so the survey may not have provided a reliable perspective of minority residents' view.

Table 4-C. Approval by Racial Identity

Racial Identity	N	Mean
White	458	-0.031362
Minority	119	0.082020
Total	577	-0.007978

One-Way ANOVA: $F = 1.214$, 1 df, $p = .269$

Table 4-D indicates about a one-in-5 likelihood of obtaining an F-value of 1.487 with a sample of this size. Using the standard probability of .05 (one-in-20) as the cut point for determining statistical significance suggests that the hypothesis cannot be rejected that there are no significant differences among the various age groups identified in their approval of the College.

Table 4-D. Approval by Age

Age Category	N	Mean
18-25 Years	11	-0.348725
26-35 Years	24	-0.198658
36-45 Years	76	0.201238
46-55 Years	131	-0.081220
56-65 Years	116	-0.081293
>65 Years	216	0.440062
Total	574	-0.006750

One-Way ANOVA: $F = 1.487$, 5 df, $p = .192$

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

The 18-25 year age group makes up about 10% of Collin County's adult population, but only about 2% of the sample. Still, it appears that the College may be making headway in improving the way it is perceived by college-aged County residents.

However, the mechanism is unclear by which this improvement in approval is occurring. The College's response to the need to communicate more effectively with the 18 to 25 year old population emphasizes communication through social

media. Both the 2015 and 2013 surveys suggests that essentially no one in the adult population at large reports contact with the College through social media.

Table 4-E. Approval by Highest Educational Attainment

Highest Educational Attainment	N	Mean
High School Diploma or Less	45	0.397782
Some College, Certificate, or Assoc. Degree	142	-0.120123
Baccalaureate or Higher	404	-0.001447
Total	591	0.000437

One-Way ANOVA: $F = 4.621$, 2 df, $p = .010$

Table 4-E reveals a one-in-100 likelihood of obtaining an F-value of 4.621 by chance. Using the standard probability of .05 as the cut point for determining statistical significance suggests that the hypothesis should be rejected that there are no differences among adult Collin County residents' approval of Collin College based on residents' highest level of educational attainment.

A post hoc analysis was performed to determine where the differences were among the three groups of Collin County residents in their approval of the College. The findings suggest that residents with some college, but less than a baccalaureate degree, and residents with baccalaureate degrees or higher were significantly more approving of Collin College than were residents with a high school diploma or less.

Of the three groups of adult Collin County residents whose responses are reflected in table 4-E, the most negatively inclined toward Collin College were those whose highest educational attainment was a high school diploma or less. Only about 8% of the sample came from this group, though the group represents about 20% of the County's adult population. Thus, the 45 respondents who had only a high school education or less may not be representative of the group's perceptions.

If the data do accurately reflect the perceptions of this group of county residents, then the data suggest that there should be some effort to generate more positive attitudes toward the College within this demographic group. After all, members of this group are the most likely to live in less prosperous socioeconomic circumstances, and they are the most likely to benefit from what Collin College offers. Thus, this group is a natural constituency for the College.

Considering Table 4-F, the likelihood of obtaining an F-value of 4.635 by chance with this sample is less than one-in-1,000. This suggests that the hypothesis should be rejected that there is no difference in approval of Collin College among the seven community groupings in the table.

A post hoc analysis of the data indicates that attitudes in Plano are the most positive toward Collin College and that attitudes in Richardson/ Dallas are significantly less

positive than those in Plano. Overall, McKinney, Richardson/Dallas, Wylie, and the smaller communities reported more negative perceptions of Collin College, while Allen, Frisco, and Plano reported more positive perceptions.

Table 4-F. Approval by Locality of Residence

Locality of Residence	N	Mean
Allen	71	-0.113747
Frisco	47	-0.072278
McKinney	90	0.214034
Plano	219	-0.213838
Richardson/Dallas	59	0.316046
Wylie	39	0.212129
Other, Smaller Communities	48	0.288780
Total	600	0.000000

One-Way ANOVA: $F = 4.635$, 6 df, $p < .001$

Table 4-G indicates a likelihood greater-than-one-in-seven of obtaining an F-value of 1.779 by chance with this sample. Using the standard probability of .05 as the cut point for determining statistical significance suggests that there is no significant difference in mean approval of the College among the four groups listed in the table based on how long they have lived at their current residences.

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

Age Category	N	Mean
<4 Years	82	0.198516
4-7 Years	69	0.008188
8-10 Years	92	0.124196
11+ Years	300	-0.057761
Total	543	0.020149

One-Way ANOVA: $F = 1.779$, 3 df, $p = .150$

Appendix A

Demographic Comparison of Samples

Demographic Comparison of Samples

Table A-1. Gender by Year Survey Was Administered

Gender	Year Survey Was Administered							
	2001	2005	2007	2009	2011	2013	2015	
Female	396 66.3%	349 58.2%	301 49.9%	272 45.3%	353 58.8%	355 59.2%	353 58.8%	300 50.0%
Male	201 33.7%	251 41.8%	302 50.1%	328 54.7%	247 41.2%	245 40.8%	247 41.2%	300 50.0%
Total	597 100.0%	600 100.0%	603 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%

In 2015, females made up 50.9% of Collin County’s population, and males made up the remaining 49.1%. The sample for the 2015 Collin College Community Survey was exactly 50% female and 50% male, a breakdown that is a very precise reflection of the County’s adult population.

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

Hispanic Identity	Year Survey Was Administered			
	2011	2013	2015	
Hispanic	42 7.1%	36 6.1%	42 7.1%	20 3.4%
NonHispanic	549 92.9%	555 93.9%	549 92.9%	561 96.6%
Total	591 100.0%	591 100.0%	591 100.0%	581 100.0%

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

In 2015, 15% of Collin County’s population consisted of Hispanic residents. However, only 3% of the respondents to Collin College’s 2015 Community Survey were Hispanic (Table A-2). This represents a 50% decline in Hispanic respondents from 2013 to 2015. Clearly, the 2015 sample exacerbated an already underrepresented Collin County Hispanic population. It is particularly problematic when relatively small population subgroups are underrepresented in what should be a representative sample, since the perspectives of such groups start out somewhat muffled by the majority, and underrepresenting such groups further diminishes the representation of their perspectives in the sample.

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

Racial Identity	Year Survey Was Administered							
	2001	2005	2007	2009	2011	2013	2015	
White	497 84.0%	480 82.8%	442 75.6%	482 83.0	420 71.6%	392 68.7%	420 71.6%	462 79.5%
Minority	95 16.0%	100 17.2%	143 24.4%	99 17.0	167 27.8%	179 31.3%	167 27.8%	119 20.5%
Total	592 100.0%	580 100.0%	585 100.0%	581 100.0%	587 100.0%	571 100.0%	587 100.0%	581 100.0%

In 2015, about 60% of Collin County's population was white, and the remaining 40% was minority. Whites were overrepresented in the 2015 survey, at about 80% of the sample, and minorities were correspondingly underrepresented.

Table A-4. Age by Year Survey Was Administered

Age Category	Year Survey Was Administered							
	2001	2005	2007	2009	2011	2013	2015	
< 26 Years	39 6.6%	36 6.1%	15 2.6%	19 3.3%	16 2.7%	42 7.0%	16 2.7%	9 1.8%
26-35 Years	130 22.0%	115 19.5%	75 13.2%	67 11.7%	60 10.1%	107 17.8%	60 10.1%	22 4.4%
36-45 Years	175 29.7%	164 27.8%	127 22.4%	136 23.7%	168 28.3%	154 25.7%	168 28.3%	68 11.3%
46-55 Years	120 20.3%	114 19.3%	132 23.3%	136 23.7%	128 21.6%	135 22.5%	128 21.6%	114 22.6%
55-65 Years	74 12.5%	105 17.8%	89 15.7%	124 21.6%	135 22.8%	90 15.0%	135 22.8%	101 20.0%
>65 Years	52 8.8%	56 9.5%	129 22.8%	93 16.2%	86 14.5%	72 12.2%	86 14.5%	191 37.8%
Total	590 100.0%	590 100.0%	567 100.0%	575 100.0%	593 100.0%	600 100.0%	593 100.0%	505 100.0%

Census age categories do not exactly match the age categories that have traditionally been used in the reports on Collin College's Community Surveys, but they provide a rough estimate of how closely the sample corresponds to the population in terms of the age distribution. Roughly 10% of Collin County's population falls within the 18 to 24 year age group. This compares to about 2% of the sample that falls within the age range of 18 to 25. This is a substantial underrepresentation of younger Collin County adults.

Another 14% of the County's adult population falls within the 25 to 34 year age category. Only about 4% of the sample falls within the 26 to 35 year group. Again, this is a major departure of the sample from the population. About 23% of the County's adult population ranges from 35 to 44 years of age. In the sample, about 11% of respondents were within the age range of 36 to 45 years.

Thus, the sample age group in the years just prior to middle age represents about half of their presence in the total population.

The early middle age Collin County adults, in the range of 45 to 54 years of age, comprises about 20% of the County's adult population, while the 46 to 55 year age group represents about 23% of the sample. Thus, early middle age respondents in the sample are a reasonable approximation of their presence in the overall population.

The late middle age group (55 to 64) represents about 11% of the overall adult population in Collin County. The 55 to 65 year group contributes about 20% of the sample, so this group is overrepresented in the sample.

The oldest segment of the population, ranging in age from 65 years up, makes up about 12% of the County's total adult population. The group of respondents older than 65 make up about 38% of the sample. In other words, the oldest group of respondents is present in the sample at about three times their presence in the overall adult population.

One must conclude that the vendor's sampling methodology in 2015 produced a particularly poor representation of the age distribution of Collin County's adult population. It had been noted after the 2011 survey that the age distribution in the samples was becoming increasingly skewed toward the older segment of the population. It was felt that the primary reason for this change over time was the growing tendency of younger adults to depend on mobile telephones while the sampling methodologies were completely depended on traditional telephone lines. Consequently, beginning with the 2013 survey, a new parameter was written into the RFP requiring the vendor to incorporate mobile telephone numbers in the survey. This drastic oversampling of the oldest segment of the population suggests either that the vendor failed to meet the expectations of the contract to include a substantial proportion of mobile telephone lines or the change was ineffective in making the age distribution more representative. Comparisons of the 2015 Community Survey results with those from 2013 suggest that the vendor probably failed to include the expected number of mobile telephones in the sample. This, in turn, suggests that vendors should be required to document the communication modality used to contact each respondent as a means to verify adherence to the terms of future contracts.

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

Highest Educational Attainment	Year Survey Was Administered							
	2001	2005	2007	2009	2011	2013	2015	
High School Diploma or Less	74 12.4%	81 13.5%	125 21.2%	57 9.7%	47 7.8%	72 12.1%	47 7.8%	45 7.6%
Some College, Certif., or Assoc. Degree	185 30.9%	140 23.3%	163 27.6%	170 28.9%	135 22.5%	170 28.6%	135 22.5%	143 24.0%
Baccalaureate or Higher	340 56.8%	379 63.2%	303 51.3%	362 61.5%	418 69.7%	352 59.3%	418 69.7%	408 68.5%
Total	599 100.0%	600 100.0%	591 100.0%	589 100.0%	600 100.0%	594 100.0%	600 100.0%	596 100.0%

Respondents whose highest educational level (Table A-5) was a high school diploma or less comprised 8% of the sample, while they comprised about 21% of the County's adult population. Respondents with some college, but less than a baccalaureate, made up 29% of the sample and about 24% of the adult population. Respondents with a baccalaureate degree or higher comprised 69% of the sample but only 50% of the adult population. Thus, college graduates were heavily oversampled and people without college education were markedly undersampled.

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

Locality of Residence	Year Survey Was Administered							
	2001	2005	2007	2009	2011	2013	2015	
Allen	67 11.2%	77 13.2%	72 11.9%	75 12.5%	69 11.5%	72 12.0%	69 11.5%	71 11.8%
Frisco	56 9.3%	45 7.7%	55 9.1%	53 8.8%	62 10.3%	57 9.5%	62 10.3%	74 12.3%
McKinney	83 13.8%	99 17.0%	124 20.6%	111 18.5%	105 17.5%	100 16.7%	105 17.5%	90 15.0%
Plano	296 49.3%	230 39.5%	194 32.2%	214 35.7%	210 35.0%	207 34.5%	210 35.0%	219 36.5%
Dallas/Richardson	1 0.2%	37 6.4%	55 9.1%	60 10.0%	59 9.8%	54 9.0%	59 9.8%	59 9.8%
Wylie	29 4.8%	33 5.7%	34 5.6%	32 5.3%	33 5.5%	37 6.2%	33 5.5%	39 6.5%
Other Collin County Locations*	68 11.3%	62 10.6%	69 11.4%	55 9.2%	62 10.3%	61 10.2%	62 10.3%	48 8.0%
Not in Collin County	na na	na na	na na	na na	na na	12 2.0%	na na	na na
Total	600 100.0%	583 100.0%	603 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%	600 100.0%

*In the 2013 administration, the only "other Collin County location" that was captured was Farmersville. Although there were no instructions to do so, the vendor that administered the survey

targeted Farmersville. Why that happened is not clear. In past administrations of the survey, no specific "other" city was targeted, and the responses from "other Collin County locations" came from a variety of smaller communities throughout the County.

Comparing data in table A-6 to the Collin County population, it appears that the largest cities in Collin County (Allen, Frisco, McKinney, Plano, and Wylie) were reasonably represented in the sample. The percentages of respondents in the sample from these five cities were within one to three percentage points of their representation within the County population. No population estimates are available for the portions of Dallas and Richardson within Collin County, but residents of those areas made up 10% of the sample. This is probably a reasonable approximation of their proportion of the County population. Assuming that Dallas and Richardson subsume about 10% of Collin County's population, the remaining 9% of the County population is spread across a number of smaller communities and the County's unincorporated area. About 8% of the sample came from these areas, so the areas of the County outside the largest cities was reasonably represented in the sample.

Another indication that the 2015 sample was poorly executed appears in Table A-7. Estimates based on census data suggest that, in 2015, the median year in which Collin County residents moved into their current residences was 2003. This, in turn, suggests that, in 2015, the median Collin County resident had lived at their current address for 12 years. While this is consistent with the data reported by the 2015 sample, measures of central tendency, such as means or medians, can mask a lot of variation. The 2015 sample reflected the lowest proportion of respondents who had lived at their current addresses for fewer than four years in the entire history of Collin College's Community Survey. Slightly more than a quarter of the sample reported having lived at their current address for seven or fewer years where, samples in prior years, reported around 50%. In 2015, nearly 75% of respondents reporting having lived at their current address for eight or more years, while prior samples consistently reported about 50%. Clearly, the 2015 sample underrepresented Collin County residents who had lived at their current addresses for relatively short periods and overrepresented those who had lived at their current addresses for relatively longer periods.

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

	Years at Current Location	Year Survey Was Administered						
		2001	2005	2007	2009	2011	2013	2015
Years Lived in Collin County	<1 Year	1 .2%	17 2.9%					
	1-3 Years	143 23.8%	147 25.5%					
	4-7 Years	157 26.2%	125 21.7%					
	8-10 Years	72 12.0%	41 7.1%					
	> 10 Years	227 37.8%	247 42.8%					
	Total	600 100.0%	577 100.0%					
Years Lived at Current Address	<1 Year		48 8.0%	26 4.3%	10 1.7%	na na	10 1.7%	5 0.9%
	1-3 Years		181 30.3%	127 21.2%	119 19.8%	151 25.7%	119 19.8%	80 14.6%
	4-7 Years		153 25.6%	151 25.3%	164 27.3%	131 22.3%	164 27.3%	71 12.9%
	8-10 Years		39 6.5%	56 9.4%	88 14.7%	70 11.9%	88 14.7%	92 16.8%
	> 10 Years		177 29.6%	238 39.8%	219 36.5%	236 40.1%	219 36.5%	301 54.8%
	Total		598 100.0%	598 100.0%	600 100.0%	588 100.0%	600 100.0%	549 100.0%

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

Note 2: The 2011, 2012, 2013, and 2015 random samples of Collin County’s adult population drew much smaller proportions of county residents living at their current addresses for less than one year compared to the two preceding administrations. This may help explain why there were no significant differences in approval of the College (see table 4-G.) among respondents based on how long they lived at their current addresses. The 1996, 2007, and 2009 surveys found that respondents who had lived in Collin County (1996) or at their current addresses (2007 and 2009) for shorter periods were less approving of the College than those who had lived here longer. The 1996 finding led the College to work with realtor’s groups to make new move-ins more aware of the College. The difference disappeared in the 1999 survey, but, that may have been an artifact of small numbers of these respondents drawn in 1999 rather than an actual improvement in approval. In the 2015 survey,

the proportion of respondents who had lived at their current addresses for less than seven years hit an all-time low suggesting that the sample may have severely underrepresented County residents who have lived here for shorter durations. At the same time, the 2015 sample seems to have substantially oversampled residents who have lived in their current addresses for more than seven years, and especially those who have lived there for more than ten years. In a county with as much transience as Collin has, one must question the representativeness of a sample where over 70% of the sample has lived in their current addresses for eight or more years.

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

The data in Tables A-1 through A-7 suggest that attempts to make the 2015 survey samples more representative of the County's adult population by incorporating mobile telephones were unsuccessful. Gender (Table A-1) and Locality of Residents (Table A-6) appear to be reasonable reflections of the County's adult population. Survey samples seldom completely reflect all aspects of the population from which they were drawn. However, the consistency and scale of the variations from the County's adult population reflected in the other tables in this section of the report suggest problems with the sampling methodology used in 2015. That combined with the vendor's failure to include all the prescribed items in the 2015 survey suggest the vendor that conducted the 2015 survey should probably not be used in the future.

A new approach to sampling must be found for the next survey if Collin College's Community Survey is to continue to be a useful tool. Some survey research firms apparently are having success using sampling approaches that combine telephones (traditional and mobile) with the Internet. This and other options will need to be explored before the next survey.

Appendix B

2015 Community Survey Responses to Open-Ended Items

2015 Community Survey Responses to Open-Ended Items

Item 6. How did you learn about or come in contact with Collin College in the last six months?

The responses below reflect “other” contacts with Collin College than the 19 options (including “Other” and “No Contact in Past Six Months”) listed in Table 1-G. on page 9 of this report. Numbers in parentheses represent the number of respondents who offered a given response.

1. Know a Student, Employee, or Trustee of the College (101)
2. Live Near a Campus or Often Drive by a Campus (72)
3. Received Mail from the College (14)
4. Work(ed) at the College or Applied for a Job at the College (11)
5. Word-of-Mouth (10)
6. Television Ads (9)
7. Paying Taxes to the College (6)
8. Through High School (4)
9. Elections/Voted at a Campus (3)
10. Email (2)

Item 7: What are your sources for keeping up with daily news? (Other News Sources Used)

The responses below reflect news sources “other” than the 11 specifically listed in Table 1-H. on page 7 of this report. The numbers in parentheses reflect the frequency with which a given response occurred.

	Other News Sources (Alphabetical Order)	Other News Sources (Descending Frequency Order)
1	Allen Paper (1)	<i>Dallas Morning News</i> (2)
2	<i>Allen Image Advertising</i> (1)	Newspaper (2)
3	City Newsletter (1)	People (2)
4	<i>Dallas Morning News</i> (2)	TV (2)
5	Newspaper (2)	Allen Paper (1)
6	People (2)	<i>Allen Image Advertising</i> (1)
7	Plano Newspaper (1)	City Newsletter (1)
8	Radio (1)	Plano Newspaper (1)
9	TV (2)	Radio (1)

Item 10: Please identify any academic programs you are aware of at Collin College.

Aggregate Summary of All Programs Identified

Respondents were allowed to identify as many as five Collin College academic programs. The purpose of this prompt was to determine which instructional programs adult residents of Collin County are aware of as a means to inform College personnel which program might need additional marketing support.

249 respondents (42%) identified at least one academic program in the 2015 administration of the survey compared to 49% in 2013 and 55% in 2011.

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

	Discipline	Frequency
1	Nursing	92
2	General Education/Transfer	65
3	Computer Science	44
4	Visual & Performing Arts	32
5	Business	30
6	Associate's Degree/Two-Year	23
7	Finance/Accounting	16
8	Sciences	16
9	Foreign Languages/ESL	15
10	Continuing Education	13
11	Law/Paralegal/Criminal Justice	12
12	Liberal Arts	11
13	English	10
14	Engineering	9
15	History	8
16	Music	1

Item 10: First Program Identified

	Discipline	Frequency
1	Nursing	72
2	General Education/Transfer	42
3	Computer Science	22
4	Visual & Performing Arts	21
5	Business	16
6	Associate's Degree/Two-Year	14
7	Foreign Languages/ESL	9
8	Finance/Accounting	8
9	Continuing Education	7
10	Law/Paralegal/Criminal Justice	7
11	Liberal Arts	7
12	Sciences	7
13	English	6
14	History	6
15	Engineering	5

Item 10: Second Program Identified

	Discipline	Frequency
1	Computer Science	18
2	General Education/Transfer	18
3	Business	10
4	Nursing	10
5	Associate's Degree/Two-Year	9
6	Visual & Performing Arts	7
7	Foreign Languages/ESL	5
8	Sciences	5
9	Continuing Education	4
10	Engineering	4
11	Finance/Accounting	4
12	Law/Paralegal/Criminal Justice	4
13	Liberal Arts	4
14	English	1
15	History	1
16	Music	1

Item 10: Third Program Identified

	Discipline	Frequency
1	Nursing	9
2	History	1
3	Business	4
4	General Education/Transfer	5
5	Computer Science	3
6	Finance/Accounting	3
7	Foreign Languages/ESL	1
8	Sciences	2
9	English	1
10	Visual & Performing Arts	4
11	Continuing Education	2
12	Law/Paralegal/Criminal Justice	1

Item 10: Fourth Program Identified

	Discipline	Frequency
1	English	2
2	Sciences	2
3	Computer Science	1

Item 10: Fifth Program Identified

	Discipline	Frequency
1	Finance/Accounting	1
2	Nursing	1

Item 12: What one thing could Collin College do to better serve your needs?

Not all respondents offered suggestions in response to item 12. The 336 responses were classified into 15 broad categories by the vendor. The actual original responses were not included in the data file provided to Collin College by the vendor, so this summary is dependent on the unknown quality of the vendor's ability to classify the original responses. The numbers in the table represent the frequency with which responses fell into a given broad category.

	Response Category	Frequency
1	See No Additional Need	166
2	Offer More Classes/Online/Vocational	50
3	Offer More Adult Classes/Senior Classes	25
4	More Advertising on What's Offered	25
5	Lower Tuition/More Financial Aid	20
6	More Community Involvement	10
7	Improve Accessibility/More Convenient Classes/Locations	9
8	Lower Property Taxes	6
9	Become a Four-Year Institution	5
10	Focus on Stronger Academics	4
11	Offer More Bachelor's Level Courses	4
12	More Certification Programs/Job Training/Better Workforce Preparation/Life Preparation	4
13	Offer Continuing Education Classes	3
14	Expanded Sports Programs	3
15	Help for Disabled	2
Total Responses		336

Appendix C

2015 Community Survey Questionnaire

My name is _____ and I'm with Raymar Research (Research America). We are not a direct marketing firm and this is not a sales call. We are a public opinion research firm, conducting a survey about higher education in your community. I would appreciate just a few minutes of your time. Your answers will be confidential, and I will not record your name. May I ask you a few questions?

Cell-Only Question

A. Do you reside in Collin County, Texas? (If no, discontinue survey.)

Yes 1

No 2

Phone and Cell Responses

B. If yes, in which of the following cities in Collin County do you live? If I do not name your city, I do have an "elsewhere" response.

Allen 1

Plano 6

Dallas 2

Wylie 7

Frisco 3

Celina 8

McKinney 4

Farmersville 9

Richardson 5

Elsewhere 10

C. Sex

Male 1

Female 2

1. First, please tell me how many years you have you lived at your current address?

Exact number of years _____

Less than 3 years 1

3 – 15 years 2

More than 15 years 3

Decline to answer 7

2. What college first comes to mind when you think about colleges that serve residents of your area? (**Do not read responses and mark only one**)

Amberton University 01

Dallas County Community
College 06

University of North Texas
(UNT) 11

Brookhaven College 02

DeVry University 07

University of Texas at Dallas
(UTD) 12

Collin County Community
College 03

Richland College 08

University of Phoenix 13

Collin College 04

Southern Methodist University
(SMU) 09

Other 14

Dallas Baptist University 05

Texas Woman's University
(TWU) 10

No College Comes to Mind 15

(If response to #2 is “Collin College” or “Collin County Community College,” select yes for #3 and #4. Then skip to #5. For all other respondents, continue with number #3.)

3. Have you ever heard of Collin College?
 Yes 1 No 2 Decline to answer 7

(If response to #3 is Yes, skip To #5. If No, continue with #4.)

4. Have you ever heard of Collin County Community College?
 Yes 1 No 2 Decline to answer 7

(If response to #4 is No, skip to #13.)

5. To what extent are you aware or unaware that Collin County Community College is now known as Collin College?

Very Aware 1
 Aware 2
 Unaware 3
 Very Unaware 4
 No Opinion 5

6. How did you learn about or come in contact with Collin College in the last six months? If you have not come in contact with the College in the last six months, tell me that also.

(Identify all that apply.)

College Newsletter . . . 01	Off-Campus Event . . . 08	Pandora Internet Radio . . 15
Class Schedule 02	Facebook 09	Billboards 16
Postcard 03	Twitter 10	Community Magazines . . 17
Movie Theater Ads . . . 04	LinkedIn 11	Other 18
College Web Site 05	YouTube 12	No Contact 19
News Story 06	Instagram 13	
On-Campus Event . . . 07	Enrolled in a Class . . 14	

7. What are your sources for keeping up with daily news? **(Identify all that apply. Do not read responses. If respondent says “television,” probe to determine whether the respondent refers to live television or recorded television (i.e. Tivo, Internet, etc.).**

Live Television 01	Social Media 07
Recorded Television 02	RSS Feeds 08
Radio 03	Email 09
Newspapers 04	Texting 10
Magazines 05	Mobile Apps 11
Blogs 06	Other 12

8. With which Collin College location are you most familiar? **(Check only one response.)**
- | | |
|---|--|
| Central Park Campus in North McKinney . 01 | Allen Center at Allen High School 06 |
| Courtyard Center in West Plano 02 | Rockwall Center 07 |
| Preston Ridge Campus in Frisco 03 | Online E-Collin Courses 08 |
| Spring Creek Campus in East Plano 04 | None 09 |
| Collin Higher Education Center in South McKinney 05 | Decline to answer 10 |

9. Have you or any member of your immediate family ever taken a class at Collin College?
 Yes 1 No 2 Decline to answer 3

10. Please identify any academic programs you are aware of at Collin College. **(Probe: any others?)**

- 1.
- 2.
- 3.
- 4.
- 5.

11. On a scale of 1 to 5, where 1 means strongly agree and 5 strongly disagree, how strongly do you agree or disagree with the following statements? **(Use a value of “6” when the respondent indicates that she or he has no opinion.)**

- | | |
|---|---------------|
| A. Collin College offers programs that meet the needs of the community in your area. | ① ② ③ ④ ④ ⑤ ⑥ |
| B. Collin College provides high quality education. | ① ② ③ ④ ④ ⑤ ⑥ |
| C. Collin College makes a valuable contribution to economic development in Collin County. | ① ② ③ ④ ④ ⑤ ⑥ |
| D. Collin College tax dollars are dollars well spent. | ① ② ③ ④ ④ ⑤ ⑥ |
| E. I would recommend Collin College to any friend or family member. | ① ② ③ ④ ④ ⑤ ⑥ |

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

The following questions are for statistical purposes only.

13. What is your age?
 Exact Number: _____
- | | |
|---------------------------------|---|
| Under 25 Years of Age | 1 |
| 25 – 35 Years of Age | 2 |
| 36 – 45 Years of Age | 3 |
| 46 – 55 Years of Age | 4 |
| 46 – 65 Years of Age | 5 |
| Over 65 Years of Age | 6 |
| Decline to answer | 7 |

(Land line interviews only)

14. In which county do you currently reside?

- | | | | |
|-------------------|---|-----------------------------|---|
| Collin | 1 | Hunt | 6 |
| Dallas | 2 | Rockwall | 7 |
| Denton | 3 | Other | 8 |
| Fannin | 4 | Decline to answer | 9 |
| Grayson | 5 | | |

15. What is your current ZIP Code?

16. What is the highest level of education you have attained?

- | | | | |
|--|---|--|---|
| Not a high school graduate | 1 | Bachelor's degree | 6 |
| High school diploma or GED | 2 | Master's degree | 7 |
| Some College, but not degree | 3 | Doctorate or professional degree | 8 |
| Two-year college certificate | 4 | Decline to answer | 9 |
| Associate's degree | 5 | | |

17. In which of the following ethnic groups would you be categorized? **(Identify all that apply.)**

- | | | | |
|----------------------------------|---|--|---|
| Caucasian/White | 1 | Pacific Islander/Native Hawaiian | 5 |
| African-American/Black | 2 | American Indian/Alaska Native | 6 |
| Hispanic | 3 | Other | 7 |
| Asian | 4 | Decline to answer | 8 |

That's the end of our survey.

Could I check to see if I dialed the correct number? I dialed _____.

And could I have your first name, only in case my supervisor has to verify this interview?

Name: _____
