Longitudinal Comparison of Community Survey Responses

Collin College

2013 - 2024

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Executive Summary

This report summarizes results of the thirteenth 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 2024, and it follows similar surveys periodically administered since 1996. Data from the 2024 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 about 600 respondents producing population estimates with approximately 95% confidence plus or minus 4%. The 2024 survey was the first to be administered exclusively online. A total of 646 Collin County adults responded to the 2024 survey.

The results of the Community Surveys are important to the College not only in gauging where the College stands in the public eye, but in providing information that gives direction and focus to marketing efforts in the community. The central findings from the 2024 administration of Collin College's Community Survey suggest that the College continues to be successful in its efforts to create broad awareness of and positive regard for the institution.

Here is a brief synopsis of key findings from the 2024 survey.
- Awareness: The percentage of Collin County adults who fell into the two highest levels of awareness of the College (familiar with a Collin campus/site or had attended Collin) hit an all-time high of 90%. This despite the sample including disproportionate representation from people who reported living at their current addresses for shorter durations than in prior surveys.
  - To explore the depth of awareness of Collin College, one item invited respondents to identify as many as three "excellent" Collin College educational programs. A total of 308 respondents (48% of the total) declined or were unable to identify any excellent instructional program. A total of 338 respondents (52%) offered 718 responses to the prompt. The top three programs tend to be fairly consistent from one survey to the next, though their order may change. In 2024, business-related programs, nursing, and IT/computer-related programs were most frequently identified excellent programs.

- o Only five responses identified Collin College's Continuing Education program as an excellent instructional program. This further extends a long, steady decline in recognition of Continuing Education among Collin County adults and suggests some urgency in creating greater awareness among the adult population.
- Overall approval of Collin College declined from its 2022 high. This appears not to be a consequence of growing dissatisfaction with the College in the community. Rather, there was a marked shift from the two highest levels of approval toward a neither approving nor disapproving midpoint in the approval scales. Levels of dissatisfaction did not increase from 2022 to 2024. This shift toward less satisfaction probably was affected by so many of the 2024 respondents having been relatively newer move-ins who had less time to become familiar with the College.
  - o 72% of respondents agreed that Collin College offers programs that meet the needs of the community.
  - o 72% agreed that the College makes a valuable contribution to economic development.
  - o 62% agreed that Collin College's tax dollars are dollars well spent.
  - o 68% agreed that Collin College provides a high-quality education.
  - o 71% agreed that they would recommend Collin College to a friend or family member.
  - o 73% agreed that Collin College has a positive image in the community.

Sections 2 and 4 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. Subsequent surveys can be used as one means to assess the success of those marketing efforts.

Section 5 summarizes and analyzes data generated by 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:

- About 40% of respondents were aware, to some degree, that Collin College's tuition is among the most affordable in Texas. This is down from just over half who reported awareness of Collin's affordability in 2022. Again, this may be related to the uptick in the proportion of respondents who had lived at their current addresses for shorter durations. A similar proportion (39%) were unaware that Collin is such a good financial deal for students, and 21% were unsure.
- 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 predominance of political conservatism in Collin County

voters, it was interesting to see that 71% of adult residents favored affordable tuition compared to 9% who favored lower taxes. In 2022, 63% favored affordable tuition.

- The Communications Office wanted to know how conscious Collin County adults are that the College now offers bachelor's degrees. About 38% of respondents indicated some degree of awareness of Collin's baccalaureate programs. This was a drop from about half, in 2022, indicating some awareness of Collin's bachelor's programs. A larger group (44%) expressed a lack of information making it clear there is still a need to get the word out.

- When asked what one thing Collin College could do to better serve respondents' needs, 442 (60%) of respondents offered a total of 455 suggestions. A thematic analysis of the responses grouped the 455 suggestions into 12 categories. The top four categories each garnered more than 10% of all responses.
  - Expand Educational Offerings (25%)
  - Affordability (17%)
  - Advertising and Marketing (14%)
  - Create a Welcoming & Supportive Environment (10%)

- Finally, Collin College's Communications Office introduced two new items to the 2024 survey. The most meaningful of them asked respondents what would encourage them or a family member to attend Collin College. A thematic analysis grouped the 335 responses (offered by 314 survey participants) into 14 categories. By far, the most frequent responses (25%) fell within the theme of affordability. College affordability clearly is important to a large subset of Collin County adults as attested by responses to both this item and the one that asked what one thing Collin College could do to better serve residents.

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Introduction

This report summarizes results from the thirteenth 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 2024, and it follows similar surveys periodically administered since 1996. In addition to summarizing the 2024 Community Survey data, this report provides comparisons to prior survey results.

The survey produced population estimates with approximately 95% confidence plus or minus 4%. Clarus/Carnegie Higher Education Corporation, a national research firm with extensive experience in community college survey research, administered the 2024 survey, and received a total of 671 responses. The vendor removed 25 responses due to evidence suggesting they were probably invalid. Thus, a total of 646 responses were included in the analysis. This was the first Community Survey to be administered exclusively online. The vendor was prepared to use a combination of online and telephone administration as was done for the last couple of surveys, but all quotas were filled through online administration and no telephone follow-up was required to fill any gaps.

The survey was designed around two subscales: one measuring awareness of and the other measuring approval of Collin College. Responses from five items were combined to measure awareness of Collin College. Awareness 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 when they were prompted with its name, level 2 signified respondents who were familiar enough with the College to identify it without 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, lower (negative) values signifying less approval, and higher (positive) values signifying greater approval.

Awareness of Collin College is summarized and analyzed in section 1 and in section 3. Section 1 compares changes in awareness over the past decade, while section 3 provides a detailed analysis of the 2024 awareness data broken out by the various demographic variables collected by the survey. Similarly, approval of Collin College is addressed in sections 2 and 4. Section 2 explores trends in approval of Collin College since 2013. In section 4, the 2024 approval data is analyzed within the context of the sample's demographic data.

Additional items were posed beyond those associated with awareness and approval of the College.
- Seven items, including two 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. These items are summarized and analyzed in section 5.
- Eight biographic/demographic items sought information about respondents to facilitate assessment of the representativeness of the sample and to facilitate 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. Appendix A includes detailed comparisons of the sample to 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, for surveys prior to 2013, the samples began to include disproportionately large shares of older Collin County residents and disproportionately small shares of younger adults. The shift toward older respondents had been gradual and was probably due to the surveys' exclusive dependence on traditional land 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 <u>AND</u> mobile telephone lines to help 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 of the survey 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 ensure 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 a noticeable bias with the scaled items. But responses to a 2013 open-ended prompt about what the College could do to improve its service 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 a couple of 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 suggested 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 the 2013 survey.

To ensure better representation of Collin County's adult population, beginning with the 2017 survey, a 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 that it represented the county's adult population. With the continuing decrease in land line telephones and 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 panels followed by land line and cellular phone contacts to fill gaps and ensure that responses are representative of the populations of interest.

Section 1. Awareness of Collin College: 2013 through 2024 Trends

Table 1-A shows a substantial decline in the 2024 proportion of respondents who, without any prompting, reflected awareness of Collin College. In 2022, 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. In 2024, that percentage dropped by half.

Table 1-A

Institutions Identified by Respondents Based on Unaided Recall of Post-Secondary Institutions Serving Their Area

Institution	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
Baylor	0.0%	0.0%	0.0%	0.0%	2.0%	1.7%
Collin	60.3%	46.5%	53.9%	52.9%	40.2%	20.0%
Dallas Baptist U	0.3%	0.0%	0.0%	0.0%	0.2%	0.3%
Dallas College	0.7%	2.3%	0.2%	0.5%	1.7%	3.4%
Rice	0.0%	0.0%	0.0%	0.0%	2.2%	0.2%
SMU	2.7%	9.8%	7.7%	3.7%	5.0%	6.8%
TCU	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Texas A&M	0.0%	0.0%	0.0%	0.0%	3.3%	5.3%
Texas Tech	0.0%	0.0%	0.0%	0.0%	1.0%	1.9%
TWU	0.2%	1.5%	0.5%	0.2%	0.3%	0.6%
UNT	4.5%	9.0%	6.6%	6.9%	5.5%	12.1%
U of Dallas	0.0%	0.0%	0.0%	0.0%	1.0%	0.5%
U of Houston	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%
UT-Arlington	0.0%	0.0%	0.2%	0.2%	0.0%	1.2%
UT-Austin	0.0%	0.0%	0.0%	0.0%	7.6%	6.0%
UT-Dallas	13.8%	14.7%	11.5%	11.9%	11.5%	12.1%
Other	9.1%	10.9%	10.9%	15.0%	4.3%	8.3%
No College Came to Mind	8.5%	5.3%	8.7%	8.9%	13.5%	17.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

This represents, by far, the lowest percentage of Collin County adults whose unaided recall led them to identify Collin College as serving area residents. Still, Collin College remained dominant within Collin County, since 20% is nearly double the next highest percentage (12.1%) for UNT and UT-Dallas. But it is only three percentage points higher than the group for which no college came to mind. The decline from 2022 is so pronounced that it is unclear whether it represents an acceleration of a downward trend in recognition of Collin College that started after 2013 or if it is related to sampling. Respondents are recognizing more four-year

institutions, both within and outside Collin County, as serving the area. With new competition from UNT and Texas Tech entering Collin County, there may be a need to re-evaluate the College's marketing strategy to reverse the downward trend.

It is difficult to believe that such sharp decreases in awareness of Collin College could occur over short periods of time as occurred from 2013 to 2015, from 2019 to 2022, or from 2022 to 2024. While some random variation within Collin County's population may have contributed to the changes, sample variations that made samples more or less representative of Collin County's adult population likely contributed. Still, as noted, 2024 Collin County respondents identified Collin at nearly double the rate at which they identified the next closest institutions: UT-Dallas or UNT.

Another factor that could have contributed to the drop in unaided recall of Collin College and the increase in the number of respondents for whom no college came to mind may be manifest in Table A-7 of Appendix A. The 2024 sample experienced a large increase in respondents who resided at their current addresses for less than one year with lesser increases in respondents who resided at their current addresses for one-to-three years and for four-to-seven years. There was a correspondingly sharp decline in respondents who resided at their current addresses for more than ten years. People tend to recall things most familiar to them—such as their own alma maters or major universities that benefit from greater visibility than community colleges. This probably is particularly true when people are newer to an area and less familiar with local institutions.

Table 1-B

Respondents' Familiarity with Collin College after Prompting
(Ever Heard of Collin College/Collin County Community College?)

Response	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
No	3.8%	21.2%	3.7%	4.1%	7.5%	5.4%
Yes	96.2%	78.8%	96.3%	95.9%	92.5%	94.6%
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 made no reference to Collin 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					
	2013	2015	2017	2019	2022	2024
No	48.1%	48.1%	49.5%	48.1%	41.3%	47.8%
Yes	51.9%	51.9%	50.5%	51.9%	58.7%	52.2%
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. Over half the adult population have consistently indicated having enrolled or having a family member who has enrolled at the College. The percentage of respondents who indicated that they or a family member had enrolled at Collin College jumped in the 2022 survey but fell back in 2024 to levels more consistent with earlier surveys. The fact that slightly more than half the county's households had someone who enrolled at Collin at some time suggests deep connections between the College and its surrounding community.

Table 1-D

Familiarity with Collin College Campuses/Sites for Respondents Familiar with the College

Instructional Site/Campus	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
Allen Center	1.0%	1.0%	1.1%	3.7%	na	na
Allen Technical	na	na	na	na	4.5%	2.8%
Celina	na	na	na	na	2.0%	2.9%
CHEC	6.1%	5.2%	1.9%	1.6%	4.0%	4.4%
Courtyard	6.6%	9.0%	10.2%	2.3%	5.0%	5.3%
Farmersville	na	na	na	na	4.0%	1.0%
Frisco	12.0%	15.0%	14.2%	15.1%	13.3%	18.6%
iCollin/Online	na	na	0.6%	1.8%	2.3%	1.9%
McKinney	16.2%	14.5%	21.4%	22.3%	16.9%	14.6%
Plano	44.3%	40.9%	41.6%	44.9%	28.9%	33.1%
Public Safety TC	na	na	na	na	na	0.3%
Rockwall Center	0.2%	0.2%	0.2%	0.2%	1.8%	na
Wylie	na	na	na	na	4.0%	7.6%
Unfamiliar w/ Any	13.6%	14.2%	8.8%%	8.1%	13.3%	7.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In 2024, Table 1-D suggests that about 8% of adult Collin County residents were unfamiliar with any of the College's instructional sites. This is the lowest percentage reported of Collin County adults unfamiliar with any Collin College campus in at least the last decade and nearly half the 13.3% reported in 2022. This is welcome news since familiarity with a specific campus indicates a level of familiarity beyond simple name recognition. However, responses to this item have bounced around within a fairly wide range over the past ten years. So, getting a clear understanding of where the College stands relative to adults' familiarity with specific campuses appears to be highly dependent on sample selection.

A single five-level awareness scale was generated using responses to multiple items with each of the five items documenting increasing levels of awareness. Table 1-E shows that nearly half of all respondents demonstrated the highest level of awareness of Collin College. The 2024 survey indicates a drop-off from the all-time high level 4 awareness observed in 2022. The 2024 level 4 response was about five percentage points below the mean of the prior five surveys. That decline probably is related to the fact that the 2024 sample included a higher percentage of people who had lived at their current addresses for shorter durations than in previous surveys. Even with the increase in sampling residents who lived at their current addresses for shorter durations, the 2024 survey found that about 90% of respondents fell within the two highest levels of awareness of Collin College. That is the highest proportion of respondents in the two highest levels of awareness over the past decade. Fewer than one of every 20 Collin County adults were completely unfamiliar with Collin College and nearly 96 of 100 adult Collin Count residents had some degree of familiarity with Collin as manifest in levels 1 through 4.

Table 1-E

Respondents' Highest Awareness Level of Collin by Survey Year

Highest Awareness Level	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
Level 0: Totally Unaware of Collin College	4.0%	1.0%	3.7%	4.1%	7.5%	4.3%
Level 1: R Recognized Collin College's Name	8.2%	7.8%	5.8%	5.8%	5.0%	5.3%
Level 2: Unaided Recall of Collin College	3.5%	3.2%	1.7%	1.7%	0.3%	0.9%
Level 3: Familiar with a Collin College Campus/Site	34.7%	36.7%	38.2%	38.7%	32.9%	44.0%
Level 4: Respondent/Family Member Attended Collin	49.7%	51.3%	50.5%	49.8%	54.3%	45.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1-F indicates the likelihood was less than a 1 in 1,000 of obtaining a Chi-Square value of 82.2 by chance from this combination of variables and sample. In 2024, the number of respondents who manifest awareness level 0 was slightly higher than would be expected if awareness were randomly distributed in the population. Again, this was probably related to the higher proportion of 2024 respondents who had lived at their current residences for shorter durations than was the case in prior surveys.

Table 1-F

Actual (Observed) and Expected Values of Respondents' Levels of Awareness of Collin by Survey Year

Awareness Level		Year Survey Was Administered					
		2013	2015	2017	2019	2022	2024
Level 0: Totally Unaware of Collin College	Observed	24	6	24	26	45	28
	Expected	24.5	24.5	26.6	26.2	24.6	26.4
Level 1: R Recognized Collin College's Name	Observed	49	47	38	37	30	34
	Expected	37.7	37.7	40.9	40.3	37.8	40.6
Level 2: Unaided Recall of Collin College	Observed	21	19	11	11	2	6
	Expected	11.2	11.2	12.2	12.0	11.3	12.1
Level 3: Familiar with a Collin College Campus/Site	Observed	208	220	249	248	198	284
	Expected	225.7	225.7	244.9	241.1	226.5	243.0
Level 4: Respondent/Family Member Attended Collin	Observed	298	308	329	319	327	294
	Expected	300.8	300.8	326.4	321.4	301.8	323.9

Chi-Square = 82.2, df = 20, p < .001

In each of the prior five 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 in the population. While that was not the case for the 2024 administration, the number of level 3 respondents increased well above the expected value for the first time in the last decade.

Table 1-G indicates a total of 617 of 646 respondents answered the prompt, "How did you learn about or come in contact with Collin College in the last six months?" They generated a total of 1,115 responses. A total of 121 respondents (19%) indicated having had no contact with Collin College during the prior six months, while 496 (77%) recalled some specific contact with Collin College.

Examining contacts with the College that were initiated by the respondent or a household member, the greatest number (125, or nearly one-in-five) had contact with the College by visiting Collin's Web site. A total of 109 respondents (17%) had enrolled or had a household member who enrolled in at least one Collin College

class. Fifty-one respondents (8%) had participated in an on-campus event, while 18 (3%) had participated in a Collin-related off-campus event.

Table 1-G

How Respondents Learned about or Had Contact with Collin College within the Six Months prior to July 2024

Type of Contact	Number of Responses	% of Respondents
College Web Site	125	19.3%
College Newsletter Mailed to House	109	16.9%
Household Member Enrolled in Class	109	16.9%
Facebook	78	12.1%
College Post Card Mailed to House	70	10.8%
Print Ads	59	9.1%
Billboard Ads	58	9.0%
Computer/Mobile Device Ads	57	8.8%
News Story	57	8.8%
Instagram	56	8.7%
On-Campus Event	51	7.9%
Radio Ads	46	7.1%
New Resident Information Packet	39	6.0%
Internet TV Ads	38	5.9%
LinkedIn	36	5.6%
Sporting Event Ads	32	5.0%
Bus or DART Station Ads	31	4.8%
Off-Campus Event	18	2.8%
Other (See Table B-3 in Appendix B)	46	7.1%
Reported Types of Collin Contacts	1,115	
Had Contact with Collin College	496	76.8%
No Contact with Collin College	121	18.7%
Number That Responded	617	95.5%
Number That Did Not Respond	29	4.5%
Total Sample	646	

Note: The percentages in Table 1-G do not sum to 100% because some respondents reported having had more than one type of contact with Collin College.

Looking at more passive contacts with the College, 109 (17%) respondents recalled having received College newsletters and 70 (11%) recalled having received a Collin post card in the mail. Thirty-nine respondents (6%) had received information in new move-in information packets. The latter is not surprising given the relatively large proportion of the sample that resided at their current address for less than one year.

Another group recalled having seen Collin advertising in one or more locales. Some 59 respondents (9%) recalled having seen print ads, and nearly as many (58 or another 9%) recalled billboard ads. Another 57 respondents had contact with the College through one or more news stories, 46 (7%) heard radio ads, 32 (5%) recalled having seen Collin ads at sporting events, and 31 (5%) had seen Collin College ads on a bus or at a DART station.

Another cluster of respondents had some type of contact with Collin College through social media or online ads. The greatest number of those (78 or 12%) recalled having been exposed to Collin College on Facebook. Fifty-seven (9%) recalled having seen Collin ads on a computer or mobile device, 56 (9%) recalled contact with Collin through Instagram, 38 (6%) had seen Internet TV ads, and 36 (6%) had seen Collin-related information on LinkedIn.

There were 46 (7%) respondents who indicated having had contact with Collin College over the past six months through "other" means. Their open-ended comments (tabulated verbatim in Appendix B, Table B-5) suggest 13 (2%) of them had contact with Collin College simply by having driven by a campus. Another 10 (1.6%) respondents heard about Collin through family members or friends. Seven (1%) respondents reported living in close proximity to a Collin College campus. Five more respondents (1%) had contact with Collin College through high school classes, events, or conversations. Finally, one respondent had talked with a Collin professor, one came across information about Collin while exploring area colleges online, one received an email newsletter that included information about Collin, and one had come across Collin College's name while reading window stickers on cars.

Over time, roughly a quarter of respondents have reported having had no contact with Collin College during the prior six months. However, the 2022 (17%) and 2024 (18%) surveys identified lower proportions of Collin County's adult population that recalled no form of contact with the College over the prior six months. The 2024 sample suggests approximately 78% of Collin County adults had some form of contact with the College ranging from an occasional drive-by to enrollment in classes. This seems a desirable change from a public relations perspective.

To gain greater understanding of the depth of respondents' awareness of Collin College, they were presented with an open-ended item asking them to identify as many as three specific Collin College instructional programs which they 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 thematic categories.

A total of 338 (52%) of the 656 respondents gave one or more answers to this prompt. Just under half (48%) either were unable or declined to identify any "excellent" Collin College instructional programs. In most cases, when respondents have information requested, they tend to respond. Thus, nonresponses probably reflect a complete lack of awareness of any high-quality programs that Collin College offers despite broad community awareness of the College in general. This, in turn, suggests that despite high levels of general public awareness of the College, work remains to make the adult population more aware of the range, mix, and quality of Collin College's instructional programs.

The seven most frequently cited "excellent" programs have tended to be fairly stable over time with some slight movement up and down within the group. In the 2024 survey, the greatest numbers who responded to this prompt most frequently cited Business-related programs, Information & Computer-related programs, Nursing, Science-related programs, Visual & Performing Arts-related programs, Education & Child Development, and Allied Health-related programs.

Table 1-H

Categorized Awareness of Specific "Excellent" Collin College Programs

	Category	Number of Responses	% of Responses
1	Business-Related Programs	128	19.8%
2	IT & Computer.-Related Programs	81	12.5%
3	Nursing	72	11.1%
4	Sciences	44	6.8%
5	Visual & Performing Arts Programs	42	6.5%
6	Education & Child Development	42	6.5%
7	Allied Health-Related Programs	38	5.9%
8	Degrees	37	5.7%
9	Social Sciences	36	5.6%
10	Mathematics	25	3.9%
11	Engineering-Related Programs	25	3.9%
12	English	21	3.3%
13	Trades-Related Programs	17	2.6%
14	Public Safety-Related Programs	17	2.6%
15	General & Liberal Arts	16	2.5%
16	Non-English Language Programs	12	1.9%
17	Culinary Arts & Hospitality Mgt.	10	1.5%
18	General References to Tech. Prog.	10	1.5%
19	Communications-Related Programs	9	1.4%
20	Agriculture & Veterinary Science	9	1.4%
21	Physical Education & Sports	7	1.1%
22	Continuing Educ. & Personal Dev.	5	0.8%
23	Legal-Related Education	5	0.8%
24	High School Dual Credit Instruction	5	0.8%
25	Remedial Education	2	0.3%
26	Air Force ROTC	1	0.2%
27	Online Instruction	1	0.2%
28	Partnerships with Universities	1	0.2%
Total Number of Responses		718	
Total Number that Responded		338	52% of Total Sample
No Response		308	48% of Total Sample
Total Sample		646	

Note: The percentages in Table 1-H sum to more than 100% because each respondent was invited to identify as many as three instructional programs.

Only five 2024 survey respondents (0.8%) identified Continuing Education as one of the College's "excellent" instructional programs. While this is an increase of two from the 2022 survey, it actually represents a slightly lower percentage of responses. It suggests that while respondents may be aware of the College in general, public awareness of Continuing Education remains at a historic low. A corresponding ongoing decline in Continuing Education enrollment makes it imperative that the College does something different to draw public attention toward its Continuing Education program and create a culture within Continuing Education that attracts and rewards participants.

There is another important impression that emerges from the responses about public perceptions of Collin's "excellent" programs. A number of respondents attributed programs to Collin that the College does not offer, or they mistake a course for a program, or they have a vague notion of a program that lacks specific understanding of what Collin offers. The following are examples of Collin programs respondents identified as "excellent" that the College does not offer, has never offered, and is unlikely ever to offer: architecture, dentistry, various master's degrees, law, medicine, primatologist, rugby, soccer, and tattoo art. Examples where "excellent" programs were attributed that, in reality, are individual or groups of courses include algebra, astronomy, business law, drawing, international business, medical terminology, music history, Photoshop, and technical communication. Finally, examples of vague notions of what respondents imagine might be "excellent" Collin programs include descriptions like applied science, applied technology, sports, or technology. A total of 72 responses (10%) of all 718 responses reflected this lack of or shallow awareness of "excellent" Collin programs. This creates an opportunity for Collin to fill in community members' fuzzy perceptions (10%) or no perceptions (48%) of the College and educate them about what truly outstanding programs are offered.

Section 2. Approval of Collin College: 2013 through 2024 Trends

Over most prior administrations of the survey, six items were used to assess respondents' approval or disapproval of Collin College. The approval scales were designed so that the lowest rating (1) reflects the most negative responses (strongly disagree with statements about Collin College) and the highest rating (5) reflects the most positive responses (strongly agree with statements about Collin College).

Tables 2-A through 2-F summarize responses to each of the six approval items included in the survey over the last six survey administrations. As noted earlier, to ensure better representation of Collin County's adult population, surveys from 2017 through 2022 used a hybrid methodology combining online panels, cellular telephone lines, and land telephone lines to contact respondents, while the 2024 survey exclusively used an online panel. Overall, approval ratings dropped since adoption of the hybrid methodology, but this may be related to the reduction of bias that existed in the prior samples stemming from higher numbers of respondents who were older and had resided in their homes longer.

In 2024, there was a sharp drop in the highest approval ratings (level 5), but the ratings reflecting disapproval (ratings 1 and 2) remained stable. In 2024, overall satisfaction (combination of ratings 4 and 5) was only slightly lower than the mean for the prior five survey administrations. Thus, despite the highest level of approval dropping in 2024, the second-highest level experienced increases on all six measures offsetting, to some degree, the declines in level 5. More analysis of this change appears below. 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. Differences in the distributions of approval ratings approval ratings across years were statistically significant for all six approval items.

Table 2-A

Collin Offers Programs that Meet the Needs of the Community in Your Area

Response Options	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
5 Strongly Agree	53%	58%	45%	49%	51%	34%
4	20%	22%	39%	32%	33%	38%
3	18%	14%	14%	14%	13%	23%
2	6%	5%	1%	4%	2%	2%
1 Strongly Disagree	3%	1%	0%	1%	1%	3%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 170.0, df = 20, p < .001

Table 2-B

Collin Makes a Valuable Contribution to Economic Development in Collin County

Response Options	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
5 Strongly Agree	51%	52%	45%	45%	52%	34%
4	21%	23%	38%	33%	29%	36%
3	17%	17%	15%	19%	16%	26%
2	9%	5%	2%	2%	2%	3%
1 Strongly Disagree	2%	3%	1%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 155.9, df = 20, p < .001

Table 2-C

Collin's Tax Dollars Are Dollars Well Spent

Response Options	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
5 Strongly Agree	48%	55%	43%	38%	44%	28%
4	22%	20%	36%	32%	29%	34%
3	19%	15%	16%	21%	19%	30%
2	6%	5%	2%	6%	4%	5%
1 Strongly Disagree	4%	5%	3%	3%	4%	3%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 144.3, df = 20, p < .001

Table 2-D

Collin Provides High Quality Education

Response Options	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
5 Strongly Agree	48%	52%	41%	46%	48%	31%
4	21%	23%	37%	32%	33%	37%
3	23%	19%	19%	17%	14%	27%
2	6%	6%	2%	5%	3%	3%
1 Strongly Disagree	2%	1%	1%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 125.0, df = 20, p < .001

Table 2-E

I Would Recommend Collin to any Friend or Family Member

Response Options	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
5 Strongly Agree	53%	59%	46%	49%	52%	36%
4	18%	17%	34%	27%	32%	35%
3	19%	15%	15%	18%	12%	23%
2	5%	5%	3%	3%	1%	4%
1 Strongly Disagree	5%	4%	1%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%

Chi-Square = 151.7, df = 20, p < .001

Table 2-F

Collin Has a Positive Image in the Community

Response Options	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
5 Strongly Agree	58%		49%	51%	53%	38%
4	18%	Vendor	37%	31%	28%	35%
3	14%	Omitted	12%	15%	14%	21%
2	7%	Item in	2%	2%	3%	3%
1 Strongly Disagree	3%	2015	0%	1%	2%	2%
Total	100%		100%	100%	100%	100%

Chi-Square = 123.7, 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.

Interpreting the data in tables 2-A through 2-F suggests that while the highest level of approval dropped in 2024, levels of disapproval remained relatively level. Thus, the drop in the highest level of approval does not reflect an increase in disapproval of Collin College. Rather, in all six instances, the proportions of level 4 approval increased along with responses selecting the scale's midpoint showing neither approval nor disapproval. The substantial increase in the proportion of respondents selecting the midpoint rating of 3 and the decline in the proportion selecting level 5 in 2024 probably reflects, to some degree, the increase in respondents who had lived in their homes for less time.

Despite the sharp decrease in overall satisfaction in 2024, the average satisfaction ratings (4 and 5) were more than 12 times greater than the average dissatisfaction ratings (1 and 2) for Collin College. Levels of dissatisfaction represented only 4.8% to 8.4% of the sample, depending on the specific measure. As one might assume,

and as has long been the case, the greatest dissatisfaction was reflected around tax dollars.

Factor analysis was used to mathematically combine approval ratings into a single composite approval scale based on factor scores generated in the analysis. That single approval factor (Table 2-G) was generated by applying principal axis factoring to responses from the six approval variables. The factor scores are composite representations of multiple variables into a single measure representing underlying approval of the College by the adult population of Collin County. The factor scores 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.

Results of a one-way analysis of variance comparing mean factor scores over the six most recent survey administrations (bottom of Table 2-G) suggest rejection of the null hypothesis that there are no differences among the six mean values based on a p-value of 0.01. The mean factor scores for 2015, 2017, 2019, and 2022 were above the standardized mean of zero. Thus, in those years, Collin County's adult population was, overall, more positive about the College. In particular, the 2022 mean approval score experienced a substantial increase. The mean factor scores for 2013 and 2024 fell below the mean of zero suggesting that overall approval of Collin College in those surveys was more negative. The mean score for 2024 dropped sharply from 2022.

Table 2-G

Average (Mean) Approval Factor Scores*

Year in Which Survey Was Administered					
2013	2015	2017	2019	2022	2024
-0.040198	0.071468	0.078978	0.027888	0.114812	-0.232134

One-Way ANOVA: $F = 12.098$, $df = 5$, $p < 001$
*The factor scores were based on the six approval variables excluding the missing 2015 positive image values and, otherwise, replacing missing values with means.

Figure 2-1 presents a visual display of mean approval factor scores over time. This is helpful in understanding how mean approval ratings over the past six survey administrations relate to each other. Post hoc tests help one further understand exactly where the differences are important from one year to the next. A series of post hoc tests indicated that the mean factor score for 2024 was significantly lower than the mean scores for all other years. Otherwise, there were no statistically significant differences among the five prior mean approval ratings.

Figure 2-1

Plot of Factor Means over Time (Higher means translate as more positive public perceptions of Collin College.)
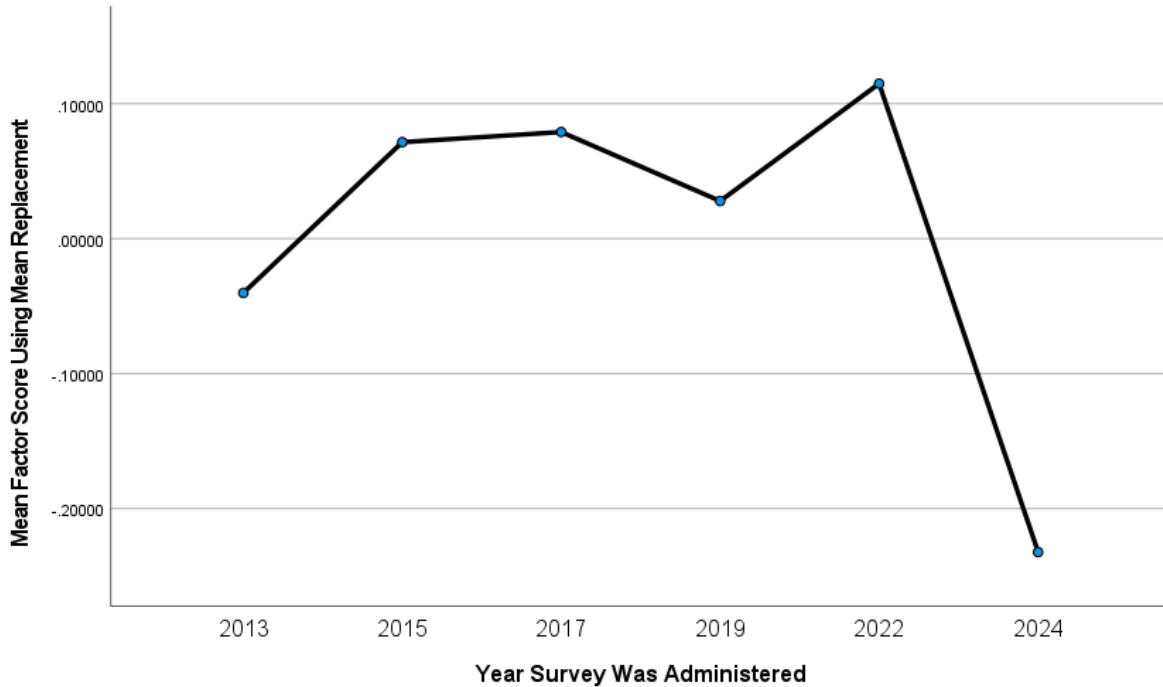
From 2015 through 2022, mean approval ratings varied within a fairly narrow range on the positive side of the scale. However, changes and inconsistencies in methodology over survey administrations from 2013 through 2017 make it difficult to discern whether what changes there were in approval of Collin College reflected real shifts in public approval or were reflections of how the data were collected.

The jump in positive regard in the 2022 survey may have been associated with positive media attention related to the openings of four new campuses over a one-year period. New campuses were opened in fall 2020 (Allen and Wylie), spring 2021 (Farmersville), and fall 2021 (Celina). Those openings were widely and positively covered in local mass media.

The steep decline in the mean approval rating in 2024 is interesting. As was noted in the discussion associated with Tables 2-A through 2-F, above, disapproval of Collin College was little changed from prior years. So, the 2024 drop appears to be aligned with the decrease in respondents selecting the highest level of approval (5) in favor of level 4 and level 3 (the neutral midpoint of the scale) rather than any increase in disapproval. This is probably a reflection, to some degree, of the fact that the 2024 sample included a large increase in the proportion of respondents

who had lived in their current residences for shorter periods of time and may not yet be entirely familiar with local institutions like Collin College.

Section 3. 2024 Level of Awareness by Demographic Variables

In this section, "level of awareness" becomes a dependent variable that is compared across demographic categories using only 2024 data to provide insights into how representative the sample was and whether there were meaningful 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		
		Female	Male	Total
Level 0: Totally Unaware of Collin College	Count	15	13	28
	Column %	4.5%	4.2%	4.4%
Level 1: R Recognized Collin College's Name	Count	21	8	30
	Column %	6.1%	4.6%	5.3%
Level 2: Unaided Recall of Collin College	Count	3	3	6
	Column %	0.9%	1.0%	0.9%
Level 3: Familiar with a Collin College Campus/Site	Count	148	132	280
	Column %	44.8%	43.1%	44.0%
Level 4: Respondent/Family Member Attended Collin	Count	144	144	288
	Column %	43.6%	47.1%	45.3%
Total	Count	330	306	636
	Column %	100%	100%	100%
	Row %	52%	48%	100%

Chi-Square = 1.212, df = 4, p = .876 (Note: This Chi-Square value should be interpreted with caution, since 20% of the cells have expected values less than 5.)

Table 3-A suggests that awareness of Collin College did not significantly differ between adult male and female residents of Collin County in 2024. The percentages of females and males at every awareness level were quite similar. Males were slightly more likely to express the highest level of awareness reporting that they or a family member had attended Collin. Slightly more females than males were included in the sample, but the difference was small. Thus, there did not appear to be a systematic difference in awareness of the College between the genders, and the sample included a reasonable representation of both genders.

Table 3-B indicates Hispanics and non-Hispanics were not significantly different in their awareness of Collin College. Using a probability level of .01, a Chi-Square value of 9.83 does not warrant rejection of the null hypothesis that there is no difference between Hispanics and non-Hispanics in their awareness of the College.

There were slightly higher proportions of Hispanic respondents at both the lowest and highest levels of awareness. Non-Hispanics reported slightly greater awareness of a Collin campus. But, as noted, none of the differences were statistically significant. Hispanic responses made up about 15% of the 2024 sample, and they comprise roughly 16% of Collin County's 2024 total population. Thus, the sample reflected a reasonable representation of the Hispanic and non-Hispanic perspectives.

Table 3-B

Level of Awareness by Hispanic Identity

Level of Awareness		Hispanic Identity		
		Hispanic	Non-Hispanic	Total
Level 0: Totally Unaware of Collin College	Count	9	19	28
	Column %	9.1%	3.5%	4.3%
Level 1: Recognized Collin College's Name	Count	4	30	34
	Column %	4.0%	5.5%	5.3%
Level 2: Unaided Recall of Collin College	Count	1	5	6
	Column %	1.0%	0.9%	0.9%
Level 3: Familiar with a Collin College Campus/Site	Count	34	250	284
	Column %	34.3%	45.7%	44.0%
Level 4: Respondent/Family Member Attended Collin	Count	51	243	294
	Column %	51.5%	44.4%	45.5%
Total	Count	99	547	646
	Column %	100%	100%	100%
	Row %	15%	85%	100%

Chi-Square = 9.830, df = 4, p = .043 Note: This Chi-Square value should be interpreted with caution, since 20% of the cells have expected values less than 5.)

Because there were relatively few minority respondents from some categories, all minorities were grouped into a single category to facilitate analysis in Table 3-C. The Chi-Square value shown at the bottom of the table suggests there were no differences in awareness of Collin College between White and non-White adult county residents. The proportions of White and non-White respondents were fairly similar at every level of awareness except that non-White respondents represented a slightly higher proportion of the responses at level 0 and Whites represented a slightly higher proportion at level 1. But the numbers at both levels were small. However, Whites comprise about 49% of Collin County's population in 2024, but about 64% of the sample. So, White respondents were overrepresented in the sample.

Table 3-C

Level of Awareness by Racial Identity

Level of Awareness		Racial Identity		
		White	Non-White	Total
Level 0: Totally Unaware of Collin College	Count	14	14	28
	Column %	3.4%	6.0%	4.3%
Level 1: R Recognized Collin College's Name	Count	26	8	34
	Column %	6.3%	3.4%	5.3%
Level 2: Unaided Recall of Collin College	Count	4	2	6
	Column %	1.0%	0.9%	0.9%
Level 3: Familiar with a Collin College Campus/Site	Count	182	100	282
	Column %	44.3%	42.9%	43.8%
Level 4: Respondent/Family Member Attended Collin	Count	185	109	294
	Column %	45.0%	46.8%	45.7%
Total	Count	411	233	644
	Column %	100%	100%	100%
	Row %	64%	36%	100%

Chi-Square = 4.859, df = 4, p = .302 (Note: This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

There was no statistically significant difference among respondents' levels of awareness of Collin College by age group based on a probability level of .01 (Table 3-D), although this finding must be interpreted with caution, since more than 20% of the cells in the table have expected values less than five. The proportions of respondents in the sample age groups closely approximated those in Collin County population with two minor exceptions. It appears that the youngest age group (18-25) was slightly oversampled, and the oldest age group (65+) was slightly undersampled. This is consistent with the earlier observation that it appears shorter-term residents may have been oversampled and longer-term residents may have been undersampled. This may have been a contributing factor to lower numbers of respondents reporting less awareness and lower approval of Collin College than had been seen in prior surveys.

Table 3-D

Level of Awareness by Age

Level of Awareness		18-25 Years	26-35 Years	36-45 Years	46-55 Years	56-65 Years	>65 Years	Total
				Age Category				
Level 0: Totally Unaware of Collin College	Count	11	5	6	2	2	2	28
	Col. %	9.4%	5.0%	4.1%	1.7%	2.6%	2.2%	4.3%
Level 1: Recognized Collin College's Name	Count	3	5	5	6	7	8	34
	Col. %	2.6%	5.0%	3.4%	5.1%	9.1%	9.0%	5.3%
Level 2: Unaided Recall of Collin College	Count	0	0	1	2	1	2	6
	Col. %	0.0%	0.0%	0.7%	1.7%	1.3%	2.2%	0.9%
Level 3: Familiar with a Collin College Campus/Site	Count	37	53	66	56	36	36	284
	Col. %	31.6%	52.5%	45.5%	47.9%	46.8%	40.4%	44.0%
Level 4: Respondent/Family Member Attended Collin	Count	66	38	67	51	31	41	294
	Col. %	56.4%	37.6%	46.2%	43.6%	40.3%	46.1%	45.5%
Total	Count	117	101	145	117	77	89	646
	Col. %	100%	100%	100%	100%	100%	100%	100%
	Row %	18.1%	15.6%	22.5%	18.1%	11.9%	13.8%	100%

Chi-Square = 33.629, df = 20, p < .0029 (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 less than one chance in 1,000 of obtaining at random a Chi-Square value of 31.6 with this combination of variables and sample size. Using a probability level 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. Adult Collin County residents who had some college experience or who completed a college degree appear to have a greater awareness of Collin than 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.

Table 3-E

Level of Awareness by Highest Educational Attainment

Level of Awareness		High School Diploma or Less	Some College, Certificate, or Assoc. Deg.	Baccalaureate or Higher	Total
		Highest Educational Attainment			
Level 0: Totally Unaware of Collin College	Count	15	9	4	28
	Col. %	13.5%	4.7%	1.2%	4.4%
Level 1: Recognized Collin College's Name	Count	7	9	18	34
	Col. %	6.3%	4.7%	5.4%	5.3%
Level 2: Unaided Recall of Collin College	Count	1	1	4	6
	Col. %	0.9%	0.5%	1.2%	0.9%
Level 3: Familiar with a Collin College Campus/Site	Count	44	88	150	282
	Col. %	39.6%	45.6%	44.9%	44.2%
Level 4: Respondent/Family Member Attended Collin	Count	44	86	158	288
	Col. %	39.6%	44.6%	47.3%	45.1%
Total	Count	111	193	334	638
	Col %	100%	100%	100%	100%
	Row %	17.4%	30.3%	52.4%	100%

Chi-Square = 31.557, 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.)

Adult Collin County residents in 2024 whose highest educational attainment was a high school diploma or less were more likely to indicate 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 also were slightly less likely than expected to be familiar with a Collin campus (level 3) or to have attended or have had a family member who had attended the College (level 4). In terms of actionable information, the data in Table 3-F suggests that Collin College may want to reach out to adults who discontinued education at or before high school graduation to convince them of potential benefits of college attendance and completion.

Comparison to the education distribution in the Collin County adult population suggests that the vendor did a reasonable job of representing the three educational groups reflected in Table 3-F. Collin County adults with a high school diploma or less comprised about 20% of the population vs. 17% of the sample. Those with some college, but no degree, comprised about 25% of the population and 30% of the sample. Collin County residents who had earned a baccalaureate degree or higher made up about 55% of the adult population and about 52% of the sample. So, the sample appears to be reasonably representative of Collin County's adult population.

The data in Table 3-F suggests there were no significant differences in 2024 levels of awareness of Collin College when responses are broken out by city of residence. It was slightly less likely that respondents from Richardson and Dallas living within Collin County and residents of Wylie had attended or had a family member who had attended Collin College than was the case for respondents in other Collin County communities (awareness level 4). Respondents from Wylie were slightly more likely than other respondents to be familiar with a Collin College Campus (awareness level 3). Respondents living in more rural parts of Collin County were slightly more likely than other respondents to be totally unfamiliar with Collin College.

Table 3-F

Level of Awareness by City of Residence

Level of Awareness		Allen	Frisco	McKinney	Plano	Richardson /Dallas	Wylie	Other	Total
					City of Residence				
Level 0: Totally Unaware	Count	1	1	1	5	5	0	10	23
of Collin College	Col. %	2.1%	1.3%	1.3%	2.9%	5.2%	0.0%	8.1%	3.7%
Level 1: Recognized	Count	4	3	2	10	8	2	5	34
Collin College's Name	Col. %	8.5%	3.8%	2.7%	5.8%	8.2%	5.6%	4.1%	5.4%
Level 2: Unaided Recall	Count	0	0	1	1	1	0	3	6
of Collin College	Col. %	0.0%	0.0%	1.3%	0.6%	1.0%	0.0%	2.4%	1.0%
Level 3: Familiar with a	Count	19	29	40	65	52	23	50	278
Collin College Campus/Site	Col. %	40.4%	37.2%	53.3%	37.8%	53.6%	63.9%	40.7%	44.3%
Level 4: Respondent/Family	Count	23	45	31	91	31	11	55	287
Member Attended Collin	Col. %	48.9%	57.7%	41.3%	52.9%	32.0%	30.6%	44.7%	45.7%
	Count	47	78	75	172	97	36	123	628
Total	Col. %	100%	100%	100%	100%	100%	100%	100%	100%
	Row %	7.5%	12.4%	11.9%	27.4%	15.5%	5.7%	19.6%	100%

Chi-Square = 40.519, df = 24, p = 0.019 (This Chi-Square value should be interpreted with caution, since more than 20% of the cells have expected values less than 5.)

It appears that some areas of the county may have been somewhat underrepresented in the sample and some areas overrepresented. Frisco comprises about 19% of Collin County's population, and McKinney about 18%. Respectively, they represented only about 12% each of the sample. So, there was slight underrepresentation of these two communities in the sample. Conversely, areas outside Allen, Frisco, McKinney, Plano, and Wylie made up about 35% of the sample, but they represent about 21% of the county population suggesting that they were overrepresented in the sample. It is not clear that this over/underrepresentation created a particular bias, since a high percentage of respondents expressed relatively high awareness of the College, a fairly low percentage of respondents expressed little or no awareness, and there were no statistically significant differences in awareness found among Collin County communities. It also is not necessarily a bad thing to slightly overrepresent smaller subpopulations in a survey sample since their perceptions may, otherwise, tend to be underrepresented just because they are members of a smaller subpopulation. It may help them attain sufficient critical mass that their views register without being lost among larger subgroups.

Table 3-G suggests that respondents who had lived at their current Collin County addresses for fewer than 8 years were less 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 awareness were randomly distributed. Respondents who had lived in at their current addresses for fewer than four years were at least twice as likely as expected to report a total lack of awareness (level 0) than would be the case if the responses were random. It is reasonable to find that residents who lived in an area for shorter durations would be less familiar with opportunities within that area than people who had resided there for longer periods. It also suggests an opportunity for Collin College to make new move-ins more aware of the College sooner after arriving at a new residence. This is particularly apt in a county, like Collin, which continues its longstanding population explosion.

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: Totally Unaware of Collin College	Count	17	5	2	2	26
	Col. %	7.3%	3.2%	3.0%	1.1%	4.1%
Level 1: R Recognized Collin College's Name	Count	14	11	0	9	34
	Col. %	6.0%	7.1%	0.0%	4.9%	5.3%
Level 2: Unaided Recall of Collin College	Count	1	4	0	1	6
	Col. %	0.4%	2.6%	0.0%	0.5%	0.9%
Level 3: Familiar with a Collin College Campus/Site	Count	117	73	21	69	280
	Col. %	50.4%	47.1%	31.8%	37.3%	43.9%
Level 4: Respondent/Family Member Attended Collin	Count	83	62	43	104	292
	Col. %	35.8%	40.0%	65.2%	56.2%	45.8%
Total	Count	232	155	66	185	638
	Col. %	100%	100%	100%	100%	100%
	Row%	25.4%	18.0%	10.2%	46.4%	100%

Chi-Square = 43.937, 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.)

In general, the findings in Table 3-G are consistent with those of other recent surveys. In this case, a Chi-square value of 43.9 suggests there is less than a 1 in 1,000 likelihood of, by chance, obtaining differences like these 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.

Section 4. 2024 Approval by Demographic Variables

The data in Section 4 of this report are based on composite scores for an underlying approval construct. The scores are standardized with an overall mean of zero (0) and a standard deviation of 1.0. As readers explore the following data related to approval of Collin College, it is important to recall that higher (positive) values reflect more positive impressions of the College while lower (negative) numbers reflect more negative perceptions based on the six approval variables that were incorporated into the single approval measure for Collin College.

Table 4-A

Approval by Gender

Gender	N	Mean
Female	330	0.016259
Male	306	-0.020513
Total	636	0.001433

One-Way ANOVA: F = .248, 1 df, p = 0.618

Figure 4-1
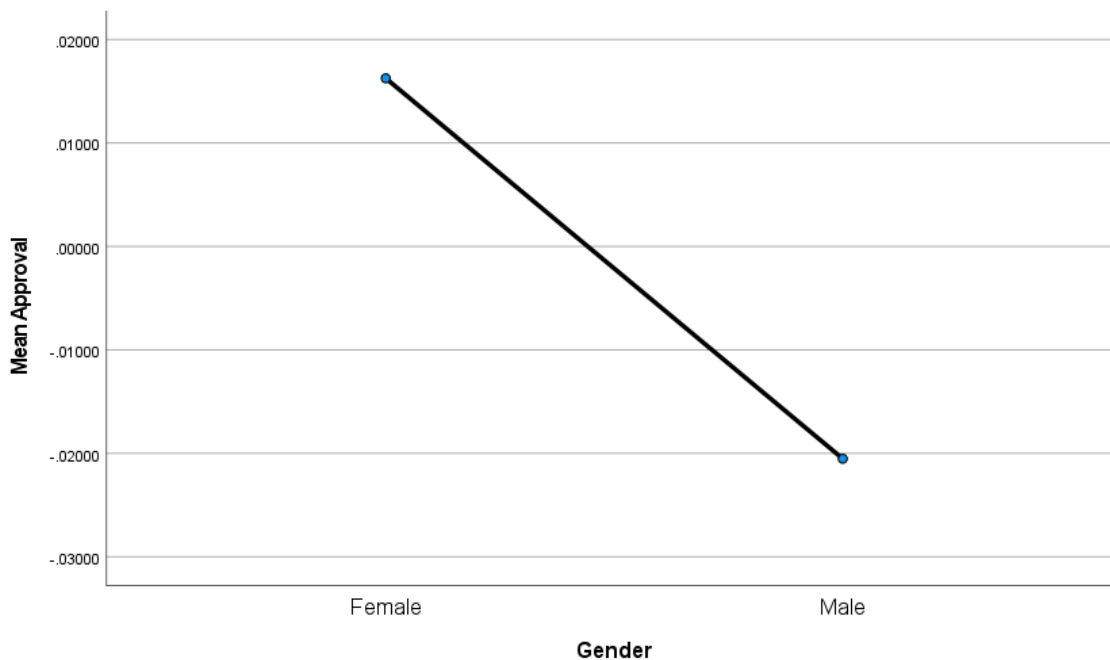
Means Plot of Approval by Gender

Table 4-A and Figure 4-1 present the mean approval ratings of female and male Collin County adults. While females appear to be more approving of Collin College than males, the analysis of variance results shown at the bottom of Table 4-A suggest that there is no statistically significant difference between perceptions of females and males in their approval of Collin College. This is a change from the 2022 survey results where it was found that males' approval of the College was significantly lower than females' approval and both were more divergent than in the 2024 survey.   Both means converged toward the overall mean in the 2024 survey meaning that females' perceptions were not quite as positive as they were in 2022, and males' perceptions were not quite as negative. In the 2022 report, it was suggested that there could be some value in focusing the College's marketing and advertising efforts on males. One can hope that the shift of male perspectives to a less negative view might be tied to such an effort if it was ever realized.

Table 4-B and Figure 4-2 indicate that, in 2024, there was no significant difference between Hispanics and non-Hispanics in terms of their approval of Collin College. The direction of the relationship flipped in 2024 from 2022. In the prior survey, Hispanic respondents indicated a significantly more positive view of Collin College than did non-Hispanics. In 2024, Hispanics indicated more negative views of the College than did non-Hispanics, but the difference between the average approval ratings of the two groups was smaller than in 2022 and was not large enough to suggest that one group was more positive or negative than the other. It is unclear what might have precipitated such a dramatic shift in perceptions in the two years since the 2022 survey. It could have been simple random variation since the 2024 difference was nonsignificant.

Table 4-B

Approval by Hispanic Identity

Hispanic Identity	N	Mean
Hispanic	99	-0.163823
NonHispanic	547	0.029650
Total	646	0.000000

One-Way ANOVA: $F = 3.616$, 1 df, $p < 0.058$

Figure 4-2

Means Plot of Approval by Hispanic Identity
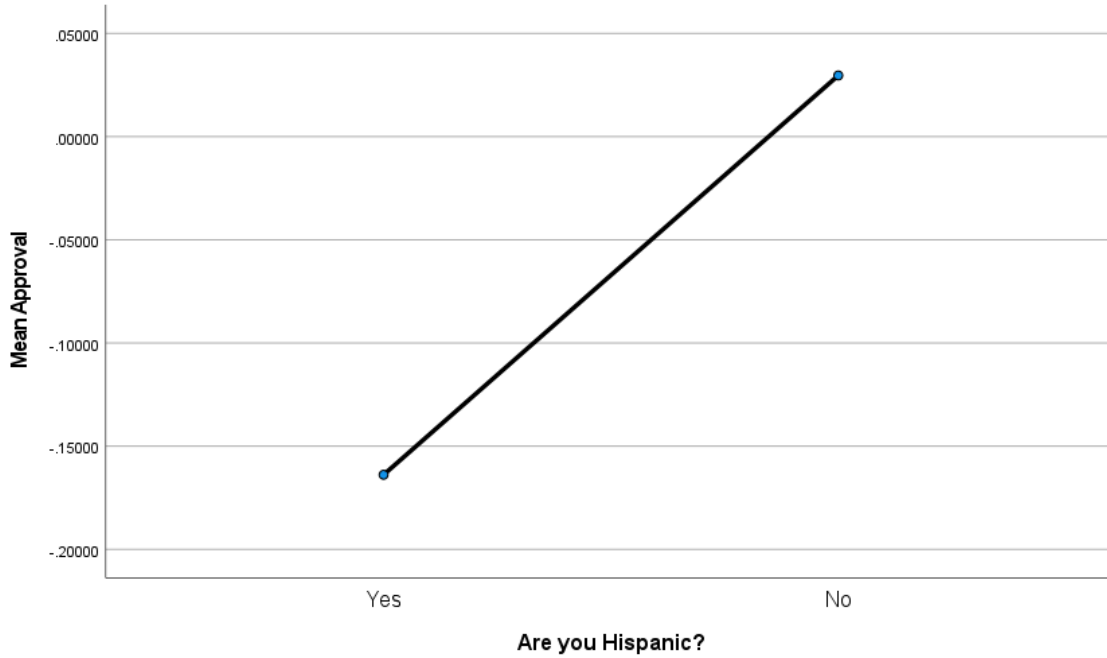
Table 4-C and Figure 4-3 suggest that White Collin County adults regarded Collin College more positively than non-White adults. However, the difference was not sufficient to reject the null hypothesis of no difference between non-White and White respondents in their approval of Collin College.

Table 4-C

Approval by Racial Identity

Racial Identity	N	Mean
White	411	0.013875
Non-White	233	-0.026249
Total	646	-0.000642

One-Way ANOVA: F = 0.274, 1 df, p = 0.601

Figure 4-3

Means Plot of Approval by Racial Identity
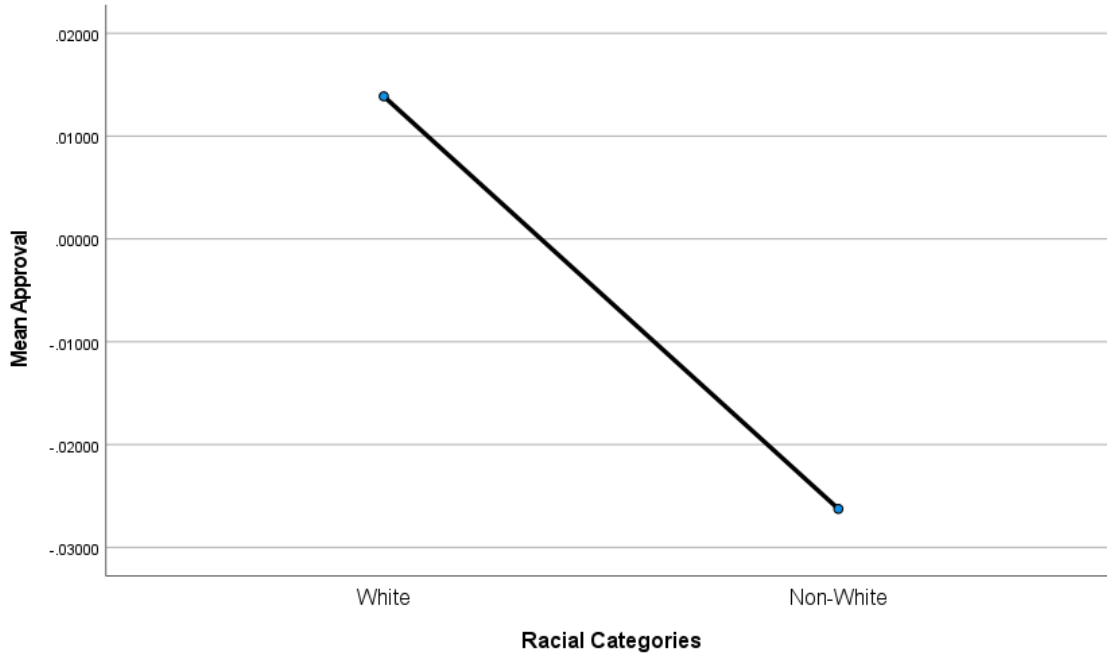
Table 4-D and Figure 4-4 indicate that 2024 mean approval ratings for the various age categories were similar enough for a sample of this size and composition that one cannot reject the null hypothesis that there is no difference among the means.

Table 4-D

Approval by Age

Age Category	N	Mean
18-25 Years	117	-0.067932
26-35 Years	101	-0.055065
36-45 Years	145	0.037879
46-55 Years	117	0.029476
56-65 Years	77	-0.206751
>65 Years	89	0.230206
Total	646	0.000000

One-Way ANOVA: F = 2.122, 5 df, p = 0.061

Figure 4-4

Means Plot of Approval by Age
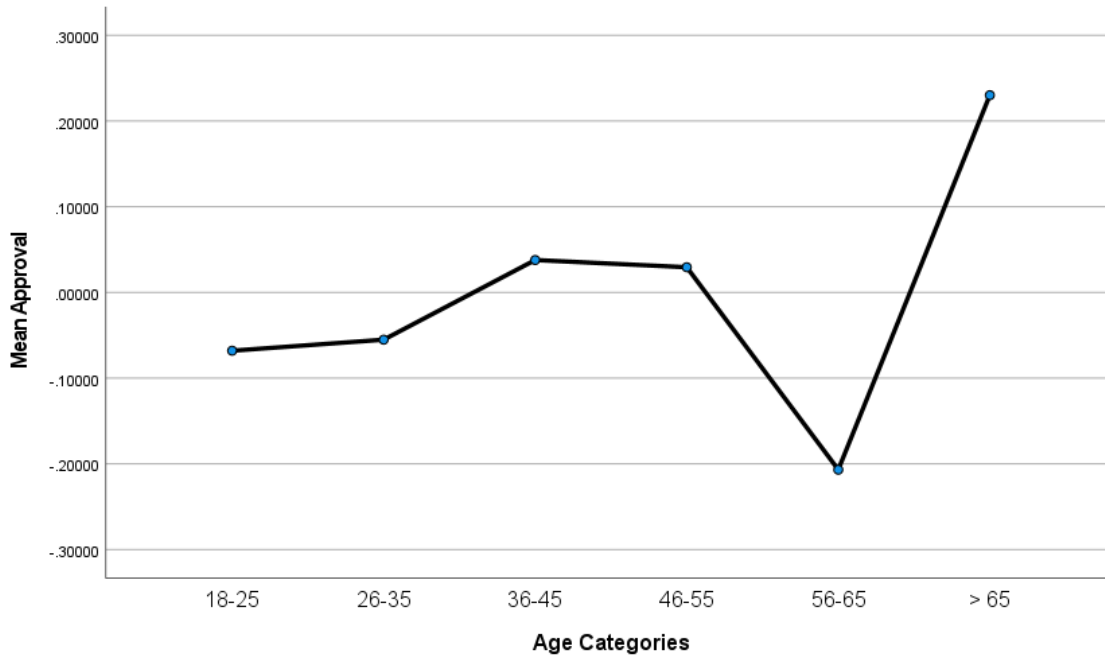
Table 4-E and Figure 4-5 compare mean approval ratings of adult residents of Collin County who had no education beyond a high school diploma vs. those who had attended some college but stopped short of a baccalaureate degree vs. those who completed a bachelor's degree or higher. In the 2024 sample, perceptions of Collin appear to be positively correlated with educational attainment; i.e., the more education respondents had the more positive were their perceptions of Collin College. The low educational attainment group was the only one of the three with an overall negative view of Collin College. However, the results of a one-way analysis of variance comparing mean approval ratings for the three groups, shown at the bottom of Table 4-E, suggests that any differences among the three educational attainment groups were not large enough to justify rejection of the null hypothesis that there are no differences among them.

Table 4-E

Approval by Highest Educational Attainment

Highest Educational Attainment	N	Mean
High School Diploma or Less	111	-0.222709
Some College, Certificate, or Assoc. Degree	193	0.029489
Baccalaureate or Higher	334	0.047247
Total	638	-0.005092

One-Way ANOVA: F = 3.708, 2 df, p = 0.025

In the 2022 survey report, the lowest educational attainment group was found to have significantly lower approval of Collin College than the other two groups. Consequently, it was suggested at the time that there may be some value in focusing marketing and advertising efforts on the portion of the adult population that discontinued their education prior to or upon completion or high school. Unlike in the 2022 survey, in the 2024 survey, the differences among groups turned out to be nonsignificant, but the low attainment group remains negative compared to the higher attainment groups which both expressed positive regard for Collin College. So, the recommendation made two years ago may yet be worth pursuing.

Figure 4-5

Means Plot of Approval by Highest Level of Education
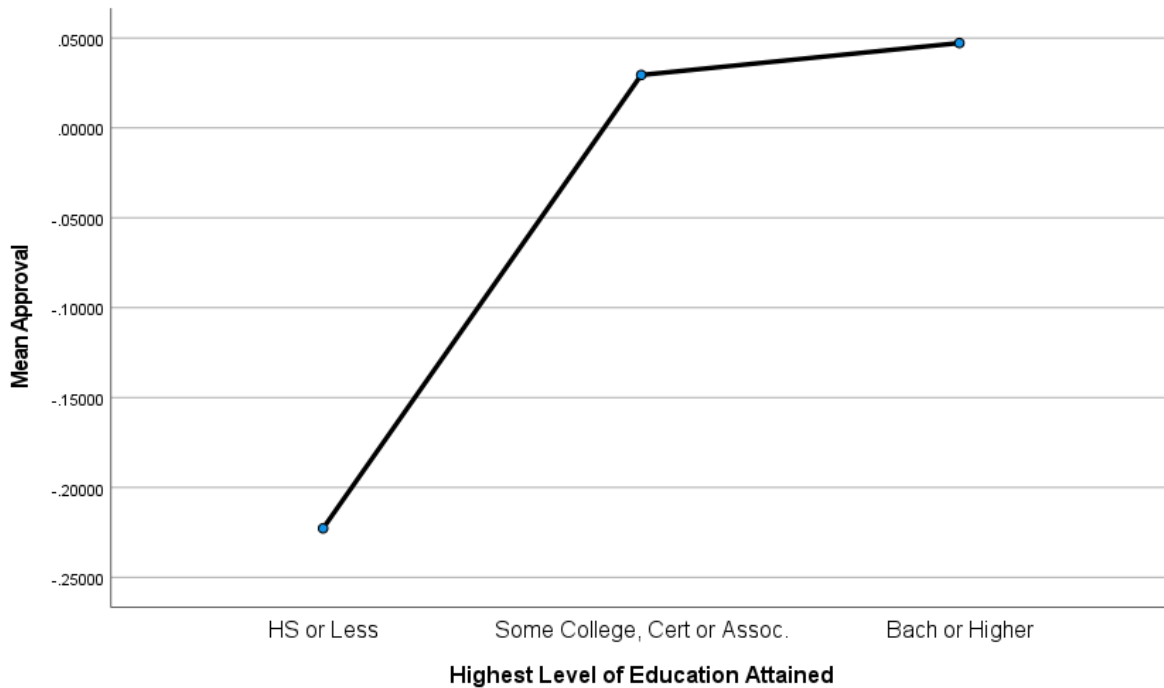
Based on mean approval ratings of adults from various Collin County cities, results from a one-way analysis of variance (shown at the bottom of Table 4-F, below) indicate that the null hypothesis cannot be rejected that there are no differences in approval of Collin College among the seven community groupings. Thus, there do not appear to be any significant differences in approval of Collin College among the various communities within Collin County.

Table 4-F

Approval by City of Residence

City of Residence	N	Mean
Allen	47	0.048315
Frisco	78	-0.054842
McKinney	75	0.026453
Plano	172	0.074034
Richardson/Dallas	97	-0.183329
Wylie	36	-0.003442
Other, Smaller Communities	123	0.065880
Total	628	0.004630

One-Way ANOVA: F = 0.973, 6 df, p = 0.443

Figure 4-6 makes it clear that the mean approval rating of Collin College for adults residing in the portions of Richardson and Dallas within Collin County, while not significantly lower, was, nonetheless, lower than those reflected in other communities. This has been a consistent pattern for several iterations of the Community Survey. It is possible that residents of Richardson and Dallas tend to

Figure 4-6

Means Plot of Approval by City of Residence
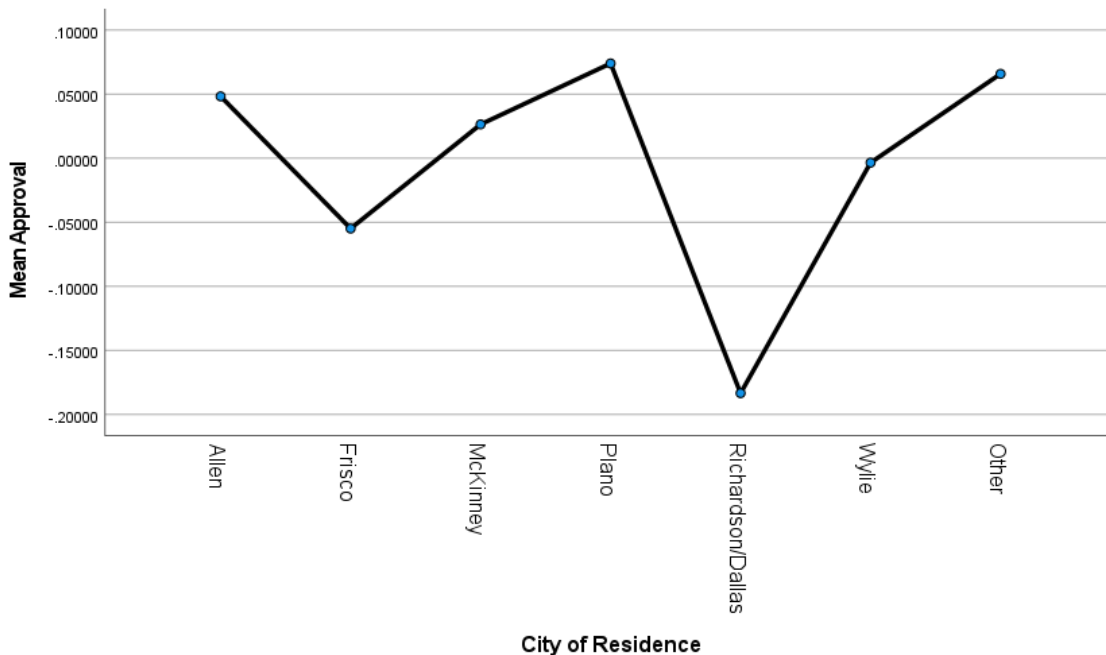
have stronger ties to Dallas County; or because these areas are located on the fringe of Collin County, they have less proximity or access to a Collin College

campus; or residents of these areas may find easier access to Dallas College campuses. This pattern suggests that the College may wish to focus some advertising and marketing resources specifically on the portions of Richardson and Dallas within Collin County to help improve perceptions of Collin College.

Table 4-G indicates that people who resided at their current address for fewer than four years had mean approval ratings that were the most negative while residents who had lived at their current addresses from 5 to 7 years viewed the College most positively. Interestingly, on average, respondents who resided at their current addresses from 8 to 10 years tended to perceive Collin College negatively and those who had lived at their current addresses for ten or more years saw the College in a positive light. This yoyo effect among four groups of residents is clearly visible in Figure 4-7. However, a one-way analysis of variance performed on the data, shown at the bottom of Table 4-G, makes clear that the differences among the groups were not large enough to warrant rejecting the null hypothesis of no differences among the four groups.

Table 4-G

Approval by Years Lived at Current Address

Lived at Current Address	N	Mean
<4 Years	232	-0.061670
4-7 Years	155	0.066342
8-10 Years	66	-0.037822
11+ Years	185	0.045239
Total	638	0.002897

One-Way ANOVA: $F = 0.774$, 3 df, $p = 0.509$

It has not been uncommon in prior surveys to find, like in the 2024 survey, that respondents who had resided at their current address for 8 to 10 years tipped toward the negative end of the scale in their perception of Collin College. Why this would be the case and how to identify and target households in this group poses a challenge.

After prior administrations of the survey when newer residents were found to have more negative perceptions of Collin College, it had been suggested that the 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 4-7

Means Plot of Approval by Years Lived at Current Address
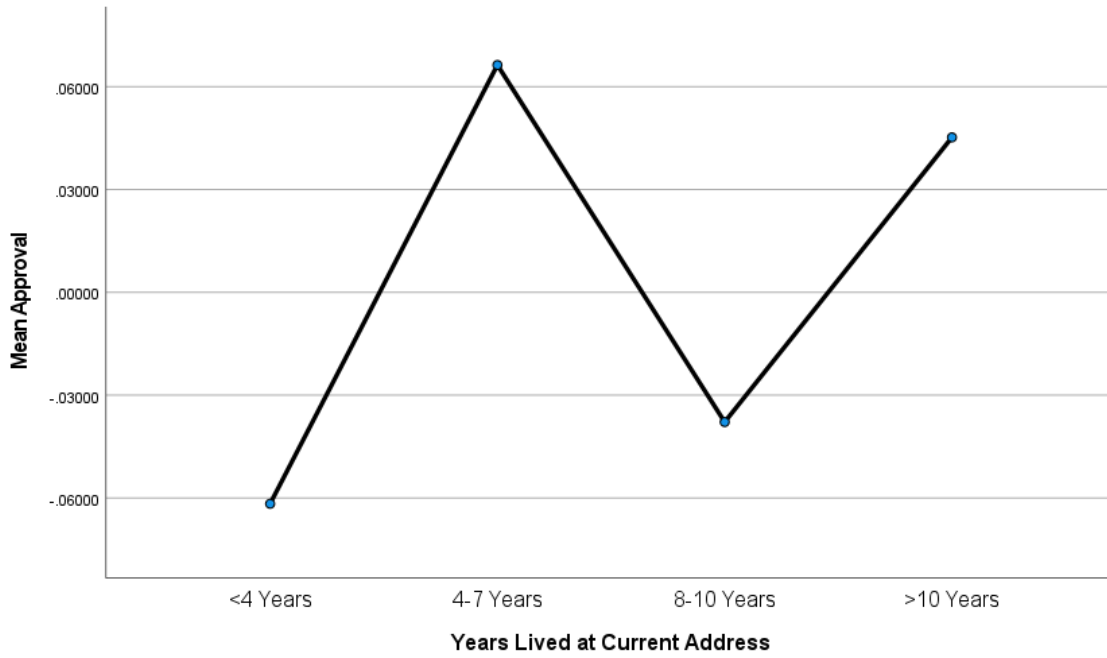
Section 5. 2024 Marketing Support

In 2024, six items were included in the Community Survey at the request of the Communications Office specifically to support their marketing efforts. The last two items in the bulleted list, below, appeared in the 2024 Community Survey for the first time. Respondents were asked about:
- awareness of Collin College's affordable tuition (Table 5-A),
- the degree of importance they attached to affordable tuition vs. low tax rates (Table 5-B),
- their degree of awareness that Collin College now offers baccalaureate degrees (Table 5-C),
- one thing Collin College could do to better serve their needs (Table 5-D),
- what would encourage them or a family member to attend Collin College (Table 5-E), and
- whether they or anyone they know had enrolled in or completed one of Collin's new baccalaureate programs (Table 5-F).

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	162	25.1	26.3	26.3
2	80	12.4	13.0	39.2
3	127	19.7	20.6	59.8
4	113	17.5	18.3	78.1
5 Well Aware It Is So Affordable	135	20.9	21.9	100.0
Total	617	95.5	100.0	
No Response	29	4.5		
Grand Total	646	100.0		

Table 5-A documents a lack of clarity about the degree to which Collin County adults understand that Collin College is an affordable educational option. Of the 617 people who responded to the prompt, the percentage of respondents who were relatively unaware of Collin's affordability (39.3% selected responses 1 and 2) was almost identical to the percentage who indicated that they were relatively aware (40.3% selected responses 4 and 5). Another 21% of respondents selected response 3 indicating ambiguity about whether or not they were aware of Collin

College's affordability. The fact that fewer than half of Collin County adults are aware to some degree of Collin College's affordability suggests that this is a theme that would benefit from additional focus in advertising and marketing efforts. The College's affordability and the commitment of trustees to that idea gets considerable and ongoing attention at Board of Trustees' meetings. But, in 2024, the message does not appear to be reaching Collin County residents.

A total of 616 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) Seven of every ten respondents (71%) favored affordable tuition (responses 4 and 5), while fewer than one in ten (9%) favored lower taxes (responses 1 and 2). Nearly 20% of respondents indicated no preference. The 2024 finding was more favorable toward affordable tuition than the 2022 survey. The observation was made in 2022 that the majority favoring affordable tuition over lower taxes was surprising given the conservative nature of the majority of voters in Collin County. Perhaps Collin County's political conservatism is more in the form of the compassionate conservatism alluded to by former President George W. Bush.

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 Are More Important	37	5.7	6.0	6.0
2	17	2.6	2.8	8.8
3	124	19.2	20.1	28.9
4	185	28.6	30.0	58.9
5 Affordable Tuition Is More Important	253	39.2	41.1	100.0
Total	616	95.4	100.0	
No Response	30	4.6		
Total	646	100.0		

The survey asked, "Are you aware that Collin College now offers bachelor's degrees?" Of the 615 people who responded to the question (Table 5-C), just over one-third (38%) indicated some degree of awareness of the College's baccalaureate offerings (responses 4 and 5), while 42% indicated they were relatively unaware of this new degree option. About 21% of respondents selected response 3 indicating ambiguity about their awareness that Collin now offers bachelor's degrees. It appears that there is still work to do to create broad awareness of this new educational opportunity within the adult population of Collin County.

Table 5-C.

Are You Aware That Collin College Now Offers Bachelor's Degrees?

	Number of Responses	Percent	Valid Percent	Cumulative Percent
1 Not at all Aware	188	29.1	30.6	30.6
2	67	10.4	10.9	41.5
3	126	19.5	20.5	62.0
4	98	15.2	15.9	77.9
5 Completely Aware	136	21.1	22.1	100.0
Total	615	95.2	100.0	
No Response	31	4.8		
Total	646	100.0		

Another prompt asked respondents to identify one thing Collin College could do to better serve their needs. A total of 442 respondents offered 455 suggestions that were classified into 12 categories upon completion of a thematic analysis. Table 5-D presents the numbers of responses and percentages with which those responses fell into the dozen summary categories. Of 646 total respondents to the survey, 204 did not respond to the prompt, and another 12 indicated that they currently either are unaware of or have no need for the College's services.

The three categories that captured the most responses tend to be fairly stable over time, though they may switch positions among the top three from one survey to the next. Of the 455 responses offered, the most frequent (115 or 25%) came from Collin County adults who want the College to expand its educational offerings in some fashion. (All responses are listed verbatim in Appendix B, Table B-4.) There is irony here in that a surprising number of responses requested educational programs that the College already offers. This information gap clearly ties to the third most frequently cited category of Advertising and Marketing and suggests an ongoing need to create greater awareness of specific educational offerings rather than simply a general awareness of the College.

The second most frequently cited category (75 responses or 17%) centered on issues related to college affordability. There was considerable concern among respondents that Collin College remain affordable and accessible to service area residents that might benefit from its services.

Table 5-D

Grouped Responses to "What Is One Thing Collin College Could Do to Better Serve Your Needs?"

Response Category	Number of Responses	% of Responses
Expand Educational Offerings	115	25.3%
Affordability	75	16.5%
Advertising and Marketing	57	13.5%
Create Welcoming & Supportive Environment	47	10.3%
General Positive Regard	36	7.9%
Improve Educational Quality	23	5.1%
Strengthen Ties to Jobs and Employers	22	4.8%
Campus Access and Quality	20	4.4%
Improve Online Presence	19	4.2%
General Negative Regard	18	4.0%
No Current Awareness of or Need for Collin	12	2.6%
Personal or Political Agenda	11	2.4%
Number of Responses	455	
Number Who Responded	442	68% of Sample
Number Offering No Response	204	32% of Sample
Total Sample	646	

Improving advertising and marketing was the third most frequently cited recommendation with 57 (14%) responses indicating that people want more information about the College and its programs. This was up slightly from 12% of the responses that made this suggestion in 2022. The fact that this persistently remains among the top three responses from survey to survey underscores the importance or remaining focused on it. This will never go away as an issue, but if it slips among the College's many priorities, it always has the potential to become a bigger issue.

Another 47 (10%) of respondents expressed a desire to see Collin College create a more welcoming and supportive environment. Most of those suggestions focused on facilitating admission and registration, increasing diversity, greater flexibility in scheduling, improving support and communication skills among the College's staff, food services, and increasing the College's sports teams. The diversity issue could be a challenge since it was mentioned enough to suggest that there is interest for it among Collin County adults, but the College must walk a fine line given the current antipathy towards that notion in Austin.

There were 36 (8%) respondents who expressed a general positive regard for Collin College without offering any suggestions. That is slightly higher than the 6% who

did so in 2022, and it is double the number that expressed general negative regard in 2024.

The remaining four substantive groups of responses all garnered attention from 4% to 5% of respondents. They focused on improving educational quality (23 respondents or 5%), strengthening ties to jobs and employers (22 respondents or 5%), campus access and quality (20 respondents or 4%), and improving the College's online presence. As noted above, all verbatim responses are available for review in Appendix B.

In 2024, two new questions were posed to respondents at the request of Collin's Communications Office to facilitate their advertising and marketing efforts. The first question asked, "What would encourage you or a family member to attend Collin College?" The second item asked, "Have you or anyone you know enrolled in or completed a bachelor's degree program at Collin College?" Responses to these new prompts appear in Table 5-E and 5-F, respectively.

Table 5-E

Grouped Responses to "What Would Encourage You or a Family Member to Attend Collin College?"

Response Category	Number of Responses	% of Responses
Affordability	84	25.1%
Nothing Would Encourage Enrollment at Collin	47	14.0%
Ambiguously Open to Enrollment at Collin	36	11.8%
Proximity or Convenience	29	8.7%
Compelling Courses and Programs	29	8.7%
Improve Employment or Earnings Opportunities	19	5.7%
Perceptions or Evidence of Educational Quality	18	5.4%
Desire or Need for Additional Information	16	4.8%
Greater Variety of Educational Options	13	3.9%
Uncertain What Would Encourage Enrollment	12	3.6%
Better Advertising & Marketing/More Information	10	3.0%
High Touch	7	2.1%
General Positive Regard	6	1.8%
Personal or Political Agenda	5	1.5%
Unclear Response	4	1.2%
Number of Responses	335	
Number Who Responded	314	49% of Sample
Number Offering No Response	332	51% of Sample
Total Sample	646	

A total of 314 people offered responses to the question, "What would encourage you or a family member to attend Collin College?" The fact that some people offered more than one response along with the fact that some responses applied to more than one of the categories are reasons why the percentages total to more than 100%. All verbatim responses appear in Appendix B, Table B-2.

By far, the most frequent responses to the question (25%) centered around cost and affordability of a Collin College education. The fact that Collin's tuition is among the least expensive in both Texas and the United States does not mean that everyone can afford it. Based on the responses, the cost of tuition remains an important consideration in the minds of about a quarter of Collin County adult residents.

The next most frequent response (14%) was that nothing would encourage respondents to attend Collin College. Most respondents who gave this answer to the question simply said that "nothing" would influence them to enroll. Others expressed various degrees of hostility toward education in general, a few indicated that they or family members had been so educationally unsuccessful that there was little or no likelihood of ever enrolling, and a few felt that the question just didn't apply to them.

About 12% of respondents offered some vague affirmations about a willingness to enroll at Collin College, but they provided no information about conditions or circumstances that would prompt them do so. Another 9% offered responses about either proximity/convenience or about the availability of compelling courses and programs as preconditions for enrollment at Collin. Among the latter group, in every instance where specific courses or programs were cited, Collin either already offers them or they are programs Collin cannot offer, such as online master's degrees.

Three groups of response clusters garnered support from about 5% of respondents. One group of respondents focused on the notion that they might be encouraged to enroll at Collin if it provided an opportunity to improve their employment or earnings potential (5.7%), another group zeroed in on perceptions or evidence of educational quality as a condition for enrollment at Collin (5.4%), and another 4.8% felt they needed more information about Collin College before they would be able to make a decision.

About 4% of respondents wanted a greater variety of educational options available from Collin College before they were interested in enrolling. However, only one respondent gave any indication of what that meant to them. In that instance, the respondent was interested in auditing classes just to participate in the learning experience, an option that already exists.

A dozen respondents to the question (3.6%) were uncertain what it would take to get them to enroll. Three percent felt that better advertising and marketing could induce them to enroll. Another 2% focused on what, in Table 5-E is labeled "High Touch." This means that they were interested in someone at Collin College reaching out to them, helping them with the admissions/registration process, advising/counseling them, and helping them select an educational goal and path.

Another 2% of respondents offered general statements of positive regard for Collin College, while 2% expressed support for personal or political views. Four of the responses were vague one-word references that were indecipherable within the context of the question that was posed.

The final prompt that was added by Collin College's Communications Office to help them with marketing efforts asked about the number of respondents who either had enrolled in one of the College's new baccalaureate programs or if they knew anyone who had enrolled in one of those programs. Table 5-F summarizes the responses to the question. Since the bachelor's degree programs are new, no one should be surprised that the large majority of respondents had neither enrolled in nor knew anyone who had enrolled in one of the programs. This was not a particularly meaningful question in and of itself for the 2024 Community Survey. However, it does offer a baseline for comparison in future surveys to assess the degree to which Collin County adults' awareness of and engagement with the programs evolves over time.

Table 5-F

Have You or Anyone You Know Enrolled in or Completed a Bachelor's Degree Program at Collin College?

	Number of Responses	Percent	Valid Percent	Cumulative Percent
Yes	127	19.7%	20.6%	20.6%
No	489	75.7%	79.4%	100.0%
Total	616	95.4%	100.0%	
No Response	30	4.6%		
Total	646	100.0%		

Given the small numbers of students enrolled in Collin's four baccalaureate programs during the 2023-2024 academic year, it is unlikely that 20% of Collin County residents either enrolled in or know anyone who was enrolled in one of the programs. The relatively high proportion of "yes" responses probably is a misperception on the part of respondents and suggests that this item should be revised or omitted in the next survey administration.

Appendix A

Comparison of Sample Demographics

Comparison of Sample Demographics

Table A-1

Gender by Year Survey Was Administered

Gender	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
Female	300	353	383	402	407	330
	50.0%	58.8%	58.8%	63.2%	68.4%	51.9%
Male	300	247	266	234	188	306
	50.0%	41.2%	40.9%	36.8%	31.6%	48.1%
Total Responses	600	600	649	636	595	636
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

In 2024, it was estimated that females made up 50.3% of Collin County's adult population, and males made up the remaining 49.7%. As shown in Table A-1, the sample for the 2024 Collin College Community Survey was 51.9% female and 48.1% male. Thus, the sample was closely representative of the county's gender distribution in the general population.

Table A-2

Hispanic Identity by Year Survey Was Administered

Hispanic Identity	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
Hispanic	20	42	95	93	151	99
	3.4%	7.1%	14.6%	14.5%	25.2%	15.3%
NonHispanic	561	549	556	548	450	547
	96.6%	92.9%	85.4%	85.5%	74.8%	84.7%
Total Responses	581	591	651	641	602	646
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

About 16% of Collin County's total population consisted of Hispanic residents in 2024. About 15% of the respondents to Collin College's 2024 Community Survey were Hispanic (Table A-2). Thus, the County's Hispanic population appears to have been appropriately represented in the 2024 survey.

In 2024, about 49% of Collin County's total population identified as White (Table A-3), and the remaining 51% consisted of all other racial group members including Blacks, Asians, and other smaller groups. White respondents made up about 64% of the 2024 sample. Thus, Whites were substantially overrepresented in the 2024

Community Survey sample, and non-Whites correspondingly were underrepresented.

Table A-3

Racial Identity by Year Survey Was Administered

Racial Identity	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
White	462	420	405	381	338	411
	79.5%	71.6%	72.7%	69.5%	76.3%	63.8%
Non-White	119	167	152	167	105	233
	20.5%	27.8%	27.3%	30.5%	23.7%	36.2%
Total	581	587	557	548	443	644
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Census age categories do not match the age categories that traditionally have been used to report on Collin College's Community Surveys (Table A-4). However, the survey data can be examined to provide some comparisons as to how closely the sample corresponds to the population in terms of the age distribution.

Table A-4

Age by Year Survey Was Administered

Age Category	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
18-25 Years	9	16	45	95	101	117
	1.8%	2.7%	6.9%	14.8%	16.8%	18.1%
26-35 Years	22	60	104	100	120	101
	4.4%	10.1%	16.0%	15.6%	20.0%	15.6%
36-45 Years	68	168	157	147	123	145
	11.3%	28.3%	24.1%	22.9%	20.5%	22.4%
46-55 Years	114	128	121	109	99	117
	22.6%	21.6%	18.6%	17.0%	16.5%	18.1%
56-65 Years	101	135	135	105	84	77
	20.0%	22.8%	20.7%	16.4%	14.0%	11.9%
>65 Years	191	86	89	85	73	89
	37.8%	14.5%	13.7%	13.3%	12.2%	13.8%
Total	505	593	651	641	600	646
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- About 12% of Collin County's adult population fell within the 18- to 24-year age group in 2024. About 17% of the sample fell within that age range. So, the youngest age group was slightly overrepresented.
- Another 17% of the County's 2024 adult population fell within the 25- to 34-year age category compared to about 15% of the sample. Thus, the proportion of the

sample within the 25- to 34-year age group was quite similar to Collin County's adult population.

- About 21% of the County's adult population ranged from 35 to 44 years of age in 2024. In the sample, about 21% of respondents came from within the 35- to 44-year age range. Thus, the sample appropriately represented this age group.
- Collin County residents in early middle age (45 to 54 years), comprised about 19% of the County's adult population in 2024, while they represented about 21% of the sample. So, this age group in the sample reasonably mirrored the County's adult population.
- Adult residents of the County in the late middle age group (55 to 64) represented about 14% of all adults. People in the same age group made up about 12% of the sample. Late middle-aged respondents in the 2024 sample essentially paralleled the County's adult population.
- The oldest segment of the population, ranging in age from 65 years up, made up about 16% of the County's total adult population in 2024. That group comprised about 15% of survey respondents in the sample. Again, the most senior proportion of the sample reasonably approximated the County's senior citizen population percentage.

Unlike some of the prior surveys, the 2024 survey sample reasonably matched the adult population of Collin County. There is no apparent reason to suspect age-related bias in the sample.

Table A-5 focuses on educational attainment in the sample.

Table A-5

Highest Educational Attainment by Year Survey Was Administered

Highest Educational Attainment	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
High School Diploma or Less	45	47	38	78	66	111
	7.6%	7.8%	5.9%	12.3%	11.0%	17.4%
Some College, Certif., or Assoc. Degree	143	135	165	205	195	193
	24.0%	22.5%	25.5%	32.0%	32.6%	30.3%
Baccalaureate or Higher	408	418	444	351	337	334
	68.5%	69.7%	68.6%	55.4%	56.4%	52.4%
Total	596	600	647	634	598	638
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The U.S. Census reports educational attainment in the population for adults of at least 25 years of age. Comparing educational attainment in the sample for respondents who were at least 25 years old with the actual Collin County adult population in 2024 reveals the following.

- About 21% of Collin County adults attained a high school diploma or less while about 12% of the sample had attained that same educational level. Thus, the sample underrepresented county adults with a high school diploma or less.
- About 25% of the county's adults had attended some college without attaining a bachelor's degree. (This included one-year post-secondary certificates and associate's degrees).   Roughly 29% of survey respondents fell into that same category. Thus, the sample very slightly overrepresented people who had attended college without earning a baccalaureate.
- Around 55% of Collin County adults had attained a bachelor's degree or higher. Survey respondents in the same category comprised 58% of the sample. Again, respondents with the highest levels of educational attainment were slightly overrepresented in the sample.

Overall, the 2024 sample slightly oversampled adults with who had attended some college and those who had earned degrees, while underrepresenting the County's adult population whose highest educational attainment was a high school diploma or less.

Comparing data in Table A-6 to the 2024 Collin County population, it appears that Allen, Plano, and Wylie were reasonably well represented in the sample. The percentages of respondents in the sample from Allen, Plano, and Wylie were within a couple of percentage points of their representation within the 2024 County adult population counts. Frisco and McKinney appear to have been somewhat underrepresented in the sample. Frisco's population estimate represented about 19.0% of Collin County's total population, while McKinney's 2024 population estimate comprised about 18.2% of Collin County's population. The two cities represented only about 12.4% and 11.9%, respectively, of the sample.

Population estimates for the portions of Dallas and Richardson within Collin County are unavailable, but residents of those two areas made up 15.4% of the 2024 sample. About 35% of the sample came from parts of Collin County outside Allen, Frisco, McKinney, Plano, and Wylie, while about 21% of the population resided in those areas (including Richardson/Dallas) during 2021. So, the areas of Collin County outside Allen, Frisco, McKinney, Plano, and Wylie appear to have been substantially overrepresented in the 2024 sample.

Table A-6

Locality of Residence by Year Survey Was Administered

Locality of Residence	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
Allen	71	69	81	73	42	47
	11.8%	11.5%	12.4%	11.4%	7.0%	7.5%
Frisco	74	62	69	67	60	78
	12.3%	10.3%	10.6%	10.5%	10.0%	12.4%
McKinney	90	105	112	130	80	75
	15.0%	17.5%	17.2%	20.3%	13.3%	11.9%
Plano	219	210	190	195	107	172
	36.5%	35.0%	29.2%	30.4%	17.8%	27.4%
Dallas/Richardson	59	59	58	44	117	97
	9.8%	9.8%	8.9%	6.9%	19.5%	18.4%
Wylie	39	33	33	31	22	36
	6.5%	5.5%	5.1%	4.8%	3.7%	5.7%
Other Collin County Locations*	48	62	108	101	173	134
	8.0%	10.3%	16.6%	15.8%	28.8%	21.0%
Total	600	600	651	641	601	628
	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 residents of Farmersville. Why that happened is unclear, and the vendor offered no explanation when asked. In other administrations of the survey, no specific "other" city appears to have been targeted, and the responses from "other Collin County locations" came from a variety of smaller communities throughout the County.

A 2024 population estimate indicates that the median year for Collin County homeowners to have moved into their current residence was 2002. That means the median years at the current residence was approximately 22 years at the time the 2024 survey was administered. The median years at the current address for respondents to the 2024 Community Survey was 5 years.

The apparent overrepresentation of Collin County short-timers in is readily apparent upon examination of the 2024 column in Table A-7. The percentage of respondents who had resided at their current addresses for less than one year was many times greater than in past surveys. The 2024 percentages for residents who had resided at their current addresses for one to three and for four to seven years both were slightly higher than the average for the prior years' surveys. And the percentage of respondents who resided at their current addresses for more than ten years was substantially lower than the average for prior years.

Table A-7

Years Lived in Collin County/at Current Address by Year Survey Was Administered

Years at Current Location	Year Survey Was Administered					
	2013	2015	2017	2019	2022	2024
<1 Year	10	5	15	9	9	66
	1.7%	0.9%	2.3%	1.5%	1.5%	10.3%
1-3 Years	119	80	213	187	143	166
	19.8%	14.6%	32.7%	31.3%	23.8%	26.0%
4-7 Years	164	71	106	123	108	155
	27.3%	12.9%	16.3%	20.6%	18.0%	24.3%
8-10 Years	88	92	67	31	61	66
	14.7%	16.8%	10.3%	5.2%	10.2%	10.3%
>10 Years	219	301	250	248	278	185
	36.5%	54.8%	38.4%	41.5%	46.4%	29.0%
Total	600	549	651	598	599	538
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note 1: 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.

Note 2: The number and percentage of 2024 adult Collin County residents who had lived in the county for less than one year was much higher than it has been in the past. At the same time, the number and percentage of residents who had resided in Collin County for more than ten years was substantially less than it has been in prior samples. It is unclear if this was due to sampling variations, the large influx of new residents over the past few years, some combination, or an entirely different cause.

Thus, it appears the 2024 sample overrepresented respondents living 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 2024 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 cited in this report.

This concludes the detailed analysis of the sample presented in Appendix A. The analysis suggests, in general, the use of only the online panel appears to have been reasonably successful in procuring a sample that represented the Collin County adult population. However, there are a few exceptions such as length of residence at the current address and racial identity which may have created some biases in the results. Whites and people who resided at their current residences for shorter durations were overrepresented in the sample.

Appendix B

2024 Community Survey Verbatim Responses to Open-Ended Prompts

2024 Community Survey Verbatim Responses to Open-Ended Prompts

This appendix presents all verbatim responses to all open-ended items included in the 2024 Community Survey.

Item 6 asked respondents to indicate which college came to mind when they thought about colleges that serve the area. Table B-1 presents all verbatim responses to this prompt.

Table B-1

All Verbatim responses to Item 6: "What College first comes to mind when you think about colleges that serve residents in your area?"

College or University	Frequency	Percent	Cumulative Percent
No Response	110	17.0	17.0
Amarillo College	1	.2	17.2
American Military U	1	.2	17.3
Baylor	11	1.7	19.0
Butler College	1	.2	19.2
BYU	2	.3	19.5
Carnegie	2	.3	19.8
Collin, Collin College, Quad C, or Collin County Community College	129	20.0	39.8
Dallas Baptist U	2	.3	40.1
Dallas College	22	3.4	43.5
Del Mar College	1	.2	43.7
Duke	1	.2	43.8
Franklin U	1	.2	44.0
Harvard	4	.6	44.6
HBCU	1	.2	44.7
Ivy League	1	.2	44.9
Liberty U	1	.2	45.0
LSU	3	.5	45.5
Miami U	1	.2	45.7
Navarro College	1	.2	45.8
NYU	1	.2	46.0
Oklahoma State U	2	.3	46.3
Oklahoma U	1	.2	46.4
Oxford	2	.3	46.7
Paul Quinn	1	.2	46.9
Rice	1	.2	47.1
SAGU	1	.2	47.2
Sam Houston State	1	.2	47.4
SMU	44	6.8	54.2
Southern U	1	.2	54.3

TAMU	34	5.3	59.6
TAMU-Commerce	3	.5	60.1
Tarrant County	1	.2	60.2
TCU	15	2.3	62.5
Texas State-San Marcos	2	.3	62.8
Texas Tech	12	1.9	64.7
TWU	4	.6	65.3
U of Arizona-Global	1	.2	65.5
U of Dallas	3	.5	65.9
U of Houston	2	.3	66.3
U of Oklahoma	1	.2	66.4
U of Oregon	1	.2	66.6
U of the Incarnate Word	1	.2	66.7
UCLA	1	.2	66.9
UMass Medical School	1	.2	67.0
UNT	78	12.1	79.1
UNT-Dallas	1	.2	79.3
UNT-Frisco	1	.2	79.4
UT-Austin	39	6.0	85.4
UT-Southwestern	2	.3	85.8
UTA	8	1.2	87.0
UTD	78	12.1	99.1
West Coast U	1	.2	99.2
Yale	5	.8	100.0
Total	646	100.0	

Item 9a asked respondents to identify what would encourage them or a family member to attend Collin College. Verbatim responses are listed in Table B-2.

Table B-2

All Verbatim Responses to Item 9a: "What Would Encourage You or a Family Member to Attend Collin College?"

Responses	Number of Responses	Percentage of Responses
No Response	332	51.4
[Range of] courses offered and the cost.	1	.2
A better living	1	.2
A degree program that is beneficial to me in some way	1	.2
A need to further their education	1	.2
Affiliate program	1	.2
Affordability	1	.2
Affordable	2	.3
Affordable [tuition] rate	1	.2
Affordable classes	1	.2
Affordable prices	1	.2
Affordable tuition fee	1	.2
An affordable education	1	.2
An interesting course	1	.2

aprender y aumentar conocimientos en licenciatura para ayudar a otros. [Learn and increase knowledge in bachelor's degree to help others.]	1	.2
Associates degree paid for	1	.2
Astronomy related courses	1	.2
Bachelor Degree	1	.2
Bad GPA	1	.2
Be more conservative.	1	.2
Beautiful campus environment and high teaching quality.	1	.2
Because it is near us and has good selection of courses and programs.	1	.2
Better advertising and benefits	1	.2
Better campuses and buildings	1	.2
Better education system or financial aid	1	.2
Better teachers	1	.2
Better website	1	.2
Bettering their education.	1	.2
Bring the costs down.	1	.2
Build a stronger relationship with the community	1	.2
Cheap	1	.2
Cheaper	2	.3
Cheaper colleges rates to pay for schooling	1	.2
Close [Proximity]	1	.2
Close [proximity,] cheaper[,] and classed they have [available]	1	.2
Close to where we live and affordable tuition	1	.2
Collin College has been a great view according to the people and whether to be present	1	.2
Continuing education	1	.2
Continuing education in specialty courses for a job.	1	.2
Convenience	2	.3
Convenience to take undergraduate classes	1	.2
Cost	6	.9
Cost of tuition	1	.2
Courses of interest on a schedule that works with my other obligations.	1	.2
Courses relevant to our needs at a reasonable cost	1	.2
Cybersecurity	1	.2
Desire to learn more	1	.2
Directed path to four year degree	1	.2
Discount	1	.2
Discounted classes for senior adults	1	.2
Drive. Passion.	1	.2
Each person is a little different, but they are probably all motivated by good classes	1	.2
Ease to get to.	1	.2
Easy education	1	.2
Education	1	.2
Education is overrated	1	.2
Educational programs	1	.2
Engineering Degree	1	.2

Fair tuition	1	.2
Family	1	.2
Family friendly courses	1	.2
Fewer hoops to jump	1	.2
Fewer liberal ideas	1	.2
Finances	1	.2
Financial aid	1	.2
Financial Aid	1	.2
Finding time	1	.2
Finsish a degree	1	.2
For a Senior (65+) to audit classes for more knowledge	1	.2
For associate or bachelors degree	1	.2
Free	1	.2
Free admission	1	.2
Free classes	2	.3
Free college	1	.2
Free enrollment	1	.2
Free tuition and transfer of credits	1	.2
Fun courses such as yoga and painting for less than a few hundred dollars	1	.2
Funding	1	.2
Further my profession	1	.2
Future success	1	.2
Get a degree in a chosen field to be more applicable for jobs.	1	.2
GOOD DEGREE OPTIONS AND COST	1	.2
Good education	3	.5
Good medical program	1	.2
Good opportunities	1	.2
Good prices and quality education	1	.2
Great course offerings	1	.2
Have good classes and certificates	1	.2
Have someone to usher me through the ENTIRE process of enrolling, choosing classes, what to expect, support, and proactive monitoring and support. Ongoing want. Sense of family immediately.	1	.2
Help me understand why I need so many classes for a degree.	1	.2
Help with finding the right major	1	.2
I am not sure	2	.3
I do not think any of my family members would attend Quad C.	1	.2
I don't know	1	.2
I don't think anything would since we don't really go to college.	1	.2
I have better choices	1	.2
I have heard it is a very good college	1	.2
I have heard that it has a strong technology and engineering cirriculum	1	.2
I have no interest in attending Collin College.	1	.2
I like the program	1	.2
I need to know more first.	1	.2

I need to research continuing education courses for adults. Otherwise, we have a recent college grad from UTDallas and a daughter that is six years out who we expect to go straight to four-year program.	1	.2
I think money would help.	1	.2
I think someone reaching out would be nice and could work.	1	.2
I think they would need to learn more about it.	1	.2
I would first have to have a family member living in Collin County.	1	.2
I would not	1	.2
I would think so.	1	.2
I'm about to [attend]	1	.2
If a specific major was offered there.	1	.2
If I had children	2	.3
If it was free	1	.2
If someone we know recommended it.	1	.2
If the admission process was not so hard	1	.2
If their career interests needs further education	1	.2
If there was a class offered that would interest me	1	.2
If they offered any of the certifications I will be looking to get in a few months	1	.2
If they were looking for a less expensive and local option to begin their educational journey, I would recommend Collin.	1	.2
If we decide to further our education	1	.2
Interesting course and better pricing for senior citizens	1	.2
It has cheap tuition	1	.2
It has good ratings	1	.2
Its a great community college in Texas	1	.2
Job advancement	1	.2
la educacion [the education]	1	.2
Last resort	1	.2
Living here	1	.2
Locality	1	.2
Location	2	.3
Low cost	1	.2
Low cost classes in desirable subjects.	1	.2
Low cost or free classes	1	.2
Low prices	1	.2
Low tuition	1	.2
Lower cost or required courses for work.	1	.2
Lower tuition and book costs	1	.2
Make sure credits transfer from out of state.	1	.2
Make the college as accessible as possible.	1	.2
Maybe	1	.2
Money	3	.5
More areas [of study]	1	.2
More classes	1	.2
More classes in the arts, fashion being one.	1	.2
More food because i am hungry as heck	1	.2
More information about the programs in the college	1	.2
More lucrative options	1	.2

More money	1	.2
More opportunities to sign up	1	.2
More programs offered	1	.2
More publicity on what it has to offer	1	.2
More technology	1	.2
Must find more classes that work with a tough schedule	1	.2
Needing a class for a job	1	.2
Needing further education to advance my career.	1	.2
Needing to attend college classes.	1	.2
No	2	.3
None	7	1.1
Not much	1	.2
Not rsure	1	.2
Not sure	5	.8
Not Sure	1	.2
Not sure.. My kids are all grown and done with college.	1	.2
Nothing	16	2.5
Nothing, higher education is a scam,	1	.2
Nothing, I hate school. All of my children have college degrees.	1	.2
Nothing. All are too old.	1	.2
Nothing. Higher education is a waste of money.	1	.2
Nothing. I think college is not a necessary part of professional occupation anymore.	1	.2
Number of available classes	1	.2
Nursing classes	1	.2
Nursing help	1	.2
Offer more classes in Spanish.	1	.2
Offer more classes in the evening.	1	.2
Offer more money	1	.2
Offer my sister a way to get into her chosen field.	1	.2
Online	1	.2
Online masters degree	1	.2
Opportunity	2	.3
Personal scheduling.	1	.2
Possibly	1	.2
Possibly tuition cost	1	.2
Price	6	.9
Price, [need for] further education	1	.2
Price[,] convenience[,] credit during high school	1	.2
Pricing	1	.2
Pricing is always the determining factor when it comes to things like this.	1	.2
Professional networking	1	.2
Programs that have a mechanical focus	1	.2
Programs that would include transfer credits towards a state university	1	.2
Proximity	1	.2
Quality of education and the cost	1	.2
Reasonable costs	1	.2
Reputation and price	1	.2

Reputation for providing a great education at a valuable price.	1	.2
Scholarship	1	.2
Scholarships	1	.2
Scholarships and aid	1	.2
Seek additional education	1	.2
Seeking knowledge about AI	1	.2
Send them a message and talk about the school.	1	.2
Short programs that allow me to study while being a mom	1	.2
Show how it will make them employable.	1	.2
Specific courses	1	.2
Sponsorship	1	.2
Stop teaching liberal ideas.	1	.2
summer classe	1	.2
Sure	1	.2
Tell [people] they got a good learning system	1	.2
That it is close to the house	1	.2
The advertisements encourages me to join that college	1	.2
The affordability of Collin College along with its flexible class schedules and transfer agreements with universities would be highly encouraging. The focus on practical career training and strong support services such as academic advising and career counseling also create a nurturing environment for achieving educational and professional goals.	1	.2
The fees and the courses offered	1	.2
The need to learn a new skill	1	.2
The price	1	.2
The prospect of getting a job	1	.2
The quality of education there	1	.2
The reviews for the college. I am new to this city.	1	.2
They failed high shcool	1	.2
They never will. They don't do college.	1	.2
To be of age needing it	1	.2
To get a degree	2	.3
To get associates degree for a cheaper price than a 4-year college	1	.2
To have a better education	1	.2
To want a degree	1	.2
Tuition	1	.2
Understand of what is offered that would benefit people already in a career.	1	.2
Variety and easy courses with online classes also	1	.2
Variety of classes	1	.2
We are all out of college.	1	.2
We are not interested in attending college at this time	1	.2
We are too old	1	.2
when I asked my brother he didn't know it existed.	1	.2
Wide variety of courses in different fields or majors	1	.2
Wider range of certifications	1	.2
Yeah	1	.2
Yes	31	4.8
Total	646	100.0

Item 10 asked respondents "What are two or three of Collin College's educational programs that you consider to be of excellent quality?" The purpose of asking respondents to identify specific, "excellent" educational programs was to gain insights into the depth of the public's familiarity with Collin's instructional programs. Just over half of the 646 respondents to the survey identified one or more "excellent" educational programs. Those responses are listed verbatim in Table B-3.

Of the 338 respondents (52%) who identified specific, "excellent" programs, a number of them identified programs that are not offered at Collin College, and a number of others cited programs that are sufficiently generic as to be offered at any postsecondary institution. These types of citations do not imply any particular intimacy with Collin. Other responses, however, indicated deeper familiarity with the College by citing specific programs that the College does offer. Reviewing the list of responses leads one to the conclusion that there is ample opportunity for Collin College to continue or intensify efforts to educate the public about the range of educational options available to them and the quality of the College's programs.

Table B-3

All 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	23	3.0
Acting	1	0.1
Administration	3	0.4
Adult Education	1	0.1
Advertisements	1	0.1
Agriculture	7	0.9
Air Force ROTC	1	0.1
Algebra	1	0.1
Algebra 2	1	0.1
American History	1	0.1
American Sign Language	2	0.3
Animation	1	0.1
Applied Science	2	0.3
Applied Technologies	1	0.1
Arabic	1	0.1
Architecture	2	0.3
Art	9	1.2
Artificial Intelligence	2	0.3
Artist Tattoo	1	0.1
Arts	5	0.6

Arts and Crafts	2	0.3
Associate in Business	1	0.1
Associate of Applied Science	3	0.4
Associate of Arts	2	0.3
Associate of Science	6	0.8
Associates Degree	3	0.4
Associates Degrees	3	0.4
Associates of Science	1	0.1
Assoociate of Arts	1	0.1
Astronomy	1	0.1
Automatic Transmission	1	0.1
Automation	1	0.1
Automotive	1	0.1
Automotive Techlonogy	1	0.1
Bachelor of Applied Science	1	0.1
Bachelor of Arts	1	0.1
Bachelor of Business Administration	2	0.3
Bachelor of Science Degree	1	0.1
Bachelors Courses	1	0.1
Bachelors of Nursing	1	0.1
Basic Courses	1	0.1
Basics	2	0.3
Basketball	1	0.1
Batchelor of Applied Technology in Cybersecurity	1	0.1
Batchelor of Science in Nursing	1	0.1
biology	1	0.1
Biology	5	0.6
Biomedical Engineering	1	0.1
Biotechnology	1	0.1
Broadway	1	0.1
Buisness	2	0.3
Buissness	1	0.1
business	3	0.4
Business	56	7.3
Business Administration	5	0.6
Business Law	1	0.1
Business Management	7	0.9
Calculus 1	1	0.1
Calculus 2	1	0.1
Chemistry	3	0.4
Child Development	1	0.1
Child Education	1	0.1
CNA	1	0.1
College	1	0.1
Communications	4	0.5
Computer	1	0.1
Computer Coding	1	0.1
Computer Courses	1	0.1

Computer Programming	8	1.0
Computer science	1	0.1
Computer Science	31	4.0
Computer Science and Cybersecurity The Computer Science and Cybersecurity programs offer comprehensive training in cutting-edge technologies and industry standards, equipping students with the skills needed for high-demand tech careers.	1	0.1
Computer Science and Engineering	1	0.1
Computer Technology	2	0.3
Computers	6	0.8
Conputers	1	0.1
Construction Management	2	0.3
Continuing Education	1	0.1
Cooking	4	0.5
Cosmetology	1	0.1
Cosmitology	1	0.1
Counseling	1	0.1
Crimilal Justice	1	0.1
Criminal Justice	6	0.8
Culinary	3	0.4
Culinary Arts	1	0.1
Cybersecurity	9	1.2
Data	1	0.1
Data Science	2	0.3
Dental Hygiene	1	0.1
Dental Hygienist	2	0.3
Dentistry	1	0.1
Design	1	0.1
Differential Equations	1	0.1
Digital Media	1	0.1
Digital Media and Design	1	0.1
Do not go to Collin College	1	0.1
Drawing	1	0.1
Early Childhood Education	2	0.3
Economics	4	0.5
EDUC1300	1	0.1
EDUC1301	1	0.1
EDUC2301	1	0.1
Education	21	2.7
Electric	1	0.1
Electronics	1	0.1
Elementary Education	1	0.1
Emergency Medical Services	1	0.1
Emergency Medical Technician	1	0.1
Engineering	21	2.7
Engineering Management	1	0.1
English	18	2.3
English 1	1	0.1
English 1 and English 2	1	0.1

Enigenering	1	0.1
Entrepreneurship	1	0.1
Environmental Science	1	0.1
Finance	7	0.9
Finances	1	0.1
Financial Courses	1	0.1
Fine Arts	2	0.3
Fire	1	0.1
Fire Science	2	0.3
Fire Service	1	0.1
Firefighter	1	0.1
Food Services Management	1	0.1
Foreign Language	1	0.1
Foreign Languages	1	0.1
Forensics	1	0.1
Game Art	1	0.1
General	1	0.1
General Studies	3	0.4
Golf	1	0.1
Government	1	0.1
Health	3	0.4
Health Professions	1	0.1
Health Sciences	1	0.1
Healthcare	1	0.1
High School Dual Credit	5	0.6
High School Dual Credit English	1	0.1
History	11	1.4
History Courses	1	0.1
Hospitality	1	0.1
Human Resources	2	0.3
Humanities	1	0.1
HVAC	1	0.1
Information Systems	1	0.1
Information Technology	9	1.2
Insurance	1	0.1
Insurance Management	1	0.1
Interior Design	3	0.4
International Business	1	0.1
IT Security	1	0.1
Japanese	1	0.1
Journalism	1	0.1
Junior College Requirements	1	0.1
Languagse	1	0.1
Law	4	0.5
Law Enforsement	1	0.1
Legal	1	0.1
Libaral Arts	1	0.1
Liberal Arts	6	0.8

Library	1	0.1
Licensed Vocational Nursing	1	0.1
Listening	1	0.1
Live Sound Recording	1	0.1
Management	2	0.3
Marketing	4	0.5
Master of Business Administration	5	0.6
Master of Information Studies	1	0.1
Master of Information Technology	1	0.1
Masters of Technology	1	0.1
Math	18	2.3
Mathematics	2	0.3
Mechanic	1	0.1
Mechanical Engineering	2	0.3
Mechanics	2	0.3
Medical	5	0.6
Medical Assistant	1	0.1
Medical Coding	1	0.1
Medical Coding and Billing	1	0.1
Medical Office Management	1	0.1
Medical Support	1	0.1
Medical Terminology	1	0.1
Medicine	1	0.1
MultiVariable Calculus	1	0.1
Music	4	0.5
Music History	1	0.1
None	30	3.9
Nothing	2	0.3
nursing	1	0.1
Nursing	71	9.2
Online Courses	1	0.1
Partnership with Four-Year Colleges	1	0.1
Partnership with High Schools	1	0.1
Patient Care Technician	1	0.1
Personal Finance	1	0.1
Pharmacy	1	0.1
Phlebotomy	1	0.1
Photography	2	0.3
Photoshop	2	0.3
Physical Education	1	0.1
Physical Therapy Assistant	1	0.1
Physician	1	0.1
Physics	7	0.9
Physics 1	1	0.1
Police	1	0.1
Police Academy	1	0.1
Political Science	2	0.3
Pre requisites	1	0.1

Pre-Med	1	0.1
Primatologist	1	0.1
Programming	1	0.1
Pshychology	1	0.1
Psychology	13	1.7
Public Safety	1	0.1
R	1	0.1
Radiology	1	0.1
Radiology Technician	1	0.1
RDA	1	0.1
Reading	1	0.1
Real Estate	6	0.8
Respiratory Care	1	0.1
Respiratory Therapy	1	0.1
Rugby	1	0.1
Scholars Active in Learning	1	0.1
Science	21	2.7
Scrub Technology	1	0.1
Security	1	0.1
Self-Help Classes	1	0.1
So Many	1	0.1
Soccer	1	0.1
Social Media Marketing	1	0.1
Social Sciences	1	0.1
Social Studies	1	0.1
Social Work	1	0.1
Sociology	1	0.1
Spanish	3	0.4
Spanish 3	1	0.1
Spanish as a Second Language	1	0.1
Sports	2	0.3
Sports Medicine	1	0.1
Sterile Processing	1	0.1
Teaching	9	1.2
Technical	2	0.3
Technical Communications	1	0.1
Technical School	1	0.1
Technology	8	1.0
their writing center	1	0.1
Therapy	1	0.1
They all suck	1	0.1
Tutoring	1	0.1
Ultrasound Technology	1	0.1
US History	1	0.1
Veterinary	1	0.1
Veterinary Technology	1	0.1
Video Production	1	0.1
Web Design	1	0.1

Welding	3	0.4
Writing	2	0.3
Total Responses	771	
Total Respondents	338	52.3%
No Response	308	69.6%
Total Sample	646	

Item 12 posed the prompt, "What one thing could Collin College do to better meet your needs?" Of the 646 people in the 2024 sample, 546 (82%) offered suggestions of some sort. A total of 0f 119 people declined to respond to the prompt, while ==another 95, highlighted in yellow,== in Table B-4, below, offered responses that essentially were the same as opting not to respond. Basically, they said they had nothing to say and offered no feedback of any kind.

Table B-4

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

Response	Number of Responses	Percentage of Responses
.it can improve its services by exposing the college to the community through festivals	1	0.2
A closer campus.	1	0.2
Absolutely nothing	1	0.2
Accept my qualifications	1	0.2
Add more events and concerts	1	0.2
Add more online classes	1	0.2
Additional online classes along with the campus classes.	1	0.2
Ads in more places	1	0.2
Adult extension courses	1	0.2
Advertise	3	0.5
Advertise more	1	0.2
Advertise more on what programs that they offer	1	0.2
Advertise more to the community of Plano	1	0.2
Advertise more what they are doing for the community.	1	0.2
Advertise their curriculum more	1	0.2
Advertising	2	0.3
Advertising the use of campus for nonstudents	1	0.2
Affordable	1	0.2
Aid to those who want a higher education	1	0.2
All good	1	0.2
Allow foreigners to study without doing US high school grades	1	0.2
Already doing good	1	0.2

Already perfect!	1	0.2
Anything you can do for jobs and earning	1	0.2
As a Collin College student, I feel like their staff lacks crucial communication skills.	1	0.2
bajar precios. [Lower prices.]	1	0.2
Be cheaper	1	0.2
Be close to my home	1	0.2
Be closer to my home	1	0.2
Be less expensive	3	0.5
Be more affordable	1	0.2
Be more helpful	1	0.2
Be more involved in the community	1	0.2
Be more open and public	1	0.2
Better advertising	1	0.2
Better awareness of offerings.	1	0.2
Better campus	1	0.2
Better communication	2	0.3
Better education	1	0.2
Better educational scholarship support and more focused advertising.	1	0.2
Better educators	1	0.2
Better grades	1	0.2
Better instructional quality	1	0.2
Better Job Placement	1	0.2
Better online systems	1	0.2
Better outreach	1	0.2
Better pricing	1	0.2
Better pricing and benefits to be clearly articulated via advertising	1	0.2
Better prioritize clubs and organizations	1	0.2
Better variety of courses	1	0.2
Better website	1	0.2
Bigger campus	1	0.2
Broaden short term seminar style offerings	1	0.2
Build up the campuses.	1	0.2
Cheaper	1	0.2
Cheaper courses	1	0.2
Cheaper housing	1	0.2
Cheaper prices	2	0.3
Cheaper tuition	2	0.3
Classes for old individuals	1	0.2
Clean up student living	1	0.2
Closer to my house.	1	0.2

College is too expensive	1	0.2
Collin College could make summer courses more affordable for college students.	1	0.2
Collin College could provide better career guidance services.	1	0.2
Collin College has been doing great.	1	0.2
Community classes like cooking	1	0.2
Community Outreach	1	0.2
Community service	1	0.2
Consider more programs	1	0.2
Consider offering tech rentals like computers and cameras	1	0.2
Contine to help the community bring diverse ideas.	1	0.2
Continue to expand programs beyond the traditional associates degree.	1	0.2
Continue to expand their offerings and keep cost down.	1	0.2
Continuing education courses, not a degree plan	1	0.2
Course flexibility offerings. There are a ton of offerings for basic level and primary courses but limited options for many other offerings.	1	0.2
Course list available before registering	1	0.2
Courses geared for senior citizens	1	0.2
Create a resource center for job and career development	1	0.2
Create more classes for the community that aren't like college classes. Seminars, maybe?	1	0.2
Create some corners for Asian culture	1	0.2
Distance [education]	1	0.2
Diversity	1	0.2
Do better	1	0.2
Do more to make people know about it.	1	0.2
Do more to tell people	1	0.2
Do not be like other colleges that are being everything. Teach for America, not other countries	1	0.2
Does everything great	1	0.2
Doing great already	1	0.2
Easier access to help.	1	0.2
Easier Accessibility	1	0.2
Easier website	1	0.2
Easy admission process	1	0.2
Education	2	0.3
Employer fair	1	0.2
Employment networking	1	0.2
Enhanced career services	1	0.2
Evening Classes. Profit.	1	0.2
Everything literally	1	0.2
Excellent service	1	0.2

Expand career counseling services.	1	0.2
Expand high school credit programs	1	0.2
Expand the offer of specialization programs in applied sciences for graduates.	1	0.2
Expand their current programs	1	0.2
Expanding internship	1	0.2
Fast services	1	0.2
Fees discount	1	0.2
Flexible hours for working student	1	0.2
Flexible scheduling	1	0.2
Food	1	0.2
For Seniors (65+) to audit classes for no to little charge	1	0.2
Free	1	0.2
Free admission	1	0.2
Free local classes	1	0.2
Free smoothies on Tuesdays.	1	0.2
Funding	1	0.2
Get better	1	0.2
Get in better with the truth	1	0.2
Get out to the rural areas and help with basic education	1	0.2
Get the word out more concerning what types of programs they have	1	0.2
Give better grades	1	0.2
Good	2	0.3
Handholding to get enrolled, create a blueprint for me to follow for registering and choosing classes, and practical guidance for next steps.	1	0.2
Have a better medical program	1	0.2
Have a culinary class or degree	1	0.2
Have a doctorate program	1	0.2
Have a four-year program	1	0.2
Have a Taco Bell	1	0.2
Have all the classes i need	1	0.2
Have better advisors	1	0.2
Have better financial aid.	1	0.2
Have classes for noncredit.	1	0.2
Have good classes and certificates	1	0.2
Have more opportunities	1	0.2
Have more weekend [classes] or [other] classes for working adults.	1	0.2
Help all people by making it easer	1	0.2
Help connect students to jobs and employers.	1	0.2
Help filling out all the paperwork when you enroll	1	0.2

Help more families with financial aid to be able to attend; i.e., lower the income limits and qualifications.	1	0.2
Help people by offering real skills and trades; not just liberal arts degrees that end up [working] in coffee shops.	1	0.2
Help with the politics of the region, so we can get real change.	1	0.2
Help working people by making classes available outside the middle of the day.	1	0.2
Higher education	1	0.2
Hire alums to teach classes since they understand the community.	1	0.2
Hours	1	0.2
I have no need for college.	1	0.2
I am new to this city, so I am getting used to this town and learning more.	1	0.2
I am not that familiar with this school to making any suggestions	1	0.2
I am unable to think of anything	1	0.2
I believe it is perfect that the way it is	1	0.2
I believe some staff members have been treated unfairly due to political agendas of certain administrators.	1	0.2
I cannot think of anything	1	0.2
I currently do not need anything from Collin College. I would love to see more developmental courses available.	1	0.2
I do not know anything about Collin College.	1	0.2
I do not need a college so I am not sure	1	0.2
i dont have any needs	1	0.2
I dont know as I moved here from the Pacific coast	1	0.2
I found it to be a school with excellent education and training quality	1	0.2
I graduated, so I am not sure it can do anything for me.	1	0.2
I have never investigated Collin College. I do not know what they offer.	1	0.2
I have no educational needs at this time	1	0.2
I have no need for Collin College.	1	0.2
I have no needs relative to college.	1	0.2
I have not attended so I am unsure.	1	0.2
I have only heard good things.	1	0.2
I honestly do not know	1	0.2
i just drive by it, but I've heard they are good.	1	0.2
I liked getting things in the mail, but it was kind of a surprise.	1	0.2
I think job fairs would be nice	1	0.2
I think more degrees would help.	1	0.2
I think most people around here need more career resources and ways to get a job.	1	0.2
I think they are already set to benefit your needs	1	0.2
I think they could give out more common degrees. Psychology for example.	1	0.2

I would like to see the college start to create new kinds of programs.	1	0.2
I would love for them to offer robotics classes and advanced classes to the middle and high school students in the area	1	0.2
I wuld like to see more sports.	1	0.2
If you continue to build the college I think it will naturally get better.	1	0.2
IInternships	1	0.2
Improve ability to communicate with parents and students.	1	0.2
Improve communication to residents about the advantages of attending Collin College and programs that provide support for students needing financial aid	1	0.2
Improve it's sports programs.	1	0.2
Improve Teacher expertise	1	0.2
Improve the buildings/construction.	1	0.2
Improve the majors offered at the college	1	0.2
Include different programs	1	0.2
Include more opportunities for work experience	1	0.2
Increase access to resources and support services for students with diverse educational needs and backgrounds including additional academic support, mentoring, or counseling services.	1	0.2
Increase high school [dual] credit programs	1	0.2
Increase investment in the construction of school buildings	1	0.2
Increase the absorption in to job force	1	0.2
increase the array of courses offered.	1	0.2
Increase the number of nursing students they can take	1	0.2
Interships and employer help	1	0.2
It could provide better career counseling and internship opportunities.	1	0.2
It is good	1	0.2
It is good as is	1	0.2
It would be great to understand what self help classes they offer for people that may already have a degree.	1	0.2
It would be nice to know more community programs	1	0.2
Its a public school that is already providing for the community, but it would be awesome if they could somehow promote the school so that other states actually know the college	1	0.2
Job help.	1	0.2
Just keep it up	1	0.2
Keep doing what you do!	1	0.2
Keep tuition affordable	1	0.2
Knowledge	1	0.2
Less educational cost	1	0.2
Let the homeless go to school free	1	0.2
Licensure	1	0.2
Location and cost	1	0.2

Locations	1	0.2
Love it	1	0.2
Lower acceptance rate	1	0.2
Lower cost certifications	1	0.2
Lower cost to residents	1	0.2
Lower our taxes!	1	0.2
Lower price	1	0.2
Lower Price	1	0.2
Lower prices	2	0.3
Lower the cost or offer better scholarships	1	0.2
Lower their prices	1	0.2
Lower tuition	1	0.2
Lower tuition and book costs	1	0.2
Lower tuition costs	1	0.2
Maek it more affordable!	1	0.2
Make classes more affordable	1	0.2
Make it better known what they offer	1	0.2
Make it cheap	1	0.2
Make it easier to apply	1	0.2
Make it known what programs they excel in. Show some success stories of former students. This will encouge people to go there.	1	0.2
Make more of an effort to get the lower class members of the community to attend by making classes affordable and accessible for everyone.	1	0.2
Make more space	1	0.2
Make sure everyone is aware of all your programs.	1	0.2
Make Texas conservatie again!	1	0.2
Make the sites easier to navigate	1	0.2
Make their various curriculums known more to pottential students.	1	0.2
Market themselves elsewhere.	1	0.2
Mentoring programs with local businesses	1	0.2
Modeling classes	1	0.2
Money	1	0.2
More 2 year engineering degrees	1	0.2
More accessible	1	0.2
More advertisement of programs.	1	0.2
More advertisements	1	0.2
More advertisment	1	0.2
More affordable	1	0.2
More benefits for people like me by making classes cheaper	1	0.2
More changes for engineering	1	0.2
More class offerings for senior adults	1	0.2

More class options	1	0.2
More classes	2	0.3
More classes for high schools	1	0.2
more classes for senior citizens	1	0.2
More classes for seniors	1	0.2
More classes in Spanish.	1	0.2
More clubs	1	0.2
More communication on what is offered	1	0.2
More community outreach at local high schools. Invest in more diverse techniques and education around advance analytics and how it impacts society.	1	0.2
More community participation so everyone knows what types of degrees Collin College has.	1	0.2
More convenient locations	1	0.2
More course offerings	1	0.2
More courses	3	0.5
More degree options	1	0.2
More degree programs	1	0.2
More diversity	2	0.3
More evening classes	1	0.2
More expansive classes. Better campus	1	0.2
More financial aid opportunities	1	0.2
More financial help	1	0.2
More flexibility. Housing options.	1	0.2
More flexible hours	1	0.2
More food	1	0.2
More four year degrees	1	0.2
More information	1	0.2
More interaction or split classes with local high schools	1	0.2
More job fairs	1	0.2
More one on one student and teacher work	1	0.2
More online classes	1	0.2
More online classes.	1	0.2
More online courses	3	0.5
More online courses and masters [degree] programs	1	0.2
More online options	1	0.2
More opportunities	1	0.2
More options on education	1	0.2
More organised	1	0.2
More people	1	0.2
More programs	1	0.2
More programs or certifications on network operations in telecommunications.	1	0.2

More publicity would help not only me but other future students. Bringing more awareness to the facility itself would help the community. Have a few free courses.	1	0.2
More regarding AI usage and accusations as well how to handle them.	1	0.2
More scholarships	3	0.5
More senior citizen things	1	0.2
More staff	1	0.2
Music program	1	0.2
New AI training	1	0.2
No one thing	1	0.2
None	18	2.8
Northign really	1	0.2
Not much. Campus is nice.	1	0.2
Not sure as I do not attend	1	0.2
nothing	1	0.2
Nothing	47	7.3
Nothing at this time.	1	0.2
Nothing comes to mind	1	0.2
Nothing for my needs	1	0.2
Nothing I can think of	2	0.3
Nothing really	2	0.3
Nothing that comes to mind	1	0.2
Nothing, doing great	1	0.2
Nothing, i think they are a very student and community centered institution	1	0.2
Nothing, I think they do a great job with all their programs and times for classes.	1	0.2
Nothing, it serves my needs well	1	0.2
Nothing.	1	0.2
Nothing. Already doing well.	1	0.2
Nothing. Everything is amazing.	1	0.2
Ofeer all classes that bigger schools have.	1	0.2
Offer a bachelor program or offer more trade programs such as nursing, HVAC, cosmetology, etc	1	0.2
Offer a wider variety of courses and classes	1	0.2
Offer a wider variety of courses and programs.	1	0.2
Offer bachelor degrees	1	0.2
Offer better pricing	1	0.2
Offer cheaper education. Cheaper education will guarantee everyone a chance for training and becoming a professional in what they do.	1	0.2
Offer classes for older professionals already in the workplace.	1	0.2
Offer classes that would interest me	1	0.2

Offer Continuing Education Courses in more areas	1	0.2
Offer credit for life experience	1	0.2
Offer daycare	1	0.2
Offer free education	1	0.2
Offer interesting courses	1	0.2
Offer language classes for health care professionals who do not have much foreign language background.	1	0.2
Offer lower cost for education.	1	0.2
Offer more 2-year degrees	1	0.2
Offer more adult education classes at night	1	0.2
Offer more classes	1	0.2
Offer more classes in the evening.	1	0.2
Offer more classes. Allow residents near Collin County lower tuition rates rather than only to residents of Collin County.	1	0.2
Offer more community events and invite people from all over.	1	0.2
Offer more courses in SAIL program	1	0.2
Offer more dual credit courses	1	0.2
Offer more evening classes	1	0.2
Offer more evening classes.	1	0.2
Offer more flexible scheduling options, including evening and weekend classes, to accommodate working professionals.	1	0.2
Offer more free community programs, concerts, etc	1	0.2
Offer more online learning for working professionals who want to further their education.	1	0.2
Offer more personalized academic advising and career counseling would better serve my needs by providing tailored guidance and support. This could help in navigating course selections and career paths more effectively ensuring a more focused and successful educational experience.	1	0.2
Offer more programs	1	0.2
Offer more senior citizen courses to stay in the workforce	1	0.2
Offer more senior classes	1	0.2
Offer more trades like welding and plumbing	1	0.2
Offer more tuition assistance	1	0.2
Offer online courses in small engine repair.	1	0.2
Offer short seminar style learning opportunities that helps keep skills current	1	0.2
OK with everything about this college	1	0.2
Online	1	0.2
Opportunity	1	0.2
Parking was sometimes tricky	1	0.2
Please be sure to make the college as accessible as possible.	1	0.2
Please consider more online classes	1	0.2
Possibly have more programs available.	1	0.2

Possibly more computer study certifications.	1	0.2
Potentially offering more Law focused programs	1	0.2
Prepare us more	1	0.2
Price	1	0.2
Program	1	0.2
Prove how you are different from places like SMU.	1	0.2
Provide a cheaper education	1	0.2
Provide a complete Computer Science curriculum	1	0.2
Provide a wider array of subjects to study and certifications.	1	0.2
Provide a wider range of courses	1	0.2
Provide aids	1	0.2
Provide dual credit within our high school.	1	0.2
Provide education	1	0.2
Provide financial aid	1	0.2
Provide information, fairs to talk about programs, scholarships, etc	1	0.2
Provide more affordable classes.	1	0.2
Provide more biblical centered classes	1	0.2
Provide more flexible class schedules	1	0.2
Provide more info on things it has to offer and new programs in development	1	0.2
Provide more information and advertising to make me aware of what they have to offer	1	0.2
Provide more internship and job placement opportunities by strengthening partnerships with local businesses and industries.	1	0.2
Provide more targeted courses for employment	1	0.2
Provide nice public spaces to visit	1	0.2
Provide the best courses and campus selections	1	0.2
Quality education	2	0.3
Quicker courses	1	0.2
Reach out and make information more accessible	1	0.2
Reach out to those who are not so knowledgeable regarding entering a college course or pursuing a degree	1	0.2
Remember that so many people are struggling right now.	1	0.2
Report more on what it has accomplished	1	0.2
Scholarships	1	0.2
Senior citizen classes	1	0.2
Shorter degrees	1	0.2
Spend more on the students and charge less.	1	0.2
Spend tax dollars more efficiently	1	0.2
Spread their name more	1	0.2
Stop being so liberal. Conservatives want a college that isnt cramming stupid ideas down peoples throats	1	0.2
Stop censoring and whitewashing history courses.	1	0.2

Stop ripping off kids and teach them real skills or trades they can actually benefit from.	1	0.2
Stop ripping people off and close your doors. These kids do not deserve the debt .	1	0.2
Student life	1	0.2
Student services and counseling	1	0.2
Students need help after they are done	1	0.2
Take less in taxes.	1	0.2
Teach	1	0.2
Team members	1	0.2
Textbooks	1	0.2
The area has such a shortage of good nurses. Please help.	1	0.2
The community does not trust some places, so work on that.	1	0.2
The living space	1	0.2
The quality of the place of education is not the greatest.	1	0.2
The school environment can be better.	1	0.2
There is a nurse shortage	1	0.2
There is not anything they can do for my personally	1	0.2
There is nothing else that they need to provide	1	0.2
There need to be more classes	1	0.2
They are doing a great job.	1	0.2
They are doing fine.	1	0.2
They are doing good	1	0.2
They are doing great	1	0.2
They are great	1	0.2
They can make the campus better	1	0.2
They can offer financial aid	1	0.2
They could be less expensive	1	0.2
They could have a lower cost of tuition	1	0.2
They could help make the education part easier	1	0.2
They could look after others better	1	0.2
They could make the classes free.	1	0.2
They do a really good job in putting you in the program that best fits for you and what they think is best	1	0.2
They need to better their website	1	0.2
They should transfer better to Texas A&M-Commerce.	1	0.2
This place is garbage.	1	0.2
Transportation	1	0.2
Treat its faculty more fairly and protect first amendment rights.	1	0.2
Unable to think of any	1	0.2
Visit more schools	1	0.2
We have a major shortage of teachers, nurses, and service workers. Please help!	1	0.2

Weekend classes	1	0.2
What is the schol thinking about doing? Have a feedback session.	1	0.2
When they offer certificate programs, regardless of enrollment counts, offer the courses to complete the certification process. They failed my daughter miserably in this regard	1	0.2
Work more with community leaders	1	0.2
Work on making the courses more visible.	1	0.2
Work on their advertising	1	0.2
Work with charities, like [groups focused on] animals.	1	0.2
You are doing great already!	1	0.2
Total Number of Responses	546	
No Response	119	18.4%
Number of Respondents	527	81.6%
Total Sample	646	

Item 13 inquired about ways the Collin County adult population came into contact with the College over the prior six months. They were given 19 specific options and a twentieth that allowed them to identify any contacts they had with Collin outside the 19 that were offered. Only 47 respondents identified any "other" means of contact with Collin College. Those "other" means of contact are listed verbatim in Table B-5. No response appeared more than once, though several share similar themes.

Table B-5

All 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
A friend works there
Apply there
Attending similar school
Campus built close to my home recently
Drive by daily
Drive by it
Drive by it everyday
Drive by it everyday and look at the empty parking lot and wasted tax dollars.
Drive right past it everyday
Drove by
Drove by campus
Drove by it
Email Newsletter
Events at high school

Family Gossip	
Family member	
Family member had an event at one of the campus	
FRIEND	
Friend was looking into	
Friends	
From Plano West High School	
High school classes	
I drive by the campus	
I drive by the McKinney campus at least once a week.	
I drive by the wylie campus several times a week	
I go by it every day	
I live near the East Plano campus.	
I live pretty close to the campus!	
I lived next to Plano East campus	
I took a couple of classes years ago	
In high school	
Just know the location	
Live close by campus in McKinney	
Lived close by	
Military education offer	
My high school talked about it a lot	
N0ne in last 6 mos but prior a US Senator made a speech there.	
Next to my home	
Son taking a split HVAC class through high school	
Stickers on cars	
Talked with a professor that works tgere	
Visited with counselor to try to get issues resolved to no avail	
Was looking at colleges in my area	
We see it almost every day.	
word of mouth	
Word of mouth	
Word of mouth fron circle of friends	
No Response	599
Number of Respondents	47
Total Sample	646

Appendix C

2024 Community Survey Questionnaire

2024 Collin College Community Survey
Administered by CLARUS/Carnegie Higher Education

Introduction

We are conducting an important opinion survey about higher education in your area. Please read each question carefully and answer as honestly as you can. This survey will take approximately 5-10 minutes. Your answers will be confidential, and results will be summarized as a group. Thank you so much for assisting us!

The following blue text refers to instructions for online survey administration.

1. Do you live in Collin County, Texas?
     1 Yes
     2 No

2. What is your ZIP Code? (Online DROPDOWN)
75_____

o 75002 (1)	o 75048 (15)	o 75086 (26)	o 75248 (37)
o 75009 (4)	o 75058 (16)	o 75087 (27)	o 75252 (38)
o 75013 (5)	o 75069 (17)	o 75093 (28)	o 75287 (39)
o 75023 (6)	o 75070 (18)	o 75094 (29)	o 75407 (40)
o 75024 (7)	o 75071 (19)	o 75097 (30)	o 75409 (41)
o 75025 (8)	o 75072 (20)	o 75098 (31)	o 75424 (42)
o 75026 (9)	o 75074 (21)	o 75121 (32)	o 75442 (43)
o 75033 (10)	o 75075 (22)	o 75164 (33)	o 75452 (44)
o 75034 (11)	o 75078 (23)	o 75166 (34)	o 75454 (45)
o 75035 (12)	o 75080 (24)	o 75173 (35)	o 75485 (46)
o 75036 (13)	o 75082 (25)	o 75189 (36)	o 75495 (48)

3. What is your age in years? (If quota is filled, online survey will skip to end of survey)
     _____ 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.)

        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
        9 Prefer not to answer

For quotas that are full, respondents will read the following statement, and the survey will skip to the end.
Thank you so much for your willingness to participate in our educational survey, but our quotas are full for individuals with your characteristics. Thank you so much for your time!

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

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."
        Name of College or University _____

7. (If Collin College is not mentioned in response to item 6, item 7 will be presented.)
Have you ever heard of Collin College or Collin County Community College?
        1 Yes   2 No (If "No," the survey will skip to item 18.)

8. With which Collin College location are you most familiar? (Mark only one response.)
        01 Celina Campus
        02 Collin Higher Education Center in South McKinney
        03 Courtyard Center in West Plano
        04 Farmersville Campus
        05 Frisco Campus
        06 McKinney Campus in North McKinney
        07 Plano Campus in East Plano
        08 Public Safety Training Center in Northeast McKinney
        09 Technical Campus in West Allen
        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

9a. What would encourage you or a family member to attend Collin College?
        Response _____

10. What are two or three of Collin College's educational programs that you consider to be of excellent quality?

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.

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?

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.) (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 Ads

07 News Story

08 Billboard Ads

09 Print Ads

10 Sporting Event Ads

11 New Resident Information

12 Attended an On-Campus Event

13 Attended an Off-Campus Event

14 Facebook

15 LinkedIn
16 Instagram
17 Bus or DART Station Ads
18 Had No Contact with Collin College during the Last Six Months
19 Other _____

14. This fall, Collin College will charge tuition of $67 per credit hour making it one of the most affordable public colleges in Texas. To what degree were you aware that Collin is among the most affordable college options in the state?

  I Had No Idea That Collin Is So Affordable   1 : 2 : 3 : 4 : 5   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. Before this survey, how aware were you that Collin College now offers bachelor's degrees?

Not Aware at All   1 : 2 : 3 : 4 : 5   Completely Aware

17. Have you or anyone you know enrolled in or completed a bachelor's degree program at Collin College?

1 Yes   2 No

Only a couple of questions about you and you are done with the survey.

18. 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

19. In which city do you reside? (Mark only one response.) (If quota is filled, survey will skip to end of survey)

01 Allen	09 Frisco	17 Murphy	25 Royse City
02 Anna	10 Garland	18 Nevada	26 Sachse
03 Blue Ridge	11 Josephine	19 New Hope	27 St. Paul
04 Carrollton	12 Lavon	20 Parker	28 Van Alstyne
05 Celina	13 Lowry Crossing	21 Plano	29 Weston
06 Dallas	14 Lucas	22 Princeton	30 Wylie
07 Fairview	15 McKinney	23 Prosper	31 Other
08 Farmersville	16 Melissa	24 Richardson	32 Prefer not to answer

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

21. What is your gender?
    1   Female
    2   Male
    3   Prefer not to answer

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