

COMMUNITY SURVEY ANALYSIS

Prepared for Imperial Valley College

July 2015

In the following report, Hanover Research presents the results of a survey administered to community members in California's Imperial Valley region to assess community members' perceptions of the College.



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INTRODUCTION AND METHODOLOGY 3

KEY FINDINGS 3

 Familiarity with and Relationship to IVC 3

 Perceptions of IVC..... 4

 Institutional Strengths 6

 Institutional Areas for Improvement 7

RESPONDENT BACKGROUNDS 8

FAMILIARITY WITH IVC 9

PERCEPTIONS OF IVC 11

INTEREST IN IVC 18

RECOMMENDING IVC 18

FACTORS AFFECTING PERCEPTIONS 21

COMMUNICATION CHANNELS 22

This report presents the findings of a survey administered to community members in California's Imperial Valley region. Online and paper versions of the survey were available in English and Spanish, and Hanover used an email distribution list supplied by the Imperial Valley College (IVC) Foundation to invite many online participants. In total, the final sample for the analysis includes 464 respondents.

The survey gathered information about community members' perceptions of IVC. The results will help IVC leaders to better understand current perceptions of the College and factors that influence these opinions, including perceived strengths and opportunity for improvement.

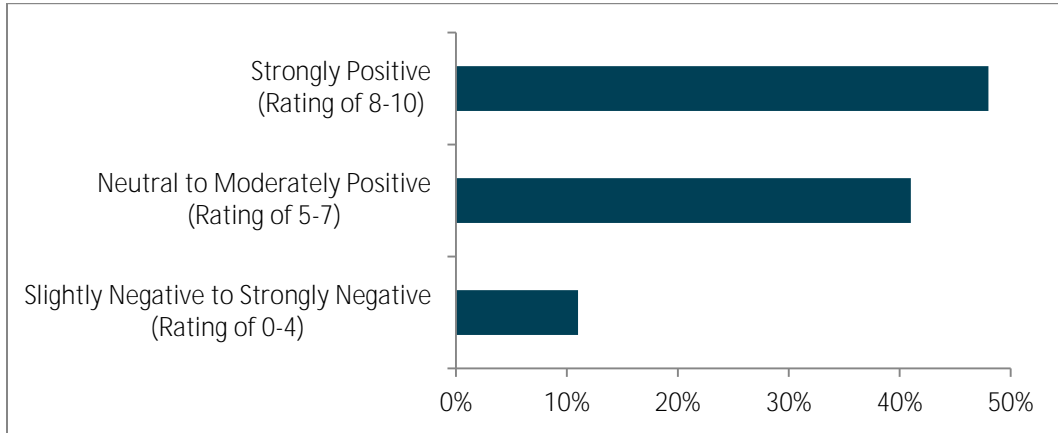
The Key Findings section of this report highlights insights from an analysis of the survey results. The Figures and Tables section presents charts of aggregate results for each question, as well as a selection of coded open-ended responses about why respondents are likely or unlikely to recommend IVC to prospective students. An accompanying data supplement includes full aggregated responses, as well as segmented results by respondents' connection to the Imperial Valley and their familiarity with IVC.¹

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A slightly smaller group (41%) had neutral to moderately positive views of IVC, and 11 percent had slightly to strongly negative views. The average rating was a 7.04.

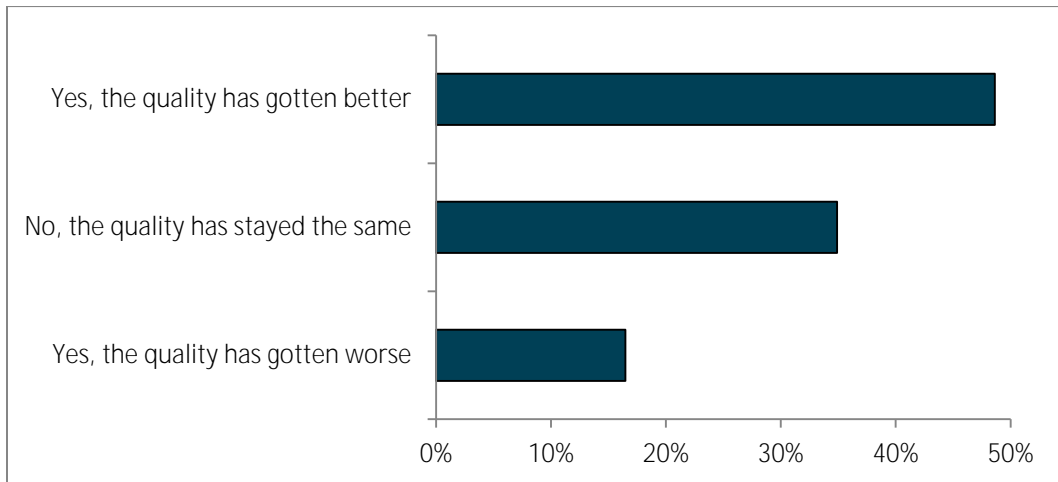
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N=462

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About half (49%) believe that overall quality has gotten better, and just over one-third of respondents (35%) think that the institution's quality has remained the same. Just one in six respondents (16%) believed that quality has declined.



N=255

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[78%] More than three-quarters (78%) of respondents who have followed developments at the College over the last three years indicate that IVC has bettered its facilities and physical campus. Other commonly selected reasons for perceptions of improved

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o (87% of all respondents "agree" or "strongly agree"), that its (77%), and that "an IVC education is a " (76%). These themes recur throughout the analysis.

o or that (30%), a theme that emerges repeatedly as well. In fact, just under half (45%) of respondents **disagree** that enough classes are offered so that students can graduate on time. In contrast, about one-quarter of respondents do not know whether IVC offers convenient distance/online education, and another quarter neither agrees or disagrees with the statement, suggestinging

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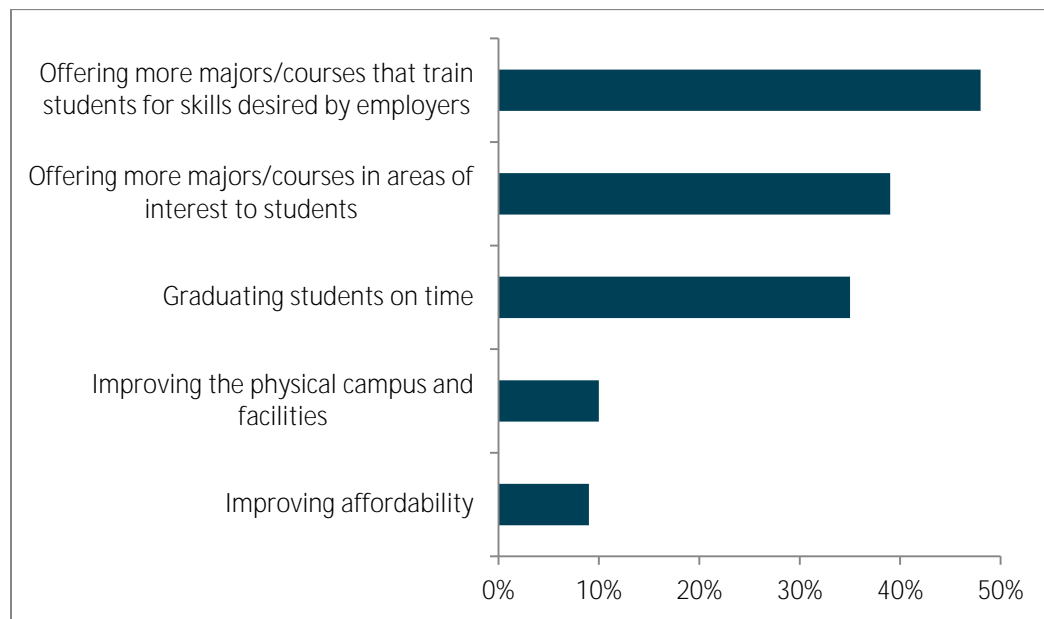
When asked to rate their likelihood of recommending IVC to others on a zero (very unlikely) to 10 scale (very likely), 59 percent of respondents chose an eight or higher, indicating a relatively high likelihood of recommending IVC. Just 10 percent consider themselves unlikely to recommend IVC to others (zero to four rating). Of this minority, poor preparation for transfer/future studies/the workforce, difficulty getting into required classes/lengthy time to degree completion, and concerns about academic quality emerge as top reasons for not recommending IVC.

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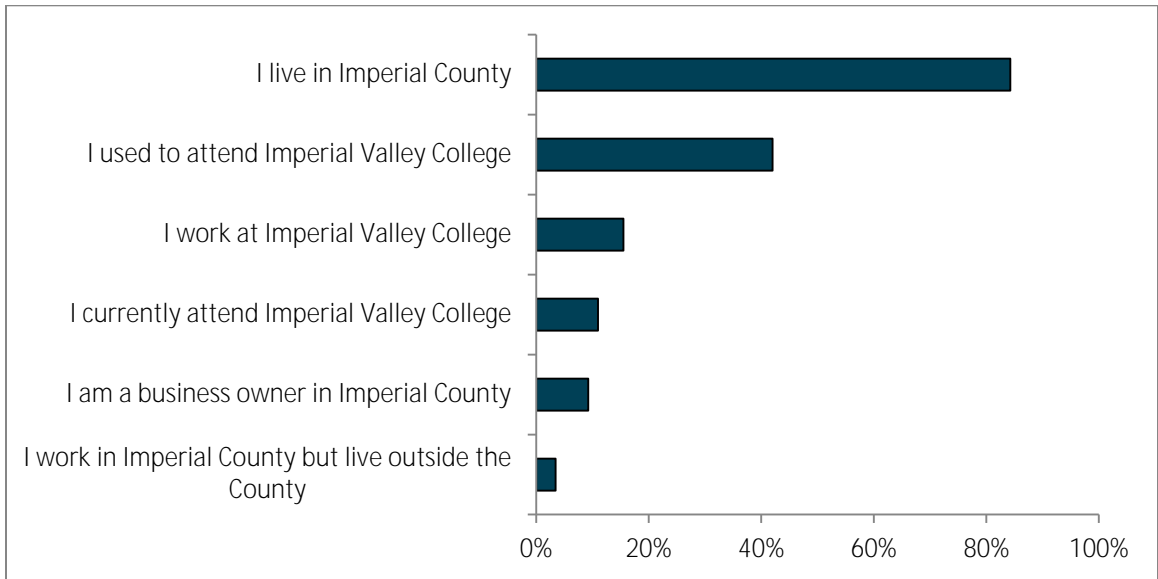
Community members' responses reiterate a common concern about the difficulty of students getting into classes and lengthy time-to-graduation. These factors are also cited as reasons that dissuade respondents from recommending IVC to others.

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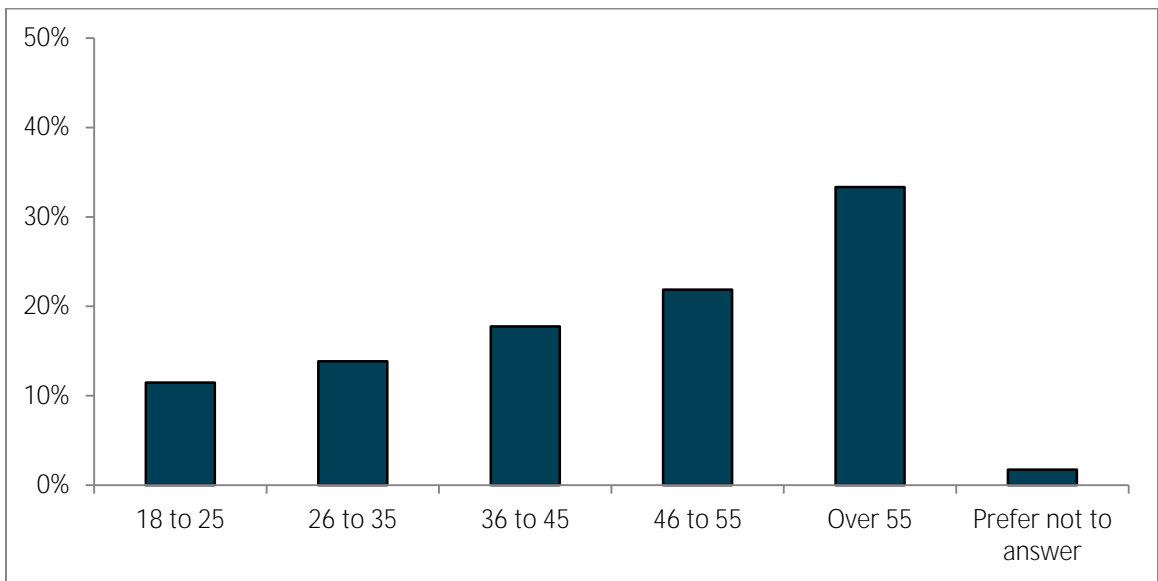
Few respondents recognize a need for IVC to improve its affordability or physical campus, which were noted as top areas of improvement in recent years.



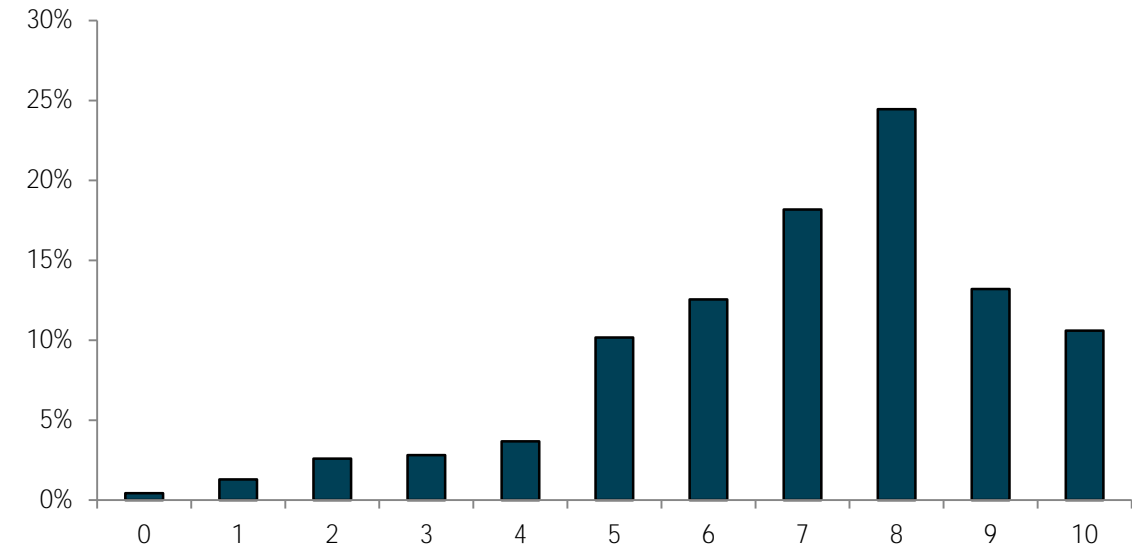
N=421



N=464



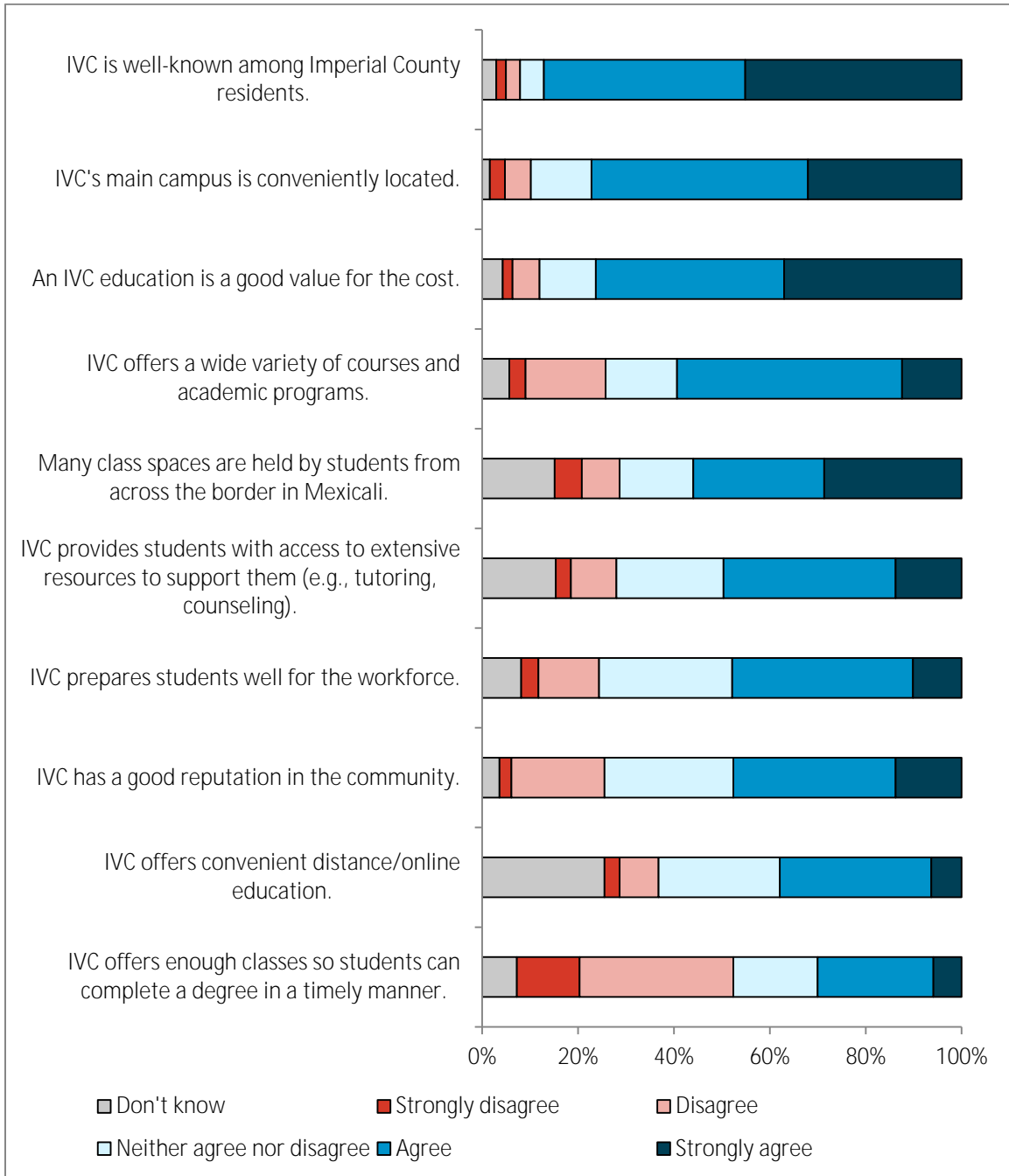
N=462



N=462

N=255

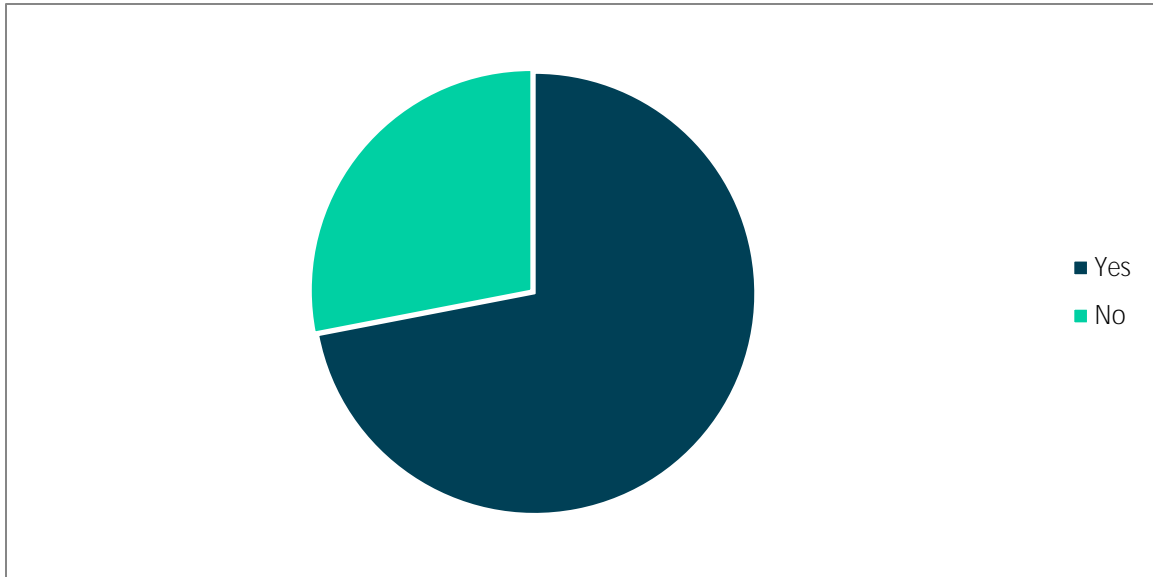
Sorted by % Agree +% Strongly Agree



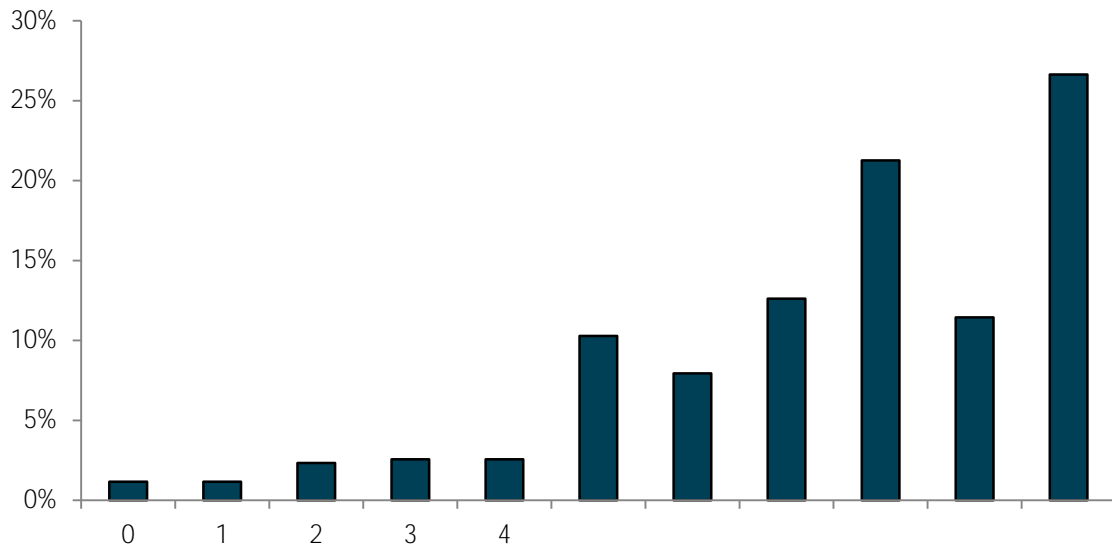
N=443

2	I've always heard . To better serve, I would suggest get the students in and out with a degree within the time frame other CC do.
3	Have of their academics and faculty. Try to be more comprehensive with their students. Try to compete and excel with other community colleges in the state. Try to bring another community college to the region. Try to be be in top
3	that have a associates degree tied to them (not just a certificate). with the business community to better prepare students for the jobs that are local, now and in the future.

7	When my kids attended . This could possibly be due to enrollment from Mexicali. This needs to be limited to actually let Valley kids take advantage of a local education. Also, there needs to be



N=428



N=428

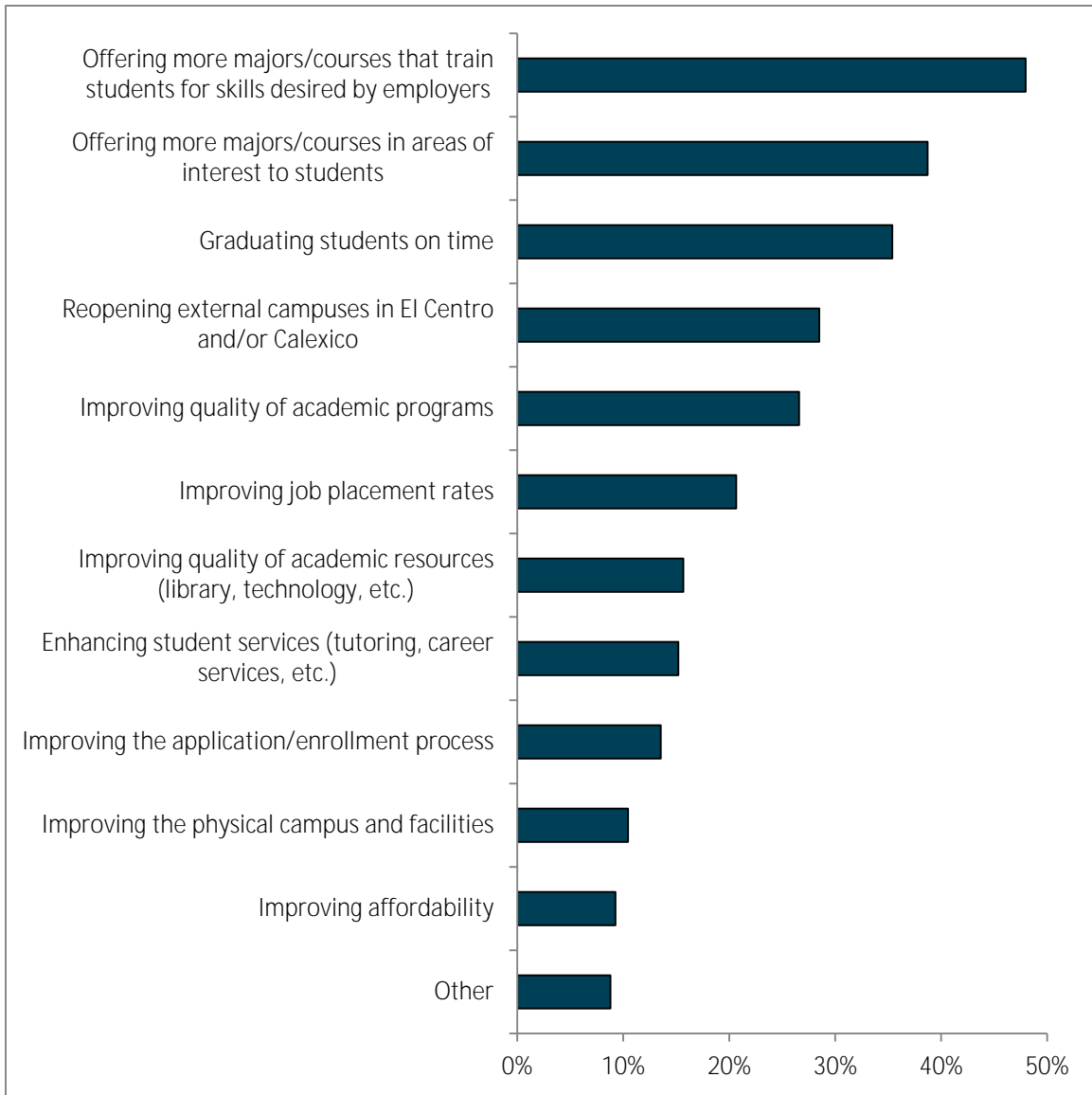
likely
Among Respondents who Selected 6 through 10



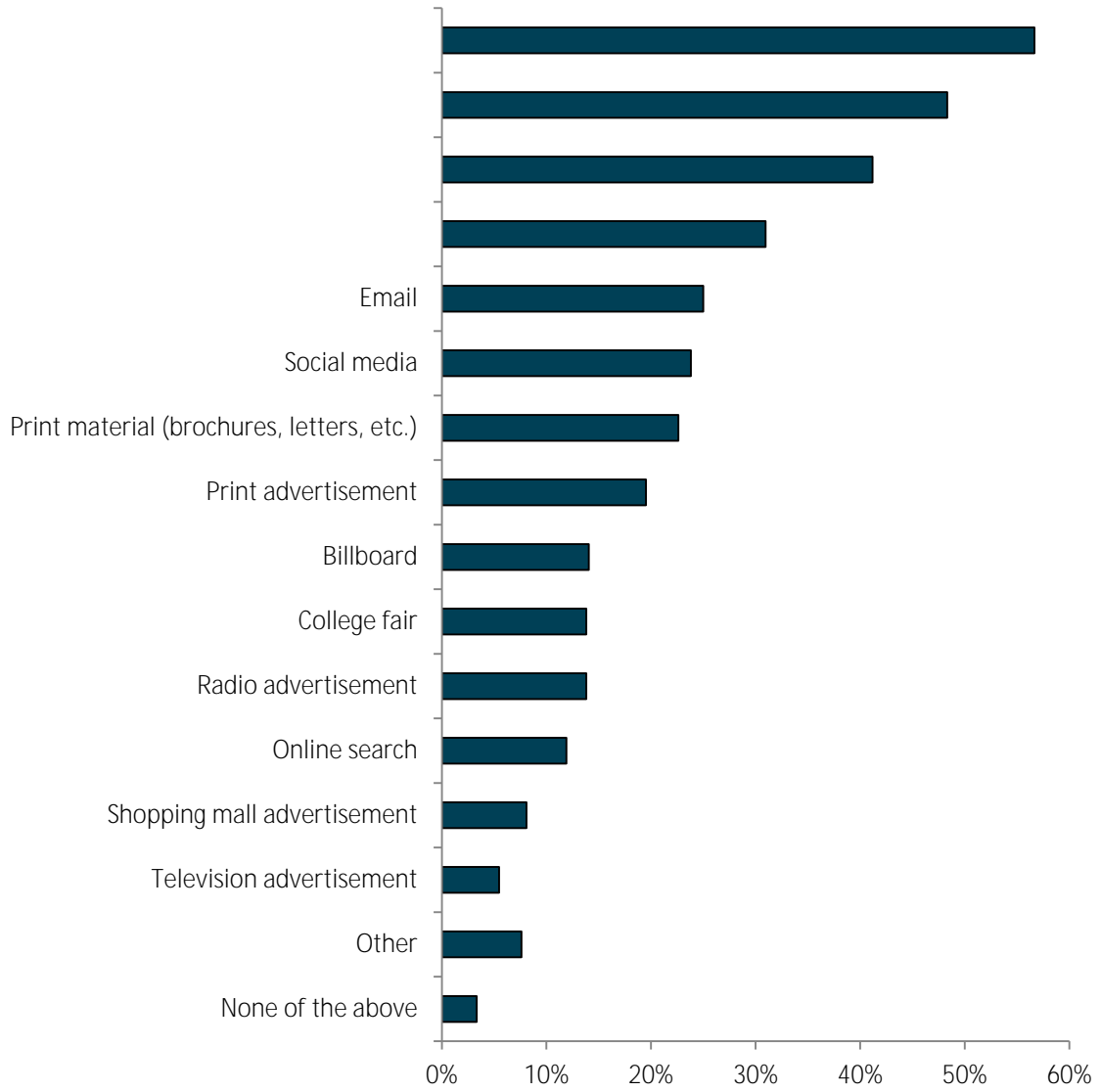
56%

- x Value of the quality of education for the cost is unmatched.
- x It's the most affordable choice in the valley.

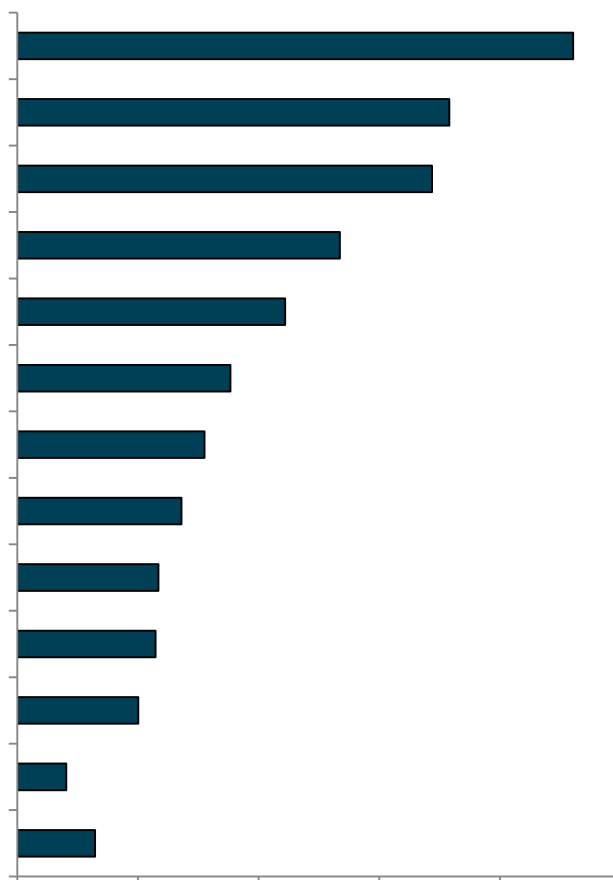
unlikely



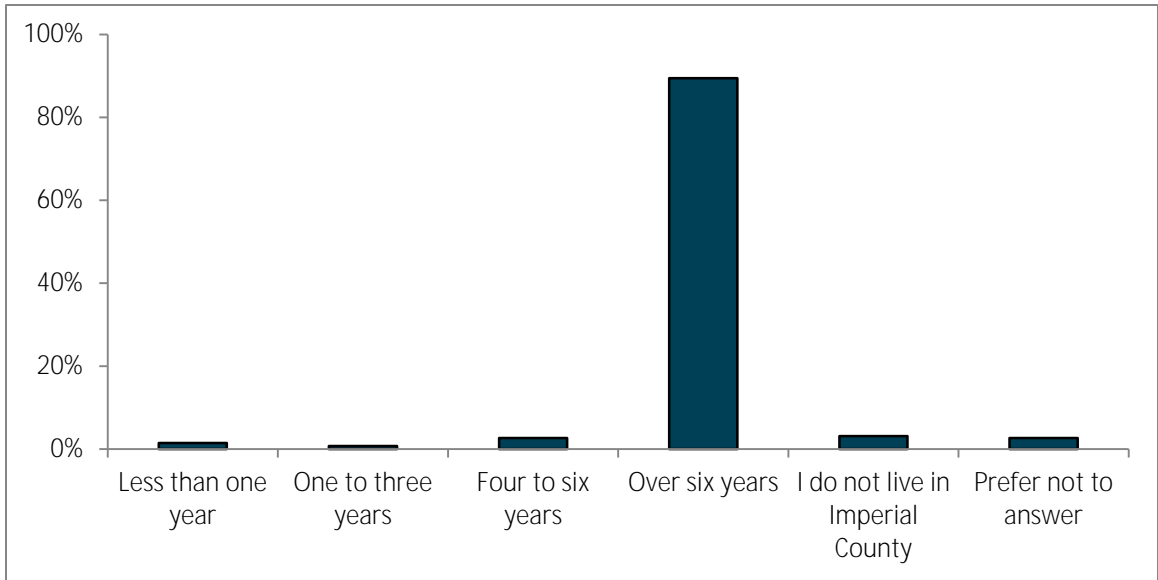
N=421



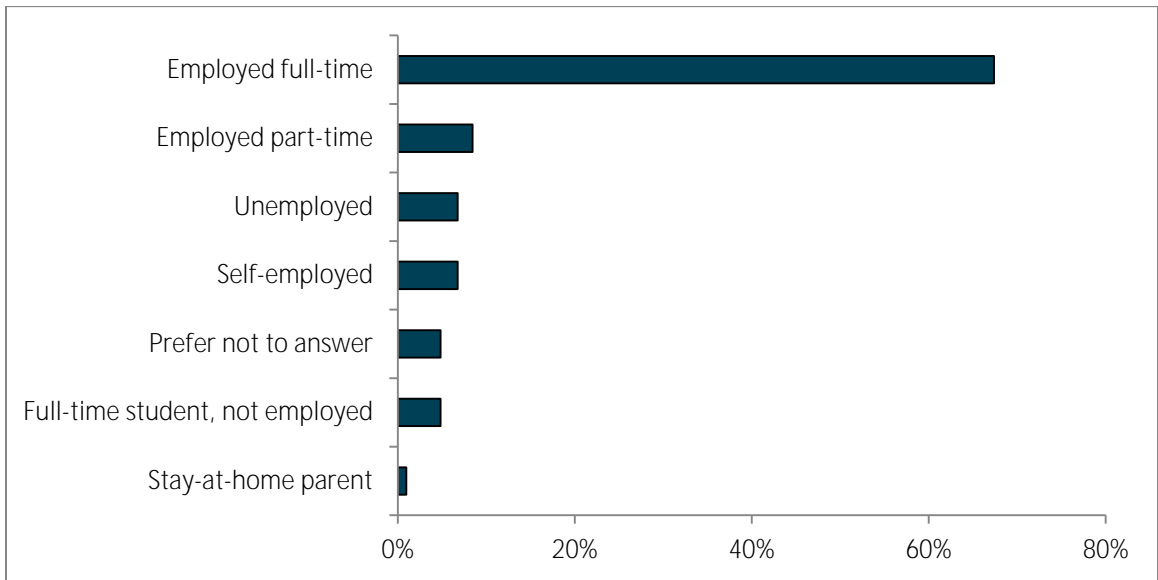
N=420



N=419



N=418



N=414

