

OAKLAND COMMUNITY COLLEGE

AN ATTITUDE AND OPINION SURVEY

CONDUCTED AMONG RESIDENTS OF OAKLAND COUNTY

#89163
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BACKGROUND

In 1986, the Michigan Board of Education underook a study of Oakland County residents' attitudes, perceptions and opinions about Oakland Community College. The purpose of the research was to provide the college with the information needed to more effectively communicate with and provide needed programs to the community it serves. The present study, undertaken in October of 1989, was designed as a continuing effort to monitor public opinion about Oakland Community College. The findings will be used as a basis for changing the current curriculum and programs as needed. Of greatest importance, the findings provide the information needed to develop more effective information, communication and promotional strategies.

METHODOLOGY

A telephone survey was conducted among Oakland County residents who were 18 years of age or older, using a random digit 1+ dialing procedure. A Kish grid was used to implement a random selection of respondents within each household that was contacted for participation. The grid and procedure were identical to the 1986 study. Despite use of the grid, the final sample of men and women in the 1989 study was disproportionate (87% women; 13% men). Therefore, the data were weighted to reflect the actual distribution of men and women residing in Oakland County (53% women; 47% men). Weighting served the purpose of increasing the influence, or impact of "male" responses, while decreasing the effect of "female" responses in the overall analysis.

The content of the 1989 questionnaire was almost identical to the 1986 survey. However, there were some revisions in wording and format as well as some additional questions in the 1989 version. The questionnaire was approximately 12 minutes in length.

Nordhaus Research, Inc. was responsible for all phases of research including questionnaire development and formatting, telephone interviewing, editing, coding, keypunch and data processing. The analysis and report were likewise prepared by Nordhaus analytic staff.

The data were submitted to contingency table analysis (cross tabs). Appropriate inferential statistical tests were undertaken as warranted by the data.

EXECUTIVE SUMMARY

- o Overall, the pattern of findings in 1989 paralleled those of the 1986 study.
- o Personal improvement continues to be the major reason for possibly returning to school.
- o The proportion of Oakland County residents who would consider attending a community college has remained consistent since 1986.
- o Of all local community colleges, OCC has remained the first choice among those who would consider returning to school.
- o Evening classes, Monday through Thursday continue to be the most appealing schedule for potential students.
- o Weekend classes are not a strong draw in 1989.
- o Business and office classes continue to generate the greatest amount of interest.
- o Neither in 1986, nor in 1989 was there any difficulty in distinguishing between Oakland Community College and Oakland University. Very few respondents are unable to differentiate between them.
- o Overall opinions of OCC are very positive. The few who hold negative opinions most frequently mention the quality of faculty, limited curriculum, and unchallenging coursework.

- o Although a majority give OCC good or excellent ratings for their ability to meet the educational needs of the community, a notable proportion in both 1986 and 1989 were unable to rate the college in this respect.

- o Most of the reasons for giving the college a positive rating on meeting the educational needs of the community are non-specific. However, many respondents mention the wide variety of classes, the quality of the teaching staff and convenient locations.

- o Reasons for giving the college a negative rating on meeting the educational needs of the community include insufficient education and limited curriculum.

- o Location, a wide variety of classes and flexible hours are the most frequently mentioned reasons for liking OCC.

- o Poor parking facilities is the most frequently mentioned reason for disliking OCC.

- o There is a high level of awareness that tuition at community colleges is less expensive than it is at 4-year colleges.

- o Community colleges are thought to be the best providers of career planning.

- o There is a low demand for English classes being taught as a second language.

- o There is some interest in telecourses.

- o A majority are not aware of and do not use many of the services and offerings of OCC including its libraries, counseling, concerts and plays or seminars.

- o The influence of OCC publications has declined since 1987, while word-of-mouth has increased as a source of information about the college.

- o A majority are unaware of having seen any newspaper ads for OCC.

- o Most say either that they have not received, or do not know whether they received the recently-mailed "blue" pamphlet.

- o A majority in both years felt that they knew "some" but not very much about OCC's programs and services.

- o The information most often requested about OCC relates to its courses or classes offered.

- o In 1989, almost no respondents knew about millage issues.

- o Both in 1986 and 1989, more than half have been favorable toward additional millage to support OCC.

- o Respondents who do not favor additional millage say it is because they already pay enough money in taxes, or that everyone should be responsible for his/her own education.
- o State aid receives more support than local taxes as a means of funding OCC.
- o The major issue involving millage is "how the funds will be appropriated."
- o Thirty-five to fifty year olds are more likely than any other age group to say that they would consider attending a community college.
- o Evening classes are the strongest draw to the 35 to 50 year old age group.
- o Thirty-five to fifty year olds are significantly more interested in weekend classes.
- o The 35 to 50 age group is not interested in telecourses.
- o Older potential students (35 plus) are more likely to recall newspaper ads than the younger age group.
- o The recently mailed blue pamphlet was not read by most 35 to 50 year olds.
- o This age group (35 to 50) is the most favorable toward increased millage.

CONCLUSIONS AND RECOMMENDATIONS

The findings from this study of public attitudes, opinions and awareness of Oakland Community College provide a guide for strategic planning in the educational market. Although attitudes toward the school are generally favorable, awareness of O.C.C.'s educational programs, services, and funding is quite low. There is a large pool of potential students consisting of 35 to 50 year olds, who need to be considered in developing educational programs and services and in designing public relations and promotional materials. A general lack of information about the school across all age groups indicates a need to modify and intensify written efforts to inform and educate the public about the school's role in the community.

To respond to the educational needs of the community and obtain maximum benefits from its informational materials, Oakland Community College should take action along four lines.

1. Develop programs and services aimed at 35 to 50 year olds, who are the most likely group to consider attending a community college.

2. Evaluate and revise written communications for the school as needed. These include: public relations materials, newspaper advertising, and promotional brochures and pamphlets.

3. Incorporate findings from the present study with specific feedback about written materials to design optimally effective advertising and promotional materials.

4. Reassess the value of continuing the line of inquiry initiated in the 1986 study for future research undertakings.

To meet the needs of the community, it will be important to offer (or continue to offer) extensive evening courses, which are in high demand by both the 18 to 34 year olds and the 35 to 50 year olds. In addition, the school should consider offering accelerated weekend courses in business and office programs. The classes should meet both on Saturdays and Sundays.

✓ A majority of respondents profess knowing some, but not very much about O.C.C. (73% in 1968, 72% in 1989). This low level of knowledge is mirrored by a lack of awareness of various services and facilities offered by Oakland Community College. In 1986, "word-of-mouth" was the second most frequently mentioned source of information about the college. In 1989, word-of-mouth became the primary source of information about O.C.C. Although former students and personal observations are a valuable first-hand source of information about the school, written sources of information need to be strengthened.

Newspaper advertising is not very effective. Mailed information is poorly recalled. Respondents were less likely to recall having received any mailed information from the college in 1989 than they were in 1986.

These findings strongly suggest that the written communications from Oakland Community College are not having an optimal impact on their intended audience. People do not recall seeing ads, or receiving brochures. When they do recall having received a specific brochure, they are not likely to have read it. Therefore, further steps to improve the effectiveness of written communications should include the following.

- (1) Through concept testing, develop brochures aimed at the needs of the 35 to 50 year olds.
- (2) Use advertising and other written forms of information and communication to redress the college's perceived weaknesses and to emphasize its strengths.
- (3) Use advertising and promotions to build a solid "image" for the school.
- (4) Increase the volume, quantity, and frequency of written communications.

Because it is apparent that O.C.C. has a major potential market consisting of mid-age residents of Oakland County, it may want to structure its commitment to lifelong learning vis-a-vis this group in its brochures and promotional materials. This group is likely to want to know that O.C.C.'s programs will make them competitive in the job market. Written materials should emphasize what O.C.C. can do for students who want to be on the cutting edge in terms of their employment potential, or who want to go on to a four-year institution. Various approaches can be readily tested.

Concept testing is an all-important first step in developing new brochures and other promotional materials. The following outline of questions and issues provides some groundwork and direction to consider in concept testing:

- Is a "laundry list" of courses and services the most effective way to interest potential students?
- Should promotional materials put greater emphasis on programs of study leading to a specific outcome (e.g., an associates degree, a certificate, a skill, or a job).
- Is a "personal" or "anecdotal" approach useful for interesting potential students in specific programs.
- How can the visual impact of brochures and pamphlets be made stronger so as to increase levels of recall?
- Would some statistics about O.C.C. students be convincing? For example, how many go on to 4-year institutions; how many go into business (or other areas) with a 2-year associates degree?
- Should brochures emphasize the college's commitment to teaching? Statistics about the faculty's credentials and qualifications, and the ratio of students to faculty could be extremely persuasive.
- Is credibility enhanced by materials that define the school's mission for the public; that focus on the many aspects of its commitment to lifelong learning and its role in the community.

The findings from the present study are the result of a decision to track, or document changes in opinions, attitudes and perceptions about Oakland Community College over time. Therefore, the present study was circumscribed to the extent that it needed to obtain the same type of information sought in the 1986 research study, needed to use the same sampling technique, use similar categorical breakdowns, and utilize similar question and answer formats. To this extent, the 1989 research is clearly defined by the parameters of the earlier study. The utility of continuing the line of inquiry begun in 1986 should be re-evaluated for future research undertakings in view of the following points.

The likelihood of attending a community college is a function of age. The results of the 1989 study indicates that Oakland County residents who are 35 to 50 years of age are the most likely to consider attending a community college. To understand the school's image among its target audience, and develop the most effective communication programs, O.C.C. will need to appeal largely to this group. Therefore, we strongly recommend that future studies oversample 35 to 50 year olds.

Responses to both the 1986 and 1989 studies suggest that alternative lines of questioning regarding O.C.C.'s image are called for. Neither the 1986 nor the 1989 study indicates any public confusion between Oakland Community College and Oakland University. In addition, people are well aware of the cost advantages of attending a community college versus a four-year college or university. These are not "problem areas," that suggest the need to be "tested" repeatedly.

Moreover, sixty percent (60%) in both studies could not answer the question "How well does O.C.C. manage its funds?" In 1989, 92% knew nothing about local property taxes (millage) for O.C.C. These types of findings suggest either that the nature of the questions, or the sample (or both) need to be modified to obtain maximum value from future studies. (Excessive "don't knows" provide little useful information.)

For future studies recommend more image oriented questions that include ratings of various aspects of O.C.C. (e.g., "On a scale of 0 to 10 where 0 means not at all competent and 10 means very competent, how do you rate the faculty at O.C.C.?") Respondents who have never attended O.C.C. could be asked their "impression" of the faculty's competence using the same type of scale. Other examples: "On a scale of 0 to 10 where 0 means very poorly and 10 means very well, how well do you feel O.C.C. prepares its students for further study at a four-year college or university? Comparing O.C.C. with other community colleges on these types of attributes would show how O.C.C. stands relative to other educational institutions and provide a baseline "image" to be tracked over time.

DETAILED FINDINGS

AGE

BASE: (All Respondents)	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
	(400)	(400)
18 - 20	2%	18 - 19 3%
21 - 25	9%	20 - 24 7%
26 - 34	23%	25 - 29 15%
35 - 42	28%	30 - 39 24%
43 - 50	13%	40 - 54 23%
51 - 59	9%	55 - 65 16%
60 & Over	15%	65 + 11%
Refused/No Answer	1%	Ref./NA 1%

INCOME

BASE: (All Respondents)	<u>Total Sample</u>
	(400)
Less Than \$10,000	6%
\$10,001 - \$20,000	5%
\$20,001 - \$30,000	15%
\$30,001 - \$40,000	14%
\$40,001 - \$50,000	13%
More Than \$50,000	28%
Don't Know	3%
Refused/No Answer	16%

SAMPLE DESCRIPTION

Age.

The age categories were defined by Oakland Community College faculty and staff to reflect the college's interest in 18-20 year olds and 21 to 25 year olds. There were no quotas set for respondent age. As the table on the facing page indicates, the majority of respondents (51%) fell into either the 26-34 or 35-42 year old category. Only 2% and 9% fell into the 18-20 and 21-25 year old categories, respectively. Although the distribution of respondents' ages in 1989 is similar to the 1986 distribution, the data are not comparable, since the categories were structured differently in the 1989 study.

Income.

As the Income table on the facing page shows, 28% of all respondents reported annual household incomes in excess of \$50,000. Because income categories were modified in 1989, the results are not directly comparable. However, the distributions are very similar, as shown in the table below.

1986 TOTAL HOUSEHOLD INCOME OF RESPONDENTS

Less than \$5,000	3%
More than \$5,000 but less than \$10,000	5%
More than \$10,000 but less than \$15,000	5%
More than \$15,000 but less than \$25,000	16%
More than \$25,000 but less than \$35,000	13%
More than \$35,000	46%
Don't know	3%
Declined to respond	9%

EDUCATION

	Total Sample	
	1989	1986
BASE: (All Respondents)	(400)	(400)
Grade School Or Less	1%	3%
Some High School	4%	6%
High School Graduate	18%	23%
Vocational/Technical School	5%	3%
Some College	30%	33%
College Graduate	24%	20%
Post-Graduate Study	17%	12%
Refused/No Answer	1%	-

OCCUPATION

	Total Sample	
	1989	1986
BASE: (All Respondents)	(400)	(400)
Professional	14%	29%
Semi-Professional	13%	-
Housewife	12%	14%
Retired/Disabled	10%	19%
Skilled Labor	8%	11%
Managerial	7%	-
Unskilled Labor	7%	4%
Teacher/Educator	6%	-
Clerical	5%	11%
Self-Employed	5%	2%
Executive	3%	-
Unemployed	2%	-
Personal Service	2%	-
Student	1%	4%
Trainee/Apprentice/Assistant	1%	-
Clergy	-	-
Government	-	-
Refused	2%	1%

Education.

This was a well-educated group of respondents, with a total of 41% having college or post graduate degrees. The largest single educational category was for respondents who had "some college" (30%). There are no significant differences between the 1986 and 1989 findings for education.

Occupation.

Consistent with higher income levels, respondents overall tended to be in professional positions (14% professional; 13% semi-professional). The next largest category, as indicated in the facing table was "housewives" (12%). There were only 5 respondents who classified themselves as "students."

RACE

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE: (All Respondents)	(400)	(400)
White	84%	94%
Black	8%	2%
Hispanic	-	1%
Oriental	1%	1%
Other	2%	-
Refused/No Answer	5%	2%

GENDER

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE: (All Respondents)	(400)	(400)
Female	53%	60%
Male	47%	40%

Race.

The sample, consistent with Oakland county demographics, was mostly white (84%). Only 32 respondents were black (see table on facing page.) There were fewer whites and more blacks than there were in 1986.

Gender.

As indicated in the section on methodology, the distribution of men and women in the survey was skewed, with 87% females and 13% males. Therefore, weights were applied to the data, reflecting the actual distribution of men and women in Oakland County (52.8% for women and 47.2% for men.) The weighted proportions are consistent with the 1986 study.

HOUSEHOLD WITH HIGH SCHOOL CHILDREN

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Yes	31%
No	69%
Don't Know	-
Refused/No Answer	-

TYPE OF SCHOOLS CHILDREN ATTEND

	<u>Total Sample</u>
BASE:	(124)
Local Public Schools	76%
Private/Parochial Schools	7%
Neither, Oldest Child is Preschool Age or Younger	13%
Children Not Enrolled In School (dropped out, taught at home, etc.)	2%
Don't Know	-
Refused/No Answer	2%

Household Description.

A wide majority of the Oakland County residents who participated in the study had no children of high school age or younger (69%), as indicated on the first table on the facing page. In 1986, 59% of all respondents had no children of school age or younger. Of the 124 with children of high school age or younger, the majority attended local public schools (see table two on opposite page). Only 48 respondents reported having children in high school, while a majority of 106 reported having children in the first through eighth grades.

GRADES CHILDREN ARE IN

	<u>Total Sample</u>
BASE:	(106)
Preschool	13%
Kindergarten	12%
First Grade	9%
Second Grade	18%
Third Grade	10%
Fourth Grade	14%
Fifth Grade	20%
Sixth Grade	10%
Seventh Grade	13%
Eighth Grade	7%
Ninth Grade	11%
Tenth Grade	17%
Eleventh Grade	8%
Twelfth Grade	10%

ATTEND(ED) COLLEGE(S)

	<u>Total Sample</u> 1989	1986
BASE:	(290)	(128)
Oakland Community College	35%	22%
Wayne State University	15%	-
University of Michigan	10%	-
Michigan State University	7%	-
Macomb Community College	4%	3%
Henry Ford Community College	3%	2%
Wayne County Community College	3%	1%
Schoolcraft Community College	2%	2%
Highland Park Community College	-	1%
Other	46%	-
Don't know	-	-
Refused/No Answer	-	-

YEAR ATTENDED OAKLAND COMMUNITY COLLEGE

	<u>Total Sample</u>
BASE:	(102)
Currently enrolled	24%
1965 - 1970	9%
1971 - 1975	3%
1976 - 1980	23%
1981 - 1986	32%
1987 - 1989	8%
Don't know	1%
Refused/No Answer	-

College Attendance.

Two hundred ninety (73%) of all respondents were either currently enrolled or had been enrolled in college in the past. As the facing table indicates, 35% attended Oakland Community College (currently or in the past). In 1986, 22% had attended O.C.C., indicating a significant increase in the number of students choosing the school. Other community colleges attended include Macomb (4%), Henry Ford (3%), Wayne County (3%), Schoolcraft (2%), and Highland Park (less than 1%).

Years of Enrollment at Oakland Community College.

The largest group of respondents (32%) attended O.C.C. between 1981-1986. The next largest group was those who are currently enrolled (24%). Of those O.C.C. attendees who were not currently enrolled (N=76), a majority left the school for an unstated reason (42%), while 28% transferred and less than one-quarter actually graduated.

OAKLAND COMMUNITY COLLEGE ATTENDANCE RESULT

	<u>Total Sample</u>
BASE:	(76)
Graduated	23%
Transferred	28%
Other Reason	42%
Don't Know	6%
Refused/No Answer	1%

CAMPUS(ES) ATTENDED

	<u>Total Sample</u> <u>1989</u>	<u>1986</u>
BASE:	(102)	(128)
Auburn Hills	47%	25%
Highland Lakes	13%	9%
Orchard Ridge	37%	22%
Southfield	7%	13%
Royal Oak	25%	-
Other	1%	-

CAMPUS CLOSEST TO HOME

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Auburn Hills Campus	26%
Highland Lakes Campus	13%
Orchard Ridge Campus	21%
Royal Oak Campus	28%
Southfield Campus	11%
Southeast Campus System	-
Don't Know	1%
Refused/No Answer	-

Campuses Attended.

Highland Lakes and Southfield were the least frequently reported campus locations that respondents had attended. The most frequently-mentioned was Auburn Hills (47%), with Orchard Ridge coming in second (37%), and Royal Oak third (25%). The 1986 and 1989 results are not directly comparable since Royal Oak was not included in the earlier study. However, the pattern has somewhat shifted among four campuses. In 1989, fewer attended Southfield, while more attended Auburn Hills and Orchard Ridge campuses.

Campus Nearest To Current Residence.

The majority of respondents live in closest proximity to the Royal Oak campus (28%), the Auburn Hills campus (26%), or the Orchard Ridge campus (21%). See the facing table for complete distribution.

OTHER HOUSEHOLD MEMBER ATTENDED COMMUNITY COLLEGE

	<u>Total Sample</u> <u>1989</u>	<u>1986</u>
BASE: (All Respondents)	(400)	
Yes, currently enrolled	4%	6%
Yes, in the past	26%	21%
No	68%	73%
Don't Know	2%	-

COLLEGE(S) ATTENDED

	<u>Total Sample</u> <u>1989</u>	<u>1986</u>
BASE:	(121)	(108)
Oakland Community College	58%	74%
Macomb Community College	10%	7%
Schoolcraft Community College	6%	4%
Henry Ford Community College	3%	2%
Wayne County College	2%	4%
Highland Park Community College	1%	-
Other	16%	-
Don't Know	4%	-
Refused/No Answer	3%	-

Other Household Members' College Attendance.

Thirty-one percent (31%) of all respondents had another member of their household who had attended a college in Michigan. Only 4% of them were currently enrolled. (See facing table.) In 1986, 27% had other household members who attend(ed) O.C.C.

College attended by Household Member.

As the second table on the facing page shows, the majority of respondents (58%) reported that the college attended by another household member was Oakland Community College. Typically, the other household member attended O.C.C. between 1981 and 1986 (32%), or attended between 1987 and 1989 (24%). Less than one-quarter of these O.C.C. attendees had graduated, 38% had transferred, or left for other reasons (34%). The proportion of "other" household members attending O.C.C. has declined since 1986. However, this may reflect differences in methodology.

YEAR ATTENDED O.C.C.

	<u>Total Sample</u>
BASE:	(71)
Currently enrolled	8%
1965 - 1970	8%
1971 - 1975	11%
1976 - 1980	16%
1981 - 1986	32%
1987 - 1989	24%
Don't Know	1%

LIKELIHOOD OF GOING BACK TO SCHOOL FOR:

	<u>High School Diploma</u>	<u>Job Advance</u>	<u>New Job</u>	<u>2-Year Assoc. Degree</u>	<u>Bach. Degree</u>	<u>Personal Improve</u>
BASE:	(363)	(363)	(363)	(363)	(363)	(363)
Definitely	14%	28%	23%	11%	18%	38%
Possibly	-	29	34	19	19	29
No	40	32	35	45	37	25
No Answer	46	11	8	23	24	8
Don't Know	-	-	-	2	2	-
Refused	-	-	-	-	-	-

Although 18 to 34 year olds were more likely than other age groups to return to school for every reason, it was the group of mid-age respondents (35 to 50 years of age) who were significantly more likely to consider attending a community college.

Definitely go back to School for:

	AGE		
	<u>18-34</u> (113)	<u>35-50</u> (149)	<u>51+</u> (93)
High School Diploma	18%	13%	12%
Advance in Job	41%	30%	12%
Different Job	40%	19%	9%
Associate Degree	18%	10%	5%
Bachelor's Degree	32%	13%	6%
Personal Improvement	44%	42%	26%

	AGE		
	<u>18-34</u> (67)	<u>35-50</u> (92)	<u>51+</u> (49)
Yes, would consider attending a community college	49%	72%	47%

Reasons considered for possibly returning to school.

Respondents who had never attended college in the past and those who were not currently enrolled were asked whether or not they would be likely to go back to school for a variety of reasons: to obtain a high school diploma, for job advancement, for a new job, to obtain a 2-year associate's degree, to obtain a bachelor's degree, or for personal improvement. More respondents said that they would definitely return to school for personal improvement than for any other reason (38%). They were least likely to return in order to obtain a 2-year associate's degree. The likelihood of returning to school for various reasons is outlined in the table on the opposing page.

The pattern of findings is very similar to the 1986 study. A comparison of the proportions 1986 and 1989 respondents who said that they would either definitely or possibly return for a variety of reasons are listed below.

	<u>High School Diploma</u> (%) 1989/86	<u>Job Advance</u> (%) 1989/86	<u>New Job</u> (%) 89/86	<u>2-Yr. Assoc. Degree</u> (%) 89/86	<u>Bach. Degree</u> (%) 89/86	<u>Personal Improve</u> (%) 1989/86
Definitely or possibly returning	14/11	57/54	57/53	30/2	37/32	67/73

TYPE OF SCHOOL (HYPOTHETICAL)

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE:	(363)	(352)
Four-year college/university	42%	33%
Community/junior college	35%	40%
Would not go back to school at all	8%	10%
Area vocational school	8%	6%
Local high school	2%	8%
Other	1%	3%
Don't know	4%	N.A.

COMMUNITY COLLEGE WOULD CONSIDER ATTENDING

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE:	(248)	(256)
Oakland Community College	83%	81%
Schoolcraft Community College	3%	3%
Macomb Community College	2%	5%
Henry Ford Community College	-	2%
Wayne County Community College	-	-
Jackson Community College	-	-
Other	1%	2%
Don't know	12%	7%

Type of School Considered by Potential Attendees.

A 4-year college or university is the type of educational institution most respondents would consider (42%), although a substantial number would consider going to a community or junior college (35%). The proportion who would consider a 4-year college/university has increased since 1986. Other findings are very consistent with the 1986 study.

Choice of Community College.

Oakland Community College was selected as the college of choice by a wide majority of respondents who would consider returning to school (83%), as indicated on the facing table. Very few respondents said that they would NOT consider going to Oakland Community College (N=4), and only because of distance or accessibility. In 1989, or in 1986, a wide majority who would consider attending a community college would select O.C.C. The proportion who would consider going to O.C.C. has not increased significantly since 1986.

PREFERRED CLASS TIME

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE:	(281)	(400)
Daytime	23%	25%
Evening	73%	66%
Either one is good	2%	6%
Don't know	2%	2%
Refused/No Answer	-	-

PREFERRED EVENING/NIGHT

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986*</u>
BASE:	(210)	(288)
Wednesday	24%	36%
Tuesday	19%	41%
Monday	16%	30%
Thursday	5%	36%
Saturday	2%	2%
Friday	1%	8%
All are good/no preference	25%	20%
Don't know	8%	2%

* Multiple responses permitted

Preferred Class Schedule.

Evening hours are the most popular (73%), on days early in the week (Monday, Tuesday, Wednesday). As the facing table shows, Fridays and Saturdays are the least preferred days for classes. As the table below indicates, most respondents would not be interested in weekend classes (61%). However, those who would be interested in weekend college courses would be interested in going on both Saturdays and Sundays. The trend continues for a preference for night classes (66% preferred evenings in 1986).

INTEREST IN WEEKEND CLASSES

	<u>Total Sample</u>
BASE:	(281)
Both	21%
No/Neither	61%
Saturdays only	12%
Sundays only	1%
Don't know	4%
Refused/No Answer	1%

PREFERRED NUMBER OF WEEKLY CLASSES

	<u>Total Sample</u>
BASE:	(281)
One	11%
Two	55%
Three	20%
Four	5%
Five	3%
Six	-
Seven	-
Eight	-
Nine	-
Ten	-
Don't know	6%

PREFERRED NUMBER OF HOURS PER DAY

	<u>Total Sample</u>
BASE:	(281)
One	1%
Two	36%
Three	33%
Four	18%
Five	1%
Six	3%
Eight	-
Don't know	8%

Preferred Number and Hours for Weekly Classes.

As the first table on the facing page shows, a majority of respondents would want to take two classes per week if they were to take classes at Oakland Community College. As the second table shows, those who would take classes prefer that they meet for two to three hours a day. Few respondents would be interested in taking more than 10 hours of classes per week.

Total Hours Per Week

	Total
	281
1 - 4	34%
5 - 9	46
10 or more	11
Don't know	9

PROGRAM INTEREST

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE:	(281)	(400)
Business and office programs	37%	47%
Liberal arts	19%	N.A.
Industrial and technology programs	17%	16%
Health science programs	12%	8%
Public service programs	4%	4%
Fine arts/art related	3%	-
Self enrichment	2%	-
Teaching/education	2%	-
Other	12%	36%
Don't Know	12%	10%

Educational Programs of Interest.

Business and Office Programs generate the greatest interest (37%). Liberal Arts and Industrial and Technology Programs rank second and third (19% and 17%, respectively). While health science programs are of some interest (12%), teaching and education are of little interest (2%). Business and office programs also were of greatest interest in 1986, as shown in the facing table.

DISCRIMINATION BETWEEN O.C.C. AND O.U.

	Total Sample	
	1989	1986
BASE: (All Respondents)	(400)	(400)
Same school	4%	7%
Two different schools	89%	85%
Don't know	7%	8%
Refused/No Answer	-	-

DIFFERENCE BETWEEN O.C.C. AND O.U.

	Total Sample	
	1989	1986
BASE:	(357)	(340)
O.U. is 4-year college/university	33%	
O.C.C. is 2-year college/ O.U. is 4-year	28%	84% 85%
O.C.C. is 2-year college	23%	
O.C.C. is a community college and O.U. is a university	2%	-
O.U. offers more programs/ special degrees	1%	-
Other	2%	2%
Don't know	11%	13%

OAKLAND COMMUNITY COLLEGE - IMAGE AND IDENTITY

Oakland University and Oakland Community College.

Because of the similarity of names of Oakland University and Oakland Community College, there is some concern with confusion about the two institutions' identities. However, it does not appear that people have any difficulty differentiating between the two schools. Eighty-nine percent recognized them as different entities. The findings were very similar in 1986.

As the second table on the facing page indicates, not only are O.C.C. and O.U. recognized as separate institutions, but almost every respondent knew that O.C.C. was a two-year college, and that O.U. was a 4-year university.

OVERALL OPINION OF O.C.C.

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Very Positive	45%
Somewhat Positive	38%
Somewhat Negative	5%
Very Negative	-
Don't Know	12%

REASON FOR (NEGATIVE) OPINION

	<u>Total Sample</u>
BASE:	(20)
Unhappy with quality of professors	40%
Limit to courses offered	21%
Classes not challenging enough/ not at college level	21%
Based on what I've heard	3%
Lack of security	3%
Other	6%
Don't Know	6%

Opinions about O.C.C.

Overall, respondents had positive attitudes toward Oakland Community College. Eighty-three percent (83%) gave the school either positive or very positive ratings (see the table on the facing page). Among those 20 respondents who gave O.C.C. negative ratings, quality of professors was the major complaint (40%). Other negative comments related to limited course offerings and non-challenging coursework, as indicated in the table on the opposing page.

D.C.C. RATING ON MEETING EDUCATIONAL NEEDS

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE: (All Respondents)	(400)	(400)
Excellent	18%	23%
Good	43%	47%
Fair	11%	8%
Poor	2%	2%
Don't Know	26%	20%
Refused/No Answer	-	-

REASON FOR (EXCELLENT/GOOD) RATING

	<u>Total Sample</u>
BASE:	(242)
Based on what I've heard	27%
Wide variety of classes	18%
Personal observation	16%
Provides a good quality education	14%
Good school/reputation/lots of recognition/high rating	14%
Good professors/instructors/students are well taught	11%
Location/convenient location/close to work/home	10%
Meets the educational needs community	7%
Affordable tuition rates	6%
Good programs	5%
Prepares student for university	5%
Scheduling/flexible hours	4%
Many campuses/convenient locations	4%
Credits can be transfered	3%
Courses related to business self enrichment	2%
High enrollment	1%
Offers a 2-year associates degree	1%
Personal attention given by professors	1%
Programs give working people chances to attend school without missing work	1%
Other	2%
Don't Know	2%
Refused/No Answer	-

Rating D.C.C. on Meeting Educational Needs.

Most respondents perceive that D.C.C. meets the educational needs of the community; 43% gave it a "good" rating, while another 18% gave it a rating of "excellent." As the list of reasons for a positive rating indicate, many respondents gave non-specific reasons for their ratings (e.g., "Based on what I've heard" or "personal observation, or "reputation." However, those who did mention specifics say their high ratings were due to the wide variety of classes (18%), and good quality education (14%). Many respondents mentioned the convenience of location (10%). See the table on the opposite page for a complete list of reasons. There are less "Excellent" ratings in 1989 than there were in 1986. There are few changes in respondents' reasons for positive ratings since the 1986 study.

REASON FOR (FAIR/POOR) RATING

	<u>Total Sample</u>
BASE:	(50)
Education not sufficient/ extensive enough	18%
Not enough technical classes offered	7%
Based on what I've heard	5%
Too far to travel	2%
Not enough graphic art classes offered	1%
Not advertised enough	1%
Counselors not helpful	1%
No particular reason	10%
Other	32%
Don't Know	22%

LIKE(S) OF D.C.C.

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Location/convenient locations/ close to home/work	37%
Wide variety of classes	16%
Scheduling/flexible hours/evening hours	10%
Affordable tuition rates	9%
Good faculty/instructors	7%
Programs/services offered	7%
Many campuses/locations	7%
Campus grounds/attractive/cleanliness	6%
Provides a good quality education	6%
Size of campus mentioned	2%
Classrooms/neat/quiet/small class size	2%
Good school/reputation	2%
Good parking/close to building	1%
Meets educational needs of community	1%
Accept students without high school diploma	1%
Recreational facilities/gymnasium/tennis	1%
No entrance exam needed	-
Promoting/advertising school/classes	-
Safety factor	-
Smaller more personalized campuses	-
Nothing in particular	5%
Other	3%
Don't Know	25%
Refused/No Answer	-

Reasons for Poor Ratings on Meeting Educational Needs.

The major reason given for a fair or poor rating was that the education was not sufficient, or extensive enough (18%). Some suggested there were not enough "technical" courses offered. Inadequate curriculum was the primary reason for a poor rating in both 1986 and 1989.

Reasons for Liking O.C.C.

"Convenient locations" is the most frequently-mentioned reason for liking O.C.C. (37%); and the wide variety of classes the second most frequently-mentioned reason (16%). Flexible hours (10%), and affordable tuition (9%) are also frequently mentioned. Convenient location was mentioned by 48% of all respondents in 1986 as well. In 1986, 13 percent mentioned the broad range of classes (curriculum). Many of the positive statements were similar in both years of the study.

DISLIKE(S) ABOUT O.C.C.

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Parking facilities - not enough/ too far from buildings	5%
Classes I want not offered	4%
Poor quality instructors	4%
Teachers/classes not challenging/ intense enough	3%
High tuition	2%
Only offer a 2-year associate degree/ no 4-year degrees offered	2%
Long lines at registration	1%
High cost of books	1%
Counselors need to be more available	1%
Safety factor/not enough security/lighting	1%
Scheduling/not enough night/weekend classes	1%
Inconvenient locations/too far	1%
Morals/drugs/sex, etc.	-
Not enough in-depth literature about classes	-
Will cancel a class if not enough students enroll	-
Too diversified/not specialized enough	-
Not enough advertising of school's programs	-
Nothing	36%
Other	5%
Don't Know	35%
Refused/No Answer	1%

What Respondents Dislike about O.C.C.

There were far fewer negative than positive comments about O.C.C. The most frequently-mentioned reasons for disliking the college were its parking facilities (5%), Others mentioned the lack of desired courses (4%), poor quality instructors (4%), while a few mentioned a lack of challenging courses (3%). The majority had no negative comments to make (36%), or simply stated that they did not know (35%). Inadequate parking (4%) and programs/curriculum were likewise mentioned frequently in 1986 (4% and 3%, respectively).

Rating O.C.C. on its Money Management.

Most respondents could not provide feedback on how they perceived O.C.C. manages its funds. Sixty percent (60%) of the total sample responded that they did not know how O.C.C. managed its money. The majority of respondents who could provide an answer, rated O.C.C. as "good" in its money management.

COST COMPARISON BETWEEN
COMMUNITY AND PUBLIC COLLEGES

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Much Less Expensive	45%
Somewhat Less Expensive	26%
The Same	1%
Somewhat More Expensive	2%
Much More Expensive	1%
Don't Know	25%
Refused/No Answer	-%

A Comparison of Tuition Costs.

Most respondents asserted that community colleges are either somewhat less expensive (26%), or much less expensive (45%) than four-year colleges.

BEST PROVIDER OF TYPES OF EDUCATIONAL SERVICES

	<u>Catch-up Education</u>	<u>Career Planning</u>	<u>Job Training</u>	<u>Technology Skills</u>
	1989/1986	1989/86	1989/86	1989/1986
BASE:				
(All Respondents)	(400)	(400)	(400)	(400)
	(%)	(%)	(%)	(%)
Adult Education Program	37/39	16/17	14/11	12/5
Community College	30/29	35/35	27/26	24/29
Local High School	21/22	8/7	3/4	2/2
Four-Year College	3/3	19/15	7/3	36/28
Vocational/ Trade School	1/-	10/-	37/44	19/26
Other	-/2	-/4	1/4	-/3
Don't Know	5/7	11/11	10/9	8/7
Refused/No Answer	2/-	1/-	1/-	1/-

Opinions about the Best Sources of Various Educational Services.

As the table on the opposite page indicates, there was no single best source of various educational services. The most frequently-mentioned sources were as follows. Thirty-seven percent (37%) believed that catch-up education should be offered through adult education programs and another 21% that it should be offered through local high schools; 35% stated that career planning should be provided by community colleges; 36% believed that technological skills should be taught at 4-year colleges; 37% that vocational or trade schools should provide job training.

INTEREST IN TELECOURSES

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Yes	27%
No	67%
Don't Know	6%
Refused/No Answer	-

NEED FOR ENGLISH CLASSES

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Yes	1%
No	99%
Don't Know	-
Refused/No Answer	-

Interest in Telecourses and English as a Second Language.

There was some interest in taking courses offered on cable television. Twenty-seven percent (27%) reported that they would be interested. On the other hand, there was little need for courses that teach English as a second language (only 1% of all respondents reported having anyone in the household that needed to study English as a second language.)

Awareness of and Use of O.C.C. Services.

It is clear from the table below that a majority do not know about, nor use many of the services offered by O.C.C. Seventy-six percent do not use the school's libraries; 86% do not use the school's counseling services; 74% did not know about the school's provision for child care services; 84% have not attended concerts or plays at any of the campuses; 87% have not attended any seminars at the college.

AWARENESS OF/USE OF SERVICES

	<u>O.C.C. Libraries</u>	<u>O.C.C. Counseling</u>	<u>Child Care Services</u>	<u>Concerts/ Plays</u>	<u>Seminars</u>
	1989/1986	1989/1986	1989/86	1989/86	1989/86
BASE	(400)	(400)	(400)	(400)	(400)
Yes	23%/22%	13%/11%	25%/NA	15%/10%	12%/11%
No	76/77	86/87	74/NA	84/89	87/87
D.K.	1/1	1/2	1/NA	1/2	1/2
Ref/NA	-/-	-/-	-/NA	-/-	-/-

MAIN SOURCES OF O.C.C. INFORMATION

	Total Sample	
	1989	1986
BASE: (All Respondents)	(400)	(400)
Word-of-mouth	42%	26%
O.C.C. publications	29%	51%
Former students	20%	16%
Own observation/personal involvement	15%	14%
Brochures/literature mailed	7%	-
Detroit News	<u>16</u> 4%	- 24 6%
Radio	4%	3%
O.C.C. employees	4%	5%
Observer & Eccentric newspapers	<u>12</u> 3%	- 28 7%
Television	3%	2%
Detroit Free Press	<u>8</u> 2%	24 6%
Royal Oak Daily Tribune	<u>8</u> 2%	12 3%
Oakland Press	<u>8</u> 2%	30 9%
Library	1%	-
Spinal Column	-	-
None/have no sources of information	2%	-
Other	2%	1%
Don't Know	3%	5%
Refused/No Answer	-	-
	<u>52</u>	<u>124</u>

Knowledge and Information Sources.

By far, the most frequently-mentioned source of information about O.C.C. was word of mouth (42%). The next-highest ranked source of information comes from O.C.C. publications and former students (20%). While the influence of O.C.C. publications has declined significantly since 1986, word-of-mouth information has become more influential. All of the sources mentioned by respondents both in 1986 and 1989 are listed in the table on the facing page.

Rating of O.C.C.'s Pamphlet.

Of the 27 respondents who recalled receiving the recently mailed pamphlet from O.C.C., about half (54%) rated it good, 32% rated it poor.

O.C.C. PROMOTIONS AND ADVERTISING

	<u>Aware of Newspaper Ads</u>		<u>Receipt of Any Mailed Information</u>		<u>Receipt of Blue Pamphlet</u>		<u>Read Blue Pamphlet</u>	
	1989	1986	1989	1986	1989	1986	1989	1986
BASE =	(400)		(400)		(400)		(400)	
Yes	18%	18%	59%	78%	17%	27%	40%	58%
No	79	76	33	16	64	45	59	38
D.K.	4	6	8	6	19	28	1	4
Refused	-	-	-	-	-	-	-	-

	<u>Opinion of Blue Pamphlet</u>	
	1989	1986
BASE	(27)	(64)
Good	54%	53%
Fair	32%	39%
Poor	-	3%
Don't Know	14%	5%

REQUESTED INFORMATION ABOUT O.C.C.

	Total Sample	
	1989	1986
BASE: (All Respondents)	(400)	(400)
Courses/classes offered	16%	25%
Services/programs offered	8%	-
Scheduling/time/day	7%	-
Tuition cost	6%	4%
More information about a particular mentioned course	4%	-
Job placement programs	2%	7%
Computer science classes	2%	-
Recreational facilities/programs	2%	-
Financial aid	2%	-
Degrees offered/requirements	2%	10%
Transfer of credits	2%	2%
Enrichment classes	1%	-
Programs in art	1%	-
Class descriptions	1%	-
Staff/quality of instructor	1%	2%
Working adult programs	1%	-
Two-year programs	1%	-
Senior citizen programs	-	-
Tutoring programs	-	-
Remedial programs	-	-
Nothing	40%	-
Other	5%	-
Don't Know	14%	-

Knowledge of O.C.C. Services.

As can be seen below, both in 1986 and 1989, most respondents felt that they knew something, but not very much about O.C.C. services.

KNOWLEDGE OF O.C.C. SERVICES

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE: (All Respondents)	(400)	(400)
Quite a bit	21%	22%
Some	36%	33%
Not very much	36%	40%
Nothing	4%	3%
Don't Know	1%	2%
Refused/No Answer	2%	-

What Residents of Oakland County would like to know about O.C.C.

The most frequent request is for more information about the course offerings (16%); about services and programs (8%); about course scheduling (7%); and about tuition (6%). The wide variety of other types of information are indicated in the table on the facing page.

MILLAGE SUPPORTING O.C.C.

		<u>Knowledge of Millage Support</u>	
BASE:	(All Respondents)	(400)	
	Yes	2%	
	No	92%	
	Don't Know	6%	
		<u>Mills Received By O.C.C.</u>	
BASE:		(8)	
	Less than 1	15%	
	More than 1, but less than 2	62%	
	Don't Know	23%	
		<u>Attitude Toward Additional Millage</u>	
		<u>1989</u>	<u>1986</u>
BASE:	(All Respondents)	(400)	(400)
	For	55%	58%
	Against	24%	28%
	Depends on Cost	4%	1%
	Don't Know	17%	10%
	Refused/No Answer	-	3%

Oakland County Residents' Response to the Millage Issue.

By far, most respondents reported that they did not know (92%) how many mills of current local property taxes go to support Oakland Community College (see table on facing page). Of those who stated that they did know, 62% believe that O.C.C. currently receives more than 1, but less than 2 mills.

Attitudes Toward Additional Tax Millage.

More than half (55%) of all respondents said that they would support a 1/2 mill increase tax proposal for Oakland Community College. Another 24% stated that they would vote against the increase, while 18% said that they didn't know. In 1986, 58% said that they supported additional millage for O.C.C. The pattern of responses is very similar for 1986 and 1989.

REASONS FOR (AGAINST/DEPENDS)

	<u>Total Sample</u>
BASE:	(110)
Already pay enough taxes	41%
Everyone should be responsible for their own education	25%
Money is there but not wisely appropriated by the state	13%
Have no need to use school system; shouldn't have to pay	6%
Not advised where money will be used	6%
We are on fixed income/financially unable to support	5%
Depends on amount asked/how much will it cost me	5%
Prefer monies be allocated to elementary schools	2%
Other	6%
Don't Know	3%
Refused/No Answer	1%

Reasons for supporting or not supporting the tax millage increase.

Respondents' major response was that they already paid enough taxes (41%), that everyone should provide for his/her own education (25%), and that money is not appropriated properly by the state (13%). Additional responses are listed on the opposite page. As the table below demonstrates, a majority believe that state aid rather than local taxes should fund O.C.C.

This was also true in 1986. In both years, the most frequent reason for being against an increase was that taxes were already too high.

SOURCE THAT SHOULD FUND MOST OF O.C.C.

	<u>Total Sample</u>	
	<u>1989</u>	<u>1986</u>
BASE: (All Respondents)	(400)	(400)
Tuition	24%	26%
State aid	38%	37%
Local taxes	15%	14%
Combination of all three	17%	10%
State and local combined	-	-
Other	1%	8%
Don't Know	4%	5%
Refused/No Answer	1%	-

INFORMATION REQUESTED ABOUT MILLAGE

	<u>Total Sample</u>
BASE: (All Respondents)	(400)
Financial breakdown/How the funds will be appropriated	38%
Who makes decision where money goes	20%
Why do they need the money/finances/budget	10%
What new program will be offered	6%
Would want more details about schools	6%
How much my taxes will be increased	5%
Why is a millage increase needed	5%
What is received in state/federal aid	1%
How will it affect the students	1%
How it will help students with job placements	1%
What would be taxed/Where will money come from	1%
Will it provide a better education	1%
How is state lottery monies being used	1%
Will millage be temporary or permanent	1%
Staff credentials	-
Would remedial programs be included	-
None	10%
Other	3%
Don't Know	18%
Refused/No Answer	1%

Millage Information Requested.

In 1989, as in 1986, people were most interested in knowing how the funds would be appropriated (their breakdown), and in knowing who would make the decision about where the money goes (20%). Others would want to know why the money is needed (10%). The table on the facing page lists all of the types of information requested by respondents.

DETAILED FINDINGS BASED ON AGE

The most likely group to consider attending a community college was the 35 to 50 year olds. Seventy-two percent (72%) said that they would consider attending, compared to 49% of 18 to 34 year olds and 47% of respondents who were 51 years of age or older. This mid-age group was also the largest group and had the most positive attitudes toward O.C.C. Therefore, the mid-age group is an important segment to target in future communications and marketing efforts. Because they differ significantly from both younger and older respondents in several respects, appropriate and effective marketing, advertising and promotional materials will need to reflect these differences.

Evening classes are most appealing to this group, as they are to the 18 to 34 year olds. By contrast, respondents in the 51 and older category are most interested in daytime classes.

Preferred Class Time

	AGE		
	<u>18-34</u> (95)	<u>35-50</u> (135)	<u>51+</u> (47)
Daytime	19%	16%	52%
Evening	79	78	43
Either	1	2	5
Don't know/Refused	1	4	

The mid-age group also expresses a significantly greater interest in weekend classes than either the younger or older age groups.

Interest in Weekend Classes

	AGE		
	<u>18-34</u> (95)	<u>35-50</u> (135)	<u>51+</u> (47)
Yes, interested in both Saturday and Sunday classes	11%	27%	17%

This group, like the younger and older respondents is most interested in business and office programs. Their overall opinion of O.C.C. does not differ from those who are 51 years or older, but is somewhat more favorable than the 18 to 34 year olds.

Opinion about O.C.C.
(Average rating on a 4-point scale)

(4=very positive, 1=very negative)

18 to 34 years	3.36
35 to 50 years	3.50
51 years plus	3.49

They are more likely than other age groups to mention O.C.C. publications as a source of information about the school.

Source of Information

	AGE		
	<u>18-34</u> (133)	<u>35-50</u> (164)	<u>51+</u> (94)
O.C.C. Publications	27%	35%	25%

Thirty-five to 50 year olds are less interested in telecourses than 18 to 34 year olds, while the least interested are those in the 51+ category.

Interest in Telecourses

	AGE		
	<u>18-34</u> (133)	<u>35-50</u> (164)	<u>51+</u> (94)
Yes	37%	26%	15%
No	58	64	81
Don't Know/Refused	5	10	4

There are no age group differences for recall of having received any mailings from O.C.C. However, there is a relationship between age and awareness of newspaper ads for O.C.C. As age increases so does awareness.

Recall Seeing Newspaper Ads

	AGE		
	<u>18-34</u>	<u>35-50</u>	<u>51+</u>
	(133)	(164)	(94)
Yes	9%	19%	29%
No	88	79	63
Don't Know	3	3	8

Among those who had received the "blue pamphlet" mailed for Fall Semester, 35 to 50 year olds were significantly less likely to have read it.

Read Blue Pamphlet

	AGE		
	<u>18-34</u>	<u>35-50</u>	<u>51+</u>
	(29)	(25)	(13)
Yes	48%	29%	41%
No	52	71	55
Don't Know	--	--	4

The 35 to 50 year old age group was significantly more likely to be in favor of additional tax millage.

	AGE		
	<u>18-34</u>	<u>35-50</u>	<u>51+</u>
	(133)	(164)	(94)
For	47%	63%	55%
Against	28	19	21
Depends on Cost	4	4	3
Don't know/Refused	20	15	21

VERSION "B" ENROLLED IN PAST

1. Which college or colleges did you attend?

SKIP TO Q.3	Henry Ford Community College	1	
	Highland Park Community College	2	
	Macomb Community College	3	17m
	Schoolcraft Community College	4	
	Wayne County Community College	5	
CONTINUE	Oakland Community College	6	
	Other (SPECIFY)	0	
<hr/>			
SKIP TO Q.3	Don't know	X	
	Refused/NA	R	

2. When did you attend Oakland Community College? (CIRCLE MOST RECENT ATTENDANCE)

SKIP TO Q.2b	Currently enrolled	1	
	1965 - 70	2	
	1971 - 75	3	
	1976 - 80	4	18
	1981 - 86	5	
	1987 - 89	6	
SKIP TO Q.2b	Don't know	X	
	Refused/NA	R	

2a. Did you graduate from Oakland Community College, transfer to another school, or leave for some other reason? (CIRCLE ALL THAT APPLY)

Graduated	1	
Transferred	2	
Other reason (SPECIFY)	0	19m
<hr/>		
Don't know	X	
Refused/NA	R	

2b. Which campuses do you attend?

Auburn Hills	1	
Highland Lakes	2	
Orchard Ridge	3	20m
Southfield	4	
Royal Oak	5	
Don't recall	6	
Don't know	X	
Refused/NA	R	

3. People often go back to school for a lot of different reasons. I'm going to read you a list of reasons. Please tell me, you would definitely go back, possibly go back, or not go back to school for each reason.

(NA=Not Applicable)	Yes Def.	Yes Poss.	No Not	N/A	DK	Ref.	
To get a high school diploma?	1	2	3	4	X	R	21
To take classes to help you move up in your present job or company?	1	2	3	4	X	R	22
To help you get a <u>different</u> job?	1	2	3	4	X	R	23
To earn a <u>2-year Associate Degree</u> ?	1	2	3	4	X	R	24
To eventually earn a <u>Bachelor's Degree</u> ?	1	2	3	4	X	R	25
For <u>personal improvement</u> or <u>enrichment</u> ?	1	2	3	4	X	R	26

4. If you went back to school, what kind of school do you think you would attend -- a 4-year college, a community college, an area vocational school or a local high school? (CIRCLE ONE)

CONTINUE _____	4-year college/university	1	
SKIP TO Q.5a _____	Community/junior college.	2	
CONTINUE _____	Area vocational school.	3	27
CONTINUE _____	Local high school	4	
SKIP TO Q.11 _____	Would not go back to school at all.	5	
CONTINUE _____	Other (SPECIFY)	0	
CONTINUE _____	Don't know.	X	
CONTINUE _____	Refused/NA.	R	

5. Would you ever consider attending a community college? (CIRCLE ONE)

CONTINUE _____	Yes	1	
SKIP TO Q.11 _____	No.	2	28
SKIP TO Q.11 _____	Don't know.	X	
SKIP TO Q.11 _____	Refused/NA.	R	

5a. Which community college? (RECORD ALL RESPONSES)

	Henry Ford CC	1
	Highland Park CC.	2
	Macomb CC	3
	Schoolcraft CC.	4
	Wayne County CC	5
IF MENTIONED, SKIP TO ———	Oakland Community College	6
Q.7.; OTHERWISE CONTINUE	Other (SPECIFY)	0
	Don't know.	X
	Refused/NA.	R

29m

6. Would you consider attending Oakland Community College? (CIRCLE ONE)

SKIP TO Q.7 —————	Yes	1
CONTINUE —————	No.	2
	Don't know.	X
SKIP TO Q.11 —————	Refused/NA.	R

30

(IF "NO" OR "DON'T KNOW")

6a. May I ask why?

31-32m

SKIP TO Q.11

7. If you were to take a class offered by Oakland Community College, what time of day would be the best -- day time, or evening classes? (CIRCLE ONE)

SKIP TO Q.8	_____ Daytime	1	
CONTINUE	_____ Evening	2	
	_____ Either one is good.	3	33
SKIP TO Q.8	_____ Don't know.	X	
	_____ Refused/NA.	R	

(IF "EVENING" OR "EITHER ONE")

7a. Which night of the week would be best for you? (CIRCLE ONE)

Monday	1	
Tuesday	2	
Wednesday	3	
Thursday	4	34
Friday	5	
Saturday	6	
Sunday	7	
All are good/no preference.	8	
Don't know.	X	
Refused/NA.	R	

8. Would you be interested in taking classes on the weekend -- on Saturdays or Sundays or both? (CIRCLE ONE)

Both.	1	
No/neither.	2	
Saturdays only.	3	35
Sundays only.	4	
Don't know.	X	
Refused/NA.	R	

9a. How many days a week would you like to take classes?

(Insert Number)		
Don't know.	X	36
Refused/NA.	R	

9b. How many hours a day would you like your classes to meet?

(Insert Number)		
Don't know.	X	37-38
Refused/NA.	R	

10. What kinds of classes would you be interested in taking? (SPECIFY)

Business and Office Programs	1	
Health Science Programs.	2	32m
Industrial and Technology Programs	3	
Liberal Arts	4	
Public Service Programs.	5	
Other (SPECIFY).	0	
<hr/>		
Don't know	X	
Refused/NA	R	

11. Has anyone (else) in your household ever attended a Michigan community or junior college? (CIRCLE ONE)

ASK "CURRENTLY OR IN THE PAST," THEN CONTINUE

SKIP TO Q.12	}	Yes, currently enrolled	1	40
		Yes, in the past.	2	
		No	3	
		Don't know.	X	
		Refused/NA.	R	

11a. Which college?

SKIP TO Q.12	}	Henry Ford CC	1	41m
		Highland Park CC.	2	
		Macomb CC	3	
		Schoolcraft CC.	4	
		Wayne County CC	5	
CONTINUE	_____	Oakland Community College	6	
SKIP TO Q.12	}	Other (SPECIFY)	0	
		Don't know.	X	
		Refused/NA.	R	

11b. Can you tell me when she/he attended Oakland Community College? (CIRCLE MOST RECENT ATTENDANCE)

SKIP TO Q.12	_____	Currently enrolled.	1	42
		1965 - 70	2	
		1971 - 75	3	
		1976 - 80	4	
		1981 - 86	5	
		1987 - 89	6	
SKIP TO Q.12	}	Don't know.	X	
		Refused/NA.	R	

11c. Did she/he graduate from Oakland Community College, transfer to another school, or leave for some other reason?

Graduated	1	43
Transferred	2	
Other reason (SPECIFY).	0	
Don't know.	X	
Refused/NA.	R	

12. When people talk about schools in Oakland County, you often hear the letters OCC or OU. As you understand it, is that two different ways to identify the same school -- or are they two different schools?

SKIP TO Q.13	_____	Same school	1	44
CONTINUE	_____	Two <u>different</u> schools	2	
SKIP TO Q.13	}	Don't know.	X	
		Refused/NA.	R	

12a. How are they different? (DO NOT READ RESPONSES)

OCC is 2-year college	1	45
OU is 4-year college/university	2	
Other (SPECIFY)	0	
Don't know.	X	
Refused/NA.	R	

13. Some adults find that they need remedial instruction -- "catch up" education -- in some of the basic skills, like reading, math or science. What kind of school do you think would do the best job in providing such "catch up" education -- a local high school, an adult education program, a community college, or a 4-year college?
(CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	46
4-year college.	4	
Other (SPECIFY)	0	
<hr/>		
Don't know.	X	
Refused/NA.	R	

14. What kind of school do you think would do the best job of providing adults with career planning and guidance services -- the local high school, an adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	
4-year college.	4	47
Other (SPECIFY)	0	
<hr/>		
Don't know.	X	
Refused/NA.	R	

15. What kind of school would do the best job in providing adults with job training, or retraining skills -- the local high school, an adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	48
4-year college.	4	
Other (SPECIFY)	0	
<hr/>		
Don't know.	X	
Refused/NA.	R	

16. And, who do you think would do the best job in providing adults with training in the skills required for today's modern technology -- the local high school, and adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	49
4-year college.	4	
Other (SPECIFY)	0	
<hr/>		
Don't know.	X	
Refused/NA.	R	

17. How much do you feel you know about the services and educational opportunities offered by Oakland Community College -- quite a bit, some or not very much?

Quite a bit	1	
Some	2	
Not very much	3	
Nothing	4	50
Don't know	X	
Refused/NA	R	

18. What kind of things about Oakland Community College would you like to know more about? (SPECIFY)

51-52m

19a. Is your overall opinion about OCC, is it usually very positive, somewhat positive, somewhat negative, or very negative?
(CIRCLE ONE)

SKIP TO Q.20 _____	Very positive	4	
	Somewhat positive	3	
CONTINUE _____	Somewhat negative	2	53
	Very negative	1	
SKIP TO Q.20 _____	Don't know	X	
	Refused/NA	R	

19b. Why do you say (somewhat negative/negative/somewhat positive)?

54-55m

20. What would you say are your main sources of information about Oakland Community College? (PROBE: Any others?)

(DO NOT READ LIST,
BUT RECORD ANY
ANSWERS GIVEN.)

Oakland Press	1	
Detroit Free Press	2	
Detroit News	3	
Eccentric/Observer newspapers	4	56m
Royal Oak/Daily Tribune	5	
Spinal Column	6	
Television	7	
Radio	8	
OCC publications	9	
Cable television	0	

OCC employees	1	
Word-of-mouth	2	
Former students	3	
Own observation; personal involvement.	4	57m
None; have no sources of information	5	
Other (SPECIFY)	0	

Don't know	X	
Refused/NA	R	

21. Tell me, have you received any information in the mail that tells about the courses or services offered at Oakland Community College? (CIRCLE ONE)

Yes 1
No. 2 58
Don't know. X
Refused/NA. R

22. Several weeks ago, Oakland Community College sent out a pamphlet about the college labeled, "25 Years of Futures." Did you, or anyone in your household, receive this pamphlet? (CIRCLE ONE) (FOR INTERVIEWER'S INFORMATION--BLUE PAMPHLET, WITH STARTS ON COVER)

CONTINUE _____ Yes 1
SKIP TO Q.23 _____ No. 2 59
_____ Don't know. X
_____ Refused/NA. R

22a. Did you read it? (CIRCLE ONE)

Yes 1
No. 2 60
SKIP TO Q.23 _____ Don't know. X
_____ Refused/NA. R

22b. Would you say the pamphlet does a good, fair or poor job in presenting information about the college?

Good. 1
Fair. 2 61
Poor. 3
Don't know. X
Refused/NA. R

23. Tell me, have you seen ads in the newspaper recently about Oakland Community College?

Yes 1
No. 2 62
Don't know. X
Refused/NA. R

24. How would you rate the way in which Oakland Community College meets the educational needs of citizens in your area -- excellent, good, fair or poor? (CIRCLE ONE)

- | | | | |
|---------------|---------------------|---|----|
| CONTINUE | Excellent | 1 | |
| | Good. | 2 | |
| SKIP TO Q.24b | Fair | 3 | 63 |
| | Poor. | 4 | |
| SKIP TO Q.25 | Don't know. | X | |
| | Refused/NA. | R | |

24a. Why do you feel that way?

64-65m

(SKIP TO Q.25)

24b. Why do you feel that way?

66-67m

25. What are some of the things you like about Oakland Community College? (PROBE: Anything else?)

68-69m

26. What are some of the things you don't like about the college? (PROBE: What else?)

70-71m

27. What kinds of programs and services do you think Oakland Community College should be offering that they don't currently offer? (PROBE: Anything else?)

72-73m

28. Oakland Community College receives most of its income from three sources -- tuition, state aid and local taxes. In your opinion, which one should contribute most of the income to operate the community college -- tuition, state aid or local taxes? (CIRCLE ONE)

- Tuition 1
 - State aid 2
 - Local taxes 3
 - Combination of all three. 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

74

29. Do you know how many mills of Oakland County's current local property taxes go to support Oakland Community College?

- Yes 1
 - No. 2
 - Don't know. X
 - Refused/NA. R
- SKIP TO Q.30 ————

75

29a. How many mills does OCC currently receive? (READ)

- Less than 1. 1
- More than 1 but less than 2 2
- Between 2 and 3 3
- More than 3 4
- Don't know X
- Refused/NA R

76

30. If Oakland Community College needed additional tax millage to continue providing educational services to the community, would you vote for or against a 1/2 mill increase tax proposal? (CIRCLE ONE)

- SKIP TO Q.31 ———— For 1
- CONTINUE ———— Against 2
- Depends on cost 3
- SKIP TO Q.31 ———— Don't know. X
- Refused/NA. R

77

78-79=blk
80-1

30a. May I ask why you feel that way?

205-206m

31. If there was a millage election, what kinds of questions would you want answered -- what information would you want -- prior to that election?

207-208m

32. Tell me, how would you rate the way Oakland Community College manages its money -- excellent, good, fair or poor? (CIRCLE ONE)

SKIP TO Q.33	Excellent	1	
	Good.	2	
	Fair	3	209
CONTINUE	Poor.	4	
	Don't know.	X	
SKIP TO Q.33	Refused/NA.	R	

32a. Why do you feel that way?

210-211m

33. Have you, or anyone in your household, used the Oakland Community College libraries, during the past two years?

Yes	1	
No.	2	
Don't know.	X	212
Refused/NA.	R	

34. How about the counseling or job placement services at Oakland Community College?

Yes	1	
No.	2	
Don't know.	X	213
Refused/NA.	R	

35. Were you aware that Oakland Community College provides child care services for its students?

Yes	1	
No.	2	214
Don't know.	X	
Refused/NA.	R	

36. Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play or art show?

Yes	1	
No.	2	
Don't know.	X	215
Refused/NA.	R	

37. What about a workshop, short course, or seminar sponsored by OCC?

Yes	1	
No.	2	
Don't know.	X	216
Refused/NA.	R	

38. Would you be interested in taking any courses offered on cable television (telecourses)?

Yes 1
No. 2 217
Don't know. X
Refused/NA. R

39 Is there anyone in your household that has a need to study English as a second language?

Yes 1
No. 2
Don't know. X 218
Refused/NA. R

40 When comparing tuition costs of community colleges like OCC to public universities like Michigan State, would you say the tuition costs at OCC are....? (READ LIST)

Much less expensive. 1
Somewhat less expensive. 2
The same 3 219
Somewhat more expensive. 4
Much more expensive 5
Don't Know X
Refused/NA R

THESE LAST, QUESTIONS WILL HELP US CLASSIFY THE OPINIONS OF THE PEOPLE WE'RE INTERVIEWING.

41. Are there children of high school age or younger in this household?
(CIRCLE ONE)

CONTINUE	Yes	1	
	No.	2	
SKIP TO Q.42	Don't know	X	220
	Refused/NA	R	

41a. Do the children attend public schools, private, or parochial schools? (CIRCLE ONE)

CONTINUE	Local public schools	1	
	Private/parochial schools	2	
	Both public and private/parochial	3	
	Neither; oldest child is preschool age or younger	4	221
SKIP TO Q.42	Children not enrolled in school (dropped out, taught at home, etc.)	5	
	Don't know	X	
	Refused/NA	R	

41b. Which grades are the children currently in?

Preschool	1		Sixth	1	
Kindergarten	2		Seventh.	2	
First	3	222m	Eighth	3	223m
Second	4		Ninth	4	
Third	5		Tenth	5	
Fourth	6		Eleventh	6	
Fifth	7		Twelfth	7	
			Refused	8	

42. What is the name of your local public school district? (SPECIFY)

224-225

43. Which of the following age categories are you in? (READ LIST)

18 - 20	1	
21 - 25	2	
26 - 34	3	226
35 - 42	4	
43 - 50	5	
51 - 59	6	
60 and over.	7	
Refused/NA	R	

44. And, what is your education level? (CIRCLE ONE)

Grade school or less (grades 1-8)	1	
Some high school.	2	
High school graduate.	3	227
Vocational/technical school	4	
Some college.	5	
College graduate.	6	
Post-graduate study	7	
Refused/NA.	R	

45. What is your occupation?

228-229

(GET EXACT DESCRIPTION)

46. Which of the following income groups included your total family income last year? (READ)

- Less than \$10,000 1
- \$10,999 - \$20,000 2
- \$20,999 - \$30,000 3
- \$30,999 - \$40,000 4
- \$40,999 - \$50,000 5
- More than \$50,000 6
- Don't know X
- Refused/NA R

230

47. And, would you mind telling me -- are you white, black, Hispanic, oriental, or of some other ethnic group?

- White 1
 - Black 2
 - Hispanic 3
 - Oriental 4
 - Other (SPECIFY) 0
-
- Refused/NA R

231

48. Which campus do you live closest to?

- Auburn Hills Campus 1
- Highland Lakes Campus 2
- Orchard Ridge Campus 3
- Royal Oak Campus 4
- Southfield Campus 5
- Southeast Campus System 6

232

THAT ENDS OUR INTERVIEW. . . THANK YOU FOR TAKING THE TIME TO GIVE ME YOUR OPINIONS.

Time Interview Ended: _____

49. Gender: (INTERVIEWER INDICATE)

- Female 1
- Male 2

233

NAME _____

ADDRESS _____

234-279=2

CITY _____ STATE _____ ZIP _____

280=2

VERSION "A" - CURRENTLY ENROLLED

1. Which college or colleges do you attend?

- | | | |
|------------|---|---|
| | Henry Ford Community College | 1 |
| SKIP TO Q. | Highland Park Community College | 2 |
| | Macomb Community College | 3 |
| | Schoolcraft Community College | 4 |
| | Wayne County Community College | 5 |
| CONTINUE | Oakland Community College | 6 |
| | Other (SPECIFY) | 0 |
| <hr/> | | |
| SKIP TO Q. | Don't know | X |
| | Refused/NA | R |

2. When did you attend Oakland Community College? (CIRCLE MOST RECENT ATTENDANCE)

- | | | |
|------------|-----------------------------|---|
| SKIP TO Q. | Currently enrolled. | 1 |
| | 1965 - 70 | 2 |
| | 1971 - 75 | 3 |
| | 1976 - 80 | 4 |
| | 1981 - 86 | 5 |
| | 1987 - 89 | 6 |
| SKIP TO Q. | Don't know | X |
| | Refused/NA | R |

2a. Did you graduate from Oakland Community College, transfer to another school, or leave for some other reason?

- | | |
|----------------------------------|---|
| Graduated | 1 |
| Transferred | 2 |
| Other reason (SPECIFY) | 0 |
| <hr/> | |
| Don't know | X |
| Refused/NA | R |

2b. Which campus do you attend?

more than one

- | | |
|--|---|
| Auburn Hills | 1 |
| Highland Lakes | 2 |
| Orchard Ridge | 3 |
| Southeast Campus (Southfield or Royal Oak) | 4 |
| Don't recall | 5 |
| Don't know | X |
| Refused/NA | R |

See next page

11. Has anyone (else) in your household ever attended a Michigan community or junior college? (CIRCLE ONE)

ASK "CURRENTLY OR IN THE PAST," THEN CONTINUE	Yes, currently enrolled	1
	Yes, in the past.	2
	No	3
SKIP TO Q.12	Don't know.	X
	Refused/NA.	R

11a. Which college?

	Henry Ford CC	1
	Highland Park CC.	2
SKIP TO Q.12	Macomb CC	3
	Schoolcraft CC.	4
	Wayne County CC	5
CONTINUE	Oakland Community College	6
	Other (SPECIFY)	0
SKIP TO Q.12	Don't know.	X
	Refused/NA.	R

11b. Can you tell me when she/he attended Oakland Community College? (CIRCLE MOST RECENT ATTENDANCE)

SKIP TO Q.12	Currently enrolled.	1
	1965 - 70	2
	1971 - 75	3
	1976 - 80	4
	1981 - 86	5
	1987 - 89	6
SKIP TO Q.12	Don't know.	X
	Refused/NA.	R

11c. Did she/he graduate from Oakland Community College, transfer to another school, or leave for some other reason?

Graduated	1
Transferred	2
Other reason (SPECIFY).	0
Don't know.	X
Refused/NA.	R

12. When people talk about schools in Oakland County, you often hear the letters OCC or OU. As you understand it, is that two different ways to identify the same school -- or are they two different schools?

SKIP TO Q.13	Same school	1
CONTINUE	Two <u>different</u> schools	2
SKIP TO Q.13	Don't know.	X
	Refused/NA.	R

12a. How are they different? (DO NOT READ RESPONSES)

OCC is 2-year college	1
OU is 4-year college/university	2
Other (SPECIFY)	0
Don't know.	X
Refused/NA.	R

13. Some adults find that they need remedial instruction -- "catch up" education -- in some of the basic skills, like reading, math or science. What kind of school do you think would do the best job in providing such "catch up" education -- a local high school, an adult education program, a community college, or a 4-year college?

Disagree

- Local high school 1
 - Adult education program 2
 - Community college 3
 - 4-year college. 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

14. What kind of school do you think would do the best job of providing adults with career planning and guidance services -- the local high school, an adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

- Local high school 1
 - Adult education program 2
 - Community college 3
 - 4-year college. 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

15. What kind of school would do the best job in providing adults with job training, or retraining skills -- the local high school, an adult education program, a community college, a 4-year college or a trade school?

- Local high school 1
 - Adult education program 2
 - Community college 3
 - 4-year college. 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

16. And, who do you think would do the best job in providing adults with training in the skills required for today's modern technology -- the local high school, and adult education program, a community college, a 4-year college or a trade school?

- Local high school 1
 - Adult education program 2
 - Community college 3
 - 4-year college. 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

17. How much do you feel you know about the services and educational opportunities offered by Oakland Community College -- quite a bit, some or not very much?

- Quite a bit 1
- Some. 2
- Not very much 3
- Nothing 4
- Don't know. X
- Refused/NA. R

18. What kind of things about Oakland Community College would you like to know more about? (SPECIFY)

19. Do you know anyone who works for Oakland Community College? (CIRCLE ONE)

- | | |
|--------------|-----------------------|
| CONTINUE | Yes 1 |
| | No. 2 |
| SKIP TO Q.20 | Don't know. X |
| | Refused/NA. R |

19a. When people express an opinion about OCC, is it usually very positive about the college, somewhat positive, somewhat negative, or very negative? (CIRCLE ONE)

- Very positive 4
- Somewhat positive 3
- Somewhat negative 2
- Very negative 1
- Don't know. X
- Refused/NA. R

20. What would you say are your main sources of information about Oakland Community College? (PROBE: Any others?)

(DO NOT READ LIST, BUT RECORD ANY ANSWERS GIVEN.)

- Oakland Press 1
- Detroit Free Press 2
- Detroit News 3
- Eccentric/Observer newspapers 4
- Royal Oak/Daily Tribune 5
- Spinal Column 6
- Television 7
- Radio 8
- OCC publications 9
-
- OCC employees 1
- Word-of-mouth 2
- Former students 3
- Own observation; personal involvement. 4
- None; have no sources of information 5
- Other (SPECIFY) 0
-
- Don't know X
- Refused/NA R

21. Tell me, have you received any information in the mail that tells about the courses or services offered at Oakland Community College? (CIRCLE ONE)

Yes 1
No. 2
Don't know. X
Refused/NA. R

?

22. Several weeks ago, Oakland Community College sent out a booklet about the college called "Challenging Tomorrow Today". Do you, or anyone in your household, receive this booklet? (CIRCLE ONE) (FOR INTERVIEWER'S INFORMATION--BLUE BOOKLET, WITH STARTS ON COVER)

CONTINUE
SKIP TO Q.23

Yes 1
No. 2
Don't know. X
Refused/NA. R

22a. Do you have an opportunity to read it? (CIRCLE ONE)

SKIP TO Q.23

Yes 1
No. 2
Don't know. X
Refused/NA. R

22b. Would you say the booklet does a good, fair or poor job in presenting information about the college?

Good. 1
Fair. 2
Poor. 3
Don't know. X
Refused/NA. R

23. Tell me, have you seen ads in the newspaper recently about Oakland Community College?

OTHER PAGES?

Yes 1
No. 2
Don't know. X
Refused/NA. R

24. Have you heard any ads on the radio about the college?

Yes 1
No. 2
Don't know. X
Refused/NA. R

25. How would you rate the way in which Oakland Community College meets the educational needs of citizens in your area -- excellent, good, fair or poor? (CIRCLE ONE)

CONTINUE	Excellent	1
	Good.	2
SKIP TO Q.25b	Fair	3
	Poor.	4
SKIP TO Q.26	Don't know.	X
	Refused/NA.	R

25a. Why do you feel that way?

(SKIP TO Q.26) ?

25b. Why do you feel that way?

26. What, if anything, do you like about Oakland Community College? (PROBE: Anything else?)

27. What, if anything, don't you like about the college? (PROBE: What else?)

28. What kinds of programs and services do you think Oakland Community College should be offering that they don't currently offer? (PROBE: Anything else?)

29. Oakland Community College receives most of its income from three sources -- tuition, state aid and local taxes. In your opinion, which one should contribute most of the income to operate the community college -- tuition, state aid or local taxes? (CIRCLE ONE)

- Tuition 1
 - State aid 2
 - Local taxes 3
 - Combination of all three. . . . 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

30. Of the basic 15 mills of property taxes established by the state constitution, about how many mills in Oakland County goes to support Oakland Community College? Would you say it is -- less than 1 mill, more than 1 but less than 2 mills, between 2 and 3 mills, or more than 3 mills? (CIRCLE ONE)

- Less than 1 mill 1
- More than 1 but less than 2 mills. 2
- Between 2 and 3 mills. 3
- More than 3 mills. 4
- Don't know X
- Refused/NA R

31. If Oakland Community College needed additional tax millage to continue providing educational services to the community, would you vote for or against a 1/2 mill increase tax proposal? (CIRCLE ONE)

- | | |
|--|---|
| SKIP TO Q.32
CONTINUE

SKIP TO Q.32 | For 1
Against 2
Depends on cost 3
Don't know. X
Refused/NA. R |
|--|---|

31a. May I ask why you feel that way?

32. If there was a millage election, what kinds of questions would you want answered -- what information would you want -- prior to that election?

33. Tell me, how would you rate the way Oakland Community College manages its money -- excellent, good, fair or poor? (CIRCLE ONE)

	Excellent	1
SKIP TO Q.34	Good.	2
	Fair	3
CONTINUE	Poor.	4
	Don't know.	X
SKIP TO Q.34	Refused/NA.	R

33a. Why do you feel that way?

34. Have you, or anyone in your household, used the community college libraries, during the past two years?

Yes	1
No.	2
Don't know.	X
Refused/NA.	R

35. How about the counseling or job placement services at Oakland Community College?

Yes	1
No.	2
Don't know.	X
Refused/NA.	R

36. The community college's child care services?

Yes	1
No.	2
Don't know.	X
Refused/NA.	R

37. Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play or art show?

Yes	1
No.	2
Don't know.	X
Refused/NA.	R

38. What about a workshop, short course, or seminar sponsored by OCC?

Yes	1
No.	2
Don't know.	X
Refused/NA.	R

THESE LAST, QUESTIONS WILL HELP US CLASSIFY THE OPINIONS OF THE PEOPLE WE'RE INTERVIEWING.

39. Are there children of school age or younger in this household?
(CIRCLE ONE)

CONTINUE	Yes	1
	No.	2
SKIP TO Q.40	Don't know	X
	Refused/NA	R

39a. Do the children attend public schools, private, or parochial schools? (CIRCLE ONE)

CONTINUE	Local public schools	1
	Private/parochial schools	2
	Both public and private/parochial	3
	Neither; oldest child is preschool age.	4
SKIP TO Q.40	Children not enrolled in school (dropped out, taught at home, etc.)	5
	Don't know	X
	Refused/NA	R

39b. Are the children in elementary school, middle or junior high school, or senior high school? (CIRCLE ALL THAT APPLY)

Elementary.	1
Middle/junior high school	2
Senior high school.	3
Don't know.	X
Refused/NA.	R

40. What is the name of your local public school district? (SPECIFY)

41. Which of the following age categories are you in? (READ LIST)

18 - 25	1
26 - 34	2
35 - 42	3
43 - 50	4
51 - 59	5
60 and over.	6
Refused/NA	R

42. And, what is your education level? (CIRCLE ONE)

Grade school or less (grades 1-8)	1
Some high school.	2
High school graduate.	3
Vocational/technical school	4
Some college.	5
College graduate.	6
Post-graduate study	7
Refused/NA.	R

43. What is your occupation?

(GET EXACT DESCRIPTION)

44. Are you currently employed in this field? (CIRCLE ONE)

- Yes. 1
- No, employed in another field. 2
- Unemployed/laid off. 3
- Retired. 4
- Refused/NA R

(IF FARMING IS NOT MENTIONED)

45. Do you also farm for a living?

- Yes 1
- No. 2
- Refused/NA. R

46. Which of the following income groups included your total family income last year? (READ)

- Less than \$10,000 1
- \$10,999 - \$20,000 2
- \$20,999 - \$30,000 3
- \$30,999 - \$40,000 4
- \$40,999 - \$50,000 5
- More than \$50,000 6
- Don't know X
- Refused/NA R

47. And, would you mind telling me -- are you white, black, Hispanic, oriental, or of some other ethnic group?

- White 1
 - Black 2
 - Hispanic. 3
 - Oriental. 4
 - Other (SPECIFY) 0
-
- Refused/NA. R

THAT ENDS OUR INTERVIEW. . . THANK YOU FOR TAKING THE TIME TO GIVE ME YOUR OPINIONS.

Time Interview Ended: _____

48. Gender: (INTERVIEWER INDICATE)

- Female. 1
- Male. 2

49. Geographic area:

- Auburn Hills Campus 1
- Highland Lakes Campus 2
- Orchard Ridge Campus. 3
- Southeast Campus System 4

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMMUNITY COLLEGE PERCEPTION - SCREENER

Hello, this is _____, calling from the Nordhaus Research, located in Southfield, Michigan. We are calling a number of randomly selected households in Oakland County to ask some questions about education after high school.

This telephone number (REPEAT NUMBER) was randomly selected. Is this a residence or a business? (IF BUSINESS, THANK AND TERMINATE)

(IF RESIDENT)

Is this residence in Oakland County? (IF NOT IN OAKLAND COUNTY, THANK AND TERMINATE. IF OAKLAND COUNTY RESIDENCE, CONTINUE.)

To get a random sample, I need to ask two questions about the people living in your household.

How many adults 18 or older live in this household? (CIRCLE APPROPRIATE NUMBER)

How many of those 18 and over are men? (CIRCLE APPROPRIATE NUMBER)

In your household then, I need to talk to the (CIRCLE APPROPRIATE BOX) Is she/he at home?

	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
0 MEN	ADULT	OLDEST WOMAN	OLDEST WOMAN	YOUNGEST WOMAN
1 MAN	ADULT	WOMAN	YOUNGEST WOMAN	MAN
2 MEN		YOUNGEST MAN	WOMAN	YOUNGEST WOMAN
3 MEN			OLDEST	WOMAN OR YOUNGEST WOMAN
4 OR MORE				YOUNGEST MAN

(IF APPROPRIATE RESPONDENT IS AVAILABLE, ASK "A." IF NOT, SET UP CALL-BACK)

DATE : _____

TIME: _____

A. Have you ever attended a community college or junior college here in Michigan?

CONTINUE	Yes	1
USE VERSION "C"	No	2
TERMINATE	Don't know.	X
	Refused/NA	R

B. Are you currently enrolled?

USE VERION "A"	Yes	1
USE VERSION "B"	No	2
TERMINATE	Don't know.	X
	Refused/NA.	R

Nordhaus Poll 1989

1. Findings are generally parallel to 1986 Project Outreach survey.
2. In well-educated Oakland County 42% of those considering a return to school would choose a university, but 35% would select a community college.
 - a. OCC would be considered by 83% of those preferring a community college.
3. The public's rating of OCC is:

a. Very positive: 45%	c. Somewhat negative: 5%
b. Somewhat positive: 38%	d. Don't know: 12%
4. 61% of the public sees OCC's ability to meet educational needs as "good" to "excellent"; 11% sees it as "fair," and 2% sees it as "poor." 26% doesn't know.
 - a. The four top reasons for liking OCC are: "convenient locations" (37%); "variety of classes" (16%); "scheduling" (10%); and "affordability" (9%)
 - b. Business (37%), Liberal Arts (19%), technical (17%) and health programs (12%) are those of greatest interest
 - c. Preferred classtimes are evening (73%) and daytime (23%); preferred days of week are Mond. - Wed.
5. Millage attitudes
 - a. 60% of the public cannot rate OCC on the quality of its money management, but the majority of those that have an opinion rate it "good"
 - b. 92% of the interviewees don't know how many mills support the college
 - c. 55% would support an increase, 24% would vote against; reasons: "Pay enough taxes" (41%); "people should pay their own way to college" (25%); "state doesn't appropriate monies properly" (13%)
 - d. Information desired on millage--"how would money be spent?" (38%); "who decides how to allocate it?" (20%); "why is it needed?" (10%)
6. Major categories of information wanted: course offerings (16%); services/programs (8%); scheduling (7%); tuition rates (6%)
 - a. Public's sources of information: word of mouth (42%); publications (29%); former students (20%); personal involvement (15%)
 - b. Recall of 4-page fall '89 pre-registration flyer mailed to each home in Oakland County: 17%

1. Rating of flyer by those who read it (40%): "good" (54%); "fair" (32%); "poor" (0%); "don't know" (14%)

2. This piece impacts most on 18 - 34 year olds (48%)

c. Recall of Newspaper ads: 18%

1. This medium impacts best on the 51-plus age group (29%)

d. no direct questions were asked about seeing articles or stories on OCC in papers or on TV)

*Note: Survey question mis-stated appearance of Fall '89 flyer: referred to it as "blue pamphlet" (it was green) "with stars on cover" (there were no stars on the cover design).

Nordhaus Poll--Demographics

1. Survey sample consisted of 87% women respondents, and 13% men respondents (compared with Oakland County's actual population ratio of 53% and 47%, respectively). The pollsters weighted the results to increase the influence of "male" responses.
2. Age groups, in descending order of percentages:

a. 26 - 42: 51%	c. 43 - 50: 13%	e. 51 - 59: 9%
b. 60 +: 15%	d. 21 - 25: 9%	f. 18 - 20: 2%

(Ed. note: figures furnished by ITS to the office of College Communications show that the 18 - 22 age group consistently represents the largest segment of our enrollment: [1974--40.34%; 1980--42.31%; 1990--41.17%], yet this group is almost unrepresented in the Nordhaus Survey)
3. Household Income, in thousands of dollars per annum

a. 35K +: 46%	c. 25 - 35K: 13%
b. 15 - 25K: 16%	d. 5 - 15K: 10%
4. Education

a. College and postgraduate: 41%
b. Some college: 30%
c. High School grad: 18%
5. College attendance

a. Now or formerly enrolled in 2 or 4-year college: 73%	
b. Now or formerly enrolled at OCC: 35% (cf 22%, 1986)	
1. Time period--1981-86: 32% (largest group)	
2. Currently: 24%	
c. OCC Campus attended	
1. AH: 47%	3. HL: 13%
2. OR: 37%	4. RO/SF: 7%
6. Occupation

a. Professional (includes educators)/Manager/Executive: 30%
b. Semiprofessional/skilled labor: 21%
c. "Housewife": 12%
d. Retired/disabled: 10%
7. Race

a. White: 84%
b. Black: 8%
8. Children in private or public preschools, K - 12

a. 69% none
b. 31%, one or more

Analysis of Public Opinion Poll
with Some Observations
January 5, 1990

While the high school age student will remain the largest group of students - the cohort 35 to 50 year olds provides an expanding market.

To effectively reach that market, some target advertising will be required. Evenings remain as a preferred time and Saturdays could be successful in the business related instructional areas.

The public knows about OCC but not in depth. This is especially true in the areas of finance. The idea of millage support is fair. It is interesting to note that the support increases with the 35 to 50 year old cohort. This group also has a relatively high voting record. These are favorable signs. Specificity of use of any new money is important to the public.

Word of mouth became the primary source of information about the college. It was second in 1986. Written communications has not been as effective in the past several years.

Enrollment has been steadily increasing over the past five years. This has happened in a time of relative prosperity breaking with the past notion of bad times with increased enrollment and good times and decreased enrollment. The campuses showing the best gains are in the areas where more residential growth is occurring.

Thirty five percent of respondents have or are attending OCC. This is up from 22% in 1986. This is a substantial gain in penetration of the county population. It may well explain why "word of mouth" is an effective communication result.

Of those indicating a likelihood or interest in returning to college, personal interest is the largest single reason. Job related reasons (advancement, new employment) are next. Acquiring the associate degree is not a primary reason for this group; nor is the bachelor degree. OCC is clearly a college of choice for those who may return to college.

Interviewer Name _____
Extension # _____
Sample Pg. # _____
Time Start _____
Time End _____
Date _____

Tele. # _____
Interview Length _____
Coding Emp. # _____
Phone Room _____
Supervisor _____
Edited by _____
Sample Size: 400

1-4
5-14
15-16

VERSION "C" -
NEVER ENROLLED

COMMUNITY COLLEGE PERCEPTION - SCREENER

17-20-511

Hello, this is _____, calling from the Nordhaus Research, located in Southfield, Michigan. We are calling a number of randomly selected households in Oakland County to ask some questions about education after high school.

This telephone number (REPEAT NUMBER) was randomly selected. Is this a residence or a business? (IF BUSINESS, THANK AND TERMINATE)

(IF RESIDENT)
Is this residence in Oakland County? (IF NOT IN OAKLAND COUNTY, THANK AND TERMINATE. IF OAKLAND COUNTY RESIDENCE, CONTINUE.)

To get a random sample, I need to ask two questions about the people living in your household.

How many adults 18 or older live in this household? (CIRCLE APPROPRIATE NUMBER)

How many of those 18 and over are men? (CIRCLE APPROPRIATE NUMBER)

In your household then, I need to talk to the (CIRCLE APPROPRIATE BOX) Is she/he at home?

	1 ADULT	2 ADULTS	3 ADULTS	4 OR MORE
0		OLDEST	OLDEST	YOUNGEST
MEN	ADULT	WOMAN	WOMAN	WOMAN
1			YOUNGEST	
MAN	ADULT	WOMAN	WOMAN	MAN
2		YOUNGEST		YOUNGEST
MEN		MAN	WOMAN	WOMAN
3			OLDEST	WOMAN OR
MEN				YOUNGEST
				WOMAN
4 OR MORE				YOUNGEST
				MAN

(IF APPROPRIATE RESPONDENT IS AVAILABLE, ASK "A." IF NOT, SET UP CALL-BACK)

DATE : _____

TIME: _____

A. Have you ever attended a community college, junior college, 4-year college or university?

- CONTINUE — Yes 1
- USE VERSION "C" — No 2
- TERMINATE — Don't know X
- Refused/NA R

B. Are you currently enrolled?

- USE VERSION "A" — Yes 1
- USE VERSION "B" — No 2
- TERMINATE — Don't know X
- Refused/NA R

VERSION "C" NEVER ENROLLED

QUESTIONS 1 AND 2 ARE NOT ASKED IN VERSION "C"

3. People often go back to school for a lot of different reasons. I'm going to read you a list of reasons. Please tell me, you would definitely go back, possibly go back, or not go back to school for each reason.

(NA=Not Applicable)

	Yes Def.	Yes Poss.	No Not	N/A	DK	Ref.	
To get a high school diploma?	1	2	3	4	X	R	21
To take classes to help you move up in your present job or company?	1	2	3	4	X	R	22
To help you get a <u>different</u> job?	1	2	3	4	X	R	23
To earn a <u>2-year Associate Degree</u> ?	1	2	3	4	X	R	24
To eventually earn a <u>Bachelor's Degree</u> ?	1	2	3	4	X	R	25
For <u>personal improvement</u> or <u>enrichment</u> ?	1	2	3	4	X	R	26

4. If you went back to school, what kind of school do you think you would attend -- a 4-year college, a community college, an area vocational school or a local high school? (CIRCLE ONE)

- CONTINUE _____ 4-year college/university 1
- SKIP TO Q.5a _____ Community/junior college. 2
- CONTINUE _____ Area vocational school. 3
- CONTINUE _____ Local high school 4
- SKIP TO Q.11 _____ Would not go back to school at all. 5
- CONTINUE _____ Other (SPECIFY) 0
- CONTINUE _____ Don't know. X
- CONTINUE _____ Refused/NA. R

5. Would you ever consider attending a community college? (CIRCLE ONE)

- CONTINUE _____ Yes 1
- CONTINUE _____ No. 2
- SKIP TO Q.11 _____ Don't know. X
- SKIP TO Q.11 _____ Refused/NA. R

5a. Which community college? (RECORD ALL RESPONSES)

	Henry Ford CC	1	
	Highland Park CC.	2	
	Macomb CC	3	
	Schoolcraft CC.	4	29m
	Wayne County CC	5	
IF MENTIONED, SKIP TO	Oakland Community College	6	
Q.7.; OTHERWISE CONTINUE	Other (SPECIFY)	0	
	Don't know.	X	
	Refused/NA.	R	

6. Would you consider attending Oakland Community College? (CIRCLE ONE)

SKIP TO Q.7	Yes	1	
CONTINUE	No.	2	30
	Don't know.	X	
SKIP TO Q.11	Refused/NA.	R	

(IF "NO" OR "DON'T KNOW")

6a. May I ask why?

31-32m

SKIP TO Q.11

7. If you were to take a class offered by Oakland Community College, what time of day would be the best -- day time, or evening classes? (CIRCLE ONE)

- SKIP TO Q.8 _____ Daytime 1
- CONTINUE _____ Evening 2
- _____ Either one is good. 3 33
- SKIP TO Q.8 _____ Don't know. X
- _____ Refused/NA. R

(IF "EVENING" OR "EITHER ONE")

7a. Which night of the week would be best for you? (CIRCLE ONE)

- Monday 1
- Tuesday 2
- Wednesday 3
- Thursday 4 34
- Friday 5
- Saturday 6
- Sunday 7
- All are good/no preference. 8
- Don't know. X
- Refused/NA. R

8. Would you be interested in taking classes on the weekend -- on Saturdays or Sundays or both? (CIRCLE ONE)

- Both. 1
- No/neither. 2
- Saturdays only. 3 35
- Sundays only. 4
- Don't know. X
- Refused/NA. R

9a. How many days a week would you like to take classes?

- (Insert Number)
- Don't know. X 36
- Refused/NA. R

9b. How many hours a day would you like your classes to meet?

- (Insert Number)
- Don't know. X 37-38
- Refused/NA. R

10. What kinds of classes would you be interested in taking? (SPECIFY)

- Business and Office Programs 1 39m
- Health Science Programs. 2
- Industrial and Technology Programs 3
- Liberal Arts 4
- Public Service Programs. 5
- Other (SPECIFY). 0
- Don't know X
- Refused/NA R

11. Has anyone (else) in your household ever attended a Michigan community or junior college? (CIRCLE ONE)

ASK "CURRENTLY OR IN THE PAST," THEN CONTINUE

Yes, currently enrolled	1	
Yes, in the past.	2	
No	3	40
Don't know.	X	
Refused/NA.	R	

SKIP TO Q.12

11a. Which college?

Henry Ford CC	1	
Highland Park CC.	2	
Macomb CC	3	
Schoolcraft CC.	4	
Wayne County CC	5	41m
Oakland Community College	6	
Other (SPECIFY)	0	
Don't know.	X	
Refused/NA.	R	

SKIP TO Q.12

11b. Can you tell me when she/he attended Oakland Community College? (CIRCLE MOST RECENT ATTENDANCE)

Currently enrolled.	1	
1965 - 70	2	
1971 - 75	3	
1976 - 80	4	42
1981 - 86	5	
1987 - 89	6	
Don't know.	X	
Refused/NA.	R	

SKIP TO Q.12

11c. Did she/he graduate from Oakland Community College, transfer to another school, or leave for some other reason?

Graduated	1	
Transferred	2	
Other reason (SPECIFY).	0	43
Don't know.	X	
Refused/NA.	R	

12. When people talk about schools in Oakland County, you often hear the letters OCC or OU. As you understand it, is that two different ways to identify the same school -- or are they two different schools?

Same school	1	
Two different schools	2	44
Don't know.	X	
Refused/NA.	R	

SKIP TO Q.13

12a. How are they different? (DO NOT READ RESPONSES)

OCC is 2-year college	1	
OU is 4-year college/university	2	45
Other (SPECIFY)	0	
Don't know.	X	
Refused/NA.	R	

13. Some adults find that they need remedial instruction -- "catch up" education -- in some of the basic skills, like reading, math or science. What kind of school do you think would do the best job in providing such "catch up" education -- a local high school, an adult education program, a community college, or a 4-year college? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	46
4-year college	4	
Other (SPECIFY)	0	

Don't know.	X
Refused/NA.	R

14. What kind of school do you think would do the best job of providing adults with career planning and guidance services -- the local high school, an adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	
4-year college	4	47
Other (SPECIFY)	0	

Don't know.	X
Refused/NA.	R

15. What kind of school would do the best job in providing adults with job training, or retraining skills -- the local high school, an adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	48
4-year college	4	
Other (SPECIFY)	0	

Don't know.	X
Refused/NA.	R

16. And, who do you think would do the best job in providing adults with training in the skills required for today's modern technology -- the local high school, and adult education program, a community college, a 4-year college or a trade school? (CIRCLE ONE)

Local high school	1	
Adult education program	2	
Community college	3	49
4-year college	4	
Other (SPECIFY)	0	

Don't know.	X
Refused/NA.	R

17. How much do you feel you know about the services and educational opportunities offered by Oakland Community College -- quite a bit, some or not very much?

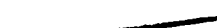




- Quite a bit 1
- Some 2
- Not very much 3
- Nothing 4
- Don't know. X
- Refused/NA. R

50

18. What kind of things about Oakland Community College would you like to know more about? (SPECIFY)

51-52m

19a. Is your overall opinion about OCC, very positive, somewhat positive, somewhat negative, or very negative? (CIRCLE ONE)

- SKIP TO Q.20 _____ Very positive 4
- CONTINUE  Somewhat positive 3
- CONTINUE  Somewhat negative 2
- CONTINUE  Very negative 1
- SKIP TO Q.20  Don't know. X
- SKIP TO Q.20  Refused/NA. R

53

19b. Why do you say (somewhat negative/negative)?

54-55m

20. What would you say are your main sources of information about Oakland Community College? (PROBE: Any others?)

(DO NOT READ LIST, BUT RECORD ANY ANSWERS GIVEN.)

- Oakland Press 1
- Detroit Free Press 2
- Detroit News 3
- Eccentric/Observer newspapers 4
- Royal Oak/Daily Tribune 5
- Spinal Column 6
- Television 7
- Radio 8
- OCC publications 9
- Cable television 0
-
- OCC employees 1
- Word-of-mouth 2
- Former students 3
- Own observation; personal involvement. 4
- None; have no sources of information 5
- Other (SPECIFY) 0
-
- Don't know X
- Refused/NA R

56m

57m

21. Tell me, have you received any information in the mail that tells about the courses or services offered at Oakland Community College? (CIRCLE ONE)

Yes	1	
No.	2	58
Don't know.	X	
Refused/NA.	R	

22. Several weeks ago, Oakland Community College sent out a pamphlet about the college labeled, "25 Years of Futures." Did you, or anyone in your household, receive this pamphlet? (CIRCLE ONE) (FOR INTERVIEWER'S INFORMATION--BLUE PAMPHLET, WITH STARTS ON COVER)

CONTINUE _____	Yes	1	
SKIP TO Q.23 _____	No.	2	59
	Don't know.	X	
	Refused/NA.	R	

22a. Did you read it? (CIRCLE ONE)

	Yes	1	
SKIP TO Q.23 _____	No.	2	60
	Don't know.	X	
	Refused/NA.	R	

22b. Would you say the pamphlet does a good, fair or poor job in presenting information about the college?

Good.	1	
Fair.	2	61
Poor.	3	
Don't know.	X	
Refused/NA.	R	

23. Tell me, have you seen ads in the newspaper recently about Oakland Community College?

Yes	1	
No.	2	62
Don't know.	X	
Refused/NA.	R	

24. How would you rate the way in which Oakland Community College meets the educational needs of citizens in your area -- excellent, good, fair or poor? (CIRCLE ONE)

- | | | | |
|---------------|---------------------|---|----|
| CONTINUE | Excellent | 1 | |
| | Good. | 2 | |
| SKIP TO Q.24b | Fair. | 3 | 63 |
| | Poor. | 4 | |
| SKIP TO Q.25 | Don't know. | X | |
| | Refused/NA. | R | |

24a. Why do you feel that way?

64-65m

(SKIP TO Q.25)

24b. Why do you feel that way?

66-67m

25. What are some of the things you like about Oakland Community College? (PROBE: Anything else?)

68-69m

26. What are some of the things you don't like about the college? (PROBE: What else?)

70-71m

27. What kinds of programs and services do you think Oakland Community College should be offering that they don't currently offer? (PROBE: Anything else?)

72-73m

28. Oakland Community College receives most of its income from three sources -- tuition, state aid and local taxes. In your opinion, which one should contribute most of the income to operate the community college -- tuition, state aid or local taxes? (CIRCLE ONE)

- Tuition 1
 - State aid 2 74
 - Local taxes 3
 - Combination of all three. 4
 - Other (SPECIFY) 0
-
- Don't know. X
 - Refused/NA. R

29. Do you know how many mills of Oakland County's current local property taxes go to support Oakland Community College?

- Yes 1
 - No. 2 75
 - Don't know. X
 - Refused/NA. R
- SKIP TO Q.30 —————

29a. How many mills does OCC currently receive? (READ)

- Less than 1. 1
- More than 1 but less than 2 2 76
- Between 2 and 3 3
- More than 3 4
- Don't know X
- Refused/NA R

30. If Oakland Community College needed additional tax millage to continue providing educational services to the community, would you vote for or against a 1/2 mill increase tax proposal? (CIRCLE ONE)

- SKIP TO Q.31 ————— For 1
- CONTINUE ————— Against 2 77
- Depends on cost 3
- SKIP TO Q.31 ————— Don't know. X
- Refused/NA. R

78-79=blk
80-1

30a. May I ask why you feel that way?

205-206m

31. If there was a millage election, what kinds of questions would you want answered -- what information would you want -- prior to that election?

207-208m

32. Tell me, how would you rate the way Oakland Community College manages its money -- excellent, good, fair or poor? (CIRCLE ONE)

- | | | | |
|--------------|---------------------|---|-----|
| | Excellent | 1 | |
| SKIP TO Q.33 | Good. | 2 | |
| | Fair | 3 | 209 |
| CONTINUE | Poor. | 4 | |
| | Don't know. | X | |
| SKIP TO Q.33 | Refused/NA. | R | |

32a. Why do you feel that way?

210-211m

33. Have you, or anyone in your household, used the Oakland Community College libraries, during the past two years?

- | | | |
|---------------------|---|-----|
| Yes | 1 | |
| No. | 2 | |
| Don't know. | X | 212 |
| Refused/NA. | R | |

34. How about the counseling or job placement services at Oakland Community College?

- | | | |
|---------------------|---|-----|
| Yes | 1 | |
| No. | 2 | |
| Don't know. | X | 213 |
| Refused/NA. | R | |

35. Were you aware that Oakland Community College provides child care services for its students?

- | | | |
|---------------------|---|-----|
| Yes | 1 | |
| No. | 2 | 214 |
| Don't know. | X | |
| Refused/NA. | R | |

36. Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play or art show?

- | | | |
|---------------------|---|-----|
| Yes | 1 | |
| No. | 2 | |
| Don't know. | X | 215 |
| Refused/NA. | R | |

37. What about a workshop, short course, or seminar sponsored by OCC?

- | | | |
|---------------------|---|-----|
| Yes | 1 | |
| No. | 2 | |
| Don't know. | X | 216 |
| Refused/NA. | R | |

38. Would you be interested in taking any courses offered on cable television (telecourses)?

Yes	1	
No.	2	217
Don't know.	X	
Refused/NA.	R	

39 Is there anyone in your household that has a need to study English as a second language?

Yes	1	
No.	2	
Don't know.	X	218
Refused/NA.	R	

40 When comparing tuition costs of community colleges like OCC to public universities like Michigan State, would you say the tuition costs at OCC are....? (READ LIST)

Much less expensive.	1	
Somewhat less expensive.	2	
The same	3	219
Somewhat more expensive.	4	
Much more expensive	5	
Don't Know	X	
Refused/NA	R	

THESE LAST, QUESTIONS WILL HELP US CLASSIFY THE OPINIONS OF THE PEOPLE WE'RE INTERVIEWING.

41. Are there children of high school age or younger in this household? (CIRCLE ONE)

- CONTINUE ————— Yes 1
 No. 2
 SKIP TO Q. 42 ————— Don't know X 220
 Refused/NA R

41a. Do the children attend public schools, private, or parochial schools? (CIRCLE ONE)

- CONTINUE ————— Local public schools 1
 Private/parochial schools 2
 Both public and private/parochial 3
 Neither; oldest child is preschool age or younger 4 221
 Children not enrolled in school
 (dropped out, taught at home, etc.) 5
 SKIP TO Q. 42 ————— Don't know X
 Refused/NA R

41b. Which grades are the children currently in?

- | | |
|--------------------------|-------------------------|
| Preschool 1 | Sixth 1 |
| Kindergarten 2 | Seventh. 2 |
| First 3 222m | Eighth 3 223m |
| Second 4 | Ninth 4 |
| Third 5 | Tenth 5 |
| Fourth 6 | Eleventh 6 |
| Fifth 7 | Twelfth 7 |
| | Refused 8 |

42. What is the name of your local public school district? (SPECIFY)

224-225

43. Which of the following age categories are you in? (READ LIST)

- 18 - 20 1
 21 - 25 2
 26 - 34 3 226
 35 - 42 4
 43 - 50 5
 51 - 59 6
 60 and over. 7
 Refused/NA R

44. And, what is your education level? (CIRCLE ONE)

- Grade school or less (grades 1-8) 1
 Some high school. 2 227
 High school graduate. 3
 Vocational/technical school 4
 Some college. 5
 College graduate. 6
 Post-graduate study 7
 Refused/NA. R

45. What is your occupation?

228-229

(GET EXACT DESCRIPTION)

46. Which of the following income groups included your total family income last year? (READ)

Less than \$10,000	1
\$10,999 - \$20,000	2
\$20,999 - \$30,000	3
\$30,999 - \$40,000	4
\$40,999 - \$50,000	5
More than \$50,000	6
Don't know	X
Refused/NA	R

230

47. And, would you mind telling me -- are you white, black, Hispanic, oriental, or of some other ethnic group?

White	1
Black	2
Hispanic	3
Oriental	4
Other (SPECIFY)	0
<hr/>	
Refused/NA	R

231

48. Which campus do you live closest to?

Auburn Hills Campus	1
Highland Lakes Campus	2
Orchard Ridge Campus	3
Royal Oak Campus	4
Southfield Campus	5
Southeast Campus System	6

232

THAT ENDS OUR INTERVIEW. . . THANK YOU FOR TAKING THE TIME TO GIVE ME YOUR OPINIONS.

Time Interview Ended: _____

49. Gender: (INTERVIEWER INDICATE)

Female	1
Male	2

233

NAME _____

ADDRESS _____

234-279=b1

CITY _____ STATE _____ ZIP _____

280=2

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EXECUTIVE SUMMARY

A study was conducted for Oakland Community College by Moore & Associates, Inc., a Southfield research firm. The purposes of the study were to evaluate the public image of Oakland Community College among Oakland County residents and to assist in guiding future implementation and change in curriculum and programs. Two similar polls have been conducted, one in 1986 by the Michigan Department of Education and one in 1989 by an independent research firm, to examine the attitudes and opinions of Oakland County residents with regard to the college. This study will continue to measure Oakland Community College's public image, and additionally, will provide support to the college's Strategic Planning, Environmental Scanning, and Critical Success Factor initiatives.

A random-digit-dial telephone survey was conducted among Oakland County residents, 18 years and older. Respondents were randomly selected from within the household. Four hundred and five interviews were conducted between December 11-16, 1991 with an average interview length of 16.1 minutes. Sampling error for a sample size of 405 is +/-4.9% points at the 95% confidence level.

The major findings of the study are the following.

- There is a high level of education and interest in further education among Oakland County residents. More than three-quarters of the sample have ever attended any college and half would consider going to or going back to college. The research suggests that there are three groups interested in further education:
 - individuals in white collar jobs seeking job improvement and personal enrichment
 - individuals in blue collar jobs seeking job advancement
 - young people in the process of furthering their education after high school.

- Those who have attended college and those who would consider acquiring more education at the college level tend to come from higher educational and income groups and higher earning occupations, although there is a substantial proportion of skilled and unskilled laborers among those who would consider additional college.
 - Those who would not consider additional college education tend to be older, with less education and income. It is likely that a large proportion of this group is retired.
 - The most important reasons people go to school include:
 - personal improvement and enrichment
 - to earn a 4-year degree
 - to prepare for better or different jobs.
- Attendance at and interest in attending Oakland Community College is also high. A quarter of respondents have ever attended Oakland Community College and almost half would consider attending Oakland Community College in the future. Four percent are currently enrolled in Oakland Community College.
- Exposure to Oakland Community College is noted in a cross-section of the County, among men and women, younger and older people, and more and less affluent people. The profiles of those who have ever attended Oakland Community College, those who would consider Oakland Community College, and those with family or friends who have attended Oakland Community College are similar to sample averages. Respondents who have ever attended any college are of higher socioeconomic standing than the Oakland Community College groups.
 - Among the 26% of the sample who have ever attended Oakland Community College, 17% are currently enrolled, half have been enrolled since 1987, and two-thirds have been enrolled since 1981. Twenty-two percent left Oakland Community College via a transfer, 17% graduated and the balance left for a variety of other reasons including financial difficulties and changes in family or job status.

- Among those who would consider Oakland Community College, their program interests are:

Business and Office	42%
Liberal Arts	29%
Industrial and Technology	28%
Arts and Humanities	23%
Environmental Studies	23%
Health Science	18%
Social Science	16%
Public Service	14%
None of these programs	8%
Interested in telecourses	31%.

They would prefer to take classes Monday through Thursday evenings (60%) and Monday through Friday during the day (26%), but substantial proportions would like to attend classes on weekend mornings, afternoons, and evenings.

- Usage of Oakland Community College facilities and services was reported by substantial numbers of respondents. Half of the sample have made use of one or more Oakland Community College facilities and services and half have not. These two groups are demographically similar, with a slight tendency for the users of Oakland Community College facilities and services to be younger, more affluent, and in higher earning occupations than non-users. Their usage of facilities and services as well as their awareness of the child care facilities afforded to Oakland Community College students are shown below:

OCC libraries	24%
OCC sponsored concert, play, or art show	24%
OCC recreational facilities	21%
OCC workshop, short course, or seminars	20%
OCC counseling or job placement services	13%
Aware of OCC child care services for its students	33%.

- The image of Oakland Community College is quite favorable within the county. The school is favored for its many convenient campuses, educational quality, good faculty, variety of classes offered, and affordable tuition. Only a quarter of the sample could name a disliked feature of Oakland Community College.

- A library joint venture was proposed to respondents as follows:

"Oakland Community College is considering a joint venture with a local library in Oakland County in which the library and the college would jointly operate a library on a nearby Oakland Community College campus. The library would move its existing facility into the new on-campus facility. Under this arrangement, both the library and the college would gain access to book collections which the other currently holds. Would you be in favor or opposed to such a joint venture?"

Fully 75% are in favor of such a joint venture, 10% are opposed to it and 15% could not give an opinion. Among those in favor of the joint library venture, their reasons are generally concerned with improved library collections and improved public access to these collections. The reasons of those opposed are concerned with a potential reduction in access to the library facilities because it would be moved away from the community.

- Consistent with the favorable image of Oakland Community College, there is substantial support for a millage increase to increase the school's income. Fifty-six percent are in favor of a one-half mill increase and 50% are in favor of a one mill increase. (Note that the sample is a general population sample and as such includes registered voters and those not registered to vote. Also, the two millage levels were tested using the split sample method. The sampling error for the two half samples is +/-6.9% points at the 95% confidence level.)

- While large differences between those for and against millage increases are not apparent, there is a tendency for those in favor of millage increases to have some contact with higher education and with Oakland Community College and to be in higher socioeconomic groups. They would consider going to or going back to school, they have used Oakland Community College facilities, and they are in higher education and income groups. In contrast, those opposed tend to have less contact with higher education and with Oakland Community College, and are in lower education and income groups. These differences are more evident in the half of the sample who responded to a one mill increase than in the half of the sample who addressed the one-half mill increase.
 - Reasons for favoring the millage were usually stated in terms of respondents' support for education while reasons for opposing the millage were related to an unwillingness to pay higher taxes.
- There are also indications in the research that a tuition increase would not have an adverse affect on attitudes toward Oakland Community College in the county. At \$39 per credit hour, 52% said the tuition cost is just right, 11% said too high, 21% said that the tuition cost is low and a slight increase would be appropriate, and 16% could not offer an opinion. At \$45 per credit hour, these results are 44% just right, 14% too high, 22% low and a slight increase is appropriate, and 20% don't have an opinion. (The two tuition levels were tested using the split sample method. The sampling error for the two halves of the sample is +/-6.9% points at the 95% confidence level.)
 - Information about the services of Oakland Community College is less widely known than it might be, given the school's publicity efforts. Fully 60% of respondents said they know little or nothing about the school. Moreover, word-of-mouth sources were mentioned twice as often as Oakland Community College publications, brochures, and flyers.

INTRODUCTION

A study was conducted for Oakland Community College by Moore & Associates, Inc., a Southfield research firm. The purposes of the study were to evaluate the public image of Oakland Community College among Oakland County residents and to assist in guiding future implementation and change in curriculum and programs. Two similar polls have been conducted, one in 1986 by the Michigan Department of Education and one in 1989 by an independent research firm, to examine the attitudes and opinions of Oakland County residents with regard to the college. This study will continue to measure Oakland Community College's public image, and additionally, will provide support to the college's Strategic Planning, Environmental Scanning, and Critical Success Factor initiatives.

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The questionnaire was designed in consultation with college staff. It retained some core content common to the previous studies and included new material needed to address the Critical Success Factors. The following areas were covered:

- Experience with, interest in education
- Evaluation of educational institutions
- Contact with Oakland Community College
- Attitudes toward an Oakland Community College joint library venture
- Fiscal issues
- Information sources

The questionnaire is included in the appendix to this report.

Demographic comparisons for the three polls suggest that the samples are consistent across studies, and, thus, are likely to be representative of the county's population. (Exhibit A)

Exhibit A

Oakland Community College
Oakland County Public Opinion Poll

Sample Demographics

<u>Gender</u>				<u>Ethnicity</u>			
	<u>91</u>	<u>89</u>	<u>86</u>		<u>91</u>	<u>89</u>	<u>86</u>
	-----(%)----				-----(%)----		
Male	46	47	40	White	90	84	94
Female	54	53	60	Other	8	11	4
				Refused	2	5	2
<u>Education</u>				<u>Income</u>			
	<u>91</u>	<u>89</u>	<u>86</u>		<u>91</u>	<u>89</u>	
	-----(%)----				--(%)--		
High school graduate or less	22	23	32	Less than \$30,000	20	26	
Some college/vocational	29	35	36	\$30,000 - less than \$50,000	30	27	
College graduate or more	48	41	32	\$50,000 and more	33	28	
Refused	1	1	-	Refused/don't know	17	19	

Number responding: 1991 = 405, 1989 = 400, 1986 = 400.

Note: Income information for 1986 is not available.

For more information regarding demographics and all variables included in the study see detailed crosstabulations in the appendix.

EXPERIENCE WITH, INTEREST IN EDUCATION

Respondents were asked several questions regarding their educational history and their willingness to pursue additional education at the college level. The findings suggest that education levels and interest in further education are quite high in Oakland County.

Of the total sample, 77% have ever attended a community college, junior college, four year college, or university and 16% of the total are currently enrolled in one of these types of educational institutions. Respondents not currently enrolled were asked to indicate whether they would consider going to or going back to school. Among the 84% of the sample not currently enrolled in college, 60% said they would consider going to or going back to school while 40% would not consider it. In terms of the total sample, this equates to 16% now enrolled, half who would consider enrolling and a third with no interest in college at this time. The previous studies did not ask this question in a comparable fashion.

Four college experience/interest groups . . .

- ever attended college
- currently enrolled in college
- not currently enrolled in college and would consider going to or going back to college
- not currently enrolled in college and would not consider going to or going back to college . . .

were examined with respect to their personal characteristics. In general, those who have current or past college experience and those who would consider more education are younger, better educated, and in higher income and higher earning occupation groups than those who would not consider acquiring more schooling. (This analysis is not available from previous research.)

As might be expected, respondents who have ever attended college present a profile of higher than average education and income and report employment in higher earning occupations.

Respondents currently enrolled in college, also as expected, are younger than average, in fact 34% are between 18 and 22, and have less education than average, probably because they are in the process of acquiring their education. Another trait of interest in this group is their tendency to be in the higher income groups. This phenomenon could be a result of their reporting family income rather than personal income and suggests that these current college enrollees come from the same households as those who have ever attended college.

Among those not currently enrolled, those who would consider and would not consider going to or going back to college can be contrasted. Compared with those who would not consider going to or going back to school, respondents who would consider college are younger with slightly more education and in higher income groups and higher earning occupations. However, a substantial proportion, 27% of those who would consider college, report skilled, semi-skilled, and unskilled occupations. Thus, those who would consider more education at the college level are at both ends of the economic continuum.

In contrast, respondents who would not consider going to or going back to school are older, 41% are over 58 years of age, with less education and income and much more likely to be unemployed. It can be assumed that many of these individuals are retired. (Table 1)

Table 1

Oakland Community College
Oakland County Public Opinion Poll

**Experience with, Interest in Attending College
by Demographic Factors**

	<u>Ever Attended</u> (%)	<u>Currently Enrolled</u> (%)	<u>Would Consider Enrolling</u> (%)	<u>Would not Consider Enrolling</u> (%)	<u>Total</u> (%)
Male	49	48	44	51	46
Female	51	52	56	49	54
Under 40 years	52	77	55	28	49
40 years or over	46	22	42	70	48
Some college or less	38	58	47	53	51
College/post graduate	61	41	51	47	48
Less than \$40,000	30	27	32	41	34
\$40,000 and more	55	53	50	42	48
Professional, technical, manager, owner, proprietor	44	36	42	33	38
Sales, clerical, government	11	11	9	8	9
Skilled, semi-skilled, unskilled	19	20	27	17	22
Unemployed	22	25	19	38	26
Number responding	313	64	202	133	405
% of total sample	77	16	50	33	100

Reasons for acquiring a college education continue to be concerned with personal enrichment and job improvement or change. Respondents currently enrolled (16% of the total) and those who would consider going to or back to school (50% of the total) were asked to indicate their reasons for going to or returning to school. Among those currently enrolled in a college or university, the most frequently mentioned reasons include to earn a four-year bachelor's degree (61%), for personal improvement or enrichment (58%), to move up in one's job or company (45%), and to get a different job (39%). Among respondents who would consider going to or back to school, primary reasons were personal improvement and enrichment (86%), to move up in one's job or company (78%), to get a different job (73%), and to earn a four-year degree (55%). Acquiring a two-year associate's degree or a high school diploma were less frequently mentioned in both groups as reasons for pursuing additional education. (Table 2)

These results are generally consistent with findings from the 1989 and 1986 studies in which personal enrichment, job advancement, and getting a different job were the main reasons for going back to school. Results of the previous two polls are not displayed due to the inconsistent formats of the questions.

Table 2

Oakland Community College
Oakland County Public Opinion Poll

Reasons For Going to School

<u>Reasons for Going to School</u>	<u>16% of Total</u>	<u>50% of Total</u>
	<u>Among those enrolled</u>	<u>Among those who would</u>
	(%)	<u>consider going to/going</u>
		<u>back to school</u>
		(%)
To earn a four-year bachelor's degree	61	55
Personal improvement or enrichment	58	86
To move up in my job/company	45	78
To get a different job	39	73
To earn a two-year associates's degree	20	49
To get a high school diploma	16	29
Number responding	64	202

Note: Totals may sum to more than 100 due to multiple responses.

Among the 77% of residents surveyed who indicated that they have ever attended college, Oakland Community College was cited most often as the educational institution ever attended with fully one-third citing it (34%). This is consistent with findings from the 1989 and 1986 polls which also showed Oakland Community College as the most frequently mentioned school. Other institutions frequently named in 1991 include Michigan State University (18%), Wayne State University (16%), Oakland University (13%), and the University of Michigan - Ann Arbor (10%). The second most frequently cited community college was Macomb Community College (7%).

Among the 16% of individuals who are currently enrolled, 28% are attending Oakland Community College. Oakland University (11%), Michigan State University (9%), Wayne State University (8%), and Central Michigan University (8%) are other institutions frequently cited. Results from previous studies are not shown here because of inconsistent question and answer formats. (Table 3)

Table 3

Oakland Community College
Oakland County Public Opinion Poll

Colleges Attended or Currently Enrolled In

	Colleges Ever <u>Attended</u> (%)	Colleges Currently <u>Enrolled</u> (%)
Oakland Community College	34	28
Michigan State University	18	9
Wayne State University	16	8
Oakland University	13	11
University of Michigan - Ann Arbor	10	2
Macomb Community College	7	6
Eastern Michigan University	5	-
Central Michigan University	5	8
Western Michigan University	4	3
University of Detroit	4	2
Henry Ford Community College	3	2
Schoolcraft Community College	2	-
University of Michigan - Dearborn	2	2
Highland Park Community College	2	2
Lawrence Technological Institute	2	2
Detroit College of Business	1	3
Number responding	313	64

Note: Totals may sum to more than 100 due to multiple responses.

Respondents not currently enrolled who would consider going to or going back to school were asked what kind of educational institution they would consider. More than half indicated they would attend a four year college or university (57%) and over one-third said they would choose a community college or junior college (35%).

In the 1989 and 1986 studies, similar results were observed with respondents saying most often that they would choose a four year college or university and secondarily a community college. Findings from these previous studies are not displayed due to differences in question formats. (Table 4)

Table 4
Oakland Community College
Oakland County Public Opinion Poll
Kind of School Would Consider

<u>Kind of School</u>	<u>Kind of schools would consider among those not currently enrolled who would consider going to/going back to school</u> (%)
Four-year college or university	57
Community college or junior college	35
Local vocational school	4
Local high school	1
Other	2
Number responding	202

OAKLAND COMMUNITY COLLEGE - OAKLAND COUNTY PUBLIC OPINION POLL

TABLE 58: Q45. What is your age?

	CURR SCHOOL STATUS			OCC STATUS		USE OF OCC FACILITIES			GENDER		AGE		EDUCATION		INCOME	
	NOT ENROLLED	EN-ROLL-ED	WOULD CON-SIDER	NOT CON-SIDER	EVER AT-TEND	NEVER AT-TEND	ONE OR MORE	NONE	MALE	FE-MALE	UNDER 40 YR	40 YR OR OVER	SOME COLLEGE OR LESS	COLL/POST GRAD	LESS THAN \$40K	\$40K OR MORE
TOTAL RESPONSES	405	64	202	133	107	298	204	201	188	217	199	195	205	195	139	193
18-22 years old	38 9.4	22 34.4	12 5.9	3 2.3	15 14.0	23 7.7	26 12.7	12 6.0	20 10.6	18 8.3	38 19.1	0 0.0	35 17.1	3 1.5	8 5.8	15 7.8
23-27 years old	30 7.4	6 9.4	20 9.9	4 3.0	8 7.5	22 7.4	16 7.8	14 7.0	16 8.5	14 6.5	30 15.1	0 0.0	15 7.3	14 7.2	11 7.9	16 8.3
28-32 years old	63 15.6	14 21.9	33 16.3	16 12.0	22 20.6	41 13.8	30 14.7	33 16.4	30 16.0	33 15.2	63 31.7	0 0.0	31 15.1	32 16.4	28 20.1	26 13.5
33-37 years old	46 11.4	6 9.4	33 16.3	7 5.3	15 14.0	31 10.4	22 10.8	24 11.9	25 13.3	21 9.7	46 23.1	0 0.0	20 9.8	26 13.3	14 10.1	25 13.0
38-42 years old	54 13.3	4 6.3	35 17.3	14 10.5	17 15.9	37 12.4	28 13.7	26 12.9	26 13.8	28 12.9	22 11.1	32 16.4	17 8.3	37 19.0	16 11.5	31 16.1
43-47 years old	39 9.6	6 9.4	24 11.9	8 6.0	15 14.0	24 8.1	20 9.8	19 9.5	16 8.5	23 10.6	0 0.0	39 20.0	13 6.3	26 13.3	11 7.9	25 13.0
48-52 years old	34 8.4	4 6.3	17 8.4	12 9.0	7 6.5	27 9.1	19 9.3	15 7.5	16 8.5	18 8.3	0 0.0	34 17.4	15 7.3	19 9.7	3 2.2	26 13.5
53-57 years old	20 4.9	1 1.6	7 3.5	11 8.3	5 4.7	15 5.0	9 4.4	11 5.5	8 4.3	12 5.5	0 0.0	20 10.3	10 4.9	10 5.1	4 2.9	13 6.7
58 years and older	70 17.3	0 0.0	14 6.9	55 41.4	3 2.8	67 22.5	29 14.2	41 20.4	26 13.8	44 20.3	0 0.0	70 35.9	45 22.0	24 ^a 12.3	42 30.2	13 6.7
Refused	11 2.7	1 1.6	7 3.5	3 2.3	0 0.0	11 3.7	5 2.5	6 3.0	5 2.7	6 2.8	0 0.0	0 0.0	4 2.0	4 2.1	2 1.4	3 1.6
MEAN	41.4	30.2	38.3	51.5	36.3	43.3	39.9	43.0	40.0	42.7	29.4	53.8	40.9	42.0	44.5	39.9

EVALUATION OF EDUCATIONAL INSTITUTIONS

Respondents were asked to evaluate types of educational institutions based on the instruction, guidance, and training that each provides. Compared with previous research, adult education programs, high schools, and trade schools were selected more often as best at specific educational tasks, community colleges were selected less often, and four-year colleges were cited with similar frequency.

Forty-eight percent of respondents felt that high school is best at preparing students to graduate from a four year college (not asked in 1989 and 1986) and nearly one-third felt that it is best at providing remedial instruction in basic skills. In 1989 and 1986, 21% and 22%, respectively, cited high schools as being best at providing remedial instruction.

Forty-five percent cited adult education programs as best at providing remedial instruction in basic skills. This was similar in 1989 and 1986 when 37% and 39%, respectively, felt this. Eighteen percent of respondents felt that adult education is best at providing career planning and guidance services compared with 16% in 1989 and 17% in 1986.

A majority (58%) of respondents indicated trade schools as best at providing job training or retraining compared with 37% in 1989 and 44% in 1986. Also, over one-quarter (27%) think trade schools are best at providing training in skills required for today's modern technology.

Respondents were equally likely to say that community colleges are best at preparing students to graduate from a four year college (27%) and at providing career planning and guidance services (26%), and substantial proportions selected the community college as best at providing training for modern technology (22%) and providing job training and retraining (19%). Despite the propensity of respondents to name the community college more often than the other types of institutions for the education tasks tested in the research, the proportions citing the community college for individual tasks are lower in 1991 than in previous years.

Four year colleges were cited as best at providing training in skills required for today's modern technology by 38%, similar to 1989 and 1986 results in which 36% and 28%, respectively, thought this. One-fifth indicated that four year colleges are also best at providing career planning and guidance services compared with 19% in 1989 and 15% in 1986. (Table 5)

Table 5

Oakland Community College
Oakland County Public Opinion Poll

Educational Institutions Best at . . .

Best at . . .	High School			Adult Education			Trade School			Community College			4-Year College		
	91	89	86	91	89	86	91	89	86	91	89	86	91	89	86
	-- (%) --			-- (%) --			-- (%) --			-- (%) --			-- (%) --		
Providing remedial instruction in basic skills	32	21	22	45	37	39	3	1	-	14	30	29	4	3	3
Providing career planning and guidance services	15	8	7	18	15	17	16	10	-	26	35	35	20	19	15
Providing job training or retraining	1	3	4	12	14	11	58	37	44	19	27	26	7	7	3
Providing training in skills required for today's modern technology	4	2	2	5	12	5	27	19	26	22	24	29	38	36	28
Preparing students to graduate from a 4-year college	48	NA	NA	2	NA	NA	3	NA	NA	27	NA	NA	15	NA	NA

Number responding: 1991 = 405, 1989 = 400, 1986 = 400

NA - not asked in previous studies.

Respondents were asked specific questions about Oakland Community College which they were free to answer in their own words: what comes to mind at the mention of Oakland Community College, and likes and dislikes about the school. The top of mind reactions to the mention of Oakland Community College are generally favorable. Most frequently mentioned are convenient and nearby locations (14%), many locations (10%), good quality school (10%), and offers basic educational programs (10%). Mentioned by fewer respondents, furthers my education (6%), offers

a 2-year associate's degree (6%), have friends/relatives who attend (6%), like the classes it offers (6%), the mention of specific Oakland Community College campuses (5%), prepares one for 4-year institution (5%), tuition is inexpensive (5%), and good instructors/faculty/staff (4%). (Table 6)

Table 6

Oakland Community College
Oakland County Public Opinion Poll

Oakland Community College Top-of-Mind Recall

	<u>%</u>
Campus locations convenient/nearby	14
Many different locations/campuses	10
Good quality/good college	10
Offers basic educational courses/programs	9
Furthers my education	6
Offers a 2-year associate's degree	6
Have friends/relatives who attend	6
Like the classes it offers	6
Specific OCC campuses named	5
Prepares one for 4-year institution	5
Tuition is inexpensive	5
Good instructors/faculty/staff	4
Don't know	11
Number responding	405

Note: Totals may sum to more than 100 due to multiple responses.

When asked what they like about Oakland Community College, answers reflected the top-of-mind material in that convenient locations was most frequently mentioned, by 27% of respondents. Also frequently mentioned were good teaching staff (11%), many locations (10%), and many classes offered (9%). Less frequently mentioned, tuition is inexpensive (7%), offers basic educational courses/programs (6%), nice campuses (6%), friendly staff/students (5%), flexible class hours (3%), and good reputation (3%). (Table 7)

Almost half of the sample (48%) said there is nothing they dislike about Oakland Community College and no single disliked feature of the school was mentioned by more than 4% of respondents. However, mentions of features of the school which are disliked came most often from current or former students, the group with the most knowledge of the school. (Table 8)

Table 7

Oakland Community College
Oakland County Public Opinion Poll

Things Like about Oakland Community College

	1991 <u>%</u>	1989 <u>%</u>
Campus locations convenient/nearby	27	37
Good instructors/faculty/staff	11	7
Has many campuses/locations	10	7
Many classes offered	9	16
Tuition is inexpensive	7	9
Offers basic educational courses/programs	6	-
Nice campuses	6	6
Friendly staff/students	5	-
Flexible class hours	3	10
Good reputation	3	2
Don't know	20	25
Number responding	405	400

Note: Totals may sum to more than 100 due to multiple responses. Information for 1986 is not available.

Table 8

Oakland Community College
Oakland County Public Opinion Poll

Things Don't Like About Oakland Community College

	<u>1991</u> <u>%</u>	<u>1989</u> <u>%</u>
Nothing	48	36
Registration is unpleasant	3	1
Not enough parking	3	5
Timing of classes not convenient	2	1
Classes not available on all campuses	2	-
Less cultural diversity than 4-year institution	2	-
Classes are too easy	2	3
Only offers a 2-year associate's degree	2	2
Doesn't offer the classes I need	2	4
Faculty/staff are unqualified	2	4
Don't know	25	35
Numbers responding	405	400

Note: Totals may sum to more than 100 due to multiple responses. Information for 1986 is not available.

CONTACT WITH OAKLAND COMMUNITY COLLEGE ---

Four Oakland Community College contact groups . . .

- ever attended Oakland Community Collage
- now enrolled in Oakland Community College
- would consider going to or going back to Oakland Community College
- have family or friends who have attended Oakland Community College . . .

were examined with respect to their personal characteristics and were compared to the group of respondents who have ever attended college.

The profiles of those who have ever attended Oakland Community College, those who would consider Oakland Community College, and those with family or friends who have attended Oakland Community College are similar to sample averages. Respondents who have ever attended any college are of higher socioeconomic standing than the Oakland Community College groups. (Table 9)

Table 9

Oakland Community College
Oakland County Public Opinion Poll

**Experience with Oakland Community College
by Demographic Factors**

	<u>Ever attended any College</u> (%)	<u>Ever attended OCC</u> (%)	<u>Now Enrolled OCC</u> (%)	<u>Would Consider OCC/would consider OCC again</u> (%)	<u>Family/ friend attended OCC</u> (%)	<u>Total</u> (%)
Male	49	54	56	42	46	46
Female	51	46	44	58	54	54
Under 40 years	52	60	72	55	51	49
40 years and over	46	40	28	42	47	48
Some college or less	38	56	72	48	55	51
College/post graduate	61	44	28	51	45	48
Less than \$40,000	30	40	22	39	36	34
\$40,000 and more	55	46	56	42	46	48
Professional, technical, manager, owner, proprietor	44	39	33	41	39	38
Sales, clerical, government	11	12	6	10	10	9
Skilled, semi-skilled, unskilled	19	25	28	26	25	22
Unemployed	22	20	28	20	22	26
Number responding	313	107	18	190	270	405
% of total sample	77	26	4	47	67	100

Respondents were asked whether they had made use of five Oakland Community College facilities and services including:

- libraries
- counseling and job placement
- concert, play, or art show
- workshop, short course, or seminar
- recreational facilities.

The sample was segmented into two groups based on these responses: those who had used one or more of these facilities and services and those who had used none. Half of the sample have made use of one or more Oakland Community College facilities and services and half have not. The two groups are demographically similar, with a slight tendency for the users of Oakland Community College facilities and services to be younger, more affluent, and in higher earning occupations than non-users. (Table 10)

Table 10

Oakland Community College
Oakland County Public Opinion Poll

**Use of Oakland Community College Facilities and Services
by Demographic Factors**

	<u>One or more (%)</u>	<u>None (%)</u>	<u>Total (%)</u>
Male	46	47	46
Female	54	53	54
Less than 40 years	52	47	49
40 years and older	47	51	48
Some college or less	50	51	51
College graduate and more	50	46	48
Less than \$40,000	34	35	34
\$40,000 and more	50	45	48
Professional, technical, manager owner, proprietor	41	36	38
Sales, clerical, government	9	9	9
Skilled, semi-skilled, unskilled	21	24	22
Unemployed	26	26	26
Number responding	204	201	405
% of total sample	50	50	100

Regarding the use of individual Oakland Community College facilities and services, nearly one-quarter (24%) said that they or someone in their household have used the Oakland Community College libraries in the past two years. This is similar to previous studies in which 23% in 1989 and 22% in 1986 said this.

Twenty-four percent have attended Oakland Community College sponsored concerts, plays, or art shows. This is an increase from 1989 and 1986 where 15% and 10%, respectively, attended these events.

Oakland Community College recreational facilities have been used by 21% of respondents. Respondents in the two previous studies were not asked to indicate their usage of these facilities.

Twenty percent reported attending a workshop, short course, or seminar, an increase over previous studies, 12% in 1989 and 11% in 1986.

Thirteen percent of respondents said that they have used Oakland Community College counseling or job placement services. This is similar to previous studies in which 13% in 1989 and 11% in 1986 cited use of these services.

In this segment of the questionnaire, respondents were also asked to indicate their awareness of child care services available to Oakland Community College students. One-third were aware of these services compared to one-quarter in 1989. Respondents were not asked to indicate their awareness of these services in 1986. (Table 11)

Table 11

Oakland Community College
Oakland County Public Opinion Poll

Usage/Awareness of Oakland Community College Facilities and Services

	<u>1991</u> (%)	<u>1989</u> (%)	<u>1986</u> (%)
OCC libraries	24	23	22
OCC sponsored concert, play, or art show	24	15	10
OCC recreational facilities	21	NA	NA
OCC workshop, short course, or seminars	20	12	11
OCC counseling or job placement services	13	13	11
Aware of OCC child care services for its students	33	25	NA
Number responding	405	400	400

Among those who have ever attended Oakland Community College, two-thirds have attended since 1981, 68% in the current study and 64% in the 1989 study. (Table 12)

Table 12
Oakland Community College
Oakland County Public Opinion Poll

Year of Enrollment at Oakland Community College

	<u>1991</u> (%)	<u>1989</u> (%)
Currently enrolled - 1991	17	-
1987-90 (1989 study includes currently enrolled - 1989)	30	32
1981-86	21	32
1976-80	12	23
1971-75	7	3
1965-70	10	9
Before 1965	1	-
Don't recall	2	1
Number responding	107	102

Note: Information for 1986 is not available.

Among those who have attended Oakland Community College, 22% in 1991 and 21% in 1989 reported leaving Oakland Community College via a transfer and 17% in both studies said they graduated. Other reasons former Oakland Community College students left the school include financial difficulty (7%), having completed a course (7%), not being interested in further coursework (6%), a change in the family situation (5%), to get a 4-year bachelor's degree (5%), a change in work schedule (5%), and acquisition of a job (4%). This information for the 1986 study is not available. (Table 13)

Table 13

Oakland Community College
Oakland County Public Opinion Poll

Reasons for Leaving Oakland Community College

	<u>1991</u> (%)	<u>1989</u> (%)
Currently enrolled	17	24
Transferred	22	21
Graduated	17	17
Financial difficulty	7	Other: 32, detail not available
Course completion	7	
Not interested in taking more classes	6	
Change in family structure	5	
To get a 4-year bachelor's degree	5	
Work schedule changed	5	
Got a job	4	
Other	4	
Don't know	1	7
Number responding	107	102

Note: Information for 1986 is not available.

Those who would consider acquiring more education at Oakland Community College were asked what courses of study would interest them, the best times to attend classes, and the method of transportation they would use to get to school. Regarding courses of study, they selected Business and Office most often at 42%. Liberal Arts was selected by 29%, Industrial and Technology by 28%, Arts and Humanities by 23%, Environmental Studies by 23%, Health Science by 18%, Social Science by 16%, and Public Service by 14%. Eight percent said none of these would interest them. Thirty-one percent said they would be interested in telecourses offered on cable television. (Table 14)

Table 14

Oakland Community College
Oakland County Public Opinion Poll

Educational Programs Interested In

	<u>1991</u> (%)	<u>1989</u> (%)	<u>1986</u> (%)
Business and Office	42	37	47
Liberal Arts	29	19	NA
Industrial and Technology	28	17	16
Arts and Humanities	23	3	-
Environmental Studies	23	NA	NA
Health Science	18	12	8
Social Science	16	NA	NA
Public Service	14	4	4
None of these programs	8	NA	NA
Interested in telecourses	31	27	NA
Number responding	206	281	400

Note: Totals may sum to more than 100 due to multiple responses.

Sixty percent indicated that Monday through Thursday evenings would be the best times for them to attend classes and 26% named Monday through Friday during the day. Mentioned by smaller but substantial proportions are Saturday mornings (16%), Friday evenings (13%), Saturday afternoons (11%), Sunday mornings (7%), Saturday evenings (6%), and Sunday afternoons (6%). This question was asked with a different format in previous studies. (Table 15)

Table 15

Oakland Community College
Oakland County Public Opinion Poll

Best Days and Times to Take Classes at Oakland Community College

	<u>%</u>
Monday - Thursday, evenings	60
Monday - Friday, days	26
Saturday mornings	16
Friday evenings	13
Saturday afternoons	11
Sunday mornings	7
Saturday evenings	6
Sunday afternoons	6
Number responding	206

Note: Totals may sum to more than 100 due to multiple responses.

Ninety-five percent of those who would consider Oakland Community College would drive their own cars.

The total sample was asked if there is anyone in their households who needs to study English as a second language. Two percent said yes to this in 1991 and 1% in 1989 but these estimates are almost certainly understated since a non-English speaking household would not be included in the study.

The distribution of respondents in the total sample across the five Oakland Community College campuses is similar in 1991 and 1989. Data for 1986 are not available. (Table 16)

Table 16

Oakland Community College
Oakland County Public Opinion Poll

Oakland Community College Campus Live Closest To

	<u>1991</u> (%)	<u>1989</u> (%)
Auburn Hills	30	26
Orchard Ridge	23	21
Royal Oak	22	28
Highland Lakes	15	13
Southfield	7	11
Don't know	3	1
Number responding	405	400

Note: Information for 1986 is not available.

ATTITUDES TOWARD AN OAKLAND COMMUNITY COLLEGE JOINT LIBRARY VENTURE

A library joint venture was proposed to respondents as follows:

"Oakland Community College is considering a joint venture with a local library in Oakland County in which the library and the college would jointly operate a library on a nearby Oakland Community College campus. The library would move its existing facility into the new on-campus facility. Under this arrangement, both the library and the college would gain access to book collections which the other currently holds. Would you be in favor or opposed to such a joint venture?"

Fully 75% are in favor of such a joint venture, 10% are opposed to it and 15% could not give an opinion. Among those in favor of the joint library venture, their reasons are generally concerned with improved library collections and improved public access to these collections. Almost half (49%) said that a joint library would have more books and information than a separate facility. Also mentioned by those in favor are, benefits to the community (13%), it would be open to the public (12%), and it would improve the existing library (10%). The reasons of those opposed are concerned with a potential reduction in access to the library facilities because it would be moved away from the community. (Table 17)

Table 17

Oakland Community College
Oakland County Public Opinion Poll

Why "in Favor" of Joint Venture		Why "Opposed" to Joint Venture	
	<u>%</u>		<u>%</u>
More books/information than before	49	Prefer separate facilities	42
Would benefit many people in community	13	Library should be near community	17
Open to public	12	Don't need a library in the community	7
Benefits/improves existing library	10	Not convenient access to the public	7
Convenient	7	Prefer to use the community's library	5
Saves money	7	Public library and campus library different	2
Shared resources	6	Will cost taxpayer's money	2
Can get information from OCC library	3		
Library would be larger	3		
Number responding	302	Number responding	41

Note: Totals may sum to more than 100 due to multiple responses.

FISCAL ISSUES

Three fiscal issues were examined in the research: attitudes toward funding of the college, a millage increase to support Oakland Community College, and attitudes toward tuition cost levels. Responses indicate a willingness to increase support to the school, both through taxes and tuition cost increases, among county residents.

In 1991, 1989, and 1986, more than 60% of respondents said that the school should receive most of its income for operations from state aid and tuition. Respondents cited state aid less often in 1991 compared with previous years and they cited tuition more often in 1991 than in previous years. Approximately 15% named local taxes as the most important source of college income and a similar proportion said a combination of all the sources tested. (Table 18)

Table 18

Oakland Community College
Oakland County Public Opinion Poll

**Source of Income Which Should Contribute Most
to Operate Oakland Community College**

	<u>1991</u> (%)	<u>1989</u> (%)	<u>1986</u> (%)
State Aid	34	38	37
Tuition	32	24	26
Local taxes	14	15	14
Combination of two or three	14	17	10
Other	-	1	8
Don't know	6	4	5
Refused	-	1	-
Number responding	405	400	400

Virtually all respondents said they are not aware of the number of mills which currently go to support Oakland Community College. (Table 19)

Table 19

Oakland Community College
Oakland County Public Opinion Poll

Number of Mills Oakland Community College Currently Receives

	<u>1991</u> (%)	<u>1989</u> (%)
Not aware of number of mills	97	99
Less than one mill	*	*
One mill	1	-
More than 1 but less than 2 mills	1	1
Between 2 and 3 mills	*	-
More than 3 mills	1	-
Number responding	405	400

* Less than one-half of one percent.

Note: Information for 1986 is not available.

Two levels of millage increase were tested in the research using a split sample method: one-half mill and one mill. With this method, half of the sample was presented with a one-half mill increase and the other half with a one mill tax increase. The millage level presented to individual respondents was randomly assigned. (The sampling error for the two half samples is +/-6.9% points at the 95% confidence level.) In 1989 and 1986, one-half mill was the only increase tested.

There is consistent support for a millage increase for Oakland Community College. Fifty-six percent in 1991, 55% in 1989, and 58% in 1986 said they were in favor of a "one-half mill increase tax proposal", approximately a quarter were opposed, and approximately 15% had not formulated an opinion. Moreover, in 1991 half favor a millage increase of one mill. Fifty percent are in

favor of, 34% are opposed to, and 16% are undecided about a one mill increase. (Note that the sample is general population sample and as such includes registered voters and those not registered to vote.) (Table 20)

Table 20

Oakland Community College
Oakland County Public Opinion Poll

Position on a Millage Increase

	<u>1/2 Mill</u>			<u>1 Mill</u>
	<u>1991</u> (%)	<u>1989</u> (%)	<u>1986</u> (%)	<u>1991</u> (%)
For	56	55	58	50
Against	27	24	28	34
Don't know	17	21	11	16
Refused	-	-	3	-
Number responding	199	400	400	206

Tables 21a and 21b examine the characteristics of those with different positions on the millage increase for Oakland Community College at the two levels of increase.

While large differences between those for and against millage increases are not apparent, there is a tendency for those in favor of millage increases to have some contact with higher education and with Oakland Community College and to be in higher socioeconomic groups. They would consider going to or going back to school, they have used Oakland Community College facilities and services, and they are in higher education and income groups.

In contrast, those opposed tend to have less contact with higher education and with Oakland Community College, and are in lower education and income groups.

These differences are more evident in the sample who responded to a one mill increase than in the sample who addressed the one-half mill increase.

Table 21a

Oakland Community College
Oakland County Public Opinion Poll

**Would Vote For or Against a 1/2 Mill Increase
by School Experience and Demographic Factors**

	<u>For</u> (%)	<u>Against</u> (%)	<u>Total</u> (%)
Currently enrolled	10	21	14
Would consider going back to school	61	38	50
Would not consider going back to school	29	40	34
Ever attended OCC	25	26	26
Never attended OCC	75	74	74
Use one or more OCC facilities/services	54	40	49
Use no OCC facilities/services	46	60	51
✓ Male	47	45	45
✓ Female	53	55	55
✓ Under 40 years	51	34	47
✓ 40 years and over	46	58	49
✓ Some college or less	52	55	52
✓ College/post graduate	48	40	47
✓ Less than \$40,000	38	36	36
✓ \$40,000 and more	47	38	45
Number responding	112	53	199
% of total split sample	56	27	100

Table 21b

Oakland Community College
Oakland County Public Opinion Poll

**Would Vote For or Against a 1 Mill Increase
by School Experience and Demographic Factors**

	<u>For</u> (%)	<u>Against</u> (%)	<u>Total</u> (%)
Currently enrolled	23	10	18
Would consider going back to school	50	46	49
Would not consider going back to school	26	41	32
Ever attended OCC	28	29	27
Never attended OCC	72	71	73
Use one or more OCC facilities/services	64	36	52
Use no OCC facilities/services	36	64	48
Male	48	47	48
Female	52	53	52
Under 40 years	51	46	51
40 years and over	48	54	47
Some college or less	45	57	50
College/post graduate	54	43	50
Less than \$40,000	31	37	33
\$40,000 and more	59	41	50
Number responding	104	70	206
% of total split sample	50	34	100

Reasons for favoring the millage were usually stated in terms of respondents' support for education and less often in terms of support for Oakland Community College. (Table 22)

Table 22

Oakland Community College
Oakland County Public Opinion Poll

Reasons Why "For" Millage Increase

	<u>1/2 Mill</u> (%)	<u>1 Mill</u> (%)
I am a strong supporter of education	56	57
Education is a good cause	13	7
Education is needed for youth	6	8
OCC is a good school	5	1
Helps the community in general	5	7
OCC needs \$ to continue operations	5	4
OCC is needed/not all can afford a 4-year institution	3	7
Number responding	112	104

Note: Totals may sum to more than 100 due to multiple responses.

Reasons for being opposed to a millage increase were usually stated in terms of respondents' unwillingness to pay more taxes rather than their being unfavorably disposed toward Oakland Community College. (Table 23a)

Table 23a

Oakland Community College
Oakland County Public Opinion Poll

Reasons Why "Against" Millage Increase

	<u>1/2 Mill</u> (%)	<u>1 Mill</u> (%)
Pay too much in taxes now/ raises my taxes	57	57
Tuition should cover the costs	13	6
Can't afford it	11	11
OCC doesn't need any more funding	11	7
Don't know how it will benefit OCC/community	6	7
I/my family would not benefit from millage	-	4
State Aid should cover costs	4	4
Number responding	53	70

Note: Totals may sum to more than 100 due to multiple responses.

Respondents were asked what information they would want to have prior to a millage election. Sixty-one percent said they want to know how the funds will be spent by Oakland Community College. In similar responses, 9% call for information about why Oakland Community College needs more money and 6% want to know what programs the additional monies will support.

(Table 23b)

Table 23b

Oakland Community College
Oakland County Public Opinion Poll

Information Want Prior to a Millage Election

	<u>1991</u> (%)
How will money be allocated at OCC	61
Why does OCC need to increase	9
What programs will it support	6
How much will instructors get paid	3
How much will taxes increase	3
How much \$ is state providing	3
Does OCC provide quality education	2
Don't know	16
Number responding	405

Note: Totals may sum to more than 100 due to multiple responses.

Comparable results are not available for the previous two studies although it is known that in 1989 38% said they would want to know how the money will be spent and 10% that they would like to know why the college needs additional funds.

The last area of fiscal examination in the research was attitudes toward tuition cost levels. Two tuition cost levels were tested using the split sample method: \$39 per credit hour and \$45 per credit hour. Respondents were asked whether the level of tuition presented to them is "too high", "just right", or "low and it would be appropriate to increase it slightly". (The sampling error for the two halves of the sample is +/-6.9% points at the 95% confidence level.)

At \$39 per credit hour, 52% said the tuition cost is just right, 11% said too high, 21% said that the tuition cost is low and a slight increase would be appropriate, and 16% could not offer an opinion. At \$45 per credit hour, these results are 44% just right, 14% too high, 22% low and a slight increase is appropriate, and 20% don't have an opinion. It appears that an increase in the cost of tuition in the range tested in the research would not have an adverse effect on attitudes toward the college. (Table 24)

Table 24

Oakland Community College
Oakland County Public Opinion Poll

Evaluation of Tuition Cost

	<u>\$39 per credit hour</u> (%)	<u>\$45 per credit hour</u> (%)
Too high	11	14
Just right	52	44
Low and it would be appropriate to increase it slightly	21	22
Don't know	16	20
Number responding	198	207

INFORMATION SOURCES

When asked how much they know about the services and educational opportunities offered by Oakland Community College, ¹⁴13% said quite a bit, ³⁰26% said some, ²⁸27% said not very much, and ²⁸33% said nothing. These findings are consistent with earlier results in this survey in which large proportions of respondents could not answer questions about the college.

Among the two-thirds of the sample who claimed to have knowledge about Oakland Community College, they indicated that their sources of information are Oakland Community College students (32%), Oakland Community College employees (6%), other word-of-mouth sources (25%), Oakland Community College publications (29%), pamphlets or flyers (4%), personal observation and involvement (27%), and newspapers (20%). Results from earlier studies are not shown because of inconsistent question and answer formats. However, the mention of word-of-mouth sources is similarly high in all three studies. (Table 25)

Table 25

Oakland Community College
Oakland County Public Opinion Poll

Information Sources

	<u>1991</u> (%)
OCC students	21
OCC employees	4
Other word-of-mouth	17
OCC publications	20
Pamphlets, flyers	2
Personal observation	18
Newspapers	13
Know nothing about OCC	33
Number responding	405

Note: Total may sum to more than 100 due to multiple responses.

CONCLUSIONS

There is a high degree of favorable sentiment among adults in the county toward Oakland Community College. When asked what comes to mind at the mention of Oakland Community College, respondents cited favorable features of the college such as convenient, nearby locations and quality education. Also, most respondents could name something about the college that they like while only a fourth could name something they dislike.

This favorable sentiment is the result of the widespread contact with Oakland Community College among county residents as well as the objective perceived quality of the college's educational and community services. More than a quarter of county adults have ever attended Oakland Community College, almost half would consider attending Oakland Community College, two-thirds have a family member or friend who has attended Oakland Community College, and half have made use of one or more of Oakland Community College's facilities or services.

The good will in the county toward Oakland Community College suggests that the college has considerable latitude in key policy areas. There are indications in the research that both a millage increase and a tuition increase would be tolerated by county residents. Half of the sample (which includes registered voters and those not registered to vote) are in favor of a one mill increase and 56% are in favor of a one half mill increase. Reasons for favoring a millage increase are related to support for education in this county in which 77% of residents say they have ever attended college. Reasons for being opposed to a millage increase are concerned with residents' opposition to paying higher taxes and not with any negative attitudes toward Oakland Community College.

Regarding tuition, only 11% feel a tuition cost of \$39 per credit hour is too high and only 14% feel \$45 per credit hour is too high. Conversely, one in five feel both levels of tuition are "low and it would be appropriate to increase it slightly".

The research also suggests that there are a variety of prospective student groups in the county which Oakland Community College may wish to design programs for including:

- young people continuing their educations post-high school
- white collar workers seeking self-enrichment and job advancement
- blue collar workers seeking job improvement.

Designing programs for these groups requires additional planning and investigation to determine a number of relevant factors such as:

- the cost to the college of developing programs weighed against the anticipated number of students who would attend these programs
- the availability (at similar cost) of such programs elsewhere in the county, in other words, the competition
- ways of reaching new students efficiently, for example, through groups such as labor unions and companies or in cooperation with other educational institutions.

The issue of English as a Second Language (ESL) can be approached similarly. Although only 2% said someone in their household is in need of this service, this is an understatement of the actual need because non-English speaking households would not be included in the research. Planning for ESL would involve an estimate of the actual need from Census or immigration records, an assessment of the alternate availability of services, and the development of referral sources. The college may wish to offer services beyond English training such as job placement and other services which would assist immigrants in becoming integrated into American culture. The college could conserve scarce resources by expanding existing language offerings to encompass the needs of the new non-English speaking students as well as current students studying foreign languages.

APPENDIX

Questionnaire

Data Tables