

Request for Proposal

**1991 Public Opinion Poll of  
Oakland County Residents  
for Oakland Community College**

August 1991

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## **I. Purpose and Background**

The 1991 Public Opinion Poll of Oakland county residents will evaluate the public image of Oakland Community College (OCC) and will guide future implementation and change in curriculum and programs. Serving over 45,000 students annually on five campus (Auburn Hills, Farmington Hills, Union Lake, Royal Oak, and Southfield) and one extension center in Pontiac, OCC is the second largest public undergraduate institution in the State of Michigan.

Two public opinion polls were previously done to assess the public image of OCC. In 1986, the Michigan Department of Education (MDE) examined attitudes and opinions of Oakland county residents with regard to OCC. In 1989, an independent research firm was commissioned to replicate the 1986 (MDE) study. The present study will continue to measure the public image of OCC; however, this time the poll is in response to supporting the college's Strategic Planning, Environmental Scanning, and Critical Success Factor initiatives.

## **II. Poll Design**

Utilizing a telephone survey method the poll is to be designed such that a random sample of Oakland county residents who are 18 years of age or older are contacted. Sample error is not to exceed + or - .05. The ultimate goal is to have a sample which is representative of the county's population.

## **III. Three Major Investigative Areas**

The following three investigative areas are to be operationalized in the poll:

- A. Community Integration
- B. Financial Support
- C. Demographic Information

These areas of focus were derived as a result of the college's Strategic Plan, Environmental Scanning process, and indicators/indices within the college's Critical Success Factors.

### **A. Community Integration**

As one of five Critical Success Factors, Community Integration is the most important concept to be measured in the current study. It is a composite of public image, general and specific ratings of OCC service, and communication.

## 1. Public Image

Public Image is a measure of the perceived overall quality of education and services at OCC compared to other community colleges or four-year institutions. This measurement determines the perceived strengths and weaknesses of educational and vocational programs at OCC, public attitude toward the cost of education at OCC, and the level of public recommendation of OCC (or a program at OCC) to others. In addition, it examines why those county residents who are not in college might or might not return to the classroom, and discovers, among those who are not already in school and who have an idea of why they might return, what type of school they would be most likely to attend and who would probably pay for their education.

## 2. General and Specific Rating of Public Services

This measurement estimates the extent to which OCC has become "a provider of quality educational services to adults, recognizing adult learners as a major clientele." Specifically, this measurement determines the level of participation and satisfaction in diverse activities sponsored by OCC, such as cultural, recreational, or civic activities. It also includes discovering the level of awareness and use of a childcare center that is open to OCC students (and employees) and the need for technological updating in educational facilities at OCC.

## 3. Communication

Measurement of communication ascertains the sources of information about services at OCC and measures current modes of communication between OCC and county residents and the preferred method of communication.

## B. Financial Support

Continually monitoring public support for increasing millage and private donations will establish trends that will indicate whether or not conditions are right to pursue a millage campaign or set into motion a major fund raising initiative. It also estimates how realistic the establishment of an endowment fund would be through the College Foundation.

### C. Demographic Information

Background information, such as age, gender, income, occupation, level and source of education, and race is required in order to identify segments of county residents with differing opinions. In addition, it is necessary in order to compare the surveyed population to the demographic characteristics of the county; thereby, ensuring appropriate sampling.

### IV. Objective of Proposal

OCC seeks a potential contractor to provide a poll design, questionnaire design, data collection, data analysis and report. In principle, a contractor is expected to follow issues discussed in this document and the attached "Proposal Submission Form." Specifically, a contractor shall respond to detailed issues that are presented in the following section.

### V. Acceptance Criteria of Poll Design Issues

A potential contractor is to submit an original proposal and four copies, by 5:00 p.m., September 13, to:

J. P. Adams  
Director, Purchasing  
Oakland Community College  
2480 Opdyke Road  
Bloomfield Hills, MI 48108  
Phone: 313-540-1556

A bidder is required to respond to each of the administrative questions, design issues and proposed budgets in the attached "Proposal Submission Form" and is permitted to attach extra sheets if needed.

**PROPOSAL SUBMISSION FORM**

**Request for Proposal  
1991 Public Opinion Poll of Oakland County Residents**

(Please Type)

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Representative:

Address:

Phone Number:

Fax Number:

Date:

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**Sampling Design**

1. How will you identify a random sample of residents who are 18 years of age or older out of Oakland county?

Proposed Budget \$ \_\_\_\_\_

2. How precisely will you use a random sampling method within a household to reflect the demographic profile of Oakland county?

Proposed Budget \$ \_\_\_\_\_

**Questionnaire Design**

3. Given a maximum of fifteen minutes of a phone interview, how will you design questions free of context or order bias?

Proposed Budget \$ \_\_\_\_\_

4. What kind of scaling response category will you employ?

Proposed Budget \$ \_\_\_\_\_

**Data Collection Facilities**

5. What type of telephone interview facilities do you utilize and is it capable of random digit dialing?

Proposed Budget \$ \_\_\_\_\_

**Data Entry**

6. How will you maintain reliability of data entered by different data entry personnel?

Proposed Budget \$ \_\_\_\_\_

**Data Cleaning**

7. How would you edit or clean data so as to keep it free of error?

Proposed Budget \$ \_\_\_\_\_

**Data Analysis and Management**

8. What kind of statistical software will you use to construct contingency tables, graphics and other inferential statistics?

Proposed Budget \$ \_\_\_\_\_

9. How will you maintain the security of database files?

Proposed Budget \$ \_\_\_\_\_

**Report.**

9. What will you include in the final report submitted to OCC?

Proposed Budget \$ \_\_\_\_\_

**Time-line**

10. How precisely will you follow the proposed time-line?

Request-for-Proposal	September 13
Select Vendor	September 27
Discussion	October 11
Survey Design	October 25
Data Collection	November 8
Data Analysis	November 22
Report	December 13

Other Costs \$ \_\_\_\_\_  
Total Proposed Budget \$ \_\_\_\_\_

8-22-91



ADVANCED MARKETING GROUP INC.  
355 S WOODWARD  
BIRMINGHAM MI 48009

AMERICAN GENERAL SERVICE CORP  
4945 SHAEFER HWY  
DEARBORN MI 48126

BOBBY INTERVIEWING-OPINION  
SEARCH  
21800 MELROSE AVE  
SOUTHFIELD MI 48075

BURKE MARKETING RESEARCH INC  
22755 GREATER MACK  
ST CLAIR SHORES MI 48080

CBS MARKETING SERVICE  
21222 LARKSPUR  
FARMINGTON MI 48024

CRIMMINS & FORMAN  
18000 W 8 MILE  
SOUTHFIELD MI 48076

DATASTAT INC  
2451 S INDUSTRIAL  
ANN ARBOR MI 48104

DEWAR SLOAN RESEARCH AND  
PLANNING GROUP  
27655 MIDDLEBELT  
FARMINGTON HILLS MI 48331

HOWARD L GREEN & ASSOCIATES INC  
2690 CROOKS  
TROY MI 48084

CHARLES N. HAKES MARKETING AND  
RESEARCH  
15565 NORTHLAND DR.  
SOUTHFIELD MI 48076

INFORMATION RESOURCES INC  
1800 GRINDLEY  
DEARBORN MI 48124

MOORE & ASSOCIATES INC  
25160 LAHSER  
SOUTHFIELD MI 48034

MOR-PACE  
CONSUMER RESEARCH  
31700 MIDDLEBELT  
FARMINGTON HILLS MI 48334

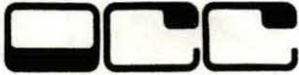
THE MARKETING FORCE  
1757 NORTHFIELD  
ROCHESTER HILLS MI 48309

NORDHAUS RESEARCH INC  
20300 W 12 MILE  
SOUTHFIELD MI 48076

PROSPECT MARKETING SYSTEMS INC  
25882 ORCHARD LAKE  
FARMINGTON HILLS MI 48336

RESEARCH DATA ANALYSIS INC  
450 ENTERPRISE  
BLOOMFIELD HILLS MI 48302

YEE/MINARD & ASSOCIATES INC  
27300 WEST ELEVEN MILE  
SUITE 500  
SOUTHFIELD MI 48034



*Marty*

MEMORANDUM

To: Research Council  
From: Martin Orlowski,  
Institutional Research  
Subject: 1991 Public Opinion Poll  
Date: June 17, 1991

*Marty -  
Pls see comments  
noted on document.  
THX - Ae*

The Office of Institutional Research is in the process of preparing for this fall's public opinion poll. Attached is a brief report that identifies recommended investigative areas for this year's poll.

Please take a few minutes to review the report. If you have any comments or suggestions please send them to me by Wednesday July 3rd. Your input is needed in order to ensure that the poll addresses issues relevant to our environmental scanning and strategic planning efforts. Thank you.

attachment: 1991 Public Opinion Poll, Possible Areas of Focus Report

pc: P. Fulton  
Y. Chun  
P. Cohen  
R. VanWagoner

/s

OFFICE OF INSTITUTIONAL RESEARCH  
1991 PUBLIC OPINION POLL PROPOSED  
INVESTIGATIVE AREAS

In preparation for the upcoming 1991 Public Opinion Poll, the Office of Institutional Research is recommending three major investigative areas for the poll:

1. Community Integration
2. Financial Support
3. Demographic Information

These areas of focus were derived by reviewing the colleges strategic plan, key driver research issues in environmental scanning, and indicators/indices within the colleges critical success factors.

1. Community Integration

As one of the critical success factors, Community Integration is the most important concept to be measured in the public opinion poll. It is a composite of public image, as well as general and specific ratings of OCC services.

A. Public Image

Measurement of the perceived overall quality of education and services at OCC compared to other community colleges and four-year colleges is reflected in OCC's critical success factors. This measurement determines the perceived strengths and weaknesses of educational and vocational programs at OCC, public attitude toward the cost of education at OCC, and the extent to which the public would recommend OCC (or a program at OCC) to others. In addition, it examines why county residents who are not in college might or might not return to the classroom, and discovers, among those who are not already in school and who have an idea of why they might return, what type of school they would be most likely to attend and who would probably pay for this education. The importance of this issue is indicated in the strategic plan, specifically:

"Establish a high visibility image program to improve perception of the college in the county" (1991-96 Strategic Plan, 1991-92 objectives).

*Need to work  
this into the  
instrument.*

B. General Rating of Public Services and Communication

This measurement estimates the extent to which OCC has become "a provider of quality educational services to adults, recognizing adult learners as a major clientele," (Strategic Plan 1991-1996, Goal #49). It ascertains the sources of information about services at OCC and measures current modes of communication between OCC and the public and the preferred method of communication.

*Unclear —  
and therefore  
difficult to  
measure —*

C. Specific Rating of Public Services

This measurement determines the level of participation and satisfaction in specific activities sponsored by OCC, such as cultural, recreational, or civic activities. It also includes discovering the level of awareness and use of a childcare center and the need for technological updating in educational facilities at OCC. The need for this measurement is suggested in the strategic plan, stating:

"Provide resources and system support for innovation and change" (1991-96 Strategic Plan, goal #32).

- 1) Compared to other sources?
- 2) Perception improving or declining?

2. Financial Support

Continually measuring public support for increasing millage and private donations will establish trends that will indicate whether or not conditions are right to pursue a millage campaign or set into motion a major fund raising initiative. Indirectly this measure is intended to determine the extent to which the college has met the fifth goal in the strategic plan for 1991-1996 which states:

"Make the entire College community more aware of the financial condition of the institution."

*potential  
contributions?*

It also estimates how realistic the establishment of an endowment fund would be through the College Foundation (Strategic Plan goal #43). Furthermore, Environmental Scanning Committees on College Image, Funding, Political/Legislation/Regulation, and Economy indicate the emerging need to scan public support for increasing millage and private donations.

*Compare more/less than public schools, local govt?*

Note degree sources?

3. Demographic Information

Background information, such as age, gender, income, occupation, education, and race is required in order to identify segments of county residents with differing opinions. In addition, it is necessary to compare the surveyed population to the demographic characteristics of the county to ensure appropriate sampling.

Bids will be sought from outside vendors for the project. A general time-line for the project is as follows:

Request-for-Proposals	July 15
Select Vendor	August 13
Negotiation	August 24
Survey Design	September 15
Data Collection	October 1
Data Analysis	November 15
Report	December 15

would be useful to adopt a "Consumer Confidence" approach - ask if respondents are feeling more or less positive about the college - This trend may be more telling than year-to-year comparisons.



Advanced Marketing Group, Inc.

355 S. Woodward, Suite 250  
Birmingham, Michigan 48009

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(313) 258-8871  
Fax (313) 644-0230

A PROPOSAL FOR  
THE CONSIDERATION OF  
OAKLAND COMMUNITY COLLEGE

Prepared for: J. P. Adams II

Prepared by: Carol Beninati  
President

Date: September 16, 1991

QUOTATION REQUEST

Advanced Marketing Group Inc.  
355 S. Woodward  
Birmingham, MI 48009

OAKLAND COMMUNITY COLLEGE  
PURCHASING DEPARTMENT  
2480 OPDYKE ROAD  
BLOOMFIELD HILLS, MI 48304-2266  
(313) 540-1557  
FAX (313) 540-1841

QUOTATION: JPA119    DUE: 9/18/91    CONTACT: J. P. ADAMS II

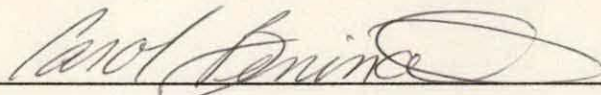
REQUEST FOR PROPOSAL  
1991 PUBLIC OPINION POLL OF  
OAKLAND COUNTY RESIDENTS  
FOR OAKLAND COMMUNITY COLLEGE

PLEASE PROVIDE PROPOSAL SUBJECT TO THE ATTACHED TERMS AND  
CONDITIONS.

ORIGINAL AND FOUR COPIES OF PROPOSAL ARE DUE TO 5:00 P.M.,  
SEPTEMBER 18, 1991.

PAYMENT TERMS \_\_\_\_\_ SHIP DATE \_\_\_\_\_

FOB \_\_\_\_\_

SIGNED \_\_\_\_\_ 

PRINTED NAME \_\_\_\_\_ Carol Beninati \_\_\_\_\_

TITLE \_\_\_\_\_ President \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ (313) 258-8871 \_\_\_\_\_

NOTE: CHANGE OF ADDRESS  
894 S. Adams  
Birmingham, MI 48009

PROPOSAL SUBMISSION FORM

Request for Proposal  
1991 Public Opinion Poll of Oakland County Residents

(Please Type)

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Representative: ADVANCED MARKETING GROUP, INC. (AMG)  
Address: CONTACT: CAROL BENINATI  
894 S. ADAMS  
BIRMINGHAM, MI 48009  
Phone Number: (313) 258-8871  
Fax Number: (313) 644-0230  
Date: SEPTEMBER 16, 1991

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**Sampling Design**

1. How will you identify a random sample of residents who are 18 years of age or older out of Oakland county? Advanced Marketing Group will use Random Digit Dialing technique to randomly select households in Oakland County. The sample will be drawn by density of telephone households in Oakland County. We want to insure each household has an equal chance of selection, that age and gender are properly represented, and that the respondents are geographically spread through the county in proportion to its population. We will interview 500 persons, which should give us approx. 100 respondents in each campus area.  
Proposed Budget \$ 500.00

2. How precisely will you use a random sampling method within a household to reflect the demographic profile of Oakland county?

We will use the random respondent selection table developed by Kish and Carter for every household surveyed to select one adult eighteen years of age or older to interview.

Proposed Budget \$ 100.00

**Questionnaire Design**

3. Given a maximum of fifteen minutes of a phone interview, how will you design questions free of context or order bias?

We will move in the questions from the general to the specific, from most important to least important where necessary, and rotate the order for questions with nominal response categories. Also, careful design with the college to meet your needs should lead to open discussion of all bias possibilities.

Proposed Budget \$ 1,000.00



4. What kind of scaling response category will you employ?

Scaling response categories will in part depend on consultations with you on your exact information needs. On rating services AMG leans toward using; very satisfied, satisfied, somewhat satisfied, or not satisfied at all. On favorability question; strongly favor, somewhat favor, somewhat oppose, or strongly oppose. Again, we like to design our questionnaires with maximum input from our clients to meet their needs.

Proposed Budget \$ Included in questionnaire design.

**Data Collection Facilities**

5. What type of telephone interview facilities do you utilize and is it capable of random digit dialing?

AMG's facility can accommodate 20 individuals (20 lines) surveying at any one time. AMG's staff has both conducted and supervised Random Digit Dialing projects. We have successfully implemented surveys for the private sector, public sector, political community, municipalities, and the State of Michigan. Five hundred (500) surveys will be completed for the project.

Proposed Budget \$ 6,900.00

**Data Entry**

6. How will you maintain reliability of data entered by different data entry personnel?

We will limit data entry to one person, entering data several hours a day only to reduce fatigue errors. A supervisor will check the data entry for reliability.

Proposed Budget \$ 400.00

**Data Cleaning**

7. How would you edit or clean data so as to keep it free of error?

Our data entry program (SPSS Data Entry) will not allow entry of stray codes. A random sample of inputted data will be checked for reliability. We will correct any problems we find, including systematic errors.

Proposed Budget \$ 200.00

**Data Analysis and Management**

8. What kind of statistical software will you use to construct contingency tables, graphics and other inferential statistics?

SPSS (Statistical Package for the Social Sciences) Base package, Statistical nodule tables Module (for publication quality tables, including banners and stubs), and Graph-In-The-Box.

Proposed Budget \$ 800.00

9. How will you maintain the security of database files?

The database will be maintained on a committed IBM compatible personal computer, in a separate office, where only one person has access. It is not connected to any network and has no modem. Thus, breach of the data base by virus or outside persons is virtually nil.

Proposed Budget \$ 200.00

**Report**

9. What will you include in the final report submitted to OCC?

The report will include an Executive Summary, Table of Contents, Written explanation findings with supporting contingency tables and frequencies (and graphs where appropriate). The report will include Appendices and Methodology and a copy of the questionnaire. This also includes oral presentation of our findings to the board.

Proposed Budget \$ 800.00

**Time-line**

10. How precisely will you follow the proposed time-line?

Request-for-Proposal	September 18
Select Vendor	September 27
Discussion	October 11
Survey Design	October 25
Data Collection	November 8
Data Analysis	November 22
Report	December 13

Advanced Marketing Group is committed to meeting the proposed time-line or finishing prior to time-lines, barring delay on approval to proceed from Oakland Community College.

Other Costs	\$ <u>0</u>
Total Proposed Budget	\$ <u>10,900.00</u>

8-22-91



M E M O R A N D U M

To: All OCC Employees

From: Martin A. Orlowski, Director  
Office of Institutional Planning & Analysis

Subject: 1991 OCC Public Opinion Poll

Date: January 22, 1992

The bi-annual OCC Public Opinion Poll was recently completed. A total of 405 (.95 confidence level) Oakland County residents, age 18 and older were surveyed between December 11 and 16, 1991. "Preliminary" results are presented in the attached report. *More detailed information is available through the Office of Institutional Planning & Analysis.* The final report is expected early in February.

If you should have any questions concerning the Public Opinion Poll, please feel free to contact the Office of Institutional Planning & Analysis at 7746.

attachment: 1991 OCC Public Opinion Poll, Preliminary Findings

/s

**OAKLAND COMMUNITY COLLEGE  
1991 OCC PUBLIC OPINION POLL  
(Preliminary Findings)**

Following are preliminary highlights from the recently completed O.C.C. Public Opinion Poll. A total of 405 county residents, age 18 and older were surveyed between December 11 and 16, 1991. The final report is expected early in February 1992.

- The majority of respondents (76%) think that remedial instruction should take place through Adult Education or High School, not at the College level.
- Trade schools are believed to be best at providing adults with job training or re-training (58%).
- Four year colleges are perceived as being the most effective in providing students with the skills required for modern technology (38%).
- 48% of respondents believe that High Schools best prepare students to graduate from Four year college. 27% believe that Community Colleges do so.
- More than three-fourths of the sample polled had attained further education beyond High school. 20% were currently enrolled in post-secondary education.
- Of those currently enrolled in post-secondary education the most important reasons for doing so were to obtain a four year degree (61%) or for personal enrichment(58%).
- The majority of those questioned would consider a return to school, for either personal enrichment (86%) or career advancement (78%). 57% would choose to return to a Four year college, 35% would choose a Community College.
- The best rated features of Oakland Community College are convenient campus locations, good instructors, and good quality programs.
- Oakland Community College received a high general approval rating; 48% of respondents found nothing to dislike. The largest number of complaints involved the availability of parking and difficulties of registration.
- A substantial number of those responding (33%) felt that they knew nothing about the educational opportunities and services offered by O.C.C. Major sources of information cited were students, O.C.C. publications, personal involvement and word of mouth.
- Most respondents believed that State Aid and Tuition/Fees should be the major sources of income for O.C.C. not local taxation.

*What trade schools  
is the public  
thinking about?*

?

*better need  
university  
promotion*

*Compare to  
past polls*

- An overwhelming number (94%) of those asked did not know how many mills of local property tax is used to support O.C.C. Those who claimed to know typically overestimated the amount.
- 56% of those asked would vote for a 1/2 mill tax increase, 51% would vote for a 1 mill increase. The major reasons given for voting this way would be to support education. The main reason for voting against the proposal would be opposition to further taxation.
- In the event of a millage request the most frequently asked questions would be regarding justification of the need for millage and the way in which O.C.C. would allocate the funds.
- 52% of those surveyed felt that tuition costs of \$39 per credit hour were "just right" while 44% thought \$45 per credit hour was "just right."
- The library has been used by less than 25% of households responding.
- Two thirds of those surveyed were not aware that O.C.C. provides child care for students.
- Less than 25% of respondents had ever attended an O.C.C. cultural event, workshop or seminar or used O.C.C. recreational facilities.
- Three fourths of respondents would favor a joint library venture by O.C.C. and a local library in Oakland County.
- 76% of previous students would consider attending O.C.C. again.
- Financial difficulty and difficulty with course completion were the reasons most frequently cited for leaving O.C.C. without graduation.
- 78% of those questioned would consider attending O.C.C. Major reasons given were convenient campus locations and courses which met their interests.
- The most popular time for classes would be Monday-Thursday evenings. 95% would drive their own car to classes.
- Business and office courses arouse most interest with those surveyed (42%) followed by Liberal Arts courses (30%).
- 30% of respondents expressed interest in possible telecourses on cable television and 98% saw no personal need for English as a Second Language courses.

**OAKLAND COMMUNITY COLLEGE  
OAKLAND COUNTY PUBLIC OPINION POLL  
DECEMBER 1991**

Following are preliminary highlights from the recently completed OCC Public Opinion Poll. A total of 405 county residents, age 18 and older were surveyed during the week of December 9 through 13, 1991. The final report is expected early in February 1992.

- The majority of respondents (76%) think that remedial instruction should take place through Adult education or High School, not at the College level.
- Trade schools are believed to be best at providing adults with job training or re-training.(58%)
- Four year colleges are perceived as being the most effective in providing students with the skills required for modern technology.(38%)
- (48%) of respondents believe that High Schools best prepare students to graduate from Four year college. 27% believe that Community colleges do so.
- More than three-fourths of the sample polled had attained further education beyond High school but only 20% were currently enrolled in post-secondary education.
- Of those currently enrolled in Further education the most important reasons for doing so were to obtain a four year degree (61%) or for personal enrichment(58%).
- The majority of those questioned would consider a return to school, for either personal enrichment (86%) or career advancement (78%). 57% would choose to return to a Four year college, 35% would choose a Community College.
- The best rated features of Oakland Community College are convenient campus locations, good instructors, and good quality programs.
- Oakland Community College received a high general approval rating; 48% of respondents found nothing to dislike. The largest number of complaints involved the availability of parking and difficulties of registration.
- A substantial number of those responding (33%) felt that they knew nothing about the educational opportunities and services offered by O.C.C. Major sources of information cited were students, O.C.C. publications, personal involvement and word of mouth.
- Most respondents believed that State Aid and Tuition/fees should be the major sources of income for O.C.C. not local taxation.

- An overwhelming number (94%) of those asked did not know how many mills of local property tax is used to support O.C.C. Those who claimed to know typically overestimated the amount.
- 56% of those asked would vote for a 1/2 mill tax increase, 51% would vote for a 1 mill increase. The major reasons given for voting this way would be support of education. The main reason for voting against the proposal would be opposition to further taxation.
- In the event of a millage request the most frequently asked questions would be regarding justification of the need for millage and the way in which O.C.C. would allocate the funds.
- 52% of those surveyed felt that tuition costs of \$39 per credit hour were "just right" while 44% thought \$45 per credit hour was "just right."
- The library has been used by less than 25% of households responding.
- 2/3 of those surveyed were not aware that O.C.C. provides child care for students.
- Less than 25% of respondents had ever attended an O.C.C. cultural event, workshop or seminar or used O.C.C. recreational facilities.
- 3/4 of respondents would favour a joint library venture by O.C.C. and a local library in Oakland County.
- 76% of previous students would consider attending O.C.C. again.
- Financial difficulty and difficulty with course completion were the reasons most frequently cited for leaving O.C.C. without graduation.
- 78% of those questioned would consider attending O.C.C. Major reasons given were convenient campus locations and courses which met their interests.
- The most popular time for classes would be Monday-Thursday evenings. 95% would drive their own car to classes.
- Business and office courses arouse most interest with those surveyed (42%) followed by Liberal Arts courses (30%).
- 30% of respondents expressed interest in possible telecourses on cable television and 98% saw no personal need for English as a Second Language courses.