

File i:\market\marketingteam\poll97.sav  
Created: 06 Aug 97 10:57:23 - 128 variables and 0 cases

File Type: SPSS Data File

Total # of Defined Variable Elements: 128

Variable Information:

Name		Position
EVER	Have you ever attended college?	1
	Format: F1	
	Missing Values: 8, 9	
	Value Label	
	0 No	
	1 Yes	
ATTEND1	college attended (1)	2
	Format: F4	
	Missing Values: 8	
ATTEND2	college attended (2)	3
	Format: F4	
	Missing Values: 8	
ATTEND3	college attended (3)	4
	Format: F4	
	Missing Values: 8	
ATTEND4	college attended (4)	5
	Format: F4	
	Missing Values: 8	
CURRENT	are you currently enrolled?	6
	Format: F1	
	Missing Values: 8	
	Value Label	
	0 no	
	1 yes	
	8 M skip	
ENROLL1	currently enrolled 1	7
	Format: F4	
	Missing Values: 8, 8888, 88	

FOURYR1	attend to get 4yr or higher degree	18
	Format: F1	
	Missing Values: 8, 9	
REASON1	other reason you attend(ed) college	19
	Format: A8	
	Missing Values: '8'	
CONSIDER	would you consider attending college?	20
	Format: F1	
	Missing Values: 8	
DIPLOMA2	* No label *	21
	Format: F1	
	Missing Values: 8, 9	
MOVE2	* No label *	22
	Format: F1	
	Missing Values: 8, 9	
JOB2	* No label *	23
	Format: F1	
	Missing Values: 8, 9	
ENRICH2	* No label *	24
	Format: F1	
	Missing Values: 8, 9	
TWOYR2	* No label *	25
	Format: F1	
	Missing Values: 8, 9	
FOURYR2	* No label *	26
	Format: F1	
	Missing Values: 8, 9	
# 8 REASON2	other reason to attend	27
	Format: A8	
	Missing Values: '8'	
WOULDGO1	college would attend 1	28
	Format: F4	
	Missing Values: 8	
	Value Label	
	7777 Undecided	
WOULDGO2	college would attend 2	29
	Format: F4	
	Missing Values: 8	

DISTANCE	distance from home	42
	Format: F8.2	
	Missing Values: 8.00, 9.00	
INTELL	intellectual atmosphere	43
	Format: F8.2	
	Missing Values: 8.00, 9.00	
EVENING	availability of evening/weekend programs	44
	Format: F8.2	
	Missing Values: 8.00, 9.00	
PROGRAM	quality of degree programs	45
	Format: F8.2	
	Missing Values: 8.00, 9.00	
DEGLEV	highest degree level offered	46
	Format: F8.2	
	Missing Values: 8.00, 9.00	
OVERALL	overall impression of OCC compared to other schools	47
	Format: F1	
	Missing Values: 8, 9	

Value Label

- 1 terrible
- 2 poor
- 3 ok
- 4 good
- 5 great

COMPARE	schools compare to occ impression	48
	Format: F1	
	Missing Values: 9	

Value Label

- 0 None
- 1 Same Type
- 2 Same Area
- 3 Other schools

DIFFS	differences between OCC and other schools	49
	Format: A8	

CONVERSE	was OCC mentioned in past 3 months?	50
	Format: F1	
	Missing Values: 7, 8, 9	

LIBRARY	use of library	63
	Format: F1	
CONCERT	attended concert, play, art show	64
	Format: F1	
WORKSHOP	attended workshop, short course, seminar	65
	Format: F1	
RECFAC	use of recreational facilities	66
	Format: F1	
TRANSA	aware transfer	67
	Format: F8.2	
	Missing Values: 9.00	
	Value Label	
	.00 no	
	1.00 yes	
TRANSB	importance transfer	68
	Format: F8.2	
	Missing Values: 8.00, 9.00	
	Value Label	
	1.00 not important	
	2.00 somewhat important	
	3.00 very important	
TRANSC	quality transfer	69
	Format: F8.2	
	Missing Values: 8.00, 9.00	
	Value Label	
	1.00 terrible	
	2.00 poor	
	3.00 ok	
	4.00 good	
	5.00 great	
WKFRCA	aware workforce development	70
	Format: F8.2	
	Missing Values: 9.00	
WKFRCB	importance workforce development	71
	Format: F8.2	
	Missing Values: 8.00, 9.00	
WKFRCC	quality workforce development	72
	Format: F8.2	
	Missing Values: 8.00, 9.00	

PURPOSE most important purpose 85  
Format: F1  
Missing Values: 9

Value Label

- 1 transfer education
- 2 workforce development
- 3 general education
- 4 developmental education
- 5 community service
- 6 occupational/technical education
- 9 M unable to respond

RECOMMEN recommend to friend or family 86  
Format: F1  
Missing Values: 9

427

WHYREC reason would recommend to others 87  
Format: A8  
Missing Values: '8'

M.V. = 88

VALUE good value to students 88  
Format: F8.2

Value Label

- 1.00 Strongly disagree
- 2.00 Disagree
- 3.00 Neutral
- 4.00 Agree
- 5.00 Strongly Agree
- 7.00 Don't know

PRIDE source of community pride 89  
Format: F8.2

PRICE reasonable tuition and rates 90  
Format: F8.2

TIME programs/services at convenient times 91  
Format: F8.2

TAX good value to taxpayers 92  
Format: F8.2

COUNTY meet needs of county residents over others 93  
Format: F8.2

MOUTHX1	* No label *	109
	Format: F8.2	
	Missing Values: 8.00	
MOUTHX2	* No label *	110
	Format: F8.2	
SELF	own observation, personal involvement	111
	Format: F8.2	
OTH2	other source of info	112
	Format: F8.2	
OTH2X1	which sources of information	113
	Format: F8.2	
	Missing Values: 8.00	
OTH2X2	* No label *	114
	Format: F8.2	
YEAR	birth year	115
	Format: F2	
EDU	highest level of education completed	116
	Format: F8.2	
	Missing Values: 9.00	

Value Label

1.00	eighth grade or less
2.00	some high school
3.00	high school graduate
4.00	vocational/technical school
5.00	some college
6.00	college graduate
7.00	post-graduate

EMPLOYED	current employment status	117
	Format: F8.2	
	Missing Values: 9.00	

Value Label

.00	not employed
1.00	less than or = to 20 hrs/wk
2.00	more than 20 hrs/wk

Question # 29. *Are there any comments you would like to make about Oakland Community College that hasn't been mentioned so far?*

- 002. I think it's an asset to the area to have campuses spread out and available to everybody.
- 008. Wondering if OCC will expand the transfer program they have with Baker College (to get a 4 yr. Degree) to other programs.
- 010. Child care should be a priority and should have funding for single, especially teen parents ie a sliding pay scale.
- 012. Wish there were more than 5 campuses.
- 025. The parking facilities are excellent.
- 036. Excellent learning experience.
- 038. The survey is too long.
- 046. No, except I think it's a fine place to start off.
- 058. Good value for the money.
- 076. I am a librarian and OCC Orchard Ridge campus is very cramped. The college needs to keep politics out of the college. They need to build the morale of their employees.
- 077. It lacks a campus environment.
- 085. Concerts are good and this makes people aware of the college.
- 087. Have heard positive things about OCC.
- 093. I recommend that you advertise more on radio. Young people listen to radio.
- 127. Only that the college prepared me for a legal secretary job.
- 136. OCC has a value system that has worked for me, and many of my friends. I have had only good experiences.
- 142. It's losing its' "only chance" status.
- 146. Keeps improving.
- 159. I feel everyone should be charged the same per credit/course. Where you live shouldn't determine the price. I'm penalized financially because of where I live. After I get information about the programs, I find out that the course is transferred without changes being made in the booklet.
- 160. OCC is an excellent school to get started in an occupation, to get information to enhance the work in whatever occupation you are in.
- 190. OCC needs to brag more about what it does. Let the community know more about OCC.
- 191. Everyone should be treated fairly. The needs of county residents shouldn't be emphasized over others.
- 201. OCC should base its' focus on education rather than how it looks.
- 208. OCC has small campuses and I like that.
- 227. I am very disappointed with our educational system overall. I feel that foreign students are given preference over Americans. For instance, I notice that a majority of the students accepted into the schools are foreign, so as Americans we're not given a fair chance.
- 233. As a former high school teacher I think that OCC is conveniently located and is cheaper than a 4yr. Institution. My wife attended OCC.

Question # 29. *Are there any comments you would like to make about Oakland Community College that hasn't been mentioned so far?*

234. OCC gives students a chance to find out what they want to do before they go to a 4yr. School.
245. I think they should meet the needs of others regardless of where they live.
250. I think all students should have a higher level of education for the work force today.
253. Lower the price of books.
258. Glad it's there. It's great to have a community near by. I don't know much about the purposes of OCC.
275. Was not aware of five locations. A strong co-op program that OCC should have with the auto suppliers is needed
276. The school board should have harmony in getting along.
278. It's good that they have a lot of campuses.
279. OCC is a much needed college so students that didn't do well in high school can get a decent education.
283. Campuses are safe and have no problems.
289. I feel that all colleges are not fair with taxpayers.
297. Very worthwhile and the kids should go to a community college.
303. The college needs to provide more athletic opportunities, tennis and track and field
314. I work with a lot of students who transfer from OCC to Oakland University and find that they are not ready for a 4yr. Institution.
316. If students couldn't attend a school like OCC the first two years, they wouldn't be able to go to a four year institution.
330. Everything's been positive.
332. It's nice to have a school that I could attend before entering a university.
333. Nothing on the western side of the county.(campus)
347. OCC does not require as much outside work of students as Lawrence Technological University does.
354. I think OCC has good purposes.
359. The high success rate of OCC students who transfer to four year institutions, graduate. and get jobs.
364. Really disappointed with the trustee when I voted.
369. I use the library a lot. It's easy to find materials and the librarians are nice.
374. They need classes for younger students or programs geared toward younger students.
381. The quality is among the highest. The classes are the same quality as a 4yr. college, no different. I would rate it with the top 4yr. college.
382. I have just moved into the community so don't know much about the college.
386. Most of what I know about OCC is what I have heard through word of mouth.
391. No, everything has been covered.
393. I have known people who attended and were happy.
399. OCC has good programs. English is good.



# OCC Public Opinion Codes 1997

QUESTION # 6 : *Are there any other reasons why you attend or attended college?*

0. **None/No answer**
1. **Personal Growth**  
"Personal achievement"  
"To further athletic prowess"
2. **Scholarship/Financial Aid**  
"I receive insurance benefits by being a student"
3. **Social**  
"Social aspects"  
To meet new people"
4. **Earning Power**  
"To get a better paying job"  
"To make more money"
5. **Learning enjoyment**  
"I enjoy learning"
6. **Self Improvement**  
"To get a degree and start my own business"

**Question # 8:** *Are there any other reasons why you would consider attending college?* *reason 2*

0. **No Answer**
1. **Love of Learning**
  - "I have a huge thirst for knowledge"
  - "Pleasure and learning"
  - "Personal satisfaction"
2. **Change of Career**
  - "Change of career"
  - "To get a better job"
  - "Take classes to further my career"
3. **Social Status**
  - "For social status"
  - "For the social life"
4. **Post Grad Studies**
  - "To obtain a post graduate degree"
5. **Location**
  - "The college was close"
6. **Social Aspects/New Friends**
  - "Social contacts"
7. **Always wanted to go**
  - "I always wanted to go to college"
8. **Personal growth/self esteem**
  - "For my own satisfaction"
10. **Technical/specialized course**
  - "To take computer course"
  - "For technical courses"
  - "Air conditioning and cooling. I would like to have some work I can do after I retire"
  - "Learn another language"
  - "Learn the Internet"
11. **Finish up degree**
  - "To finish my degree"

*Na*

**QUESTION # 11:** *When you answered this last question, what schools were you thinking of in comparison?*

0. None
1. Same Type (other community colleges)
2. Same Area (4Yr. Colleges/Univ. In Mi.)
3. Other schools (not in Mi. And not a community college)
4. All colleges around here (Unspecified)
5. Combination of 4Yr. And Community College

✓ **QUESTION # 12:** *Could you tell me what differences you notice between OCC and other colleges or universities?* *diff*

0. No answer
1. **Academics/ courses offered/selection/evening classes offered**
  - "Strength of academics"
  - "OCC more accessible -evening courses"
  - "OCC curriculum is better"
  - "Education, they are adding more classes to accommodate the students needs"
  - "Good variety of classes at OCC"
  - "OCC has a lot of courses the average person can take to enhance skills in certain areas"
  - "Good cooking/technical/medical area at OCC"
  - "Availability of classes"
2. **Locations/close to home/commute**
  - "Different locations for OCC (very convenient)"
  - "It has many campuses to choose your studies from and you can take courses from any one of them"
  - "Close to home -less commute"
3. **Campus life is better in 4 yr. Colleges**
  - "Others have more campus life"
  - "Social aspects at Ferris State"
  - "St.Mary's is more of a family like atmosphere"
4. **Not as good a reputation as 4 yr. Colleges**
  - "Doesn't have as good a reputation as a 4 year college"
  - "OCC is only a 2yr. College and has open enrollment"
  - "4yr. Colleges are better-more continuity, more efficient education"
  - "Quality of students and programs are lower. Lesser degree received"

5. **Individual Attention/Tutoring/Smaller classrooms/Quality of Instructors/Smaller Campus**
  - “Individual tutoring, smaller classrooms, and friendly instructors”
  - “Quality of instructors”
  - “It is good in helping people who are not prepared or ready for a university”
  - “Faculty at OCC is excellent”
  - “The amount of individual attention you get at OCC is much higher than at a 4yr. University”
  - “Instructors were good. Good communication with students by instructors”
  
6. **Cost/lower tuition/cheaper**
  - “I would say the price factor would be most important”
  - “Price -cheaper at OCC”
  - “OCC has more financial aid assistance”
  - “Cost”
  - “Tuition reasonable”
  
7. **Other colleges have more resources/athletic/instructors**
  - “Four year colleges and universities have more educational resources than 2 yr.colleges”
  - “Macomb has all information on a computer whereas OCC does not”
  - “OCC offers specific degree programs. Universities offer a wide range of degree programs”
  
8. **OCC not challenging/open enrollment/Classes are easy/not a high level of learning**
  - “Degree of difficulty -easier course at OCC”
  - “Standards of acceptance for admission are different, not as difficult to get admitted as a four year university”
  - “OCC is like high school to me”
  - “Level to achieve/easy to get good grades”
  - “Commuter school. Standards aren't high”
  
9. **Different type of student at a community college**
  - “Students aren't mature”
  - “Student body. There are many good scholars who began their education at OCC”
  - “Not a lot of difference in classes themselves. At OCC they were introductory classes that I took and they were like at Western. But the make up of the classes were different at OCC. Some of the people in the class were there just for their own personal benefit and not just for a credit like at Western”
  
10. **OCC more for jobs/employment/not a Prep school**
  - “My impression of OCC is that it is a little less academic and more professional training”
  - “OCC is for work related program. Curriculum is set up for job enhancing programs”
  - “More than a preparatory school, employment . OCC best”

11. **Prepares students for transfer to 4yr. College/credits are accepted**  
“College orientated”  
“It’s better for college prep”
12. **OCC too spread out/too many campuses**  
“OCC very spread out. Students may have to drive to different campuses to take classes”
13. **Reputation/Heard good things**  
“Can’t pinpoint anything. I’ve heard positive comments about OCC”
14. **Recommended by others**  
“My sister went and recommended it highly”  
“I’ve heard that OCC has a good reputation”
15. **Gives all a chance for education**  
“I feel that people are accepted easier at OCC”  
“Give children a chance. Can transfer and can prove themselves”
16. **Many clean, nice campuses/atmosphere/good facilities**  
“Satellite campuses good at OCC”  
“OCC has excellent parking facilities”  
“Campus was clean”
17. **OCC does not prepare students adequately**  
“OCC students do not receive individual help from the professors compared to other schools. I’ve heard that students at OCC obtain their education through technological methods ie computers”
18. **2vs4yr. College/able to live on campus/offer a higher**  
“OCC is a 2 yr. College while Oakland university is a 4yr. College”  
“OCC is only a 2yr. College”  
“At OCC everyone commutes, but at Oakland university most students live right on campus”
19. **OCC parking/buildings/new facilities**  
“Lack of parking at OCC”  
“Washtenaw seems to have expanded in construction of more facilities”  
“OCC has group oriented facilities”
20. **OCC is getting more expensive**  
“OCC is raising their rates”  
“CCC has more flexibility and more choices and reasonable tuition”

**Question # 14b: Other campus**

1. Madison Heights /Warren

**QUESTION # 26:** *Out of the six purposes just mentioned, which do you consider to be OCC's most important purpose?*

7. All equally important

**QUESTION #27:** *What is it about OCC that makes you say you would/wouldn't/aren't sure if you would recommend OCC to a friend or family member?*

0. No Answer

1. **Cost/Cheaper than 4 yr./good value/affordable/reasonable tuition**

"Not as expensive as a 4yr. College"

"Affordability, comprehensiveness of programs offered and location"

"Tuition credit cheaper"

2. **Reputation in community/heard good things**

"Outstanding reputation of the college"

"I'm impressed with the educational opportunities at OCC"

3. **Convenient location**

"OCC campuses are close to home"

"Convenient -5 locations"

4. **OCC is a stepping stone to 4yr college/see where you are /good place to start**

"People who are not ready for 4yr. College should attend OCC. I think it's a good school"

"A great start to obtain your college degree"

"My son is in high school and isn't a good scholar. I feel OCC is a good place to give kids a good education and I believe my son will do well at OCC"

"OCC offers high school students an opportunity to mature before going to a 4yr. Institution"

5. **Quality of education/good programs/instructors**

"Good foundation for college level studies"

"The faculty and the programs"

"Because I feel that OCC has very high standards, and good quality education from what I've heard"

6. **Curriculum/wide range of options**  
“OCC offers a variety of programs”  
“Availability of weekend classes and the transfer education”
  
7. **Good atmosphere/people are friendly/helpful**  
“The people are friendly and many programs are made available to students”  
“Nice atmosphere and people are friendly”  
“Homey atmosphere”
  
8. **Transfer ability**  
“Transfer ability of credits”  
“Ability to transfer to a 4yr. College or university”  
“College credits are easily transferable”
  
9. **OCC not competitive/prefer 4 yr. Institutions/level of education lower at OCC**  
“I question the level of academic training”
  
10. **Previous experience good/ recommended by former students**  
“My mother took a class and it was very beneficial for her”  
“My daughters were happy and both graduated”  
“Friends told me good things about OCC”  
“I have had a good experience going there”
  
11. **Depends on the students needs**  
“Depends on students needs”  
“Depends on the persons needs”
  
12. **OCC does not prepare students for transfer**  
“OCC does not do a good job of preparing students for a 4yr. Institution”
  
13. **Everyone is accepted and has a chance for higher education**  
“Everybody deserves a chance to receive higher education”
  
14. **Take advantage of county educational offering/believe in higher education**  
“I believe in higher education”  
“I believe in attending local colleges”
  
15. **Nice campus**

**QUESTION # 30:** *What are your main sources of information about Oakland Community College?*

0. None/Don't know

**Newspapers**

- 1. Oakland Press
- 2. Detroit News
- 3. Daily Tribune
- 4. Observer/Eccentric
- 5. Royal Oak
- 6. Free Press
- 7. OCC News
- 8. Troy Times
- 10.. Recorder
- 11. South Lyon Herald
- 12. Ferndale Mirror

? → 9? → *also coded as missing.*

**Radio**

- 10. WXYZ
- 11. WWJ 9.50.
- 12. 96.3
- 13. 96.9

**Television**

- 20. Fox Network

**OCC Publications**

- 30. Registration Mailing
- 31. Class and Event Schedule
- 32. Mailing (unspecified)
- 33. Library Catalog
- 34. Flyers (unspecified)
- 35. Booklets/brochures/bulletins (unspecified).
- 36. Student Handbook
- 37. Alumni Information

**Other Word of Mouth**

- 50. High School Counselor
- 51. Former Student
- 52. Relatives
- 53. Friends
- 54. Overheard in public places
- 55. Co-workers.



**Other**

60. Highway Billboards
61. High School teachers/students
62. Events held at OCC/cultural

**QUESTION # 34 :** *With which ethnic or racial group do you consider yourself a member?*

1. Mediterranean
2. White/Black
3. Middle East

## College Familiarity Survey - Macomb

### Common Questions:

- college attendance ever/current? N, M, OCC
- reason for return (actual or theoretical)? N, M, OCC
- knowledge of OCC services/programs? N, M, OCC
- sources of info about OCC? N, M, OCC
- what do you like/dislike about OCC? N, M, OCC
- what comes to mind when OCC mentioned? M, OCC
- use of services: library, counseling, child care, concerts, workshops? N, M, OCC
- demographic questions - N, M, OCC
- scheduling preferences - N, M, OCC

### suggestions from other polls:

- OCC rating (great, good, ok, poor, terrible) compared to other schools in area?
- what other schools are you comparing to OCC? (open-ended question)
- over past 3 mos, have you had a discussion in which OCC was mentioned? pos, neg, or mixed? topics?
- what is the most imp. contribution OCC is making to the community?

what could OCC do to improve?

- awareness of functions/perceptions of OCC (see JCCC survey) - mission related categories
  - for each mission/purpose component
- ↳ aware that OCC provides service in <sup>mission</sup> area? how important is it? how well does OCC do in this area?

communication questions

how do you get info. about OCC

- response categories: be specific!

\* which paper/TV station

demo: race  
gender  
age  
income

think about categories!!

Dave Adams

Cathy Ahles

Caitlin Hawkins

Kristen Vogt

Meeting 6/6/97

Marketing Research Survey

Purpose:

1. Collect information
2. Test theories

Theories:

1. Image and reputation building are the foundational efforts of every marketing strategy, including: recruiting, raising money, encouraging volunteerism and donations.

Critical is the individual's choice: would you go to OCC, would you recommend OCC, etc. Perceptions of Quality and the Visibility and Credibility of OCC comprise the information needed to make marketing decisions.

2. A person's decision to attend college is based on three factors: Need, Motivation, and Means.

Critical is whether the individual has had a previous college experience...if not, the first part of the sales pitch is "Go to college" followed by "Go to OCC," rather than simply "Go to OCC."

Information to be gathered from Survey

1. Level of visibility.
2. Level of credibility (comparison to other institutions, gap analysis)
3. Need for education that can be satisfied by OCC.
4. Motivation to go to college (general, not specific to OCC)

- DRAFT -

Survey Number: \_\_\_\_\_

1997 OAKLAND COMMUNITY COLLEGE  
PUBLIC OPINION POLL

INTRODUCTION:

Hello, this is *insert your name, first and last* \_\_\_\_\_. I am calling on behalf of Oakland Community College. We are calling a number of randomly selected households in Oakland County to ask your views about education after high school. We'll use this information to improve the programs and services we offer.

- A. First, is this residence within Oakland County?
1. In Oakland County - *CONTINUE*
  2. Outside Oakland County or a business - *TERMINATE WITH THANKS*
- B. In order for me to determine which person in the household I should talk to, I need to ask you two questions.
- C. How many adults, 18 years of age or older live in this household? *Circle the appropriate number.*
- D. How many of those 18 and older are women? *Circle the appropriate number.*
- E. Then in your household, I should talk to the \_\_\_\_\_ *Circle the appropriate box on the grid.*

Is he/she at home? *If the selected person is not at home, get their first name in order to know who to ask for, and the best time to call back.*

1	1 Adult	2 Adults	3 Adults	4 or More
0 Women	Adult	Oldest Man	Oldest Man	Youngest Man
1 Woman	Adult	Man	Youngest Man	Woman
2 Women		Youngest Woman	Youngest Woman	Youngest Man
3 Women			Oldest Woman	Man or Youngest Man
4 or More Women				Youngest Woman

DRAFT

23. And what is the highest level of education you have completed?

1.  Grades 1-8 or less.
2.  Some high school.
3.  High school graduate.
4.  Vocational or technical school.
5.  Some college.
6.  College graduate.
7.  Post-graduate.
9.  No Response.

24. What is your current occupation?

---

25. And would you mind telling me the ethnic or racial group with which you primarily identify?

---

26. Which of the following income groups include your total household income last year? (*Read income groups*)

1.  Less than \$10,000.
2.  \$10,000-\$20,000.
3.  \$20,000-\$30,000
4.  \$30,000-\$40,000.
5.  \$40,000-\$50,000.
6.  \$50,000-\$75,000.
7.  \$75,000 or more.
9.  No response

27. What is your zipcode?

48 \_\_\_\_\_

28. *Record Gender*

1.  Male.
0.  Female

**Thank you for helping Oakland Community College by participating in this survey. We appreciate your time and assistance.**

DRAFT

1. Have you ever attended a community college, four-year college or university?

1.  Yes (skip to 3)  
0.  No.

2. Would you ever consider attending a community college, four year college, or university?

- 1  Yes (skip to 7)  
0  No (skip to 9)

3. Which college or colleges have you ever attended?

*(Do not read the list but check all colleges mentioned)*

- |   |   |
|---|---|
| 01 <input type="checkbox"/> Central Michigan University       | 13 <input type="checkbox"/> Henry Ford Community College    |
| 02 <input type="checkbox"/> Eastern Michigan University       | 14 <input type="checkbox"/> Highland Park Community College |
| 03 <input type="checkbox"/> Lawrence Technological University | 15 <input type="checkbox"/> Lansing Community College       |
| 04 <input type="checkbox"/> Michigan State University         | 16 <input type="checkbox"/> Macomb Community College        |
| 05 <input type="checkbox"/> Oakland University                | 17 <input type="checkbox"/> Oakland Community College       |
| 06 <input type="checkbox"/> University of Detroit             | 18 <input type="checkbox"/> Schoolcraft College             |
| 07 <input type="checkbox"/> University of Michigan-Ann Arbor  | 19 <input type="checkbox"/> Washtenaw Community College     |
| 08 <input type="checkbox"/> University of Michigan-Dearborn   | 20 <input type="checkbox"/> Wayne County Community College  |
| 09 <input type="checkbox"/> University of Michigan-Flint      |   |
| 10 <input type="checkbox"/> Walsh College                     |   |
| 11 <input type="checkbox"/> Wayne State University            |   |
| 12 <input type="checkbox"/> Western Michigan University       |   |
| 21 <input type="checkbox"/> Other. <i>(Specify)</i> _____     |   |
| 88 <input type="checkbox"/> Does not apply                    |   |
| 99 <input type="checkbox"/> No response                       |   |

4. Are you currently enrolled in a college or university?

1.  Yes.  
0.  No. *(Skip to Question 6)*  
8.  Does not apply  
9.  No response

5. Where are you currently enrolled?

*(Do not read the list but check all colleges mentioned)*

- |   |   |
|---|---|
| 01 <input type="checkbox"/> Central Michigan University       | 13 <input type="checkbox"/> Henry Ford Community College    |
| 02 <input type="checkbox"/> Eastern Michigan University       | 14 <input type="checkbox"/> Highland Park Community College |
| 03 <input type="checkbox"/> Lawrence Technological University | 15 <input type="checkbox"/> Lansing Community College       |
| 04 <input type="checkbox"/> Michigan State University         | 16 <input type="checkbox"/> Macomb Community College        |
| 05 <input type="checkbox"/> Oakland University                | 17 <input type="checkbox"/> Oakland Community College       |
| 06 <input type="checkbox"/> University of Detroit             | 18 <input type="checkbox"/> Schoolcraft College             |
| 07 <input type="checkbox"/> University of Michigan-Ann Arbor  | 19 <input type="checkbox"/> Washtenaw Community College     |
| 08 <input type="checkbox"/> University of Michigan-Dearborn   | 20 <input type="checkbox"/> Wayne County Community College  |
| 09 <input type="checkbox"/> University of Michigan-Flint      |   |
| 10 <input type="checkbox"/> Walsh College                     |   |
| 11 <input type="checkbox"/> Wayne State University            |   |
| 12 <input type="checkbox"/> Western Michigan University       |   |
| 21 <input type="checkbox"/> Other. <i>(Specify)</i> _____     |   |
| 88 <input type="checkbox"/> Does not apply                    |   |
| 99 <input type="checkbox"/> No response                       |   |

6. People attend college for many different reasons. Can you tell me which of the following apply or applied for you?

	Yes	No	N/A	No reply
a. To get a high school diploma? . . . . .	1	0	8	9
b. To take classes to help you move up in your present job or company? . . . . .	1	0	8	9
c. To help you get a different job? . . . . .	1	0	8	9
d. For personal improvement or enrichment? . . . . .	1	0	8	9
e. To earn a 2-year associate degree? . . . . .	1	0	8	9
f. To earn a 4-year bachelor's degree or higher degree? . . . . .	1	0	8	9

*(After completing question 6, skip to question 9).*

7. People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me if you would or would not attend college for each reason.

	Yes	No	N/A	No reply
a. To get a high school diploma? . . . . .	1	0	8	9
b. To take classes to help you move up in your present job or company? . . . . .	1	0	8	9
c. To help you get a different job? . . . . .	1	0	8	9
d. For personal improvement or enrichment? . . . . .	1	0	8	9
e. To earn a 2-year associate degree? . . . . .	1	0	8	9
f. To earn a 4-year bachelor's degree or higher degree? . . . . .	1	0	8	9

8. If you decided to attend college, which school would you would attend?  
*(Do not read the list but check all colleges mentioned)*

- |  |  |
|--|--|
| 01 ___ Central Michigan University       | 13 ___ Henry Ford Community College    |
| 02 ___ Eastern Michigan University       | 14 ___ Highland Park Community College |
| 03 ___ Lawrence Technological University | 15 ___ Lansing Community College       |
| 04 ___ Michigan State University         | 16 ___ Macomb Community College        |
| 05 ___ Oakland University                | 17 ___ Oakland Community College       |
| 06 ___ University of Detroit             | 18 ___ Schoolcraft College             |
| 07 ___ University of Michigan-Ann Arbor  | 19 ___ Washtenaw Community College     |
| 08 ___ University of Michigan-Dearborn   | 20 ___ Wayne County Community College  |
| 09 ___ University of Michigan-Flint      |  |
| 10 ___ Walsh College                     |  |
| 11 ___ Wayne State University            |  |
| 12 ___ Western Michigan University       |  |
| 21 ___ Other. <i>(Specify)</i> _____     |  |
| 88 ___ Does not apply                    |  |
| 99 ___ No response                       |  |

→ *Why not choose OCC? / Why choose the school you did instead of OCC?*

9. How much would you say you know about the services and educational opportunities offered by Oakland Community College--quite a bit, some, not very much, or nothing?

- 4. \_\_\_ Quite a bit
- 3. \_\_\_ Some.
- 2. \_\_\_ Not very much.
- 1. \_\_\_ Nothing. *(Skip to question 18)*
- 9. \_\_\_ No response



Slot in questions 16-17 from MCE survey - input from Dick & Carol  
DRAFT

10. What comes to mind when I say Oakland Community College? (PROBE:) Anything else?

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

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12. What are some of the things you don't like about Oakland Community College? (PROBE:) Anything else?

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13. What is your overall impression of OCC compared to other schools in the area? Let's use a scale in which 5=great and 1=terrible.

- 5 \_\_\_ Great
- 4 \_\_\_ Good
- 3 \_\_\_ OK
- 2 \_\_\_ Poor
- 1 \_\_\_ Terrible

14. When you answered the last question, what schools were you thinking of in comparison?

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15. Over the course of the past three months, can you think of a conversation you have had in which OCC has been mentioned?

- 1 \_\_\_ Yes
- 0 \_\_\_ No (skip to 17)
- 7 \_\_\_ Don't know (skip to 17)
- 9 \_\_\_ No response (skip to 17)

16. Do you remember whether the OCC was mentioned in a positive way, a negative way, or a neutral way?

- 3 \_\_\_ Positive
- 2 \_\_\_ Negative
- 1 \_\_\_ Neutral
- 7 \_\_\_ Don't know
- 9 \_\_\_ No response

Handwritten notes on the left margin: "All done" and "16-17" with a vertical arrow pointing downwards.

DRAFT

17. What are your main sources of information about Oakland Community College? (Do not read list. Check all that apply) (PROBE:) Any others?

- Direct Mail
1.  Newspaper. (which one? \_\_\_\_\_)
  2.  Radio. (which station? \_\_\_\_\_)
  3.  Television. (which station? \_\_\_\_\_)
  4.  OCC Publications. (which one? \_\_\_\_\_)
  5.  OCC Employees.
  6.  OCC Students.
  7.  Other word of mouth. (WHO? \_\_\_\_\_)
  8.  Own observation, personal involvement
  9.  Other, (Specify) \_\_\_\_\_
  - 77  None, have no sources of information.
  - 88  Don't know
  - 99  No response

→ which papers do you read / stations watched?

18. Now, I'd like to ask you a few questions about your use OCC facilities or services. First, can you tell me whether you, or anyone in your household, have used the Oakland Community College libraries during the past two years?

1.  Yes.
0.  No.
7.  Don't know.
9.  No Response

19. Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play, or art show over the past two years?

1.  Yes.
0.  No.
7.  Don't know.
9.  No Response

20. What about a workshop, short course, or seminar sponsored by Oakland Community College in the past two years?

1.  Yes.
0.  No.
7.  Don't know.
9.  No Response

21. And have you, or anyone in your household, used any recreational facilities at Oakland Community College in the past two years?

1.  Yes.
0.  No.
7.  Don't know.
9.  No Response

Your answers so far will be even more helpful to us if you will answer just a few more quick questions about yourself and your family.

22. What is your age? \_\_\_\_\_

Carlin  
Dave  
Kristen

6/4/97 Marketing

Credibility questions -  
Johnson Community College

New question: what is importance and level of awareness of specific OCC benefits?