



OAKLAND
COMMUNITY
COLLEGE

Community Service Monitoring Report

Community Service: OCC provides quality community services, including cultural, social, and enrichment opportunities for lifelong learning.

June 20, 1997

public image ?

COMMUNITY SERVICE

INDICATORS AND MEASURES

A. Responsiveness to Community Needs

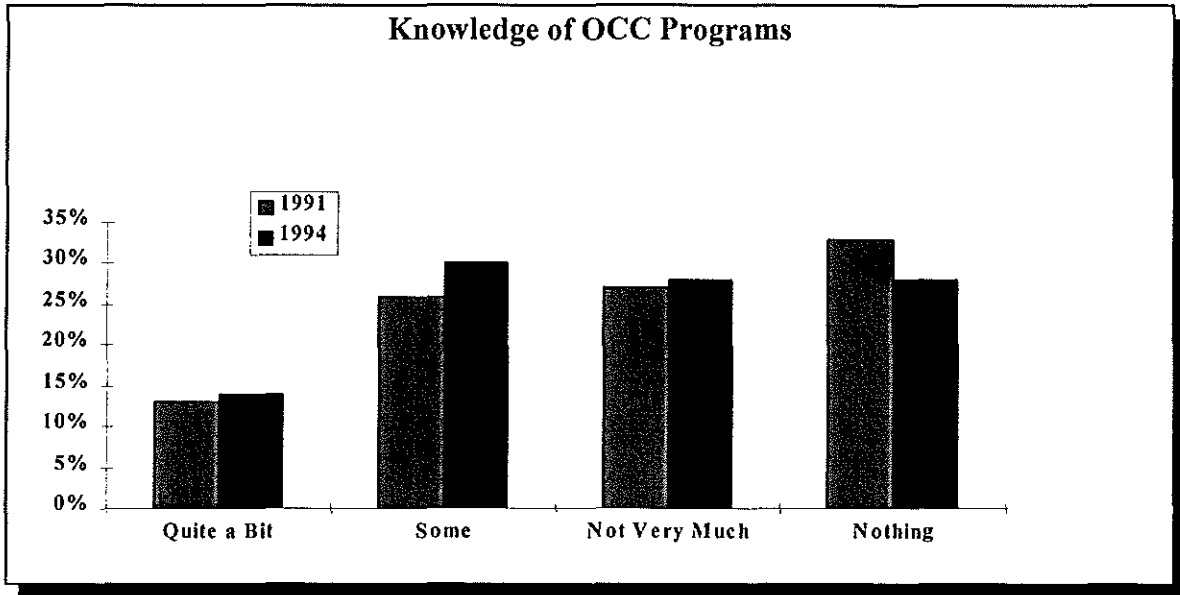
1. Residents' knowledge of OCC programs and services
2. Community satisfaction with service

B. Participation Rate in Service Area

1. Community use of facilities → *breakout by service / facility*
2. Enrollment in career and personal enrichment courses

RESPONSIVENESS TO COMMUNITY NEEDS

A-1



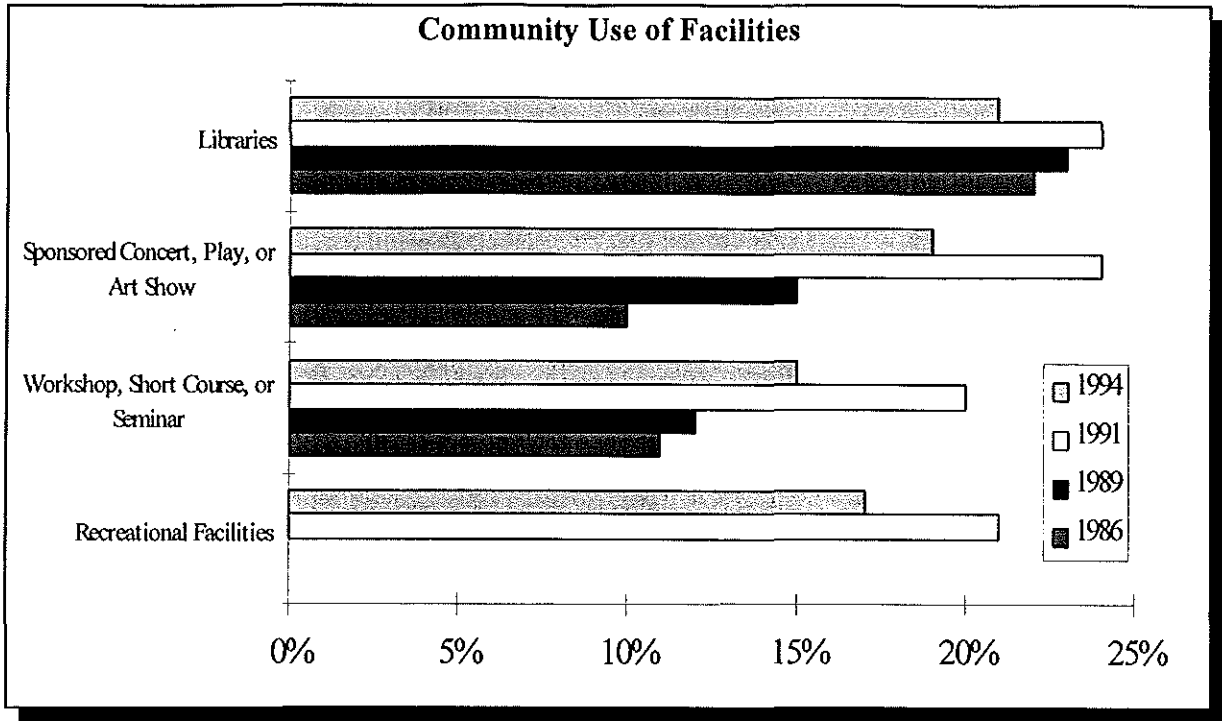
Key Points

- ◆ The data show that the number of community residents who feel they know "quite a bit" about OCC has increased slightly over the three-year period, and the number of residents who know "nothing" about OCC has decreased. However, the percentage of residents who are unaware of OCC's programs continues to outpace the number who are aware of our programs, suggesting a continuing challenge for OCC's public awareness efforts.

Methodology

- ◆ The data are from the 1994 Public Opinion Poll.

PARTICIPATION RATE IN SERVICE AREA B-1



Key Points

- ◆ Forty-five percent of the poll sample in 1994 (n=416) had made use of one or more of these services or facilities.
- ◆ Of all respondents, 21% reported that they or a member of their household had used OCC libraries during the last two years. This compares with similar response rates in previous studies, making the library the facility used by the most community members.
- ◆ In general, usage rates in 1994 of the four facilities decreased from the rates in 1991. The percent of the population using facilities in 1994 was higher, though, than it was in 1986 or 1989.
- ◆ The use of recreational facilities was not recorded in the 1986 and 1989 public opinion polls.

Methodology

- ◆ The data are from the 1994 Public Opinion Poll report.

REACTION TO MONITORING REPORT

(A summary of reactions will be attached to the back of each final report.)

1) What did you learn from this report?

2) How will you use the findings from this report?

3) What would you like to see changed about this report?