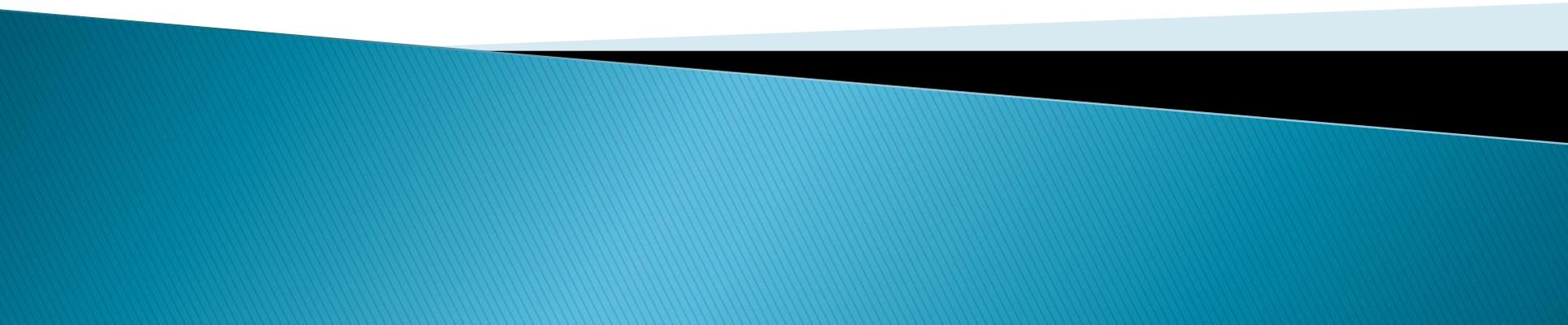


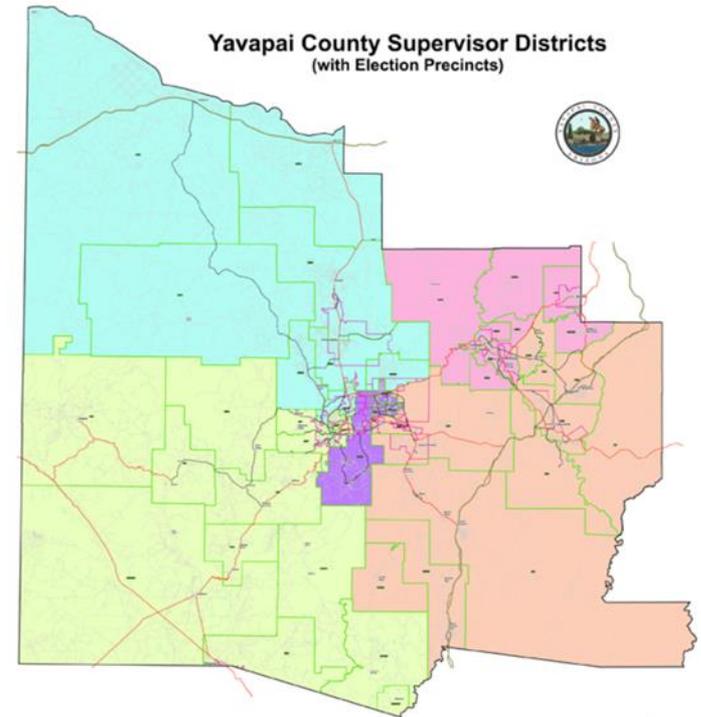
Community Survey Results

Prepared for Community Feedback Sessions



Survey Timeline

- December 2013: Survey Requested by DGB
- Spring 2014: Survey Designed
- May 2014: Survey Draft Approved by DGB
- June/ July 2014: Implementation
- August 2014: Analysis & Preliminary Results
- September 2014: Final Report



Survey Communication

CAMP VERDE BUGLE

The Camp Verde
JOURNAL
"The Voice of the Lower Verde Valley"

CHINO VALLEY REVIEW
Serving Chino Valley and Paradise, Arizona
Established 1982

The Daily Courier

journalaz.com
the verde valley's no. 1 news source. period
The Language of **JOURNAL** **JOURNAL EXTRA**

Prescott Valley Tribune

SEDONA RED ROCK NEWS
The Voice of Sedona, Oak Creek Canyon for 40 years

Verde Independent

What's your opinion, Yavapai County?



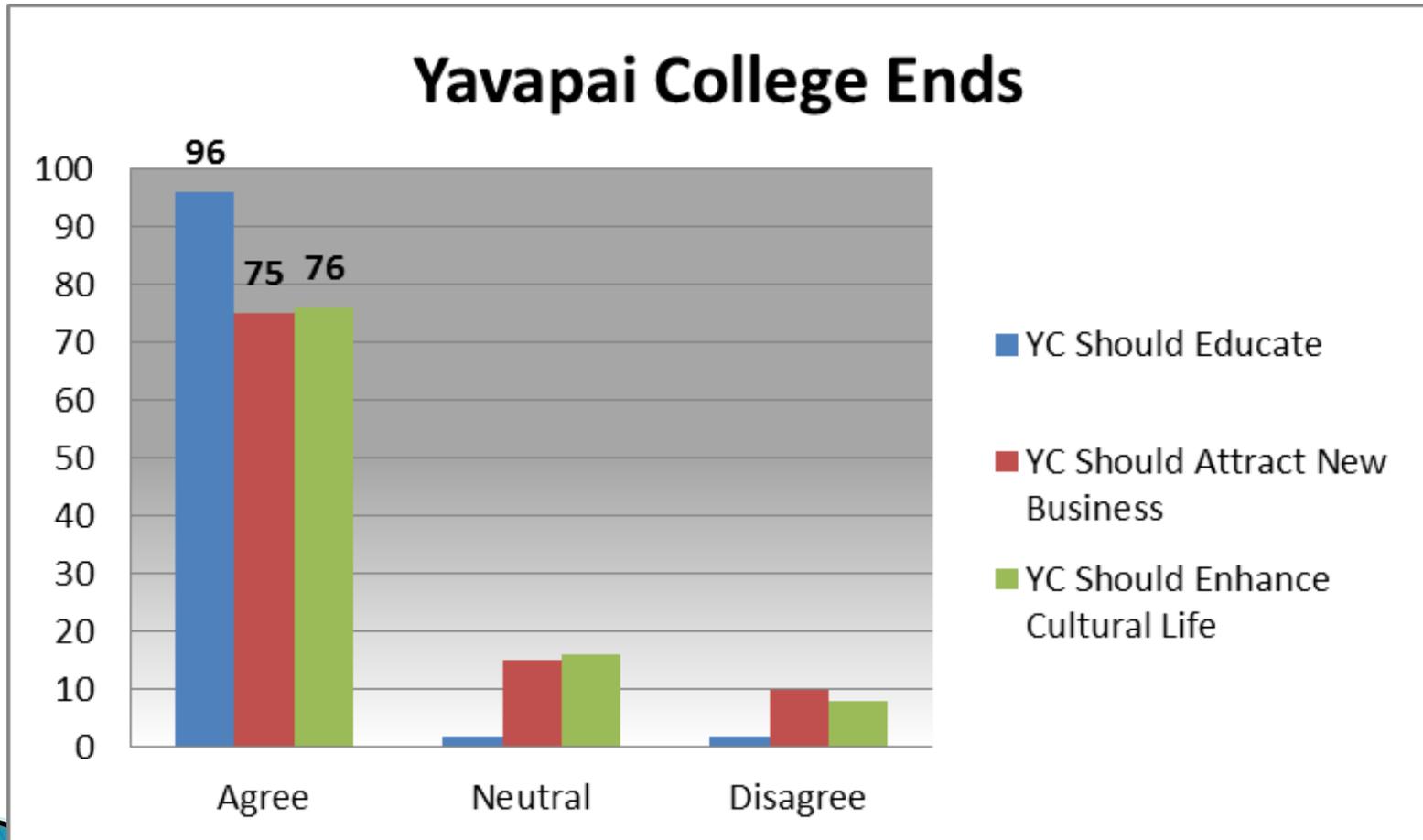
Complete the Yavapai College District Governing Board's survey about its goals: **education, economic development, and cultural enrichment**. Are those the right goals for the College? Here's your chance to weigh in.

90K direct mail pieces
online ads
print ads
radio PSAs

Chambers of Commerce emails
Social Media postings

- Over 1600 Responses
- 95% Confidence that results are $\pm 2.5\%$

Findings: Ends



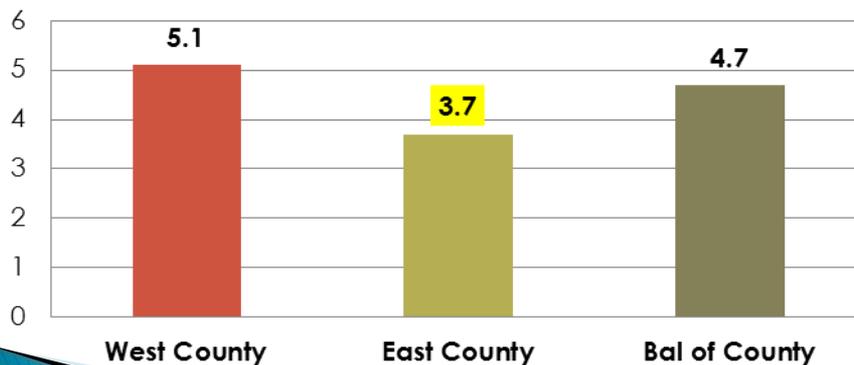
Findings:

Participation and Satisfaction

▶ Participation

- Yavapai County participates in more college services than our national peers
 - East County participates less than West or Balance
 - Men participate less
 - New people participate less

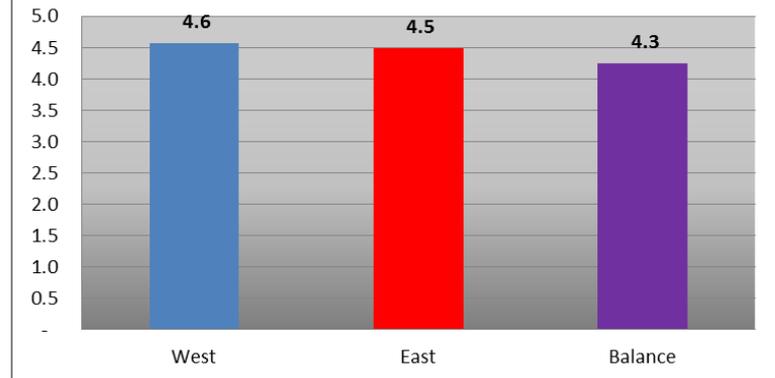
Average # of Services by Region



▶ Satisfaction

- Overall residents are very satisfied with YC Services
- Residents are less satisfied with Economic Development (3.7)

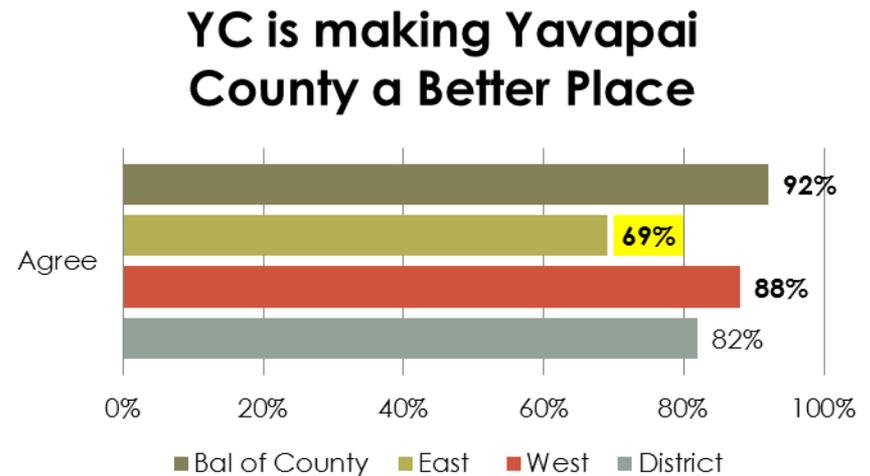
Average Satisfaction



Findings:

YC is making Yavapai County a Better Place

- ▶ Though still in agreement, East County residents are less in agreement that the West Region or Balance of County
 - No differences in results between Eastern communities
 - E-W education and median income levels are similar
 - East has 10% more free/ reduced lunches



Planned Actions

1. Improve marketing and outreach to all regions of Yavapai County.
 2. Explore expanded access to CTE programs in the East County.
 3. Expand community event opportunities in the East County.
 4. Review and improve course scheduling to increase availability and reduce cancellations.
- 

Planned Actions

5. Now that the Sedona Center land situation has been resolved, develop appropriate programming for the center.
 6. Continue to be price-conscious for tuition & fees, as well as all other services provided.
 7. Continue to demonstrate and improve quality of academic offerings.
- 

Questions and Discussion



What Can YC do to improve?

East County Themes

- ▶ Programming (151)
- ▶ Scheduling Issues (52)
- ▶ Not Enough East County Taxes Spent in East County (41)
- ▶ Improve Marketing/Outreach (30)

West County Themes

- ▶ Lower Pricing (32)
- ▶ Keep/More Art (28)
- ▶ Academic Quality (20)
- ▶ Improve Marketing/Outreach (19)