



PREPARED FOR:

MOUNT HOOD COMMUNITY COLLEGE

Current and Potential Student Online Survey Research Report

July 2012

PREPARED BY:

DHM RESEARCH

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1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) administered an online survey for Mt. Hood Community College (MHCC). The objective of the survey was to assess decision factors that MHCC students and potential students use when choosing where to further their education. For the purposes of this report, the primary analysis is between students currently enrolled at MHCC and students who are currently enrolled at a different post-secondary school or training program.

Research Design: Between June 12 and 25, 2012 MHCC and DHM Research sent emails to 18,345 people inviting them to complete an online survey. About two-thirds (12,831) of invitations went to students currently enrolled at MHCC. The other invitations went to people who completed financial aid requests with MHCC but who have not, as yet, enrolled at MHCC. A total of 2,131 people completed the survey, including 167 who are enrolled at a non-MHCC school. The survey took an average of 10 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and enrollment at MHCC.

The survey was hosted on an independent and secure DHM Research server and available to respondents 24 hours a day. In gathering responses, DHM Research employed quality control measures including pre-testing and monitoring the online survey to identify potential browser issues. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

Statement of Limitations: Online surveys of this type are effective ways to collect feedback from a group in a confidential manner and at their convenience. Online surveys of this type are not normally statistically valid samples of the population, unless through the use of random panels.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

2. | SUMMARY & OBSERVATIONS

Support and appreciation for MHCC is high, although awareness of auxiliary campuses is mixed, perhaps indicating insufficient familiarity with programs and services offered at these facilities.

- Nearly all students (95%) said they were likely to recommend MHCC to friends and family.
- Overall student satisfaction with their experience at MHCC was high, with more than eight in ten (83%) “very satisfied” with their experience. Satisfaction levels were uniformly strong across all age, gender, occupation, and income groups (≥80%).
- Nearly eight in ten (79%) students felt that the time and money they had spent at MHCC had been worth it.
- Students who had not attended MHCC were most familiar with MHCC’s main campus, with seven in ten (70%) having visited it at least once, and were much less familiar with MHCC’s other two campuses, with a strong majority never having visited Maywood Park (85%) or Bruning Center for Allied Health (91%).

MHCC performed well against other schools for certain decision factors that students use when determining their preferred school or training program; however, students were unsure about MHCC’s performance in course availability, and less impressed with MHCC’s performance when it came to overall cost of attendance. Additional outreach efforts regarding those two important decision factors would be beneficial.

- Students who rated convenient location as an important decision factor were more likely to think that MHCC did a better job than all comparative schools.
- Students who rated the availability of interesting programs as an important decision factor were more likely to think that MHCC did a better job than all comparative schools besides Portland Community College which ranked only two points higher (16% vs. 18%).
- For students who rated course availability as an important decision factor, unsure responses were very high, with all comparisons but PCC receiving a “don’t know” response rate of more than six in ten.
- Students who rated the overall cost of attendance as an important decision factor were more likely to think that Portland Community College and Clackamas Community College do a better job of controlling overall costs than MHCC (14% vs. 9% and 10% vs. 5%, respectively).

Students were more likely to rate MHCC’s performance on decision factors lower than the importance they placed on that factor. This suggests that MHCC is not meeting expectations for a variety of important decision factors, including:

- Post-graduate opportunities, school/program reputation, reputation of instructors, availability of financial assistance, overall cost of attending, courses available when I need and/or want them, and programs available that are of interest to me.

- For several decision factors, this performance shortfall was substantial. For MHCC students, the most significant shortfall was 26% for overall cost of attendance (87% vs. 61%). For students currently enrolled elsewhere, the most significant shortfall was 29% for courses available when I need and/or want them (88% vs. 59%).

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3. | RECOMMENDATIONS

Students were happy with Mount Hood Community College's (MHCC) performance for several crucial decision factors, but were less impressed with MHCC's ability to control overall costs, and had largely unformed opinions about the institution's efforts regarding course availability. In particular, current MHCC students indicated a large gap between the importance they place on low costs and how the college has performed in that respect. Meanwhile, students enrolled elsewhere were likely to believe that MHCC is underperforming in course availability. As high numbers of students chose both cost control and course availability as important decision factors when choosing a school, MHCC is being hurt by these negative perceptions, causing current students to reconsider attendance and potential students to look elsewhere.

To counter negative perceptions about course availability, MHCC should highlight the programs housed in their auxiliary campuses (Maywood Park and the Bruning Center for Allied Health), both of which had low levels of familiarity among non-MHCC students. By drawing attention to the programs provided at these locations, MHCC could counter the doubt among non-MHCC students regarding course availability. Verbatim responses indicated that students often chose MHCC for the unique programs it offers (sometimes at the expense of Portland Community College or Clackamas Community College), indicating that MHCC can improve its reputation for course availability by placing greater emphasis on the unique programs it provides which are unavailable elsewhere.

As nearly eight in ten (79%) students felt that the time and money they had spent at MHCC had been worth it, concerns over cost should be kept in context. However, students did feel that Portland Community College and Clackamas Community College do a better job than MHCC in controlling costs. To counter this perception MHCC must do a better job of not only promoting the availability of financial assistance (a decision factor of +80% "extremely/very" importance for MHCC students and students currently enrolled elsewhere), but must also recognize that student opinions on this matter are well founded: a review of published tuition rates does show that rates are often higher at MHCC. Therefore, MHCC should be doing more to convince students that what MHCC provides exceeds what they could find at another community college, and is therefore worth the added cost. Placing added attention on MHCC's wide variety of online courses and unique programs (nursing, dental hygiene, integrated media, hospitality and tourism, etc.) should help MHCC stand out. In addition, this should help address student concerns over course availability.

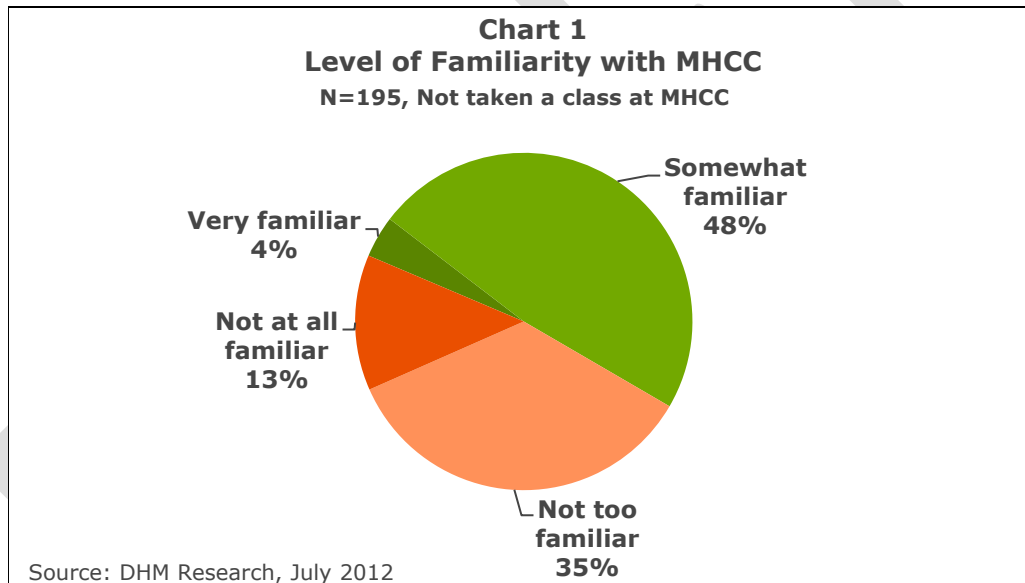
4. | KEY FINDINGS

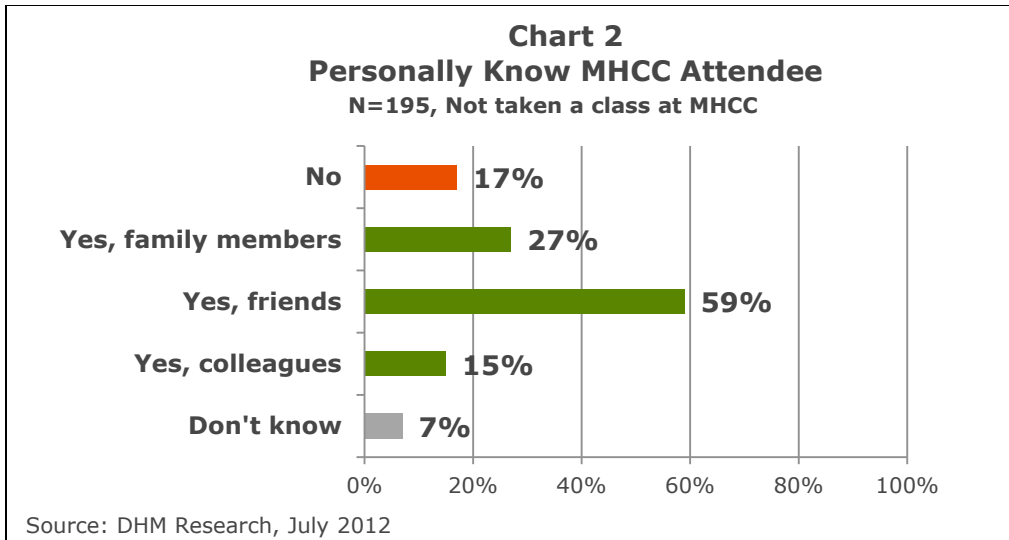
4.1 | Study Demographics

The survey was completed by students currently enrolled at Mount Hood Community College and people who had completed financial aid requests with MHCC, but were not, at the time of the survey, enrolled at MHCC. These groups were further broken down into subgroups including age, gender, and enrollment status (Q2).

- Ages 18-24 (38%), 25-34 (29%), 35-44 (15%), 45-54 (11%), 55-64 (5%), 65+ (1%).
- Males (35%), Females (65%).
- Full time students (56%), part time students (28%), taking courses occasionally (11%), not currently enrolled (5%).

For the respondents who had not attended MHCC, the survey asked several questions to gauge their familiarity with the institution (Q24-26).

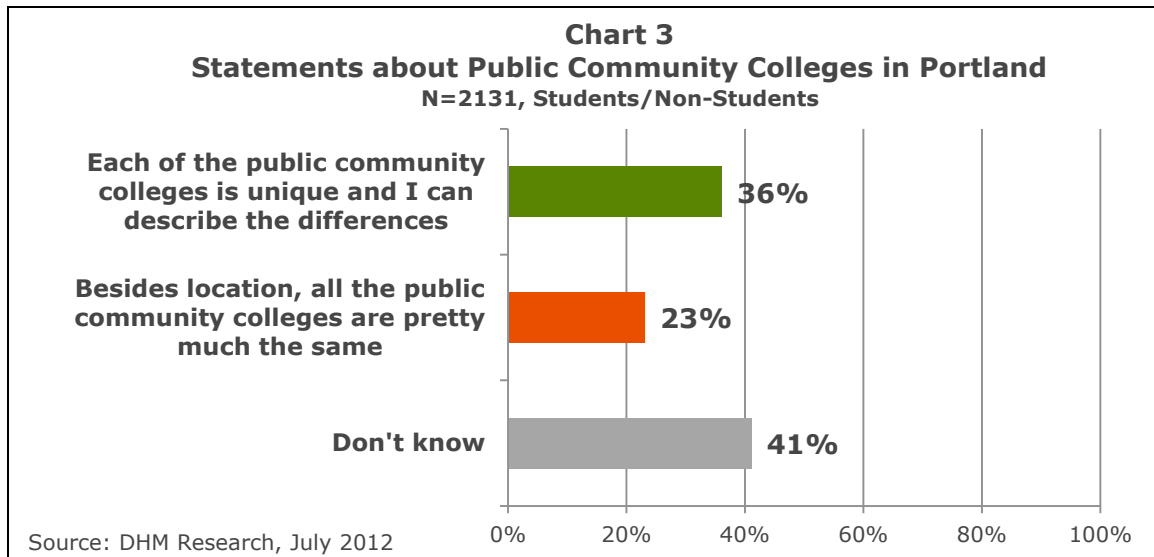




- More than five in ten (52%) said they were somewhat or very familiar with MHCC, while the remaining 48% indicated they were not too familiar (35%) or not at all familiar (13%).
- Respondents who had not attended MHCC were most familiar with MHCC's main campus, with seven in ten (70%) having visited it at least once, and were much less familiar with MHCC's other two campuses, with a strong majority never having visited Maywood Park (85%) or Bruning Center for Allied Health (91%).
- When asked whether they knew anyone who had attended MHCC, respondents who had not attended were most likely to cite a friend (59%) or a family member (27%). Fewer than two in ten (17%) did not personally know someone who had attended MHCC.

4.2 | Knowledge of Community Colleges

All survey respondents were read a series of statements about public community colleges in the Portland Metropolitan Region and were asked to indicate which statement most clearly matched their own feelings (Q27).

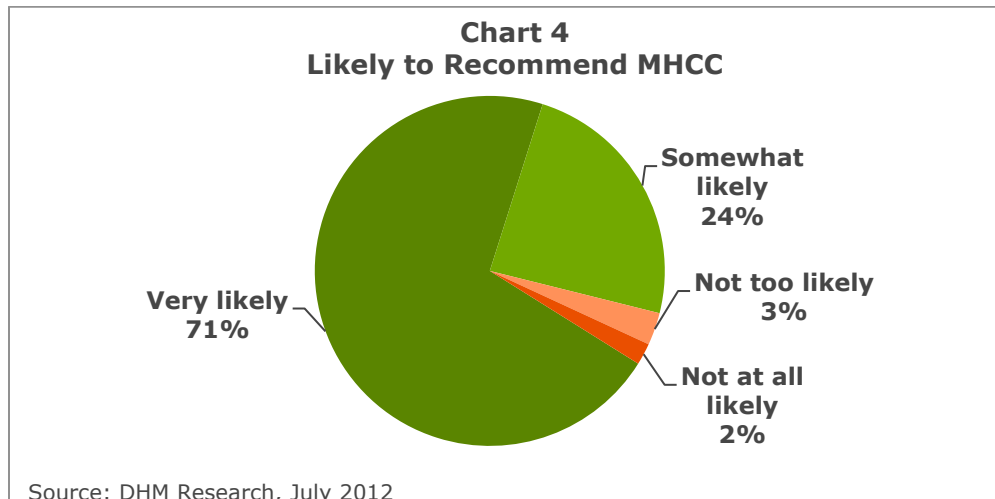


More than four in ten (41%) were unsure of the differences between the region's community colleges. The next most popular response was that each public community college is unique (36%), followed by 23% who felt that all public community colleges were pretty much the same.

Demographic Differences: Students not attending MHCC were more likely to think that all public community colleges are pretty much the same compared to MHCC students (31% vs. 22%), while MHCC students were more likely to be unsure compared to students enrolled elsewhere (42% vs. 32%). Overall unsure responses increased with age, with those over 65 providing a 54% "don't know" response rate.

4.3 | Student Attitudes Towards MHCC

Current MHCC students and those currently enrolled elsewhere were asked whether they were likely to recommend MHCC to friends and family who were interested in continuing their education (Q9).



Nearly all students (95%) said they were likely to recommend MHCC to friends and family, with more than seven in ten (71%) "very likely" to do so.

Demographic Differences: Those ages 55+ were most likely to be "very likely" to recommend MHCC, with those ages 55-64 (83%) and 65+ (82%) giving the highest levels of such responses. Though younger students (18-24) had high overall numbers of general support (94%), they gave "very likely" responses at a lower rate (65%) than older students. Students not enrolled at MHCC were still very likely (88%) to recommend MHCC to friends and family.

Current MHCC students and those who had previously attended MHCC were asked to state the main reason they chose to attend MHCC (Q10). Below is a series of quotes representing the most prevalent responses:

"It is close to my place of residence."

"To obtain an Associate's degree and transfer to a 4-year University."

"Because it's cheaper to start at a community college and transfer to a university than it is to start off at a university."

"Variety of online courses available."

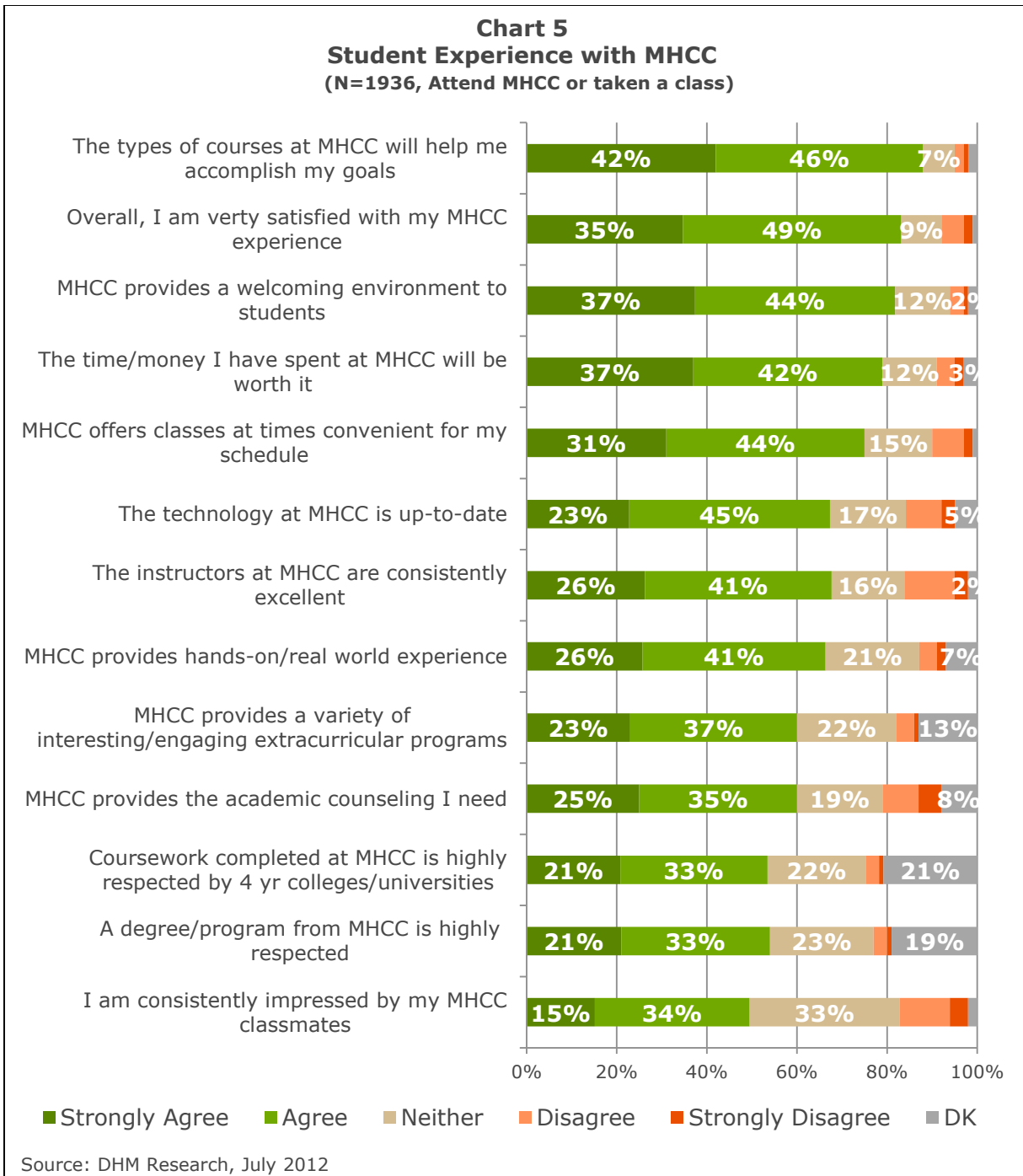
"The nursing program is one of the best in the state."

"It is the only place that offers a degree in my field of interest that isn't extremely expensive."

"Because I heard it was the best community college in the Portland area."

4.4 | Student Experiences with MHCC

Current MHCC students and those who had previously attended MHCC were read a series of statements about aspects of the MHCC experience and were then asked whether they agreed or disagreed with each one (Q11-23).



The types of courses offered at MHCC will help me accomplish my goals: Overall, this was the most agreed upon statement by nine in ten (89%).

Demographic Differences: Those ages 25-34 were most likely to generally support (92%) and strongly support (47%) this statement. There were differences in the intensity of support between income groups, with nearly five in ten (47%) of those making less than \$20k likely to strongly agree with the statement, compared to 28% of those making \$75-\$100k.

Overall, I am very satisfied with my experience at MHCC: Overall student satisfaction with their experience at MHCC was high, with more than eight in ten (83%) in agreement.

Demographic Differences: Agreement levels were uniformly strong across all age, gender, occupation, and income groups ($\geq 80\%$).

MHCC provides a welcoming environment to all students: More than eight in ten (81%) students agreed with this statement. One in ten (12%) neither agreed nor disagreed.

Demographic Differences: Agreement was strong and uniform across age and gender groups (between 75% and 83% for all related subgroups).

I am certain that the time and money I have spent at MHCC will be worth it: Eight in ten (79%) students agreed with this statement. Slightly more than one in ten (12%) neither agreed nor disagreed with the statement.

Demographic Differences: Students ages 65+ were more likely to agree with this statement than those ages 18-24 (89% vs. 77%). Those making less than \$20k were more likely to strongly agree with this statement than those making \$100k or more (41% vs. 29%).

MHCC offers classes at times convenient for my schedule: Three-quarters (75%) of students agreed with this statement, with one in ten (10%) in disagreement.

Demographic Differences: Those employed part-time (75%) were more likely to agree with this statement than those employed full-time (68%).

The technology at MHCC is up-to-date: Nearly seven in ten (67%) students agreed with this statement, with slightly more than one in ten (11%) in disagreement. Nearly two in ten (17%) neither agreed nor disagreed.

Demographic Differences: Strong agreement was higher among those making less than \$40k (25-26%) than those making more than \$75k (12-13%). Women were more likely to agree with this statement than men (69% vs. 64%).

The instructors at MHCC are consistently excellent: Nearly seven in ten (67%) students agreed with this statement, with more than one in ten (14%) in disagreement. Nearly two in ten (16%) neither agreed nor disagreed.

Demographic Differences: Those ages 65+ were most likely to generally support (79%) and strongly support (36%) this statement. Those making less than \$20k were more likely to agree with this statement than those making \$100k or more (70% vs. 53%).

MHCC provides hands-on and/or real world experience: Nearly seven in ten (67%) students agreed with this statement, with only 6% in disagreement. Slightly more than two in ten (21%) neither agreed nor disagreed with the statement and less than one in ten (7%) were unsure.

Demographic Differences: Overall, general agreement was high across all age groups ($\geq 62\%$). Those making less than \$20k were more than twice as likely to strongly agree with this statement than those making \$100k or more (29% vs. 13%).

MHCC provides a variety of interesting and engaging extracurricular programs: Six in ten (60%) students agreed with this statement. More than two in ten (22%) said they neither agreed nor disagreed, with 13% unsure.

Demographic Differences: Those ages 65+ provided no “disagree” responses. Those making less than \$20k were most likely to generally agree (66%) and strongly agree (29%) with this statement.

MHCC provides the academic counseling I need: Six in ten (60%) students agreed with this statement, with more than one in ten (13%) in disagreement. Nearly two in ten (19%) neither agreed nor disagreed.

Demographic Differences: Those ages 35-44 (64%) were most likely to agree with this statement and the subgroup most likely to be unsure (43%). Those making less than \$20k (66%) were most likely to agree, and at a higher rate than those making more than \$75k (<50%).

Coursework completed at MHCC is highly respected by 4-year colleges and universities: More than five in ten (54%) students agreed with this statement. Two in ten students replied they neither agreed nor disagreed (22%) or were unsure (21%).

Demographic Differences: Women were more likely to agree with this statement than men (57% vs. 48%). Similar to student opinions regarding MHCC’s standing with local businesses and employers (see below), students ages 65+ were least likely to generally agree with this statement (32%) and strongly agree (14%). They were also the age group most likely unsure (43%). Lower annual earners were more likely to agree with this statement than higher earners, with nearly six in ten of those making \$30k or less in agreement, compared to 36% of those making \$100k or more.

A degree or program certificate from MHCC is highly respected by local businesses and employers: More than five in ten (54%) students agreed with this statement. Around two in ten students replied that they neither agreed nor disagreed (23%) or were unsure (19%).

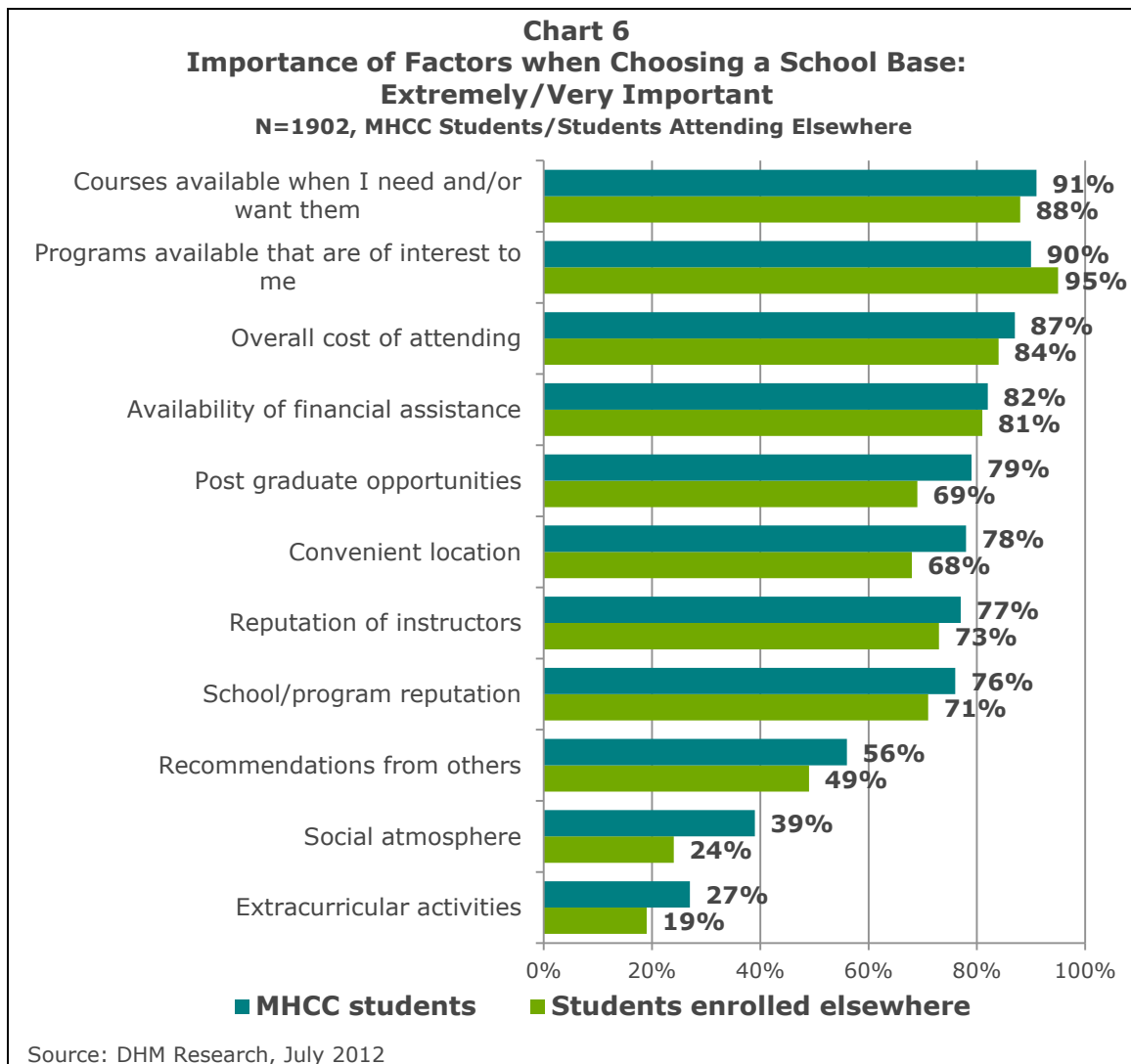
Demographic Differences: Students ages 65+ were the age group least likely to respond “agree” to this statement (39%), with only slightly more than one in ten (14%) indicating strong agreement. They were also the age group most likely to be unsure (36%). Those making \$100k or more were the income group least likely to agree with this statement (36%) and most likely to be unsure (31%).

I am consistently impressed by my MHCC classmates: Less than five in ten (49%) students agreed with this statement, making it the least agreed upon statement in this series of questions (15% strongly agree; the lowest among this series of questions as well), along with 15% in disagreement and one-third (33%) neither agreeing nor disagreeing.

Demographic Differences: Students ages 65+ were significantly more likely to generally agree (75%) and strongly agree (32%) with this statement than all other age groups. Agreement with this statement decreased with income growth from 54% among those making less than \$20k to 31% of those making \$100k or more.

4.5 | Importance of Decision Factors When Choosing a School/Training Program

MHCC students and students currently enrolled elsewhere read a series of “decision factors” that are important to some people when choosing a school or training program and were then asked to rate how important each factor is for them when considering a school or training program (Q28-38). Response choices were extremely important, very important, important, somewhat important, and not all important. The chart below shows the percentage of extremely and very important responses.



The two most popular responses were courses available when I need and/or want them (99% overall importance, 91% “extremely/very” important) and programs available that are of interest to me (99% overall importance, 90% “extremely/very” important). Though most factors received high overall importance ratings, only five in ten (51%) rated extracurricular activities as important when considering a school or training program.

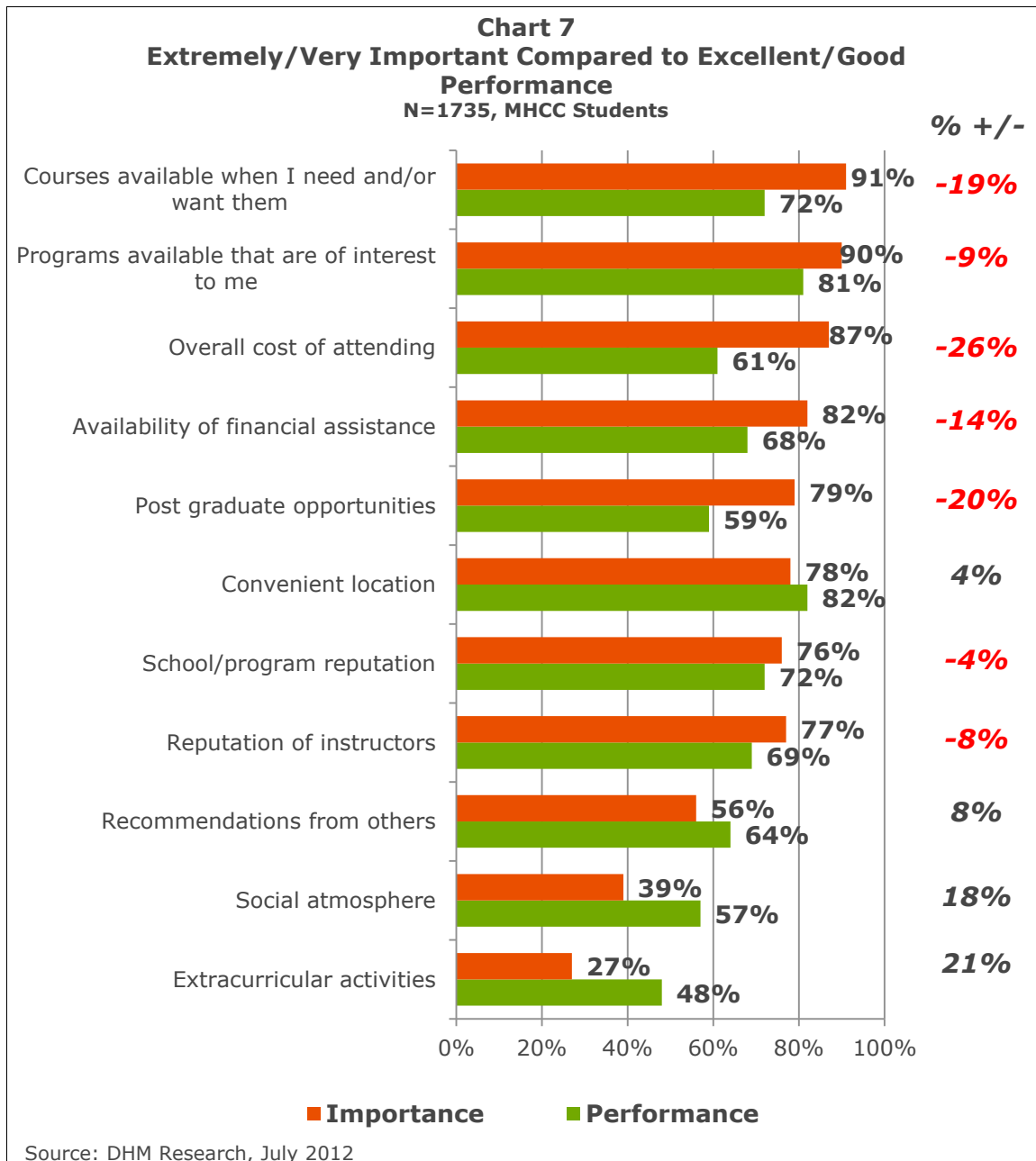
Demographic Differences: Students enrolled somewhere other than MHCC consistently rated the decision factors as less important than MHCC students. The largest difference between

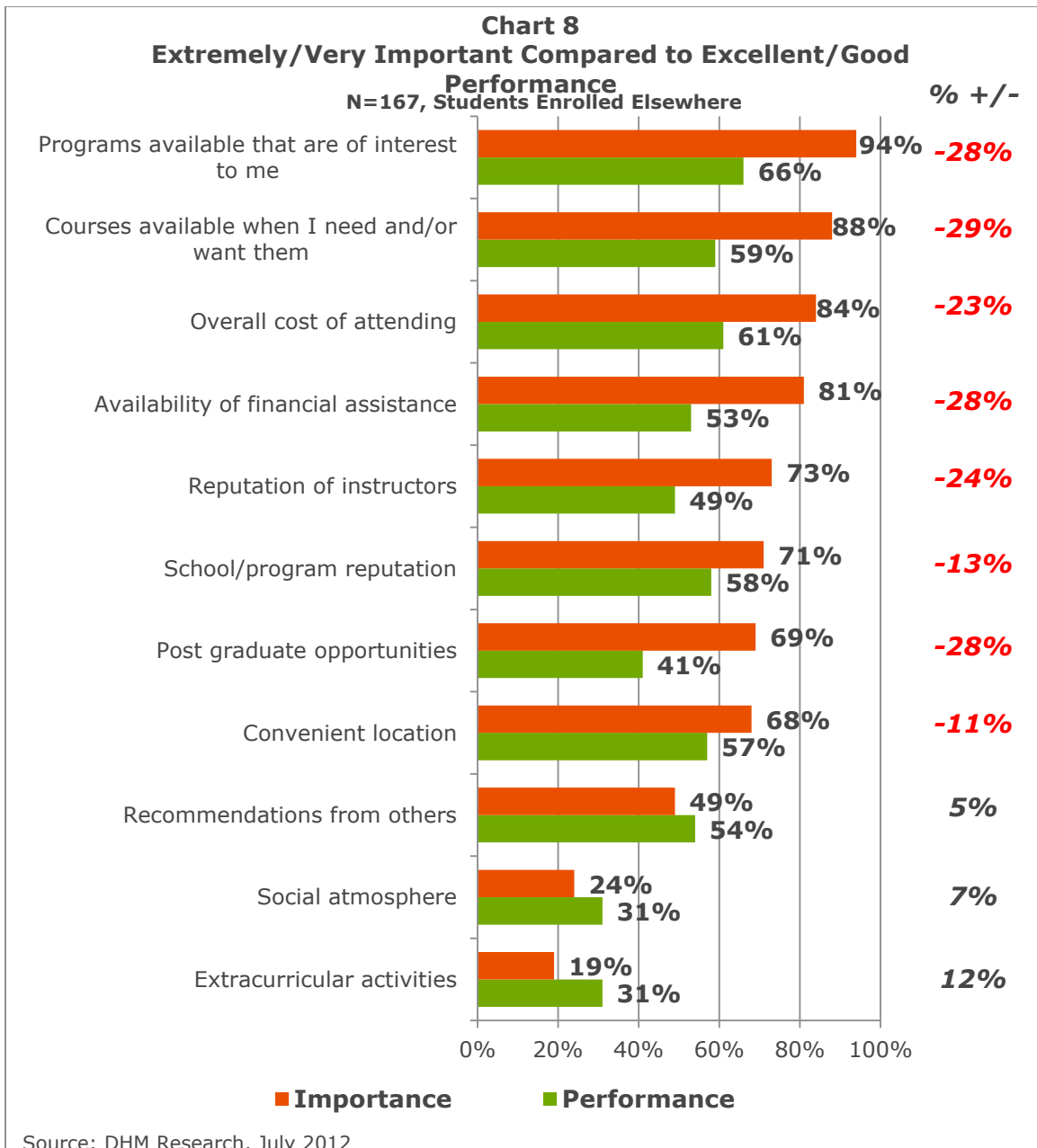
MHCC students and students enrolled elsewhere in terms for “extremely/very important” responses was social atmosphere (39% vs. 24%). The one decision factor that non-MHCC students rated as more important was programs available that of interest to me (90% vs. 95%).

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4.6 | MHCC's Performance of Decision Factors

MHCC students and students enrolled elsewhere read the same series of decision factors and were asked to rate MHCC's performance on these factors (Q39-49). The response categories for performance were excellent, good, fair, poor, and terrible. The two charts below report the differences in what the respondents said was important to them versus how they rated MHCC's performance.





The performance of MHCC of these decision factors consistently lagged behind how important students said they were to them. For MHCC students, the largest gaps were the overall cost of attending (-26%), post-graduate opportunities (-20%), and courses available when I need and/or want them (-19%).

For students enrolled elsewhere, the largest gaps were courses available when I need and/or want them (-29%), programs available that of interest to me (-28%), the availability of financial assistance (-28%), and post graduate opportunities (-28%). While the gaps for non-MHCC students were greater, this was more because of higher levels of don't know responses than because of negative impressions of MHCC.

Next, the respondents read the same series of decision factors for choosing a school or training program and were asked to select their top three (Q50).

Table 1
Decision Factors

Decision Factor, N=2131	Most important	2nd most important	3rd most important
Programs available that are of interest to me	21%	12%	11%
Availability of financial assistance	18%	16%	11%
Overall cost of attending	16%	18%	16%
Post graduate opportunities	12%	8%	9%
Courses available when I need and/or want them	11%	15%	13%
Convenient location	8%	10%	15%
School/program reputation	7%	7%	8%
Reputation of instructors	5%	9%	8%
Recommendations from others	1%	2%	4%
Social atmosphere	1%	2%	4%
Extracurricular activities	1%	1%	3%

Source: DHM Research, July 2012

Respondents chose availability of interesting programs as the most important decision factor to them by a two in ten (21%) ratio. Overall, cost of attendance received the highest percentage of votes for both second and third most important decision factor (18% and 16%, respectively). The availability of financial assistance was another strong decision factor, with an average score of 15% across all levels of importance.

Demographic Differences: Older students (65+) were the subgroup most likely to rate the availability of interesting programs as the most important decision factor (36%). Extracurricular activities were voted last during each ranking, never receiving more than 3% of the total vote.

MHCC students and students currently enrolled elsewhere were asked whether there were any important decision factors that had not been listed (Q51). Below is a series of quotes representing the most popular answers:

"If study abroad is available"

"Childcare for the student parents"

"Ease of registration process"

"Faculty that are experienced in the current job market"

"Available counselors for academic help and work experience"

"The ability to get a Bachelor's degree"

"Public transportation and parking for commuters"

"Availability of online courses"

4.7 | MHCC's Performance on Students' Most Important Decision Factors

MHCC students and students currently enrolled elsewhere were asked to list the three most important decision factors for them personally when choosing which school or training program to attend. Subsequently, they were asked to compare MHCC to the following schools (Q51-65):

- Portland Community College
- Clackamas Community College
- Clark Community College
- Private 2-year Colleges
- Private 2-year Specialty Schools

MHCC students and students currently enrolled elsewhere were asked to choose whether the comparative school performed much better, better, the same, worse, or much worse compared to MHCC.

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Table 2
MHCC Performance Compared to Other Schools

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Overall cost of attending						
Portland Community College	5%	9%	32%	8%	1%	44%
Clackamas Community College	3%	7%	29%	4%	1%	56%
Clark Community College	2%	5%	22%	7%	1%	64%
Private 2-Year Colleges	6%	5%	6%	15%	14%	55%
Private 2-Year Specialty Schools	7%	3%	5%	12%	16%	57%
Convenient location						
Portland Community College	13%	11%	15%	34%	12%	15%
Clackamas Community College	6%	7%	17%	34%	15%	22%
Clark Community College	7%	3%	9%	24%	26%	31%
Private 2-Year Colleges	6%	4%	8%	20%	16%	46%
Private 2-Year Specialty Schools	6%	4%	8%	19%	16%	48%
Programs available that are of interest to me						
Portland Community College	6%	12%	29%	13%	3%	38%
Clackamas Community College	4%	5%	24%	12%	3%	53%
Clark Community College	3%	3%	17%	22%	3%	64%
Private 2-Year Colleges	5%	8%	11%	11%	8%	58%
Private 2-Year Specialty Schools	5%	5%	8%	10%	11%	62%
School/Program reputation						
Portland Community College	8%	12%	33%	14%	5%	29%
Clackamas Community College	6%	6%	30%	12%	3%	44%
Clark Community College	5%	7%	23%	12%	2%	52%
Private 2-Year Colleges	6%	13%	11%	11%	8%	51%
Private 2-Year Specialty Schools	6%	8%	9%	13%	6%	58%
Availability of financial assistance (e.g. Financial Aid, Scholarships)						
Portland Community College	5%	6%	33%	4%	1%	51%
Clackamas Community College	3%	4%	28%	3%	1%	61%
Clark Community College	2%	3%	23%	3%	1%	68%
Private 2-Year Colleges	3%	4%	12%	8%	4%	69%
Private 2-Year Specialty Schools	3%	3%	11%	9%	5%	70%

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Courses available when I need and/or want them						
Portland Community College	7%	12%	22%	9%	1%	49%
Clackamas Community College	3%	5%	19%	7%	1%	64%
Clark Community College	3%	4%	14%	6%	1%	72%
Private 2-Year Colleges	3%	4%	8%	7%	3%	74%
Private 2-Year Specialty Schools	3%	4%	8%	7%	4%	75%
Post graduate opportunities (e.g. Transfer, Job Placement)						
Portland Community College	4%	8%	31%	7%	1%	49%
Clackamas Community College	3%	5%	26%	6%	1%	59%
Clark Community College	3%	4%	22%	5%	1%	64%
Private 2-Year Colleges	5%	11%	12%	6%	4%	62%
Private 2-Year Specialty Schools	5%	8%	11%	7%	5%	64%
Recommendations from others						
Portland Community College	10%	15%	26%	18%	3%	29%
Clackamas Community College	8%	8%	27%	16%	3%	38%
Clark Community College	5%	7%	19%	10%	3%	56%
Private 2-Year Colleges	5%	9%	13%	15%	4%	55%
Private 2-Year Specialty Schools	4%	11%	9%	14%	6%	56%
Extracurricular activities (e.g. athletics, clubs, special events)						
Portland Community College	11%	7%	20%	9%	4%	49%
Clackamas Community College	8%	8%	18%	7%	3%	55%
Clark Community College	6%	8%	19%	2%	4%	61%
Private 2-Year Colleges	6%	6%	13%	6%	3%	67%
Private 2-Year Specialty Schools	6%	6%	15%	6%	2%	67%
Reputation of instructors						
Portland Community College	9%	9%	20%	10%	2%	50%
Clackamas Community College	4%	8%	17%	9%	1%	62%
Clark Community College	4%	5%	16%	6%	1%	68%
Private 2-Year Colleges	5%	7%	10%	8%	2%	67%
Private 2-Year Specialty Schools	5%	6%	9%	8%	3%	70%
Social Atmosphere						
Portland Community College	12%	10%	25%	7%	1%	45%
Clackamas Community College	7%	7%	21%	7%	2%	56%
Clark Community College	5%	5%	20%	3%	1%	66%
Private 2-Year Colleges	4%	7%	15%	6%	2%	66%
Private 2-Year Specialty Schools	4%	6%	16%	5%	2%	67%

Source: DHM Research, July 2012

Overall cost of attending: Students who rated the overall cost of attendance as an important decision factor were more likely to think that Portland Community College and Clackamas Community College do a better job of controlling overall costs than MHCC (14% vs. 9% and 10% vs. 5%, respectively). Nearly three-times as many said that private 2-year colleges and private 2-year specialty schools in controlling costs performed worse than MHCC on the cost of attending.

Demographic Differences: Both MHCC students and students currently enrolled elsewhere had high levels of “don’t know” responses for each comparison, with Clark Community College registering the highest.

Convenient location: Students who rated convenient location as an important decision factor were more likely to think that MHCC did a better job than all comparative schools. MHCC achieved its largest positive percentage gap (40%) when compared to Clark Community College, and lowest (22%) when compared to Portland Community College.

Demographic Differences: Overall, both MHCC students and students currently enrolled elsewhere had higher levels of “don’t know” responses when comparing MHCC to private 2-year schools than other community colleges. Notably, students currently enrolled elsewhere were twice as likely to think that PCC provided a more convenient location than MHCC (43% vs. 21%).

Programs available that are of interest to me: Students who rated the availability of interesting programs as an important decision factor were more likely to think all comparative schools performed worse than MHCC expect for Portland Community College, which ranked only 2% better (16% vs. 18%).

Demographic Differences: Nearly one-half of non-MHCC students responded “don’t know” for all comparisons besides PCC (32%). Additionally, PCC was the school that MHCC students gave the highest much/some better rating to for availability of interesting programs (17%).

School/program reputation: Students who rated school/program reputation as an important decision factor judged all the comparative schools slightly worse than MHCC. The largest difference was between MHCC and private 2-year specialty schools, where MHCC was rated better by a margin of 5% (19% vs. 14%).

Demographic Differences: Students currently enrolled elsewhere were more likely to think that PCC and Clackamas Community College had a better school reputation than MHCC by a roughly 15% margin (31% vs. 18% for PCC; 28% vs. 11% for CCC).

Availability of financial assistance: Students who rated the availability of financial assistance as an important decision factor ranked MHCC lower than all comparative public and private community colleges, but better than all 2-year specialty schools/colleges. Unsure responses were high, with only PCC (51%) ranking below 60%.

Demographic Differences: When comparing MHCC to other community colleges, MHCC students and students currently enrolled elsewhere were more likely to rate them the same

than were willing to judge one's performance over another. Both MHCC and students currently enrolled elsewhere gave their lowest levels of "don't know" responses when comparing MHCC to PCC (53% and 43%).

Courses available when I need/want them: Overall, unsure responses were very high, with all comparisons besides PCC receiving a "don't know" response rate of more than six in ten. Comparing course availability between MHCC and PCC brought the lowest unsure rating (49%) and largest highest negative for MHCC with nearly two in ten (19%) ranking PCC as better than MHCC, as opposed to the 10% who viewed PCC worse.

Demographic Differences: For all comparisons besides one, students were more likely overall to indicate that the schools performed the same or "don't know" than indicate a preference. The only exception was when comparing MHCC to private 2-year specialty schools where students gave a much/some better rating to MHCC of 11%, compared to the slightly smaller 8% who responded "same."

Post-graduate opportunities (e.g., transfer, job placement): There was stronger intensity of opinion when comparing MHCC to private 2-year specialty schools/colleges, such as the 16% who felt that private 2-year colleges provided better post-graduate opportunities than MHCC (10% felt that they did worse than MHCC.)

Demographic Differences: Students currently enrolled elsewhere were significantly more likely than MHCC students to think that PCC provides better post-graduate opportunities than MHCC (30% vs. 11%). MHCC students were twice as likely as students currently enrolled elsewhere to respond "don't know" when comparing PCC to MHCC (50% vs. 25%), representing the largest such gap for any school comparison.

Recommendations from others: Students held the strongest preferences when comparing PCC to MHCC, with one in four (25%) indicating that PCC had stronger recommendations from others and more than two in ten (21%) indicating that PCC's recommendations were worse. Intensity of support was also stronger for PCC, with one in ten (10%) saying it was "much better" than MHCC, compared to only 3% that said they were "much worse" than MHCC. With comparisons between community colleges, responses of "same" and "don't know" outpaced specific preferences for particular schools.

Demographic Differences: When comparing PCC to MHCC, students currently enrolled elsewhere were evenly split three ways between thinking that PCC had better recommendations than MHCC, worse recommendations than MHCC, and they were the same.

Extracurricular activities (e.g., athletics, clubs, special events): Responses for "same" and "don't know" were higher than any particular preference for all comparisons. Private 2-year specialty schools and colleges had the highest unsure rates at nearly seven in ten (both at 67%). Overall, MHCC performed worse than its competitor in each category.

Demographic Differences: Students currently enrolled elsewhere were significantly more likely than MHCC students to think that MHCC did a better job with extracurricular activities than Clackamas Community College (38% vs. 9%). Notably, three-quarters (75%) of

students currently enrolled elsewhere were unsure as to whether MHCC had better extracurricular activities than both private 2-year colleges and private 2-year specialty schools.

Reputation of instructors: Comparisons between MHCC and other community colleges brought higher “don’t know” and “same” ratings than any specific school preference. Nearly two in ten (18%) indicated that PCC had better “reputation of instructors” than MHCC (the highest such non-MHCC rating).

Demographic Differences: MHCC students had higher ratios of “don’t know” responses than students currently enrolled elsewhere for all comparisons besides Clark Community College (68% for MHCC students and 66% for students currently enrolled elsewhere).

Social Atmosphere: Don’t know responses were very high, with all comparisons besides PCC (45%) receiving a “don’t know” response more than fifty-percent. More than two in ten students responded “same” for almost all comparisons between MHCC and other community colleges (Clark Community College was exactly at 20%).

Demographic Differences: MHCC students were more likely to respond “don’t know” than students currently enrolled elsewhere for all comparisons besides that with private 2-year specialty schools (66% vs. 69%).

Mt. Hood Community College Online Survey
June 12-25, 2012; Current and potential students
10 minutes, N=2,131
DHM Research

Landing Page

Thank you for taking a few minutes to share your opinions. Mt. Hood Community College is working closely with students and the community to best understand their educational needs.

We have partnered with an independent public opinion firm – DHM Research – to administer the survey and collect the data. The survey is confidential. All the results will be reported in the aggregate and your individual answers will not be shared with MHCC. **At the end of the survey, you will have the opportunity to enter a raffle for an iPad.** One winner will be randomly selected by DHM Research.

If for any reason you need to leave the survey after starting, you can return to where you left off by coming back and entering your password.

Section #1 - Introduction/Warm-up Questions

1. What is highest level of education you have achieved?

Response Category	N=2131
Less than High School	2%
High School Diploma / GED	16%
Some College no degree	50%
A Certificate	6%
Associate's Degree	17%
Bachelor's Degree	8%
Graduate Degree	2%

2. What is your current student status?

Response Category	N=2131
I am currently a Full Time student	56%
I am currently a Part Time student	28%
I take courses occasionally for fun and/or personal interest	5%
I am not a student at this time	11%

3. What are your current degree goals for college?

Response Category	N=1902
Not planning to obtain a degree	4%
To obtain a High School Diploma / GED	1%
To obtain a Certificate	7%
To obtain an Associate's Degree	37%
To obtain a Bachelor's Degree	35%
To obtain a Master's Degree	11%
To obtain a Ph.D.	4%

4. Why are you attending your current college/university?

Response Category	N=1902
To transfer to another college/university	39%
Learn skills to get a job	11%
Improve job skills	4%
Explore career or education options	5%
Take classes to finish High School/GED	1%
Improve writing, reading, or math skills	1%
Improve English skills	1%
Personal Interest/Enrichment	5%
To obtain a degree	29%
Other (specify)	4%

5. Where are you currently attending college/university?

Response Category	N=1902
MHCC (skip to Q8)	91%
Portland Community College (skip to Q7)	2%
Clackamas Community College (skip to Q7)	1%
Clark Community College (skip to Q7)	1%
A private technical college	0%
A private university	1%
Portland State University (skip to Q7)	1%
Some other public Oregon university	2%
An out-of-state community college	0%
An out-of-state public university	0%

6. Which college/university are you currently attending? (**open; provide text box**)

7. Have you ever taken a course at MHCC?

Response Category	N=92
Yes (Go to Q8)	38%
No (Skip to Q24)	62%

**Section #2 – For students that attended/are attending MHCC
(Directed from Questions #5 or #7)**

8. When were you last enrolled at MHCC?

Response Category	N=1936
Within the last year	86%
1-2 years ago	8%
3-5 years ago	4%
6 or more years ago	2%

9. How likely are you to recommend MHCC to friends / family members interested in continuing their education?

Response Category	N=1936
Very likely	71%
Somewhat likely	24%
Not too likely	3%
Not at all likely	2%

10. What is the main reason you chose to attend MHCC? (**open**)

The following statements are about certain aspects of the MHCC experience. For each item, please indicate your level of agreement by checking the appropriate box. Note: Randomize statements

Response Category	Agreement on the aspects of the MHCC experience					
	Strong Agree	Agree	Neither Agree or Disagree	Disagree	Strongly disagree	Don't know
11. A degree or program certificate from MHCC is highly respected by local businesses and employers.	21%	33%	23%	3%	1%	19%
12. Coursework completed at MHCC is highly respected by four-year colleges and universities.	21%	33%	22%	3%	1%	21%
13. MHCC provides hands-on and/or real world experiences.	26%	41%	21%	4%	2%	7%
14. I am certain that the time and money I have spent at MHCC will be worth it.	37%	42%	12%	4%	2%	3%
15. MHCC offers classes at times convenient for my schedule.	31%	44%	15%	7%	2%	1%
16. The types of courses offered at MHCC will help me accomplish my goals.	42%	46%	7%	2%	1%	2%
17. The instructors at MHCC are consistently excellent.	26%	41%	16%	11%	3%	2%
18. MHCC provides a variety of interesting and engaging extracurricular programs.	23%	37%	22%	4%	1%	13%
19. I am consistently impressed by my MHCC classmates.	15%	34%	33%	11%	4%	2%
20. MHCC provides a welcoming environment to all students	37%	44%	12%	3%	1%	2%
21. MHCC provides the academic counseling I need.	25%	35%	19%	8%	5%	8%

Response Category	Agreement on the aspects of the MHCC experience					
	Strong Agree	Agree	Neither Agree or Disagree	Disagree	Strongly disagree	Don't know
22. The technology at MHCC is up-to-date.	23%	45%	17%	8%	3%	5%
23. Overall, I am very satisfied with my experience at MHCC	35%	49%	9%	5%	2%	1%

Section #3 – For Students that have not attended MHCC (Directed from Question #7)

24. How familiar are you with MHCC?

Response Category	N=195
Very familiar	4%
Somewhat familiar	48%
Not too familiar	35%
Not at all familiar	13%

25. Have you ever visited any of MHCC's three campuses?

Response Category	No	Yes, one time	Yes, a few times	Yes, often	Don't know
Main Campus	30%	22%	41%	7%	0%
Maywood Park Campus	85%	8%	6%	1%	1%
Bruning Center for Allied Health	91%	5%	4%	0%	1%

26. Do you personally know anyone who has attended MHCC? **(Check all that apply)**

Response Category	N=195
No	17%
Yes, family member(s)	27%
Yes, friend(s)	59%
Yes, colleague(s)	15%
Don't know	7%

Section #4 – All Respondents

27. Which of the following statements about public community colleges in the Portland Metropolitan Region most closely matches your feelings? **(Rotate)**

Response Category	N=2131
Each of the public community colleges is unique and I can describe their differences.	36%
Besides location, all the public community colleges are pretty much the same.	23%
Don't know	41%

MHCC would like to better understand what students look for and value when considering a school or training program. Below is a list of factors that are important to some people

when choosing a school or training program. **For each, indicate how important that factor is to you.** Note: Randomize Decision Factors

Decision Factor	MHCC's Performance on the Decision Factor				
	Extremely Import	Very Import	Import	Smwt. Import	Not at all Import
28. Overall cost of attending	60%	26%	11%	2%	1%
29. Convenient location	44%	33%	18%	4%	1%
30. Programs available that are of interest to me	61%	29%	9%	1%	0%
31. School/Program reputation	43%	33%	19%	4%	2%
32. Availability of financial assistance (e.g. Financial Aid, Scholarships)	62%	20%	11%	3%	4%
33. Courses available when I need and/or want them	60%	31%	8%	1%	0%
34. Post graduate opportunities (e.g. Transfer, Job Placement)	50%	28%	15%	4%	3%
35. Recommendations from others	24%	30%	29%	13%	4%
36. Extracurricular activities (e.g. athletics, clubs, special events)	12%	14%	24%	24%	26%
37. Reputation of instructors	42%	34%	19%	4%	2%
38. Social Atmosphere	17%	21%	27%	23%	13%

Below is the same list of decision factors. Thinking about what is important to you when choosing a school or training program, **rate MHCC's performance on these decision factors.**

Decision Factor	MHCC's Performance on the Decision Factor					
	Excellent	Good	Fair	Poor	Terrible	Don't know
39. Overall cost of attending	24%	36%	26%	7%	2%	4%
40. Convenient location	44%	35%	14%	3%	2%	3%
41. Programs available that are of interest to me	36%	43%	14%	3%	1%	4%
42. School/Program reputation	28%	42%	17%	3%	1%	9%
43. Availability of financial assistance (e.g. Financial Aid, Scholarships)	33%	33%	17%	4%	2%	12%
44. Courses available when I need and/or want them	28%	42%	20%	5%	1%	5%
45. Post graduate opportunities (e.g. Transfer, Job Placement)	23%	33%	15%	3%	1%	25%
46. Recommendations from others	23%	40%	20%	4%	1%	12%
47. Extracurricular activities (e.g. athletics, clubs, special events)	15%	31%	18%	4%	1%	31%
48. Reputation of instructors	25%	40%	19%	3%	1%	11%
49. Social Atmosphere	16%	37%	25%	4%	1%	17%

50. Listed below are the decision factors you just rated. Please review the list and select the top three most important decision factors you used when considering a school or training program.

Decision Factor, N=2131	Most important	2 nd most important	3rd most important
Programs available that are of interest to me	21%	12%	11%
Availability of financial assistance	18%	16%	11%
Overall cost of attending	16%	18%	16%
Post graduate opportunities	12%	8%	9%
Courses available when I need and/or want them	11%	15%	13%
Convenient location	8%	10%	15%
School/program reputation	7%	7%	8%
Reputation of instructors	5%	9%	8%
Recommendations from others	1%	2%	4%
Social atmosphere	1%	2%	4%
Extracurricular activities	1%	1%	3%

51. Are there any other decision factors that are important to you when considering a school or training program? **(Open)**

YOU SAID THAT **[INSERT MOST IMPORTANT DECISION FACTOR FROM Q50]** IS YOUR MOST IMPORTANT DECISION FACTOR

Listed below are two year public and private colleges located in the Portland Metropolitan Area. Considering what you know about each institution, please compare the overall **[Insert Most Important Decision Factor]** of each school to MHCC.

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Overall cost of attending						
Portland Community College	5%	12%	24%	8%	1%	49%
Clackamas Community College	3%	8%	23%	5%	1%	60%
Clark Community College	1%	8%	15%	9%	1%	67%
Private 2-Year Colleges	8%	7%	6%	15%	12%	53%
Private 2-Year Specialty Schools	9%	5%	5%	11%	14%	58%
Convenient location						
Portland Community College	11%	9%	19%	34%	11%	16%
Clackamas Community College	4%	7%	21%	32%	11%	25%
Clark Community College	5%	4%	12%	23%	22%	35%
Private 2-Year Colleges	5%	5%	8%	22%	13%	46%
Private 2-Year Specialty Schools	5%	5%	11%	22%	13%	45%

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Programs available that are of interest to me						
Portland Community College	7%	10%	26%	16%	3%	38%
Clackamas Community College	5%	5%	24%	12%	2%	52%
Clark Community College	3%	4%	16%	12%	2%	64%
Private 2-Year Colleges	5%	8%	10%	13%	9%	55%
Private 2-Year Specialty Schools	5%	6%	7%	12%	12%	59%
School/Program Reputation						
Portland Community College	7%	11%	36%	13%	4%	29%
Clackamas Community College	7%	7%	26%	14%	3%	44%
Clark Community College	5%	6%	18%	13%	1%	57%
Private 2-Year Colleges	9%	14%	9%	7%	11%	50%
Private 2-Year Specialty Schools	4%	9%	7%	11%	8%	61%
Availability of financial assistance						
Portland Community College	5%	6%	27%	5%	2%	55%
Clackamas Community College	3%	5%	22%	3%	1%	65%
Clark Community College	3%	3%	18%	5%	1%	71%
Private 2-Year Colleges	4%	5%	8%	8%	4%	70%
Private 2-Year Specialty Schools	3%	4%	8%	9%	5%	70%
Courses available when I need/want them						
Portland Community College	8%	13%	23%	9%	1%	46%
Clackamas Community College	3%	6%	20%	9%	1%	62%
Clark Community College	3%	5%	13%	7%	1%	69%
Private 2-Year Colleges	6%	5%	9%	8%	3%	70%
Private 2-Year Specialty Schools	3%	3%	11%	7%	3%	72%
Post-graduate opportunities (e.g., transfer, job placement)						
Portland Community College	4%	13%	35%	7%	1%	38%
Clackamas Community College	3%	9%	30%	8%	2%	48%
Clark Community College	4%	6%	25%	5%	2%	57%
Private 2-Year Colleges	7%	15%	13%	8%	5%	53%
Private 2-Year Specialty Schools	6%	10%	10%	11%	7%	56%
Recommendations from others						
Portland Community College	0%	18%	29%	18%	0%	35%
Clackamas Community College	0%	6%	35%	18%	0%	41%
Clark Community College	0%	6%	29%	6%	0%	59%
Private 2-Year Colleges	6%	6%	12%	6%	6%	65%
Private 2-Year Specialty Schools	6%	6%	18%	0%	6%	65%

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Extracurricular activities (e.g., athletics, clubs, special events)						
Portland Community College	18%	0%	27%	9%	18%	27%
Clackamas Community College	27%	9%	36%	9%	0%	18%
Clark Community College	18%	9%	36%	0%	9%	27%
Private 2-Year Colleges	18%	9%	27%	9%	0%	36%
Private 2-Year Specialty Schools	18%	9%	36%	0%	0%	36%
Reputation of instructors						
Portland Community College	10%	10%	26%	12%	3%	38%
Clackamas Community College	5%	9%	21%	14%	2%	50%
Clark Community College	5%	4%	23%	6%	3%	60%
Private 2-Year Colleges	6%	13%	16%	10%	0%	54%
Private 2-Year Specialty Schools	7%	8%	11%	10%	4%	60%
Social atmosphere						
Portland Community College	18%	6%	12%	12%	6%	47%
Clackamas Community College	12%	6%	18%	0%	6%	59%
Clark Community College	12%	6%	12%	0%	6%	65%
Private 2-Year Colleges	6%	12%	12%	0%	0%	71%
Private 2-Year Specialty Schools	6%	6%	18%	0%	6%	65%

YOU SAID THAT **[INSERT 2nd MOST IMPORTANT DECISION FACTOR FROM Q50]** IS YOUR 2ND MOST IMPORTANT DECISION FACTOR

Listed below are two year public and private colleges located in the Portland Metropolitan Area. Considering what you know about each institution, please compare the overall **[Insert 2ND Most Important Decision Factor]** to MHCC.

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Overall cost of attending						
Portland Community College	6%	7%	33%	8%	1%	45%
Clackamas Community College	4%	6%	29%	4%	1%	55%
Clark Community College	3%	3%	22%	6%	0%	65%
Private 2-Year Colleges	6%	4%	5%	15%	15%	55%
Private 2-Year Specialty Schools	7%	3%	4%	12%	17%	57%
Convenient location						
Portland Community College	15%	15%	12%	33%	10%	16%
Clackamas Community College	6%	7%	16%	32%	15%	23%
Clark Community College	6%	4%	8%	27%	25%	30%
Private 2-Year Colleges	6%	5%	7%	19%	16%	47%
Private 2-Year Specialty Schools	5%	5%	5%	20%	15%	50%
Programs available that are of interest to me						
Portland Community College	5%	13%	34%	10%	3%	35%
Clackamas Community College	3%	4%	24%	13%	2%	53%
Clark Community College	3%	3%	16%	11%	2%	65%
Private 2-Year Colleges	3%	9%	12%	10%	8%	57%
Private 2-Year Specialty Schools	5%	6%	10%	9%	10%	61%
School/Program Reputation						
Portland Community College	9%	11%	34%	15%	2%	29%
Clackamas Community College	8%	5%	32%	10%	2%	44%
Clark Community College	5%	9%	23%	11%	1%	51%
Private 2-Year Colleges	6%	9%	13%	17%	5%	50%
Private 2-Year Specialty Schools	8%	8%	11%	14%	7%	52%
Availability of financial assistance						
Portland Community College	5%	5%	36%	4%	1%	50%
Clackamas Community College	2%	4%	30%	4%	1%	61%
Clark Community College	2%	1%	25%	2%	1%	70%
Private 2-Year Colleges	3%	4%	14%	7%	4%	70%
Private 2-Year Specialty Schools	2%	3%	12%	8%	4%	71%

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Courses available when I need/want them						
Portland Community College	6%	12%	21%	10%	1%	50%
Clackamas Community College	2%	5%	18%	9%	2%	63%
Clark Community College	2%	4%	13%	7%	1%	73%
Private 2-Year Colleges	2%	4%	6%	8%	3%	77%
Private 2-Year Specialty Schools	2%	4%	6%	6%	4%	78%
Post-graduate opportunities (e.g., transfer, job placement)						
Portland Community College	6%	3%	25%	6%	1%	60%
Clackamas Community College	3%	2%	19%	6%	1%	69%
Clark Community College	3%	4%	18%	4%	1%	71%
Private 2-Year Colleges	5%	6%	10%	3%	3%	74%
Private 2-Year Specialty Schools	6%	4%	11%	4%	5%	70%
Recommendations from others						
Portland Community College	15%	20%	26%	17%	2%	20%
Clackamas Community College	13%	11%	28%	17%	2%	28%
Clark Community College	2%	11%	20%	9%	2%	57%
Private 2-Year Colleges	2%	9%	15%	20%	7%	48%
Private 2-Year Specialty Schools	4%	7%	13%	17%	9%	50%
Extracurricular activities (e.g., athletics, clubs, special events)						
Portland Community College	7%	11%	22%	7%	7%	44%
Clackamas Community College	7%	15%	19%	4%	7%	48%
Clark Community College	4%	22%	22%	4%	7%	41%
Private 2-Year Colleges	11%	11%	11%	7%	7%	52%
Private 2-Year Specialty Schools	7%	15%	15%	7%	4%	52%
Reputation of instructors						
Portland Community College	11%	10%	15%	8%	2%	55%
Clackamas Community College	7%	8%	14%	6%	0%	66%
Clark Community College	6%	6%	11%	4%	1%	73%
Private 2-Year Colleges	5%	5%	8%	6%	2%	73%
Private 2-Year Specialty Schools	5%	6%	7%	6%	2%	74%
Social atmosphere						
Portland Community College	14%	6%	35%	8%	0%	37%
Clackamas Community College	0%	4%	31%	14%	2%	49%
Clark Community College	2%	4%	27%	4%	0%	63%
Private 2-Year Colleges	0%	6%	22%	6%	4%	61%
Private 2-Year Specialty Schools	0%	2%	27%	6%	0%	65%

YOU SAID THAT **[INSERT 3RD MOST IMPORTANT DECISION FACTOR FROM Q50]** IS YOUR 3RD MOST IMPORTANT DECISION FACTOR

Listed below are two year public and private colleges located in the Portland Metropolitan Area. Considering what you know about each institution, please compare the overall **[Insert 3RD Most Important Decision Factor]** to MHCC.

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Overall cost of attending						
Portland Community College	4%	8%	40%	9%	1%	39%
Clackamas Community College	2%	6%	36%	3%	0%	53%
Clark Community College	2%	3%	28%	6%	1%	60%
Private 2-Year Colleges	4%	4%	7%	16%	14%	55%
Private 2-Year Specialty Schools	4%	2%	6%	14%	16%	56%
Convenient location						
Portland Community College	13%	9%	15%	36%	14%	13%
Clackamas Community College	7%	6%	15%	35%	17%	20%
Clark Community College	9%	2%	9%	21%	29%	29%
Private 2-Year Colleges	7%	3%	9%	19%	17%	46%
Private 2-Year Specialty Schools	6%	3%	9%	17%	18%	47%
Programs available that are of interest to me						
Portland Community College	7%	12%	28%	10%	3%	40%
Clackamas Community College	4%	7%	22%	10%	3%	53%
Clark Community College	4%	4%	20%	7%	3%	63%
Private 2-Year Colleges	6%	6%	10%	9%	6%	64%
Private 2-Year Specialty Schools	4%	4%	9%	7%	9%	67%
School/Program Reputation						
Portland Community College	7%	12%	30%	14%	8%	29%
Clackamas Community College	5%	6%	32%	11%	4%	43%
Clark Community College	4%	7%	27%	11%	2%	49%
Private 2-Year Colleges	4%	16%	10%	11%	6%	53%
Private 2-Year Specialty Schools	5%	8%	8%	15%	4%	60%

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Availability of financial assistance						
Portland Community College	4%	7%	37%	4%	0%	47%
Clackamas Community College	2%	4%	36%	3%	3%	55%
Clark Community College	2%	4%	30%	2%	0%	62%
Private 2-Year Colleges	2%	4%	15%	9%	6%	64%
Private 2-Year Specialty Schools	2%	4%	12%	9%	4%	68%
Courses available when I need/want them						
Portland Community College	7%	11%	24%	7%	2%	50%
Clackamas Community College	4%	5%	20%	4%	0%	67%
Clark Community College	2%	3%	16%	3%	1%	74%
Private 2-Year Colleges	3%	4%	11%	5%	3%	74%
Private 2-Year Specialty Schools	3%	3%	8%	6%	5%	74%
Post-graduate opportunities (e.g., transfer, job placement)						
Portland Community College	2%	6%	31%	7%	1%	53%
Clackamas Community College	2%	2%	27%	5%	1%	64%
Clark Community College	1%	2%	21%	7%	0%	69%
Private 2-Year Colleges	3%	11%	12%	6%	3%	65%
Private 2-Year Specialty Schools	2%	8%	12%	5%	3%	69%
Recommendations from others						
Portland Community College	9%	12%	25%	18%	4%	32%
Clackamas Community College	6%	6%	25%	16%	4%	43%
Clark Community College	8%	5%	16%	12%	4%	56%
Private 2-Year Colleges	6%	9%	12%	14%	1%	57%
Private 2-Year Specialty Schools	4%	16%	5%	14%	4%	57%
Extracurricular activities (e.g., athletics, clubs, special events)						
Portland Community College	11%	7%	18%	10%	0%	54%
Clackamas Community College	6%	6%	15%	8%	1%	63%
Clark Community College	4%	3%	15%	1%	1%	75%
Private 2-Year Colleges	1%	3%	11%	6%	1%	77%
Private 2-Year Specialty Schools	3%	1%	11%	6%	1%	77%

Response Category	Much better	Better	The same	Worse	Much Worse	Don't know
Compared to MHCC...						
Reputation of instructors						
Portland Community College	6%	7%	22%	12%	2%	51%
Clackamas Community College	1%	7%	18%	8%	2%	64%
Clark Community College	2%	4%	17%	8%	0%	68%
Private 2-Year Colleges	4%	6%	9%	8%	4%	69%
Private 2-Year Specialty Schools	3%	4%	9%	8%	4%	72%
Social atmosphere						
Portland Community College	10%	13%	21%	6%	1%	49%
Clackamas Community College	10%	10%	15%	5%	1%	60%
Clark Community College	6%	5%	18%	4%	0%	68%
Private 2-Year Colleges	6%	6%	12%	7%	1%	68%
Private 2-Year Specialty Schools	6%	8%	10%	6%	2%	68%

DRAFT

Section #5 – Demographics

1. What is your gender?

Response Category	N=2131
Female	65%
Male	35%
Refused	1%

2. In what year were you born?

Response Category	N=2131
18 - 24	38%
25 - 34	29%
35 - 44	15%
45 - 54	11%
55 - 64	5%
65+	1%
Refused	2%

3. Are you of Hispanic, Latino or Spanish Origin?

Response Category	N=2131
No, Not of Hispanic, Latino or Spanish Origin	88%
Yes, Mexican, Mexican American or Chicano	7%
Yes, Puerto Rican	0%
Yes, Cuban	0%
Yes, Another Hispanic, Latino or Spanish Origin	3%
Refused	2%

4. What is your race?

Response Category	N=2131
White	75%
Black/African American	4%
American Indian/Alaskan Native	2%
Asian	7%
Hawaiian/Other Pacific Islander	1%
Some Other Race	9%
Refused	2%

5. Are you currently serving in the military or a military veteran?

Response Category	N=2131
Yes	4%
No	95%
Refused	1%

6. What is your employment status?

Response Category	N=2131
Not employed	42%
Work occasionally	9%
Employed part-time	27%
Employed full-time	22%
Refused	0%

7. What is your gross household income?

Response Category	N=2131
Less than \$20,000	43%
\$20,000 - \$29,999	16%
\$30,000 - \$39,999	11%
\$40,000 - \$49,999	9%
\$50,000 - \$74,999	10%
\$75,000 - \$99,999	4%
\$100,000 or more	4%
Refused	3%

8. How many children, under the age of 18, are living in your household?

Response Category	N=2131
0	54%
1-2	35%
3-4	8%
5 or more	2%
Refused	1%

Section #6 – Closing

Thank you for completing the survey.

Enter your name and contact information if you would like to enter the raffle for the iPad.

Please remember that answers to the survey are confidential and your personal information will not be shared with MHCC.

9. Name
10. Email
11. Telephone