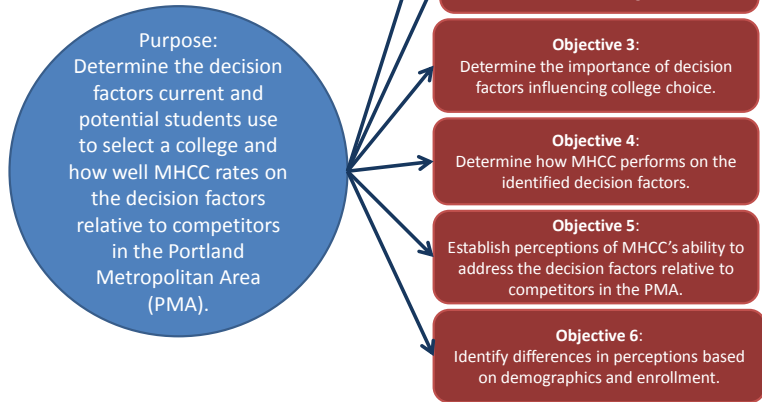


Research Brief

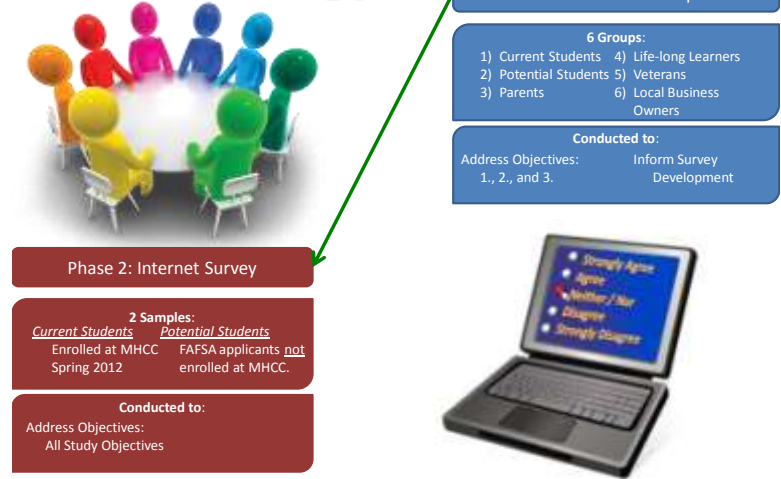
2012 Positioning Study

Conducted Winter & Spring Terms 2012

Study Purpose and Objectives



Methodology

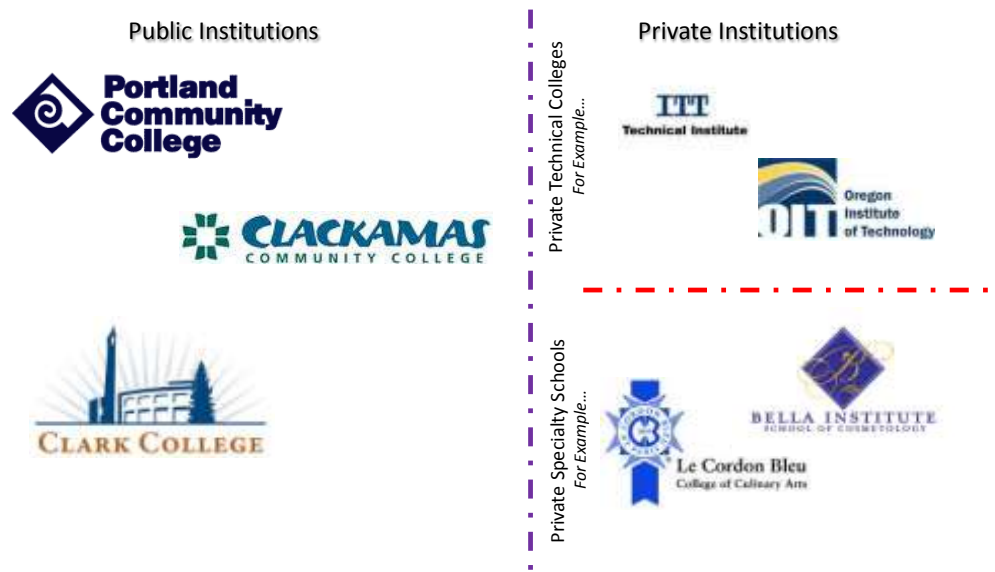


Recommendations

Note: The recommendations provided in this section are a summary of the contractor's recommendations and should be considered preliminary. Additional analysis are warranted for these data and have been undertaken. A detailed supplemental report will be made available when the analyses have been completed.

- The most important decision factors were related to costs (*Overall Costs* and *Financial Assistance*) and school offerings (*Program Availability* and *Course Availability*). These areas should be reviewed to assure the institution is maximizing efficiency.
- Importance / Performance Analysis revealed that two items in particular need focus: (1) Overall Cost and (2) Course Availability. These items were both rated high in Importance and – relatively – low in Performance. Again, examining these areas is critically important.
- With regard to how MHCC is doing relative to competitors, the institution has a distinct advantage over private schools (both Technical and Specialty). Both Clackamas and Clark Colleges have perceived advantages and disadvantages over MHCC. Portland Community College is perceived as doing a better job on all decision factors except location (the one factor that MHCC appears to have a distinct advantage over all competitors). Communications messages should focus on costs and program availability particularly where superior to Portland Community College.

Objective 1: Identify MHCC Competitors in the Portland Metropolitan Area.



Note: Competitor Data derived from analysis of Focus Group Results.

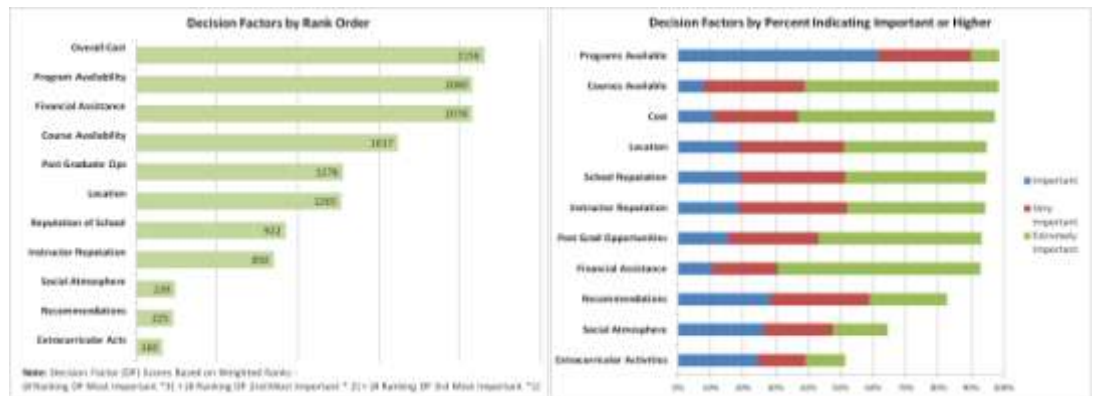
- A key finding of the Focus Groups was that students (current and potential) do not consider 2-year and 4-year institutions as competitors. The selection criteria for choosing a 4-year institution are evaluated differently than when selecting a 2-year college.

MHCC were broken into two groups: (1) Public Institutions and (2) Private Institutions. Private Institutions were further broken into Technical Institutes and Specialty Schools.

- In the Portland Metropolitan Area competitors for

- In the focus groups, participants were asked to evaluate twenty seven Decision Factors and rate their importance for selecting a school. Of the twenty seven decision

Objective 2: Identify decision factors used by students to select a college.

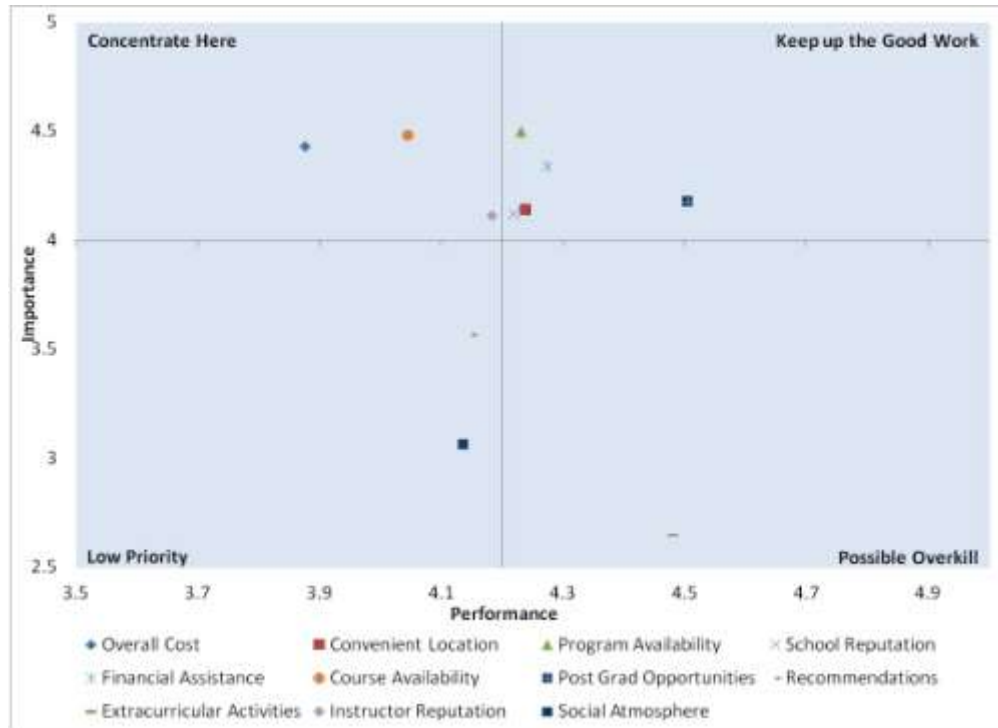


factors, eleven were consistently rated higher than the others. These eleven were evaluated in the survey.

- Two methods were used to assess the importance of the decision factors. First, students were asked on a scale of 1 to 5 how important each decision factor was. Second, respondents were asked to select their top three most important decision factors. Both methods revealed costs, programs available, and courses were the most important factors.

Objectives 3 & 4:

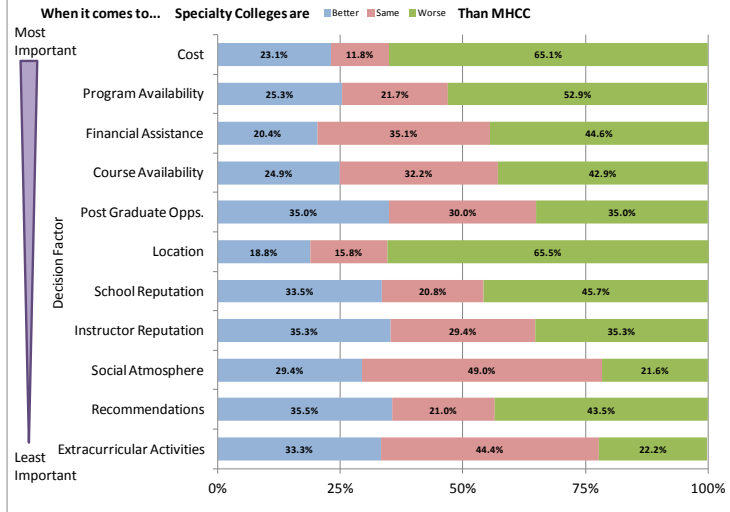
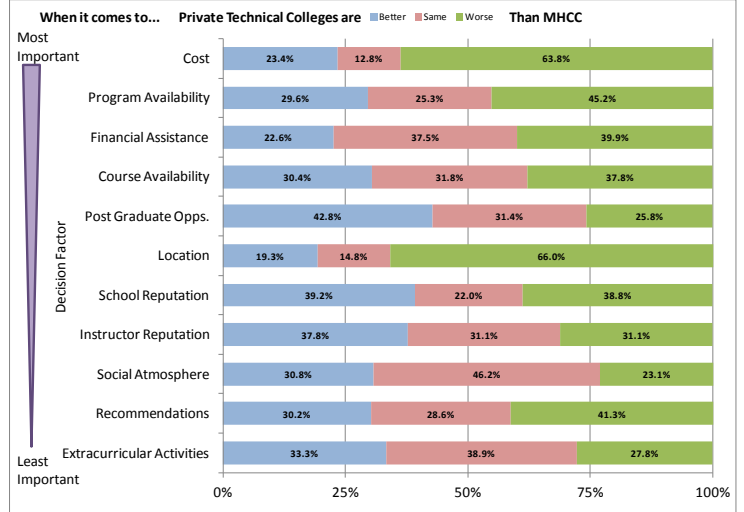
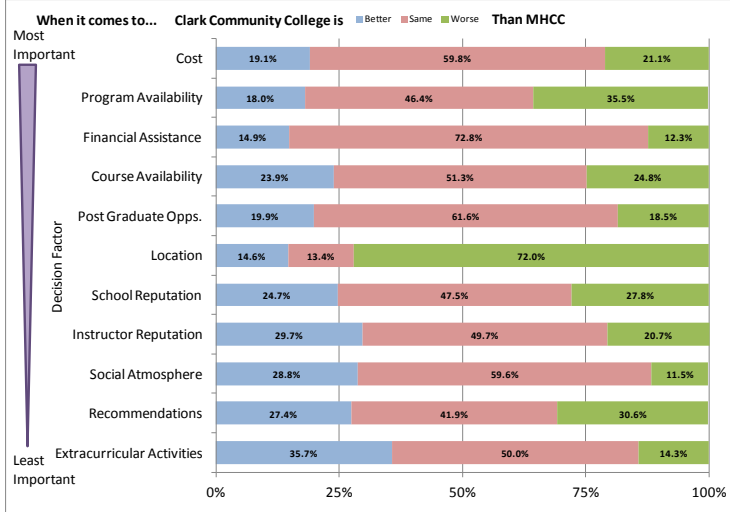
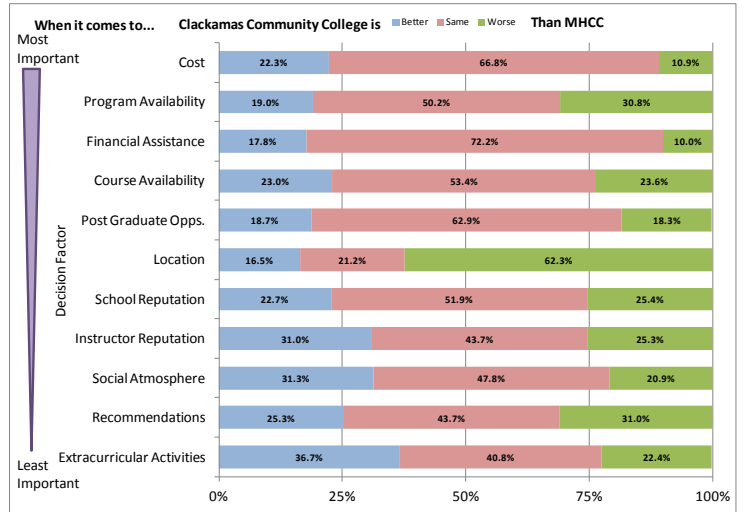
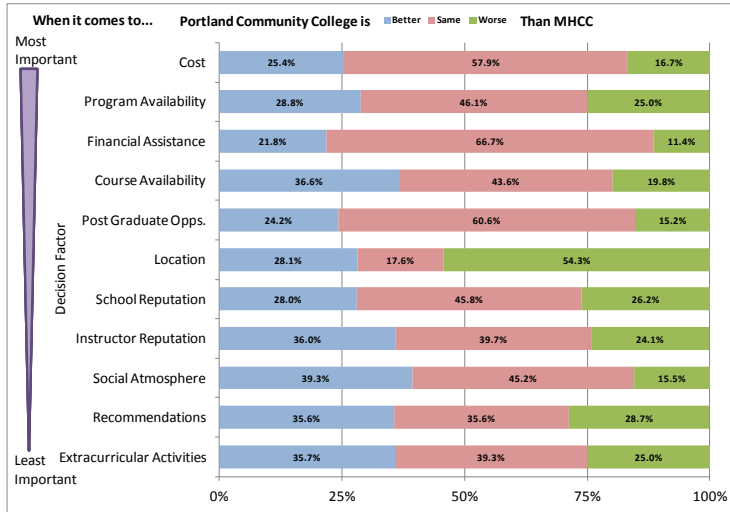
3) Determine the Importance of
4) Determine MHCC's Performance on
The Identified Decision Factors



- Importance/Performance (I/P) Analysis was used to assess Objectives Three and Four of the study. I/P Analysis asks survey respondents to rate the importance of items of interest (in this context the Decision Factors) then asks respondents how well the institution performs on the same items. Plotting the importance and performance scores allows for a visual representation of how an institution is doing. The plot is broken into four quadrants: (1) Keep up the Good Work – Items identified as High in Importance and High in Performance, (2) Concentrate Here – Items identified as High in importance but Low in Performance, (3) Low Priority – Items Low in Importance and Low in Performance, and (4) Possible Overkill – Items Low in Importance and High in Performance.
- Three items fell into the Concentrate Here quadrant: (1) Overall Cost, (2) Course Availability, and (3) Instructor Reputation. Overall Cost and Course Availability (along with Program Availability) had the highest average importance scores of the decision factors rated. These items deserve particular attention in order to maximize student satisfaction.
- Given MHCC's limited resources, the college may consider examining Extracurricular Activities and the Social Atmosphere to determine if there are alternative approaches to providing these components of the college experience. Any cost savings should focus on enhancing items in the Concentrate Here quadrant.

Objective 5:

Establish perceptions of MHCC's ability to address the decision factors relative to competitors in the Portland Metropolitan Area.



- Respondents were asked to indicate – for each decision factor – how the competitors performed (Better, the Same, or Worse) compared to MHCC.
 - MHCC has a distinct competitive advantage compared to the private institution groups.
 - Location was perceived as a competitive advantage for all identified competitors.
 - Aside from Location, PCC was perceived as doing a better job with regard to all other decision factors.