

Memorandum

To: Members of the District Strategic Planning Committee on Marketing and Outreach

From: Alisa S. Moore, Esq., Committee Chair

Date: March 8, 2011

Re: Summary of Survey Results of Employees done in January and February

Attached please find the survey results of the Employee Survey done over the past two months.

A quick review indicates that:

- 1) Respondents felt comfortable explaining the roles of all the entities, with the exception of the EDCT, although less so about KVCR than about the colleges.
- 2) Respondents felt that the community understood the value of the colleges clearly but were neutral about the value of KVCR and the EDCT.
- 3) Respondents understood the breadth of the colleges' offerings but not those of KVCR or EDCT.
- 4) Respondents felt the community knew the breadth of the colleges' offerings, were neutral about the District, and did not feel that the community understood the breadth of the offerings from KVCR or EDCT.
- 5) Respondents felt SBVC's marketing and outreach were adequate at this point but were neutral on the outreach and marketing for all other entities.
- 6) Respondents felt they could identify the value of KVCR to the District, but were neutral on the EDCT.
- 7) Respondents did not feel that the District or the Community at large understood the distinctions between the colleges' academic offerings and those courses/programs offered by the EDCT.

Thank you for your help with this.

Moore, Alisa S.

From: Moore, Alisa S.
Sent: Tuesday, February 01, 2011 11:47 AM
To: DISTRICT; CHC Campus; SBVC Campus; 8th Street Annex
Subject: Survey of SBCCD Employees for the District Marketing and Outreach Committee

Good Morning!

Please help out the District-wide Marketing and Outreach Committee. We are surveying the employees in the district in order to get a sense of how knowledgeable everyone feels they are about the roles each site plays in the work of the district; how knowledgeable employees think the community is about each district site; and employee views of how effective the current marketing plans are for each site. It is a short survey, and will remain open for three weeks from today (Feb. 22) in order to allow everyone time to participate. Just use the following link:

<https://www.surveymonkey.com/s/WDZ5LTL>

On behalf of the committee, we very much appreciate everyone's participation in this survey, which is part of the District Strategic Plan, Objective 6.1.1. If you have any questions, please do not hesitate to contact me.

Have a wonderful week!
Alisa

Alisa Sparkia Moore, Esq.

San Bernardino Community College District, Director of Marketing & Public Relations

Cell: 805.717.0347; Email: asmoores@sbccd.edu

Direct Line: 909.382.4012; Fax: 909.382.0144

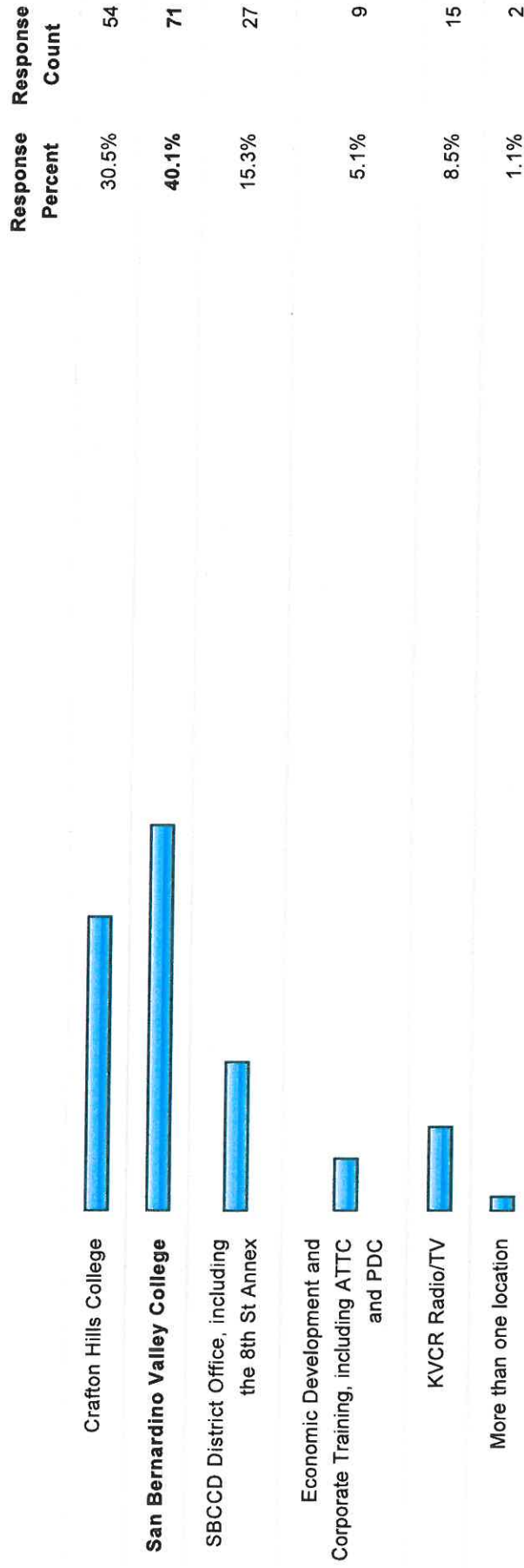
Crafton Hills College, Director of Marketing & Public Relations

Direct Line: 909.389.3333; Fax: 909.794.0423

114 S. Del Rosa Drive, San Bernardino, CA 92408

Website: www.SBCCD.org

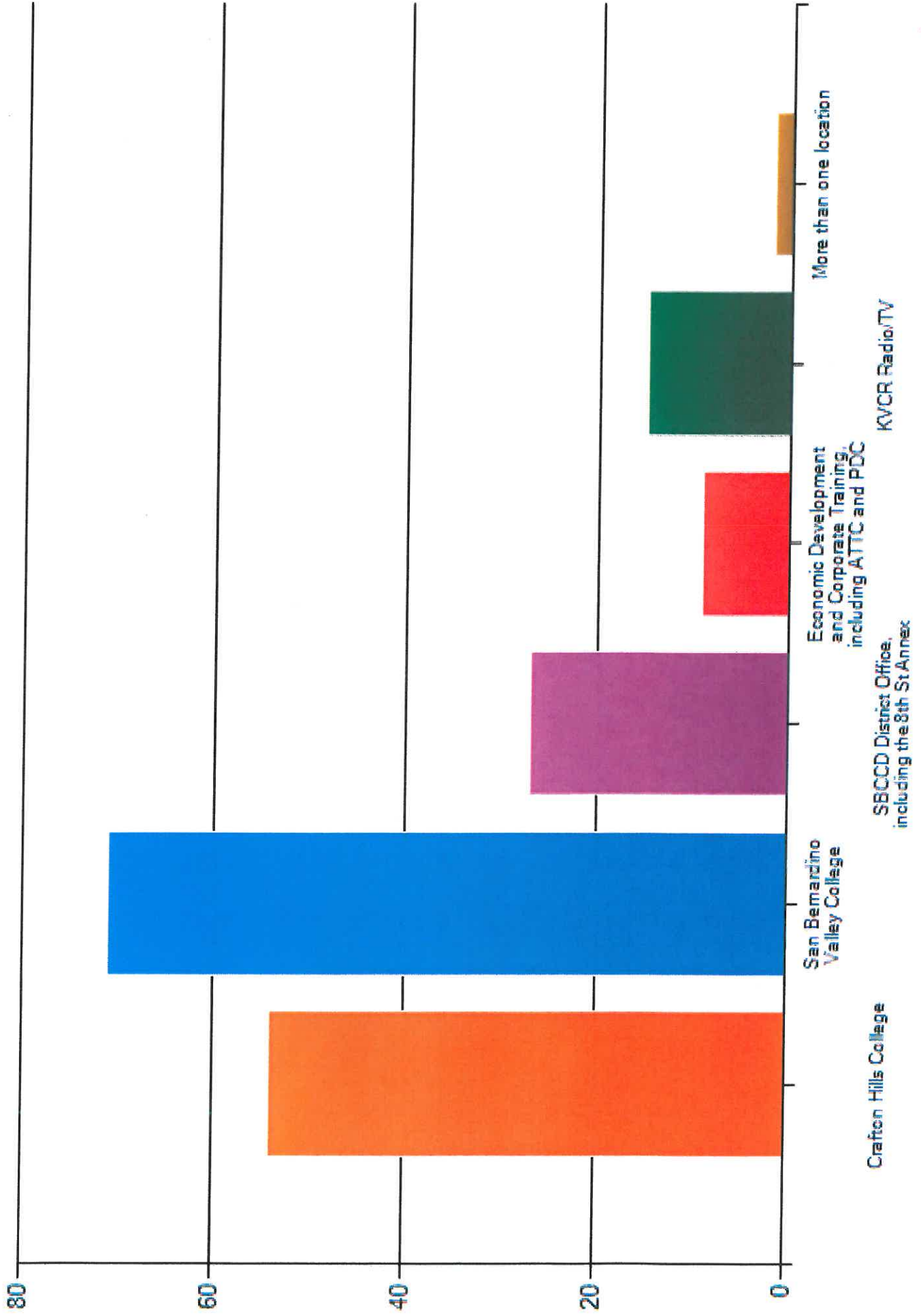
I am currently employed by the SBCCD at the following location:



answered question 177

skipped question 2

I am currently employed by the SBCCD at the following location:



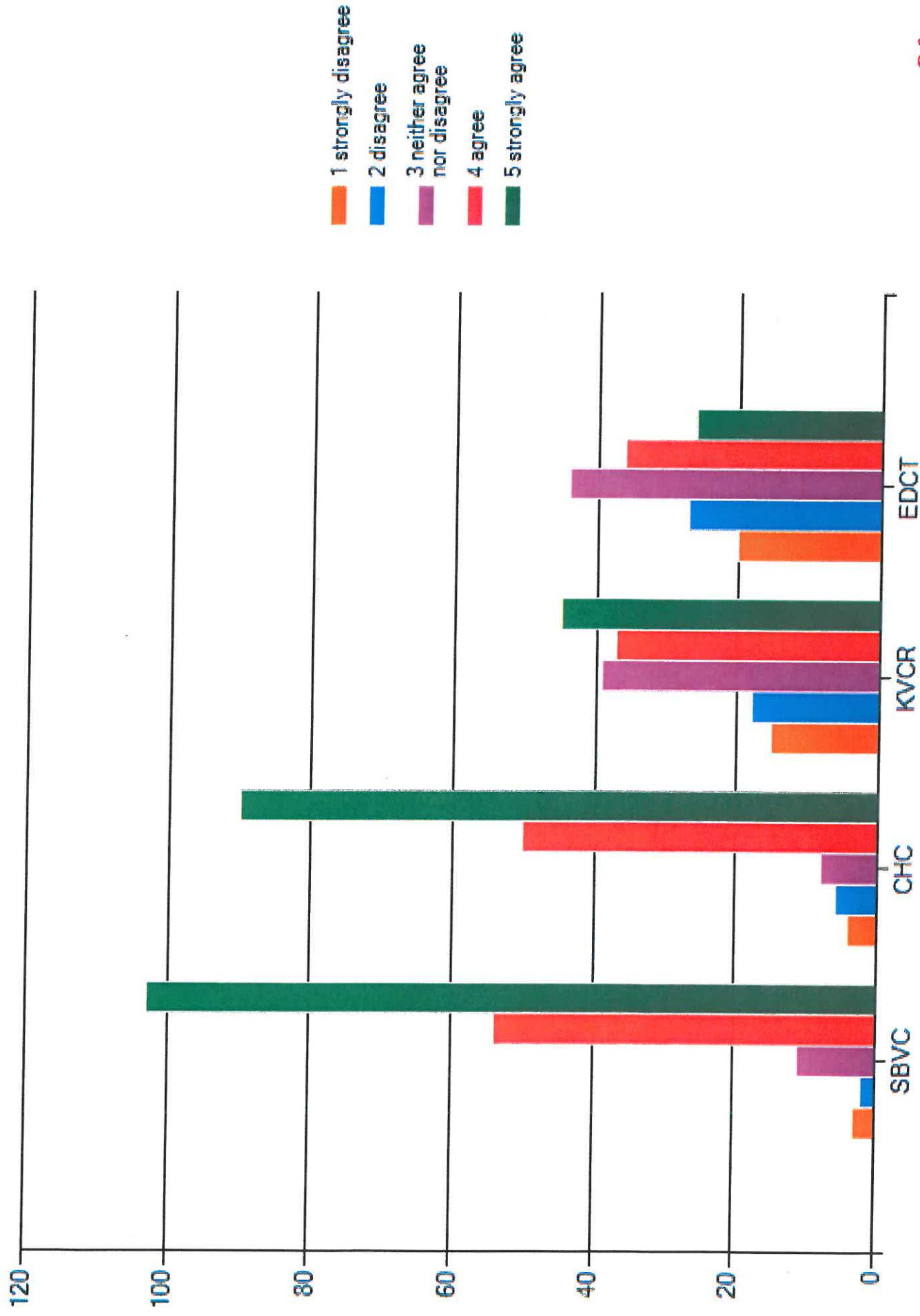
Employees view of community view



I have a clear understanding of the value of this entity to the community.

	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	1.7% (3)	1.2% (2)	6.4% (11)	31.2% (54)	59.5% (103)	173
CHC	2.5% (4)	3.8% (6)	5.1% (8)	31.6% (50)	57.0% (90)	158
KVCR	9.7% (15)	11.7% (18)	25.3% (39)	24.0% (37)	29.2% (45)	154
EDCT	13.1% (20)	17.6% (27)	28.8% (44)	23.5% (36)	17.0% (26)	153
				answered question		178
				skipped question		1

. have a clear understanding of the value of this entity to the community.



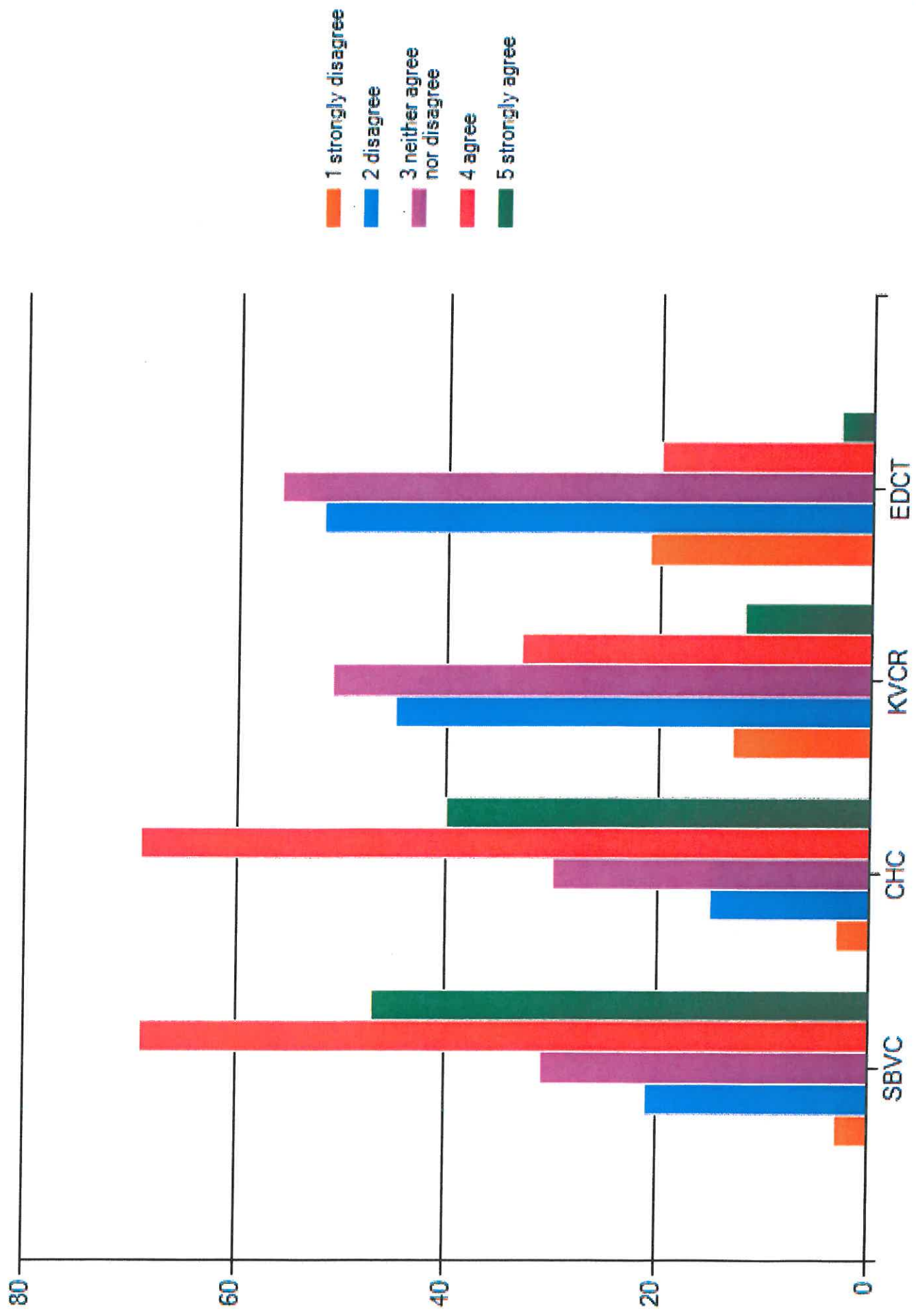
Employees view of community view



I believe the external community has a clear understanding of the value of this entity to the community.

	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	1.8% (3)	12.3% (21)	18.1% (31)	40.4% (69)	27.5% (47)	171
CHC	1.9% (3)	9.6% (15)	19.1% (30)	43.9% (69)	25.5% (40)	157
KVCR	8.5% (13)	29.4% (45)	33.3% (51)	21.6% (33)	7.8% (12)	153
EDCT	13.8% (21)	34.2% (52)	36.8% (56)	13.2% (20)	2.0% (3)	152
				answered question		177
				skipped question		2

I believe the external community has a clear understanding of the value of this entity to the community.



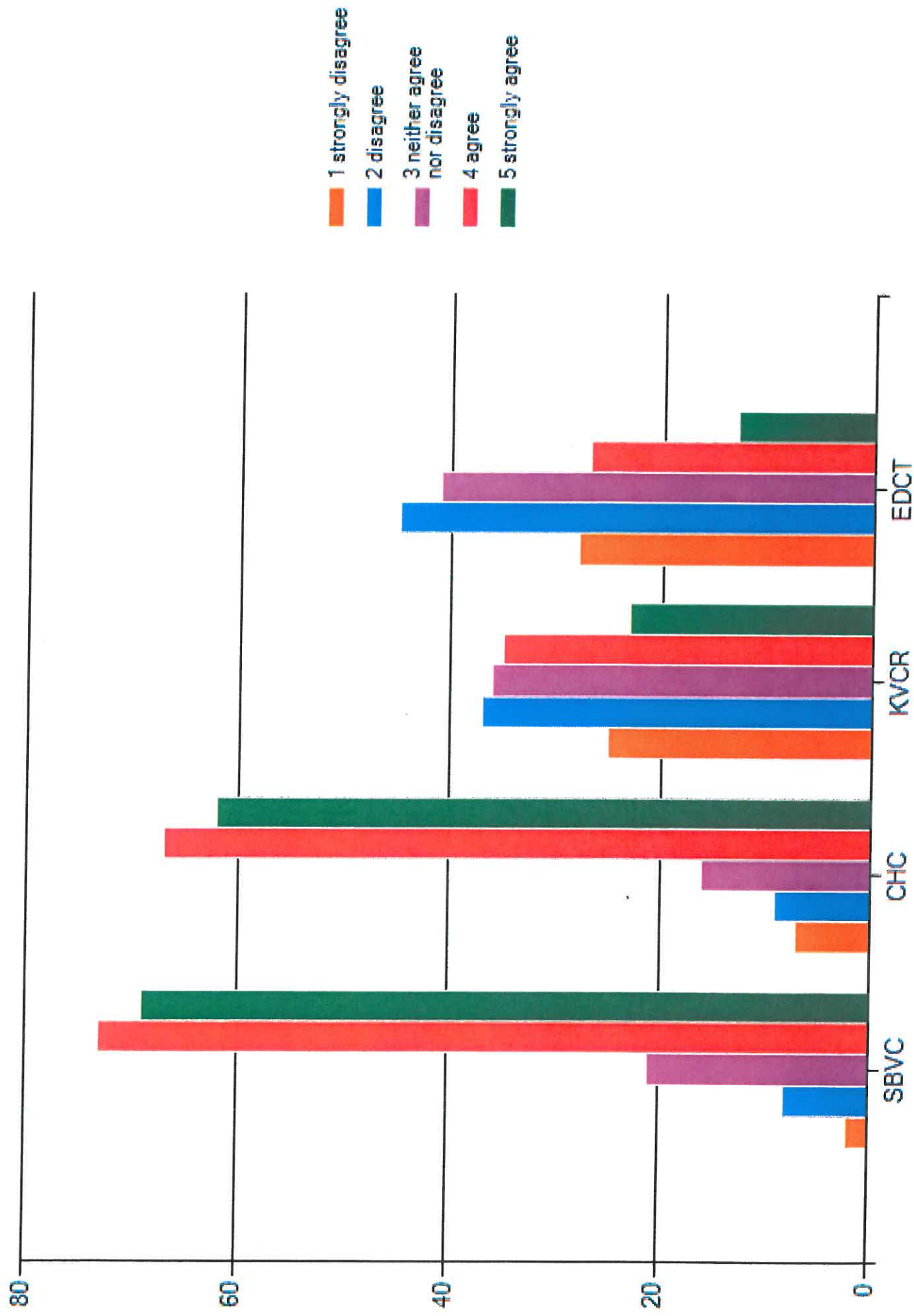
Employees view of community view



I have a clear understanding of the breadth of programs and services offered by each entity.

	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	1.2% (2)	4.6% (8)	12.1% (21)	42.2% (73)	39.9% (69)	173
CHC	4.3% (7)	5.6% (9)	9.9% (16)	41.6% (67)	38.5% (62)	161
KVCR	16.0% (25)	23.7% (37)	23.1% (36)	22.4% (35)	14.7% (23)	156
EDCT	18.2% (28)	29.2% (45)	26.6% (41)	17.5% (27)	8.4% (13)	154
				answered question	answered question	178
				skipped question	skipped question	1

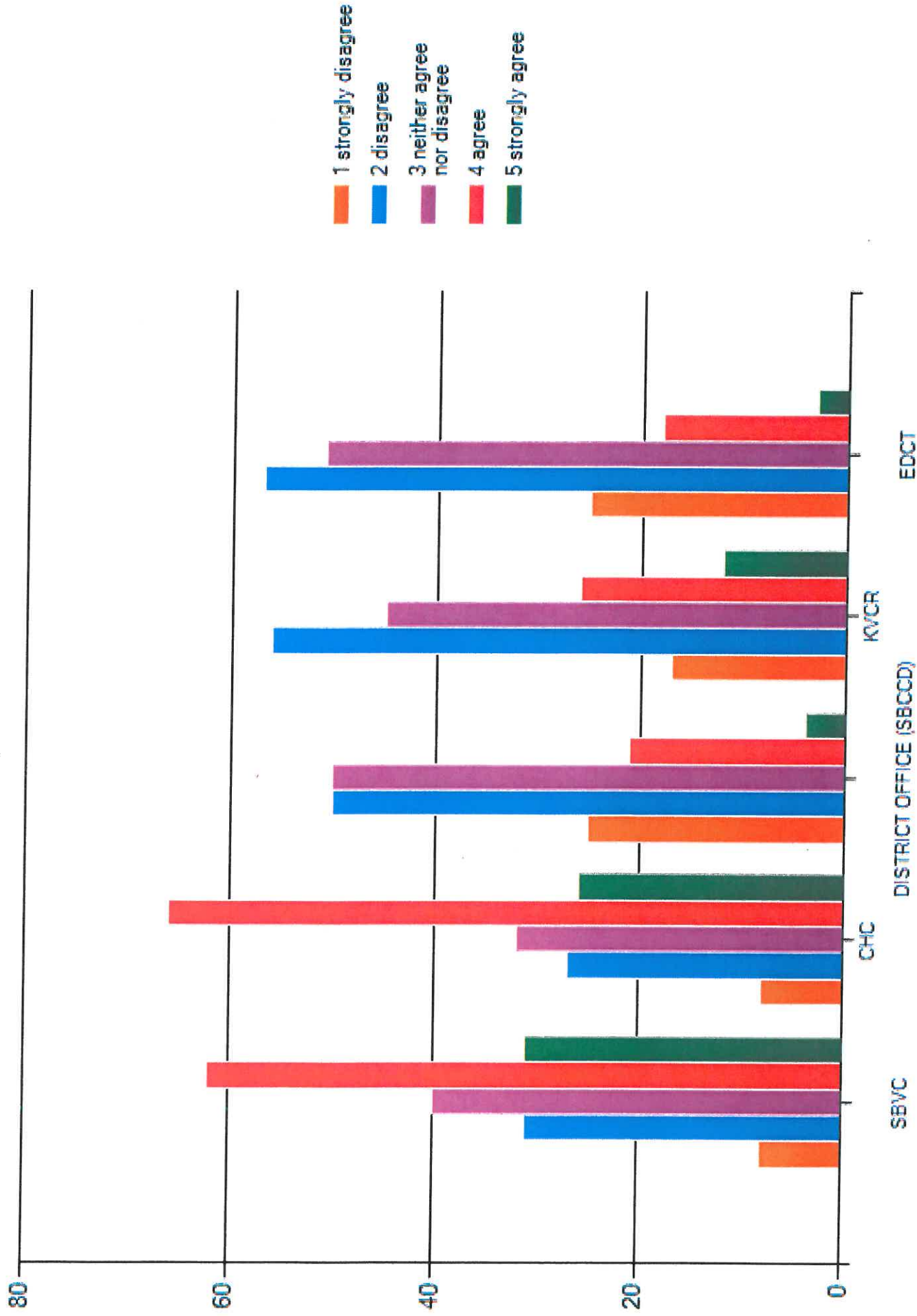
I have a clear understanding of the breadth of programs and services offered by each entity.



I believe the external community has a clear understanding of the breadth of programs and services offered by each entity.

	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	4.7% (8)	18.1% (31)	23.4% (40)	36.3% (62)	18.1% (31)	171
CHC	5.0% (8)	17.0% (27)	20.1% (32)	41.5% (66)	16.4% (26)	159
DISTRICT OFFICE (SBCCD)	16.7% (25)	33.3% (50)	33.3% (50)	14.0% (21)	2.7% (4)	150
KVCR	11.0% (17)	36.1% (56)	29.0% (45)	16.8% (26)	7.7% (12)	155
EDCT	16.3% (25)	37.3% (57)	33.3% (51)	11.8% (18)	2.0% (3)	153
					answered question	176
					skipped question	3

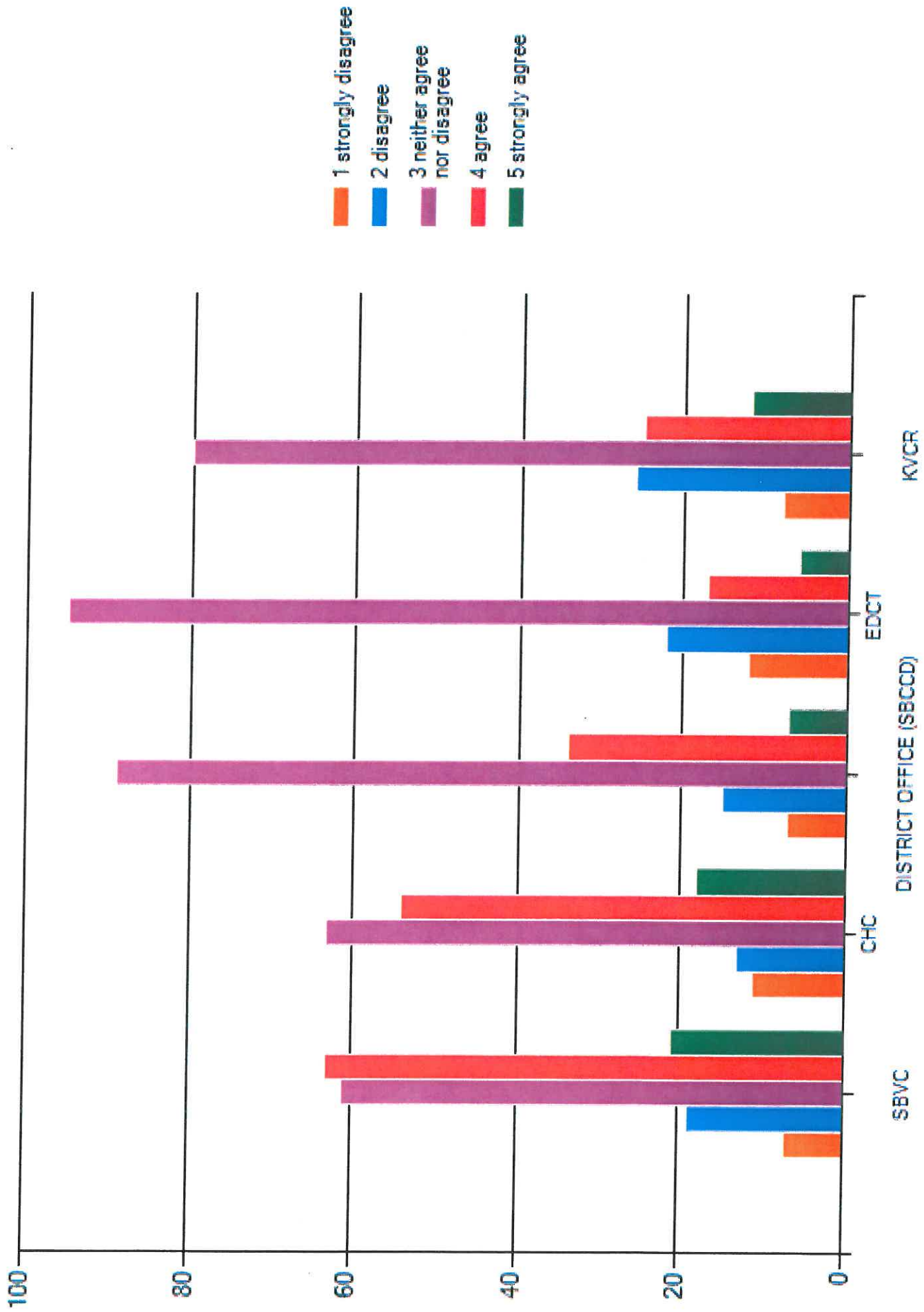
I believe the external community has a clear understanding of the breadth of programs and services offered by each entity.



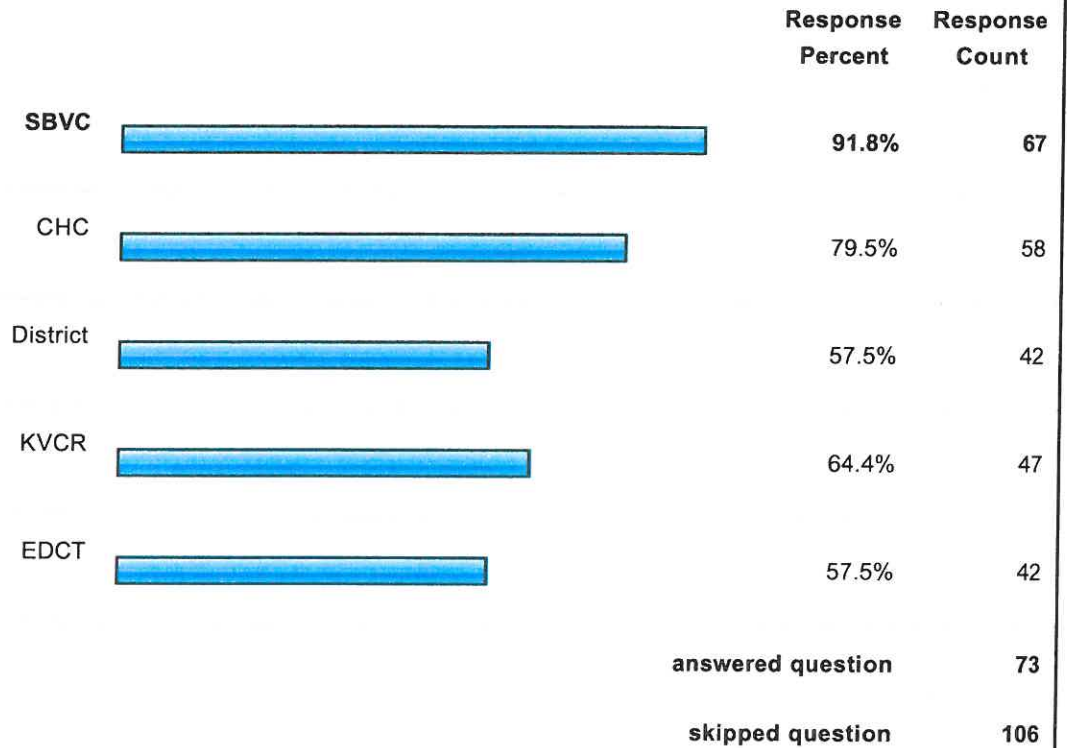
Based on the current enrollment environment, I believe that the entity's marketing and outreach plans are appropriate and effective at this time.

	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	4.1% (7)	11.2% (19)	35.9% (61)	37.1% (63)	12.4% (21)	170
CHC	6.9% (11)	8.2% (13)	39.6% (63)	34.0% (54)	11.3% (18)	159
DISTRICT OFFICE (SBCCD)	4.6% (7)	9.9% (15)	58.6% (89)	22.4% (34)	4.6% (7)	152
EDCT	7.9% (12)	14.6% (22)	62.9% (95)	11.3% (17)	4.0% (6)	151
KVCR	5.3% (8)	17.2% (26)	53.0% (80)	16.6% (25)	7.9% (12)	151
					answered question	176
					skipped question	3

Based on the current enrollment environment, do you believe that the entity's marketing and outreach plans are appropriate and effective at this time.



Recognizing the limitations of budgets and staffing resources, I believe that the entity's marketing and outreach efforts and activities should focus on the following:



7. Recognizing the limitations of budgets and staffing resources, I believe that the entity's marketing and outreach efforts and activities should focus on the following:

answered question 73 skipped question 106 Responses 91.8% 67

I have deleted all blanks, question marks, yes, no and I don't know answers in the interest of space.

SBVC ANSWERS ONLY

1. Enrollment Retention and Graduation completion
2. Education in Trades and Technology
3. AVAILABILITY OF CLASSES ALL SEMESTERS
4. Marketing programs with capacity
5. encouraging growth and learning opportunities to the community, providing a clear and concise website, offer more on campus recruitment workshops fairs that will include food and activities
6. They are focused correctly on strengthening internal tools
7. programs
8. serving the immediate local community
9. Programs to put people back to work, certificates and short carrer oriented programs
10. marketing
11. AA and AS degrees; Certificates that lead to job placement
12. incoming students, high schools, etc.
13. Transfer students and students wanting a certificate
14. Focus on middle and high shoools; maintain a presence in high schools
15. accoutability and waste
16. Builidng Partnerships with Educational and Community Organizations
17. local feeder high schools
18. classes, oportunities
19. Outreach & Press
20. more high school outreach
21. Recruitment
22. Low cost classes that count for university credit
23. Enhancing it's reputation
24. Promoting SBVC and the students that attend here.
25. Education in down economy
26. Increasing staffing - too broad of a task for one person
27. promoting career visions - help people visualize the options
29. Getting Students to attend
30. keeping the community appriased of the many different programs available to the community
31. high school to community college bridge
32. Successful Athletics programs
33. Job related programs offered through college
34. feeder high schools, CSUSB, immediate community
35. Programs offered
36. 4-yr college prep and transfer
37. Student education ONLY
38. We don't have room, why lie to people to come. Outreach to HS to make easier to apply, assess, orientation, etc
39. Physically go to the local high schools and talk to seniors or participate in the Bridge Program
40. Quality of Service and Reputation in the Community
43. Course offers need to be a priority.
44. Accomadations
45. high school and re-entry
46. Articulation with high schools/Option to 4 yr college
47. promoting success stories
48. State asn federal grants, coropate donations
49. Program Offerings Fri, Feb 4, 2011 3:48 PM Find...
50. community classes Fri, Feb 4, 2011 12:11 PM Find...

51. Marketing its career and technical education programs that are vital for the community it serves. The current perception of SBVC in the community is that it's leadership is not supportive of CTE programs.
52. The value of college education in securing immediate employment (individual courses, certificates of 10 -12 units, etc.)
54. 2 & 4-year degrees, programs for a new economy & workforce
55. transferring students to 4 year institutions
56. Quality of programs
57. High Schools, Junior High Schools, Elementary Schools
58. Technical and certificated programs
59. CTE programs and more full time Instructors for those programs to help fill the needs of the community better.
60. unique programs and success stories
61. grants, outside resources, partnerships, positive news stories
62. Job training and transfer preparation
63. positive influence both economically and culturally
64. career/tech ed & transfer, especially online
65. Student and instructor retention
66. The offerings of the college
67. high school students

CHC RESPONSES ONLY

1. Enrollment Retention and Graduation completion
2. Not cutting classes offered to our students
3. Education in Technology
4. AVAILABILITY OF CLASSES ALL SEMESTERS
5. Branding, developing promotional materials, marketing programs with capacity
6. encouraging growth and learning opportunities to the community, providing a clear and concise website
7. They are focused correctly on strengthening internal tools
8. programs
9. serving the immediate local community
10. marketing
11. same as SBVC
12. incoming students, high schools, etc
13. Transfer students and students wanting a certificate
14. at least getting out of the office and do what a marketing person is supposed to do
15. accountability and waste
16. Building Partnerships with Educational and Community Organizations
17. programs available
18. Outreach & Press
19. Recruitment
20. Low cost classes that count for university credit
21. Enhancing it's reputation
22. classes for current students
23. Identifying the special features tha CHC has to offer
24. Education in down economy
25. promoting career visions - help people visualize the options
27. keeping the community apprised of the programs available to the community
28. high school to community college bridge
29. job related programs offered through college
30. feeder high schools,, CSUSB/UR, immediate community
32. 4-yr college prep and transfer
33. Student education ONLY
34. Shoould become SBVC satellite campus, Crafton Center
35. Physically go to the local high schools and talk to seniors or participate in the Bridge Program
36. Quality of Service and Reputation in the Community

39. Course offers need to be a priority.
40. high school and re-entry
41. Programs and Services offered by the college
42. Articulation with high schools/Option to 4 yr college
43. promoting success stories
44. Program Offerings
45. The value of college education in securing immediate employment (individual courses, certificates of 10 -12 units, etc.)
47. Same as for SBVC
48. transferring students to 4 year institutions
49. Beautiful facilities
50. High Schools, Junior High Schools, Elementary Schools
51. College transfer preparation (into 4 year schools)
52. programs that lead to further education
53. unique programs and success stories
54. grants, outside resources, partnerships, positive news stories
55. Job training and transfer preparation
56. career/tech ed & transfer, especially online
57. Student and instructor retention
58. The offerings of the college

SBCCD DISTRICT RESPONSES ONLY

1. Education in Trades and Technology
2. RESOURCE AND PLANNING
3. community newsletters and promotional efforts..advancing the mission, supporting the colleges
4. Should allow the colleges to focus on what they do best
5. no marketing needed
6. serving the immediate local community
7. marketing
8. accountability and waste
9. Building Partnerships with Educational and Community Organizations
10. programs available
11. more events
12. Connecting Departments
13. How vital SBVC, CHC, KVCR and EDCT is to Southern California
14. Enhancing it's reputation
16. Clearer communication about what it is and does.
17. promoting career visions - help people visualize the options
19. How we assist the community & improve the economy
21. Not sure
22. Community outreach and research
24. District should be consolidated and put on the Valley of Crafton center campus.
25. Quality of Service and Reputation in the Community
28. Too much overhead and money spent for the District administration.
30. communicating budget needs
31. Vendor Services/Missions/Visions for its Entities
32. develop a clear and recognizable brand of the district with a clear value statement
33. Being Transparent, Open, Ethical and working to reduce bureauracy and red tape.
34. Recruiting international students for both campuses
35. Don't know too much about what district offers on programs
36. Efficient
37. Finding donors
38. Grant and other outside funding opportunities
39. Recruiting & retaining the best employees possible

- 40. projects that pay for themselves
- 41. Student and instructor retention
- 42. The role the District plays in supporting the colleges

KVCR RESPONSES ONLY

- 1. Education in Trades and Technology
- 2. RESOURCE AND PLANNING
- 3. increased efforts at fund raising
- 5. programs Tue, Feb 15, 2011 4:20 PM Find...
- 6. serving the immediate local community
- 7. marketing
- 8. Support community, but contribute more to District
- 10. accoutability and waste
- 11., 26. Unsure
- 12. all services available for district
- 13. Outreach & Press
- 14. let the community and the capuses know all the educational programming that kvcr has to offer. Many of our programming relates to the classes being taught at the colleges, professors need to be aware of our programming. Also more outreach to elementary schools about all of our amazing children's programming.
- 15. Local Community Shows
- 16. How the TV station can be beneficial to the students
- 17. involving students in production
- 18. Enhancing revenue and funding
- 20. Programming more broadly accessible to the community
- 21. promoting career visions - help people visualize the options
- 22. Whom do they serve?
- 23. how we can assist and inform the faculty about our programs that can benefit and enhance the student learning
- 24. How we help the community understand the world around them
- 25. SBVC faculty & staff, immediate community
- 27. Educational entertainment
- 28. Not much value to the students, for the costs
- 29. KPCC does a better job and reaches more people, I can't get KVCR in Redlands.
- 30. Quality of Service and Reputation in the Community
- 32. Kvcr should not be a priority with the current budget crisis.
- 35. expanding the user base
- 36. Owned and Operated by SBCCD/Public Broadcast TV/Radio
- 37. Educating the public on the opportunities for education and employment available in the community. Keeping the public informed about activities, events and public policy of our community.
- 39. Focus on community activities & events, ongoing programs
- 40. Asset
- 42. Serving our communities and the district
- 43. the value of the stations to the instructional programs
- 44. grants, outside resources, partnerships
- 45. Local and national news and political/social discussion
- 46. projects that pay for themselves
- 47. The educational as well as the entertainment value of KVCR

EDCT RESPONSES

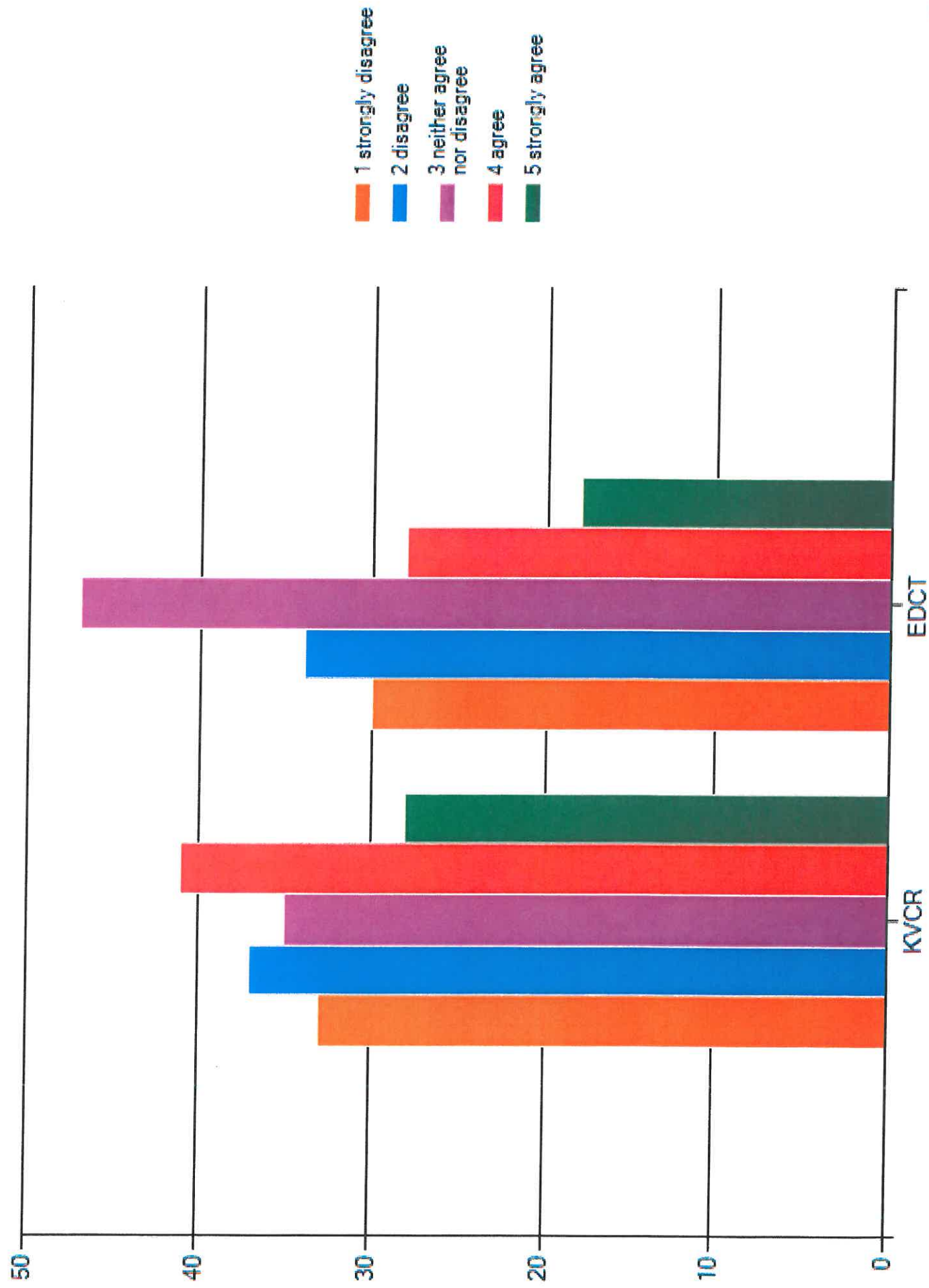
- 1. Education in Trades and Technology
- 2. UPDATED TRAINING
- 4. No opinion
- 5. training programs
- 6. serving the immediate local community
- 7. marketing
- 8. Job Training and Development in the community

9. Specialized training courses
10. accountability and waste
- 11., 18., 22. Not sure
12. programs available
13. Recruitment
14. How to find a new job
15. Enhancing revenue and funding
17. Clearer communication about what it is and does.
19. Whom do they serve?
20. How we assist the community get jobs thru training & improve the economy
23. Unknown
25. Should be incorporated into College curriculum , not a standalone competitor to the campus.
26. Quality of service and reputation to the community
28. get rid of this
29. Understanding what the EDCT is and offers
31. Customized/short-term training towards economic development/corporate training
32. partnership building activities with employers and outside agencies
33. working with business and individuals to develop and provide effective educational programs in a non-traditional setting (i.e. at the employer's site, at PDC labs and classrooms, or at community locations)
35. Not too sure what is all offered in this program
36. place to go for job training
38. Identifying and mentoring talented youth (high schools)
39. the value of the operation to the business community
40. grants, outside resources, partnerships, positive news stories
41. developing partnerships to meet training needs of local businesses

9. I have a clear understanding of the value of the entity to the SBCCCD.

	1 strongly disagree	2 disagree	3 Neither Agree nor disagree	4 agree	5 Strongly agree	Response Count
KVCR	19.0% (33)	21.3% (37)	20.1% (35)	23.6% (41)	16.1% (28)	174
EDCT	19.1% (30)	21.7% (34)	29.9% (47)	17.8% (28)	11.5% (18)	157
						answered question 174
						skipped question 5

I have a clear understanding of the value of the entity to the SBCCD.



10. I believe the following are the strengths or value of each entity to the community.

	Response Percent	Response Count
SBVC Show Responses	85.7%	72
CHC Show Responses	79.8%	67
DISTRICT OFFICE (SBCCD) Show Responses	64.3%	54
KVCR Show Responses	72.6%	61
EDCT Show Responses	64.3%	54
	answered question	84
	skipped question	95

10. I believe the following are the strengths or value of each entity to the community.

SBVC RESPONSES ONLY:

1. Greatly serves to extend learning and prepare for a 4 year college.
2. Local community benefits
3. Education in Trades and Technology
4. FLEXIBLE /
5. excellent programs and faculty. CTE and transfer programs
6. to give opportunities to the community by providing programs and waivers to give potential students the opportunity to learn new skills or expand their educational goals.
7. education delivery to our community
8. programs
9. experienced staff and faculty. SBVC college Administration is not experienced in the community it serves.
10. Two year degrees; certificates that lead to job placement
11. Being a comprehensive community college that offers a wide variety of career technical and transfer programs to those who seek an alternative to UC and CSU. Plays a major role in workforce development for this region.
12. history
14. Education and workforce development/preparation
15. A wide variety of classes available
16. Quality education
17. great professors
18. serving the community
19. Student Success
21. Education
22. classes, programs, certificates location
23. Provides higher ed and job training
24. Voc Ed
25. Hope
26. Vocational classes
27. Nursing program
28. Educational opportunities
29. Assessibility to the community
30. Education
31. low cost education and skill development - service to community - technical skills
32. preparing people for better jobs
34. Alumni word of mouth; location; vocational ed.
35. low cost education; vocational programs
36. Positive, student centered services
37. offers some very focused programs and certificates
38. serving students with a nicer looking and well functioning campus
39. Successful Athletics programs
40. Prepare students for life and work
41. faculty, print shop, audio visual, sports, automotive, tutoring program
42. Minority opportunity; college prep & transfer
43. Excellent instructors that care
44. The faculty and staff
46. Develop skilled workforce for technical jobs
47. educational programs
48. Offering degree or certificate programs transferable to the CSU/UC systems
49. Strategically located to serve low income population with educational services.
50. Ability to provide relevant, valuable educational resources and not just a pathway to a university
51. the quality of educational and occupational programs
52. Now you are asking too much info
53. athletics program

54. History, good programs. good faculty, quality programs
55. Valuable Education, Support Services
56. wide level entry level classes - job training
57. Educational opportunities for all
58. its history and unique programs and connection to KVCR
59. Hope for a better future through education
60. student-centered faculty and staff
61. career/tech ed & transfer
62. Service to students
63. Keeping our name and programs before the public
64. Advance Education and training. A good first choice for a second chance in higher education
65. Education
66. fixing the K-12 problems and transfer
67. Offer educational opportunities
71. Education
72. provides education at a reasonable cost

CHC RESPONSES ONLY:

1. Greatly serves to extend learning and prepare for a 4 year college.
2. Local community benefits
3. We offer quality courses to our students
4. Education
6. Dedicated faculty. Outstanding Allied Health/CTE and Transfer programs. Beautiful campus
7. to give opportunities to the community by providing programs and waivers to give potential students the opportunity to learn new skills or expand their educational goals.
8. education delivery to our community
9. educational programs
12. Being a comprehensive community college that offers a wide variety of career technical and transfer programs to those who seek an alternative to UC and CSU. Plays a major role in workforce development for this region.
13. small, friendly, personal attention
15. Education and workforce development/preparation
16. Quality education
17. nothing
18. there are no strengths in the marketing person at CHC, other than complaining and telling everyone else how they cant do their job for whatever reason!
19. serving the community
20. Student Success
21. Education
22. classes, programs, certificates, location
23. Provides higher ed and job training
24. Public Safety and Emergency Services
25. Hope
26. Vocational classes
27. Educational opportunities
28. educational resources
29. Education
30. low cost education and skill development - service to community - technical skill development
31. Preparing people for better jobs
33. none
34. low cost education; fire, emt, and respiratory programs
35. fire and emergency services are strong programs
36. Prepare studnets for work and life
38. College prep & transfer
39. Specialty programs, fire, emt

- 40., 65. don't know
- 41. Student centered
- 42. Respiratory, EMS, Firetech, Emergency Training, AS degrees
- 43. Develop skilled workforce for technical jobs
- 44. educational programs
- 45. Offering degree or certificate programs transferable to the CSU/UC systems
- 46. Great CTE programs and their visibility!
- 47. Ability to provide relevant, valuable educational resources and not just a pathway to a university.
- 48. the quality of educational and occupational programs
- 49. How do you describe the value of a community college?
- 50. same as above but beautiful campus
- 51. Valuable Education, Support Services
- 52. Safe community college atmosphere
- 53. furthering one's education
- 54. its service to the Yucaipa area and the fire training program
- 55. CTE programs, meeting needs of workforce/industry
- 56. vocational / certificated programs
- 57. Hope for a better future through education
- 58. career/tech ed & transfer
- 59. Service to students
- 60. Advance education and training. A good first choice for a second chance in higher education.
- 61. CTE and transfer
- 62. Offer educational opportunities
- 66. Education
- 67. provides education at a reasonable cost

DISTRICT OFFICE RESPONSES ONLY:

- 2. assisting in Education in Trades and Technology
- 3. FLEXIBILITY OF RESOURCE/ PLANNING / BUDGET
- 4. professional training for employees as well as benefits and payroll responsibilities
- 5. Support for the colleges and other entities
- 6. this is a service center for the district not the community
- 9. Provides leadership and support services for a multi-college District
- 11. Support for SBCCD students, faculty and staff, excellent employer for members of the community
- 12. Providing excellent service to the institutions
- 13., 24., 26., nothing, none, None - another layer of bureaucracy
- 14. serving the community
- 15. Student Success
- 16. programs
- 17. Critical for operation
- 19. Communication
- 20. Excellent Human Resources
- 21. Support for educational opportunities
- 23. administration for campuses
- 27. unclear
- 28. here to serve the community with educational programs
- 29. coordinate services of a major multi-campus college district
- 31. Should be community outreach
- 33., 47., 52. don't know, 46. Not certain
- 34. Administrative?
- 35. service the colleges
- 36. Support services for its entities/promoting its entities to the communities
- 37. An entity that plays a leadership and supportive role in organizing education, media and economic development services under its umbrella

38. Centralized point of contact for all of the resources of the district.
39. Or a district office?
40. efficient, streamlined
41. Help keep it all going
42. Objective oversight of SBCCD assets
43. leadership and service to the colleges
45. Service to students
48. oversight of the other sites
49. Annex: Support the needs of SBVC, CHC, and District
53. Support of Education, Vision
54. supports the missions of the colleges

KVCR RESPONSES:

1. Direct connection with local community
2. Local communities benefit
3. marketing in Education in Trades and Technology
5. NPR programming. High profile. could be more useful to campuses.
6. informational/teaching dialogue and entertainment
7. programs
9. Fund-raising
10. A "Jewel" in the SBCCD offerings. A great service provided for the tax payers of this region who sustain the SBCCD.
12. Information dissemination and news
13. interesting national educational programs and also local news and programs
14. nothing; 27. none
15. serving the community
16. Public Television and Socio-Cultural Programming
17. Education, information
18. information
19. Provides early childhood learning
20. Best programming around
22. Community outreach
23. One of the few legitimate news media outlets in the region
24. Provides educational and interesting programs about our own local community
25. Great public radio
26. Public broadcasting content Tue, Feb 8, 2011 5:19 AM Find...
29. community value - arts and Mon, Feb 7, 2011 3:56 PM Find...
30. Education outside the class room Mon, Feb 7, 2011 3:49 PM Find...
32. public television station
33. some offerings
34. provides life-long learning and balanced news
35. Love the programing.
36. bring high-level non-baised programs not offered on commercial radio/TV
37. SBVC ads, NPR
38. Educational programming
39. Is getting ran over by KPCC.
40. don't know, 59. Don't know
41. Not of much value given the current fiscal climate.
42. Offers a variety of programming - news
43. news and entertainment
44. unbaised news
45. Public info for the region
46. NPR broadcasting
47. Keeping the public informed about public policy.
48. Ok, the value here is providing information to the community on TV

49. quality programming

51. Source for the arts, lifelong learning opportunities, lab for students, promotion for the district, provider of information, center for technology.

52. unique addition to the RTVF program and others. Excellent marketing tool. The only locally owned and operated full power TV and radio stations serving more than 5 million people, the only communications tool serving the Inland Empire.

53. being a PBS station

54. Supporting community voices; media training opportunities

55. Education and wholesome entertainment, history of numerous entities

56. public radio and tv programs, news

60. Recognition in the Community/Cultural Value

61. provides education, information, and entertainment

EDCT RESPONSES:

2. Education in Trades and Technology

3. Potential way to grow new programs. Needs to partner more with campuses.

4. not sure

5. training and grants

6. no opinion

7. Economic Dev. & Workforce Development specific training that leads to job placement

8. EDCT is an immediate short-term workforce development resource of this region that is established as a rapid response Center for providing customized training solutions for incumbent workers and short-term training and re-training services for displaced, dislocated, unemployed, underemployed and economically disadvantaged workers. EDCT serves a large segment of our adult population that is not generally served by the colleges; provides the workforce skills and competencies necessary for leading them to jobs and thus stimulating economic prosperity in the region. EDCT ability to custom design quality and affordable performance improvement training solutions in a rapid manner is one its greatest strengths. It is also positioned well to lead the region in developing talent in emerging technologies and high growth and high demand areas. Another strength is that EDCT is not "space-bound" or "time-bound" which offers employers and the region enormous flexibility in developing quickly the talent that is needed for the region. Mon, Feb 14, 2011 12:30 PM Find...

9. Specialized training

10., 48. what is this?

11. serving the community

12. Economic Development

13. Training

14. programs not for credit classes

15. Not sure

17. Hope

18. Training & development in emerging technologies

19. Training

20., 26. unclear

22. community and workforce development

23. Training?

25. none

27. more educational programs for a different population than the colleges

28. Provide job training and employability skills for the unemployed and increased skills for incumbent workers

30. Unknown

32. don't know

33. a waste of time and resources

34. Develop skilled workforce for technical jobs Mon, Feb 7, 2011 8:46 AM Find...

35. training Mon, Feb 7, 2011 7:49 AM Find...

36. economic development/customized training for employers/short-term training to prepare workforce

37. Strong ties with employers and workforce development community at large. A "go-to" place to customized training solutions and innovative programs

38. Working with business and individuals to quickly develop and provide effective, relevant educational programs
39. the quality of programs offered
40. ??? Nanotechnology, where is this going in the local area?
41. job training in relevant fields
43. Center for planning and creating opportunities for a better future
44. Business resource for training in new areas and updating skills.
45. meeting needs of workforce (non-trad student)
46. Closer connection to business community
47. Vocational training that cannot be absorbed by the colleges
49. contract education, skilled labor
52. Is this a cheaper way to get an AA or AS degree?
53. Adult/Community Education

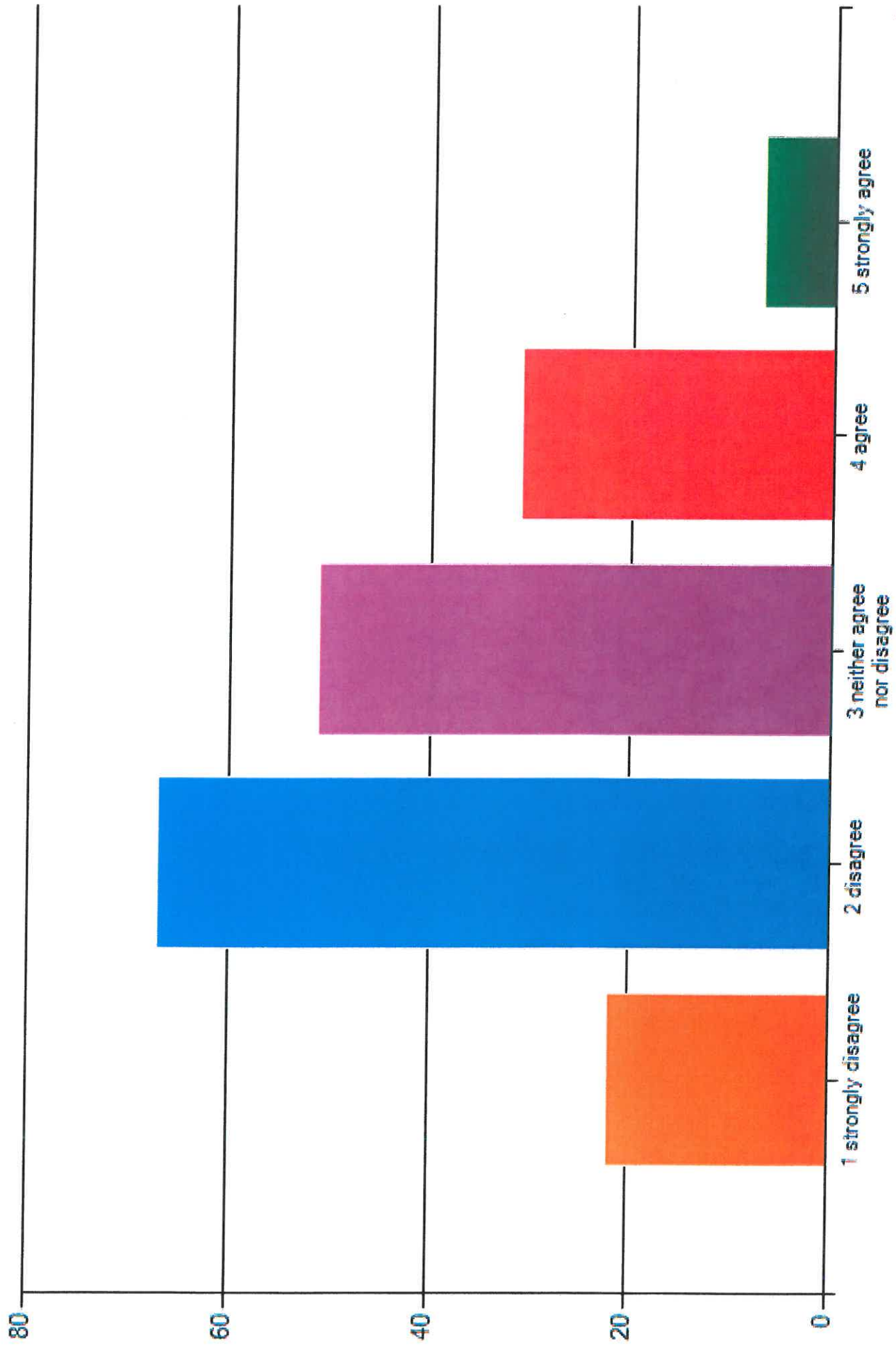
11. I believe the internal community (within the SBCCD) has a clear understanding of the differences between the academic programs offered by the SBVC and CHC and the economic and workforce development services offered by EDCT.

answered question 176

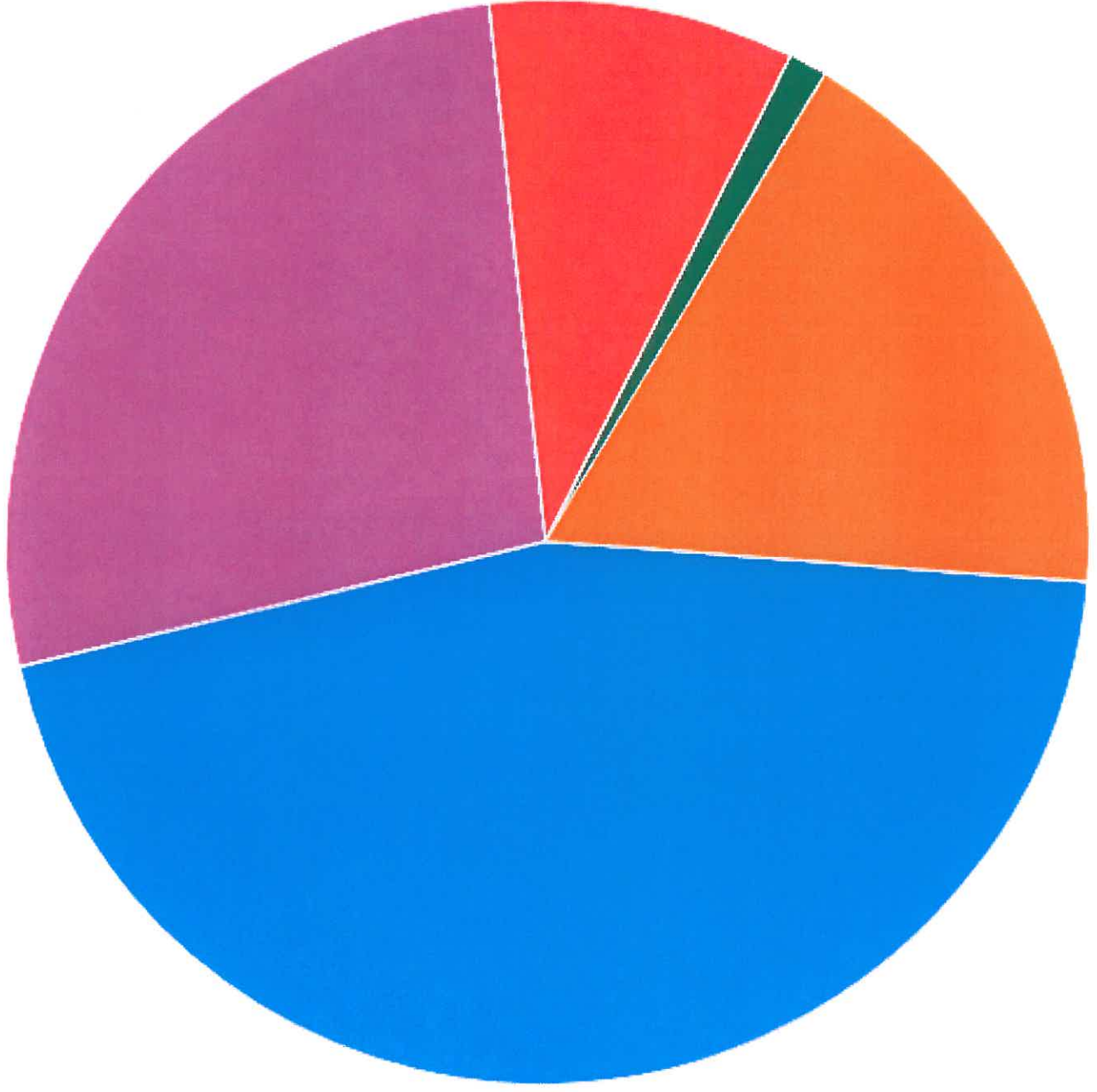
skipped question 3

	Response Percent	Response Count
1 strongly disagree	12.5%	22
2 disagree	38.1%	67
3 neither agree nor disagree	29.0%	51
4 agree	17.6%	31
5 strongly agree	4.0%	7

I believe the internal community (within the SBCTSD) has a clear understanding of the differences between the academic programs offered by the SBVC and CHC and the economic and workforce development services offered by EDCT.



. believe the external community has a clear understanding of the differences between the academic programs offered by SBVC and CHC and the economic and workforce development services offered by EDCT.



- 1 strongly disagree
- 2 disagree
- 3 neither agree nor disagree
- 4 agree
- 5 strongly agree

13. Please include any other comments you feel might be helpful.

Response Count 37

answered question 37

skipped question 142

13. Please include any other comments you feel might be helpful.

1. This is a blue collar community. More certificated and career technical programs must be offered if SBVC would like to continue its service to the community.
2. I don't have a clue about what the EDCT is. KVCR at least broadcasts useful television, that I understand.
3. Additional marketing might help to clarify each program (Academic vs. Economic & Workforce Development)
4. EDCT fulfills SBCCD's economic and workforce development mission. When considering that only 25 - 35% of the adult population participate in college education, it can be fairly assume that the vast majority of the adult population will need some form of short-term job-training opportunity. And, that is the opportunity the EDCT provides to the region. A lot of jobs do not require any college degree and we cannot assume that all adults will participate in collegiate education. Therefore, we should give our adults other viable short-term opportunities and that is what EDCT focusses on. As educators we should offer our citizens many meaningful modalities of learning and offer them opportunities to seek skills and competencies necessary to seek employment leaving aside our petty academic politics. The world has changed. The Encyclopeida is replaced by the bottom-up Wikipedia, which is developed by the people, and we should develop a world view that is consistent with the changes that is happening around us. EDCT is not in competition with the academic programs. It offers short-term not-for-credit programs that is needed for strengthening our workforce.
5. I've been on staff 12 years and an adjunct faculty and 4 years full time and I am still learning about many of the programs on my own campus and have limited knowledge of the other campuses.
6. marketing and public relations at CHC is a joke! there is no productivity out of that office like the predecessor that held that position, sending news clippings that are online does not count! Interaction with the students does not take place, all that office has done is make enemies on every district site because of the "me, me, me" mentality! Get out and show the district something, make yourself useful instead of complaining about everything you CANT do because you are only on campus 3 days a week! Make use of the 3 days, if you cant be someplace, then make it your point to be someplace, that is your job!! What a Joke!
7. I think that the entire District needs to focus on cutting back on over paid presidents, deans and other management. Work harded to provide vocational programs to the community for more options and to be extreme with the following equal oppurtunity laws and policies when hiring and providing courses to the community.
8. Need large signs on every building, memorable campus tours (wkshps, motivational speakers etc.) and large sign for campus announcements. Need more basic skills courses available in reading, math, English to service community.
9. Information from each site should be given to each employee so we all understand the importance of each entity to the District.
10. This survey was the first I saw EDCT and am not sure the function
11. I believe that KVCR is the biggest asset the community college district has. There's so much potential for advertising and outreaching to the entire community.
12. Why are we spending money on marketing when we are impacted?
13. Get rid of KVCR. Sell it. It does not support what our student's need in the district. It is a money pit.
14. I believe the District and all its entities are here to serve the community, which of course encompasses students but also community members at large regardless if they are students. They all pay taxes, taxes that are to benefit their community, if its the beautification of the colleges, or life long learning.
15. I have no idea what the community thinks.

16. The community at large arrives on campus for two types of events every year, graduation and sporting events. For the most part this is the only time the community at large will step onto campus. SBVC should laud the athletics department with greater support and fewer obstacles, supporting athletics with greater financial resources and less red tape in order to present a better product to the community at large.
17. Too many titles and acronyms are used in marketing, We should market one entity; the San Bernardino Community College District that serves the community through programs at colleges and training. Anyone needing education to improve their personal skills should be able to contact one source who then internally directs that person to a college, a TV station or a EDCT training program. The customer should not be required to know our systems (or how we are organized) only that we serve all their needs.
18. When turning titles into acronyms put the letters right next to the title at least once e.g. (EDCT) at the start of the survey. You may want to specify at least once ATTC & PDC as well
19. Since we're not growing any of our programs, I'm not sure that it's necessary to promote anything we have to offer. Currently, the services we provide are themselves the marketing tool for getting people into the district. If the classes aren't filling now, we should consider eliminating (not marketing) those courses and filling them with classes we know students need.
20. It is hard to find a person in the beautiful new buildings at district. Why is district buying more land? The College could use the resources. It seems the District has been making decisions to benefit themselves and not the College Mission or values.
21. If we must reduce the numbers we serve we should maintain the quality of services and reputation of the District.
22. Cut EDCT
23. Kvcr is not a priority.
24. While KVCR has a value to the community, it does not fulfill the mission of the community colleges. It should be self-supporting
25. Understanding and knowing the services/programs provided by each entity by educating the communities and its respective internal/external clients would maximize the efficiencies to be derived from the programs/services provided by each of the them. Communication is very important. We have the infrastructure, let's use them. Thank you.
26. I believe that there is an 'US' versus 'THEM' mentality throughout the district. VC sees CHC and EDCT as competitors instead of complementing each other. District office has taken steps to make all other entities unwelcome and is difficult to work with (locking the door, removing the receptionist, reduced hours, unreasonable deadlines for BOD submission, excessive time to retrieve BOD approved items after BOD meetings, and processes that do not permit or enhance quick response to community needs.)
27. I live in the community and don't know much about professional development at the district; what are the numbers on the people who have benefited from these courses? And on the nanotechnology, where is this leading to more job opportunities in the local community? That should be the focus--local community.
28. How does the EDCT fit into the college as a whole? There is no accreditation process and I don't even know what it is for and how much it is costing us. Do the people who "go to school" at the EDCT have certificates when they leave? Are they marketable? Is their time being wasted since they are not accredited?
29. Though we face economic challenges, our district is in a position to lead our citizens into the next economic boom. Utilizing the strengths of each entity, the sky is the limit.
30. If we wish to fulfill the communities need, then we must educate more people for the CTE fields. By doing this we create more tax payers and higher paying jobs for the area, which then increases the tax

base for the community. But to do this properly we need to educate the school and the admin on the importance of these programs.

31. I'm new to the district so my actual knowledge at this time is limited.

32. The EDCT serves the community by meeting needs of labor, industry, non-traditional college student.

33. Some of what EDCT does makes sense to me, but when it begins offering courses that were once taught at the colleges and offering courses that are taught at other colleges, it seems to be duplicating or usurping the role of the colleges.

34. Orientation for staff regarding all SBCCD programs would be helpful.

35. Let's streamline administration rather than cut sections of classes.

36. Thank you.

37. What is the vision and mission of this "Outreach" since we are in a state of cutting sections and programs and serving more students the state is supporting?