Muskegon Community College
Community Ascertainment Survey:
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Executive Summary

Muskegon Community College is a center for lifelong learning which provides persons the opportunity to attain their educational goals by offering programs that respond to individual, community and global needs. As part of our commitment to that mission Muskegon Community College must continually assess, evaluate, and implement goals that reflect the priorities and needs of the community.

This process involves committee discussions as well as community input. Ideas are refined into the priorities and goals that ultimately become the College’s Strategic Plan. The Ascertainment Survey is one of the tools used to engage with the community and obtain feedback, ideas, and suggestions from students, alumni, community members, local businesses, and education partners. Those who participated in these surveys, focus groups, and other methods of determining community perceptions and needs played an invaluable part in determining the direction of Muskegon Community College.
The following is a report of seven surveys conducted on behalf of Muskegon Community College (MCC) under the auspices of MCC’s Community Relations Department. These surveys are collectively aimed at describing and ascertaining MCC’s constituent groups. Two approaches were used in gathering data: telephone survey research and online survey data gathering using Survey Monkey™.

In terms of the telephone survey of the General Public, households were called at random throughout the following counties: Muskegon, Newaygo, Oceana, and Ottawa during the month of October, 2010. The sample consists of 500 completed surveys. The remaining six surveys were all developed as online surveys. These constituent group online surveys, including their respective sample sizes, are as follows: General Public (n=65), Current MCC Students (n=37), Recent MCC Graduates (n=34), Prospective Students (n=23), High School Faculty/Counselors/Principals (n=16), and the Business Community (n=88). Constituent groups were contacted and invited to complete an online survey. In the case of the general public, however, the appropriate survey was made available for a period of time on the MCC website. It should be noted that the sample sizes for the six online surveys are modest. Modest and small sample sizes are more the norm today when conducting online research, and the reader is advised to exercise care in the interpretation of the findings.

This report organizes the findings into the following five sections: Perceptions of Community Colleges and Related Issues, Evaluating Muskegon Community College, Facts about Muskegon Community College, Information, and Demographics. It should be noted that, while the questionnaires for the various surveys are quite similar, often using the same or similar questions, they are not identical. The committee reviewing the overall research needs of this collective research effort deemed it necessary to adjust the questionnaires to suit the particularities of the respective constituent groups. It also should be noted that not all seven constituent groups will necessarily have findings identified under each one of the aforementioned five sections in the narrative, as there might not have been questions pertinent to a particular section.

Throughout the narrative, as specific questions are discussed, they are denoted Q1, Q2, Q3, and so forth. Also, where percentages are discussed in the narrative, they are presented, for simplicity sake, rounded to the nearest whole. The narrative is followed by the section titled Tables, where the findings for all questions, for all seven surveys, are presented in table form. The reader is urged to review the tables directly, as this will provide the most complete understanding of the findings. The narrative that precedes the tables is by design a summary and, therefore, will not impart the full complexity found in the data for these seven surveys.
PERCEPTIONS OF COMMUNITY COLLEGES AND RELATED ISSUES

GENERAL PUBLIC SURVEY
When asked in open-ended questioning which college comes to mind first that offers associate degrees and certificates (Q1), the top three responses are MCC (33%), Grand Rapids Community College (14%), and Montcalm Community College (10%). When further asked where they, or a family member, might consider taking classes leading to an associate degree or a certificate (Q2), the top three choices are MCC (38%), Grand Rapids Community College (16%), and Montcalm Community College (09%), which is tied with Baker College (09%). Q3 presents criteria upon which to identify community colleges that are best known for these particular nine qualities. In each instance, MCC is in the lead position (21%-37%), though a high percentage (15%-49%) remain unsure.

GENERAL PUBLIC SURVEY (online)
Individuals completing the online survey, overwhelmingly (89%) identified MCC as the college that comes to mind first that offers associate degrees and certificates (Q1). Similarly, the vast majority (77%) identified MCC when asked (Q10), “If you or a family member were considering taking classes leading to an associate degree or a certificate, which college would you consider or would you recommend?” Respondents were asked to consider nine qualities or functions and asked to identify the two-year college in West Michigan best known for each of the nine. The data show MCC in first place with Baker College in second place (Q11).

CURRENT MCC STUDENTS (online)
According to participants, the top 3 obstacles to pursuing higher education (Q20) are having to work while in school (49%), tuition costs (43%), and their own motivation (31%). As for the top 3 factors considered in selecting a college (Q21), these are location of the college (76%), tuition costs (67%), and reputation of the college (39%).

RECENT MCC GRADUATES (online)
According to recent graduates, the most significant obstacle to pursuing higher education (Q29) is tuition (61%), followed very distantly by having to work while in school (18%).

PROSPECTIVE STUDENTS (online)
Prospective students were asked to identify the greatest obstacles to pursuing higher education (Q7): tuition (65%), having to work while in school (50%), and their own motivation (25%), among other things. They were also asked to identify factors they consider when selecting a college (Q8). These are: location (79%), tuition (63%), and a three-way tie for third are reputation of the college (37%), college provides career preparation (37%), and college provides job placement (37%). It appears that high school students are more likely to have had a discussion about college (Q9) with friends (77%) and parents (59%) than with high school counselors (29%), or their teachers (24%), or the high school principal (18%). About 79% of respondents have considered attending a 2-year college (Q10/11). The following are the top 3 two-year colleges respondents have considered attending (Q12): MCC (84%), Baker College (58%), and Grand Rapids Community College (21%).

HIGH SCHOOL FACULTY/COUNSELORS/PRINCIPALS (online)
While high school faculty/counselors/principals (FCP) do not fully agree on the most significant educational needs facing their community (Q1), or their students (Q2), they tend to agree that “making higher education more affordable” and “increasing high school graduation rates” are the top two issues facing their communities (Q3). Even though FCP do not agree on how students make decisions about which college to attend (Q4), they do agree that tuition costs (86%) and students’ own motivation (57%), among other things, are students’ greatest obstacles to pursuing higher education (Q5). FCP also agree on the factors students primarily consider when selecting a college: tuition (93%), location of the college (86%), and reputation of the college (43%) are the top 3 factors (Q6). When asked to review a series of attributes about which a college could be known, participants identified the 2-year college that is best known for each attribute: MCC is the clear first choice, with Baker College a distant second, with others following even more distantly (Q7). FCP were asked to indicate the frequency with which they mention attending a 2-year college when discussing college options with their students: 69% indicate “every time,” and 23% indicate “about 75% of the time” (Q16/17). FCP were further asked, “When you think of colleges that offer associate degrees and certificates in the broad region of West Michigan, which name comes to mind first?”: 85% identified MCC (Q18).
BUSINESS COMMUNITY (online)
Members of the business community were asked to rank several social factors by order of significance to their business. In these respects, “Increasing high school graduation rates” (49%) and “Increasing college education” (38%) are their top 2 selections (Q1). Participants were asked to identify the most significant training and educational needs for their business (Q2). The following are their top 3 choices: “communication skills” (60%), “enhancement of skill sets so employees can do their current job better” (44%), and “technologically-based skills” (42%). About one-third (34%) indicate that they offer tuition reimbursement incentives for their employees (Q3). When asked how well they believe area colleges are meeting the educational needs of individuals, businesses, and the community (Q4), respondents indicated as follows: individuals (87%), community (71%), and businesses (60%).

When asked, in open-ended questioning, to identify the college that comes to mind first that offers associate degrees and certificates (Q5), 70% of those responding identified MCC and another 14% mention MCC and Baker College together. When asked which training service providers they currently use or have used in the past for training employees (Q6), participants indicate sometimes use/have used frequently/use exclusively as follows: in-house (80%), community college (51%), consultant (51%), trade organization (49%), software/service vendor (47%), and 4-year university (36%).

Although members of the business community offer a variety of opinions concerning the community’s post-secondary educational needs over the next 5 – 10 years (Q7/8), there is a tendency toward increasing skills training and better understanding of technology. Participants were asked, “Based on classes leading to an associate degree or certificate, which college would you recommend to your employees or others?” (Q10). Their first choice was MCC (91%) with Baker College in second place (65%).

HIGHLIGHTS
- Prospective students are not as likely to speak with teachers and counselors about attending college as they are to speak with parents and friends.
- A high percentage (79%) of high school students actively consider attending a 2-year college.
- Most high school counselors and teachers indicate that they mention attending 2-year colleges to their students.
- The business community is highly favorably disposed toward MCC, with 91% indicating that they would recommend MCC to their employees and others. The business community identifies “increasing high school graduation rates” and “increasing college education” as the top two issues of the Muskegon community.
- Within its service area, MCC is highly regarded and is generally seen as the leading 2-year college. MCC is identified as the first choice for pursuing a 2-year degree or certificate.
- Among present, past, and prospective students, tuition cost is among the greatest obstacles to pursuing higher education, and is a primary consideration in selecting a college. This perception is supported by high school faculty and counselors.
GENERAL PUBLIC SURVEY
Respondents report various ways in which they have connected with MCC over the years (Q4). The majority (52%) indicate that a friend or family member has taken courses at MCC. Others indicate that they have taken classes at MCC (21%), or that they are aware of MCC through the media (15%), etc. The majority (66%) describe MCC as good, very good, or excellent, though 23% are unsure (Q5). As for MCC’s perceived impact on the community (Q6), 69% identify it as good, very good, excellent, though 21% are unsure. Similarly, 68% and 72%, respectively, believe that MCC’s responses to individual (Q7) and community (Q8) needs are good, very good, excellent. In terms of a more detailed evaluation on nine criteria, 48%-80% described MCC as good, very good, or excellent (Q9).

As for the community’s greatest educational need or challenge (Q10), the top three responses are changing economy/jobs/career prep/vocational training (23%), tuition cost/education cost/financial aid (21%), and high school drop-outs/graduation rates (09%), though 31% were unsure. In these respects, 39% believe MCC is doing a good, very good, excellent job addressing these concerns, though 41% are unsure (Q11). In terms of their own greatest education need (Q12), the top three responses are jobs/employment/career prep/vocational training (32%), be more prepared for changes in workplace (25%), and do my job better/work smarter/job advancement (16%).

GENERAL PUBLIC SURVEY (online)
Respondents rated MCC’s commitment to offering programs that respond to individual and community needs very positively. In these respects, 82% rated the college good-very good-excellent, with 55% rating the college very good-excellent (Q2). While many opinions were offered concerning the community’s one greatest educational challenge (Q3), 65% rated MCC’s efforts in dealing with these challenges as good-very good-excellent (28% very good-excellent), with 28% rating the college fair-poor (Q4). As a follow-up question, individuals were asked to rate MCC on nine criteria (Q5). In these respects, 62%-87% rated the college good-very good-excellent. The highest score was given to “Preparing students to enter 4-year colleges” (87%), and the lowest, though still quite positive, to “Responding rapidly to changing needs of business” (62%). When asked to point out personal educational needs that they thought MCC could meet, or meet better, there were few comments and little patterning (Q6). Finally, when asked how they have connected with MCC over the years (Q12), the top 5 responses are: A friend or family member has taken courses at MCC (64%), I have taken classes--but not graduated (42%), and I am aware of MCC through the media (38%), I am simply aware of MCC (31%), and I am a graduate--received Associates Degree and/or Certificate (29%).

CURRENT MCC STUDENTS (online)
Participants were asked to describe the quality of education they are receiving at MCC. In this connection, 83% believe the education at MCC is good-very good-excellent, with 60% identifying the education as very good-excellent (Q1). Participants were asked to evaluate MCC on 12 criteria/qualities, ranging from ease of registration process to having a positive impact on the region’s economy to offering relevant technical and vocational skills (Q2): 68%-92% evaluated the 12 criteria as good-very good-excellent, with the top 3 evaluations given to “Ease of registration process” (92%), “Quality of instructors” (92%), and “Quality of academic programs” (89%). The top 3 evaluations of very good-excellent are given to “Quality of instructors” (65%), “Providing continuing education that serves the community” (62%), “Friendly and welcoming staff” (59%) and “Quality of academic programs” (59%). It was indicated to participants that MCC is committed to offering programs that respond to individual and community needs. Then they were asked to rate MCC’s efforts (Q9): 81% rated MCC good-very good-excellent, whereas 35% rated MCC very good-excellent. Q22 offers some open-ended comments as to MCC’s best qualities or features that pleasantly surprised respondents. They note the high quality of education and instructors, the beauty of the campus, that the courses are challenging, pleasant and caring staff, a safe campus, and so forth. Moreover, 86% indicate that they would recommend MCC to others (Q23/24).

RECENT MCC GRADUATES (online)
In terms of the education they received at MCC, 97% believe it was good-very good-excellent, with 76% saying that it was very good-excellent (Q1). In terms of nine criteria of evaluation (Q2), 53%-82% rate MCC good-very good-excellent and 32%-59% rate MCC very good-excellent. In each situation, “Responding rapidly to changing needs of business and industry” receives the lowest rating, though still reasonably high. In the good-very good-excellent rating, “Encouraging/supporting diversity” is most highly rated at 82% as is “Preparing students to enter 4-year colleges” (59%) in the very good-excellent rating. When asked ”If you could start college over,
would you begin at MCC,” 87% responded “yes” (Q6). Also, 79% indicate that the quality of education at MCC is equal to or better than the education received at their transfer school (Q7).

Recent graduates are quite favorable about the impact MCC has had on the region it serves: 80% rate MCC good-very good-excellent, and 57% rate MCC very good-excellent (Q12). Furthermore, 73% believe that MCC’s efforts to offer programs that respond to individual and community needs is good-very good-excellent, with 63% describing it as very good-excellent (Q13). The top 3 factors (Q24) they considered when selecting MCC were tuition (93%), location of the college (90%), and small classes (40%), followed closely by reputation of the college (37%). A very substantial 90% indicate that they would recommend MCC to others (Q26): open-ended comments are provided as to MCC’s best qualities (Q25) and open-ended comments concerning why they would, or would not, recommend MCC (Q27).

PROSPECTIVE STUDENTS (online)
Participants were asked to rate MCC on 10 criteria ranging from preparing students for jobs to improving the culture of the region to offering quality courses compared to other colleges. In these respects, 42%-79% rate MCC good-very good-excellent, and 5%-53% rate MCC very good-excellent (Q13). In both the very good-excellent category (5%) and the good-very good-excellent category (42%), “prepare students for jobs” receives the lowest rating. The highest rating in the very good-excellent category is received by “providing continuing education that serves the community” (53%) and by “encouraging/supporting diversity” (79%) in the good-very good-excellent category. It should be pointed out that 16%-32% of respondents remain unsure.

HIGH SCHOOL FACULTY/COUNSELORS/PRINCIPALS (online)
High school faculty/counselors/principals (FCP) were asked to indicate how well they believe MCC is doing in each of 10 areas, ranging from preparing students for jobs to improving the culture of the region to online programs (Q8). The most positive response (very good-excellent) was given to “Preparing students to enter 4-year colleges” (86%). The least positive response (36%, very good-excellent) was received by “online programs,” followed closely by “improving the culture of the region” (43%, very good-excellent), “reaching out to the community with special programs (43%, very good-excellent), and “responding rapidly to changing needs of business” (43%, very good-excellent).

About 86% maintain that the customer service they receive from MCC is good-very good-excellent, with 71% describing customer service as very good-excellent (Q9). Furthermore, 100% describe the value of education at MCC as good-very good-excellent, with 79% describing it as very good-excellent (Q10), and 86% describe MCC’s impact on the region it serves as good-very good-excellent (Q13). Also, 57% of FCP feel that MCC’s efforts to respond to individual needs are good-very good-excellent, though 29% are unsure (Q14). In terms of community needs, 64% believe that MCC’s efforts are good-very good excellent, though, again, 29% are unsure (Q15).

As for awareness of MCC (Q19), FCP note that they have advised students to attend MCC (100%), they have attended an event at MCC (79%), and a friend or family member has taken courses at MCC (64%), among others. Finally, 93% describe the quality of education at MCC as good or better, with 79% rating the quality of education as very good-excellent (Q20).

HIGHLIGHTS
- The data suggest that the public is well aware of MCC and well connected with MCC. Moreover, the public holds MCC in high regard, though are slightly less certain that MCC responds rapidly to the needs of business and industry.
- Past and present students alike rate MCC highly for the quality of education, quality of instructors, and so forth. In this connection, 90% of recent graduates would recommend MCC to others. However, not unlike the general public, students are not quite sure that MCC responds rapidly to the needs of business and industry.
- High school teachers and counselors hold MCC in high regard and feel that MCC does an especially good job preparing students for transfer to 4-year colleges. High school teachers and counselors believe that MCC offers an excellent education.
Facts About Muskegon Community College

In this section, a variety of multiple-choice questions were asked in an effort to determine, or test, respondents’ factual knowledge about MCC.

**GENERAL PUBLIC**
When asked how many areas of study are offered by MCC (Q16), 33% indicated 50 or fewer, 19% thought more than 50, and 48% were unsure. In terms of MCC’s annual cost of full-time enrollment (Q17), compared to other community colleges in Michigan, only 13% thought MCC is one of the lowest, whereas 41% thought MCC to be about average in terms of cost, 7% thought MCC is one of the highest in the state, and 39% were unsure. When asked to comment on student-faculty ratio (Q18), the majority (64%) were unsure. Although 21% knew that MCC admits everyone who wishes to attend, 55% were unsure (Q19). In terms of financial aid, 61% were unsure (Q20), and only 27% indicated that they knew that MCC is home to satellite campuses for several institutions (Q21).

**GENERAL PUBLIC (online)**
Nearly half (47%) were unsure about the number of areas of study offered by MCC (Q13). However, a considerable majority (59%) correctly identified MCC is among those institutions with the lowest tuition for full-time enrollment (Q14). A total of 76% believe that the average class size at MCC is 25 or fewer (Q15). The vast majority of respondents (80%) correctly identify MCC as having an open enrollment policy (Q16). Furthermore, 58% believe that 50% or more of MCC students receive financial aid (Q17), and 76%-87% maintain that FSU, GVSU, and WMU have satellite campuses at MCC (Q18).

**CURRENT MCC STUDENTS (online)**
Though current students are quite positively disposed toward MCC, they register consider uncertainty (36%) as to the number of areas of study (Q10). Similarly, though 44% correctly identified MCC’s tuition to be among the lowest, 25% are unsure and 31% think the tuition is about average in the state (Q11). Furthermore, while some participants reasonably estimated the student-faculty ratio (Q12), 25% are uncertain and many others are off the mark. In yet another context, considerable uncertainty is expressed. When ask whether it is true or false that MCC admits everyone who wishes to attend, 39% are unsure, while 14% disagree (Q13). Concerning the matter of financial aid, 31% are unsure what percentage of MCC students receive financial aid, though a majority (53%) correctly indicate “about 75%” (Q14). While slightly more than one-fifth (22%) are unsure whether it is true or false that MCC is home to satellite campuses for several universities, which then provides the opportunity for students to work on baccalaureate degrees in Muskegon, 75% indicate affirmatively (Q15).

**Branch Campus: Current Students were asked to consider the possibility of branch campuses in downtown Muskegon and in Grand Haven. In terms of downtown Muskegon, 45% believe it is important-very important to have such a campus (Q16), and prefer that arts and media courses (46%) and technical training (46%) be offered there (Q17). As for Grand Haven, 49% believe that such a campus would be important-very important (Q18), though participants seem to indicate that everything (Q19) ought to be offered there (46%-49%), except, perhaps, science (30%).

**RECENT MCC GRADUATES (online)**
Recent graduates offer various guesses as to the number of areas of studies at MCC, with more than one-quarter (27%) indicating that they are unsure (Q14). Although 50% correctly indicate that MCC has one of the lowest tuition costs, 30% believe it is about average, and 20% are unsure (Q15). Furthermore, 70% maintain that there are 30 students or fewer for every faculty member (Q16), and 47% believe that MCC admits anyone who wishes to attend, while the remaining disagree or are unsure (Q17). While 63% more-or-less correctly identify that 50%-75% of student at MCC receive financial aid, 33% are unsure (Q18). The vast majority (90%) correctly indicate that MCC is home to satellite campuses for several universities (Q19).

**Branch Campus: When asked about the importance of a downtown Muskegon campus, recent graduates are mixed, with 43% indicating this to be important-very important, and 40% indicating it is unimportant-very unimportant (Q20). As for what ought to be taught in such a downtown campus (Q21), the top 2 responses are technical training (58%) and courses in arts and media (42%). A similar question was asked about an MCC campus in Grand Haven (Q22). In this connection, recent graduates are less divided, with 55% indicating that this would be important-very important. However, in terms of Grand Haven, recent graduates feel that general education (69%), technical training (46%), and business (42%) would be the most important course work to offer (Q23).
**PROSPECTIVE STUDENTS** *(online)*

Recent graduates offer various guesses as to the number of areas of study at MCC, with 53% being unsure (Q14). Although 26% correctly indicate that MCC has one of the lowest tuition costs, 42% believe it is about average, and 32% are unsure (Q15). Furthermore, 53% maintain that the average class size is around 30 (Q16), and 74% believe that MCC admits anyone who wishes to attend (Q17). While 37% more-or-less correctly identify that 50%-75% of student at MCC receive financial aid, 47% are unsure (Q18). The majority (68%) correctly indicate that MCC is home to satellite campuses for several universities (Q19).

*Branch Campus:* When asked about the importance of a downtown Muskegon MCC campus, prospective students are inclined to think that such a campus is important-very important (56%), though 33% are unsure (Q20). Similarly, 61% believe it is important-very important to have an MCC campus in northern Ottawa County/Grand Haven (Q21).

**HIGH SCHOOL FACULTY/COUNSELORS/PRINCIPALS** *(online)*

High school faculty/counselors/principals (FCP) express considerable uncertainty (50%) about the number of areas of study available at MCC (Q21). Concerning tuition, only 21% correctly identified MCC’s tuition cost to be among the lowest in the state (Q22), whereas the remainder is either uncertain (36%) or believe it is about average for the state (36%). Furthermore, 50% do not know the student-faculty ratio at MCC (Q23), though the vast majority (79%) correctly indicated that MCC admits everyone who wishes to attend (Q24). Although 50% were unable to say what percentage of MCC students receive financial aid (Q25), 100% correctly noted that MCC is home to satellite campuses for several universities (Q26).

*Branch Campus:* FCP express a mix of opinion concerning a downtown Muskegon MCC campus (Q28), with 40% maintaining such a campus is important-very important, and 50% maintaining that it is not. When asked what should to be taught at such a campus, a considerable mix of opinion is offered, with each category receiving significant response (Q29). FCP are evenly divided (50% each) whether a campus in Grand Haven would be important or not (Q30).

**BUSINESS COMMUNITY** *(online)*

Branch Campus: Members of the business community appear to be quite positively disposed toward an MCC campus in downtown Muskegon, as 71% believe such a campus is important-very important (Q9).

**HIGHLIGHTS**

- It is evident from the data that there is a general lack of factual knowledge about some of MCC’s hallmark features, such as low tuition, percentage of students receiving financial aid, admitting everyone who is interested in attending, the number of areas of study at MCC, class size or student-faculty ratio, and that MCC is home to satellite campuses for several universities.
- The idea of branch campuses in downtown Muskegon and in Grand Haven receive positive, yet mixed, results. However, the strongest support for a downtown Muskegon campus comes from the business community: 71% indicate it is important-very important.
GENERAL PUBLIC
In open-ended questioning (Q13) about sources of news and information, the top three responses are Internet (33%), television/cable (26%), and newspapers/magazines (20%). As for where they would look for information concerning education (Q14), the top three responses are Internet (41%), television/cable (23%), and newspapers/magazines (19%). Finally, respondents indicate that what they most want to know about MCC (Q15) concerns tuition/costs (22%), availability of academic programs/courses/continuing education (19%), and special programs (17%).

GENERAL PUBLIC (online)
Respondents receive most of their news and information (Q19) from websites (40%) or television (29%). In terms of where are they most likely to look for information about educational opportunities, a resounding 93% indicates websites (Q20).

CURRENT MCC STUDENTS (online)
A total of 68% maintain that MCC’s efforts to keeping them informed are good-very good-excellent, with 38% identifying MCC’s efforts as very good-excellent (Q7), though 30% indicate that these efforts are only fair-poor. The vast majority say that the best way for MCC to keep in touch with them is with email (78%) and social media (11%)—(Q8).

RECENT MCC GRADUATES (online)
When asked how they would evaluate instructors’ success in keeping them informed about crucial deadlines, events, and other activities, 94% rated their MCC instructors good-very good-excellent, with 84% rating them very good-excellent (Q11).

PROSPECTIVE STUDENTS (online)
Primary source of news and information for prospective students are family/friends (42%) and the Internet (37%), among others (Q22). A total of 83% indicate that they have received information from MCC (Q23), and 84% have spoken to a representative from MCC (Q24).

HIGH SCHOOL FACULTY/COUNSELORS/PRINCIPALS (online)
The clear majority (86%) of high school faculty/counselors/principals (FCP) feel that MCC keeps them well informed (Q11): respondents offer little in the way of suggestions for improvement (Q12).

HIGHLIGHTS
❖ The data point up the importance of the Internet as a place individuals are increasingly looking for information.
❖ More than two-thirds of current students feel that MCC does a good job keeping in touch with them. About 94% of recent graduates feel that MCC instructors did a good or better job keeping them informed about crucial deadlines, events, etc.
❖ High school teachers and counselors feel well-informed by MCC.
**Demographics and Related Issues**

**GENERAL PUBLIC**
A total of 24% of respondents are high school graduates, 14% are college graduates, 9% have associate degrees, and 36% did not respond (Q22); 13% indicate interest in continuing their education (Q23); and, Q24 displays county information.

**GENERAL PUBLIC (online)**
A considerable majority of respondents (76%) reside in Muskegon County (Q7). A total of 24% of respondents have some college, 9% have received an associates degree, 7% are college graduates, 59% have either some graduate education, or they have completed a graduate program (Q8). Finally, 66% indicate that they are interested in continuing their education (Q9).

**CURRENT MCC STUDENTS (online)**
About 68% of participants believe they will transfer to a four-year college (Q3), 22% participate in extracurricular activities (Q4), which usually means (Q5) student clubs/organizations (63%) or theatre (38%). Of those who responded, 100% indicate that their extra-curricular experience as been good-very good-excellent, with 88% indicating very good-excellent (Q6).

**RECENT MCC GRADUATES (online)**
Approximately 59% indicate that they transferred to another institution after attending MCC (Q3), with the majority transferring (Q4) to Grand Valley State (53%) and Ferris State (26%). In terms of transfer credits, 91% believe their credits were treated fairly by their transfer institution (Q5). As for extra-curricular activities, 38% indicate that they did participate (Q8), though mostly in student clubs and organizations (70%) and student services council (20%), with 76% indicating that their experience was good-very good-excellent (Q9/10).

**PROSPECTIVE STUDENTS (online)**
In terms of prospective student respondents, 96% currently are not high school students (Q1/2/3), 76% are from Muskegon (Q4), and 85% are considering attending a college in the near future (Q5/6).

**HIGH SCHOOL FACULTY/COUNSELORS/PRINCIPALS (online)**
Most respondents (71%) work in Muskegon County (Q27) and most (86%) are counselors (Q31).

**BUSINESS COMMUNITY (online)**
While the respondents represent a wide range of businesses (Q12), about 69% of respondents have businesses with 25 or fewer full-time employees (Q13).
Recommendations

1) The data strongly suggest a high regard for MCC among its various constituent groups. In today’s social and economic reality, information and communication are central to the continued success of a public organization. At this juncture, it would be useful to review MCC’s public relations and information efforts, to ensure that MCC maintains its lead. For example, despite high regard for MCC, many, including high school counselors, are not well informed about MCC’s hallmark characteristics.

2) The research points to the growing importance of the Internet and social media. It may be useful to review MCC’s efforts in these regards to determine next steps in the evolution of MCC’s connection with the public, current students, alumni, prospective students and their families, high school teachers/counselors/principals, members of the business community, as well as with those within MCC. The Internet and social media are organizational tools that are essential to the maintenance and development of an organization’s constituent base.

3) There is a perception that MCC may not be as responsive to the needs of business and industry. Although the sentiment is not very pronounced, it bears further investigation and review, as the success of an educational institution is often dependent upon its relationship with the business community.

4) This set of surveys provides MCC with baseline data concerning a range of opinion-based topics. With these data as an aid to decision-making, it is possible to establish target goals for change/improvement in the coming years.

5) It is recommended that MCC establish an on-going research program to periodically monitor its information and communication progress with constituent groups.
Question 1
When you think of colleges that offer associate degrees and certificates in the broad region of West Michigan, which name comes to mind first? (list not read)
Question 2
If you or a family member were considering taking classes leading to an associate degree or a certificate, which college would you consider or would you recommend? (list not read)
Question 3
Which 2-year college in West Michigan is best known for: *(list of colleges not read)*

<table>
<thead>
<tr>
<th>01 - Preparing students for jobs</th>
<th>02 - Preparing students to enter 4-year colleges</th>
<th>03 - Having a positive impact on the region's economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSCC 5%</td>
<td>WSCC 6%</td>
<td>WSCC 7%</td>
</tr>
<tr>
<td>SMC 0%</td>
<td>SMC 3%</td>
<td>SMC 1%</td>
</tr>
<tr>
<td>NMC 0%</td>
<td>NMC 1%</td>
<td>NMC 0%</td>
</tr>
<tr>
<td>MCC 29%</td>
<td>MCC 8%</td>
<td>MCC 37%</td>
</tr>
<tr>
<td>Mont 5%</td>
<td>Mont 1%</td>
<td>Mont 6%</td>
</tr>
<tr>
<td>MMCC 2%</td>
<td>MMCC 1%</td>
<td>MMCC 0%</td>
</tr>
<tr>
<td>LMC 1%</td>
<td>LMC 3%</td>
<td>LMC 0%</td>
</tr>
<tr>
<td>KCC 0%</td>
<td>KCC 0%</td>
<td>KCC 0%</td>
</tr>
<tr>
<td>KVCC 1%</td>
<td>KVCC 0%</td>
<td>KVCC 0%</td>
</tr>
<tr>
<td>GRCC 11%</td>
<td>GRCC 16%</td>
<td>GRCC 11%</td>
</tr>
<tr>
<td>GOCC 2%</td>
<td>GOCC 9%</td>
<td>GOCC 7%</td>
</tr>
<tr>
<td>BAKR 7%</td>
<td>BAKR 15%</td>
<td>BAKR 7%</td>
</tr>
<tr>
<td>Unsure 37%</td>
<td>Unsure 37%</td>
<td>Unsure 38%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>04 - Encouraging/supporting diversity</th>
<th>05 - Improving the culture of the region</th>
<th>06 - Providing continuing education that serves the community</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSCC 3%</td>
<td>WSCC 4%</td>
<td>WSCC 2%</td>
</tr>
<tr>
<td>SMC 2%</td>
<td>SMC 0%</td>
<td>SMC 2%</td>
</tr>
<tr>
<td>NMC 1%</td>
<td>NMC 0%</td>
<td>NMC 1%</td>
</tr>
<tr>
<td>MCC 26%</td>
<td>MCC 25%</td>
<td>MCC 30%</td>
</tr>
<tr>
<td>Mont 5%</td>
<td>Mont 6%</td>
<td>Mont 6%</td>
</tr>
<tr>
<td>MMCC 2%</td>
<td>MMCC 0%</td>
<td>MMCC 0%</td>
</tr>
<tr>
<td>LMC 1%</td>
<td>LMC 2%</td>
<td>LMC 1%</td>
</tr>
<tr>
<td>KCC 0%</td>
<td>KCC 1%</td>
<td>KCC 2%</td>
</tr>
<tr>
<td>KVCC 1%</td>
<td>KVCC 0%</td>
<td>KVCC 2%</td>
</tr>
<tr>
<td>GRCC 12%</td>
<td>GRCC 7%</td>
<td>GRCC 10%</td>
</tr>
<tr>
<td>GOCC 1%</td>
<td>GOCC 2%</td>
<td>GOCC 1%</td>
</tr>
<tr>
<td>BAKR 3%</td>
<td>BAKR 4%</td>
<td>BAKR 6%</td>
</tr>
<tr>
<td>Unsure 43%</td>
<td>Unsure 49%</td>
<td>Unsure 37%</td>
</tr>
</tbody>
</table>
Question 3 (cont)

Which 2-year college in West Michigan is best known for: (list of colleges not read)

<table>
<thead>
<tr>
<th>College</th>
<th>07 - Reaching out to the community with special programs and events</th>
<th>08 - Responding rapidly to changing needs of business and industry</th>
<th>09 - Offering relevant technical and vocational skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSU</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>SMC</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>NMC</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>MCC</td>
<td>7%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Mont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMCC</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>LMC</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>KCC</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>KVCC</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>GRCC</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>GOCC</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>BAKR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unsure</td>
<td>38%</td>
<td>41%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Question 4

Over the years, how have you connected with Muskegon Community College?
(list not read / indicate one or more)

- I am simply aware of Muskegon Community College being in the community
- I am a graduate (received Associates Degree and/or Certificate)
- I have taken classes (but not graduated)
- I have taken continuing education courses
- A friend or family member has taken courses at Muskegon Community College
- I am aware of Muskegon Community College through the media
- Other
- I am completely unaware of Muskegon Community College
**Question 5**
Overall, how would you describe Muskegon Community College's efforts as an educational institution?

- Excellent: 5%
- Very Good: 32%
- Good: 29%
- Fair: 10%
- Poor: 1%
- Unsure: 23%

**Question 6**
How would you describe Muskegon Community College's impact on the community?

- Excellent: 5%
- Very Good: 30%
- Good: 34%
- Fair: 9%
- Poor: 1%
- Unsure: 21%

**Question 7**
At the heart of Muskegon Community College's mission is a commitment to offering programs that respond to *individual* needs. In these respects, how would you rate Muskegon Community College's efforts?

- Excellent: 6%
- Very Good: 22%
- Good: 40%
- Fair: 6%
- Poor: 3%
- Unsure: 23%

**Question 8**
Also, at the heart of Muskegon Community College's mission is a commitment to offering programs that respond to *community* needs. In these respects, how would you rate Muskegon Community College's efforts?

- Excellent: 9%
- Very Good: 20%
- Good: 43%
- Fair: 5%
- Poor: 4%
- Unsure: 19%
**Question 9**  
Please indicate how well you believe Muskegon Community College is doing in each of the following areas, by indicating excellent, very good, good, fair, poor, or indicate if you are unsure.

<table>
<thead>
<tr>
<th>Area</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparing students for jobs</td>
<td>9%</td>
<td>18%</td>
<td>36%</td>
<td>8%</td>
<td>2%</td>
<td>27%</td>
</tr>
<tr>
<td>Preparing students to enter 4-year colleges</td>
<td>5%</td>
<td>17%</td>
<td>26%</td>
<td>7%</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>Having a positive impact on the region's economy</td>
<td>5%</td>
<td>25%</td>
<td>32%</td>
<td>9%</td>
<td>1%</td>
<td>29%</td>
</tr>
<tr>
<td>Encouraging/supporting diversity</td>
<td>9%</td>
<td>22%</td>
<td>29%</td>
<td>9%</td>
<td>1%</td>
<td>30%</td>
</tr>
<tr>
<td>Improving the culture of the region</td>
<td>14%</td>
<td>33%</td>
<td>32%</td>
<td>13%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Providing continuing education that serves the community</td>
<td>15%</td>
<td>24%</td>
<td>35%</td>
<td>5%</td>
<td>0%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Question 9 (cont)

Please indicate how well you believe Muskegon Community College is doing in each of the following areas, by indicating excellent, very good, good, fair, poor, or indicate if you are unsure.

<table>
<thead>
<tr>
<th>Reaching out to the community with special programs and events</th>
<th>Responding rapidly to changing needs of business and industry</th>
<th>Offering relevant technical and vocational skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure</td>
<td>Unsure</td>
<td>Unsure</td>
</tr>
<tr>
<td>Poor</td>
<td>Poor</td>
<td>Poor</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
<td>Fair</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Very Good</td>
<td>Very Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>Excellent</td>
<td>Excellent</td>
<td>Excellent</td>
</tr>
</tbody>
</table>
Question 10
What do you think is the community’s greatest educational need or challenge?

The following each received 3% or less of total responses:
- reaching out to the community/continuing education
- higher education preparation
- diversity/minority issues
- quality of education/qualified teachers
- health-related programs
- foreign languages
- globalization/internationalization
- favorable student-faculty ratio
- energy/alternative energy

Question 11
(CONTINUING from #10) … How would you rate MCC’s efforts in these respects?
Question 12
What is your greatest educational need at this time?

- Jobs/employment/career prep/vocational training: 32%
- Be more prepared for changes in the workplace: 25%
- Do my job better/work smarter/job advancements: 16%
- Affordable education/low cost tuition/financial aid: 11%
- Need to understand the Internet: 9%
- Computer skills: 7%
- Internet/online education: 6%
- Language skills: 3%
- Real-world/hands-on training: 3%
- Education that partners with industry/corporations: 3%
- No specific need: 3%
- Unsure: 30%

The following each received 3% or less of total responses:
- Good childcare, so I can go to school
- Good internships that lead to jobs
- Education closer to my home

Question 13
What is your primary source of news and information?

- Internet: 33%
- Radio: 9%
- Television/cable: 26%
- Newspapers/magazines: 20%
- Friends/family members: 11%
- Other: 1%

Question 14
Assuming you had a need, where are you most likely to look for information about education?

- Internet: 41%
- Radio: 5%
- Television/cable: 23%
- Newspapers/magazines: 19%
- Friends/family members: 12%
- Other: 0%
Question 15
Is there something in particular that you want to know about Muskegon Community College?

(list not read / indicate one or more)

For each of the following questions (16-21), please indicate what you believe is the correct response.

Question 16
How many areas of study does Muskegon Community College offer?

Question 17
Compared to other community colleges in the State of Michigan, is Muskegon Community College's annual cost of full-time enrollment:

unsure
one of the lowest
about average
one of the highest
**Question 18**
On the average, how many students are there for every faculty member at Muskegon Community College?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>unsure</td>
<td>64%</td>
</tr>
<tr>
<td>over 50</td>
<td>0%</td>
</tr>
<tr>
<td>41-50</td>
<td>2%</td>
</tr>
<tr>
<td>31-40</td>
<td>12%</td>
</tr>
<tr>
<td>21-30</td>
<td>17%</td>
</tr>
<tr>
<td>11-20</td>
<td>2%</td>
</tr>
<tr>
<td>10 or fewer</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Question 19**
Is it true or false Muskegon Community College admits everyone who wishes to attend?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>false</td>
<td>24%</td>
</tr>
<tr>
<td>true</td>
<td>21%</td>
</tr>
<tr>
<td>unsure</td>
<td>55%</td>
</tr>
</tbody>
</table>

**Question 20**
What percent of Muskegon Community College's students receives financial aid?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>unsure</td>
<td>61%</td>
</tr>
<tr>
<td>about 75%</td>
<td>4%</td>
</tr>
<tr>
<td>about 50%</td>
<td>3%</td>
</tr>
<tr>
<td>about 25%</td>
<td>19%</td>
</tr>
<tr>
<td>less than 25%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Question 21**
Is it true or false that Muskegon Community College is home to satellite campuses for several universities, which then provides the opportunity for students to work on a Bachelor's Degree in Muskegon?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>unsure</td>
<td>65%</td>
</tr>
<tr>
<td>false</td>
<td>8%</td>
</tr>
<tr>
<td>true</td>
<td>27%</td>
</tr>
</tbody>
</table>
**Question 22**
What is your highest level of educational attainment, or completion?

- No response: 36%
- Master’s or doctorate: 1%
- Some graduate education: 2%
- Bachelor’s degree: 14%
- 2-year/associates degree: 9%
- Some college: 10%
- High school graduate: 24%
- Did not graduate from high school: 4%

**Question 23**
Are you interested in continuing your education?

- Yes: 13%
- No: 14%
- Unsure: 73%

**Question 24**
Respondent’s county of residence:

- Muskegon: 37%
- Newaygo: 6%
- Oceana: 3%
- Ottawa: 40%
- No response: 14%
**Question 1** [65 Answered, 0 Skipped]
When you think of colleges that offer associate degrees and certificates in the broad region of West Michigan, which name comes to mind FIRST?

**Other:**
1.) Since I am on the MCC Web site, I think of MCC.

**Question 2** [49 Answered, 16 Skipped]
At the heart of Muskegon Community College’s mission is a commitment to offering programs that respond to individual and community needs. In these respects, how would you rate Muskegon Community College?

**Other:**
1.) excellent local college
What do you think is the community's ONE greatest educational need or challenge?

1.) Diversity
2.) Keeping prices affordable. MCC does a fabulous job at doing this!
3.) too few people are truly committed to increasing their knowledge and the betterment of the community.
4.) Being driven by educational research and not becoming market driven.
5.) skills training
6.) More medical degrees/certificates.
7.) Resources.
8.) more strict and challenging academic rules from the very start of school as kindergardeners. America is 'dumming down' way too much.
9.) lack of employment. Many qualified people not enough jobs for those who expect more than minimum wage after finishing college.
10.) When there are enough students to open a new class session due to the abundance of students on a waitlist...open a new section. Very disappointing to plan on attending and then can't!
11.) more night classes/classes held one night a week
12.) training in the new technologies.
13.)Class sizes are currently too high in many areas, other areas of education-like community ed, get shorted.
14.)Getting the message out that the college is here for all ages, not just young people.
15.)graduating high school seniors who do not have the skills to successfully begin college.
16.)finding ways to help working parents find time for college. It's hard because if they go to school, they miss work, and lose income (which they can't afford). Also, this demographic needs to be educated about their educational options.
17.)The community's one greatest educational need or challenge is to ready its students to become a viable and contributing member of it and to be both skilled for the job market and educated to be able to contribute on an intellectual level.
18.)Sports, activity, and wellness facilities
19.)Low test scores in many local school districts, which makes a college education harder to get.
20.) offering programs that will get students "back to work"
21.) A well-educated workforce, and the jobs to employ them.
22.) A broad or global focus, being able to look beyond the local.
23.) We need shorter/quicker training programs for the unemployed. It takes too long to develop programs and there are too many requirements. More health care certificates/degrees - this is what many people want and we don't have - CNA, billing & coding, dental assistant, sonography, ultrasound tech, surical tech, chemical lab tech,.etc.. We are not responding to the community wants or needs in a timely matter.
24.) diversity
25.) funding
26.) Follow-through
27.) Skills updating
28.) Updated technology for classrooms. The gymnasium classrooms are really outdated.
29.) General education - liberal arts
30.) good inexpensive education
31.) Increasing percentage of citizens with at a MINIMUM a bachelor's degree. And then feeding jobs within Michigan.
32.) education for employment
33.) improper prep in high school for college level work.
34.) Affordable quality education - both K-12 and college level education.
35.) Local jobs are scarce. How does MCC ensure employment with MCC training?
36.) An integrated educational approach to true economic and environmental sustainability based on justice.
37.) Training for employment that is readily available in today's market.
38.) Muskegon needs to forget her past. It belongs in the museum. Focus needs to be on technology. NOW! Green is good.
39.) How important the 'arts' are to developing an educated mind
40.) accepting in-coming freshman who lack basic study skills
Question 4 [46 Answered, 19 Skipped]
How would you rate MCC’s efforts in responding to this need?

Other:
1.) time and money constraints make this tough
2.) not your job
3.) Compel, force, coerce the Muskegon Chronicle to find different abbreviations for Muskegon Catholic Central and Muskegon Community College. The MCC logo is NOT working. Create a new marketing image with some pizzazz to it.
4.) but I don't think it should be your job

Question 5 [45 Answered, 20 Skipped]
Please indicate how well you believe Muskegon Community College is doing in each of the following areas:

Preparing students for jobs
- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Preparing students to enter 4-year colleges
- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Having a positive impact on the region's economy
- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent
Question 5 (cont.) [45 Answered, 20 Skipped]
Please indicate how well you believe Muskegon Community College is doing in each of the following areas:

Encouraging/supporting diversity

- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Improving the culture of the region

- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Providing continuing education that serves the community

- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Reaching out to the community with special programs and events

- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Responding rapidly to changing needs of business and industry

- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent

Offering relevant technical and vocational skills

- Unsure
- Poor
- Fair
- Good
- Very good
- Excellent
**Question 6** [14 Answered, 51 Skipped]
If you have any personal educational needs that you think MCC could meet, or meet better, please note them below.

1.) Provide more opportunities for continuing education such as bachelors degree opportunities.
2.) a bigger dark room for photo students it's way to crowed in their and not enough room to move around...
3.) I would like to see more classes for people that have already earned their degrees but would like to take classes that might benefit the community. Like leadership or grant writing.
4.) open up the languages learned to include them all and allow a student to choose them.
5.) More health related courses...large job market...few choices at MCC
6.) I need more classes that are held once a week.
7.) The physical aspect needs to be looked at for older students. I can’t move like a younger student.
8.) MCC could provide a better product if its faculty was not made up of so many adjunct instructors. Adjunct instructors have little or no vested interest in MCC. They do their job (sometimes that’s questionable), and then they’re gone. Many of them cannot even answer the simplest of questions concerning the workings of MCC, and are, therefore, unable to guide their students properly. To retain students and to improve the graduation rate as well as producing a true quality product, I think this should be addressed.
9.) childcare
10.) offer more choices for students think about for future.
11.) Inservices in education for current area schools
12.) paid time for professional development and free MCC classes for adjuncts
13.) Teaching informational and structural needs of a new economy in close connection to the hands on skills needed for a Post-Petroleum economy.
14.) None, other than to take a couple continuing education courses for greater computer savy.

**Question 7** [45 Answered, 20 Skipped]
In which county do you reside?

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muskegon</td>
<td>75.6%</td>
</tr>
<tr>
<td>Newaygo</td>
<td>4.4%</td>
</tr>
<tr>
<td>Oceana</td>
<td>2.2%</td>
</tr>
<tr>
<td>Ottawa</td>
<td>13.3%</td>
</tr>
<tr>
<td>Other</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

**Other:**
1.) kent
2.) Kent
Question 8 [45 Answered, 20 Skipped]
Please indicate your level of education (remember, your responses are anonymous):

- Doctorate: 13.3%
- Master's degree: 33.3%
- Some graduate education: 13.3%
- Bachelor's degree: 6.7%
- Associates degree: 8.9%
- Some college: 24.4%
- High school graduate: 0.0%
- GRE: 0.0%
- Did not graduate from high school: 0.0%

Question 9 [44 Answered, 21 Skipped]
Are you interested in continuing your education?

Other:
1.) At Graduate Level

Yes, 29
Unsure, 7
No, 8
Other, 1
Question 10 [44 Answered, 21 Skipped]
If you or a family member were considering taking classes leading to an associate degree or a certificate, which college would you consider or would you recommend?

Other:
1.) It depends on who has the program under consideration.
2.) AA degree is worthless, I would recommend they go to 4 year.
3.) Any education now will be for personal growth, not for a degree or certificate.

Question 11 [42 Answered, 23 Skipped]
Which 2-year college in West Michigan is best known for:

Preparing students for jobs

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Preparing students to enter 4-year colleges

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Having a positive impact on the region's economy

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Question 11 (cont.) [44 Answered, 21 Skipped]
Which 2-year college in West Michigan is best known for:

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Note: The scores represent preferences based on the survey data.
**Question 12** [45 Answered, 20 Skipped]
Over the years, how have you connected with or aware of Muskegon Community College? (Select all that apply.)

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<td>I am aware of Muskegon Community College through the media</td>
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<td>I have taken continuing education courses</td>
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<td>I have taken classes (but not graduated)</td>
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<td>I am a graduate (received Associates Degree and/or Certificate)</td>
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<td>I am simply aware of Muskegon Community College being in the</td>
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**Other:**
1.) I love MCC, but I'm worried about the direction it appears to be taking.
2.) I have taught here
3.) prof there
4.) adjunct instructor, accept interns at my place of employment and had volunteers at work from MCC
5.) Friends that teach @ MCC and Aware of MCC support of the MAISD CTC program
6.) MCC has great standing in the community
7.) Spoken in MCC classes

**Question 13** [45 Answered, 20 Skipped]
How many areas of study does Muskegon Community College offer?

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Question 14 [46 Answered, 19 Skipped]
Compared to other community colleges in the State of Michigan, is Muskegon Community College’s annual cost of full-time enrollment:

- I am unsure: 17.4%
- One of the lowest: 58.7%
- About average: 23.9%
- One of the highest: 0.0%

Question 15 [45 Answered, 20 Skipped]
What is the average class size at MCC?

- I am unsure: 15.6%
- Over 50: 0.0%
- 50: 0.0%
- 35: 8.9%
- 25: 42.2%
- 20: 33.3%

Question 16 [45 Answered, 20 Skipped]
True or false: Muskegon Community College is an open enrollment institution and admits everyone who wishes to attend.

- True: 80%
- False: 7%
- I am unsure: 13%

Question 17 [45 Answered, 20 Skipped]
What percent of Muskegon Community College’s students receives financial aid?

- I am unsure: 35.6%
- About 75%: 33.3%
- About 50%: 24.4%
- About 25%: 6.7%
- Less than 25%: 0.0%
**Question 18** [45 Answered, 20 Skipped]
Which of the following universities have a satellite campus at MCC allowing students to work on a Bachelor's Degree in Muskegon?

- Grand Valley State University: 86.7%
- Western Michigan University: 84.4%
- Ferris State University: 75.6%
- None of the above: 0.0%
- I am unsure: 8.9%

**Question 19** [45 Answered, 20 Skipped]
What is the primary source from which you get most of your news and information?

- Other (please specify): 4.4%
- Radio: 4.4%
- Television: 28.9%
- Printed magazines: 4.4%
- Websites: 40.0%
- Printed newspaper: 11.1%
- Friends and/or family members: 6.7%

**Other:**
1.) I work there. 2.) teach there.

**Question 20** [45 Answered, 20 Skipped]
Assuming you had a need, where are you most likely to look for information about educational opportunities?

- Other (please specify): 2.2%
- Radio: 0.0%
- Television: 0.0%
- Printed magazines: 2.2%
- Websites: 93.3%
- Printed newspaper: 0.0%
- Friends and/or family members: 2.2%

**Other:**
1.) I would contact a MCC counselor.
Question 21 [6 Answered, 59 Skipped]
(Optional) I would like to get information about:

Other:

1.) I have given to MCC in the past (the library), and upon my death I was going to bequith the remainder of my estate to MCC, but I have recently changed my mind.

2.) Helping design programs to promote sustainability
Current MCC Students Survey (Online)

37 respondents

**Question 1** [35 Answered, 2 Skipped]
How would you describe the quality of education you are receiving at Muskegon Community College?

- Excellent, 20.0%
- Very good, 40.0%
- Good, 22.9%
- Fair, 14.3%
- Poor, 2.9%
- Unsure, 0.0%

**Question 2** [37 Answered, 0 Skipped]
Please indicate how well you believe Muskegon Community College is doing in each of the following areas, by indicating excellent (EX), very good (VG), good (G), fair (F), poor (P), or unsure (U) if you don’t know.

- Offering relevant technical and vocational skills
- Responding rapidly to changing needs of business and industry
- Reaching out to the community with special programs and services
- Providing continuing education that serves the community
- Improving the culture of the region
- Encouraging/supporting diversity
- Having a positive impact on the region’s economy
- Variety of academic programs/areas of study
- Quality of academic programs
- Quality of instructors
- Friendly and welcoming staff
- Ease of registration process
Question 3 [37 Answered, 0 Skipped]
Are you planning on transferring from Muskegon Community College to a 4-year college/university?

- Yes: 68%
- No: 19%
- I am unsure: 14%

Question 4 [37 Answered, 0 Skipped]
Do you participate in any on-campus extracurricular activity(s) at Muskegon Community College?

- Yes: 90%
- No: 10%

Question 5 [8 Answered, 29 Skipped]
Please identify the extracurricular activities in which you participated.

- Other (please specify)
- Student Services Council
- Theater
- Bay Window Newspaper
- MCC Radio
- International/Experiential Learning
- Athletics
- Student clubs/organization

Question 6 [8 Answered, 29 Skipped]
How would you rate your overall experience with extracurricular activities at Muskegon Community College?

- Excellent: 50.0%
- Very good: 37.5%
- Good: 12.5%
- Fair: 0.0%
Question 7 [37 Answered, 0 Skipped]
How would you evaluate Muskegon Community College's success in keeping you informed about crucial deadlines, events, and other activities?

Question 8 [37 Answered, 0 Skipped]
What is the best way for Muskegon Community College to keep in touch with you?

Question 9 [37 Answered, 0 Skipped]
Muskegon Community College is committed to offering programs that respond to individual and community needs. In this respect, how would you rate Muskegon Community College's efforts?

Question 10 [36 Answered, 1 Skipped]
How many areas of study does Muskegon Community College offer? Is it:
**Question 11** [36 Answered, 1 Skipped]
Compared to other community colleges in the State of Michigan, is Muskegon Community College's annual cost of full-time enrollment:

- about average, 30.6%
- one of the highest, 0.0%
- one of the lowest, 44.4%
- I am unsure, 25.0%

**Question 12** [36 Answered, 1 Skipped]
On the average, how many students are there for every faculty member at Muskegon Community College?

**Question 13** [36 Answered, 1 Skipped]
Is it true or false that Muskegon Community College admits everyone who wishes to attend?

- I am unsure, 38.9%
- false, 13.9%
- true, 47.2%

**Question 14** [36 Answered, 1 Skipped]
What percentage of Muskegon Community College's students receive financial aid?

- less than 25%, 7.3%
- about 25%, 3.8%
- about 50%, 5.6%
- about 75%, 1.4%
- I am unsure, 35.3%
**Question 15** [36 Answered, 1 Skipped]
Is it true or false that Muskegon Community College is home to satellite campuses for several universities, which then provides the opportunity for students to work on a Bachelor’s Degree in Muskegon?

- True: 75.0%
- False: 2.8%
- I am unsure: 22.2%

**Question 16** [36 Answered, 1 Skipped]
In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in downtown Muskegon?

- I am unsure: 30.0%
- Very unimportant: 10.0%
- Unimportant: 20.0%
- Important: 30.0%
- Very important: 10.0%

**Question 17** [35 Answered, 2 Skipped]
If Muskegon Community College developed a branch campus in downtown Muskegon, what sort of coursework should it offer?

- General education: 31.4%
- Arts and media: 45.7%
- Science: 20.0%
- Business: 34.3%
- Technical training: 45.7%
- Other (please specify): 8.6%

**Other:**
1.) Culinary classes
2.) none
3.) very very unimportant
**Question 18 [35 Answered, 2 Skipped]**

In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in Grand Haven?

![Bar chart showing the importance of a branch campus in Grand Haven.](chart.png)

**Question 19 [33 Answered, 4 Skipped]**

If Muskegon Community College developed a branch campus in Grand Haven, what sort of coursework should it offer?

![Bar chart showing coursework preferences.](chart.png)

**Other:**

1.) Nursing  
2.) very very very extremely unimportant
**Question 20** [35 Answered, 2 Skipped]

In terms of pursuing higher education, what have been your greatest obstacles?

- Other (please specify)
- quality of the education
- my own motivation
- relevance of the education
- emotional support from family/friends
- transportation
- lack of childcare
- having to work while in school
- tuition costs

**Other:**
1. lack of summer classes
2. dual enrollment
3. not enough 4 year opportunities
4. Cost of Technology
5. time
6. Uncertainty about degrees/field/etc
7. Finding the type of program close to home

**Question 21** [35 Answered, 2 Skipped]

What were the MOST IMPORTANT factors you considered when selecting a college?

- Other (please specify) 9.1%
- state-of-the-art technology 12.1%
- facilities 9.1%
- small classes 24.2%
- college provides job 18.2%
- college provides career 27.3%
- college provides a liberal 12.1%
- extra-curricular activities 3.0%
- reputation of the college 39.4%
- location of the college 75.8%
- tuition costs 66.7%

**Other:**
1. TRA
2. instructors
3. Transferring of credits
Question 22 [29 Answered, 8 Skipped]
What do you think are Muskegon Community College's best qualities or features--what pleasantly surprised you about MCC?

1. The campus is much lovelier than I first expected. A lot of the professors design their syllabi/course work based off of higher universities.
2. The college hires highly qualified instructors
3. Lowest tuition around
4. The size of the campus and the gorgeous landscaping.
5. The Staff-Professors and Administrative
6. The caring staff and faculty
7. nothing
8. We do really well in sports.
9. Some of the instructors are very talented and helpful in their fields.
10. near my home
11. The disability provisions.
12. Nice campus
13. affordable that people can go to school easily.
14. The ease of registering and getting the right classes. Large selection and up to date facilities.
   Great variety of teachers - many of them the associate profs who bring a world of experience with them.
15. Nancy Slater
16. "great campus layout very supportive faculty"
17. great teachers
18. The classes were more challenging than I expected which I was happy about.
19. the quality of education
20. The wide variety of educational opportunities and the devotion to improving the offerings at MCC really impressed me.
21. I was pleasantly surprised that I did NOT have to pay for parking.
22. What they accepted from a different community college.
23. MCC isn't overwhelming like GRCC is. Processes like financial aid, transcript requests and registration is pretty simple.
24. Great teachers
25. I dunno
26. Nothing really surprised me about MCC. It is a really good school.
27. The quality of the education is much higher than many people made it sound. These people were mostly going, or went to, bigger more expensive colleges.
28. The free parking! Nice people, and safe environment.
29. location
Question 23 [35 Answered, 2 Skipped]
Would you recommend Muskegon Community College to others?

- I am unsure 8.6%
- no 5.7%
- yes 85.7%

Question 24 [23 Answered, 14 Skipped]
Please explain why you would, or would not, recommend Muskegon Community College.

1. There is a great lack of curriculum required courses offered during the summer. This makes it very difficult for students trying to meet guidelines for NWLB etc..
2. It's cheap
3. I would recommend MCC because, each of the instructors I have encountered with have been more than willing to help me succeed academically. There are small student teacher ratios, plenty of academic centers for students who need extra help, many extra-curricular activities and clubs, and most importantly, MCC has friendly instructors and staff who care.
4. A quality education preparing one for advancement to a four year school. The quality of the instructors and the relatively small class size(i.e. student to faculty ratio).
5. I would not recommend people to work here because there seems to be much tension between administrators and staff.
6. Yes because it is cheaper than a university so it's better to go here for 2 years and figure out what you really want to do rather than go to a university and spend more money than you should have because you change your major so often.
7. There are not enough parking spots for all the students. I have missed classes on a regular basis because of lack of parking. If I want to make it to my class I have to be here an hour before class even starts and that isn't right. It's a waste of my time. Some of the instructors do not care how their students do in their classes and are very unreasonable about quizzes, assignments, and homework.
8. It is versatile in the hours of classes. I had taken classes at Baker and their classes are too rigidly set for class times.
9. I think this is a great college, I have learned a lot in the past year. I think the school offers good opportunities.
10. Great school, low cost, ease of attendance, good transfer of credits, large variety of classes, subjects and majors.
11. Great education at an affordable cost
12. Excellent start to a four year college
13. I think it's a great way to get your basic classes in for a cheap cost before transferring to another 4 year university.
14. MCC is a great college to get started at, earn a degree at, or attend classes for fun or personal growth.
15. The college is a great start for those seeking to move on to a four year institution.
16. Yes, ONLY if they lived within the county- solely for the cheaper tuition.
17. If it were necessary to go to MCC then I would say that it is an alright college but there are many aspects of MCC that are in desperate need of change and I would suggest if at all possible to go straight to a four year institution instead.
18. MCC is the perfect transition in between high school and a 4 year university. Everyone is pretty friendly here as well!
19. I have had a great experience at MCC.
20. The price is good... that's about it
21. .... because
22. I would recommend it to others because it is helpful and gets a person ready for transferring to a 4 years university.
23. It is a wonderful place to start out. MCC prepares the student for a career or another university.
We appreciate your time and input! If you have any additional comments about Muskegon Community College, please note them below. Thank You.

1. I would think there is an opportunity for the college to make money during the summer off of a larger summer curriculum.
2. you are welcome
3. Parking spots, parking spots, parking spots.
4. PARKING!!! Get the security people to direct when snowing - Do NOT state per Web Advisor that you are REGISTERED for a class when that class may be pulled for lack of attendance until the LAST MINUTE! Get rid of Barnes and Noble! Have PC available 24/7! Make ALL or NONE faculty use BLACKBOARD - an expensive tool that instructors use if they feel like it. When weather is treacherous or life-threatening instructors must allow makeup quizzes.
5. The computer lab (2nd floor) has rules that are too often not enforced. When the MCC employees are walking around the students are dealt with if needed. But when there are students working in the lab, they typically do not enforce the rules: no phone conversations, no food, no talking. During winter break there was a guy who brought his toddler in. The toddler was jabbering and running around while the dad just sat at the computer. This went on for about 45 minutes before I finally went up to the desk and asked if they could get someone in there to do something about this noisy child. It’s terrible that WE, the ones who are trying to study, have to ask the staff to do that. I’ve complained about this fact before; complained in email & in person on two occasions.
6. I am a non-traditional student who has attended a variety of higher education institutions in the past - MC compares very favorably with what I have experienced.
7. thank you
8. The greatest detriment to the school’s reputation and success is the lack of help in the financial aid office and counseling office. They both seem uninformed and the financial aid office is often unprofessional and poorly coordinated.
9. One thing that NEEDs to improve is the desk attendants knowledge of financial aid opportunities offered! It is very frustrating as a kid out of high school to just know what opportunities are available or how to go about getting financial.
**Recent MCC Graduate Survey (Online)**

**Question 1 [33 Answered, 1 Skipped]**
How would you describe the quality of education you received at Muskegon Community College?

- Excellent, 27.3%
- Very good, 48.5%
- Good, 21.2%
- Fair, 3.0%
- Poor, 0.0%
- I am unsure, 0.0%

**Question 2 [33 Answered, 1 Skipped]**
Please indicate how well you believe Muskegon Community College is doing in each of the following areas, by indicating excellent, very good, good, fair, poor, or indicate if you are unsure.  EX = excellent  VG = very good  GD = good  FR = fair  PR = poor  UN = I am unsure

<table>
<thead>
<tr>
<th>Area</th>
<th>EX</th>
<th>VG</th>
<th>GD</th>
<th>FR</th>
<th>PR</th>
<th>UN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering relevant technical and vocational skills</td>
<td>2</td>
<td>4</td>
<td>12</td>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Responding rapidly to changing needs of business and industry</td>
<td>4</td>
<td>4</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Reaching out to the community with special programs and events</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>11</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Providing continuing education that serves the community</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>9</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Improving the culture of the region</td>
<td>3</td>
<td>7</td>
<td>11</td>
<td>9</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Encouraging/supporting diversity</td>
<td>2</td>
<td>12</td>
<td>9</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Having a positive impact on the region’s economy</td>
<td>2</td>
<td>4</td>
<td>10</td>
<td>9</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Preparing students to enter 4-year colleges</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>15</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Preparing students for jobs</td>
<td>2</td>
<td>1</td>
<td>14</td>
<td>8</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
**Question 3** [32 Answered, 2 Skipped]
After you attended Muskegon Community College, did you transfer to a 4-year college/university?

- Yes: 59.4%
- No: 40.6%

**Question 4** [19 Answered, 15 Skipped]
What is your transfer college/university?

<table>
<thead>
<tr>
<th>College/university</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Valley State University</td>
<td>52.6%</td>
</tr>
<tr>
<td>Ferris State University</td>
<td>26.3%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>15.8%</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>0.0%</td>
</tr>
<tr>
<td>Michigan State University</td>
<td>0.0%</td>
</tr>
<tr>
<td>Aquinas College</td>
<td>5.3%</td>
</tr>
<tr>
<td>Calvin College</td>
<td>0.0%</td>
</tr>
<tr>
<td>Central Michigan University</td>
<td>0.0%</td>
</tr>
<tr>
<td>Western Michigan University</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

*Other: 1.) Utah Valley University  2.) Wayne State University  3.) City Vision College*

**Question 5** [22 Answered, 12 Skipped]
Were your credits from MCC treated fairly?

- Yes: 91%
- No: 9%

**Question 6** [30 Answered, 4 Skipped]
If you could start college over, would you begin at MCC?

- Yes: 86.7%
- No: 13.3%
**Question 7** [19 Answered, 15 Skipped]
How would you compare the overall quality of education at MCC with your transfer school?

- Better at transfer school: 21%
- Better at MCC: 21%
- About the same: 58%

**Question 8** [32 Answered, 2 Skipped]
Did you participate in any on-campus extracurricular activity(s) at Muskegon Community College?

- Yes: 62.5%
- No: 37.5%

**Question 9** [15 Answered, 19 Skipped]
Please identify the extracurricular activities in which you participated.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other (please specify)</td>
<td>0.0%</td>
</tr>
<tr>
<td>Student Services Council</td>
<td>20.0%</td>
</tr>
<tr>
<td>Theater</td>
<td>13.3%</td>
</tr>
<tr>
<td>Bay Window Newspaper</td>
<td>6.7%</td>
</tr>
<tr>
<td>MCC Radio</td>
<td>0.0%</td>
</tr>
<tr>
<td>International/Experiential Learning</td>
<td>6.7%</td>
</tr>
<tr>
<td>Athletics</td>
<td>6.7%</td>
</tr>
<tr>
<td>Student Clubs/organizations</td>
<td>73.3%</td>
</tr>
</tbody>
</table>

**Question 10** [21 Answered, 13 Skipped]
How would you rate your overall experience with extracurricular activities at Muskegon Community College?

- Excellent: 14.3%
- Very good: 23.8%
- Good: 38.1%
- I am unsure: 19.0%
- Poor, fair: 0.68%
**Question 11** [31 Answered, 3 Skipped]
When you were taking courses at Muskegon Community College, how would you evaluate instructors' success in keeping you informed about crucial deadlines, events, and other activities?

- **excellent**: 64.5%
- **very good**: 19.4%
- **good**: 9.7%
- **fair**: 3.2%
- **poor**: 3.2%
- **I am unsure**: 0.0%

**Question 12** [30 Answered, 4 Skipped]
How would you rate Muskegon Community College's impact on Muskegon and the region it serves?

- **I am unsure**: 10%
- **poor**: 7%
- **fair**: 3%
- **good**: 23%
- **very good**: 47%

**Question 13** [30 Answered, 4 Skipped]
Muskegon Community College is committed to offering programs that respond to individual and community needs. In these respects, how would you rate Muskegon Community College's efforts?

- **excellent**: 10.0%
- **good**: 10.0%
- **very good**: 53.3%
- **fair**: 3.3%
- **poor**: 13.3%
- **I am unsure**: 10.0%

**Question 14** [30 Answered, 4 Skipped]
How many areas of study does Muskegon Community College offer? Is it:

- **I am unsure**: 26.7%
- **more than 75**: 20.0%
- **51-75**: 6.7%
- **26-50**: 43.3%
- **25 or fewer**: 3.3%
Question 15 [30 Answered, 4 Skipped]
Compared to other community colleges in the State of Michigan, is Muskegon Community College’s annual cost of full-time enrollment:

- one of the lowest, 50.0%
- about average, 30.0%
- I am unsure, 20.0%
- one of the highest, 0.0%

Question 16 [30 Answered, 4 Skipped]
On the average, how many students are there for every faculty member at Muskegon Community College?

- 10 or fewer, 3.3%
- over 50, 3.3%
- 41-50, 3.3%
- 31-40, 6.7%
- 21-30, 46.7%
- I am unsure, 16.7%

Question 17 [30 Answered, 4 Skipped]
Is it true or false that Muskegon Community College admits everyone who wishes to attend?

- true, 46.7%
- false, 23.3%
- I am unsure, 30.0%

Question 18 [30 Answered, 4 Skipped]
What percentage of Muskegon Community College's students receive financial aid?

- less than 25%, 3.3%
- about 25%
- about 50%
- about 75%
- I am unsure, 33.3%
**Question 19** [30 Answered, 4 Skipped]

Is it true or false that Muskegon Community College is home to satellite campuses for several universities, which then provide the opportunity for students to work on a Bachelor's Degree in Muskegon?

- **I am unsure**: 6.7%
- **False**: 3.3%
- **True**: 90.0%

**Question 20** [30 Answered, 4 Skipped]

In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in downtown Muskegon?

- **Very Important**: 16.7%
- **Important**: 33.3%
- **Unimportant**: 6.7%
- **I am unsure**: 6.7%

**Question 21** [26 Answered, 8 Skipped]

If Muskegon Community College developed a branch campus in downtown Muskegon, what sort of coursework should it offer?

- General Education: 34.6%
- Arts and Media: 42.3%
- Science: 23.1%
- Business: 34.6%
- Technical Training: 57.7%
- Other (Please Specify): 7.7%

**Other:**
1. A class called How to blow tax dollars and get voted out !!!
2. Community survey results that you should conduct
Question 22 [29 Answered, 5 Skipped]
In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in Grand Haven?

- Very important: 41.4%
- Important: 13.8%
- Unimportant: 13.8%
- Very unimportant: 6.9%
- I am unsure: 24.1%

Question 23 [26 Answered, 8 Skipped]
If Muskegon Community College developed a branch campus in Grand Haven, what sort of coursework should it offer?

Other: 1.) Snow plows stop at the county line tax dollars also !!!
2.) how to stop the bridge from opening
3.) survey results from the polled public

Question 24 [30 Answered, 4 Skipped]
What were the factors you considered when selecting MCC?

Other: 1.) The wonder mold you grow on the bottom floor
2.) was not ready for 4 year school
3.) free parking & half the distance to GRCC
4.) the credits would transfer to almost any college
5.) Beautiful campus
1. Most of the teachers I came in contact with were very kind and personable. Many of the teachers were willing to help me on the side if I needed. They were easy to work with.
2. The willingness to help all students.
3. The quality of education was great. I’ve gone to Grand Valley for three years since I attended MCC for two years. I can honestly say that the education I received at MCC was just as good as the education I’ve received at GVSU.
4. Your instructors
5. I was lucky and got some great teachers. The English department has some of the best teachers around (Mary Tyler, Mike Johnson, Becky Evans). Kurt Troutman of the Political Science was also a gem among the teaching staff.
6. Small classes, and all of the teachers were extremely nice and helpful. They got to know you by name.
7. The architecture provides many classrooms (except the older basement classrooms and the north Stephenson basement classrooms) with some or plenty of daylight, and fresh air if need be. The fountains obscure much of the traffic noise and the noise from the HVAC machinery. It’s a very human-scale architecture. I hope the college can respect architect Alden Dow’s design goals in future remodeling and construction.
8. The teachers, credit transfer, low tuition, smaller classes, work study programs
9. none
10. Overall concern of the student and the education it provides.
11. yea right
12. The professors at MCC are much more available than those at 4-year universities. The difference between the two is that the teachers at MCC are there to teach while those at 4-year universities are not necessarily there to do so.
13. Low tuition cost
14. the technology classes are great give Bill Tokarz a raise
15. That MCC had such great liberal arts teachers
16. Excellent preparation for a 4 year college institution and beyond. From my experience more than 27 years ago, I would say the quality of education I received from MCC was every bit as good as I received at GVSU at a much lower rate. For my daughter, 26 years later, MCC was a big savings for her general education course prior to transferring to Columbia College, Chicago.
17. Quality education, savings and preparation for transferring to a four year institution.
18. I like that graduates can start at MCC and transfer to universities.
19. Instructor dedication to the students
20. Faculty and staff are approachable and helpful; genuinely concerned about students doing well. MCC offers a variety of services, programs, activities, etc.
21. the flexible to quickly change with the times and students needs
22. flexible and convenient schedules, very professional but welcoming
23. Faculty and staff are second to none.
Question 26 [30 Answered, 4 Skipped]
Would you recommend Muskegon Community College to others?

I am unsure | 6.7%
---|---
no | 3.3%
yes | 90.0%

Question 27 [22 Answered, 12 Skipped]
Please explain why you would, or would not, recommend Muskegon Community College.

1. MCC is a great choice for students who have a tight budget and cannot afford expensive tuition. There are many classes to choose from, and many of the teachers are excellent. MCC is also a good choice if you are working or have a family because there are many choices for class times and days.
2. It is a great education at an affordable rate.
3. High quality education, professors who CARE and take the time for their students, small class sizes, friendly and accepting environment.
4. You are not cutting edge! Many of your classes are lame and led no where. What's lam-er than a cooking school? NOTHING! IDEAS What you need to know about starting a small med or large business or how to sell products over seas. Wake up and smell the changes. Old school
5. Cost. Cost. Cost. I went to MCC for three years before transferring to GVSU. It saved me about 50,000$, that's no small change. Not to mention I received a great Education and was really prepared well for GVSU
6. I would recommend MCC because of the affordable tuition, and the wide variety of general education classes that can help you figure out what you want to "major in" BEFORE transferring to a university.
7. One needs to seek out the good teachers for maximum results. There seem to be many faculty and staff that care about and work toward individual student success, though there are some others that are very much less concerned. Based on my experience at M.C.C., I've been telling fellow students / potential students to avoid online classes and even hybrid classes unless there is absolutely no choice AND that they have good feedback on an instructor. The classroom experience can be so much more productive with a capable instructor and some engaged students that there is really no comparison.
8. I enjoyed all of my time spent at MCC, be it in the classroom, or working.
9. the new dean is a racist and not really nice to older students the bookstore robb students with the high prices and non return policies terrible I pay less than 3/4 for books in a 4 collage that what i paid at MCC also their mislead student about
10. The cost of the education when compared to other schools.
11. The value MCC offers is unbeatable.
12. lower cost than four year school, get the gen-eds out of the way.
13. Muskegon Community College is cheaper to attend
14. I would recommend all but the machine shop classes, Tom Groaner is a horrible teacher
15. If I recommended MCC I would tell them not to go for the associates degree in anything other than the one that transfers for a bachelors. When I transferred I had a lot of credits that were not acceptable. When I graduated I could not even get a interview with a associates in computer science networking. I had to get a bachelors. I was very disappointed.
16. For the basics or for specific training, MCC is a real value.
17. Did not help me obtain employment or internship in my chosen field of study.
18. I would recommend MCC. MCC provided a nice transition from high school to a four-year university. Tuition is lower. Students receive quality education.
19. quality education and cost
20. It is a very good place to start working on a four year degree without immediately accumulating a large amount of debt.
21. Classes are relevant. Instructors are excellent. Cost is very low for all of the benefits of MCC
22. Class size, Instructors, Nursing Program.
Question 28 [9 Answered, 25 Skipped]
We appreciate your time and input! If you have any additional comments about Muskegon Community College, please note them below. Thank you.

1. There are many benefits for "diverse" cultures at Muskegon Community College; but as a married caucasion I felt as if I fell through the cracks. Few opportunities for financial assistance were available and I feel as if an entire is being discriminated against because we are not the stereotypical diverse culture. Just because I am white does not preclude the fact that I may need assistance, too.
3. "One should be able to initiate all "paperwork" functions via web forms.
   All classes that are not offered every term should have a schedule in the catalog that indicates what term / what frequency they will be offered. Another community college I attended had suggested full time and part time sequences for all the courses in a program that would take into account this scheduling information as well as pre-requisites.
   There needs to be supplemental instruction or tutoring available for programming courses. Programming courses probably need to reflect linguistics instructional concepts to be more accessible and teachable to students who are not in the naturally talented top percentiles.
   How often do instructors have peer observations of their classes? I believe that poor evaluations from students are not enough to motivate poor instructors to improve. Perhaps there needs to be a way pointed out to students for them to suggest where improvements need to be considered."
4. Keep up the good work, it is needed, especially in Muskegon. Thank You, all!
5. get a new dean before ever student goes to baker
6. I would encourage the administration to enhance the job placement area as that is lacking in my judgement. I think the school needs to be more proactive in helping graduating students find opportunities with the local job community.
7. I think MCC could serve more of the population if they would drop the 10 year and repeat classes rule. Maybe I could have had an ADN before my husband's death and been working instead now being unemployed.
8. Some professors should be critically evaluated, I felt like I didn't learn much from a few of them, although I did all assignments and attended almost all classes.
9. I am a huge fan of MCC, and will be singing its praises for the rest of my life.

Question 29 [28 Answered, 6 Skipped]
What do you see as the greatest obstacle for those pursuing higher education?

- Tuition costs: 60.7%
- Having to work while in school: 17.9%
- Lack of transportation: 3.6%
- Lack of emotional support from family/friends: 0.0%
- Lack of childcare: 7.1%
- Relevance of the education: 3.6%
- Lack of my own motivation: 7.1%
- Other (please specify): 0.0%
Prospective Student Survey (Online)

23 respondents

**Question 1** [23 Answered, 0 Skipped]
Are you currently a high school student?

- Yes: 4%
- No: 96%

**Question 2** [0 Answered, 23 Skipped]
Which high school are you attending?

- Grand Haven: 0.0%
- Mona Shores: 0.0%
- Reeths Puffer: 0.0%
- Muskegon: 0.0%
- Fremont: 0.0%
- Spring Lake: 0.0%
- Coopersville: 0.0%
- Muskegon Heights: 0.0%
- Muskegon Catholic: 0.0%
- Hart: 0.0%
- Newaygo: 0.0%
- Fruitport: 0.0%
- Other (please specify): 0.0%

**Question 3** [23 Answered, 0 Skipped]
When do you plan to graduate from high school?

- Spring 2011: 0.0%
- Spring 2012: 0.0%
- Spring 2013: 0.0%
- Spring 2014: 0.0%
- Other (please specify): 0.0%

**Question 4** [21 Answered, 2 Skipped]
In which county do you live?

- Muskegon: 76%
- Other (please specify): 10%
- Newaygo: 14%
- Ottawa: 0%

**Other:**
1.) Allegan
2.) Grand Rapids
Question 5 [20 Answered, 3 Skipped]
Are you considering attending a college or university in the near future?

![Pie chart showing 85% yes, 10% unsure, 5% no]

Question 6 [10 Answered, 13 Skipped]
Please explain why you are, or aren't, planning to attend college (or why you are not sure).

1. I want to get a Bachelor's degree and have a career.
2. not sure how long i will go to college or what i intend to do.
3. I want to have a career, I was at Baker two years ago, but had to leave due to high risk pregnancy and then a very bad car accident. I enrolled to attend MCC, but I couldn't get clearance from my doctor at the time. I do plan on re-enrolling for Fall Semester. My plans are to get my degree in Nursing.
4. I have been taking classes at Davenport toward my RN degree.
5. I have already attended MCC and am currently taking the semester off. I will return for the Summer semester.
6. Muskegon Community College failed my friend for no reason at all. Her grades were good. This college will take your money for years and then fail you at the last minute.
7. graduating from GVSU in April.
8. When I first came to MCC I wasn't prepared at all and that's why I think I was so overwhelmed with all of the homework that I was receiving. But now I am ready to go forward with MCC I have had time to think and to get prepared for the summer session and I know that I will pass all of my classes this time. Thank you for your time and interest.
9. not sure
10. pursue a degree
**Question 7** [20 Answered, 3 Skipped]
In terms of pursuing higher education, what are your greatest obstacles? (select all that apply)

- Other (please specify): 20.0%
- Quality of the education: 10.0%
- My own motivation: 25.0%
- Relevance of the education: 20.0%
- Emotional support from family/friends: 10.0%
- Transportation: 15.0%
- Having to work while in school: 50.0%
- Tuition costs: 65.0%

**Other:**
1.) indecisive on where to go with my schooling
2.) Having a well paying job and working 40+ hours a week
3.) MCC failing my friend for no reason.
4.) Daycare

**Question 8** [19 Answered, 4 Skipped]
If you will be attending college, what are the factors you considered when selecting a college? (select all that apply)

- State-of-the-art technology: 26.3%
- Facilities: 15.8%
- Small classes: 15.8%
- College provides job placement: 36.8%
- College provides career preparation: 36.8%
- College provides a liberal arts education: 15.8%
- Extra-curricular activities: 0.0%
- Reputation of the college: 36.8%
- Location of the college: 78.9%
- Tuition costs: 63.2%

**Other:**
1.) Has the program that I want.
2.) This school will not help people.
3.) Variety of career choices
4.) Programs offered to attain my future career goals.
**Question 9** [17 Answered, 6 Skipped]
Have you had a discussion about attending college with any of the following?

- 10% Other (please specify)
- 11% high school teacher
- 14% high school counselor
- 35% friends
- 27% parents
- 8% high school principal

**Other:**
1. spouse
2. Other students had worse work than my friend, but they failed her over paperwork.

**Question 10** [19 Answered, 4 Skipped]
Have you considered attending a 2-year college?

- 78.9% yes
- 10.5% no
- 10.5% I am unsure

**Question 11** [9 Answered, 14 Skipped]
Please explain why you are, or aren't, considering a 2-year college (or why you are not sure).

1. Closer to home, Lower tuition cost.
2. not sure what i want, i have a plan just not sure how it will turn out due to other complications.
3. I am unsure of what a 2-year college is.
4. I can reach my goal there as well as a 4 year college
5. It is only 5 minutes from my house.
6. It's a shame when two teachers get together and decide to fail a student for no reason at all. Her first nursing teacher was crazy and failed her, then the second teacher listened to the crazy one and failed her too--for no reason.
7. You need to start somewhere, so why not a 2-year?
8. n/A
9. The college chose offers the education needed for my future career.
Question 12 [19 Answered, 4 Skipped]
Which of the following colleges, that offer a 2-year program leading to an associates degree, have you considered attending? INDICATE ALL THAT APPLY

<table>
<thead>
<tr>
<th>College</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am unsure</td>
<td>2</td>
</tr>
<tr>
<td>West Shore Community College</td>
<td>0</td>
</tr>
<tr>
<td>Southwestern Michigan College</td>
<td>0</td>
</tr>
<tr>
<td>Northwood University</td>
<td>0</td>
</tr>
<tr>
<td>Northwestern Michigan College</td>
<td>0</td>
</tr>
<tr>
<td>Muskegon Community College</td>
<td>0</td>
</tr>
<tr>
<td>Montcalm Community College</td>
<td>16</td>
</tr>
<tr>
<td>Mid-Michigan Community College</td>
<td>0</td>
</tr>
<tr>
<td>Lake Michigan College</td>
<td>1</td>
</tr>
<tr>
<td>Kellogg Community College</td>
<td>2</td>
</tr>
<tr>
<td>Kalamazoo Valley Community College</td>
<td>4</td>
</tr>
<tr>
<td>Grand Rapids Community College</td>
<td>2</td>
</tr>
<tr>
<td>Glen Oaks Community College</td>
<td>1</td>
</tr>
<tr>
<td>Ferris State University</td>
<td>0</td>
</tr>
<tr>
<td>Davenport University</td>
<td>0</td>
</tr>
<tr>
<td>Baker College</td>
<td>0</td>
</tr>
<tr>
<td>Aquinas College</td>
<td>1</td>
</tr>
<tr>
<td>Adrian College</td>
<td>1</td>
</tr>
</tbody>
</table>

Question 13 [19 Answered, 4 Skipped]
Please indicate how well you believe Muskegon Community College is doing in each of the following areas, by indicating excellent, very good, good, fair, poor, or indicate if you are unsure.  EX=Excellent VG=Very Good GD=Good FR=Fair PR=Poor UN=I am unsure

<table>
<thead>
<tr>
<th>Area</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering quality courses, compared to other colleges</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Offering relevant technical and vocational skills</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Responding rapidly to changing needs of business and industry</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Reaching out to the community with special programs and events</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Providing continuing education that serves the community</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Improving the culture of the region</td>
<td>4</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Encouraging/supporting diversity</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Having a positive impact on the region's economy</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare students to enter 4-year colleges</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Prepare students for jobs</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question 14 [19 Answered, 4 Skipped]
How many areas of study does Muskegon Community College offer? Is it:

- 25 or fewer: 5%
- 26-50: 37%
- 51-75: 5%
- I am unsure: 53%

Question 15 [19 Answered, 4 Skipped]
Compared to other community colleges in the State of Michigan, is Muskegon Community College's annual cost of full-time enrollment:

- one of the highest: 42.1%
- about average: 26.3%
- one of the lowest: 31.6%
- I am unsure: 5%
**Question 16** [19 Answered, 4 Skipped]
What is the average class size at Muskegon Community College?

- 10: 0.0%
- 20: 21.1%
- 30: 52.6%
- 40: 5.3%
- 50 or more: 5.3%
- I am unsure: 15.8%

**Question 17** [19 Answered, 4 Skipped]
Is it true or false that Muskegon Community College offers enrollment to all interested students?

- True: 74%
- False: 5%
- I am unsure: 21%

**Question 18** [19 Answered, 4 Skipped]
What percentage of Muskegon Community College students receive financial aid?

- I am unsure
- About 75%
- About 50%
- About 25%
- Less than 25%

**Question 19** [19 Answered, 4 Skipped]
Is it true or false that Muskegon Community College is home to satellite campuses for several universities, which then provides the opportunity for students to work on a Bachelor's Degree in Muskegon?

- True: 69%
- False: 5%
- I am unsure: 26%
**Question 20** [18 Answered, 5 Skipped]
In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in downtown Muskegon?

- I am unsure: 33.3%
- Very unimportant: 5.6%
- Unimportant: 5.6%
- Important: 38.9%
- Very important: 16.7%

**Question 21** [18 Answered, 5 Skipped]
In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in northern Ottawa County/Grand Haven?

- I am unsure: 22%
- Very important: 33%
- Very unimportant: 6%
- Unimportant: 11%
- Important: 28%

**Question 22** [19 Answered, 4 Skipped]
What is your primary source of news and information that you use to help make decisions about your education?

- Friends/family members: 42.1%
- Newspapers/magazines: 15.8%
- Television/cable: 0.0%
- Radio: 0.0%
- Internet: 36.8%
- Other (please specify): 5.3%

**Other:** 1.) This school enjoys milking students for years and years, taking their money and then failing them.

**Question 23** [18 Answered, 5 Skipped]
Have you ever received information from Muskegon Community College?

- Yes: 83%
- No: 17%
- I am unsure: 0%
**Question 24** [18 Answered, 5 Skipped]
Have you ever spoken to a representative from Muskegon Community College?

![Bar Chart]

**Question 25** [2 Answered, 21 Skipped]
Thank you for your time and input. If you have any additional comments, please enter them below.

1. It has been difficult to figure out how to speak to a counselor, face to face.

2. There was nothing wrong with my friend's work. She got the paperwork right near the end of the class. However, the teacher said, "You should have got this all along." Isn't that what learning is about? What a scam this school is to take someone's money for 5 yrs. and fail them.
Question 1 [14 Answered, 2 Skipped]
In your opinion, what are the most significant educational needs facing your community?

1. lack of funds
2. Quality education at a reasonable price.
3. Financial resources
4. Career Exploration, Job Seeking Skills, Marketing Oneself, Adult Certification in various areas
5. educating students in employable fields
6. To educate both young adults and the unemployed workers requesting new educational opportunities to find the appropriate education that will lead to jobs.
7. reading help
8. Lack of money and parental support to push their child to pursue higher education, or to achieve in school.
9. Lack of understanding of the importance of taking personal responsibility
10. Ignorance. Our community has lost the sense of work ethic. The reduction in basic skills such as reading, writing, and basic math are a result of this. Families no longer spend the time needed to "learn". Learning for the sake of learning is becoming extinct! We are being asked to put everyone in the same shoe box. We are throwing away billions of tax payer dollars on those who are not ready for formal education.
11. socioeconomic issues
12. cost
13. the need to learn how to think not just find the right answer
14. Students not meeting standards; leaving high school and not being prepared for college; drop out rates in general

Question 2 [14 Answered, 2 Skipped]
In your opinion, what are the most significant educational needs facing students in your school?

1. low reading levels, low interest, apathy
2. Quality education at a reasonable price.
3. Financial resources
4. Core content-reading, science and math, career exploration, college exploration, exposure to future options
5. performing below grade level in reading
6. Finding higher educational opportunities with degrees or certificates that will lead to marketable skills and careers.
7. motivation and remedial reading and math help
8. Parent involvement, lack of motivation to succeed on the student's part, not enough push that education is vital to achieving success in life.
9. Reading levels are low
10. Same as above!
11. same as above
12. Going beyond high school and getting more education.
13. Students are not learning how to learn or invent; they are learning how to process data
14. Students not meeting educational standards

**Question 3** [14 Answered, 2 Skipped]
Please rank the following educational issues based on the level of need facing our community with 1 indicating greatest need:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other; please specify below</td>
<td>1</td>
</tr>
<tr>
<td>Making higher education more affordable</td>
<td>7</td>
</tr>
<tr>
<td>Increasing attainment of bachelor degrees</td>
<td>2</td>
</tr>
<tr>
<td>Increasing high school graduation rates</td>
<td>6</td>
</tr>
</tbody>
</table>

**Other:**
1. Education relevant to jobs
2. Less government funding for education. It is time to work for it!
3. Staying in school
4. If by community you mean MCC I think the fact that students are not participating in the survey indicates that they don’t feel they have a stake in, or ownership sense of “ownership” in their education

**Question 4** [12 Answered, 4 Skipped]
How do students in your school make decisions about which college to attend?

1. What they are familiar with and cost
2. Personal determination
3. They are often swayed by popular trends. Few students are decided by 12th grade
4. Interest, programs, where they are accepted, cost, multiple issues
5. Attend Career/College Fair, talk to college representatives at school, Career Cruising, meet with counselors, parental impact
6. Cost, programs, location
7. Mostly cost and convenience
8. Seminars, college visits, research, talking to counselors, parents helping them
9. Often financial, otherwise based on experience of friends and family at a school.
10. Varies from student to student. Some are based on goals, others on finances, then again others by sports.
11. Comparing options, listening to college presentations, etc.
12. Peer influences; staff input
Question 5 [14 Answered, 2 Skipped]
In terms of pursuing higher education, what are your students' greatest obstacles? (select all that apply)

- Tuition costs
- Having to work while in school
- Transportation
- Emotional support from family/friends
- Relevance of the education
- Their own motivation
- Quality of the education

Question 6 [14 Answered, 2 Skipped]
What are the factors your students primarily consider when selecting a college? (select all that apply)

- State-of-the-art technology: 14.3%
- Facilities: 14.3%
- Small classes: 14.3%
- College provides job placement: 14.3%
- College provides career preparation: 21.4%
- College provides a liberal arts education: 7.1%
- Extra-curricular activities: 21.4%
- Reputation of the college: 42.9%
- Location of the college: 85.7%
- Tuition costs: 92.9%
**Question 7 [12 Answered, 4 Skipped]**

Which 2-year college in West Michigan is best known for: AQ=Aquinas College  BKR=Baker College  DAV=Davenport University  FSU=Ferris State University  GRCC=Grand Rapids Community College  LMC=Lake Michigan College  MMCC=Mid-Michigan Community College  MONT=Montcalm Community College  MCC=Muskegon Community College  WSCC=West Shore Community College

<table>
<thead>
<tr>
<th>Online programs</th>
<th>Offering relevant technical and vocational skills</th>
<th>Responding rapidly to changing needs of business and industry</th>
<th>Reaching out to the community with special programs and events</th>
<th>Providing continuing education that serves the community</th>
<th>Improving the culture of the region</th>
<th>Encouraging/supporting diversity</th>
<th>Having a positive impact on the region’s economy</th>
<th>Preparing students to enter 4-year colleges</th>
<th>Preparing students for jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure</td>
<td>WSCC</td>
<td>MCC</td>
<td>MMCC</td>
<td>MONT</td>
<td>LMC</td>
<td>GRCC</td>
<td>FSU</td>
<td>DAV</td>
<td>BKR</td>
</tr>
<tr>
<td>AQ</td>
<td></td>
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</tr>
</tbody>
</table>
**Question 8** [14 Answered, 2 Skipped]

Please indicate how well you believe Muskegon Community College is doing in each of the following areas, by indicating excellent, very good, good, fair, poor, or indicate if you are unsure.
**Question 9** [14 Answered, 2 Skipped]
Please evaluate the quality of customer service provided by Muskegon Community College.

**Question 10** [14 Answered, 2 Skipped]
Please describe the value of an education at Muskegon Community College.

**Question 11** [14 Answered, 2 Skipped]
Do you feel that Muskegon Community College keeps you well informed?
Question 12 [3 Answered, 13 Skipped]
What can Muskegon Community College do to keep you better informed?

1. e-mail or letters of what's coming up and what's new
2. I think the website has recently become more difficult to use.
3. A larger presence in the community

Question 13 [14 Answered, 2 Skipped]
How would you describe Muskegon Community College's impact on the region it serves?

Question 14 [14 Answered, 2 Skipped]
At the heart of Muskegon Community College’s mission is a commitment to offering programs that respond to individual needs. In these respects, how would you rate Muskegon Community College's efforts?

Question 15 [14 Answered, 2 Skipped]
Also, at the heart of Muskegon Community College’s mission is a commitment to offering programs that respond to community needs. In these respects, how would you rate Muskegon Community College's efforts?
Question 16 [13 Answered, 3 Skipped]
When discussing college options with students in your school, how frequently do you mention the possibility of attending a 2-year college?

- every time 69%
- about 75% of the time 23%
- about 50% of the time 8%
- never 0%

Question 17 [11 Answered, 5 Skipped]
What kind of student are you most likely to advise to attend a 2-year college?

1. Any at least as an option
2. A student that may not have much family/financial support, the average student, or someone who is undecided. I recommend that all students apply to MCC so they will have more options available to them.
3. I almost always discuss this as an option considering what is going on the economy.
4. Any motivated student who desires higher education or training.
5. Any and all students who are unsure
6. One who wants a cheaper education, who wants to stay home and make college affordable, or who wants to play sports for MCC, or one who is unsure of what they want to major in at college.
7. A student who has struggled or w/financial difficulties
8. All
9. Every single one
10. Just about any student who is not exceptionally gifted
11. Any student

Question 18 [13 Answered, 3 Skipped]
When you think of colleges that offer associate degrees and certificates in the broad region of West Michigan, which name comes to mind first?

- West Shore Community College 0.0% 15.4%
- Northwood University 0.0% 0.0%
- Muskegon Community College 84.6%
- Mid-Michigan Community College 0.0% 0.0%
- Kellogg Community College 0.0% 0.0%
- Grand Rapids Community College 0.0% 0.0%
- Ferris State University 0.0% 0.0%
- Baker College 0.0% 0.0%
- Adrian College 0.0%

Question 19 [14 Answered, 2 Skipped]
Over the years, how have you connected with Muskegon Community College? SELECT ONE OR MORE

- I have worked at Muskegon Community College 14.3% 78.6%
- I attended an event at Muskegon Community College 0.0% 100.0%
- I have advised students to attend Muskegon Community College 0.0% 50.0%
- I am aware of Muskegon Community College through the media 0.0% 64.3%
- A friend or family member has taken courses at Muskegon Community College 0.0% 21.4%
- I have taken continuing education courses 0.0% 14.3%
- I have taken classes (but not graduated) 0.0% 28.6%
- I am a graduate (received Associates Degree and/or Certificate) 0.0% 0.0%
- I am simply aware of Muskegon Community College being in the community 0.0% 28.6%
Question 20 [14 Answered, 2 Skipped]
Overall, how would you describe the quality of education at Muskegon Community College?

- Excellent: 22%
- Very good: 57%
- Good: 14%
- I am unsure: 7%
- Fair: 0%
- Poor: 0%

Question 21 [14 Answered, 2 Skipped]
How many areas of study does Muskegon Community College offer? Is it:

- 25 or fewer: 0.0%
- 26-50: 14.3%
- 51-75: 7.1%
- More than 75: 50.0%
- I am unsure: 28.6%

Question 22 [14 Answered, 2 Skipped]
Compared to other community colleges in the State of Michigan, is Muskegon Community College's annual cost of full-time enrollment:

- One of the highest: 7%
- One of the lowest: 21%
- About average: 36%
- I am unsure: 36%

Question 23 [14 Answered, 2 Skipped]
On the average, how many students are there for every faculty member at Muskegon Community College?

- 10 or fewer: 0.0%
- 11-20: 14.3%
- 21-30: 35.7%
- 31-40: 0.0%
- 41-50: 0.0%
- Over 50: 0.0%
- I am unsure: 50.0%
**Question 24** [14 Answered, 2 Skipped]
Is it true or false that Muskegon Community College admits everyone who wishes to attend?

- True: 78.6%
- False: 7.1%
- I am unsure: 14.3%

**Question 25** [14 Answered, 2 Skipped]
What percent of Muskegon Community College’s students receives financial aid?

- Almost 25%
- About 75%
- About 50%
- 21%
- 0%
- I am unsure: 50%
**Question 28** [10 Answered, 6 Skipped]
In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in downtown Muskegon?

![Pie chart showing responses]

**Question 29** [8 Answered, 8 Skipped]
If Muskegon Community College developed a branch campus in downtown Muskegon, what sort of coursework should it offer?

- Technical training: 50.0%
- Business: 50.0%
- Science: 37.5%
- Arts and media: 50.0%
- General education: 25.0%

**Question 30** [2 Answered, 14 Skipped]
In an effort to better serve the community, how important would it be for Muskegon Community College to develop a branch campus in Grand Haven?

**Question 31** [14 Answered, 2 Skipped]
Which one of the following best describes your job title?

- 1.) Newaygo and Oceana
**Question 32** [4 Answered, 12 Skipped]

Do you have suggestions to help Muskegon Community College become an even better institution?

1. Improve services for students with disabilities
2. Be sure to counsel students on majoring in areas that will lead to careers that have jobs readily available upon graduation.
3. MCC is doing a bang up job with the mess handed to them with the No Worker Left Behind initiative.
4. Greater involvement and visibility in the community. Focus on becoming an outstanding educational resource that invigorates its local community through cultural, arts, entertainment, environmental, etc activities/opportunities. Be a leader in education by looking to, and applying best practices in teaching, forums and think tanks for education and other community issues.
Question 1 [87 Answered, 1 Skipped]
In thinking about the educational needs the great Muskegon community, please rank the needs below by order of significance to your business.

Other; please note below

1. Pre-school education to lead the way up.
2. A course teaching respect for others, responsibility, common sense, and loyalty. We need prayer and the pledge of allegiance back in the schools with the 10 commandments. Not because they are religious but because they are the essential basis for a decent, respectful society. We also need to bring back some good old fashioned spankings, not beatings, spankings on the buttocks. Nothing is scary if there isn’t a dreaded punishment. We also have to get our courts straightened out, judges and lawyers, and get someone with the guts and common sense to know and act on cases that should obviously be thrown out. ie the McDonald’s coffee woman and the kid that tagged a girl on the butt playing a game of tag. When these values are brought back and in place then we can work on the other stuff. We also have to hold our sports heros accountable for their actions. If they get in trouble they are done for life. Get rid of them and let it be known that this type irresponsibility will NOT be tolerated. A good example is hockey. If someone starts a fight he’s out for the game, 2nd offense 3 games 3rd offense done for good. We have to stop letting money do the talking and making the decisions! And I’m only getting started. These are fundamental building blocks, a house built on sand cannot stand for long. All of the above are important but without a good attitude toward others and responsibility for ones own actions you might as well forget them.
3. Birth - 21 continuum to ready youth for local job needs
4. Post-Graduate Education - Knowledge Economy
5. Teach how to self-educate
6. Expansion of the Career Tech Center courses
7. Work ethic, productivity, dedication, needs to be instilled
8. To support stronger families since education about ethics and morals is learned there, but ultimately affects behavior in the workplace.
9. I need skilled trades people, IE; construction, automotive
10. More emphasis on science and math
11. Create Education/Business collaboratives to ensure the right skills are being taught
12. RNs and BSNs
13. Improving high school graduation capabilities and academics

Rating Average

- Other; please note below: 2.66
- We don’t have enough skilled workers to attract new businesses/industries: 2.44
- Increasing college education: 1.86
- Increasing high school graduation rates: 1.65
Question 1 [87 Answered, 1 Skipped] (Continued)
In thinking about the educational needs the great Muskegon community, please rank the needs below by order of significance to your business.

14. Our focus should be drawing a more diverse jobs to this area so that our people can stay in this area
15. revamp the educational system to think/goal/work system
16. Specialized training in green technology
17. affordable continuing education so we can increase our number of college graduates
18. We need continual development of workers and executives in business - lifetime learning.
19. We need a more hands on custom education system. I feel the graduation rate would increase if classes were geared for the aptitude of the student, not mandated 'stuff'. With a more hands on approach we may increase the HS grad., rate. Leading into a more college ed. rate. Hence poss. increasing more local business opening.
20. There is no excuse why 60% of Freshman at Muskegon Community College have to take Zero level classes. This is a very good indicator that our Public School are not doing what they need to do to educate our community. Total failure that needs to be addressed.
21. Higher education standard for graduation

Question 2 [79 Answered, 9 Skipped]
What are your businesses most significant training and educational needs? Check all that apply.

<table>
<thead>
<tr>
<th>Training Need</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhancement of skill sets so employees can do their current job better</td>
<td>44.3%</td>
</tr>
<tr>
<td>Cross-training of duties/skills</td>
<td>30.4%</td>
</tr>
<tr>
<td>Technologically-based skills</td>
<td>41.8%</td>
</tr>
<tr>
<td>Better understanding of our audience and the marketplace, current and/or future</td>
<td>26.6%</td>
</tr>
<tr>
<td>Communication skills</td>
<td>59.5%</td>
</tr>
<tr>
<td>Employees with higher level of academic preparation</td>
<td>22.8%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>19.0%</td>
</tr>
</tbody>
</table>

Other:

1. We don't employ too many people.
2. Working as a team and getting along with others, responsibility to be on time every day, a desire to do one's best and to do what they are told and how they are told, at least until they have some experience to give some meaningful suggestions and feedback.
3. willingness to work with hands as well as brain
4. Team work training
Question 2 [79 Answered, 9 Skipped] (Continued)
What are your businesses most significant training and educational needs? Check all that apply.

5. Customer service skills, work skills
6. Employees with a stronger work ethic.
7. Professional Appearance
8. skilled trades
9. Management training for those who aspire to move up
10. Educating students who are ready for post secondary
11. Soft skills (accountability, responsibility, team work, etc.)
12. Willingness to try new things not covered by any high school or college training.
13. none of these apply as I have no employees
14. I have no employees but my clients need lifetime learning options.
15. Our business is a select business and requires little education, but more strengh. However we are not working anyone, and if they come back they will need hazardous training which we would pay for.

Question 3 [79 Answered, 9 Skipped]
Do you currently offer tuition reimbursement incentives for your employees?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>34.2%</th>
<th>45.6%</th>
<th>8.9%</th>
<th>15.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Have in the past, not anymore</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Would consider</td>
<td></td>
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<td></td>
<td></td>
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</tbody>
</table>

Question 4 [79 Answered, 9 Skipped]
Please rate how well you feel area colleges are meeting the educational needs of individuals, businesses, and the community:

- Meeting the needs of community: 2.14
- Meeting the needs of businesses: 2.25
- Meeting the needs of individuals: 1.82

Rating Average
**Question 5** [50 Answered, 38 Skipped]
When you think of colleges that offer associate degrees and certificates, which college comes to your mind first?

1. Muskegon Community College
2. Baker College
3. MCC and Baker
4. Muskegon Community College
5. Muskegon Community College
6. Muskegon Community College
7. MCC
8. Muskegon Community College
9. Muskegon Comm. College
10. GRCC
11. MCC and Baker
12. MCC
13. MCC
14. Muskegon Community College
15. Muskegon Community College
16. MCC, Baker
17. Silly question
18. Muskegon Community College
19. MCC
20. Muskegon Community College
21. Muskegon Community College
22. Muskegon Community College
23. MCC
24. Muskegon Community College
25. MCC

26. MCC
27. Baker College
28. MCC
29. Muskegon Community
30. Muskegon Community College
31. Baker College
32. Muskegon Community College
33. MCC
34. MCC
35. Muskegon Community College
36. Muskegon Community College
37. mcc
38. MCC Baker
39. Baker, Mccc
40. Muskegon Community College, Baker College
41. MCC
42. Muskegon Community
43. MCC
44. MCC and Baker ...maybe Westshore
45. Musk Comm Coll
46. mcc
47. MCC
48. Michigan State
49. MCC
50. Baker

**Question 6** [74 Answered, 14 Skipped]
What training service providers do you currently use or have used in the past for training employees?

<table>
<thead>
<tr>
<th>Trade organization</th>
<th>In-house</th>
<th>Software/service vendor</th>
<th>Consultant</th>
<th>Community college</th>
<th>Four-year university</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Don't know
- Never use
- Occasionally/rarely use
- Sometimes use
- Have used frequently
- Use exclusively

82
Question 7 [44 Answered, 44 Skipped]
How do you expect the community’s post-secondary educational needs to change over the next 5 – 10 years?

1. Ever increasing, particularly in the technology fields
2. I think we’ll need to sort of split two ways: one, single-year post-secondary certificates to fill immediate needs; and two, intensive but not specific higher education.
3. Currently it is viewed as good to have - in 10 years it will be a requirement - in other words, if you do not have the degree, you will not be considered for jobs that you can get now with a little more than a high school education
4. By bringing more businesses to Muskegon
5. They will continue to shove technology down their throats and without the basic building blocks of attitude and responsibility and respect only a few will really accomplish anything.
6. Education drives everything -- if we are to grow, we must have a higher portion of our workforce with post secondary degrees. Right now, that fact is obvious. In the future, that understanding will be critical.
7. Need to be more focused on local job needs skills development
8. Will need even more than we do now
9. As per Talent 2025, need to double the amount of the workforce with post-secondary educational attainment.
10. Will need to understand and quickly develop quality training and education curricula that meets the high and mid demand occupation skills required in our community labor market. In addition, seek out and grow new business opportunities and the training needed to connect new employment
11. less brick & mortar required
12. It will depend on unemployment levels.
13. Must expect that much greater number of students complete high school and at least two years of post secondary training with emphasis on career focused training.
14. I have no idea.
15. second language, understanding global business interaction, competitiveness w/ other countries, raise the bar on expectations - teach work ethic, dedication, productivity
16. Again, we need and always will need a "hands-on" employee, our skilled training center is very limited
17. Every one will need a post secondary education if they want a job.
18. The nature of community problems will become more complex thus increasing the need for creative and highly analytical post-secondary graduates who work in government and community based agencies.
19. ?
20. Must become responsive to an evolving Michigan and regional economy
21. I don’t foresee much, if any, change in this area.
22. Keeping abreast of technology so advanced computer applications on phones, cars, televisions, etc can be used to their full advantage.
23. Need for more industry-specific training programs; also the need for more bachelors and masters degree programs
24. I believe more education will be necessary to obtain previous entry level positions
25. Improved program offerings
26. If we are successful in moving the community’s business development focus toward alternative energy, IT, technical, health and services sectors and creating job opportunities in those areas, then area colleges who train and educate for those jobs will be able to provide workers who wish to remain in west MI with work. Either way, the individuals who have skills in those areas will be employable.
Question 7 [44 Answered, 44 Skipped] (Continued)
How do you expect the community’s post-secondary educational needs to change over the next 5 – 10 years?

27. Increase 35%
28. I expect the number of students in k-12 to increase in the arena of post secondary
29. Need to get more affordable and move towards career based education
30. Much more specific and technologically based
31. Yes, I think that is why there is such a demand for higher level experience already.
32. Every aspect of education is changing. We cannot expect schools to excel without proper funding, staff and leadership.
33. Increase
34. Increased online offerings, more green technology
35. The need will continue to increase.
36. I hope new areas of opportunity will open up in response to the economy and focus on these will be the impedes for whole new areas of training
37. More technology expertise.
38. increased demand for bachelor degrees
39. We need colleges and universities to offer more 4 years degrees in Muskegon.
40. Well I would hope that MCC would start to offer direct link classes, and cut the extra classes not really needed for a set degree.
41. It will likely decline, but we need a better talent pool to attract better employers. This will be a tough task.
42. More technical, trade associated
43. I think we will need more emphasis on training through trade schools and the career tech center. Training in technology based fields will be a priority.
44. in my industry, not much.

Question 8 [46 Answered, 42 Skipped]
How do you expect the business community’s training and workforce development needs to change over the next 5 – 10 years?

1. Ever increasing, particularly in the technology fields
2. I hope we need more people. Fewer machines might help, more ability for employees to find more satisfying work.
3. Current trend for more continuing ed. and training to continue
4. By creating jobs, expanding our horizons
5. Not much.
6. Since post secondary institutions already have the understanding of how to enhance training, we will find ourselves more dependent than ever on their training processes and programs.
7. More math and science. Need to begin preparing future workforce to be eligible for these jobs. Cannot start in high school preparing kids. Needs to begin at birth, through school and after school.
8. Skilled Trades
9. We will need them even more with more specialty training
10. Greater use of higher skilled classes as the community college level.
11. In order to stay competitive and grow innovation, businesses of all sizes will need to engage their workforce in training and education that meets their industry specific needs and workplace culture needs.
How do you expect the business community's training and workforce development needs to change over the next 5 – 10 years?

12. increase of the ongoing role of self-education
13. We will be looking for better educated entry level people able to work in more than just one area.
14. Much more emphasis is needed on technology competency and mastery of basic skill levels at the high school and post secondary level so that employees will be able to grow with business needs and new directions.
15. Muskegon would greatly benefit from a trade/tech school such as the system in place in Minnesota. After 2 years, the grads are able to walk into the workplace and perform at an above average ability for a newbie saving the company basic training costs and time. Plus many of these types of grads open their own shops and businesses. What a draw this would be in conjunction with Baker an MCC.
16. I have no idea.
17. increase customer service orientation, work ethic,
18. I think we may find our people to be over educated for the jobs that are available
19. Continued need as the technology needs of the world are changes rapidly.
20. The need for highly skilled and extremely productive workers will increase. There will be continued pressure on keeping labor costs to a minimum with more pressure on workers to do "more for less" in order for companies to remain competitive. The need for high skills will increase even for positions traditionally considered low-tech like administrative assistants and other office workers.
21.
22. Most new jobs will require a college education; local businesses will have to find those workers
23. Training and workforce development needs will change with the employment options available to those in our community.
24. Employees need to learn how to learn because they will learn most of what they need for their job at their workplace. Science and math requirements will increase as technology advances.
25. Different skills will be needed to meet the demand of the changing market place.
26. More jobs
27. Our business - community based healthcare - will be challenged to operate more efficiently while continuing to be very customer service oriented. Staff will need more training in use of technology to improve communication internally and externally. Methods and processes proven successful in mfg. could be transferred into healthcare. The next generation managers and leaders will need skills in motivating the workforce to do more with less.
28. Increase 25%
29. I am at a loss with the business community, but know they need to tie in. I am at a loss with how do they step up to provide training or partner with post secondary
30. This is a moving target
31. Ongoing with just in time support
32. I see companies paying more for experience to stay competitive. Or companies increasing their internal development and promoting from with in.
33. Yes, they are already changing. We need to bring different jobs in skilled areas to keep our young people in the area.
34. Increase drastically
35. Green technology, flexible scheduling of staff
36. I see a need for more involvement.
37. We need to bring businesses in by offering tax incentives, when that happens, a new workforce will follow
38. More technology.
**Question 8 [46 Answered, 42 Skipped] (Continued)**

How do you expect the business community's training and workforce development needs to change over the next 5 – 10 years?

39. Increased technological training needs  
40. Muskegon needs a more individuals with bachelors degrees living and working in our community.  
41. If this state keeps going on being heavy handed and excessive rules and regulations I don’t see the workforce changing all that much. Companies can not continue to support the over zealous government. Training for most business is going to have to remain generic, because each business has their own set of criteria they need. (I just a meant a college graduate who could not spell, yet they could run a computer better then me) Maybe it is time for some basic skills to come back to the workforce.  
42. "I think we'll have more of an opposite look than that of the income groups. Meaning, that we'll have a large group in the middle with some education (grade 12 - bachelors) and few with less than HS diplomas or greater than bachelors degrees. Whereas, the income groups are shrinking in the middle-class areas. I think a bachelors degree will become more ""dime a dozen"" and with the decline in quality educational programs, placement services, and job prospects for grads, our young professionals will continue to seek work elsewhere. I'm sorry for responding in a pessimistic tone, but I've watched to many post-secondary programs function under the principle of ""the business of education"" versus developing the much-needed local talent pool."
43. Heavy investment in workforce training is absolutely necessary. Giving people the opportunity to advance skillsets for upcoming technology advancements.  
44. more central business driven  
45. For just the Muskegon Community it is hospitality training.  
46. More technology and a severe need for real customer service to service tourism.

**Question 9 [73 Answered, 15 Skipped]**

To better serve the community, how important is it to for higher education institutions to have presence downtown Muskegon?
Question 10 [74 Answered, 14 Skipped]

Based on classes leading to an Associate Degree or certificate, performance, and reputation, which college would you recommend to your employees or others?

<table>
<thead>
<tr>
<th>College</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker Community College</td>
<td>64.9%</td>
</tr>
<tr>
<td>Grand Rapids Community College</td>
<td>20.3%</td>
</tr>
<tr>
<td>Kalamazoo Valley Community College</td>
<td>4.1%</td>
</tr>
<tr>
<td>Kellogg Community College</td>
<td>2.7%</td>
</tr>
<tr>
<td>Lake Michigan Community College</td>
<td>2.7%</td>
</tr>
<tr>
<td>Mid-Michigan Community College</td>
<td>1.4%</td>
</tr>
<tr>
<td>Montcalm Community College</td>
<td>1.4%</td>
</tr>
<tr>
<td>Muskegon Community College</td>
<td>90.5%</td>
</tr>
<tr>
<td>West Shore Community College</td>
<td>5.4%</td>
</tr>
<tr>
<td>Other</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Why?

1. Past experience with MCC’s graduates and their ability to succeed at the next level
2. All of them deliver on their promises in addition to helping develop well-rounded individuals. (My son went to Kalamazoo Valley CC; otherwise I wouldn't know about it.)
3. They are reputable, and are fully accredited
4. Proximity
5. On the previous question, who wrote/typed that question? Don't you proofread? This is part of what I'm getting at. No pride in one's work. To the above: I have no knowledge of most of these entities. The only ones I have any knowledge is Baker and MCC.

6. I'm familiar with them. I have no bias but these are community resources I would utilize.
7. They are local and have a good reputation
8. It has the best variety of offerings and the better reputation here for our needs
9. Good institutions, with a good reputation and a willingness to offer interesting/new classes
10. Good educational reputations and placement outcomes
11. Local & most credits will transfer
12. all provided good basic post secondary education
13. Wider range of course offerings.
14. Credits that will transfer to other institutions, plus the quality of the instruction. Baker is often a waste.
15. local quality education
16. They are in driving distance
17. I've had great experiences working with both Baker College and Muskegon Community College. I can't speak to quality of the other colleges listed as I have no direct experience with them.
**Question 10** [74 Answered, 14 Skipped] (Continued)

Based on classes leading to an Associate Degree or certificate, performance, and reputation, which college would you recommend to your employees or others? Why?

18. Save on travel expense; 2 and 4-year degrees available right here in Muskegon County
19. Integrity and reputation
20. It’s where I started my education
21. Because these are area colleges and they have excellent educational classes.
22. Am not familiar with the offerings of the other schools, but think that both MCC and Baker have solid programs.
23. Past reputation/history, close, affordable, and able to integrate with employee work/life
24. Local...........most contact personally
25. Baker and MCC are local.
26. I have friends and family that have attended both colleges and their development gave them a leg up.
27. Close in proximity, classes will transfer to larger schools. Affordable education, offer diversity in programing and student base.
28. Local
29. GR and Kalamazoo have taken a lead in the green areas. MCC is local and convenient.
30. They are the ones I am most familiar with. I haven’t heard anything good about GRCC. Baker is way too expensive
31. Location plus quality of education.
32. My son is attending MCC and hopefully off to Northern (Northern was impressed that his classes were geared for their 4 year program) I feel MCC should be closer to the Art Museum, because they do have an outstanding program in arts. I attended Baker, I also feel their move to the down town area was a great foundation for showcasing Muskegon to those in the Culinary Arts.
33. Cheap start to education and a nice way for someone to ease into higher ed.
34. Location
35. Proximity to the lakeshore area and a broad offering of majors and classes.
36. care of students
37. Ferris has a plastics program

**Question 11** [14 Answered, 74 Skipped]

If you have any other comments about our educational needs at your organization or in our community, please note them below.

1. Our business is so small that we have few needs, but when I retire in 10 or so years, we’ll need someone with at least a 4-year degree but across the broad spectrum of liberal arts. In other words, well-rounded and flexible with broad expertise and skills.
2. no further comments
3. It is critical that the Muskegon region develop a strong commitment to creating a "culture of learning" so that students, parents, the cultural mind set of the community is all about student learning. The community including elected school boards need to talk about how to achieve better educational outcomes for all students, not just the smaller percentage who are college bound and likely to complete a four year program. Low skill high wage jobs are gone, how do we prepare the entire work force for that reality?
4. Seems like some of us could work together in areas such as customer service.
Question 11 [14 Answered, 74 Skipped] (Continued)
If you have any other comments about our educational needs at your organization or in our community, please note them below.

5. need to start at the elementary level and all through school to expect more, and hold students accountable for higher level of learning, output and quality work. the earlier it is started the earlier the work ethic will be instilled. cut back on the days off, late starts etc. and make our schools competitive with the rest of the world...
6. Work closer with high school counselors to influence higher ed decisions.
7. I think it's great you are taking a survey on this important topic and hope it will be used to further educational opportunities for students and future workers in Muskegon County and throughout west Michigan.
8. Community needs to learn how to value higher education; right now, it is not a priority in the minds of many citizens.
9. N/A
10. Graduates entering the work force can not write very well. They need problem solving skills. They need to learn to work as a team member.
11. To the extent that MCC and Baker can create linkages with area school districts, I think that would be helpful in raising the bar and the expectation for many students that post-secondary education is a good thing.
12. Every college town I have ever been in has a wealth of culture, interesting shops, restaurants and a general feel of vibrancy. We could use a little of that!
13. Employer involvement with commitment to intern programs and growing our own workforce.
14. "At the high school level it is important to get the word our that a drunk driving or drug arrest will effect employment for live. Far too many applicant cannot pass a drug test or have driving records that will not pass the "'risk'" managers test for a safe workforce. Second, public school must be held accountable for the skills they are responsible for teaching. Institutions of higher learning cannot continue to teach high school level classes."

Question 12 [72 Answered, 16 Skipped]
What is the primary nature of your business?

Other (please specify) | 20.8%
---|---
Tourism | 2.8%
Technology | 5.6%
Retail | 5.6%
Real estate | 6.9%
Consumer Services | 5.6%
Business Services | 13.9%
Nonprofit | 22.2%
Media | 1.4%
Manufacturing | 11.1%
Health care | 4.2%

Other:
1. Financial
2. Wholesale distribution
3. Education
4. Entertainment
5. Educational services
6. Education
7. Education
8. financial
9. Banking
10. We have cottages on Lake michigan which falls under tourism, but I also teach cooking at the cottage and make my own gourmet food products. Culinary Tourism and retail
11. Financial
12. Demolition Company
13. Banking
14. Insurance
15. Public Library
Question 13 [73 Answered, 15 Skipped]
Number of full-time employees:

- 10 or fewer: 46.6%
- 11-25: 21.9%
- 26-50: 11.0%
- 51-100: 8.2%
- 101-500: 9.6%
- More than 500: 1.4%
- Unsure: 1.4%

Question 14 [70 Answered, 18 Skipped]
In what zip code is your business located?

1. 49444
2. 49444
3. 49444
4. 49441
5. 49441
6. 49441
7. 49440
8. 49444
9. 49441
10. 49442
11. 49440
12. 49442
13. 49444
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15. 49445
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28. 49441 & 49442
29. 49444
30. 49437
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32. 49444
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45. 49409
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47. 49440
48. 49440
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54. 49415
55. 49441
56. 49440
57. 49445
58. 49444
59. 49441
60. 49425
61. 49456
62. 49442
63. 49442
64. 49445
65. 49440
66. 49461
67. 49444
68. 49440
69. 49440
70. 49441