

Summary Results**MCC Strategic Planning****Community Needs Assessment**

	High School (11-12)	Current MCC Students	Business / Industry	Alumni / Community	
Number of Surveys	336	149	151	220	Total 856
How well is MCC doing meeting the current educational needs of the community?	EX 13% VG 30% GO 27% FA 5% PO 1% NS 24%	EX 25% VG 40% GO 26% FA 5% PO 1% NS 3%	EX 9% VG 33% GO 26% FA 3% PO 1% NS 28%	EX 15% VG 36% GO 21% FA 5% PO 1% NS 22%	Averages 15.5% 34.75% 25% 4.5% 1% 19.25%
The Top 3 Program Areas High School Students Are Most Interested In	1. Health Sciences 53% 2. Applied Technology 36% 3. Sciences 34%				
Currently one-third of Muskegon Community College courses are online. Are you in favor of MCC offering more online courses?	Yes 40% No 23% NS 37%	55% 22% 23%	61% 14% 25%	50% 27% 23%	Averages 51.5% 21.5% 27%
To better meet the community needs, what educational programs, or areas of study, are needed at MCC?	#1 Health Care #2 Engineering / Skilled Trades #3 STEM related	#1 Health Care #2 More 4 year degree options #3 Art / Fine Arts	#1 Manufacturing #2 Skilled Trades #3 Computer / IT	#1 Manufacturing / Skilled Trades #2 Soft Skills #3 Health Care	
What are the most urgent educational or training needs for employers in this community?		1. Soft Skills 2. Health Care / Skilled Trades 3. Computer / IT	1. Skilled Trades 2. Soft Skills 3. Business	1. Skilled Trades / Manufacturing 2. Soft Skills 3. Health Care	

Key

EX	Excellent
VG	Very Good
GO	Good
FA	Fair
PO	Poor
NS	Not Sure

The Top 3 Program Areas High School Students Are Most Interested In (category definitions)

Applied technologies: automotive, electronics, machining, computer aided design, welding

Health sciences: nursing, respiratory therapy, physician assistant, physical therapist, pharmacist

Science: biology, chemistry, physics, engineering, geology

Skilled Trades

Carpenter, electrician, welder, cement mason, heating / cooling, automotive, pipefitter, millwright, technicians (all areas), mechanics, plumber, sheet metal worker, machinist, crane operator, construction, and others.

Soft Skills

Communication skills, integrity, flexibility, courtesy, etiquette, friendliness, self-control, responsibility, professionalism, character, leadership, people skills, positive attitude, teamwork, work ethic, and others. Can also include basic reading, writing, and computer skills.

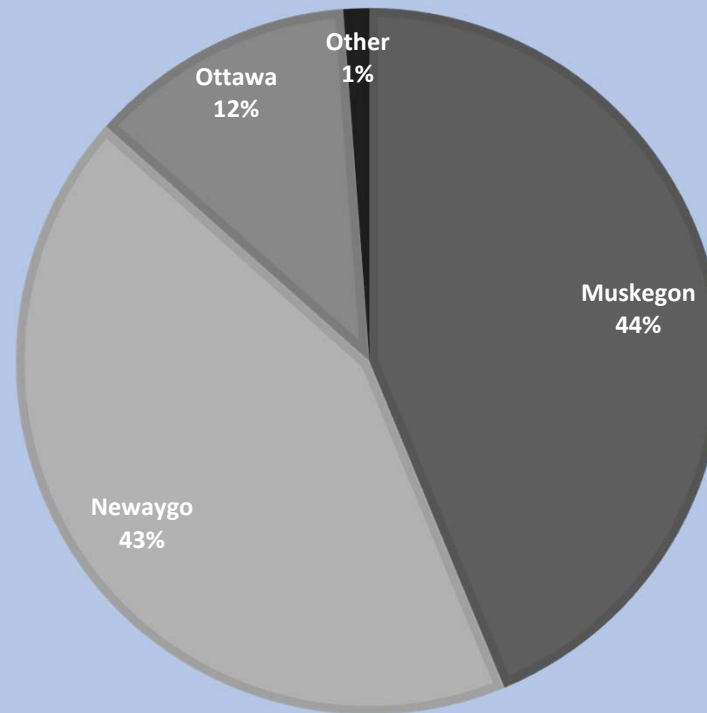
Health Care

Nursing, medical billing, physician, respiratory therapy, health administration, nutrition, dental assistant, radiology, ultrasound technician, phlebotomist, nurse aid, paramedic, pharmacy, physical therapy, surgical technician, dental hygiene, pharmacy technician, and others.

New Academic Programs

High School Students

High School Responses by County (336)



High School Participation

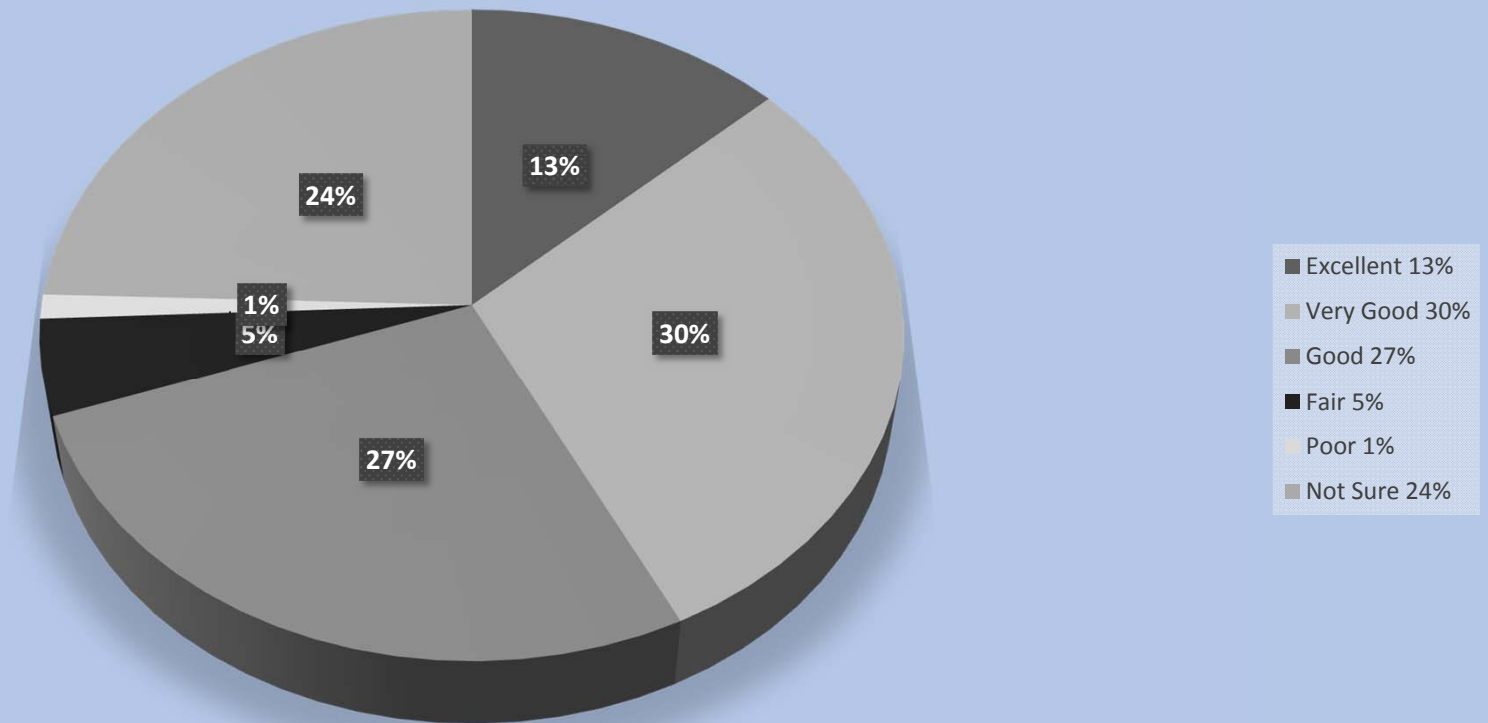
336 responses

Oakridge	59
Newaygo	51
Mona Shores	44
Spring Lake	33
Grant	29
Ravenna	28
Hesperia	27
Fremont	20
White Cloud	17
Holton	16
Grand Haven	8
Tri County	3
Shelby	1

How is MCC doing in meeting current educational needs?

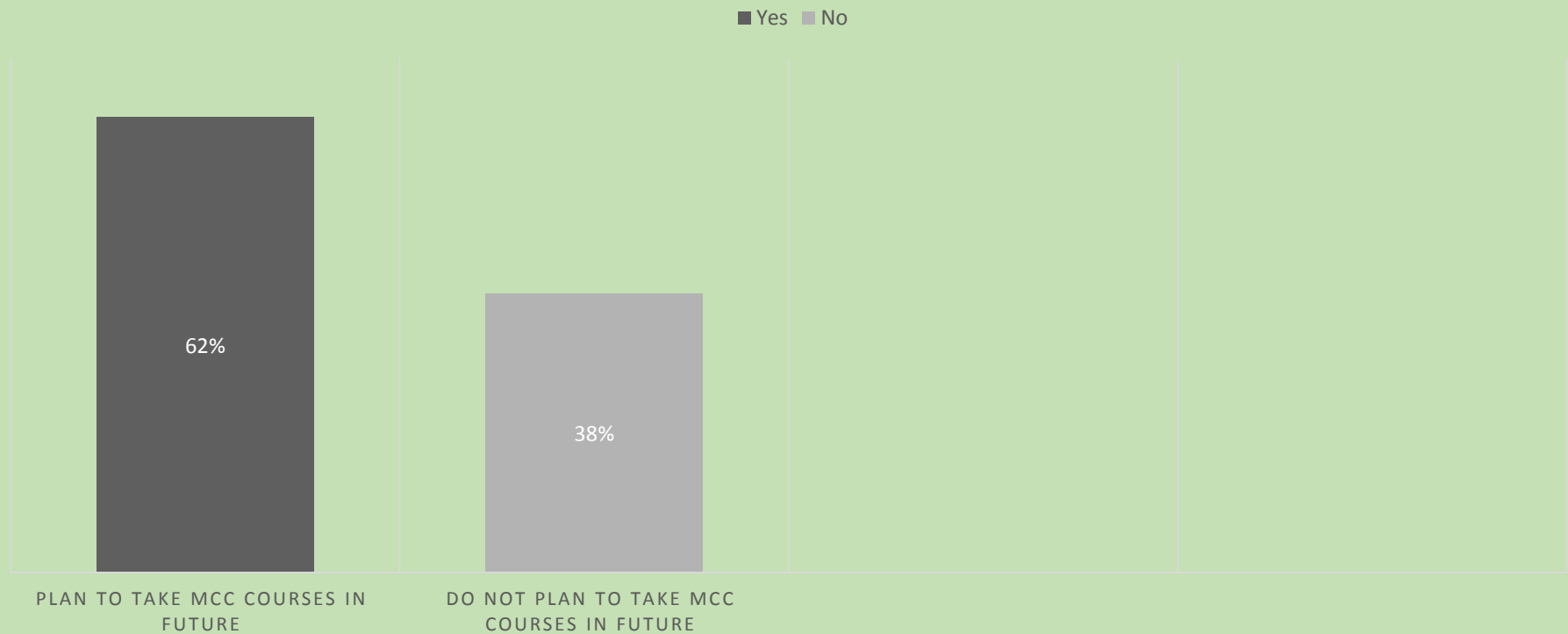
70% chose excellent, very good, or good

335 high school responses



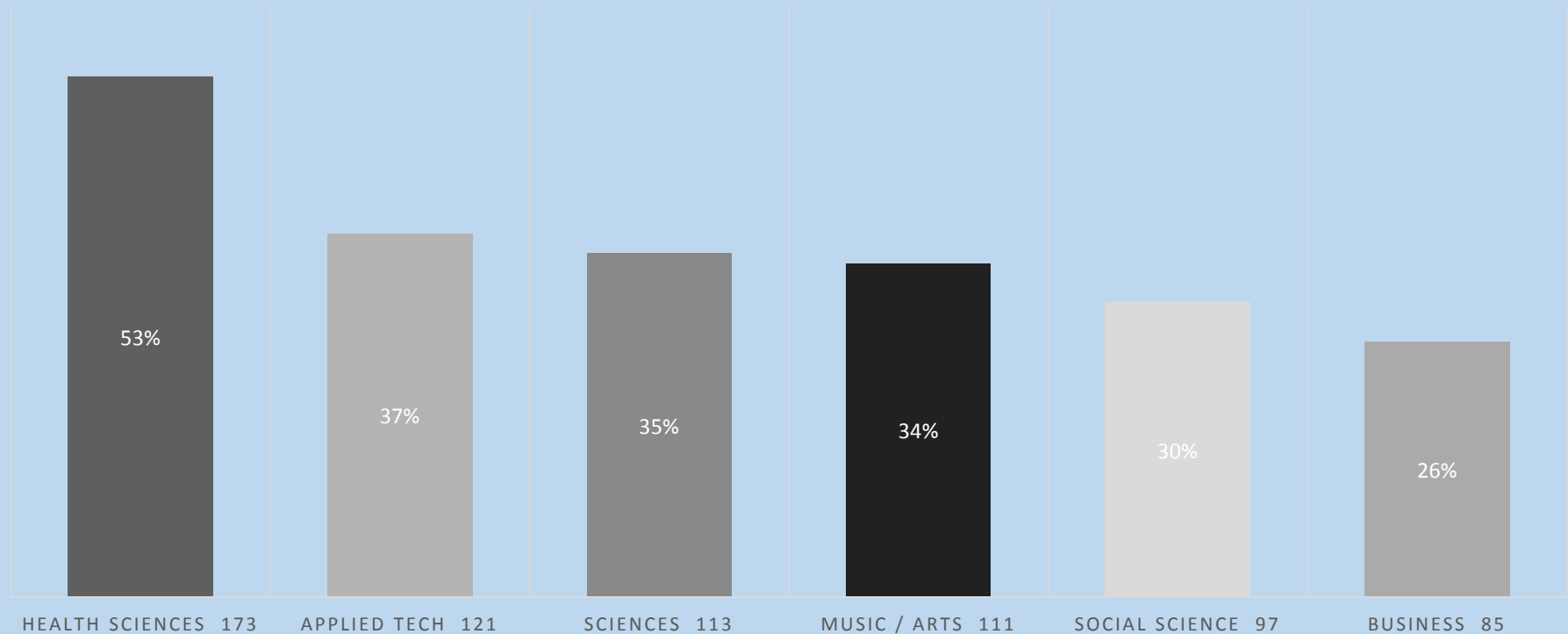
High School students planning to take courses at MCC in the future

335 responses



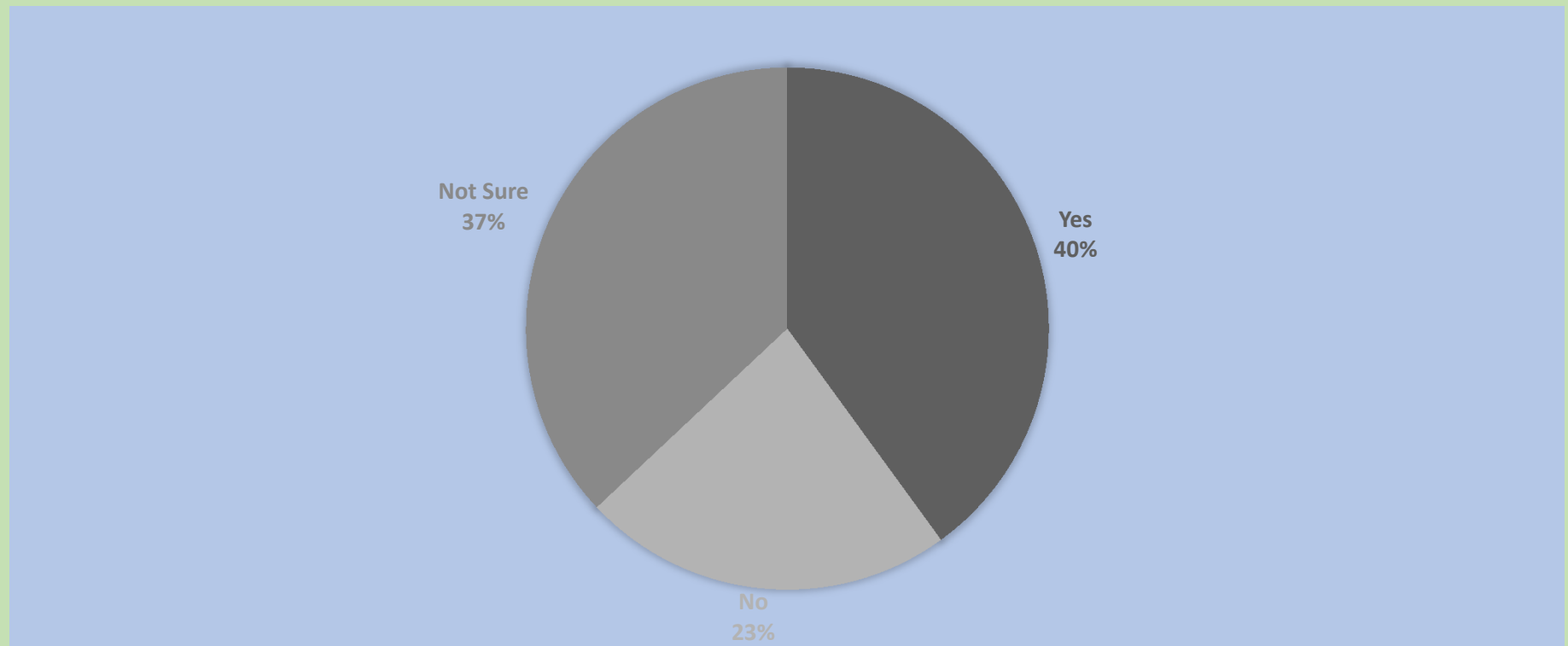
The Top Six Program Areas High School Students Are Most Interested In

326



Currently one-third of Muskegon Community College courses are online. Are you in favor of MCC offering more online courses?

328 high school responses



To better meet your needs, what educational programs or areas of study, are needed at Muskegon Community College?

Top 11 Responses

Medical / Health Related	24
Engineering	13
Applied Technology	13
Science	9
Nursing	8
Math / Science	8
Computer Science	6
Business	5
Dental	4
Liberal Arts	4
Music	4
219 high school responses / many responses said "I don't know"	

Please add any comments about what Muskegon Community College should be doing to meet current and future needs of the community.

Top High School answers and selected quotes

Let students know they can take college classes in high school.

Reach out to students who don't know much about college.

Have larger presence in the community.

Advertise More

More Community Events

More Outreach to HS Students

They should be getting the word out about the college. I don't know much about the college because no one has informed me.

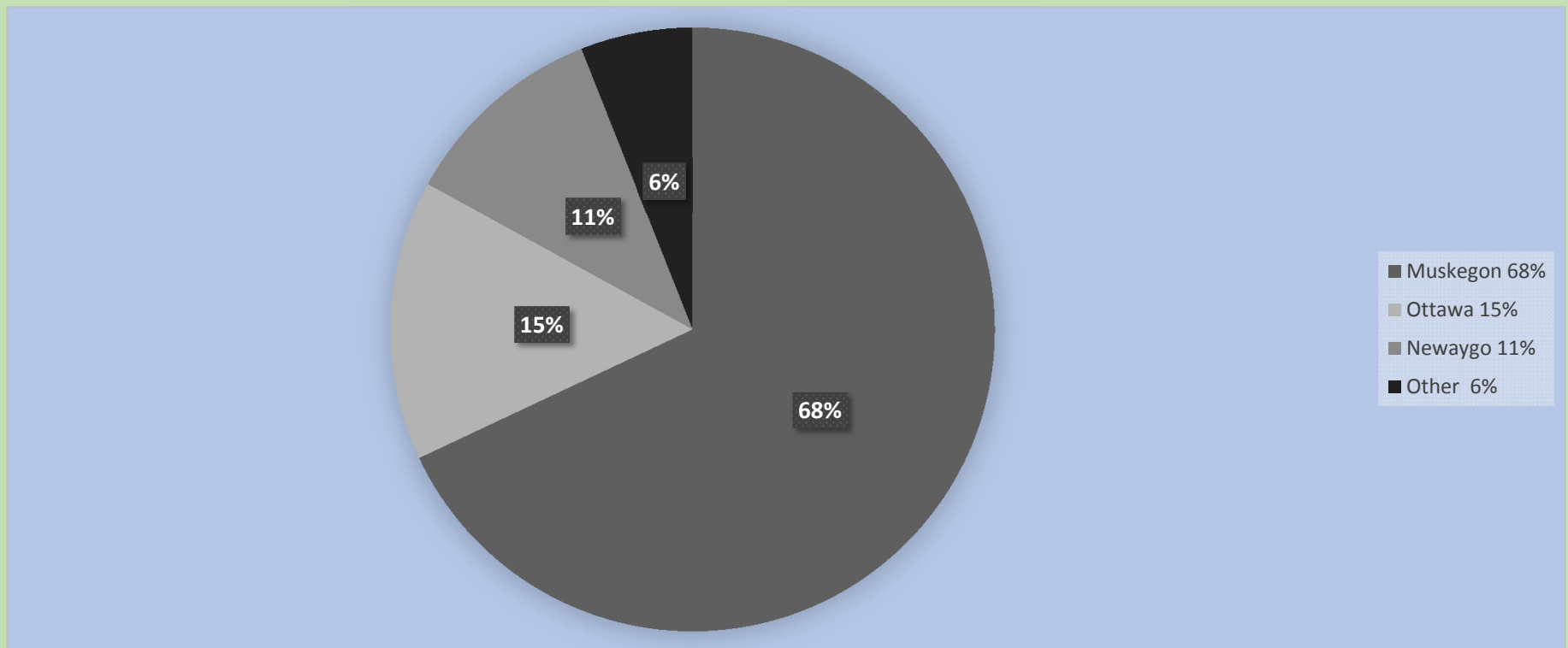
Opportunities for community service

Current MCC Students

New Programs that are needed at MCC

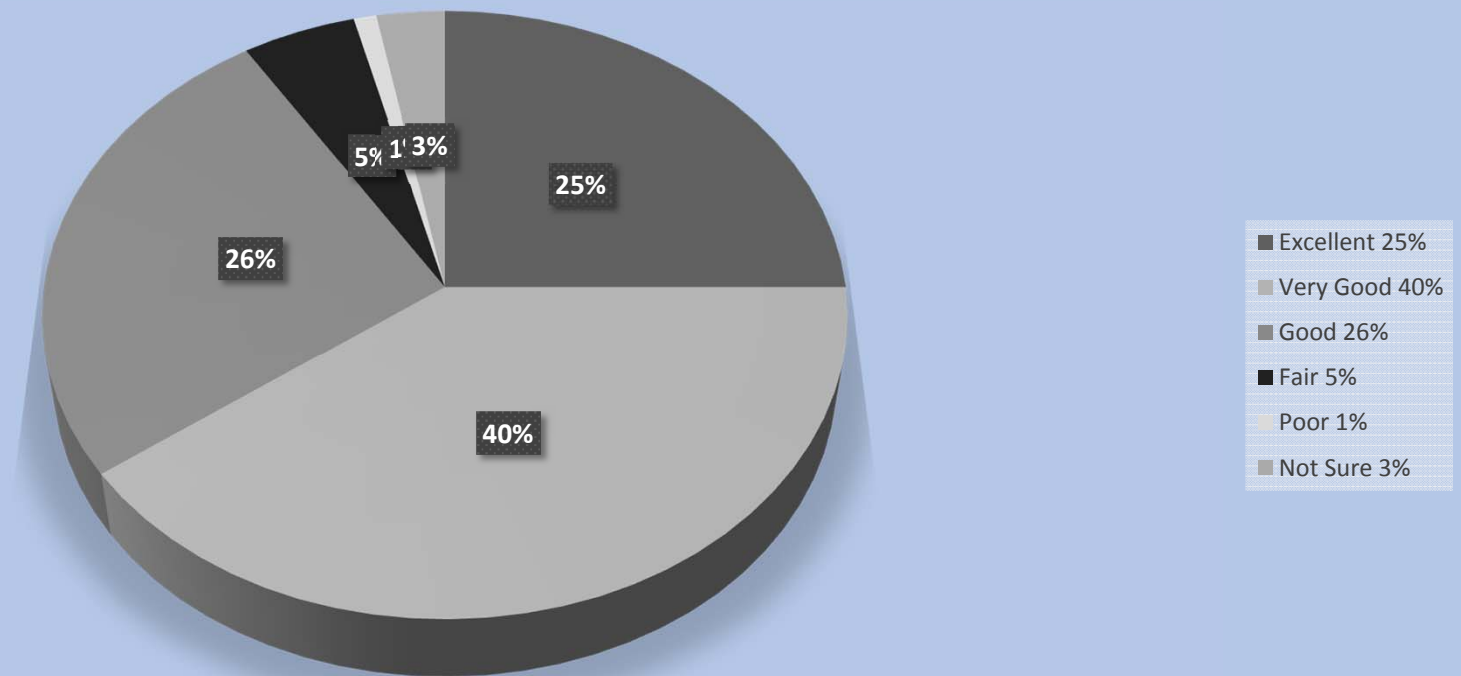
MCC Current Student participants by county

149 total



How well is MCC doing in meeting the current educational needs of the community?

91% of current MCC students said good, very good, or excellent 149



To better meet your needs, what educational programs, or areas of study, are needed at Muskegon Community College? 93

More medical / health related programs	7
More 4 year degree options at MCC	5
Art / Art related	5
Vocational / skilled trades	4
Engineering	3
Bachelors degree in Nursing	3
Environmental Science	3
Dental Hygiene	2
Sign Language	2
Culinary	2
Cosmetology	2
More evening course options after 6:00	2
Entrepreneurial	2
More course options to complete ASA degree	2

Selection of Quotes from Current MCC Student on new programs

- Expanded ART course offerings.
- A wider variety of four-year programs in environment, agriculture, management, computers, health sciences/admin (growing career fields). I'm an adult student from northern Muskegon county, and having to commute to the closest university to get a bachelor's degree will be a challenge.
- There are some classes that I need that aren't available when I need them to be which draws out my time at MCC. I think more partnership programs (like the Ferris criminal justice program) would be great, too!

To better meet your needs, which non-academic programs or student activities do you feel are needed at Muskegon Community College? 81

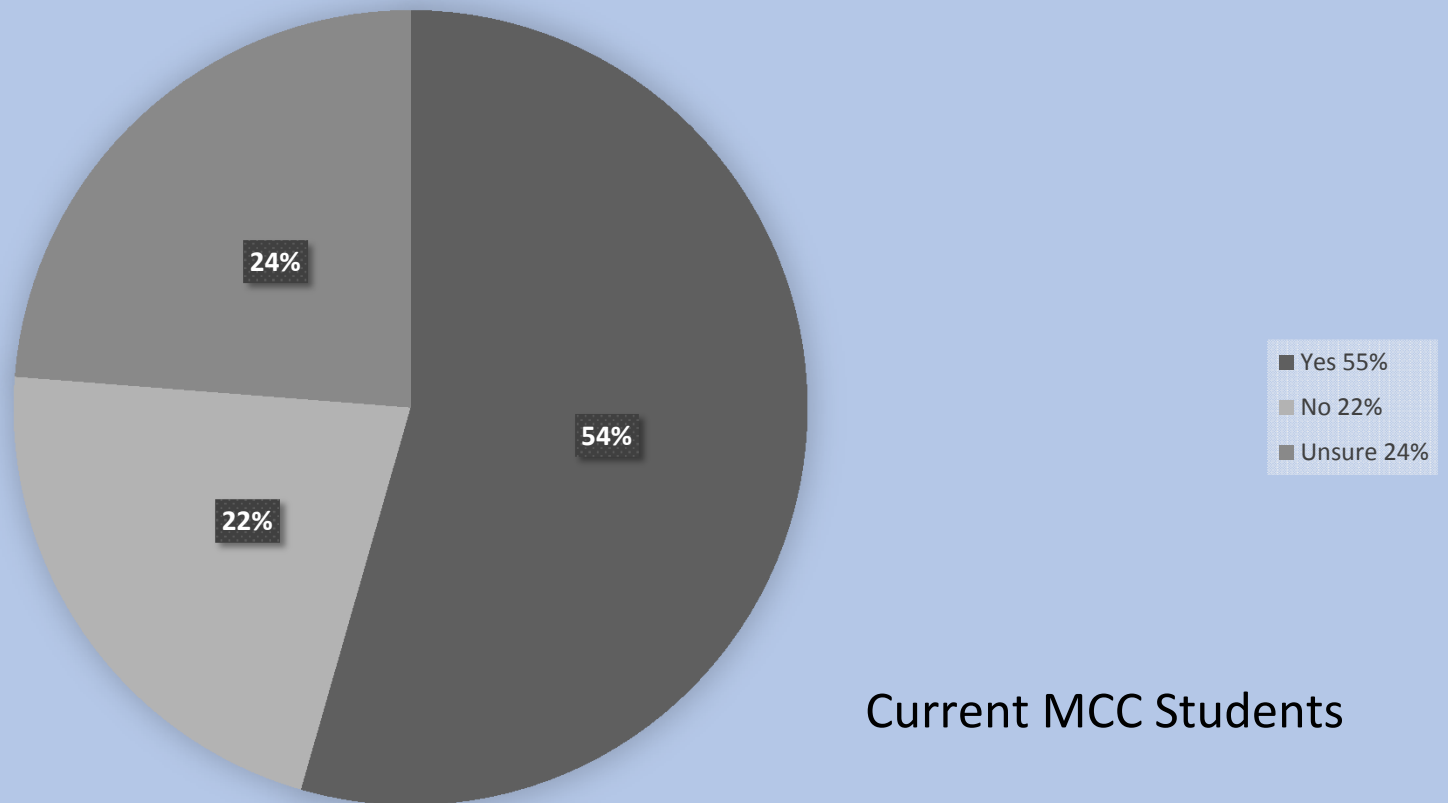
Onsite Daycare for Single Parents	5
More opportunities for social interaction / meet peers	4
More athletic teams	4
Workshops on living on your own / basic life skills	3
More effort to promote student clubs	3
More study areas	2

Top 6 Responses from current MCC students

Selection of Quotes from Current MCC Students on Non-Academic Programs

- I wish there was a child care or some form of help for single parents, young parents, etc.
- Classes to teach how to cook, sew, clean, balance a check book, & basic living on your own fundamentals. Work shops for living on our own
- More student life opportunities, such as formals, athletic tailgating, etc. Anything to up the social aspect at MCC. Help us meet our peers, but that is hard for a community college to do.
- More volunteer opportunities. Ski/Snowboarding for physical education

Currently one-third of Muskegon Community College courses are online. Are you in favor of the college offering more online courses? 148



What do you think are the most urgent educational or training needs for employers in this community?

(74 Current MCC students)

Top 9 responses

Soft Skills (reliability, courtesy, basic skills, etc.)	10
Healthcare	8
Skilled Trades	8
IT / Computer Literacy	8
Customer Service	5
Business / Management	3
Training for Work (staying current in the field)	2
Engineering	2
Balance work, school, and family	2

Please add any comments about what Muskegon Community College should be doing to meet current and future needs of the community. 52 responses top 4 answers

Improve instructor quality / effectiveness	4
Improve customer service in high traffic offices	3
Provide more healthy meal options / grown locally	3
Provide more course offerings for spring / summer	2

I can't think of anything to add to this school except better teaching staff (I've he'd some very good teachers, but also some not so good)

Need to offer more evening classes. Some classes are offered only during the morning/afternoon and in certain semesters. This makes it very difficult to take required classes for someone that works during the day

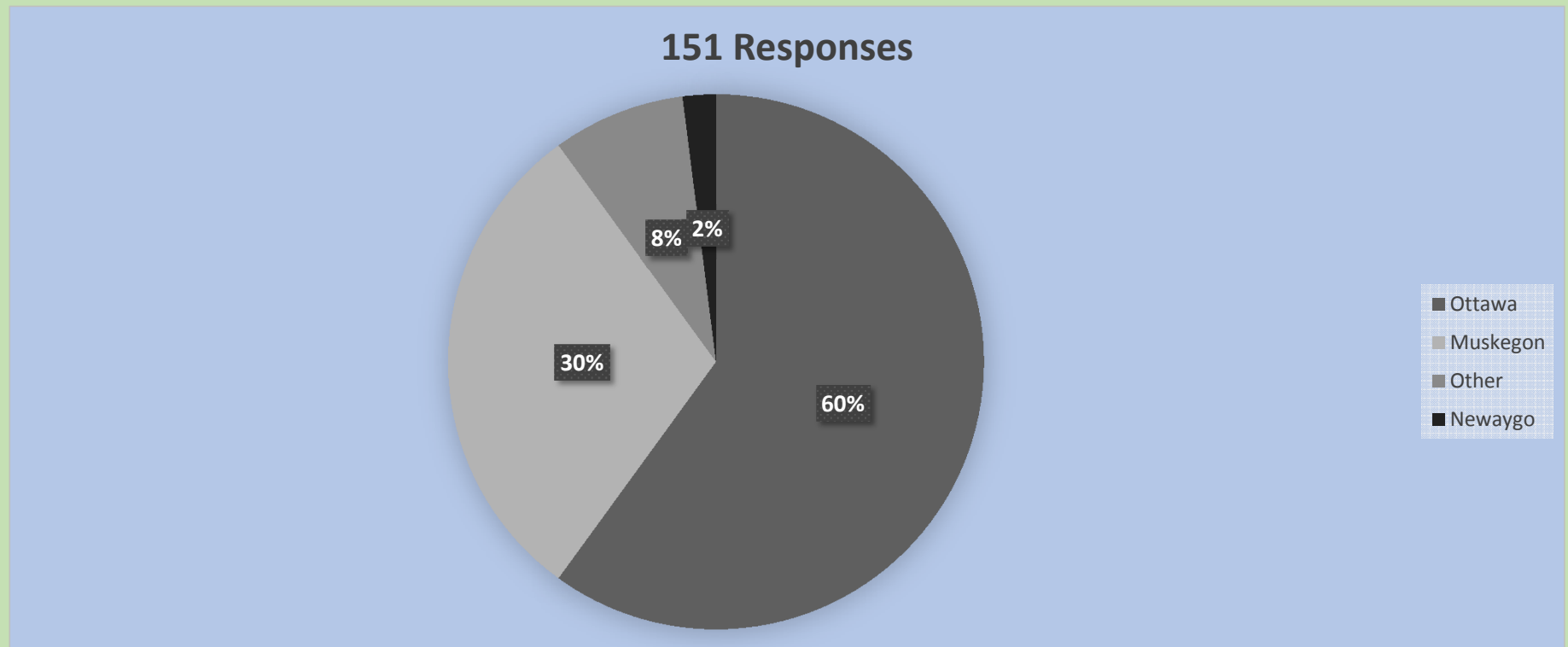
It is really hard in the XXXXXXXXXX. Many students are confused and lost. The Customer Service is lacking in that office.

Current MCC Students

New Academic Programs

Business and Industry

What County Do You Live In?

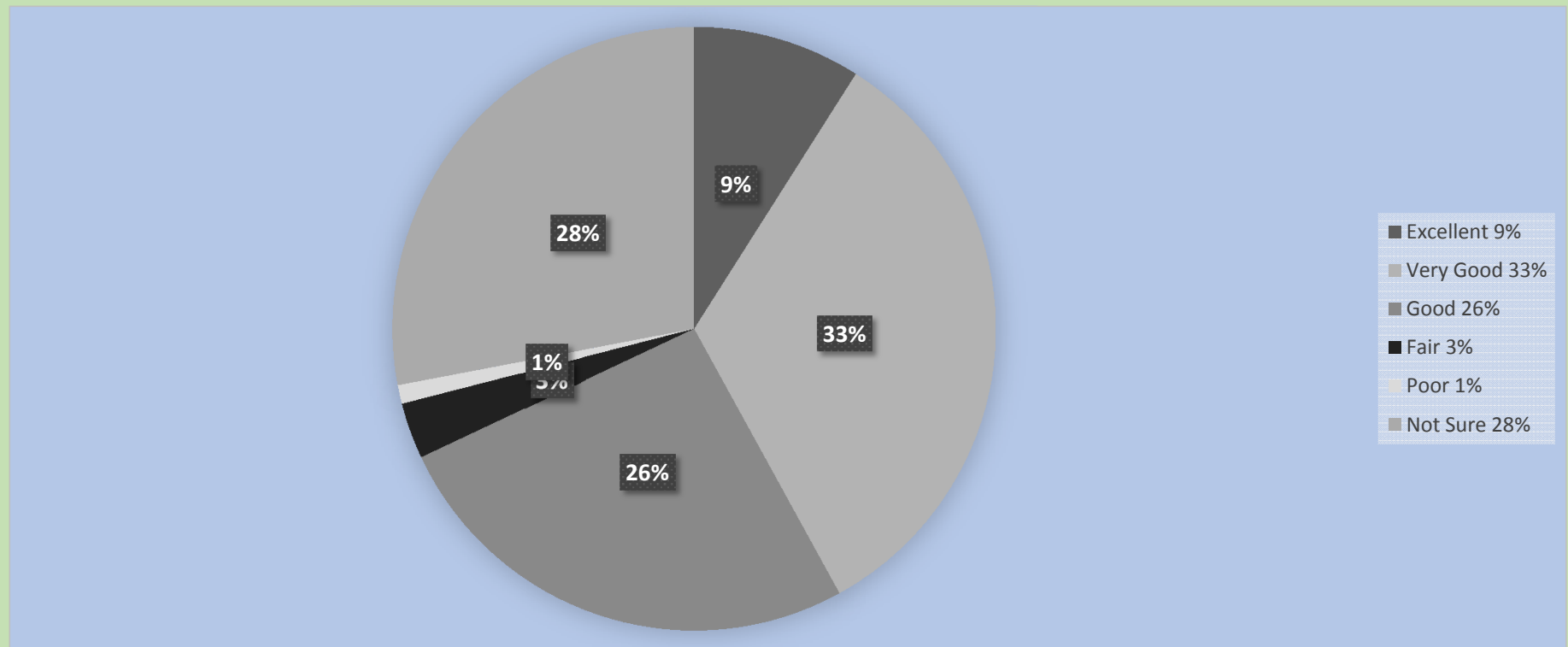


Business & Industry

How well is MCC doing meeting the current educational needs of the community?

68% say good, very good, or excellent.

150 responses



Business & Industry

To better meet your Business / Industry needs, what educational programs, or areas of study, are needed at MCC?

Top Answers

111 Responses

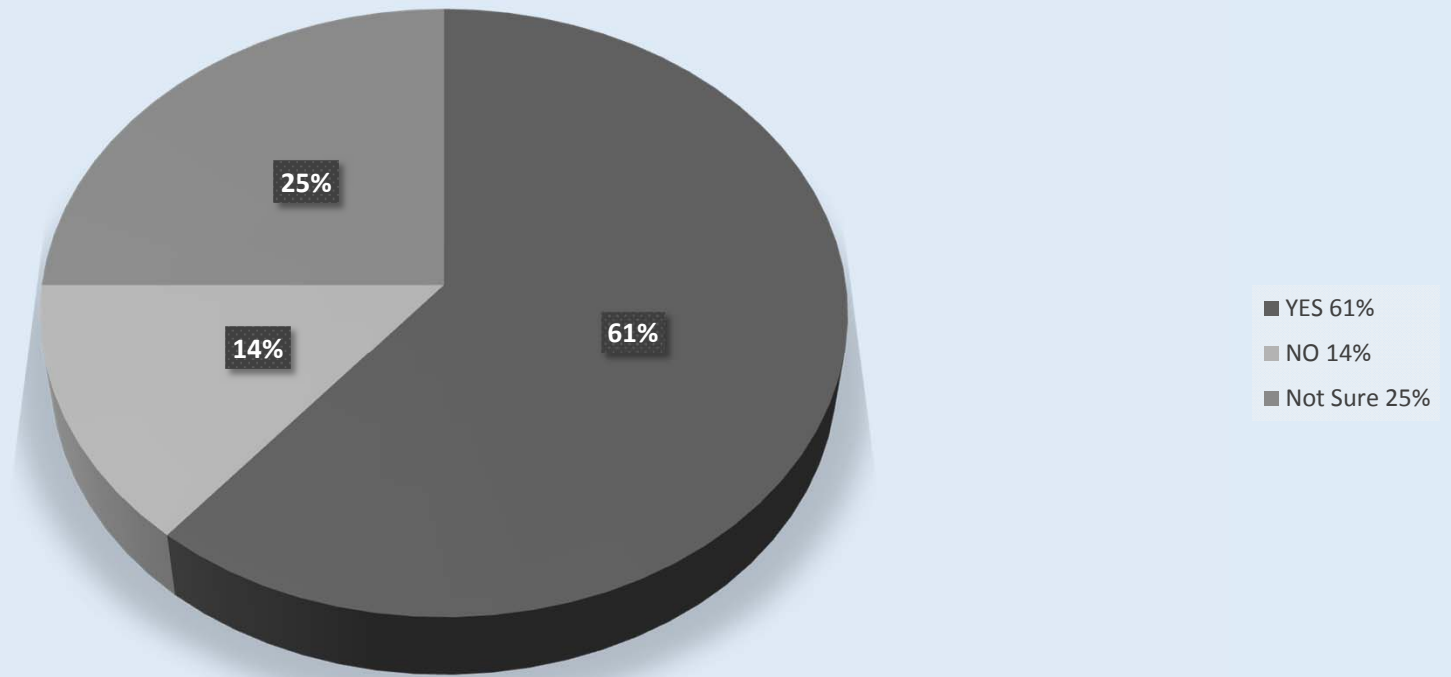
Manufacturing	22
Skilled Trades	13
Local Marine Industry (boating related)	8
Computers / IT / Computer Literacy	8
Soft Skills	8
More Courses in Grand Haven	4
Culinary / Hospitality	4
More Internships	3
Engineering	3
Health / Fitness	3
More Apprenticeships	2

Selected New Program Quotes from Business & Industry

- Skilled Trades (e.g., Tool & Die Makers, Die Setters, Machine Operators w/ safety awareness (LO/TO, safety guards, etc.), Engineering Technicians (2 yr degree), Maintenance/Mechanical machinists
- All things in the Marine business. Recreational boating is a large industry in our area, but we struggle to bring young people into the business at all levels. Service mechanical and technical, administrative, marketing, sales, etc.
- Greater numbers of classes in Grand Haven and other off-site locations not on the main campus.
- There is a huge lack of training in the trades. In particular, those having to do with residential construction in West Michigan.
- Computer literate, spelling and grammar

Are you in favor of MCC offering more online courses?

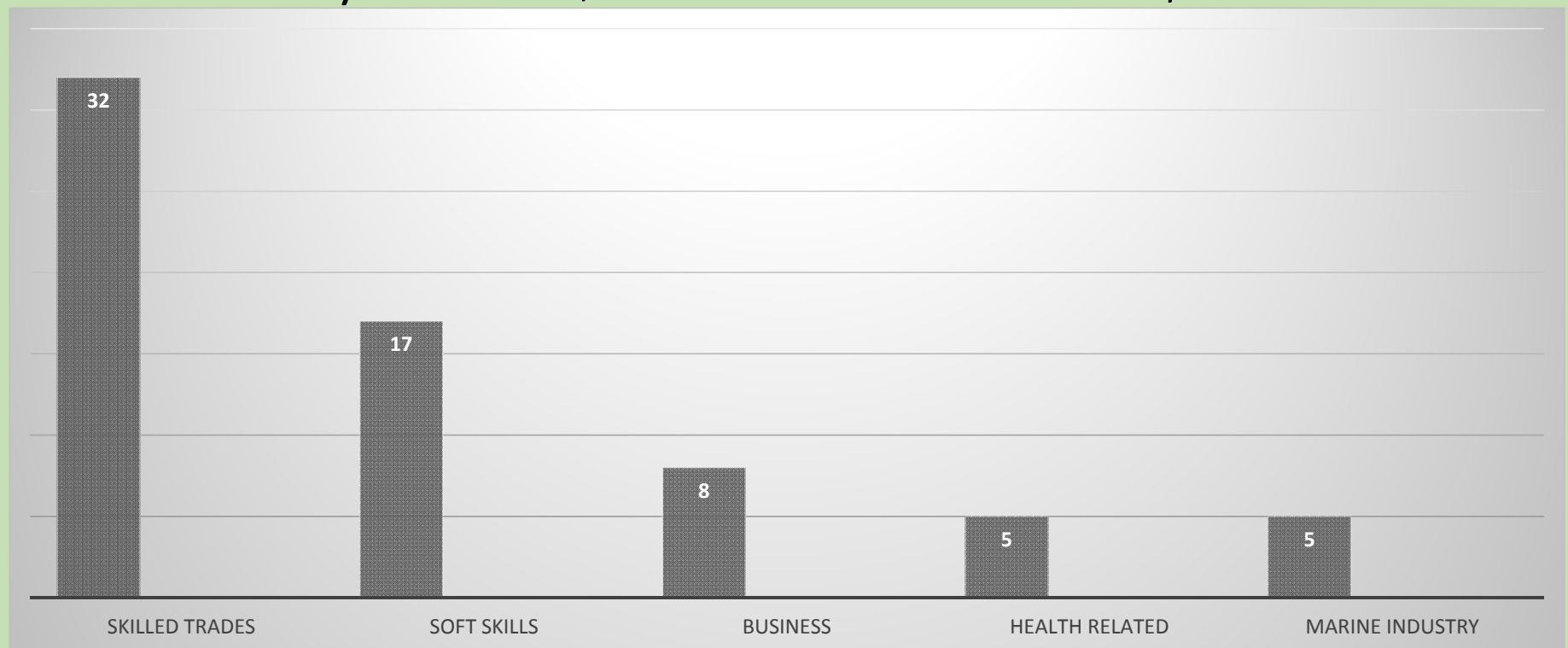
150 responses



Business & Industry

What are the most urgent educational or training needs for your business / industry in this community?

Top 5 Answers *101 responses*



What should MCC be doing to meet current / future needs? (Selected Quotes) *51 responses*

- I think MCC does a good job with adults, but I would suggest they try harder to get their message out to recent HS grads.
- It's great that you have a presence in Grand Haven and I hope it continues for a long, long time!
- More trade schools, stop pushing the 2 and 4 year degrees, we need skilled labor, more internships.
- Provide courses that are software related, such as QuickBooks or other software programs many employers demand knowledge of.
- English and writing skills. Communication.

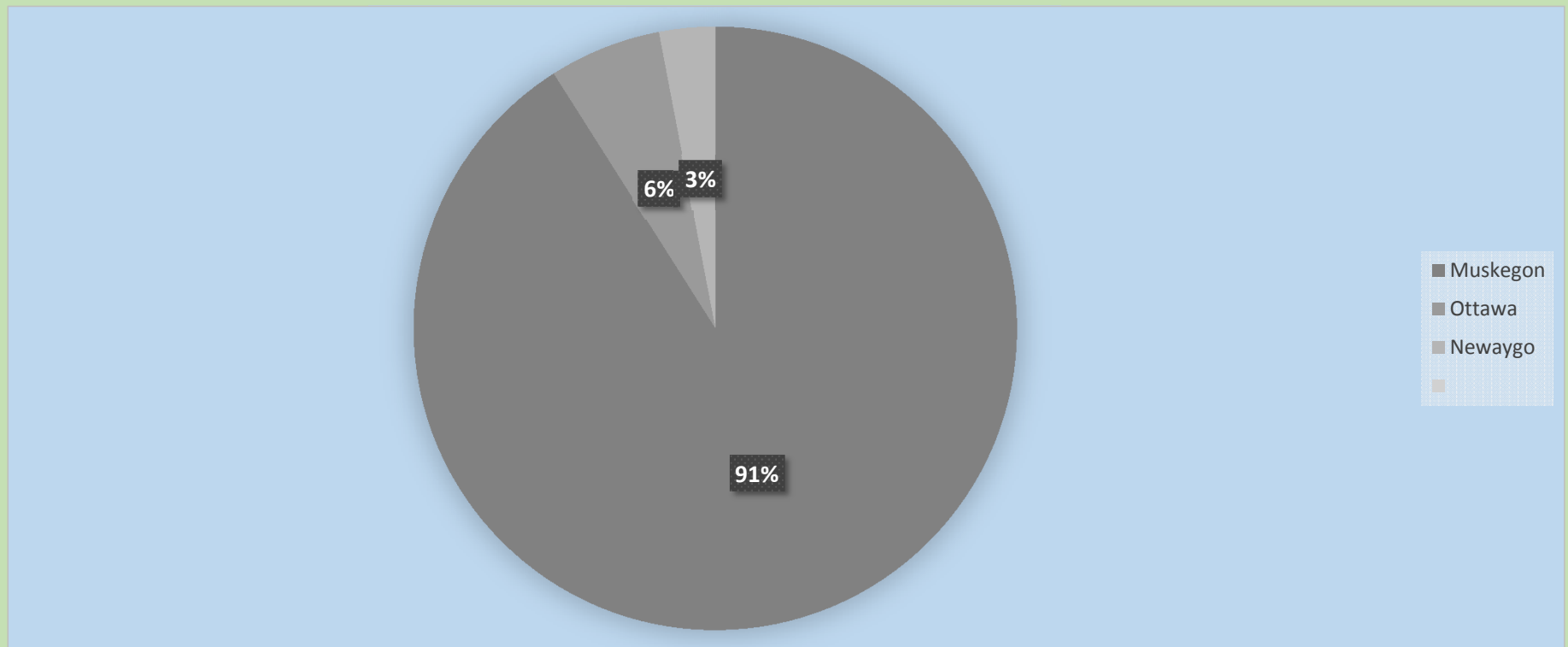
Business & Industry

Alumni and Community Members

What Academic Programs are Needed?

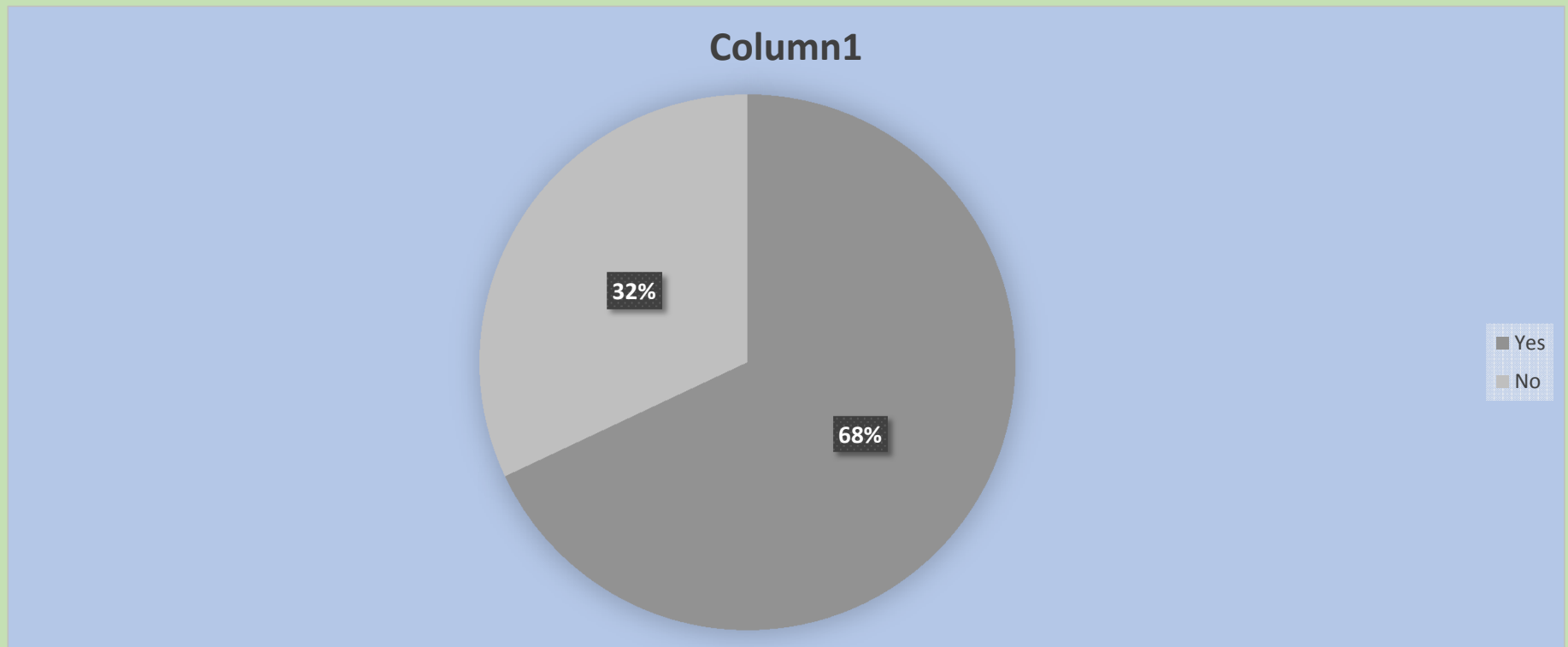
Responses by county

206 responses from alumni and community members



MCC attendance (alumni and community)

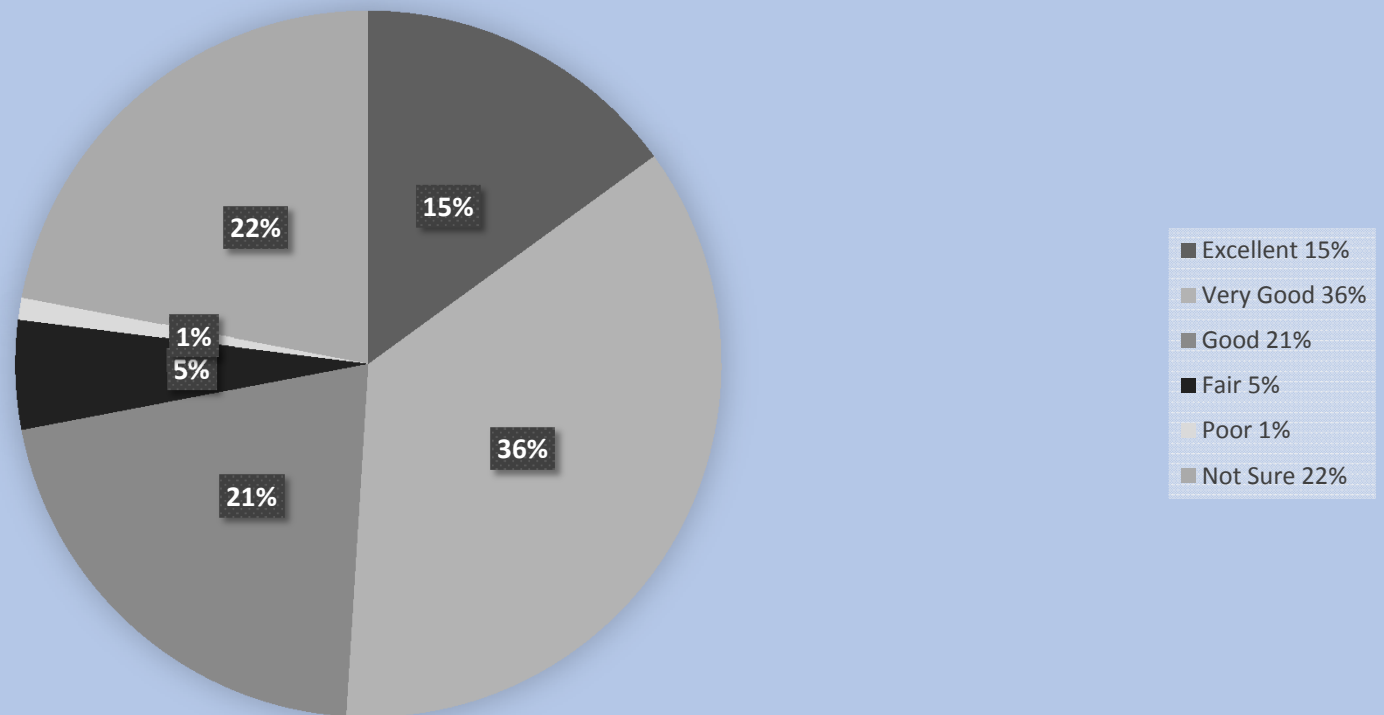
219 responses



How well is MCC doing in meeting the current educational needs of the community?

72% said “good”, “very good”, or “excellent”

220 responses



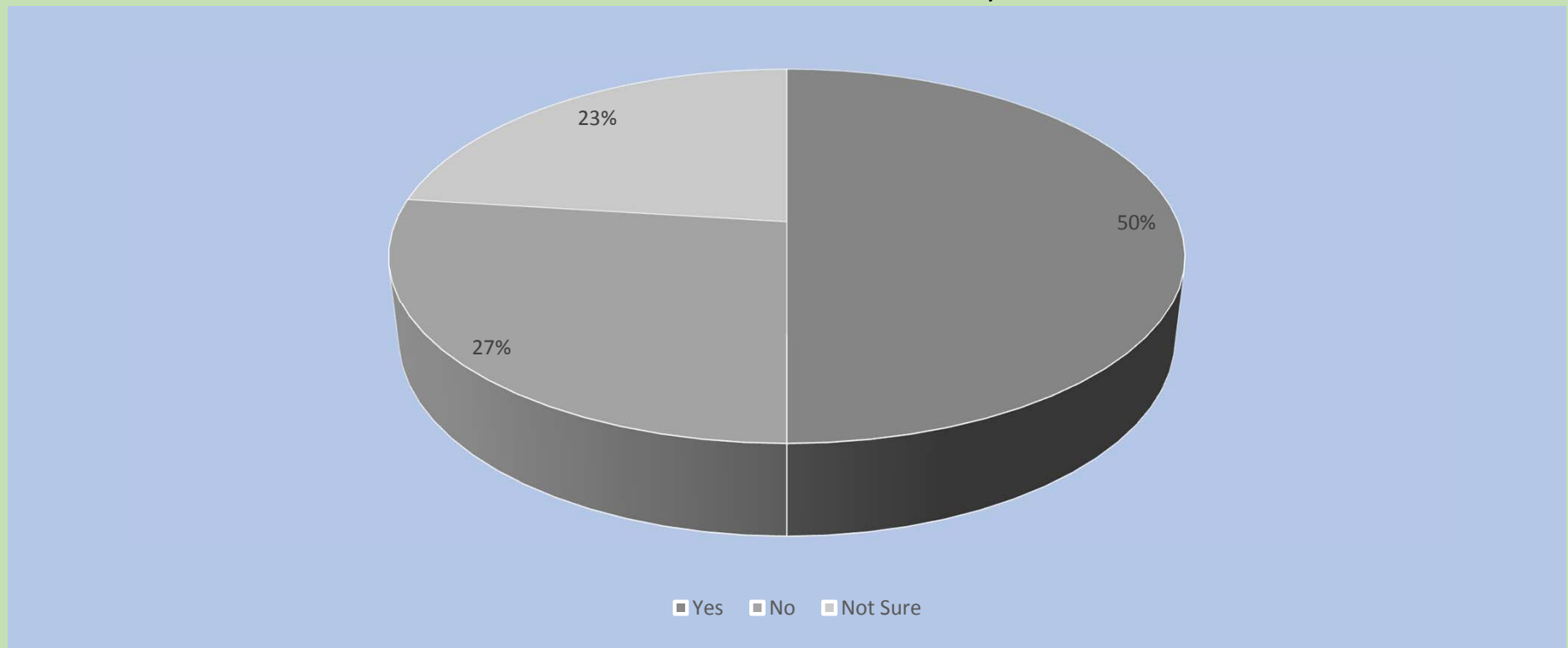
Alumni & Community

To better meet the community needs, what educational programs, or areas of study, are needed at MCC? Top Answers *130 responses*

Skilled Trades / Manufacturing	20
Health Care / New Health Related Degrees	14
Engineering	9
Business	6
More opportunities for 4 year and graduate degrees	4
Community Resources--seniors	3
Community Enrichment	3
Criminal Justice / Law Enforcement	3

Alumni & Community

One third of MCC courses are currently taught online. Are you in favor of the college offering more online courses? *219 responses*



Alumni & Community

What are the most urgent educational or training needs for employers in this community?

Top 8 answers

133 responses

Skilled Trades / Manufacturing / Technology	48
Soft skills	21
Health Care / Nursing	16
Problem Solving / Critical Thinking	9
Computer Training / Literacy	8
Communication Skills	7
Business / Sales	7
Train Young People for Local Jobs	4

Alumni & Community

Selected Quotes

- Soft skills. I am in HR and my company is willing to provide OJT to employees but employees need to be on-time, come to work every day and have a desire to work.
- Technical. Robotics and Skilled trades oriented such as electrician, millwright, machinist, electrical technician. Trades. Trades. Trades.
- People who are computer literate and who show up.
- I think health care and technology are the most important things that need to be taught.
- Tech-savvy students with good communication and reasoning abilities

Alumni & Community