

Community College Attitudes, Perceptions, and Awareness



CLIENT & RESEARCH FEATURES

Client:

Community College of Beaver County

Research Features:

- Primary Research
- Secondary Research
- Focus Group Moderation
- Study Design
- Study Management
- Survey Instrument Design
- Instrument Testing
- Response Tabulation
- Analysis
- Report Preparation
- Presentation of Findings

Situation

- Given the ongoing regional demographic and economic changes, as well as the nature and geographic reach of initiatives currently being pursued by CCBC, it was critical for CCBC to ensure it continues to meet the educational needs of the community
- A market research study was launched to investigate the attitudes, perceptions, and awareness of various stakeholders about CCBC

Approach

This research was designed to explore the attitudes, perceptions, and beliefs regarding CCBC held by students, alumni, employees, and the general public. The research consisted of three distinct phases; secondary research to examine existing studies and national trends related to community colleges; focus groups for insight and context; and the questionnaires. Four unique questionnaires were developed for each of the major stakeholder groups. This allowed for a mix of standard questions, asked of all groups, and unique questions for specific groups. The questionnaire was distributed to study participants through an e-mail delivered link to the online survey or via mail with a printed survey and a postage-paid return envelope. The availability of client-provided email addresses meant that every CCBC student and employee and a large number of alumni had the opportunity to participate in the study. Public participants were randomly selected from the population of adults over the age of 25 living within the study footprint. Overall, more than 11,000 surveys were distributed to the four stakeholder groups.

Benefits

- Market research for CCBC provided a statistically valid baseline measurement against which future research findings from similar studies can be evaluated
- Findings immediately informed the current web redesign project
- Results will be useful for rebranding, alumni relations, and strategic planning purposes
- Provided insight into both promotional messaging and communication channel dynamics