

District Strategic Planning Committee  
On  
Outreach and Marketing

Survey of District Employee Views

Taken by online survey  
January & February 2011

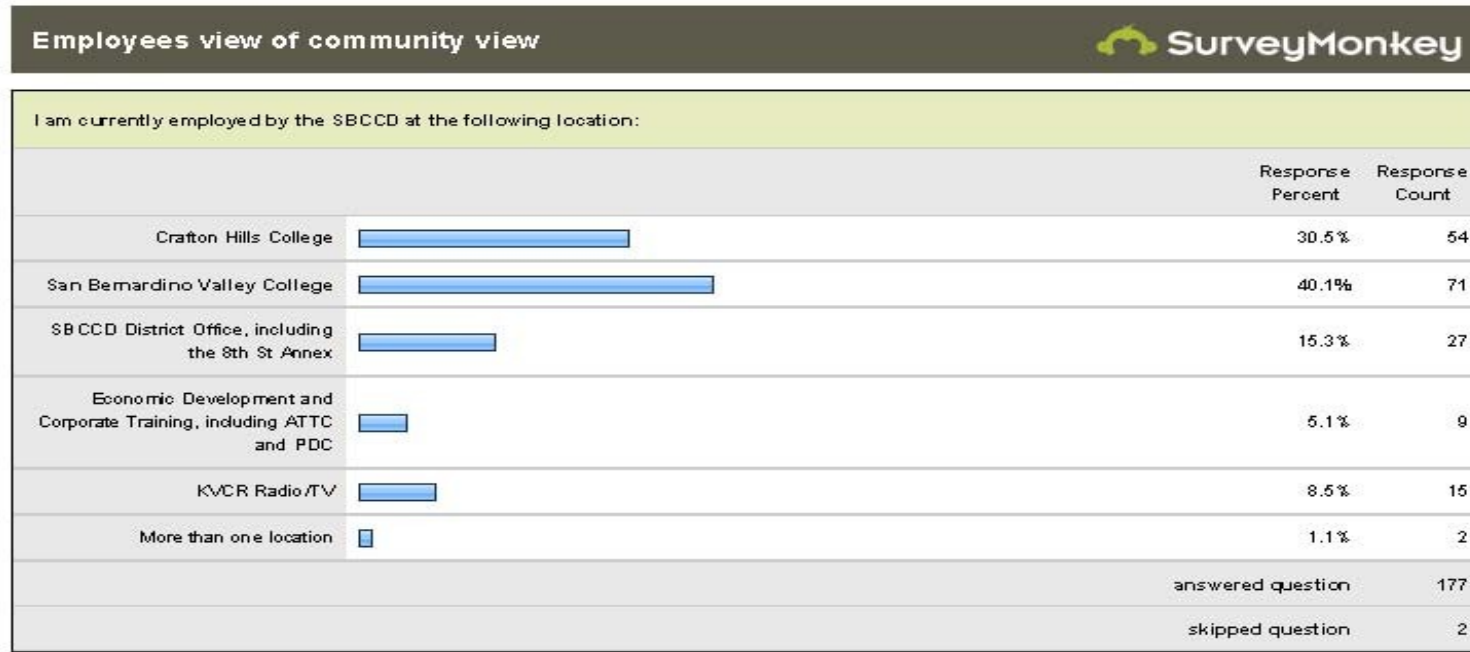
This survey was taken of SBCCD Employees in order to assess:

The employee's perception of their understanding of:

- The role of each District entity
- Community views of each district entity
- Each entities' value to the district
- Each entities' value to the community
- The need for current marketing and outreach by each entity
- The distinction between the offerings of the EDCT & the Colleges
- The community's understanding of the distinction between the offerings of the EDCT & the Colleges

This survey was taken in support of the Committee's charge to implement the District Strategic Plan goal 6.1: Enhance the district's value and image in the communities and objective 6.1.1: Develop a comprehensive district marketing and outreach plan, coordinated with those of the colleges, to raise the communities awareness of education and training services.

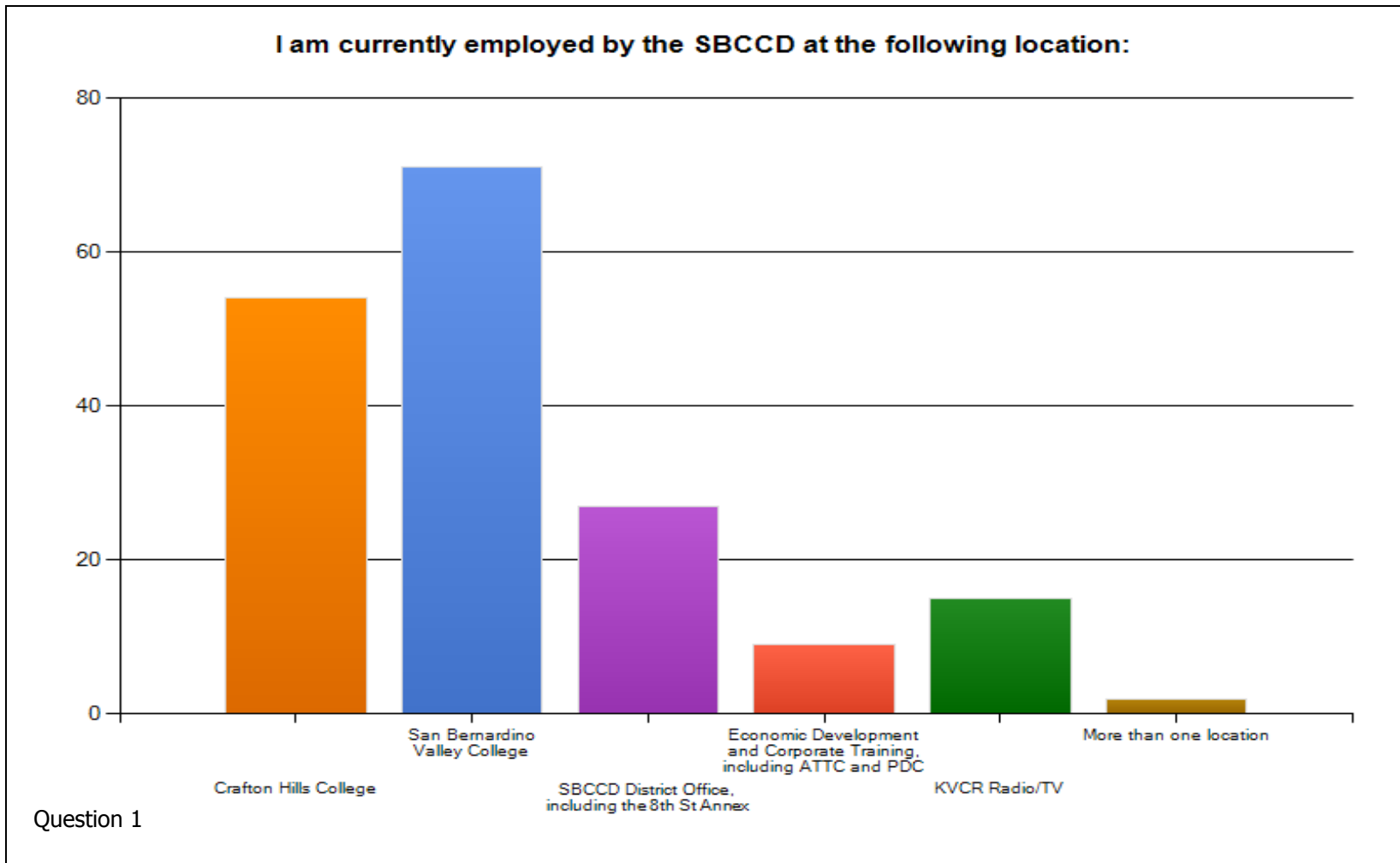
Employee Survey 2011



Question 1

1 of 1

Employee Survey 2011

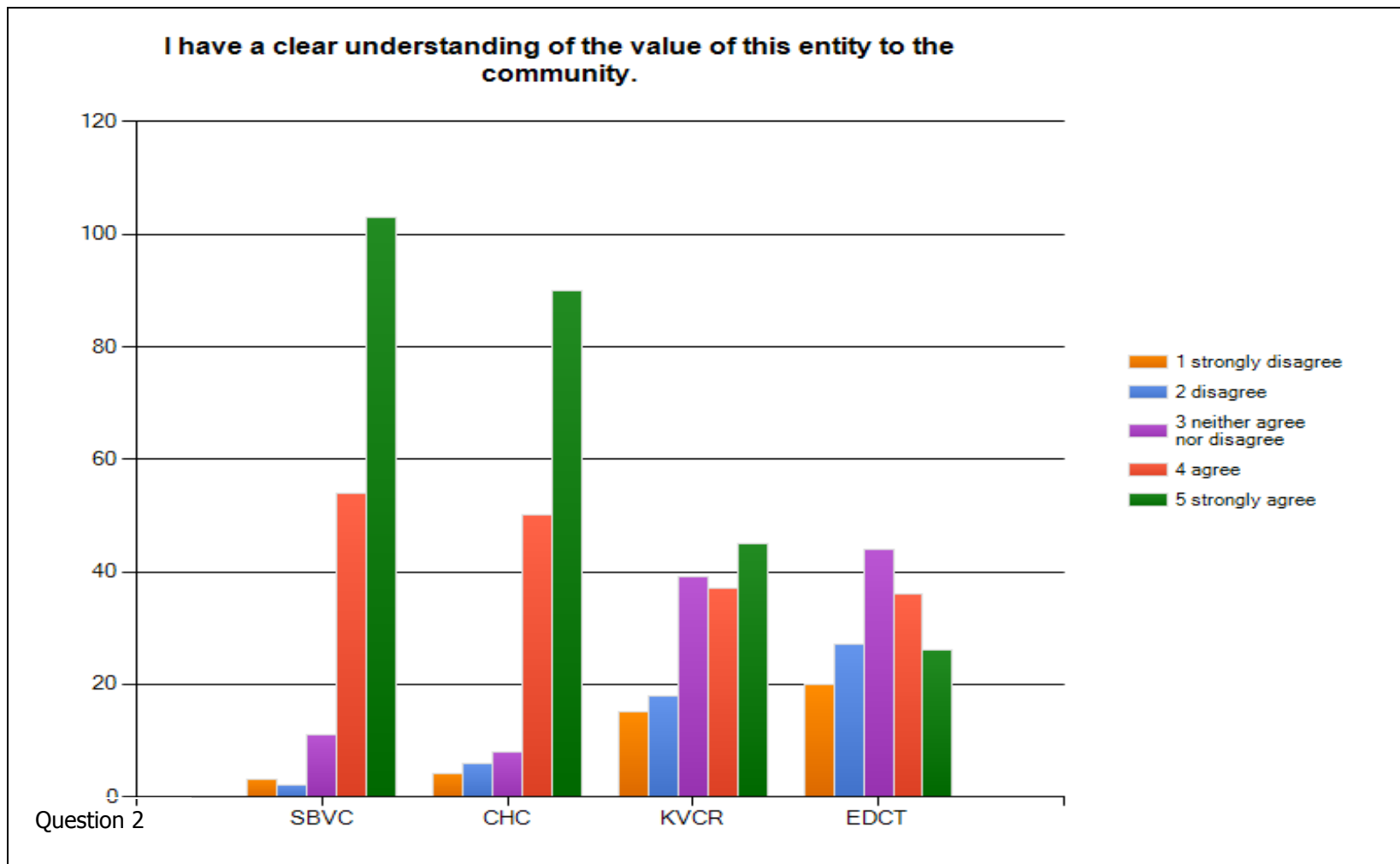


Employee Survey 2011

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

Question 2

1 of 1

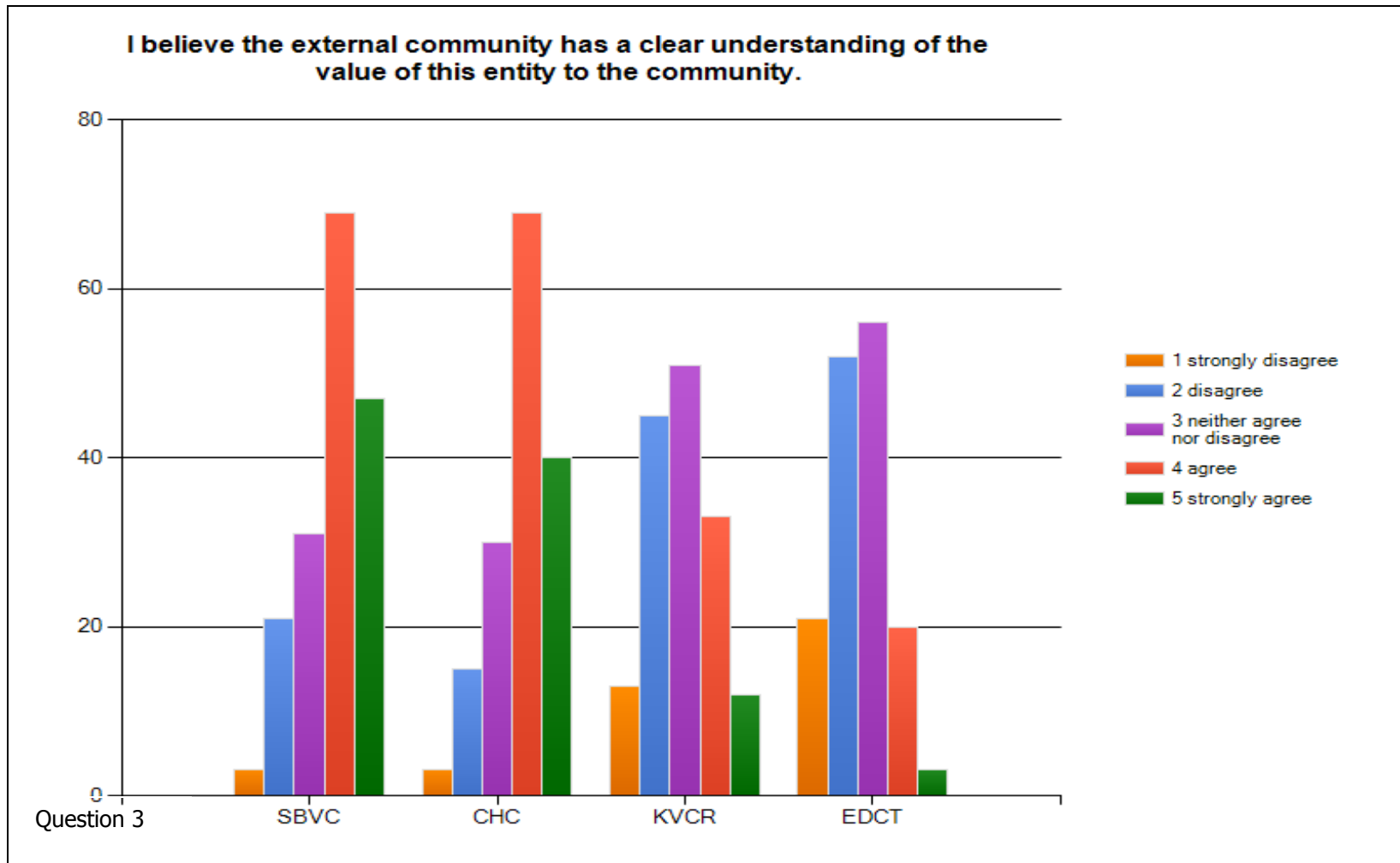


Employee Survey 2011

Employees view of community view						SurveyMonkey
I believe the external community has a clear understanding of the value of this entity to the community.						
	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	1.8% (3)	12.3% (21)	18.1% (31)	40.4% (69)	27.5% (47)	171
CHC	1.9% (3)	9.6% (15)	19.1% (30)	43.9% (69)	25.5% (40)	157
KVCR	8.5% (13)	29.4% (45)	33.3% (51)	21.6% (33)	7.8% (12)	153
EDCT	13.8% (21)	34.2% (52)	36.8% (56)	13.2% (20)	2.0% (3)	152
answered question						177
skipped question						2

Question 3

1 of 1



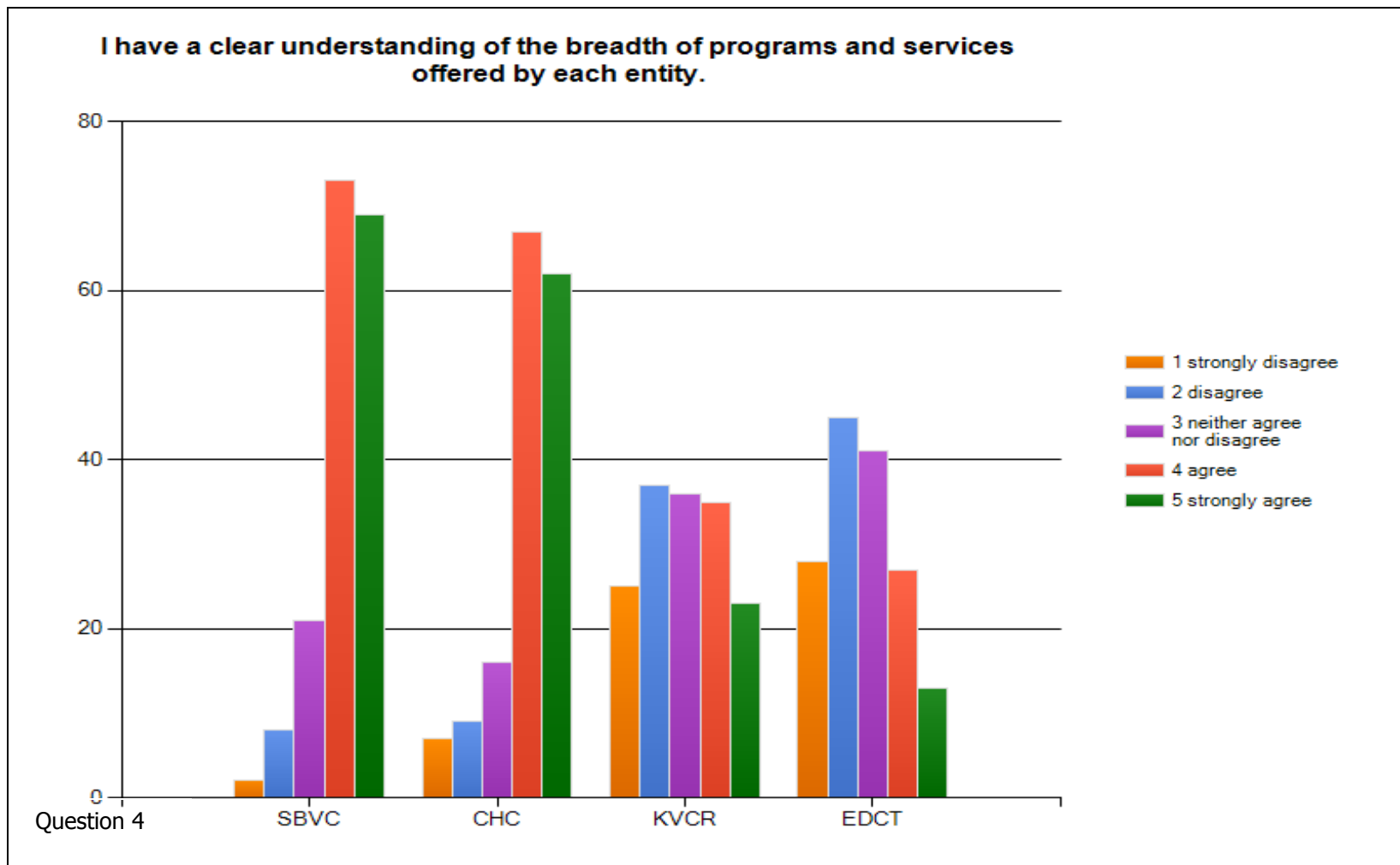


Employee Survey 2011

Employees view of community view						SurveyMonkey
I have a clear understanding of the breadth of programs and services offered by each entity.						
	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	1.2% (2)	4.6% (8)	12.1% (21)	42.2% (73)	39.9% (69)	173
CHC	4.3% (7)	5.6% (9)	9.9% (16)	41.6% (67)	38.5% (62)	161
KVCR	16.0% (25)	23.7% (37)	23.1% (36)	22.4% (35)	14.7% (23)	156
EDCT	18.2% (28)	29.2% (45)	26.6% (41)	17.5% (27)	8.4% (13)	154
answered question						178
skipped question						1

Question 4

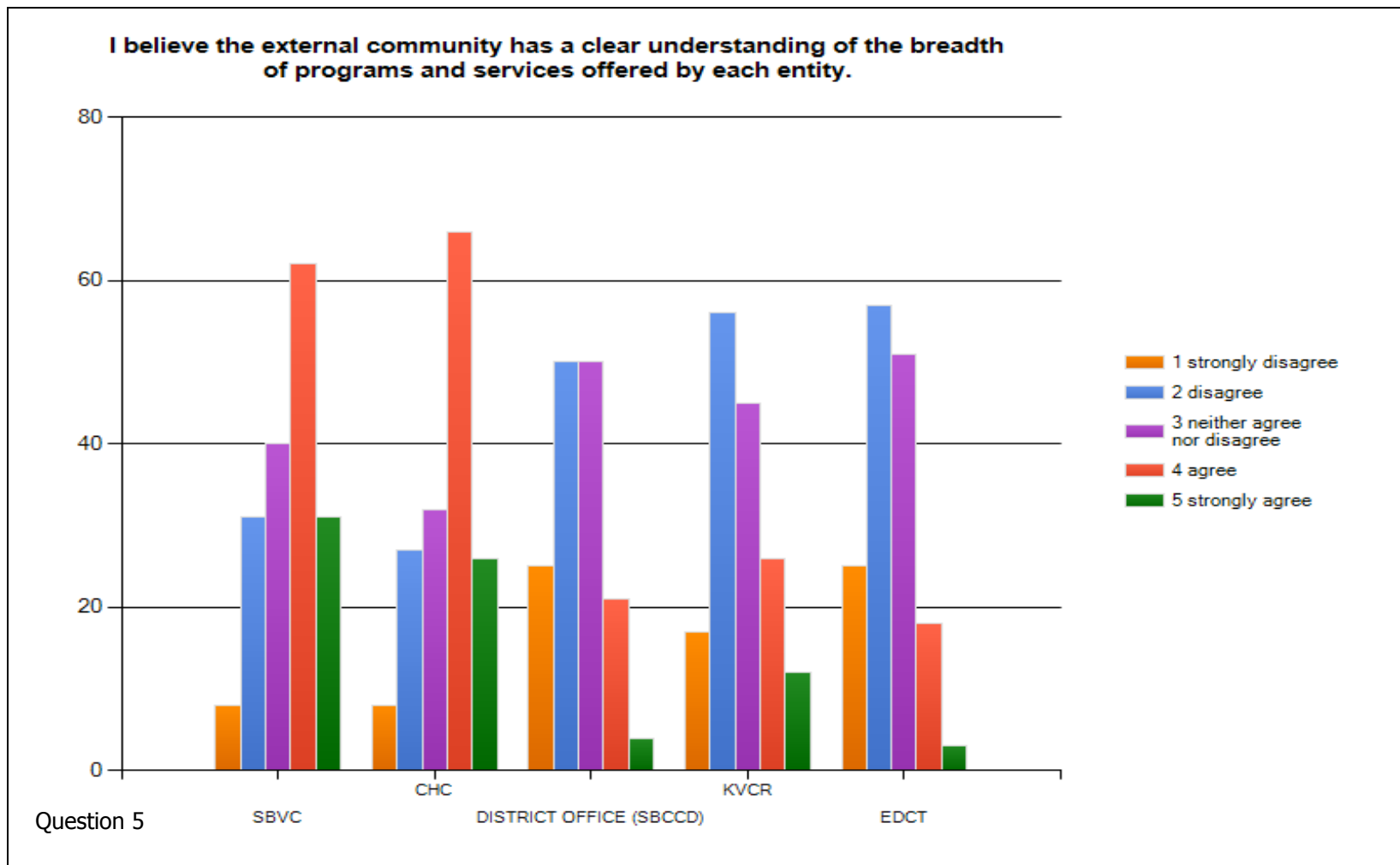
1 of 1



Employee Survey 2011

Employees view of community view						SurveyMonkey
I believe the external community has a clear understanding of the breadth of programs and services offered by each entity.						
	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	4.7% (8)	18.1% (31)	23.4% (40)	36.3% (62)	18.1% (31)	171
CHC	5.0% (8)	17.0% (27)	20.1% (32)	41.5% (66)	16.4% (26)	159
DISTRICT OFFICE (SBCCD)	16.7% (25)	33.3% (50)	33.3% (50)	14.0% (21)	2.7% (4)	150
KVCR	11.0% (17)	36.1% (56)	29.0% (45)	16.8% (26)	7.7% (12)	155
EDCT	16.3% (25)	37.3% (57)	33.3% (51)	11.8% (18)	2.0% (3)	153
answered question						176
skipped question						3

Question 5

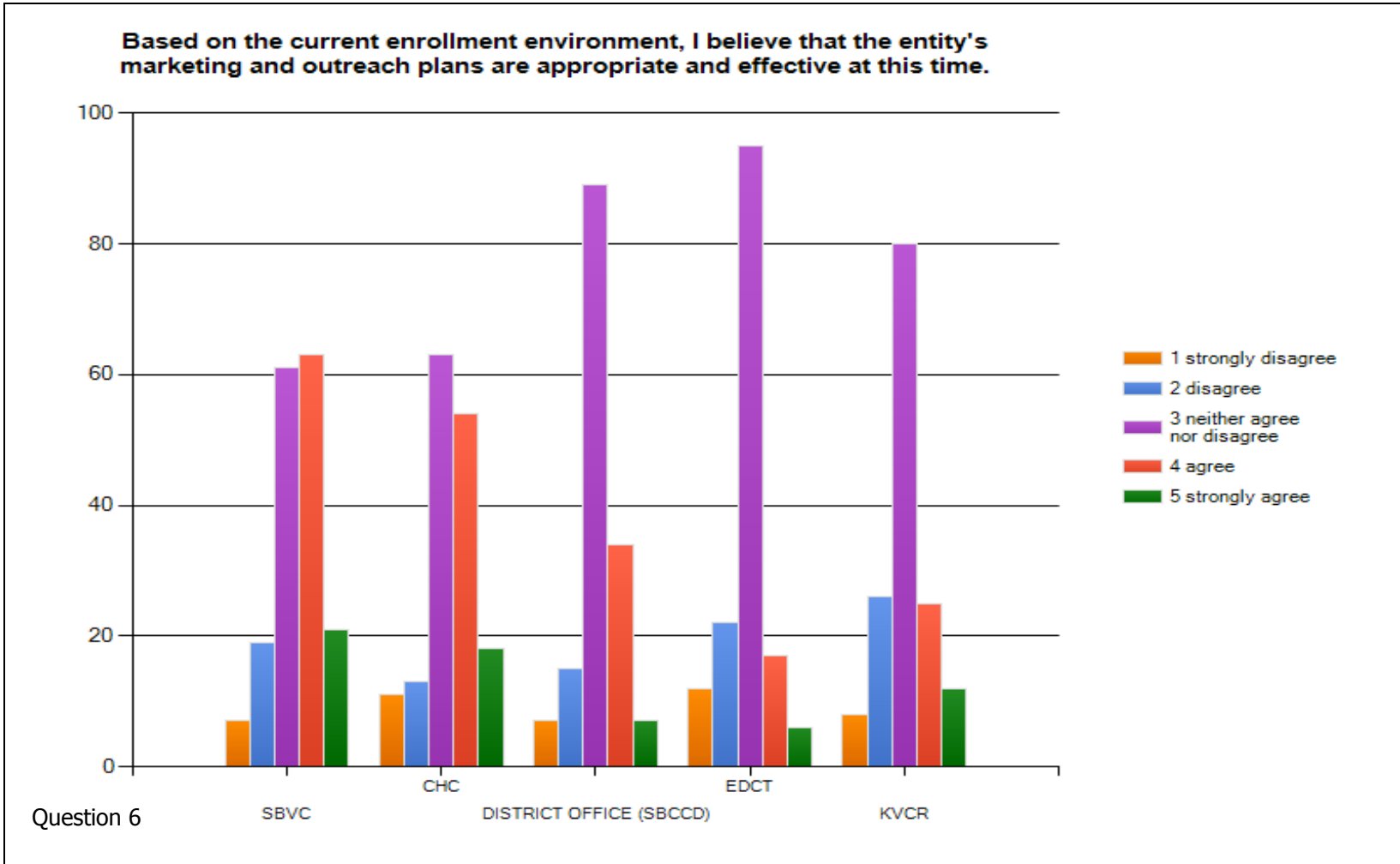


Employee Survey 2011

Employees view of community view						SurveyMonkey
Based on the current enrollment environment, I believe that the entity's marketing and outreach plans are appropriate and effective at this time.						
	1 strongly disagree	2 disagree	3 neither agree nor disagree	4 agree	5 strongly agree	Response Count
SBVC	4.1% (7)	11.2% (19)	35.9% (61)	37.1% (63)	12.4% (21)	170
CHC	6.9% (11)	8.2% (13)	39.6% (63)	34.0% (54)	11.3% (18)	159
DISTRICT OFFICE (SB CCD)	4.6% (7)	9.9% (15)	58.6% (89)	22.4% (34)	4.6% (7)	152
EDCT	7.9% (12)	14.6% (22)	62.9% (95)	11.3% (17)	4.0% (6)	151
KVCR	5.3% (8)	17.2% (26)	53.0% (80)	16.6% (25)	7.9% (12)	151
					answered question	176
					skipped question	3

Question 6

Employee Survey 2011



Employee Survey 2011



Question 7

## Employee Survey 2011

7. Recognizing the limitations of budgets and staffing resources, I believe that the entity's marketing and outreach efforts and activities should focus on the following: answered question 73 skipped question 106 Responses 91.8% 67 I have deleted all blanks, question marks, yes, no and I don't know answers in the interest of space.

### **SBVC ANSWERS ONLY**

1. Enrollment Retention and Graduation completion
2. Education in Trades and Technology
3. AVAILABILITY OF CLASSES ALL SEMESTERS
4. Marketing programs with capacity
5. encouraging growth and learning opportunities to the community, providing a clear and concise website, offer more on campus recruitment workshops fairs that will include food and activities
6. They are focused correctly on strengthening internal tools
7. programs
8. serving the immediate local community
9. Programs to put people back to work, certificates and short career oriented programs
10. marketing
11. AA and AS degrees; Certificates that lead to job placement
12. incoming students, high schools, etc.
13. Transfer students and students wanting a certificate
14. Focus on middle and high schools; maintain a presence in high schools
15. accountability and waste
16. Building Partnerships with Educational and Community Organizations
17. local feeder high schools
18. classes; opportunities
19. Outreach & Press
20. more high school outreach
21. Recruitment
22. Low cost classes that count for university credit
23. Enhancing it's reputation
24. Promoting SBVC and the students that attend here.
25. Education in down economy
26. Increasing staffing - too broad of a task for one person
27. promoting career visions - help people visualize the options
28. Getting Students to attend
30. keeping the community apprised of the many different programs available to the community
31. high school to community college bridge
32. Successful Athletics programs
33. Job related programs offered through college
34. feeder high schools, CSUSB, immediate community
35. Programs offered
36. 4-yr college prep and transfer
37. Student education ONLY
38. We don't have room, why lie to people to come. Outreach to HS to make easier to apply, assess, orientation, etc
39. Physically go to the local high schools and talk to seniors or participate in the Bridge Program
40. Quality of Service and Reputation in the Community
43. Course offers need to be a priority.
44. Accomadations
45. high school and re-entry
46. Articulation with high schools/Option to 4 yr college
47. promoting success stories
48. State asn federal grants, coropate donations
49. Program Offerings
50. community classes
51. Marketing its career and technical education programs that are vital for the community it serves. The current percenton of SBVC in the community is that it's leadership is not supportive of CTE programs.
52. The value of college education in securing immediate employment (individual courses, certificates of 10 -12 units, etc.)
54. 2 & 4-year degrees, programs for a new economy & workforce
55. transferring students to 4 year institutions
56. Quality of programs
57. High Schools, Junior High Schools, Elementary Schools
58. Technical and certificated programs
59. CTE programs and more full time instructors for those programs to help fill the needs of the community better.
60. unique programs and success stories
61. grants, outside resources, partnerships, positive news stories
62. Job training and transfer preparation
63. positive influence both economically and culturally
64. career/tech ed & transfer, especially online
65. Student and instructor retention
66. The offerings of the college
67. high school students



## Employee Survey 2011

### **Question 7 - CHC RESPONSES ONLY**

1. Enrollment Retention and Graduation completion
2. Not cutting classes offered to our students
3. Education in Technology
4. AVAILABILITY OF CLASSES ALL SEMESTERS
5. Branding, developing promotional materials, marketing programs with capacity
6. encouraging growth and learning opportunities to the community, providing a clear and concise website
7. They are focused correctly on strengthening internal tools
8. programs
9. serving the immediate local community
10. marketing
11. same as SBVC
12. incoming students, high schools, etc
13. Transfer students and students wanting a certificate
14. at least getting out of the office and do what a marketing person is supposed to do
15. accountability and waste
16. Building Partnerships with Educational and Community Organizations
17. programs available
18. Outreach & Press
19. Recruitment
20. Low cost classes that count for university credit
21. Enhancing it's reputation
22. classes for current students
23. identifying the special features the CHC has to offer
24. Education in down economy
25. promoting career visions - help people visualize the options
27. keeping the community apprised of the programs available to the community
28. high school to community college bridge
29. job related programs offered through college
30. feeder high schools, CSUSB/UR, immediate community
32. 4-yr college prep and transfer
33. Student education ONLY
34. Should become SBVC satellite campus, Crafton Center
35. Physically go to the local high schools and talk to seniors or participate in the Bridge Program
36. Quality of Service and Reputation in the Community
39. Course offers need to be a priority.
40. high school and re-entry
41. Programs and Services offered by the college
42. Articulation with high schools/Option to 4 yr college
43. promoting success stories
44. Program Offerings
45. The value of college education in securing immediate employment (individual courses, certificates of 10 -12 units, etc.)
47. Same as for SBVC
48. transferring students to 4 year institutions
49. Beautiful facilities
50. High Schools, Junior High Schools, Elementary Schools
51. College transfer preparation (into 4 year schools)
52. programs that lead to further education
53. unique programs and success stories
54. grants, outside resources, partnerships, positive news stories
55. Job training and transfer preparation
56. career/tech ed & transfer, especially online
57. Student and instructor retention
58. The offerings of the college

## Employee Survey 2011

### **Question 7 - SBCCD DISTRICT RESPONSES ONLY**

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

## Employee Survey 2011

### **Question 7 - KVCR RESPONSES ONLY**

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

## Employee Survey 2011

### **Question 7 - EDCT RESPONSES ONLY**

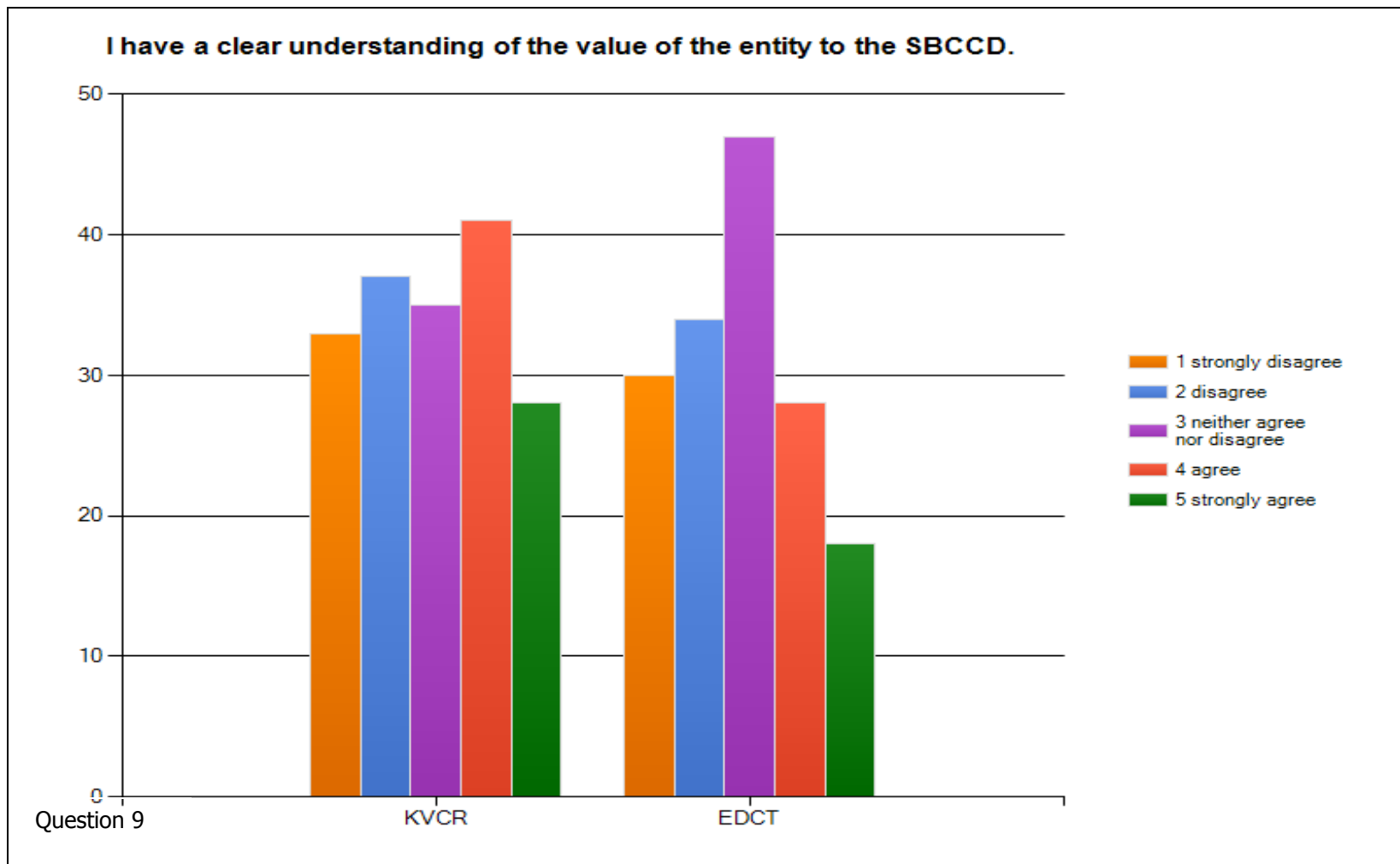
1. Education in Trades and Technology
2. UPDATED TRAINING
4. No opinion
5. training programs
6. serving the immediate local community
7. marketing
8. Job Training and Development in the community
9. Specialized training courses
10. accountability and waste
- 11., 18., 22. Not sure
12. programs available
13. Recruitment
14. How to find a new job
15. Enhancing revenue and funding
17. Clearer communication about what it is and does.
19. Whom do they serve?
20. How we assist the community get jobs thru training & improve the economy
23. Unknown
25. Should be incorporated into College curriculum . not a standalone competitor to the campus.
26. Quality of service and reputation to the community
28. get rid of this
29. Understanding what the EDCT is and offers
31. Customized/short-term training towards economic development/corporate training
32. partnership building activities with employers and outside agencies
33. working with business and individuals to develop and provide effective educational programs in a non-traditional setting (i.e. at the employer's site, at PDC labs and classrooms, or at community locations)
35. Not too sure what is all offered in this program
36. place to go for job training
38. Identifying and mentoring talented youth (high schools)
39. the value of the operation to the business community
40. grants, outside resources, partnerships, positive news stories
41. developing partnerships to meet training needs of local businesses

Employee Survey 2011

9. I have a clear understanding of the value of the entity to the SBCCD.						
	1 strongly disagree	2 disagree	3 Neither Agree nor disagree	4 agree	5 Strongly agree	Response Count
<b>KVCR</b>	19.0% (33)	21.3% (37)	20.1% (35)	<b>23.6% (41)</b>	16.1% (28)	174
<b>EDCT</b>	19.1% (30)	21.7% (34)	<b>29.9% (47)</b>	17.8% (28)	11.5% (18)	157
<b>answered question</b>						<b>174</b>
<b>skipped question</b>						<b>5</b>

Question 8 was discarded

Question 9



Employee Survey 2011

10. I believe the following are the strengths or value of each entity to the community.		
	Response Percent	Response Count
<b>SBVC</b> <a href="#">Show Responses</a>	85.7%	72
<b>CHC</b> <a href="#">Show Responses</a>	79.8%	67
<b>DISTRICT OFFICE (SBCCD)</b> <a href="#">Show Responses</a>	64.3%	54
<b>KVCR</b> <a href="#">Show Responses</a>	72.6%	61
<b>EDCT</b> <a href="#">Show Responses</a>	64.3%	54
	<b>answered question</b>	<b>84</b>
	<b>skipped question</b>	<b>95</b>

Question 10

## Employee Survey 2011

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

#### SBVC RESPONSES ONLY:

1. Greatly serves to extend learning and prepare for a 4 year college.
2. Local community benefits
3. Education in Trades and Technology
4. FLEXIBLE /
5. excellent programs and faculty. CTE and transfer programs
6. to give opportunities to the community by providing programs and waivers to give potential students the opportunity to learn new skills or expand their educational goals.
7. education delivery to our community
8. programs
9. experienced staff and faculty. SBVC college Administration is not experienced in the community it serves.
10. Two year degrees; certificates that lead to job placement
11. Being a comprehensive community college that offers a wide variety of career technical and transfer programs to those who seek an alternative to UC and CSU. Plays a major role in workforce development for this region.
12. history
14. Education and workforce development/preparation
15. A wide variety of classes available
16. Quality education
17. great professors
18. serving the community
19. Student Success
21. Education
22. classes, programs, certificates location
23. Provides higher ed and job training
24. Voc Ed
25. Hope
26. Vocational classes
27. Nursing program
28. Educational opportunities
29. Assessibility to the community
30. Education
31. low cost education and skill development - service to community - technical skills
32. preparing people for better jobs
34. Alumni word of mouth; location; vocational ed.



## Employee Survey 2011

### 10. I believe the following are the strengths or value of each entity to the community. SBVC RESPONSES ONLY:

35. low cost education; vocational programs
36. Positive, student centered services
37. offers some very focused programs and certificates
38. serving students with a nicer looking and well functioning campus
39. Successful Athletics programs
40. Prepare students for life and work
41. faculty, print shop, audio visual, sports, automotive, tutoring program
42. Minority opportunity; college prep & transfer
43. Excellent instructors that care
44. The faculty and staff
46. Develop skilled workforce for technical jobs
47. educational programs
48. Offering degree or certificate programs transferable to the CSU/UC systems
49. Strategically located to serve low income population with educational services.
50. Ability to provide relevant, valuable educational resources and not just a pathway to a university
51. the quality of educational and occupational programs
52. Now you are asking too much info
53. athletics program
54. History, good programs. good faculty, quality programs
55. Valuable Education, Support Services
56. wide level entry level classes - job training
57. Educational opportunities for all
58. its history and unique programs and connection to KVCR
59. Hope for a better future through education
60. student-centered faculty and staff
61. career/tech ed & transfer
62. Service to students
63. Keeping our name and programs before the public
64. Advance Education and training. A good first choice for a second chance in higher education
65. Education
66. fixing the K-12 problems and transfer
67. Offer educational opportunities
71. Education
72. provides education at a reasonable cost

## Employee Survey 2011

### 10. I believe the following are the strengths or value of each entity to the community. CHC RESPONSES ONLY:

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

## Employee Survey 2011

### **10. I believe the following are the strengths or value of each entity to the community.**CHC RESPONSES ONLY:

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

## Employee Survey 2011

### 10. I believe the following are the strengths or value of each entity to the community. **DISTRICT OFFICE RESPONSES ONLY:**

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

## Employee Survey 2011

### **10. I believe the following are the strengths or value of each entity to the community. DISTRICT OFFICE RESPONSES ONLY:**

- 49. Annex: Support the needs of SBVC, CHC, and District
- 53. Support of Education, Vision
- 54. supports the missions of the colleges

### **10. I believe the following are the strengths or value of each entity to the community. KVCR RESPONSES ONLY:**

- 1. Direct connection with local community
- 2. Local communities benefit
- 3. marketing in Education in Trades and Technology
- 5. NPR programming. High profile. could be more useful to campuses.
- 6. informational/teaching dialogue and entertainment
- 7. programs
- 9. Fund-raising
- 10. A "Jewel" in the SBCCD offerings. A great service provided for the tax payers of this region who sustain the SBCCD.
- 12. Information dissemination and news
- 13. interesting national educational programs and also local news and programs
- 14. nothing; 27. none
- 15. serving the community
- 16. Public Television and Socio-Cultural Programming
- 17. Education, information
- 18. information
- 19. Provides early childhood learning
- 20. Best programming around
- 22. Community outreach
- 23. One of the few legitimate news media outlets in the region
- 24. Provides educational and interesting programs about our own local community
- 25. Great public radio
- 26. Public broadcasting content Tue, Feb 8, 2011 5:19 AM Find...
- 29. community value - arts and Mon, Feb 7, 2011 3:56 PM Find...
- 30. Education outside the class room Mon, Feb 7, 2011 3:49 PM Find...
- 32. public television station
- 33. some offerings
- 34. provides life-long learning and balanced news
- 35. Love the programing.
- 36. bring high-level non-baised programs not offered on commercial radio/TV

## Employee Survey 2011

### **10. I believe the following are the strengths or value of each entity to the community. KVCR RESPONSES ONLY:**

- 37. SBVC ads, NPR
- 38. Educational programming
- 39. Is getting ran over by KPCC.
- 40. don't know, 59. Don't know
- 41. Not of much value given the current fiscal climate.
- 42. Offers a variety of programming - news
- 43. news and entertainment
- 44. unbiased news
- 45. Public info for the region
- 46. NPR broadcasting
- 47. Keeping the public informed about public policy.
- 48. Ok, the value here is providing information to the community on TV
- 49. quality programming
- 51. Source for the arts, lifelong learning opportunities, lab for students, promotion for the district, provider of information, center for technology.
- 52. unique addition to the RTVF program and others. Excellent marketing tool. The only locally owned and operated full power TV and radio stations serving more than 5 million people, the only communications tool serving the Inland Empire.
- 53. being a PBS station
- 54. Supporting community voices; media training opportunities
- 55. Education and wholesome entertainment, history of numerous entities
- 56. public radio and tv programs, news
- 60. Recognition in the Community/Cultural Value
- 61. provides education, information, and entertainment

### **10. I believe the following are the strengths or value of each entity to the community. EDCT RESPONSES ONLY:**

- 2. Education in Trades and Technology
- 3. Potential way to grow new programs. Needs to partner more with campuses.
- 4., 6. not sure, no opinion
- 5. training and grants
- 7. Economic Dev. & Workforce Development specific training that leads to job placement

## Employee Survey 2011

### 10. I believe the following are the strengths or value of each entity to the community. **EDCT RESPONSES ONLY:**

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

9. Specialized training

10., 48. what is this?

11. serving the community

12. Economic Development

13. Training

14. programs not for crdit classes

15. Not sure

17. Hope

18. Training & development in emerging technologies

19. Training

20., 26. unclear

22. community and workforce development

23. Training?

25. none

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

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

30. Unknown

32. don't know

33. a waste of time and resources

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

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

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

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

38. Working with business and individuals to quickly develop and provide effective, relevant educational programs

39. the quality of programs offered

40. ??? Nanotechnology, where is this going in the local area?

Employee Survey 2011

**10. I believe the following are the strengths or value of each entity to the community. EDCT RESPONSES ONLY:**

- 41. job training in relevant fields
- 43. Center for planning and creating opportunities for a better future
- 44. Business resource for training in new areas and updating skills.
- 45. meeting needs of workforce (non-trad student)
- 46. Closer connection to business community
- 47. Vocational training that cannot be absorbed by the colleges
- 49. contract education, skilled labor
- 52. Is this a cheaper way to get an AA or AS degree?
- 53. Adult/Community Education

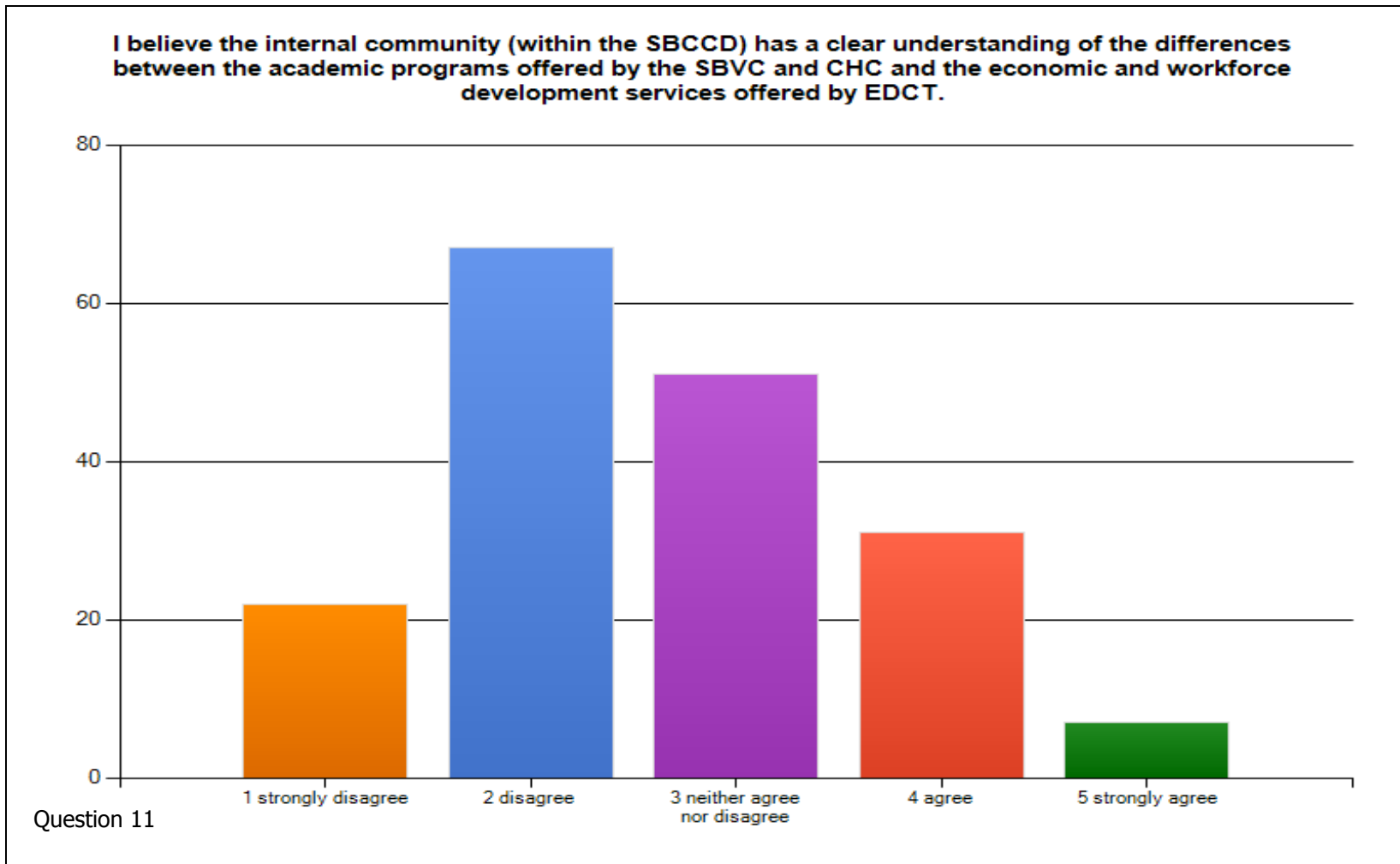


Employee Survey 2011

11. I believe the internal community (within the SBCCD) has a clear understanding of the differences between the academic programs offered by the SBVC and CHC and the economic and workforce development services offered by EDCT.		
	answered question	176
	skipped question	3
	Response Percent	Response Count
1 strongly disagree	12.5%	22
2 disagree	38.1%	67
3 neither agree nor disagree	29.0%	51
4 agree	17.6%	31
5 strongly agree	4.0%	7

Question 11

Employee Survey 2011



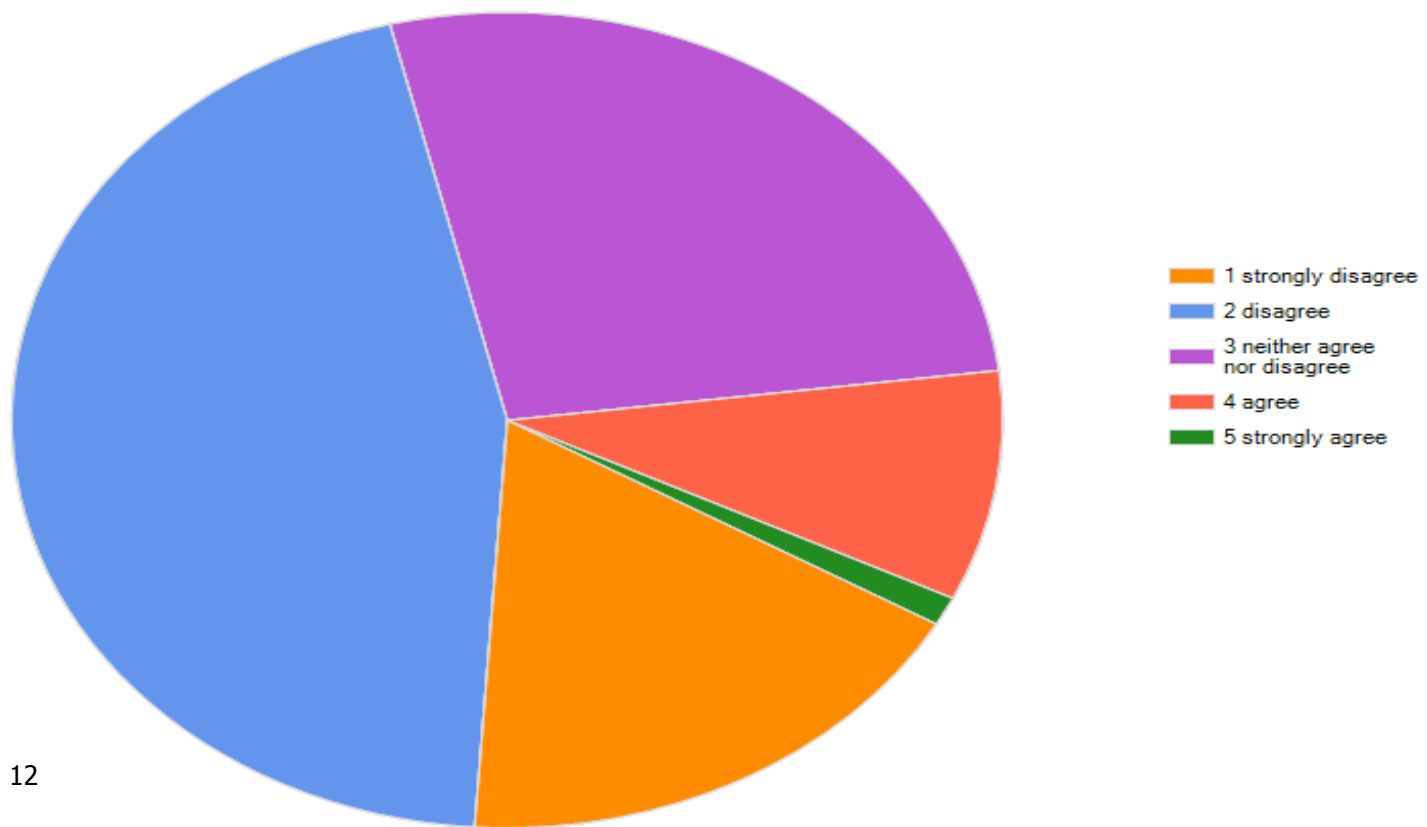
Employee Survey 2011

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

	<b>answered question</b>	<b>175</b>
	<b>skipped question</b>	<b>4</b>
	<b>Response Percent</b>	<b>Response Count</b>
<b>1 strongly disagree</b>	17.7%	31
<b>2 disagree</b>	<b>45.1%</b>	<b>79</b>
<b>3 neither agree nor disagree</b>	26.9%	47
<b>4 agree</b>	9.1%	16
<b>5 strongly agree</b>	1.1%	2

Question 12

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



Question 12

Employee Survey 2011

13. Please include any other comments you feel might be helpful.	
	<b>Response Count 37</b>
	<b>answered question 37</b>
	<b>skipped question 142</b>

Question 13

## Employee Survey 2011

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

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

## Employee Survey 2011

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

## Employee Survey 2011

31. I'm new to the district so my actual knowledge at this time is limited.
32. The EDCT serves the community by meeting needs of labor, industry, non-traditional college student.
33. Some of what EDCT does makes sense to me, but when it begins offering courses that were once taught at the colleges and offering courses that are taught at other colleges, it seems to be duplicating or usurping the role of the colleges.
34. Orientation for staff regarding all SBCCD programs would be helpful.
35. Let's streamline administration rather than cut sections of classes.
36. Thank you.
37. What is the vision and mission of this "Outreach" since we are in a state of cutting sections and programs and serving more students the state is supporting?