Memorandum

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

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

Date: March 8, 2011

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

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

A quick review indicates that:

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

Thank you for your help with this.