

Background

In the summer of 2005, University Center Rochester (a partnership between University of Minnesota Rochester, Winona State University Rochester Center and Rochester Community and Technical College) commissioned SNG Research Corporation to conduct another wave of their Knowledge and Awareness Study. This is the sixth wave of the survey for UCR and the eighth wave of questions specific to RCTC. The first wave of the UCR study was conducted in 1998, with a second wave in 1999, a third wave in 2002, a fourth wave in 2003 and fifth wave in 2004. In the 2000 and 2001 waves, only questions specific to RCTC were included.

Specific objectives of the study include measurement of:

- unaided (top-of-mind) awareness of UCR institutions
- perceptions of how higher education needs are being met in the greater Rochester area
- understanding and image of the UCR partnership
- familiarity with offerings available through UCR institutions
- relationships with UCR institutions
- recent enrollment in courses
- importance of key attributes when enrolling in a college and impressions of RCTC on these attributes
- preferred method for receiving information on colleges and universities
- demographic characteristics

The 2005 survey includes adults, age 18-49 (waves prior to 2002 included adults age 18-44), residing within UCR's service area. A total of 201 telephone interviews were conducted with randomly selected households within the service area, which represents approximately a 25-30 mile radius around the city of Rochester. To ensure the inclusion of unlisted and unpublished numbers, a random-digit-dial sampling method was used. At a 90% confidence level, the maximum margin of error for 201 respondents is +/- 5.8 percentage points.

Interviews were completed between June 22 and July 9, 2005. The incidence of qualified households (that is, with at least one adult age 18-49) was 45%. SNG Research Corporation was responsible for all phases of data collection and data processing for this project.

Executive Summary

Higher Education

- When asked to name the schools that come to mind when thinking of higher education institutions in the Rochester area, RCTC is the institution that comes to mind most frequently. Overall, more than two-thirds of adults (68%) mentioned RCTC in one form or another, which is down slightly (but not significantly) from 74% a year ago and is similar to 2003 (71%) and 2002 (68%). Winona State University is mentioned second most often (36%), followed by University of Minnesota (29%). The portions mentioning each remained similar to last year.
- About one-third of respondents (33%) feel that the higher education needs of the greater Rochester area are well met overall, which is significantly lower than in previous years, when more than 40% gave high ratings.
- One-third of adults have taken some sort of college or university course, either credit or non-credit, in the past year. Nearly half of adults (48%) would prefer to receive information about a college electronically via the Internet or CDs, up from 41% in 2002. The portion who would prefer hard copy catalogs and viewbooks has decreased from 53% in 2002 to 44% in 2005.
- The most important attribute to respondents if they were going to enroll in a college or university is ‘the quality of the academic programs,’ with 76% rating this as ‘very important.’ Other attributes that are considered ‘very important’ by at least 60% of respondents are ‘courses are offered at a variety of times and days of the week,’ ‘the variety of programs and degree options offered,’ ‘overall value for the money’ and ‘credits transfer easily to other institutions.’ ‘Size of the college and student body’ is least important.

University Center Rochester

- Most adults (78%) are aware of University Center Rochester, which is a significant increase from 68% in 2003. Familiarity is not quite as high; 59% feel at least slightly familiar with UCR, which is similar to last year’s 54%. When those who have heard of UCR were asked about the institutions that make up the UCR partnership, nearly nine-in-ten named the U of M (89%) and WSU (88%), while about six-in-ten named RCTC (56%). Overall, nearly half were able to correctly name all three institutions (48%). Most adults who are aware of UCR know that it is possible to complete a certificate, an Associates degree and a Bachelors degree there, while about half know that Masters degrees are available and 15% know that Doctorates/Ph.D.s are an option.
- After being given a brief description of the UCR partnership, all respondents were asked to rate their image of UCR. Almost all respondents (94%) have a positive or very positive image. In addition, respondents were asked to rate how well UCR specifically meets the higher education needs of the Rochester area. More than four-in-ten (43%) feel that higher education needs are well met by UCR, down from 53% in 2004. This 43% is higher, however, than the 33% who felt the higher education needs of the greater Rochester area are well met overall when asked at the beginning of the survey.

Executive Summary

University Center Rochester (continued)

- To measure how many individuals have been ‘touched’ by any of the UCR institutions, respondents were asked if they or an immediate family member have ever attended any of the institutions. Nearly two-thirds of adults in the market area (66%) have a relationship with RCTC, while about three-in-ten have a relationship with WSU and U of M. In addition, nearly six-in-ten adults have visited the UCR campus (56%), which is similar to 2004, but up significantly from 48% in 2003 and 43% in 2002.
- When asked about interest levels in taking on-line courses through UCR, about one-in-six respondents (16%) are ‘extremely’ interested. On the other end of the spectrum, however, 37% say they are ‘not at all’ interested.

RCTC

- RCTC has an informational kiosk in Apache Mall. When asked if they’ve ever seen the kiosk, three-in-ten adults reported that they have. Younger respondents (those age 18-34) are more likely to have seen the kiosk. In addition, those who are familiar with UCR or RCTC are more likely to recall seeing it than those who are not as familiar with the organizations.
- Nearly nine-in-ten adults (88%) have at least a slight familiarity with RCTC. Advertising awareness is down this year; 45% of adults recalled seeing or hearing any advertising or promotions for RCTC in the past 60 days, compared to 56% or more in previous years. Younger adults are more likely than older adults to recall RCTC advertising (59% of those age 18-34 vs. 39% of those age 35-49).
- When asked how they feel RCTC serves the community as a whole (beyond just the students), 48% report high satisfaction (‘4’ or ‘5’ on the 5-point scale. The portion giving a ‘1’ or ‘2’ increased to 11% in 2005, compared to 6% in 2004 and only 3% in 2003.
- After being asked to rate the importance of various attributes when pursuing higher education, respondents rated their impressions of RCTC on these same factors. The attribute that RCTC rated most highly on was ‘location.’ Other attributes that RCTC rated highly on include ‘overall value for the money’ and ‘reputation of the academic programs.’
- Comparing importance ratings to perceived performance ratings is one way to look for areas for potential improvements. Three-quarters of adults rate ‘quality of academic programs’ as ‘very’ important, while 31% rated RCTC as ‘excellent’ or ‘very good’ in this area. RCTC should continue to focus on the quality of their programs when sending messages to consumers. Other areas that show a significant gap between importance ratings and performance ratings are ‘courses offered at a variety of different times and days of the week’ and ‘credits transfer easily to other institutions.’ The smallest gaps are in areas related to cost/value, innovative programs and courses, reputation of the academic programs and the availability of flexible enrollment options.

UCR Knowledge and Awareness Study

Detailed Findings

Higher Education: Institutions Mentioned in 2005 vs. Previous Years

The first question asked of respondents is to name the institutions that come to mind when they think of higher education in the Rochester area. Responses are recorded verbatim, using the respondents' own words, which allows for tracking of how people refer to the institutions, particularly RCTC which has gone through some name changes over the years.

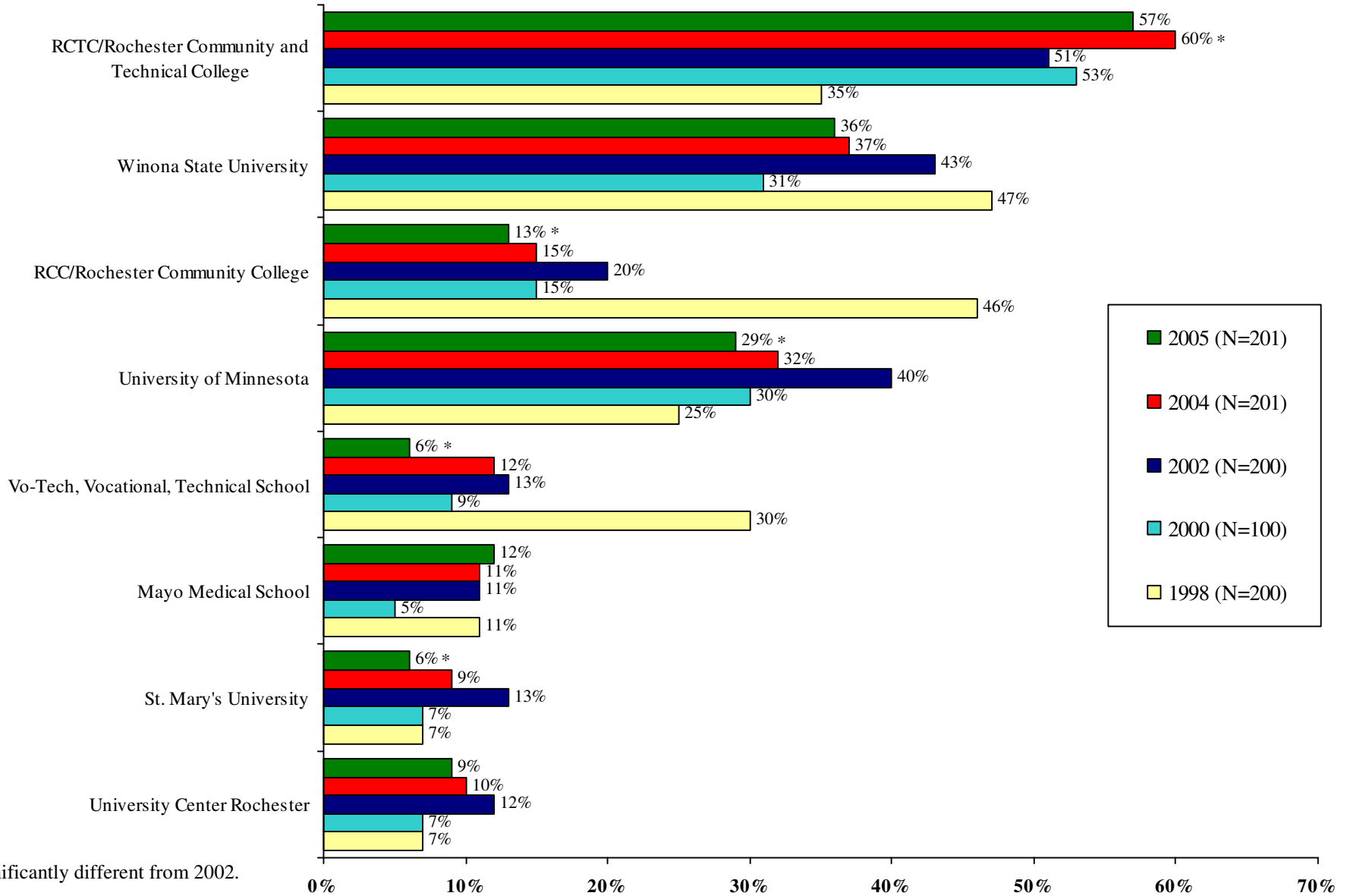
The chart on the following page shows the portion of respondents who have named various institutions over time. RCTC/Rochester Community and Technical College continues to be the most frequently mentioned institution, with nearly six-in-ten saying either RCTC or Rochester Community and Technical College. The portion that still refer to RCTC as RCC or Rochester Community College continues to drop; only 13% said RCC this year (compared to 46% in the first wave of the study in 1998). Mentions of vo-tech also decreased significantly to only 6%.

Winona State University was mentioned by 36% this year, which is similar to last year. The University of Minnesota was mentioned by about three-in-ten respondents. U of M received the most unaided mentions in 2002 (40%). UCR continues to be mentioned by about one-in-ten respondents, as has been the case for the past few years.

About one-in-ten respondents mentioned Mayo Medical School, but only 6% named St. Mary's this year.

Higher Education: Institutions Mentioned in 2005 vs. Previous Years

Unaided Awareness of Higher Education Institutions

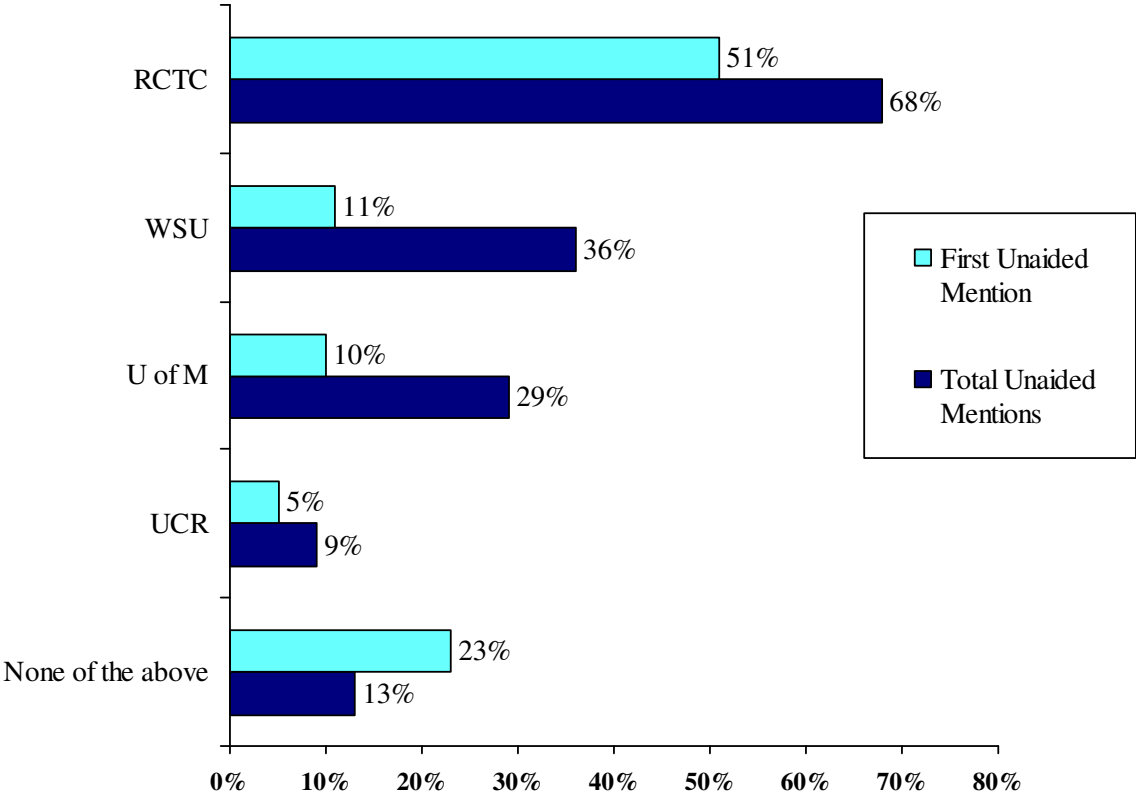


* Significantly different from 2002.

Higher Education: University Center Rochester Institutions

When you think of higher education in this area, which institutions come to mind?

(N=201)



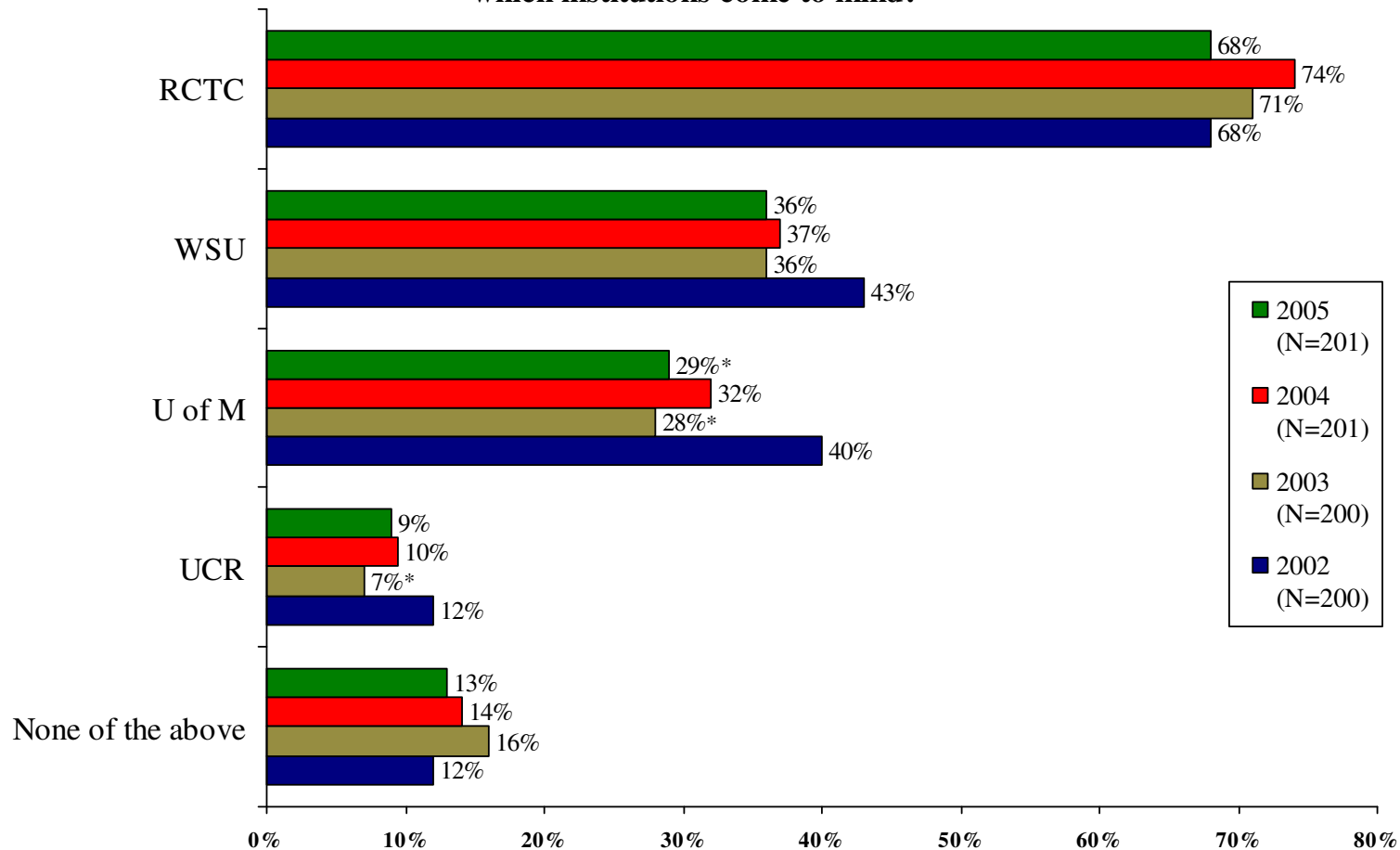
Other Findings

- *More likely to mention RCTC:*
 - » Age 18-34
 - » Are very/somewhat familiar with RCTC
- *More likely to mention WSU:*
 - » Have a college degree/certificate
 - » Have a relationship with a UCR institution
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC
- *More likely to mention U of M:*
 - » Have a college degree/certificate
 - » Have a relationship with a UCR institution
- *More likely to mention UCR:*
 - » Rochester residents
 - » Have a college degree/certificate
 - » Are very/somewhat familiar with UCR

When an unduplicated count of mentions clearly referring to RCTC is made, nearly seven-in-ten adults (68%) mentioned RCTC (in one form or another) when they think of higher education institutions in the greater Rochester area and more than half mentioned RCTC *first*. Nearly four-in-ten mentioned WSU while about three-in-ten mentioned U of M.

Higher Education: UCR Institutions – Comparison Over Time

When you think of higher education in this area,
which institutions come to mind?

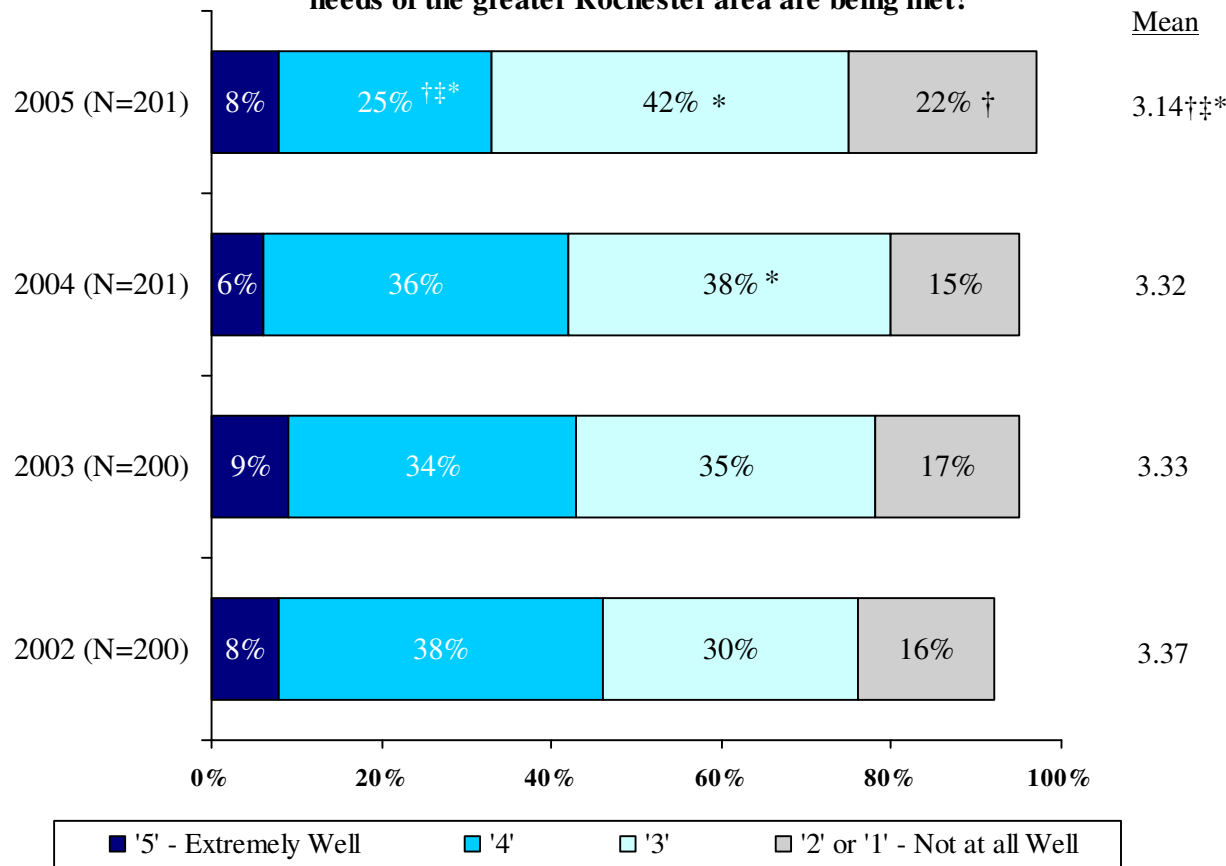


* Significantly different from 2002.

Comparing this unduplicated count over the past few years, mentions of RCTC were similar to 2002 (after a trend of slightly more mentions each year from 2002 through 2004). Mentions of WSU and the U of M remained steady in 2005 compared to 2004 and 2003. Both of these institutions received the highest number of mentions in 2002.

Higher Education: How Well Needs Are Met

Overall, how well do you feel the higher education needs of the greater Rochester area are being met?



Other Findings

- More likely to give a rating of '4' or '5:'
 - » 2004, 2003 and 2002 respondents (vs. 2005)
- More likely to give a rating of '1' or '2:'
 - » 2005 respondents (vs. 2004)
 - » Have a college degree/certificate
 - » Have a relationship with RCTC or WSU (vs. no relationship with any UCR institution)

† Significantly different from 2004.

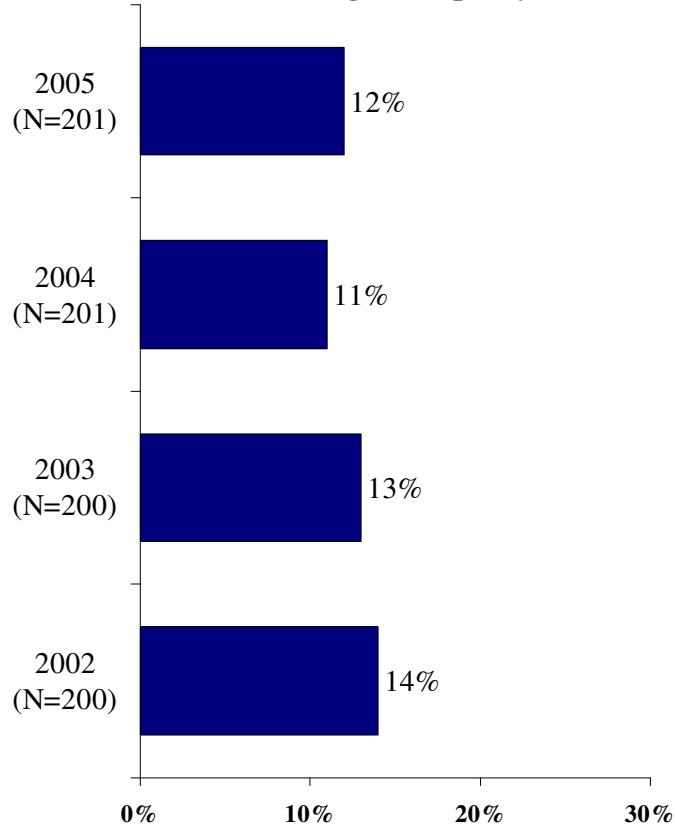
‡ Significantly different from 2003.

* Significantly different from 2002.

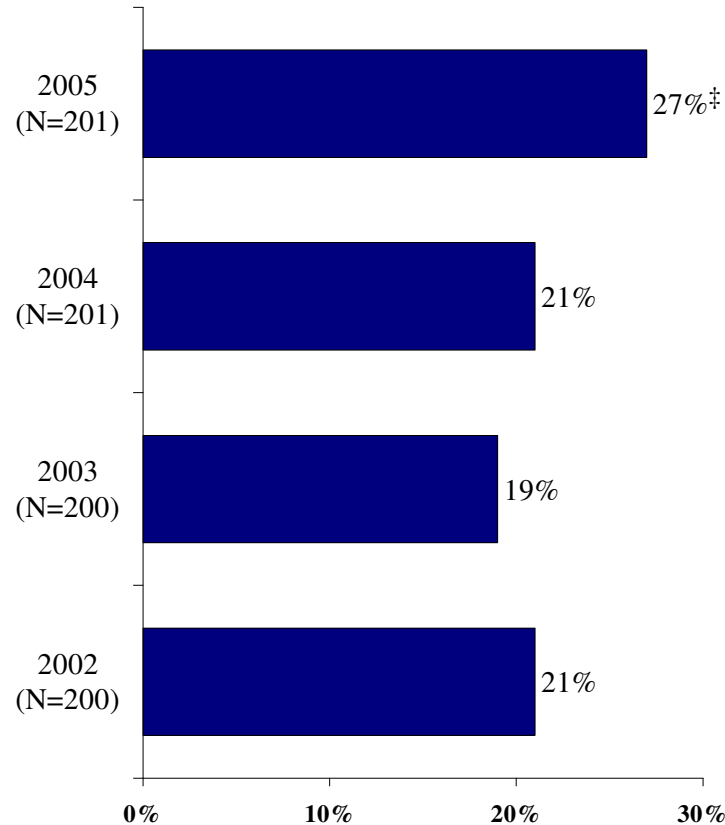
Compared to previous years, respondents gave slightly lower average ratings to how well they feel the higher education needs of the greater Rochester area are being met. The portion giving a high rating of '5 – extremely well' stayed about the same; however, the portion giving a rating of '4' decreased while the portion giving lower ratings increased.

Higher Education: Taken Credit/Non-Credit Courses in Past Year

Portion who have taken any non-credit courses or training in the past year



Portion who have taken courses or training for college credit in the past year



‡ Significantly different from 2003.

Other Findings

- More likely to have taken for credit courses:
 - » 2005 respondents (vs. 2003)
 - » Age 18-34
 - » Rochester residents
 - » Have a relationship with a UCR institution
 - » Very/somewhat familiar with UCR
 - » Very/somewhat familiar with RCTC

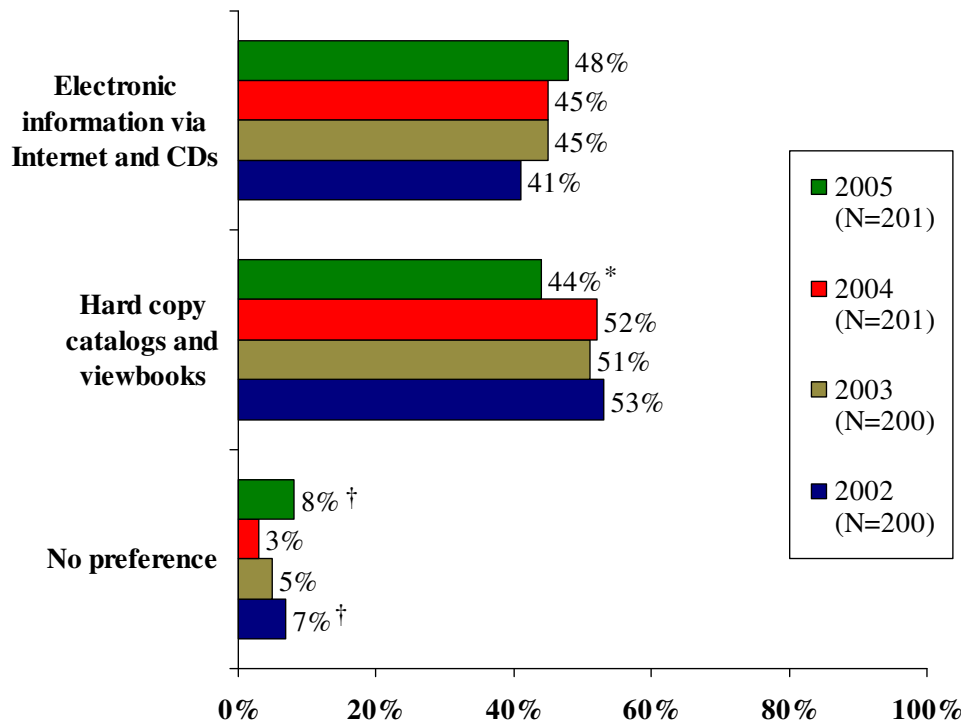
Overall, 33% of adults age 18-49 have taken either credit or non-credit courses or training at any colleges or universities in the past year. This is up slightly (although not significantly) from 27% in 2004 and 26% in 2003 and 2002.

In the past year, slightly more than one-in-ten adults have taken non-credit courses at a college or university, while more than one-in-four have taken courses for which they received college credit. Overall, one-third of adults have taken some sort of course or training at a college or university (either credit or non-credit) in the past year, which is slightly higher than in recent years (around 26%).

Higher Education: Preferred Way of Receiving Information

“Some colleges and universities are considering moving away from using hard copy literature such as catalogs and viewbooks to provide prospective students with information about what they have to offer. Instead, they would offer more targeted information electronically, via the Internet or on CDs. If you were considering taking classes at a college or university, how would you prefer to receive information about a particular school and what they offer?”

Preferred way of receiving information about a college



† Significantly different from 2004.
* Significantly different from 2002.

Other Findings

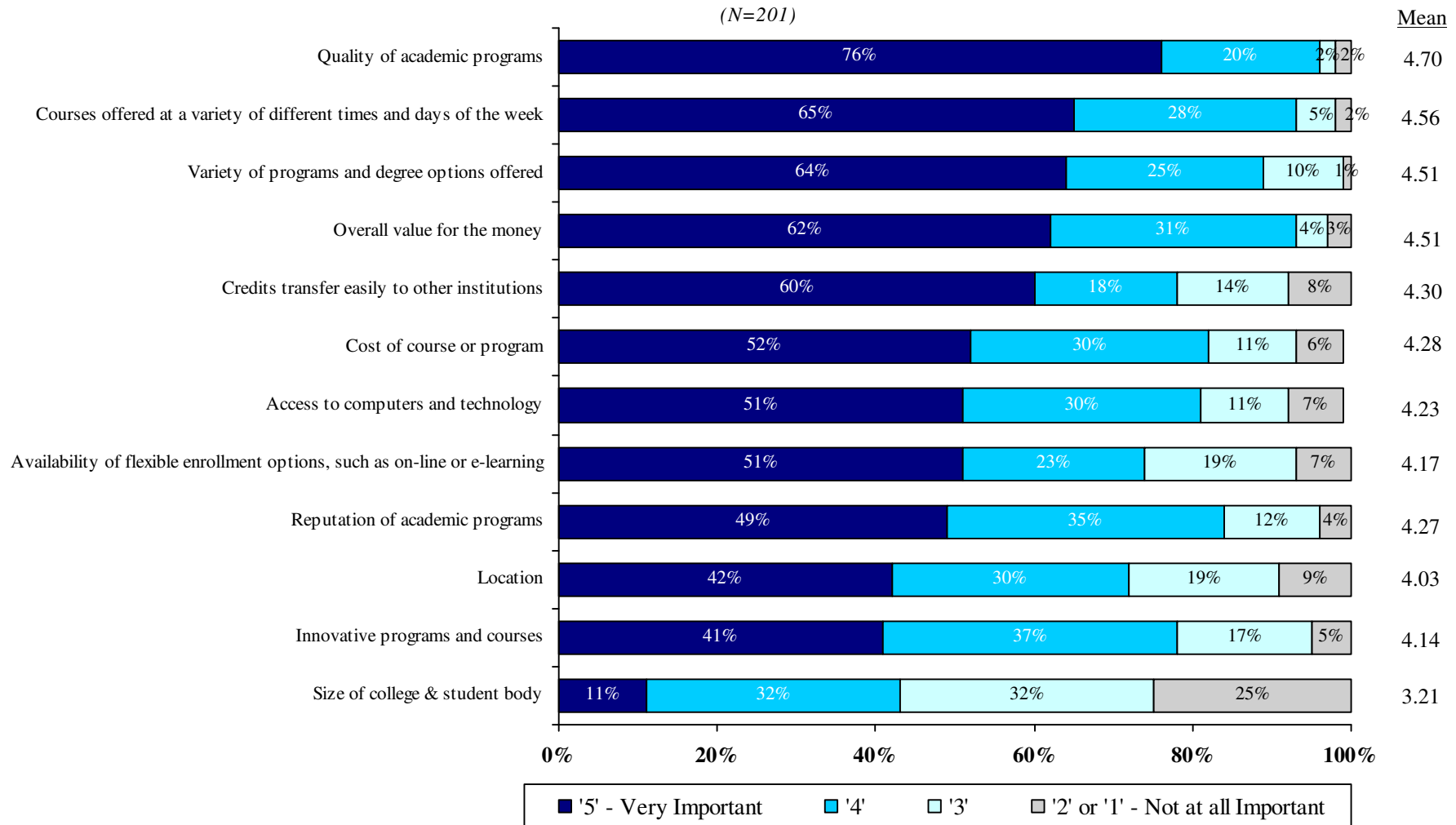
- More likely to prefer electronic information via Internet and CDs:
 - » Age 18-34
 - » Males
 - » Rochester residents
 - » Have a college degree/certificate
- More likely to prefer hard copy:
 - » 2002 respondents (vs. 2005)
 - » Age 35-49
 - » Females
 - » Do not have a college degree/certificate

If they were considering taking a college course, a significant portion of adults would prefer to receive information about what the college has to offer in an electronic format. Nearly half (48%) said they would prefer to receive information electronically via the Internet and CDs, while 44% said they would still prefer hard copy information in the form of catalogs and viewbooks. The portion stating they'd prefer hard copy information has decreased significantly compared to 2002.

Higher Education: Importance of Attributes if Enrolling in a College

Importance of attributes if enrolling in a college

(N=201)



Respondents were asked to rate the importance of several attributes if they were going to enroll in a college. Topping the list in terms of importance are 'quality of academic programs,' 'courses being offered at a variety of times and days of the week,' 'variety of programs and degree options offered' and 'overall value for the money.' The 'size of the college and the student body' is clearly viewed as the least important of the attributes rated. Comparisons to recent years are shown on pages 15-16.

Higher Education: Importance of Attributes if Enrolling in a College

Other Findings

More likely to rate importance as '5 – Very Important':

- Quality of academic programs
 - » 2005 respondents (vs. 2002)
 - » Age 18-34
- Courses offered at a variety of different times and days of the week
 - » Females
 - » Have taken courses in past year
- Variety of programs and degree options offered
 - » 2005 respondents (vs. 2004, 2003 and 2002)
 - » Females
- Overall value for the money
 - » Reside outside of Rochester
- Credits transfer easily to other institutions
 - » Are very/somewhat familiar with UCR
- Cost of course or program
 - » Reside outside of Rochester
 - » Are slightly/not at all familiar with RCTC
- Access to computers and technology
 - » Do not have a college degree/certificate
 - » Are slightly/not at all familiar with UCR
- Availability of flexible enrollment options, such as on-line or e-learning
 - » Age 35-49
- Reputation of academic programs
 - » 2005 and 2004 respondents (vs. 2003 and 2002)
 - » Have a college degree/certificate
- Location
 - » Age 35-49
- Innovative programs and courses
 - » 2005 respondents (vs. 2004)
- Size of the college and the student body
 - » Are very/somewhat familiar with UCR

Higher Education: Importance of Attributes – Comparison Over Time

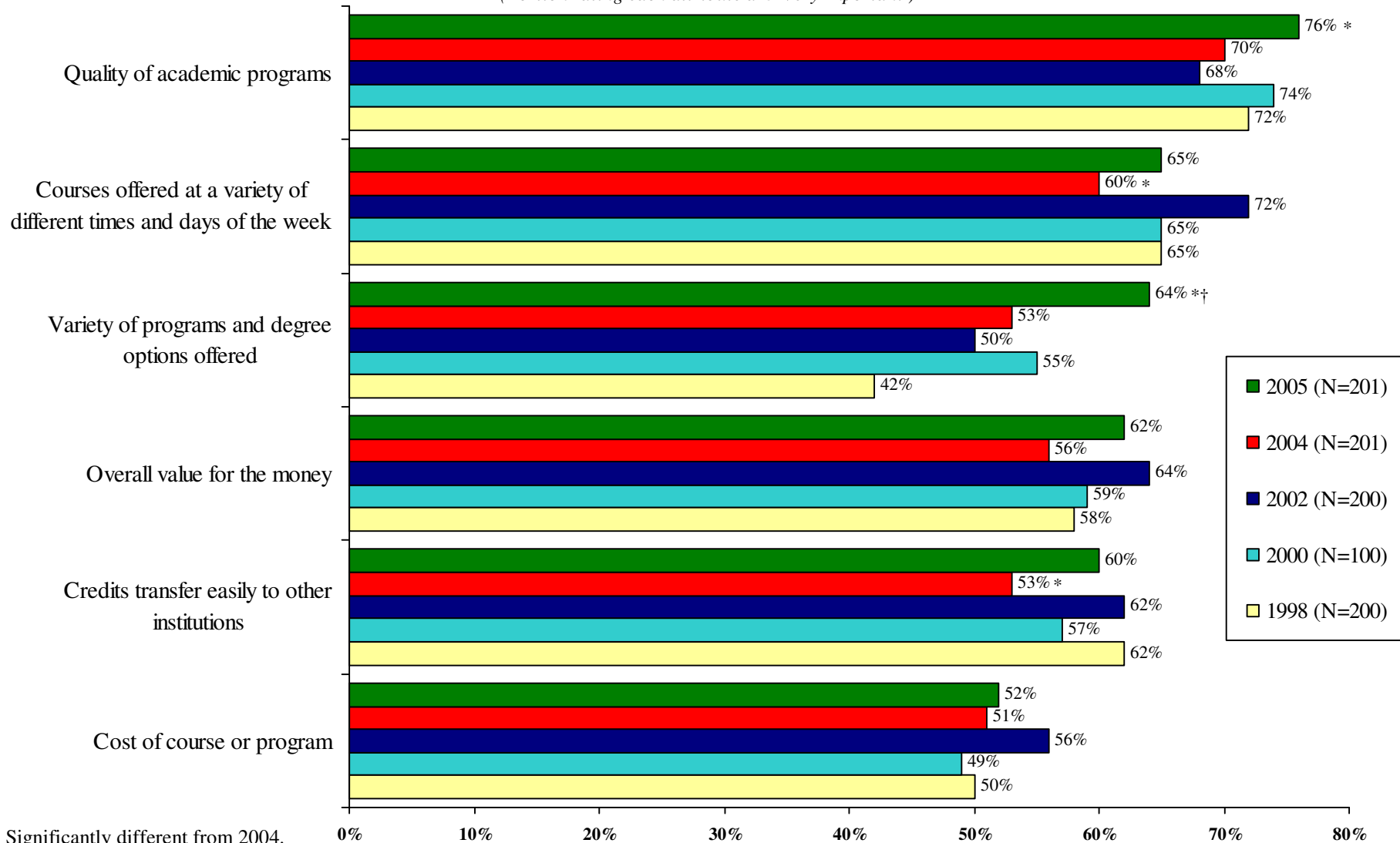
The next two pages show a comparison of the importance of these attributes over all of the waves of this survey. Some changes worth noting include:

- ‘Variety of programs and degree options offered’ was rated very important by significantly more respondents than in previous years (64% vs. around 53% previously).
- More than three-quarters of respondents rated ‘quality of the academic programs’ as very important, which is higher than in any previous year
- After decreasing in importance in 2004, ‘innovative programs and courses’ increased in importance this year

Higher Education: Importance of Attributes – Comparison Over Time

Importance of attributes if enrolling in a college

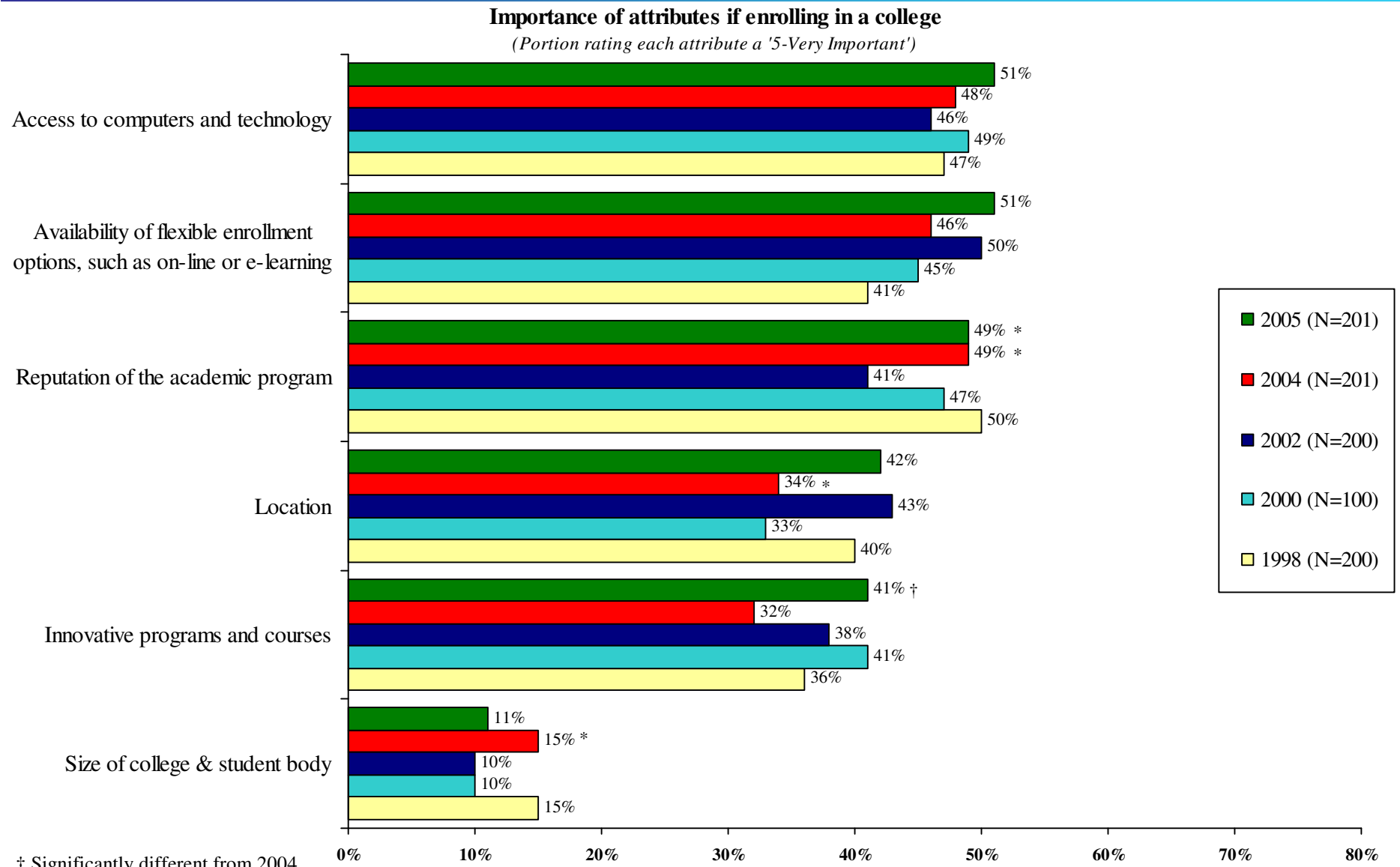
(Portion rating each attribute a '5-Very Important')



† Significantly different from 2004.

* Significantly different from 2002.

Higher Education: Importance of Attributes- Comparison Over Time (cont.)

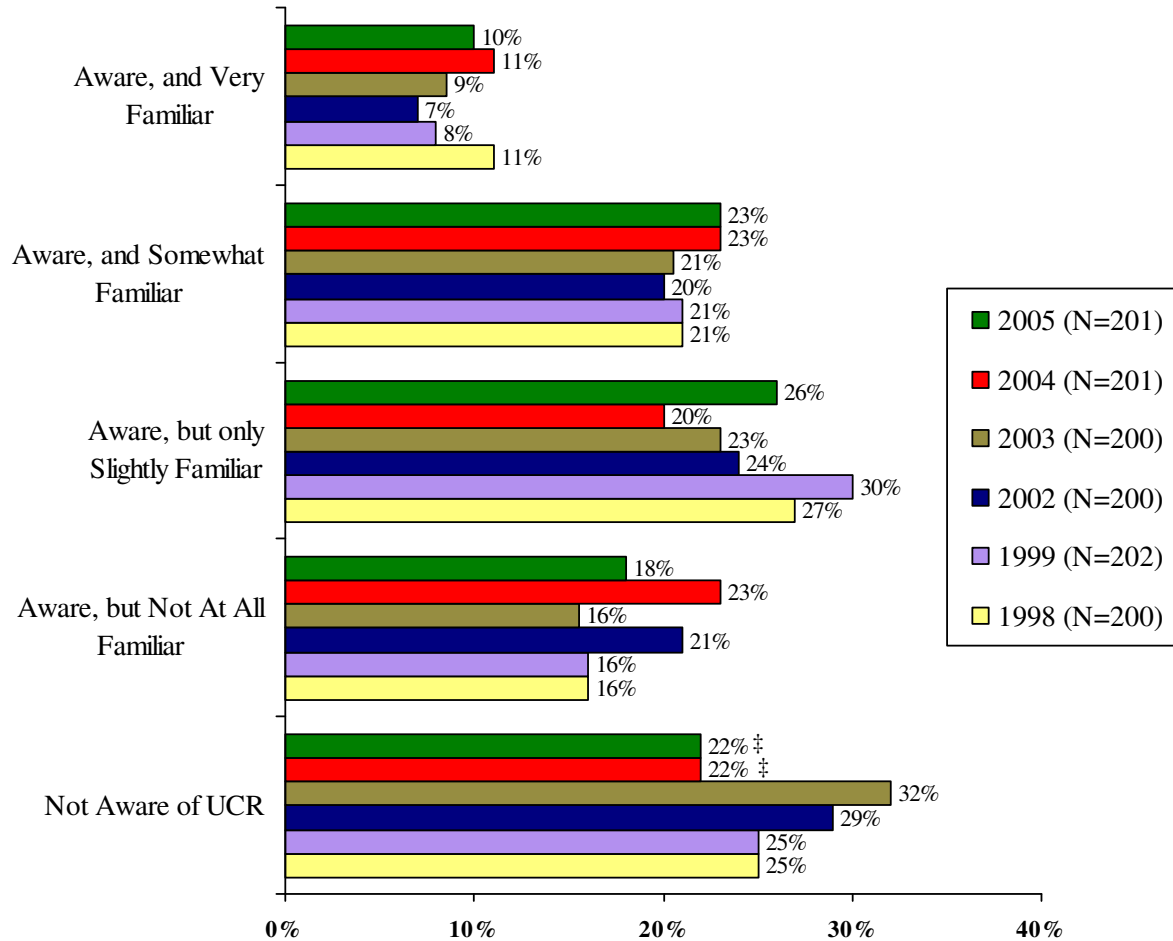


† Significantly different from 2004.

* Significantly different from 2002.

University Center Rochester: Awareness & Familiarity

Awareness of, and familiarity with,
University Center Rochester



‡ Significantly different from 2003.

Other Findings

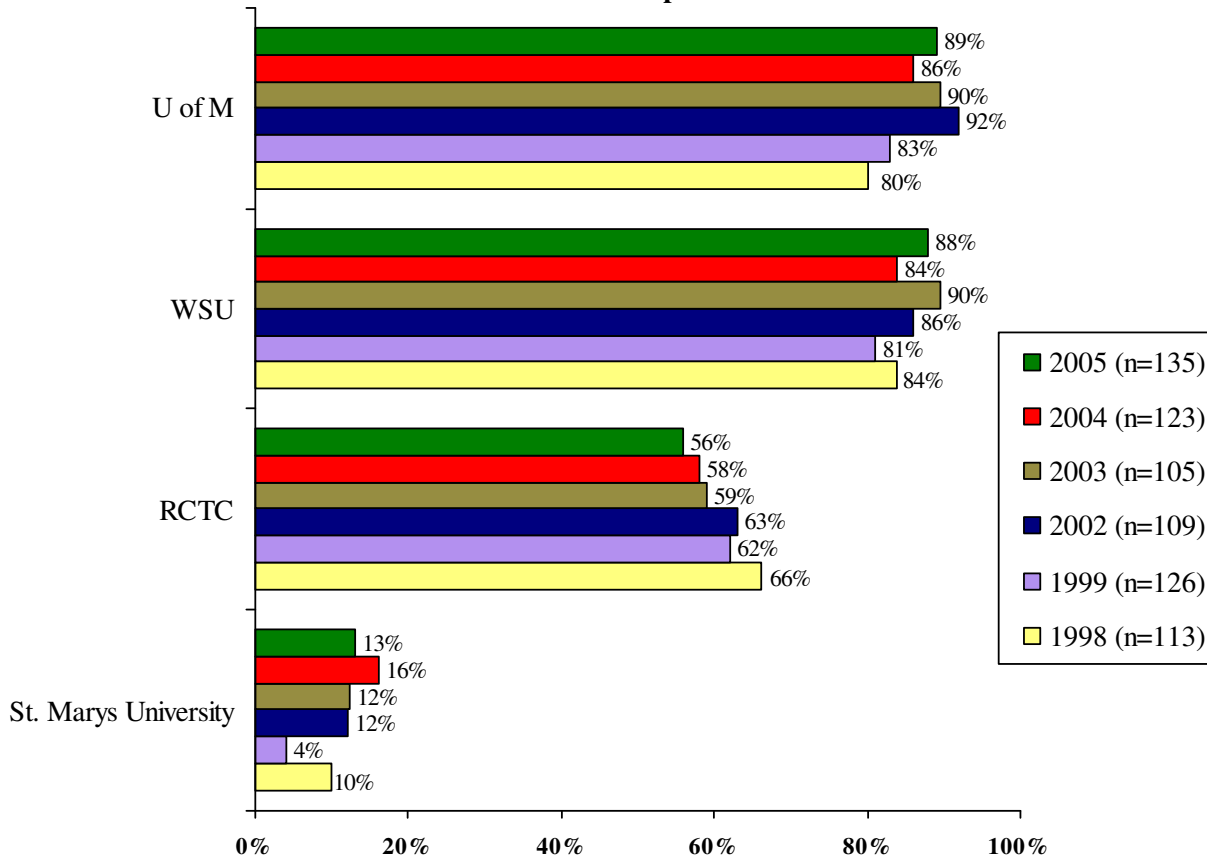
- *More likely to be aware of UCR:*
 - » 2005 and 2004 respondents (vs. 2003)
 - » Have a college degree/certificate
 - » Have taken college courses in past year
 - » Have a relationship with any UCR institution
- *More likely to be 'very' familiar with UCR:*
 - » Have a college degree/certificate
 - » Have a relationship with any UCR institution
 - » Are very/somewhat familiar with RCTC
- *More likely to be 'not at all' familiar with UCR:*
 - » Do not have a college degree/certificate
 - » Do not have a relationship with any UCR institution
 - » Are slightly/not at all familiar with RCTC

Several questions focused specifically on University Center Rochester. Awareness increased in 2004 and remained steady in 2005; overall, nearly eight-in-ten adults (78%) have heard of University Center Rochester, which is significantly higher than the 68% in 2003. One-third of adults feel at least somewhat familiar with UCR, while about one-in-five are aware of it, but not at all familiar.

University Center Rochester: Awareness of Partners

(Among those that are aware that UCR consists of multiple partners)

Unaided awareness of three partner institutions



Other Findings

- *More likely to identify U of M as UCR partner:*
 - » Age 18-34
 - » Have taken college courses in past year
 - » Have a relationship with U of M or WSU
 - » Are very/somewhat familiar with UCR
- *More likely to identify WSU as UCR partner:*
 - » Have a relationship with WSU
- *More likely to identify RCTC as UCR partner:*
 - » Have taken college courses in past year
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC
- *More likely to correctly identify all three partners:*
 - » Have taken college courses in past year
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC

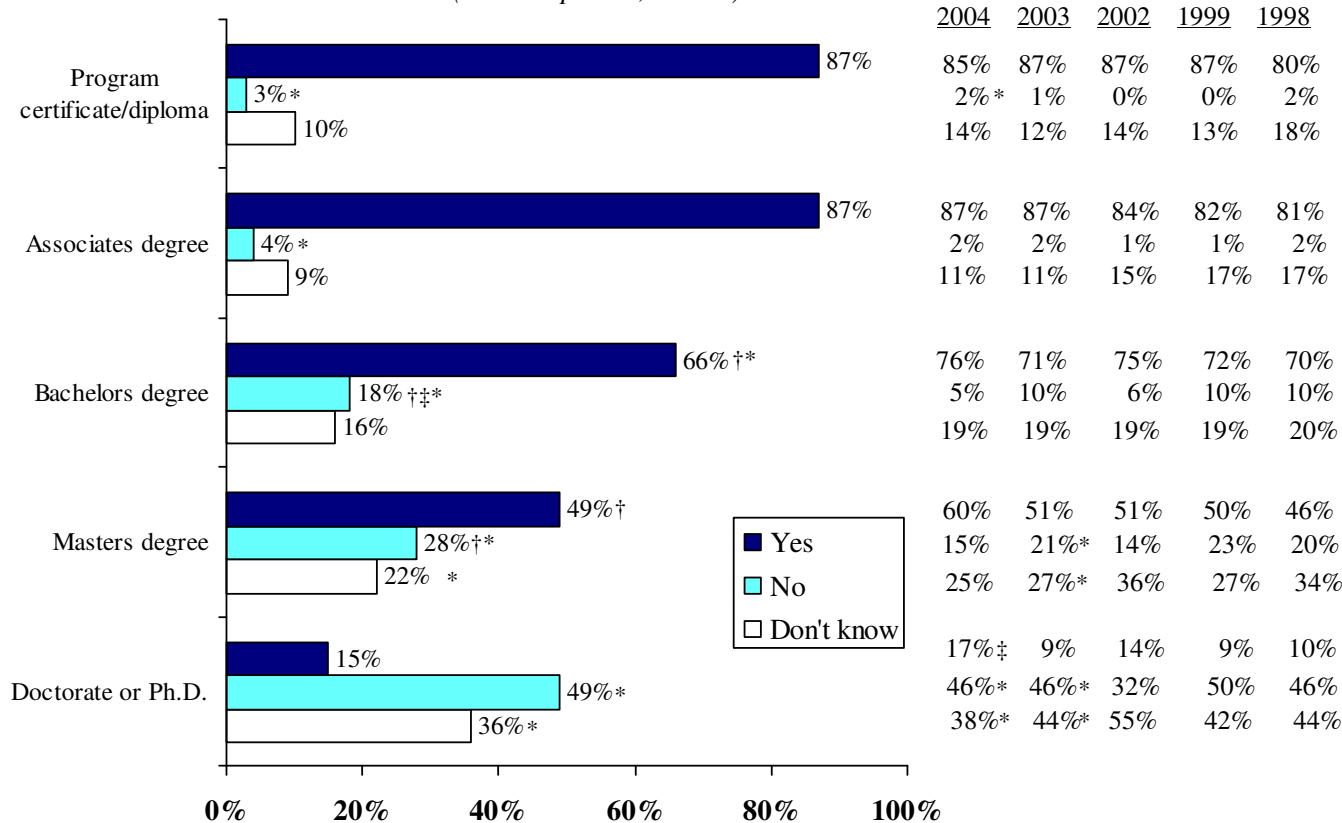
Nearly nine-in-ten (87%) of those who are aware of UCR also know that multiple institutions partnered together to create UCR; a significant increase compared to fewer than eight-in-ten in previous years. Among those who know about the partnership, nearly nine-in-ten named each the U of M and WSU as partner institutions. The portion that named RCTC as one of the partners has decreased steadily over time; 56% in 2005, down from 66% in 1998. This is not quite statistically significant (due to smaller base sizes). Overall, almost half (48%) of those respondents aware of UCR were able to correctly identify all three partner institutions, which is similar to the past two years. When asked if they were aware of other (non-partner) institutions that offer classes or seminars at the UCR campus, 64% were unable to name any. The only institution named by more than 10% of respondents was St. Mary's (15%). Other institutions named include Mayo Clinic (7%) and Augsburg (4%).

University Center Rochester: Degrees Available

(Among those that are aware of UCR)

Can each type of degree be completed at UCR?

(2005 responses, n=156)



† Significantly different from 2004.

‡ Significantly different from 2003.

* Significantly different from 2002.

Other Findings

More likely to say degree type can be completed at UCR:

- *Program Certificate*
 - » Are very/somewhat familiar with UCR
- *Associates degree*
 - » Are very/somewhat familiar with UCR
- *Bachelors degree*
 - » 2004 and 2002 respondents (vs. 2005)
 - » Rochester residents
 - » Have a college degree or certificate
 - » Have a relationship with WSU
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC
- *Masters degree*
 - » 2004 respondents (vs. 2005)
 - » Have a college degree or certificate
 - » Have a relationship with U of M or WSU
 - » Are very/somewhat familiar with UCR
- *Doctorate or Ph.D.*
 - » Have a college degree/certificate
 - » Have taken college course in the past year
 - » Have a relationship with WSU
 - » Are very/somewhat familiar with UCR

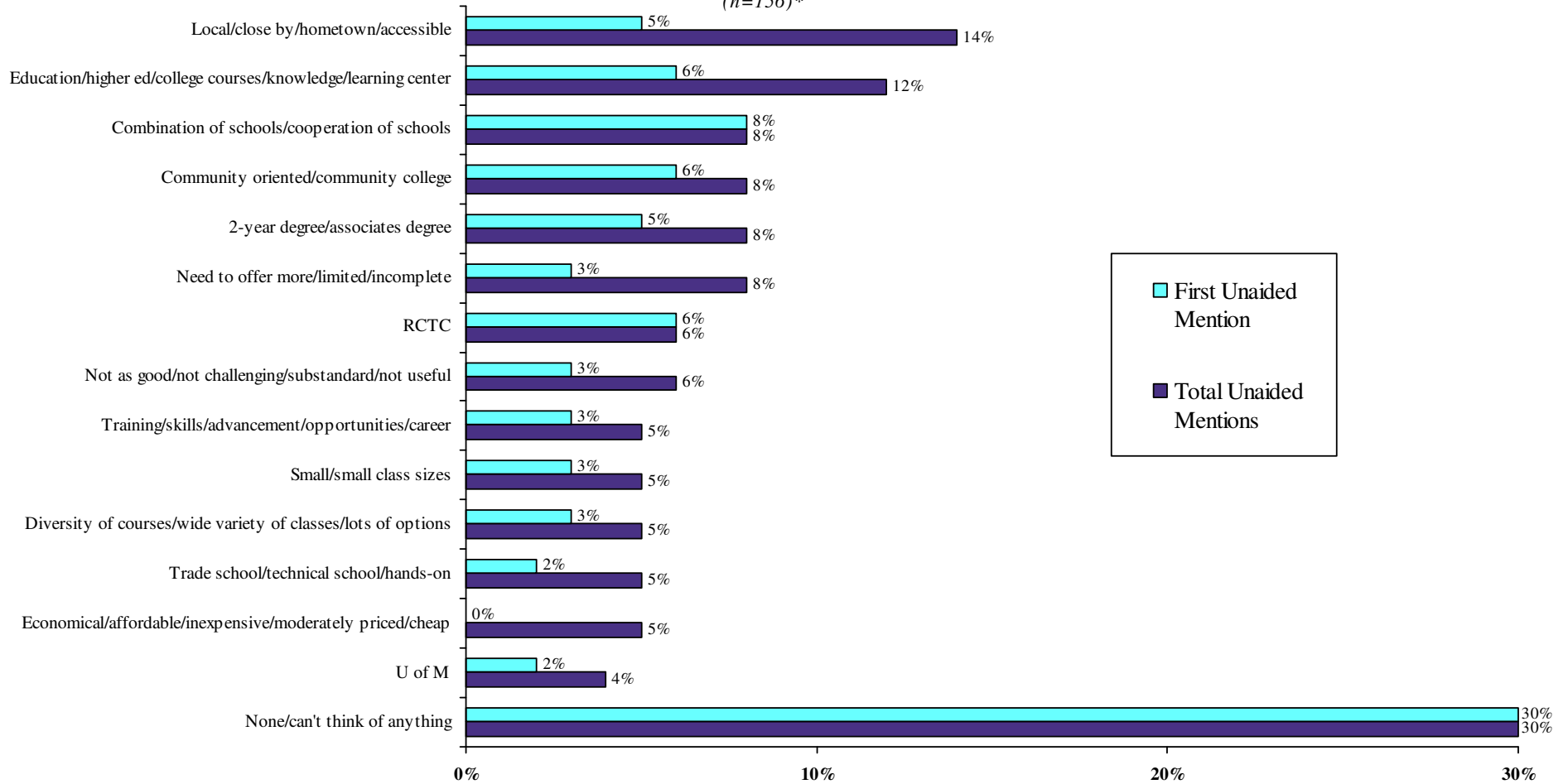
Nearly nine-in-ten respondents are aware that a program certificate or degree and an Associates degree can be completed at University Center Rochester. Interestingly, the portion who said that a Bachelor's degree and a Master's degree can be completed at UCR decreased compared to a year ago, while the portion saying those degrees can not be obtained increased. This may be due to the publicity surrounding the potential four-year university in Rochester.

University Center Rochester: Image

(Among those aware of UCR)

When you think of University Center Rochester, what three words or phrases come to mind?

(n=156)*



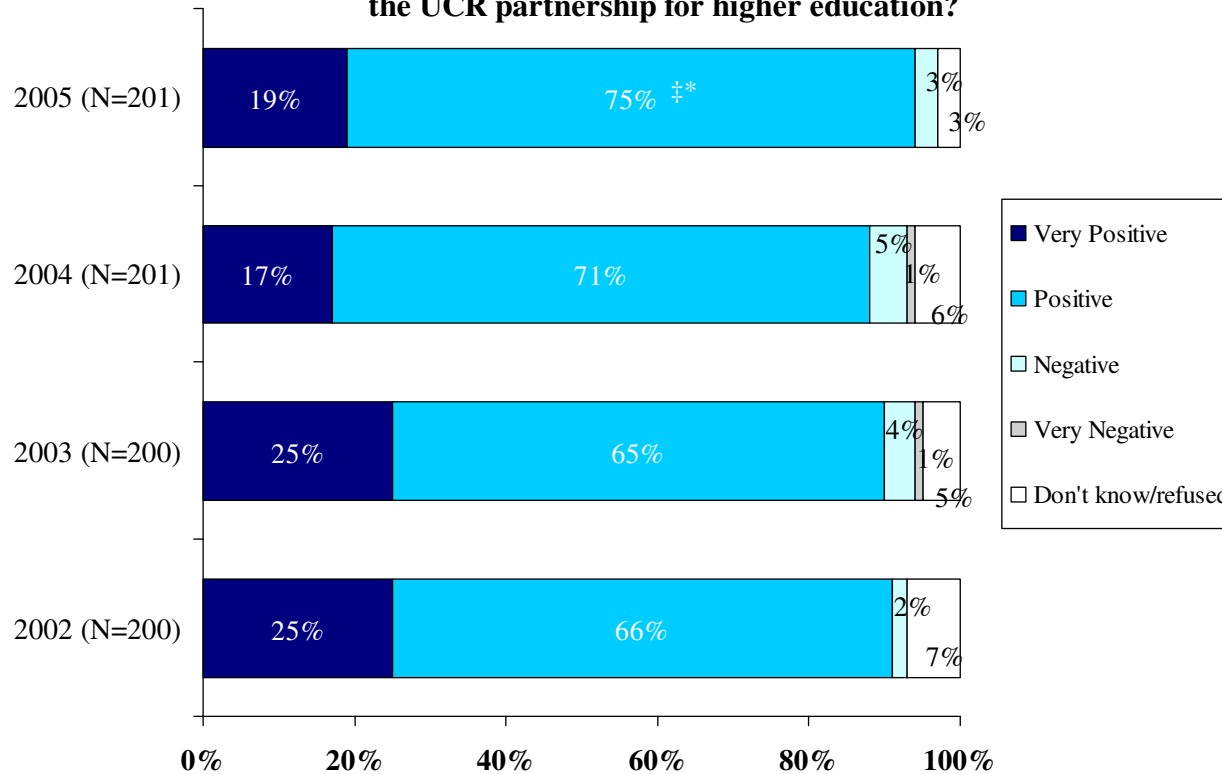
* Responses offered by at least 4% of respondents are shown.

Those respondents who were aware of UCR were asked to offer three words or phrases that come to mind when they think of UCR. Although no single attribute was mentioned by a majority of respondents (and three-in-ten were unable to come up with anything), one-in-seven mentioned something related to UCR being local and one-in-eight mentioned higher education. (Note: this question came immediately after determining awareness, so it was before questions that educated respondents about the partner institutions or degree options.)

University Center Rochester: Image

“(As you may know) University Center Rochester is made up of Rochester Community and Technical College, Winona State University Rochester Center and University of Minnesota Rochester. Through UCR, these three institutions partner to offer a variety of program areas and all of the following degree options: a program certificate or diploma, associates, bachelors, masters and doctorate. Overall, what is your image of the UCR partnership for higher education? Would you say very positive, positive, negative or very negative?”

Overall, what is your image of the UCR partnership for higher education?



‡ Significantly different from 2003.

* Significantly different from 2002.

Other Findings

- More likely to rate image as ‘very positive’:
 - » Have a relationship with WSU
 - » Are very/somewhat familiar with RCTC
- More likely to rate image as ‘negative’/‘very negative’:
 - » Have not taken any college courses in past year
 - » Have a relationship with any UCR institution

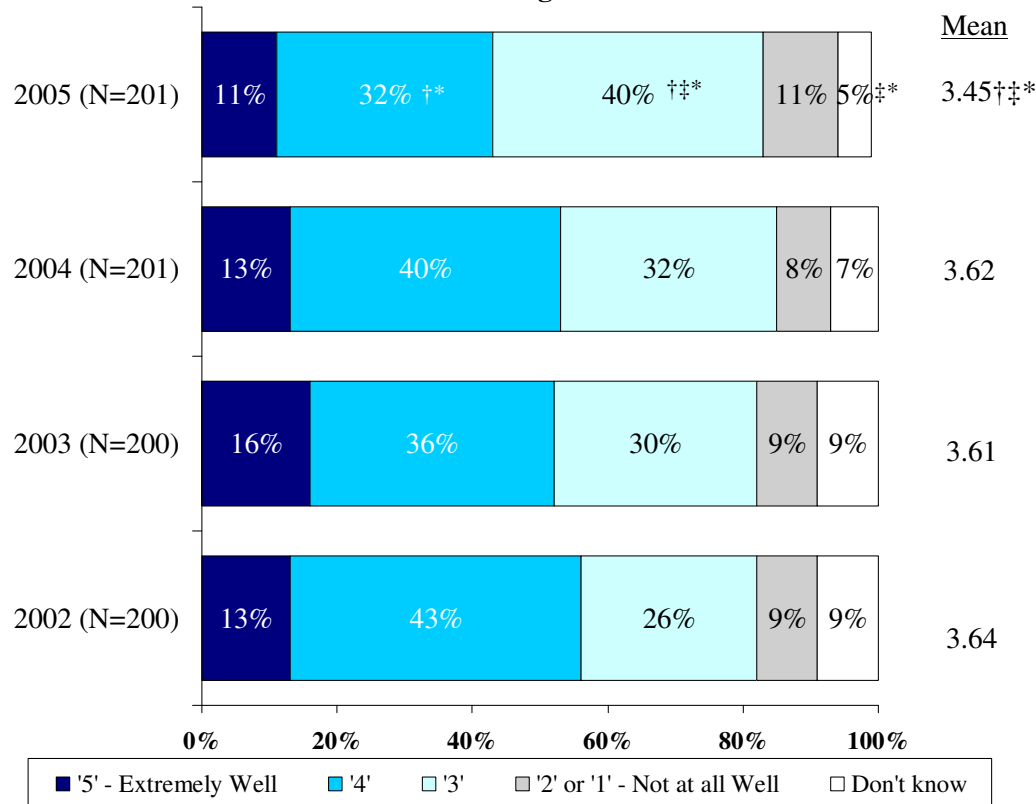
The few respondents who have a negative image of UCR were asked why their image is negative (n=6).

- The best students choose to go elsewhere/go to a major university (2 mentions)
- Classes are not very advanced/not as high quality as other schools (2 mentions)
- Just don’t know enough about it (2 mentions)
- Doesn’t offer as much as a major university would (1 mention)
- Not one university/not one enrollment/can’t get all classes for graduation from one school (1 mention)
- Can’t complete a degree without leaving Rochester (1 mention)

A brief description of UCR was read to ensure that all respondents understood the nature of the partnership, then all respondents were asked to rate their image of the UCR partnership. The vast majority (94%) have a ‘very positive’ or ‘positive’ image, a significant increase from 88% in 2004. Only 3% have a negative image of the partnership.

University Center Rochester: How Well UCR Meets Higher Ed Needs

Overall, how well do you feel UCR meets the higher education needs of the greater Rochester area?



† Significantly different from 2004.
 †† Significantly different from 2003.
 * Significantly different from 2002.

Other Findings

- More likely to give a rating of '4' or '5':
 - » 2004 and 2002 respondents (vs. 2005)
- More likely to give a rating of '1' or '2':
 - » Have a relationship with RCTC or WSU

Overall, how well do you feel the higher education needs of the greater Rochester area are being met?*

	2005	2004	2003	2002
5 - Extremely well	8%	6%	9%	8%
4	25%	36%	34%	38%
3	42%	38%	35%	30%
2 or 1 – Not at all well	22%	15%	17%	16%
Mean	3.14	3.32	3.33	3.37

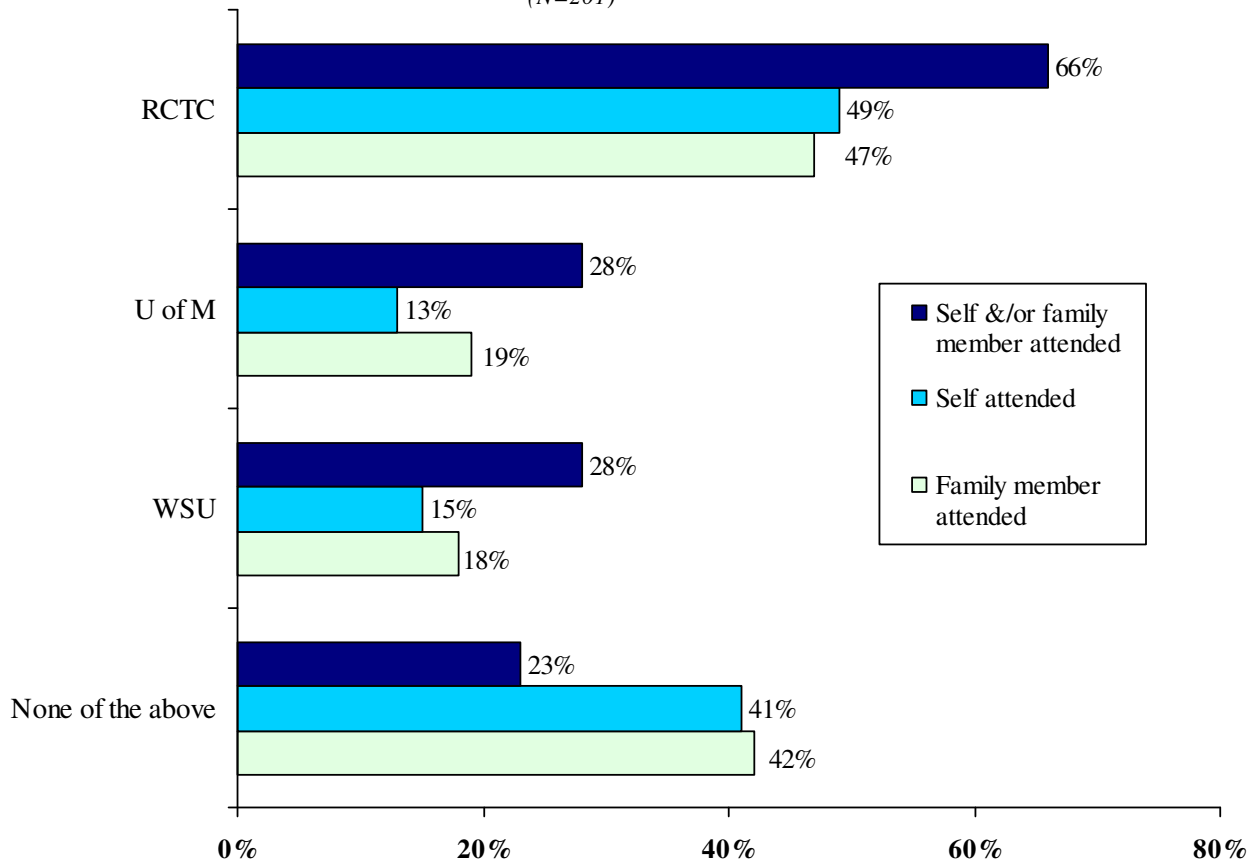
*Charted on page 9.

After hearing a bit more about UCR, respondents gave higher ratings to how well UCR specifically meets the higher education needs of the Rochester area than the ratings they gave to the general question of how well higher education needs are being met overall (as seen on page 9 of this report). However, average ratings of how well UCR is meeting needs are significantly lower than in previous years. Overall, 44% percent gave the rating of '5' or '4' when rating how well UCR meets the higher education needs, compared to 53% in 2004.

University Center Rochester: Relationships with Institutions

Self/family member ever taken any classes through each institution?

(N=201)



Other Findings

More likely to have a relationship (either personally or through a family member) with each institution:

- RCTC
 - » Males
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC
- U of M
 - » Have a college degree or certificate
 - » Have taken college courses in past year
 - » Are very/somewhat familiar with UCR
- WSU
 - » Have a college degree or certificate
 - » Have taken college courses in past year
 - » Are very/somewhat familiar with UCR

(Among those whose self/family attended U of M, n=56)

Which locations of U of M?

Twin Cities	66%
Rochester	39%
Duluth	7%
Waseca	7%
Morris	2%

(Among those whose self/family attended WSU, n=57)

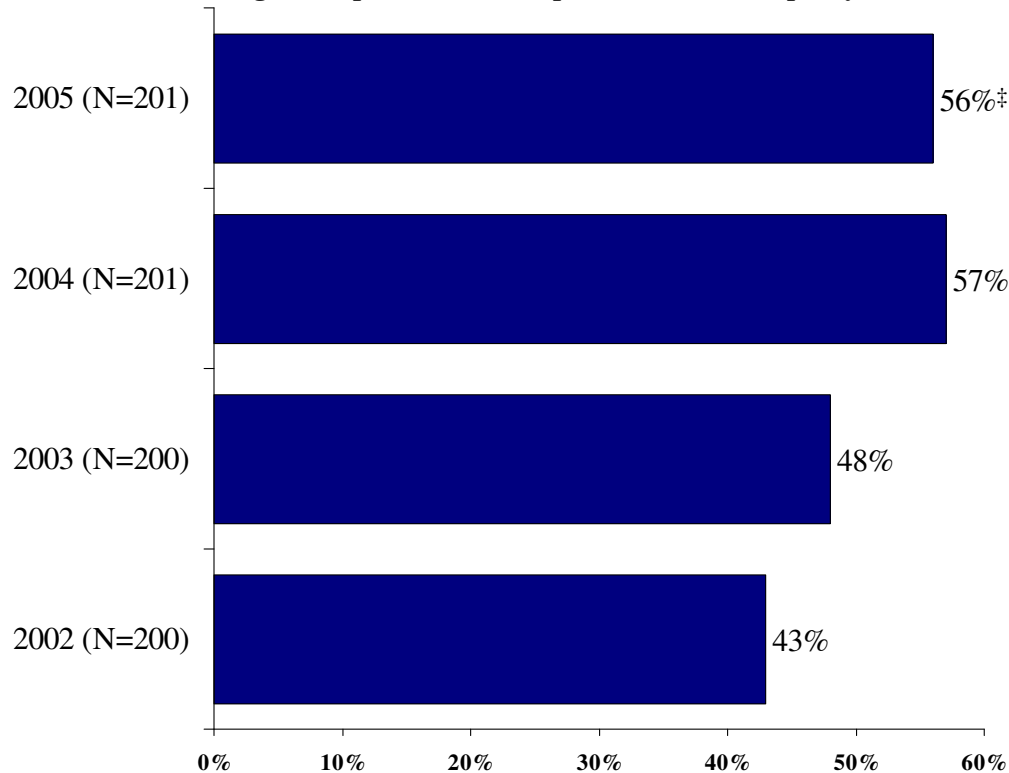
Which locations of WSU?

Winona	63%
Rochester	54%

Overall, more than three-quarters of adults (77%) have a relationship (meaning they or an immediate family member has taken classes) with at least one of the UCR institutions. This is similar to previous years. Nearly two-thirds of adults have personally or have a family member who has taken classes at RCTC, while about three-in-ten have a relationship with U of M and/or WSU. Nearly two-thirds of those with a relationship to U of M have attended the Twin Cities location, while nearly four-in-ten mentioned the Rochester location. More than six-in-ten of those attending WSU were at the Winona location, while 54% were in Rochester. Basing back to total, 11% of all adults have a relationship with U of M Rochester and 15% have a relationship with WSU Rochester Center.

University Center Rochester: Campus Visits

**Portion who have been on UCR campus
(including main campus, Heintz Center,
Regional Sports center or sports fields) in the past year**



† Significantly different from 2004.

‡ Significantly different from 2003.

* Significantly different from 2002.

Other Findings

- *More likely to have visited UCR:*
 - » 2005 and 2004 respondents (vs. 2003 or 2002)
 - » Have a relationship with WSU
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC

(Among those who have visited UCR campus in past 12 months)

For what reasons have you been to the UCR campus?

	<u>2005</u> (n=112)	<u>2004</u> (n=115)	<u>2003</u> (n=95)	<u>2002</u> (n=85)
Taking classes at one of the institutions	24% [†]	12% [*]	18%	24%
Participate/watch sports (non-RCTC)	21% [†]	34% [*]	24%	15%
Attended community event/fundraiser	13% [†]	22% [*]	16% [*]	7%
Attend workshop/training/seminar	13%	13%	12%	13%
Graduation ceremony	13% [*]	10%	8%	5%
Math meet/college for kids/music contest	10%	0%	0%	7%
Get information about classes	8%	7%	12%	7%
Watch RCTC sports teams	5%	4%	7%	5%
Visited regional sports center	4% [†]	10%	7%	8%

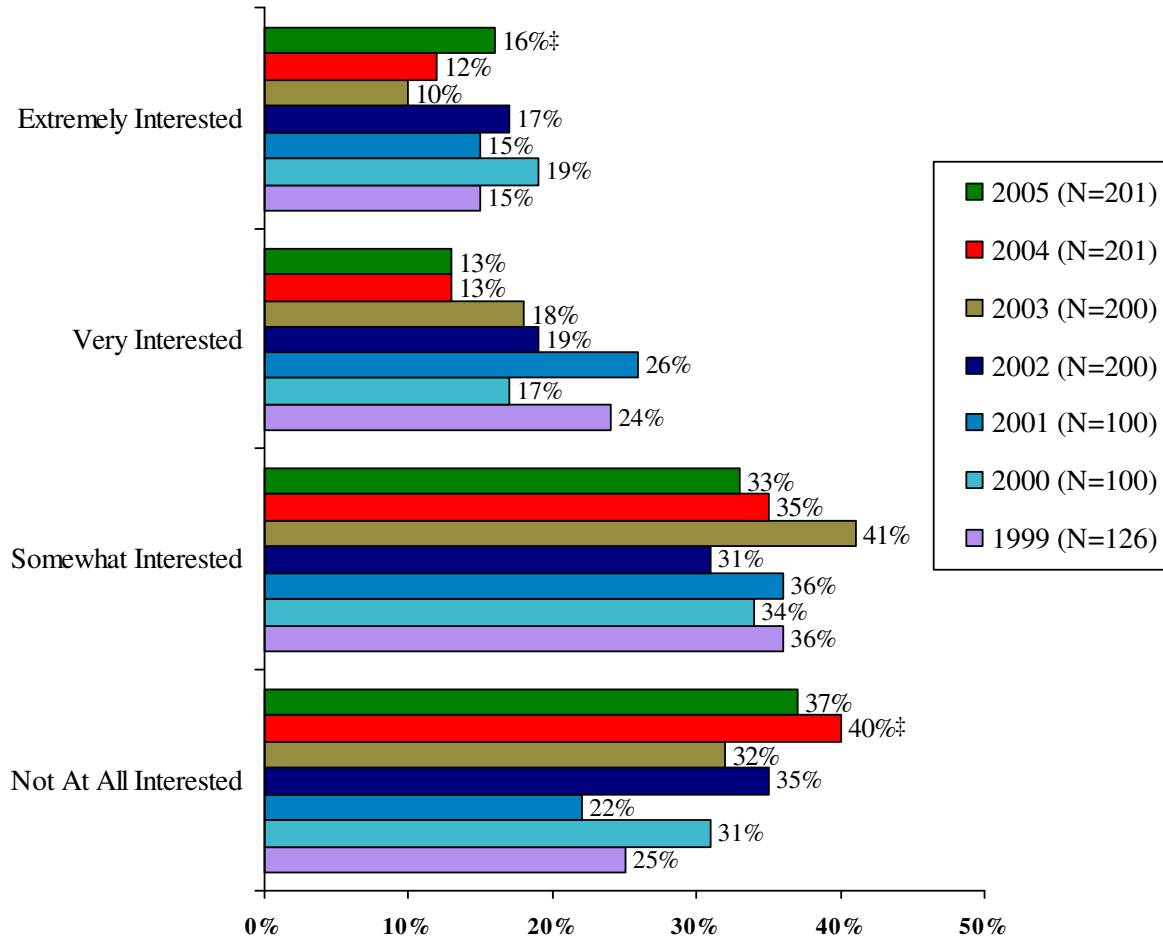
The portion of adults in the community who have been on the UCR campus remained similar to 2004, with nearly six-in-ten having been on the campus at least once in the past year (up significantly from 2003 and 2002). Among those who have visited the campus, about one-quarter (or 13% of all adults) were taking a class at one of the institutions, while about one-fifth were participating in or watching a sporting event.

University Center Rochester: Interest in On-line Classes

Some institutions offer on-line courses that can be accessed from home or work. How interested would you be in taking on-line courses through UCR?

Other Findings

- More likely to be 'extremely' interested:
 - » 2005 and 2002 respondents (vs. 2003)

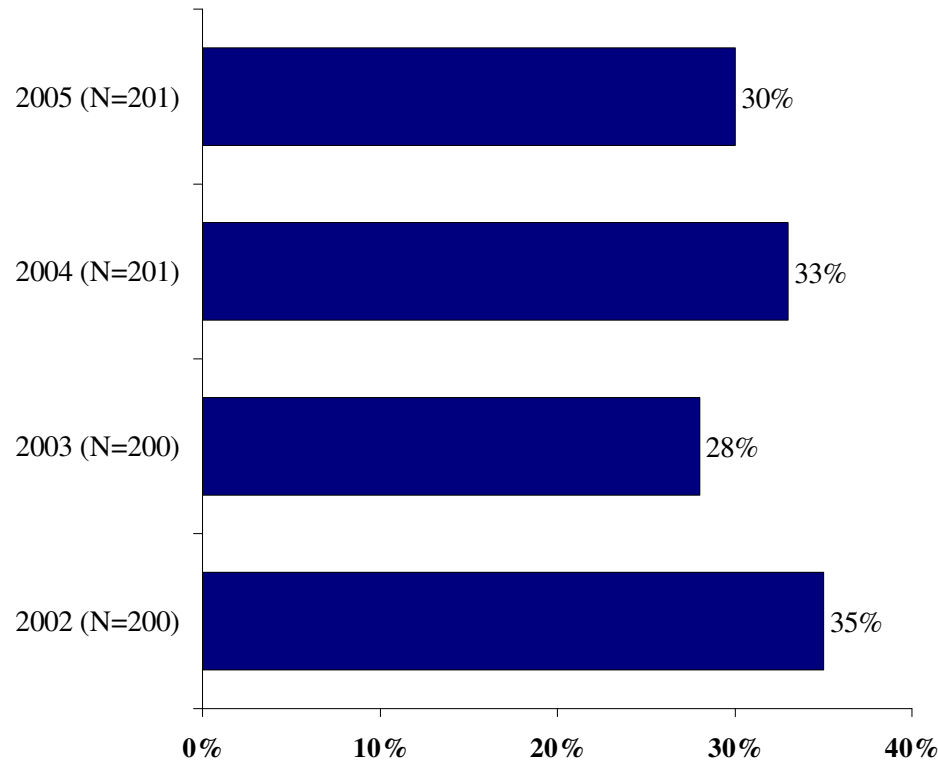


‡ Significantly different from 2003.

Overall, more than six-in-ten adults say they are at least 'somewhat' interested in taking on-line courses at UCR. About one-in-six adults are 'extremely' interested in taking on-line classes through UCR, which is up slightly from the past couple of years. The portion saying they're 'not at all' interested remained similar to 2004.

RCTC: Aware of Apache Mall Kiosk

Portion who have seen kiosk at Apache Mall that displays information about RCTC*



* Note: in previous years, the question was asked with regard to the kiosk displaying information about UCR.

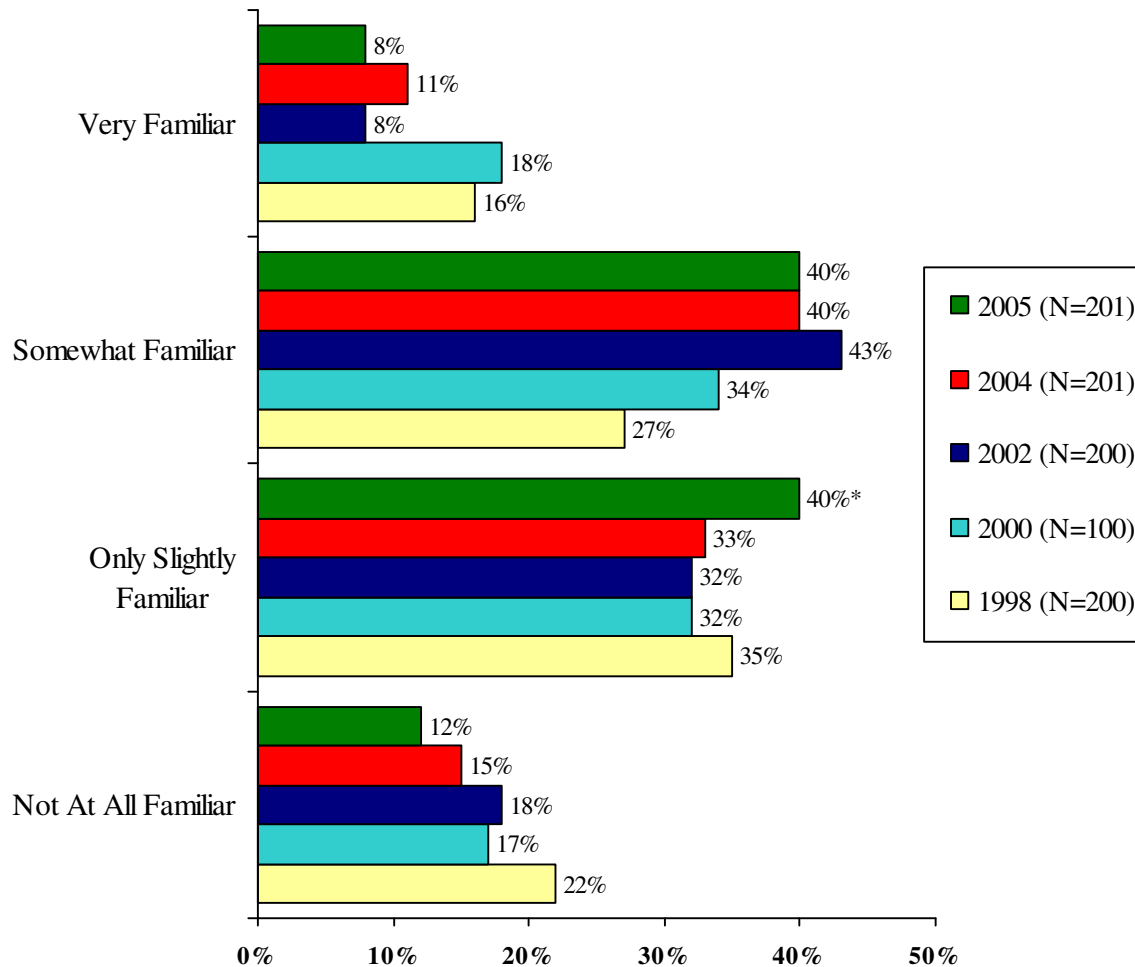
Other Findings

- *More likely to have seen kiosk:*
 - » Age 18-34
 - » Have taken college courses in past year
 - » Have a relationship with RCTC or U of M
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC

Overall, three-in-ten adults say they have seen the RCTC informational kiosk at Apache Mall, which is similar to previous years (it should be noted that in previous years, the kiosk included information about all three UCR institutions). The kiosk is more likely to be noticed by younger adults; 41% of those age 18-34 recalled seeing it, compared to 24% of those age 35-49. In addition, the kiosk appears to register more with those who are already familiar with the institutions; nearly half of those very/somewhat familiar with UCR and more than four-in-ten of those very/somewhat familiar with RCTC recalled seeing it, compared to one-fifth of those slightly or not at all familiar with each. In the past, females were more likely to have seen the kiosk than males, but there were no gender differences this year.

RCTC: Familiarity

Familiarity with RCTC



* Significantly different from 2002.

Other Findings

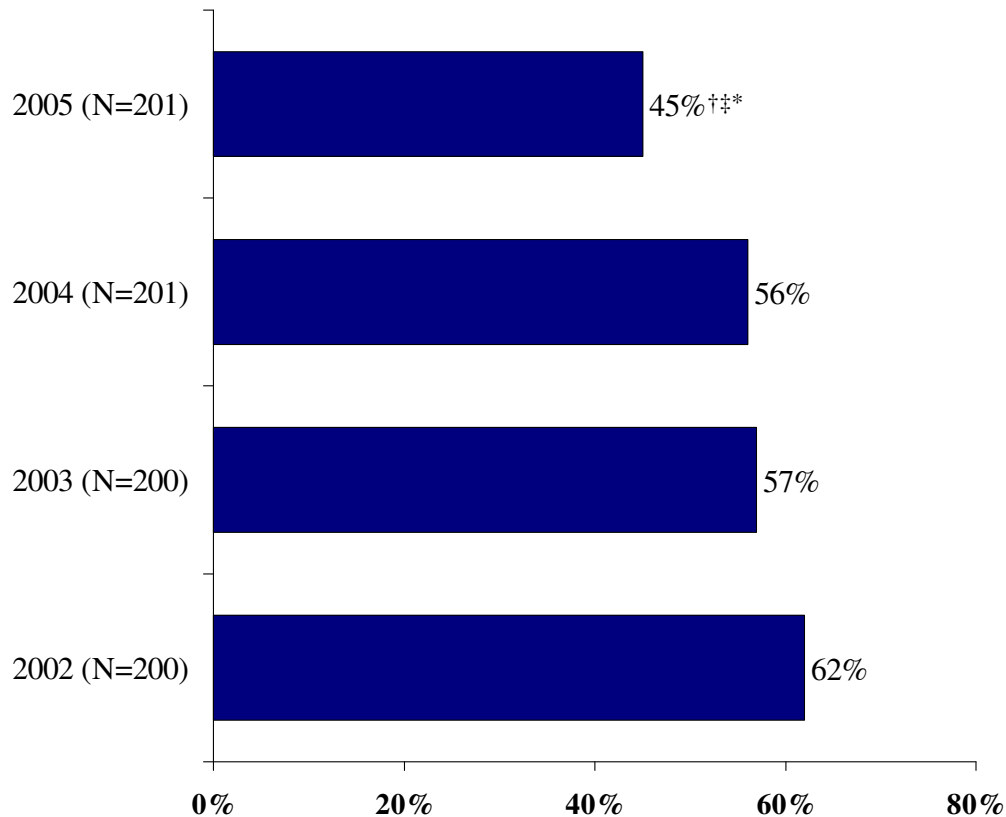
- *More likely to be 'very' familiar with RCTC:*
 - » Rochester residents
 - » Have taken college courses in past year
 - » Have a relationship with any UCR institution
 - » Are very/somewhat familiar with UCR

- *More likely to be 'not at all' familiar with RCTC:*
 - » Reside outside of Rochester
 - » Do not have a relationship with any UCR institution
 - » Are slightly/not at all familiar with UCR

Overall, nearly half of adults feel at least somewhat familiar with RCTC, which is similar to the past few years.

RCTC: Advertising Recall

Portion who have seen or heard advertising or promotions for RCTC in the past 60 days



† Significantly different from 2004.

‡ Significantly different from 2003.

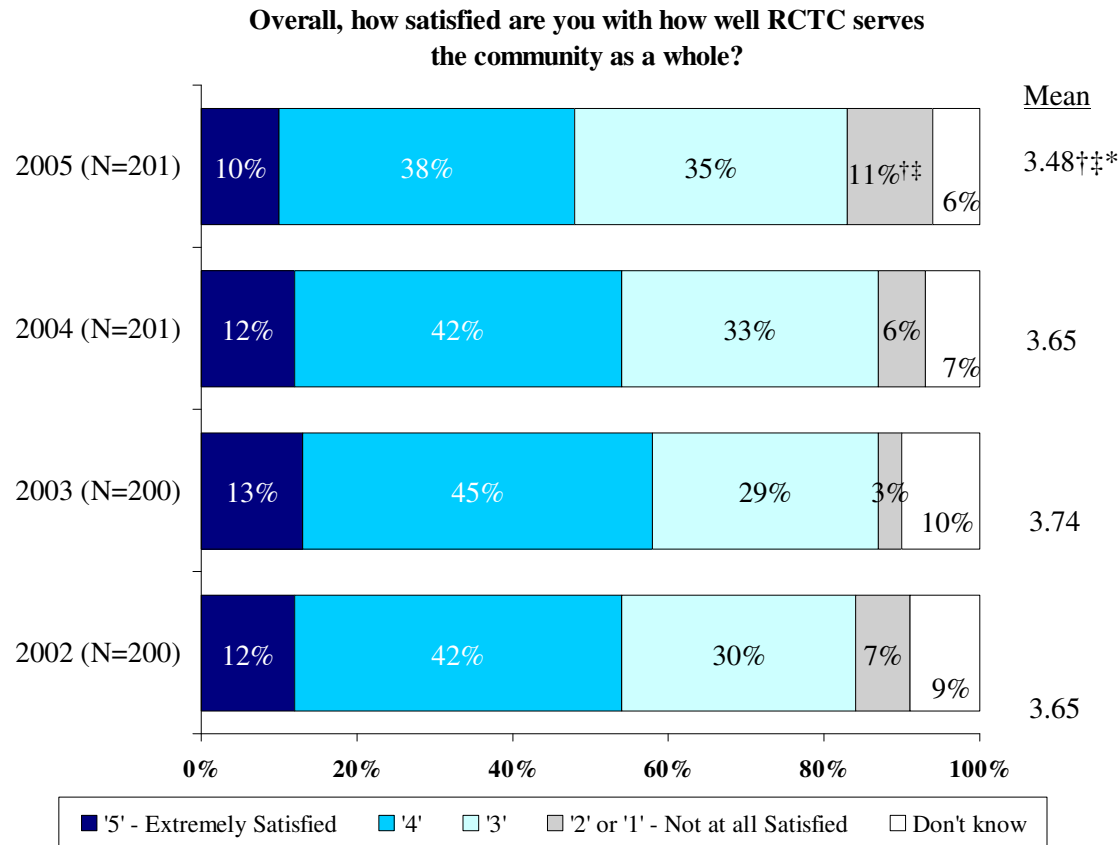
* Significantly different from 2002.

Other Findings

- *More likely to have seen/heard advertising:*
 - » 2004, 2003 and 2002 respondents (vs. 2005)
 - » Age 18-34
 - » Have taken college courses in past year
 - » Are very/somewhat familiar with RCTC

Advertising recall decreased significantly in 2005, with 45% saying they had seen or heard advertising or promotions for RCTC in the past 60 days, compared to 56% or more in previous years. Younger respondents were much more likely to have seen/heard RCTC ads – 59% of those age 18-34, compared to 39% of those age 35-49.

RCTC: Satisfaction With How Community is Served



Other Findings

- More likely to give a rating of '4' or '5':
 - » 2003 respondents (vs. 2005)
 - » Are very/somewhat familiar with RCTC
- More likely to give a rating of '2' or '1':
 - » 2005 respondents (vs. 2004 or 2003)
 - » Males

† Significantly different from 2004.

‡ Significantly different from 2003.

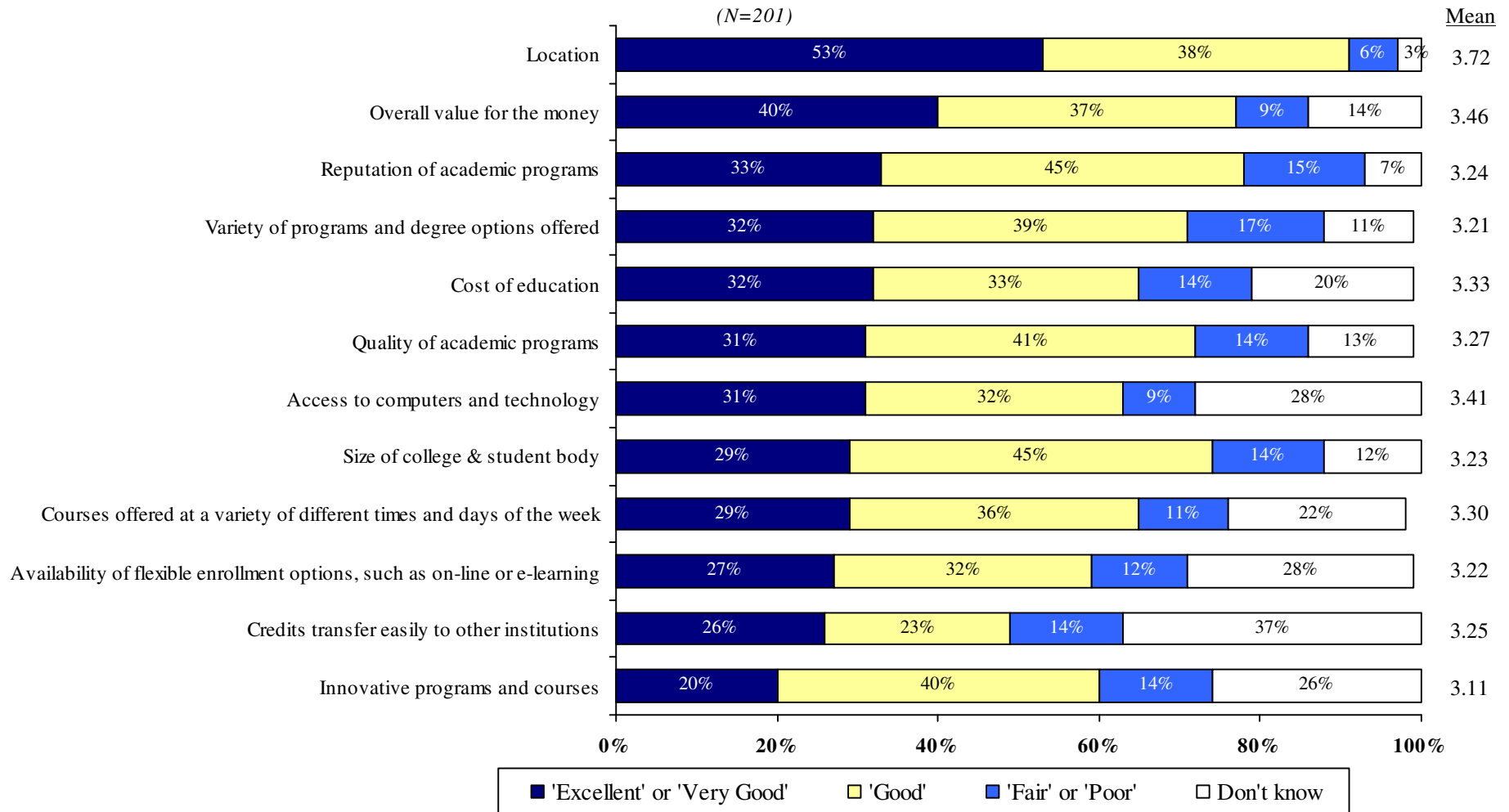
* Significantly different from 2002.

Several survey questions were specifically about RCTC. When asked how satisfied they are with how RCTC serves the community as a whole, beyond the students, about half of respondents (48%) gave high satisfaction ratings ('4' or '5' on a 5-point scale), which is lower than in 2003 when 58% gave ratings of '4' or '5.' 2005 respondents were significantly more likely to give a '2' than they have been in previous years. These ratings resulted in lower average satisfaction ratings in 2005 compared to previous years.

RCTC: Impressions of RCTC on Key Attributes

Impressions of RCTC on key attributes

(N=201)



RCTC is most likely to be rated as excellent or very good on its location – more than half of respondents gave high ratings on this attribute. ‘Overall value for the money’ received high ratings by four-in-ten respondents. Most of the remaining attributes received high ratings by about three-in-ten respondents. Several attributes showed high portions of respondents unable to offer a rating, most notably credits transfer easily to other institutions.

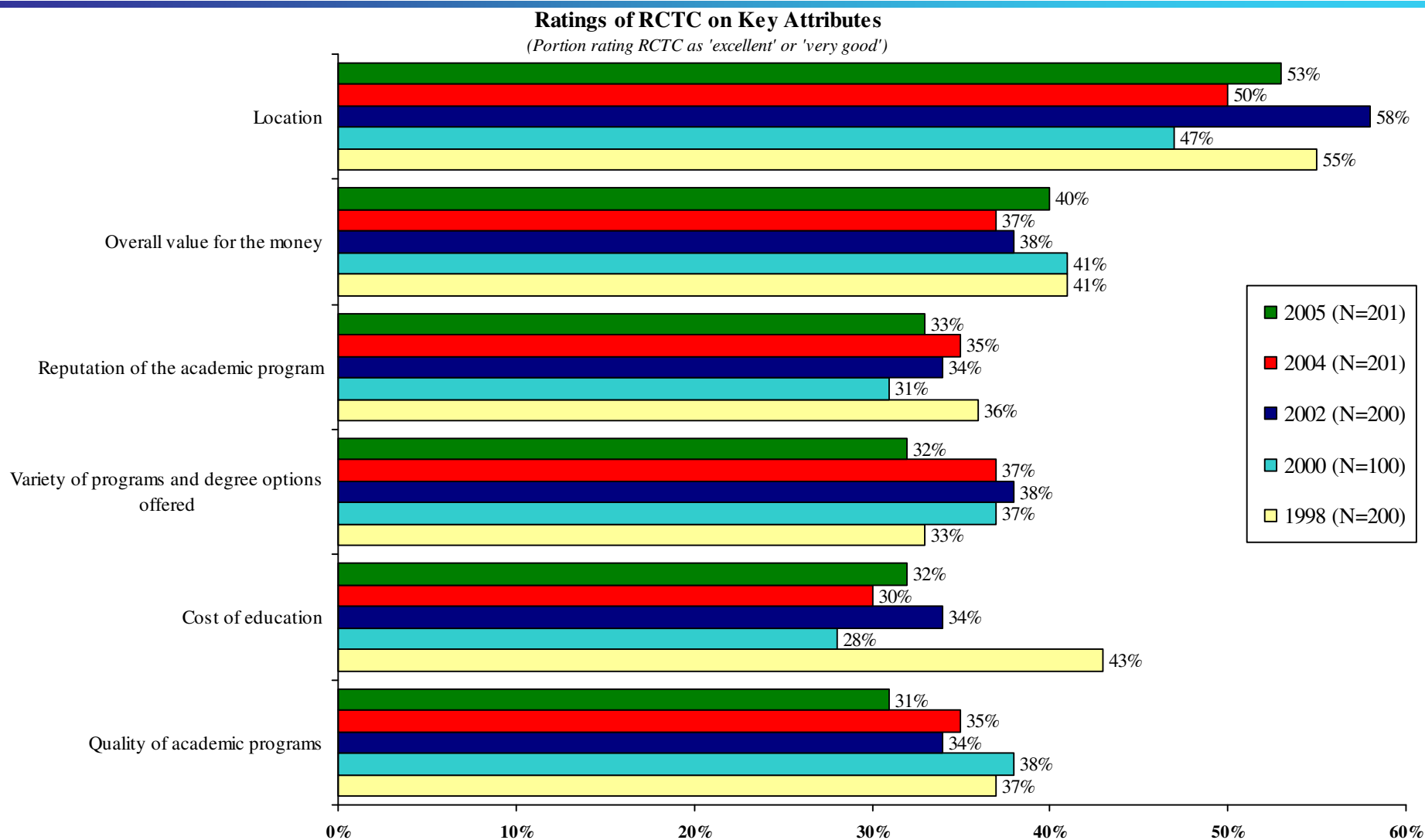
RCTC: Impressions of RCTC on Key Attributes

Other Findings

More likely to rate RCTC as 'excellent/very good' or 'fair/poor' on each statement:

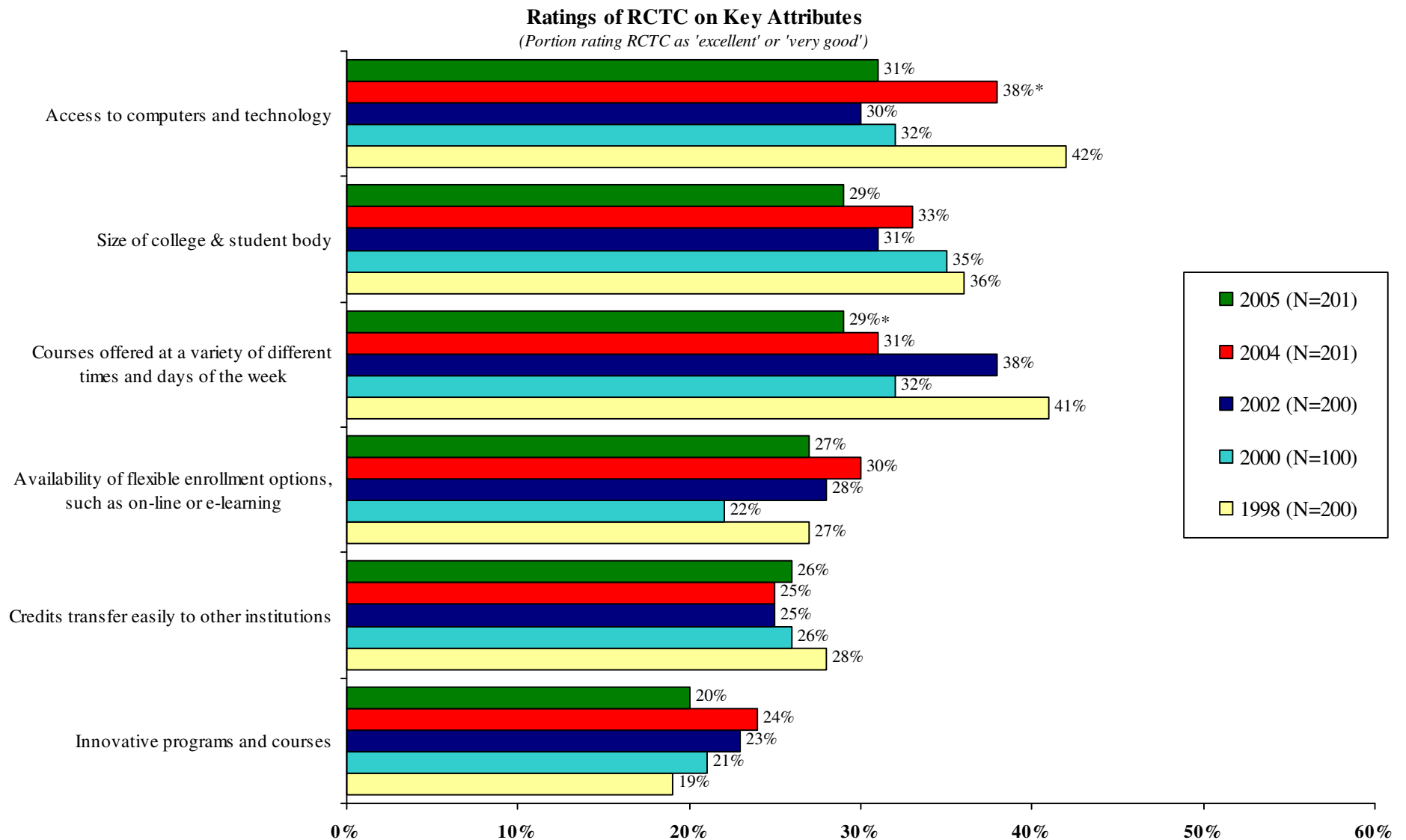
- Location
 - More likely to rate RCTC as excellent/very good*
 - » Age 35-49
 - » Have a relationship with a UCR institution
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » Rochester residents
- Overall value for the money
 - More likely to rate RCTC as excellent/very good*
 - » Rochester residents
 - » Have a relationship with a UCR institution
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » 2005 respondents (vs. 2002)
- Reputation of academic programs
 - More likely to rate RCTC as excellent/very good*
 - » Age 35-49
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » 2005 and 2004 respondents (vs. 2003 and 2002)
 - » Age 18-34
 - » Rochester residents
- Variety of programs and degree options offered
 - More likely to rate RCTC as excellent/very good*
 - » Age 35-49
 - » Have a relationship with a UCR institution
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » Do not have a relationship with a UCR institution
 - » Are slightly/not at all familiar with RCTC
- Cost of education
 - More likely to rate RCTC as excellent/very good*
 - » Have taken college courses in past year
 - » Have a relationship with a UCR institution
 - » Are very/somewhat familiar with UCR
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » Do not have a college degree/certificate
- Quality of academic programs
 - More likely to rate RCTC as excellent/very good*
 - » Age 35-49
 - » Have a college degree/certificate
 - » Have a relationship with a UCR institution
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » 2005 respondents (vs. 2003 and 2002)
 - » Do not have a relationship with a UCR institution
 - » Are slightly/not at all familiar with RCTC
- Access to computers and technology
 - More likely to rate RCTC as excellent/very good*
 - » Males
 - » Do not have a college degree/certificate
 - » Have a relationship with RCTC
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » Are very/somewhat familiar with UCR
- Size of the college and the student body
 - More likely to rate RCTC as excellent/very good*
 - » Have a relationship with RCTC
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » 2005 respondents (vs. 2002)
 - » Males
 - » Rochester residents
 - » Do not have a relationship with a UCR institution
- Courses offered at a variety of different times and days of the week
 - More likely to rate RCTC as excellent/very good*
 - » 2002 respondents (vs. 2005)
 - » Males
 - » Have a relationship with RCTC or WSU
 - » Are very/somewhat familiar with RCTC
- Availability of flexible enrollment options, such as on-line or e-learning
 - More likely to rate RCTC as excellent/very good*
 - » Rochester residents
 - » Have a relationship with RCTC or U of M
 - » Are very/somewhat familiar with RCTC
- Credits transfer easily to other institutions
 - More likely to rate RCTC as excellent/very good*
 - » Males
 - » Have taken college courses in past year
 - » Have a relationship with a UCR institution
 - More likely to rate RCTC as fair/poor*
 - » Have not taken college courses in past year
 - » Are slightly/not at all familiar with RCTC
- Innovative programs and courses
 - More likely to rate RCTC as excellent/very good*
 - » Are very/somewhat familiar with RCTC
 - More likely to rate RCTC as fair/poor*
 - » 2005 and 2004 respondents (vs. 2003 or 2002)
 - » Are slightly/not at all familiar with RCTC

RCTC: Impressions of RCTC On Key Attributes – Comparison Over Time



The charts on this page and the following page show a comparison of the impressions of RCTC on these attributes over various waves of this survey. Overall, ratings of RCTC have remained fairly similar over time. 'Cost of education' is the one area that received the highest ratings in 1998 and has stayed consistently lower since that time.

RCTC: Impressions of RCTC On Key Attributes- Comparison Over Time (cont.)



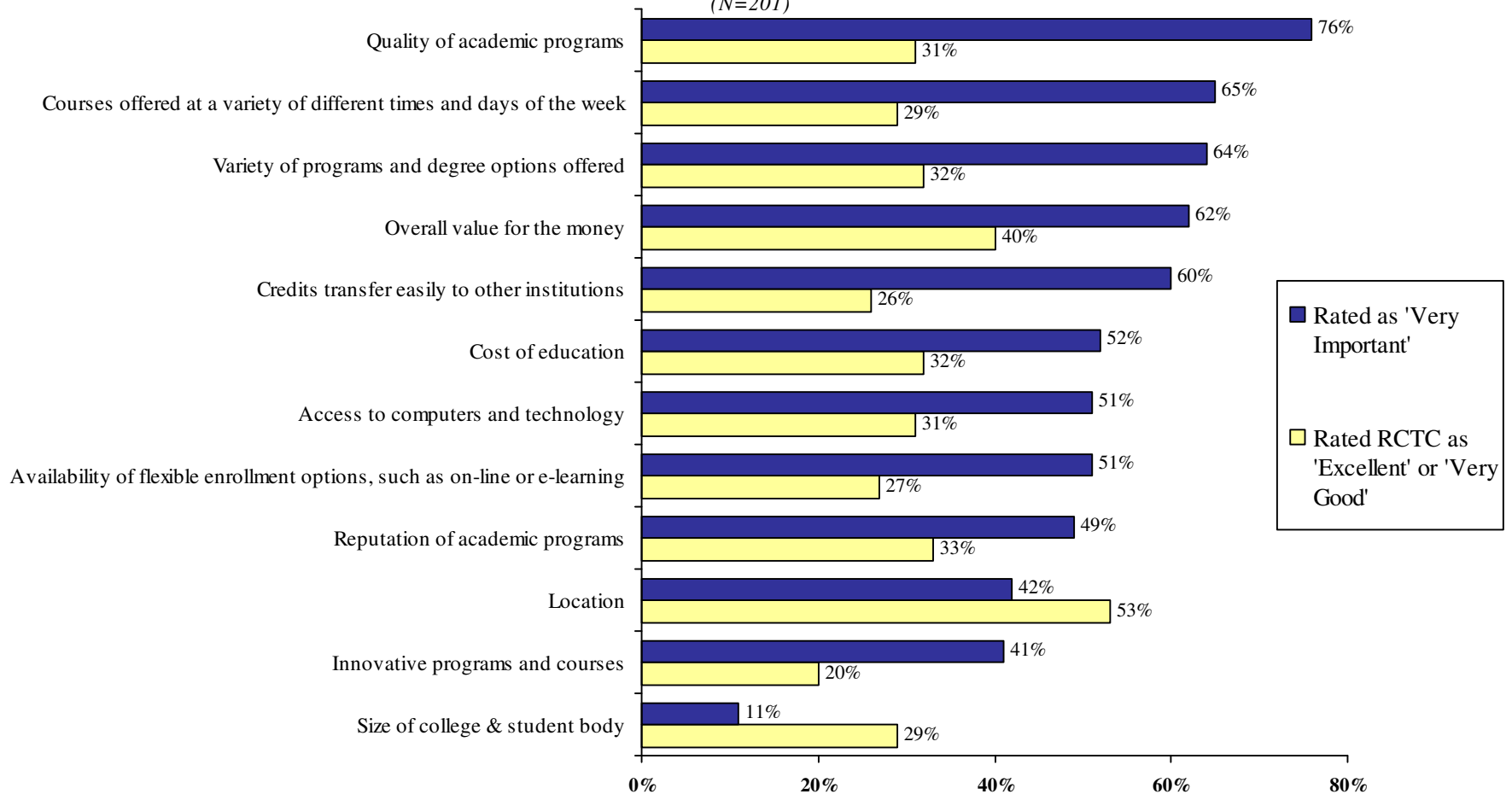
* Significantly different from 2002.

RCTC: Comparing Importance and Performance on Key Attributes

Importance of attributes if enrolling in college or university (rated as 'very important')

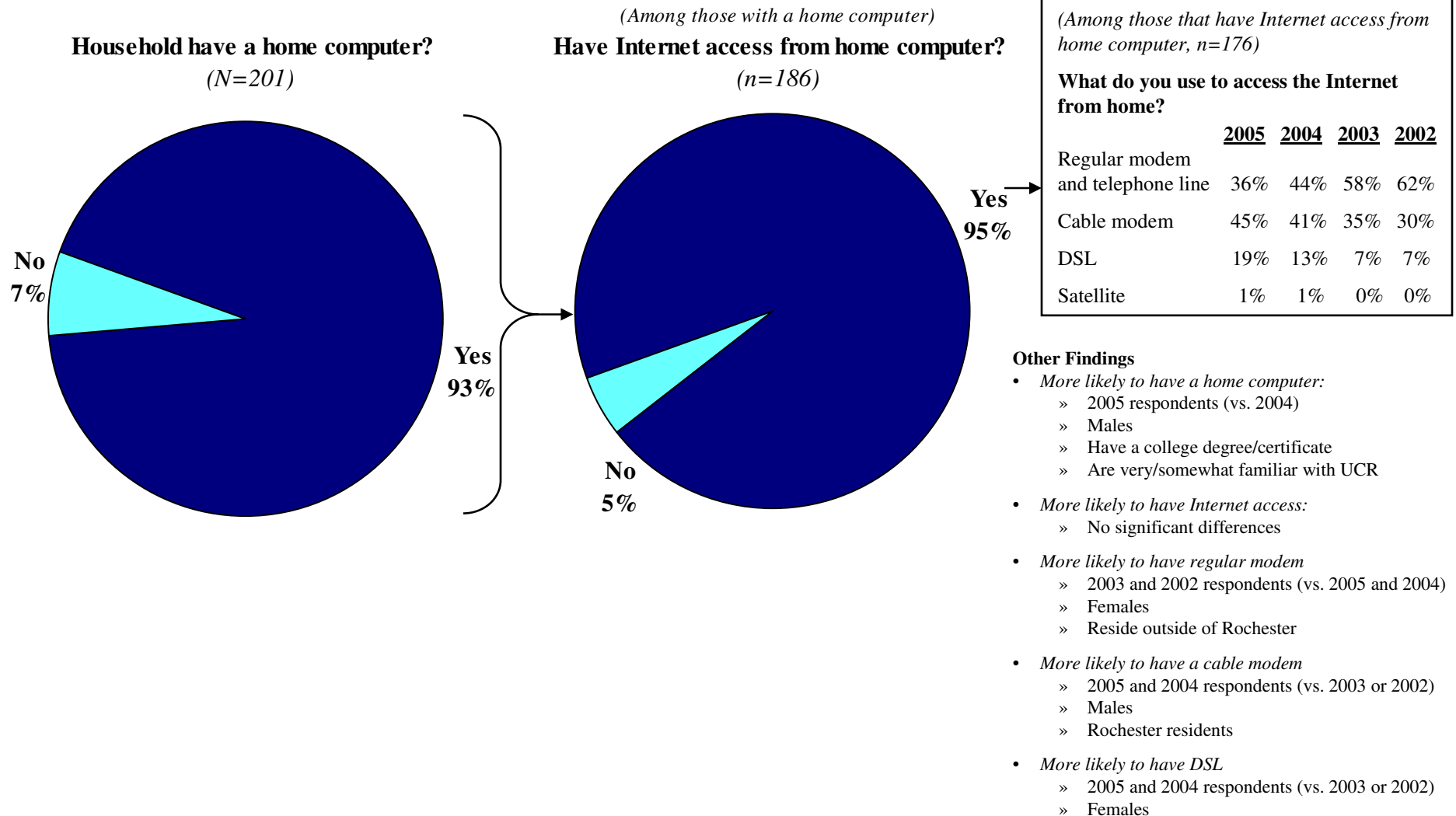
Impressions of RCTC on attributes (rated as 'excellent' or 'very good')

(N=201)



Most of these attributes are considered to be quite important to adults if they're planning to enroll in a college or university. One way to determine areas to focus on for improvement is to look at where there are the largest 'gaps' between importance and perceived performance of the institution. For RCTC, the largest gaps are in the areas of 'quality of academic programs,' 'courses offered at a variety of different times and days of the week,' and 'credits transfer easily to other institutions.' This is similar to previous years' findings. The smallest gaps are in areas related to cost/value, innovative programs and courses, reputation of the academic programs and availability of flexible enrollment options. RCTC's performance ratings are higher than importance for location and size of the college.

Classification: Home Computer & Internet Access



More than nine-in-ten adults age 18-49 have a home computer. As in previous years, nearly all of those with a home computer have Internet access from home (95%). Basing back to total, 88% of all adults in this age group have Internet access from home. Internet access has changed significantly in recent years; respondents are less likely to use a phone modem and more likely to use a cable modem or DSL.

Classification (N=201)

Current Education Level

Some high school	2%
High school graduate	16%
1-3 years of Technical – no degree	2%
Technical School degree/diploma	7%
1-3 years of college – no degree	12%
2 year college degree	11%
4 year college degree	39%
Post-graduate degree	10%

Area of Residence

Rochester (55901-55906)	66%
Outside Rochester	32%

Age

18-24	11%
25-29	10%
30-34	13%
35-39	16%
40-44	21%
45-49	26%

Educational Goal for Next 5 Years

High school diploma	1%
College courses/not complete degree	3%
Classes to maintain licensure/certification	5%
Technical school certificate/license	2%
2 year degree/Associates	6%
4 year degree/Bachelors	15%
Masters degree	13%
Ph.D./MD	6%
Nothing planned in next 5 years	37%
Don't know/can't say at this time	14%

Gender

Female	63%
Male	37%

Employment Status

Employed Full-time	70%
Employed Part-time	17%
Not Employed	12%