RCTC Survey of Stakeholders

2004
Defining Stakeholders

• **Without**
  – Business Leaders
  – Civic Leaders
  – Non-Profit Leaders
  – Alumni
  – Donors
  – Educational partners (K-12)

• **Within**
  – Faculty, Staff, Administrators
  – Student Leaders
  – RCTC Foundation

• **Mix**
  – UCR Advisory Board
  – GRAUC
Survey Design

• Part I: Knowledge and Awareness
  – What do stakeholders know/believe about RCTC?

• Part II: Needs and Satisfaction
  – What do stakeholders want from RCTC, and are they satisfied with what they’re getting?

• Part III: RCTC Priorities
  – What directions should RCTC take in order to best meet the needs of its constituents?
Parts I & II Survey Design

- Self Identification
- Rating scales
- Knowledge/Awareness/Usage
- Best attempt to mirror existing in-use surveys (K&A, SSI, CCSSE, CQS)
Who responded?

N=149 (59% response rate)

- RCTC Ed Partner: 10.1%
- RCTC Student: 8.8%
- RCTC Donor: 4.7%
- RCTC Alumni: 7.4%
- RCTC Foundation: 0.0%
- RCTC Adv: 0.0%
- RCTC FSA: 27.7%
- GRAUC: 11.5%
- UCR Advisory: 10.8%
- Non Profit: 16.2%
- Civic Leaders: 16.9%
- Business Leaders: 24.3%
How Familiar do you feel with RCTC's programs?

Knowledge & Awareness Survey 2004
Stakeholders Survey 2004
Are you a graduate of RCTC?

Yes: 15.8%
No: 84.2%
Are any of your immediate family members graduates of RCTC?

- Yes: 27.6%
- No: 72.4%
Over the past 2 years, in which of the following ways have you interacted with RCTC?

- Haven’t interacted with RCTC at all: 4.9%
- Referred someone to RCTC: 7.6%
- Advertised on the RCTC campus or in campus publications: 7.6%
- Worked full-time or part-time at RCTC as faculty, staff, or administration: 30.6%
- Made a charitable donation to RCTC: 34.0%
- Paid tuition for employees to enroll in classes at RCTC: 7.6%
- Served on some type of RCTC advisory board or committee: 43.8%
- Supervised/hosted RCTC students for internships and/or practica: 9.0%
- Hired RCTC graduates: 18.8%
- Personally taken credit or non-credit courses: 16.7%
- Other: 20.8%
Can each of the following degree levels be completed at RCTC*?

Stakeholders Survey 2004

Knowledge & Awareness Survey 2004

*K&A 2004 respondents asked whether degrees could be completed at UCR.
Have you been on the University Center Rochester campus within the last 12 months?

- **Yes**: 100%
- **No**: 0%

**K&A 2004**

**Stakeholders**
If you have been on the University Center Rochester campus in the past 12 months, for what reasons?

- Participate/watch sports (non-RCTC)
- Take a class or classes
- I work at the University Center Rochester
- Attend workshop/training/seminar
- Attend community event or fundraiser
- Graduation ceremony
- Get information about classes
- Visit regional sports center
- Child was a student
- Watch RCTC sports teams
- I have not been on the UCR campus in the past 12 months
- Other

*Most popular response in “Other” was to attend meetings*
Overall, how well do you feel the higher education needs of the greater Rochester area are being met by RCTC?

- Extremely Satisfied
- Not at all satisfied
| Stakeholders                                            | Imp | Sat | Gap | | Stakeholders                                            | Imp | Sat | Gap |
|--------------------------------------------------------|-----|-----|-----| | | K&A 2004                                                |     |     |     |
| Location                                               | 3.90| 4.23| -0.33| | Location                                               | 4.06| 3.66| 0.4 |
| Quality of academic programs                           | 4.78| 4.12| 0.67 | | Quality of academic programs                           | 4.66| 3.4 | 1.26 |
| Courses offered at a variety of days and times          | 4.45| 3.88| 0.57 | | Courses offered at a variety of days and times          | 4.58| 3.43| 1.15 |
| Reputation of academic programs                        | 4.51| 3.93| 0.58 | | Reputation of academic programs                        | 4.28| 3.34| 0.94 |
| Overall value of an education for the money             | 4.47| 3.90| 0.57 | | Overall value of an education for the money             | 4.51| 3.49| 1.02 |
| Variety of programs and degree options offered          | 4.21| 3.80| 0.41 | | Variety of programs and degree options offered          | 4.36| 3.35| 1.01 |
| Size of college and student body                       | 3.29| 3.78| -0.49| | Size of college and student body                       | 3.16| 3.37| -0.21 |
| Cost of education (sticker price)                       | 4.12| 3.69| 0.43 | | Cost of education (sticker price)                       | 4.29| 3.32| 0.97 |
| Access to computers and technology                      | 4.33| 3.99| 0.34 | | Access to computers and technology                      | 4.23| 3.54| 0.69 |
| Availability of flexible enrollment options, such as on-line or e-learning | 4.08| 3.73| 0.35 | | Availability of flexible enrollment options, such as on-line or e-learning | 4.14| 3.41| 0.73 |
| Innovative programs and courses                         | 4.05| 3.69| 0.36 | | Innovative programs and courses                         | 4.11| 3.24| 0.87 |
| Credits transfer easily to other institutions            | 4.65| 3.76| 0.89 | | Credits transfer easily to other institutions            | 4.23| 3.29| 0.94 |
Based on your own experiences or knowledge, how accessible is the RCTC Leadership?

- Not at all: 0%
- Minimally Accessible: 3%
- About Average: 4%
- Accessible: 26%
- Very Accessible: 62%
- Don't Know: 6%
Based on your own experiences or knowledge, how responsive is RCTC to meeting community and business educational needs?

- **Not responsive at all**: 0%
- **Minimally responsive**: 1%
- **About Average**: 10%
- **Responsive**: 45%
- **Very Responsive**: 39%
- **Don't Know**: 5%
Based on your own experiences or knowledge, how well do you feel RCTC is meeting the needs of a diverse student body (young/old, ft/pt, ethnically diverse, etc.)?

Responsiveness to Diversity was highest scoring category in SSI2004.
Do you feel RCTC provides a quality education for the cost?

- Very poor quality for the cost: 0%
- Below expected quality for the cost: 0%
- Quality appropriate for the cost: 46%
- Above expected quality for the cost: 38%
- Exceptional quality for the cost: 16%
Would you recommend RCTC? (to friends, family, associates, employees, etc.)

In CCSSE 2003, 90% of students said “Yes” and 10% said “No”

In CQS 2004, 69% of faculty and staff agreed or strongly agreed with the statement, “Would you recommend RCTC as a place to work?”
Part III: Cost Utility or Constant Sum Model

Priority Set One

Priority Set Two

Priority Set Three
Sample Survey

Assign 10 points to the following institutional priorities. Total must equal 10.

A. This institution’s priorities should be:

- Ease of academic credit transfer 1.
- Low-cost tuition 6.
- Use of state-of-the-art technology 3.

1. This institution’s priorities should be:
   - Adhering to state/MnSCU standards 6.
   - Providing curriculum that meets local business needs 4.

2. This institution’s priorities should be:
   - Offering substantial aid to offset high tuition 5.
   - Bring in external funding to offset high tuition 5.
   - Scale back on student services 0.

3. This institution’s priorities should be:
   - Wireless high speed internet 1.
   - Integration of technology across the curriculum 7.
   - Availability of computers for students on campus 3.
Interpreting the Results

A. This institution’s priorities should be:

- Ease of academic credit transfer 10%
- Low-cost tuition 60%
- Use of state-of-the-art technology 30%

1. This institution’s priorities should be:
   - Adhering to state/MnSCU standards 6%
   - Providing curriculum that meets local business needs 4%

2. This institution’s priorities should be:
   - Offering substantial aid to offset high tuition 30%
   - Bringing in external funding to offset high tuition 30%
   - Scale back on student services 0%

3. This institution’s priorities should be:
   - Wireless high-speed internet 3%
   - Integration of technology across the curriculum 18%
   - Availability of computers for students on campus 9%
Be a provider of 'world-class' educational opportunities

1. Recruit and invest in excellent and diverse faculty, staff, and administrators
2. Use innovative educational technologies
3. Maintain and upgrade the infrastructure/physical plant of the campus (classrooms, buildings, grounds, etc.)
4. Cultivate strategic partnerships (with local, state, regional, and national organizations)

Provide an affordable education

1. Minimize large tuition and fee increases
2. Avoid duplication of areas of study with other regional institutions
3. Enhance outside or private investments and donations
4. Foster alternative approaches for teaching and learning

Be accessible to diverse learning communities

1. Expand electronic learning options
2. Increase participation of underserved students
3. Expand postsecondary participation (for all)
4. Meet the full range of student learning needs
5. Develop life-long learners and engaged citizens

Strengthen community development and economic vitality

1. Support economic development initiatives
2. Contribute to community development
3. Establish local and regional collaborations
4. Work collaboratively with University Center Rochester partners (U of M, Winnona State U)
# Priorities by Stakeholder Group

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### Layer 2 Priorities (Multiplied Out)

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Euclidean Distance measures similarity
## Euclidean Distance

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