

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

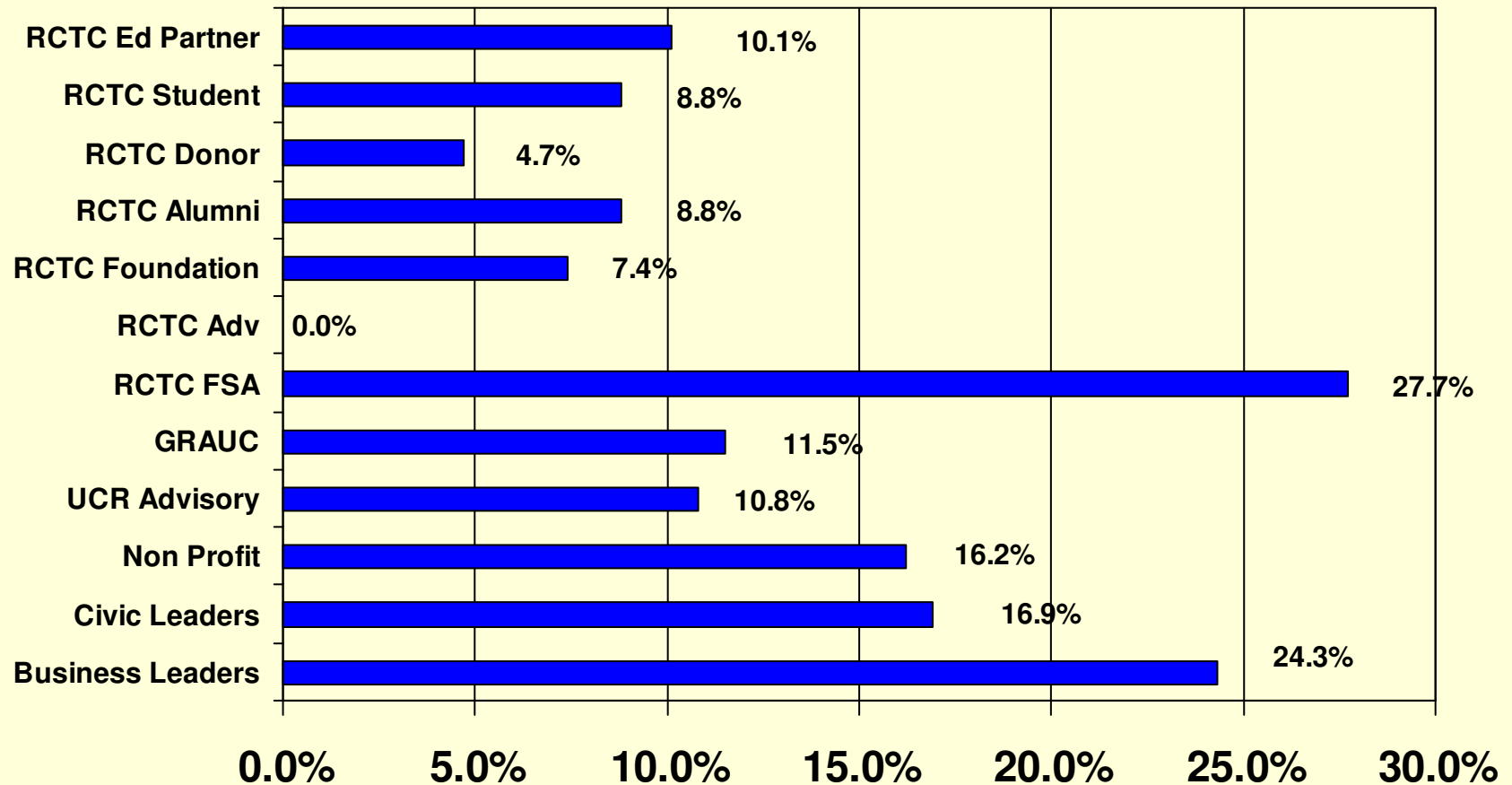
- Part I: Knowledge and Awareness
 - What do stakeholders know/believe about RCTC?
- Part II: Needs and Satisfaction
 - What do stakeholders want from RCTC, and are they satisfied with what they're getting?
- Part III: RCTC Priorities
 - What directions should RCTC take in order to best meet the needs of its constituents?

Parts I & II Survey Design

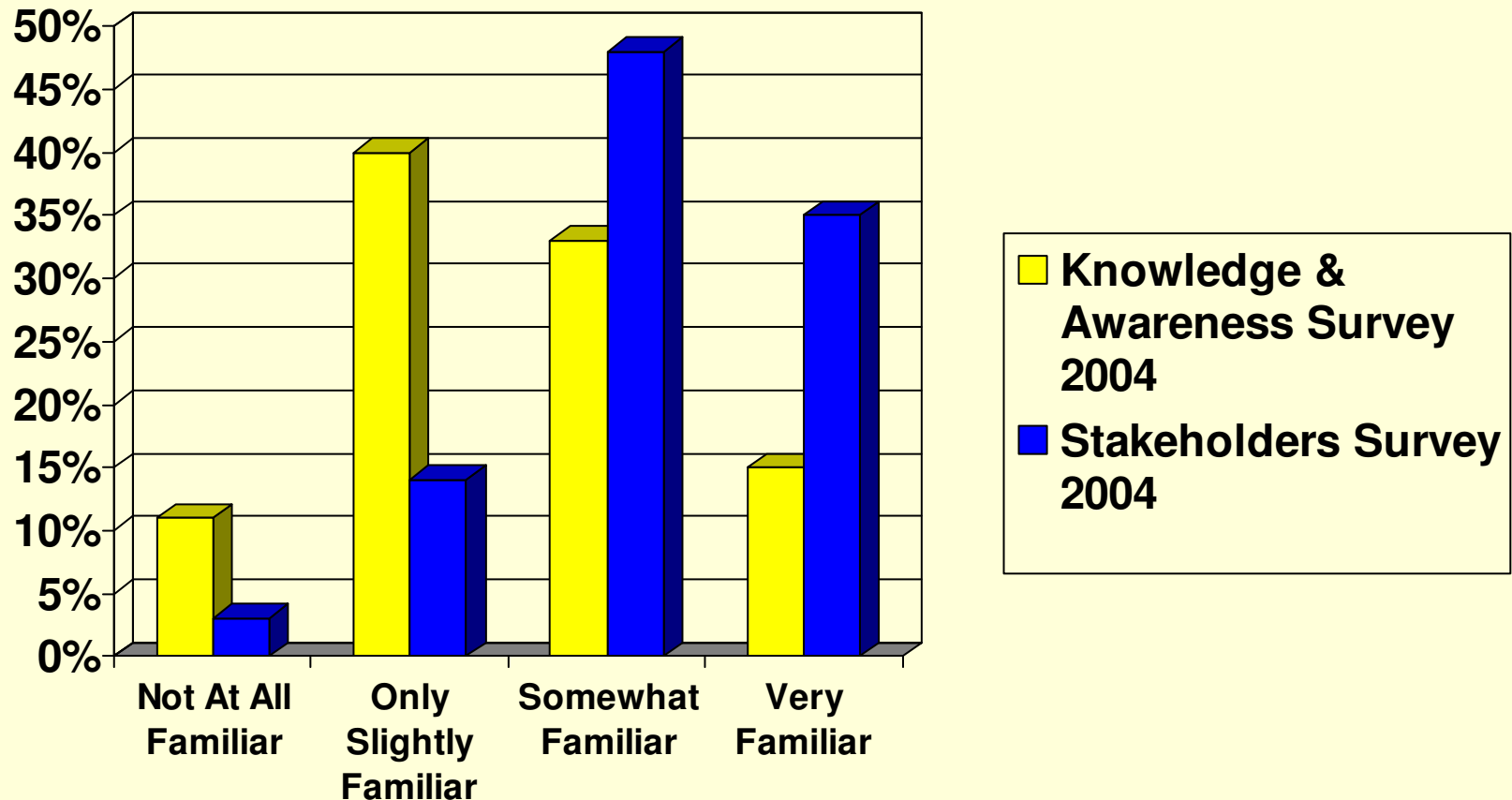
- Self Identification
- Rating scales
- Knowledge/Awareness/Usage
- Best attempt to mirror existing in-use surveys (K&A, SSI, CCSSE, CQS)

Who responded?

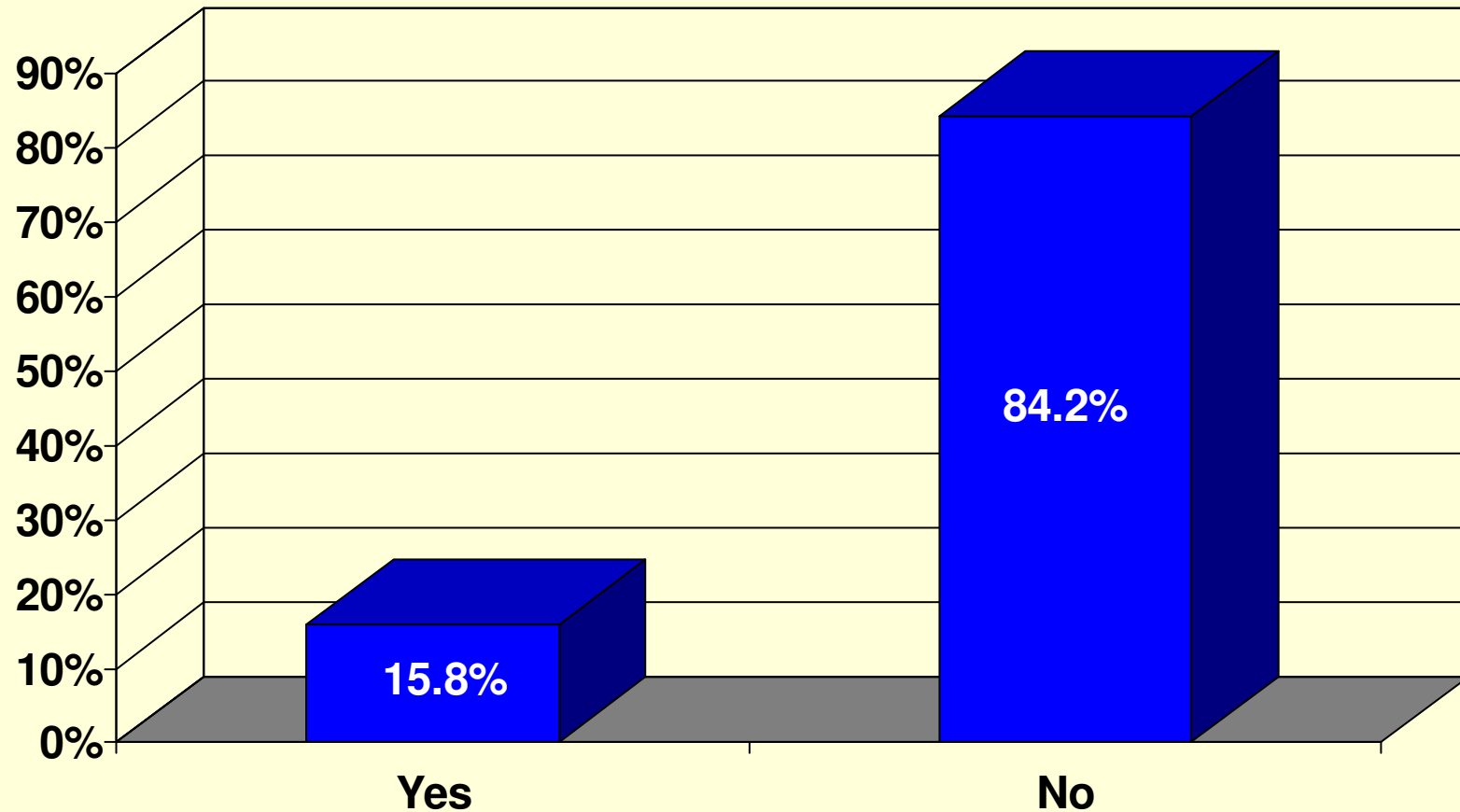
N=149 (59% response rate)



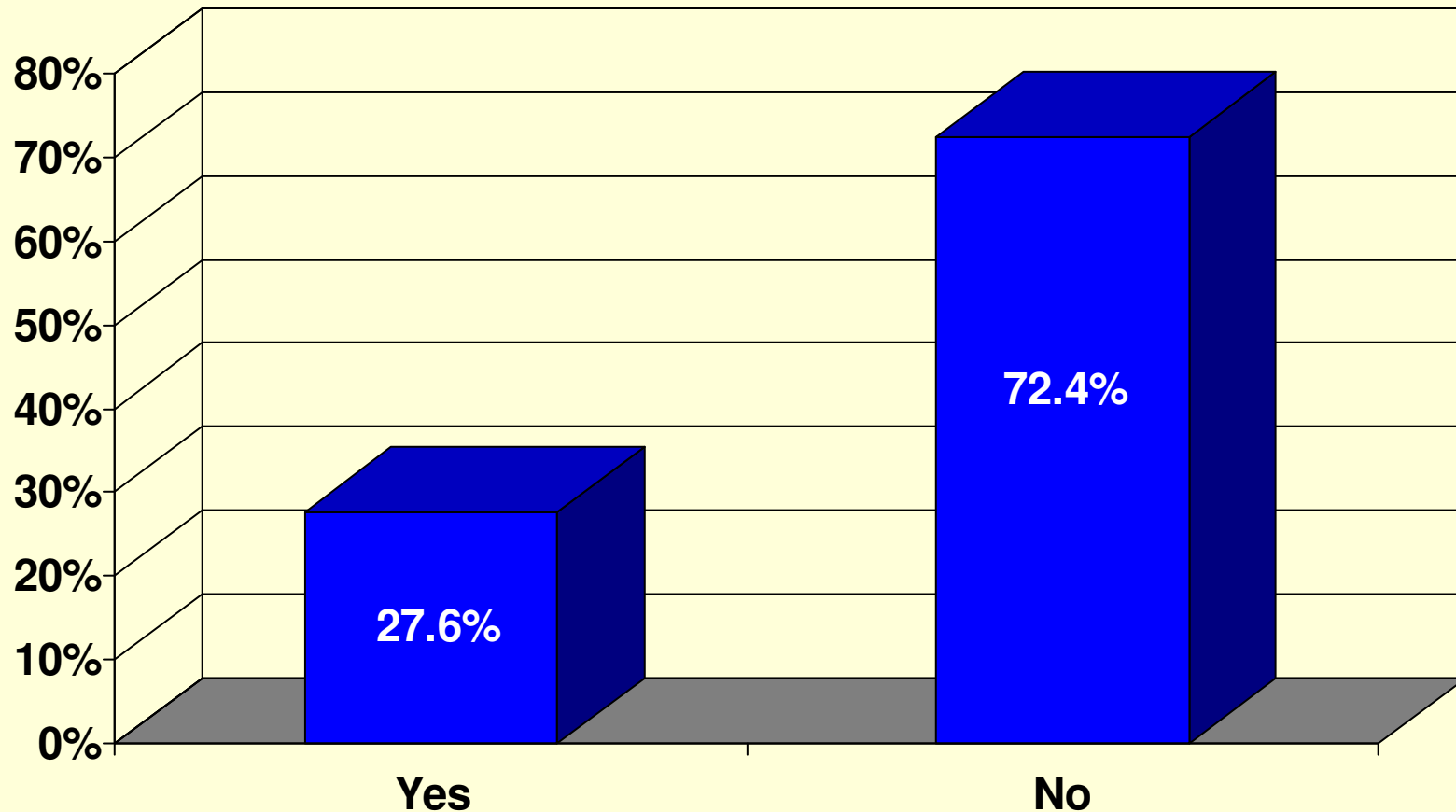
How Familiar do you feel with RCTC's programs?



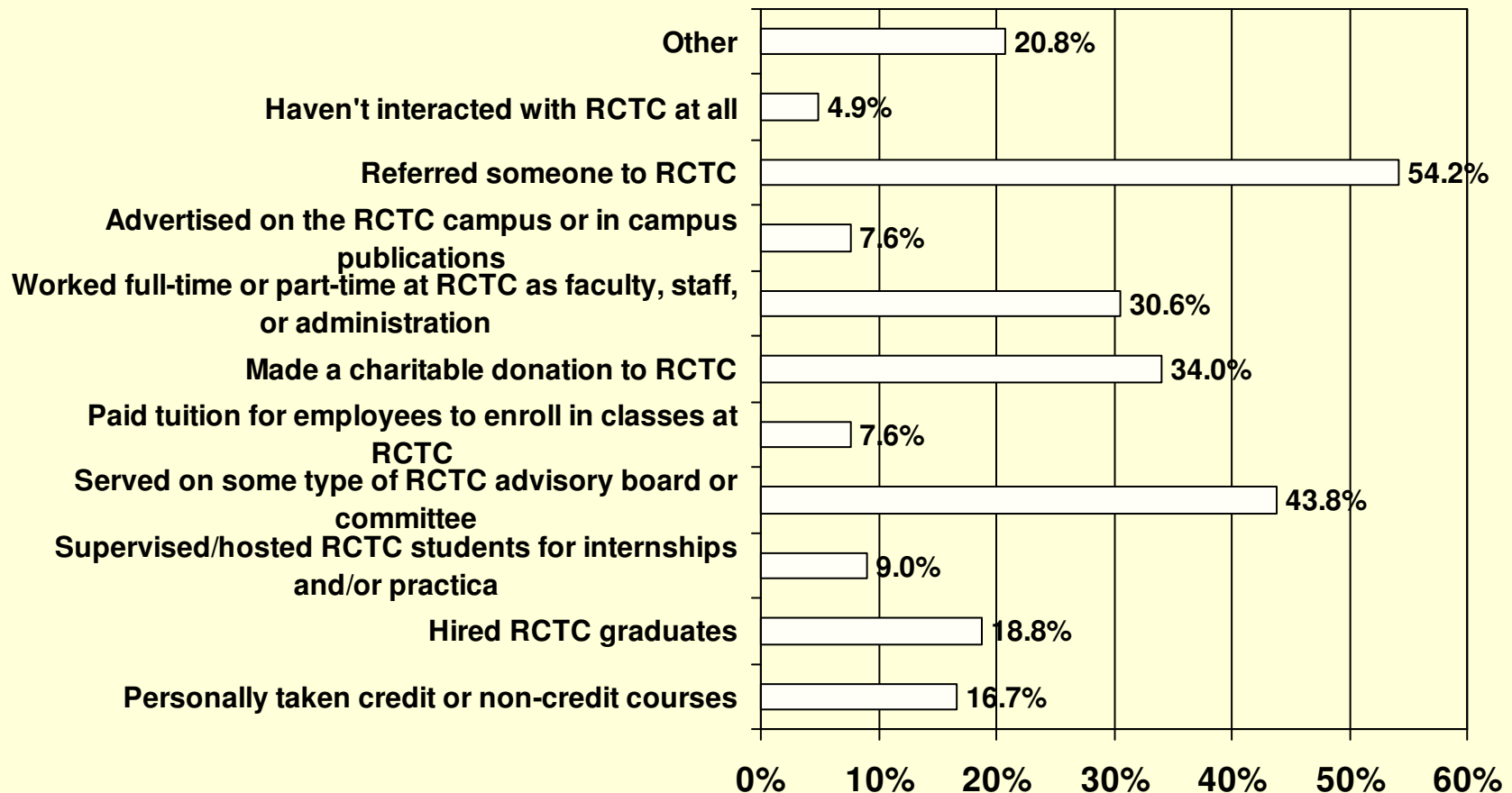
Are you a graduate of RCTC?



Are any of your immediate family members graduates of RCTC?

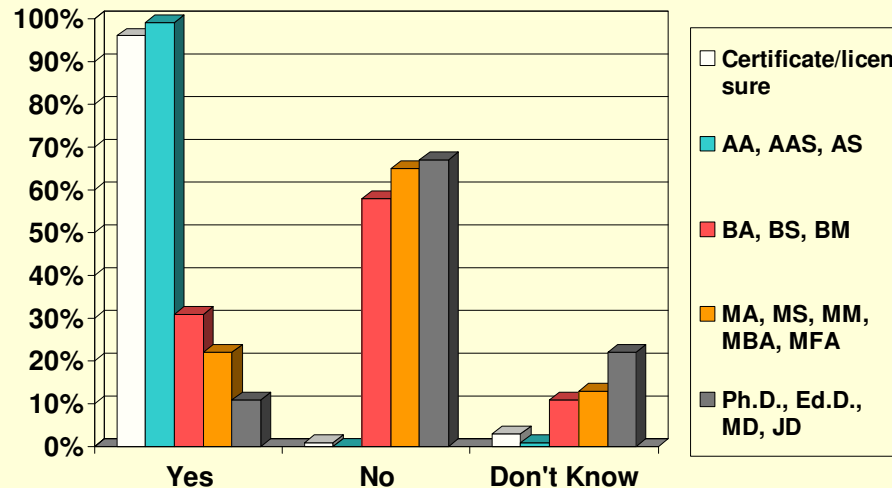


Over the past 2 years, in which of the following ways have you interacted with RCTC?

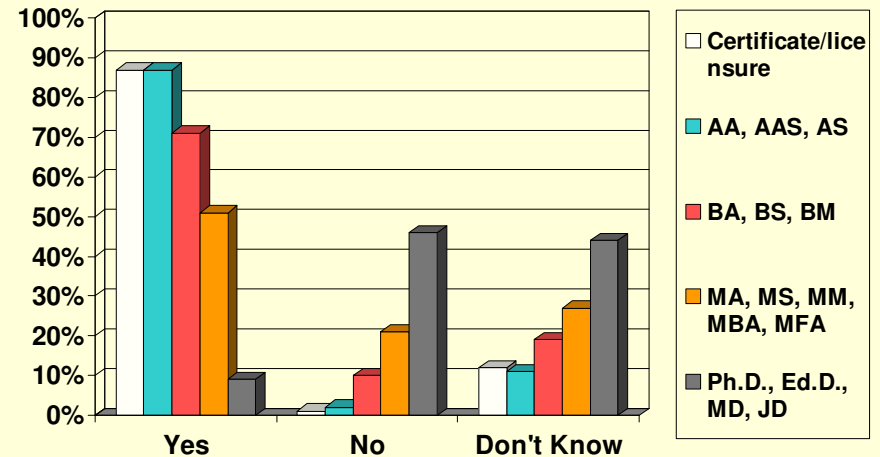


Can each of the following degree levels be completed at RCTC*?

Stakeholders Survey 2004

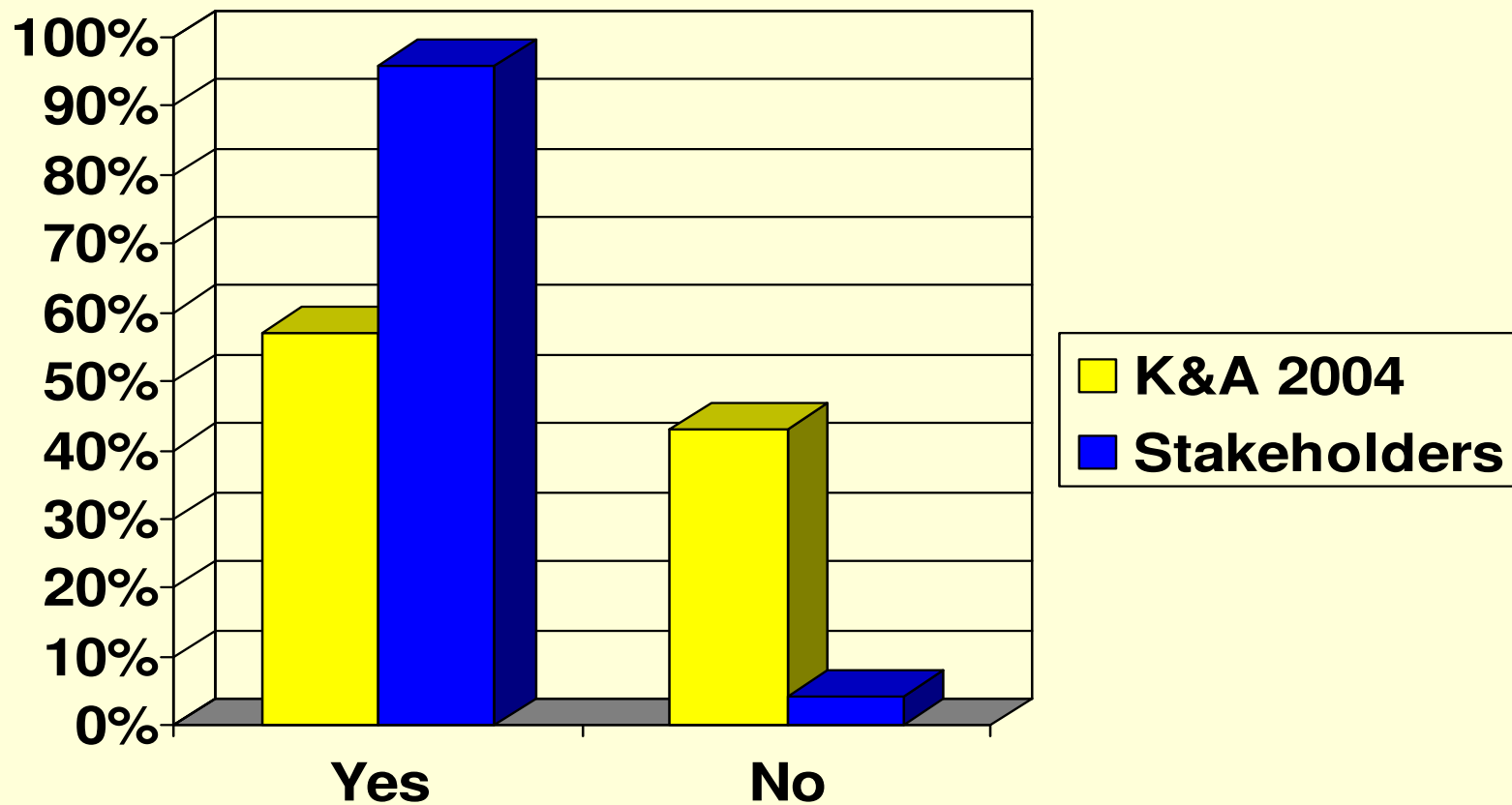


Knowledge & Awareness Survey 2004

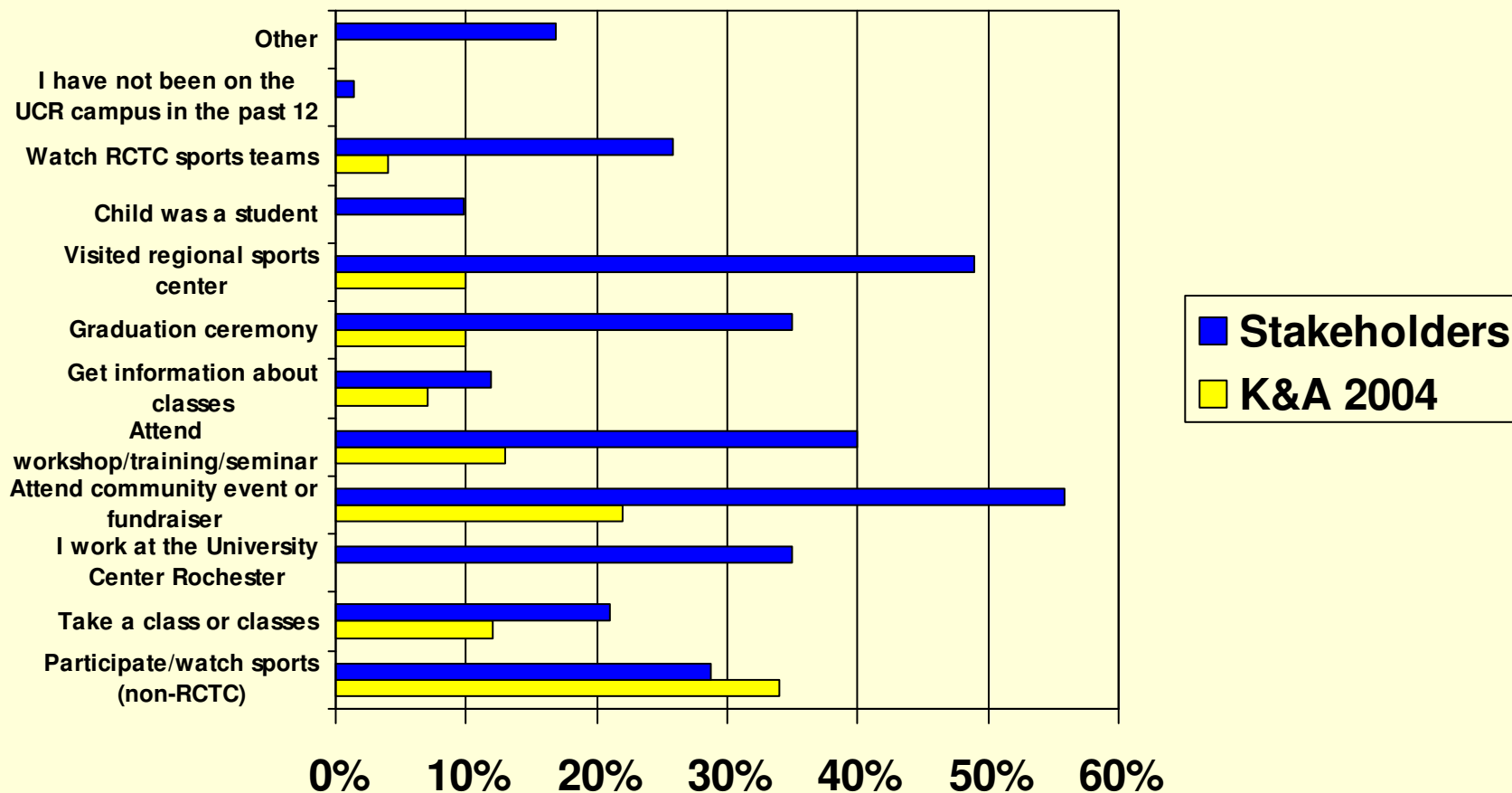


*K&A 2004 respondents asked whether degrees could be completed at UCR.

Have you been on the University Center Rochester campus within the last 12 months?

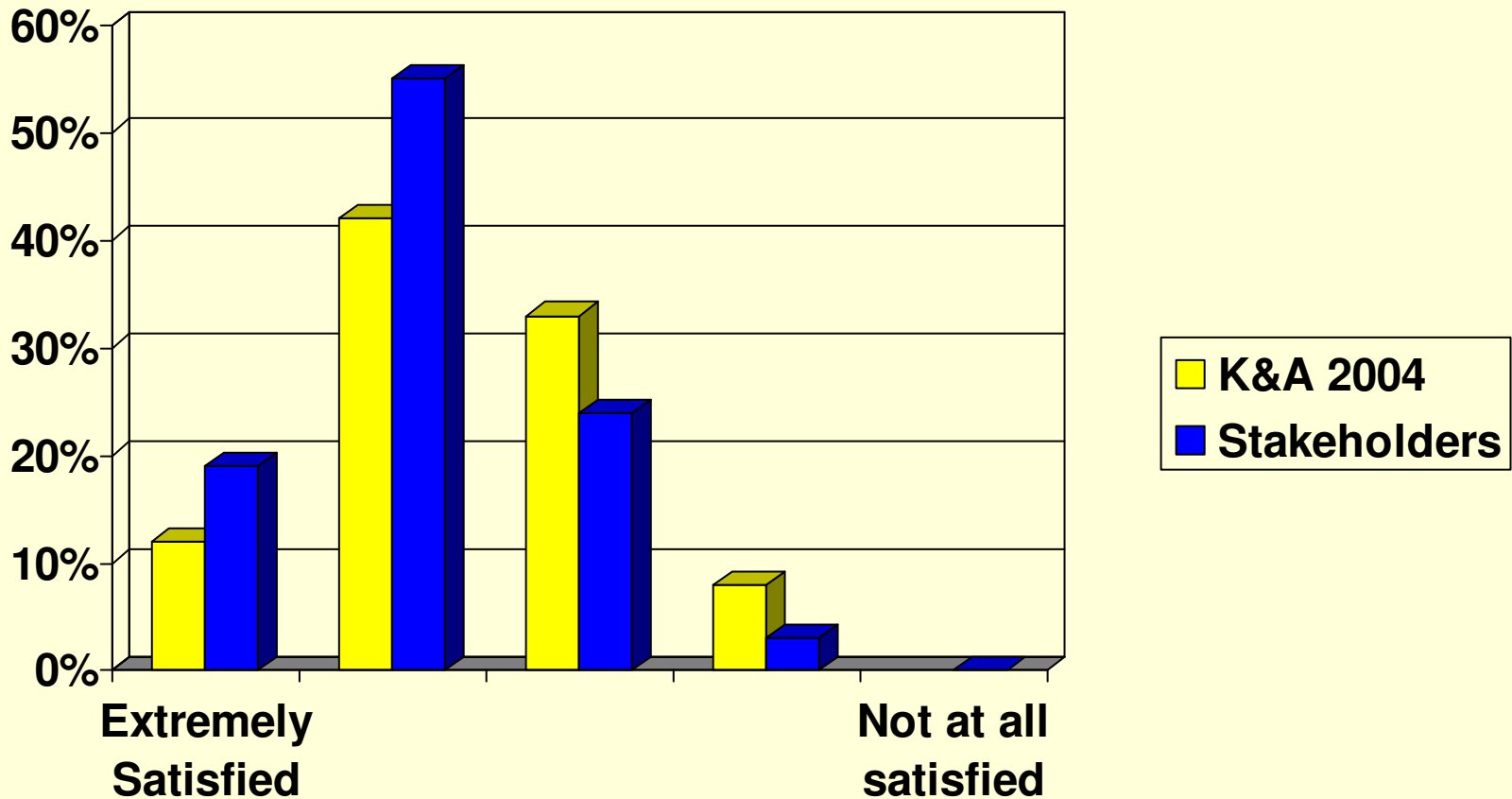


If you have been on the University Center Rochester campus in the past 12 months, for what reasons?



*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?

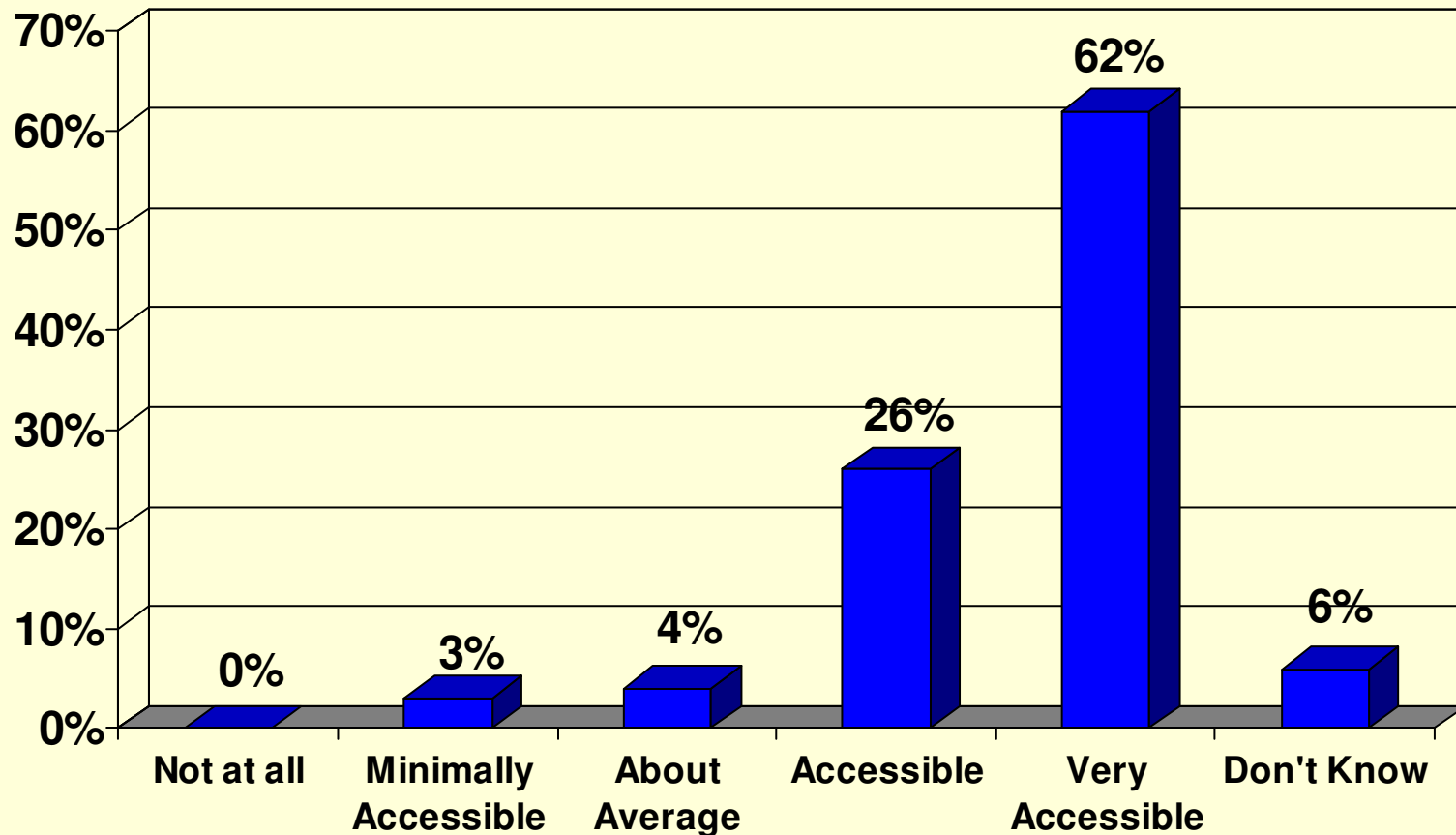


Stakeholders

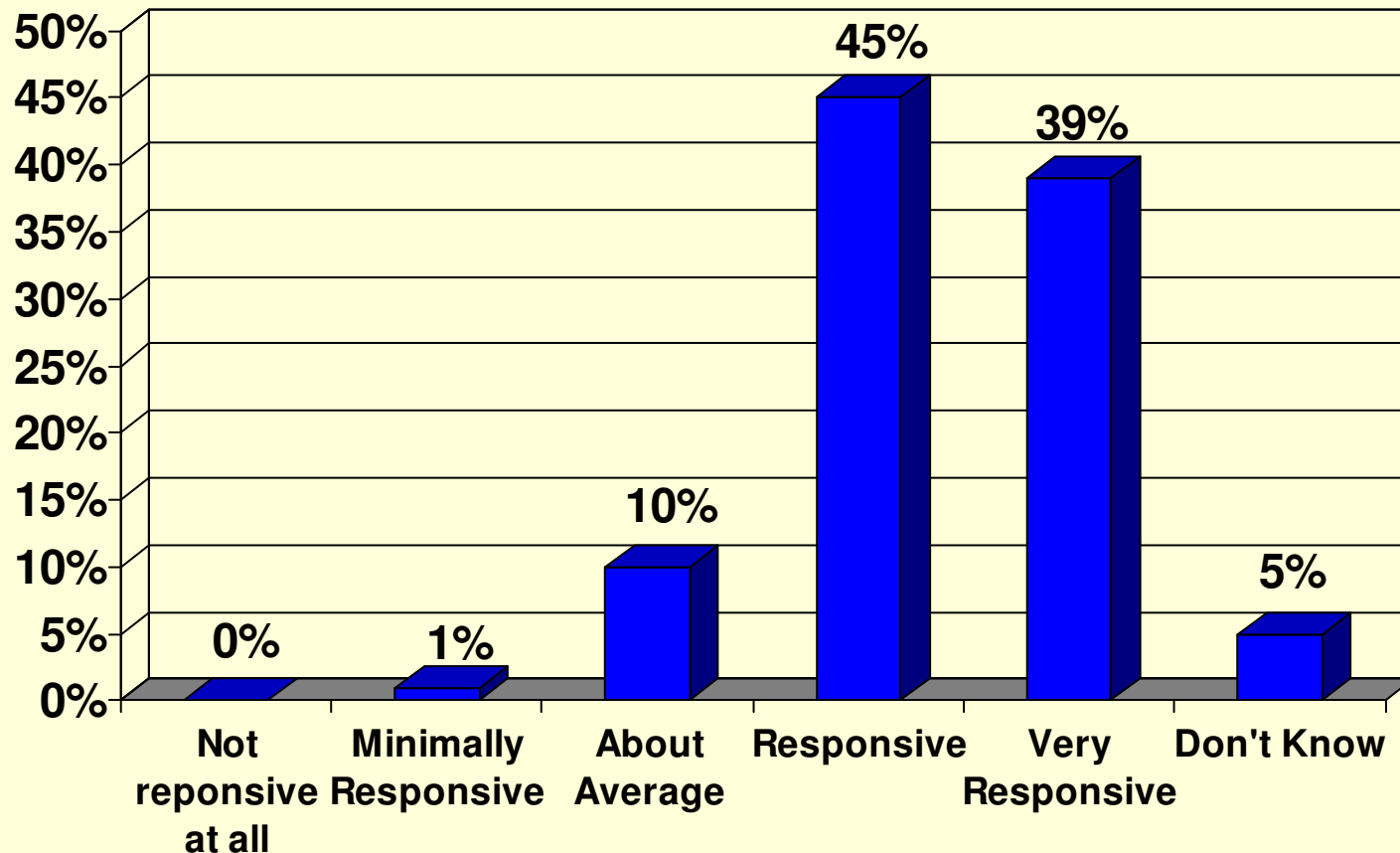
K&A 2004

	Imp	Sat	Gap	Imp	Sat	Gap
Location	3.90	4.23	-0.33	4.06	3.66	0.4
Quality of academic programs	4.78	4.12	0.67	4.66	3.4	1.26
Courses offered at a variety of days and times	4.45	3.88	0.57	4.58	3.43	1.15
Reputation of academic programs	4.51	3.93	0.58	4.28	3.34	0.94
Overall value of an education for the money	4.47	3.90	0.57	4.51	3.49	1.02
Variety of programs and degree options offered	4.21	3.80	0.41	4.36	3.35	1.01
Size of college and student body	3.29	3.78	-0.49	3.16	3.37	-0.21
Cost of education (sticker price)	4.12	3.69	0.43	4.29	3.32	0.97
Access to computers and technology	4.33	3.99	0.34	4.23	3.54	0.69
Availability of flexible enrollment options, such as on-line or e-learning	4.08	3.73	0.35	4.14	3.41	0.73
Innovative programs and courses	4.05	3.69	0.36	4.11	3.24	0.87
Credits transfer easily to other institutions	4.65	3.76	0.89	4.23	3.29	0.94

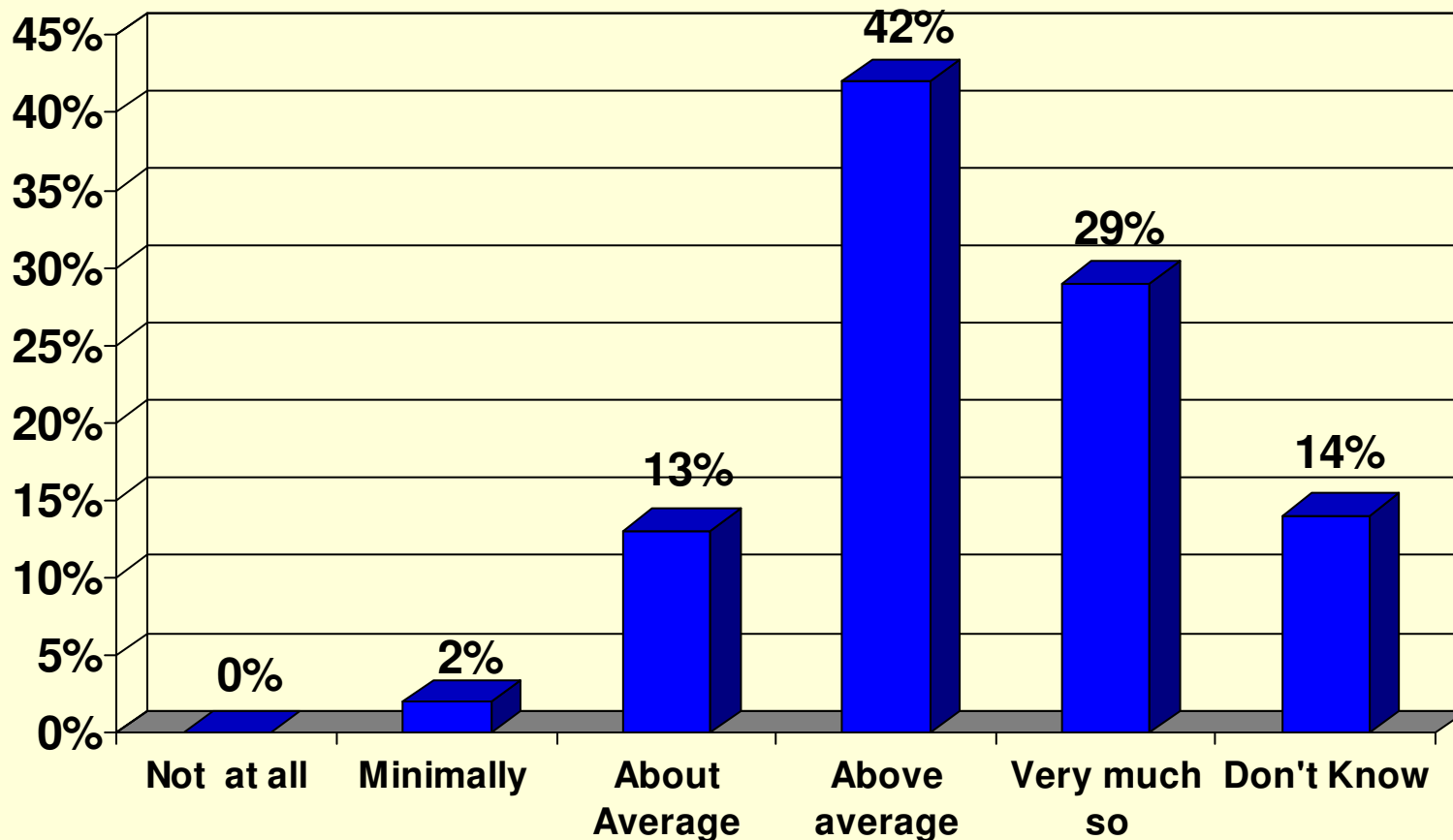
Based on your own experiences or knowledge, how accessible is the RCTC Leadership?



Based on your own experiences or knowledge, how responsive is RCTC to meeting community and business educational needs?

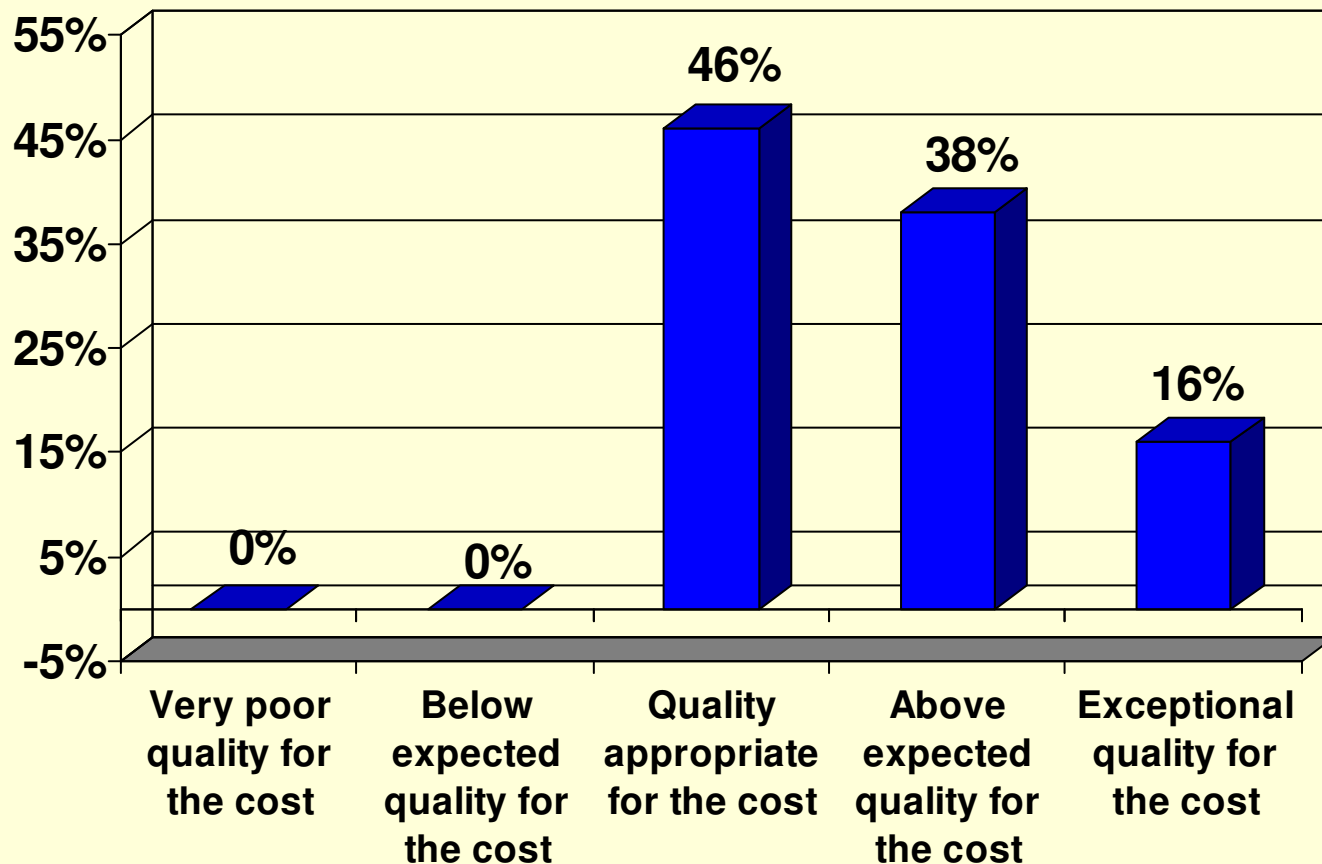


Based on your own experiences or knowledge, how well do you feel RCTC is meeting the needs of a diverse student body (young/old, ft/pt, ethnically diverse, etc.)?

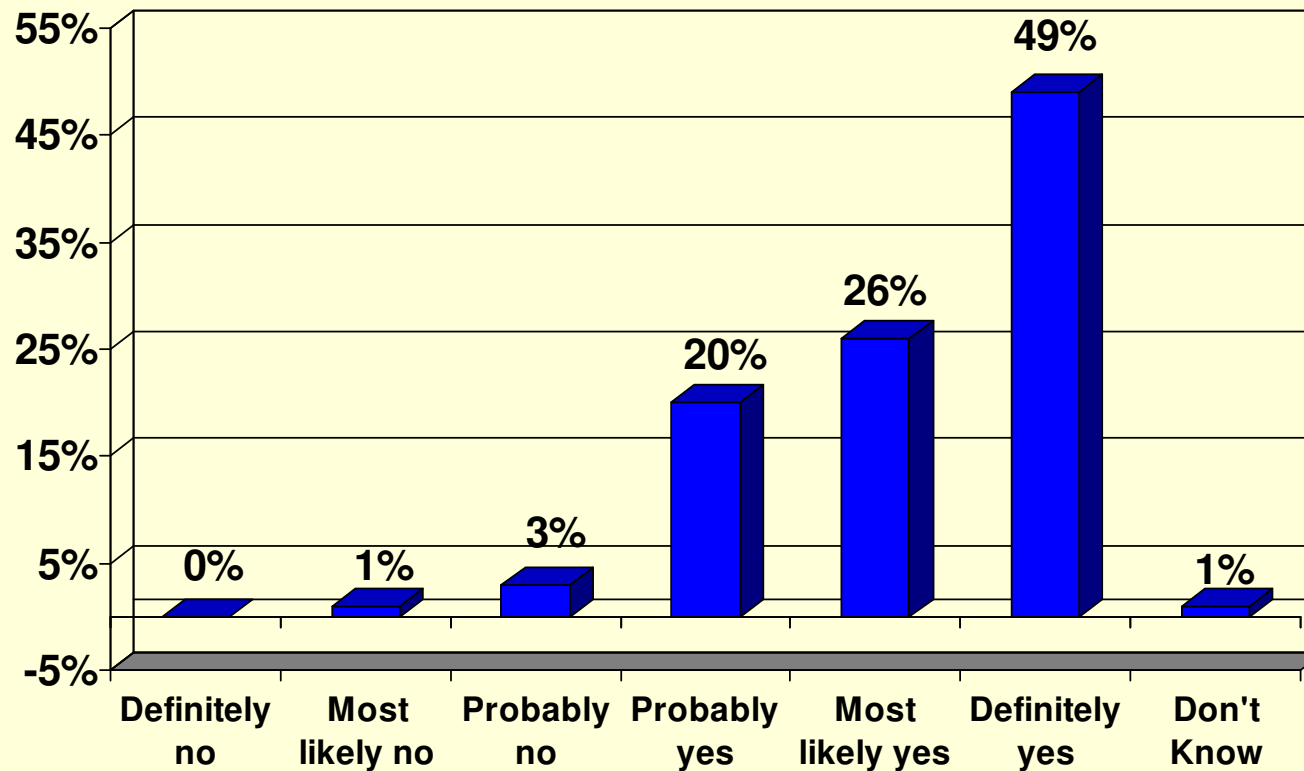


Responsiveness to Diversity was highest scoring category in SSI2004.

Do you feel RCTC provides a quality education for the cost?



Would you recommend RCTC? (to friends, family, associates, employees, etc.)

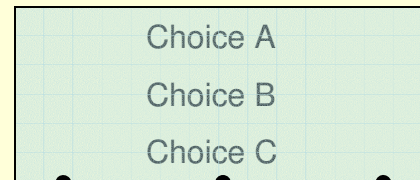


In CCSSE 2003, 90% of students said “Yes” and 10% said “No”

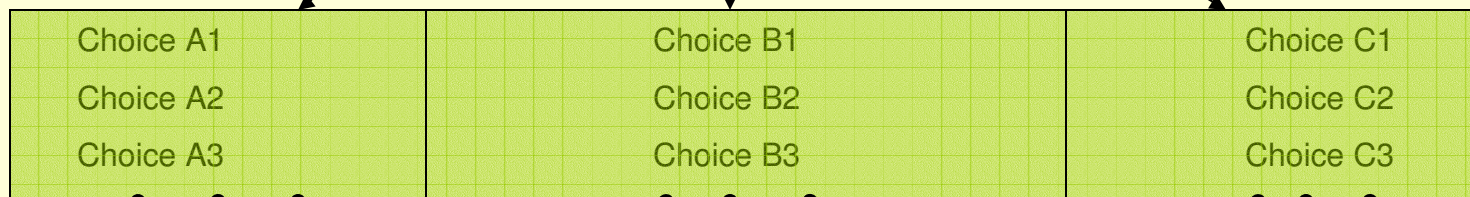
In CQS 2004, 69% of faculty and staff agreed or strongly agreed with the statement, “Would you recommend RCTC as a place to work?”

Part III: Cost Utility or Constant Sum Model

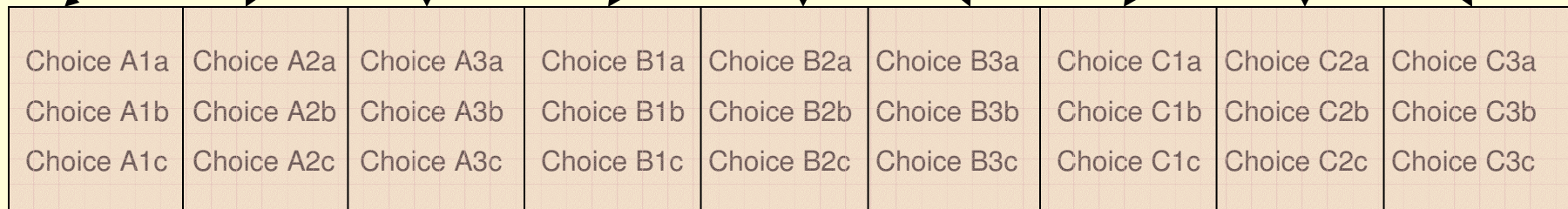
Priority Set One



Priority Set Two



Priority Set Three



Sample Survey

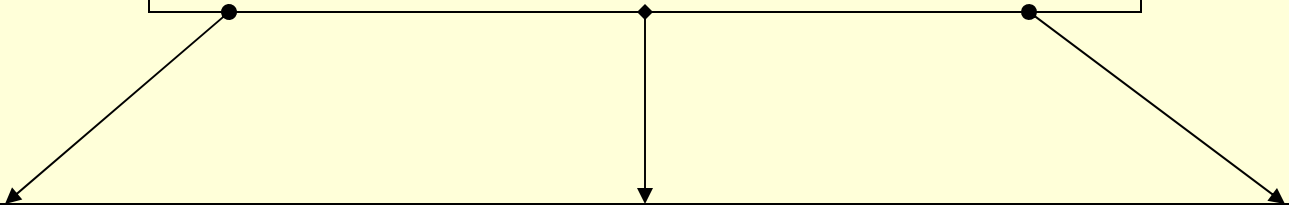
Assign 10 points to the following institutional priorities. Total must equal 10.

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.



<p>1. This institution's priorities should be:</p> <p>Adhering to state/MnSCU standards <u>6.</u></p> <p>Providing curriculum that meets local business needs <u>4.</u></p>	<p>2. This institution's priorities should be:</p> <p>Offering substantial aid to offset high tuition <u>5.</u></p> <p>Bring in external funding to offset high tuition <u>5.</u></p> <p>Scale back on student services <u>0.</u></p>	<p>3. This institution's priorities should be:</p> <p>Wireless high speed internet <u>1.</u></p> <p>Integration of technology across the curriculum <u>7.</u></p> <p>Availability of computers for students on campus <u>3.</u></p>
---	---	---

Interpreting the Results

A. This institution's priorities should be:

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

<p>1. This institution's priorities should be:</p> <table border="0"> <tr> <td>Adhering to state/MnSCU standards</td> <td><u>6%</u></td> </tr> <tr> <td>Providing curriculum that meets local business needs</td> <td><u>4%</u></td> </tr> </table>	Adhering to state/MnSCU standards	<u>6%</u>	Providing curriculum that meets local business needs	<u>4%</u>	<p>2. This institution's priorities should be:</p> <table border="0"> <tr> <td>Offering substantial aid to offset high tuition</td> <td><u>30%</u></td> </tr> <tr> <td>Bring in external funding to offset high tuition</td> <td><u>30%</u></td> </tr> <tr> <td>Scale back on student services</td> <td><u>0%</u></td> </tr> </table>	Offering substantial aid to offset high tuition	<u>30%</u>	Bring in external funding to offset high tuition	<u>30%</u>	Scale back on student services	<u>0%</u>	<p>3. This institution's priorities should be:</p> <table border="0"> <tr> <td>Wireless high speed internet</td> <td><u>3%</u></td> </tr> <tr> <td>Integration of technology across the curriculum</td> <td><u>18%</u></td> </tr> <tr> <td>Availability of computers for students on campus</td> <td><u>9%</u></td> </tr> </table>	Wireless high speed internet	<u>3%</u>	Integration of technology across the curriculum	<u>18%</u>	Availability of computers for students on campus	<u>9%</u>
Adhering to state/MnSCU standards	<u>6%</u>																	
Providing curriculum that meets local business needs	<u>4%</u>																	
Offering substantial aid to offset high tuition	<u>30%</u>																	
Bring in external funding to offset high tuition	<u>30%</u>																	
Scale back on student services	<u>0%</u>																	
Wireless high speed internet	<u>3%</u>																	
Integration of technology across the curriculum	<u>18%</u>																	
Availability of computers for students on campus	<u>9%</u>																	

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, Winona State U)

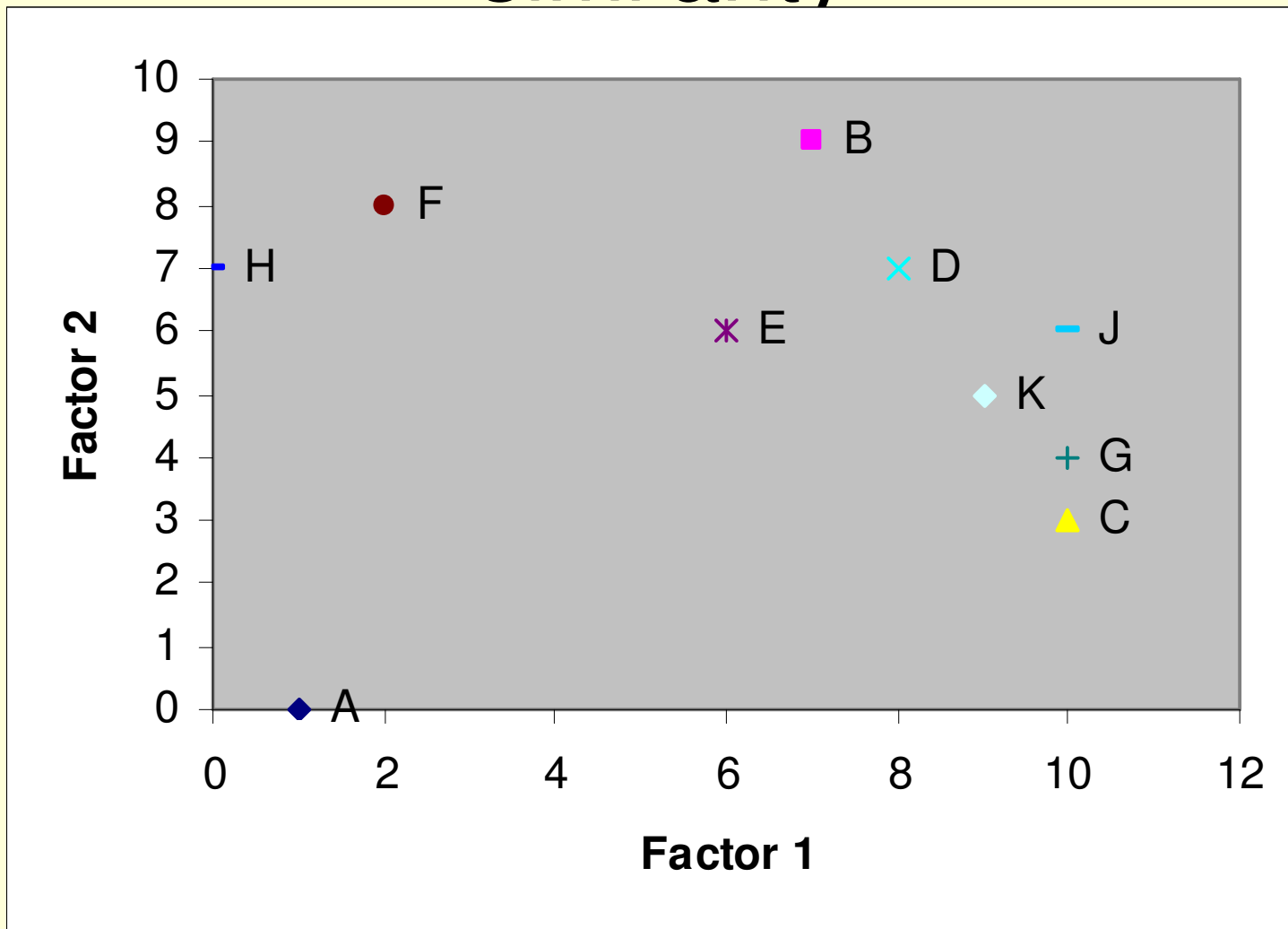
Priorities by Stakeholder Group

N=	143	34	24	23	16	16	39	10	13	7	13	13
	All	Business	Civic	NonProf	UCR Adv	GRAU C	RCTC FSA	RCTC Fnd	RCTC Alm	RCTC Don	RCTC Stu	RCTC Ed
1	23.6%	20.6%	18.3%	22.3%	18.1%	16.7%	21.4%	23.3%	30.0%	25.7%	27.3%	41.7%
2	33.9%	33.2%	36.3%	30.0%	34.4%	31.3%	34.9%	40.0%	32.3%	38.6%	42.7%	23.3%
3	22.1%	22.6%	25.8%	24.1%	23.8%	28.7%	22.7%	15.6%	18.5%	14.3%	20.0%	17.5%
4	20.4%	23.5%	19.6%	23.6%	23.8%	23.3%	21.1%	21.1%	19.2%	21.4%	10.0%	17.5%
1a	35.0%	34.1%	36.1%	39.5%	31.9%	39.3%	34.2%	31.1%	42.3%	38.6%	32.7%	31.7%
1b	23.5%	22.1%	24.3%	24.5%	24.4%	19.3%	23.9%	22.2%	20.8%	22.9%	18.2%	27.5%
1c	20.2%	20.3%	20.0%	14.5%	21.9%	18.0%	22.8%	23.3%	16.9%	20.0%	21.8%	13.3%
1d	21.3%	23.5%	19.6%	21.4%	21.9%	23.3%	19.2%	23.3%	20.0%	18.6%	27.3%	27.5%
2a	29.4%	23.8%	32.2%	22.7%	26.9%	21.3%	31.1%	25.6%	29.2%	30.0%	48.2%	20.0%
2b	26.1%	33.2%	22.2%	31.4%	28.1%	36.0%	19.2%	32.2%	33.8%	28.6%	10.0%	32.5%
2c	23.1%	22.1%	23.0%	18.2%	20.0%	22.0%	25.3%	24.4%	26.9%	25.7%	30.0%	22.5%
2d	21.4%	20.9%	22.6%	27.7%	25.0%	20.7%	24.4%	17.8%	10.0%	15.7%	11.8%	25.0%
3a	21.1%	23.0%	24.8%	25.9%	23.1%	16.7%	17.5%	14.4%	13.8%	18.6%	20.0%	21.7%
3b	21.0%	24.5%	24.8%	20.5%	19.4%	26.7%	21.7%	23.3%	22.3%	22.9%	15.5%	15.0%
3c	16.6%	17.0%	14.8%	17.7%	18.1%	19.3%	14.2%	17.8%	13.8%	18.6%	8.2%	14.2%
3d	19.4%	16.4%	16.1%	15.0%	16.3%	17.3%	24.2%	22.2%	26.9%	27.1%	31.8%	19.2%
3e	21.8%	19.1%	19.6%	20.9%	23.1%	20.0%	22.5%	22.2%	23.1%	12.9%	24.5%	30.0%
4a	19.8%	18.5%	23.0%	20.9%	19.4%	18.0%	21.7%	16.7%	16.9%	15.7%	16.4%	15.8%
4b	16.6%	15.3%	9.6%	17.3%	15.6%	11.3%	24.0%	20.0%	15.4%	14.3%	18.2%	13.3%
4c	25.1%	24.4%	30.9%	21.4%	19.4%	21.3%	24.3%	21.1%	27.7%	21.4%	22.7%	30.0%
4d	38.4%	41.8%	36.5%	40.5%	45.6%	49.3%	30.0%	42.2%	40.0%	48.6%	42.7%	40.8%

Layer 2 Priorities (Multiplied Out)

	All	Business	Civic	NonProf	UCR Adv	GRAUC	RCTC FSA	RCTC Fnd	RCTC Alm	RCTC Don	RCTC Stu	RCTC Ed
Recruit and invest in excellent and diverse faculty, staff, and administrators	8.8%	8.6%	9.0%	9.9%	8.0%	9.8%	8.6%	7.8%	10.6%	9.6%	8.2%	7.9%
Use innovative educational technologies	5.9%	5.6%	6.1%	6.1%	6.1%	4.8%	6.0%	5.6%	5.2%	5.7%	4.5%	6.9%
Maintain and upgrade the infrastructure/physical plant of the campus (classrooms, buildings, grounds, etc.)	5.1%	5.1%	5.0%	3.6%	5.5%	4.5%	5.7%	5.8%	4.2%	5.0%	5.5%	3.3%
Cultivate strategic partnerships (with local, state, regional, and national organizations)	5.4%	5.9%	4.9%	5.3%	5.5%	5.8%	4.8%	5.8%	5.0%	4.6%	6.8%	6.9%
Minimize large tuition and fee increases	7.4%	6.0%	8.0%	5.7%	6.7%	5.3%	7.8%	6.4%	7.3%	7.5%	12.0%	5.0%
Avoid duplication of areas of study with other regional institutions	6.5%	8.4%	5.5%	7.8%	7.0%	9.0%	4.8%	8.1%	8.5%	7.1%	2.5%	8.1%
Enhance outside or private investments and donations	5.8%	5.6%	5.8%	4.5%	5.0%	5.5%	6.4%	6.1%	6.7%	6.4%	7.5%	5.6%
Foster alternative approaches for teaching and learning	5.4%	5.3%	5.7%	6.9%	6.3%	5.2%	6.2%	4.4%	2.5%	3.9%	3.0%	6.3%
Expand electronic learning options	5.3%	5.6%	6.2%	6.5%	5.8%	4.2%	4.4%	3.6%	3.5%	4.6%	5.0%	5.4%
Increase participation of underserved students	5.2%	6.0%	6.2%	5.1%	4.8%	6.7%	5.5%	5.8%	5.6%	5.7%	3.9%	3.8%
Expand postsecondary participation (for all)	4.1%	4.1%	3.7%	4.4%	4.5%	4.8%	3.6%	4.4%	3.5%	4.6%	2.0%	3.5%
Meet the full range of student learning needs	4.8%	4.0%	4.0%	3.8%	4.1%	4.3%	6.1%	5.6%	6.7%	6.8%	8.0%	4.8%
Develop life-long learners and engaged citizens	5.4%	4.7%	4.9%	5.2%	5.8%	5.0%	5.7%	5.6%	5.8%	3.2%	6.1%	7.5%
Support economic development initiatives	4.9%	4.7%	5.8%	5.2%	4.8%	4.5%	5.3%	4.2%	4.2%	3.9%	4.1%	4.0%
Contribute to community development	4.1%	3.9%	2.4%	4.3%	3.9%	2.8%	5.9%	5.0%	3.8%	3.6%	4.5%	3.3%
Establish local and regional collaborations	6.3%	6.1%	7.7%	5.3%	4.8%	5.3%	5.9%	5.3%	6.9%	5.4%	5.7%	7.5%
Work collaboratively with University Center Rochester partners (U of M, Winona State U)	9.6%	10.5%	9.1%	10.1%	11.4%	12.3%	7.3%	10.6%	10.0%	12.1%	10.7%	10.2%

Euclidean Distance measures similarity



Euclidean Distance

	1:Business	2:Civic	3:Non Profit	4:UCR Adv	5:GRAUC	6:RCTC FSA	7:RCTC Fnd	8:RCTC Alm	9:RCTC Don	10:RCTC Stu	11:RCTC Ed
1:Business	-	0.629	0.686	0.881	0.693	1.059	0.827	1.188	0.916	0.969	0.756
2:Civic	0.629	-	0.729	0.823	0.785	0.968	0.838	1.274	0.759	0.989	0.665
3:Non Profit	0.686	0.729	-	0.803	0.677	1.270	1.152	1.556	0.933	1.004	0.570
4:UCR Adv	0.881	0.823	0.803	-	0.945	1.149	1.051	1.425	0.919	0.867	0.786
5:GRAUC	0.693	0.785	0.677	0.945	-	1.023	0.992	1.576	0.947	1.019	0.902
6:RCTC FSA	1.059	0.968	1.270	1.149	1.023	-	0.871	1.434	1.086	1.084	1.266
7:RCTC Fnd	0.827	0.838	1.152	1.051	0.992	0.871	-	1.240	0.930	1.039	1.188
8:RCTC Alm	1.188	1.274	1.556	1.425	1.576	1.434	1.240	-	1.308	1.496	1.407
9:RCTC Don	0.916	0.759	0.933	0.919	0.947	1.086	0.930	1.308	-	1.125	1.027
10:RCTC Stu	0.969	0.989	1.004	0.867	1.019	1.084	1.039	1.496	1.125	-	1.000
11:RCTC Ed	0.756	0.665	0.570	0.786	0.902	1.266	1.188	1.407	1.027	1.000	-