

● *from Research & Grants*

A SUMMARY BY BURT MILLER: ASSESSMENT OF PUBLIC ATTITUDES ABOUT CALIFORNIA
COMMUNITY COLLEGES (by Field Research Corporation)

A SURVEY OF PUBLIC ATTITUDES TOWARD THE CALIFORNIA COMMUNITY COLLEGES

This study was conducted for the Chancellor's Office by Field Research Corporation. A part of a project to assist in vocational education curriculum development, it was conducted during Fall 1979. The goals were: 1) to assess public attitudes toward community colleges, and 2) to develop information that would help to quantify and describe the need for vocational education among the California adult public.

Nearly 3,200 adults were surveyed by telephone. Results were presented for the entire sample and are also broken down into seven geographic regions. The Coastal Region, which included SBCC, extends from Cabrillo and Gavilan in the north to Ventura in the south.

The general findings of the report are summarized below.

Awareness of Community Colleges

The survey results demonstrate a very high level of public awareness of the California community college system. Nearly nine out of ten (88.6%) of all those interviewed could name one or more community colleges in their local area or nearby counties in California.

(The only subgroups for whom awareness of local colleges was less than 85 percent was senior citizens, very low income groups, and those with less than a high school education.)

Attendance at Community Colleges

Nearly one-half (46.9%) of all adults interviewed claim to have attended classes at a community college in California; 8.2% say that they are currently enrolled in a community college course.

HIGHLIGHTS OF DISTRICT BOARD MEETING OF THURSDAY, MAY 8, 1980 (Continued)

- Approved a leave-without-pay request for the 1980 Fall Semester from History Professor Paul F. McClung, who has received a year-long National Endowment for the Humanities fellowship.
- Authorize the District to contribute \$809 to help support a statewide effort to request reduced electrical rates for community colleges from the Public Utilities Commission. The request came from the Chancellor's Office and the CCJCA.
- Approved minor changes in the Certificated Evaluation Policy.
- Heard that Bob Creenan had been elected ASB President and David Vander Schuit, Vice President; that a ballot item asking if students wanted a mandatory fee to provide unlimited MTD bus service was invalidated because many ballots were in-correctly marked and could not be read by the computer; and that U.S. Presidential candidate John Anderson received the most student votes in a "straw poll" on the ballot. Present ASB President Steve Zaharias also said CC students at a recent state conference had opposed Proposition 9.
- Heard that SBCC's campus security force now has three full-time employees and 20 part-time security personnel; a proposed security communications system is still being developed; eight emergency phones will be connected to the campus switchboard; removal of brush from the Pershing Park hillside has improved safety, there; campus lighting has also been improved; and, as a theft preventive, much of City College's equipment will be engraved for identification purposes. (SBCC has attempted to improve campus security, including the transient problem, this year and is working closely with the local police department, which had prepared such recommendations. Donald Seaver, SBCC Administration of Justice department head, coordinates campus security.)
- Approved, for submission, applications requesting \$45,000 for loans and \$27,000 for scholarships, from the Nursing Student Loan and Scholarship Program (HEW).
- Ratified a \$300 contract with Professional Personnel Leasing, Inc., for Gil Bishop to provide District service as a retirement consultant.
- Approved the submission, to the Chancellor's office, of a "\$40,000 Plan" for architectural barrier removal.
- Denied a claim from Mary Anne Herschede, who claimed injury in an SBCC cafeteria fall, thus forwarding the item to the District's insurance carrier.
- Took action dissolving a previous agreement and ratifying a new agreement to continue the District's association with the Southern California Consortium for Community College Television.
- Accepted various gifts on behalf of The Foundation for Santa Barbara City College, and received updated reports on the District's financial status, and the bookstore's operations.

6. NEXT BOARD MEE

The next Trustees meeting will be Thursday, May 22, at 4 p.m., in room A-211 of the Administration Building.

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Jim Williams
College Information (247)
5/15/80

*Official minutes are available in
Superintendent-President's office.*

Attendance at Community Colleges (continued)

About one-third (31.9%) of all survey respondents interviewed expressed some intention to attend a community college within the next 12 months from the date of the interview (October, 1979).

Nearly 3/4 of those having completed 1-3 years of college have attended a CC. Percent attendance increases with income group. Of those holding a college degree current attendance is 5.4 percent.

Reasons for Attending a California Community College

Among those who are enrolled or planning to attend a community college within the next 12 months, the chief reason for attending is for "personal improvement or enrichment." The second-ranking reason is "to prepare for work" followed by "to get a college degree or certificate." The least-often mentioned reason is "to improve basic skills such as reading and writing."

(By age group, younger groups more often said "prepare for work" or "degree," although this percentage remained high to about age 40. Persons over 25 showed higher percentages of "personal improvement/enrichment." Of those who said "prepare for work," most were training to upgrade themselves in the same field they were already in, except those who had gone to business or technical school. This group was more often seeking a different type of work.)

Images of California Community Colleges on Seven Selected Tasks

The public was asked to rate the degree of importance of 7 specific purposes, or charges, performed by the community colleges and then how good a job they think the colleges are doing on their performance of these same tasks. Analysis of the findings from this series of questions shows:

Providing job and career training and academic education for transfer of students to 4-year colleges and universities emerge as the two strongest image components of community colleges. That is, both of these tasks are seen by the public as above-average in importance for community colleges to be doing and the community colleges' job performance is also rated above average on each one of them.

Images of California Community Colleges on Seven Selected Tasks - continued:

Improvement of basic skills such as reading and writing is, rated as above-average in importance among the public but the community colleges are given below-average marks on their performance on this task.

Providing continuing education on a life-long basis and a general education are seen as relatively less important purposes of community colleges, but on these two items the community colleges are given job performance ratings equal to or above the 7-item average.

The "low profile" items are providing supportive services such as counseling, job placement and child care and special interest, cultural or recreational programs for the community. Both of these tasks are rated below average on both importance and job performance.

(The importance ratings are fairly uniform across age, income, education, and sex subgroups. A few notable exceptions were as follows:

Younger persons placed more importance on support services, older persons less. Those with less than H. S. education placed more importance on basic skills, those with college education less. Low income persons placed more importance on general education and support services, higher income less. Females placed more importance on support services.)

(Performance ratings showed little variation across age, income and education subgroups. However, females gave higher performance ratings in every category than did males.)

Community colleges' Use of Their Money

All respondents interviewed in this survey were asked to rate how good a job they believe the community colleges are doing in "making effective use of the money they get." Four answer choices were offered: excellent, good, only fair, or poor. Just slightly fewer than half of all those interviewed selected the top two answer categories--either "excellent" (13.7%), or "good" (33.9%). About one in four respondents--25.7%--rated the community colleges' job as "only fair" on this point. The community colleges were thought to be

Community colleges' Use of Their Money - continued:

doing a "poor" job by 6.2%. The balance of those interviewed--20.4%--had no opinion on this aspect of the community colleges' performance.

(Older and younger persons were more likely to give a poor to fair rating on their item, while more educated persons and more affluent persons were more favorably disposed than the less educated or lower income groups.)

Quality of Instruction

Respondents were asked to give their overall impression of the "quality of instruction offered at the community colleges." About two-thirds of all those interviewed chose the top two answer choices--either "excellent" (22.3%) or "good" (45.1%). The quality of community college instruction was rated as "only fair" by 15.6% and "poor" by 2.9%. The rest--14.2%--were unable to rate the community colleges on this item.

Tuition

Just slightly over half (55.6%) of all respondents understand that no tuition is charged at California community colleges for college credit courses. The balance of those interviewed either think that tuition is charged or they don't know whether it is or not.

However, when asked whether they think college credit courses should be tuition-free at community colleges, about two-thirds (65.3%) of all respondents say that they should be; about one-fifth (21.9%) believe that the students should pay for these courses and the balance--12.9%--are undecided.

Those who are now enrolled in a community college or plan to attend one within the next 12 months were asked how much tuition--if any--they would be willing to pay. Nearly nine out of ten (88.8%) of this group said they would be able to pay \$10 per course, but willingness to pay drops off with higher proposed charges; only one-third said they would pay \$40 a course.

Tuition - continu

(Surprisingly, those in the \$7,500-9,999 income group were more willing to pay tuition at all levels than those in the \$10,000-14,999 group. Over half of the highest income group were willing to pay \$40 per course.)

Perceived Need for Vocational Education and Training

About two-fifths (41.5%) of all adults interviewed in California are employed but want a better job or are seeking employment.

More than half of this group, or 23.1% of all California adults, believe that they need vocational training which they cannot get on the job and say that they intend to get such training soon. This represents the "market" or need for vocational training among California adults.

All but a very small portion of this market think that they could get the type of instruction they need in a classroom setting and about two-thirds of the group--or 15.2% of all respondents--think that community colleges are a good place to get the training they feel they need.

The top ten fields of interest for vocational education in the classroom are (in rank order): Business, Engineering, Health Occupations, Education, Fine and Applied Arts, Computer Science, Public Affairs, Public Service, Agriculture, Law, and Architecture.

Coastal region respondents showed a higher awareness of community colleges and greater personal experience than those of most other regions. They did not differ much from other regions on importance ratings given to various college functions, but tended to give higher performance ratings on transfer education, continuing education, general education, community programs, basic skills education, and support services, than other regions.

Coastal respondents also were more impressed that money was well used and that quality of instruction was high. They were more aware that CC programs are tuition-free, but slightly less in agreement that they should be--however they were less willing than other regions to pay tuition.

A copy of the full report is available in the Research Office.

MEMO

TO: Dave Emerson ^{LD}
 FROM: Lucille Dungan, Research & Grants

DATE: Jan. 18, 1979

Listed below are the 1st (4th Week) and 2nd (11th Week) census WSCH totals for the college from the last three and a half years. The percent decrease from the 1st to the 2nd census is included in the "Change" column.

One word of caution is necessary. Because of the difficulty in obtaining accurate information from reports in our office dating back several years, Fall 75 and Spring 76 WSCH was taken from Admissions Office records. Admissions does not include short course positive attendance in WSCH figures. Data from Fall 76 on includes an estimate of WSCH for short courses. Thus the Fa 75 and Sp 76 WSCH listed below should not be used in a longitudinal comparison of WSCH across the years, but can be used to look at the change between the 1st and 2nd census.

	<u>1st Census</u>	<u>2nd Census</u>	<u>Change</u>
FA 75	115,188	109,284	-5.1%
SP 76	109,067	103,091	-5.5%
FA 76	115,898.4	106,330.0	-8.3%
SP 77	107,998.3	104,406.0	-3.3%
FA 77	111,050.1	102,514.8	-7.7%
SP 78	103,888.3	96,713.1	-6.9%
FA 78	96,847.0	86,633.7	-10.5%
SP 79	95,247.9	87,201.6	- 8.4%
FA 79	97,893	87,422.6	-10.7%

Finance	1977-1978	1978-1979	1979-1980
District Assessed Valuation	\$899,978,015	\$972,492,425	\$1,103,061,596
%Increase Assessed Valuation	28.6%	8.1%	13.43%
Valuation Per Unit A.D.A.	\$105,371	\$144,824	\$135,345
District Tax Rate (By Category)			
General Purpose	\$.5468	N/A	N/A
Retirement	-	-	-
O.A.S.D.I.	-	-	-
Health & Medical	-	-	-
Community Services	.0202	N/A	N/A
Continuing Education	-	-	-
Lease Costs	-	-	-
Bonds	.1318	N/A	N/A
Fire Safety	-	-	-
Children's Center	.0028	-	-
Child Bldg. Fund	.0200	-	-
Total	.7216	-	-
Source of Funding & Income (%)			
	1977-1978	1978-1979	1979-1980
Federal	\$ 684,367 (5.23)	\$ 751,266 (5.90)	\$ 744,886 (5.24)
State	\$ 7,240,208 (55.34)	\$ 8,797,861 (69.07)	\$ 10,368,461 (73.00)
Local	\$ 4,878,529 (37.29)	\$ 2,780,886 (21.83)	\$ 2,831,313 (19.93)
Student Fees	\$ 279,854 (2.14)	\$ 407,834 (3.20)	\$ 260,000 (1.83)
Total	\$13,082,958	\$12,737,847	\$14,204,660

DO:slt