

# **2020 Whitman Center South Monroe County Resident Survey Summary**

## Summary Report

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## EXECUTIVE SUMMARY

**Purpose:** The purpose of the 2020 Whitman Center South Monroe County Resident Survey was to understand South Monroe County residents' vision for the Monroe County Community College Whitman Center. The survey asked residents about their perspectives regarding academic programs and services provided at the Whitman Center as well as overall community impact.

**Instrumentation:** The electronic questionnaire, generated via SurveyMonkey®, contained 4 closed-ended items with a combination of select all that apply and Likert scale response options. Additionally, 3 open-ended items asked residents about their perceived mission for the Whitman Center including which educational and experiential learning opportunities should be offered. One open-ended item asked residents to provide their contact information if they desired follow-up from MCCC. Specific details regarding items included in the instrument are provided in the summary report.

**Data Collection:** Data were collected over a 6-week period, from October 15, 2020 to November 27, 2020. Data were collected in a first phase via distributing the SurveyMonkey® link to South Monroe County residents' emails using a purchased list and contracted services. To increase response rate, data were collected in a second phase via distributing the link by MCCC sponsored social media advertisement. A total of N=153 responses were collected. Due to the uncertainty of total recipients accessed using social media, response rate cannot be calculated.

**Data Analysis:** Data were exported from SurveyMonkey® to SPSS version 25, where all frequency analyses were conducted. No statistical analyses were conducted based on the nature of the study. Open-ended data were analyzed using modified thematic analysis that involves scanning open-ended responses for common words and phrases.

**Results and Recommendations:** Most of the residents are involved with MCCC as former students, being a South Monroe County resident, attending an event at MCCC, and being an alumnus. Majority of residents are either very or somewhat familiar with the Whitman Center. Commonly, the residents interact with the Whitman Center by taking classes or knowing someone that has taken classes, and attending or knowing someone that has attended events, meetings, or other activities. Overall, the residents feel the Whitman Center is an important educational resource for South and all areas of Monroe County. Almost all feel the Whitman Center is conveniently located for South Monroe County residents. Many feel that sufficient educational opportunities are offered at the Whitman Center, however, almost 70% of the residents said class offerings of a greater variety would impact their decision regarding taking classes at MCCC. Less than half of the residents feel the Whitman Center has adequate hours of operation and many agree the facilities are adequate. Overall, the residents feel the mission of the Whitman Center is to serve as an educational institution which is most conveniently located for

South Monroe County. Additionally, the residents feel to meet this mission, MCCC needs to offer a greater variety of classes at varied times and non-credit classes such as enrichment, continuing education, and adult education. Many also feel the Whitman Center should be better utilized for community events. The residents desire to see expanded experiential learning opportunities offered at the Whitman Center such as skilled trades, certificate programs, Excel and other business training, workforce training, field work, internships, and co-ops, and technology/Cybersecurity training. Detailed results are provided in the report.

## INSTRUMENTATION

### Question/Item Description

The survey contained 8 questions, 4 closed-ended and 4 open-ended. The survey questions and response options are provided below:

1. Which of the following best categorizes your involvement with Monroe County Community College (MCCC) (check all that apply)?
  - Faculty (full-time)
  - Faculty (part-time)
  - Support staff
  - Maintenance
  - Professional staff
  - Administrator
  - Former employee
  - Current student
  - Former student
  - Alumnus
  - Prospective student
  - Current Board of Trustees member
  - Former Board of Trustees member
  - Current member of any board at MCCC (alumni, Foundation, program advisory committee, etc.)
  - Former member of any board at MCCC (alumni, Foundation, program advisory committee, etc.)
  - Business/industry client of the Office of Workforce Development (Workforce Training)
  - Donor
  - Attended an event at MCCC
  - MCCC retiree
  - No other involvement other than being a South Monroe County community member
  - Other (please specify)
  
2. Please rate your level of familiarity with the Whitman Center campus of MCCC:
  - Very familiar
  - Somewhat familiar

- Unfamiliar
3. In which of the following ways have you interacted with the Whitman Center (check all that apply)?
- I have never interacted with the Whitman Center
  - I have taken classes at the Whitman Center
  - I have attended events, meetings, or other activities at the Whitman Center
  - I know someone who has taken classes at the Whitman Center
  - I know someone who has attended events, meetings, or other activities at the Whitman Center
  - I am currently employed by MCCC
  - I was previously employed by MCCC
  - I know someone who is currently employed by MCCC
  - I know someone who was previously employed by MCCC
4. Please rate your level of agreement with the following statements regarding the Whitman Center (Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree, Not Applicable):
- The Whitman Center is an important educational resource in South Monroe County.
  - The Whitman Center an important educational resource all areas of Monroe County.
  - The Whitman Center is a convenient location for South Monroe County residents to take classes.
  - The Whitman Center offers sufficient educational opportunities.
  - If more classes and a greater variety of classes were offered at the Whitman Center, it would impact my decisions regarding taking classes at MCCC.
  - If more classes and a greater variety of classes were offered at the Whitman Center, I would be more likely to complete my degree or transfer pathway at MCCC.
  - The hours of operation of the Whitman Center are adequate to meet the needs of students and the community.
  - The Whitman Center facilities are adequate to meet the needs of students and the community.
5. In your own words, please describe what you feel should be the mission of the Whitman Center.

6. In your own words, how can MCCC help the Whitman Center meet the mission you described above in response to question 5?
7. Please describe what kind of educational and experiential learning (workplace training, co-op, internship, field work) opportunities you would like to see offered at the Whitman Center.
8. Please provide your contact information below if you or someone you know might be interested in information about MCCC offerings at the main campus and/or Whitman Center.

## DATA COLLECTION

Data were collected over a 6- week period, from October 15, 2020 to November 27, 2020. Data were collected in a first phase via distributing the SurveyMonkey® link to South Monroe County residents' emails using a purchased list and a contracted distribution services. To increase response rate, data were collected in a second phase via distributing the link by MCCC sponsored social media advertisement. A total of N=153 responses were collected. Due to the uncertainty of total recipients accessed using social media, response rate cannot be calculated. All responses are de-identified. The data were exported from SurveyMonkey® into SPSS version 25 for analysis. The SPSS database is the final repository for all survey responses.



## DATA ANALYSIS

Closed-ended data were analyzed using SPSS version 25 using descriptive frequencies. No statistical analysis was conducted on the data due to the nature of the survey.

Open-ended data were analyzed using modified thematic analysis that involves scanning responses data for common words and phrases.

**RESULTS**  
**Residents' Involvement with Monroe County Community College**

| <b>Involvement</b>   | <b>%(n)</b> |
|--|-------------|
| Former student   | 37.9 (58)   |
| No other involvement other than being a South Monroe County community member               | 28.1 (43)   |
| Attended an event at MCCC  | 25.5 (39)   |
| Alumnus  | 18.3 (28)   |
| Prospective student  | 6.5 (10)    |
| Other (please specify): Parent of student  | 5.2 (8)     |
| Current student  | 3.9 (6)     |
| Faculty (part-time)  | 3.3 (5)     |
| Former employee  | 3.3 (5)     |
| Donor  | 2.6 (4)     |
| Support staff  | 2.0 (3)     |
| Other (please specify): South Monroe County resident                                       | 2.0 (3)     |
| MCCC retiree   | 1.3 (2)     |
| Other (please specify): Taxpayer   | 1.3 (2)     |
| Other (please specify): Took classes   | 1.3 (2)     |
| Faculty (full-time)  | 0.7 (1)     |
| Administrator  | 0.7 (1)     |
| Current member of any board at MCCC (alumni, Foundation, program advisory committee, etc.) | 0.7 (1)     |
| Business/industry client of the Office of Workforce Development (Workforce Training)       | 0.7 (1)     |
| Other (please specify): N/A  | 0.7 (1)     |
| Other (please specify): Transition Center  | 0.7 (1)     |
| Other (please specify): Vex robotics   | 0.7 (1)     |
| Maintenance  | 0.0 (0)     |
| Professional staff   | 0.0 (0)     |
| Current Board of Trustees member   | 0.0 (0)     |
| Former Board of Trustees member  | 0.0 (0)     |
| Former member of any board at MCCC (alumni, Foundation, program advisory committee, etc.)  | 0.0 (0)     |

**Table 1.** Residents' self-reported involvement with Monroe County Community college, select all that apply response options (N=153).

As highlighted in **Table 1**, the residents most commonly self-reported the following involvement with MCCC: former students (37.9%), no other involvement other than being a South Monroe County resident (28.1%), attended an event at MCCC (25.5%), and alumnus (18.3%).

**Residents’ Familiarity with the Whitman Center**

| Level of Familiarity | %(n)      |
|----------------------|-----------|
| Very familiar        | 43.8 (67) |
| Somewhat familiar    | 43.1 (66) |
| Unfamiliar           | 13.7 (21) |

**Table 2.** Residents’ level of familiarity with the Whitman Center (N=154). Note: one respondent selected two options in error.

**Table 2** shows that majority of residents are familiar with the Whitman Center (84.9%), with equal reporting of very (43.1%) and somewhat (43.8%) familiar.

**Residents’ Interactions with the Whitman Center**

| Interaction   | %(n)      |
|---|-----------|
| I know someone who has taken classes at the Whitman Center                                  | 51.6 (79) |
| I have taken classes at the Whitman Center  | 44.4 (68) |
| I have attended events, meetings, or other activities at the Whitman Center                 | 25.5 (39) |
| I know someone who has attended events, meetings, or other activities at the Whitman Center | 23.5 (36) |
| I have never interacted with the Whitman Center   | 19.0 (29) |
| I know someone who was previously employed by MCCC  | 13.7 (21) |
| I know someone who is currently employed by MCCC  | 11.1 (17) |
| I was previously employed by MCCC   | 06.5 (10) |
| I am currently employed by MCCC   | 02.6 (4)  |

**Table 3.** Residents’ self-reported interactions with the Whitman Center, select all that apply response options (N=153).

As highlighted in **Table 3**, the residents most commonly self-reported the following interactions with MCCC: knowing someone who has taken classes at the Whitman Center (51.6%), taking classes at the Whitman Center (44.4%), attending events, meetings, or other activities at the Whitman Center (25.5%), and knowing someone who has attended events, meetings, or other activities at the Whitman Center (23.5%).

**Residents’ Level of Agreement with the Impact of the Whitman Center and Sufficiency and Variety of Educational Offerings and Services**

| Statement   | % (n)          |                |                   |                   |                |
|---|----------------|----------------|-------------------|-------------------|----------------|
|   | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Not Applicable |
| <b>The Whitman Center is an important educational resource in South Monroe County.</b>  | 69.3<br>(106)  | 22.2<br>(34)   | 2.0<br>(3)        | 6.5<br>(10)       | 0.0<br>(0)     |
| <b>The Whitman Center is an important educational resource in all areas of Monroe County.</b>   | 47.7<br>(73)   | 35.9<br>(55)   | 8.5<br>(13)       | 6.5<br>(10)       | 0.7<br>(1)     |
| <b>The Whitman Center is a convenient location for South Monroe County residents to take classes.</b>   | 84.3<br>(129)  | 11.8<br>(18)   | 1.3<br>(2)        | 2.0<br>(3)        | 0.7<br>(1)     |
| <b>The Whitman Center offers sufficient educational opportunities.</b>  | 21.6<br>(33)   | 37.9<br>(58)   | 15.7<br>(24)      | 17.0<br>(26)      | 7.8<br>(12)    |
| <b>If more classes and a greater variety of classes were offered at the Whitman Center, it would impact my decisions regarding taking classes at MCCC.</b>            | 45.8<br>(70)   | 22.9<br>(35)   | 2.6<br>(4)        | 3.9<br>(6)        | 24.8<br>(38)   |
| <b>If more classes and a greater variety of classes were offered at the Whitman Center, I would be more likely to complete my degree or transfer pathway at MCCC.</b> | 28.8<br>(44)   | 13.7<br>(21)   | 5.9<br>(9)        | 5.9<br>(9)        | 45.8<br>(70)   |

|   |              |              |              |             |              |
|---|--------------|--------------|--------------|-------------|--------------|
| <b>The hours of operation of the Whitman Center are adequate to meet the needs of students and the community.</b> | 12.4<br>(19) | 35.9<br>(55) | 16.3<br>(25) | 9.8<br>(15) | 24.2<br>(37) |
| <b>The Whitman Center facilities are adequate to meet the needs of students and the community.</b>                | 23.5<br>(36) | 41.2<br>(63) | 15.7<br>(24) | 4.6<br>(7)  | 14.4<br>(22) |

**Table 4.** Residents’ level of agreement with statements regarding the impact of the Whitman Center and the sufficiency and variety of educational offerings and services (N=153). Note: some residents did not respond to all items and, therefore, percentages across all rows may not total 100%.

As highlighted in **Table 4**, based on combined Strongly Agree and Somewhat Agree responses, a great percentage (83.6%) of residents feel the Whitman Center is an important educational resource for South Monroe County (91.5%) and all areas of Monroe County. Many (96.1%) also feel the location of the Whitman Center is convenient for South Monroe County residents. More than half (59.5%) of the resident feel the Whitman Center offers sufficient educational opportunities. However, 68.7% of residents said class offerings of greater variety at the Whitman Center would impact their decisions regarding taking classes at MCCC. Although not applicable for almost half of the residents (45.8%), many (42.5%) said they would be more likely to complete their degree or transfer pathway at MCCC if classes of greater variety were offered at the Whitman Center. Less than half (48.3%) of the residents feel the hours of operation of the Whitman Center are adequate to meet the needs of students and the community. A greater percentage (64.7%) of residents feel the Whitman Center facilities are adequate to meet the needs of students and the community.

### **Residents' Perceived Mission of the Whitman Center (n=132)**

In order of prevalence, the emergent themes from the residents' responses to their perceived mission of the Whitman Center are as follows:

- The Whitman Center serves as an educational institution.
- The Whitman Center is a convenient location for South Monroe County residents
- The Whitman Center should offer both credit and non-credit/enrichment/continuing education courses (some mentioned for senior citizens).
- The Whitman Center should offer a greater variety of classes at varied times.
- The Whitman Center should be used more for community events and activities.

A few residents also mentioned the Whitman Center should recruit from and promote to out-of-state (Toledo/ Lucas County), there should be more experiential learning offerings, and more Middle College and dual-enrollment classes should be offered.

### **Residents' Opinions Regarding Meeting the Mission of the Whitman Center (n=119)**

In order of prevalence, the emergent themes from the residents' responses to their opinion regarding how MCCC can meet the mission of the Whitman Center are as follows:

- The Whitman Center should offer a greater variety of classes at varied times.
- The Whitman Center should offer both credit and non-credit/enrichment/continuing education courses (some mentioned for senior citizens).

A few residents also mentioned the following:

- More funds should be allocated to the Whitman Center
- The Whitman Center should be used more for community events and activities.
- The Whitman Center should recruit from and promote to out-of-state (Toledo/ Lucas County).
- The Whitman Center should offer the following:
  - More experiential learning opportunities
  - Career preparation services
  - High school outreach
  - Better overall promotion
  - Certificate programs

### **Residents' Desired Educational and Experiential Learning Opportunities at the Whitman Center (n=111)**

In order of prevalence, the most requested educational and experiential learning opportunities to be offered at the Whitman Center are the following:

- Skilled trades
- Non-credit offerings, in general
- A greater variety of credit offerings
- Community or adult education
- Certificate programs
- Excel and other business training
- Continuing education
- Workforce training
- Technology training
- Field work opportunities
- Dual enrollment
- Internship opportunities
- Cybersecurity
- Co-ops

**A list of residents that provided their name and contact information to receive follow-up information from MCCC regarding the Whitman Center educational offerings and services is available upon request from the Office of Institutional Research, Planning, and Accreditation.**