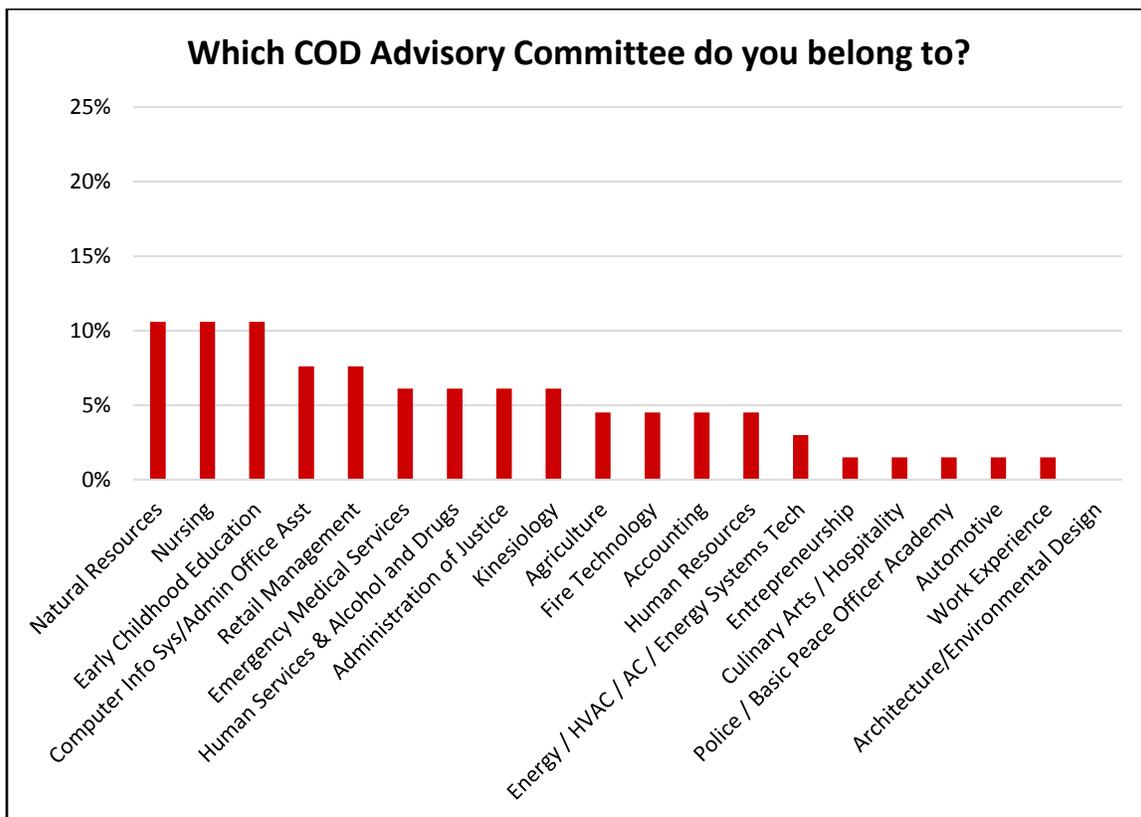


**EMP Program Advisory Committee Survey DRAFT**

Spring 2017

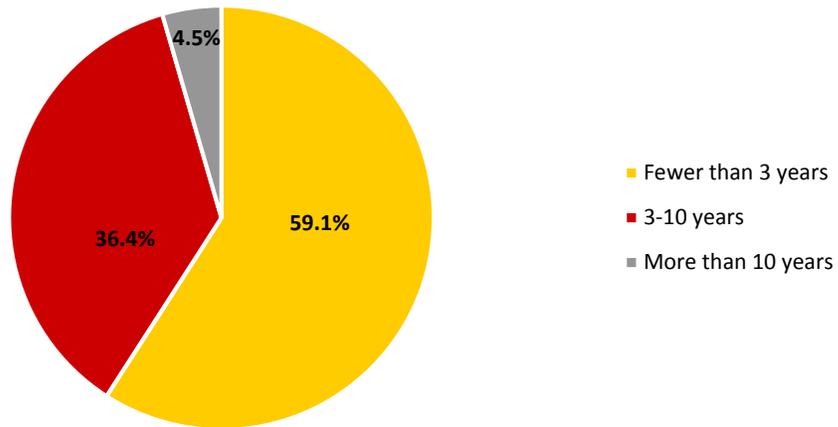
Recently, the “EMP Program Advisory Committee Survey” was sent out to College of the Desert (COD) Program Advisory Committee members. To assist the 2017-2022 Educational Master Plan Initiative, the Collaborative Brain Trust surveyed members of the College’s career-technical advisory committees to assist in identifying priorities and areas of opportunity across the Coachella Valley.

There were 66 respondents to the survey and 20 different categories of COD Advisory Committee’s. Of these 20 categories, ‘Early Childhood Education’ (10.6%), ‘Natural Resources (including Desert Ecology)’ (10.6%) and ‘Police/Basic Peace Officer Academy’ (10.6%) were the top categories represented from respondents. ‘Retail Management’ (7.6%) and ‘Computer Information Systems (including Administrative Office Assistant/Professional)’ (7.6%) followed the top three committee’s represented.

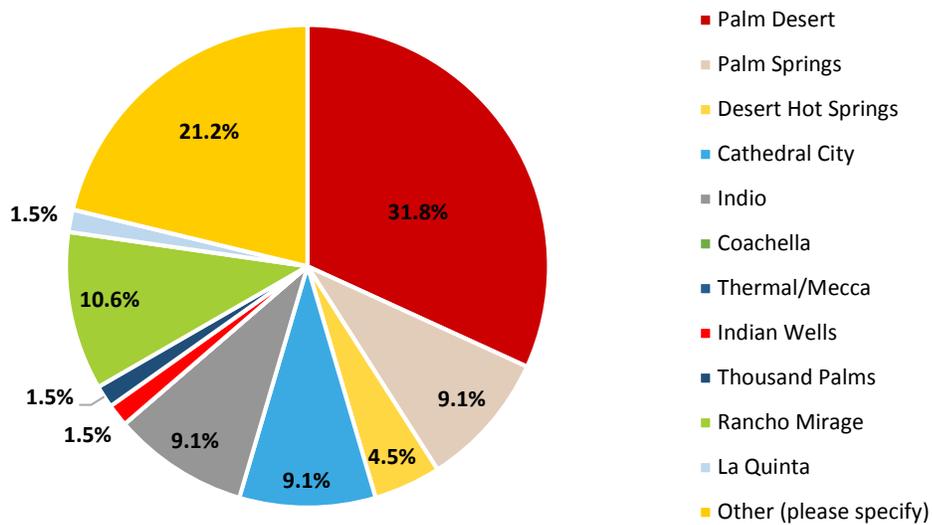


The majority of respondents (59.1%) have served as a member on their Advisory Committee for fewer than 3 years. Almost one-third (31.8%) of respondents have their business/place of employment located in Palm Desert followed by ‘Other’ cities (21.2%) and Rancho Mirage (10.6%).

### How many years have you served on this COD Advisory Committee?



### Where is your business/employment primarily located?

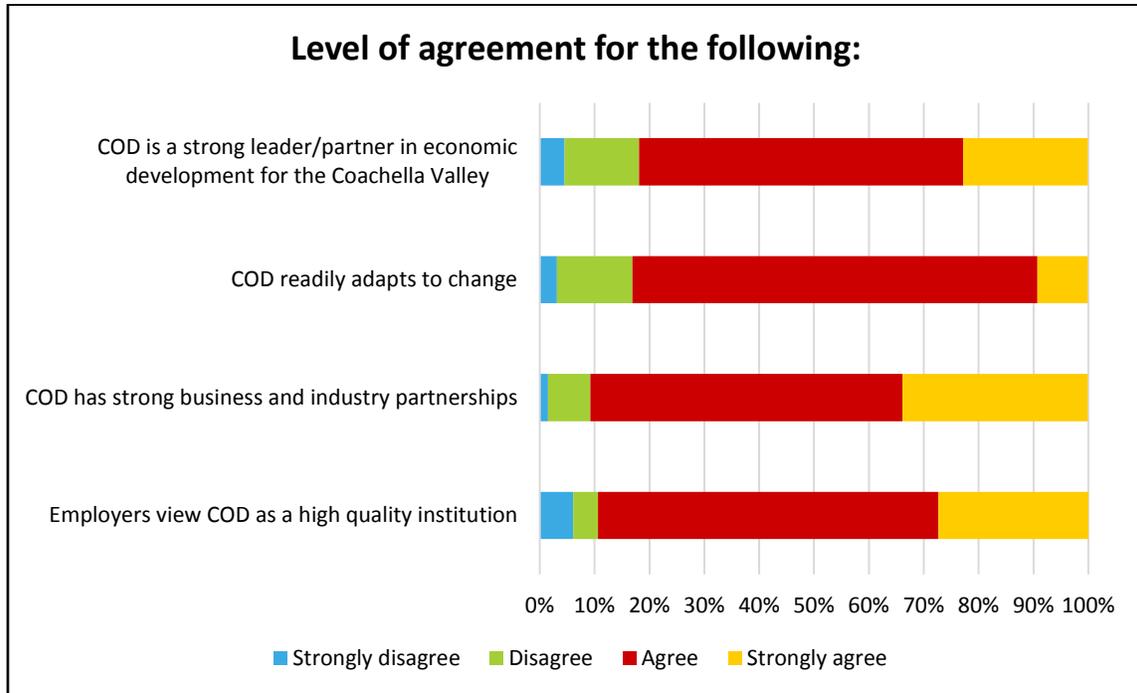


Next, respondents were asked to list 3 words that best describe COD's image in the community. Out of all 63 responses 'positive' (12.7%), 'supportive' (11.1%), 'affordable' (11.1%) and 'accessible' (9.5%) were common descriptors given.

#### Image and General Reputation

Respondents were then given 4 statements where they were asked to state their level of agreement in regards to COD's image and general reputation. Responses for all 4 statements were greatly positive. 89.5% agreed (and strongly agreed) that employers view COD as a high quality institution, 90.8% agreed (and strongly agreed) that COD has strong business and industry partnerships, 83.1% agreed (and strongly agreed) that COD has strong business and industry partnerships, 83.1% agreed (and strongly agreed) that COD has strong business and industry partnerships, 83.1% agreed (and strongly agreed) that COD has strong business and industry partnerships.

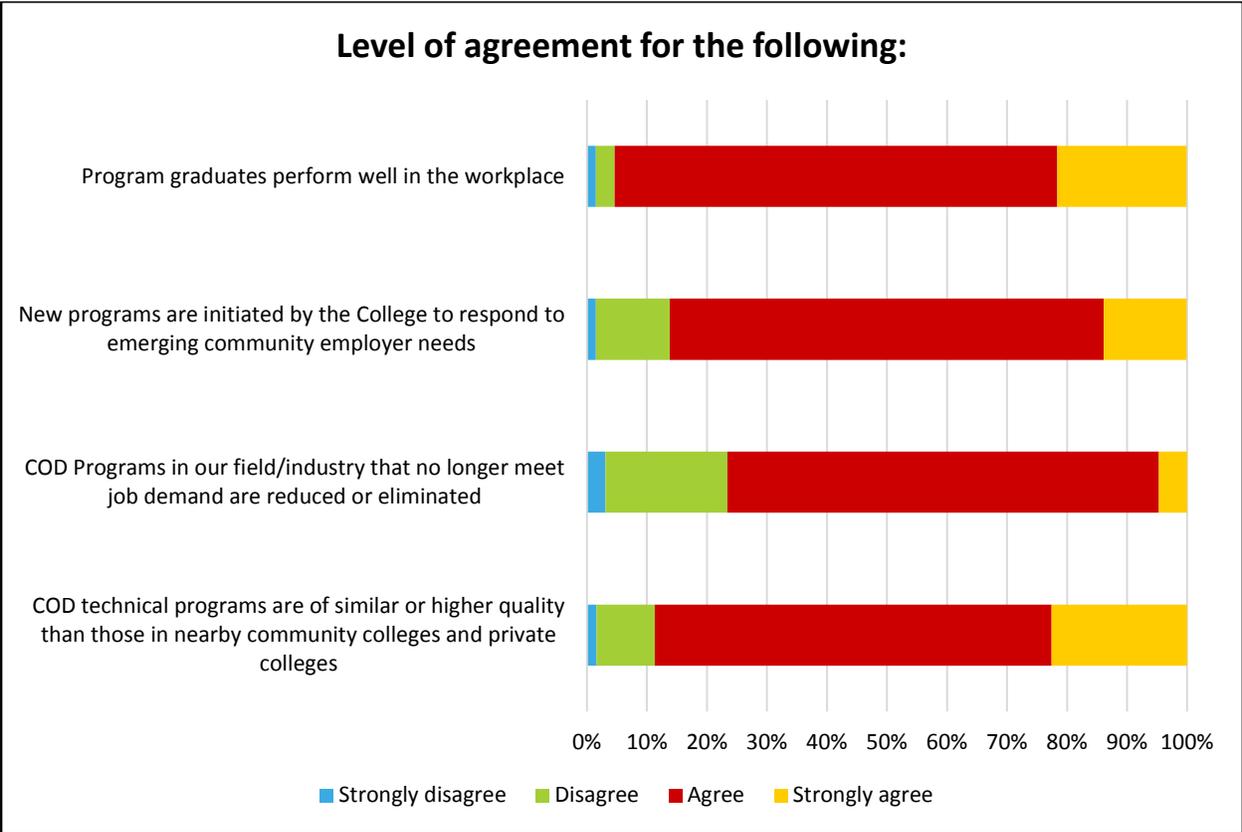
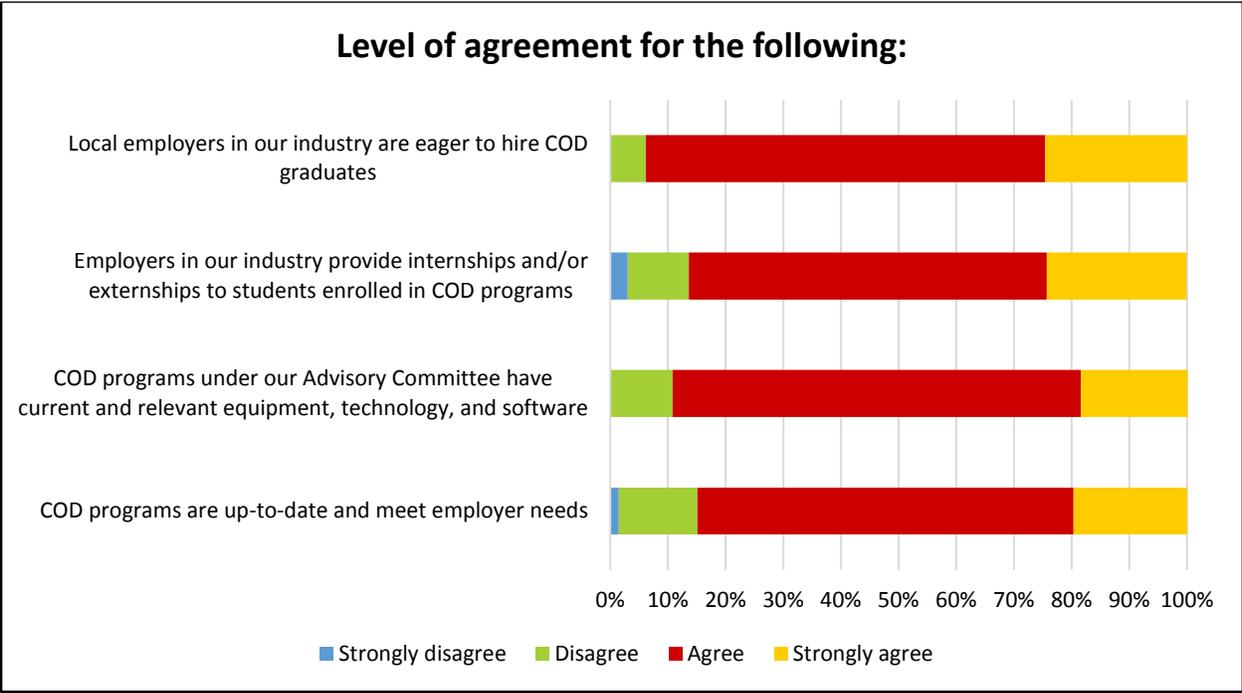
strongly agreed) that COD readily adapts to change and 81.8% agreed (and strongly agreed) that COD is a strong leader/partner in economic development for the Coachella Valley.



“Would like to see more concentration on vocational programs” and “...not enough full-time faculty, too much reliance on adjunct staff” are 2 of the 26 additional comments Advisory Committee members had in regards to COD’s image and general reputation.

**Programs at COD**

Next, Advisory Committee members were given several statements to rate their level of agreement in regards to the quality, effectiveness and other characteristics of College of the Desert’s programs. Responses to the following statements were overwhelmingly positive.



When asked if COD programs are up-to-date and meet employer needs, 84.9% agreed (and strongly agreed and 89.3% agreed (and strongly agreed) that COD programs under an Advisory Committee have current and relevant equipment, technology and software that reflect the workplace. 86.3% agreed (and strongly agreed) that employers in an industry provide internships and/or externships to students enrolled in COD programs while 93.8% agreed (and strongly agreed) that local employers in an industry are eager to hire COD graduates. Next, members were asked if COD technical programs are similar or

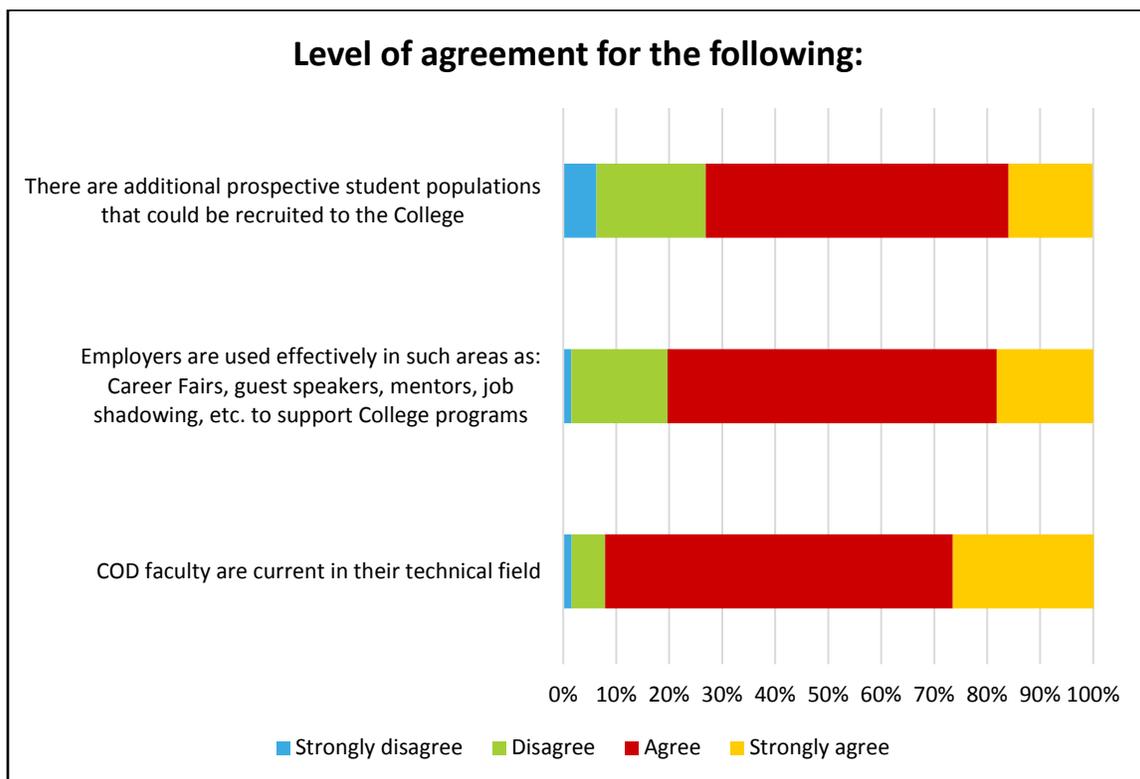
higher quality than those in nearby community colleges and private colleges and 88.7% agreed (and strongly agreed). When asked if COD programs in a field/industry that no longer meet job demand are reduced or eliminated, 76.6% agreed (and strongly agreed) and 86.2% agreed (and strongly agreed) that new programs are initiated by COD to respond to emerging community employer needs. Finally, 95.4% agreed (and strongly agreed) that program graduates perform well in the workplace.

Next, Advisory Committee members were asked what new jobs or industries should College of the Desert explore for potential new programs. A ‘paramedic program’ (12.1%) and a ‘hospitality program’ (9.1%) were just 2 of the 33 responses given for potential new programs.

Additional comments on the quality, effectiveness and other characteristics of programs at COD ranged from positive, “From my experience, programs at COD are of good quality and serve students well”, to informative, “There are great CTE programs at COD, however, it appears ‘cost effectiveness’ is more important than ‘growth’ of the programs. This is especially true in Mecca, etc.”

### Teaching, Learning, Student Recruitment and Supportive Services

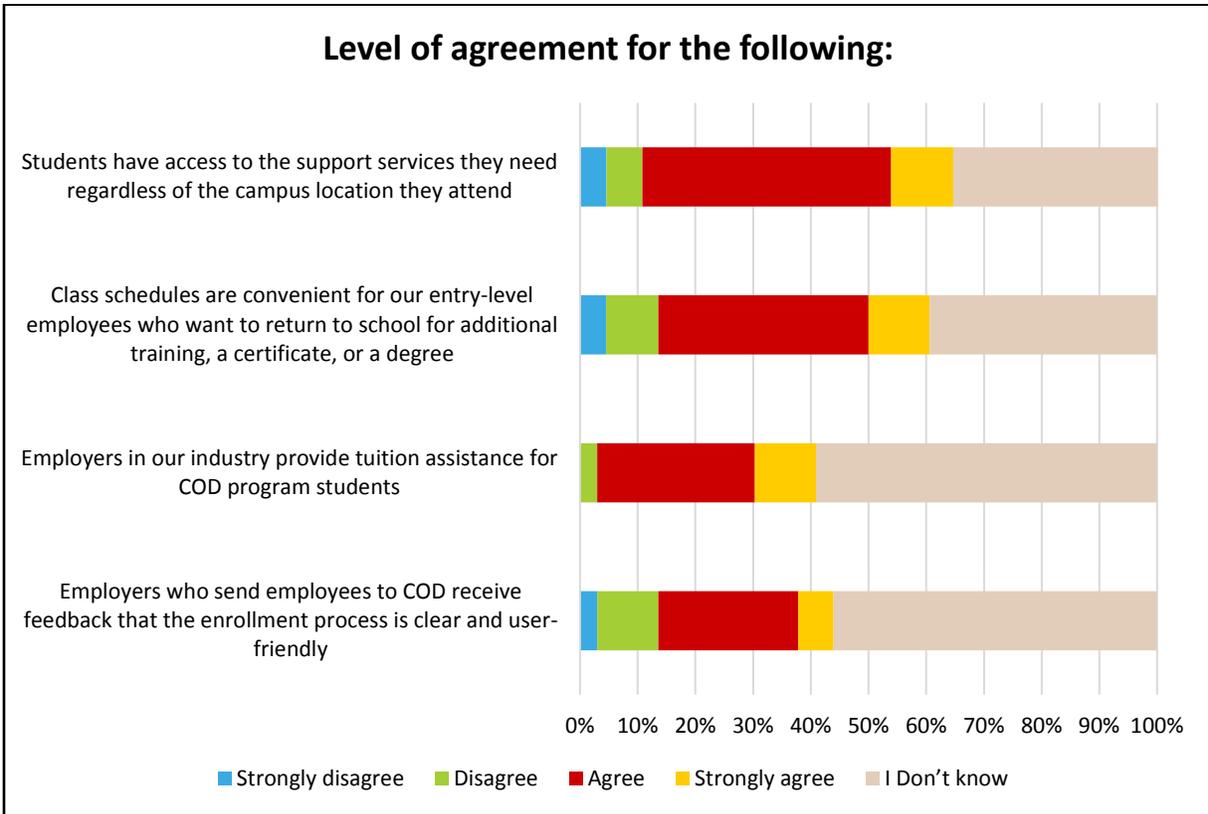
Members were then presented with statements in which they needed to state their level of agreement regarding teaching, learning, student recruitment and supportive services from College of the Desert.



Interestingly, almost three-quarters (73%) of respondents believed that there are additional prospective student populations that could be recruited to COD. 92.2% of respondents agreed (and strongly agreed) that COD faculty are current in their technical field and 80.3% agreed (and strongly agreed) that employers are used effectively to support COD programs.

When asked if there were additional prospective student populations that could be recruited to College of the Desert, respondents were then asked to list such groups. Among the 32 responses given, “disadvantaged community students...”, “military service members leaving the military” and “fire

departments...to send their employees to a paramedic program” were just 3 groups of prospective student populations.



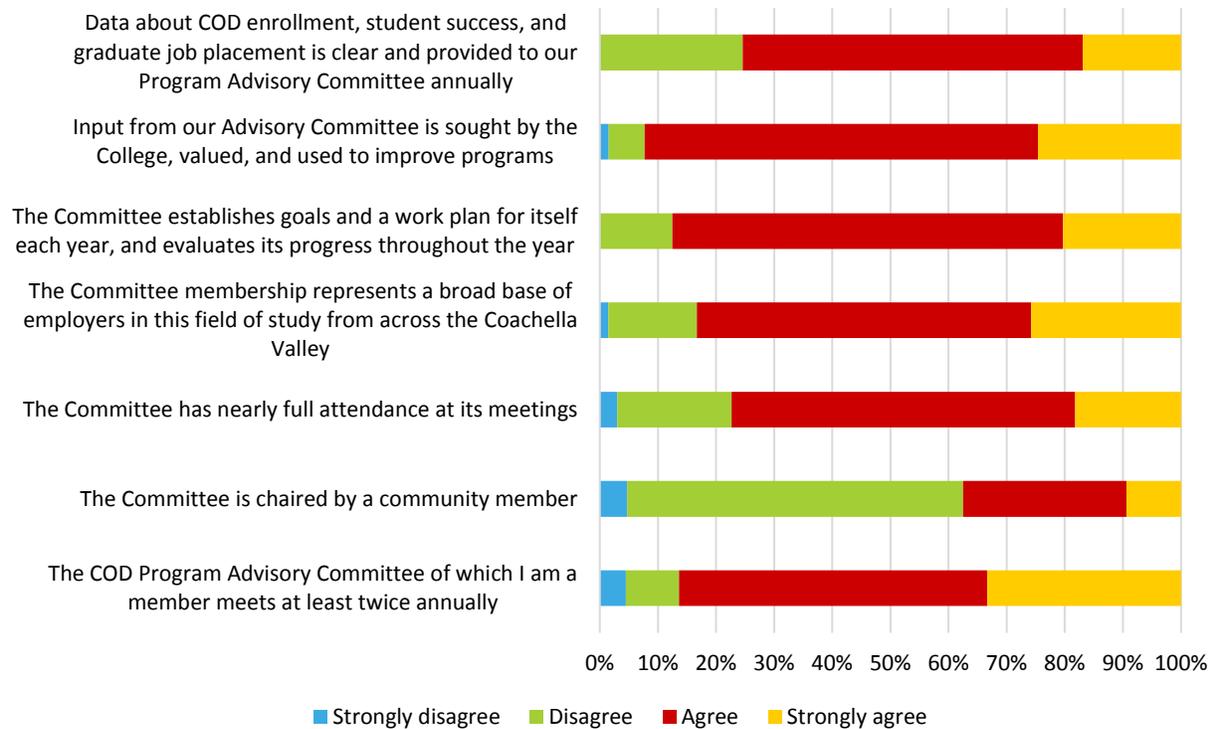
A majority of Advisory Committee members responded, “I Don’t Know” to the statements, ‘*Employers who send employees to COD receive feedback that the enrollment process is clear and user-friendly*’ (56.1%) and ‘*Employers in our industry provide tuition assistance for COD program students*’ (59.1%). Only 47% of respondents agreed (and strongly agreed) to class schedules being convenient for entry-level employees who want to return to school for additional training, a certificate, or a degree and only 53.9% agreed (and strongly agreed) that students have access to the support services they need regardless of the campus location they attend.

“Providing more opportunities in STEM areas for transfer and certificate pathways” and “more involvement in social media, web advertising and more incentives for placement of students with employers” were just two of several additional comments members had in regards to teaching, learning, student recruitment and supportive services.

**Committee Information**

Members were then presented with statements to which they rated their level of agreement in regards to their committee. Surprisingly, a majority (62.5%) of respondents disagreed (and strongly disagreed) to the Committee being chaired by a community member (who is not a COD employee).

### Level of agreement for the following:



The majority (86.3%) of respondents agreed (and strongly agreed) that their COD Advisory Committee met at least twice annually and that about three-quarters (77.3%) agreed (and strongly agreed) that it had nearly full attendance at its meetings. When presented with “*The committee membership represents a broad base of employers in this field of study from across the Coachella Valley*”, 83.4% of respondents agreed (and strongly agreed), and 87.5% agreed (and strongly agreed) to that the committee established goals and a work plan each year and evaluated its progress throughout the year. Nearly all respondents (92.3%) agreed (and strongly agreed) that the input from their Advisory Committee is sought by COD and used to improve programs and three-quarters (75.4%) of members agreed (and strongly agreed) that data about SOD enrollment, student success, and graduate job placement is clear and provided to their Program Advisory Committee annually.

When asked to identify additional data and/or information that would be helpful to a respondents’ role as a Program Advisory Committee member, responses varied from specific requests to broader information. One respondent stated, “To see data on student success. To do a follow-up on those that received Certificates. See if they are working in their fields, if not why, and if so, are they satisfied...”. Another respondent stated, “Job requirements from Human Resources agencies, what are the minimum and actual job requirements needed for applicants to be hired”.

Lastly, respondents were asked for any additional comments on the Program Advisory Committee. Out of 16 responses, only 5 (31.3%) gave comments on improvement, such as, “...COD offers EMR and EMT but should be considering a Paramedic program in the near future”, or “...use technology to meet via computer conferencing tools to ensure full participation”.

## General Remarks

Lastly, respondents were then asked three open-ended questions. First respondents were asked *“What are you most proud of about College of the Desert?”* 16.2% of respondents applauded about how “local” is emphasized at COD. Such as, how “...classes were excellent and geared towards the local environment...”, “...supports local businesses” and “...provides for local students”. 16.2% of respondents were also proud about the “quality” of COD, the “...quality instructors” and the “...quality education”.

Next, respondents were asked to identify what changes or trends will have the most impact on COD and its programs in the next 3-5 years and in what way will they impact. Responses varied widely from, “...changing of the healthcare system and how it is going to effect the alcohol and drug treatment field” to “technology and access to online classes that make it easier for students to virtually attend other colleges out of the local area”. 17.9% of responses did mention technology and online classes as trends that will have the most impact on COD and its programs in the next 3-5 years.

*“What actions should COD take to better serve its students and the communities of the Coachella Valley region?”* was the last question posed to respondents. “Expanded courses offered off campus to the areas that are under served”, more programs in the eastern part of the Valley”, and “...provide the public with a ‘State of COD’ report...goals, accomplishments, challenges, etc.” were just 3 out of the 21 insightful and informative suggestions given by respondents.