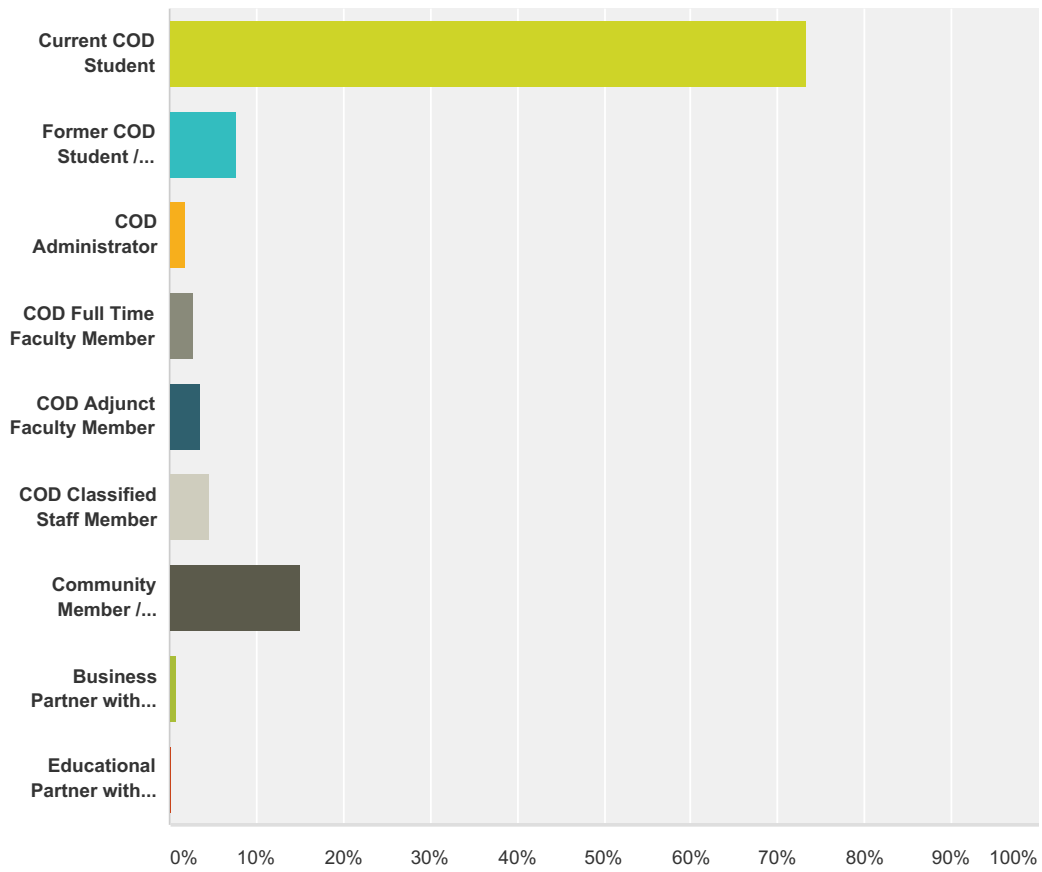


Q1 Please indicate your relationship to the College of the Desert (check all that apply).

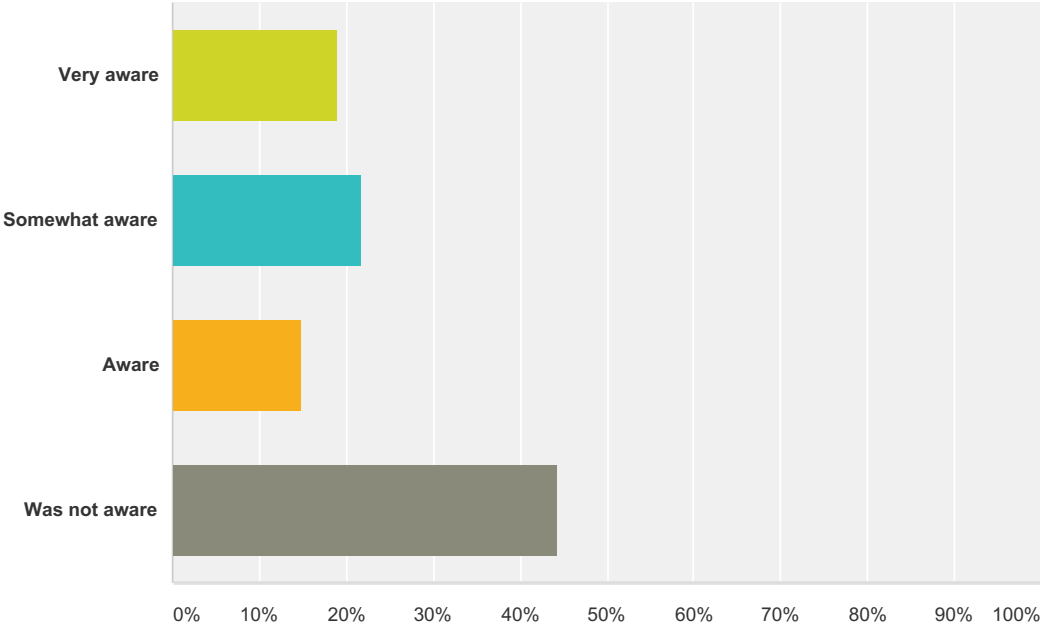
Answered: 333 Skipped: 5



| Answer Choices | Responses |
|-------------------------------|------------|
| Current COD Student | 73.27% 244 |
| Former COD Student / Alumni | 7.81% 26 |
| COD Administrator | 1.80% 6 |
| COD Full Time Faculty Member | 2.70% 9 |
| COD Adjunct Faculty Member | 3.60% 12 |
| COD Classified Staff Member | 4.50% 15 |
| Community Member / Resident | 15.02% 50 |
| Business Partner with COD | 0.90% 3 |
| Educational Partner with COD | 0.30% 1 |
| Total Respondents: 333 | |

Q2 Are you aware that the College of the Desert is currently updating its Strategic Master Plan?

Answered: 336 Skipped: 2



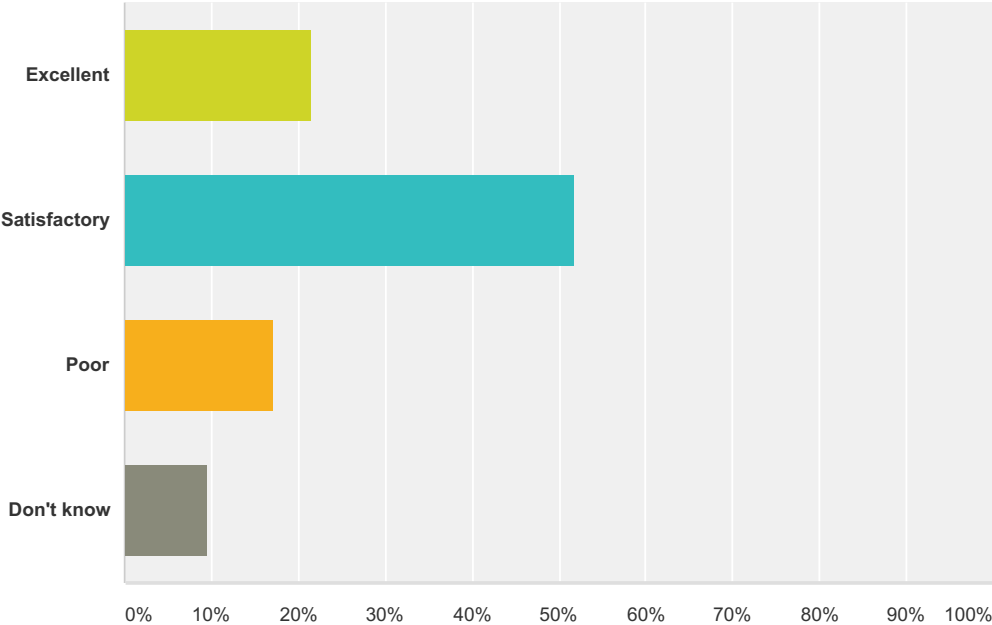
| Answer Choices | Responses |
|----------------|------------|
| Very aware | 19.05% 64 |
| Somewhat aware | 21.73% 73 |
| Aware | 14.88% 50 |
| Was not aware | 44.35% 149 |
| Total | 336 |

Q3 How did you learn about the College of the Desert strategic master planning process?

Answered: 293 Skipped: 45

Q4 Overall, how do you think the College is doing at meeting the needs of the local community?

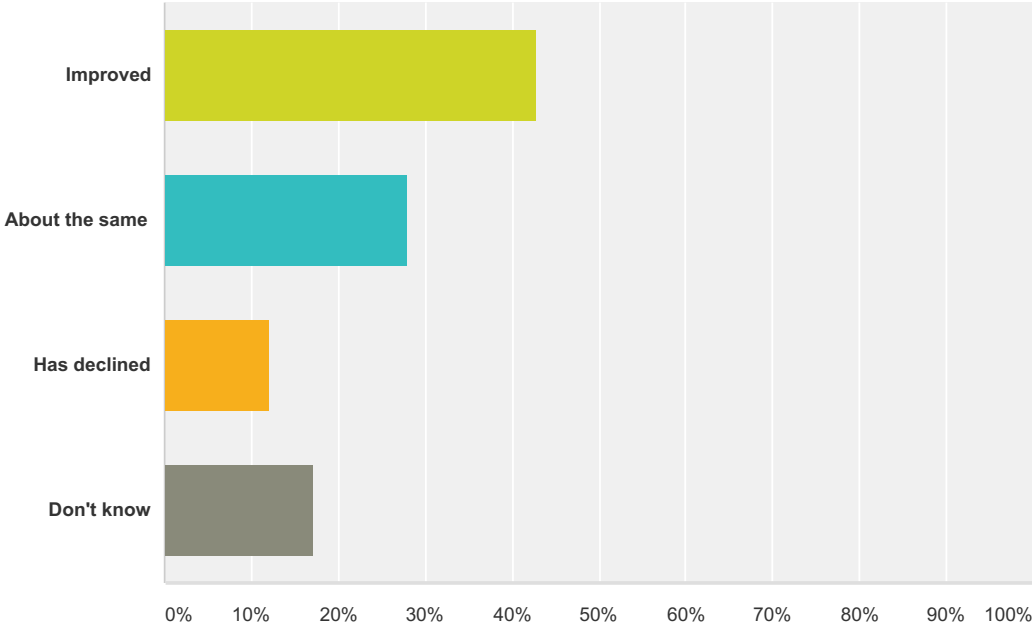
Answered: 334 Skipped: 4



| Answer Choices | Responses |
|----------------|------------|
| Excellent | 21.56% 72 |
| Satisfactory | 51.80% 173 |
| Poor | 17.07% 57 |
| Don't know | 9.58% 32 |
| Total | 334 |

Q5 Please rate the College's effectiveness in the past five years in meeting the needs of the local community.

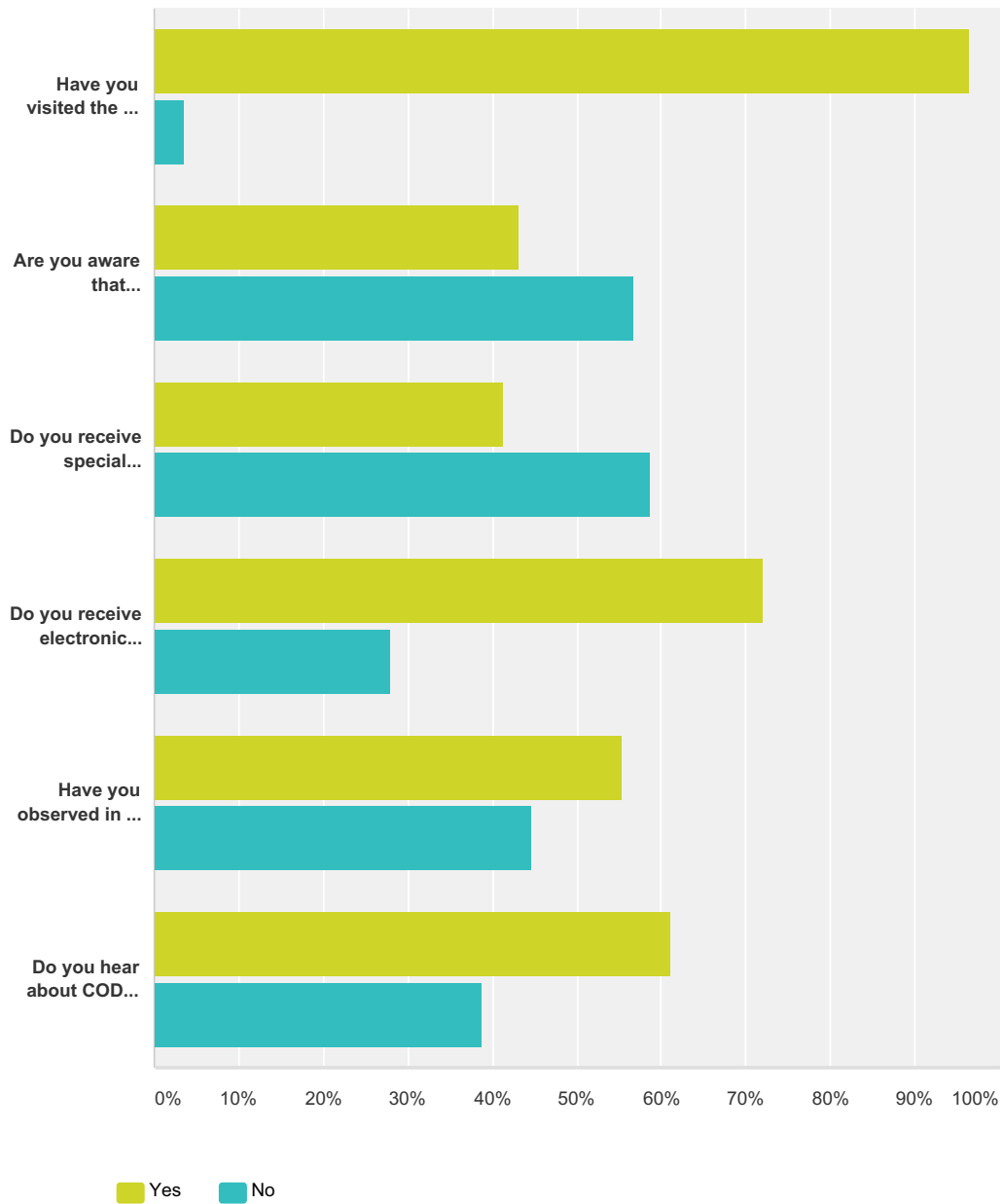
Answered: 332 Skipped: 6



| Answer Choices | Responses |
|----------------|------------|
| Improved | 42.77% 142 |
| About the same | 28.01% 93 |
| Has declined | 12.05% 40 |
| Don't know | 17.17% 57 |
| Total | 332 |

Q6 Please answer "yes" or "no" to the following questions:

Answered: 335 Skipped: 3



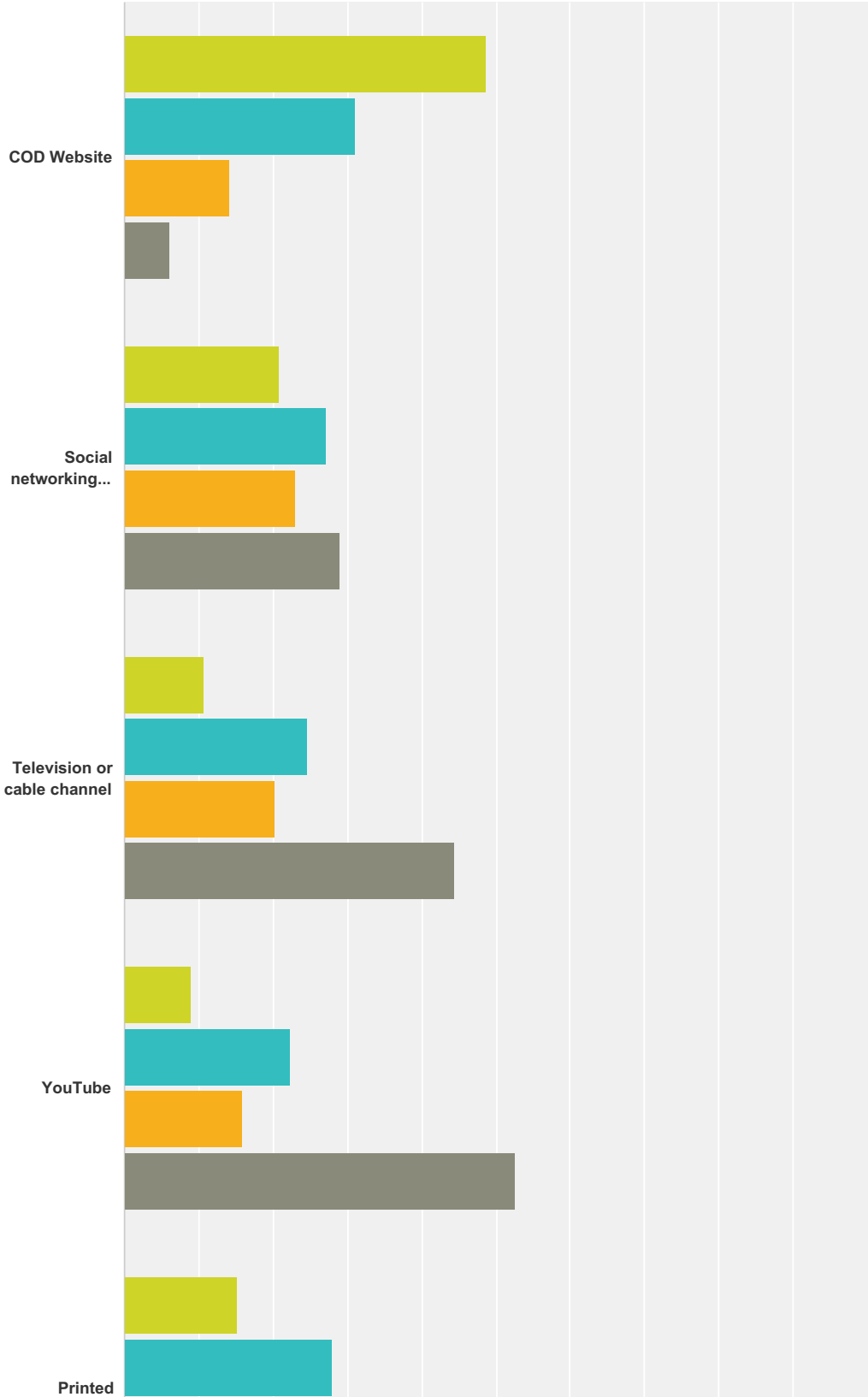
| | Yes | No | Total |
|--|---------------|---------------|-------|
| Have you visited the COD Website? | 96.42% 323 | 3.58% 12 | 335 |
| Are you aware that information regarding the strategic master planning process is available on the COD Portal? | 43.28% 145 | 56.72% 190 | 335 |
| Do you receive special publications about COD programs? | 41.32% 138 | 58.68% 196 | 334 |
| Do you receive electronic information about COD classes, programs or services? | 72.12% 238 | 27.88% 92 | 330 |

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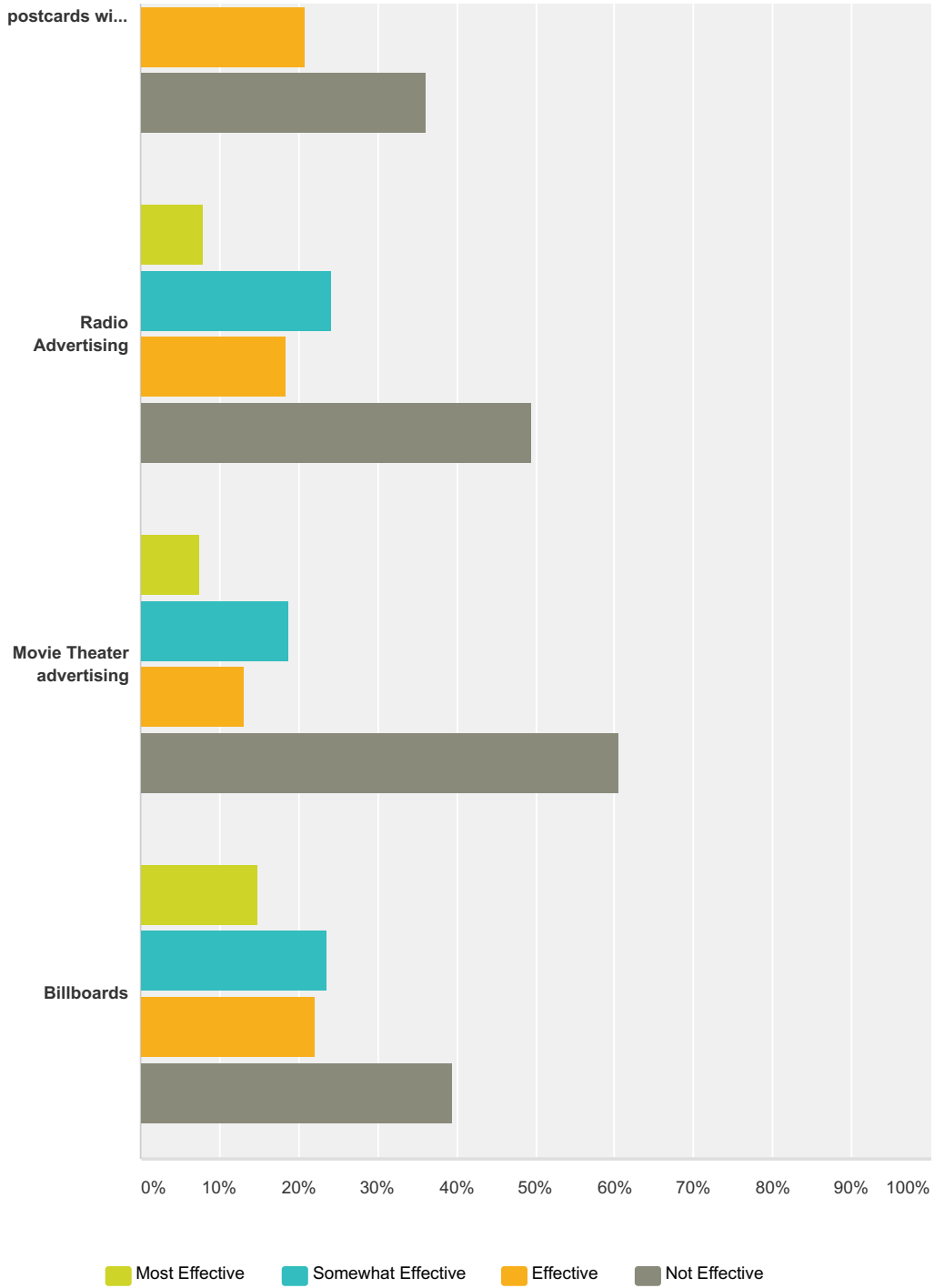
| | | | |
|---|----------------------|----------------------|-----|
| Have you observed in the past year, stories about COD in the local newspaper or television? | 55.39% 185 | 44.61% 149 | 334 |
| Do you hear about COD primarily by word of mouth? | 61.09% 201 | 38.91% 128 | 329 |

Q7 Please rate the following methods for reaching you with information about the College of the Desert.

Answered: 333 Skipped: 5



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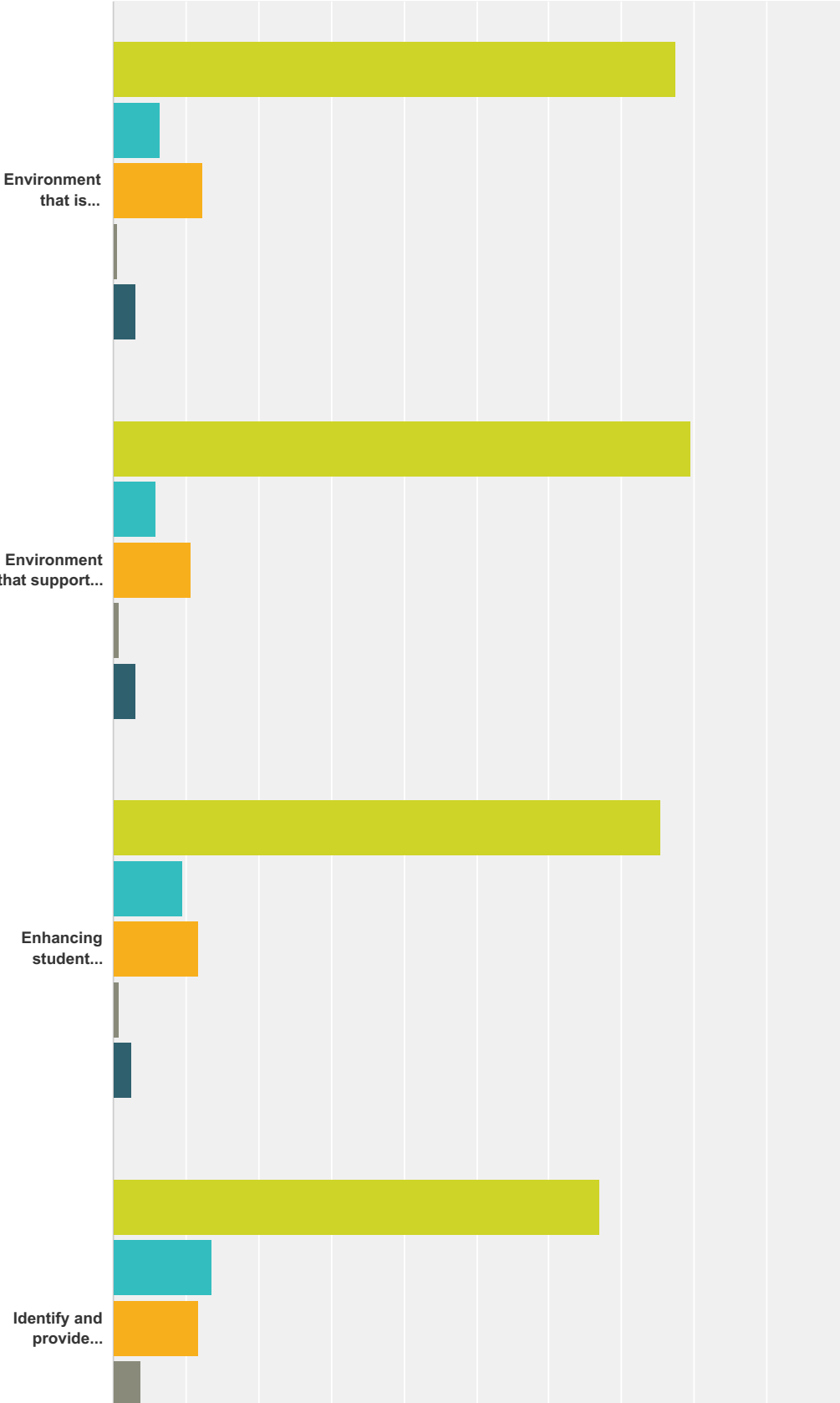
| | Most Effective | Somewhat Effective | Effective | Not Effective | Total |
|---|----------------|--------------------|--------------|---------------|-------|
| COD Website | 48.64% 161 | 31.12% 103 | 14.20% 47 | 6.04% 20 | 331 |
| Social networking sites (i.e., Facebook or Twitter) | 20.80% 68 | 27.22% 89 | 22.94% 75 | 29.05% 95 | 327 |
| Television or cable channel | 10.74% 35 | 24.54% 80 | 20.25% 66 | 44.48% 145 | 326 |
| YouTube | 9.03% 29 | 22.43% 72 | 15.89% 51 | 52.65% 169 | 321 |

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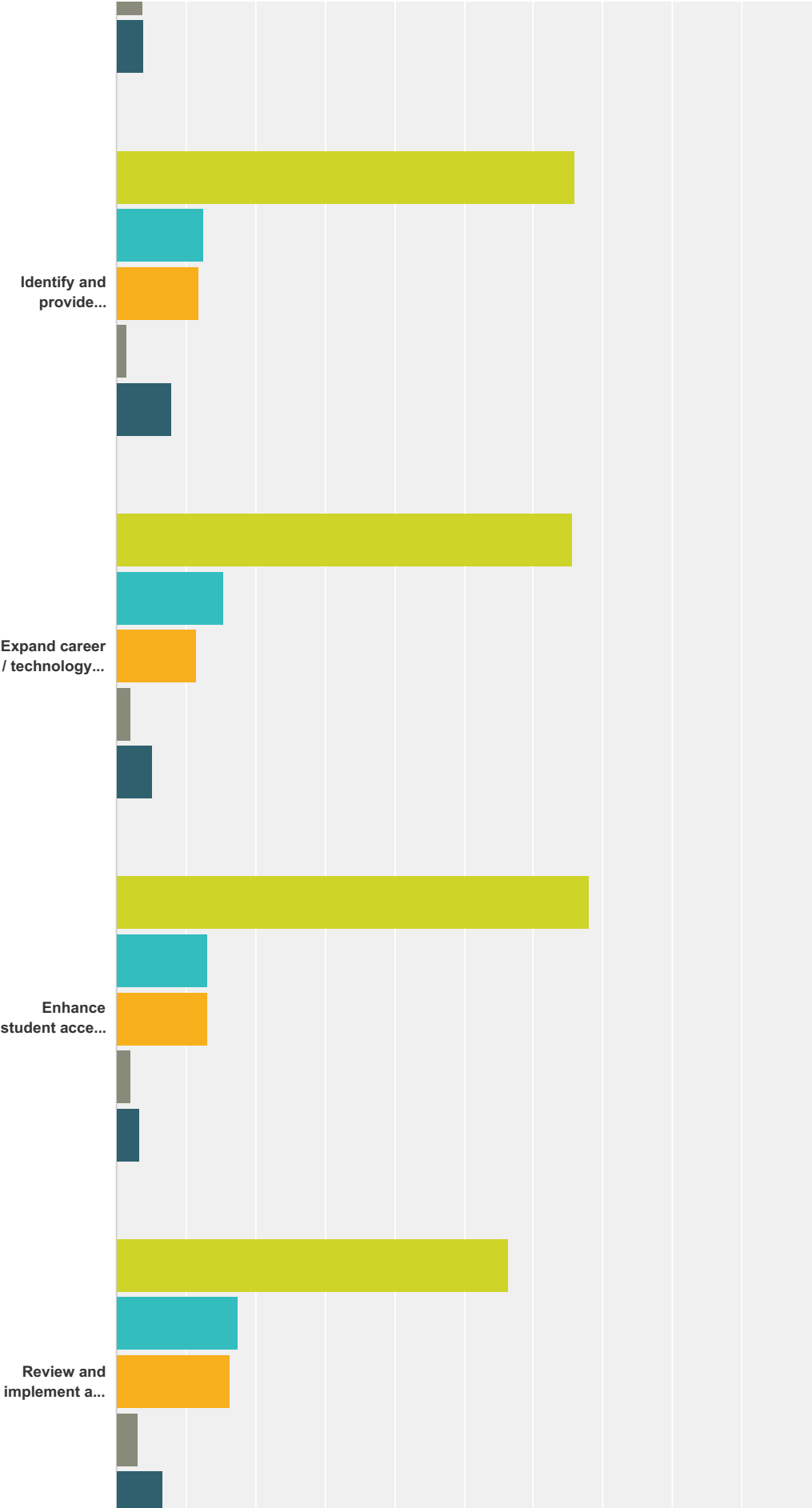
| | | | | | |
|---|---------------------|---------------------|---------------------|----------------------|-----|
| Printed postcards with information listed | 15.22% 49 | 27.95% 90 | 20.81% 67 | 36.02% 116 | 322 |
| Radio Advertising | 7.98% 26 | 24.23% 79 | 18.40% 60 | 49.39% 161 | 326 |
| Movie Theater advertising | 7.50% 24 | 18.75% 60 | 13.13% 42 | 60.62% 194 | 320 |
| Billboards | 14.91% 48 | 23.60% 76 | 22.05% 71 | 39.44% 127 | 322 |

Q8 Please rate each of the following areas at the College of the Desert.

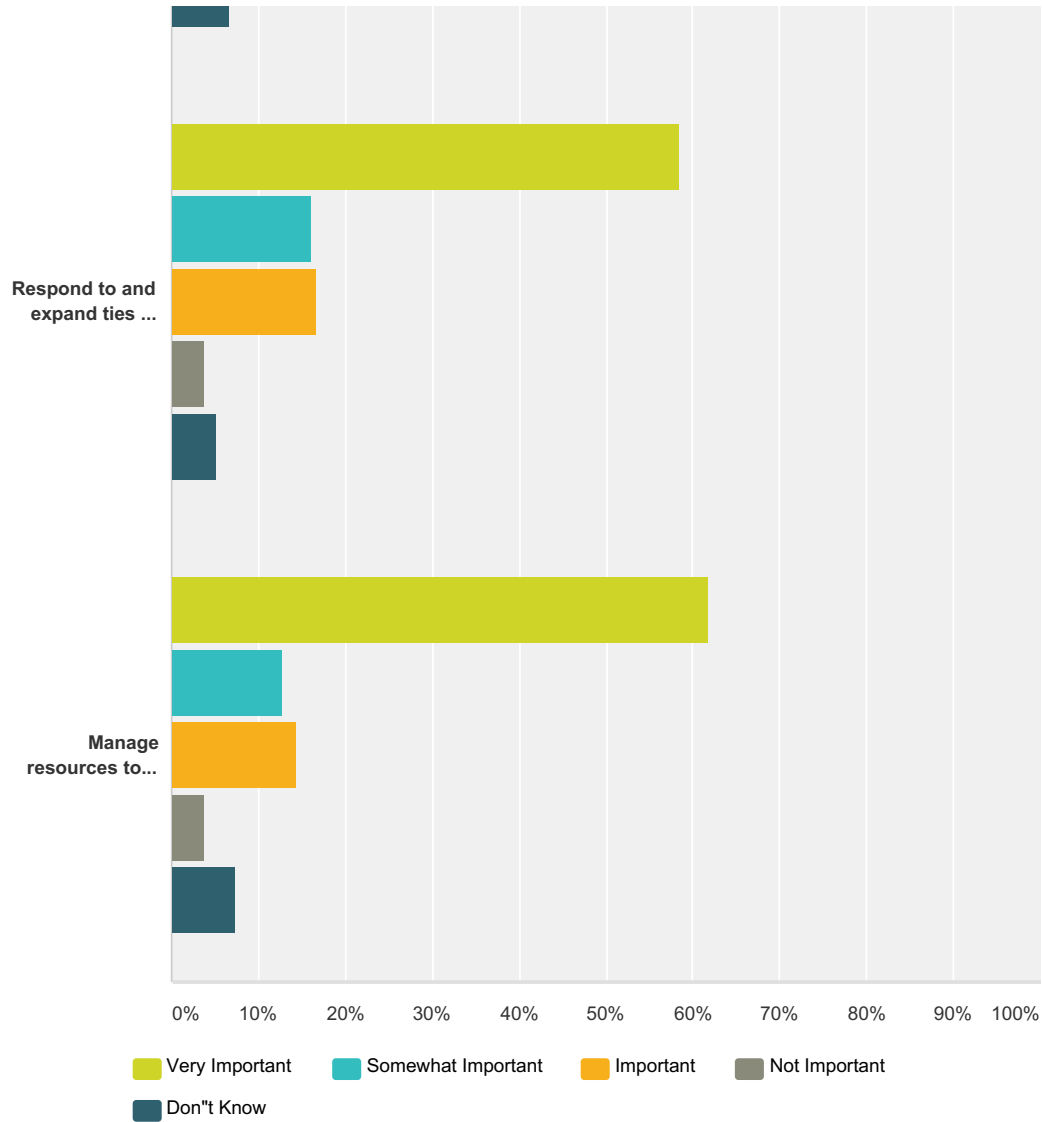
Answered: 326 Skipped: 12



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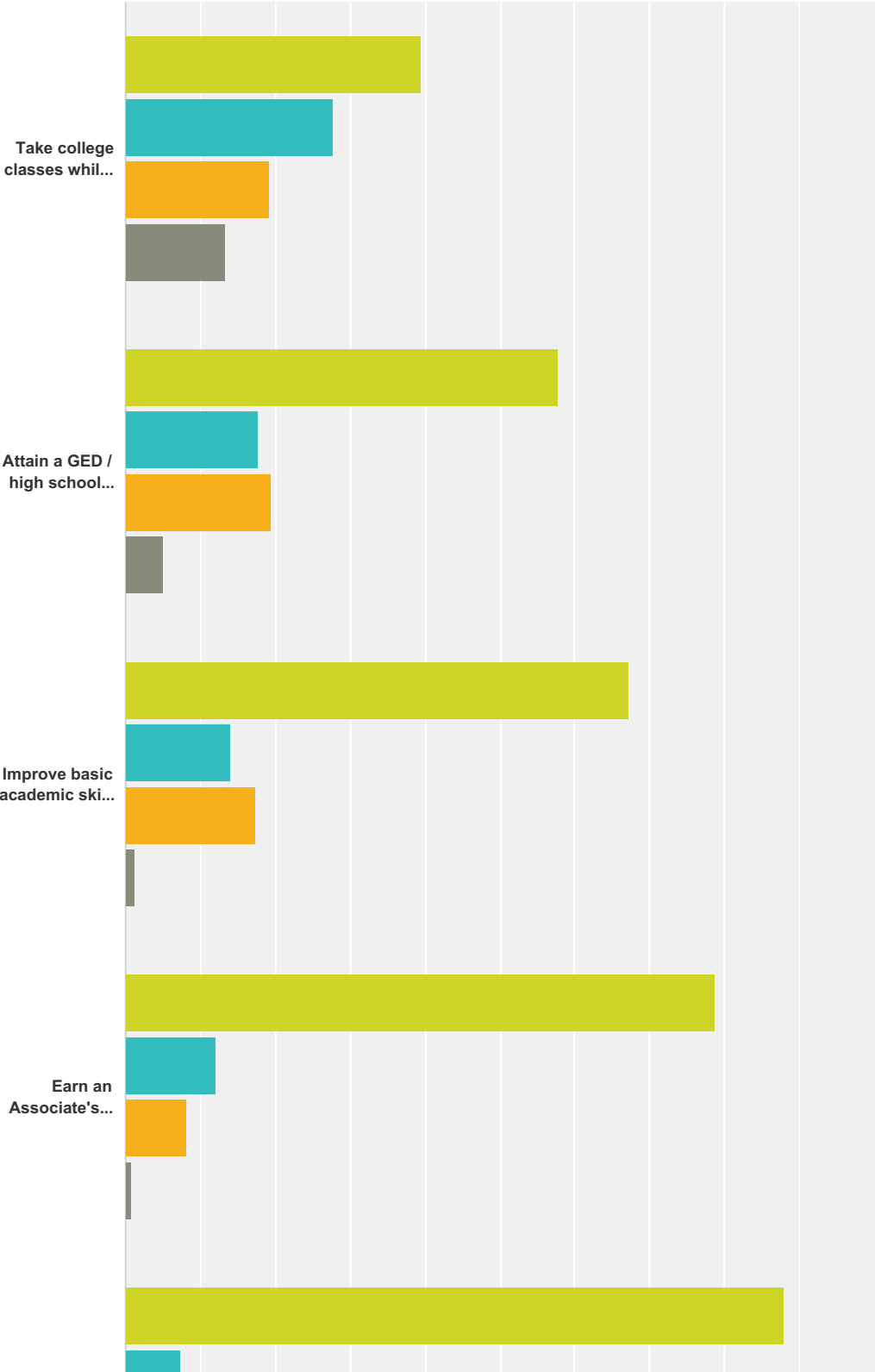
| | Very Important | Somewhat Important | Important | Not Important | Don't Know | Total |
|---|----------------|--------------------|--------------|---------------|-------------|-------|
| Environment that is conducive to student learning | 77.54% 252 | 6.46% 21 | 12.31% 40 | 0.62% 2 | 3.08% 10 | 325 |
| Environment that supports quality teaching and instruction | 79.45% 259 | 5.83% 19 | 10.74% 35 | 0.92% 3 | 3.07% 10 | 326 |
| Enhancing student educational performance | 75.38% 245 | 9.54% 31 | 11.69% 38 | 0.92% 3 | 2.46% 8 | 325 |
| Identify and provide appropriate support for underprepared students | 67.08% 218 | 13.54% 44 | 11.69% 38 | 3.69% 12 | 4.00% 13 | 325 |
| Identify and provide appropriate support for transfer students | 65.95% 215 | 12.58% 41 | 11.96% 39 | 1.53% 5 | 7.98% 26 | 326 |
| Expand career / technology curriculum | 65.63% 212 | 15.48% 50 | 11.46% 37 | 2.17% 7 | 5.26% 17 | 323 |
| Enhance student access to college facilities and services | 68.00% 221 | 13.23% 43 | 13.23% 43 | 2.15% 7 | 3.38% 11 | 325 |
| Review and implement a college wide enrollment management plan | 56.31% 183 | 17.54% 57 | 16.31% 53 | 3.08% 10 | 6.77% 22 | 325 |

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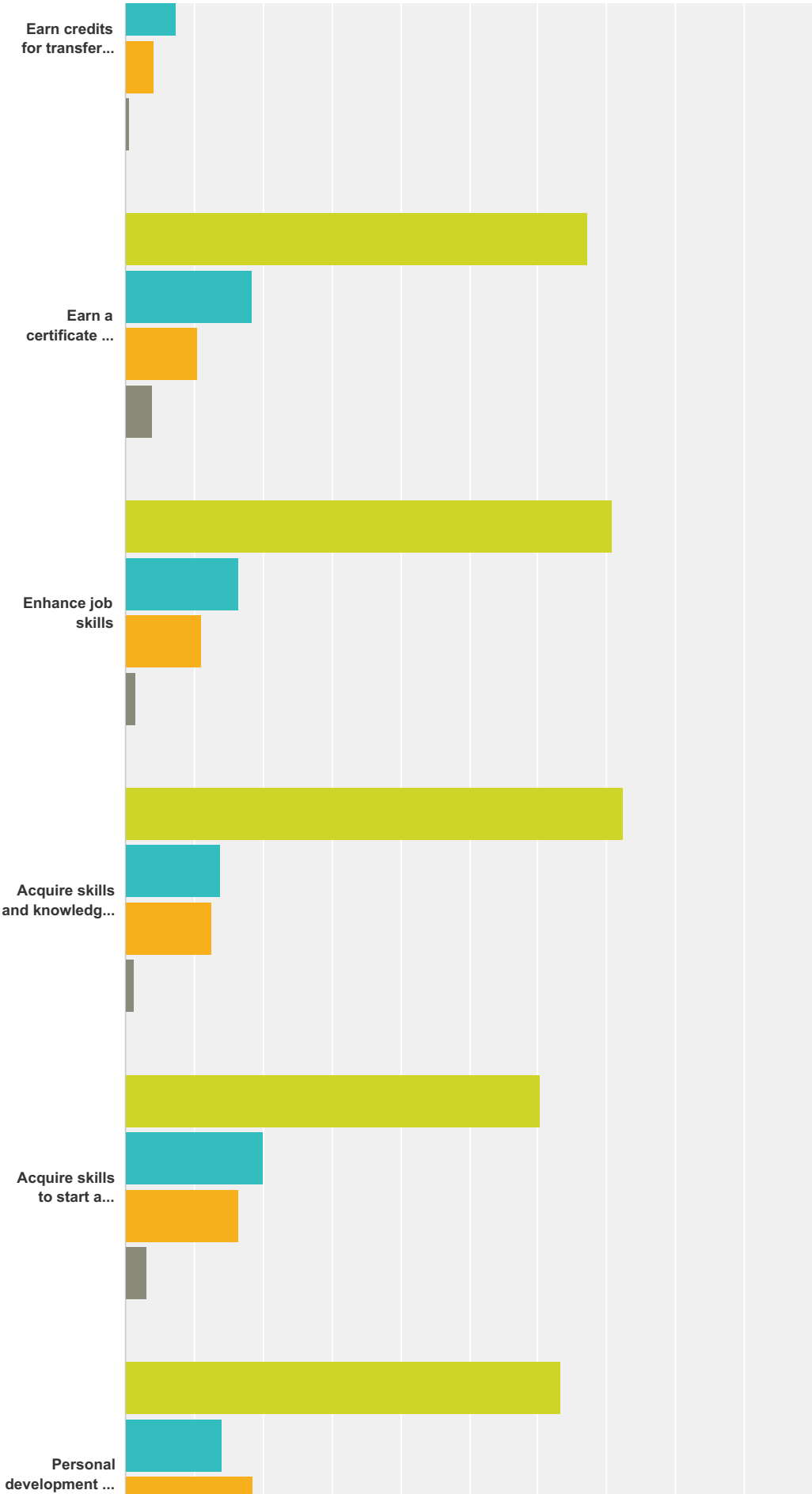
| | | | | | | |
|---|----------------------|---------------------|---------------------|--------------------|--------------------|-----|
| Respond to and expand ties to community needs | 58.46% 190 | 16.00% 52 | 16.62% 54 | 3.69% 12 | 5.23% 17 | 325 |
| Manage resources to support institutional effectiveness | 61.73% 200 | 12.65% 41 | 14.51% 47 | 3.70% 12 | 7.41% 24 | 324 |

Q9 The primary purpose of the College of the Desert is to meet the educational goals of its students and the community. Please rate each of these areas.

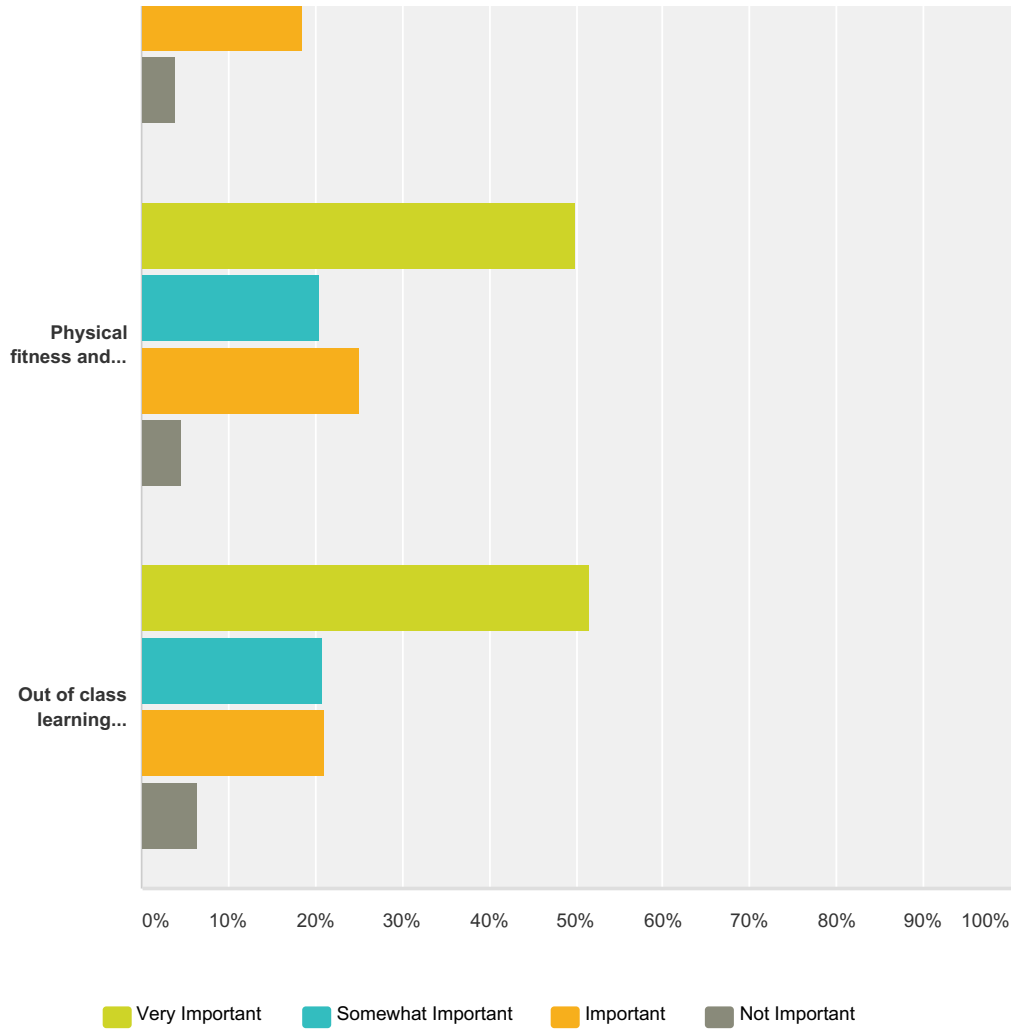
Answered: 328 Skipped: 10



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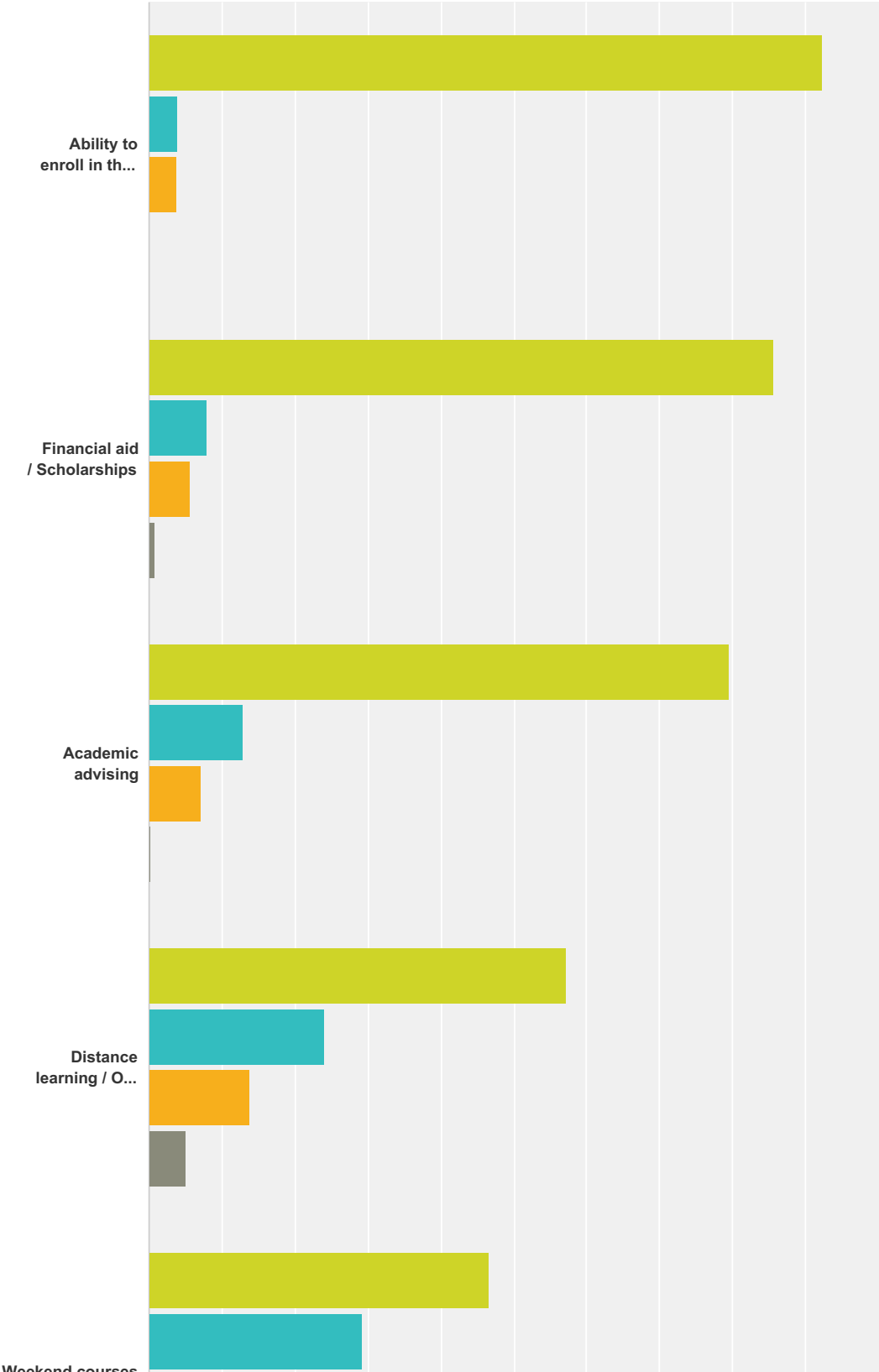
| | Very Important | Somewhat Important | Important | Not Important | Total |
|---|----------------|--------------------|--------------|---------------|-------|
| Take college classes while in high school | 39.45% 129 | 27.83% 91 | 19.27% 63 | 13.46% 44 | 327 |
| Attain a GED / high school diploma | 57.85% 188 | 17.85% 58 | 19.38% 63 | 4.92% 16 | 325 |
| Improve basic academic skills (reading, writing, math) | 67.28% 220 | 14.07% 46 | 17.43% 57 | 1.22% 4 | 327 |
| Earn an Associate's Degree | 78.66% 258 | 12.20% 40 | 8.23% 27 | 0.91% 3 | 328 |
| Earn credits for transfer to a 4-year college or university | 87.80% 288 | 7.32% 24 | 4.27% 14 | 0.61% 2 | 328 |
| Earn a certificate in a career technology program | 67.18% 219 | 18.40% 60 | 10.43% 34 | 3.99% 13 | 326 |
| Enhance job skills | 70.86% 231 | 16.56% 54 | 11.04% 36 | 1.53% 5 | 326 |
| Acquire skills and knowledge to change careers | 72.48% 237 | 13.76% 45 | 12.54% 41 | 1.22% 4 | 327 |
| Acquire skills to start a business | 60.43% 197 | 19.94% 65 | 16.56% 54 | 3.07% 10 | 326 |
| Personal development and enrichment | 63.30% 207 | 14.07% 46 | 18.65% 61 | 3.98% 13 | 327 |

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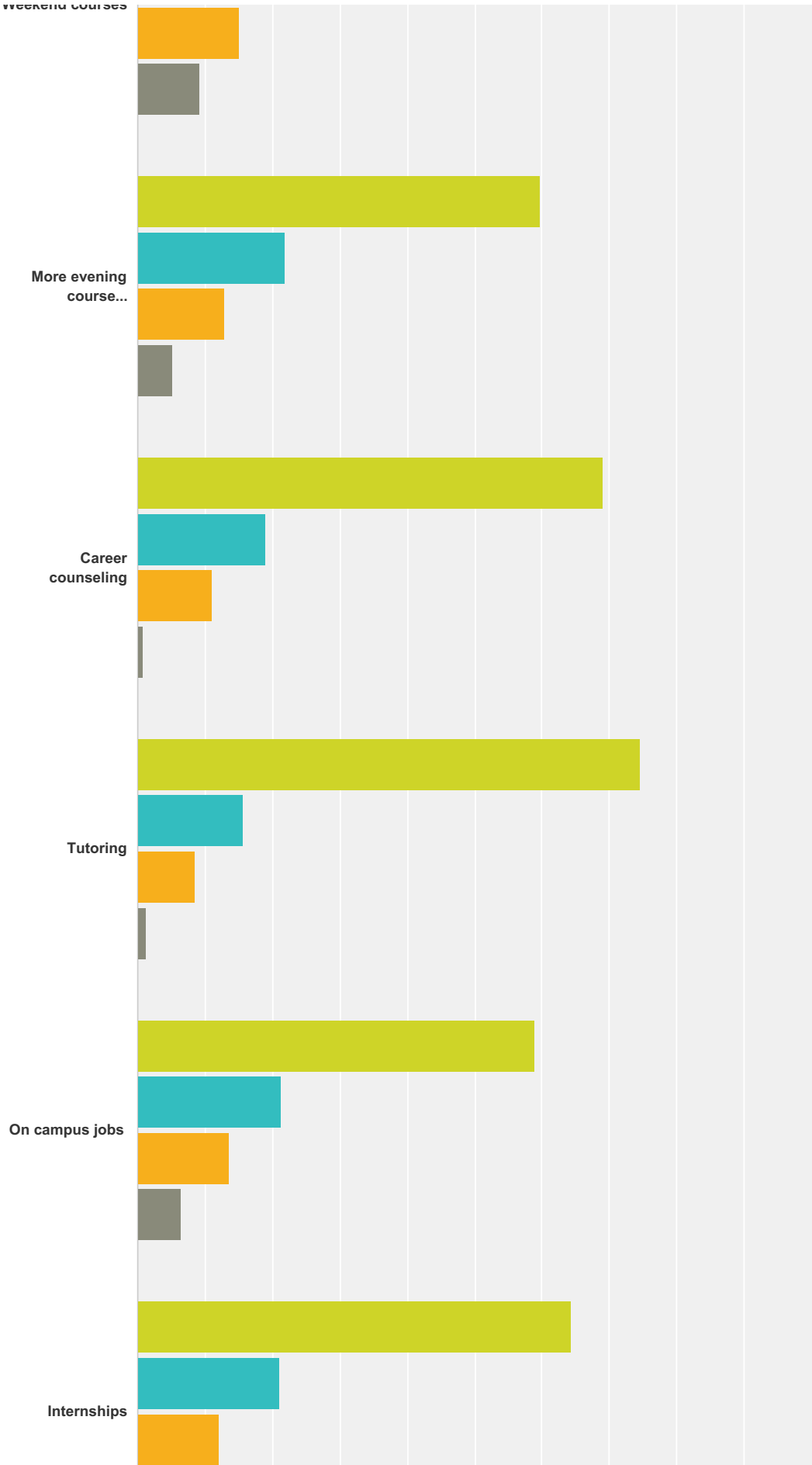
| | | | | | |
|--|----------------------|---------------------|---------------------|--------------------|-----|
| Physical fitness and well being | 50.00% 162 | 20.37% 66 | 25.00% 81 | 4.63% 15 | 324 |
| Out of class learning opportunities (i.e., clubs, organizations) | 51.53% 168 | 20.86% 68 | 21.17% 69 | 6.44% 21 | 326 |

Q10 What do you consider important in helping students achieve their educational goals?

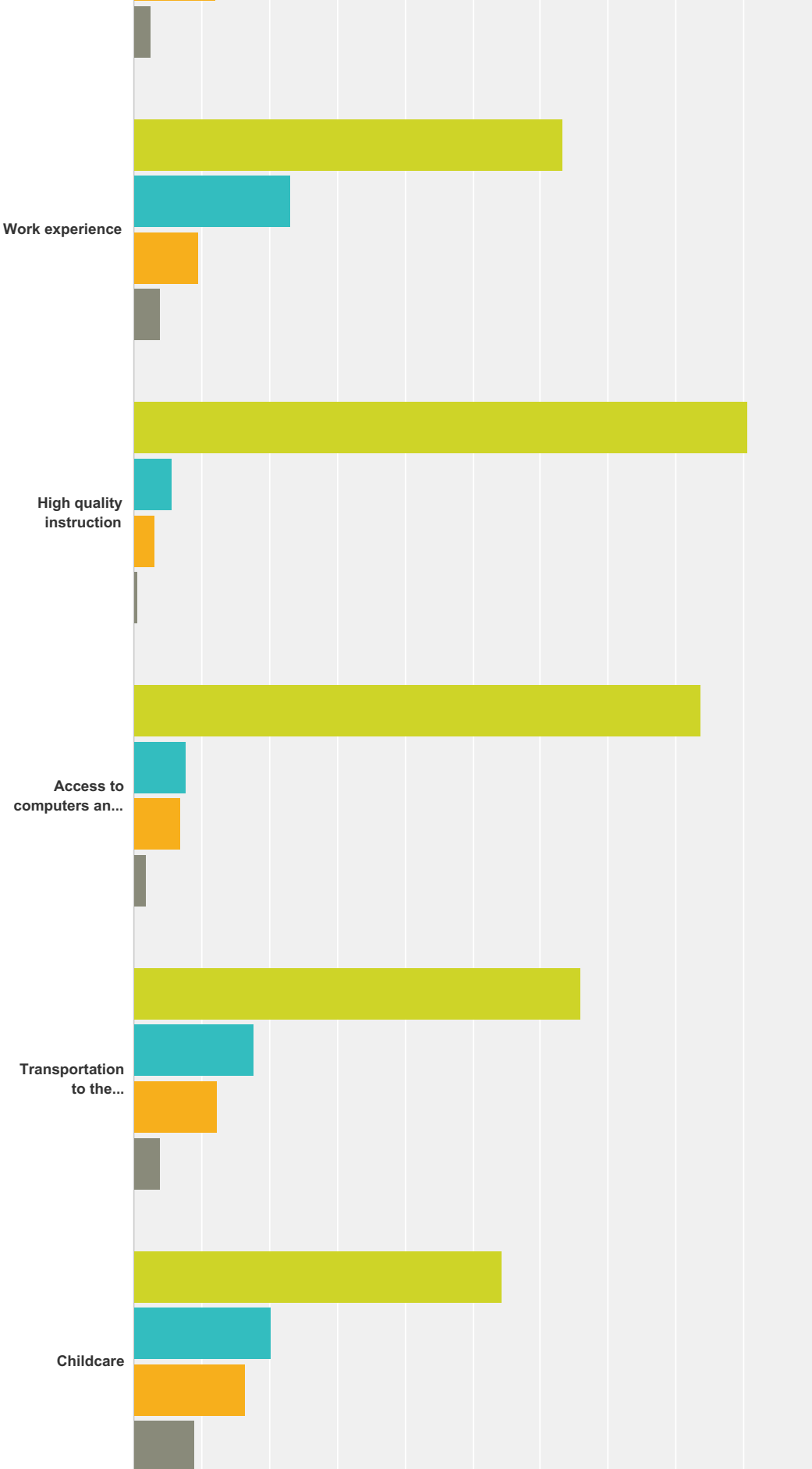
Answered: 326 Skipped: 12



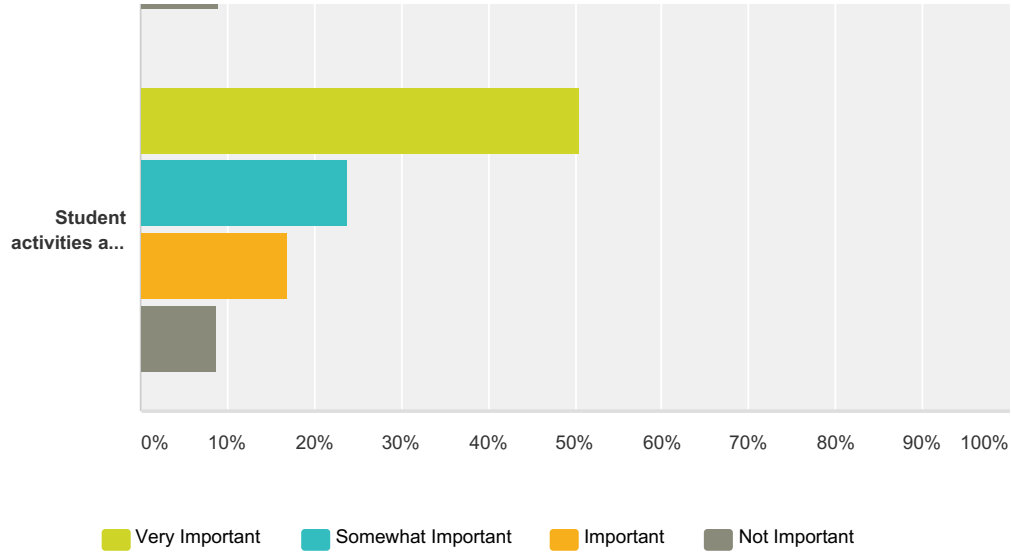
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| | Very Important | Somewhat Important | Important | Not Important | Total |
|--|----------------|--------------------|--------------|---------------|-------|
| Ability to enroll in the classes I need | 92.31% 300 | 4.00% 13 | 3.69% 12 | 0.00% 0 | 325 |
| Financial aid / Scholarships | 85.54% 278 | 8.00% 26 | 5.54% 18 | 0.92% 3 | 325 |
| Academic advising | 79.63% 258 | 12.96% 42 | 7.10% 23 | 0.31% 1 | 324 |
| Distance learning / On line courses | 57.23% 186 | 24.00% 78 | 13.85% 45 | 4.92% 16 | 325 |
| Weekend courses | 46.46% 151 | 29.23% 95 | 15.08% 49 | 9.23% 30 | 325 |
| More evening course offerings | 59.75% 193 | 21.98% 71 | 13.00% 42 | 5.26% 17 | 323 |
| Career counseling | 69.02% 225 | 19.02% 62 | 11.04% 36 | 0.92% 3 | 326 |
| Tutoring | 74.46% 242 | 15.69% 51 | 8.62% 28 | 1.23% 4 | 325 |
| On campus jobs | 58.77% 191 | 21.23% 69 | 13.54% 44 | 6.46% 21 | 325 |
| Internships | 64.40% 208 | 21.05% 68 | 12.07% 39 | 2.48% 8 | 323 |
| Work experience | 63.16% 204 | 23.22% 75 | 9.60% 31 | 4.02% 13 | 323 |
| High quality instruction | 90.68% 292 | 5.59% 18 | 3.11% 10 | 0.62% 2 | 322 |
| Access to computers and the internet | 83.64% 271 | 7.72% 25 | 6.79% 22 | 1.85% 6 | 324 |
| Transportation to the college's campuses | 65.94% 213 | 17.65% 57 | 12.38% 40 | 4.02% 13 | 323 |
| Childcare | 54.35% 175 | 20.19% 65 | 16.46% 53 | 9.01% 29 | 322 |
| Student activities and campus life | 50.63% 162 | 23.75% 76 | 16.88% 54 | 8.75% 28 | 320 |

Q11 Do you have any general comments about what direction the College of the Desert should be strategically moving towards in the future?

Answered: 179 Skipped: 159

Q12 Any questions or comments about the strategic master planning process taking place at the College of the Desert?

Answered: 129 Skipped: 209

Q13 As we grow and expand the Indio campus, what type of signature programs should be offered there?

Answered: 146 Skipped: 192

Q14 As we grow and expand the Mecca Thermal campus, what type of signature programs should be offered there?

Answered: 117 Skipped: 221

Q15 As we grow and expand the Palm Springs site, what type of signature programs should be offered there?

Answered: 118 Skipped: 220

Q16 As we grow and expand the Desert Hot Springs site, what type of signature programs should be offered there?

Answered: 132 Skipped: 206