

Community College of Philadelphia**Community Scan**

Client Approved

October 7, 2005

Phone Code 218

Region: _____

Zip Code: _____

Phone Number: _____

Hello, my name is _____ with CLARUS Corporation. We're conducting an important opinion survey about education in Philadelphia. We'd like very much to include your household. We are not selling or advertising anything, during this call or afterward.

Are you or someone in your household 18 years of age or older?

IF YES: May I speak with the (random sample ½: YOUNGEST ADULT/ random sample ½: OLDEST ADULT)?

IF YES I AM: Are you willing to participate?

IF YES: (CONTINUE)

IF NO: May I speak with ANY OTHER adult who is home?

IF YES: (REPEAT INTRO AND CONTINUE)

IF NO: Thank you for your time and have a nice evening (day).

IF YES OTHER PERSON: (WHEN NEW PERSON ON LINE, REPEAT INTRO)

IF NO: Are you willing to participate?

IF YES: (CONTINUE)

IF NO: May I speak with ANY OTHER adult who is home?

IF YES: (REPEAT INTRO AND CONTINUE)

IF NO: Thank you for your time and have a nice evening (day).

IF NO: Thank you for your time and have a nice evening (day). (GO TO NEXT #)

SECTION A. IMAGE

A-1. When you think of colleges, who in the area comes to mind? (LIST ALL NOTED VERBATIM)

A-2. If you were to describe those colleges, what word or phrase would you use (LIST EACH COLLEGE NAME)?
(NOTE VERBATIM RESPONSE - BE EXACT)

	Colleges Mentioned	Word Or Phrase Used	
A1A	①	A2A	
A1B	②	A2B	
A1C	③	A2C	
A1D	④	A2D	
A1E	⑤	A2E	

IF COMMUNITY COLLEGE OF PHILADELPHIA (CCP) MENTIONED – ASK B1 – PAGE 2

IF COMMUNITY COLLEGE OF PHILADELPHIA (CCP) **NOT MENTIONED** - ASK B2 – PAGE 3

(ONLY IF COMMUNITY COLLEGE OF PHILADELPHIA (CCP) MENTIONED IN A1)

B-1. Now I'd like to know how you would rate the colleges you mentioned as to which is best for __ (READ EACH AND ROTATE) __? (SKIP TO C-1)

RECORD FIRST RESPONSE IF MULTIPLE NAMED

	USE COLLEGE NAME RESPONSES FROM FRONT PAGE>>>>>>>	A1A ①	A1B ②	A1C ③	A1D ④	A1E ⑤
B1A	Academics	1	2	3	4	5
B1B	Affordability	1	2	3	4	5
B1C	Convenient class schedule	1	2	3	4	5
B1D	Technical training for jobs	1	2	3	4	5
B1E	Individual attention	1	2	3	4	5
B1F	Remedial or developmental skills	1	2	3	4	5
B1G	Online classes	1	2	3	4	5
B1H	Continuing education and career skills for those who already have jobs	1	2	3	4	5
B1I	Preparing students for the future	1	2	3	4	5
B1J	Convenient locations	1	2	3	4	5
B1K	Attractive campus environment	1	2	3	4	5
B1L	High quality instruction	1	2	3	4	5
B1M	Services for students	1	2	3	4	5
B1N	Up-to-date curriculum	1	2	3	4	5
B1O	State-of-the-art technology	1	2	3	4	5
B1P	Overall quality of education	1	2	3	4	5
B1Q	Preparing the unemployed for work	1	2	3	4	5

(IF COMMUNITY COLLEGE OF PHILADELPHIA (CCP) NOT MENTIONED IN A1)

B-2. Now I'd like to know how you would rate the various types of colleges – trade or technical schools, community colleges and four-year colleges and universities. Which is best for (READ EACH AND ROTATE)?

RECORD FIRST RESPONSE IF MULTIPLE NAMED

		Trade or Technical Schools	Community Colleges	Four-Year Colleges and Universities
B2A	Academics	1	2	3
B2B	Affordability	1	2	3
B2C	Convenient class schedule	1	2	3
B2D	Technical training for jobs	1	2	3
B2E	Individual attention	1	2	3
B2F	Remedial or developmental skills	1	2	3
B2G	Online classes	1	2	3
B2H	Continuing education and career skills for those who already have jobs	1	2	3
B2I	Preparing students for the future	1	2	3
B2J	Convenient locations	1	2	3
B2K	Attractive campus environment	1	2	3
B2L	High quality instruction	1	2	3
B2M	Services for students	1	2	3
B2N	Up-to-date curriculum	1	2	3
B2O	State-of-the-art technology	1	2	3
B2P	Overall quality of education	1	2	3
B2Q	Preparing the unemployed for work	1	2	3

SECTION C. EDUCATIONAL ATTENDANCE

C-1. In the next couple of years, do you expect to have any interest in taking a college credit course or enrolling in a degree program, or do you have any interest in obtaining job training, classes to improve job skills or training for a new job?

C1	1	Yes →	C1A INTENT (READ CHOICES AND THEN CONTINUE TO C-2)	
			1 College course	
			1 College degree → What type?	1 Certificate
				2 Associate degree
				3 Bachelor's degree
				4 Master's degree
			1 Job training	
	1 Class to improve job skills			
	1 Training for a new job			
	2	No →	Why Not? (READ)	
(NO MATTER WHAT THE ANSWER IS – GO TO SECTION D, PAGE 6)				
3	Unsure	(GO TO SECTION D, PAGE 6)		

C-2. In what course or program area would you be interested in enrolling?

--

C-3. At what college would you most likely enroll?

C3	1	Bucks County Community College
	2	Cheyney University of Pennsylvania
	3	Community College of Philadelphia Which CAMPUS: 1 Spring Garden (City Center) Campus 2 Northeast Regional Center 3 Northwest Regional Center 4 West Regional Center
	4	Delaware County Community College
	5	Drexel University
	6	Eastern University
	7	Holy Family University
	8	LaSalle University
	9	Peirce College
	10	Penn State
	11	Philadelphia University
	12	Rosemont College
	13	Saint Joseph's University
	14	Temple University
	15	University of Phoenix
	16	University of Pennsylvania
	17	Other? C3B _____

IF NOT LIKELY TO ENROLL AT COMMUNITY COLLEGE OF PHILADELPHIA, ASK: Why not Community College of Philadelphia?

C3C

SECTION D. ATTITUDES

D-1. How would you be **most likely** to contact a college for information? (**MARK ONLY ONE – FIRST RESPONSE ONLY**)

1	Go to Web site and send an e-mail or fill out an online request form
2	Call the college
3	Visit the college
4	Fax a request
5	Mail a request
6	Other? D1A _____

Now I'd like to ask you a few questions about Community College of Philadelphia.

D-2. Regardless of how well you know Community College of Philadelphia, you hear things that make an impression. I'm going to read a few statements about Community College of Philadelphia and I'd like you to tell me whether you **Strongly Agree, Agree, Disagree** or **Strongly Disagree**. (READ EACH AND ROTATE)

		SA	Agree	N	Disagree	SD
D2A	I am very familiar with the programs and services offered by Community College of Philadelphia.	5	4	3	2	1
D2B	There is a campus or neighborhood site of Community College of Philadelphia located conveniently close to my home.	5	4	3	2	1
D2C	Community College of Philadelphia is primarily a college for those students who cannot get into a four-year college or university.	5	4	3	2	1
D2D	For recent high school graduates, Community College of Philadelphia is a good choice for the first two years of a four-year degree.	5	4	3	2	1
D2E	If I go to Community College of Philadelphia for two years, the majority of my credits will transfer to a four-year college.	5	4	3	2	1
D2F	The majority of the students at Community College of Philadelphia are enrolled in developmental courses or those below college level work.	5	4	3	2	1
D2G	The student population at Community College of Philadelphia is ethnically diverse.	5	4	3	2	1
D2H	I would not attend the Spring Garden Campus (City Center) of Community College of Philadelphia because City Center is not safe.	5	4	3	2	1
D2I	Community College of Philadelphia has kept up with the latest technology and is on the cutting edge of course delivery.	5	4	3	2	1
D2J	I have been on the campus of Community College of Philadelphia for events or programs in the last two years. IF STRONGLY AGREE OR AGREE, What event?	5	4	3	2	1
D2K	I have attended classes at Community College of Philadelphia.	5	4	3	2	1
D2L	I would attend Community College of Philadelphia if it offered accelerated programs and courses.	5	4	3	2	1
D2M	Community College of Philadelphia personnel are friendly and meet individual students' needs.	5	4	3	2	1
D2N	At the Community College of Philadelphia, they teach the kinds of skills needed to get a job in my community.	5	4	3	2	1
D2O	Community College of Philadelphia keeps its courses and classes up-to-date.	5	4	3	2	1

		SA	Agree	N	Disagree	SD
D2P	The faculty teaching at the Community College of Philadelphia have advanced degrees and are current in their field.	5	4	3	2	1
D2Q	I believe that Community College of Philadelphia is providing such a needed educational service in the community that if they asked me for support, I would agree.	5	4	3	2	1

SECTION E. INFORMATION SOURCES

E-1. In the last year, from which of the following media have you seen or heard information about Community College of Philadelphia? (READ EACH AND ROTATE)

	Yes	No	Don't Know	Most Likely To Use
E1A Billboards	1	2	3	1
E1B Brochures	1	2	3	1
E1C Course schedule	1	2	3	1
E1D Bus ads or transit ads	1	2	3	1
E1E Home mailings	1	2	3	1
E1F Newspaper ads	1	2	3	1
E1G Newspaper articles	1	2	3	1
E1H Radio ads	1	2	3	1
E1I Television commercials	1	2	3	1
E1J TV news story	1	2	3	1
E1K Visited Web site	1	2	3	1
E1L Other?	1	2	3	1
E1LA				



Of these information sources, which are you most likely to use when searching for a college to attend? (MARK ALL MENTIONED)

Now, a few questions about you and we'll be done.

SECTION F. COMPUTER USAGE

F-1. Do you have a computer at home?

F1A

Yes	No
1	2

(CONTINUE)

Do you have access to an online service, the Internet or the World Wide Web from your home?

F1B

Yes	No	
1	2	(IF NO, SKIP TO SECTION G)
If yes, who is the Internet provider? F1BB		

Do you have a dial-up modem, a cable modem or high-speed DSL?

F1C

Type	
1	Dial-up
2	Cable modem
3	High-speed DSL
4	Don't know

F-2. Which of the following do you regularly do online?

		Yes	No
F2A	Send e-mail	1	2
F2B	Participate in online chats	1	2
F2C	Read newspapers/ magazines	1	2
F2D	Research products to purchase	1	2
F2E	Shop/ make purchases	1	2
F2F	View stock quotes/ commodity prices	1	2
F2G	Banking	1	2
F2H	Play online games	1	2
F2I	Look for medical or health information	1	2
F2J	Download music files and/ or software	1	2
F2K	Make travel arrangements	1	2
F2L	Take college classes	1	2
F2M	Check weather conditions	1	2
F2N	Reading blogs	1	2

SECTION G. CHILDREN

G-1. Do you have high school age children at home?

G1	1	Yes → (CONTINUE)
	2	No → (GO TO SECTION H)

G-2. Do you expect your children will attend college?

G2	1	Yes → (CONTINUE)
	2	No → (GO TO SECTION H)

G-3. Would you be Very Likely, Likely, Unlikely or Very Unlikely to encourage your child to attend Community College of Philadelphia?

G3	4	Very likely →	→ Why? G3A
	3	Likely →	
	2	Unlikely →	→ Why not? G3B
	1	Very unlikely →	

SECTION H. DEMOGRAPHICS

H-1. What is the highest level of education you have completed?

H1	Less than high school	1
	High school	2
	High school plus some college	3
	Technical/ Vocational/ Career certificate	4
	Associate degree	5
	Bachelor's degree	6
	Master's degree	7
	Doctoral degree	8
	Professional degree (medical, dental, law)	9

H-2. How old are you? H2 _____ years

H-3. Are you employed full-time or part-time?

H3	1	Full-time → → → → → → →	What is your occupation? H3A
	2	Part-time → → → → → → →	
	3	Not employed (GO TO H-5)	

IF EMPLOYED ASK:

H-4. Does your employer offer you any tuition assistance or reimbursement?

1	Yes → → →	1	Full reimbursement for tuition
		2	Partial reimbursement for tuition
2	No		

H-5. What is your zip code?

H5

H-6. What is your favorite radio station?

H6

H-7. What is your favorite television (cable) station?

H7

H-8. Are you: (READ CHOICES)

H8	Married	1
	Never married	2
	Separated/ Divorced	3
	Widowed	4

H-9. With which ethnic background do you identify? (READ CHOICES)

H9	African-American/ Black	1
	Caucasian/ White	2
	Asian/ Pacific Islander	3
	Spanish Surname/ Latino	4
	American Indian	5
	Multiracial	6
	Other? H9A _____	7
	Do not want to respond	8

H-10. Your annual family income is: (READ CHOICES)

H10	Less than \$25,000	1
	Less than \$50,000	2
	Less than \$75,000	3
	Less than \$100,000	4
	Less than \$150,000	5
	More than \$150,000	6
	Refused	7

THANK YOU SO MUCH FOR YOUR TIME AND ASSISTANCE. HAVE A NICE DAY (EVENING)!

Interviewer Reported: Gender

H11	Male	1
	Female	2
	Could not determine	3

Interviewer Name:

Date: