

## Resident Needs Assessments

During spring 2007, the Office of Institutional Research (OIR) at MPC conducted a survey to determine the educational and support service needs of residents on the Monterey Peninsula.

### Survey instrument

Two versions of the survey were developed – one for residents in Marina and Seaside (“Education Center at Marina” survey), and the other for residents in Monterey, Pacific Grove, Pebble Beach, and Carmel (“Main Campus” survey). The surveys were adapted from previous surveys that we conducted in 2002 and 2005. Both versions were printed in both English and Spanish.

The surveys assessed the following: (1) types of courses in which residents would be interested in taking (e.g., English, math, business, physical education), the location where residents would prefer to take courses, and the days and times residents could take courses.

The two survey versions were nearly identical except for one question. On the “Main Campus” survey (hereafter referred to as “Monterey campus”), we listed *all* our course areas and asked residents to indicate those areas in which they were interested. On the “Education Center at Marina” survey (hereafter referred to as “Education Center”), we only listed those course areas that we are able to offer in Marina at this time. For instance, we did not list *Chemistry* or *Nursing* on the Education Center survey because we cannot the facility in Marina cannot accommodate those types of courses.

### Sample

We selected a stratified, random sample of 8,000 resident addresses from the zip codes on the Monterey Peninsula. The sample was stratified by zip code. Thus, zip codes with more households accounted for a greater proportion of the addresses in our sample. We excluded P.O. boxes, *except for those in Carmel-by-the-Sea, 93921*. Residents living in this zip code do not receive mail at their residence; most receive mail at a P.O. box in the 93921 Post Office.

We had demographic data for the households in our sample and were able to determine that our sample was indeed representative of the households in that zip code (based on the 2000 U.S. Census data).

We mailed 5,000 surveys Monterey campus surveys to residents of Monterey, Pacific Grove, Pebble Beach, and Carmel; of these, 358 surveys were completed and returned. We mailed the remaining 3,000 Education Center surveys to Marina and Seaside residents; 171 of these surveys were returned.

## Results

As described earlier, we provided Monterey campus survey recipients with a comprehensive list of programs and asked them to indicate those programs they would be interested in taking. The top areas within general education were: Art, Photography, Spanish, History, and Italian. The number of residents interested in each of these areas is shown in red in the table below.

To make the survey more useful for course development or scheduling, we divided English into four areas: composition, literature, reading skills, and writing skills. Combined, there were 141 respondents who indicated an interest in taking English courses. These areas are shown in blue in the table. We also divided math into subgroups. Arithmetic, basic math, and pre-algebra comprised one group; algebra, geometry, statistics, and calculus comprised the second group. There was moderate interest in math.

<b>General Education</b>							
40	Anatomy	22	Economics	45	Humanities	50	Psychology
47	Anthropology	17	Engineering	63	Italian	14	Reading skills
21	Arabic	41	English composition	24	Japanese	38	Sign Language
126	Art	43	English literature	53	Music	19	Social Science
53	Astronomy	16	Ethnic Studies	51	Oceanography	18	Sociology
28	Biology	60	French	43	Philosophy	86	Spanish
28	Chemistry	36	Geology	87	Photography	17	Speech
24	Chinese	35	German	20	Physics	51	Western civilization
20	Communication	36	Health	23	Physiology	38	Women's Studies
35	Drama	71	History	27	Political Science	43	Writing skills
14	English as a Second Language	28	Math (Arithmetic, Basic Math, Pre-Algebra)	39	Math (Algebra, Geometry, Statistics, Calculus)		
34	Other (please specify)						

We provided Education Center survey recipients with an abbreviated list of programs. The table below shows that the top areas of interest were Art and Spanish, shown in red in the table on the next page.

Like the Monterey campus survey, we divided English into four areas (composition, literature, reading skills, and writing skills) to make the survey more useful for course development or scheduling. Combined, there were 106 respondents who indicated an interest in taking English courses. These areas are shown in blue in the table. We also divided math into subgroups. Arithmetic, basic math, and pre-algebra comprised one group; algebra, geometry, statistics, and calculus comprised the second group. Proportionately, there was greater interest in math among Marina and Seaside residents than among residents living in the vicinity of the Monterey campus. The results for math are shown in green in the table on the next page.

<b>General Education</b>							
20	Anthropology	22	English composition	26	Italian	35	Sign Language
8	Arabic	20	English literature	20	Japanese	19	Social Science
55	Art	14	Ethnic Studies	31	Music	18	Sociology
27	Astronomy	25	French	11	Philosophy	54	Spanish
12	Chinese	13	German	13	Physiology	15	Speech
18	Communication	22	Health	17	Political Science	12	Western civilization
11	Drama	22	History	35	Psychology	26	Women's Studies
24	Economics	18	Humanities	20	Reading skills	44	Writing skills
16	English as a Second Language	37	Math (Arithmetic, Basic Math, Pre-Algebra)	45	Math (Algebra, Geometry, Statistics, Calculus)		
19	Other (please specify)						

In the area of **career and technical education**, the top area of interest, by a wide margin, for both the Monterey campus respondents and Education Center residents was computer software applications. This is shown in **red** in the two tables below. Monterey residents also expressed interest in culinary arts (75 responses), interior design, graphic arts, and computer networking.

Monterey campus residents:

<b>Career and Technical Education</b>					
34	Accounting	43	Entrepreneurship	35	Massage
19	Administration of Justice/ Law Enforcement	13	Family and Consumer Science	23	Medical Assisting
20	Automotive Technology	29	Fashion	17	Medical Office
24	Aviation	12	Fire Protection Technology	26	Nursing
27	Child Development	32	General Business	21	Office Skills
98	Computer Software Applications	53	Graphic Arts	45	Ornamental Horticulture
52	Computer Networking	23	Hospitality	19	Parks & Recreation
75	Culinary Arts	20	Human and Social Services	46	Real Estate
15	Dental Assisting	54	Interior Design	7	Retail Management
25	Drafting	24	International Business	16	Restaurant Management
22	Emergency Medical Services	26	Marine Science & Technology	18	Work Experience
33	Other (please specify)				

Education Center residents:

<b>Career and Technical Education</b>					
39	Accounting	33	General Business	29	Medical Office
16	Administration of Justice/ Law Enforcement	16	Hospitality	36	Office Skills
34	Child Development	25	Human and Social Services	19	Ornamental Horticulture
64	Computer Software Applications	28	Interior Design	27	Real Estate
24	Entrepreneurship	14	International Business	13	Retail Management
9	Family and Consumer Science	20	Marine Science & Technology	15	Restaurant Management
12	Fire Protection Technology	31	Medical Assisting	17	Work Experience
12	Other (please specify)				

We grouped all other programs into the category **Personal Development**. The top area of interest, by a wide margin, for both Monterey campus residents and Education Center residents was physical fitness.

Monterey campus residents:

<b>Personal Development</b>					
19	Personal development (College success & Supervised tutoring)	56	Physical Education (Baseball, Volleyball, Golf, Tennis, Soccer)	10	Prepared Childbirth
29	Personal development (Career & Job seeking skills)	<b>138</b>	<b>Physical Fitness (Aerobic Fitness, Strength training, Yoga, Pilates, T'ai Chi)</b>	43	Sailing & Navigation
53	Genealogy	14	Adapted Physical Education	19	Study and Learning Skills Development
62	Internet Use & Literacy	67	Dance	81	Travel Study
23	Other (please specify)				

Education Center residents:

<b>Personal Development</b>					
22	Personal development (College success & Supervised tutoring)	41	Physical Education (Baseball, Volleyball, Golf, Tennis, Soccer)	46	Dance
33	Personal development (Career & Job seeking skills)	<b>95</b>	<b>Physical Fitness (Aerobic Fitness, Strength training, Yoga, Pilates, T'ai Chi)</b>	25	Genealogy
23	Study and Learning Skills Development	20	Adapted Physical Education	45	Internet Use & Literacy
7	Other (please specify)				

We asked respondents to indicate where they would like to take courses. Not surprisingly, respondents to the Monterey Campus survey showed an overwhelming interest in taking courses on the main campus in Monterey, and respondents to the Education Center at Marina survey showed an overwhelming interest in taking courses at that location.

Monterey campus residents:

- 295 MPC main campus in Monterey
- 83 Online
- 6 MPC Education Center at Marina
- 13 Other \_\_\_\_\_

Education Center residents:

- 28 MPC main campus in Monterey
- 24 Online
- 110 MPC Education Center at Marina
- 2 Other \_\_\_\_\_

We asked respondents to indicate when they are willing and able to take courses. We defined “willing and able” to mean that they do not have work or other obligations. The table below indicates that, among Monterey campus residents, there is a high level of interest in weekday evening courses. There was also strong interest in courses offered in the late morning through the late afternoon. In addition, there is interest in weekend offerings, particularly midday on Saturdays. Only 21 Monterey campus residents indicated that they are interested only in online courses.

Monterey campus residents:

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Early morning (before 8:00am)	45	47	48	49	47	54	35
Mid morning (8:00am - 9:59am)	73	75	74	78	72	81	49
Late morning (10:00am - 11:59am)	114	116	113	119	100	93	58
Early afternoon (12:00pm - 2:59pm)	95	96	96	97	89	85	56
Late afternoon (3:00pm - 5:59pm)	100	100	100	103	83	66	50
Evening (6:00pm or later)	171	173	174	172	131	70	56

The picture is somewhat different for Education Center residents. Like Monterey campus residents, Education Center residents expressed a high level of interest in weekday evening courses. They also expressed interest in early afternoon and Saturday midday offerings. Unlike Monterey campus residents, Education Center residents showed very little interest in late afternoon courses. Only 14 Education Center residents indicated that they are interested only in online courses.

Education Center residents:

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Early morning (before 8:00am)	27	26	28	27	26	28	23
Mid morning (8:00am - 9:59am)	28	28	32	30	29	46	27
Late morning (10:00am - 11:59am)	34	34	40	37	38	53	30
Early afternoon (12:00pm - 2:59pm)	44	54	48	52	48	45	38
Late afternoon (3:00pm - 5:59pm)	10	11	11	13	11	23	22
Evening (6:00pm or later)	91	96	93	94	80	38	34

Finally, we wanted to gauge interest in “short term” courses. We presented residents with two options for a typical 3-unit course—3 hours per week for a full semester OR 6 hours per week for 8 weeks. The table below indicates a preference for full semester courses, but there is still interest in 8 week courses.

	Monterey campus residents	Ed Center residents
3 hours per week for 17 weeks	175	85
6 hours per week for 8 weeks	127	53
Other	29	15