

**Summer 2001
Estrella Mountain Mission and Goals Survey
Summary Report**

Prepared by:

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and the 2001 NCA Criterion I Team
June 13, 2001

Mission and Goal Survey

Spring 2001

Background and Purpose:

As part of the 2001 NCA Self-Study process, a Mission and Goals survey was developed and implemented by the Criterion I Team. The survey was designed to evaluate the following three questions:

- 1) Does our community believe that our Mission and Goals are important?
- 2) Does our community understand the Estrella Mountain Mission and Goals?
- 3) Does our community believe anything is missing from our Mission and Goals statement?

The above research questions provide insight into the “clarity” of the Estrella Mountain Mission and Goals statement. They also provide an evaluation of the value the community attributes to our goals.

Methodology:

The target audience for the survey included students, community leaders, educational leaders, elected officials, and all local businesses in the Estrella Mountain service area. The survey was sent to 983 people (200 were a random sample of Spring 2001 students and 793 were from the other audiences identified above).

The surveys were mailed on May 14, 2001 with a personalized cover letter from the college president. A self-addressed, postage pre-paid envelope was included. The deadline date for the survey was May 28, 2001. To ensure the largest sample possible, the surveys were not summarized until June 12, 2001. Two hundred thirty-seven valid surveys were received and scanned, representing a response rate of 24% .

Limitations:

The primary limitation of this survey is the response rate. While the sample size of 237 surveys is large enough for statistical relevance, there is a chance of non-response bias due to the 24% response rate. If non-response bias assumed to be limited, most questions will carry a margin of error of +/- 7%.

Key Findings:

- The vast majority (94% - 99%) of the survey respondents indicated that they understood each of the Estrella Mountain Mission Goal statements.
- All Mission Goals were deemed “important” or “very important” by 98-100% of the respondents (depending on the goal being evaluated). General Education (88%), Transfer Education (85%) and Workforce Development (84%) received the greatest percentage of “very important” ratings. Developmental Education (73%), Student Support Services (69%) and Community Education (69%) received a slightly smaller percentage of “very important” ratings.
- A large majority (87%) of respondents indicated that they believed Estrella Mountain’s Mission and Goals are complete.
- Suggestions on items that were missing from the goals were related to program expansion, partnering opportunities, diversity, arts, affordability, flexibility for working adults, and training.
- Program Expansion, Partnering Opportunities, and Diversity received the greatest number of individual comments related to missing goals. The Program Expansion category included suggestion on adding or expanding specific programs such as Nursing and NAU 2+2 programs. Most of the program expansion ideas already fit under one or more of the current Mission Goals.

Strengths, Challenges and Recommendations:

Strengths

- The Estrella Mountain Mission and Goals statement is clear and easily understood by the community.
- The Mission and Goals represent what is important and valued by the community.
- The Mission and Goals are perceived by the majority of the community to be complete.

Challenges

- While the majority of the community views our Mission Goals as complete, there is still a sizeable minority (13%) that believes there are components missing. Some of these components like diversity and partnering opportunities are already part of the College’s Core Values, but not included in the Mission Goals.

Recommendations

Diversity and Partnering were identified by some individuals as missing components to our Mission and Goals. These components are represented in the statements of the College Core Values and Vision. For this reason, the college should ensure that its Mission and Goals are always presented together with the Core Values and Vision.

EMCC Mission and Goal Survey Spring 2001 Results

Source: EMCC Office of Institutional Planning and Effectiveness, June 14, 2001.

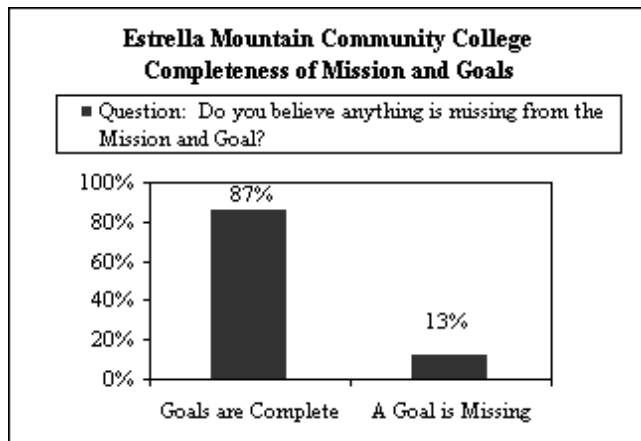
Understanding & Importance of EMCC Mission and Goals

Mission and Goals	Do you Understand Goal		How Important is Each Goal to the Community		
	Yes	No	Very Important	Important	Not Important
General Education	99%	1%	88%	12%	0%
Transfer Education	98%	2%	85%	15%	0%
Developmental Education	94%	6%	73%	26%	1%
Workforce Development	99%	1%	84%	16%	0%
Student Support Services	98%	2%	69%	29%	2%
Community Education	97%	3%	69%	29%	2%

Note: Above are valid percents calculated by excludes blank responses.

Completeness of EMCC Mission and Goals

Completeness of Goals	Goals are Complete	A Goal is Missing
Question: Do you believe anything is missing from the Mission and Goal?	87%	13%

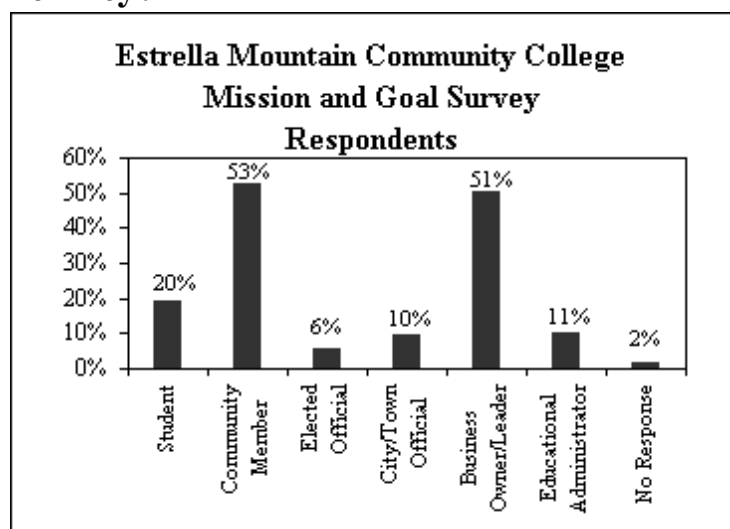


Categories of Missing Goals	# Responses
Program Expansion Ideas	6
Partnering Opportunities	4
Diversity	3
Arts	3
Affordability	2
Flexibility for Working Adults	2
Training	2
Other (individual comments)	7

Survey Respondents - Who Are They?

Respondents	Percentage
Student	20%
Community Member	53%
Elected Official	6%
City/Town Official	10%
Business Owner/Leader	51%
Educational Administrator	11%
No Response	2%

Note: Results equal more than 100% due to respondents marking more than one category.



Mission and Goals Survey

Open-Ended Responses for Missing Goals

Program Expansion

- Lacking health care program
- Need more programs for other careers
- Have you or EMCC started or considered some type of educational outreach program
- Re-establish 2+2 program with NAU
- ADN Nursing program
- More children and adult non-credit classes

Partnering Opportunities

- Partnering with others to provide opportunities
- Establish a positive relationship with area schools
- To be a beacon of enlightenment and source of knowledge to aid community cooperation
- Community partner

Diversity

- To encourage minorities to apply and help them overcome barriers to their education and to achieve success.
- Diversity programs for African-Americans, Hispanics, and Native-Americans
- Diversity

Arts

- Community focal point for higher Ed. Arts, etc.
- Arts
- Complete Educational facility (sports, arts)

Affordable Education

- Cost efficient education
- To provide affordable quality higher education

Flexibility for Working Adults

- Provide a broader schedule for working students
- Provide appropriate evening classes for working adults and business owners

Training

- Male-blue collar training
- Train for volunteer community service opportunities in west valley

Other

- Gen. Ed.
- More wide spread community awareness of education opportunities
- Entrance/Exit evaluations for Dev. Ed.
- Mission statement lacks pizzazz!
- Goals and education to be applicable to jobs and life experience
- Use of technology to accomplish these goals and to open doors to global learning opportunities
- Help non-English speaking people obtain skills to succeed in the U.S. Comprehensive course study excellent teachers