

Hartnell College

1999 South County Educational Needs Assessment Survey

**Prepared by:
Institutional Research and Planning Office**

June 1999



**Edward Valeau, Ed.D.
President/Superintendent**

**Christopher Myers, Ph.D.
Director**

Hartnell College

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**Prepared by:
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Christopher Myers, Director
Larry Imwalle, Institutional Research Analyst
Daniel Chodos, Institutional Research Technician
Stephanie Betancourt, Institutional Research Assistant
Sharon Perez, Student Assistant

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Executive Summary

In spring 1999, Hartnell College surveyed residents and employers in King City and the unincorporated areas of the South Salinas Valley. The purpose of this educational needs assessment was to determine the types of postsecondary education and training needed in these communities and how Hartnell College can meet these needs.

Questionnaires were returned by 887 residents, including 396 from King City High School students, 76 from current Hartnell College students residing in South County, 305 from other King City residents and 110 from residents living in other areas of South County, including Greenfield, Jolon, Lockwood, San Ardo and San Lucas. Respondents generally reflect the demographics of these communities, except that a greater proportion of women and persons younger than 20 years old responded than are found in the general population.

Survey respondents who had previously taken Hartnell College courses rated their instruction as being "very good" and student services as "good". Other survey results show that respondents:

- Strongly support having Hartnell College offer more courses in South County.
- Would most like to take computer and general education courses.
- Would like courses offered in King City or less than 20 miles away.
- Would like semester length or eight-week classes offered on weekday evenings.
- Would consider taking courses at home via computer or television.
- May need support services, including financial aid, career counseling and child care.

Thirty-nine employers completed the employer version of the questionnaire. This low response may indicate that the training needs of South Salinas Valley employers are adequately being met. However, these results may not be representative of the area employers overall and should be interpreted with caution. Respondents indicated that they would most like courses and training pertaining to computers, people skills and customer service. Although the employers would prefer that courses be offered in person, many would consider courses offered via computer or television. The largest proportion of respondents prefer courses that are a semester or eight weeks long and that are taught on weekday evenings. In addition, the majority of the employers would be willing to provide tuition reimbursement or release time from work for employees being trained.

Acknowledgments

I would like to acknowledge the contributions of the many persons who provided the guidance, resources and support that made this study possible. First, I would like to thank Dr. Edward Valeau, President/Superintendent of Hartnell College, who afforded much of the leadership and resources for this project. I would also like to thank the members of the South County Educational Needs Assessment Committee, who helped design and implement this major research project. They include: Ms. Janet Buttgerreit, King City business woman; Mr. Jose Luis Fernandez, Hartnell College; Ms. Suzanne Krause, King City business woman; Ms. Mikel Ann Miller, King City Chamber of Commerce; Ms. Veronica Sanchez, Gleason Center; and Ms. Susie Taylor, King City business woman.

I also extend my sincere appreciation to those individuals who assisted and supported the distribution of questionnaires. They include the following persons who distributed questionnaires to their staffs and parents of their students: Mr. Brad Bailey, Superintendent/Principal of San Lucas Union School District; Ms. Katherine Fox, Superintendent/Principal of San Ardo Union School District; and Ms. Cheri Marchaunt, Principal, King City Adult School/Los Padres Continuation School. Also included are King City Union School District Superintendent, Dr. Stephen Young, and counselor, Mr. Dean Willingham, who distributed surveys to King City High School juniors and seniors. Appreciation also goes to Ms. Aurelia Vacaflor, who translated the resident questionnaire into Spanish.

Additionally, I would like to thank those employers and pastors who distributed questionnaires to their employees and congregations. Included are: Rev. Susan Allan, St. Mark's Episcopal Church; Mr. Richard Casey, Casey Printing; Mr. Rick Ellis, Pacific Continental Truss; Ms. Sandra Galindo, McDonalds Restaurant; Father John Gini, San Antonio Mission; Mr. Frank Hearne, L.A. Hearne Co.; Rev. Larry Kambitsch, St. John's the Baptist Catholic Church; Mr. Edward Kleber, KCAC; Ms. Suzanne Krause, True Valley Hardware; Ms. Tina Lopez, South Valley Auto Plaza; and Ms. Joyce Martinez, Mee Memorial Hospital. Also included are: Ms. Lorie McGrenera, McKinsey Farms/Mission Ranches; Mr. Blaine Michaels, City of King; Ms. Judy Pace, Carl's Jr. Restaurant; Mr. Al Parolini, Meyer Equipment Co.; Ms. Mari Pina, Rio Farms; Mr. Curtis Robinson, Gilroy Foods; C.S.M. Roger Schulz, Ft. Hunter Liggett; Ms. Kathy Smith, Mesa Packing; Pastor Frank Starkey, Grace Lutheran Church; and Ms. Carol Umbarger, Creekside Farms.

Lastly, I would like to express my gratitude to the Institutional Research and Planning Staff, Ms. Penny Betancourt, Mr. Dan Chodos, Mr. Larry Imwalle and Ms. Sharon Perez, whose excellent work make this study and report possible.

Christopher J. Myers, Project Director

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Hartnell College 1999 South County Educational Needs Assessment Survey

In spring 1999, Hartnell College surveyed residents and employers in King City and the unincorporated areas of the South Salinas Valley. The purpose of this educational needs assessment was to determine the types of postsecondary education and training needed in these communities and how Hartnell College can meet these needs.

Method

A steering committee, consisting of representatives from Hartnell College and King City residents and business persons, developed the survey procedures and questionnaires used in this study. Separate procedures were developed to survey both residents and employers.

Resident Survey

A two-page questionnaire was developed with input from the steering committee and others. The questionnaire was a modified version of a questionnaire used to survey residents of Gonzales, Greenfield and Soledad in fall 1998. Survey packets consisted of (1) a letter from President Valeau explaining the purpose of the survey, (2) an English version of the questionnaire (see Attachment A), (3) a Spanish version of the questionnaire, (4) a form to request additional information about Hartnell College and (5) a postage paid return envelope.

To maximize the number of surveys completed, approximately 10,000 questionnaires were distributed to residents using several different methods, including sending survey packets to:

1. South County Newspapers for insertion in the Rustler.
2. The largest South County employers for distribution to their employees.
3. South County elementary school districts for distribution to their employees and for their students to take home to their parents.
4. King City High School for distribution to juniors and seniors.
5. All current Hartnell College students residing in South County.
6. The pastors of the largest King City churches for distribution to their congregations.
7. The Gleason Center and King City Public Library for pickup by other interested South County residents.

Employer Survey

The process used to develop the questionnaire for the employer survey was similar to that used for the resident questionnaire. Survey packets consisted of (1) a letter from President Valeau explaining the purpose of the survey, (2) a two-page questionnaire (see Attachment B), (3) a form to request additional information about training provided by Hartnell College and (4) a postage paid return envelope.

Questionnaires were distributed to King City Chamber of Commerce members at their regularly scheduled meeting and as an enclosure in their newsletter. Questionnaires were also mailed to all employers who had business licenses and/or were members of the Chamber of Commerce in King City.

Resident Survey Results

Respondent Characteristics

Questionnaires were returned by 887 residents, including 396 from King City High School students, 76 from current Hartnell College students residing in South County, 305 from other King City residents and 110 from residents living in other areas of South County, including Greenfield, Jolon, Lockwood, San Ardo and San Lucas (see Graph 1). Approximately 11% of the respondents completed the Spanish version of the questionnaire.

Graph 1. Respondents by Group

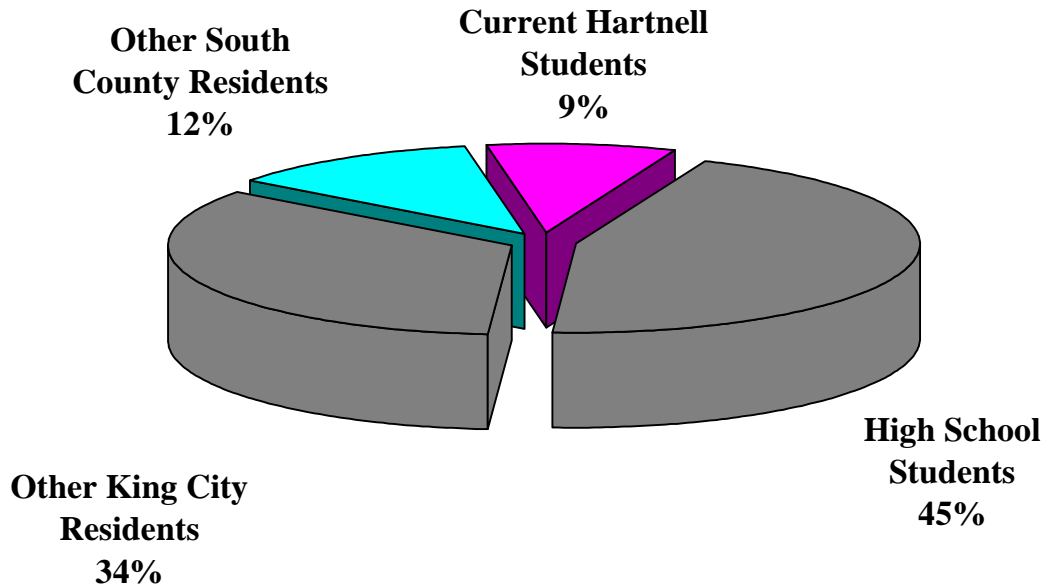


Table 1 displays demographic and other characteristics of the respondents, broken down by respondent group. It shows that almost two-thirds of the respondents were women, which is higher than the population in general. The ethnic distribution of respondents appears to reflect that of the general population, including 63% Latinos and 33% Whites. Approximately one-half of the respondents were less than 20 years old, reflecting the large number of high school students completing questionnaires. However, the largest proportion of other respondents were between 30 and 39 years old. Overall, approximately two-thirds of the respondents lived in King City, one-fourth lived in Greenfield and the remainder lived in the small unincorporated areas of South County.

Table 1 also shows that among residents who were neither high school nor Hartnell students, approximately 60% of the survey respondents had college training, while one-fifth were high school graduates and one-fifth had not completed high school. The majority (54%) of these residents reported that they worked full-time and an additional 20% worked part-time. Lastly, more than two-fifths of these respondents had previously attended Hartnell College.

Table 1. Respondent Characteristics ¹

Characteristic	High School Students		Current Hartnell Students		Other Residents				Total ²	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
Total²	396	100%	76	100%	305	100%	110	100%	887	100%
Gender										
Men	183	47%	18	24%	82	27%	26	29%	309	36%
Women	209	53%	57	76%	219	73%	65	71%	550	64%
Ethnicity										
African American	5	1%	0	0%	2	<1%	1	<1%	8	1%
American Indian	6	2%	3	4%	7	2%	5	6%	21	3%
Asian American	1	<1%	0	0%	0	0%	0	0%	1	<1%
Filipino	2	1%	1	1%	3	1%	1	1%	7	1%
Latino	307	80%	40	56%	143	50%	26	31%	516	63%
White	62	16%	27	38%	130	46%	52	61%	271	33%
Age										
Below 20	393	99%	14	19%	11	4%	6	7%	424	49%
20-24	2	<1%	12	16%	24	8%	12	13%	50	6%
25-29	0	0%	6	8%	52	17%	10	11%	68	8%
30-39	0	0%	26	36%	94	31%	24	26%	144	17%
40-49	0	0%	10	14%	55	18%	25	27%	90	10%
Above 49	0	0%	5	7%	67	22%	15	16%	87	10%
Average Response	Under 20		25-29		30-39		30-39		25-29	
Highest Level of Education										
Less than HS Graduate	369	99%	10	13%	65	22%	11	12%	455	54%
HS Graduate	0	0%	11	14%	61	20%	20	22%	92	11%
Some College	4	1%	37	49%	85	29%	16	18%	142	17%
Vocational Certificate/AA Degree	0	0%	8	11%	28	9%	22	24%	58	7%
Bachelor's Degree	0	0%	8	11%	27	9%	9	10%	44	5%
Graduate Degree	0	0%	2	3%	32	11%	13	14%	47	6%
Average Response	Less Than HS Grad		Some College		Some College		Some College		HS Grad	
Employment Status										
Work Full-Time	8	2%	41	54%	155	52%	56	62%	260	30%
Work Part-Time	119	30%	25	33%	63	21%	16	18%	223	26%
Do Not Work	265	68%	10	13%	82	27%	18	20%	375	44%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for all respondents

² Some subtotals may not sum to the total because some respondents did not identify their subgroup.

(continued)

Table 1. Respondent Characteristics¹ (continued)

Characteristic	High School Students		Current Hartnell Students		Other Residents				Total ²	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
Attended Hartnell										
Yes	16	4%	76	100%	132	44%	40	38%	264	30%
Current Student	0	0%	76	100%	0	0%	0	0%	76	9%
Within Last Year	15	4%	0	0%	12	4%	8	8%	35	4%
Within 2-5 Years	1	<1%	0	0%	45	15%	11	11%	57	7%
More than 5 Years Ago	0	0%	0	0%	77	26%	22	21%	99	11%
No	378	96%	0	0%	166	56%	64	62%	608	70%
City of Residence										
King City	193	49%	53	71%	305	100%	0	0%	551	64%
Greenfield	170	43%	10	13%	0	0%	23	25%	203	24%
Lockwood	6	2%	3	4%	0	0%	23	25%	32	4%
Jolon	2	1%	1	1%	0	0%	14	15%	17	2%
San Lucas	7	2%	1	1%	0	0%	6	7%	14	2%
San Ardo	6	2%	3	4%	0	0%	3	3%	12	1%
Other	7	2%	4	5%	0	0%	23	25%	34	4%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for all respondents

² Some subtotals may not sum to the total because some respondents did not identify their subgroup.

Results of Questions Completed by All Respondents

Interest in College Courses. The largest proportion of respondents (50%) indicated that they would like to take Hartnell College courses in the future and an additional 41% reported that they might like to take courses (see Table 2). Only 9% of those completing the survey did not want to enroll in college courses. While this response is overwhelmingly positive, it is likely that most of those who were not interested in attending college did not complete the questionnaire. Thus, survey results generally represent those interested in taking college courses and not the overall population.

Table 2. Are you interested in taking courses at Hartnell College? ¹										
Response	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Yes	130	33%	68	92%	177	60%	55	56%	430	50%
Maybe	210	54%	6	8%	94	32%	38	38%	348	41%
No	50	13%	0	0%	22	8%	6	6%	78	9%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for all respondents.

Other Comments. Survey respondents were given the opportunity to make additional comments (Table 3). Comments most frequently made included wanting Hartnell College to offer classes and services in South County (6% of respondents).

Table 3. Other Comments ¹										
Response	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Would like more classes and services in South County	3	1%	13	18%	24	9%	12	14%	52	6%
Interested in attending Hartnell College	9	2%	0	0%	10	4%	4	5%	23	3%
Interested in information about Hartnell College	8	2%	1	1%	2	1%	3	3%	14	2%
Thank you for what Hartnell College has done in the community	1	0%	2	3%	6	2%	1	1%	10	1%
Miscellaneous	12	3%	9	12%	24	9%	11	13%	56	7%

Note: Percentages may not sum to 100% due to rounding.

¹ Results are for all respondents

Results of Questions Completed by Respondents Interested in Taking College Courses

Types of Courses. As shown in Graph 4 and Table 4, the largest proportion of those interested in taking college courses would like to take classes having to do with computers (56%), general education (e.g., English, math, humanities) (45%) and business (33%). Other courses in which there was moderate interest included recreation/physical education (21% of respondents) and technology (17%).

Graph 4. What types of courses would you like to take?

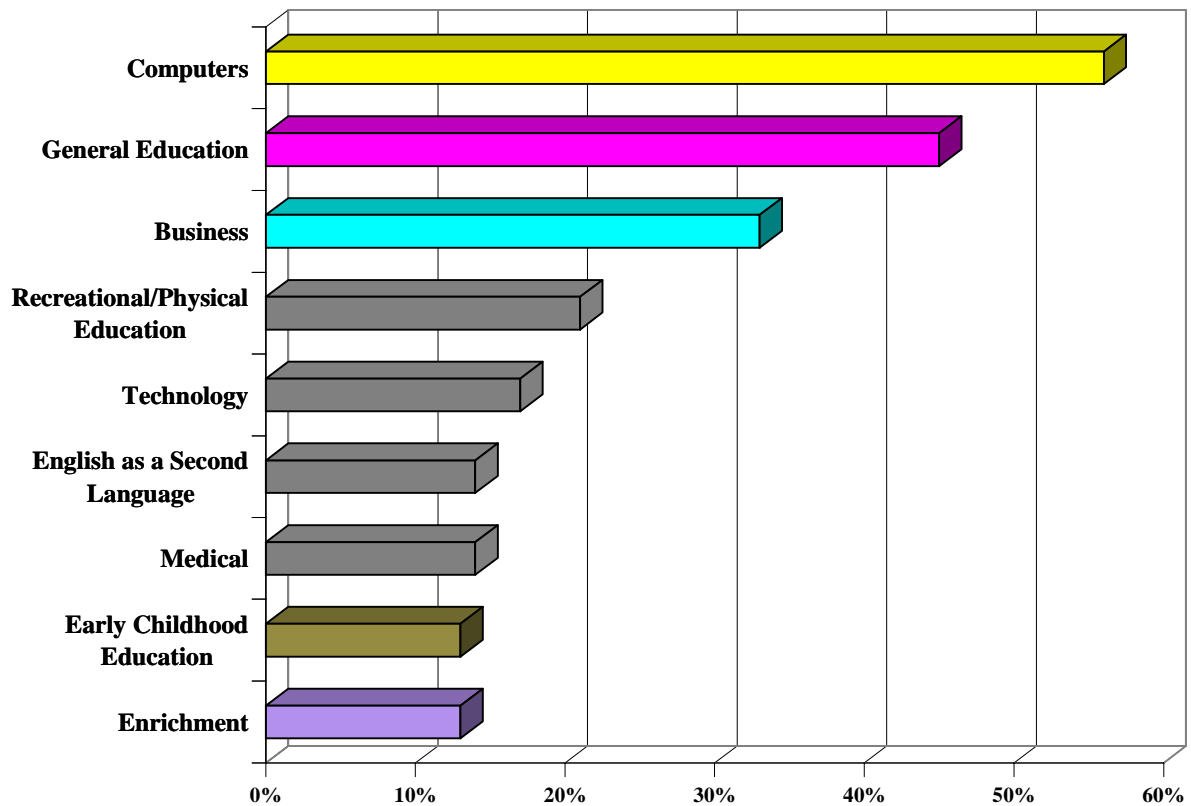


Table 4. What types of courses would you like to take? ¹

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Computers	183	54%	40	54%	160	59%	56	60%	439	56%
General Education	164	48%	46	62%	107	39%	30	32%	347	45%
Business	138	41%	27	36%	68	25%	21	23%	254	33%
Recreational/Physical Education	68	20%	21	28%	56	21%	18	19%	163	21%
Technology	80	24%	12	16%	27	10%	15	16%	134	17%
Medical	48	14%	5	7%	34	13%	21	23%	108	14%
English as a Second Language	29	9%	9	12%	60	22%	8	9%	106	14%
Enrichment	2	1%	13	18%	59	22%	30	32%	104	13%
Early Childhood Education	36	11%	18	24%	34	13%	15	16%	103	13%
Human Services	25	7%	15	20%	35	13%	12	13%	87	11%
Mechanics	44	13%	6	8%	19	7%	9	10%	78	10%
Construction	44	13%	4	5%	21	8%	7	8%	76	10%
Agricultural Business	10	3%	5	7%	14	5%	9	10%	38	5%
Agricultural Production	5	1%	2	3%	13	5%	12	13%	32	4%
Other	47	14%	15	20%	48	18%	22	24%	132	17%
Visual Arts/Music	20	6%	4	5%	5	2%	5	5%	34	4%
Spanish	1	0%	1	1%	16	6%	7	8%	25	3%
Law/Law Enforcement	8	2%	1	1%	4	1%	0	0%	13	2%
Miscellaneous	11	3%	3	4%	17	6%	6	6%	37	5%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Desired Course Location. As would be expected, the largest proportion of total respondents would most like courses offered in King City (76%) (Graph 5 and Table 5). However, there were differences among subgroups. Among King City High School students, 77% were willing to take classes in Salinas and 53% in King City. The sites where current Hartnell College students were most willing to attend classes included King City (99%), Salinas (35%), Soledad (26%) and Ft. Hunter Liggett (23%). Other King City residents were most willing to take courses in King City (100%), Salinas (15%) and Ft. Hunter Liggett (14%). Other South County respondents most preferred to take classes in King City (76%), Ft. Hunter Liggett (34%) and Salinas (26%).

Graph 5. Where would you be willing to take classes?

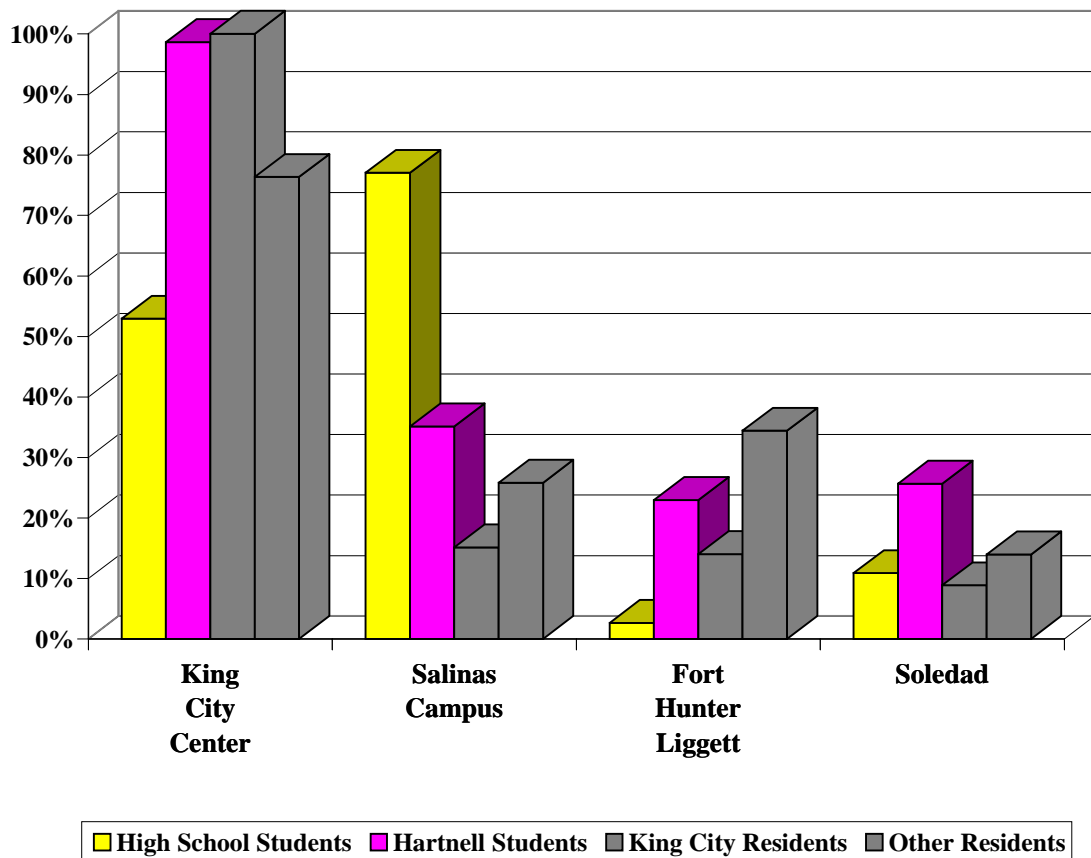


Table 5. Where would you be willing to take classes? ¹

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Hartnell College - King City Center	180	53%	73	99%	271	100%	71	76%	595	76%
Hartnell College - Salinas campus	261	77%	26	35%	42	15%	24	26%	353	45%
Fort Hunter Liggett	9	3%	17	23%	38	14%	32	34%	96	12%
Soledad	37	11%	19	26%	24	9%	13	14%	93	12%
Other Site	8	2%	16	22%	8	3%	16	17%	48	6%
Greenfield	7	2%	12	16%	5	2%	9	10%	33	4%
Miscellaneous	4	1%	0	0%	3	1%	6	6%	13	2%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Distance to Travel. As shown in Graph 6 and Table 6, approximately one-eighth of the total respondents indicated that they would be willing to travel two miles or less to attend college classes while 44% reported that they would be willing to travel more than 20 miles. However, there were large variations among residents from different subgroups. While the majority of other King City residents (62%) were willing to travel less than 10 miles to take classes, most King City High School students (81%), current Hartnell students (73%) and other South County residents (69%) were willing to travel more than 10 miles to take courses.

Graph 6. How far are you willing to travel to take a class?

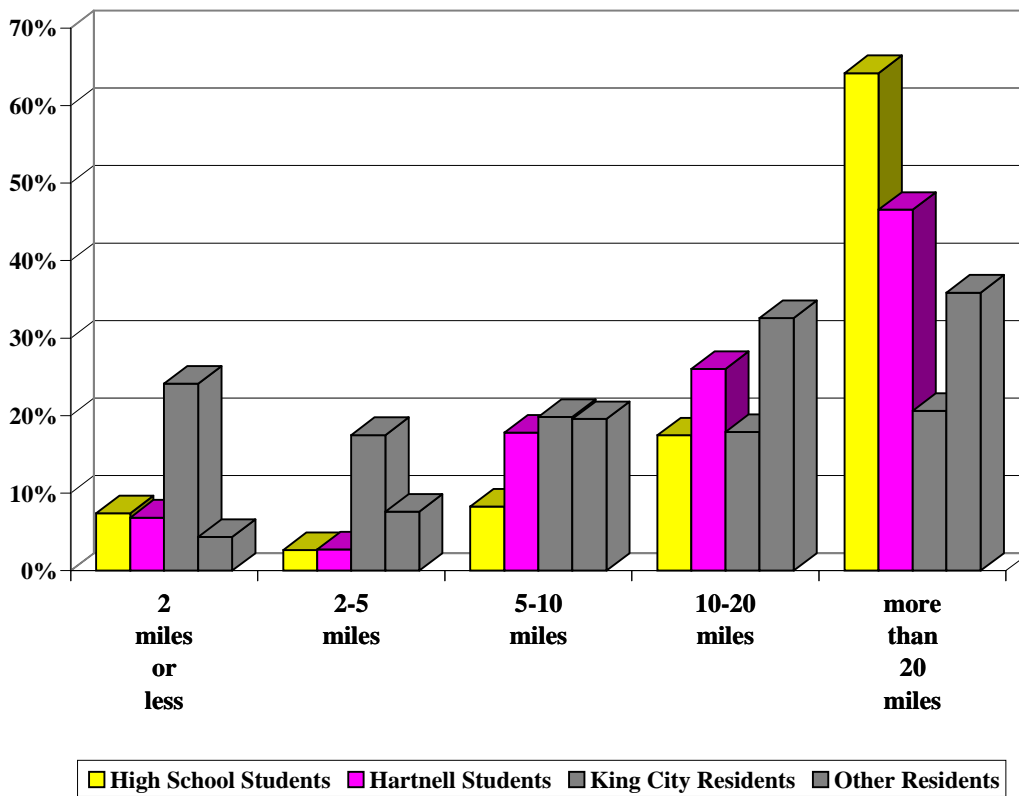


Table 6. How far are you willing to travel to take a class? ¹

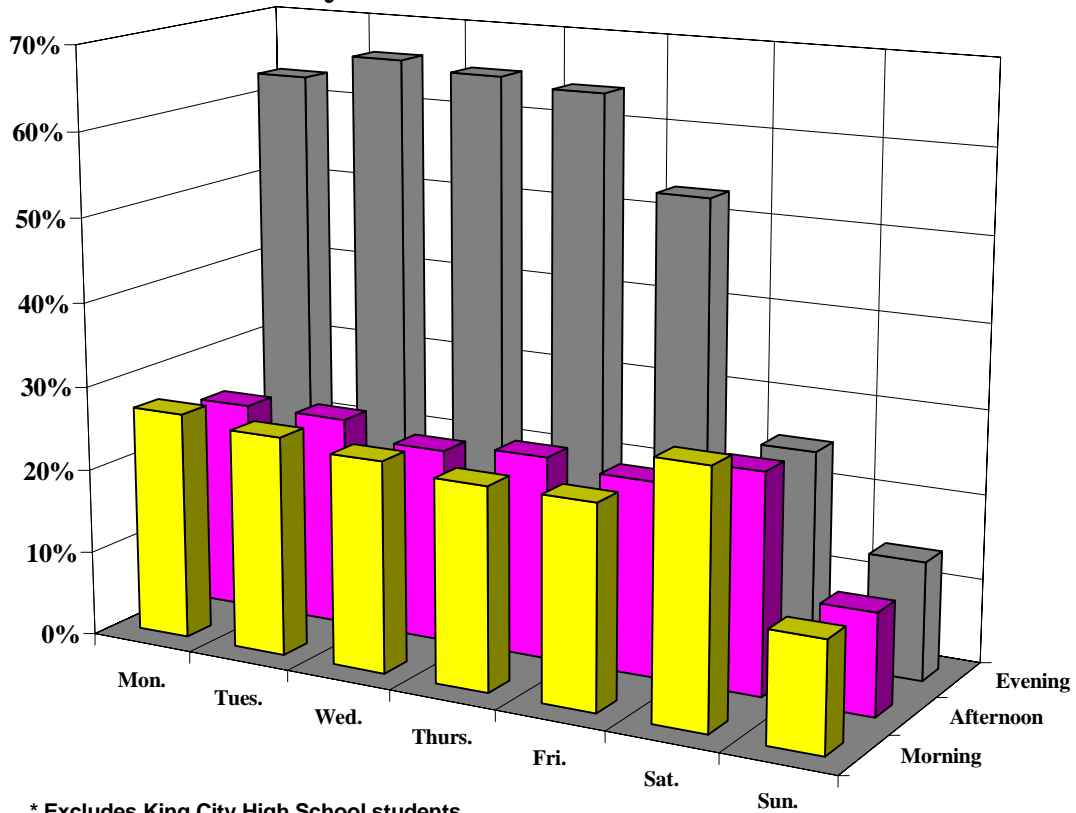
Response	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
2 miles or less	25	7%	5	7%	62	24%	4	4%	96	13%
2-5 miles	9	3%	2	3%	45	18%	7	8%	63	8%
5-10 miles	28	8%	13	18%	51	20%	18	20%	110	14%
10-20 miles	59	17%	19	26%	46	18%	30	33%	154	20%
more than 20 miles	217	64%	34	47%	53	21%	33	36%	337	44%
Average Response	10-20 miles		10-20 miles		5-10 miles		10-20 miles		10-20 miles	

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

When Willing to Take Courses. Excluding King City High School students, the majority of survey respondents (53-65%) want courses offered on Monday through Friday evenings (Graph 7 and Table 7).

Graph 7. What time of the day and days of the week would you like classes offered? *



**Table 7. What time of the day and days of the week
would you like classes offered? ¹**

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
Wednesday Evening	81	24%	57	77%	170	63%	58	62%	366	47%
Monday Evening	88	26%	54	73%	164	61%	59	63%	365	47%
Tuesday Evening	75	22%	55	74%	169	62%	63	68%	362	47%
Thursday Evening	78	23%	53	72%	169	62%	58	62%	358	46%
Monday Morning	177	52%	18	24%	72	27%	30	32%	297	38%
Wednesday Morning	184	54%	17	23%	68	25%	24	26%	293	38%
Friday Evening	57	17%	41	55%	147	54%	44	47%	289	37%
Tuesday Morning	167	49%	17	23%	69	25%	27	29%	280	36%
Friday Morning	171	50%	18	24%	66	24%	22	24%	277	36%
Thursday Morning	158	46%	16	22%	67	25%	22	24%	263	34%
Tuesday Afternoon	112	33%	20	27%	65	24%	24	26%	221	28%
Monday Afternoon	110	32%	20	27%	66	24%	23	25%	219	28%
Wednesday Afternoon	115	34%	20	27%	60	22%	21	23%	216	28%
Thursday Afternoon	112	33%	19	26%	62	23%	22	24%	215	28%
Friday Afternoon	97	29%	17	23%	62	23%	20	22%	196	25%
Saturday Morning	64	19%	36	49%	66	24%	29	31%	195	25%
Saturday Afternoon	40	12%	27	36%	57	21%	30	32%	154	20%
Saturday Evening	31	9%	24	32%	60	22%	25	27%	140	18%
Sunday Morning	47	14%	11	15%	32	12%	15	16%	105	13%
Sunday Afternoon	33	10%	8	11%	27	10%	17	18%	85	11%
Sunday Evening	24	7%	9	12%	30	11%	21	23%	84	11%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Course Length. Graph 8 and Table 8 display the results of how long respondents would like courses to run. More than one-half of the respondents prefer semester length (18 week) courses. In addition, about one-third of those responding would like eight week long courses and one-fifth would like courses to run four weeks.

Graph 8. How long would you like courses to run?

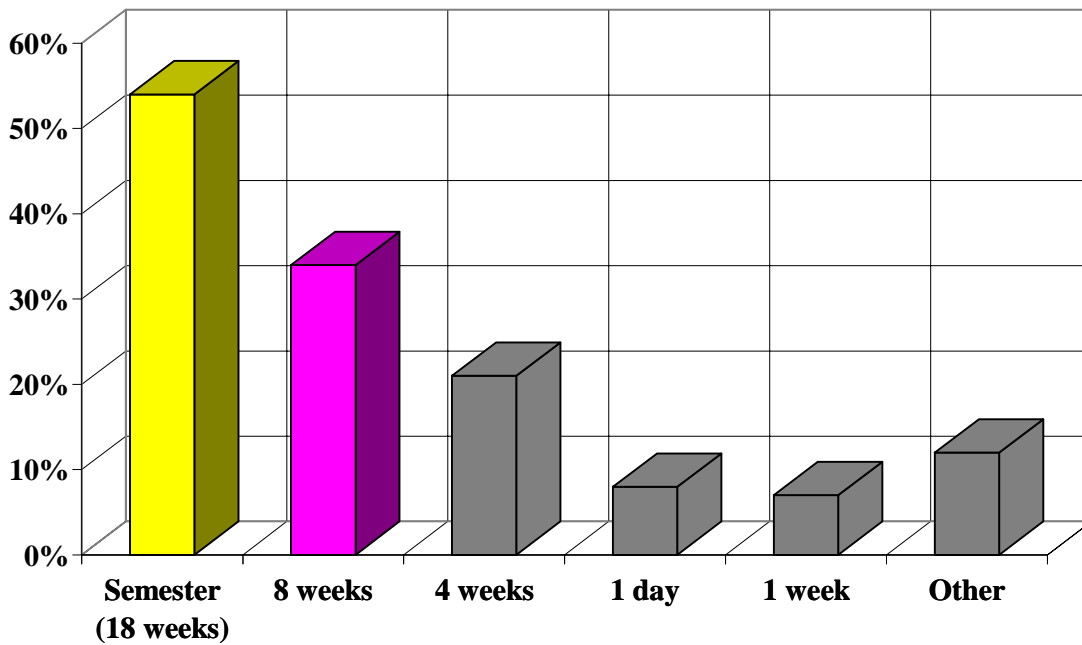


Table 8. How long would you like courses to run? ¹

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Semester (18 weeks)	180	53%	55	74%	144	53%	40	43%	419	54%
8 weeks	99	29%	34	46%	91	34%	41	44%	265	34%
4 weeks	58	17%	10	14%	68	25%	27	29%	163	21%
1 day	9	3%	6	8%	37	14%	10	11%	62	8%
1 week	18	5%	6	8%	24	9%	9	10%	57	7%
Other	26	8%	9	12%	35	13%	20	22%	90	12%
As long as it takes	9	3%	6	8%	20	7%	3	3%	38	5%
Miscellaneous	17	5%	11	15%	12	4%	6	6%	46	6%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Distance Learning. Tables 9, 10 and 11 address distance learning. More than three-fifths of the respondents indicated that they might be interested in taking courses at home or at work by computer or television (Table 9). As shown in Table 10, almost one-half of the residents specified that they have access to a computer connected to e-mail or the World Wide Web. An even larger proportion of respondents (71%) have access to a television connected to a cable network (Table 11).

Table 9. Are you interested in taking college courses at home or work by computer or television? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Yes	71	20%	41	54%	110	40%	53	58%	275	35%
Maybe	120	35%	18	24%	64	23%	19	21%	221	28%
No	156	45%	17	22%	102	37%	20	22%	295	37%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

Table 10. Do you have access to a computer connected to e-mail or the World Wide Web? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Yes	139	40%	51	68%	132	47%	56	62%	378	48%
No	183	53%	22	29%	138	49%	31	34%	374	47%
Unsure/Do Not Know	26	7%	2	3%	9	3%	4	4%	41	5%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

Table 11. Do you have access to a television connected to a cable network? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Yes	249	72%	56	76%	210	74%	50	56%	565	71%
No	72	21%	18	24%	61	22%	38	42%	189	24%
Unsure/Do Not Know	25	7%	0	0%	11	4%	2	2%	38	5%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

Reasons to Take Courses. As depicted in Table 12, the largest proportion of respondents would like to take courses for personal interest (43%), to transfer to a four-year college (37%) or to prepare, advance or change careers (32%).

Table 12. Why would you like to take courses? ¹										
Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Personal interest	85	25%	33	45%	164	61%	54	58%	336	43%
Transfer to a 4-year college	203	60%	39	53%	29	11%	16	17%	287	37%
Prepare, advance or change career	82	24%	29	39%	102	38%	39	42%	252	32%
Earn associate's degree	90	26%	30	41%	60	22%	28	30%	208	27%
Earn certificate or license	87	26%	16	22%	77	28%	26	28%	206	26%
Improve basic skills	93	27%	20	27%	67	25%	23	25%	203	26%
Explore educational options	78	23%	14	19%	50	18%	19	20%	161	21%
Other	11	3%	1	1%	16	6%	8	9%	36	5%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Support Services Needed. More than one-half of residents responding to the survey reported that they would need financial aid assistance to attend classes (Graph 13 and Table 13). In addition, career counseling will be needed by 28% of the respondents, child care by 15% and tutoring by 14%.

Graph 13. What support services would you need to take classes?

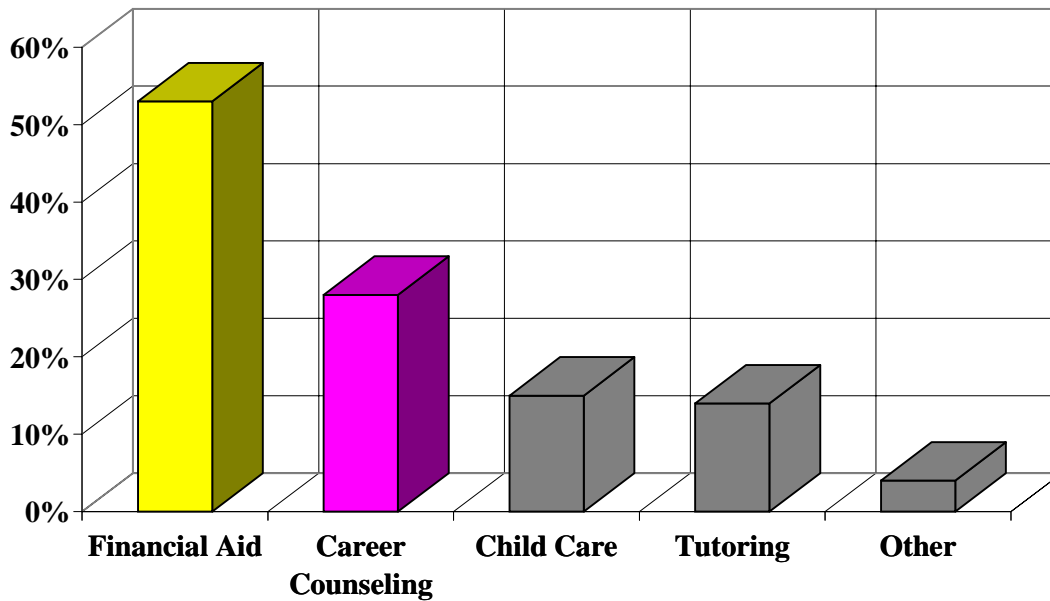


Table 13. What support services would you need to take classes? ¹

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Financial aid	231	68%	36	49%	107	39%	42	45%	416	53%
Career counseling	82	24%	29	39%	77	28%	26	28%	214	28%
Child care	15	4%	18	24%	70	26%	17	18%	120	15%
Tutoring	56	16%	20	27%	18	7%	13	14%	107	14%
Other	10	3%	7	9%	7	3%	4	4%	28	4%
Transportation	5	1%	0	0%	1	0%	0	0%	6	1%
Miscellaneous	7	2%	2	3%	4	1%	4	4%	17	2%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Results of Questions Completed by Respondents Not Interested in Taking College Courses

Reasons for Not Taking Courses. Among the relatively few respondents who indicated that they would not like to take college courses, 29% believed that courses were too expensive, and about one-fourth of those responding did not have enough time, were not interested and/or needed child care (Table 14).

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
Too expensive	11	20%	0	0%	16	47%	5	29%	32	29%
Not enough time	3	5%	2	100%	18	53%	4	24%	27	25%
No interest	17	30%	0	0%	7	21%	1	6%	25	23%
No child care	15	27%	0	0%	8	24%	1	6%	24	22%
Courses of interest not offered	6	11%	0	0%	10	29%	1	6%	17	16%
Not qualified	2	4%	1	50%	5	15%	3	18%	11	10%
Time offered not convenient	0	0%	1	50%	7	21%	1	6%	9	8%
Other	23	41%	0	0%	7	21%	5	29%	35	32%
Going to another college	10	18%	0	0%	0	0%	1	6%	11	10%
Too far	1	2%	0	0%	2	6%	2	12%	5	5%
Military service	2	4%	0	0%	0	0%	1	6%	3	3%
Miscellaneous	10	18%	0	0%	5	15%	0	0%	15	14%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents **not** interested in taking college courses.

² Duplicated responses. Respondents checked all responses that were applicable.

Results of Questions Completed by Respondents Who Attended Hartnell College

Where Attended Classes. As mentioned earlier, a large proportion of the residents responding to the survey were previous or current Hartnell College students. About two-thirds of these respondents attended classes in Salinas, while 61% took courses in King City (Table 15).

Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Salinas	10	63%	46	61%	93	70%	31	78%	180	68%
King City	12	75%	64	84%	69	52%	16	40%	161	61%
Other	0	0%	13	17%	5	4%	8	20%	26	10%
Greenfield	0	0%	6	8%	3	2%	1	3%	10	4%
Fort Hunter Liggett	1	6%	2	3%	1	1%	6	15%	10	4%
Miscellaneous	0	0%	3	4%	2	2%	2	5%	7	3%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

² Duplicated responses. Respondents checked all responses that were applicable.

Courses Taken. Table 16 shows that approximately three-fifths of Hartnell alumni took general education courses, one-fifth took computer courses and one-sixth enrolled in business courses.

Table 16. What types of courses did you take? ¹										
Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
General education	14	88%	54	71%	72	55%	23	58%	163	62%
Computers	2	13%	17	22%	25	19%	8	20%	52	20%
Business	2	13%	15	20%	21	16%	2	5%	40	15%
Vocational	0	0%	12	16%	10	8%	5	13%	27	10%
Other	4	25%	26	34%	40	30%	11	28%	81	31%
Early Childhood Education	0	0%	7	9%	7	5%	1	3%	15	6%
Physical Education: Aerobics	3	19%	1	1%	4	3%	3	8%	11	4%
Visual Arts/Music	3	19%	2	3%	4	3%	1	3%	10	4%
Miscellaneous	3	19%	5	7%	24	18%	2	5%	34	13%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

² Duplicated responses. Respondents checked all responses that were applicable.

Reasons Courses Taken. Approximately two-fifths of the current and former Hartnell students took courses for personal interest, while about one-fourth had goals of transferring to a four-year college or university, earning an AA degree and/or preparing, advancing or changing careers (Table 17).

Table 17. Why did you take classes? ¹										
Response ²	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County			
					N	%	N	%	N	%
Personal interest	6	38%	24	32%	57	43%	22	55%	109	41%
Transfer to a 4-year college	2	13%	34	45%	29	22%	11	28%	76	29%
Earn associate's degree	0	0%	29	38%	27	20%	17	43%	73	28%
Prepare, advance or change career	1	6%	24	32%	33	25%	10	25%	68	26%
Earn certificate or license	0	0%	14	18%	17	13%	8	20%	39	15%
Improve basic skills	5	31%	12	16%	12	9%	4	10%	33	13%
Explore educational options	1	6%	10	13%	16	12%	6	15%	33	13%
Other	6	38%	4	5%	1	1%	3	8%	14	5%
High School credits	5	31%	0	0%	0	0%	0	0%	5	2%
Miscellaneous	4	25%	1	1%	2	2%	3	8%	10	4%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

² Duplicated responses. Respondents checked all responses that were applicable.

Assessment of Instruction. Hartnell alumni were also asked to assess instruction at Hartnell College (Graph 18 and Table 18a). The typical respondent rated instruction as “very good” (43%), while 35% assessed it as “good” and 16% rated it as “excellent”. Only 6% of the respondents rated Hartnell’s instruction as “fair” or “poor”.

Graph 18. What is your overall assessment of instruction at Hartnell College?

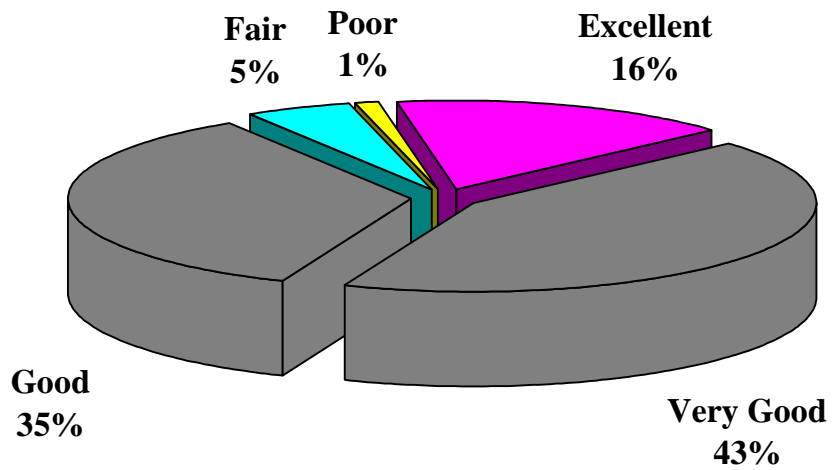


Table 18a. What is your overall assessment of instruction at Hartnell College? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
Excellent	0	0%	13	17%	21	17%	7	18%	41	16%
Very Good	8	50%	31	41%	54	43%	16	42%	109	43%
Good	5	31%	30	39%	42	34%	13	34%	90	35%
Fair	2	13%	2	3%	7	6%	1	3%	12	5%
Poor	1	6%	0	0%	1	1%	1	3%	3	1%
Average Response	Good		Very Good		Very Good		Very Good		Very Good	

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

The most frequently mentioned positive reasons for their assessment of instruction included good and involved instructors and helpful classes (Table 18b).

Table 18b. Why do you feel this way? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
	N	%	N	%	King City		Other South County		N	%
					N	%	N	%		
Positive										
Teachers: good, proficient, involved	8	42%	18	24%	28	22%	12	31%	66	25%
Classes helped, learned a lot	1	5%	4	5%	5	4%	2	5%	12	5%
Classes good or OK	0	0%	2	3%	3	2%	2	5%	7	3%
Miscellaneous	3	16%	4	5%	13	10%	3	8%	23	9%
Negative										
Miscellaneous	1	5%	2	3%	4	3%	1	3%	8	3%
Neutral										
Some bad/some good experiences	0	0%	4	5%	2	2%	1	3%	7	3%
Miscellaneous	4	21%	7	9%	12	9%	0	0%	23	9%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

Assessment of Student Services. Graph 19 and Table 19a show how current and former Hartnell students assessed student services, such as registration, counseling and financial aid. The largest proportion of respondents (39%) rated student services as “good”, while an additional 34% assessed them as “very good” and 12% as “excellent”. Another 15% of these respondents rated them as “fair” or “poor”.

Graph 19. What is your overall assessment of Hartnell College student services (registration, counseling, financial aid, etc.)?

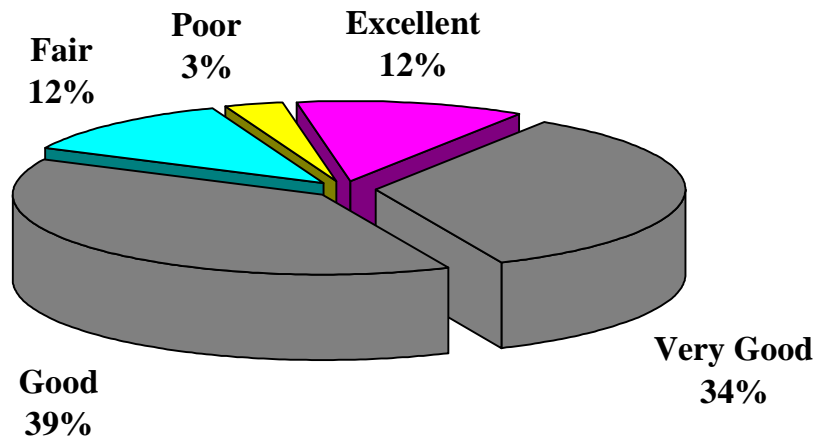


Table 19a. What is your overall assessment of Hartnell College student services (registration, counseling, financial aid, etc.)? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Excellent	0	0%	9	13%	13	14%	3	9%	25	12%
Very Good	4	31%	25	36%	31	33%	12	36%	72	34%
Good	5	38%	23	33%	40	42%	13	39%	81	39%
Fair	3	23%	9	13%	9	9%	4	12%	25	12%
Poor	1	8%	3	4%	2	2%	1	3%	7	3%
Average Response	Good		Good		Good		Good		Good	

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

As shown in Table 19b, respondents having a positive experience with student services most often mentioned that the staff were helpful (10% of respondents).

Table 19b. Why do you feel this way? ¹

Response	High School Students		Current Hartnell Students		Other Residents				Total	
					King City		Other South County			
	N	%	N	%	N	%	N	%	N	%
Positive										
Staff is helpful	4	21%	9	12%	9	7%	4	10%	26	10%
Had positive experiences	0	0%	6	8%	5	4%	1	3%	12	5%
Received everything I needed	3	16%	1	1%	4	3%	3	8%	11	4%
Easy to register	0	0%	4	5%	1	1%	1	3%	6	2%
Miscellaneous	1	5%	3	4%	5	4%	3	8%	12	5%
Negative										
Miscellaneous	5	26%	10	13%	7	5%	5	13%	27	10%
Neutral										
Miscellaneous	0	0%	11	14%	14	11%	5	13%	30	11%

Note: Percentages may not sum to 100% due to rounding.

¹ Results for respondents who attended Hartnell College.

Employer Survey Results

Questionnaires were returned by 39 of the 281 employers (14%) who were surveyed. This low response rate may indicate that the training needs of employers in King City and the surrounding communities are adequately being met. However, because so few employers responded, these results should not be considered representative of employers from the South Salinas Valley and should be interpreted with caution.

Employer Characteristics

Table 20 specifies the types of businesses in which the respondents were employed. It shows that 29% of the employers provided services, one-sixth were in agriculture and another one-eighth were in finance, insurance or real estate, or in retail trade. Almost nine-tenths of the businesses were located in King City. Table 20 also shows that the typical respondent employed five full-time employees and three part-time employees. In addition, Hartnell College has previously provided training for approximately one-third of the employers.

Table 20. Employer Characteristics ¹		
Response	N ²	% ³
Total	39	100%
Type of Business		
Services	11	29%
Agriculture	6	16%
Finance, Insurance or Real Estate	5	13%
Retail Trade	4	11%
Government	3	8%
Manufacturing	3	8%
Construction or Mining	2	5%
Transportation or Public Utilities	2	5%
Wholesale Trade	1	3%
Other	1	3%
Location of Business		
King City	34	89%
Lockwood	1	3%
San Lucas	1	3%
Other	2	5%
Number of Full-Time Employees		
1-5	19	54%
6-10	2	6%
11-100	12	34%
More than 100	2	6%
Typical Number of Full-Time Employees	5	

(continued)

¹ Results for all respondents.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Table 20. Employer Characteristics ¹ (continued)		
Response	N ²	% ³
Number of Part-Time Employees		
1-5	20	77%
6-10	2	8%
11-100	1	4%
More than 100	3	12%
Typical Number of Part-Time Employees		
	3	
Used Hartnell for Training		
Yes	12	31%
Currently Using Hartnell	4	10%
Within the Last Year	1	3%
Within the Last 2-5 Years	3	8%
More than 5 Years Ago	3	8%
No	27	69%

¹ Results for all respondents.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Results of Questions Completed by All Respondents

How Employees Are Trained. In Table 21, respondents indicated how their employees are currently being trained. On the job training was the type of training most often provided (79% of respondents). In addition, consultants or trainers and other in-house training were used by more than one-third of the employers, while approximately one-fourth of the employers used college/university courses.

Table 21. How are your employees currently being trained? ¹		
Response	N ²	% ³
On the job	31	79%
Outside consultant/trainer	15	38%
Other in-house training	14	36%
College/university courses	9	23%
No training provided	0	0%
Other	5	13%

¹ Results for all respondents.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Interest in Training for Employees. The majority of respondents (approximately three-fifths) stated that they would definitely like other courses or training offered for their employees, while an additional third of the respondents indicated that they might want training (see Table 22). Thus, these results represent employers interested in training and not employers as a whole.

Table 22. Would you like other courses or training offered for your employees? ¹		
Response	N ²	% ³
Yes	21	60%
Maybe	12	34%
No	2	6%

¹ Results for all respondents.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Results of Questions Completed by Respondents Interested in Training for Employees

Types of Courses. As shown in Table 23, the subject areas that employers most want addressed through training include computers (73%), people skills (61%), customer service (48%) and Spanish (42%).

Table 23. What subject areas would you like addressed? ¹		
Response	N ²	% ³
Computers	24	73%
People skills	20	61%
Customer service	16	48%
Spanish	14	42%
Basic skills (reading, writing, math)	9	27%
English as a second language	6	18%
Other business	5	15%
Ag production	4	12%
Agribusiness	2	6%
Other	10	30%

¹ Results for respondents interested in employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Desired Course Location. Table 24 displays the locations where respondents specified that they would like classes offered. All respondents preferred classes to be taught in King City. In addition, approximately one-fifth of the employers would like courses taught at their work site.

Table 24. Where would you like classes offered? ¹		
Response	N ²	% ³
Hartnell College - King City Center	33	100%
At your work site	7	21%
Ft. Hunter Liggett	2	6%
Hartnell College - Salinas Campus	0	0%
Other Site	1	3%

¹ Results for respondents interested in employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Course Format. When asked how they would like courses offered, all of the respondents indicated that they would like courses offered in person (Table 25). However, approximately one-third of the employers would also be interested in training offered via computer or television.

Table 25. How would you like classes offered? ¹		
Response	N ²	% ³
In person	34	100%
Televised	11	32%
By computer	10	29%
Correspondence	7	21%

¹ Results for respondents interested in employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

When Willing to Take Classes. Table 26 shows that most employers would like courses offered on Monday through Thursday evenings, ranging from 55% on Tuesday night to 64% on Monday evening. In addition, approximately two-fifths of the respondents wanted classes on Friday evening or Saturday morning. There was much less interest in courses offered during other mornings or afternoons.

Table 26. What time of day and days of the week would you like classes offered? ¹		
Response	N ²	% ³
Monday Evening	21	64%
Wednesday Evening	20	61%
Thursday Evening	19	58%
Tuesday Evening	18	55%
Saturday Morning	13	39%
Friday Evening	13	39%
Tuesday Morning	10	30%
Monday Morning	9	27%
Wednesday Morning	9	27%
Thursday Morning	9	27%
Friday Morning	8	24%
Monday Afternoon	5	15%
Thursday Afternoon	5	15%
Friday Afternoon	5	15%
Saturday Evening	5	15%
Sunday Morning	4	12%
Tuesday Afternoon	4	12%
Wednesday Afternoon	4	12%
Saturday Afternoon	4	12%
Sunday Evening	3	9%
Sunday Afternoon	2	6%

¹ Results for respondents interested in employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Course Length. The largest proportion of respondents would like courses that are either a semester (48%) or eight weeks in length (45%) (see Table 27).

Table 27. How long would you like courses to run? ¹		
Response	N ²	% ³
Semester (18 weeks)	16	48%
8 weeks	15	45%
1 day	11	33%
4 weeks	10	30%
1 week	7	21%
Other	3	9%

¹ Results for respondents interested in employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Training Support. The employers were asked what type of support they would be willing to provide for employees being trained (Table 28). The largest percentage of respondents indicated that they would be willing to provide tuition reimbursement (82%) and release time from work (61%).

Table 28. What type of support are you willing to provide employees for training? ¹		
Response	N ²	% ³
Tuition reimbursement for classes taken on employee's own time	27	82%
Release time from work	20	61%
Pay cost of on-site training	16	48%
None	3	9%
Other	2	6%

¹ Results for respondents interested in employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Results of Questions Completed by Respondents Who Used Hartnell College for Training

Location of Training. Among employers who previously used Hartnell College for training, the majority (64%) were provided training on the main campus in Salinas and approximately one-third took advantage of training conducted at the Gleason Center in King City (see Table 29).

Table 29. Where did you use Hartnell College for training? ¹		
Response	N ²	% ³
Hartnell College - Salinas Campus	7	64%
Hartnell College - King City Center	4	36%
In your community	2	18%
At your work site	1	9%

¹ Results for respondents who have used Hartnell College for employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Assessment of Instruction. Previous recipients of Hartnell College training were also asked to evaluate the instruction provided. As shown in Table 30, the typical respondent rated Hartnell’s training as “good” (60%). The remaining employers (40%) assessed the training as “very good”. None of the respondents rated the training as “excellent”, “fair” or “poor”.

Table 30. What is your assessment of training/ instruction at Hartnell College? ¹		
Response	N ²	% ³
Excellent	0	0%
Very Good	4	40%
Good	6	60%
Fair	0	0%
Poor	0	0%
Average Response	Good	

¹ Results for respondents who have used Hartnell College for employee training.

² Frequencies may not sum to the total because respondents did not complete every question or because there are multiple responses to some questions.

³ Percentages may not sum to 100% due to rounding or because there are multiple responses to some questions.

Summary and Conclusions

Resident Survey

Residents completing the South County Educational Needs Assessment generally reflect the demographics of King City and the unincorporated areas of South County, except that a greater proportion of women and persons younger than 20 years old responded than are found in the general population. This might have resulted from more women than men completing the questionnaire for their families, and because of the large number of high school students completing questionnaires.

Survey results show that the respondents strongly support having Hartnell College offer more courses in South County. However, it is probable that the survey results primarily represent the opinions of those interested in taking college courses and not the overall population.

Survey respondents indicated that they would most like to take computer, general education and business courses. King City residents would like courses offered in King City, while most other residents would be willing to travel 10-20 miles to attend classes. The majority of King City High School students were willing to travel to Salinas to attend Hartnell. In addition, the largest proportion of respondents would like to take semester length or eight-week long classes offered on weekday evenings.

Most respondents indicated that they would be interested in taking courses at home or at work via computer or television. The majority of them also specified that they had access to the Internet and/or a cable network.

Many residents will need support services in order to attend classes. Support services most often needed include financial aid, career counseling and child care.

Survey respondents who had previously taken Hartnell College courses rated their instruction as being "very good" and student services as "good".

Employer Survey

A small proportion of surveyed employers responded to the employer version of the Central Salinas Valley Educational Needs Assessment. This low response rate may indicate that the training needs of employers in the South Salinas Valley are adequately being met. However, because so few employers responded, results should not be considered representative of employers from this area and should be interpreted with caution.

Respondents indicated that they would most like courses and training pertaining to computers, people skills and customer service. Although the employers would prefer that courses be offered in person, many would consider courses offered via computer or television. The largest proportion of respondents prefer courses that are a semester or eight weeks long and that are taught on weekday evenings. In addition, the majority of the employers would be willing to provide tuition reimbursement or release time from work for employees being trained. Employers who had previously used Hartnell College for training rated the instruction as "good".

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Attachment A
Resident Survey

January 1999

Dear South Salinas Valley Resident:

Hartnell College is **your** community college. To help us serve you and your community better, please take a few minutes to complete the attached survey. It asks about the types of college courses, programs and services that you and your community need. Your answers will remain confidential and will only be combined with others in summary form. Please return your completed survey in the attached postage paid envelope.

If you would like additional information about Hartnell College, also complete and return the attached information request form. Note that you need not be a high school graduate to take classes at Hartnell. Feel free to contact us at 755-6711 if you have other questions.

Thank you for your assistance. Together we can make a difference for you and your community!

Sincerely,

Edward J. Valeau
President/Superintendent

Attachment

South County Educational Needs Assessment - Resident Version

1. Have you ever attended Hartnell College? yes no
 If **yes**, please go to **question 2**.
 If **no**, go to **question 8**.
-
2. When did you attend Hartnell College? currently a student within the last year
 within the last 2-5 years more than 5 years ago
3. Where did you attend classes? (check all that apply) Salinas King City other (where?) _____
4. What types of courses did you take? (check all that apply) general education (English, math, humanities) vocational
 computer business other (what?) _____
5. Why did you take courses? (check all that apply) transfer to a 4-year college earn associate's degree
 earn certificate or license prepare, advance or change career
 personal interest explore educational options
 improve basic skills (English language, reading, arithmetic)
 other (why?) _____
- 6a. What is your overall assessment of **instruction** at Hartnell College? excellent very good good fair poor
 no opinion
- 6b. Why do you feel this way? _____
- 7a. What is your overall assessment of Hartnell College **student services** (registration, counseling, financial aid, etc.)? excellent very good good fair poor
 no opinion
- 7b. Why do you feel this way? _____
-
8. Are you interested in taking courses at Hartnell College now or in the future? yes maybe no
 If **yes** or **maybe**, please go to **question 9**.
 If **no**, go to **question 19**.
-
9. What types of courses would you like to take? (check all that apply) general education (English, math, humanities) medical
 early childhood education computer ag production
 English as a second language technology ag business
 enrichment business mechanics
 recreational/physical education human services construction
 other (what?) _____
10. Where would you be willing to take classes? (check all that apply) Hartnell College-Salinas campus Ft. Hunter Liggett
 Hartnell College-King City Center Soledad
 other site (where?) _____
11. How far are you willing to travel to take a course? 2 miles or less 2-5 miles 5-10 miles 10-20 miles
 more than 20 miles
12. What time of day and days of the week would you like classes offered? (**check** all boxes that apply)
- | | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. | Sun. |
|-----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Morning | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Afternoon | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Evening | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
13. How long would you like courses to run? (check all that apply) 1 day 1 week 4 weeks 8 weeks semester (18 weeks)
 other (how long?) _____

Continue on the other side

14. Are you interested in taking college courses at home or at work by computer or television? yes maybe no
15. Do you have access to a computer connected to e-mail or the World Wide Web? yes no unsure/don't know
16. Do you have access to a television connected to a cable network? yes no unsure/don't know
17. Why would you like to take courses? (check all that apply) transfer to a 4-year college earn associate's degree
earn certificate or license prepare, advance or change career
personal interest explore educational options
improve basic skills (English language, reading, arithmetic)
other (why?)_____
18. What support services would you need to take classes? (check all that apply) financial aid child care career counseling tutoring
other (what?)_____
- Skip to question 20.**

19. If you are **not interested** in taking college courses, why not? (check all that apply) not enough time too expensive no interest
not qualified no child care time offered not convenient
courses of interest not offered other (why not?)_____

20. Where do you live? Greenfield Jolon King City Lockwood San Ardo
San Lucas other (where?)_____
21. What is your highest level of education? less than high school graduate high school graduate
some college vocational certificate or AA/AS degree
bachelor's degree graduate degree
22. What is your gender? man woman
23. What is your ethnicity? African American Latino White American Indian
Asian American Filipino other (what?)_____
24. How old are you? under 20 20-24 25-29 30-39 40-49 over 49
25. What is your employment status? work full-time work part-time do not work
26. Where do you work? Greenfield Jolon King City Lockwood Salinas San Ardo
San Lucas other (where?)_____
27. If you're a high school student, what is your grade level? 9 10 11 12
28. Other comments _____

Thank you for completing this questionnaire.

(Optional) Name _____ Phone Number _____

Attachment B
Employer Survey

January 1999

Dear South Salinas Valley Employer:

Hartnell College is **your** community college. To help us serve you and your business better, please take a few minutes to complete the attached survey. It asks about the types of training and courses that you or your employees may need. Your responses will remain confidential and will only be combined with others in summary form. Please return your completed survey in the attached postage paid envelope.

If you would like additional information about Hartnell College, also complete the attached information request form. Feel free to contact Mike Foudy at 755-6700 if you have other questions.

Thank you for your assistance. Together we can make a difference for you and your business!

Sincerely,

Edward J. Valeau
President/Superintendent

Attachment

15. Where is your business located? __Greenfield __Jolon __King City __Lockwood __San Ardo
 __San Lucas __other (where?) _____
16. How many employees does your business have? full-time _____
 part-time _____
17. Other comments _____

Thank you for completing this questionnaire.

(Optional) Name _____ Phone _____