

Hartnell College

1998 Central Salinas Valley Educational Needs Assessment Survey

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

June 1999



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President/Superintendent**

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Hartnell College

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Executive Summary

In fall 1998, Hartnell College surveyed residents and employers in the Central Salinas Valley cities of Gonzales, Greenfield and Soledad. 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 593 residents, including 88 from Gonzales, 128 from Greenfield and 362 from Soledad. Respondents generally reflect the demographics of these communities, except that a greater proportion of women responded than are found in the general population. Survey respondents who had previously taken Hartnell College courses rated their instruction as being "very good". In addition, respondents as a whole had a "very good" overall opinion of the college. Other survey results show that respondents:

- Strongly support having Hartnell College offer more courses in the Central Salinas Valley.
- Would most like to take computer and general education courses.
- Would like courses offered in their own community or less than 11 miles away.
- Would like semester length or eight-week classes offered on weekday evenings or weekday and Saturday mornings.
- May need support services, including financial aid, career counseling and child care.

Twenty-one employers completed the employer version of the questionnaire. This low response may indicate that the training needs of Central 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, customer service and people skills. 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 four or eight weeks long and that are taught on week day evenings. In addition, approximately one-half 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, and Mr. Gene Martin, Superintendent of Soledad Unified School District, who afforded much of the leadership and resources for this project. I would also like to thank Ms. Joey Lasnik, Mr. Juan Martinez and Mr. Brad Rice of the Hartnell College Board of Trustees and Mr. Albert Amaya and Ms. Gloria Bell of the Soledad Unified School District Board of Trustees for serving on an ad hoc committee that articulated the need for the study. In addition, my appreciation goes to Mr. Edward Agundez, Superintendent of Greenfield Union School District, and Dr. Richard Averett, Superintendent of Gonzales Unified School District, for distributing questionnaires to their staffs and parents of their students.

I also extend my sincere appreciation to members of the Central Salinas Valley Educational Needs Assessment Committee, who helped design and implement this major research project. They include Mr. Randy Bangs, Soledad High School; Ms. Linda Coyne, Soledad Community Education; Mr. Honorio Della, Soledad Chamber of Commerce; Mr. Gordon Piffero, Gonzales Unified School District; Ms. Lourdes Villarreal, Hartnell College; and Ms. Susan Warner, City of Gonzales. Special thanks go to Ms. Coyne and Ms. Villarreal, who coordinated survey distribution in Soledad and Greenfield, respectively, and to Ms. Roberta Ruiz-Camacho, who provided the survey distribution site in Gonzales.

Additionally, I would like to thank those individuals who assisted and supported the distribution of questionnaires. They include Mr. Chuck Beals, Mr. Dan Bequette and Mr. Roland Montemayor, who recruited volunteers for the project, and Ms. Aurelia Vacaflor, who translated the resident questionnaire into Spanish. In addition, I would like to give thanks and acknowledge the contributions of the volunteers who distributed questionnaires, including Ms. Aurora Benavidez, Mr. Kenny Brown, Ms. Blanca Ceja, Ms. Daniela Coronel, Ms. Yadira Cortes, Mr. Raul Diaz, Mr. Tai Do, Ms. Julianne Fansler, Ms. Irma Firme, Mr. James Furrer, Mr. Tony Garcia, Mr. Horacio Gomez, Mr. Jorge Guzman, Ms. Norma Guzman, Mr. Aureliano Islas, Ms. Mon Mon Ma and Ms. Nancy Myers. Volunteers also included Ms. Alma Palitron, Ms. Martha Pantoja, Ms. Sharon Perez, Ms. Deborah Ramsey, Mr. Freddy Rolases, Ms. Regina Salcido, Ms. Julie Simbre, Ms. Maribel Tostado, Mr. Alfred Vasquez, Mr. Juan Villagomez and Ms. Elizabeth Villanueva.

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 facilitated completion of this study.

Christopher J. Myers, Project Director

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Attachment A: Resident Survey

Attachment B: Employer Survey

Hartnell College 1998 Central Salinas Valley Educational Needs Assessment Survey

In fall 1998, Hartnell College surveyed residents and employers in the Central Salinas Valley cities of Gonzales, Greenfield and Soledad. 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.

Soledad Unified School District was a major partner and supporter in the development and implementation of this project. Greenfield Union School District and Gonzales Unified School District also provided support.

Method

A steering committee, consisting of representatives from the Hartnell College administration and faculty, and Central Salinas Valley public schools, cities and businesses, 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, as well as from feedback received through pilot testing a draft version of the questionnaire with a sample of residents. 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, questionnaires were distributed to residents in Gonzales, Greenfield and Soledad using three methods. First, two person teams of volunteers from Hartnell College and the local communities distributed questionnaires door to door within specified neighborhoods throughout each of the three communities. Later the same day, the volunteers picked up completed surveys. This personal contact approach was used to increase the likelihood that the questionnaires would be completed and to promote Hartnell College through enhancing the college's visibility.

Second, questionnaires were distributed to residents through the public schools. The Soledad Unified School District mailed surveys to each household in the district. The Greenfield Union School District and the Gonzales Unified School District sent questionnaires home with each student in the district. All three districts also distributed surveys to their employees.

The third approach used was to mail questionnaires to all current Hartnell College students residing in Gonzales, Greenfield or Soledad.

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 mailed to all employers who had business licenses and/or were members of the Chamber of Commerce in Gonzales, Greenfield or Soledad. Approximately 4-6 weeks after this initial mailing, a follow-up post card was sent to the employers thanking those who had returned their questionnaires and reminding non-respondents to complete and return the survey.

Resident Survey Results

Respondent Characteristics

Questionnaires were returned by 593 residents, including 88 from Gonzales, 128 from Greenfield and 362 from Soledad. Thirty percent of those responding completed the Spanish version of the questionnaire. Table 1 displays demographic and other characteristics of the respondents, broken down by city of residence. It shows that 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 76% Latinos and 19% Whites. Approximately one-third of the respondents were between the ages of 30-39, while the remaining respondents were fairly evenly distributed among other age groups.

Table 1 also shows that approximately one-half of the survey respondents had college training, while one-fourth were high school graduates and one-fourth had not completed high school. The majority (60%) of the residents completing the survey reported that they worked full-time and an additional 19% worked part-time. Lastly, most (55%) of the respondents had attended Hartnell College, including 21% who were current students.

Table 1. Respondent Characteristics by City of Residence

Characteristic	Gonzales		Greenfield		Soledad		Total*	
	N	%	N	%	N	%	N	%
Total*	88	100%	128	100%	362	100%	593	100%
Gender								
Men	40	47%	32	25%	109	31%	190	32%
Women	46	53%	94	75%	247	69%	398	68%
Ethnicity								
African American	0	0%	0	0%	3	1%	3	1%
American Indian	0	0%	4	3%	5	1%	9	2%
Asian American	1	1%	1	1%	4	1%	7	1%
Filipino	0	0%	1	1%	7	2%	8	1%
Latino	56	68%	88	75%	269	79%	424	76%
White	25	30%	24	20%	53	16%	108	19%
Age								
Below 20	15	18%	15	12%	29	8%	59	10%
20-24	13	15%	18	14%	28	8%	64	11%
25-29	12	14%	12	10%	66	19%	92	16%
30-39	18	21%	52	42%	126	36%	203	35%
40-49	19	22%	20	16%	60	17%	104	18%
Above 49	8	9%	8	6%	44	12%	61	10%
Highest Level of Education								
Less than HS Graduate	13	16%	32	27%	86	25%	132	23%
HS Graduate	17	20%	34	28%	94	27%	147	26%
Some College	31	37%	28	23%	92	26%	162	28%
Vocational Certificate/AA Degree	11	13%	17	14%	46	13%	74	13%
Bachelor's Degree	7	8%	8	7%	26	7%	43	8%
Graduate Degree	4	5%	1	1%	7	2%	15	3%
Employment Status								
Work Full-Time	49	58%	60	48%	221	62%	348	60%
Work Part-Time	20	24%	26	21%	61	17%	108	19%
Do Not Work	16	19%	38	31%	72	20%	127	22%
Attended Hartnell								
Yes	59	69%	75	59%	178	50%	327	55%
Current Student	28	33%	36	28%	52	15%	122	21%
Within Last Year	7	8%	11	9%	22	6%	42	7%
Within 2-5 Years	8	9%	15	12%	39	11%	66	11%
More than 5 Years Ago	15	17%	12	9%	65	18%	95	16%
Not Specified	1	1%	1	1%	0	0%	2	<1%
No	27	31%	52	41%	178	50%	263	45%

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

* 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 (85%) indicated that they would like to take college courses in the future and an additional 11% reported that they might like to take courses (see Table 2). Only 4% 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 college courses? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Yes	60	69%	112	91%	313	86%	501	85%
Maybe	20	23%	8	7%	37	10%	67	11%
No	7	8%	3	2%	12	3%	24	4%

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

¹ Results for all respondents.

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

Assessment of Hartnell College. Graph 3 and Table 3A show the survey respondents' overall opinion of Hartnell College. The typical survey respondent assessed the college as being "very good" (42%). An additional 28% rated Hartnell as "excellent" and 24% assessed it as being "good". A small minority (approximately 5%) assessed the College as being "fair" or "poor".

Graph 3. Overall Opinion of Hartnell College

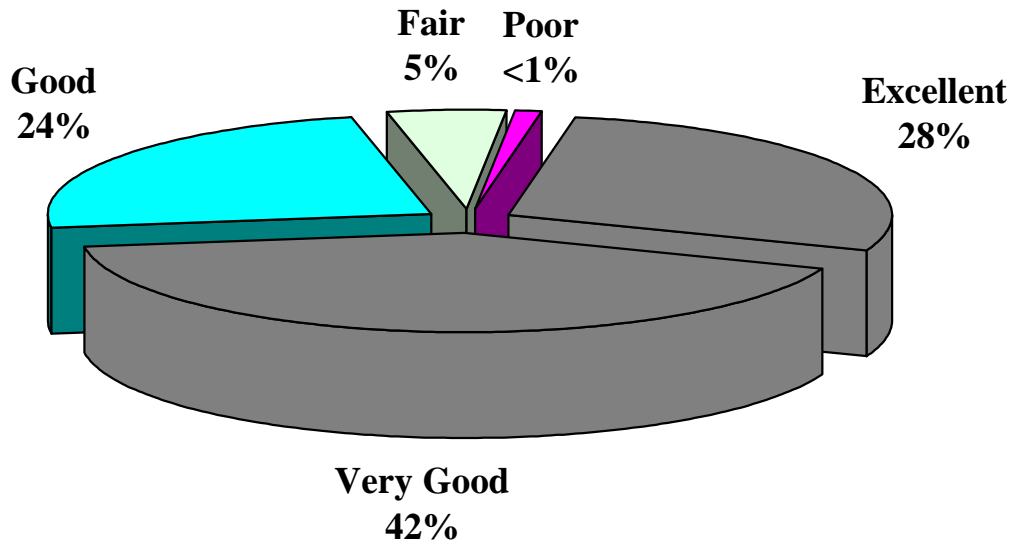


Table 3A. What is your overall opinion of Hartnell College? ¹

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Excellent	12	18%	33	38%	68	28%	115	28%
Very Good	32	49%	30	35%	102	42%	171	42%
Good	15	23%	20	23%	58	24%	99	24%
Fair	5	8%	2	2%	13	5%	20	5%
Poor	1	2%	1	1%	0	0%	2	<1%
Average Response	Very Good		Very Good		Very Good		Very Good	

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

¹ Results for all respondents.

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

The reasons most often given for positive ratings included: classes met students' needs and respondents received positive comments from family and friends who attended Hartnell (see Table 3B). Alternatively, reasons for less positive ratings included: not enough access to classes and respondents had a bad experience at Hartnell.

Table 3B. Why do you feel this way? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Positive								
Classes: flexible schedules, varied, small class size, well equipped to accommodate students' needs.	8	12%	11	13%	20	8%	39	10%
Positive comments from family and friends that attended.	1	2%	6	7%	22	9%	30	7%
Very good reputation in community, graduates do well in 4-year institutions.	4	6%	1	1%	15	6%	20	5%
Multicultural environment: good educational opportunities, great learning environment.	3	5%	7	8%	10	4%	20	5%
Instructors: excellent, qualified, well prepared.	1	2%	5	6%	7	3%	13	3%
Very affordable, prices per unit are reasonable.	3	5%	1	1%	2	1%	6	1%
Staff: supportive, friendly, knowledgeable.	2	3%	1	1%	3	1%	6	1%
Convenient location, close to home, easy to find.	3	5%	1	1%	2	1%	6	1%
What I thought it would be.	1	2%	0	0%	4	2%	5	1%
Other	10	15%	16	19%	19	8%	48	12%
Negative								
No classes in South County, not enough evening classes.	1	2%	2	2%	8	3%	13	3%
Needs improvement, was not a good experience.	1	2%	4	5%	3	1%	9	2%
Instructors: not qualified, need to be more patient.	1	2%	2	2%	0	0%	4	1%
Other	4	6%	3	3%	7	3%	15	4%
Neutral								
Word of mouth from friends and family who attended.	0	0%	4	5%	3	1%	7	2%
Other	0	0%	2	2%	14	6%	17	4%

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

¹ Results for all respondents.

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

Other Comments. Survey respondents were given the opportunity to make additional comments (Table 4). Comments most frequently made included: wanting Hartnell College to offer classes in the respondents' city of residence (11%) and needing more and varied courses offered (5%).

Table 4. Other Comments ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
We need Hartnell College in my city.	5	6%	7	5%	52	14%	64	11%
Need more and varied classes offered in my city: vocational, trade, general education, computer, ECE, Spanish.	0	0%	11	9%	19	5%	30	5%
Lack of transportation makes attendance at Hartnell College difficult.	2	2%	0	0%	5	1%	7	1%
HC needs an infant-toddler center on campus. This would make it easier for many mothers.	0	0%	0	0%	4	1%	4	1%
The cost of tuition and books is too high.	0	0%	0	0%	4	1%	4	1%
Miscellaneous	13	15%	12	9%	33	9%	61	10%

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

¹ Results for all respondents.

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

Results of Questions Completed by Respondents Interested in Taking College Courses

Types of Courses. As shown in Graph 5 and Table 5, the largest proportion of those interested in taking college courses would like to take classes having to do with computers (62%) and general education (e.g., English, math, humanities) (55%). Early childhood development was most frequently written in on the questionnaire as another course that 6% of the respondents would like to take.

Graph 5. Courses Wanted

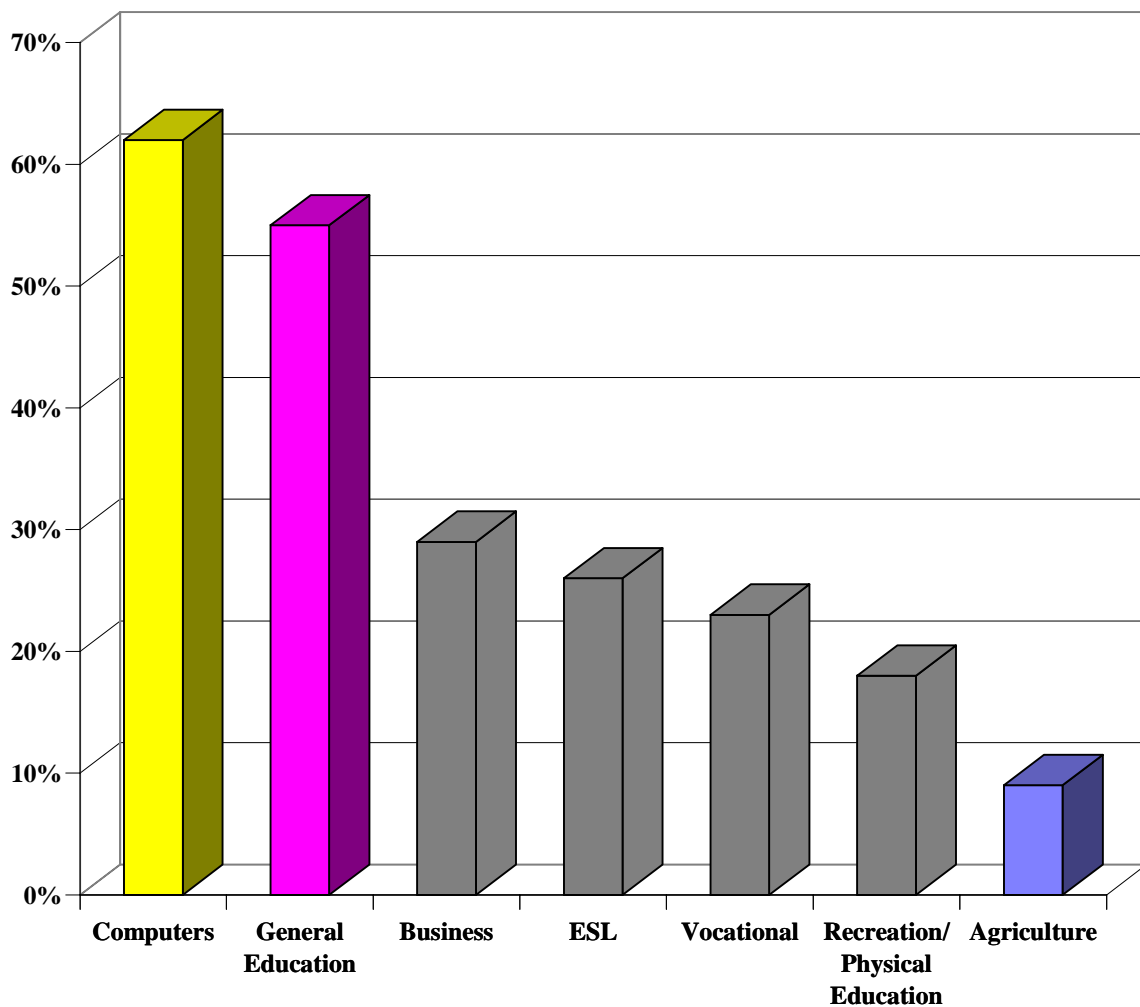


Table 5. What types of courses would you like to take? ¹

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Computers	42	53%	70	58%	230	66%	352	62%
General Education	40	50%	72	60%	192	55%	313	55%
Business	25	31%	22	18%	112	32%	164	29%
ESL	16	20%	25	21%	103	29%	145	26%
Vocational	10	13%	25	21%	92	26%	130	23%
Recreation/Physical Education	13	16%	20	17%	69	20%	105	18%
Agriculture	7	9%	9	8%	33	9%	52	9%
Other	13	16%	35	29%	87	25%	146	26%
Early Childhood Development	2	3%	9	8%	19	5%	32	6%
Fine Arts	4	5%	2	2%	15	4%	21	4%
Nursing/Medical	0	0%	5	4%	13	4%	18	3%
Spanish	0	0%	2	2%	4	1%	9	2%
Auto Repair/Mechanics	1	1%	2	2%	5	1%	8	1%
Administration of Justice	1	1%	1	1%	2	1%	5	1%
Construction	1	1%	2	2%	2	1%	5	1%
Miscellaneous	4	5%	12	10%	27	8%	48	8%

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

¹ Results for respondents interested in taking college courses.

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

Desired Course Location. As would be expected, the largest proportion of respondents would most like courses offered in their city of residence (Graph 6 and Table 6). Among Gonzales residents, 85% were willing to take classes in Gonzales, 53% in Salinas and 28% in Soledad. The sites where Greenfield respondents were most willing to attend classes included Greenfield (94%), King City (53%) and Soledad (35%). Soledad residents were most willing to take courses in Soledad (95%), Gonzales (18%), Salinas (16%) and Greenfield (14%).

Graph 6. Where Would You Be Willing to Take Courses?

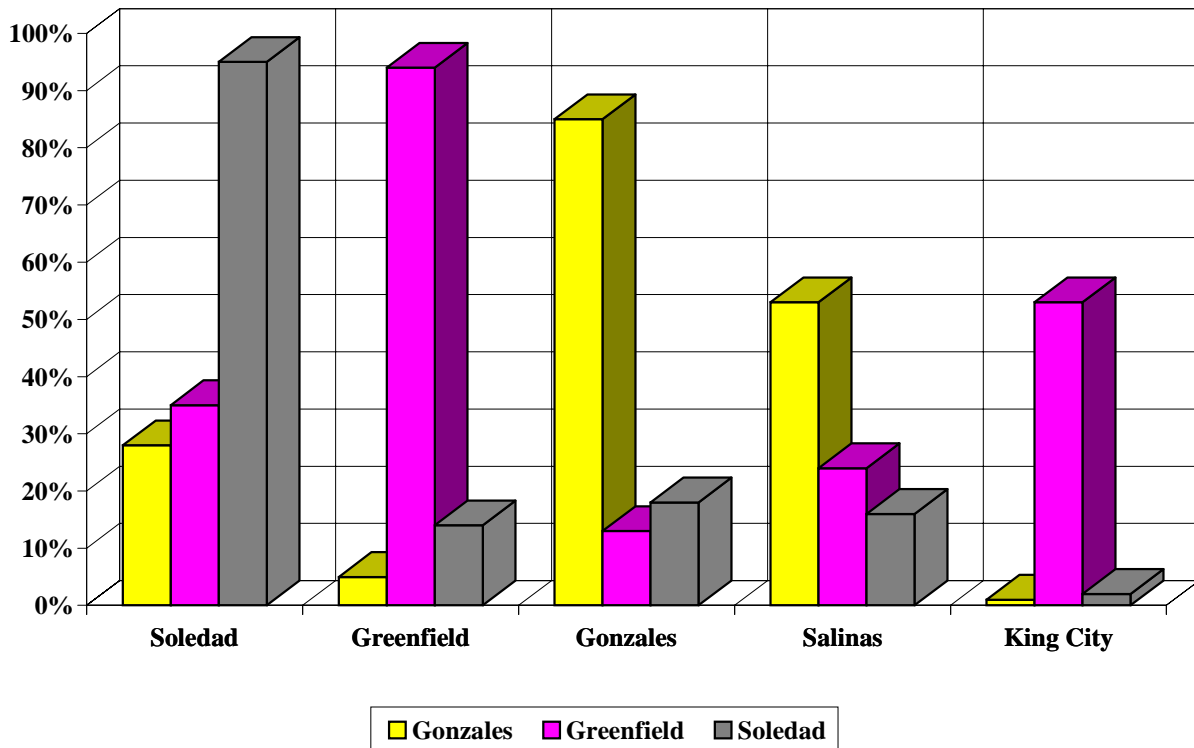


Table 6. Where would you be willing to take classes? ¹

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Soledad Campus	22	28%	42	35%	334	95%	405	71%
Greenfield	4	5%	113	94%	48	14%	171	30%
Gonzales	68	85%	16	13%	64	18%	152	27%
Hartnell College - Salinas	42	53%	29	24%	55	16%	133	23%
Hartnell College - King City Center	1	1%	64	53%	8	2%	79	14%
Other	0	0%	1	1%	3	1%	5	1%

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

¹ Results for respondents interested in taking college courses.

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

Distance to Travel. As shown in Graph 7 and Table 7, approximately one-fourth of the total respondents indicated that they would be willing to travel 2 miles or less to attend college classes while two-thirds reported that they would be willing to travel 10 miles or less. However, there were large variations among residents from different cities. Residents from Gonzales and Greenfield were more willing to travel greater distances than were respondents from Soledad.

Graph 7. Distance Willing to Travel for Courses by City of Residence

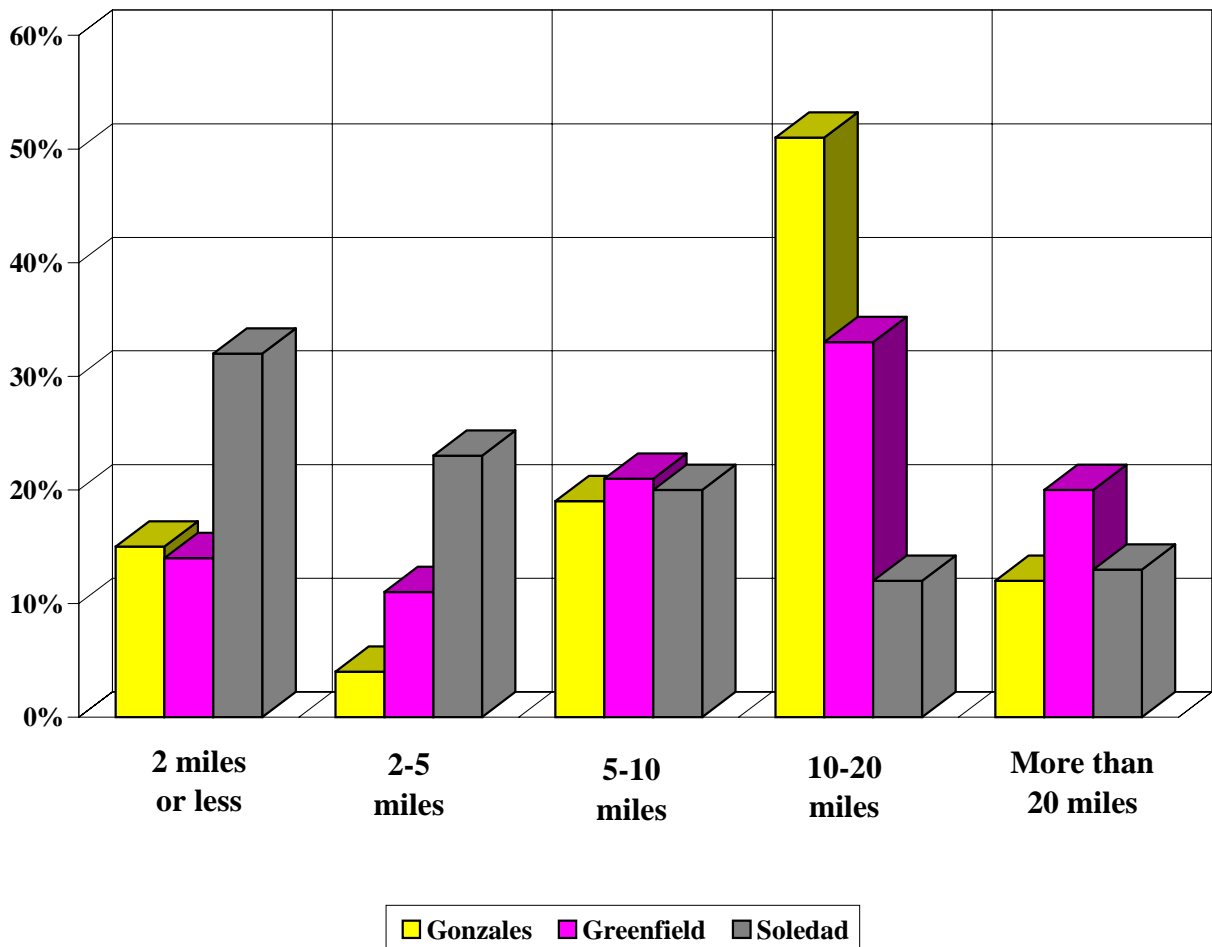


Table 7. How far are you willing to travel to take a course? ¹

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
2 miles or less	11	15%	17	14%	106	32%	135	25%
2-5 miles	3	4%	13	11%	76	23%	97	18%
5-10 miles	14	19%	25	21%	65	20%	111	21%
10-20 miles	38	51%	39	33%	39	12%	120	22%
More than 20 miles	9	12%	24	20%	43	13%	76	14%
Average Response	5-10 Miles		5-10 Miles		5-10 Miles		5-10 Miles	

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

¹ Results for respondents interested in taking college courses.

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

When Willing to Take Courses. The majority of survey respondents (56-60%) want courses offered on Monday through Thursday evening (Graph 8 and Table 8). In addition, almost one-half of the respondents would be willing to attend courses on Friday evening and approximately one-third would like courses offered on Monday through Saturday mornings.

Graph 8. What Time of Day and Days of the Week Would You Like Classes Offered?

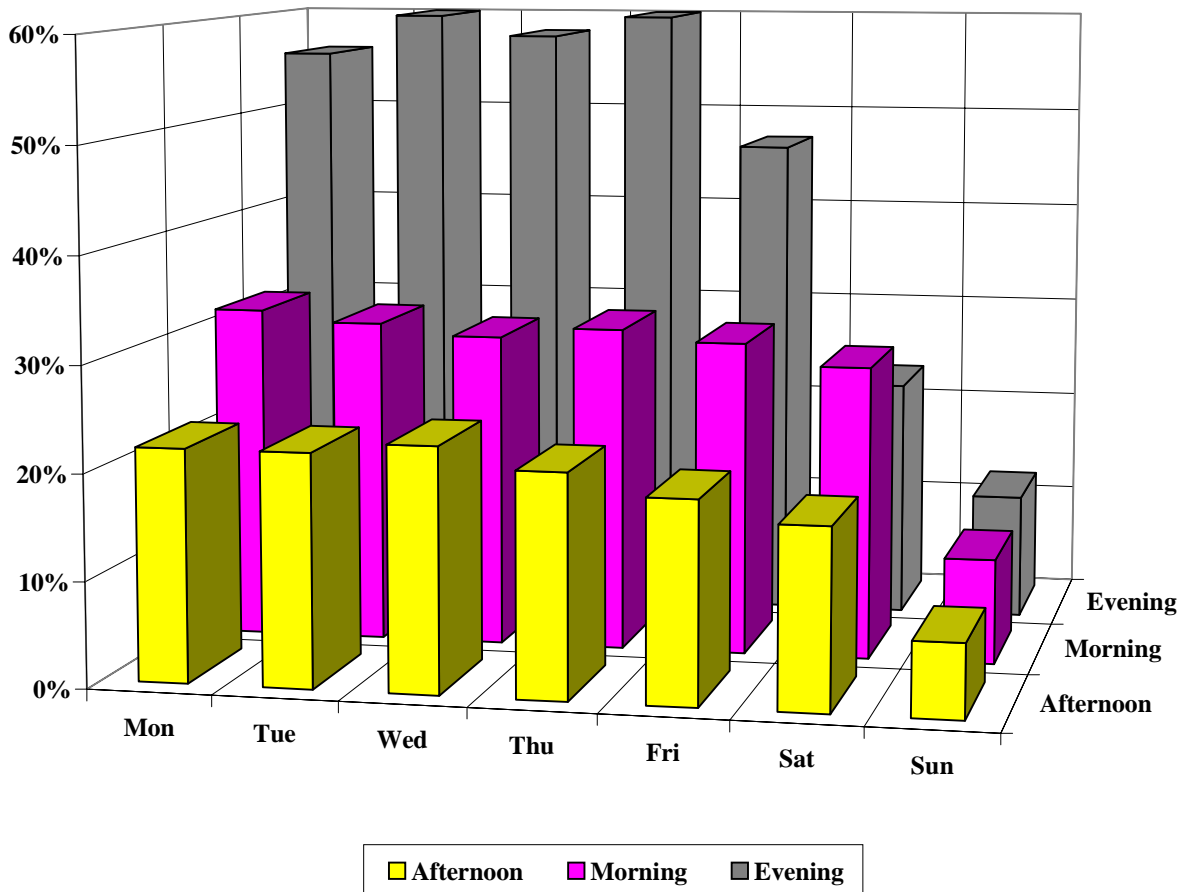


Table 8. What time of day and days of the week would you like classes offered? ¹

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Thursday Evening	49	61%	65	54%	214	61%	340	60%
Tuesday Evening	50	63%	62	52%	213	61%	338	60%
Wednesday Evening	48	60%	66	55%	198	57%	327	58%
Monday Evening	45	56%	70	58%	190	54%	320	56%
Friday Evening	35	44%	64	53%	159	45%	269	47%
Monday Morning	23	29%	48	40%	108	31%	181	32%
Thursday Morning	20	25%	51	43%	102	29%	175	31%
Tuesday Morning	20	25%	51	43%	101	29%	174	31%
Wednesday Morning	22	28%	47	39%	101	29%	172	30%
Friday Morning	21	26%	48	40%	100	29%	171	30%
Saturday Morning	25	31%	28	23%	101	29%	161	28%
Saturday Evening	17	21%	28	23%	85	24%	133	23%
Wednesday Afternoon	13	16%	26	22%	87	25%	128	23%
Monday Afternoon	12	15%	27	23%	83	24%	124	22%
Tuesday Afternoon	11	14%	24	20%	86	25%	123	22%
Thursday Afternoon	12	15%	22	18%	82	23%	118	21%
Friday Afternoon	12	15%	20	17%	74	21%	108	19%
Saturday Afternoon	13	16%	17	14%	64	18%	98	17%
Sunday Evening	11	14%	14	12%	43	12%	70	12%
Sunday Morning	11	14%	12	10%	36	10%	59	10%
Sunday Afternoon	7	9%	9	8%	25	7%	41	7%

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

¹ Results for respondents interested in taking college courses.

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

Course Length. Graph 9 and Table 9 display the results of how long respondents would like courses to run. Approximately one-half of the respondents prefer semester length (18 week) courses. However, about two-fifths of those responding would like eight week long courses and one-fourth would like courses to run four weeks.

Graph 9. Course Length Wanted

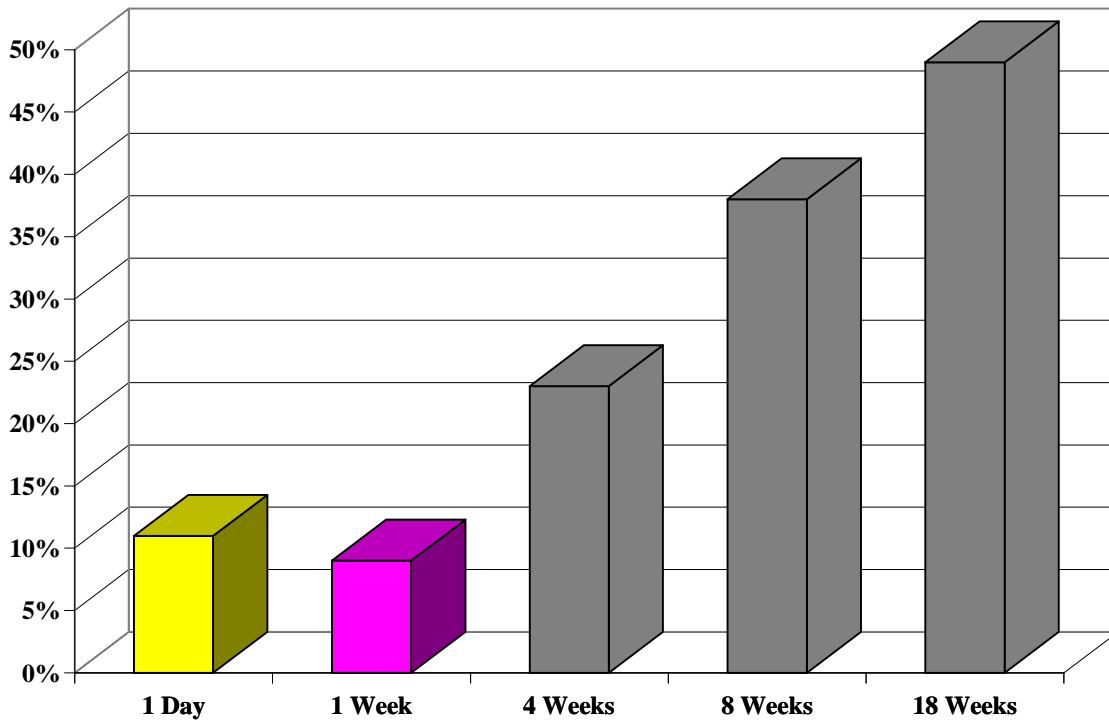


Table 9. How long would you like courses to run? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
18 Weeks	42	53%	65	54%	160	46%	276	49%
8 Weeks	29	36%	49	41%	128	37%	215	38%
4 Weeks	17	21%	28	23%	77	22%	128	23%
1 Day	9	11%	12	10%	41	12%	65	11%
1 Week	5	6%	14	12%	31	9%	53	9%
Other	5	6%	18	15%	67	19%	92	16%
As long as it takes	0	0%	1	1%	19	5%	21	4%
1 Year	0	0%	3	3%	15	4%	18	3%
6 Months	0	0%	1	1%	8	2%	9	2%
Miscellaneous	5	6%	13	11%	25	7%	44	8%

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

¹ Results for respondents interested in taking college courses.

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

Likelihood of Attending. The vast majority of respondents (86%) indicated that they would “very likely” enroll in college courses if courses of interest were offered at a convenient time (Table 10). An additional 12% of respondents reported that it was “somewhat likely” they would enroll.

Table 10. If the courses that you would like to take were offered at a convenient time and place, what is the likelihood that you would attend? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Very Likely	58	81%	99	85%	298	88%	470	86%
Somewhat Likely	14	19%	14	12%	35	10%	66	12%
Somewhat Unlikely	0	0%	0	0%	3	1%	3	1%
Very Unlikely	0	0%	4	3%	1	<1%	5	1%
Average Response	Very Likely		Very Likely		Very Likely		Very Likely	

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

¹ Results for respondents interested in taking college courses.

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

Reasons to Take Courses. As depicted in Table 11, the majority of survey respondents would like to take classes to either: prepare, advance or change careers (21%); transfer to a four-year college (18%); earn a certificate or license (18%); or earn an associate degree (17%).

Table 11. Why would you like to take courses? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Prepare, Advance or Change Career	17	22%	21	18%	78	23%	117	21%
Transfer to 4-year College	19	24%	24	20%	52	15%	100	18%
Earn Certificate or License	11	14%	24	20%	63	18%	100	18%
Earn Associate's Degree	11	14%	20	17%	59	17%	94	17%
Personal Interest	10	13%	11	9%	56	16%	81	14%
Improve Basic Skills	7	9%	11	9%	30	9%	49	9%
Explore Educational Options	2	3%	1	1%	4	1%	7	1%
Other	2	3%	8	7%	3	1%	14	2%

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

¹ Results for respondents interested in taking college courses.

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

Support Services Needed. Approximately one-half of residents responding to the survey reported that they would need financial aid assistance to attend classes (Graph 12 and Table 12). Career counseling and child care will be needed by 37% of the respondents.

Graph 12. Support Services Needed

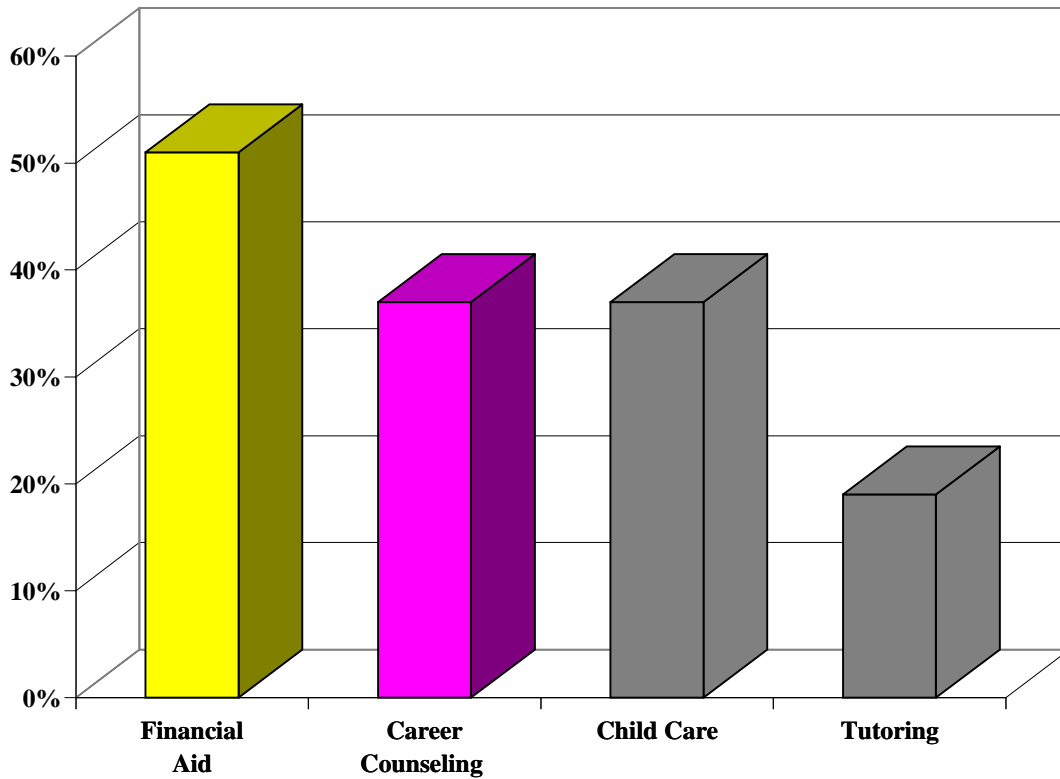


Table 12. What support services would you need to take classes? ¹

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Financial Aid	28	35%	77	64%	175	50%	288	51%
Career Counseling	26	33%	44	37%	136	39%	211	37%
Child Care	21	26%	39	33%	142	41%	210	37%
Tutoring	19	24%	25	21%	61	17%	110	19%
Other	0	0%	2	2%	7	2%	10	2%
Transportation/Transit System	0	0%	0	0%	3	1%	4	1%
Miscellaneous	0	0%	2	2%	4	1%	6	1%

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

¹ Results for respondents interested in taking college courses.

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

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, approximately one-third had “no interest” and 29% specified that they lacked sufficient time to attend classes (Table 13).

Table 13. If you are not interested in taking college courses, why not? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
No Interest	3	43%	1	33%	4	33%	8	33%
Not Enough Time	2	29%	1	33%	3	25%	7	29%
Too Expensive	1	14%	1	33%	1	8%	3	13%
No Child Care	1	14%	0	0%	2	17%	3	13%
Not Qualified	1	14%	0	0%	1	8%	2	8%
Courses of Interest Not Offered	0	0%	0	0%	0	0%	1	4%
Time Offered Not Convenient	0	0%	0	0%	0	0%	0	0%
Other	0	0%	0	0%	4	33%	4	17%

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

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

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

Results of Questions Completed by Respondents Who Attended Hartnell College

Where Attended Classes. As mentioned earlier, the majority of the survey respondents were previous or current Hartnell College students. The vast majority of these persons (85%) attended classes in Salinas, while 18% took courses in King City (Table 14).

Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Salinas	55	93%	54	72%	160	90%	279	85%
King City	3	5%	35	47%	15	8%	60	18%
Other	4	7%	18	24%	50	28%	76	23%
Greenfield	2	3%	13	17%	17	10%	34	10%
Soledad	0	0%	3	4%	15	8%	19	6%
Gonzales	0	0%	0	0%	3	2%	3	1%
Miscellaneous	2	3%	2	3%	15	8%	20	6%

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

¹ Results for respondents who attended Hartnell College.

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

Courses Taken. Table 15 shows that approximately two-thirds of Hartnell alumni took general education courses, one-fifth took computer or business courses and one-sixth enrolled in vocational courses.

Table 15. What types of courses did you take? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
General Education	45	76%	49	65%	116	65%	220	67%
Computer	14	24%	15	20%	32	18%	62	19%
Business	10	17%	17	23%	30	17%	58	18%
Vocational	10	17%	11	15%	27	15%	48	15%
Other	13	22%	27	36%	64	36%	110	34%
Early Childhood Development	3	5%	9	12%	25	14%	39	12%
Physical Fitness	1	2%	3	4%	4	2%	9	3%
Administration of Justice	2	3%	1	1%	4	2%	8	2%
Spanish	0	0%	4	5%	3	2%	8	2%
Fine Arts	1	2%	2	3%	3	2%	6	2%
ESL	1	2%	1	1%	3	2%	5	2%
Medical/EMT	1	2%	1	1%	3	2%	5	2%
Miscellaneous	4	7%	6	8%	19	11%	30	9%

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

¹ Results for respondents who attended Hartnell College.

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

Reasons Courses Taken. Approximately one-fourth of the current and former Hartnell students took courses that would allow them to transfer to a four-year college or university (Table 16). An additional 23% of the respondents sought to earn an AA degree.

Table 16. Why did you take courses? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Transfer to 4-year College	17	30%	19	26%	35	19%	76	23%
Earn Associate's Degree	14	25%	13	18%	45	25%	74	23%
Prepare, Advance or Change Career	9	16%	9	13%	35	19%	56	17%
Earn Certificate or License	8	14%	7	10%	23	13%	39	12%
Personal Interest	2	4%	10	14%	17	9%	32	10%
Improve Basic Skills	3	5%	4	6%	12	7%	20	6%
Explore Educational Options	1	2%	2	3%	6	3%	9	3%
Other	2	4%	8	11%	8	4%	19	6%

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

¹ Results for respondents who attended Hartnell College.

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

Assessment of Instruction. Hartnell alumni were also asked to assess instruction at Hartnell College (Table 17A). The typical respondent rated instruction as “very good” (43%), while 28% assessed it as “excellent” and 23% rated it as “good”. Only 6% of the respondents rated Hartnell’s instruction as “fair” or “poor”.

Table 17A. What is your overall assessment of instruction at Hartnell College? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Excellent	10	17%	23	31%	63	32%	98	28%
Very Good	28	47%	33	45%	79	40%	149	43%
Good	15	25%	15	20%	44	22%	79	23%
Fair	4	7%	3	4%	11	6%	19	5%
Poor	2	3%	0	0%	1	1%	3	1%
Average Response	Very Good		Very Good		Very Good		Very Good	

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

¹ Results for respondents who attended Hartnell College.

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

The most frequently mentioned positive reasons for their assessment included: excellent instructors, interesting classes and positive learning environment (Table 17B). Conversely, negative reasons most often included: poor instructors and inadequate access to classes.

Table 17B. Why do you feel this way? ¹								
Response	Gonzales		Greenfield		Soledad		Total ²	
	N	%	N	%	N	%	N	%
Positive								
Excellent instructors: competitive, challenging, good with older students, qualified, helpful, knowledgeable, skilled, prepared.	8	14%	19	26%	36	18%	67	19%
Classes are challenging, interesting, small in size, varied, well taught, educational, fun.	6	10%	8	11%	12	6%	27	8%
Fantastic place to learn new and interesting things.	3	5%	2	3%	5	3%	10	3%
Had a good, well rounded experience.	1	2%	3	4%	4	2%	8	2%
Staff is friendly, knowledgeable, and nice.	3	5%	0	0%	2	1%	5	1%
Other	6	10%	11	15%	24	12%	43	12%
Negative								
Instructors: Some are boring, racist, biased, not prepared, pro-Hispanic, do not allow students to have a voice, do not seem well educated on subject matter, cannot teach other adults, unfair, unprofessional.	7	12%	6	8%	8	4%	21	6%
Classes: more needed in South County, smaller class size, cancel fewer classes.	1	2%	2	3%	1	1%	6	2%
Other	1	2%	2	3%	8	4%	12	3%
Neutral								
It's average, I'm satisfied, no concerns.	3	5%	1	1%	1	1%	5	1%
Haven't gone to another college to compare, opinion based on word of mouth.	0	0%	1	1%	3	2%	5	1%
Other	0	0%	1	1%	11	6%	14	4%

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

¹ Results for respondents who attended Hartnell College.

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

Employer Survey Results

Questionnaires were returned by 21 of the 448 employers (5%) who were surveyed. This low response rate may indicate that the training needs of employers in Gonzales, Greenfield and Soledad are adequately being met. However, because so few employers responded, these results should not be considered representative of employers from the Central Salinas Valley and should be interpreted with caution.

Employer Characteristics

Table 18 specifies the types of businesses in which the respondents were employed. It shows that approximately one-third of the employers provided services, one-fifth were in government (including education) and another fifth were in retail trade. Almost two-fifths of the businesses were located in Gonzales, one-third in Soledad and one-quarter in Greenfield. Table 18 also shows that the typical respondent employed approximately six full-time employees and five part-time employees. In addition, Hartnell College has previously provided training for approximately one-third of the employers.

Table 18. Employer Characteristics		
	N¹	%²
Total	21	100%
Type of Business		
Services	7	35%
Government	4	20%
Retail Trade	4	20%
Agriculture	3	15%
Finance, Insurance or Real Estate	1	5%
Transportation or Public Utilities	1	5%
Location of Business		
Gonzales	8	38%
Greenfield	5	24%
Soledad	7	33%
Other	1	5%
Number of Full-Time Employees		
1-5	9	47%
6-10	4	21%
11-100	3	16%
More than 100	3	16%
Typical Number of Full-Time Employees	6	
Number of Part-Time Employees		
1-5	9	64%
6-10	0	0%
11-100	3	21%
More than 100	2	14%
Typical Number of Part-Time Employees	5	
Used Hartnell College for Employee Training		
Yes	7	35%
Currently	2	10%
Within 1 Year	3	15%
Within 2-5 Years	1	5%
More Than 5 Years Ago	1	5%
No	13	65%

¹ Some subtotals may not sum to the total because some respondents did not identify their subgroup.

² Percentages may not sum to 100% due to rounding.

Results of Questions Completed by All Respondents

How Employees Are Trained. In Table 19, respondents indicated how their employees are currently being trained. On the job training was the type of training most often provided (81% of respondents). In addition, 29% of the respondents utilized consultants or trainers, while college courses and other in-house training were each used by approximately one-fourth of the employers.

Table 19. How are your employees currently being trained? ¹		
Response	N ²	% ³
On the Job	17	81%
Outside Consultant/Trainer	6	29%
Other In-House Training	5	24%
College/University Courses	5	24%
Other	2	10%

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 four-fifths) stated that they would definitely like other courses or training offered for their employees, while the remaining respondents indicated that they might want training (see Table 20). Thus, these results represent employers interested in training and not employers as a whole.

Table 20. Would you like other courses or training offered for your employees? ¹		
Response	N ²	% ³
Yes	15	79%
Maybe	4	21%
No	0	0%

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

Assessment of Hartnell College. Table 21 summarizes the employers' overall assessment of Hartnell College. The typical respondent rated the college as "very good" (37%). An additional 32% assessed it as "good" and 21% rated it as "excellent". Only 11% of the employers rated Hartnell as "fair" and none of the respondents assessed the college as "poor".

Table 21. What is your overall assessment of Hartnell College? ¹		
Response	N ²	% ³
Excellent	4	21%
Very Good	7	37%
Good	6	32%
Fair	2	11%
Poor	0	0%
Average Response	Very Good	

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 22, the subject areas that employers most want addressed through training include computers (70%), customer service (55%) and people skills (50%).

Table 22. What subject areas would you like addressed? ¹		
Response	N ²	% ³
Computers	14	70%
Customer Service	11	55%
People Skills	10	50%
Basic Skills	7	35%
Agribusiness	4	20%
Other Business	4	20%
Spanish	3	15%
English as a Second Language	1	5%
Other	4	20%

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 23 displays the locations where respondents specified that they would like classes offered. Employers appear to want training provided in a variety of locations.

Response	N ²	% ³
Soledad	8	40%
Hartnell College - Salinas Campus	7	35%
Gonzales	6	30%
At Work Site	3	15%
Hartnell College - King City Center	3	15%
Greenfield	3	15%
Other	0	0%

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 24). However, approximately two-fifths of the employers would also be interested in training offered via computer or television.

Response	N ²	% ³
In Person	20	100%
By Computer	8	40%
Televised	8	40%
Correspondence	4	20%
Other	1	5%

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 25 shows that most employers would like courses offered on weekday evenings, ranging from 60% on Friday night to 85% on Tuesday evening. There was much less interest in courses offered during mornings or afternoons.

Table 25. What time of day and days of the week would you like classes offered? ¹		
Response	N ²	% ³
Tuesday Evening	17	85%
Thursday Evening	16	80%
Monday Evening	14	70%
Wednesday Evening	14	70%
Friday Evening	12	60%
Tuesday Morning	6	30%
Thursday Morning	6	30%
Saturday Morning	6	30%
Saturday Evening	6	30%
Monday Morning	5	25%
Wednesday Morning	5	25%
Friday Morning	5	25%
Monday Afternoon	5	25%
Tuesday Afternoon	5	25%
Wednesday Afternoon	5	25%
Thursday Afternoon	5	25%
Saturday Afternoon	5	25%
Sunday Evening	5	25%
Friday Afternoon	4	20%
Sunday Morning	3	15%
Sunday Afternoon	3	15%

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 (45%) would like courses that are either four or eight weeks in length (see Table 26).

Table 26. How long would you like courses to run? ¹		
Response	N ²	% ³
4 Weeks	9	45%
8 Weeks	9	45%
1 Day	7	35%
1 Week	5	25%
18 Weeks	4	20%
Other	0	0%

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 27). The largest percentage of respondents indicated that they would be willing to provide tuition reimbursement (55%) and release time from work (50%).

Table 27. 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	11	55%
Release Time from Work	10	50%
Pay Cost of On-Site Training	6	30%
None	1	5%
Other	3	15%

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 (71%) were provided training on the main campus in Salinas (see Table 28).

Table 28. Where did you use Hartnell College for training? ¹		
Response	N ²	% ³
Hartnell College - Salinas Campus	5	71%
At Your Work Site	2	29%
In Your Community	1	14%
Hartnell College - King City Center	1	14%

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 29, the typical respondent rated Hartnell’s training as “very good” (38%). An additional 38% assessed the training as “good” and 25% rated it as “excellent”. None of the respondents rated the training as “fair” or “poor”.

Table 29. What is your assessment of training/ instruction at Hartnell College? ¹		
Response	N ²	% ³
Excellent	2	25%
Very Good	3	38%
Good	3	38%
Fair	0	0%
Poor	0	0%
Average Response	Very 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 Central Salinas Valley Educational Needs Assessment generally reflect the demographics of Gonzales, Greenfield and Soledad, except that a greater proportion of women responded than are found in the general population. This might have resulted from more women than men completing the questionnaire for their families.

Survey results show that the respondents, particularly those from Soledad, strongly support having Hartnell College offer more courses in the Central Salinas Valley. 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 and general education courses. They would also like courses offered in their own community or in a location less than 11 miles away. This was especially true for Soledad residents. Thus, most respondents would not be willing and/or able to travel further than to the adjacent city to attend classes. In addition, the largest proportion of respondents would like to take semester length or eight-week long classes offered on weekday evenings or weekday and Saturday mornings.

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". In addition, respondents as a whole had a "very good" overall opinion of the college.

Employer Survey

A very small proportion of 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 Central 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, customer service and people skills. 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 four or eight weeks long and that are taught on week day evenings. In addition, approximately one-half 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 "very good". Similarly, respondents assessed the college as being "very good" overall.

Attachment A

Resident Survey

October 1998

Dear Central 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 to the persons who gave it to you or mail it back in the attached postage paid envelope.

If you would like additional information about Hartnell College, also complete and return the attached information request form. Feel free to contact us at 755-6700 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

Central Salinas Valley Educational Needs Assessment - Resident Version

1. Are you interested in taking college courses? yes maybe no
If **yes** or **maybe**, please go to **question 2**.
If **no**, go to **question 10**.
2. What types of courses would you like to take? (check all that apply) general education (English, math, humanities) vocational
computer business English as a second language
recreational/physical education agriculture
other (what?)_____
3. Where would you be willing to take classes? (check all that apply) Gonzales Greenfield Soledad campus
Hartnell College-Salinas Hartnell College-King City center
other site (where?)_____
4. 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
5. 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"/> |
6. How long would you like courses to run? (check all that apply) 1 day 1 week 4 weeks 8 weeks 18 weeks
other (how long?)_____
7. If the courses that you would like to take were offered at a convenient time and place, what is the likelihood that you would enroll?
very likely somewhat likely somewhat unlikely
very unlikely don't know
8. Why would you like to take courses? (check the **ONE** most important reason)
transfer to a 4-year college earn associate's degree
personal interest prepare, advance or change career
earn certificate or license explore educational options
improve basic skills (English language, reading, arithmetic)
other (why?)_____
9. 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 11.**
10. If you **are not interested** in taking college courses, why not? (check all that apply)
not enough time too expensive no interest
courses of interest not offered time offered not convenient
not qualified no child care other (why not?)_____
11. Have you ever attended Hartnell College?
yes no
If **yes**, please go to **question 12**.
If **no**, go to **question 17a**.
12. When did you attend Hartnell College?
currently a student within the last year
within the last 2-5 years more than 5 years ago
13. Where did you attend classes? (check all that apply)
Salinas King City other (where?)_____
14. What types of courses did you take? (check all that apply) **Continue on the other side** general education (English, math, humanities) vocational
computer business other (what?)_____

15. Why did you take courses?
(check the **ONE** most important reason)
- transfer to a 4-year college earn associate's degree
 personal interest prepare, advance or change career
 earn certificate or license explore educational options
 improve basic skills (English language, reading, arithmetic)
 other (why?) _____
- 16a. What is your overall assessment of **instruction** at Hartnell College?
- excellent very good good fair poor
 no opinion
- 16b. Why do you feel this way? _____
- 17a. What is your overall opinion of Hartnell College?
- excellent very good good fair poor
 don't know/no opinion
- 17b. Why do you feel this way? _____
18. Where do you live?
- Gonzales Greenfield Soledad
 other (where?) _____
19. What is your highest level of education?
- less than high school graduate high school graduate
 some college vocational certificate or associate's degree
 bachelor's degree graduate degree
20. What is your gender?
- man woman
21. What is your ethnicity?
- African American American Indian Asian American
 Filipino Latino White other (what?) _____
22. How old are you?
- under 20 20-24 25-29 30-39 40-49 over 49
23. What is your employment status?
- work full-time work part-time do not work
24. Where do you work?
- Gonzales Greenfield Salinas Soledad
 other (where?) _____
25. Other comments _____

Thank you for completing this questionnaire.

(Optional) Name _____ Phone Number _____

Attachment B

Employer Survey

October 1998

Dear Central 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 your employees may need. Your responses will remain confidential and will only be combined with others in summary form. Please return your completed survey to the persons who gave it to you or mail it back 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 us 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

Central Salinas Valley Educational Needs Assessment - Employer Version

1. How are your employees currently being trained? (check all that apply) on the job other in-house training outside consultant/trainer
 college/university courses no training provided
 other (what?) _____

2. Would you like other courses or training offered for your employees? yes maybe no
If yes or maybe, please go to question 3.
If no, go to question 9.

3. What subject areas would you like addressed? (check all that apply) computer agribusiness other business customer service
 people skills basic skills (reading, writing, math) Spanish
 English as a second language other (what?) _____

4. Where would you like classes offered? (check all that apply) at your work site Hartnell College-Salinas campus
 Hartnell College-King City center Gonzales Greenfield
 Soledad other site (where?) _____

5. How would you like courses offered? (check all that apply) in person by computer televised correspondence
 other (what?) _____

6. 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"/>

7. How long would you like courses to run? (check all that apply) 1 day 1 week 4 weeks 8 weeks 18 weeks
 other (how long?) _____

8. What type of support are you willing to provide employees for training? (check all that apply) pay cost of on-site training release time from work
 tuition reimbursement for classes taken on employee's own time
 none other (what?) _____

Skip to question 10.

9. If you **would not** like courses offered for your employees, why not?

10. Have you ever used Hartnell College for employee training? yes no
If yes, go to question 11.
If no, go to question 14a.

11. When did you use Hartnell College for employee training? currently using Hartnell within the last year
 within the last 2-5 years more than 5 years ago

12. Where did you use Hartnell College for training? at your work site Hartnell College-Salinas campus
 in your community Hartnell College-King City center

Continue on the other side

13a. What is your assessment of **training/instruction** at Hartnell College?
 excellent very good good fair poor
 don't know/no opinion

13b. Why do you feel this way?

14a. What is your overall assessment of Hartnell College? excellent very good good fair poor no opinion

14b. Why do you feel this way?

15. What type of business do you have?

construction or mining manufacturing services
 wholesale trade finance, insurance or real estate
 transportation or public utilities government agriculture
 retail trade other (what?) _____

16. Where is your business located?

Greenfield Gonzales Soledad
 other (where?) _____

17. How many employees does your business have?

full-time _____
part-time _____

18. Other comments _____

Thank you for completing this questionnaire.

(Optional) Name _____ Phone _____

