



District Community Needs Survey

Prepared for Yuba Community College

October 2020



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INTRODUCTION

To Panel:

Welcome!

Hanover Research is conducting a survey to understand the interests of prospective students and community needs related to educational programs and institutions.

This study is for research purposes only: all information you provide will be maintained on a confidential basis by Hanover Research and will only be used and reported in an aggregate form, so please be candid in your responses.

This survey will take about 15 minutes to complete. Thank you for your participation!

To Yuba lists:

Welcome!

Yuba Community College District is conducting a survey to understand the interests of prospective students and employer needs related to educational programs and institutions.

This study is for research purposes only: all information you provide will be maintained on a confidential basis by Hanover Research and will only be reported in an aggregate form, so please be candid in your responses.

To thank you for your time, the first [100] people to complete the survey will each receive a [\$10] gift card. If you qualify, you will be asked to provide your contact information at the end of the survey.

This survey will take about 10-15 minutes to complete. Thank you for your participation!

GDPR

Q1. Hanover Research takes protecting your personal information seriously. We use your data for research and analysis purposes only. Please see our [Privacy Policy](#) to learn how we collect and process your data.

I consent to having my personal data collected for this survey.

I do not consent to having my personal data collected and wish to exit the survey. *DQ and do not record data*

INCENTIVE OPT-OUT

Display to contact list respondents who are not among the first [100]

Unfortunately, you are not one of the first [100] participants to take the survey and are not eligible for the gift card; however, we would sincerely welcome your feedback. Would you like to continue taking the survey?

- Yes, I understand I will not receive the gift card, but I would like to participate in the survey
- I would like to exit the survey now *Exit survey*

SCREENERS

Q2. How old are you? *Please enter a whole number.*

DQ if less than 16 or greater than 50

Q3. In which country do you currently reside?

▼ Afghanistan ... Prefer not to respond

DQ if not United States

Q4. In which state or territory do you currently reside?

▼ Alabama ... Prefer not to respond

DQ if not California

Q5. In which county do you reside?

▼ Alameda County ... Yuba County

DQ panelists if not Butte, Colusa, Glenn, Lake, Placer, Sutter, Yolo, or Yuba

Q6. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)
- Prefer not to respond*

Q6a. Where did you complete your education?

- Only in the United States
- Only in another country (please specify):
- A combination of the United States and another country (please specify):

Q7. How likely are you to enroll in a degree program or non-degree course at a higher education institution in the next five years?

- Not at all likely
- Slightly likely
- Moderately likely
- Very likely
- Extremely likely

Respondents over 24 who respond "Moderately likely" or greater are Adult Students

Respondents under 24 who respond "Moderately likely" or greater are Traditional Students

Q8. What best describes your current employment situation?

- Employed full-time
- Employed part-time
- Student
- Retired
- Unemployed
- Other (please specify):
- Prefer not to respond*

Display this question if Q7 is "Not at all likely" or "Slightly likely" and if Q8 is "Employed full-time" or "Employed part-time"

Q9. Which of the following best describes your role in the hiring decisions made by your company?

- I am the primary decision maker *Employer*
- I share the decision-making authority *Employer*
- I participate by giving feedback but have no decision-making authority *Employer*
- I do not participate at all in my company's hiring decisions

All other respondents are coded as Community Members

PREFERRED CAMPUS

Q10. How familiar are you with Yuba Community College District?

- Not at all familiar
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar

Q11. Which of the following Yuba Community College District campus locations are you most familiar with? *If you are not familiar with any of the campuses, please select the one geographically closest to your home.*

- Woodland Community College - Main Campus (Woodland)
- Woodland Community College - Colusa County Campus
- Woodland Community College - Lake County Campus
- Yuba College - Main Campus (Marysville)
- Yuba College - Sutter County Campus

DEGREE AND PROGRAM INTERESTS (ONLY SHOWN TO STUDENTS)

Q12. Which of the following areas would you be interested in studying? *Please select all that apply.*

- Business and accounting
- Career and technical education (ie. automotive technology, culinary, welding, veterinarian technician, agriculture science)
- Fine arts (ie. art, photography, music, theater)
- Allied health (ie. nursing, radiology technology, EMT)
- Kinesiology and athletics
- Language arts
- Public safety (ie. police, corrections, fire fighter)
- Science, technology, engineering & math
- Social sciences/liberal studies (ie. sociology, psychology, history, early childhood education, philosophy)
- Other (please specify):
- Not sure*

Note: Answer options are randomized to reduce order effects

Q13. How interested are you in the following types of coursework?

	NOT AT ALL INTERESTED	SLIGHTLY INTERESTED	MODERATELY INTERESTED	VERY INTERESTED	EXTREMELY INTERESTED
Courses that could lead to an associate degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses that could lead to a certificate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional development and training courses (non-credit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses that could transfer to a 4-year university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courses taken for personal development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dual-enrollment courses (i.e. high school students taking college courses) <i>Shown if age = 16 or 17</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

PROGRAM PREFERENCES (ONLY SHOWN TO STUDENTS)

Q14. What is your preferred delivery format for higher education courses? Please select all that apply.

- Fully online courses
- Fully on-campus face to face courses
- Hybrid courses (with part taken online and part taken on-campus)
- Not sure

Q14a. What is your preferred course length?

- 17-week course (meeting twice per week)
- 8-week accelerated course (meeting more than twice per week)
- No preference

Display this question if Q14 is "Fully on-campus courses" or "Hybrid courses"

Q15. Which of the following class times would you be interested in for on-campus courses? *Please select all that apply.*

- Weekdays during the day
- Weekends
- Weeknights
- Other (please specify):
- Not sure*

Display this question if Q14 is "Fully online courses" or "Hybrid courses"

Q16. Which of the following class times would you be interested in for online courses? *Please select all that apply.*

- Weekdays during the day
- Weekends
- Weeknights
- Other (please specify):
- Not sure*

Q17. Would you prefer to enroll part-time or full-time?

- Part-time (fewer than 4 courses at a time)
- Full-time (4 or more courses at a time)
- Not sure*

IMPORTANT FACTORS (ONLY SHOWN TO STUDENTS)

Q18. Which of the following factors are most important to you when deciding where to apply? Please select up to five options.

- Affordability
- Flexible course schedule
- Financial aid availability
- Tuition assistance
- Ability to take courses online
- High-quality professors
- Location
- Approachable professors
- Small class sizes
- Helpful academic services for students (e.g., academic advising, tutoring, writing center)
- Effective career services for students (e.g., counseling services, student life)
- Getting a good job
- Wide variety of degrees and certificates available
- Technology/Equipment in the classroom
- Academic reputation or ranking
- Transfer opportunities
- Partnerships with companies
- Diverse student body
- Engaging social environment
- Appealing arts and cultural events
- Rigorous courses
- Opportunity to participate in athletics
- Campus attractiveness
- Campus facilities
- Campus safety
- English as a second language (ESL) support services
- Offering of a specific academic program (please specify):
- Other (please specify):

Note: Answer options are randomized to reduce order effects

Q19. How much do you agree or disagree that the following factors would be obstacles to your enrolling in a higher education program?

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE	NOT SURE/NOT APPLICABLE
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work obligations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel/Distance from work/home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family obligations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsure of how to get started	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unable to commit to a program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

through completion						
Unsure of being accepted to a program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsure of program quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of English as a Second Language (ESL) support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-doubt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complicated registration process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limited or no access to technology and/or internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor college experience in the past	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

BRAND PERCEPTION - PARTNER INSTITUTION

Display this question to adult and traditional Students

Q20. How would you rate [most familiar campus] on the following factors?

	VERY POOR	POOR	FAIR	GOOD	EXCELLENT	NOT SURE/NOT APPLICABLE
For quality control, please select "Poor"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Responses to Q18</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

Display this question to adult and traditional students

Q21. How likely are you to apply to a degree or certificate program at the following campuses?

	NOT AT ALL LIKELY	SLIGHTLY LIKELY	MODERATELY LIKELY	VERY LIKELY	EXTREMELY LIKELY
Woodland Community College - Main Campus (Woodland)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Woodland Community College - Colusa County Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Woodland Community College - Lake County Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yuba College - Main Campus (Marysville)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yuba College - Sutter County Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

Display this question to adult and traditional students

Q22. How likely are you to take courses not connected to a degree or certificate at the following campuses?

	NOT AT ALL LIKELY	SLIGHTLY LIKELY	MODERATELY LIKELY	VERY LIKELY	EXTREMELY LIKELY
Woodland Community College - Main Campus (Woodland)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Woodland Community College - Colusa County Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Woodland Community College - Lake County Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yuba College - Main Campus (Marysville)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yuba College - Sutter County Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

Q23. How important is having a college in your community?

- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

Display this question if Q23 is not "Not at all important"

Q24. Why is it important to have a college in your community?

Display this question if Q23 is "Not at all important"

Q25. Why is it not important to have a college in your community?

Q26. Have you visited [most familiar campus]?

- Yes
- No

Display this question if Q26 is Yes

Q26a. How would you rate [most familiar campus] on the following factors?

	VERY POOR	POOR	FAIR	GOOD	EXCELLENT	NOT SURE/NOT APPLICABLE
Available technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of campus facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appearance of campus grounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall campus attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

Q27. What do you value most about living or working near [most familiar campus] or any other Yuba Community College District campus? Please select up to five options.

- The opportunity to take courses
- Business opportunities
- It fosters an overall sense of connection to the community
- I can volunteer there
- I can mentor a student
- Continuing education resources
- It can be used for meeting spaces
- It is a hub for community connections and partnerships
- Access to its library
- The opportunity to attend cultural events
- The opportunity to attend seminars and/or workshops
- They invest in capital improvements that benefit our community
- It supports our community's economy and/or infrastructure
- Access to the college's guest WiFi
- Other (please specify):
- Not sure

Note: Answer options are randomized to reduce order effects

Q28. How have you engaged with [most familiar campus]? Please select all that apply.

- I have visited campus
- I have made an in-kind or monetary donation
- I have volunteered as a speaker or mentor
- I have visited social media profiles (e.g., Twitter, Facebook)
- I have recommended it to a prospective student
- I have visited its website
- I have attended events held there (e.g., graduation, musical performances, sporting events, poetry readings)
- I work/have worked there
- I have taken classes there
- I have attended seminars or workshops there
- I have utilized its facilities (e.g., the library or meeting spaces)
- I am an alumnus/alumna
- I have hired graduates from [most familiar campus]
- I have attended an athletic event
- I follow the college on social media
- Other (please specify):
- I have not engaged with [most familiar campus] in any way

Note: Answer options are randomized to reduce order effects

Q29. How would you like to engage with [most familiar campus] in the future?

Please select up to five options.

- Volunteering as a speaker or mentor
- Fundraising or making an in-kind or monetary donation
- Receiving additional communication
- Attending cultural events and festivals
- Attending concerts or plays
- Attending speaking engagements
- Obtaining employment at the college
- Attending seminars or workshops
- Using the library
- Using meeting spaces
- Other (please specify):
- I would prefer not to engage with [most familiar campus]

Note: Answer options are randomized to reduce order effects

EMPLOYER-PREFERRED SKILLS

Display this question to employers

Q30. Below is a list of skills and knowledge areas. For each one, please indicate how important it is that candidates you are hiring demonstrate proficiency in that skill or knowledge area.

	NOT AT ALL IMPORTANT	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT
Ability to communicate effectively through writing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Critical thinking skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to work with numbers and statistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital literacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to communicate effectively through speaking/presentation skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to communicate and work with people from different cultural backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to locate, evaluate, and effectively use information in decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethical judgement and reasoning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to demonstrate complex problem-solving skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to analyze and interpret data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to integrate ideas and/or information across different settings and contexts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to work effectively in teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Application of knowledge or skills in real-world settings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Civic skills/civic engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

NPS

Q31. On a scale from 0-10, how likely are you to recommend [most familiar campus] to a friend, family member, or colleague?

- 0 - Not at all likely
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Extremely likely

IMPACT OF COVID-19

Q32. In light of COVID-19, how concerned are you about the following issues?

	NOT AT ALL CONCERNED	SLIGHTLY CONCERNED	MODERATELY CONCERNED	VERY CONCERNED	EXTREMELY CONCERNED	NOT SURE/NOT APPLICABLE
Reduced income	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The financial impact of COVID-19 on my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased workload	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiring freezes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability of area businesses to hire recent graduates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My physical health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My mental and emotional health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loss of scholarship (academic, athletic, other) <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to tools and technology necessary for online learning <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of online course instruction <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Falling behind in coursework <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to graduate on time <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to pay for my education <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to get a job after graduation <i>(prospective students only)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Answer options are randomized to reduce order effects

COMMUNICATION

Q33. Have you seen or heard anything about Yuba Community College District within the last 90 days?

- Yes
- No
- I don't remember

Display this question if Q33 is "Yes"

Q34. Have you seen or heard anything about Yuba Community College District within the last 90 days from any of the following sources? Please select all that apply.

- Family, friend, or other personal connection
- Social media
- Searching online
- Higher education institution website
- Article in a magazine, newspaper, or blog
- College review sites
- Other (please specify):
- Not sure

Note: Answer options are randomized to reduce order effects

Q35. In which of the following ways would you prefer to receive communications from higher education institutions? Please select all that apply.

- Email
- Postal mail
- Telephone calls
- Text messages
- Social media
- Online newsletters
- Other (please specify):
- I do not wish to be contacted by higher education institutions

Note: Answer options are randomized to reduce order effects

Display this question if Q35 is "Social media"

Q36. Please select the social media platforms through which you prefer to receive communications from higher education institutions. Please select all that apply.

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat
- Other (please specify):

Note: Answer options are randomized to reduce order effects

ABOUT YOU - DEMOGRAPHICS

Q37. What is your gender?

- Male
- Female
- Other/Non-binary
- Prefer not to respond*

Q38. Are you Hispanic or Latinx?

- Yes
- No
- Prefer not to respond*

Q39. Which of the following best describes your race/ethnicity? *Please select all that apply.*

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Prefer not to respond*

Q40. What is your annual household income?

- Under \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Not sure*
- Prefer not to respond*

Display this question to traditional students

Q41. Did your parent(s) graduate from college?

- Yes, both
- Yes, one parent
- No
- Not sure*
- Prefer not to respond*

Display this question if Q41 = Yes

Q41a. Where did your parent(s) complete their college education?

- Only in the United States
- Only in another country (please specify):
- A combination of the United States and another country (please specify):

Q42. What year were you born? *Please enter a whole number.*

INCENTIVE DETAILS

Shown if from Yuba lists and incentive quota has NOT been met

As a thank you for completing the survey, we would like to send you a \$10 gift card. Please check the appropriate box below to indicate your preference with regards to the gift card.

- Yes, please send me the gift card. (Note: you will be asked to enter your name and email address in the following question).
- No, I prefer not to receive the gift card.

Shown if respondent is eligible for [the gift card] and wants to receive [gift card]

- Name _____
- Email Address _____

ABOUT HANOVER RESEARCH

Hanover Research provides high-quality, custom research and analytics through a cost-effective model that helps clients make informed decisions, identify and seize opportunities, and heighten their effectiveness.

HANOVER’S HIGHER EDUCATION SOLUTIONS

Hanover enables higher education institutions to offer a world-class educational experience and operate an efficient and sustainable institution. Hanover’s Higher Education Solutions tackle the academic and administrative challenges facing every department at your institution—amplifying your individual efforts with our tried and tested suite of solutions. Our partners include higher education institutions of all varieties: from large to small, public and private, two-year, four-year, professional, graduate, and for-profit schools.

ACADEMIC SOLUTIONS

- **Enrollment Management:** Target the optimal pool of students and maximize application and acceptance rates.
- **Academic Development:** Strengthen your academic portfolio through market analysis of existing and potential new programs.
- **Student Experience:** Spot at-risk students early, identify the drivers of attrition, and pinpoint factors driving poor post-graduate outcomes.

ADMINISTRATIVE SOLUTIONS

- **Finance:** Increase revenue and dynamically evaluate costs to run an efficient, financially viable, and growth-oriented institution.
- **Advancement:** Highlight your institutional impact with donors and alumni.
- **Marketing:** Reach the right audience at the right time with the right message.

GRANTS SOLUTIONS

- **Grantseeking Capacity:** Develop your organizational capacity to pursue grant funding.
- **Funding Research:** Spot grant opportunities aligned to your funding needs.
- **Pre-Proposal Support:** Facilitate the development of competitive project concepts prior to submission.
- **Proposal Review & Support:** Provide review and revision to ensure robust proposal submissions.
- **Proposal Development:** Engage full proposal development support.

OUR BENEFITS



EXPERT

200+ analysts with multiple methodology research expertise



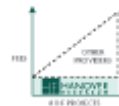
FLEXIBLE

Ongoing custom research agenda adapts with organizations' needs



DEDICATED

Exclusive account and research teams ensure strategic partnership



EFFICIENT

Annual, fixed-fee model shares costs and benefits



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