

College of the Desert 2015 Strategic Master Plan Survey

Welcome to the on line survey regarding the College of the Desert strategic master planning process. Please take a few moments to respond to the following questions. Your input is essential in the development of this important planning document. The survey is being administered by MAAS Companies, an independent consultant hired to assist in the process. All responses will be confidential.

1. Please indicate your relationship to the College of the Desert (check all that apply).

- Current COD Student
- Former COD Student / Alumni
- COD Administrator
- COD Full Time Faculty Member
- COD Adjunct Faculty Member
- COD Classified Staff Member
- Community Member / Resident
- Business Partner with COD
- Educational Partner with COD

Other (please specify)

2. Are you aware that the College of the Desert is currently updating its Strategic Master Plan?

- Very aware
- Somewhat aware
- Aware
- Was not aware

3. How did you learn about the College of the Desert strategic master planning process?

College of the Desert 2015 Strategic Master Plan Survey

4. Overall, how do you think the College is doing at meeting the needs of the local community?

- Excellent
- Satisfactory
- Poor
- Don't know

5. Please rate the College's effectiveness in the past five years in meeting the needs of the local community.

- Improved
- About the same
- Has declined
- Don't know

6. Please answer "yes" or "no" to the following questions:

	Yes	No
Have you visited the COD Website?	<input type="radio"/>	<input type="radio"/>
Are you aware that information regarding the strategic master planning process is available on the COD Portal?	<input type="radio"/>	<input type="radio"/>
Do you receive special publications about COD programs?	<input type="radio"/>	<input type="radio"/>
Do you receive electronic information about COD classes, programs or services?	<input type="radio"/>	<input type="radio"/>
Have you observed in the past year, stories about COD in the local newspaper or television?	<input type="radio"/>	<input type="radio"/>
Do you hear about COD primarily by word of mouth?	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>	

College of the Desert 2015 Strategic Master Plan Survey

7. Please rate the following methods for reaching you with information about the College of the Desert.

	Most Effective	Somewhat Effective	Effective	Not Effective
COD Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social networking sites (i.e., Facebook or Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television or cable channel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed postcards with information listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movie Theater advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

College of the Desert 2015 Strategic Master Plan Survey

8. Please rate each of the following areas at the College of the Desert.

	Very Important	Somewhat Important	Important	Not Important	Don't Know
Environment that is conducive to student learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment that supports quality teaching and instruction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing student educational performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify and provide appropriate support for underprepared students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify and provide appropriate support for transfer students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand career / technology curriculum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance student access to college facilities and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review and implement a college wide enrollment management plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respond to and expand ties to community needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage resources to support institutional effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

College of the Desert 2015 Strategic Master Plan Survey

9. The primary purpose of the College of the Desert is to meet the educational goals of its students and the community. Please rate each of these areas.

	Very Important	Somewhat Important	Important	Not Important
Take college classes while in high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attain a GED / high school diploma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve basic academic skills (reading, writing, math)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earn an Associate's Degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earn credits for transfer to a 4-year college or university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earn a certificate in a career technology program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance job skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acquire skills and knowledge to change careers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acquire skills to start a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal development and enrichment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical fitness and well being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out of class learning opportunities (i.e., clubs, organizations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>			

College of the Desert 2015 Strategic Master Plan Survey

10. What do you consider important in helping students achieve their educational goals?

	Very Important	Somewhat Important	Important	Not Important
Ability to enroll in the classes I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial aid / Scholarships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic advising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance learning / On line courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More evening course offerings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career counseling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutoring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On campus jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality instruction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to computers and the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation to the college's campuses	<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"/>
Student activities and campus life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. Do you have any general comments about what direction the College of the Desert should be strategically moving towards in the future?

12. Any questions or comments about the strategic master planning process taking place at the College of the Desert?

College of the Desert 2015 Strategic Master Plan Survey

13. As we grow and expand the Indio campus, what type of signature programs should be offered there?

14. As we grow and expand the Mecca Thermal campus, what type of signature programs should be offered there?

15. As we grow and expand the Palm Springs site, what type of signature programs should be offered there?

16. As we grow and expand the Desert Hot Springs site, what type of signature programs should be offered there?

Thank you for participating in this survey. We truly appreciate your input. If you have any questions regarding the survey, please contact MAAS Companies at 949 679-9439.