



Future Built Website Contacts Online Survey Presentation of Results

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CAREER EDUCATION

FUTURE | BUILT

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Project Overview

Survey

- An online survey was created by Graduate Communications using the Question Pro platform to obtain input from individuals who had previously visited the Future Built website.
- Fieldwork occurred from late January through mid-February of 2023, with a survey link sent to potential study participants via email.
- The survey consisted of 22 questions and took an average of 5 minutes to complete. A total of 165 surveys were initiated with 123 fully completed (75% completion rate).

Sample

- Respondents skewed female (63%) but were well distributed across age groups with roughly half either age 21 to 30 (22%) or age 31 to 40 (27%).
- There was considerable ethnic diversity across the sample, led by Hispanic (44%), Asian (25%) and non-Hispanic White (23%).
- Graduating from high school (43%) was the most common level of educational achievement, and many were/would be the first in their family to take college-level classes (41%).

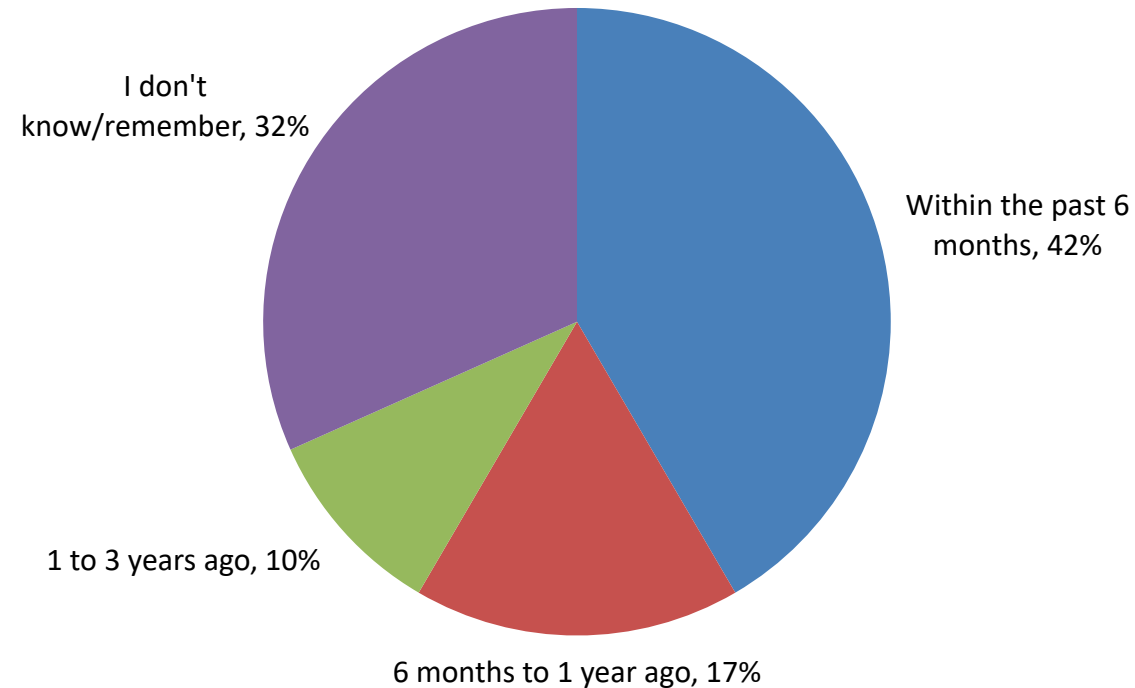
Student Interviews & Focus Groups

- To supplement the survey, student interviews and focus groups were held to collect firsthand reports from students about their experiences, needs, and messaging preferences.

Future Built Website Experience

Recency of Website Visit

Many survey respondents visited the Future Built website within the past six months (42%), though roughly one-third don't recall their time frame (32%).

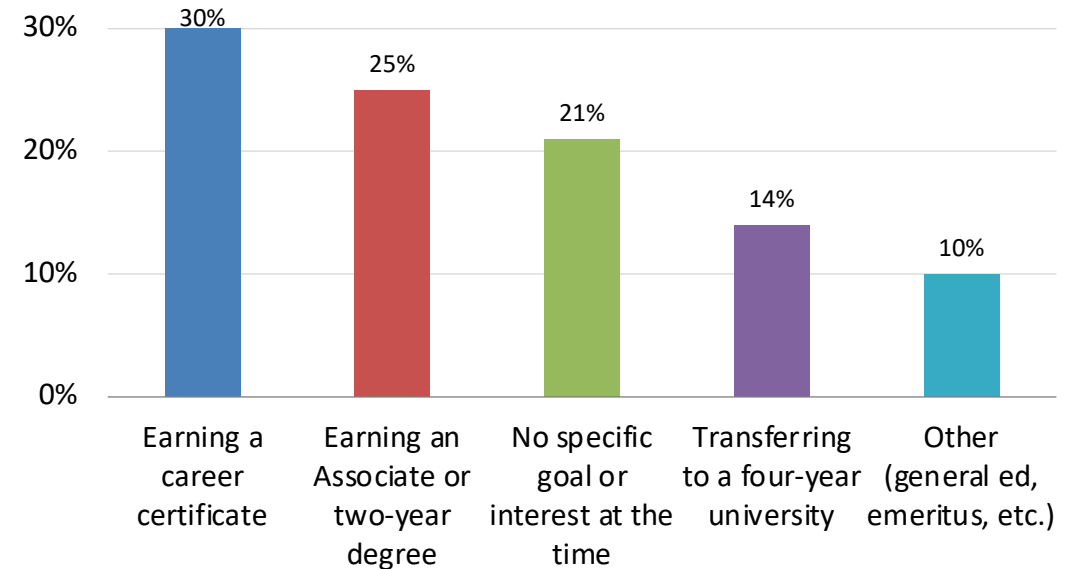


Information Being Sought

There were various motivations offered by respondents for visiting the Future Built website:

- Earning a career certificate (30%) or an Associate/two-year degree (25%) was most often cited.
- About one in five explored the website with no specific goal or interest (21%).
- Transferring to a four-year university was a less common intention (14%).

Information sought when visiting website

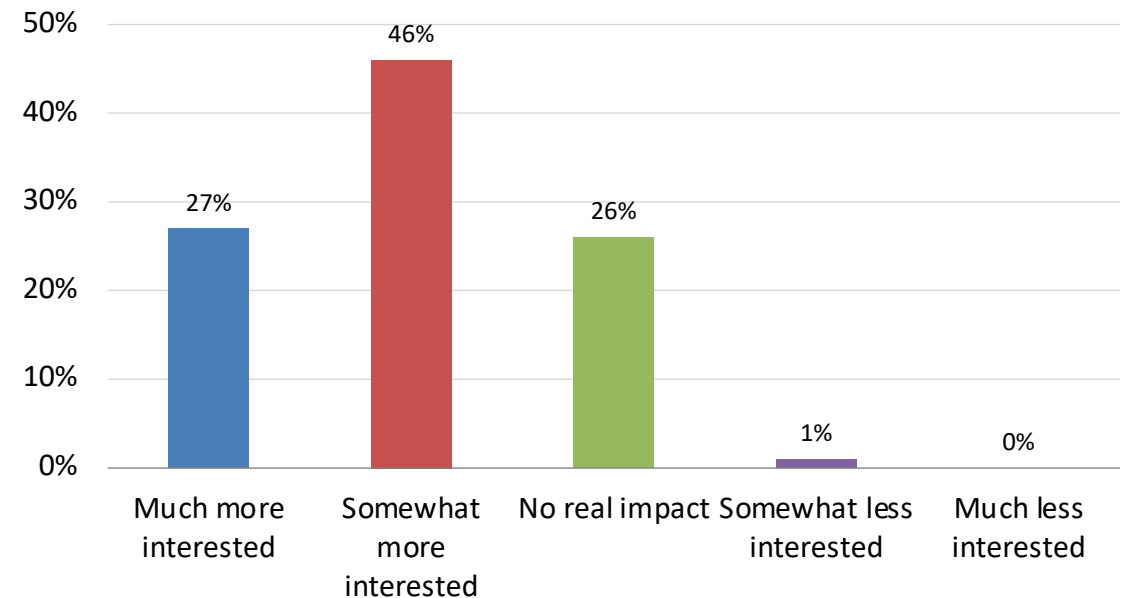


Impact of Website Experience

The Future Built website experience had a very favorable influence on generating interest in the programs offered by OCCCs:

- Nearly three-fourths of respondents were either much more (27%) or somewhat more interested (46%).
- There were practically no respondents for whom the website made them less interested.

Influence of visiting website on interest in OCCC programs



Value off Website Experience (Verbatims)

The Future Built website was broadly praised for its quality, variety, and depth of information, as well as the easy and appealing user experience.

"It gave me different options for certificate programs and how to transfer to a four-year university."

"It went into far more depth about each individual college. They also provided numerous amounts of benefits from each college, and what they specialized in."

"I was able to explore careers that were not ones I had thought of."

"Showed me surrounding colleges in my area."

"The website was so organized and easy to navigate."

"Choosing which career path can be difficult so I was interested in learning about programs that lasted a couple months in order to receive a certificate."

"The future built website was very interesting to me, and I enrolled in becoming a full-time student."

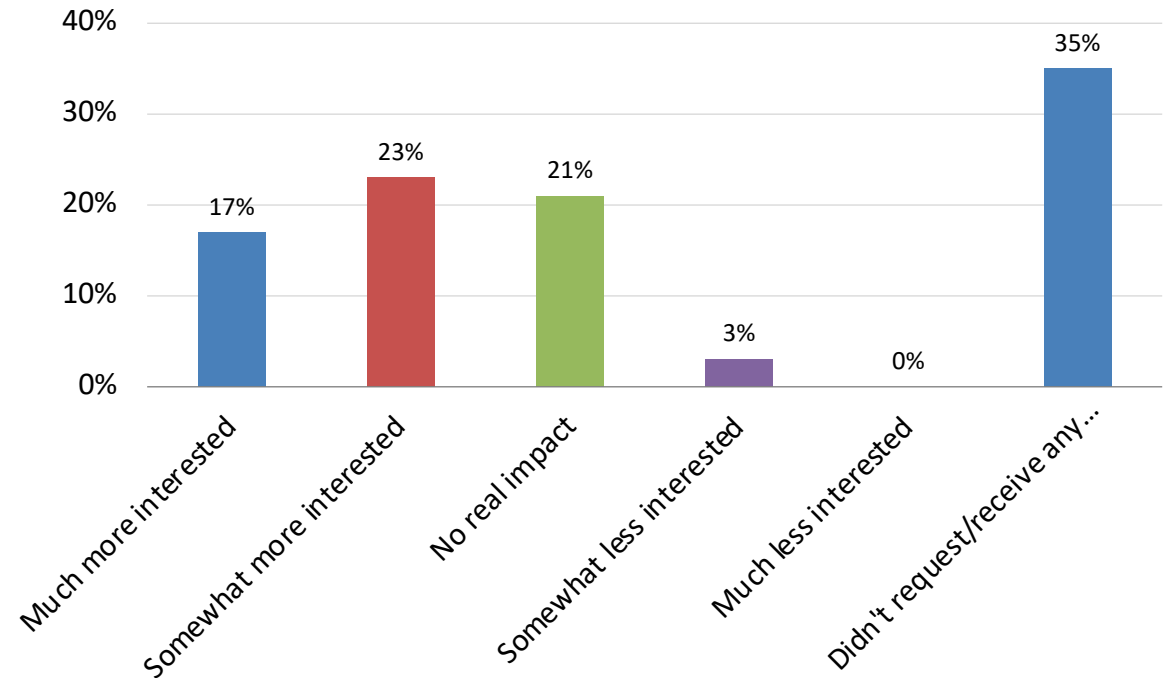
"It showed me different programs that I'm not aware of or that I'm not looking for. Seeing it on the website sparks my interest in those programs."

Impact of Follow-Up Contact

For those who had follow-up contact after visiting the website, this also played a positive role in building interest in OCCC programs:

- Most respondents were either much more (17%) or somewhat more interested (23%).
- For one in five respondents, the contact had no real impact (21%).
- More than a third of the sample (35%) didn't request or receive follow-up contact.

Influence of follow-up contact (phone, text, email) on interest in OCCC programs



Value of Follow-up Contact (Verbatims)

The Future Built follow-up contact was very valuable in clarifying the many opportunities available at OC community colleges, encouraging next steps, and providing a gratifying personal touch in the language of choice.

"It gave me a clearer picture of what the fastest way to earn my degree."

"I was able to get information about applying to several colleges."

"Es un gesto agradable ya que para muchos sería un empujón más a la decisión de seguir aprendiendo."

"One way it impacted my interest was simply due to the fact that they are truly trying to get you to find a college that best suits your interests."

"I contacted Gustavo directly because his name was on the newsletter. He made time for me personally. It was very impressive."

"That I had a real person to talk to about the courses and they were able to answer my doubts and questions."

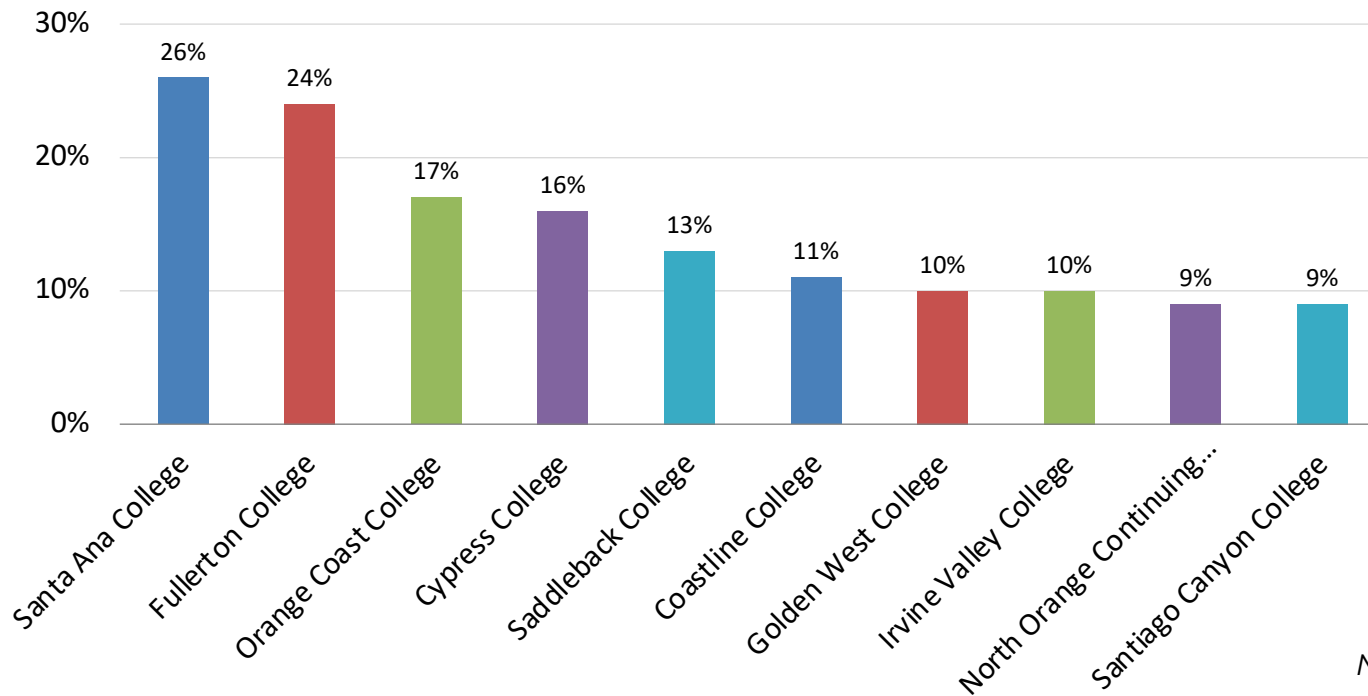
"To choose the right community college for my son."

"It made me feel that there is an actual team behind this thing, and they're interested in providing high quality education."

Subsequent Actions Taken

Post-Website Applications

More than half (56%) of those who visited the Future Built website subsequently applied to an OC community college(s). Santa Ana (26%) and Fullerton (24%) Colleges were most common, followed by Orange Coast (17%) and Cypress (16%).

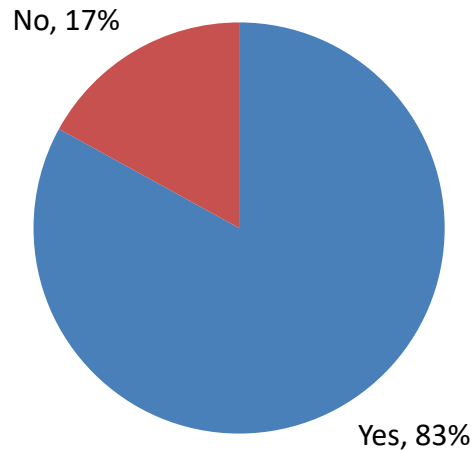


Note: multiple responses accepted.

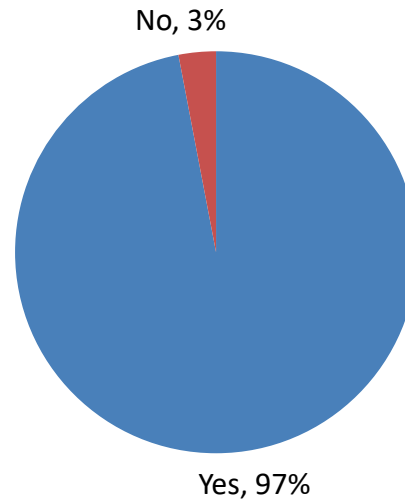
Post-Application Follow-Through

Most of those who applied to an OCCC college ended up enrolling in a program (83%), with nearly all starting (97%) and completing (96%) their classes.

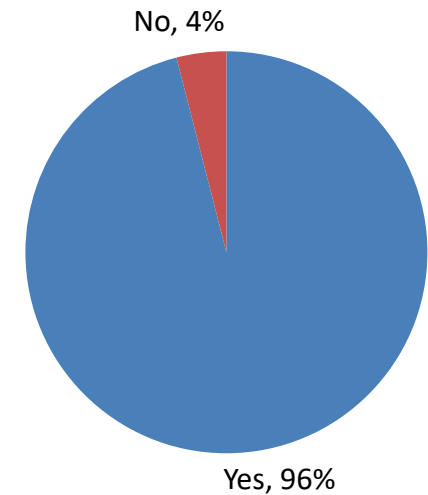
Enrolled in classes
(among those who applied, n=70)



Started taking classes
(among those who enrolled, n=58)

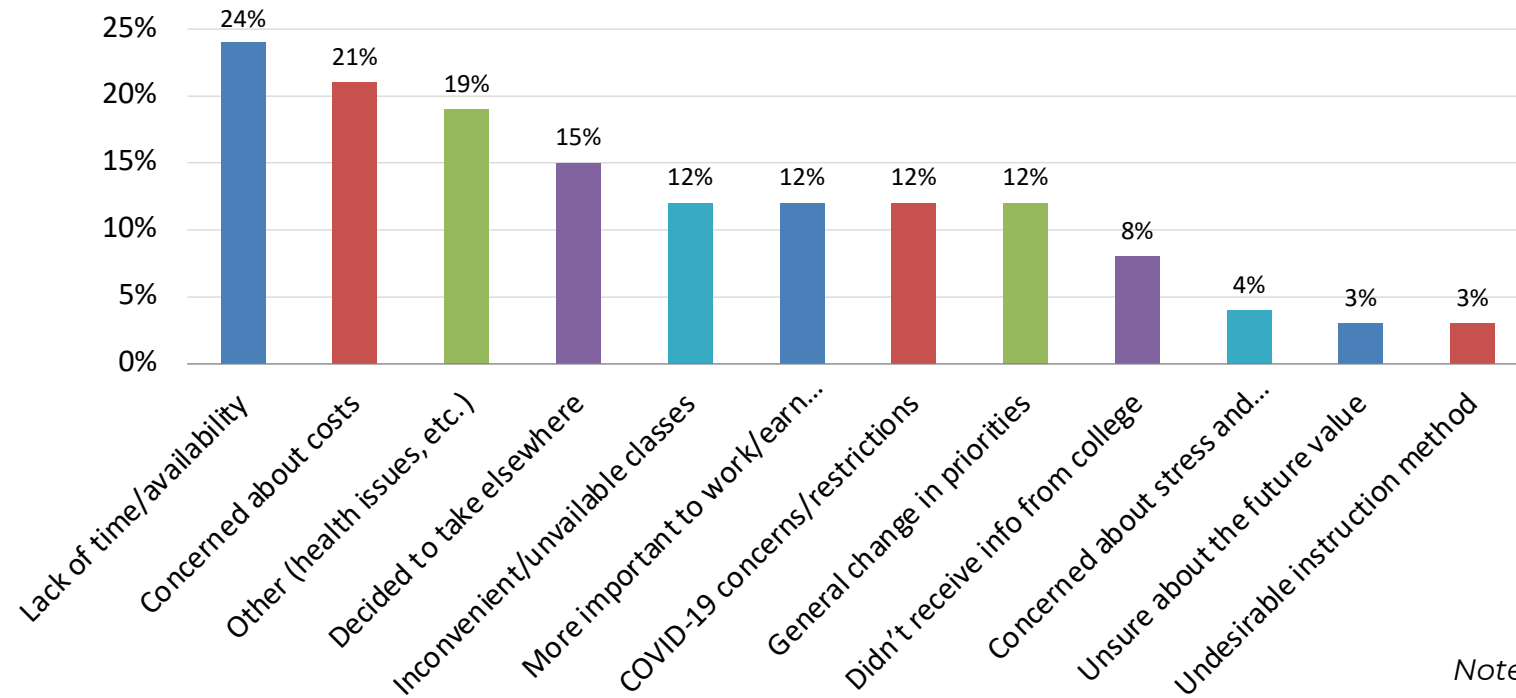


Complete classes (or plan to)
(among those who started, n=56)



Barriers to Follow-Through

Respondents offered a variety of reasons for not beginning or sustaining classes at an OC community college. Lack of time/availability (24%) and cost concerns (21%) were the most common excuses.



Note: multiple responses accepted.

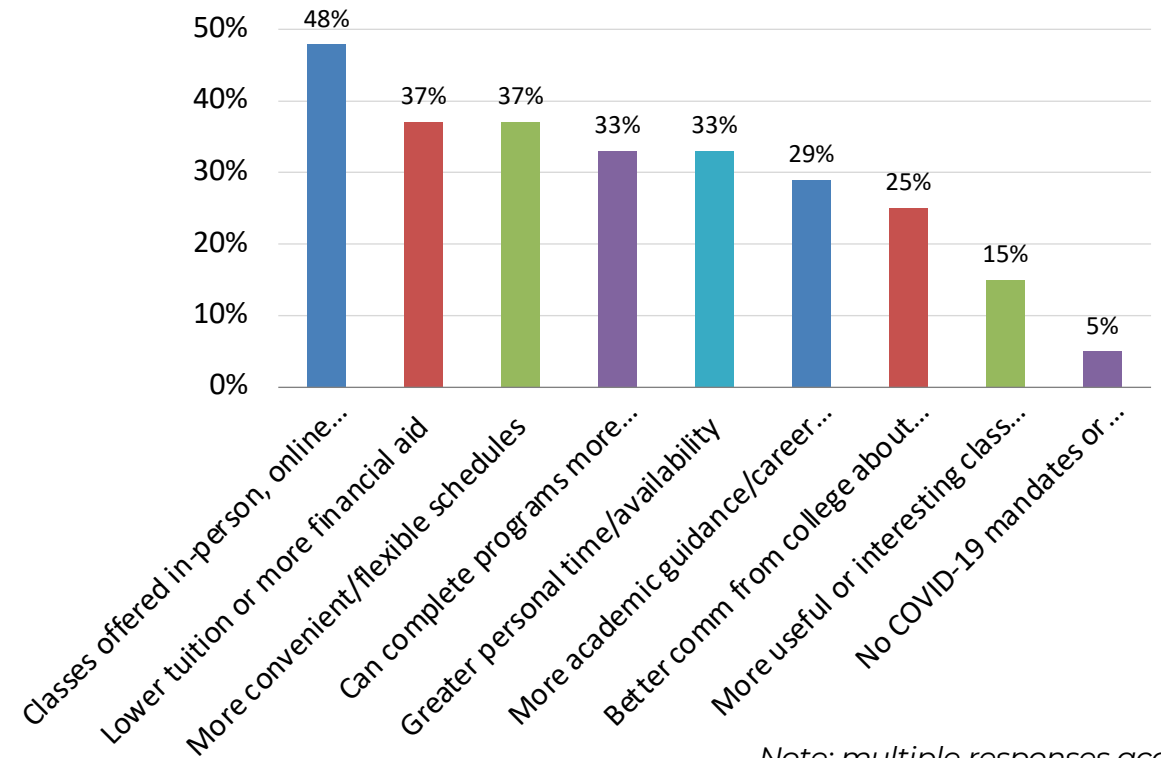
Gauging Future Interest

Opportunities to Build Interest

Respondents typically chose several changes that might persuade them to take OCCC classes in the future:

- Nearly half would like the flexibility to take classes in person, online, or both (48%).
- Lower tuition/more financial aid and more convenient/flexible class schedules were also broadly popular (37% each).
- Programs that can be completed more quickly or simply having more time/availability were indicated by a third of respondents (33% each).

Desired changes for taking future OCCC classes



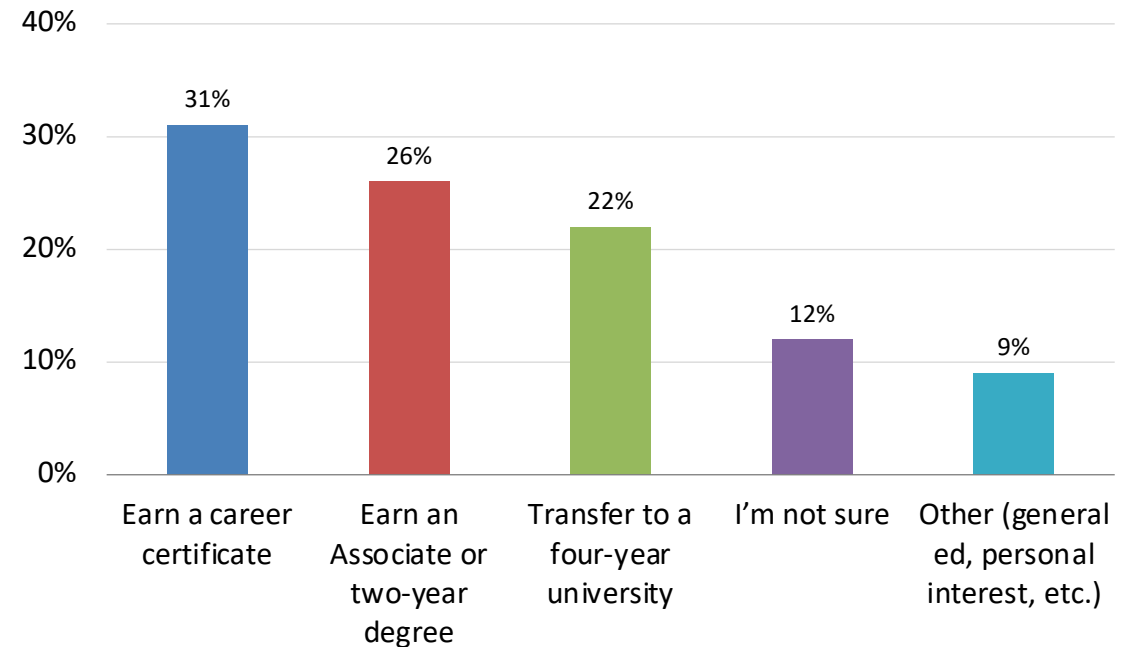
Note: multiple responses accepted.

Future Goal/Interest

The primary goal or interest for possibly taking OCCC classes in the future varied across the sample:

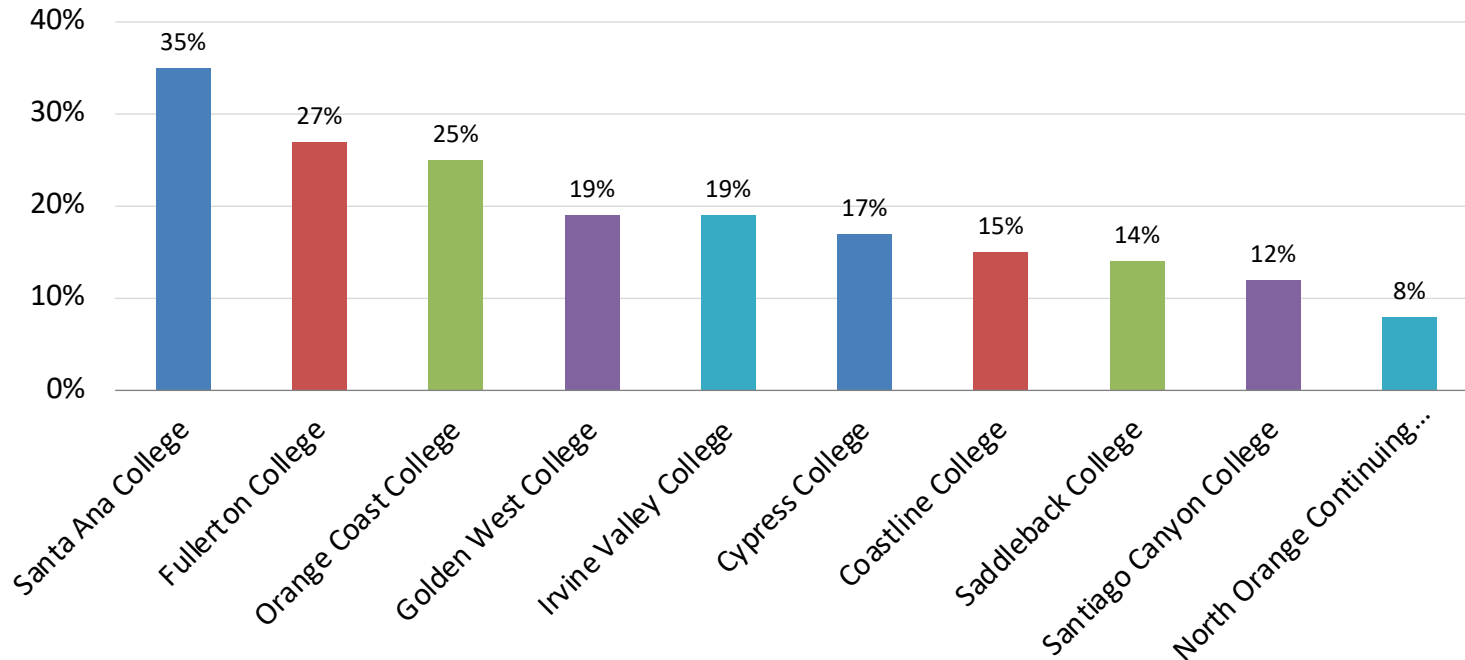
- Roughly a third of respondents would take classes to earn a career certificate (31%).
- Earning an Associate or two-year degree was the next most common goal (26%).
- Preparing to transfer to a four-year university was also a shared interest (22%).

Primary goal/interest for taking future classes



Future Consideration of Colleges

Santa Ana College (35%) was the most popular OC community college for taking future classes, followed by Fullerton (27%) and Orange Coast (25%) Colleges.



Note: multiple responses accepted.

Focus Group Findings

Interviews & Focus Group Findings

- Mirroring survey results, interviews & FG stories related how the website acted as a critical bridge to OC colleges as they entered the consideration phase of their enrollment journey.
- Students praised the website for “providing a lot of information in a single place.”
- The career education liaison service has significant value for students who use it.
- In many cases, the impact of the website and the services it provides very clearly changed the lives of the people who used it.

When I moved here, there wasn't much help for Spanish-speaking people to find resources or places to turn to for help. Looking back, I never thought I would have gotten this far. I had no clue where to start or what to do. Gustavo helped me achieve my goals.
Monica Trinidad

I knew it would be hard, but not impossible. I looked online every day for places I could find help and finally found the Future BUILT site. I'm grateful to all the people who have encouraged my journey. They've given me more confidence and security.
Alma Valencia

Interview & Focus Group Findings

- Money or “paying for college” was the #1 concern for focus group participants
- According to focus groups, the benefits students most care about are:
 - 1. Instructors who are respected professionals in their fields
 - 2. Financial aid (free money and loans you pay back)
 - 3. Convenient locations
 - 4. Free student support services (like tutoring, career counseling, health center, etc.)
- When asked, “How do students like you need to feel before attending college,” 3 out of 4 participants answered, “A college education is worth my time and money”
- Similarly, in questions about messaging, participants preferred ideas focused on the “results” of a college education, such as higher salaries and lower unemployment
- The importance of support services that help students succeed during their educations and as they transition to the work world figured prominently in discussions

Implications & Opportunities

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The Future Built website and follow-up interactions are highly valuable and effective resources for building interest and encouraging enrollment at OC community colleges.

- The website offers the desired breadth of information and amount of detail about the programs and schools available, as well as clear direction on the steps needed to become a student.
- Verbatim comments reinforce the importance of personalized (bilingual) follow-up contact in providing clarity and encouraging follow-through among both English and Spanish speakers.

Forthcoming campaign efforts should emphasize the affordability, flexibility, and convenience of the various programs offered at OC community colleges.

- Themes like these help to address the primary barriers related to cost concerns and the perceived lack of time/availability needed to take classes.
- Themes should also include the most important drivers for future consideration, such as flexible class formats and schedules, low tuition/fees, and programs that can be completed quickly.

Implications & Opportunities

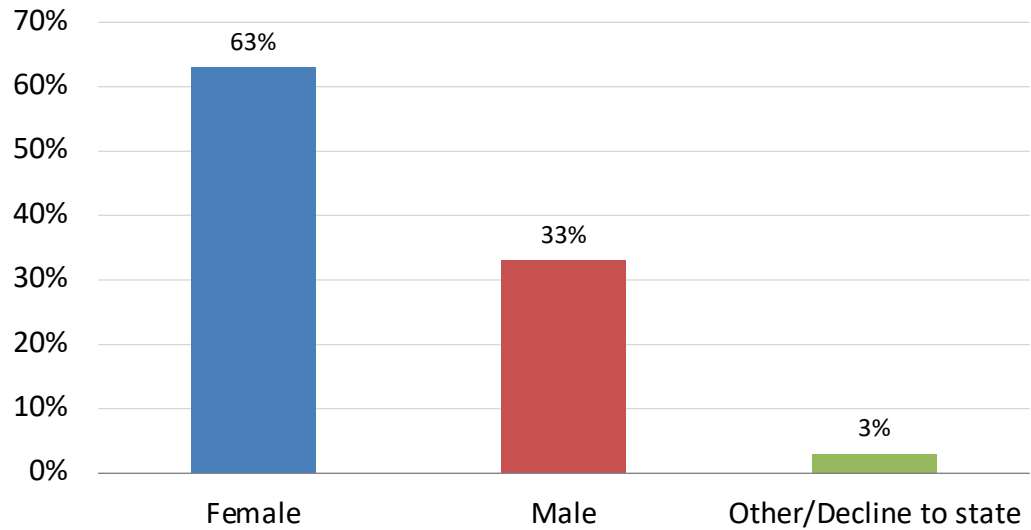
Other messaging themes for consideration.

- Two questions figure prominently in the minds of prospects: 1. Is it worth my time and money? 2. Will I succeed? Because of this, messages that emphasize the practical value of an education as well as supportive services will help this audience overcome their reluctance.
- Because these students tend to be “practically” minded and focused on questions of value, messages focusing on the low investment and high reward of these programs would be an effective choice for this audience.
- Promoting the quality of professors through profiles that showcase their relatability and expertise have the dual benefit of putting a human face to institutions while also mitigating negative stereotypes about the quality of community college educations.

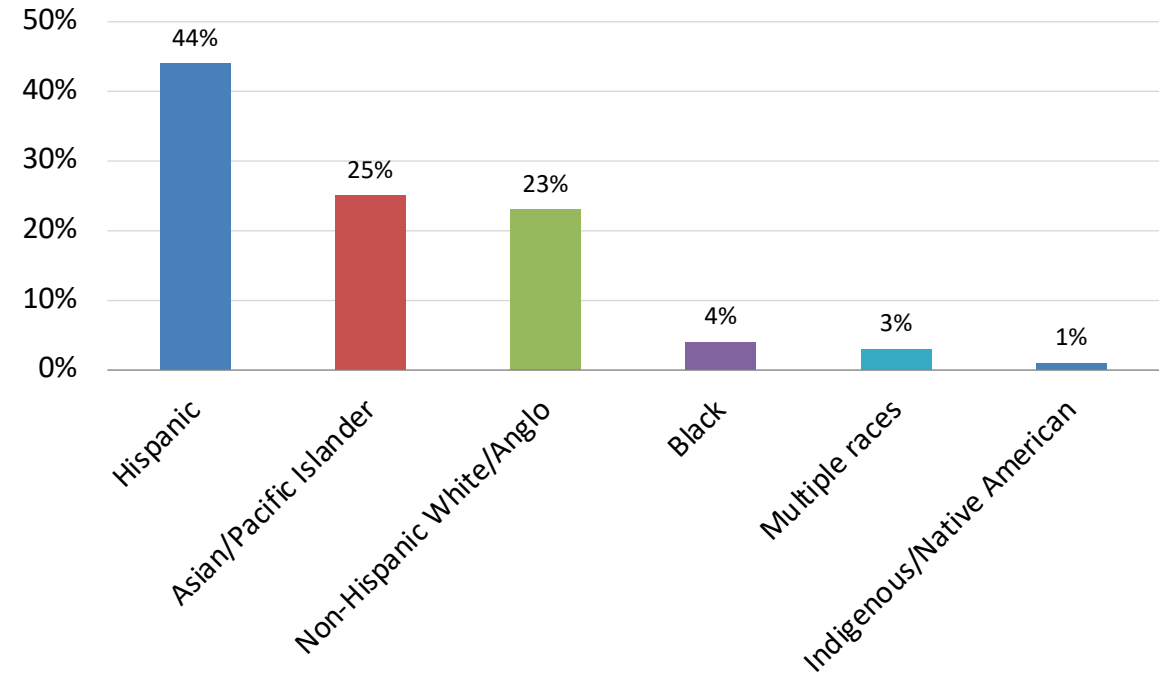
Sample Characteristics

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Gender

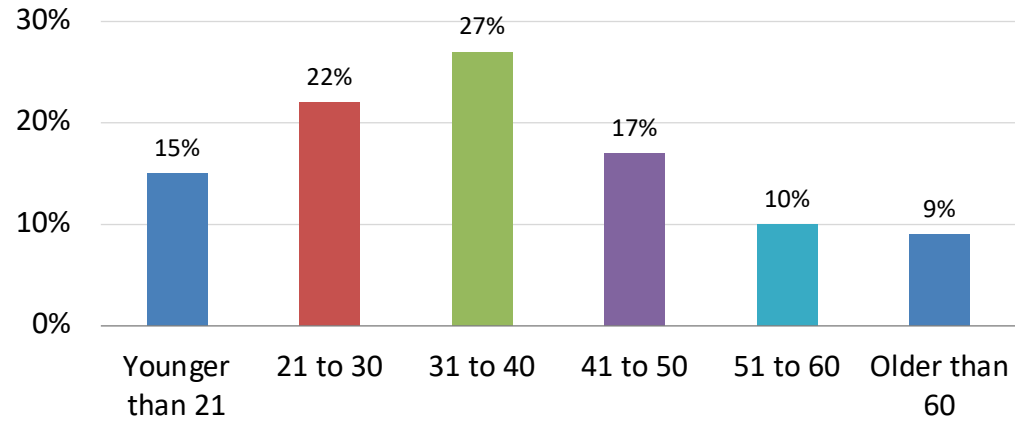


Ethnicity

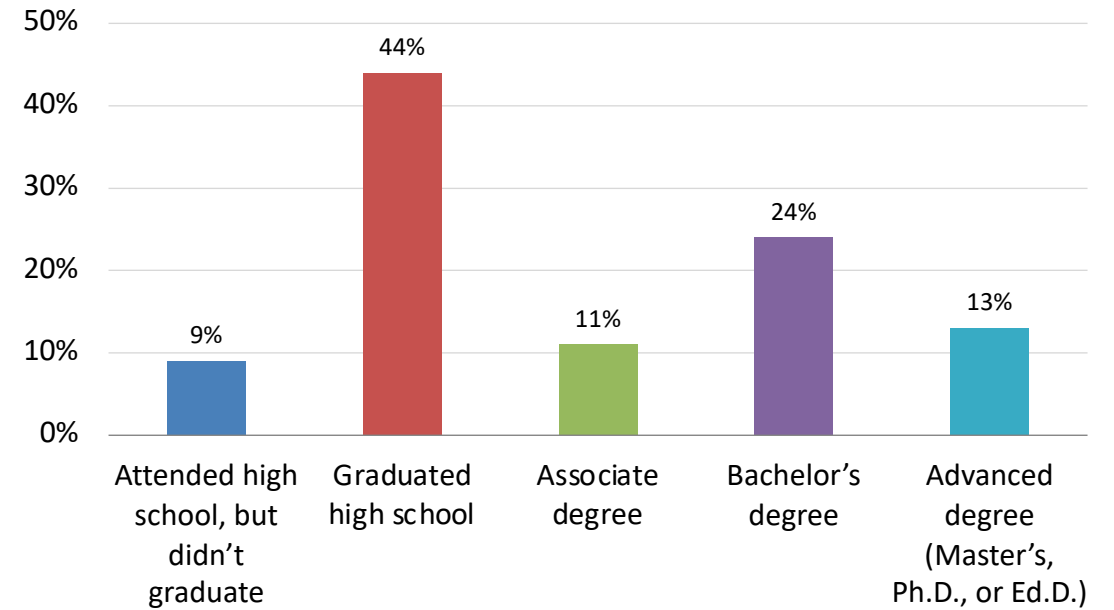


Sample Characteristics

Age

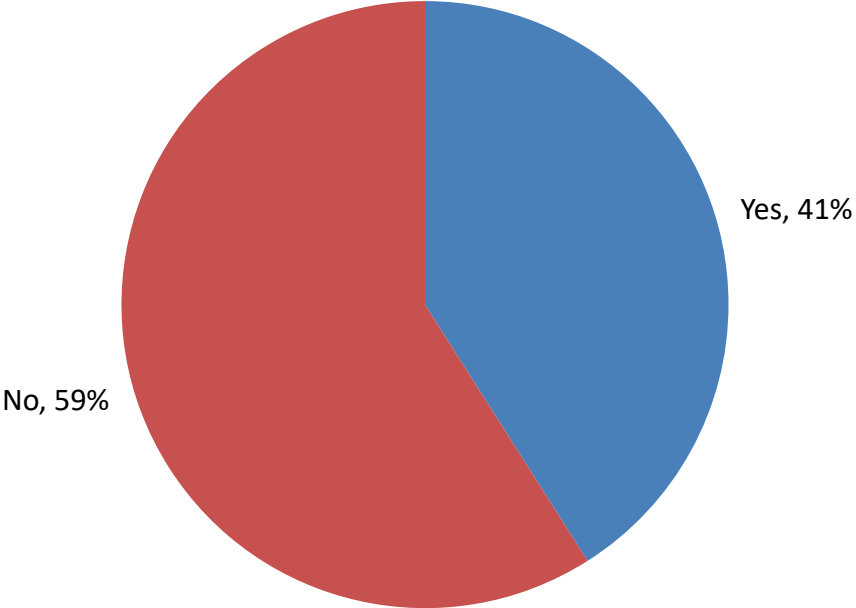


Education



Sample Characteristics

First in Family to Take College-Level Classes





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