

OCCC Perception Study

November – December 2010

Methodology

Business/Community Leaders Perception Study

- 318 completed surveys from business/community leaders in the OKC area.
- Data collected from November 11 – December 3, 2010.
- The cooperation rate for this specific study was 45.7%.

Resident Perception Study

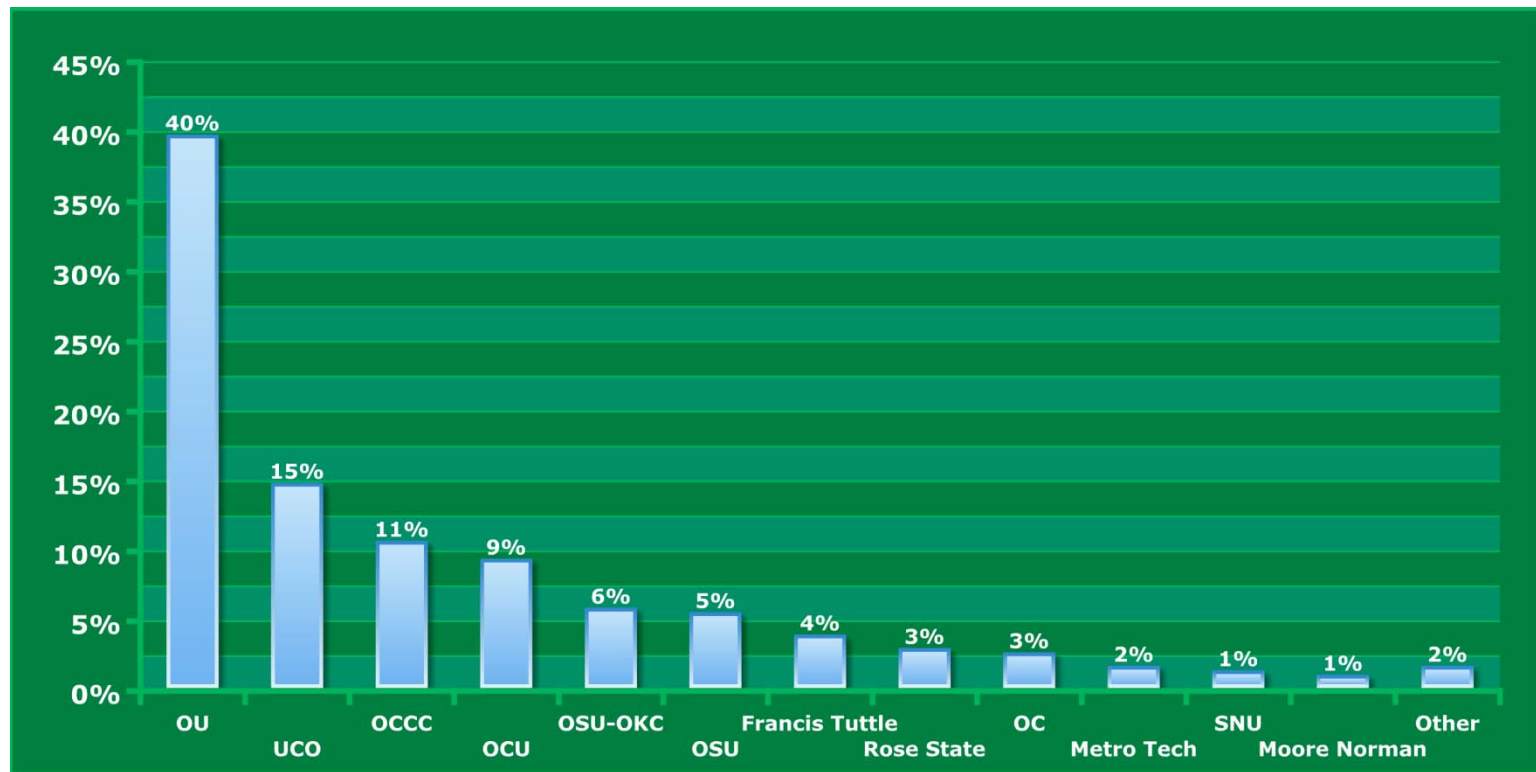
- 949 Oklahoma City MSA residents completed the survey. MOE = $\pm 3.2\%$
- Data collected from November 15 - December 31, 2010.
- The cooperation rate for this study was 27.8%.
- The sample from the Resident Perception Study was weighted to balance the sample to the target population using a raking technique (i.e. proportional fitting) to balance the sample by age.
 - The weight does not change a respondents' answer; rather, it gives appropriate relative importance to the responses.

Business/Community Leaders Perception Study

Q1: Top of Mind Educational Institution

"What is the educational institution in the OKC area that first comes to mind?"

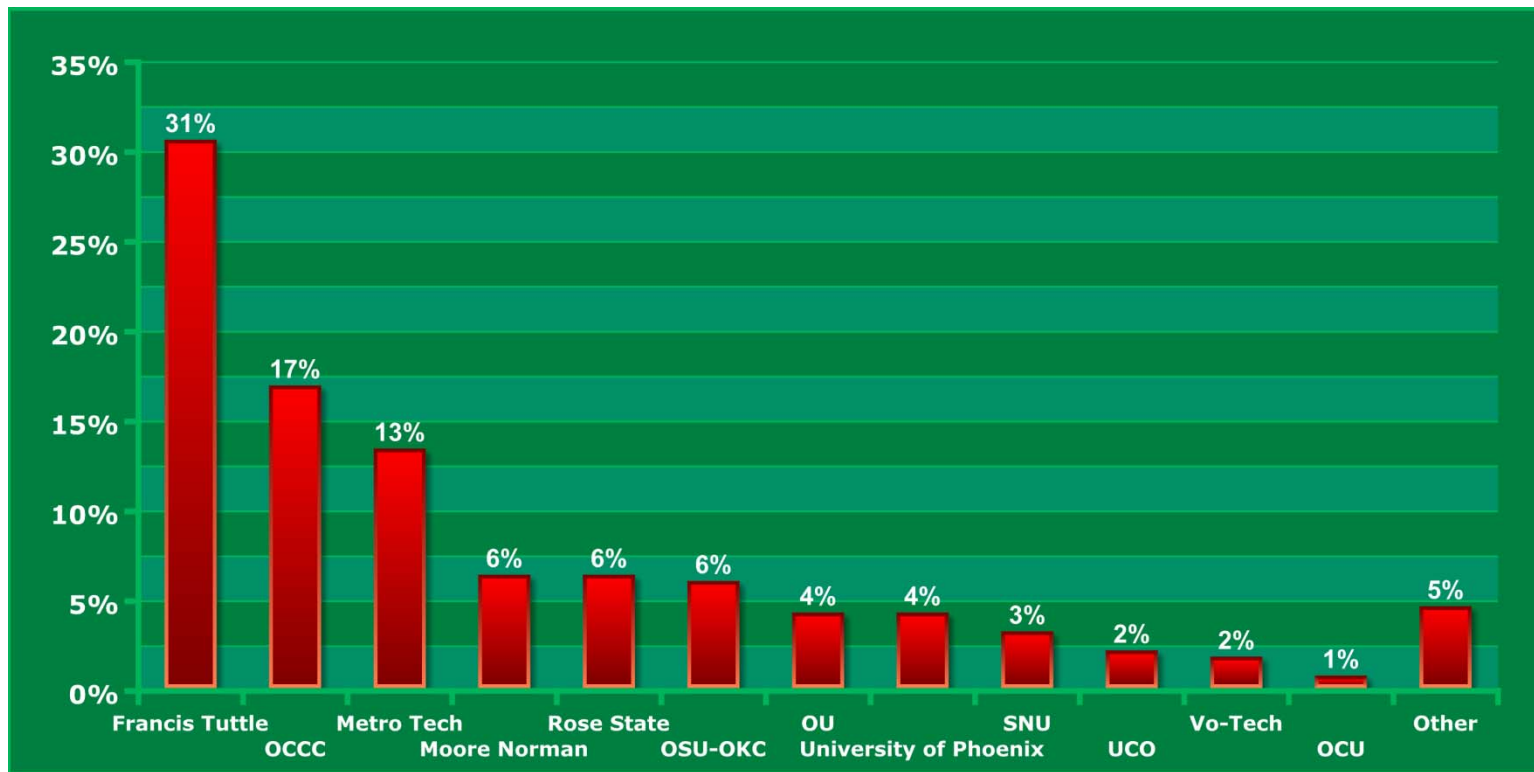
- OU had the strongest unaided brand recognition among educational institutions in the OKC area.
- OCCC had the third strongest unaided brand recognition of educational institutions in the OKC area.



Q2: "Adult Education" Top of Mind

"What educational institution in the OKC area first comes to your mind when you think of 'adult education'?"

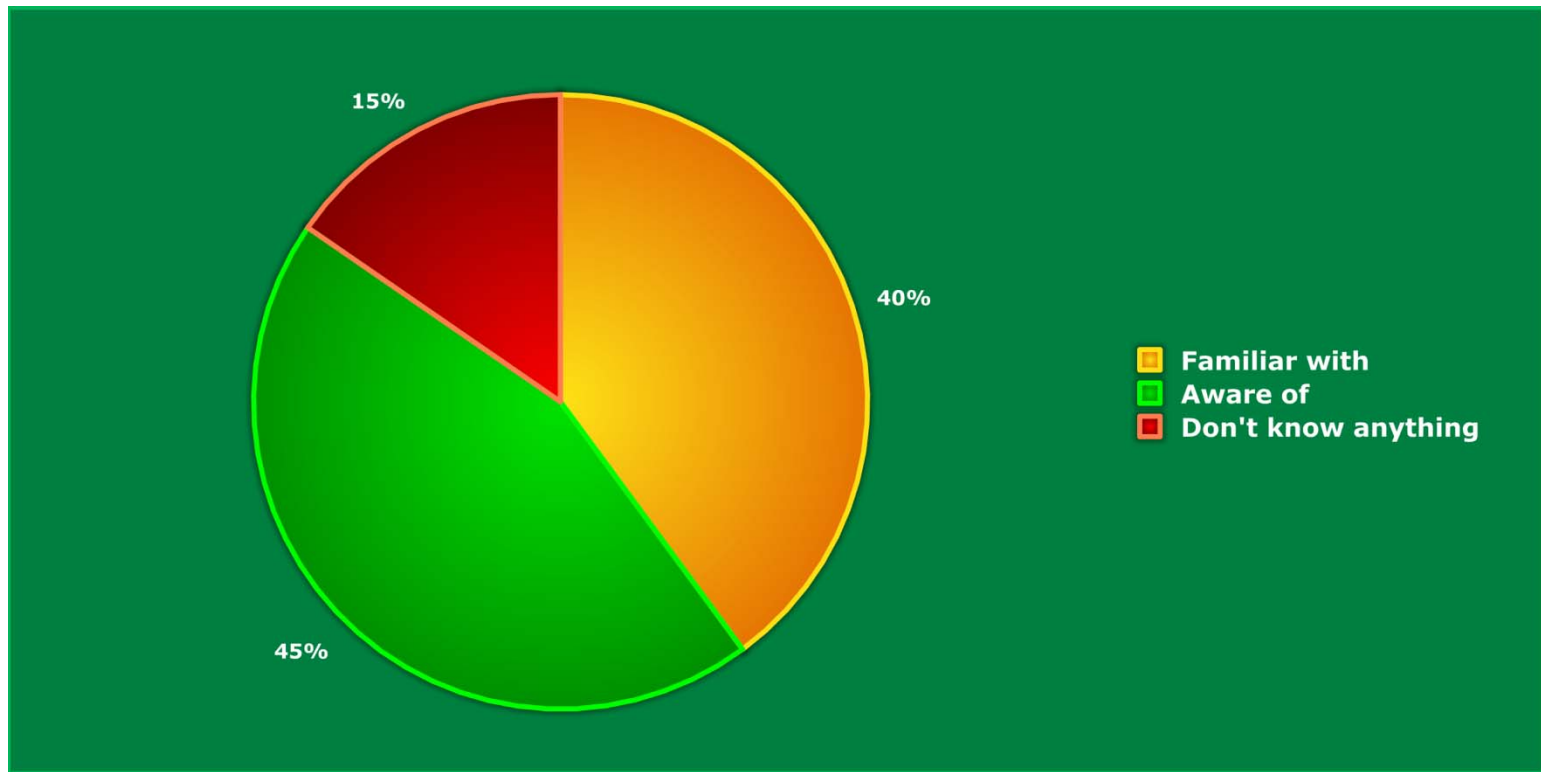
- Francis Tuttle had the strongest brand awareness of "adult education".
- OCCC had the second highest brand awareness for "adult education".



Q3: Awareness of OCCC

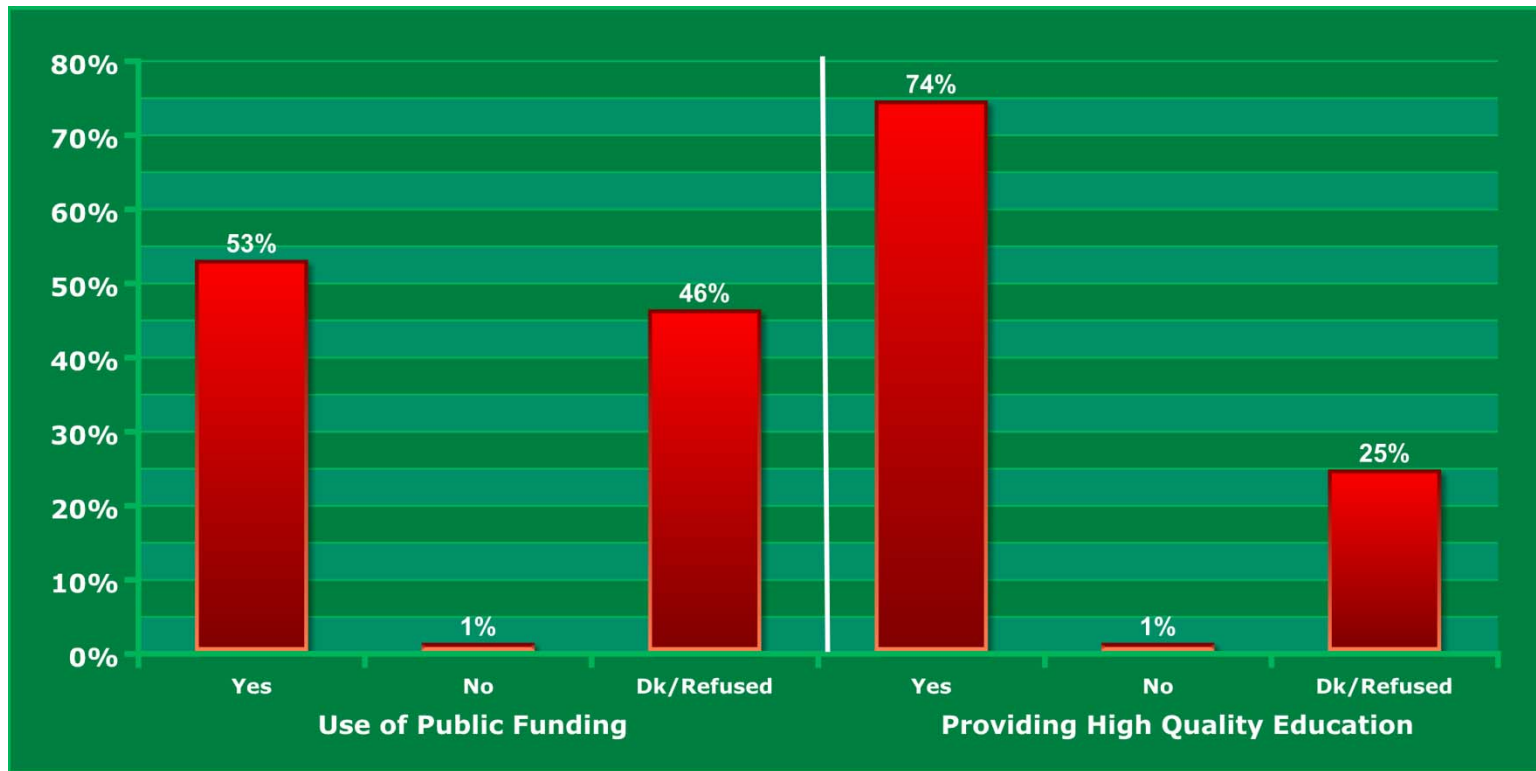
"Would you say that you are familiar with, aware of, or don't know anything about OCCC?"

- Aided brand awareness shows that 84.6% of business/community leaders are at least aware of OCCC.



Q5 & Q6: Use of Public Funding & Providing High Quality Education

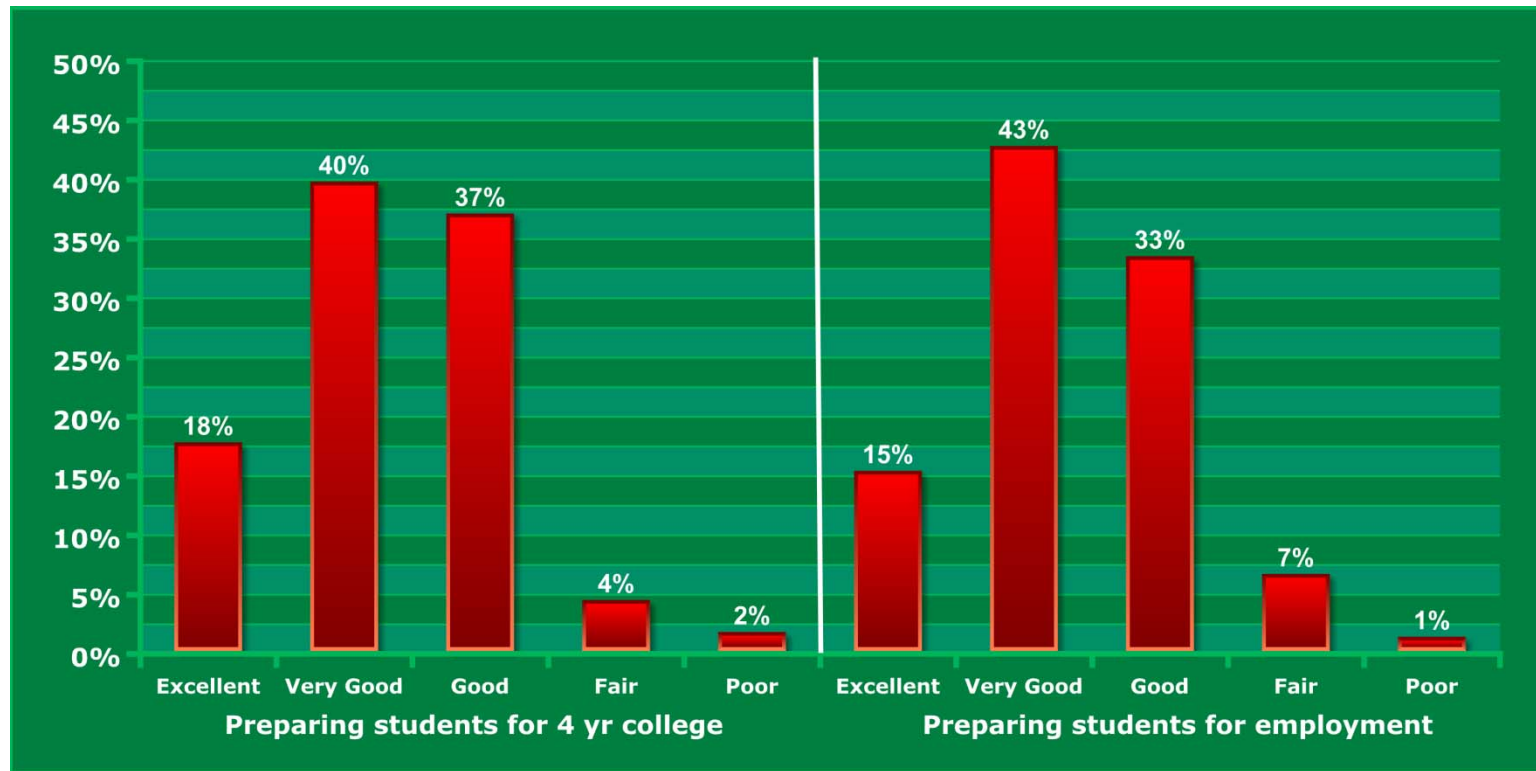
- Half of the business leaders who are at least aware of OCCC have the opinion that OCCC is doing a good job at using public funding.
 - Practically all business who have an opinion believe OCCC is doing a good job at using public funding.
- Likewise, the majority of business leader believe OCCC is providing high quality education.



Q7 & Q8: Preparing Students

"How would you rate OCCC's effectiveness in preparing students for a 4 yr college/employment through certification and credits?"

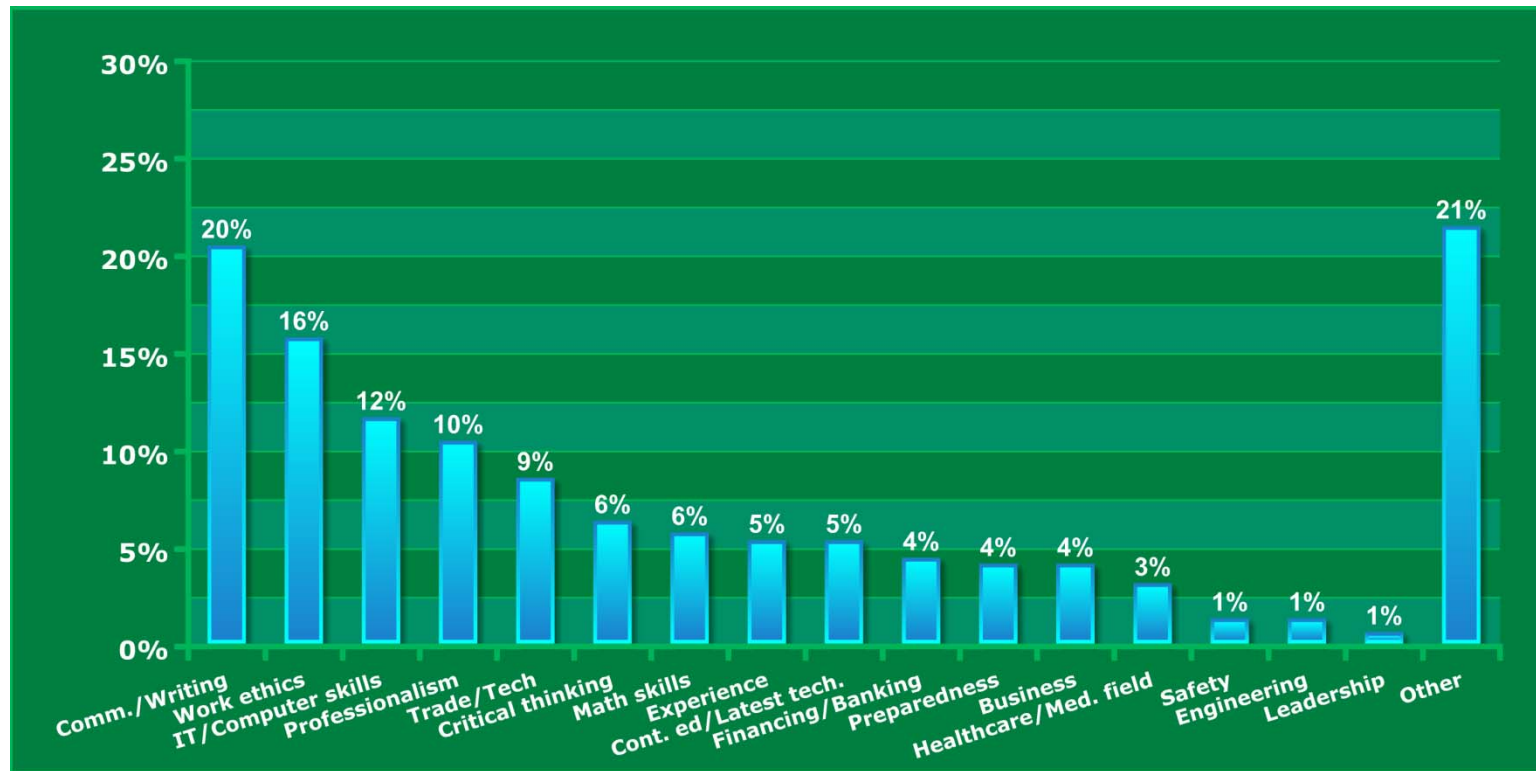
- The majority of business leaders would rate OCCC as "good" or "very good" in their effectiveness in preparing students.



Q12: Top Training Issues

"What are the top three training issues or concerns with your current workforce?"

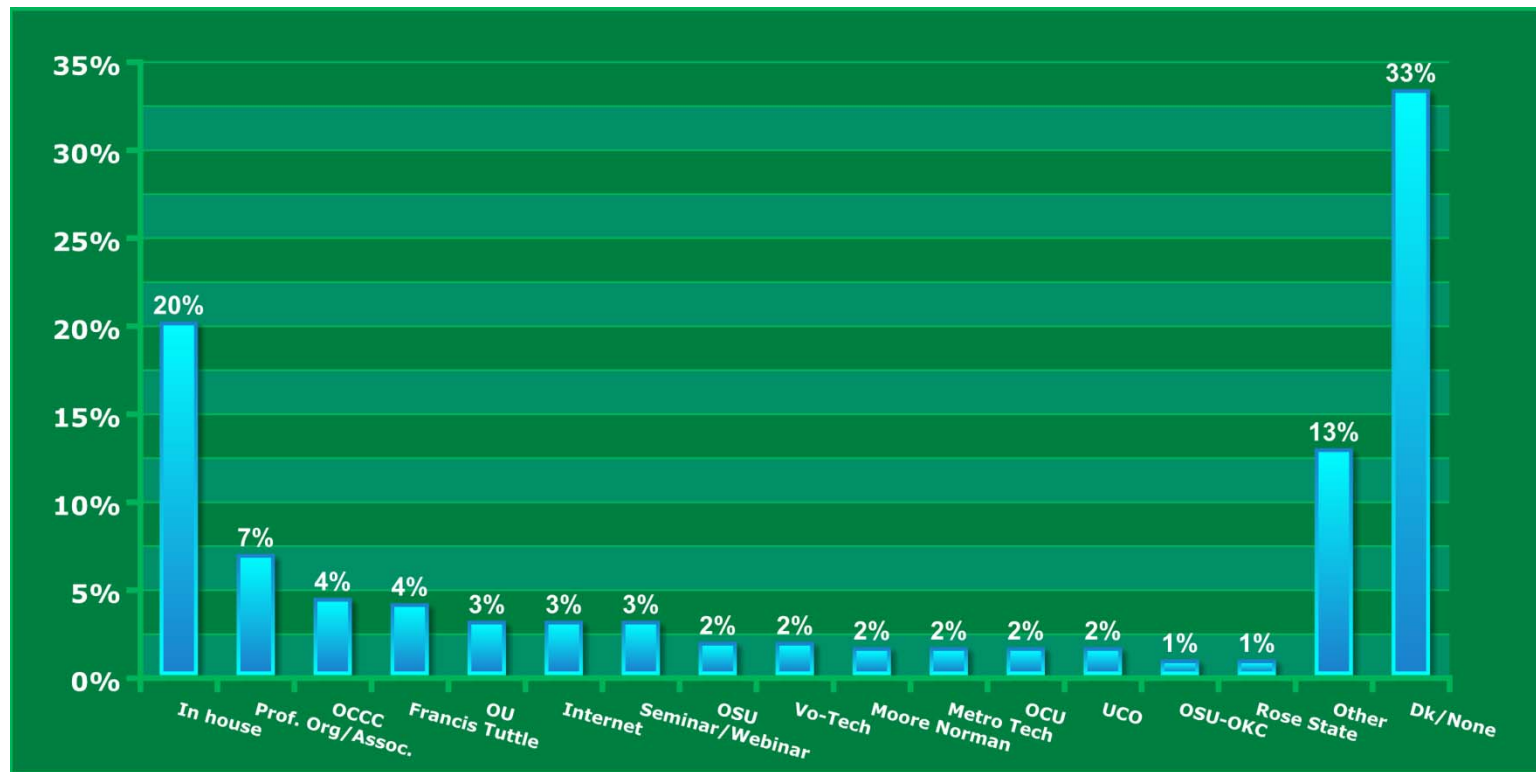
- Communication/Writing skills are the most commonly mentioned training issue/concern of business leaders in the OKC area.
- Work ethics and Professionalism is another common issue/concern among business leaders as well.
- Due to the technological age we live in business leaders seek to stay on top of technological advancements.



Q14: Keeping Employees Up-To-Date

"What institutions do you rely on to keep employees up-to-date in their current field?"

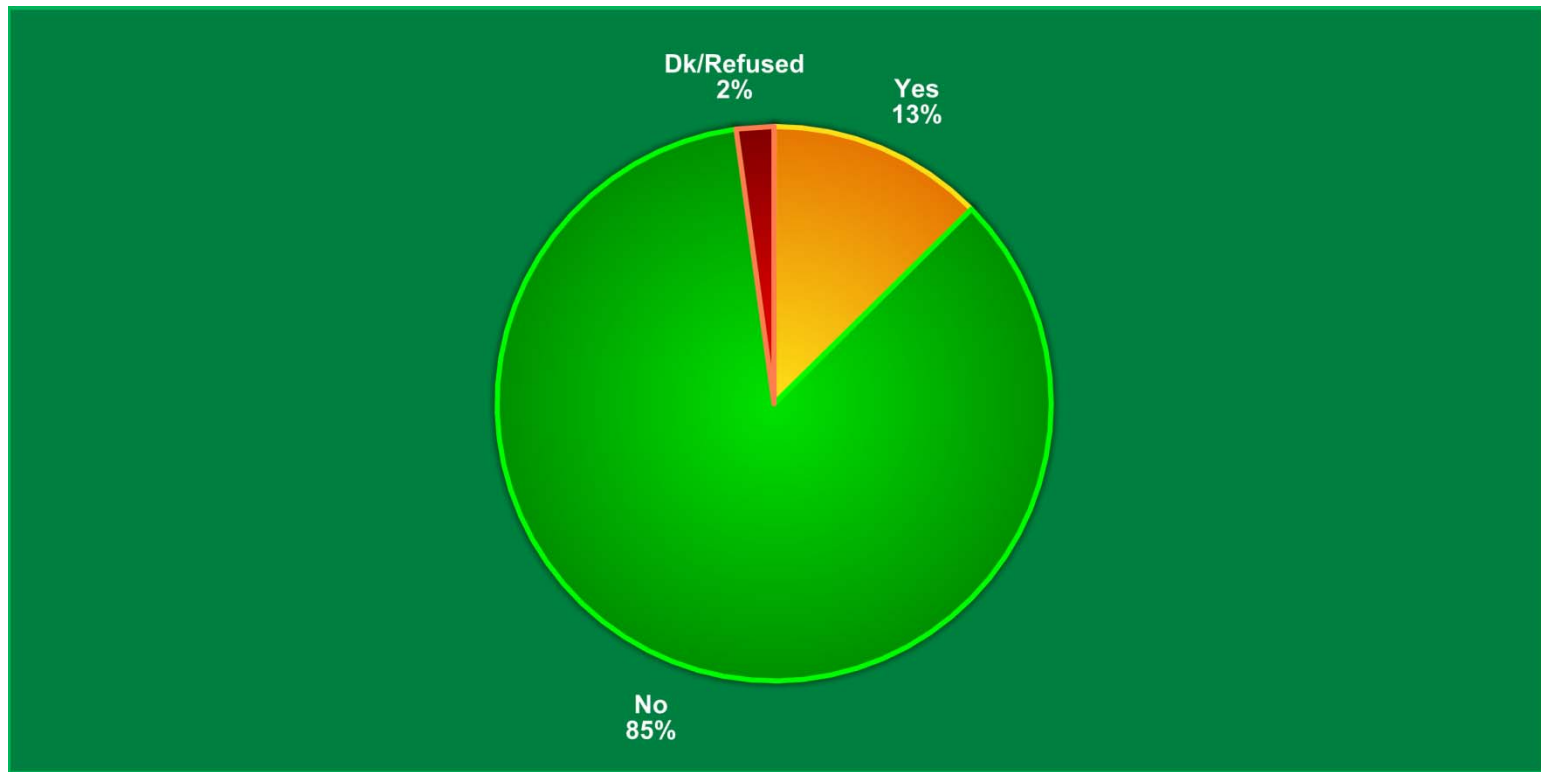
- Business leaders are more likely to rely on some kind of in-house training to keep their employees up-to-date in their field.



Q17: Heard of Corporate Learning

*"Have you heard of OCCC's
Corporate Learning"*

- Of those business leaders that are at least aware of OCCC, 85.1% of business leaders have not heard of OCCC's Corporate Learning.
- This is an area of opportunity for OCCC to increase awareness of the Corporate Learning program through the marketing and advertising of this program.



Results

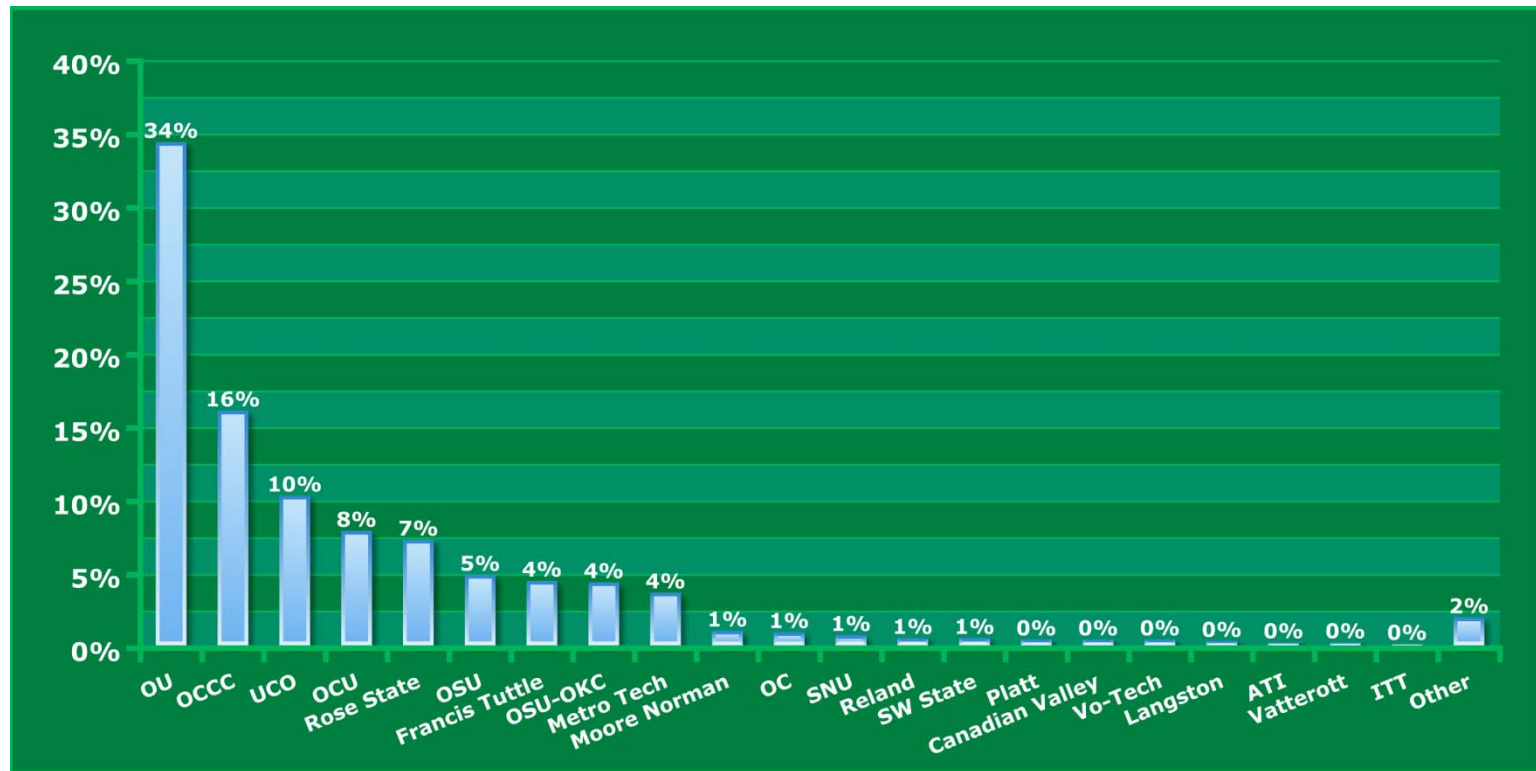
- **Brand awareness** – OCCC has a relatively stronger brand awareness than some educational institutions in the OKC Area.
 - Unaided brand awareness shows that 84.6% are at least aware of OCCC.
- **Brand association** – Good use of public funding and high quality education.
 - OCCC is perceived as doing a good job at preparing students for a 4 yr college or employment.
- Need to build awareness of the Corporate Learning program at OCCC.

Resident Perception Study

Q1: Top of Mind Educational Institution

"What is the educational institution in the OKC area that first comes to mind?"

- OU had the strongest unaided brand recognition among educational institutions in the OKC area.
- OCCC had the second strongest unaided brand recognition of educational institutions in the OKC area.



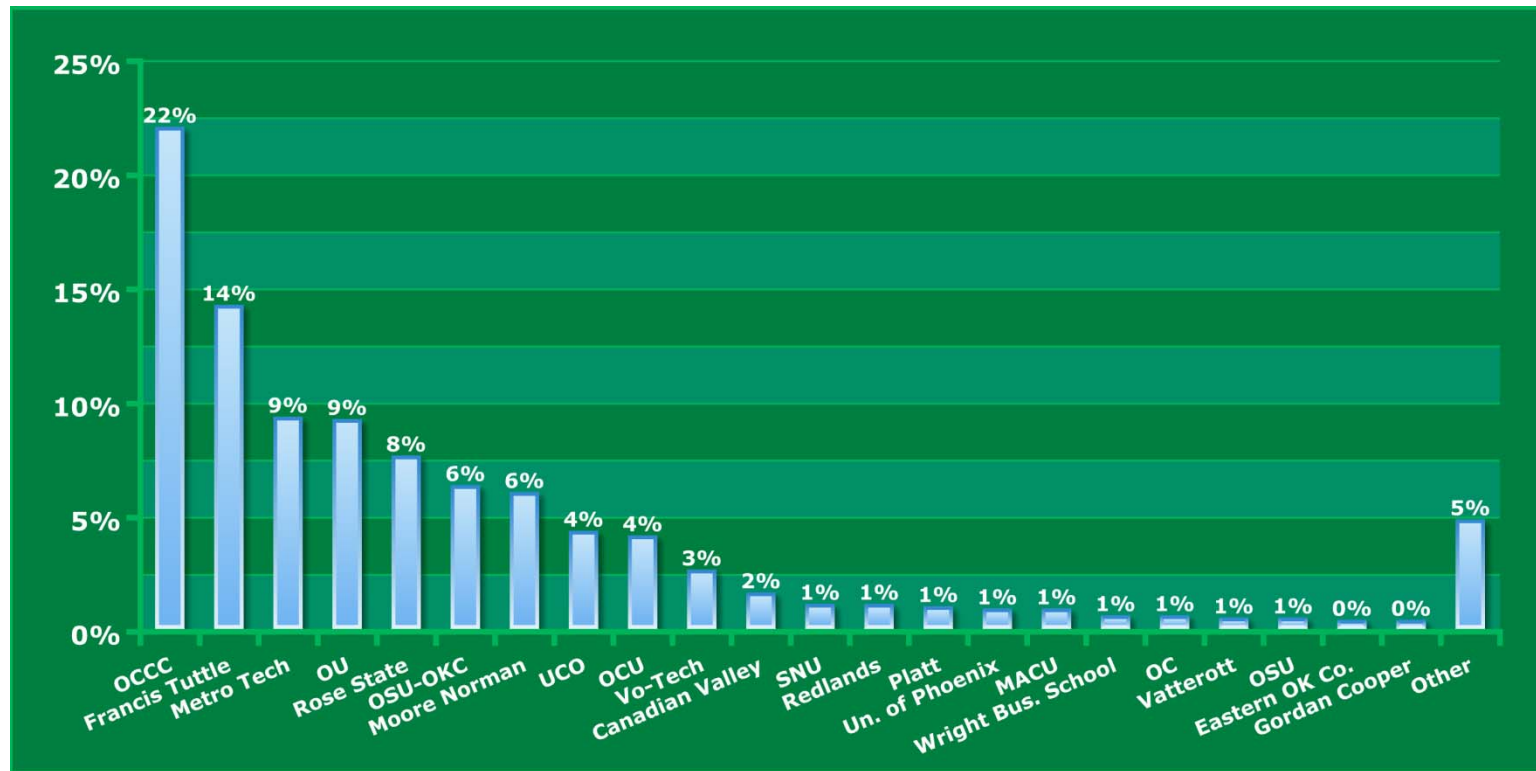
OCCC, Perception Study (November – December 2010)

Q2: "Adult Education" Top of Mind

"What educational institution in the OKC area first comes to your mind when you think of 'adult education'?"

•OCCC had the strongest unaided brand awareness of educational institutions when thinking in terms of "adult education".

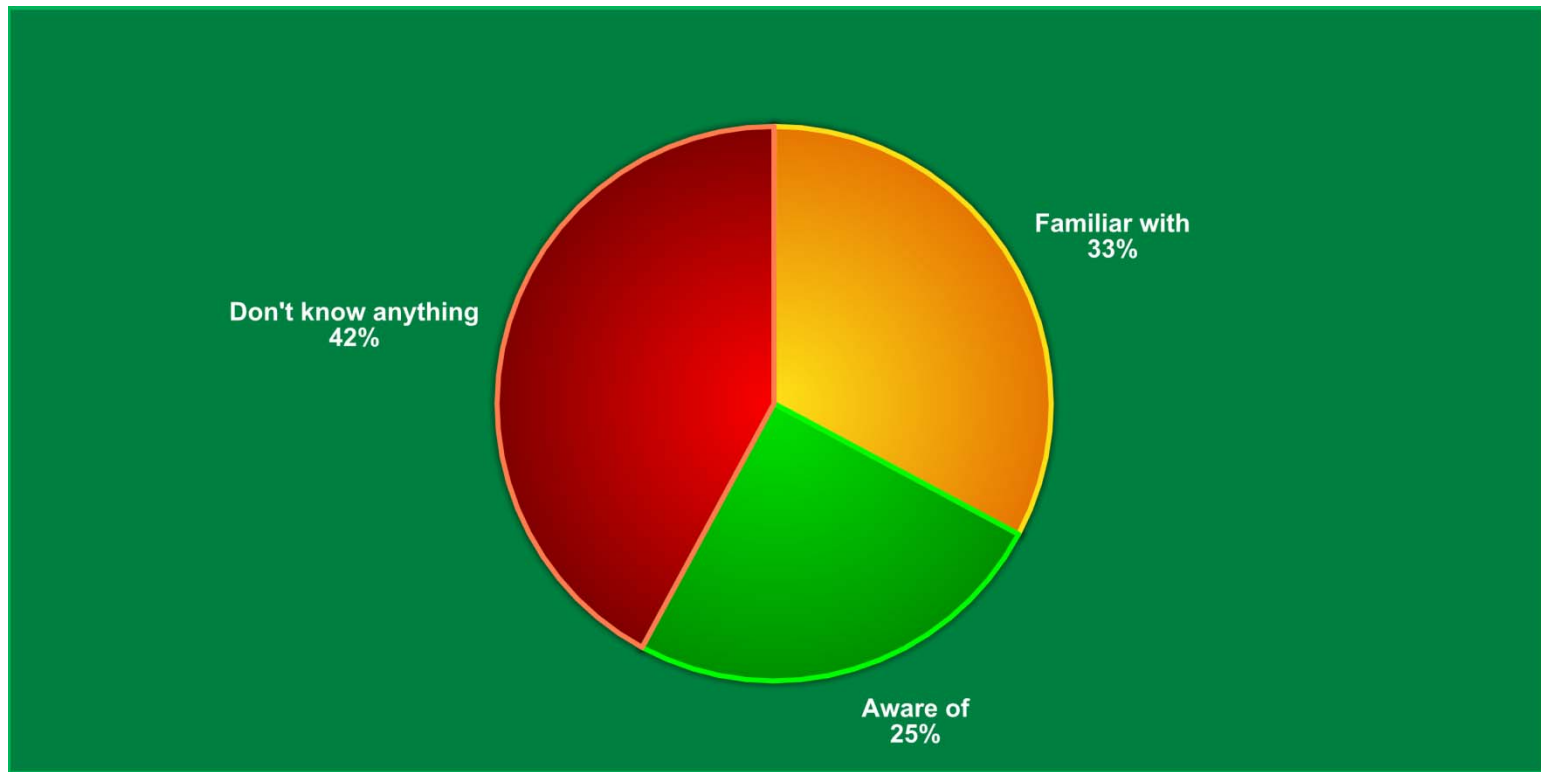
- Eight percentage points more than the second most frequently mentioned top of mind institution.

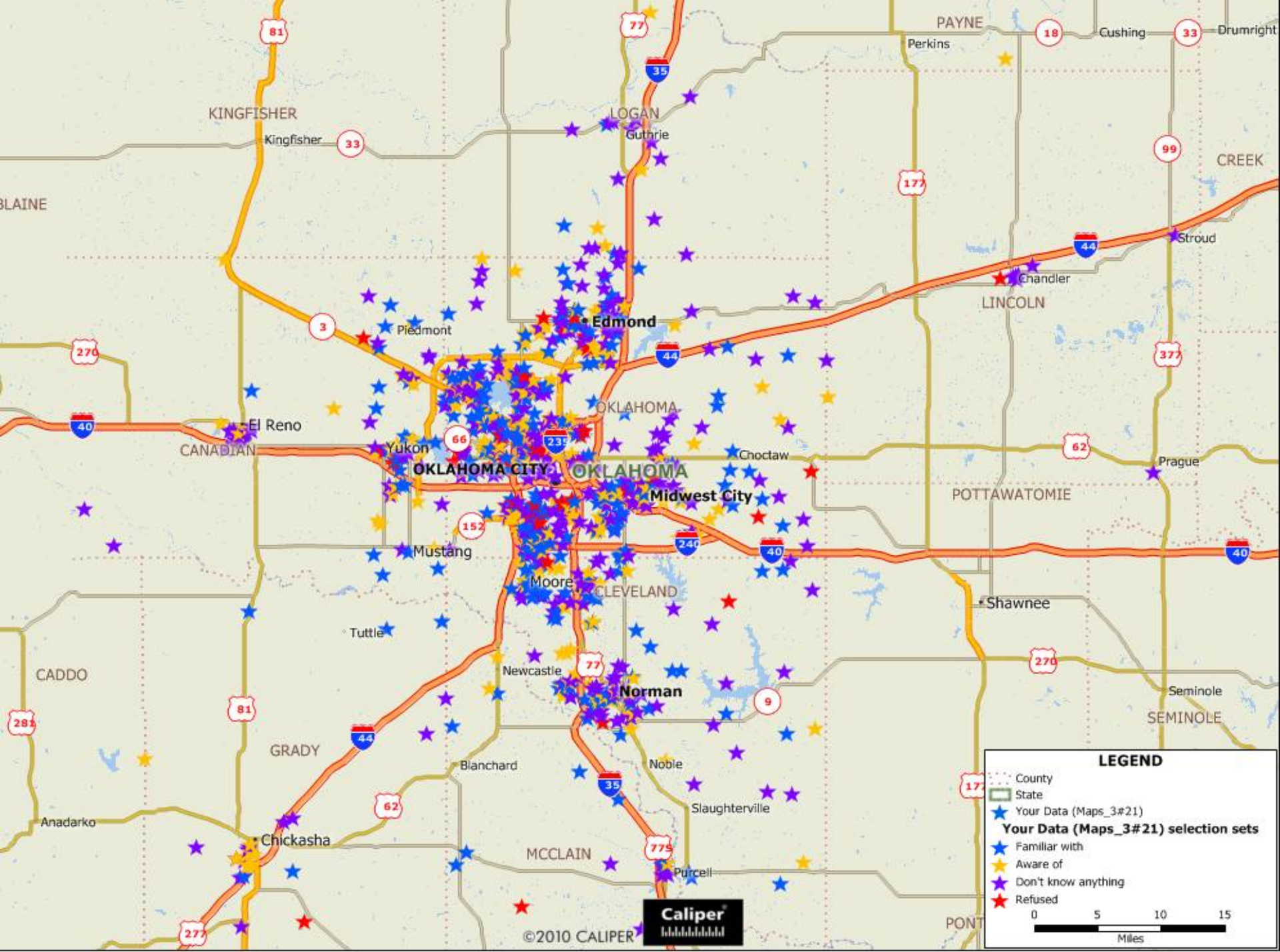


Q3: Awareness of OCCC

"Would you say that you are familiar with, aware of, or don't know anything about OCCC?"

- Of those respondents that answered the question, little over half (57.9%) indicated that they are at least aware of OCCC.

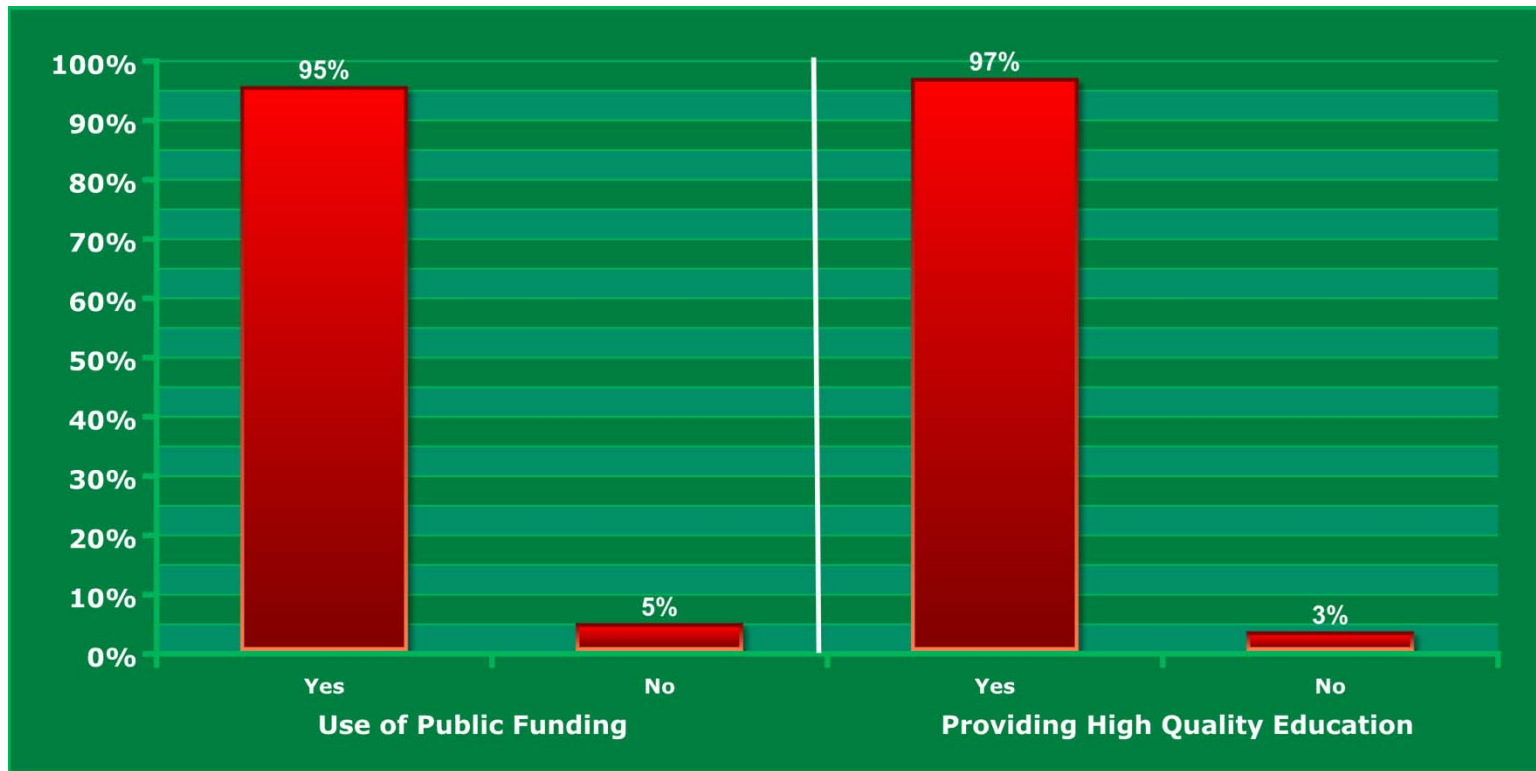


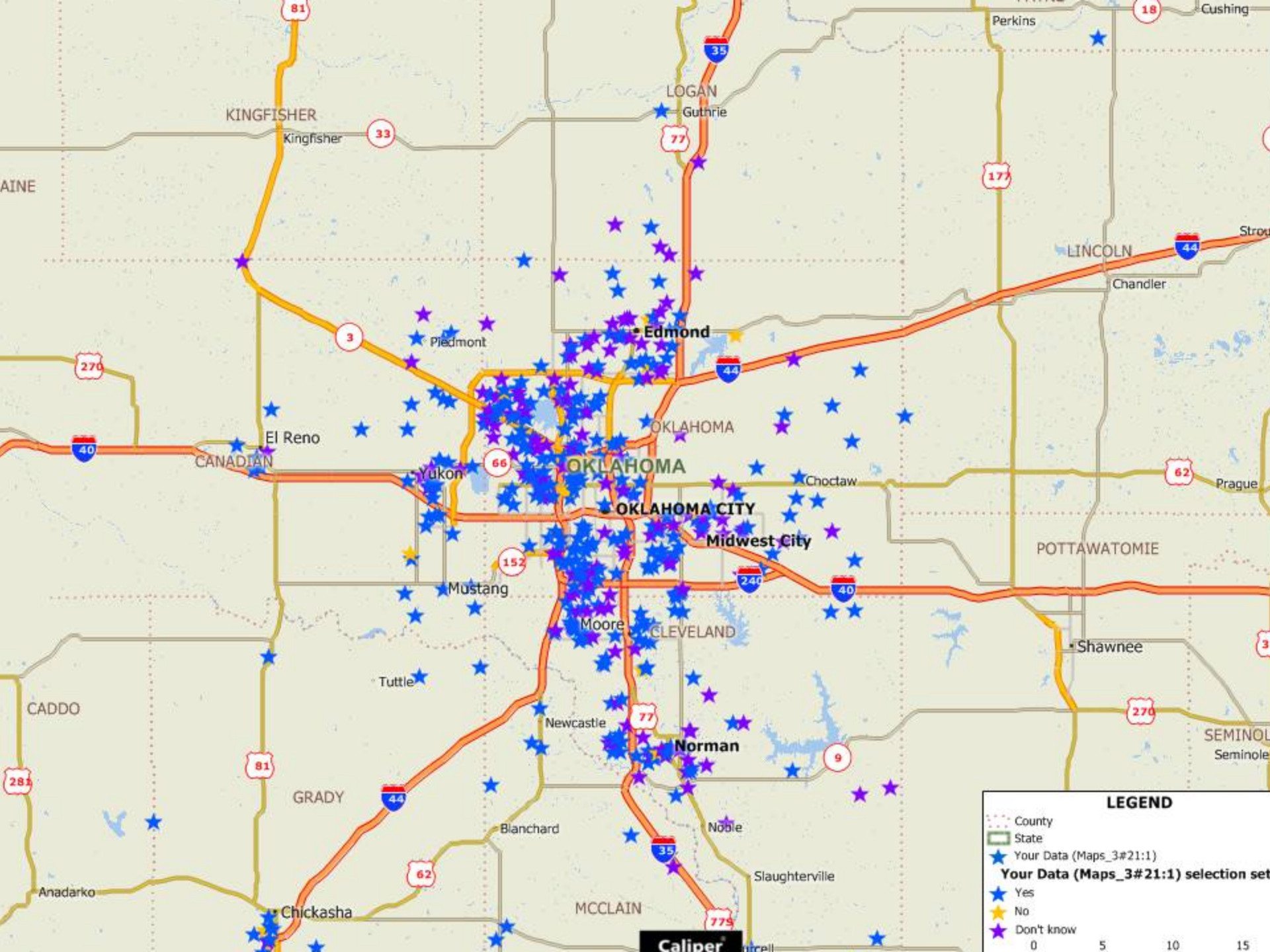


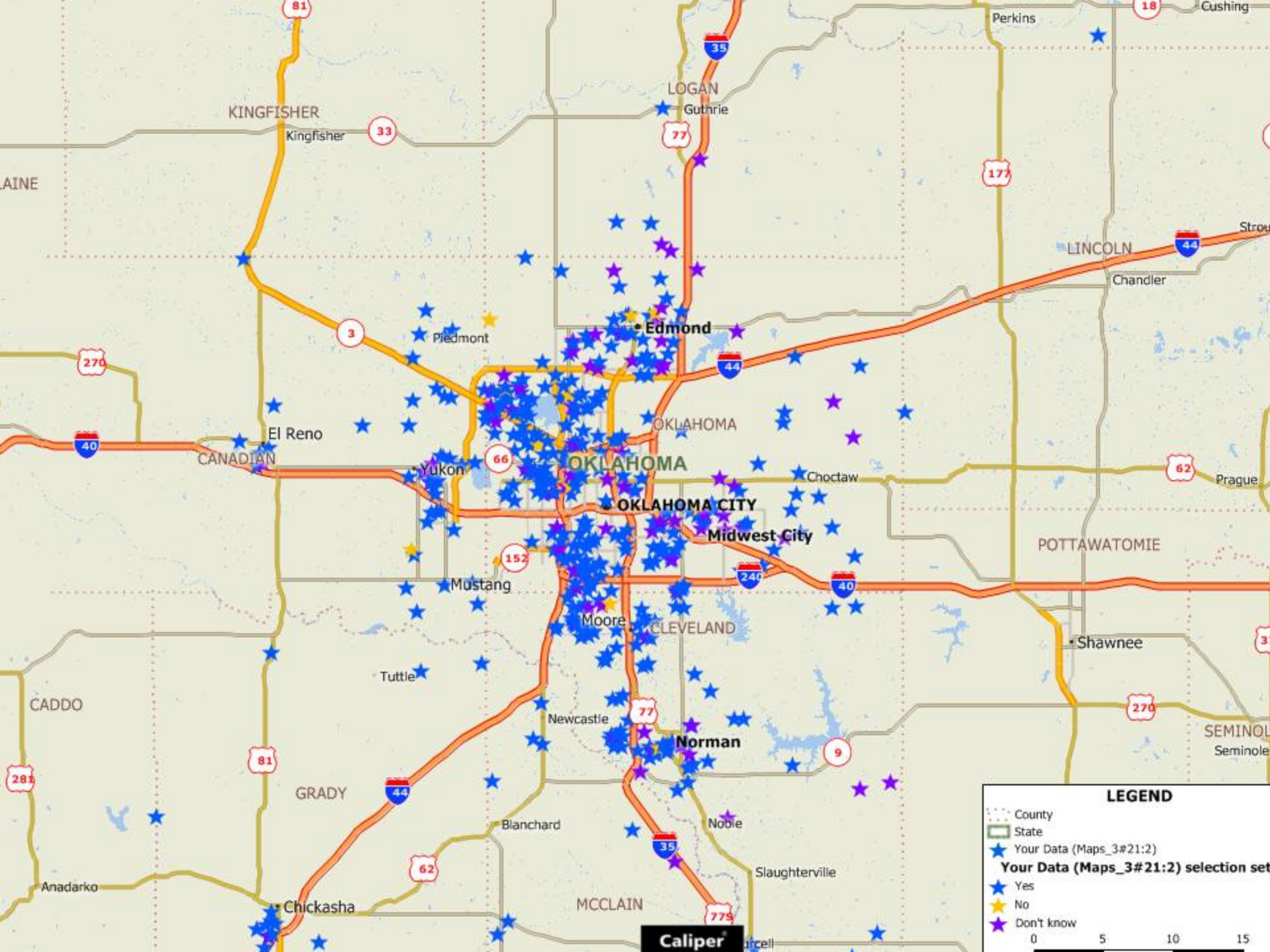
Q5 & Q6: OCCC Doing a Good Job

"Do you think OCCC is doing a good job at using public funding to meet the educ. goals of people in the OKC area?"

- Of those respondents who answered the question and were at least aware of OCCC, an overwhelming majority of residents had favorable opinions of OCCC.





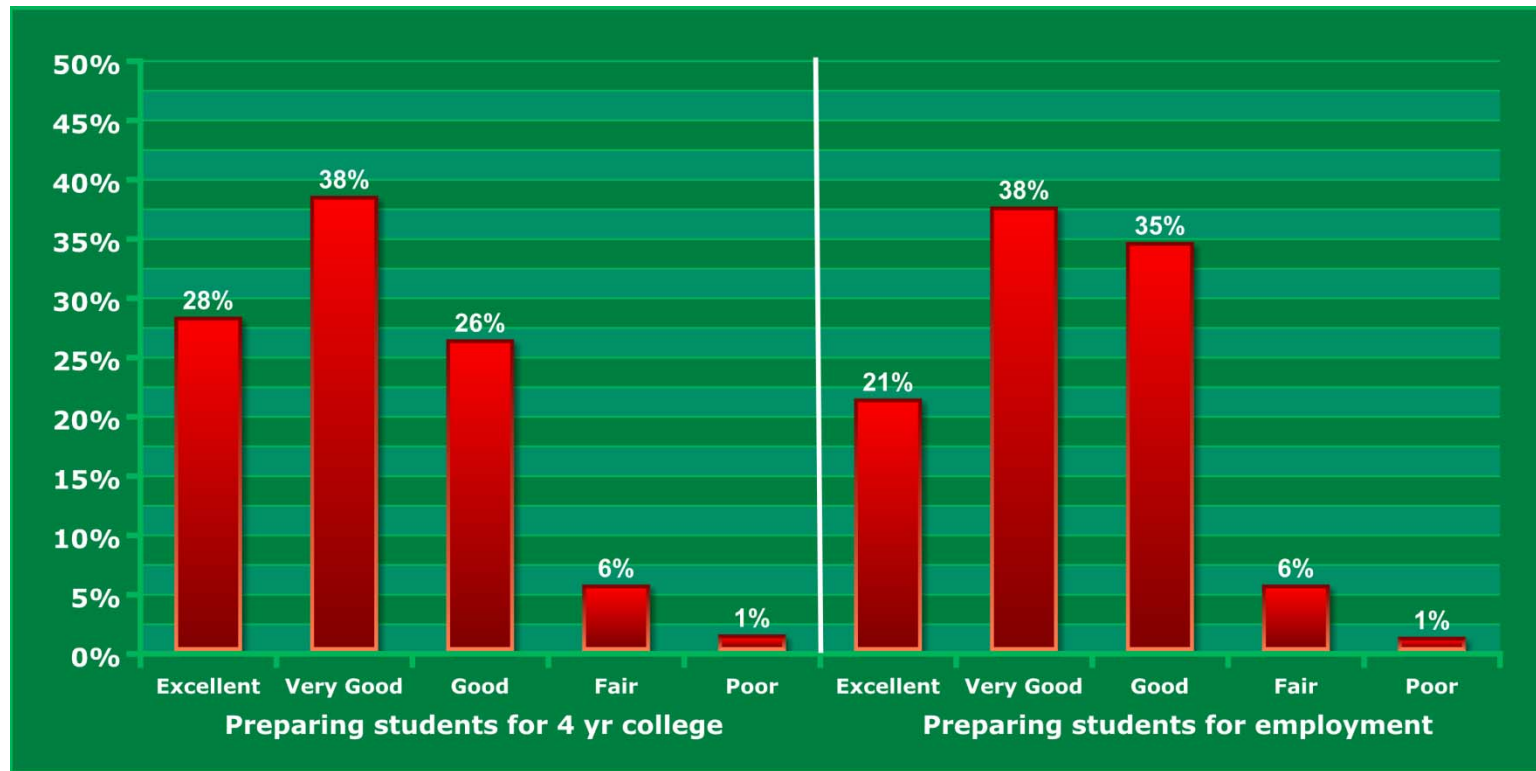


Q7 & Q8: OCCC's Effectiveness in Preparing Students

"How would you rate OCCC's effectiveness in preparing students for a 4 yr college?"

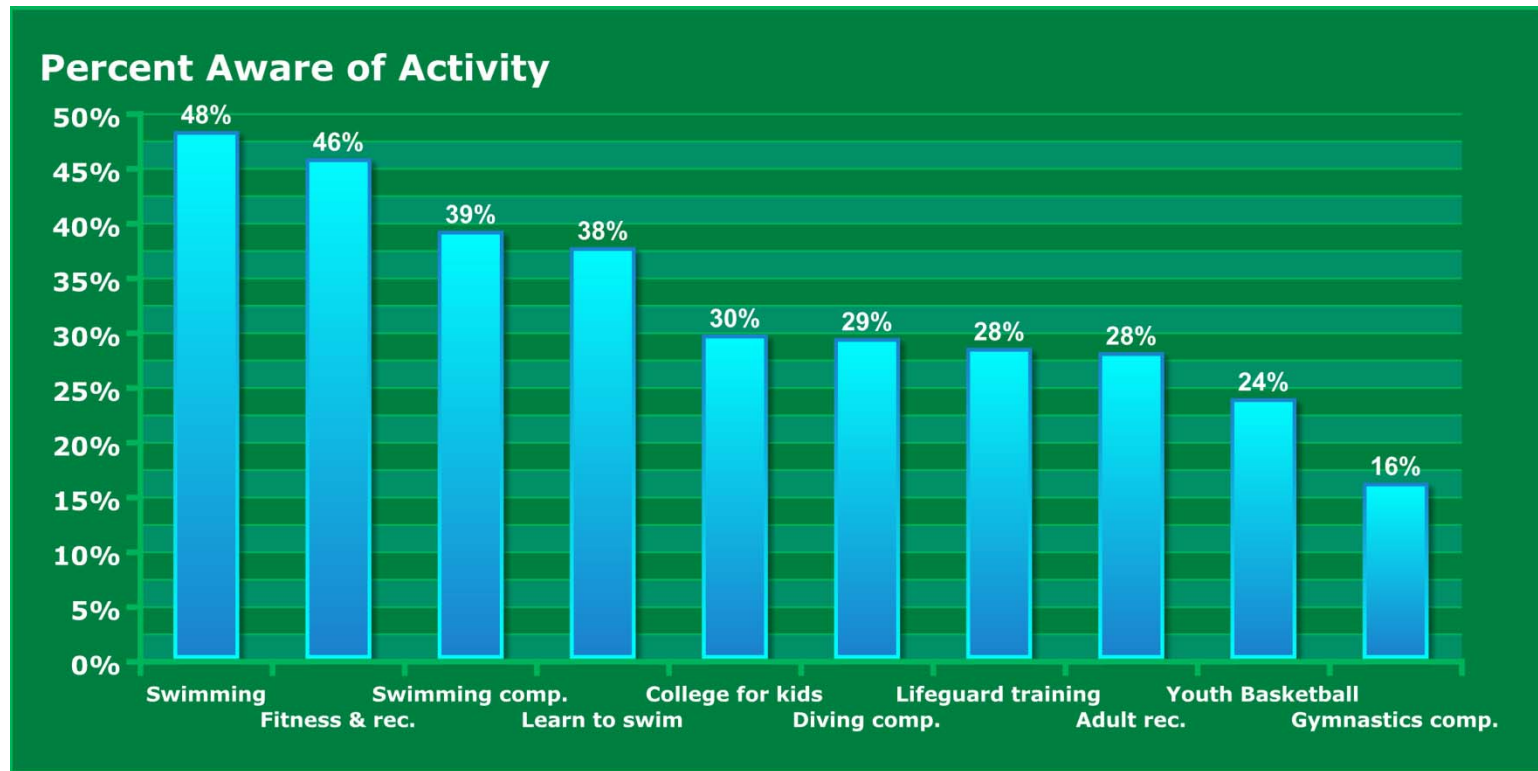
• Of those respondents who had an answer and were at least aware of OCCC, had favorable opinions of OCCC as well.

- Over half of the respondents thought OCCC was doing a very good of excellent job at preparing students.



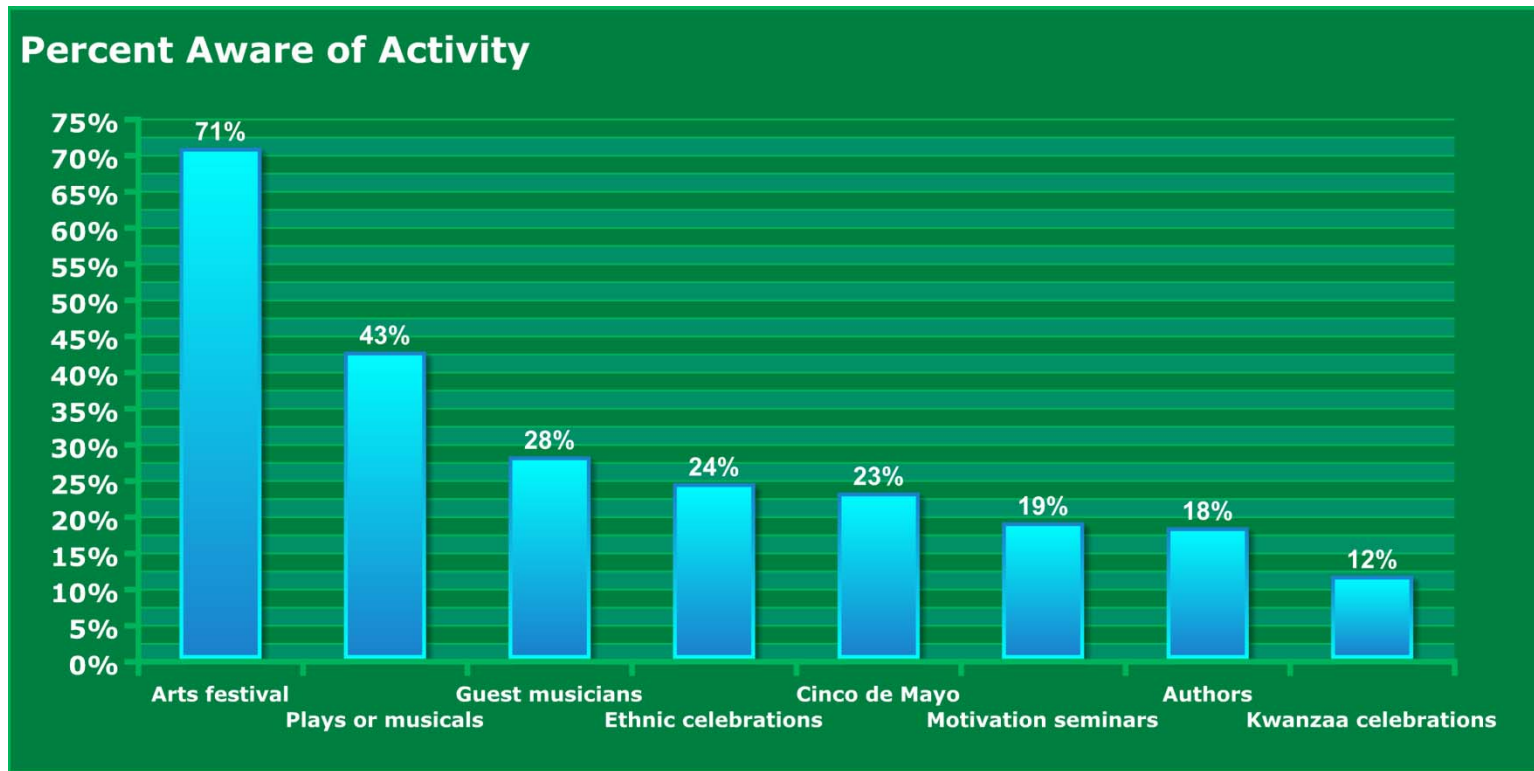
Q12-Q21: Activity Awareness

- Respondents were aware of some activities more than others.
- However, this is an area of opportunity to build awareness in the OKC area about these activities at OCCC.



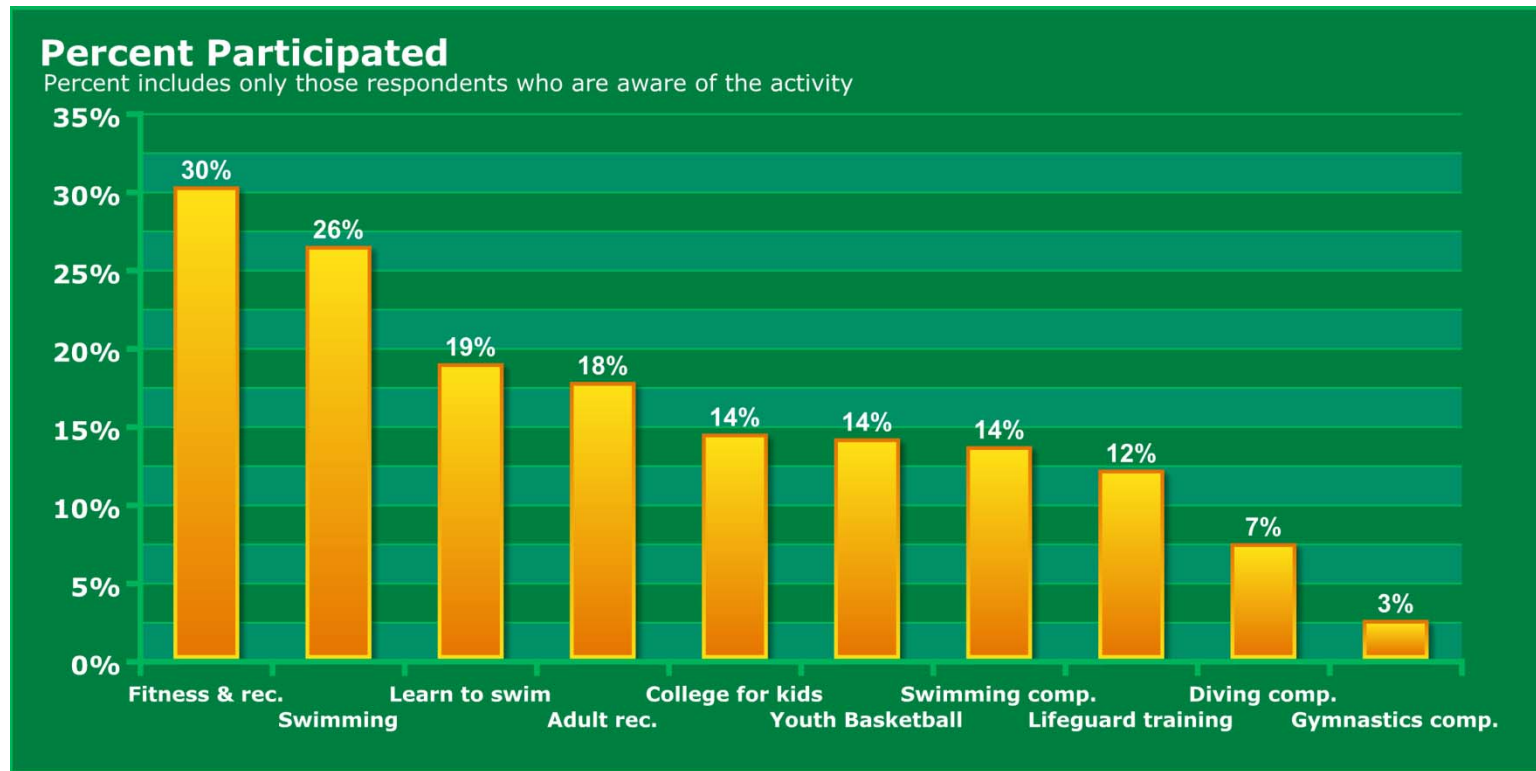
Q42-Q49: Awareness of Activities at OCCC

- The Arts Festival has good awareness among residents in the OKC area.
- However, other cultural and arts activities have opportunities to increase the awareness of these activities.



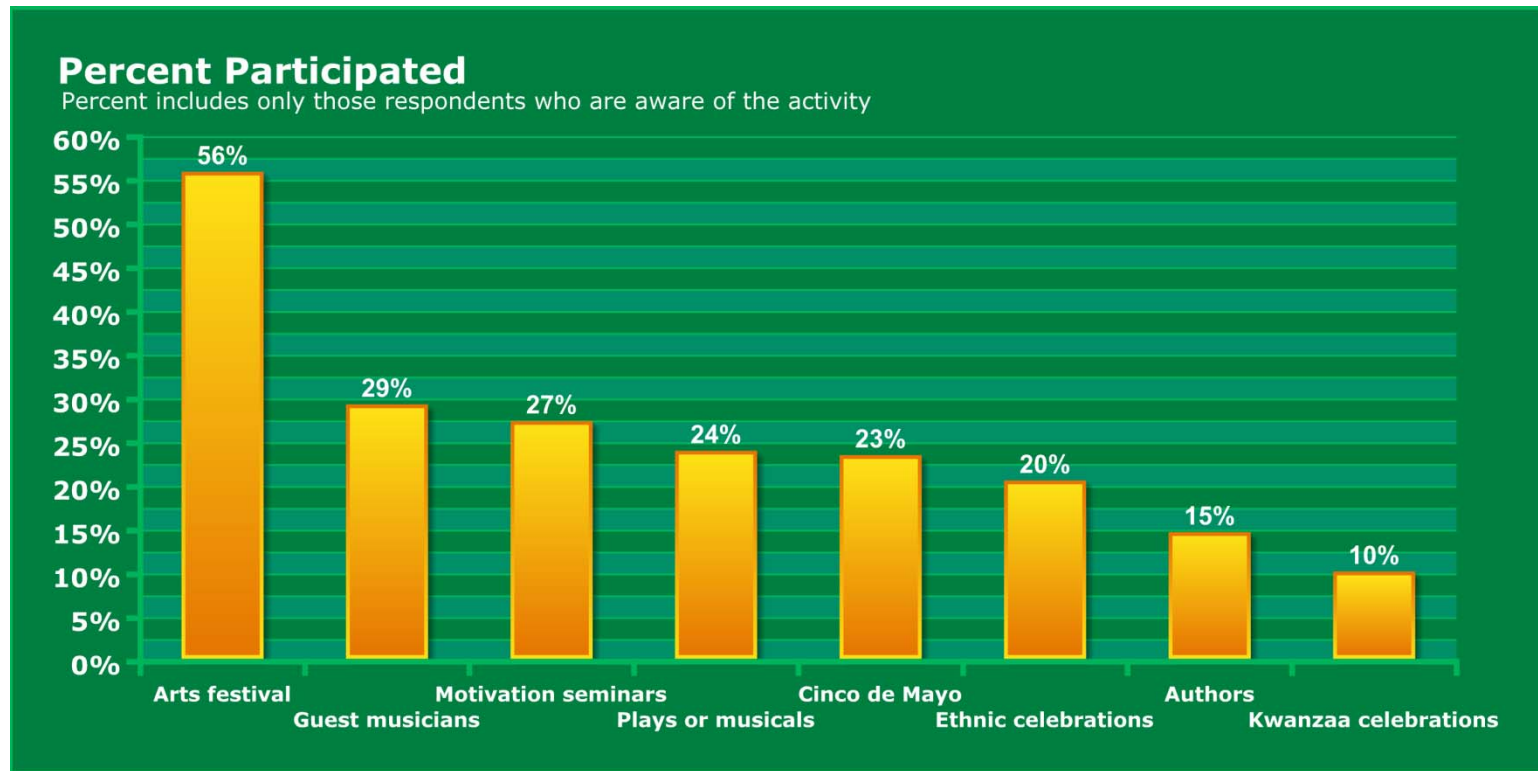
Q22-Q31: Participated in Activity

- Of those respondents who were aware of the activity at OCCC they were asked whether they participated in the activity.
- There is a disconnect between awareness and participation. For some reason, people are aware of these activities but they are not participating in these activities at OCCC.



Q50-Q57: Participate in Cultural/Art Activity

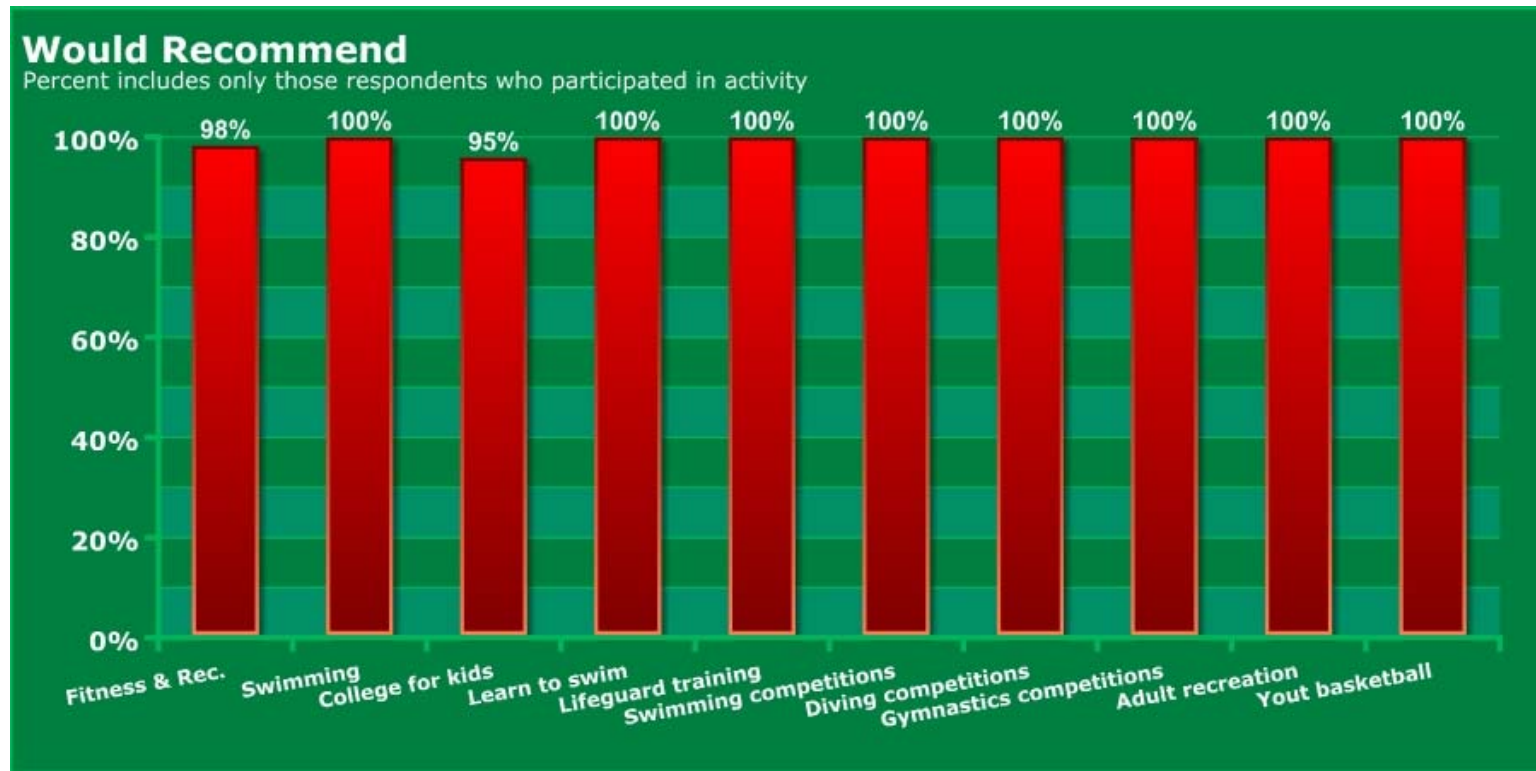
- Similar to the other activities at OCCC, there is a disconnect between awareness and participation.
- The Arts Festival has the highest levels of participation among those that are aware of the activity.



Q32-Q41: Would Recommend Activity

"Please tell us whether or not you would recommend others to any of the following activities at OCCC."

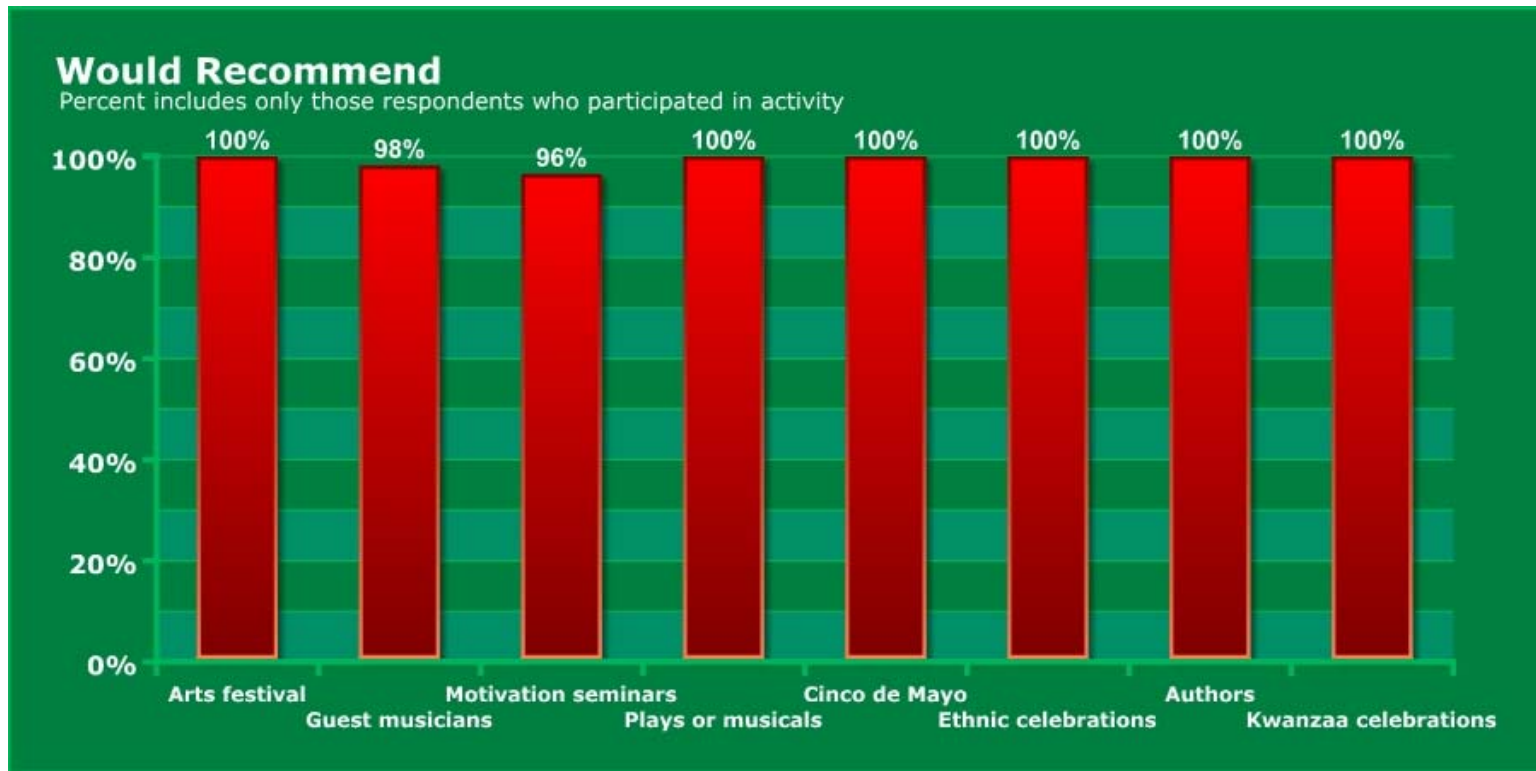
- Of those who participated in the activity would recommend the activity.



Q58-Q65: Would Recommend Cultural/Art Activity

"Please tell us whether or not you would recommend others to any of the following activities at OCCC."

- Of those who participated in the activity would recommend the activity.



Results

- **Brand awareness** – Unaided awareness is stronger among residents than business/community leaders.
 - OCCC had the strongest brand awareness among educational institutions for “adult education” for residents in the OKC MSA.
 - Aided brand awareness not as strong among the residents than business/community leaders in the OKC area.
- **Brand association** – OCCC’s brand is associated with a good use of public funding and providing a high quality education.
 - The brand is also associated with effectively preparing students.
- **Opportunity for improvements** - Increase awareness of the activities hosted at OCCC.
 - Disconnect between awareness and participation.
- Results from the Taxing District and the Minority Population have similar results to the overall OKC MSA.