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QUALITATIVE SUMMARY:

Important attributes used for selection...

- Adults' criteria for non-credit personal enrichment are classes that are **fun** and a school that is **conveniently** located.
- Adults mention career or knowledge enhancement as their main selection criteria but stressed having fun as the most important factor in deciding whether to enroll in a non-credit personal enrichment class.
- They also said a convenient location is a must and were the only group to suggest a third **satellite location** on the north side of Oklahoma City.
- Two major segments appeared among parents with children of all ages: **half prefer enrolling their children in all-day** programs and **half prefer enrolling their children in specific classes only** because of need and/or interest. Those who prefer all-day programs are more likely to be parents that work outside the home, full time.
- Both parent groups believe that OCCC's program **prices are reasonable**. Before even revealing OCCC's price structure, participants were quick to list price ceilings they'd be willing to pay that were higher than OCCC's offering. Both parent groups also stress the importance of multiple child discounts.
- Business leaders are eager to offer **tuition reimbursement** if a class can enhance the work skills of their employees in return.
- Business leaders also feel it's important to offer a tangible or intangible reward for completed classes such as **credentials** or **certificates**. These accreditation programs add perceived value to the classes.
- Schools and teachers are focused on **Reading first then Math**. They believe you cannot successfully cover all subjects and that comprehension is a gateway to success in other subjects.

The competition...

- Adults were quick to mention competitors such as **Francis Tuttle**, **Metro Tech**, and Oklahoma State University-OKC. There was some awareness of OCCC as a provider of these classes, but it was not an initial top-of-mind recalled provider. They assume that Vo-Tech institutions are more likely to offer a fun environment.
- Parents of older children **are not really very familiar** with any institutions offering such youth programs but assume colleges and universities would be likely to offer this.
- Parents of younger children were not aware of competitor's offers and had only vague awareness of these types of programs. They too,

however, would **first look to a college or university** if they were to conduct a search.

- The competition in the school and teacher partnership are **local libraries and community centers** that offer one-on-one tutoring.

Perceptions and awareness of OCCC...

- Adults do not feel that OCCC is **conveniently located**.
- Adults were very aware of such non-credit personal enrichment classes but **would not consider OCCC** even though they feel they are reputable and offer the right price. Francis Tuttle dominates OCCC among this market and these adults want fun. They **perceive OCCC as serious** with a career enhancement focus.
- Parents of younger children feel **OCCC is the logical place** for such programs and but have some doubts about OCCC offering a *high quality* product, but are not aware of specific classes.
- Parents of older children were even **less familiar** with OCCC's youth programs.
- OCCC is highly regarded among business leaders. They are not aware of the non-credit, personal enrichment classes or product at OCCC but welcome direct marketing!
- **Teachers are aware of OCCC's youth programs** but are not likely to suggest them to parents or schools because they believe that one-on-one tutoring is better. They believe students and parents must be willing to get help if they are to receive help.

Specific classes needed...

- Adults are interested in taking OCCC **cooking, photography**, sign language, and fitness/exercise/dance. They would like OCCC to offer **home remodeling, hip-hop dance** and **nutrition/dietary management** classes but are not interested in copy center technician, nail technician, geographical information systems, workplace safety or novel writing classes.
- Parents of older children are interested in taking OCCC poetry, sewing, and exploring history classes. They would like OCCC to offer a **junior chef, astronomy** and **hairstyling** classes but are not really interested in the classes offered by the competition.
- Parents of younger children are interested in taking OCCC CSI, cell science, human skeleton and physical fun classes. They would like OCCC to offer **water rocket, chemistry, astronomy** and **junior chef** classes but are not interested in a nail technician class.
- Business leaders are interested in taking OCCC Microsoft Power Point and Excel classes as well as business ethics and time management classes. They would like OCCC to offer soft skills such as interpersonal business communication and business behavior classes. They believe their employees need **soft skills**.
- Teachers believe **Reading comprehension** classes are the priority.

Promotional sources...

- Adults receive **direct mail** from **Francis Tuttle** and **Metro Tech** but not OCCC.
- Business leaders said that **email** advertising would be effective to gain their attention if the subject line was simple and emphasized OCCC's reputable name recognition. Adults said they were not likely to look at a brochure if the channel was direct mail but may be more likely to pay attention if they were offered at a grocery store, library or church or more specific places that were associated with their interests such as Lowe's.
- Parents of older children claimed that **direct mail** was the **best way to reach** them about youth programs but, at the same time, claimed that they did not receive OCCC's mail which means this is a dependent variable. Perhaps the last direct mail piece was not memorable enough or did not gain enough attention.
- Parents of younger children said direct mail is also the best way to reach them but made similar contradictions. They also believe **flyers** in children's **backpacks** are effective. They loved the detail of the brochure but were greatly **confused** about the **price structure**, despite text within the brochure.
- Business leaders are very interested in this product but need the offer to come to them; they are not likely to conduct their own search. They suggested direct **presentations** and even individual, face-to-face testimonials.
- Some teachers **do not believe flyers** in the child's backpack are effective.

Summary and Recommendations...

- Adults are all about fun and do not believe you can offer a fun product unless it is through a Vo-Tech.
- Parents are very interested in the programs and OCCC's specific offerings but are **not sure who offers** this product and are definitely not aware of OCCC's programs but are likely to turn to colleges and universities first. If there was more top-of-mind awareness, they would greatly appreciate, remember and use the direct mail pieces.
- Business leaders need to be treated like a **partnership**; they need **face-time** and a BUSINESS-TO-BUSINESS relationship. They want the product but just need to be reminded.
- Teachers and schools are hesitant to believe that a program can be both fun and reputedly educational and are often confused on what OCCC's reputation is. Teachers believe OCCC should market **college aspirations**.
- Using other media, such as **billboards**, **flyers** or **pamphlets** at **retail** stores, are necessary to develop a reputation for OCCC's non-credit, personal enrichment program. Before the brochure can be useful and

- gain attention, the markets must be more aware that OCCC offers such programming in the first place.
- People are **more receptive** to information if they are in an **environment** that is of **interest** to them. For example, if someone is remodeling their home and is at Lowe's stocking up on supplies, he/she will be more likely to pay attention to a brochure offering remodeling classes if it is displayed within this setting as opposed to sorting through mail at the end of a busy day. A parent is more likely to focus on supplementing their children's education through summer classes that are fun and academic if presented this information inside the school after meeting with a teacher about the child's grades. Presentations for businesses and/or schools are key!
 - **Personnel services** should be the target market for business-to-business advertising because helping people find work and be successful IS their business. The message to market is that more educated and skilled employees makes for a more **profitable** and **efficient business**.
 - **Create partnerships** with schools and businesses and treat them with return business expectations.
 - School or teacher marketing should be greatly differentiated from business or individual marketing. Teachers and schools want **social** programs for **older** students and **academic** programs for **younger**.
 - **Teachers** may be the **most interested** individuals within the parent market!

Non-Credit Personal Enrichment Class

Focus Group Research Report

PREPARED BY:

SHAPARD RESEARCH

February 6, 2009

INTRODUCTION

Oklahoma City Community College (OCCC) offers 36 Associate in Arts and Associate in Science degree programs, 24 Associate in Applied Science degree programs, and 18 Certificate of Mastery programs. However, OCCC also offers non-degree personal enrichment courses. OCCC is aiming to increase the number of students enrolled in these types of courses. In order to better understand how and why adult residents in the target market area perceive, evaluate, and select non-credit courses, Shapard Research conducted a series of focus groups to explore these issues.

Shapard Research developed a focus group research study to achieve the following objectives:

- Determine specific classes that have the highest potential demand levels among residents, as well as classes that have low demand levels.
- Determine perceptions, beliefs, attitudes and behaviors regarding non-credit personal enrichment courses.
- Determine the primary information sources that residents have used to learn or hear about these programs.
- Evaluate the awareness levels for various non-credit course providers.
- Discover the perceived competitive position of non-credit course providers.
- Discover the key factors for provider selection.
- Identify the most important benefits to taking these non-credit courses while identifying the strongest barriers to enrolling in these classes.
- Discover perceptions, beliefs, attitudes, and behavioral intentions toward OCCC's program of non-credit course offerings among both potential students and area businesses and employers.
- Discover the most effective methods which OCCC could promote its non-credit courses.

This report provides an overview of the research process and highlights the key findings while providing detailed findings on specific research topics.

METHODOLOGY

A series of focus groups were conducted to acquire the needed information. James Bost, a Certified Focus Group Director from the Greeley Institute of Qualitative Research, moderated the focus groups.

Participants were paid \$75 each. They were screened so that participants had never taken non-credit, personal enrichment classes in the past, were not employees of OCCC, were interested in at least considering such classes for the future and resided within a close proximity of OCCC.

Adult Group (January 20th)

The following is a simple breakdown of the demographics of these groups.

- Twelve participants
- Three participants were under the age of 30, five participants were between the ages of 30 and 54 and four participants were 55 and older.
- Five females and seven males
- Three participants had an interest level of 5 or less (scale of 0-10 with 0 as 'not interested at all' and 10 as 'very interested'), four had an interest level of 6-7 and the rest 8-10
- All participants were White/Caucasian except one who was Black/African American
- They resided in the zip codes: 73112, 73107, 73008, 73064, 73127, 73130 and 73142

Parents of 10-14 year olds Group (January 22nd)

- Seven participants
- All children were between the ages of 10 and 14
- There were two grandparents raising their grandchildren and one great-aunt raising her great-nephews and nieces
- All participants were females
- Two participants had an interest level of 10, two had an interest level of 8, one had an interest level of 7 and two had an interest level of 6
- Four participants were White/Caucasian and three were Black/African American
- They resided in the zip codes: 73064, 73119, 73120, 73159(3) and 73160

Parents of 6-9 year olds Group (February 3rd)

- Eight participants
- All children were between the ages of 6 and 9
- Seven females and one male
- Four participants had an interest level of 10, three had an interest level of 8 and one had an interest level of 7
- Seven participants were White/Caucasian and one was Hispanic
- They resided in zip codes: 73064, 73107, 73112, 73119, 73127 and 73159(3)

Business Leader Group (January 23rd)

- Five participants
- Four female and one male
- The businesses included: AmeriResource Personnel Agency, Terry Neese Personnel Agency, Team Logic IT, Oklahoma Brain Tumor Foundation (non-profit) and Traveler's Aid Homeless Assistance Center (non-profit).
- Each participant received \$75 to donate to a charity of their choice.

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- The businesses included: AmeriResource Personnel Agency, Terry Neese Personnel Agency, Team Logic IT, Oklahoma Brain Tumor Foundation (non-profit) and Traveler's Aid Homeless Assistance Center(non-profit).
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ADULT FOCUS GROUP

RESEARCH FINDINGS

January 20, 2009

KEY FINDINGS

- **Sometimes for careers, but really attracted by fun.** Nearly all participants indicated that the primary reason for considering taking non-credit personal enrichment courses is career development. Numerous participants suggested that taking a non-credit course would either provide relevant knowledge to help them in their current or future job, or enhance their resume that would make them more attractive to potential employees. However, while nearly all participants suggested that career enhancement was the primary benefit of taking non-credit courses, nearly all participants also indicated that the courses they were most interested in taking were for pleasure or fun. In fact, an overriding requirement of promoting these non-credit courses as suggested by participants was that the class and the provider must create the perception that it would be fun. If you are giving up time after work or during weekends, it had better be enjoyable. The classes and the provider should emphasize the fact that the class experience is fun and exciting in order to be most attractive.
- **This group was familiar with these types of classes.** All participants also were fairly familiar with non-credit personal enrichment classes. Several had taken a non-credit course or at least had strongly considered taking a course in the past. These participants were able to list specific providers of these types of classes, as well as suggest specific courses they would be interested in taking.
- **You would more likely take these classes at Vo-Techs, not at OCCC.** Nearly all participants indicated that they would first consider taking non-credit personal enrichment courses at Vo-Techs rather than area colleges or universities. While participants were able to recall various places where these classes could be offered, including churches, retailers such as The Home Depot and Lowe's, and arts organizations, most perceived that Vo-Techs would be a logical first

place to look for available classes. In addition, a majority of participants indicated that they had received direct mail course catalogues from several Vo-Techs including Francis Tuttle and Metro Tech. The participants were certainly less aware of non-credit course offerings at area colleges and universities. In addition, Francis Tuttle is clearly the major competitor for OCCC in offering non-credit courses. Francis Tuttle was the first choice to taking these courses by the majority of participants. Metro Tech was also clearly the second most significant competitor offering these types of classes. Rose State and other colleges and universities were not typically among those providers that participants would initially consider in deciding where to take these courses. OCCC had a significant level of awareness, nearly half of participants thought that OCCC might offer these classes; however, OCCC had a very little favorability as far as participants considering it as a possible provider of these non-credit classes.

- **Vo-Techs cost less.** A major advantage of Vo-Techs is the perception that they would cost less than non-credit courses at colleges or universities. In addition, there is an impression that Vo-Techs would offer more practical courses.
- **Convenience is a barrier, especially location—and OCCC isn't convenient.** In addition, nearly all participants suggested that the most significant barrier to taking non-credit courses is the lack of convenience. Already, participants feel a lack of available time in their schedules to take these classes. If they are going to take them, they have to be offered in a very convenient setting. Primarily, they must be offered in a convenient location. However, nearly all participants did not view as OCCC as convenient. First, there is a limited acceptable driving distance for a location to be considered convenient. OCCC is perceived as a possible good location for south side residents, but none of the participants in this group, all live within a 10-mile radius of OCCC, felt that OCCC was close enough to be considered a convenient location. In addition, several participants indicated that the drive to OCCC would be very stressful and would be a significant barrier to even considering taking non-credit courses there. A perceived advantage of Francis Tuttle is that it offers classes in multiple locations. Clearly, convenience in the form of location is a non-compensatory factor where a perceived poor or inconvenient location cannot be overcome with specific class offerings or price. OCCC should consider the feasibility of adding a branch location as a means of addressing the limited geographic range of a provider as being perceived as convenient, as well as the perception of OCCC being inconvenient located.
- **Participants desire fun classes, especially photography and cooking.** The participants in this focus group expressed a strong demand for classes in two subjects, photography and cooking. The

majority of participants indicated that they would be very interested in taking photography and/or cooking classes in a convenient location. Participants felt that there is the potential for several types of photography classes using new technologies such as photo shop and other more sophisticated programs than simple cameras. Cooking classes could be offered across various cuisines.

- **Direct mail pieces are the most effective forms of promotion.** Many of the participants were aware of Francis Tuttle and Metro Tech because they had received direct mail class catalogues. Most participants also suggested that this is the most effective way a non-credit course provider could promote their course offerings. However, only a few participants in this group could recall receiving a non-credit course catalogue from OCCC. A targeted direct mail delivery of these course catalogues would appear to likely be the most effective method of creating awareness and interest in OCCC's non-credit class offerings. Participants also suggested that these course catalogues could be made available at grocery stores near apartment guide or real estate publications and other locations to increase potential penetration.
- **\$40 is a great deal, but I still wouldn't go to OCCC.** Most participants felt that OCCC's non-credit personal enrichment class offering for \$40 was an excellent price point. Several indicated that they would definitely consider taking courses of interest to them at OCCC. However, the majority of participants still would not consider attending non-credit courses at OCCC because of the perceived lack of convenience of the location.

RECOMMENDATIONS

- **Mention career or knowledge enhancement, but stress fun.** Participants are initially attracted to non-credit courses by the belief that they are career enhancing. However, it is the perception that the class would be fun and enjoyable to take that really is the basis for purchase or not. OCCC's marketing efforts should emphasize that the classes are fun while also reinforcing their knowledge and/or career value.
- **Convenient location is a key. So, OCCC must be perceived as a convenient location and/or consider adding a satellite location.** Most participants will only consider non-credit course providers that are perceived as being conveniently located. This does not include OCCC which is why for most participants it is not in the consideration set of providers. OCCC must emphasize that it is conveniently located off the highway and is readily accessible with spacious parking. It still may be that the residents within a closer proximity to the campus will be the primary target market as these residents are more likely to perceive its location as convenient. In addition, OCCC should consider the feasibility of offering these courses in a satellite location. For these participants, OCCC was simply not close enough in terms of perceived drive time and driving convenience.
- **Offer photography and cooking classes.** Photography and cooking classes were clearly the most preferred by the participants in this focus group. Given the overwhelming support for these two classes over all of classes and types of classes, OCCC should seriously consider adding these classes to its non-credit course offering.
- **Direct mail of a non-credit courses catalogue is the best promotion.** All participants indicated that their first and primary information source for non-credit personal enrichment courses is direct mail course catalogues. A number of participants were very familiar with Francis Tuttle and Metro Tech because of receiving direct mail catalogues from these institutions. Participants indicated that they would read or look through a catalogue on non-credit courses if received by mail. Given the primary requirement of convenience for provider selection, OCCC should continue with a targeted direct mail campaign aimed at residents in a closer geographic proximity to the main campus or any potential satellite campus.
- **The \$40 non-credit course cost is attractive, package it with convenience.** In addition, several participants felt strongly that the \$40 cost of an eight week non-credit course offered by OCCC was a very attractive price point. Several of these participants indicated that

they would enroll at OCCC for classes that they were interested in, such as photography and cooking. However, the majority of participants, even perceiving the \$40 as an excellent value, would not enroll at OCCC because of the perceived inconvenience of the location. OCCC's marketing efforts need to emphasize the convenience of attending classes at OCCC, as well as the excellent cost structure of the classes in order to attract additional students to its non-credit personal enrichment classes.

DETAILED FINDINGS-Adult Focus Group

January 20, 2009

What does the term non-credit personal enrichment class mean to you? Had you heard this term used before, where?

- Just continuing education that doesn't count to a degree, but is related to the field that you work in. I have continuing education classes, but they don't go to a degree. Gas measurements, things like that. Just furthering your education to help you in your career, but not necessarily for a degree.—*much agreement*
- Bartending school. Well, you can't find a job once you complete it. I couldn't, but it was the best two weeks I ever had.
- I think just personal enrichment. To gain some knowledge about some subject you are interested in. I almost took one that dealt with how to read people's thoughts. It was at the Vo-Tech. They just give you some knowledge that could enhance your career, but may not.—*some agreement*
- I've taken a number of classes at Francis Tuttle. They were just one night. Cooking. Cooking tofu.
- I took a tofu cooking class in college. It was fun.
- I took a business accounting class at Francis Tuttle. How to read financial statements. It was a six week deal, one night a week.
- Just something that could add to your knowledge or help you in a different area. Open some doors. In my current job, I could take a class on learning how to do Quick Books. It wouldn't help me with a degree or anything, but it could help you get in accounting positions.
- I took a welding class, does that count?
- I've wanted to take a photography class for a long time.—*much strong agreement.*
- My wife is a stay at home mom, but I think she would like something like scrapbooking that would be something she would be interested in and could do at home for our family.

It sounds like there are two different reasons to take these classes, for career purposes or for fun, knowledge or wisdom. Is that a fair way to characterize why you would be interested in these types of

classes? Are these basically the same reason why you would take these classes or are they different? Which reason would be more important to you in considering one of these classes?

- I see these as distinctly different reasons to take these classes.
- I see them as different reasons.—*much strong agreement*
- For some, they are mandatory. I have to take continuing ed to keep my broker license each year.

The places that offer these types of courses, how could they tell you about them, that they are valuable? How would you be able to judge whether that class has value or not, whether it's aimed at a career or pleasure?

- Whether it leads to employment or not.
- That's what I do at my job at DHS. We try and put people in short-term educational programs so they can get off the system so they can get a job. We often place clients at Francis Tuttle, OCCC, and OSU-OKC in short-term programs to get them up and get them going. We don't let them take any other kind of classes.
- Maybe by the outcome of the class. I'm always looking for things to put on my resume. Even if I hate a job, I may stay there too long. That on my resume could really outdo some people for certain jobs.
- Just doing it for fun, maybe the organization putting on these classes could have statements from past students. Like I took this photography class in the past and now I spend more with my family because we like to take pictures together. Even if I didn't take the class for a business opportunity, but after I took the class I was able to start my own business just from a class that was a personal enrichment class. Testimonials would be very powerful.—*some agreement*

Where could you or where have you enrolled in these types of classes? Where are all the places where you think you could take these types of classes? If you are interested in a class like this, where would you look to take one of these?

- First thing that comes to my mind is Vo-Tech schools.—*much strong agreement*

- It seems like I get a bulleting from them every month.
- I get a one from Metro Tech.
- I get one from Francis Tuttle. I look through it pretty often—*much strong agreement*
- I get them from El Reno.
- Yeah, I do too, Canadian Valley, big books.—*nearly all participants indicated that they receive these brochures from Vo-Techs, and nearly all participants also indicated that they look through them.*
- I get a book every semester, I've never been there, but I always get them.
- I picked them up before at grocery stores, like real estate magazines.—*some agreement*
- I got one from Rose State, catalogues.—*some agreement*
- Local community centers. My parents have taken classes at Yukon Community Center.
- OSU-OKC.—*some agreement*
- University of Phoenix sends me a brochure.
- UCO.—*some agreement*
- OCCC.—*some agreement*
- I see one on TV for message. Heritage.—*some agreement*
- But that's for professions.
- Those are for a degree.
- I don't know anyone who advertises these classes on a large scale. A lot of times, I've found out about these types of classes is through associations like professional associations. Like we get points for our continuing education. Sometimes we find out about these classes through newsletters from our professional associations.—*some agreement*
- They pop up on the Internet. Maybe University of Phoenix.
- I've never opened a pop-up.

- I made the mistake of opening one up from the University of Phoenix and I get them all the time now.
- This is a very bad way to find out about them.—*some agreement*
- And you get random e-mails. Junk messages.—*some agreement*
- I don't think Internet is good. Most people think it could be unsafe. It could be viruses or spam. It is annoying and it turns you off to them.—*much strong agreement*
- I found out through word-of-mouth about the classes you are interested in.
- Radio ads. That's how I found out about bartending classes.
- I've heard University of Phoenix.
- Phoenix is on TV. And Vatterot. Metro Tech. ITT-Tech.
- Yeah, but that's for a profession, not for like a cooking class.
- You don't hear major colleges like OU or OSU advertising these classes on TV.
- I've seen some on billboard.
- Radio.
- Lowe's or The Home Depot because I'm trying to do stuff around my house.—*much agreement*
- I think if the Vo-Techs offered classes that would let you fix up your house, that would be good.

Written Listing of Providers of Non-Credit Personal Enrichment Classes

- Francis Tuttle —***8 participants mentioned***
- Metro Tech—***5 participants mentioned***
- OSU-OKC—***5 participants mentioned***
- OCCC—***5 participants mentioned***
- Platt College—***4 participants mentioned***
- OCU—***4 participants mentioned***
- UCO—***3 participants mentioned***
- Vo-Tech schools—***3 participants mentioned***
- Heritage College—***3 participants mentioned***

- Rose State College—**3 participants mentioned**
- University of Phoenix—**2 participants mentioned**
- Tech schools
- Community colleges
- Oklahoma junior colleges
- Trade colleges
- ITT
- St. Gregory's
- Marcia's Dance Studio
- Dance studio
- Vatterot College
- Oklahoma School of Bartenders
- Wright Business School
- OSU
- Lowe's
- The Home Depot
- Parasailing, Ft. Smith, Arkansas

What would be the best way to tell you about these classes that you might be interested in?

- The flyers because some people already have some interest.— *strong agreement*
- The flyers are the best to me.—*much strong agreement*
- The flyers or catalogues, I will look through those to see what they offer.—*much strong agreement*
- I still have some old ones!
- The ones I get from Metro Tech, which are good, are aimed at people who work.
- I think the *Gazette* would be good. Because you are looking in those things as opposed to having those things directly sent to you invasively like e-mails and pop-ups on the Internet. I think the *Gazette* would be good to reach younger people.—*some strong agreement*
- I look in there.—*some agreement*
- I don't perceive these classes as necessarily for the young.
- When I think of these classes, I think about them at night. I think they are set for a certain kind of person. Someone who works eight to five, maybe with no kids, not having to do things after work. You have to be free.—*much agreement*

- And you have to be willing to give up your nights and maybe your weekends, Saturdays.—*some agreement*
- They have to be at night if you work.—*much strong agreement*

So what do you consider to be the primary barriers that would keep you from enrolling in these classes?

- Time.— *strong agreement*
- Convenience.—*much strong agreement*

If these classes were actually offered, where would be your preference for taking them, or at least receiving a brochure or flyer that you previously mentioned is the best way to learn about these classes? Where would you go first to see if they offer classes that might be interesting to you?

- I'd look at the free ones first.—*some agreement*

Are some of these classes free?

- Well, the ones at The Home Depot and Lowe's because they want you to buy your supplies there.—*some agreement*
- I do know that Francis Tuttle is not expensive, only \$150 bucks for the whole course.
- I bet the free classes are only one night, not long-term.

Where would you go first to see if they offer classes that might be interesting to you?—continued

- I'd consider Francis Tuttle first.—*much agreement*
- I'd consider Vo-Techs first.—*some agreement*
- University of Phoenix.—*some agreement*
- I think Vo-Techs would be more reasonably priced. You assume all these places would gain you knowledge, but you get more bang for your buck at a Vo-Tech which is more reasonably priced. They are much more reasonably priced than OU or OSU.—*much agreement*
- They are very reasonably priced.

What's a reasonable price for these classes?

- An Internet course at Metro Tech for two weeks was \$36.—*perceived as very low cost by most participants*
- I spent \$150-\$200 for a semester at Francis Tuttle for one night a week.
- I paid \$500 for the Bartending School for two weeks.
- Wow, that's getting expensive.—*some agreement*
- That's a lot!
- I think that's pretty reasonable.—*some agreement*
- Well, it depends on why you go. For a vocation, that's not that much. If you are looking at it for a hobby then it's probably a lot of money.
- Well, taking these classes could help you get a better job.
- Ultimately, everything comes back to profiting about it. Even photography. You may start a class just for fun, but maybe that can lead to a small business in photography.

Where would you go first to see if they offer classes that might be interesting to you?—continued

- To me, a Vo-Tech is the most reasonable thing because of the array of courses that they offer. And the cheapness of those courses. I presume the instructors are good.
- I also like the practicality. Sometimes at universities, they try to get too fancy. Just for most people, Vo-Techs offer classes that are more practical that actually help you.
- Most colleges are just in the liberal arts thing.
- I took a karate class at UCO.
- I had OCU. I actually enrolled in a personal finance class at OCU, but the day before it was supposed to start they called me and said that it didn't take.
- I had OSU-OKC.
- I had that one and OCU as well.

So, when you are thinking about taking these courses, you first think of a Vo-Tech over a traditional college or university, is that a fair statement?

- Yes.—*much agreement*
- When you just think of the word Vo-Tech vs. college or university, which one sounds more expensive to you? You just assume the college is more expensive.
- Image too. Some people, who like their outward image, wouldn't be caught dead taking a class at a Vo-Tech no matter what classes they are taking.
- Well, I graduated from UCO and I'd take classes at Francis Tuttle.
- Well I understand, but I agree with her that more people would not like to admit to taking classes at Vo-Techs.
- If you have to pick one over the other, even if the Vo-Tech was more reasonably priced, the class from a university might be perceived as better.
- Well, it depends on the class. If you are taking a class to be a hair dresser vs. taking a cooking class to cook better for your husband, it's two different things. If you are trying to put something on your resume it might make a difference, but otherwise I don't think it really makes a difference. Both educations are probably equivalent.
- I think it does if you are going for a degree.
- Yeah, but we aren't talking about getting a degree.
- I think you might go to a Vo-Tech to see if you are good at it.—*some agreement*
- I think in the Vo-Techs, the students want to be there. At universities, that's not the case in many classes.
- My roommate is getting ready to take some classes at OSU-OKC and many of those classes are comparable to Francis Tuttle. Less than \$200.
- I feel the more knowledge I have on different things, the more successful I am at anything I go to.

Where would you go first to see if they offer classes that might be interesting to you?—written assignment responses

- Francis Tuttle – **7 participants mentioned**
- OSU-OKC—**2 participants mentioned**
- Metro Tech
- OCU
- UCO
- Vo-Tech schools
- University of Phoenix

What about OCCC? Did anyone of you mention it as a place you'd consider to take these classes?

- I had it on my list, but I didn't put a star by it.
- The location is not good for me. It's not convenient way out there on 77.—*much strong agreement*
- I've been there for a math class before for a math class when I was 12 or 13. It was all ages in the class.
- OCCC is on my list, but I'd go to Francis Tuttle first. And if I did something, I would do something random, just for fun.
- I knew it was there, but I've been to Francis Tuttle and I've talked to a lot of people about Francis Tuttle. I think the syllabus there is the same at a regular college. Francis Tuttle is more for the fun stuff instead of for a degree.
- I think a reason so many people brought up Francis Tuttle is that they have multiple locations.—*much agreement*
- I'd go to Francis Tuttle for a photography class. I've never heard anything bad about it.
- Well, Francis Tuttle only has two locations.
- Well, I just knew it had more than one! That makes it more convenient.

Convenient location seems to be important to you, is OCCC conveniently located for you?

- No.—*much strong agreement*

- I've been there and it's not easy to get in or out either. I was a runner for a law firm and had to go there often. It's not easy to get to from the highway.
- I think it offers these courses. I've heard of ACT and SAT classes there.
- Location is a big reason why I wouldn't consider OCCC. Many of us sound like we are from the north side. Maybe people in the south side would be more interested.
- I am more familiar with Metro Tech as opposed to OCCC because I continually get brochures from them.
- I don't get anything from OCCC.—*much strong agreement*
- Well, I see their brochures at work, but they don't appeal to me because they don't seem fun to me like Francis Tuttle.
- For me overall, the interest to me would be to take a class that would be fun whether it led to a job or not. I would look at cost and timing when the class is offered.

Would you consider looking at OCCC to see if it offers a class you are interested in?

- No, too far!—*much strong agreement*
- And I don't think we hear about OCCC. Francis Tuttle advertises and it seems fun, but I don't hear anything about OCCC. It doesn't put out a fun persona.
- I just think of it as a junior college.
- I think I would be more stressed out just getting there! Driving through that traffic would be just stressful.—*some agreement*

What specific classes or types of classes would you be interested in taking? You can be as specific or broad as you like.

- Photography.—*much agreement*
- Photography has changed so much.
- You can do so much with computers and photography.
- I know about photography, but I'd like to know it deeper like PhotoShop.—*some agreement*

- Gourmet cooking.—*much agreement*
- Spanish.
- Bartending.
- Wedding planning.—*some agreement*
- How about training for your puppy.—*some agreement*
- Music and art appreciation.
- I had painting.
- Pole dancing classes. That could turn into a career as well.—*some initial humorous reaction, but some agreement as to interest*
- *Various individual classes mentioned, but no other consistent results*

Are these classes more of the fun classes or do they have the career implications that you previously mentioned was important to you?

- More for fun.—*much agreement*
- We need to have a class for mechanical things just for women. No men in the class so we wouldn't feel stupid.—*some agreement*

What specific classes or types of classes would you be interested in taking?—open-ended written assignment responses

- Photography—**8 participants mentioned**
- Cooking—**8 participants mentioned**
- Computer/computer training—**4 participants**
- Home remodeling—**3 participants**
- Fitness/exercise/dance—**2 participants**
- Wedding planner—**2 participants**
- Flight instruction—**2 participants**
- Art education
- Arts and crafts
- Bartending
- Belly dancing
- CPA prep
- Gardening
- Golf
- Graphic design

- Hip hop dancing
- Hobbies
- Home staging
- Interviewing
- Investments/investing
- Marketing skills
- Music appreciation
- Painting
- Painting on canvas
- Parasailing
- People skills
- Power Point
- Puppy obedience school
- Quick Books
- Resume building
- Spanish/foreign language
- Tourism/travel agent

Which one single class would you be most interested in taking—open-ended assignment

- Photography—***5 participants mentioned***
- Cooking—***4 participants mentioned***
- Bartending
- Interviewing
- Parasailing
- Puppy obedience school
- Resume building

OK, these are the classes you are most interested in, photography and cooking, where is the first place you would look to take them, or the first place you would consider?

- Francis Tuttle.—*much strong agreement*

Please indicate how interested you would be in taking these classes if they were offered.—rating scale battery assignment on potential class interest

- More for fun.—*much agreement*
- We need to have a class for mechanical things just for women. No men in the class so we wouldn't feel stupid.—*some agreement*

Please indicate how interested you would be in taking these classes if they were offered.—key ratings

- **Very Interested**

○ Photography	58%
○ Culinary arts	50%
○ Ballroom dancing	33%
○ Hip hop dancing	33%
○ Herb and nutritional healing	25%
○ Dietary management	25%
○ Middle East belly dance	25%
○ Sign language	25%

- **Not Interested**

○ Copy center technician	100%
○ Nail technician	100%
○ Geographic info systems	92%
○ Non-traditional percussion	92%
○ Workplace safety	92%
○ Writing a mystery novel	92%
○ Needlework	83%
○ Holiday floral design	83%
○ Small engine repair	75%
○ About to retire	75%
○ Individual woodwinds	75%
○ Furniture upholstery	75%
○ Sewing	75%
○ Court reporting	75%
○ Quality customer service	67%
○ Team work	67%
○ Real estate	67%
○ Fundamentals of writing	67%

What if the classes that you indicated that you were most interested in were offered at OCCC, would you take them there?

- No, too far away.—*much agreement*
- If they had a new location—*much agreement*
- If they were free.

What if the classes at OCCC cost \$40 and they would last 8 weeks?

- I'd take it.—*some agreement*
- I would take it.—*some agreement*
- No.—*some agreement*
- It's too far from Edmond.—*some agreement*
- If they were closer.
- If they had two locations.

- If you did this survey on the south side, you might get better response. They have to be convenient because you have to go there after work.—*much agreement*

- And you have to make it fun. Francis Tuttle makes it seem fun.

- They need to have a secondary campus.—*much strong agreement*
- *Majority of participants indicated that they would not take classes at OCCC.*

So, if OCCC offered the classes that you are interested in and cost \$40 and last 8 weeks, what would be the best way to tell people about them?

- Like Metro Tech, just mail direct flyers or brochures or bulletins.—*much strong agreement*
- Mail them to people on the south side.—*much agreement*

Non-Credit Personal Enrichment Class

Focus Group Discussion Guide: ADULTS January 16, 2009

WARM-UP

- Thank you for participating in a focus group about non-credit personal enrichment classes
- Explain focus groups
- I am not an employee of a college or university or any organization that offers these courses—can't offend me
- We are asking for opinions, no correct answers
- Need to hear from everyone, you are probably speaking for others like yourself
- Only one person talking at a time, but it's not school
- Do not feel bad if you do not know about some of the topics
- Feel free to disagree—agreeably
- Some of my associates are here
- Audio and video taping so no notes, but no commercials
- I will never contact you again
- No cell phones please

INTRODUCTIONS

- Name, how long in OKC, family

FAMILIARITY

- What does the term non-credit personal enrichment class mean to you?
- Had you heard it used before? Where?
- **Probe:** how and where they have heard of these classes
- Where could/have you enroll in these types of classes?
- **Probe:** Competitive position
 - Rose St
 - OSU-OKC
 - Francis Tuttle
 - Metro-Tech
 - Moore-Norman Tech Center
 - YMCA
 - OU
 - OCCC
- How would you select where to actually take these classes?

BENEFITS/BARRIERS

- Why have you considered enrolling in these classes?
- Why not?
- Are there any barriers that have kept you from enrolling in these classes?
- **Probe:** cost; time; access; familiarity

PERCEPTIONS OF OCCC

- OCCC offers these types of classes, would you take any there?
- **Probe:** why, why not
- **What specific classes or types of classes would you be interested in taking**
 - **Open-ended assignment**
- How interested are you in these classes
 - Assign interest battery
- What other classes or types of classes would you be interested in taking
- If OCCC offered these classes, what would be the best way of telling you about them?

SUMMARY & CONCLUSION

PARENT FOCUS GROUP—10-14 year old children

RESEARCH FINDINGS

January 22, 2009

KEY FINDINGS

- **Very interested in these classes for their children—, educational, enrichment and something to do.** Nearly all participants indicated that they would be very interested in non-credit enrichment classes for their children. Participants were fairly familiar with these types of classes but not very familiar with the providers of these classes. The participants really felt these classes had three types of value to their child. First, these classes are seen as providing educational benefits. These classes can help children who need help academically, and it can help them in future classes in high school or college. These classes can also provide enrichment, primarily through arts classes such as drama and cultural courses such as foreign language. In addition, many participants actively seek activities for their child to engage in, especially during the summer. A structured, educational environment was viewed by several participants as an ideal summer time activity.
- **This group was not very familiar with where to take these types of classes.** Most participants were not very familiar with specific providers of these types of non-credit enrichment courses. Most were not sure where they would even search for these types of classes, although several participants were able to mention providers such as the YMCA, as well as area churches.
- **You could take these classes anywhere, but you would more likely take these classes at colleges and universities.** Nearly all participants indicated that local colleges and universities would be a natural provider of these classes. These participants did not really perceive Vo-Techs as a desired provider of these classes. There was the perception that Vo-Techs offer classes more suited to adults seeking specific knowledge for a job or industry.
- **Not aware of OCCC's programs, in fact, told OCCC doesn't offer these classes.** Several participants were aware that OCCC offered these types of courses, but the majority of participants were not aware that OCCC offered these classes. In fact, one participant indicated that she actively sought information about these classes at OCCC only

- to be told that OCCC did not offer these courses. Participants perceived OCCC as a good place for their children to take these classes. The location was considered convenient by most participants. There were no major barriers to taking classes at OCCC except a lack of awareness that OCCC even offered them.
- **Participants desire educational, but also fun classes, although there is no clear consensus as to what classes are most preferred.** The participants in this focus group expressed a strong preference for classes for their children that were also fun and engaging. Participants emphasized that classes in the summer must be fun or their children won't want to take them. Each participant also listed a preference for a class offering. No participant listed the same class as the top choice, but poetry, cooking, astronomy, and sewing received the highest preference ratings for desired classes in the rating battery assignment. As far as open-ended preferences for classes, computer and drama/art were the most desired classes.
 - **Not sure if I like all-day classes, that's not for everyone and I don't want a daycare.** Participants were very split on their preferences for the structure of the non-credit enrichment program. Several participants preferred an all-day program, especially those who worked full-time. Most participants, however, felt that all-day classes would be too much for the summer. These participants preferred to have their child take individual classes, or at least have the option to select the limited number of classes of most interest to their child.
 - **Direct mail pieces are the most effective forms of promotion, but have never seen any from OCCC.** Many of the participants had received brochures about non-credit classes from other universities, but they were perceived as being for adults only. Most participants felt these brochures would be an excellent source of information about non-credit personal enrichment courses for their children. However, no participant indicated that they had received this type of brochure from OCCC. Participants also suggested that these brochures should be made available at schools, libraries, and churches in addition to them being mailed directly to their home.
 - **OCCC should send me this catalogue, it's good.** Most participants also rated the direct mail samples from OCCC as being well done and informative. There were some suggested improvements, specifically a clear mention of a quantity discount for multiple children in a household taking these courses, but overall, participants liked these pieces and would read or look through them if mailed to their home. Several participants did want the cover of the brochure to clearly indicate that it was a catalogue for children's classes. Several

participants indicated that if they initially noticed a catalogue for recreational classes, they would not look through it.

- **The price is right for some.** Several participants indicated that the pricing structure for these courses at OCCC was feasible; however, a number of participants indicated that these classes would be too expensive for their children to take. Clearly, there will be different demand segments for these classes based on economic situations.

RECOMMENDATIONS

- **OCCC needs to increase awareness of its non-credit personal enrichment courses aimed at children.** Participants had a strong demand for these courses; however, most were not aware that OCCC offered these classes. In addition, one participant directly contacted OCCC and was told that OCCC did not offer these types of classes. OCCC may need to conduct internal marketing as well in order to increase awareness of these classes on campus. There does not appear to be a major competitor to OCCC in terms of providing these classes. OCCC does have the opportunity to establish itself as *the* provider of these classes if it can substantially increase awareness of its programs.
- **Consider separate segments when developing the program.** Most participants were not interested in daylong programs for their children. These participants were more interested in selecting stand-alone classes that their child was interested in taking. In particular, participants who were not employed full-time were more likely to prefer this structure. Other participants who worked full-time were inclined to prefer the daylong structure of the current summer program that OCCC offers. All participants indicated that the classes, even if designed to increase knowledge and enhance learning, must be fun in order to attract children during the summer. Several participants were interested in these classes year-round, but most were primarily interested in these classes for the summer.
- **Offer multiple child discounts.** Several participants felt strongly that OCCC should offer quantity discounts for multiple children to take these classes at OCCC. This would be particularly attractive because it conveys an appreciation of the cost considerations that families with multiple children would need to make when considering enrolling their children in these types of course at OCCC.
- **Direct mail of a non-credit courses catalogue is the best promotion.** All participants indicated that the most effective information source for non-credit personal enrichment courses for their children would be direct mail course catalogues. A number of participants were familiar with various adult programs because of receiving direct mail catalogues from these institutions. However, participants indicated that they had not received any course catalogues for children's non-credit personal enrichment classes. Participants indicated that they would definitely read or look through a catalogue on non-credit courses if received by mail. Participants also rated the sample direct mail pieces that OCCC currently utilizes very highly as being informative and interesting. However, no participant indicated that they had received this direct mail piece. OCCC could

consider that future editions clearly indicate on the cover that the catalogue is for children's courses. Several participants mentioned that if they first noticed a catalogue with recreational courses, they would not read or look through it, but would rather place it in the trash.

- **The costs for these classes are appropriate and feasible for some, but not all, participants.** Most participants felt that the costs of these classes at OCCC are appropriate and feasible, but several participants indicated that they would not be able to afford them, especially a daylong program.

DETAILED FINDINGS-Parent Focus Group—10-14 year olds

January 22, 2009

What does the term non-credit personal enrichment class aimed at children mean to you? Had you heard this term used before, where?

- Non-academic classes which means they are not getting credit for it. Like dance classes or getting someone to teach them piano. All of these would be enrichment classes.—*some agreement*
- You can take classes that will help you with college classes later. You can take math classes in the summer. My granddaughter took math classes in the summer that will help her in college later.
- Also, it would be something for my kids to do in the summer. I think it would better for them to have something to do than just running in the streets. I've been looking for something like this for them to do. I think it's a good thing to do.

It sounds like one potential benefit is knowledge, experience, or wisdom that could help them in future classes, what other benefits do you see in these types of classes?

- Maybe just for experience, I guess.
- I hadn't thought of these classes very much before.
- My son took a class for reading that was by OU. It helped him with his reading.
- These classes are usually offered in the summer time.—*much agreement*
- In my opinion, personal enrichment. I want my children to be introduced to the arts. Not only do ballet, but anything in the arts, it helps establish discipline. It helps them function in society better. Learn an appreciation for music, poetry, I enjoy that. My grandson has taken classes at the Oklahoma Art Institute.

- I had actually contacted some of the colleges and asked them for some courses. Most particularly we are interested in Spanish and German, and maybe some help in math. But these colleges said that they don't offer classes for students my kids' ages, and that they didn't want to touch home school at all. I was actually told that OSU extension would offer classes for home school kids for free, but I couldn't find out anything about it.

So are you even aware of these types of classes? What type of benefit would these classes have to offer for you to even consider having your children take these classes?

- I'm not very aware of them.
- Well, my six-year old is behind, so I hope there would be a class that you would help her catch up. I know about the soccer and the Girl Scouts, but I'm not aware of these other types of classes.
- I didn't know about OCCC.
- I think to keep them occupied would be the main thing.—some strong agreement
- That's right. I came from a small town. Here, I need for them to have something to do to stay away from drugs and the streets. But when I first got here, no one knew nothing about these classes. I called around, but I got nowhere. It's like it's the wrong age group.

Where would you even go first to learn where these classes are offered if you were trying to find these classes like math or something that could help your child? Who would offer these types of classes?

- I've heard that the Y's offer some of these classes in the summer. My friend who works there so I knew about these classes. I had heard that OCCC did offer some of these classes. My mother went through there nursing program so I knew they offered some of these classes.
- OCCC is one of the ones that I called. They claimed they didn't offer any of these courses. The sports yes, but not the other types of classes. I called in the summer time too, but they said they didn't have anything. No language or math courses, I've called in the summer and in the fall.
- I didn't know about OCCC.

- I saw an ad recently about OCCC, but I don't remember what it was for.
- They don't know themselves because I was transferred to four or five different people. None of them knew anything about them. And my husband teaches golf there so you would think we could find out something about them.
- Can you not pick up a booklet or brochure?
- I did, but they have nothing but sports, nothing for younger children academically.
- Some churches in the area offering tutoring services. Churches that have schools like St. John's offers things for their children.
- A lot of the churches network and establish programs. Like my church contracted to offer dance classes. We just called around to city and state officials about what might be available.—*some agreement*
- Another possibility would that you would ask in your school. That's where I would start. The reason I know about OCCC is that I was going to school there and heard about their classes in the summer. Maybe they don't offer it anymore. They could bring home flyers and things.—*some agreement*
- There are a lot of them that I asked if I could send them there. I'd show up in the summer and nobody was there. Did they cancel it or what?

It sounds like it hard to even know where to go for these classes. What would be the best way to tell you about these classes that you might be interested in for your children to take?

- Day cares and public schools. That's where I would advertise.— *much strong agreement*
- Churches.—*some agreement*
- Send flyers home with kids after school.—*much agreement*

It sounds like you would like to receive flyers mailed to your home, is this fair to say?

- Absolutely, I would look at them.— *much strong agreement*

- Plus, if you threw it away, someone who did look it could tell you about them.—*some agreement*
- I actually did receive a book from OCCC on all the classes they offered. Not classes for children, just for adults. And I looked at it even though I'm not taking classes. Oh yeah, I would look at booklet listing children's classes.—*some agreement*
- If it was for kids, I would look at it.

It sounds like you would look at a brochure if it were mailed to you. What would it need to tell you?

- How much they cost.— *much strong agreement*
- When they are. Summer or after school. The hours.—*some agreement*

Would you be more interested in these classes in the summer or during the entire year?

- Year round would be good for me, especially during daylight savings time when it gets dark late. Their out later.— *much strong agreement*
- I think during the summer because my kids are involved in so much at school we wouldn't have any other time for it. The summer is the only time that I'm really looking for things.—*some agreement*
- Our girls are so busy during the school year with Girl Scouts and things. The summer is the only time that we'd be interested in.

You also mentioned that you needed to know the cost of the classes. What would be an acceptable cost, what would you expect to pay for a class?

- *Very limited in terms of cost expectations.*

Do you see this as something where your child could sign up for a single class which they take at specific time during a specific day of the week over a set period of weeks, or a program where they are there most of the day where different classes throughout the day are offered, like 9 am to 4 pm?

- I don't think it matters, but if you have multiple children, you need a price break. That would make a difference. Even then, if we were interested enough, we would find a way.— *some agreement*
- Summer or winter doesn't matter to us, day or night doesn't matter to us. We home school our kids so we are flexible.—*some agreement*
- To structure it for a week for 5 days a week, for the right child it would be good. I can only tell you that my children like to not get up early in the morning because they gotten up early all winter. They would want something to do for four hours, but they want something fun other than academics or culture. I would want them to have some fun. If you are putting together a program, you need to structure it with field trips or other fun activities and not tie them down with a set schedule five days a week.—*some agreement*
- I would prefer a one-day a week class because I could work that more. Otherwise, I'd have to get him there and get to work. All day is too much time in class in the summer.—*much agreement*
- I know my son would not want to go four or five hours every day. I don't think he would want to do that.
- As a working parent, would you have the ability to take him and drop him off every day?
- No, I couldn't do that. He would need to go to a class all day.
- Actually, it would be good because in the fall, he's ready to go back to school. He likes the structure. He says it's because his friends, but I think he just gets bored.
- I think the all day classes would be good for them. But not early. They don't like to get up early in the summer.—*some agreement*
- Anything before 10 is too early.—*some agreement*
- I think 8 is good because you have to take them before work.—*much agreement*

- The classes should be no more than one hour. You lose focus after one hour.
- I was thinking more for enrichment than for college or high school knowledge.
- I was thinking photography or art, if I could get them interested in that which is what I love that would help. I think sometimes they don't know what they want.
- To me, this sounds like a very expensive class.—*much strong agreement*
- You are going to have behavioral problems. They would be there five or six hours, it sounds like a day care. They would be there not because they want to be there, but because they have to be there. So, it sounds expensive to me.—*some strong agreement*
- This could be an issue with working parents. I'm retired my routine could be different. You are talking about structuring a class where you could have a variety of children from different backgrounds. They should be able to pick and choose what block of classes they need. Maybe I only need two hours and one day a week. You need to structure this for diverse needs. They may only be interested in certain classes.—*much strong agreement*

Although I'm still not sure how to structure it, you mentioned that the classes that are offered need to be interesting. What classes do you think would be interesting, what classes should be offered? What would be your number one choice for a class?

- We got involved with the Children's Theater, but they are very, very expensive.—*much agreement*
- Plays, I would love it if they got interested in plays.—*much agreement*
- That's what I think of in a personal enrichment class.
- My son went to the Oklahoma Summer Arts Theater a million years ago. But they are still at Quartz Mountain and it is quite expensive there.
- Computers.

- Mine is drama.—*some agreement*
- I have like a money class. Economics. How you should spend your money.
- That's a good idea!—*some agreement*
- I have Spanish. They would like to speak some Spanish.
- I have music and some type of painting.
- My granddaughter wants to take cake decorating, not baking but cake decorating.—*some agreement*
- This is not like cooking. Its cake decorating
- I think Michael's offers something like that.
- Any cooking would be cook.
- Mainly for girls, I don't think any boy is going to take it.
- My grandson in junior high school took my favorite cookbook to school and I haven't seen it since. He's not a chef, but he knows how to cook.
- I had drama and gymnastics.
- I had exercise class or any sports class.
- I had music.
- I like jazz, voice training.
- I want that myself.
- We took cake decorating classes at Michael's, they are really good.
- How about sentence diagramming. I hated it, but they really think it's like a puzzle. I also have dance and they are also really, really interested in dog training.
- Dog training.—*some interest*
- Computer, sports, painting, Spanish, money.

What classes do you think would be interesting, what classes should be offered?—open-ended written assignment responses

- Computer—**4 participants**
- Drama—**3 participants**
- Art—**2 participants**
- Exercise—**2 participants**
- Painting—**2 participants**
- Any sports
- Band
- Basketball
- Cake baking and decorating
- Chemistry
- Cooking for kids
- Dance
- Dog training
- Driving
- German
- Gymnastics
- Jazz
- Money
- Music
- Music instrument lessons
- Photography
- Poetry
- Reading
- Resume building
- Sentence diagramming
- Spanish
- T-ball
- Yoga

Which one single class would you be most interested in having your child take?—open-ended assignment

- Drama—**2 participants**
- Cake baking and decorating
- Computer class
- Gymnastics
- Instrumental music lessons
- Money
- Painting
- Spanish

What do your kids currently do in the summer, go to daycare? I am still thinking of the best way to offer these classes.

- Stay home!—*much strong agreement*
- Stay home and eat up all the food.
- Mine go to daycare.—*some agreement, one-third of respondents utilize a daycare in the summer*
- I think these classes need to be one hour because if its longer, they just zone out.—*some agreement*

Well, some of you work full-time, could you enroll your child in a one hour class during the summer?

- I get off at 2:00, so if it's in the afternoon.
- It would be better if it were flexible where people could pick their hours.

I'm still not sure how to price these classes. How much does daycare cost? What would you be willing to pay for one of these classes one hour a day, five days a week?

- *One-third of respondents like classes from 9:00 to 4:00 with a variety of subjects being taught. The rest prefer taking individual classes.*
- That's too much! We're not looking for a daycare. I like the day that they are not there all day.
- You don't have to be there for all the classes, just the ones you want.
- You should charge for these classes by how much you make.
- I'm thinking about \$75 for a week, for five hours since it's an hour a day for five days.
- That's too much. I would not be able to do that with more than one child.—*some agreement*
- I would like them to take classes in the same age range.

It looks like we are going to differ a little on how we want these classes structured. Those who work full-time are more likely to want a daylong program with a variety of subjects. Those that have a more flexible schedule feel that's too long and would prefer to take individual classes. However, most of you are not that aware of the places that offer these classes. Someone previously mentioned OCCC. How many of you that OCCC offered these classes? How many of you have received an OCCC catalogue or flyer in the mail?

- I received a brochure from OCCC, but it was a brochure for adult classes, not children.—*much strong agreement*
- I think the back of it had some classes, some sports programs.
- Sports, yes, but we are not really interested in sports classes. We can find sports.—*much strong agreement*

If OCCC offered the classes you are interested in, would you go there? Is the location convenient?

- Absolutely.—*much strong agreement*
- Sure.

Here are some brochures and direct mail pieces about these types of classes offered at OCCC. I'm going to ask you what you think of them. If you received them, would you look through them? Are they easy to follow, could you find what you are looking for in children's classes?

- I've never seen any of these before in my life.—*much strong agreement*
- *Much strong interest in the class offerings in the brochure*
- You know, they don't have the age requirements for Spanish, but it says college for kids.
- This doesn't have ages.
- Is this \$40 an hour?
- No, it's \$40 for the whole class.
- Absolutely, I would definitely look through these.—*much strong agreement*

- The small brochure didn't contain any information on ages of student.
- Also, I didn't see anything that spelled out price breaks for multiple children. That's important. We have three and we take care of another neighbor's child.
- Belly dance is the cheapest one I've found and we could easily put four in that. It's \$20.
- There's beginning Spanish, but it doesn't tell the ages of the child.
- It does tell the age for the Starving Artist class.
- This needs to put the kids section in the front.—*much agreement*
- Where's the index. This needs an index.
- Why don't they just have a brochure for children classes?—*some agreement*
- Look at the front cover. This is where the index is.
- I notice that now.
- This is deceiving. This makes you think the whole thing is for children.
- I was confused by this. Why is this upside down.—*some agreement*
- This larger brochure is easier to follow. The cost of \$30/class. Or, \$75 for three on-site classes a week is good.
- I would take classes from this brochure.—*much agreement*
- This offers classes for teens. My granddaughter would love that. To be called a teen.
- *Participants had some difficulty in finding information that they were looking for including costs, times, etc.*
- This is like a college brochure with the class descriptions.
- I read in here that they made 15,000 of these copies, where did they all go? These should go on the free magazine racks.
- Like the apartment guides.—*much strong agreement*

- Even better would be where most kids go like McDonalds.
- It would be wonderful if they could pass them out in school.—much agreement
- They always pass out information in school about sports and things. Why not these?
- How about online?
- I'm not. I'm not a computer person.—*some agreement*
- Anytime I need to find out anything about anything I go online.—*some agreement*
- Colleges should have this online.
- OCCC needs to educate their own staff about this because I was transferred at least five times.—*some agreement*
- How about churches. That could be a good place. Most churches have a youth minister that could tell children about these classes. Maybe even work it out with the youth ministers to help kids take these classes. Maybe help pay for it or with transportation. If they are saying community, they need to consider the churches.
- The library would be a good place too.

OK. I want you to rate this brochure (large booklet) on a scale where 0 is you don't understand it and its hard to look through to find what you need and a 10 means it's very easy to use and find what you need.

- 7.—*much agreement*
- I think it's easy to read. And I like how it gives you a description of the classes.—*some agreement*
- I need my glasses!
- I like the hard binding of the little booklet.—*some agreement*
- I think it people got this in the mail, they would look through it.

- Well, the recreation and fitness on the back page. If I saw it first, I wouldn't be interested and I wouldn't look through it.—*some agreement*

Please indicate how interested you would be in having your child take these classes if they were offered at OCCC. Also, which would be the one class you think you would be most interested in having your child take.—rating scale battery assignment on potential class interest

- *Crime scene investigation.* She would go for that.
- *Exploring through historical fiction.* He loves history and Abraham Lincoln and stuff. He would love this.
- *Fun with fantasy and adventure.* It was hard to pick because there were so many.
- I put the *3-D mask making.*
- I had *Reading made easy.*
- *Spanish.*
- *Time travel through art.*

Please indicate how interested you would be in having your child take these classes if they were offered at OCCC.—key ratings

- **Very Interested**

- | | |
|--|-----|
| ○ Poetry portfolio | 71% |
| ○ Junior chef | 71% |
| ○ Astronomy that's out of this world | 71% |
| ○ Sew much more | 71% |
| ○ Hairstyling | 57% |
| ○ Exploring through historical fiction | 57% |
| ○ Spanish | 57% |
| ○ Reading made easy | 57% |

- **Not Interested**

- | | |
|---------------------------|-----|
| ○ CO2 car racing | 86% |
| ○ Playing dress up | 71% |
| ○ Earth service corps | 71% |
| ○ Launching water rockets | 57% |
| ○ Overnight camp | 57% |
| ○ A trip with the Watsons | 57% |

Did you notice the cost of the classes offered at OCCC? If your child is enrolled in this program for an entire week, Monday through Friday, it would cost \$150/week, would that be feasible? If this program were affordable would you do it?

- Anywhere from \$30 to \$50 for a class.
- Not for us.—*some agreement*
- Yeah, I would do it.
- No.
- It would be for me.
- Probably not unless he was really serious about it and really wanted to do it.
- If it were affordable, we would definitely do it.—*much agreement*
- Yes, but not for all day. We're just not interested in a day care. Just the classes we are interested in.—*some agreement*
- I think they would get bored with it if it were every day all day long. They would look forward to it more if it were more spread out.
- I don't know. It would depend on the class. For sports, she would love it. For a class, she would be more interested for an hour a day.

Non-Credit Personal Enrichment Class

Focus Group Discussion Guide: PARENTS January 16, 2009

WARM-UP

- Thank you for participating in a focus group about non-credit personal enrichment classes
- Explain focus groups
- I am not an employee of a college or university or any organization that offers these courses—can't offend me
- We are asking for opinions, no correct answers
- Need to hear from everyone, you are probably speaking for others like yourself
- Only one person talking at a time, but it's not school
- Do not feel bad if you do not know about some of the topics
- Feel free to disagree—agreeably
- Some of my associates are here
- Audio and video taping so no notes, but no commercials
- I will never contact you again
- No cell phones please

INTRODUCTIONS

- Name, how long in OKC, family
- Number of children and ages

FAMILIARITY

- What does the term non-credit personal enrichment class **aimed at children** mean to you?
- Had you heard it used before? Where?
- **Probe:** how and where they have heard of these classes
- Where could/have you enroll your child in these types of classes?
- **Probe:** Competitive position
 - Rose St
 - OSU-OKC
 - Francis Tuttle
 - Metro-Tech
 - Moore-Norman Tech Center
 - YMCA
 - OU
 - OCCC
 - Perceived other alternatives

- How would you select where to have your child actually take these classes?

BENEFITS/BARRIERS

- Why have you considered enrolling your child in these classes?
- Why not?
- Are there any barriers that have kept you from enrolling your child in these classes?
- **Probe:** cost; time; access; familiarity

PERCEPTIONS OF OCCC

- OCCC offers these types of classes, would you be interested in letting your child take any there?
- **Probe:** why, why not
- **What specific classes or types of classes would you be interested in having your child take?**
 - **Open-ended assignment**
- What would be your preferred format?
 - **Probe:** individual class vs. daylong program
- If OCCC offered these classes, what would be the best way of telling you about them?

REACTIONS TO DIRECT MAIL PIECE –assignment

SUMMARY & CONCLUSION

PARENT FOCUS GROUP—6-9 year old children

RESEARCH FINDINGS

February 3, 2009

KEY FINDINGS

- **Very interested in these classes for their children—skills, development, socialization, self confidence.** All participants indicated that they would be very interested in non-credit enrichment classes for their children and have, in fact, sought these classes, but with little success. Participants were fairly familiar with these types of classes but not very familiar with the providers of these classes. These participants really felt these classes offered a number of benefits including skills development, socialization, and self confidence. In particular, a number of participants hoped that their young daughter, who is lacking in self confidence, could gain increased self confidence through these types of classes.
- **This group had only a vague familiarity with providers of these types of classes.** Most participants were not very familiar with specific providers of these types of non-credit enrichment courses. YMCAs, Civic Center, and the arts center at the State Fairgrounds were the most recalled providers of these classes besides OCCC. Most participants were aware that OCCC would likely offer these classes, but no participant could recall specific classes offered at OCCC besides sports camps.
- **The best way to learn about these types of classes and programs is direct mail and flyers sent home from schools.** Most participants indicated that the most effective way to reach them to inform them of these classes would be direct mail pieces sent to their home, or these brochures and flyers sent home from school. However, no participant indicated that they had received this type of brochure from OCCC. Participants also suggested that these brochures should be made available at schools, libraries, and churches in addition to them being mailed directly to their home.
- **You could take these classes anywhere, but you would more likely take these classes at colleges and universities.** Nearly all participants indicated that local colleges and universities would be a natural provider of these classes. These participants did not really

perceive Vo-Techs as a desired provider of these classes as they aim at high school students or adults.

- **OCCC would be a *logical* provider of these classes but is perceived as a quality provider.** Several participants had a cursory awareness that OCCC offered these types of courses, but they were not aware of specific classes or programs. Most participants also indicated that OCCC was conveniently located and had good accessibility.
- **Not sure if I like all-day classes, that's not for everyone and I don't want a daycare.** Participants were very split on their preferences for the structure of the non-credit enrichment program. Several participants preferred an all-day program, especially those who worked full-time. Most participants, however, felt that all-day classes would be too much for the summer. These participants preferred to have their child take individual classes, or at least have the option to select the limited number of classes of most interest to their child. Clearly, there are going to be different segments for these classes with different needs and preferences.
- **We want art, drama/acting, science, music and sports classes, especially forensics or CSI.** In general, participants had favorable perception levels and high interest levels in many of the classes that OCCC offers. In particular, participants preferred classes in art, drama/acting, science, music and especially forensics or CSI. Several participants wanted sports classes, but several participants indicated that these types of classes are readily available elsewhere.
- **OCCC should send me this catalogue, it's good.** Most participants also rated the direct mail samples from OCCC as being well done and informative. However, several participants were very confused as to the actual cost of the classes as detailed in the brochure. OCCC should consider revising this brochure to make it easier to understand the cost structure. Many participants felt the cost was too high; however, most of these participants did not accurately perceive the true cost of these classes as articulated in the brochure.
- **The price is right for some.** Several participants who had an accurate perception of the cost of these classes indicated that the pricing structure for these courses at OCCC was feasible; however, a number of participants indicated that these classes would be too expensive for their children to take. Clearly, there will be different demand segments for these classes based on economic situations.

RECOMMENDATIONS

- **OCCC needs to increase awareness of its non-credit personal enrichment courses aimed at children.** Participants had a strong demand for these courses; however, most were not aware that OCCC offered these classes or at least had very limited knowledge of actual classes and programs. Participants suggested that OCCC should send promotional material to them through schools. Participants also suggested that OCCC should partner with local churches, businesses and organizations to have brochures available at these different sites. These brochures are perceived as the optimal method to inform them of these classes, they just need to be more readily available.
- **Consider separate segments when developing the program.** Most participants were not interested in daylong programs for their children. These participants were more interested in selecting stand-alone classes that their child was interested in taking. In particular, participants who were not employed full-time were more likely to prefer this structure. Other participants who worked full-time were inclined to prefer the daylong structure of the current summer program that OCCC offers. All participants indicated that the classes, even if designed to increase knowledge and enhance learning, must be fun in order to attract children during the summer. Several participants were interested in these classes year-round, but most were primarily interested in these classes for the summer.
- **Offer multiple child discounts.** Several participants felt strongly that OCCC should offer quantity discounts for multiple children to take these classes at OCCC. This would be particularly attractive because it conveys an appreciation of the cost considerations that families with multiple children would need to make when considering enrolling their children in these types of course at OCCC.
- **Direct mail of a non-credit courses catalogue is the best promotion, but the current catalogue is not clear on the cost structure.** All participants indicated that the most effective information source for non-credit personal enrichment courses for their children would be direct mail course catalogues. Participants also perceived that the current OCCC catalogue is informative. However, a number of participants were confused as to the actual cost of these classes and programs as described in the catalogue. As a result, several perceived the cost as prohibitive as they had an erroneous perception of the class cost. Any update to the catalogue needs to be more clear in describing the cost structure.

- **The costs for these classes are appropriate and feasible for some, but not all, participants.** Most participants felt that the costs of these classes at OCCC are appropriate and feasible, but several participants indicated that they would not be able to afford them, especially a daylong program. Again, it is likely that different segments exist and need to be targeted differently.

DETAILED FINDINGS-Parent Focus Group—6-9 year olds

January 22, 2009

What does the term non-credit personal enrichment class aimed at children mean to you? Had you heard this term used before, where?

- Anytime you can offer an enrichment course, especially for a child's development, culture, exposure to things that they haven't been exposed to, that's a positive experience.
- I understand it to be like sending a child to a computer class. It's not for credit or accreditation, it just develops some skills that they might not receive in school. But, it's not for credit. Strictly educational.—*some agreement*
- I was thinking high school classes that are not for college. I was not thinking of classes at Vo-Tech, but classes like higher classes that are not for college credit.
- I kind of figured it was the same thing as getting letters in the mail to get your kids to go to a class in the summer. I'm interested in the socialization for the kids. I don't care about the college credit, but as long as it provides some skills and some socialization for the kids.

It sounds like one potential benefit is socialization that could help them in future endeavors, what other benefits do you see in these types of classes? What do you hope your children could get out of these types of classes?

- Self confidence. I have a nine year old who is developing and is very aware of that. She has no self confidence. So, I would want to take her into something to know she can progress without mommy. She can do things in her life without me necessarily being there.—*some strong agreement*
- I see that very much with girls, especially my seven year old who's not self confident. She doesn't have any self esteem. It's really weird because she's so outgoing, but if you put her in the spotlight, she just clams up, she doesn't know what to do. So many times, her teachers tell me she's so bright, but you call on her and she just freezes up. My son is completely the opposite.
- Social interaction and culture besides just the education that you get.

- Something to get my child's mind going. He's spends all day in front of Play Station 3. He's addicted to it! I could kill myself for ever buying that thing. I want him exposed to a globe of things beyond what you learn in school. I want him exposed to culture. I see the summer time as a chance to do that as opposed to school when you focus on basics. Like a lot of families, my husband and I both work so the summer is the time to do it where he can be in a structured setting somewhere. I think it's a win-win to do this with our child doing this at some company that offers this.—*some agreement*
- I think summer is an ideal time, but for me personally, year round would during school time could also boost grades and things like that. I think it would help with the boredom of the routine of school. I think they would do more exploratory things that they don't have time for at school.
- Having it all year could work out. My daughter has a tutor that comes two days a week. It's hard because she does not learn from me. They think that you don't know anything, but her tutor will tell her the exact same thing.
- For me it would be possible to do during the school year.—*much strong agreement*
- They already have football, tennis, golf, music lessons. If they have time for all that stuff that doesn't matter, they should have time for something that will be helpful to them in actual daily living. What does a football team do for someone besides a little camaraderie? If they are going to go learn about electricity, they can make time.
- Well, the reason I mentioned taking these classes in the summer was because my husband and I both work. In the summer, you can find someone who can take your kids to these places.
- I am able to do that because I get off at 3 pm. I think both of our girls would benefit from this because they spend all their time in front of a computer or the Wii. It would be beneficial year round, but they would benefit in the summer too because she would be stuck in the house all day until I came home. So, I like year round, but you can extend it during the summer.
- I spend a lot of time with my kids. I'm in a position to do that with my business. But, they get bored during the summer. I just won't put them in day care, but these classes could be something to do. It's very important to let people know that these things are available.

Do you see this as something where your child could sign up for a single class which they take at specific time during a specific day of the week over a set period of weeks, or a program where they are there most of the day where different classes throughout the day are offered, like 9 am to 4 pm?

- I think that would be too long unless there are a lot of different activities. Like a camp of some sort. I've heard of OCCC doing some things. Art week. That sounds like a lot of fun.—*much agreement*
- There's a pottery class.
- You could do that for a week, but not a month. That's too much.—*some agreement*
- We are signed up for a three day pottery class at OCCC for my daughter. They are doing different things. It's not just sitting at one spot. Mine needs movement!.—*much agreement*

I was going to ask you where you thought these classes were offered. How many of you were that OCCC offers these classes?

- *Nearly all participants were aware that OCCC offered these classes.*
- The State Fair has the art center which offers these classes.—*some awareness*
- Civic center.
- But I wouldn't know about all these classes, if it didn't come home in a folder from school. Folders always come on Mondays and they are always approved by the school. Otherwise, I wouldn't know.—*some strong agreement*
- That's right. I found out from a friend who sends her child to public school. My son goes to a parochial school and they don't give them to parochial schools.—*some agreement*
- I actually looked around for these classes. I coordinate for home school, so I look for activities for the home school to do. Otherwise, we wouldn't know anything.
- I get like a magazine thing from OCCC that tells about classes for adults and kids.
- Also, the recreation center near the park we go to, they offer like dance and wrestling.

- I've received some stuff from the Y.—*some agreement*
- Park and rec also offers some classes.
- Yeah, but those are mainly sports classes.
- And the library.
- The Moore Library offers a ton of things.
- But those things we get at the schools.
- State fairgrounds.
- Lyric has a drama room.
- I'd prefer these classes at a college or university.
- Vo-Techs could offer these courses, like Francis Tuttle.—*some awareness*
- But those would be for high school kids.—*much strong agreement*
- Moore Norman is close to us, but those are all adult classes.—*much strong agreement*

It sounds like you are aware of some specific places where these classes are offered. Have you enrolled your children in any of these?

- No.— *much strong agreement*
- My son took karate from the recreation center.
- My son took a soccer camp at OCU that I found out by Googling summer camps. Everything else I found was closed already. And, this was in April, so I need to get on it now for this summer.—*some agreement*
- I think a good way for them to advertise would be to go through OCHEC, which is Oklahoma Christian Home School Educators Association. The only reason I knew about OCCC is one year I was looking at classes for myself and they sent me a brochure and that just happened to be in it.
- That's how I heard about OCCC. I was taking classes.

- They also do an *Oklahoma* magazine that's interesting. They do a lot of advertising. Y & B, Yukon Bank. We're not even a member and we receive their newsletters. With their magazine, they could do ads for these classes.
- My son wasn't interested in these classes, but my daughter got interested because her art was displayed at the state fair. I was trying to push dance or music, but it was her art teacher who told us about her interest in art.

So, what is the greatest barrier to having your children take these classes?

- I didn't know they had them for kids my age. I thought they were only for high school kids.— *some strong agreement*
- I think advertising and cost are the two biggies. They need to start advertising in December through the schools. Maybe they do that in the public schools, but I don't think they've thought about the Catholic schools.—*some agreement*

So how else could these places like OCCC that offer these classes tell you about them?

- Well, there are all sorts of organizations like Boy Scouts.— *some agreement*
- What about those flyers you receive in the newspapers each week, the Buyer's Guide.—*some agreement*
- I wouldn't know about the classes because I throw that away!—*much agreement*
- I think schools are the best way!—*much strong agreement*
- I heard about OCU because Rosary School is close by and that's where my son goes to school. But, I also think you can put information in church bulletins—*some agreement*

So if you were aware of different places to take these classes, how would you decide which place would be the optimal place for you?

- Mine would be location. I want something close to my home. It needs to be close to home. OCCC would be convenient.— *some agreement*

- OCCC would be a haul for me.—*some agreement*
- I'm in Mustang. OCCC would be 20 minutes away for me. That's not bad. I won't go to Shawnee.—*much agreement*
- I live across the street from OCCC so that's really convenient.

What classes do you think would be interesting, what classes should be offered? What would be your number one choice for a class? You can be as specific as you like.—open ended assignment

- Art and drama. She's a drama queen!
- Since my son was three, he's been taking apart everything. He's ten now, he's always putting in old engines and hooking up electrical devices. I'm like this child needs electricity classes to work with more voltage. Somebody needs to teach him basic electricity. That's what brought us to look for classes.
- I put outdoor/survival/camping stuff. I'd like him to learn that.—*much strong agreement*
- My son would put art and architecture because he likes to draw and build things. Somebody could teach him more in depth. In school, there's just one type of class that's just a quarter. You have to be in high school to take science fair or mechanical drawing type of stuff.—*some agreement*
- I have science too. My least thing would be sports. You can get that anywhere.—*much strong agreement*
- I think anything that you can't get anywhere else, like forensics.—*much strong agreement*
- Technology is the future so everyone is going to need that.
- Kids are so into computers anywhere. To me, forensic technology would be right up their alley.—*much strong agreement*
- My daughter wants to be a spy!
- I put science classes because my son is interested in his microscope and the human body. Biology and anatomy. He's really interested in how these things work?

What classes do you think would be interesting, what classes should be offered?—open-ended written assignment responses

- Acting
- Art
- Art classes
- Art/architecture
- Art—especially drawing
- Art—history, hands-on, different mediums
- Band/orchestra
- Building
- Computer class
- Computer graphics
- Computer navigating
- Computer skills
- Cooking
- Culture/history
- Dance
- Dance/music/instruments
- Drama—acting
- Drama—acting
- Drama—acting
- Drawing
- Electricity
- Forensic science
- History—dinosaurs
- Html
- Literature classes
- Mechanics
- Mechanics
- Music
- Music—instruments and history
- Music—piano
- Music—singing and learning different instruments
- Nature—environment, effects and science
- Outdoor/survival/camping
- Performing arts classes
- Pottery
- Pottery
- Science
- Science classes
- Speech
- Sports
- Sports
- Sports—football, basketball, tennis badminton, soccer, swimming, baseball, etc.
- Sports—football, cheerleading, golf, swimming
- Wood working
- Writing workshops

Which one single class would you be most interested in having your child take?—open-ended assignment

- Drama—acting
- Drama—acting
- Drawing
- Electricity
- Outdoor/survival/camping
- Pottery
- Science
- Science classes

So if these classes were offered, you would have your child take them. Well, what should the structure look like? Should they be one hour classes, two hours classes, all day or half day classes? What is the best way to structure these classes for you?

- I think half a day would be fine. I put down that you should offer several categories into a week. I could do it during the year, but it would ideal in the summer.
- I think twice a week for an hour. You already take your kids to sports twice a week.—*much strong agreement*
- You could do it like the Y where you have memberships year round. That way, you can just take whatever classes you want without an additional fee. Like a year pass. Some times of the year you have more money than at others. It would be nice to pay for it at once.

How much would you even expect to pay for these classes? What is a feasible or reasonable cost?

- My son was in tutoring and it was \$40/hour. We paid by the month for two times a week.
- That's really expensive.—*much strong agreement*
- I would expect to pay what I pay for music or band which is \$40/month or \$10/lesson. That's for once time a week.
- It's so hard to say.
- We paid \$50 for tennis lessons for a month at two times a week.

- We wanted her to pay piano lessons but its \$50/hour!
- Both my kids are in an Upward Program which is through churches. Upward basketball or football. And it's a reasonable price. It's one practice a week and one game a week. And it's \$65 for the whole season and that includes uniforms.
- \$40 for an eight week class that meets once a week would be more than reasonable.—*some agreement*
- I think \$150/week for a program that meets all day for a week.
- I think day care costs are from \$100 to \$150 a week. With this, you can also take interesting classes during the week.
- Yes, but day care hours are longer.
- That would be more expensive than basketball camps
- Church camp would be around \$150.
- At the Omniplex, its \$150 for just one night!
- The last camp we went to was from 9 to 12 for five days and it was \$80. It was a soccer camp at OCU. That wasn't bad!—*much strong agreement*

Actually, I am conducting this focus group for OCCC, which you already told me was a good location and source for these classes, right?

- First impressions make a lot of difference. I had a computer question and needed help. I called OCCC and then had me come up to the computer lab. I wasn't a student there or anything, but they really helped me. So I like them a lot.
- It's grown astronomically lately!
- I would have my son take a class there.

It sounds like you like OCCC, but why haven't you had your children take classes there?

- When I called, they said they were full.
- I thought it was for high schoolers.
- They need to do some of those "OCCC, in it for me" ads for the kids. Advertise these classes for kids.—much strong agreement
- I see those ads everywhere, but no advertising for kids.

Please indicate how interested you would be in having your child take these classes if they were offered at OCCC. Also, which would be the one class you think you would be most interested in having your child take.—rating scale battery assignment on potential class interest

- *Solving crimes.* I didn't know they had that, that's awesome!—*some strong agreement*
- I'm just going to put a star by *Science* because all the science classes are good.
- I really wish I could make a connection with someone at OCCC to reach all the parochial schools about these classes.
- They could e-mail this information out.
- I would open email from OCCC.
- Most people won't think its spam if it says OCCC.
- Especially if it says "children's classes".—*some strong agreement*
- Chemistry is number one.
- Crime scene is fantastic!

Please indicate how interested you would be in having your child take these classes if they were offered at OCCC.—key ratings

- **Very Interested**

○ Crime Scene Investigation	100%
○ Launching Water Rockets	86%
○ Chemistry	86%
○ Astronomy That's Out of This World	86%
○ Got Cells	86%
○ Physical fun	86%
○ Human Skeleton	86%
○ Art of Masters	71%
○ Painting Picassos	71%
○ Junior Chef	71%
○ Solving Crimes	71%
○ Outdoor Adventures	71%
○ Spanish I	57%
○ Dance Party	57%

- **Not Interested**

○ Nail Technician	71%
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Here is a direct mail piece or brochure about these types of classes offered at OCCC. I'm going to ask you what you think of it. If you received it, would you look through it? Is it easy to follow, could you find what you are looking for in children's classes? First, did any of you receive this brochure in the mail?

- No.—*much strong agreement*
- I would open this if I received it in the mail.—*much strong agreement*
- This is a big bulletin. This can come in the kids' school folders. We would get these more toward summer.
- You would have to mail it to me. But, I like mail and I would read it.—*some agreement*
- What's the cost?
- It's \$40/class.—*much strong agreement*
- That's a little high for one class.

- Three classes on site is \$75.
- Or two for \$60 and three for \$75.
- This is for one week.
- No, that's for one week.
- That's expensive.—*much agreement*

- I don't know that's too much! I get one-on-one for \$30.
- ***Much confusion over the cost structure as described in the brochure.***
- So, if my child went to *Math World Vocabulary*, that's \$30/week.
- No, that's for each class.
- That's for the whole thing. Is that not it?
- No.

- It's \$30 for each class per hour. That's expensive.—*much agreement*
- I wouldn't do it for that class.
- If it's \$30 for one class for the whole week, that would be cheap.—*much agreement*

- They need to clear it up if its' \$30 day or \$30 or week.—*much strong agreement*
- If it were \$75 per week, I'd do it in a minute.
- This would be hard if you had more than one child.

- *One-third of respondents would still enroll their child in a class at OCCC at the presumed cost of \$30 for a single class. Two-thirds perceived that cost as too high and would not enroll their child in a class.*

Non-Credit Personal Enrichment Class

Focus Group Discussion Guide: PARENTS January 16, 2009

WARM-UP

- Thank you for participating in a focus group about non-credit personal enrichment classes
- Explain focus groups
- I am not an employee of a college or university or any organization that offers these courses—can't offend me
- We are asking for opinions, no correct answers
- Need to hear from everyone, you are probably speaking for others like yourself
- Only one person talking at a time, but it's not school
- Do not feel bad if you do not know about some of the topics
- Feel free to disagree—agreeably
- Some of my associates are here
- Audio and video taping so no notes, but no commercials
- I will never contact you again
- No cell phones please

INTRODUCTIONS

- Name, how long in OKC, family
- Number of children and ages

FAMILIARITY

- What does the term non-credit personal enrichment class **aimed at children** mean to you?
- Had you heard it used before? Where?
- **Probe:** how and where they have heard of these classes
- Where could/have you enroll your child in these types of classes?
- **Probe:** Competitive position
 - Rose St
 - OSU-OKC
 - Francis Tuttle
 - Metro-Tech
 - Moore-Norman Tech Center
 - YMCA
 - OU
 - OCCC
 - Perceived other alternatives

- How would you select where to have your child actually take these classes?

BENEFITS/BARRIERS

- Why have you considered enrolling your child in these classes?
- Why not?
- Are there any barriers that have kept you from enrolling your child in these classes?
- **Probe:** cost; time; access; familiarity

PERCEPTIONS OF OCCC

- OCCC offers these types of classes, would you be interested in letting your child take any there?
- **Probe:** why, why not
- **What specific classes or types of classes would you be interested in having your child take?**
 - **Open-ended assignment**
- What would be your preferred format?
 - **Probe:** individual class vs. daylong program
- If OCCC offered these classes, what would be the best way of telling you about them?

REACTIONS TO DIRECT MAIL PIECE –assignment

SUMMARY & CONCLUSION

BUSINESS LEADER FOCUS GROUP

RESEARCH FINDINGS

January 23, 2009

KEY FINDINGS

- **The classes are need to enhance your career or make you a more valuable employee.** These participants clearly felt that classes that enhance the skills or experience of the individual would be the only types of classes of interest to them as employers. These participants were aware of these type of non-credit enrichment courses and felt that useful subjects could be taught in them.
- **There is a great need for soft skills business courses.** These participants also felt that there was a great need for business courses that did not emphasize technical skills, but soft skills such as communication and interpersonal behavioral skills. Several of these participants suggested that it is relatively easy to find employees with the right technical qualifications for a job, but it is very difficult to find an employee who knows proper business etiquette and acceptable workplace behavior.
- **In addition to computer classes such as Power Point and Excel, offer interpersonal business communication, time management, business ethics, and business behavior classes.** All participants indicated that there is a strong need for classes that teach proper business behavior, in addition to computer classes teaching specific programs such as Power Point, excel, and access. These classes would include topics such as business phone etiquette, personal business dress, business correspondence, interviewing and customer communication skills, and other types of interpersonal skills. These participants were also not aware of current providers of these classes outside of occasion weekend seminars that are occasionally held at hotel conference rooms. There was no awareness of current programs offering these types of classes at colleges or Vo-Techs.
- **OCCC is well regarded as a potential provider of these classes.** Participants had a favorable perception of OCCC as a potential provider of these classes. In addition, area Vo-Techs were positively regarded as well. This group had negative views of The University of Phoenix and Wright Business School. Since there was little initial awareness of providers of these classes, and certainly no strong preference for any

provider, there is an opportunity for OCCC to shape its own market position regarding offering these types of classes as career enhancing. OCCC was also perceived to be easily accessible located on a major highway.

- **Employers would consider tuition reimbursement for these classes.** In addition, nearly all participants suggested that they would consider tuition reimbursement for their employees to take these classes, if the course subjects were the type of people skills career enhancing classes that they recommended. These employers expect class costs to be \$200-\$300/course. Several participants mentioned that tuition reimbursement could serve as a reward for employees or an incentive to remain with the organization.
- **Marketing will be the key.** The participants in this focus group suggested that marketing these courses will key to its success. Participants suggested that direct e-mails would be effective for them, as employers, to forward this information to employees. Participants also suggested that these means of promotion would likely be more effective than direct mail pieces. Also, participants suggested that there would be numerous presentation opportunities at various clubs, business organizations, and trade associations to inform employers about these types of classes. Several participants also mentioned TV and radio ads could be effective in creating awareness for these classes. These participants would also be willing to pass along course catalogues and brochures to their employees. These participants viewed OCCC's potential marketing efforts as being primarily at creating awareness about the types of classes and their benefits among the business community as opposed to targeting individual households.
- **Make it a credential.** Most participants also felt that OCCC should offer a credential in these courses, such as a certification of business ethics or business behavior. Several felt that this credential would add value to simply taking the courses. Since OCCC has a good reputation, a specific credential adds value to a potential employee as a means of creating differentiation.

RECOMMENDATIONS

- **Emphasize these classes as career enhancing.** Participants from the adult focus group suggested that they initially look at taking non-credit personal enrichment courses because they could enhance their careers. This result paralleled the interest of the participants in the business leader focus group. Business would be interested in offering flex time or even tuition reimbursement if these classes were perceived as enrichment the student in terms of making them more knowledgeable and productive at work. Business leaders are not very interested in supporting classes taken primarily for fun or enjoyment. They must see that these classes provide a relevant benefit to their organization.
- **Offer classes that enhance business knowledge such as computer classes such as Power Point and excel, interpersonal business communication, time management, business ethics, and business behavior.** Participants in this focus group perceived a strong need for these classes, yet were not aware of any current provider of these classes. Participants would see a benefit to courses in these subject areas, and would see OCCC as a natural, credible provider of these classes.
- **Market these classes by establishing awareness among businesses and creating relationships between the program and organizations.** Participants in this focus group suggested that the best way to market these courses would be directly to businesses and organizations. The participants indicated that there are substantial opportunities for OCCC marketers to present these programs at civic and business meetings. In addition, participants in this group stated that they would pass along course catalogues and brochures about OCCC's classes to their employees. Therefore, OCCC needs to seek out organizations that would be willing to inform their employees of these classes. These participants also indicated that direct e-mails would be an effective means of informing them about these programs and classes. This is in contrast to the results of the adult potential student focus group where those participants indicted that they would not be receptive to receiving e-mails from OCCC about its programs and classes. As a means of reaching businesses and organizations, e-mails may be effective.
- **Direct mail of a non-credit courses catalogue is the best promotion means aimed directly at potential students.** These participants did indicate that a direct mail piece may be an effective means of directly informing potential students. In addition, radio and TV ads were suggested as potentially effective advertising sources.

- **Offer a credential in these courses.** In addition, several participants felt strongly that there should be a credential at the conclusion of taking these courses. A credential could be a means of differentiation for the student after completing these courses. A certification or credential in business etiquette or business workplace practices would be attractive to potential employers. OCCC should consider how to structure or organize specific classes into a credential or what credential should be offered at the conclusion of a specific course. Employers could potentially be interested in these credentials as a way of adding value or enrichment to their employee's skill set in addition to the knowledge and experience gained through the course.

DETAILED FINDINGS-Business Leader Focus Group

January 23, 2009

We have conducted a number of focus groups of Oklahoma City area residents regarding non-credit personal enrichment courses. Are you aware of these classes, do you perceive that these classes have value for your employees or potential employees?

- Were they wanting classes for hobbies? For things they might enjoy?
- Certainly classes like Power Point or excel, they would have value.—*much strong agreement*
- Or how to public speak. Resume writing. Cooking? My organization would have nothing to do with that. Maybe photography if we needed an official photographer. Square dancing? No.
- Now, if you did it once a week at our office for fun, that might be something we would be interested in.—*some agreement*
- Absolutely we would be interested in that if someone came to our office, maybe during lunch time. I know my employees won't do anything after hours.
- Actually, I had a job that I needed to fill recently that required an interest in photography. It wasn't a job as a photographer, but it was at a photography company so an interest in photography was required. So here, their interest was a benefit to them. Having that put under your interests or classes under your resume will never hurt you and otherwise, how would I know you were interested in that or had some related skills? It can't hurt you, and maybe it can help you.
- Are you asking this question in terms of the context of supporting these classes, like maybe giving them time to take these classes? I think it would depend on how closely related the class is to the business or their performance. Other forms of self improvement skills, writing, communication skills, would be valuable. I own a computer service business, so communicating with other people is a key part of our business. Absolutely, we'd consider tuition reimbursement for classes that would help our employees communicate with clients.—*some strong agreement*
- I know our company would offer reimbursement if the classes helped with the development or progress of the company.

- Being a non-profit, I don't know that we would offer tuition reimbursement. But, if we could find a source for someone else to fund it, we would do it. I've had an employee ask me about tuition reimbursement, but at this point no. There are other things that are more pressing.

It sounds like there could be support for these classes if they were relevant for your organizations. What classes would be most relevant to you?

- As an employment agency, we work with a lot of client who need people with skills in excel or Power Point. Familiarity with programs.
- Microsoft access has started to become requested. It's similar to excel, but that might be something that might be needed.
- Soft skills and business ethics. There is a whole generation that does not know anything. Some people may be qualified for a job, but they can't keep a job because their people skills are lacking.—*much strong agreement*
- It is a generational thing. There is a huge gap in familiarity with computers and technology. It's like air for younger people, but older people struggle more with how to do those things like program a cell phone. How you can mesh those people together would be valuable.—*some agreement*
- In my business, the communication or bedside manner is very important in dealing with people under stress. I need people who have the soft skills of communicating effectively. Another skill that is very needed is time management. In my field, I send technicians out in the field. Being able to prioritize and manage your own time is critical and seems to be a lost year.—*much strong agreement*
- How about teaching people to even RSVP? Nobody does that!—*some agreement*
- I see every day where young people put their cell phones on the table, even during an interview! They might be getting some call that might be more important.
- I see that all the time! Even among older people. Maybe it's interviewing skills and business etiquette. You can combine resume writing, interviewing business etiquette into a class.—*much strong agreement*

- I think phone etiquette really needs to be taught. How to even appropriately answer the phone at a business. I took a class for phone etiquette and it's really helped me. Its little things like that that public schools are not teaching. These things get forgotten. The truth is that people need to be taught these things.
- I think it's interesting that we haven't even talked about skills at all. We've been mainly talking about attitudinal things and communication things. At Southwest Airlines, they hire on attitude. I can teach people how to take tickets, how to sling luggage, how to make announcements on the plane, but I can't teach attitude. I just read that 11% of Oklahoma's economy is manufacturing. That means that the other 89% is service based. These skills at communicating are so important because really we are selling ourselves, the ability to solve people's problems. It is important that there be access to this type of training.—*much agreement*

Where can your employees currently acquire this type of training or take classes on these topics?

- The phone etiquette class that I was telling you about, every person on the phone in our company had to take it. I don't remember who offered it, but it was at a hotel for a seminar. It was advertised in the paper. It really made a difference. For someone you know is going to be a good investment, there are companies who will pay for that. It was like \$99 for this seminar.
- I think if I were to look at a resume and I saw classes on phone etiquette or business ethics that would stand out to me. I think those things companies look for.
- Dale Carnegie is a resource that has been around forever and ever. I have been amazed at how it can change people who go through that program.
- Yes, but it sounds like the people who are interested in taking these classes want to take them for fun or take fun ones.
- I think today in this economy, keeping your job would be fun.—*much agreement*
- I think conversational Spanish would be good.—*some strong agreement*

These classes can be taken at various places, do you see any advantage if these classes were taken at OCCC vs. Francis Tuttle or other Vo-Techs, or even other places?

- When I see classes from OCCC or Francis Tuttle, I do see value, but when I see a degree from some schools, like Wright Business School, I question whether the skill set is the same.
- I wonder about a degree from the University of Phoenix. I wonder how much they learned. A bachelor's degree from the University of Phoenix is just going to be perceived differently than an associate's in business administration from OCCC. There's always a difference in level of education.
- OCCC, Rose State, they are all on the same level field. Degree required is fulfilled by an associate's. I would rather have somebody from Rose State and University of Phoenix, I agree on that.
- I'm just thinking about using this as reward. Maybe you have somebody who has gone as far in the company as possible, but you want to retain them, you want to reward them. I think an employee like that I would be willing to offset the cost of personal improvement types of classes, even cooking or photography or skiing. I think that would be of interest to me. I would think it would be of interest in to companies in general to help with personal development.
- It would be more like a benefit.—*some agreement*
- There are tons of the classes offered now. OU is not as adult friendly as UCO or OCU. I know OCCC offers these classes. It's getting easier to take these classes.
- The inference for me of someone who goes to a Vo-Tech or a community college is that they have been through life a little bit. A lot of times it's their own money that they are spending so they take a lot more interest in actually learning in the classes. At OU or OSU, there are a lot of kids just there to party. There is credibility with those kinds of institutions like OCCC.
- Just look at UCO, how it has evolved from Central State. It used to be Edmond High, but Governor Nigh came in there are really changed it.
- It's more like a college college instead of being an adult college. I was recently down there, and I saw sorority jackets and things like that.
- Are these classes only offered to adults? Because things like how to write a thank you note or personal grooming or etiquette could be offered to kids.—*some agreement*

- Somebody needs to tattoo on some young person that longevity in a job, their ability to stick with a job, can be as valuable as a degree.
- Well, some jobs require a degree.
- Yes, but longevity shows commitment. Nobody tells you college not to job hop. Four years in high school at McDonalds is better than four years of different jobs.
- What you do is try to offer a kids class the same time as the adult class. You can then teach them things like writing a thank you note, writing a resume, and other things. This can be done when mom or dad is taking an excel course. Maybe it's like a college daycare. This could add a childcare element to the program, but they also learn something valuable.

Do you feel that OCCC is a credible place to take these classes? Is the location convenient?

- Definitely .—*much strong agreement*
- I think it's on a major bus route.
- Well, I came from midtown. It's on the highway. It's only 15 minutes.
- Its 20-30 minutes from anywhere. It's much easier to get to than UCO.—*much strong agreement*.
- No Edmond traffic.

What would be the best way for OCCC to tell people about these classes?

- I would say e-mail ads would be most effective. If I received some brochure from OCCC, I might put it in the trash, but I would open an e-mail.—*much strong agreement*
- I would think you could easily get lists from chambers of commerce.
- Club 29 from Rotary Downtown. That has everybody in it.
- The heading in the e-mail must be important. I think, however, you must use all forms of communication. Radio, TV ads.
- Like direct mail.—*much strong agreement*

- If OCCC brought these brochures to our office, I would put them out.—*much strong agreement*
- There are a lot of people looking for work. There is a monthly human resources group that meets once a week. Most organizations are dying to have people come and speak. Like rotary or lions. You should go out and speak about these classes at these organizations.—*some agreement*
- I would love to have a class where I could send people to for improvement. I would love to have the ability to recommend OCCC if people need help. Otherwise, I just critique them, but I have no way of helping them. It would be great to send them somewhere.
- Yes, and you could use testimonials from success stories.—*some agreement*
- I think networking organizations would allow you to make presentations on these self improvement classes.—*much agreement*

What type of cost for these classes do you think you could reimburse?

- These classes would be like a regular course right? Or like once a week for four eight weeks.
- \$300.
- That's what I was thinking \$200-\$300.—*much agreement*
- This could be based on longevity. This has a huge part to do with it. You would invest in somebody that you knew was going to stay there.
- I think the smaller businesses would be more likely to pay for this. In order to reduce turnover.
- I think it would be the larger businesses that would be more able to afford it.—*some agreement*

Do you think if OCCC offered the types of courses that you recommended at the costs we discussed it would be successful?

- I think it would depend on the marketing of it. And, it would take time.—*much strong agreement*

- Word-of-mouth would be the best way to market it.—*some agreement*
- I agree. I think word-of-mouth would be strong.
- Use testimonials from successful students.
- Advertise at on-campus organizations like sorority houses. If it's not a required class and I'm a working college student, I may not take these classes. It has to be something that could be affiliated with some other class. Like comp one. If you take this class, it will help you in this class.
- The main reason we fire people is lack of people skills and expectations. They need a sense of realism instilled in them.
- I think OU is linked with OCCC. They would easily transfer. I think the same as OSU-OKC. Francis Tuttle is a resource I often use for technical skills. But, they don't offer any of the courses we've talked about. Maybe there is a way to link these classes at OCCC with some other business or college.
- I think certification would be good. At the end, give them something that says they have gone through the certification for whatever class. I've just been certified after going through a disaster management class.—*some strong agreement*
- Make it a credential. Like in business etiquette or telephone skills. That would make it even more attractive. You don't just list a class, but you get to list a credential.—*some strong agreement*

Non-Credit Personal Enrichment Class

Focus Group Discussion Guide: BUSINESS EXECUTIVES January 16, 2009

WARM-UP

- Thank you for participating in a focus group about non-credit personal enrichment classes
- Explain focus groups
- I am not an employee of a college or university or any organization that offers these courses—can't offend me
- We are asking for opinions, no correct answers
- Need to hear from everyone, you are probably speaking for others like yourself
- Only one person talking at a time, but it's not school
- Do not feel bad if you do not know about some of the topics
- Feel free to disagree—agreeably
- Some of my associates are here
- Audio and video taping so no notes, but no commercials
- I will never contact you again
- No cell phones please

INTRODUCTIONS

- Name, business, influence over hiring/recommending employees

FAMILIARITY

- We have conducted a number of focus groups of Oklahoma City area residents regarding non-credit personal enrichment courses. Are you aware of these classes, do you perceive that these classes have value for your employees or potential employees?
- **Probe:** how and where they have heard of these classes
- **Probe:** perceptions of these programs.
- **Probe:** where these classes are offered.
- **Probe:** advantages of different providers
- **Probe:** OCCC

PREFERRED CLASSES

- What do you perceive would be the most useful classes to offer?
- **Probe:** specific courses

TUITION REIMBURSEMENT/COSTS

- Would you offer tuition reimbursement?
- **Probe:** why, why not
- How much would you expect these classes to cost?

MARKETING THESE CLASSES

- If OCCC offered these classes, what would be the best way of telling you about them?

SUMMARY & CONCLUSION

MIDDLE SCHOOL ADMIN. INTERVIEW

3 February, 2009

Oklahoma City Community College – Needs Assessment Study

Administrator Interview: Webster Middle, 6708 S Santa Fe OKC 73139

Interviewees Jessica Mikeska, ShapardResearch Project Manager, met with and interviewed two Webster Middle school teachers about the school's after-school program as well as community resources for additional academic and character building supplementation. The interview began without revealing the client, or even that there was a client, and lasted approximately 30 minutes and included...

- Mrs. Golda, After-School Program Director, Learning Disabilities and Language Arts Teacher
- Mrs. Justice, Language Arts Teacher

Webster's After-School Program Because Webster's students have been consistently testing below national averages, the state of Oklahoma considers the school as 'at-risk' and provides monetary support to help increase these scores. Through this additional funding, Webster has contracted a third-party tutor company, Jefferson Learning Center, to serve as their after-school program. Although this resource mimics a small classroom setting, it primarily facilitates one-on-one tutoring in the areas of Reading and Math and uses Webster teachers.

Webster chose Jefferson because it involves 40 hours of tutoring a week instead of the 20 hours many other programs offer. The contractual nature and the state funding, however, makes this program somewhat inflexible because of bureaucracy and unrealistic enrollment deadlines. A parent night is held at Webster for different supplemental programs to come and introduce their product/process to parents and to encourage them to enroll their children. Although some teacher encouragement on an individual basis is involved, this program mostly works through the will of the child and the parent.

Beyond other commercial products, the school and students also rely on community churches, libraries and community centers for further help as well as some guest volunteers for character building such as Girl Scouts of America.

What Works and Does Not Work The biggest obstacle is simply the will to improve. Parents know that their child(ren) need help but either may not have the time/flexibility to enroll their child into such a program or cannot motivate their child to take full advantage of such help. Either way, if a child

does enroll, Golda and Justice explained that irregular attendance is just as bad as no attendance.

To overcome this obstacle, Webster is offering incentives and flexibility. The incentives are for the students and include field trips, pizza, movie tickets and a casual environment opposite that of the classroom. The flexibility is for the parent(s) and includes transportation to the Jefferson Learning Center and the parent night to aid in the research process.

The program has helped to raise the test scores but only for the children who have a desire to improve and participate in the program. Small class size, regular attendance and a commitment from parents seem to be the main factors of success. Another feature of the program, academically, is the focus on Reading as a gateway to accomplishment in other subjects. Golda and Justice believe that if a student can succeed at Reading, they will have gained the necessary skills of problem solving and comprehension to be successful in other subjects.

When it comes to character building, Webster puts the focus on 6th graders because they believe that this is an age in which a child can still be molded and directed just before the important transition into high school. Golda and Justice did stress, however, that sending flyers home with the students in their backpacks is very unsuccessful because the children are too irresponsible to make sure it is actually brought home.

Impression of OCCC Before mentioning who the client was, or that there even was a client, Justice brought up OCCC's youth programming because she had enrolled her own children in this program in the past (swimming and reading). Justice's personal involvement, however, basically sums up the awareness of these interviewees.

They believe OCCC to have a very sound and established reputation in the community and have an overall good impression of the youth programming; based on the little knowledge they had. They believe that offering academic supplementation at a college within a college culture/atmosphere can be powerfully inspiring to children at this age and that the program could be successful because the type of children who are enrolled are likely to *desire* the help.

Suggestions for OCCC Because of the aforesaid *desire*, Golda and Justice believe that OCCC's youth programming could include classes sizes of as many as 15 to 20 students, but also believe that OCCC must offer transportation from the school to OCCC.

A good way to promote such programs at OCCC, as suggested by Golda and Justice, is to encourage and host field trips to OCCC's campus including campus tours, department tours (such as nursing labs), community expert speakers (such as a doctor or artist) and a specific tour of the youth

programs available. They believe this will ignite excitement within students about college aspirations and will, therefore, ignite excitement about the youth program.

Summary The three most valuable take-aways from this interview are...

- Reading must be the core subject of a supplemental youth program instead of trying to teach students to be successful in every subject. An attempt to supplement all areas is an attempt spread too thin. This should be the structure of in-class lectures not of a supplemental program. Success in Reading will lead to success in other subject areas.
- Students in middle school are of a very impressionable age and are going through a complex transition. This may very well be the 'last-chance' age group in which academics and character can be steered in the right direction through leadership, inspiration and support groups of smaller size than the regular classroom.
- Encouraging schools to tour the OCCC campus and OCCC youth programs can be very inspirational, not only for education beyond mandatory school, but also for viewing such supplemental youth programs as a bridge between mandatory school and higher education; a means to an end!

Other interviewer suggestions for OCCC, based on the overall conversation, are to...

- Consider teachers who are also parents as a possible direct mail target market. These teachers do not believe that they are always the best to educate their child(ren), are receptive to such programs and are likely to have high aspirations for their child(ren)'s current and future education.
- Set up a booth at parent nights or orientation nights at elementary and middle schools to hand out brochures, discuss the programs available and even enroll the child(ren). Parents visiting these events will be in an environment that may make them receptive and more open to such information. This also gives OCCC the opportunity to promote a working relationship with the school.

ELEMENTARY ADMINISTRATOR INTERVIEW

10 February, 2009

Oklahoma City Community College – Needs Assessment Study

Administrator Interview: Santa Fe Elementary, 501 N Santa Fe Moore 73160

Interviewee Jessica Mikeska, ShapardResearch Project Manager, met with and interviewed Santa Fe Elementary counselor, Jim Maisano, about the school's after-school program as well as community resources for additional academic and character building supplementation. The interview began, this time, by revealing the client and the scope of the project because of Maisano's inquiries and because he is an adjunct professor at OCCC. The interview lasted approximately an hour.

Santa Fe's After-School Program Unlike Webster, Santa Fe Elementary is providing an educational program that is not at-risk and, therefore, is not regulated in the same way as Webster by state bureaucracy and monetary forms. Maisano explained that this is mostly attributed to quality staff plus parental support. It may also be attributable to forms of academic supplementation.

Santa Fe relies on several state, school and community help. The Cleveland County Health Department provides one-on-one tutoring at four or five locations in the county. This tutoring is not free but is available to the students on a sliding scale. Maisano was not sure who the tutors of this program are but believed they include area teachers as well as area high school honor students.

Santa Fe also offers a math lab tutoring program in the morning for 45 minutes. This program allows for a maximum of approximately 20 students and involves a math computer program with a volunteer teacher to monitor and answer questions. This program is not only free to the students but is also free to the school and takes place strictly on a volunteer basis. Santa Fe offers similar tutoring for 45 minutes after school except that the focus is on reading, the teachers are paid through a small school budget and the number of students served depends on such budget. When asked why the after-school tutoring is focused on reading, Maisano explained that criterion reference testing places the emphasis on reading because the school's budget is small, they would rather spend a sufficient amount of money to excel in one area as opposed to spreading the money thin and not excelling in any area.

Interestingly, when Maisano was first contacted for an interview, he stated that Santa Fe did not have an after-school program, but upon further conversation it seems they do.

When asked about other community resources, Maisano mentioned the commercial Sylvan learning center but was also quick to mention the high costs. Santa Fe does not refer students to any summer programs or character building programs.

What Works and Does Not Work Santa Fe, and other schools, used to be able to rely on a list of teachers that were for hire for tutoring outside of school hours. This is no longer the case, explained Maisano. The reasoning worked like a 'catch-22'; teachers have to charge a decent amount in fees for it to be worth his or her time after a long day at work yet it has to be affordable for parents to be able to help their children. It either became not enough money for the teachers or too much money for the parents, because this is no longer the trend.

Maisano also explained that often one-on-one success does not always transfer to the classroom for reasons of will as well as behavior. Also, Maisano believes that computer programs that walk children through the steps of a math problem or give students practice at reading comprehension can be successful and can meet the needs of several students while only occupying one volunteer's time.

Similar to Webster's interviewees, Maisano also explained that consistency and regular attendance is key to learning as well as willingness from both the child and the parent(s).

Impression of OCCC Despite being an employee of OCCC, Maisano is mostly unaware of the youth programming at the college, but rather is aware of the mere existence of such programs. He said that he has suggested a parent or teacher checking out these programs at OCCC a couple of times in the past with little interest in response; possibly his suggestion was not supported with much information due to his lack of familiarity.

He believes, after the programs were explained in better detail that if he had more knowledge of these programs that he would be more likely to refer parents and teachers to use this resource. He also believes that parents would be willing to pay the fees OCCC charges since they are most likely paying for community resources as is. Even more importantly, he also believes these programs could be very helpful in the sense that they could serve so many more students than Santa Fe's current budget allows.

Maisano's major concern, however, is that OCCC's youth programs may be ineffectively trying to serve character building and academic purposes at the same time. He believes that a program cannot be successful at both. Instead, he believes that younger children can be more focused academically because they are less likely to have social distractions and that older children are more likely to need character building help because of these very distractions.

Suggestions for OCCC It is natural for someone to only recommend someone or something if that person believes in what he/she is recommending and if he/she will not be embarrassed of such a recommendation. Maisano believes that teachers are very unlikely to partner with, or recommend, OCCC, or any program, if the academic portion is not sufficient and sound. To make it sufficient and sound, Maisano believes that only credible teachers should be allowed to teach these youth academics in the program. He believes it may be difficult to find such help because it's possible that the quality help a teacher can offer after working all day may be lessened. This can be avoided by using teachers during the summer, using retired teachers or offering character building only, as opposed to academics, after school.

He does, however, believe that a strong and able teacher could make great use of computer programming described above. He also suggested Saturday school, especially for character programming, to make it more convenient for the parent(s) and for the teacher who has put in a 40-hour work week during the week days.

Summary The three most valuable take-aways from this interview are...

- Reading comprehension should be the focus of any academic program.
- Teachers and area schools need the help because of small budgets and limited resources but they must believe a strong academic program is being offered with qualified staff before they will refer parents/students to the program.
- Maisano believes that OCCC cannot be the best of both worlds: a successful character building AND academic program. He believes they should either focus on one of these areas or adapt the focus to the age of the children.
- Maisano, even despite being an OCCC employee, is mostly unaware of OCCC's youth programming and believes his peers and colleagues are also unaware.