



LONG BEACH
CITY COLLEGE

LBCC Educational Master Plan Community Survey

Presentation to College Planning Committee by
Office of Institutional Effectiveness
December 10, 2010

Maria Narvaez, Planning Analyst
Eva Bagg, Associate Dean
John Hetts, Research Analyst



Introduction to community survey

- ❖ Part of the environmental scan for the development of the Educational Master Plan
- ❖ Developed by members of the Educational Master Plan Oversight Task Force
 - In consultation with numerous other college stakeholders
 - Drawing on various other community surveys by area community colleges
- ❖ Survey questions were approved by the College Planning Committee approved the survey questions.
- ❖ Outside consultants were hired by IE to translate the survey into Spanish and Khmer.
- ❖ The English and Spanish versions were conducted via SurveyGizmo; Khmer version was paper-based due to SurveyGizmo limitations.

Summary of responses

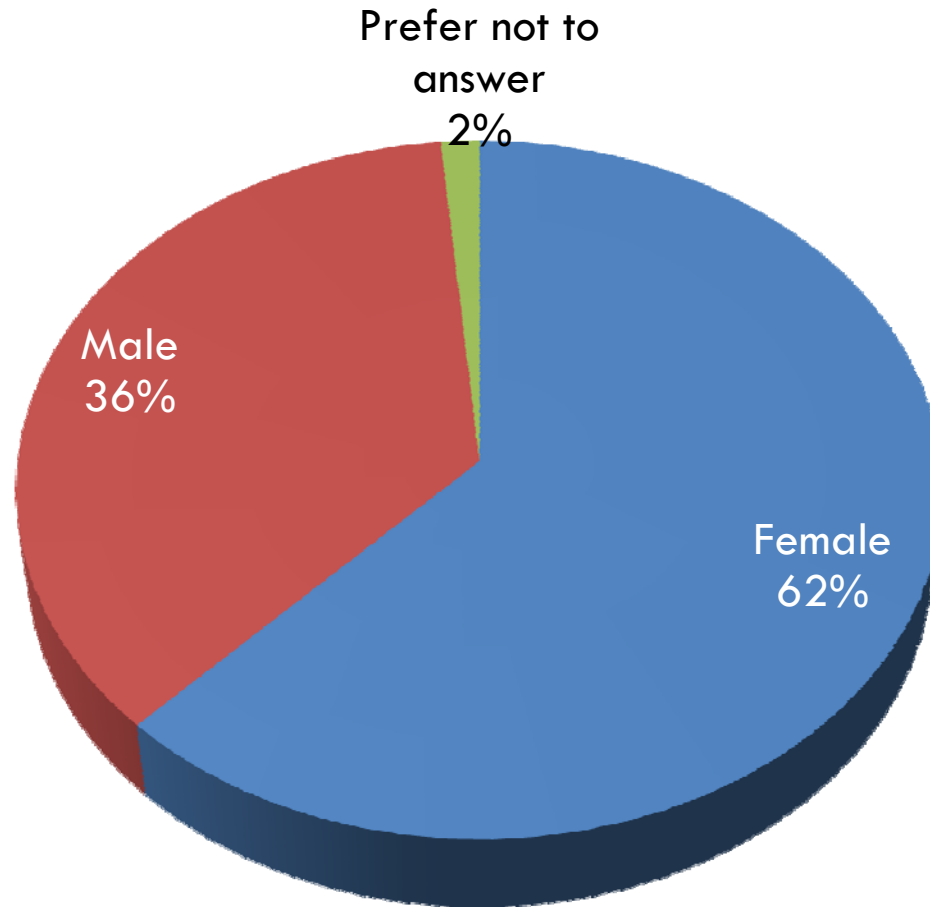
- ❖ Survey was administered electronically via SurveyGizmo
- ❖ Conducted from Sept. 8, 2010 to October 15, 2010
- ❖ 2,184 total surveys received
 - 1,924 in English
 - 260 in Spanish
- ❖ 29 items in survey (none were required)

Key aspects of survey

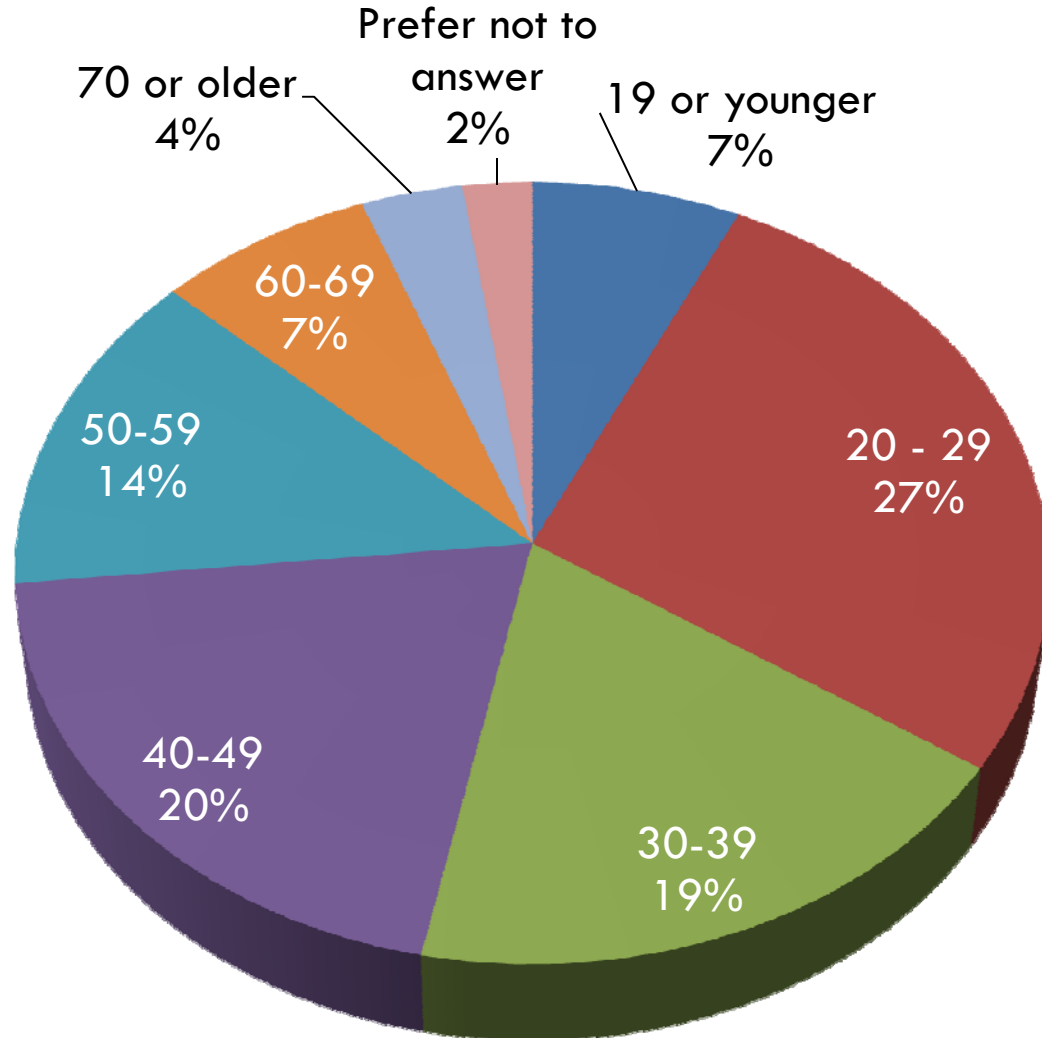
(see handout)

- 1) Educational goals
- 2) Important factors in achieving goals
- 3) Experience with LBCC
- 4) The extent to which LBCC is meeting needs of the community
- 5) LBCC's effectiveness over last 5 years
- 6) Importance of different priorities in three different categories
 - Fiscal stability and infrastructure
 - Student success
 - Economic and workforce development

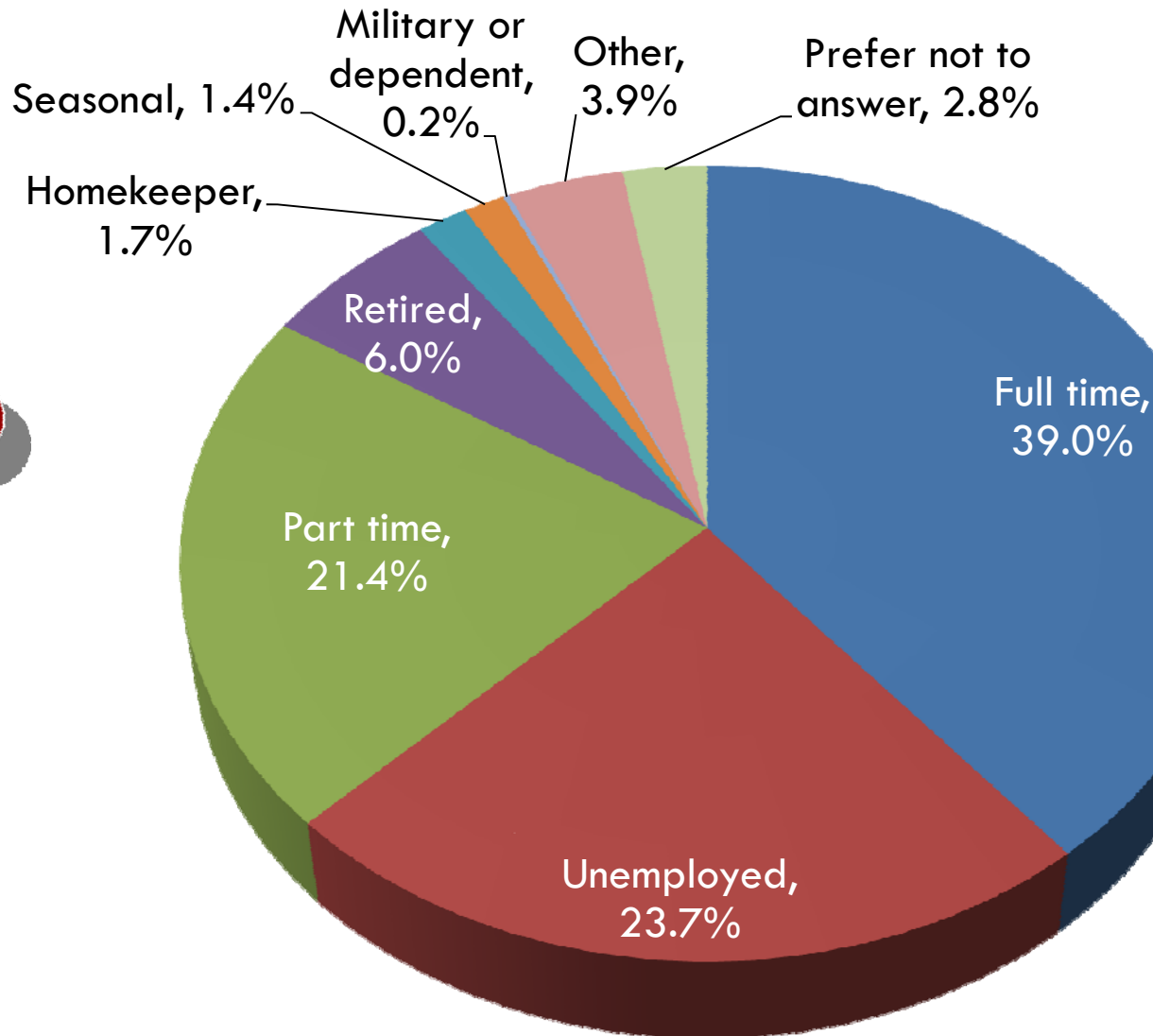
Demographics: Gender



Demographics: Age



Demographics: Employment status



Demographics: Ethnicity

