



# **Santa Clara Valley Needs Assessment Survey Results**

**Prepared for Ventura College  
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# Executive Summary

## **Introduction and Methodology**

In March 2007, Solimar Research Group conducted a telephone survey of 272 Santa Clara Valley residents on behalf of Ventura College. The purpose of the survey was to determine the respondents' interest in taking Ventura College classes, their educational goals, and their preferences regarding class location, schedule, and other factors.

The survey was conducted by bilingual surveyors capable of interviewing the respondents in either English or Spanish. The surveyors called random telephone numbers in Santa Paula, Fillmore, and Piru. The surveyors were instructed to:

- Limit surveys to respondents ages 18-59.
- Strive for a 70% Hispanic response rate.
- Seek an equal number of male and female respondents.
- Yield 200 respondents who state they are currently interested in taking classes or plan to take classes at Ventura College.

All these goals were met in the telephone survey.

## **Results**

### *Demographics and Other Factors*

In addition to meeting the desired Hispanic and gender response rates, the survey produced a good cross-section. On income, for example, more than half of the respondents who stated their income said their income was less than \$35,000 per year. Generally, successfully surveying lower-income residents is a major problem for telephone surveys in Southern California.

By dialing random phone numbers, the surveyors did oversample in Piru and undersample in Santa Paula. We have weighted the results accordingly where this skewed sample appeared to have an affect, especially on the geographical questions.

To our surprise, we found that most respondents had access to a computer (86%) and a car (71%).

### ***Interest in Taking Classes***

Of the 272 respondents:

- 200 (74%) said they are interested in taking classes.
- 72 (26%) said they are not interested in taking classes.

Those who said they are not interested in taking classes were asked for a reason as to why they were not, and then not interviewed further. These respondents gave a wide variety of reasons for lack of interest, including:

- Already have a college degree (29%).
- Already have a good job (17%).
- Have no time for college (13%).
- Can't afford it (11%).

Of the 200 other respondents:

- 19.5% (39) said they are currently taking classes.
- 29.5% (59) said they have taken classes in the past.
- 51% (102) said they have not taken classes but are thinking of doing so.

To put this another way, of the 272 respondents overall:

- 36% (98) said they are taking classes now or took them in the past.
- 38% (102) said they are thinking of taking a class.
- 26% (74) said they have no interest in taking a class.

### ***Educational Goal***

Of the 200 respondents who said they are interested in classes at Ventura College:

- 39% said they were seeking specific job skills.
- 30% said they were seeking a community college degree.
- 22% said they were seeking a high school diploma.
- 10% said they were seeking to transfer to a four-year college.

In general:

- Men were more interested in job skills and a community college degree, while women were more interested in a high school diploma.
- Hispanics were more interested in job skills (47%).

### *Skill Preferences*

Of the 200 respondents, 128 expressed a preference for learning particular job skills. Of these, medical worker and office assistant were the most popular, while bookkeeper and Spanish translator were the least popular.

Top Job Skill Classes		Bottom Job Skill Classes	
Category	Percent Yes	Category	Percent Yes
Medical Worker	47%	Bookkeeper	16%
Office Assistant	40%	Spanish Translator	16%
Manager	38%	Child Care Worker	17%

- Men preferred job skills as small business owners and police officers, while women preferred job skills as office assistants, child care providers and teachers.
- The youngest age group (18-19 years old) preferred small business owner and police officer skills, although this group consisted of a small number of respondents.

### *Language of Instruction*

Nearly half of respondents were interested in taking classes in Spanish only, although Hispanics were twice as likely as whites.

### *Location of Classes*

The survey asked two questions about the location of classes:

- Where would you prefer to take classes?
- Would you be more or less likely to take classes offered in Fillmore?

We weighted the answers to reflect the real populations of Santa Paula, Fillmore, and Piru.

### *Where Would You Prefer to Take Classes?*

Overall, 42% of the respondents said they would prefer to take classes in Santa Paula, while 32% said Fillmore and 19% said the Ventura campus. When weighted, this translated to a 56% preference for Santa Paula.

Generally, we found that Santa Paula residents were more averse to taking classes in Fillmore than vice-versa.

### *More or Less Likely to Take Classes in Fillmore?*

Overall, 59% of the respondents said they would be more likely to take classes in Fillmore. When weighted, this figure dropped to 44%.

Generally, we found Fillmore and Piru residents were more likely to take classes in Fillmore, while Santa Paula residents were evenly split, 39% said they were more likely, 39% said less likely, and 22% said it didn't matter.

### *Needed Services*

The survey asked respondents about two different types of services that might assist them in taking classes.

#### *Child Care*

Respondents were asked whether they would be more likely to take a class if child care were provided. There was a large gender gap in the responses:

- 62% of women said they would be more likely to take a class if child care were available.
- Only 33% of men said child care would help.

#### *Bus or Shuttle Service*

59% of respondents said they would be more likely to take a class if bus or shuttle service to the class location were made available. This was somewhat surprising since 86% of respondents said they have access to a car.

Interest in bus or shuttle service was much higher in Santa Paula and Piru (more than 60%) as compared to Fillmore (only about 52%).

## ***Alternative Scheduling***

The survey asked respondents about two different types of alternative schedules.

### *Compressed Class Schedule*

66% of respondents said they would be more likely to take a class if it were offered every day for a few weeks rather than on a traditional schedule. This figure held with minor variation across all race, gender, geography and age groups.

### *Saturday Classes*

62% of respondents said they would be more likely to take a class if it were offered on Saturdays instead of on a traditional schedule. This figure also held with minor variation across all subgroups

### *Internet Classes*

57% of respondents would be more likely to take a class if it were offered on the Internet.

## **Conclusions**

Based on the survey results, we have reached the following conclusions:

- There is a considerable untapped market for students in the Santa Clara Valley. Almost 40% of our respondents said they are thinking of taking a class but have never done so.
- Access to cars and computers appears to be less of an impediment to taking classes than expected.
- Job skill training would be a popular offering, though the preferred job skills for men and women differ.
- Child care appears to be a significant impediment for women. More than 60% of female respondents said child care would help.
- Alternative schedules would be popular. Almost two-thirds of respondents said they would be more likely to take a class on a compressed schedule or on Saturdays.
- Weighted for geographical balance, respondents prefer Santa Paula for a class location and are not more likely to take a class in Fillmore. However, Santa Paula residents were split. 60% of Santa Paula respondents said they would take a class in Fillmore or don't care where it is offered.

## Introduction and Methodology

In March 2007, Solimar Research Group conducted a telephone survey of 272 Santa Clara Valley residents on behalf of Ventura College. The purpose of the survey was to determine the respondents' interest in taking Ventura College classes, their educational goals, and their preferences regarding class location, schedule, and other factors

The survey, conducted by Pueblo Research Services, was administered to residents by bilingual surveyors in English or Spanish. The surveyors purchased a dataset of random residential telephone numbers based throughout the Santa Clara Valley and included the cities of Fillmore and Santa Clara, as well as the unincorporated area of Piru. The following criteria were used to determine the eligibility of residents asked to take the survey:

- Limit surveys to respondents ages 18-59.
- Strive for a 70% Hispanic response rate.
- Seek an equal number of male and female respondents.
- Yield 200 respondents who state they are currently interested in taking classes or plan to take classes at Ventura College.

All of these criteria were met or exceeded with some variability. While 200 residents surveyed had, or planned to have, some Ventura College experience, another 72 respondents were not interested in taking classes. These uninterested respondents were simply asked "Why not?" Since these 72 uninterested respondents were unlikely to respond constructively to major portions of the survey, they were asked no further questions, including demographic questions.

The survey consisted of 24 questions divided into two main themes--college related questions and demographics. Pueblo Research uploaded the survey results onto SurveyMonkey.com and delivered the results to Solimar for analysis. Solimar analyzed the results by running cross-tabulations and weighting the responses when necessary. Geographically, residents surveyed were under-sampled in Santa Paula and over-sampled in Piru.

Survey results pertaining to campus locations are weighted according to 2005 census population estimates. The methodology utilizes the current Santa Clara Valley population percentage breakdowns and applies them to the survey sample population. For example, Santa Paula represents 37.5% of the survey sample population while Santa Paula is really 64% percent of the Santa Clara Valley population. 64% of the survey population is about 128 ( $200 \times 0.64 = 128$ ), so a Weight Factor of 1.7 is required to get the actual Santa Paula survey population from 75 up to 128 ( $75 \times 1.7 = 128$ ). As a result, Santa Paula's sample size increased by about 70% of its original value while Piru's decreased to about 8% of its original value (figure 1).



Figure 1: Weighting Methodology

Survey Sample Weighting Methodology					
Area	Survey	Survey Percent	2005 Population	Weighted	Weight Factor
Santa Paula	75	37.5%	64.0%	127.9047833	1.705397111
Fillmore	65	32.5%	33.4%	66.8987200	1.029211076
Piru	60	30.0%	2.6%	5.1964967	0.086608279

## Demographics and Social Indicators

Demographic and social indicator questions were asked of 200 respondents who have taken, are taking or are thinking of taking a Ventura College class. An additional 72 respondents were not interested in Ventura college classes. These respondents were simply asked “why not” and no longer surveyed. As a result, demographic and social indicators can be analyzed for 200 respondents, the 72 responses not interested in the college, are described later and are summarized in figure 12.

Nine demographic questions were asked of the core sample of 200 respondents interested in the college primarily for cross-tabulation analysis, but also to sample the residents’ living environment. This included questions related to income, employment status and access to a computer and car. Somewhat surprisingly, 86% of residents had access to a car and 71% had access to a computer at home (figures 2-3). According to the 2000 Census, most of Santa Clara Valley’s block groups are below the county’s median household income and therefore it was expected a higher percentage of respondents would cite lack of access to cars and computers as an issue. This high accessibility to cars and computers is consistent enough not to warrant extensive cross tabulation analysis but is interesting nonetheless.

Figure 2: Access to a Car

Do you have access to a car?	Response Percent	Response Total
<b>Yes</b>	<b>86%</b>	<b>172</b>
No	14%	28
Total Respondents		200

Figure 3: Access to a Computer

Do you have access to a computer at home?	Response Percent	Response Total
<b>Yes</b>	<b>71%</b>	<b>141</b>
No	30%	59
Total Respondents		200

Successfully surveying lower-income residents is a major problem for telephone surveys in Southern California, but survey respondents with low household income represented a fairly good cross-section of Santa Clara Valley residents. About 1 in 3 respondents

refused to state their annual household income, but, of those who did respond, 44% make below \$35,000 (figure 4). According to the 2005 American Community Survey, the Median Household Income for Ventura County was \$66,859. A sum of 61% of residents surveyed said their households made under \$55,001 last year, a figure well below the county median.

Figure 4: Income

What is your annual household income?	Response Percent	Response Total
\$15,000 or less	5%	10
<b>\$15,001-\$35,000</b>	<b>39%</b>	<b>78</b>
\$35,001-\$55,000	17%	33
\$55,001-\$75,000	5%	10
\$75,001-\$100,000	0%	0
Over \$100,000	0%	0
Refused	35%	69
Total Respondents		200

Gender was split evenly and age groups follow a normal bell curve distribution with 31% of respondents between ages 25-29 and half of respondents between 25 and 34 (figure 5). The median age for Ventura County was 35.4 in 2005, indicating the survey age group sample was skewed toward younger residents, but only 8 respondents were under age 20.

Figure 5: Age

What is your age?	Response Percent	Response Total
18-19 years	4%	8
20-24 years	22%	43
<b>25-29 years</b>	<b>31%</b>	<b>61</b>
30-34 years	20%	40
35-39 years	14%	27
40-49 years	7%	14
50-59 years	4%	7
Refused	0	0
Total Respondents		200

Most residents surveyed were Hispanic (70%) and 28% were white (figure 6). Only five residents of Indian, Black, or “other” ethnicity were surveyed (this sample is too small for empirical analysis). Cross-tabulations show many similarities among the races including similar educational goals, class location preferences and alternative class scheduling.

Figure 6: Ethnicity

What race or ethnic background do you most closely identify with?		
	Response Percent	Response Total
White	28%	55
Hispanic or Latino or Chicano	70%	140
African-American or Black	1%	2
Asian or Asian-American or Pacific Islander	0%	0
American Indian or Alaskan Native	2%	3
Refused	0%	0
Other	0%	0
Total Respondents		200

About 45% of residents were high school graduates and 32% had only some high school (figure 7). This supports other survey results showing a significant (22%) demand for classes counting toward a high school diploma. Only 1% of residents had a four-year college degree. These results are discussed in more detail in the Interest in Classes section.

Figure 7: Educational Attainment

What is the highest level of education you have completed?		
	Response Percent	Response Total
Some high school	32%	64
<b>High school graduate or GED</b>	<b>45%</b>	<b>89</b>
Some college	21%	41
Degree from community college	2%	4
Degree from 4-year college	1%	2
Total Respondents		200

Three out of four respondents were not employed full time and 30% were unemployed which is high for any demographic group (figure 8). This could indicate a high portion of residents surveyed are caretakers and/or relatively uneducated.

Figure 8: Employment

Are you currently employed?		
	Response Percent	Response Total
No	30%	60
<b>Yes, part-time</b>	<b>46%</b>	<b>92</b>
Yes, full-time	24%	48
Total Respondents		200

The high unemployment rate also helps to explain the low household incomes and supports the need for job skill training classes--68% of unemployed residents are thinking of taking a Ventura College class (figure 9).

Figure 9: Employment x Interest in Ventura College

Currently taking any classes?				
Employed?	Not right now, but am thinking	Not right now, but have before	Yes, I am taking a class	Total
	41	10	9	60
No	68%	17%	15%	100%
	20	16	12	48
Yes, full-time	42%	33%	25%	100%
	41	33	18	92
Yes, part-time	45%	36%	20%	100%
	102	59	39	200
Total	51%	30%	20%	100%

Respondents were evenly distributed among the three areas surveyed (figure 10), Santa Paula, Fillmore and Piru. Since this information is critical to class location decisions, these questions were weighted proportionally to cities' populations (figure 11).

Figure 10: Location of Residence (unweighted)

What city do you live in or closest to?	Response Percent	Response Total
Santa Paula	38%	75
Fillmore	33%	65
Piru	30%	60
Total Respondents		200

Figure 11: Location of Residence (weighted)

What city do you live in or closest to?	Response Percent	Response Total
Santa Paula	64%	128
Fillmore	34%	67
Piru	2%	5
Total Respondents		200

## Interest in Taking Classes at Ventura College

Respondents were asked whether they:

- Are taking a Ventura College class,
- Took a Ventura College class in the recent past,
- Are Thinking of taking a Ventura College class, or
- Have no plans to take a class.

Of the 72 respondents who said they have no plans to take a class, nearly half said they already have a four-year degree or a good job. Most of the others gave a variety of answers involving obstacles, such as no time, no money, or don't speak English. These respondents represented a small portion of all respondents. Only 2 respondents said they don't like school (figure 12).

Figure 12: Why Are You Not Planning To Take A Class?

What is the main reason you do not plan to take a class?	Response Percent	Response Total
<b>I already have a college degree</b>	<b>29%</b>	<b>21</b>
I have a good job now	17%	12
I have no time for college	13%	9
I can't afford to take classes	11%	8
I don't speak English	8%	6
I am too old for school	7%	5
I never graduated from high school	7%	5
I do not have child care for my kids	4%	3
I do not like school	3%	2
I am disabled	1%	1
Total Respondents		72

The 72 respondents with no plans to take a class were not surveyed further; however, 102 (38%) of the 272 respondents said they have not taken classes but are considering it. This group is important in that it represents the untapped enrollment potential of Santa Clara Valley (figure 13).

Figure 13: Are You Taking Any Classes?

Are you currently taking any classes at Ventura College?	Response Percent	Response Total
Yes I am taking a class	14%	39
Not right now, but I took a class in the recent past	22%	59
<b>Not right now, but I am thinking of taking a class</b>	<b>38%</b>	<b>102</b>
I have no plans to take a Ventura College class	26%	72
Total Respondents		272

The remaining sections of this report discuss only the 200 respondents interested in Ventura College.

Of the age groups who are interested in Ventura College we found that respondents who have already taken or are currently taking classes tended to call into the 20-34 age group (figure 14), while those thinking of taking classes tended to be either younger (age 18-19) or older (ages 35-59).

Figure 14: Are You Taking Any Classes x Age

Currently Taking any classes?				
Age	Yes, I am taking a class	Not right now, have before	Not right now, but am thinking	Total
18-19 years	3 38%	0 0%	5 63%	8 100%
20-24 years	10 23%	17 40%	16 37%	43 100%
25-29 years	15 25%	22 36%	24 39%	61 100%
30-34 years	9 23%	12 30%	19 48%	40 100%
35-39 years	1 4%	6 22%	20 74%	27 100%
40-49 years	1 7%	1 7%	12 86%	14 100%
50-59 years	0 0%	1 14%	6 86%	7 100%
Total Respondents	39 20%	59 30%	102 51%	200 100%

## Educational Goal

Almost 40% of respondents are interested in taking classes that improve their job skills (figure 15). More than one in five want classes toward a high school diploma and there is demand for community college degrees; conversely only one in ten respondents is looking to transfer.

Figure 15: What Kinds of Classes Would You Like to Take?

What kinds of classes would you be most interested in taking?	Response Percent	Response Total
Classes that help me complete my high school diploma	22%	44
Classes that help me get a degree from a community college	30%	59
Classes that help me prepare for transfer to a 4-year college	10%	20
<b>Classes that help me learn skills to apply to a specific job</b>	<b>39%</b>	<b>77</b>
Total Respondents		200

Figure 16 shows more women want to take classes toward a high school diploma than men (28% and 16%, respectively).

Figure 16: What Kinds of Classes Would You Like to Take x Gender

What kinds of classes would you be most interested in taking?			
Gender	High school diploma	Community college degree	Skills for a specific job
	28	26	35
Female	28%	26%	35%
	16	33	42
Male	16%	33%	42%
Response	44	59	77
Total	22%	30%	39%

Respondents with a high school diploma were about evenly split between wanting classes toward a degree from community college and classes that teach job skills (Figure 17). Job skills classes were also in demand with residents who have some college education (53%).



Figure 17: What Kinds of Classes Would You Like to Take x Educational Level

What kinds of classes would you be most interested in taking?					
	High school diploma	Degree from a community college	Skills for a specific job	Transfer to a 4 year college	Total
High school graduate or GED	5	35	37	12	89
	6%	39%	42%	13%	100%
Some college	3	15	25	4	47
	6%	32%	53%	9%	100%
Some high school	36	9	15	4	64
	56%	14%	23%	6%	100%
Response	44	59	77	20	200
Total	22%	30%	39%	10%	100%

Overall, Hispanics and Whites generally have the same educational goals, but they diverge when choosing between high school diploma classes and four-year college transfer classes (figure 18). This may be because the Hispanic respondents had a lower level of educational attainment overall.

Figure 18: Preferred Class Types

Preferred Class Types: Hispanic/White Comparison		
Rank	Race	Class Type
1	Hispanic & White	Classes that Teach Job Skills
2	Hispanic & White	Classes the Count Toward a Community College Degree
3	Hispanics	Classes that Count Toward a High School Diploma
3	Whites	Classes that Help Transfer to a Four-Year College

The follow-up question asked respondents “yes” or “no” to whether they would like to take classes that would teach them new job skills. Sixty-four percent (128 respondents) said yes (figure 29). Of these respondents, most were between the ages of 20 and 29 (figure 19).

Figure 19: Job Skill Classes x Age

Learn new job skills?			
Age	Yes	No	Total
18-19 years	7 88%	1 13%	8 100%
20-24 years	33 77%	10 23%	43 100%
25-29 years	42 69%	19 31%	61 100%
30-34 years	25 63%	15 38%	40 100%
35-39 years	12 44%	15 56%	27 100%
40-49 years	5 36%	9 64%	14 100%
50-59 years	4 57%	3 43%	7 100%
Response	128	72	200
Total	64%	36%	100%

The residents who did not want to take classes that teach new job skills were older and had relatively high household incomes (figure 20).

Figure 20: Job Skill Classes x Income

Learn new job skills?			
Income	Yes	No	Total
\$15,000 or less	8 80%	2 20%	10 100%
\$15,001-\$35,000	60 77%	18 23%	78 100%
\$35,001-\$55,000	25 76%	8 24%	33 100%
\$55,001-\$75,000	5 50%	5 50%	10 100%
Refused (do not read)	30 43%	39 57%	69 100%
Response	128	72	200
Total	64%	36%	100%

## Skill Preferences

Respondents were also asked which job skills they were most interested in learning. The strongest responses came in the areas of Medical Worker, Office Assistant, and Manager. The weakest responses came in the areas of Bookkeeper, Spanish Translator, and Child Care Worker (figures 21-22).

Figure 21: Most and Least Popular Job Skill Classes

Top Job Skill Classes		Bottom Job Skill Classes	
Category	Percent Yes	Category	Percent Yes
Medical Worker	47%	Bookkeeper	16%
Office Assistant	40%	Spanish Translator	16%
Manager	38%	Child Care Worker	17%

Figure 22: Which Job Skills Are You Interested in Learning?

I am now going to ask you about job skills for specific jobs.					
	Yes Percent	Yes Total	No Percent	No Total	Response Total
Are you interested in learning job skills to be a Bookkeeper?	16%	21	84%	107	128
Are you interested in learning job skills to be an Office Assistant?	40%	51	60%	77	128
Are you interested in learning job skills to be a Medical Worker?	47%	60	53%	68	128
Are you interested in learning job skills to be a Small Business Owner?	30%	38	70%	90	128
Are you interested in learning job skills to be a Manager?	38%	48	63%	80	128
Are you interested in learning job skills to be a Customer Service Representative?	31%	40	69%	88	128
Are you interested in learning job skills to be a Police Officer?	20%	26	80%	102	128
Are you interested in learning job skills to be a Child Care Worker?	17%	22	83%	106	128
Are you interested in learning job skills to be a Teacher Aid?	18%	23	82%	105	128
Are you interested in learning job skills to be a Social Worker?	31%	40	69%	88	128
Are you interested in learning job skills to be a Spanish Translator?	16%	21	84%	107	128
Total Respondents					128

The preference for job skill class types varies by location (figures 23-25). Fillmore residents were more interested in Office Assistant (48%) and Medical Worker (71%) while Santa Paula residents were interested in Medical Worker (40%) as well as Manager (47%).

Figure 23: Job Skills to be an Office Assistant x Location of Residence

Job skills to be an Office Assistant?			
Where do you live	Yes	No	Total
Fillmore	15	16	31
	48%	52%	100%
Piru	15	27	42
	36%	64%	100%
Santa Paula	21	34	55
	38%	62%	100%
Total	51	77	128
Respondents	40%	60%	100%

Figure 24: Job Skills to be a Medical Worker x Location of Residence

Job skills to be a Medical Worker?			
Where do you live	Yes	No	Total
Fillmore	22	9	31
	71%	29%	100%
Piru	16	26	42
	38%	62%	100%
Santa Paula	22	33	55
	40%	60%	100%
Total	60	68	128
Respondents	47%	53%	100%

Figure 25: Job Skills to be a Manager x Location of Residence

Job skills to be a Manager?			
Where do you live	Yes	No	Total
Fillmore	9	22	31
	29%	71%	100%
Piru	13	29	42
	31%	69%	100%
Santa Paula	26	29	55
	47%	53%	100%
Total	48	80	128
Respondents	38%	63%	100%

Men were more likely to be interested in learning skills for Police Officer and Small Business Owner, while women are more likely to want job skills to be a child care worker, teacher aid, office assistant and social worker.

Hispanics were most interested in medical worker (53%), managerial (44%), and office assistant (42%) job skills (figures 26-28). Interest among whites was more evenly distributed.

Figure 26: Job Skills to be a Medical Worker x Ethnicity

Job skills to be a Medical Worker?			
Race	Yes	No	Total
African-American or Black	0	2	2
	0%	100%	100%
American Indian or Alaskan Native	1	2	3
	33%	67%	100%
Hispanic or Latino or Chicano	48	43	91
	53%	47%	100%
White	11	21	32
	34%	66%	100%
Total	60	68	128
Respondents	47%	53%	100%

Figure 27: Job Skills to be a Manager x Ethnicity

Job skills to be a Manager?			
Race	Yes	No	Total
African-American or Black	1	1	2
	50%	50%	100%
American Indian or Alaskan Native	2	1	3
	67%	33%	100%
Hispanic or Latino or Chicano	40	51	91
	44%	56%	100%
White	5	27	32
	16%	84%	100%
Total	48	80	128
Respondents	38%	63%	100%

Figure 28: Job Skills to be an Office Assistant x Ethnicity

Job skills to be an Office Assistant?			
Race	Yes	No	Total
African-American or Black	1 50%	1 50%	2 100%
American Indian or Alaskan Native	2 67%	1 33%	3 100%
Hispanic or Latino or Chicano	38 42%	53 58%	91 100%
White	10 31%	22 69%	32 100%
Total Respondents	51 40%	77 60%	128 100%

Job skills respondents are most interested in based on educational level were (figures 29-32):

- Office Assistant: Some High School (43%); High School Graduate (44%);

Figure 29: Job Skills to be an Office Assistant x Education Level

Job skills to be an Office Assistant?			
Education	Yes	No	Total
High school graduate or	26 44%	33 56%	59 100%
Some college	12 31%	27 69%	39 100%
Some high school	13 43%	17 57%	30 100%
Total Respondents	51 40%	77 60%	128 100%

- Medical Worker: High School Graduate (51%); Some College (49%);

Figure 30: Job Skills to be a Medical Worker x Education Level

Job skills to be a Medical Worker?			
Education	Yes	No	Total
High school graduate or	30	29	59
	51%	49%	100%
Some college	19	20	39
	49%	51%	100%
Some high school	11	19	30
	37%	63%	100%
Total	60	68	128
Respondents	47%	53%	100%

- Small Business Owner: Some College (44%);

Figure 31: Job Skills to be a Small Business Owner x Education Level

Job skills to be a Small Business Owner?			
Education	Yes	No	Total
High school graduate or	11	48	59
	19%	81%	100%
Some college	17	22	39
	44%	56%	100%
Some high school	10	20	30
	33%	67%	100%
Total	38	90	128
Respondents	30%	70%	100%

- Managerial: Some High School (40%); Some College (44%).

Figure 32: Jobs Skills to be a Manager x Education Level

Job skills to be a Manager?			
Education	Yes	No	Total
High school graduate or	19	40	59
	32%	68%	100%
Some college	17	22	39
	44%	56%	100%
Some high school	12	18	30
	40%	60%	100%
Total	48	80	128
Respondents	38%	63%	100%

## Language of Instruction

Almost half of all respondents were interested in taking a class toward a degree or certificate in Spanish only. Hispanics (54%) are twice as likely as Whites (27%) to be interested in Spanish-only classes (figure 33).

Figure 33: Preferred Language of Instruction x Ethnicity

Classes Offered Entirely in Spanish Only?				
Race	More likely	Less likely	No difference	Total
Hispanic	76	33	31	140
	54%	24%	22%	100%
White	15	18	22	55
	27%	33%	40%	100%
Total	91	53	56	200
	46%	27%	28%	100%



## Location of Classes

The location of classes in relation to Santa Clara Valley residents is a critical issue to Ventura College. The college currently has classes in Santa Paula but is considering moving them to Fillmore. Two survey questions were designed to determine residents' preferences and the results are interesting albeit somewhat complicated.

### *Where Would You Prefer to Take Classes?*

Overall, 42% of the respondents said they would prefer to take classes in Santa Paula, while 32% said Fillmore and 19% said the Ventura campus (figure 34). When weighted, this translated to an overall 56% preference for Santa Paula (figure 35).

Generally, we found that Santa Paula residents were more averse to taking classes in Fillmore than vice-versa.

Figure 34: Location Preference (Unweighted)

Ventura College offers classes at many different locations. If you were thinking of taking a class anyway, where would you be most likely to take the class?		
	Response Percent	Response Total
Ventura	19%	38
<b>Santa Paula</b>	<b>42%</b>	<b>84</b>
Fillmore	32%	63
Doesn't matter	8%	15
Total Respondents		200

Figure 35: Location Preference x Location of Residence (Weighted)

Where would you be most likely to take a class?									
Residence	Fillmore		Santa Paula		Ventura		Doesn't Matter		Total
Fillmore	50	75%	11	17%	5	8%	0	0%	67
Piru	1	22%	1	25%	2	32%	1	22%	5
Santa Paula	2	1%	99	77%	24	19%	3	3%	128
Total	53	27%	112	56%	31	15%	5	2%	200

### *More or Less Likely to Take Classes at Fillmore?*

The second location question asked more specifically about Fillmore, asking whether respondents would be more or less likely to take classes if they were offered in Fillmore.

Overall, 48% of the respondents said they would be more likely to take classes in Fillmore (figure 36). When weighted, this figure dropped to 45% (figure 37).

Generally, we found Fillmore and Piru residents were more likely to take classes in Fillmore, while Santa Paula residents were evenly split, 39% said they were more likely, 39% said less likely, and 23% said it didn't matter.

Figure 36: More or Less Likely to Take Class in Fillmore (Unweighted)

Ventura College currently has a classroom in Santa Paula. Would you be more or less likely to take a class if it were offered at a location in Fillmore rather than Santa Paula?		
	Response Percent	Response Total
More likely	48%	95
Less likely	34%	67
No difference	19%	38
Total Respondents		200

Figure 37: More or Less Likely to Take Class in Fillmore x Location of Residence (Weighted)

Would you be more or less likely to to take a class at Fillmore?							
Residence	More Likely		Less Likely		No Difference		Total
Santa Paula	49	39%	49	39%	29	23%	128
Fillmore	37	55%	21	31%	9	14%	67
Piru	3	50%	2	30%	1	20%	5
Total	89	45%	72	36%	39	20%	200

## Needed Services

The survey asked respondents about childcare services and bus or shuttle services that might assist them in taking classes.

### *Child care*

About half of all respondents said they would be more likely to take classes if child care were offered (figure 38).

Figure 38: More or Less Likely to Take Class if Child Care Is Offered

Would you be more or less likely to take a class if child care services were offered on site?		
	Response Percent	Response Total
<b>More likely</b>	<b>48%</b>	<b>95</b>
Less likely	8%	16
No difference	45%	89
Total Respondents		200

Gender differences were acute, with 62% of women saying they would be more likely to take a class if child care was offered while only 33% of men said it would help (figure 39).

Figure 39: More or Less Likely to Take Class if Child Care Is Offered x Gender

Child care services were offered on site?				
Gender	More likely	Less likely	No difference	Total
Female	62	9	29	100
	62%	9%	29%	100%
Male	33	7	60	100
	33%	7%	60%	100%
Total	95	16	89	200
	48%	8%	45%	100%

### *Bus or Shuttle Service*

Bus service already exists to from Ventura to Fillmore and Santa Paula. When asked whether they would be more likely to take classes if improved bus or shuttle services were offered, 59% of respondents said yes (figure 40).

Figure 40: Better Bus/Transit Service

Would you be more or less likely to take a class if better bus or shuttle service was offered to the class from Santa Paula or Fillmore?		
	Response Percent	Response Total
More likely	59%	117
Less likely	16%	32
No difference	26%	51
Total Respondents		200

This opinion was almost evenly distributed among gender and ethnicity (figures 41-42).

Figure 41: Better Bus/Transit Service x Gender

Better bus/shuttle service was offered from Santa Paula or Fillmore?				
Gender	More likely	Less likely	No difference	Total
Female	66	11	23	100
	66%	11%	23%	100%
Male	51	21	28	100
	51%	21%	28%	100%
Total	117	32	51	200
	59%	16%	26%	100%

Figure 42: Better Bus/Transit Service x Ethnicity

Better bus/shuttle service from Santa Paula or Fillmore?				
Race	More likely	Less likely	No difference	Total
Hispanic or Latino or	87	24	29	140
	62%	17%	21%	100%
White	27	8	20	55
	49%	15%	36%	100%
Total	117	32	51	200
	59%	16%	26%	100%

And by location of residence, 60% of residents in Piru and 63% of Santa Paula residents said improved bus service would help them, compared to 52% of Fillmore residents (figure 43).

Figure 43: Better Bus/Transit Service x Location of Residence

Better bus/shuttle service was offered from Santa Paula or Fillmore?				
Residence	More likely	Less likely	No difference	Total
Fillmore	34	20	11	65
	52%	31%	17%	100%
Piru	36	8	16	60
	60%	13%	27%	100%
Santa Paula	47	4	24	75
	63%	5%	32%	100%
Total	117	32	51	200
	59%	16%	26%	100%

The demand for more transit is somewhat surprising since 86% of residents sampled have access to a car (figure 44).

Figure 44: Access to a Car

Do you have access to a car?		
	Response Percent	Response Total
Yes	86%	172
No	14%	28
Total Respondents		200

## Alternative Scheduling

### *Compressed and Weekend Classes*

About two-thirds of respondents said they would be more likely to take a class if it were offered on a compressed schedule or a Saturday class (figures 45-46). The highest demand resonated with respondents who are already taking a class –74% of these respondents are more likely to be interested in compressed schedule classes.

Figure 45: More or Less Likely to Take Class if Compressed Schedule Is Offered x Interest in Ventura College

More likely to take class if offered everyday for few weeks rather than over whole semester.				
Ventura College Experience	More likely	Less likely	No difference	Total
I am thinking of taking a class	67	31	4	102
	66%	30%	4%	100%
Not right now, but I took a class	37	17	5	59
	63%	29%	8%	100%
Yes, I am taking a class	29	7	3	39
	74%	18%	8%	100%
Total	133	55	12	200
	67%	28%	6%	100%

Figure 46: More or Less Likely to Take Class if Saturday Classes Are Offered x Interest in Ventura College

More likely to take class if offered Saturdays instead of during standard work-week.				
Ventura College Experience	More likely	Less likely	No difference	Total
I am thinking of taking a class	67	21	14	102
	66%	21%	14%	100%
Not right now, but I took a class	35	19	5	59
	59%	32%	8%	100%
Yes, I am taking a class	24	9	6	39
	62%	23%	15%	100%
Total	126	49	25	200
	63%	25%	13%	100%

Overall, the demand for alternative scheduling is evenly distributed among race, gender, geography and age groups.

### *Internet Classes*

Internet classes were almost as popular as compressed schedules and weekend classes with 57% of residents saying they would be more likely to take a class if some or all of it was offered online (figure 47).

Figure 47: Internet Classes

Would you be more or less likely to take a class if you could take all or some of it online using a computer and the Internet?		
	<b>Response Percent</b>	<b>Response Total</b>
More likely	57%	114
Less likely	25%	50
No difference	18%	36
Total Respondents		200

## Conclusion

Almost three-quarters of all respondents said they are interested in classes at Ventura College. Of those who are not interested, many stated obstacles that could be overcome – lack of funds or lack of skill in English, for example.

Close to half (40%) of respondents interested in Ventura College are thinking about taking a class. This represents a significant opportunity for increased enrollment of new students. And if this survey was truly representative of the Santa Clara Valley population, this group of potential students would represent 17,812 residents.

Respondents have significant and diverse educational attainment goals that indicate there is demand for classes toward a high school diploma, community college degree or certificate, and, above all, job skill training. No single skill predominated, but a number of job skills have considerable support.

The survey results on the geographical location appear to be mixed. Given the choice of any location, Santa Paula respondents would prefer Santa Paula or Ventura. But questioned on the Fillmore option only, Santa Paula residents were evenly split, while Fillmore and Piru residents prefer Fillmore. However, it is important to note that Santa Paula residents represent two-thirds of the population of the Santa Clara Valley.