



Northwestern
Michigan
College



*Report of Survey
Results and Analysis*
November 2014

Methodology

- ▶ Telephone survey of adult residents (18+) in the 6 county Northwestern Michigan College service area:
 - Antrim
 - Benzie
 - Grand Traverse
 - Kalkaska
 - Leelanau
 - Wexford
- ▶ Conducted November 6-10, 2014
- ▶ 400 landline and cellphone interviews conducted by trained, professional interviewers
- ▶ Overall margin of error \pm 4.9 percentage points
- ▶ All mean values exclude “Don’t know” responses
- ▶ Where applicable, results are compared to previous research conducted by EMC Research and others

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

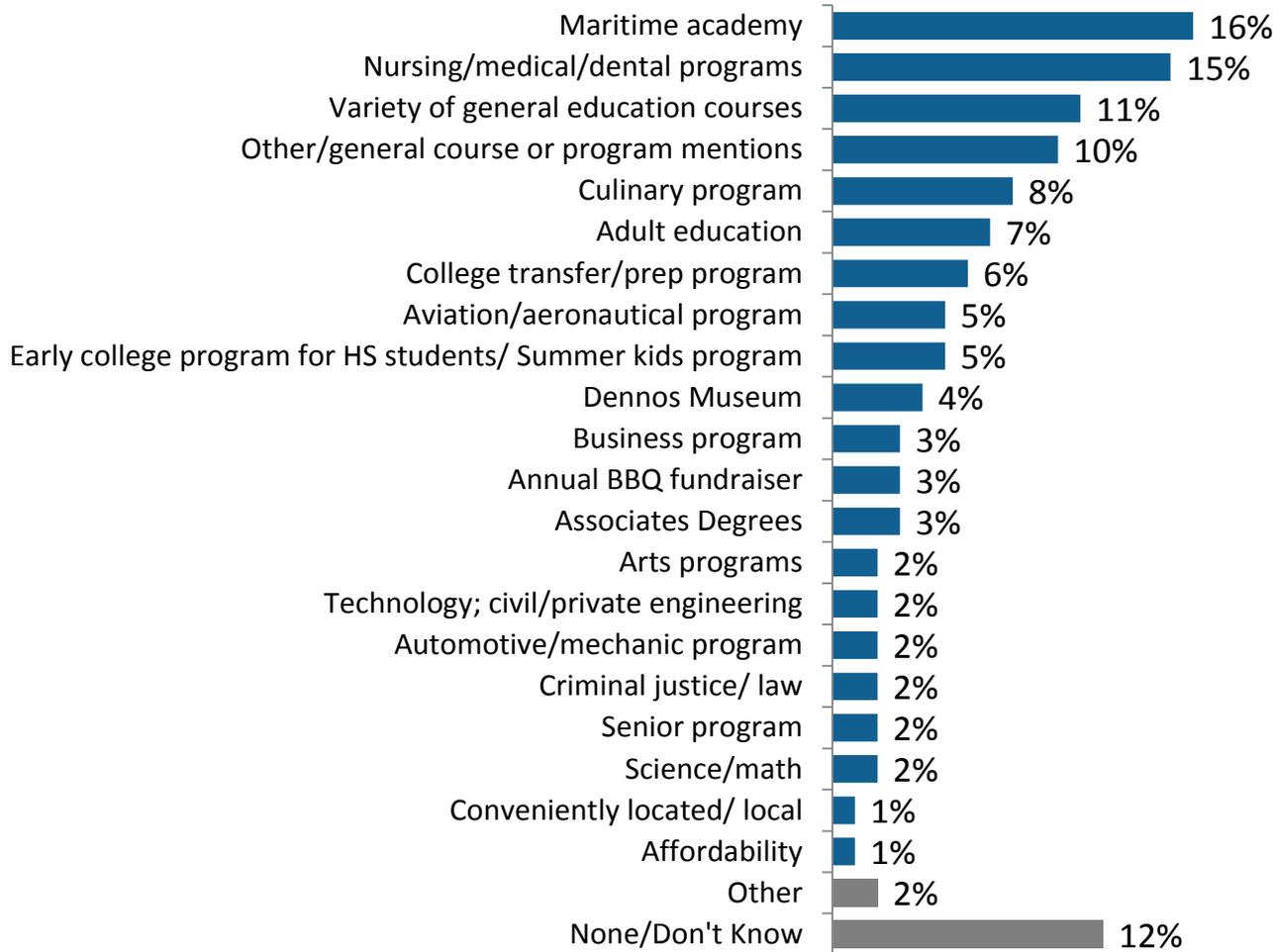
- ▶ Northwestern Michigan College receives very strong ratings from local residents, both for overall favorability, overall performance, and for performance in specific program and service areas.
- ▶ Residents who are more familiar with the college provide higher ratings than those who are less familiar with NMC.
- ▶ Providing high school students access to college credit, skilled-trade career training, preparing students to transfer and providing access to other four-year colleges and universities, providing Associates and Bachelor's degrees, and college prep courses are the most important programs or services to local residents.
- ▶ Three-out-of-four local residents indicate that they would encourage someone to pursue a skilled-trade career in manufacturing; many consider it a good career with good pay that is in high demand.



The NMC Brand

Top of Mind Associations About NMC

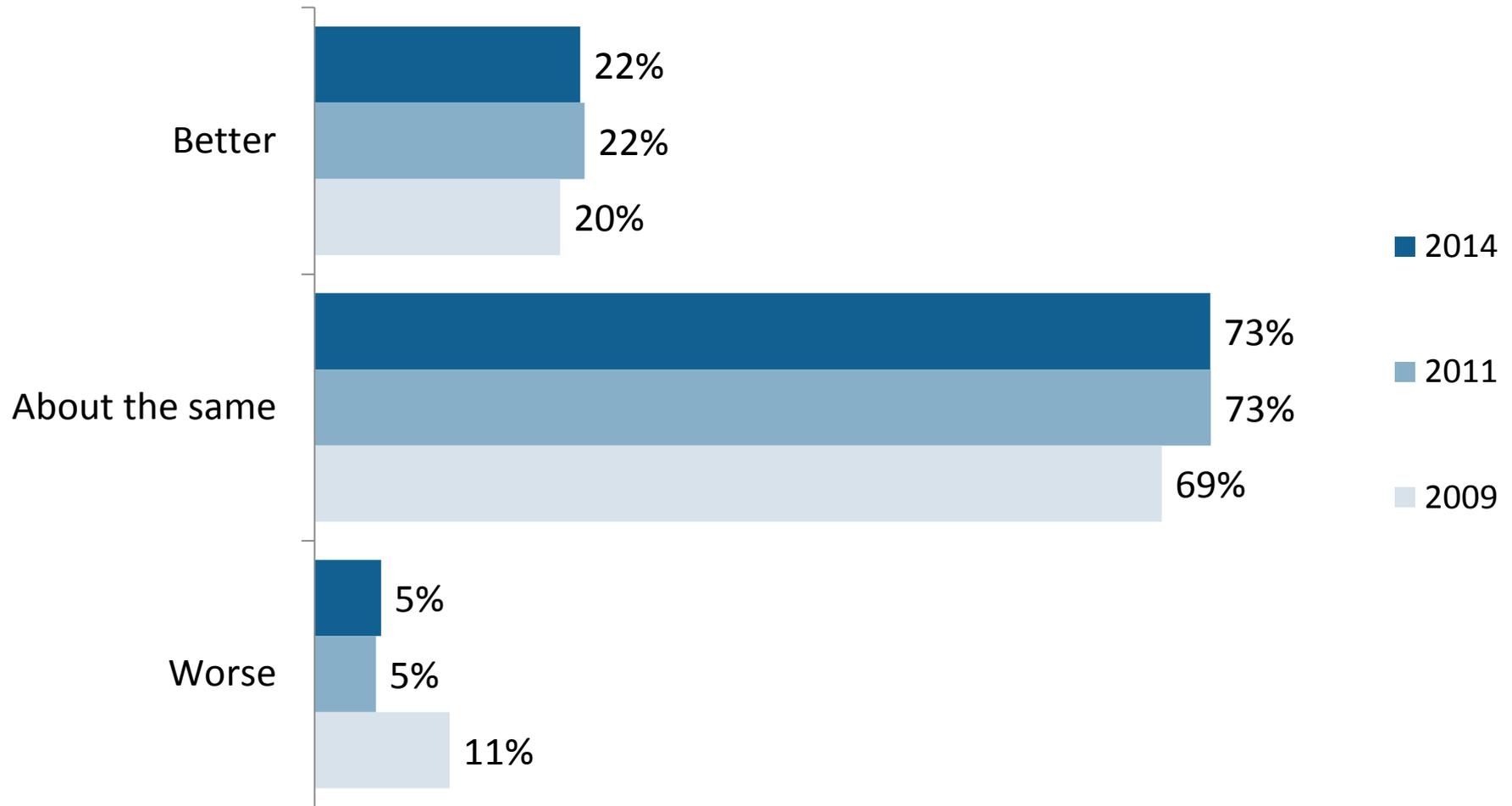
The Maritime academy and NMC's nursing, medical, and dental programs were the most often mentioned "top of mind" reactions to Northwestern Michigan College.



Q4. What programs, services, or activities first come to mind when you think of Northwestern Michigan College? **(Open end; Multiple responses accepted; total does not equal 100%)**

NMC Education Rating

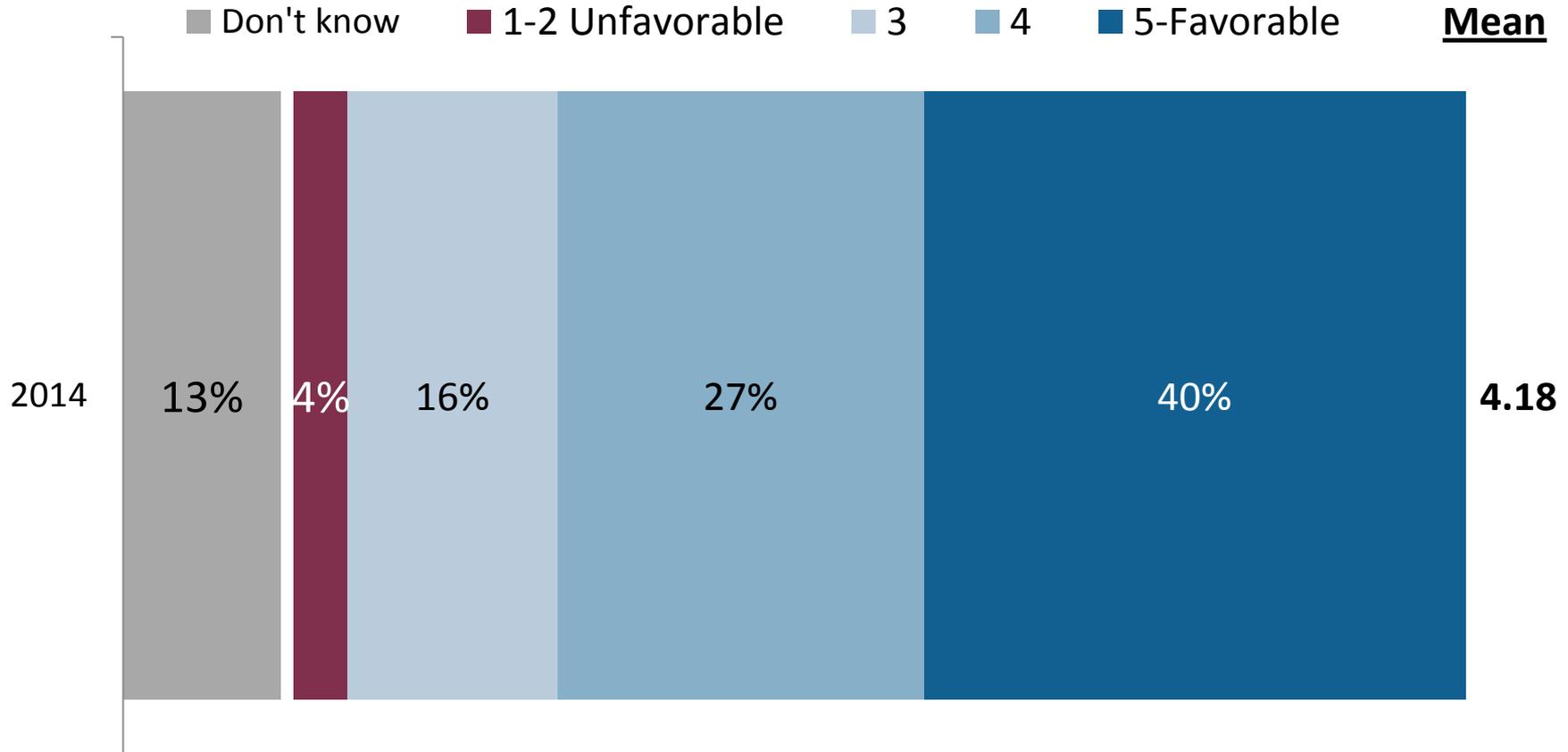
Most local residents continue to believe NMC is as good or better than other four-year colleges and universities in Michigan.



Q5. In your opinion, is the quality of education provided by Northwestern Michigan College better, about the same, or worse than the quality of education provided by most four-year colleges and universities in Michigan? (**"Don't know" responses excluded.**)

NMC Favorability

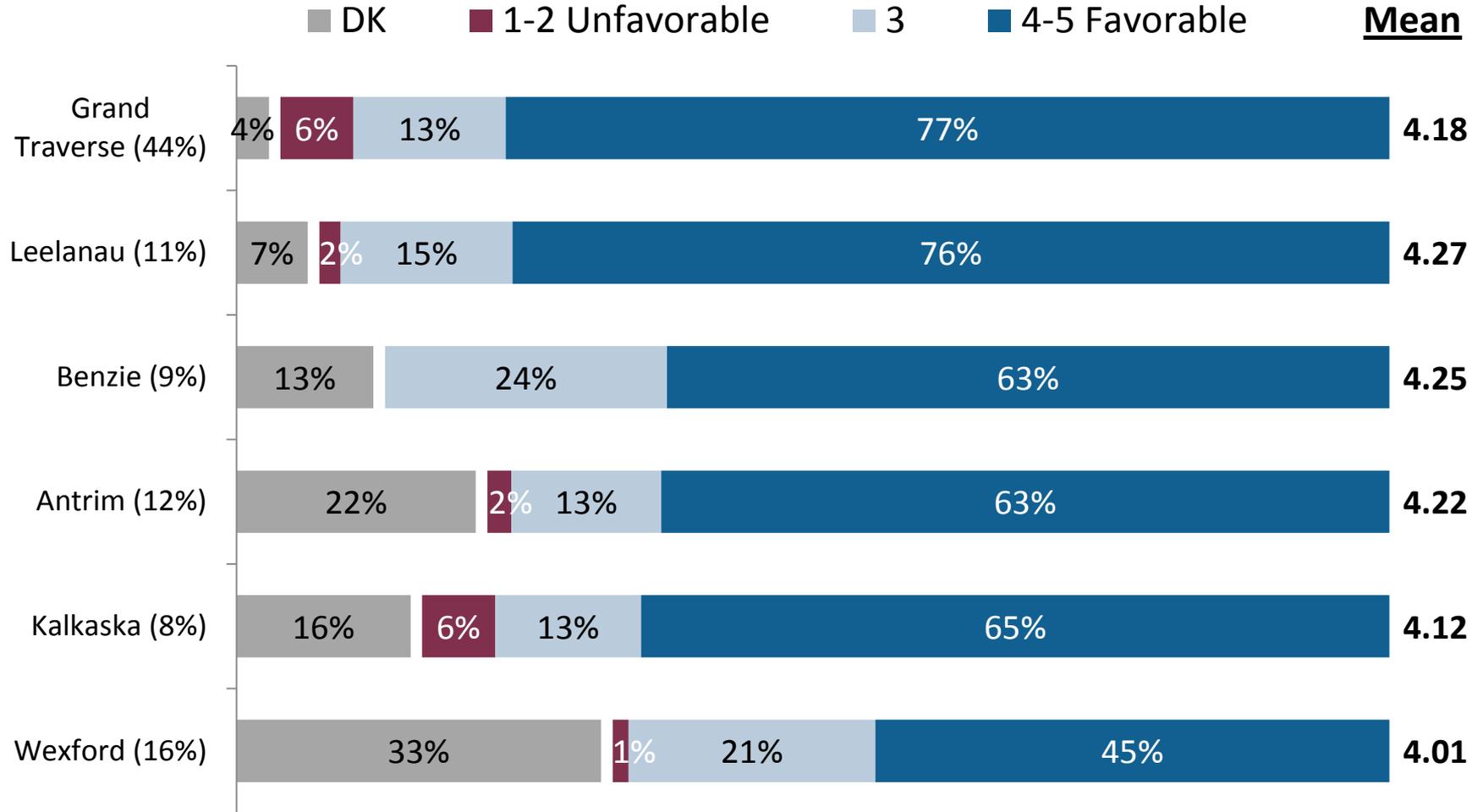
The vast majority of local residents have a favorable opinion of Northwestern Michigan College.



Q2. On a 1 to 5 scale, where 1 means Strongly Unfavorable and 5 means Strongly Favorable, what is your opinion of Northwestern Michigan College?

NMC Favorability by County

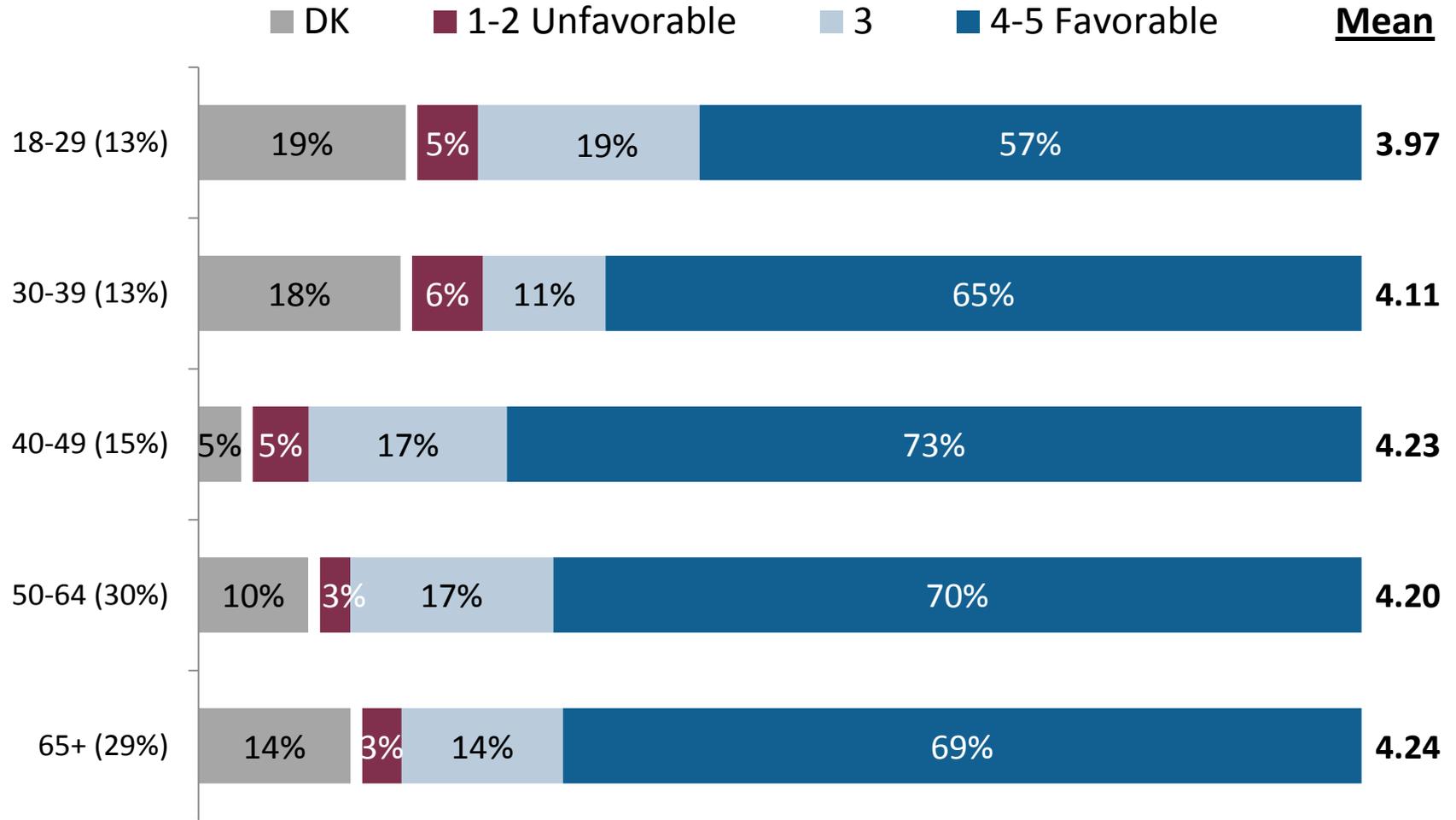
Favorability is high across all 6 counties.



Q2. On a 1 to 5 scale, where 1 means Strongly Unfavorable and 5 means Strongly Favorable, what is your opinion of Northwestern Michigan College?

NMC Favorability by Age

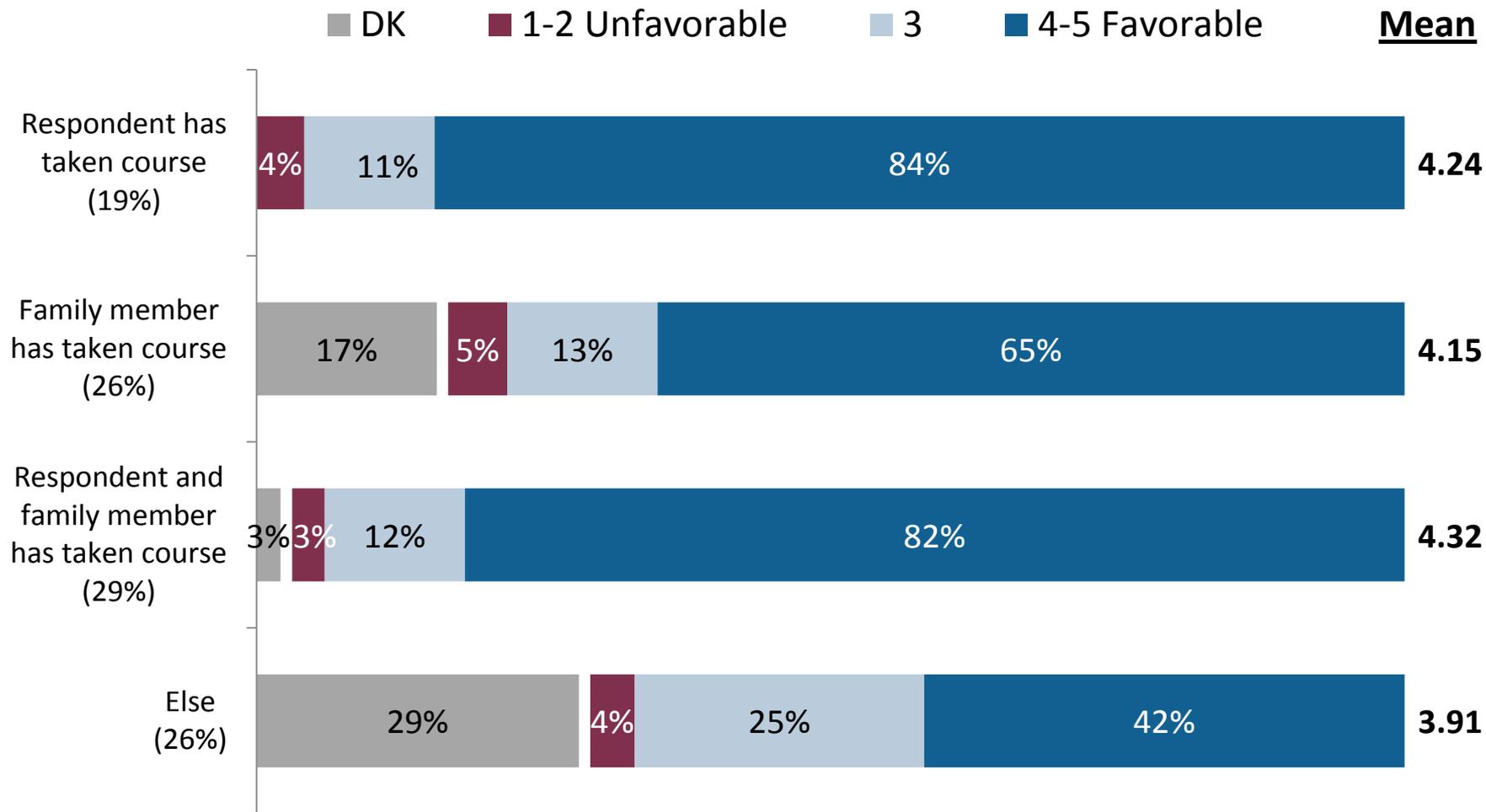
Overall favorability is high across all age groups.



Q2. On a 1 to 5 scale, where 1 means Strongly Unfavorable and 5 means Strongly Favorable, what is your opinion of Northwestern Michigan College?

NMC Favorability by Course Participation

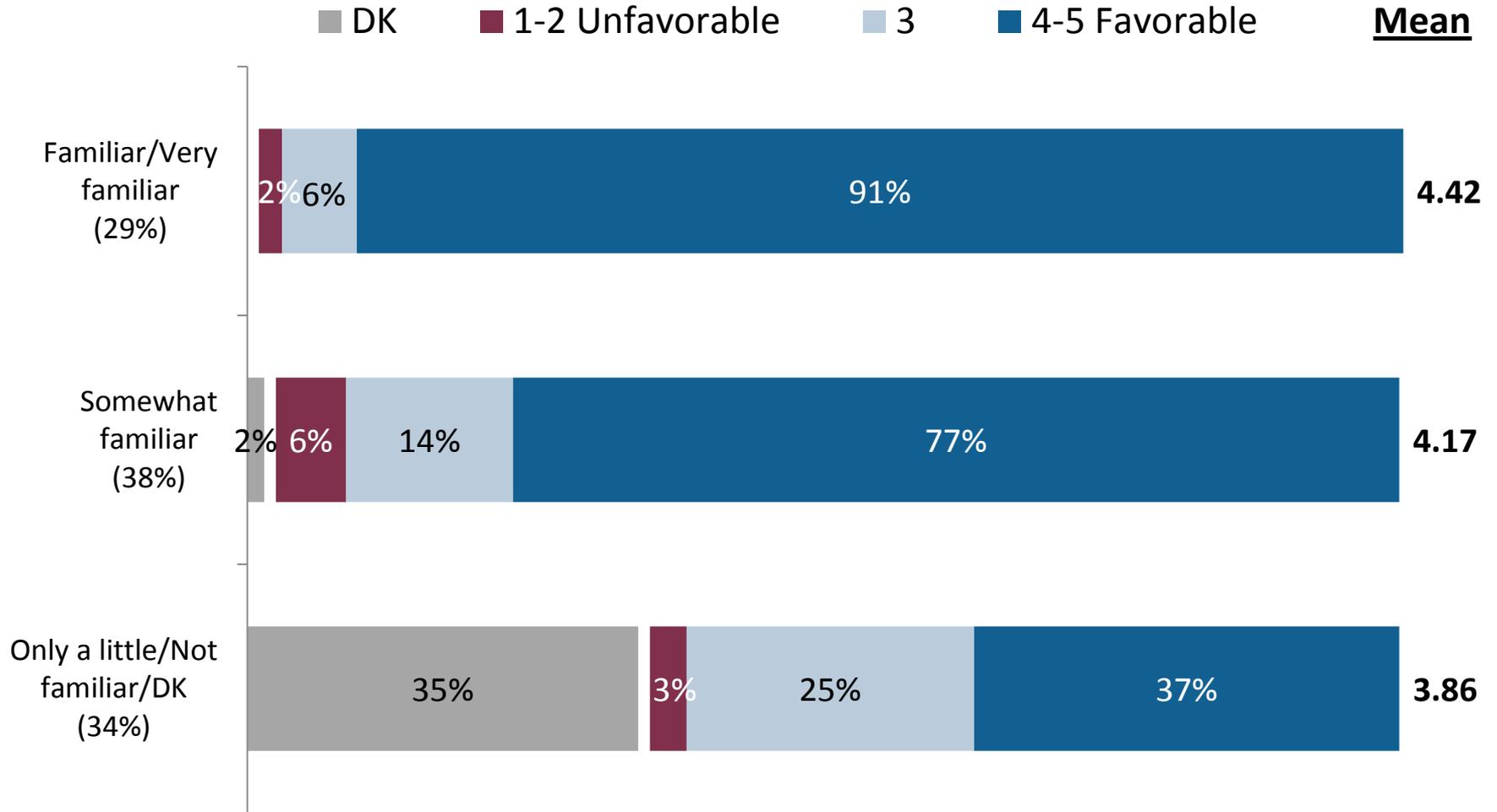
Ratings are higher among respondents who have a closer connection to NMC.



Q2. On a 1 to 5 scale, where 1 means Strongly Unfavorable and 5 means Strongly Favorable, what is your opinion of Northwestern Michigan College?

NMC Favorability by Familiarity

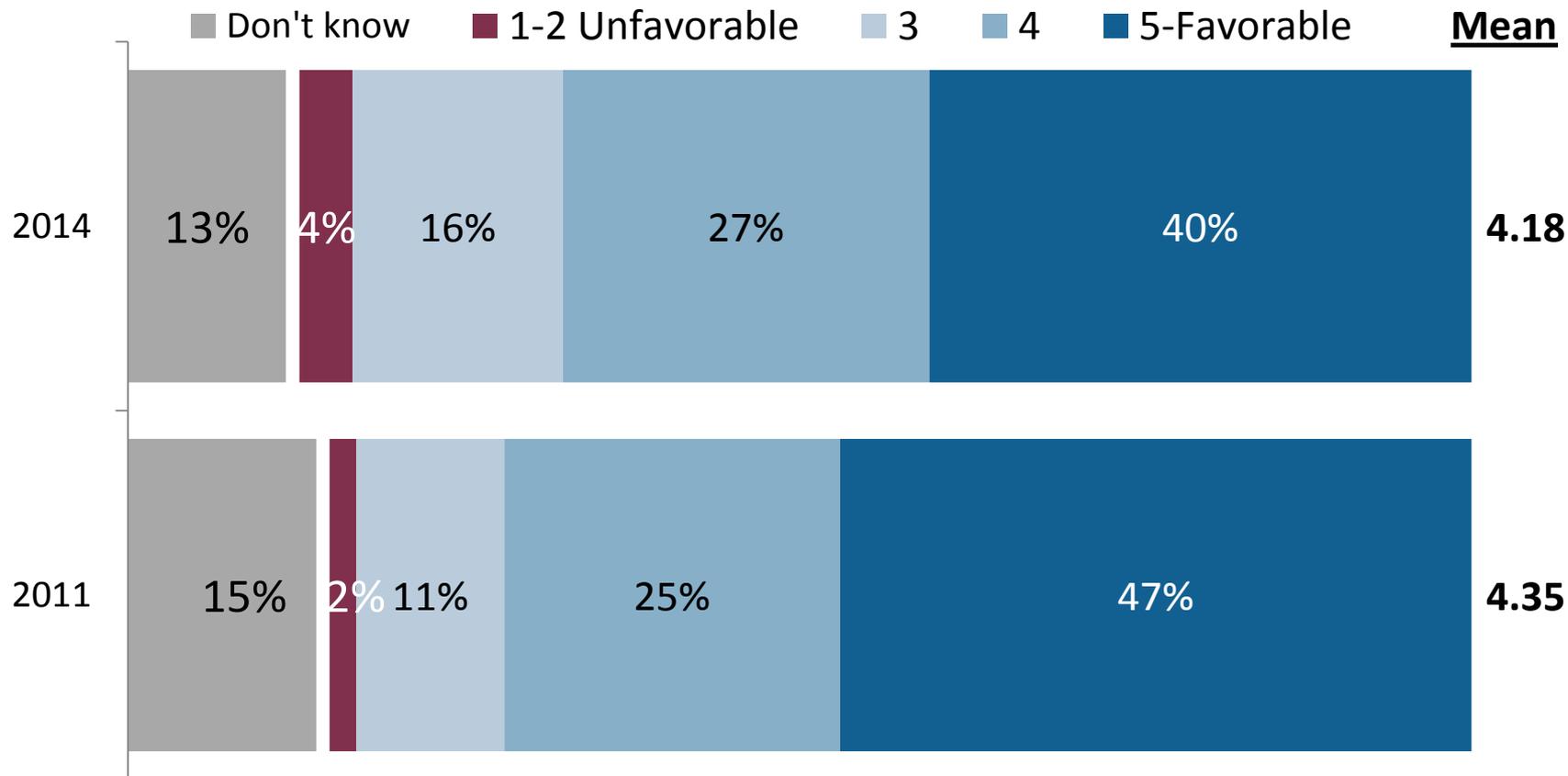
There is a positive correlation between familiarity with NMC and Favorability.



Q2. On a 1 to 5 scale, where 1 means Strongly Unfavorable and 5 means Strongly Favorable, what is your opinion of Northwestern Michigan College?

NMC Favorability Over Time

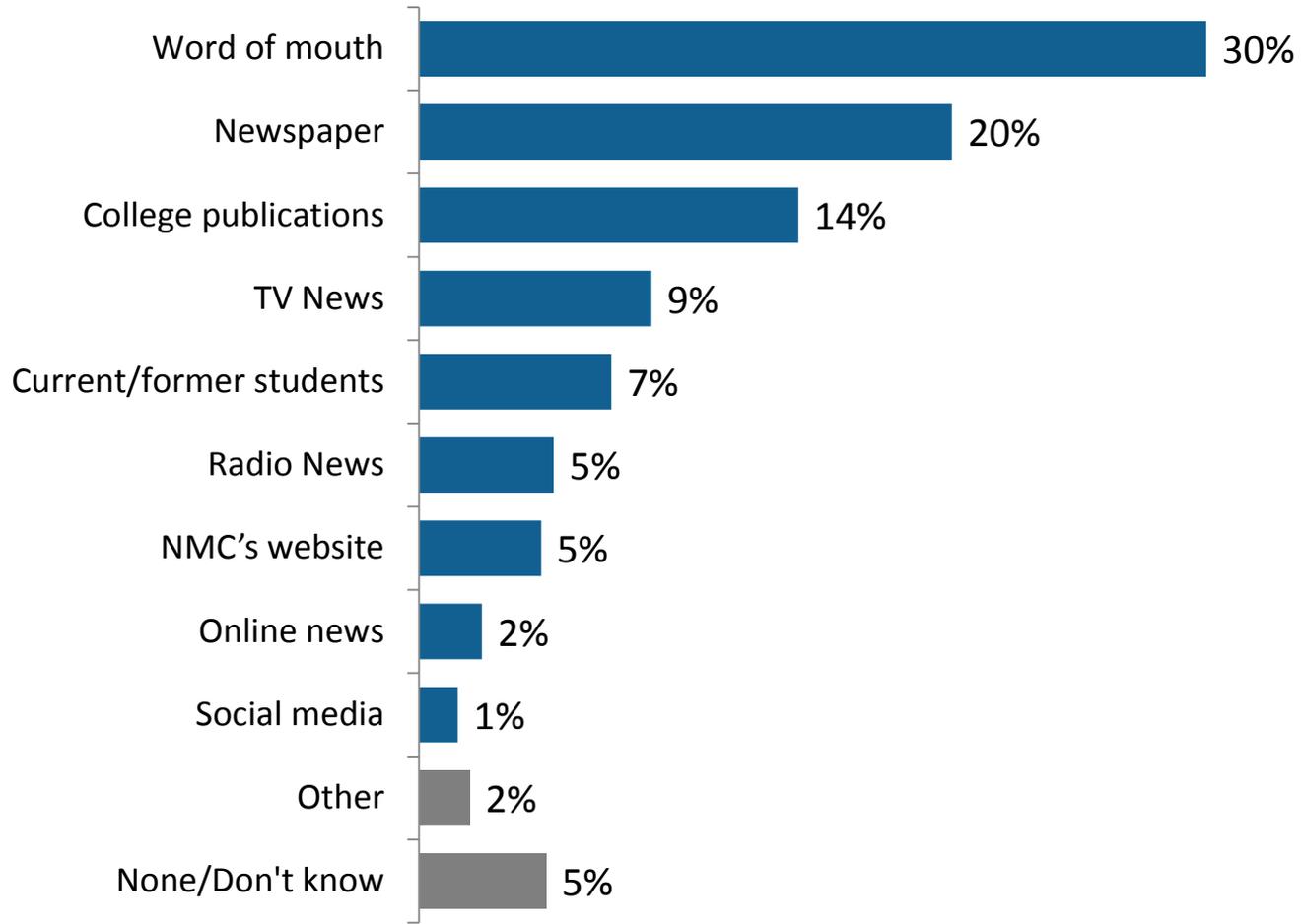
Compared to 2011, there is a small drop in intensity of the positive ratings, but NMC's favorability rating has remained overwhelmingly positive.



Q2. On a 1 to 5 scale, where 1 means Strongly Unfavorable and 5 means Strongly Favorable, what is your opinion of Northwestern Michigan College?

Primary Sources of Information of NMC

Word of mouth and newspapers are the most common sources for information about NMC.



Primary Sources of Information of NMC by County and Age

Word of mouth is the top source for each county; newspaper is top source for seniors.

	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
Newspaper	16%	20%	23%	16%	29%	10%
Radio News	2%	9%	5%	10%	3%	4%
TV News	8%	8%	7%	15%	0%	16%
College publications	14%	6%	19%	3%	14%	12%
NMC's website	10%	0%	3%	10%	10%	1%
Online news	4%	0%	1%	3%	2%	5%
Social media	2%	0%	1%	3%	3%	2%
Word of mouth	32%	32%	29%	26%	32%	28%
Current/former students	4%	15%	9%	0%	6%	4%
Other	0%	4%	1%	3%	0%	5%
Nothing	4%	3%	1%	3%	0%	10%

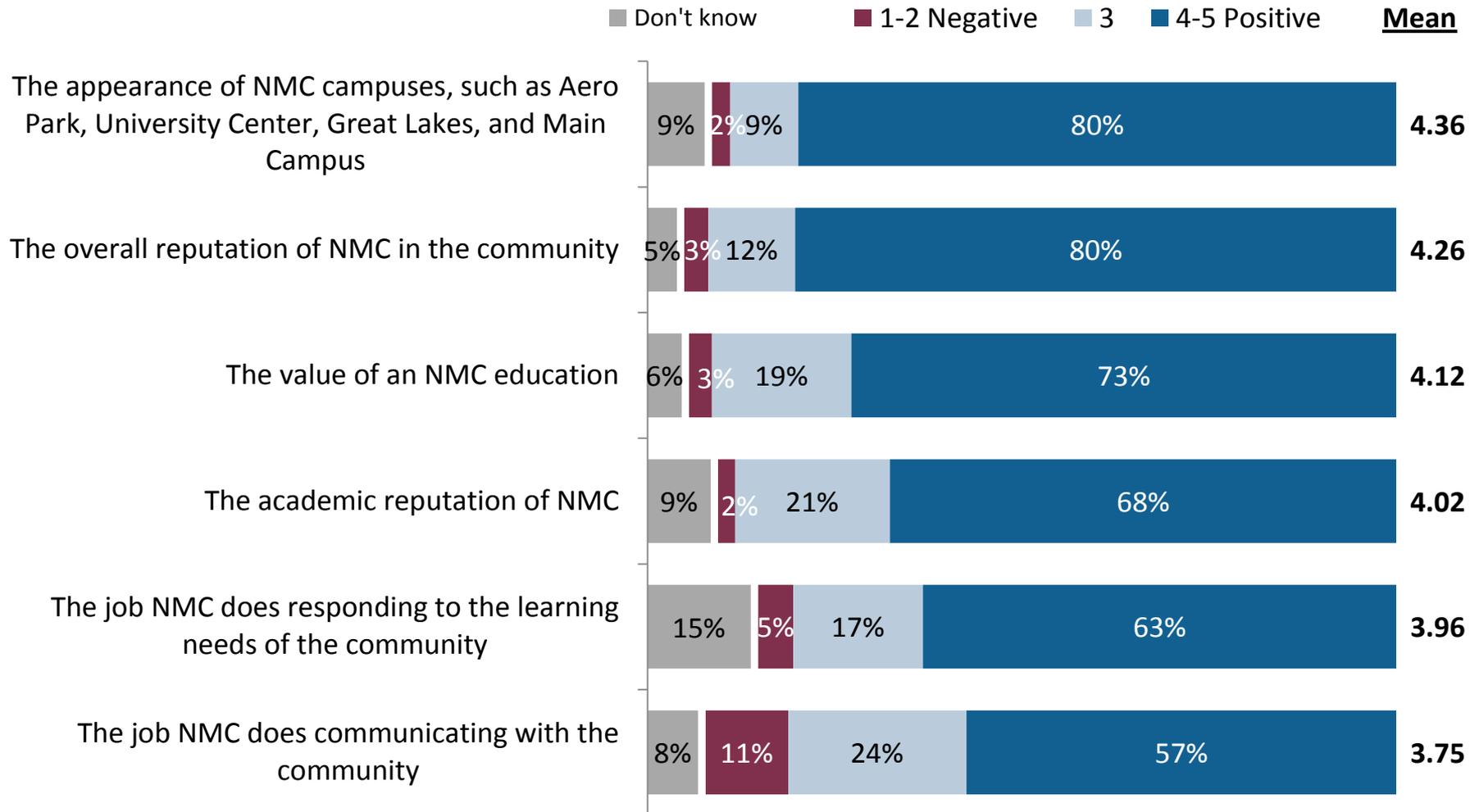
	18-29	30-39	40-49	50-64	65+
Newspaper	4%	2%	13%	26%	33%
Radio News	0%	9%	5%	8%	2%
TV News	3%	6%	3%	12%	12%
College publications	17%	14%	27%	12%	9%
NMC's website	20%	8%	3%	2%	0%
Online news	7%	4%	5%	1%	0%
Social media	2%	4%	3%	0%	1%
Word of mouth	30%	40%	21%	29%	30%
Current/former students	5%	9%	11%	6%	7%
Other	7%	0%	2%	0%	3%
Nothing	0%	4%	5%	3%	2%



Job Ratings

NMC Job Ratings

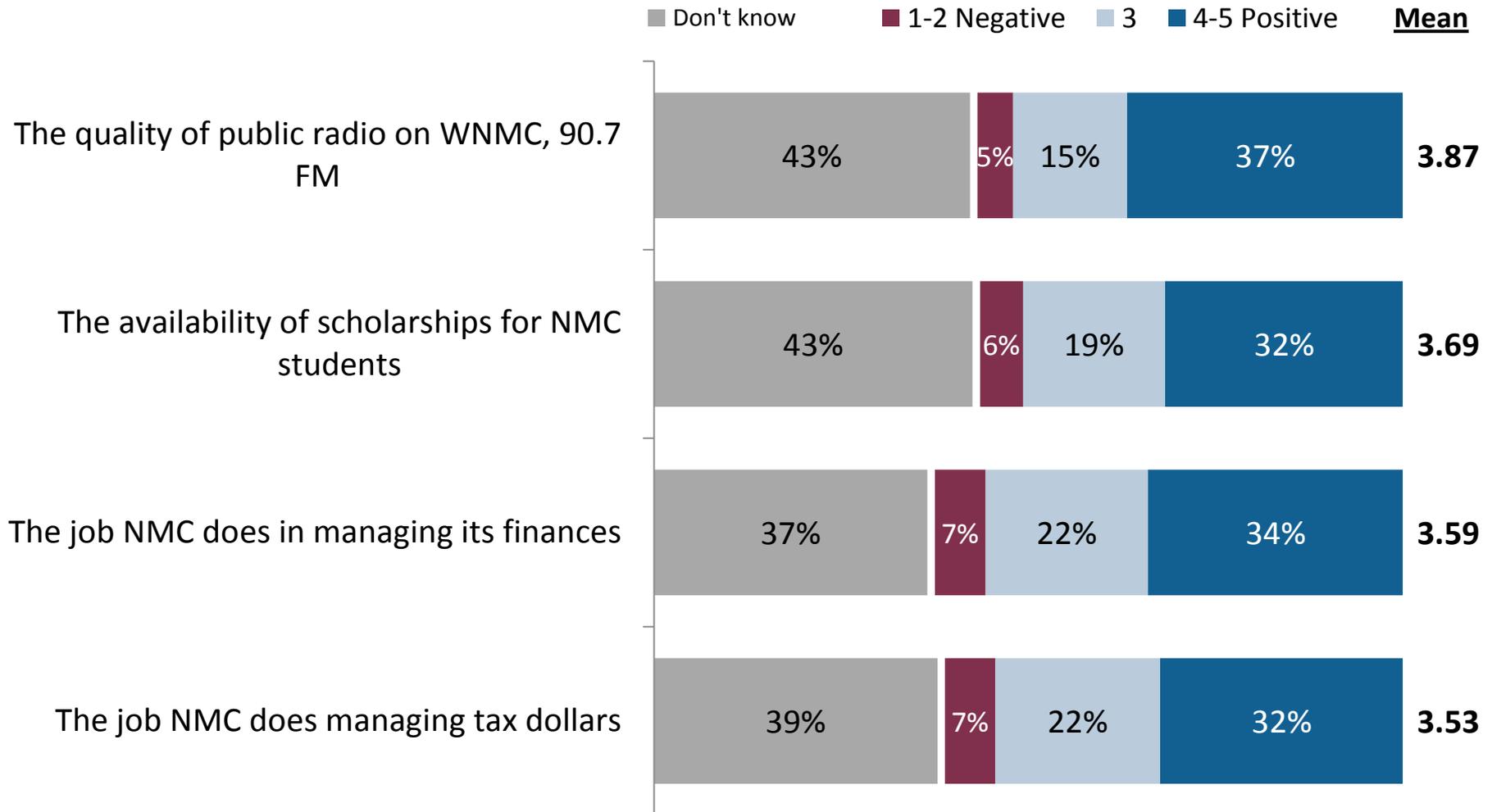
NMC receives very strong ratings in specific categories, particularly for appearance of campuses, reputation, and value of education.



Q6-Q15. Using a 1 to 5 scale, where 1 means Poor and 5 means Excellent, please rate each of the following.

NMC Job Ratings

Other performance categories are less known to local residents; those who do offer ratings are almost entirely positive.



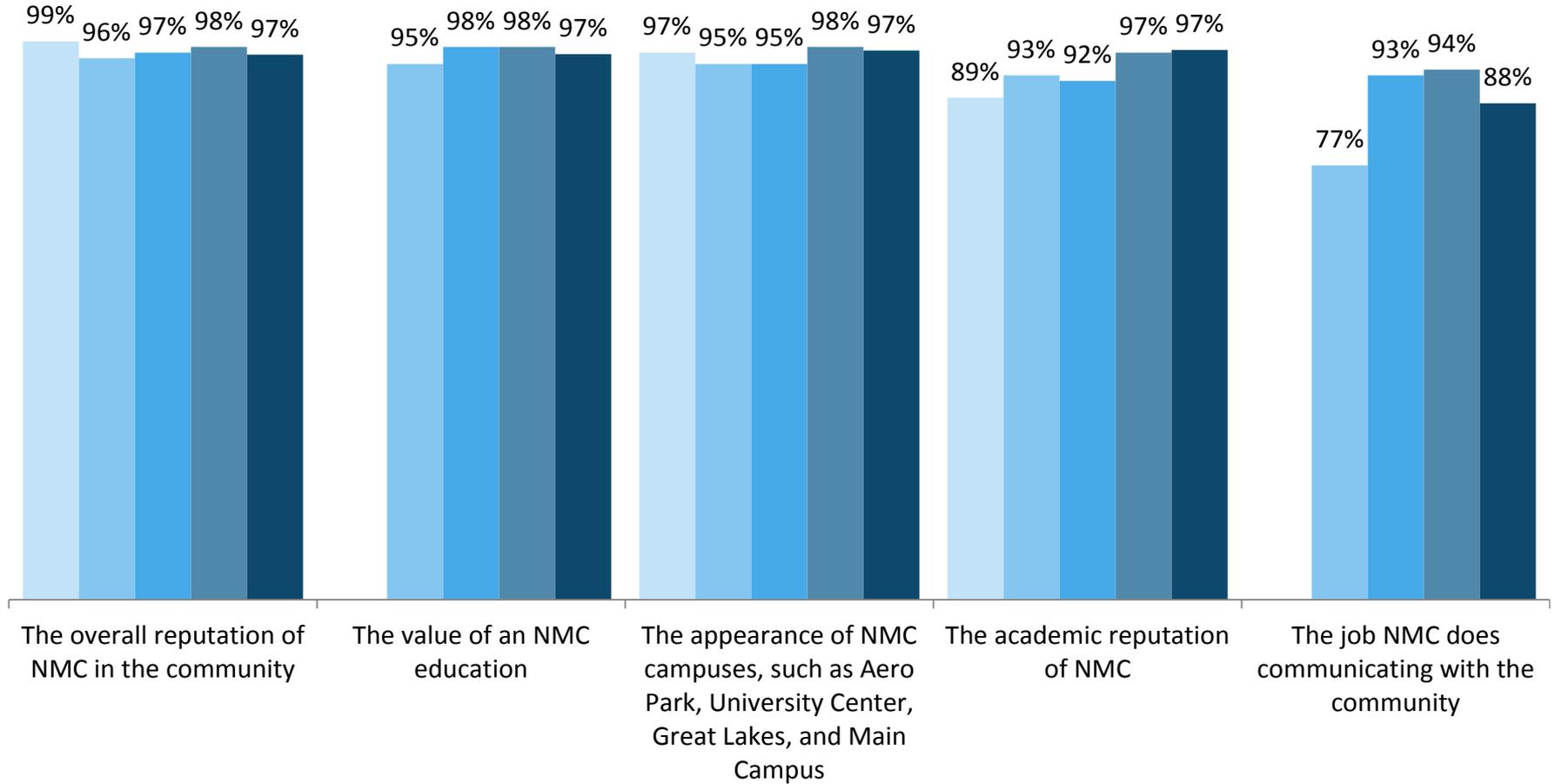
Q6-Q15. Using a 1 to 5 scale, where 1 means Poor and 5 means Excellent, please rate each of the following.

NMC Job Ratings Over Time

Job ratings remain overwhelmingly positive.

% 3-5 Positive

2004 2008 2009 2011 2014

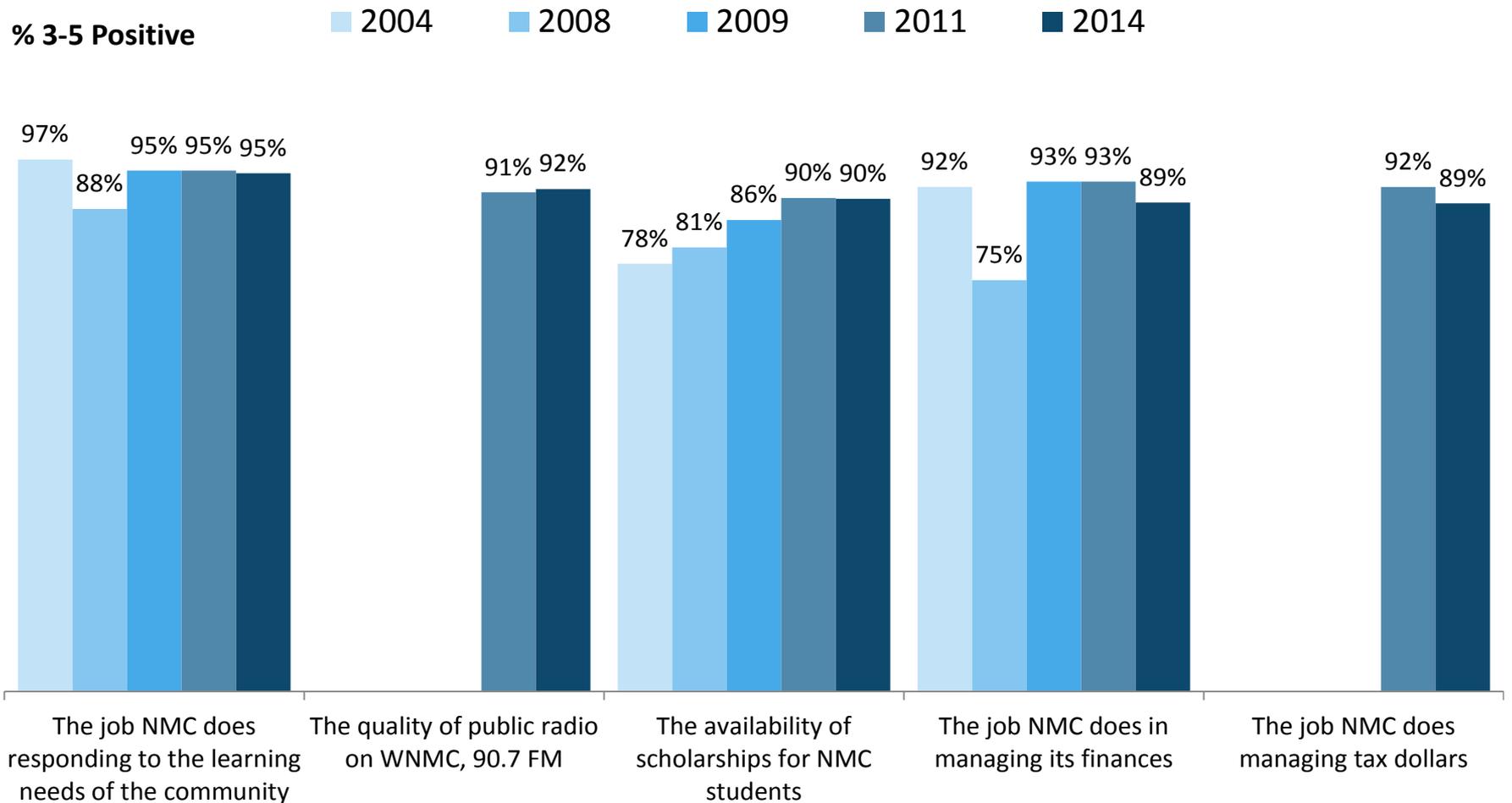


Q6-Q15. Using a 1 to 5 scale, where 1 means Poor and 5 means Excellent, please rate each of the following. (Excludes "Don't Know" responses.)



NMC Job Ratings Over Time

Job ratings remain overwhelmingly positive.



Q6-Q15. Using a 1 to 5 scale, where 1 means Poor and 5 means Excellent, please rate each of the following. (Excludes "Don't Know" responses.)

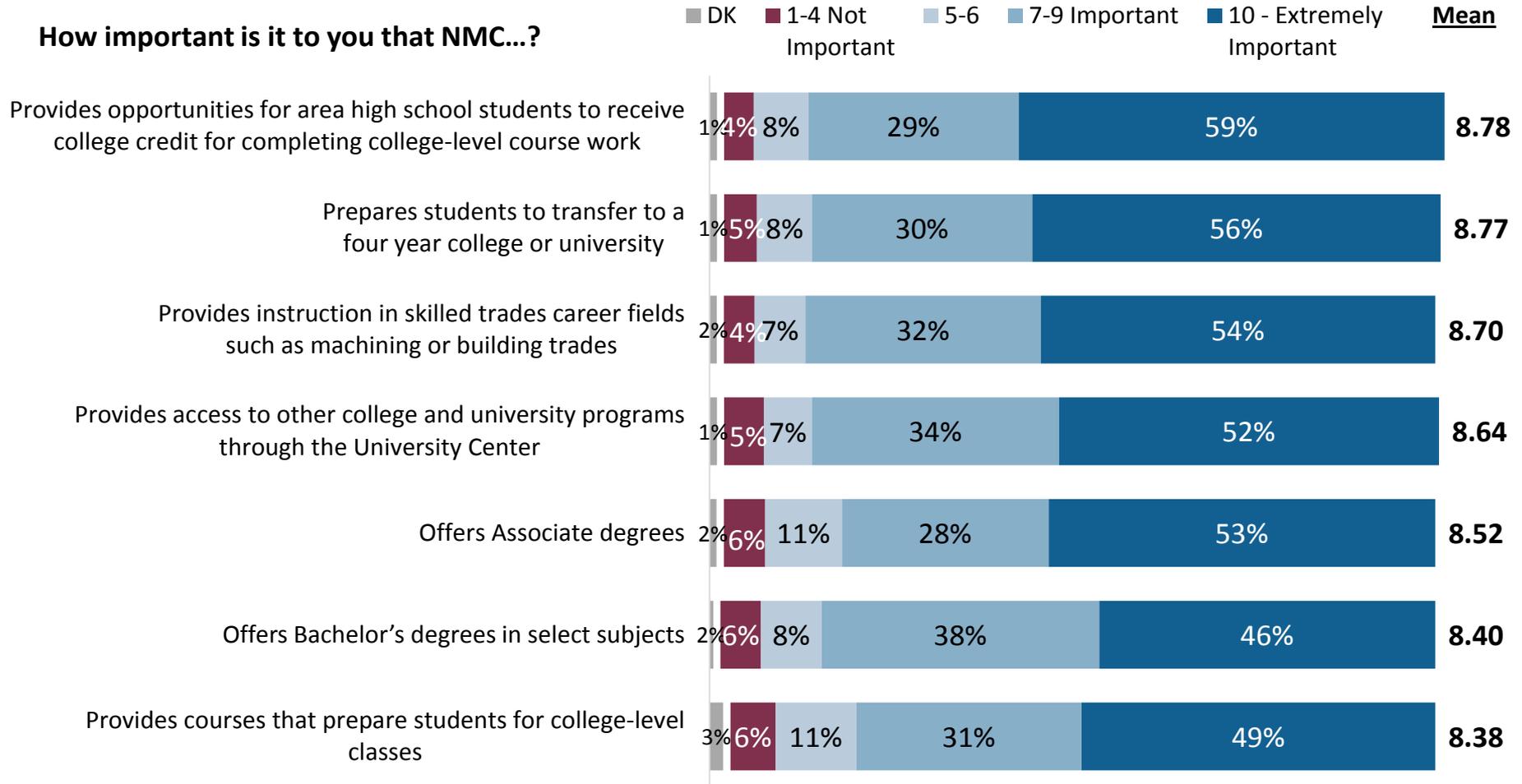


Importance Ratings

Programs and Services Importance Ratings

Residents view NMC's programs and services aimed at providing degrees, college prep, and career training as very important items.

How important is it to you that NMC...?

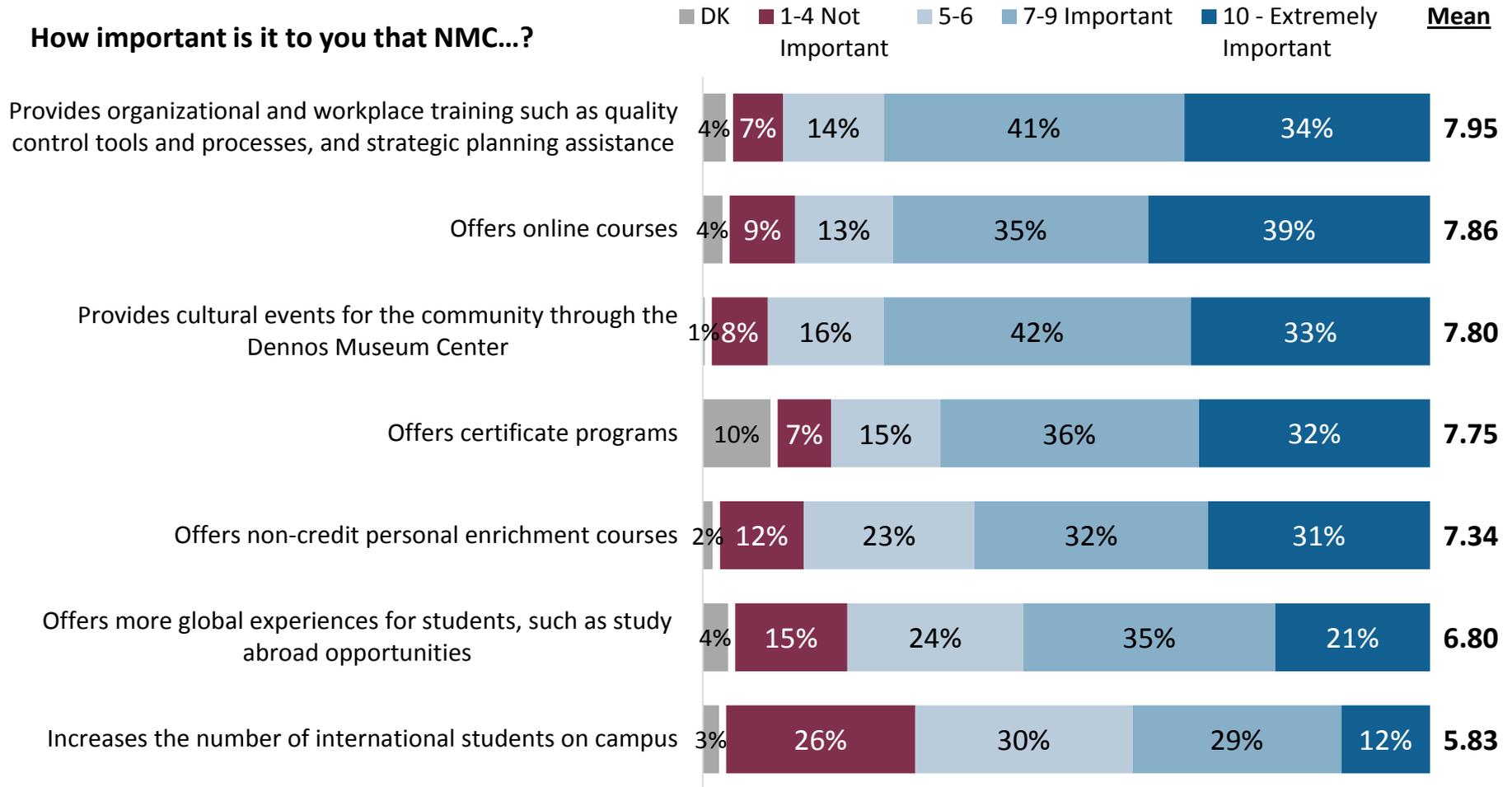


Q16-29. Please rate the importance of each item, now using a scale of 1 to 10, where 1 means that it is not important to you at all and 10 means it is extremely important.

Programs and Services Importance Ratings

More international students and global experiences are comparatively less important to most residents, although a majority still rate these items as important programs.

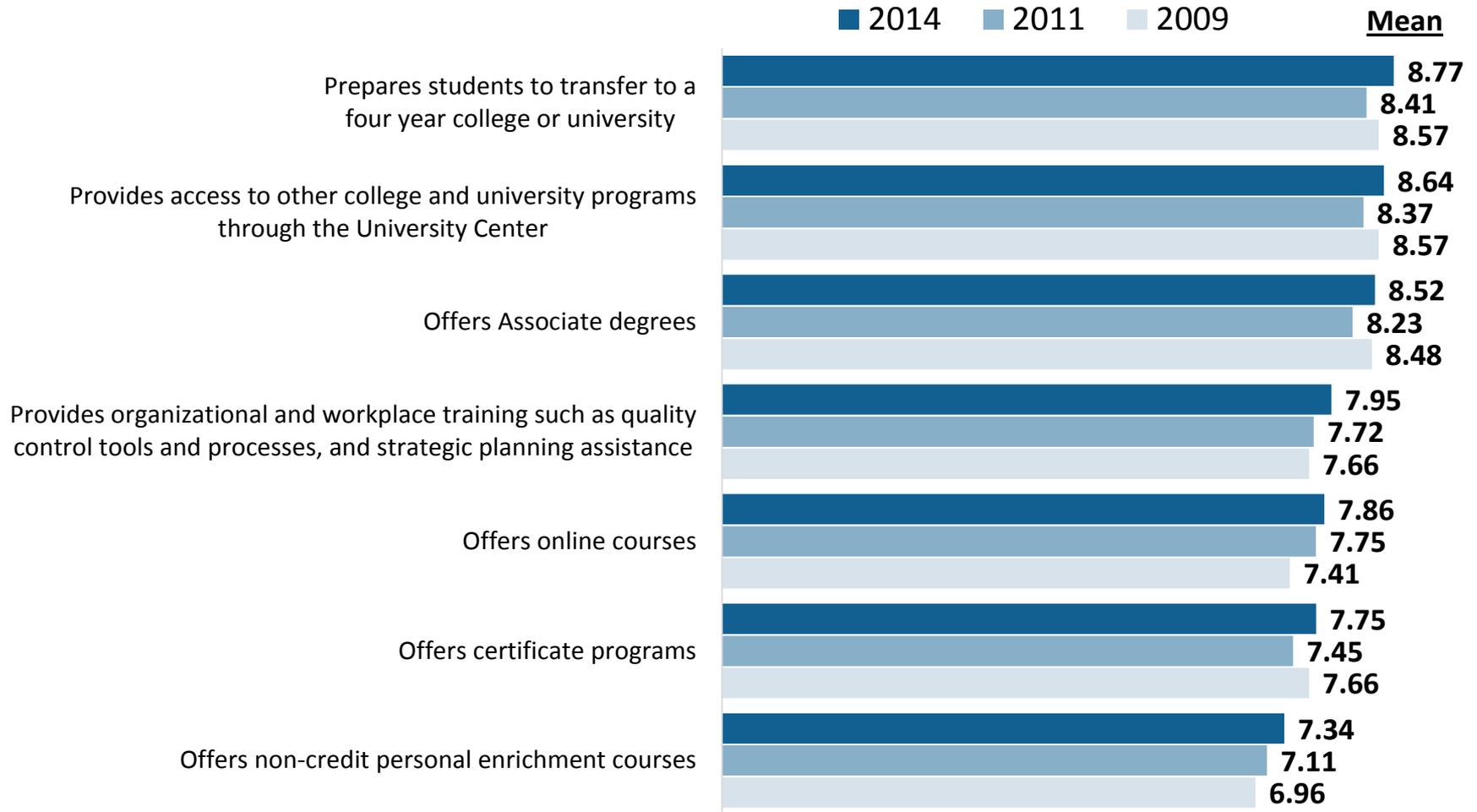
How important is it to you that NMC...?



Q16-29. Please rate the importance of each item, now using a scale of 1 to 10, where 1 means that it is not important to you at all and 10 means it is extremely important.

Programs and Services Importance Ratings Over Time

NMC's importance ratings have increased since 2011 in all areas, particularly in preparation and access to further college education.



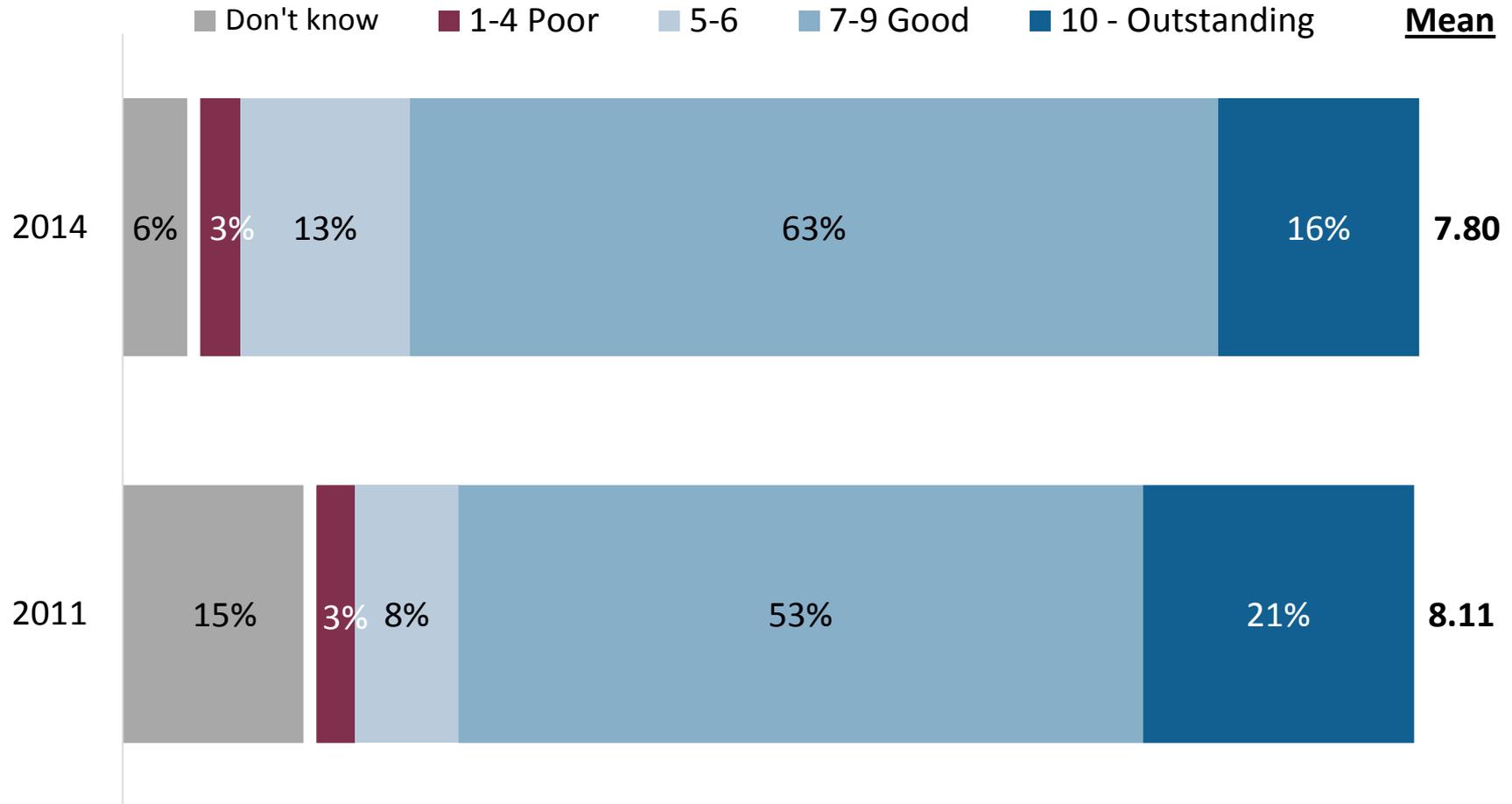
Q16-29. Please rate the importance of each item, now using a scale of 1 to 10, where 1 means that it is not important to you at all and 10 means it is extremely important.



Performance Ratings

NMC Overall Job Rating Over Time

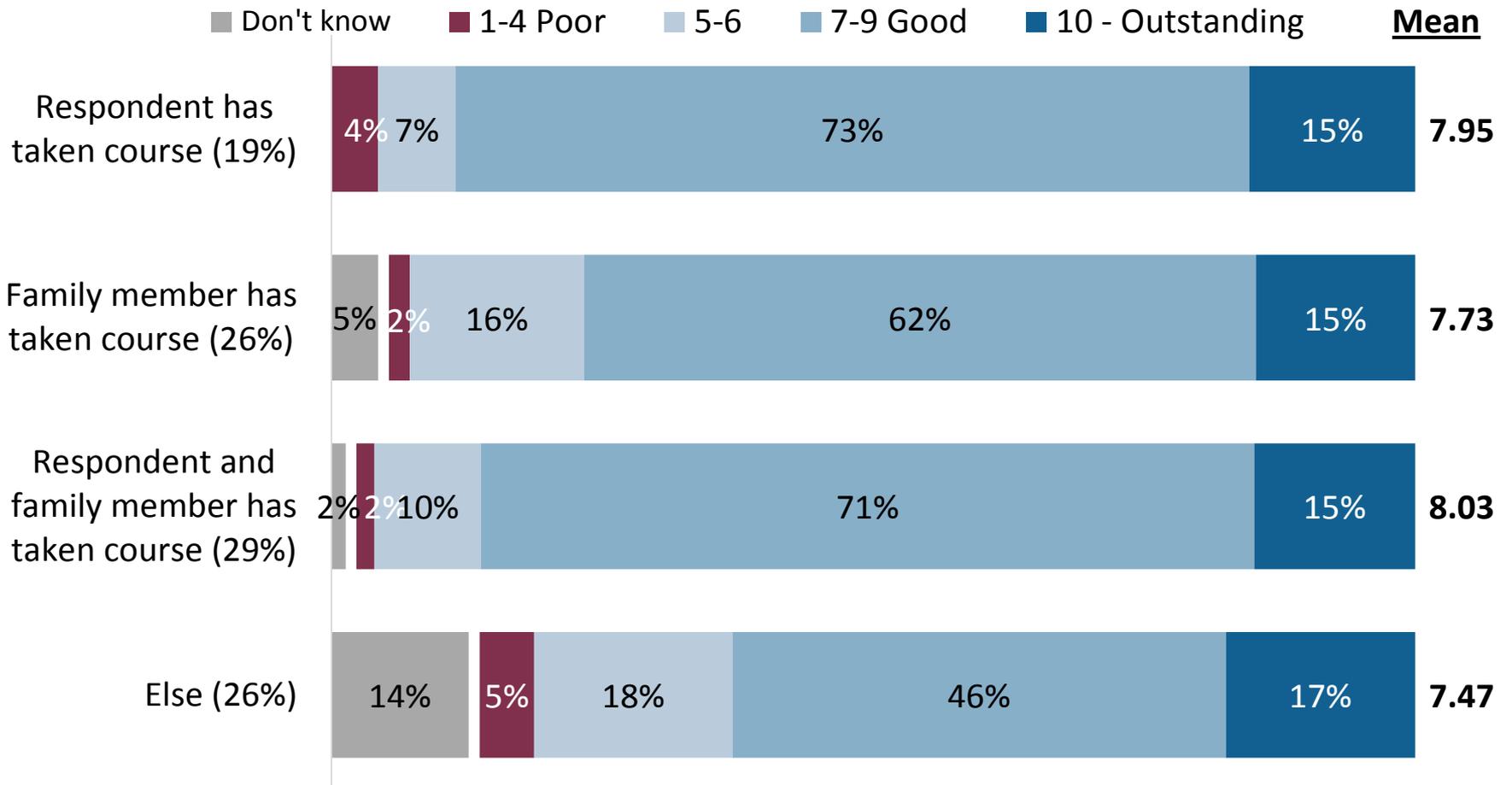
While NMC's overall job rating is almost entirely positive, the intensity of positive ratings has declined since 2011.



Q30. Using a scale of 1 to 10, where 1 is Extremely Poor and 10 is Outstanding, please rate NMC's performance on **the job Northwestern Michigan College, or NMC, does overall.**

NMC Overall Job Rating by Course Participation

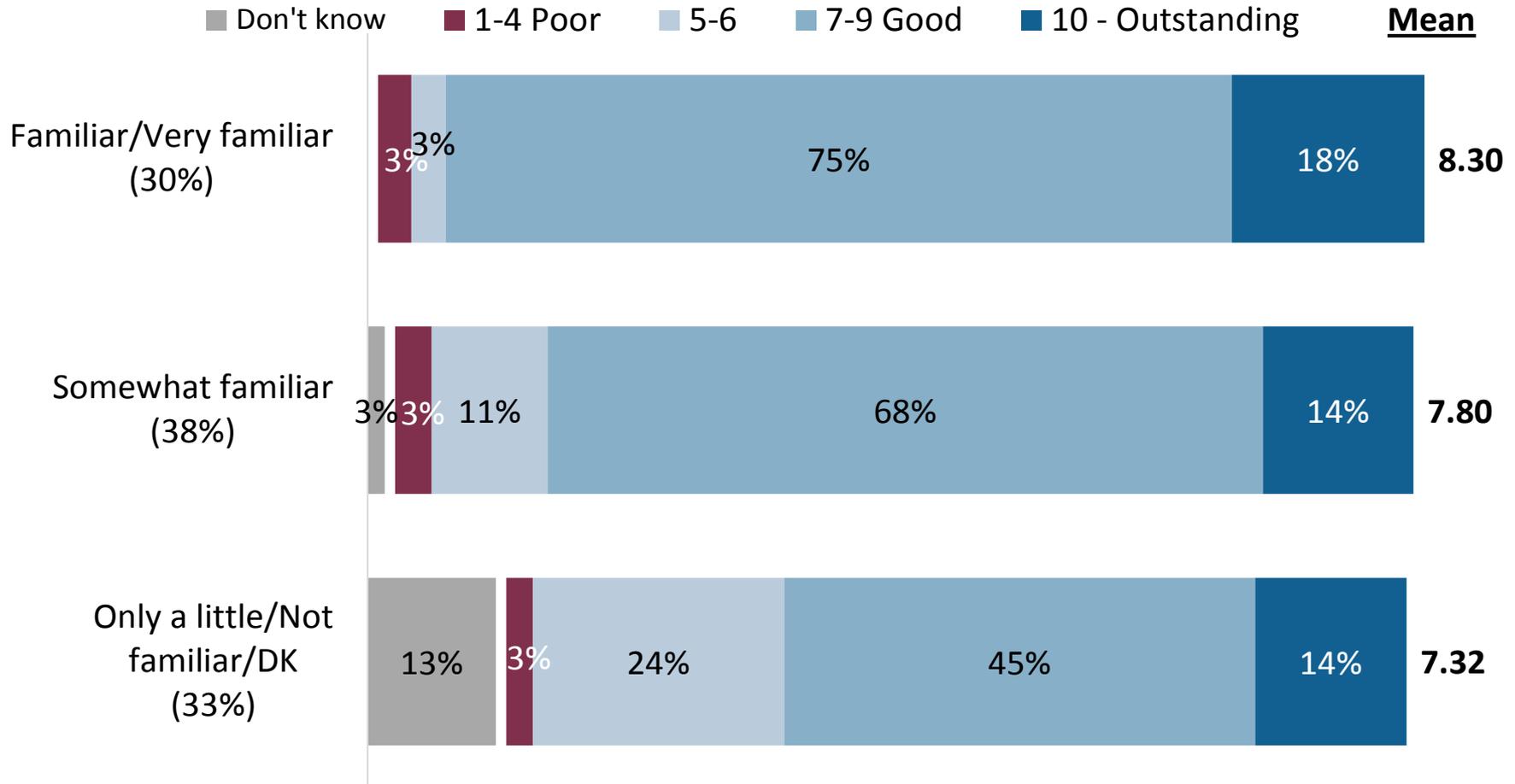
Overall job rating is high across the board, but is even higher among people who have personally taken a course, or have a family member who has done so.



Q30. Using a scale of 1 to 10, where 1 is Extremely Poor and 10 is Outstanding, please rate NMC's performance on **the job Northwestern Michigan College, or NMC, does overall.**

NMC Overall Job Rating by Familiarity

There is a positive correlation between familiarity with NMC and positive job rating.



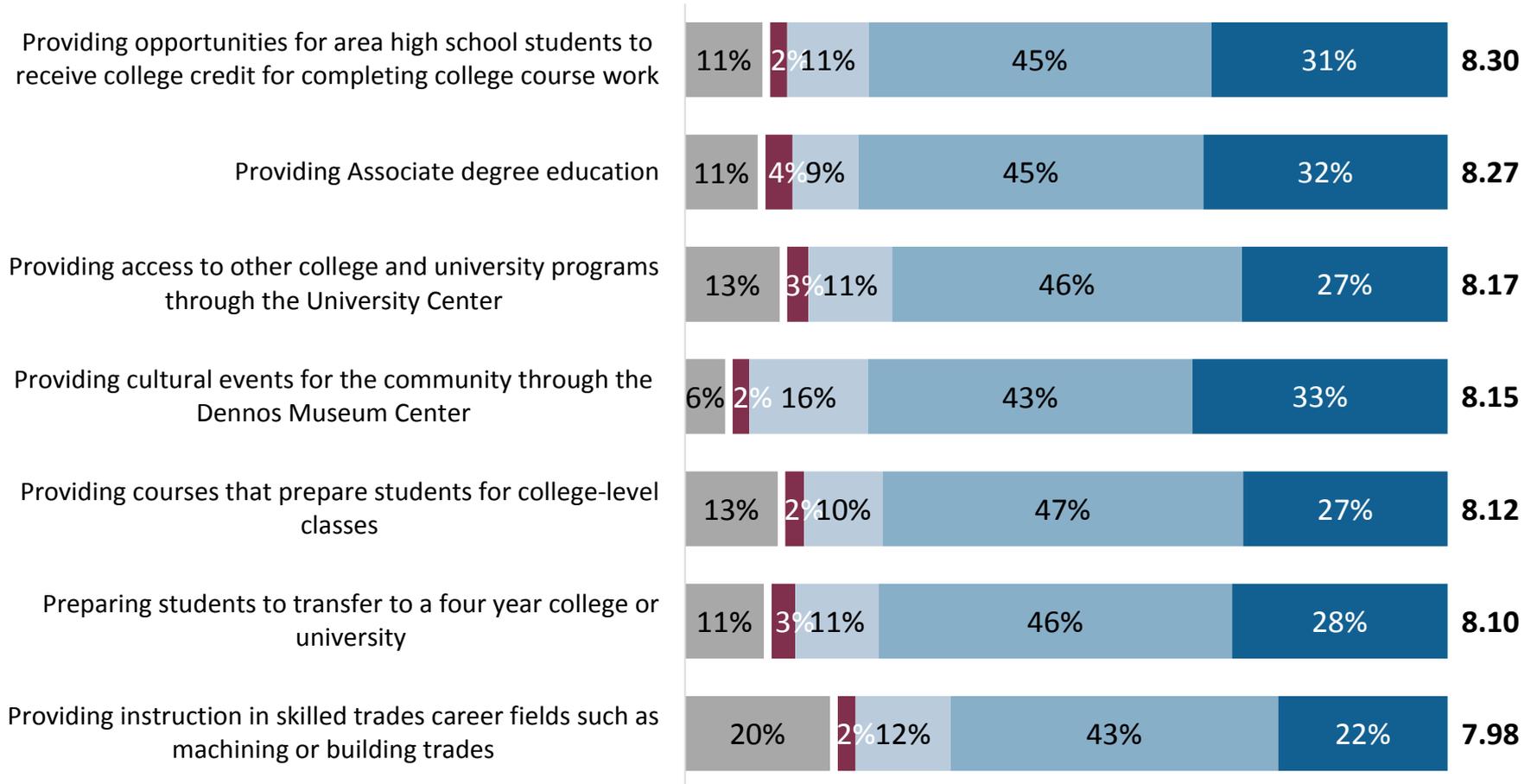
Q30. Using a scale of 1 to 10, where 1 is Extremely Poor and 10 is Outstanding, please rate NMC's performance on **the job Northwestern Michigan College, or NMC, does overall.**

Programs and Services Performance Ratings

NMC's job performance is rated highly in several key performance areas.

The job NMC does...

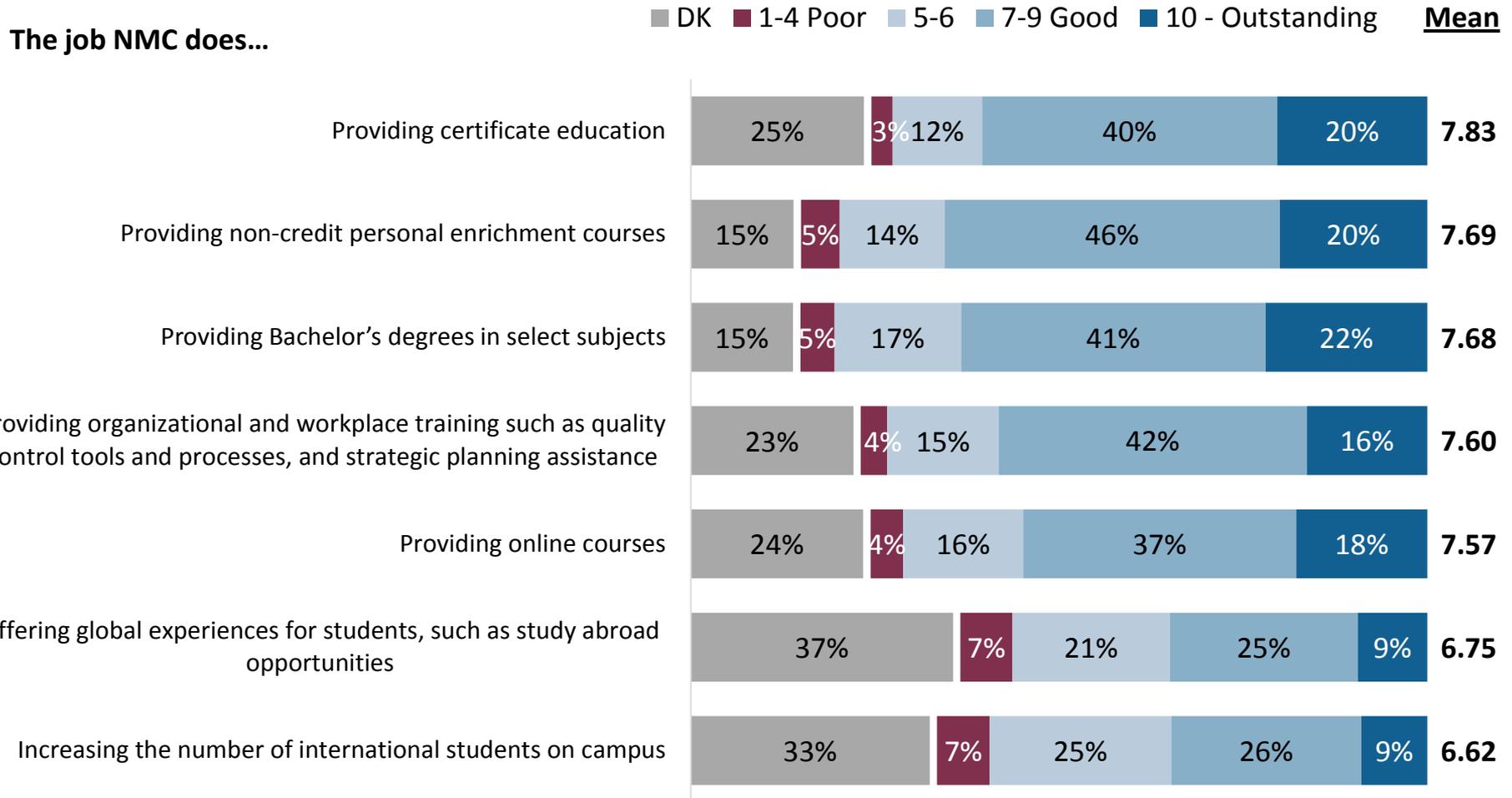
■ DK ■ 1-4 Poor ■ 5-6 ■ 7-9 Good ■ 10 - Outstanding **Mean**



Q31-Q44. Using a scale of 1 to 10, where 1 is Extremely Poor and 10 is Outstanding, please rate NMC's performance on each of the following.

Programs and Services Performance Ratings

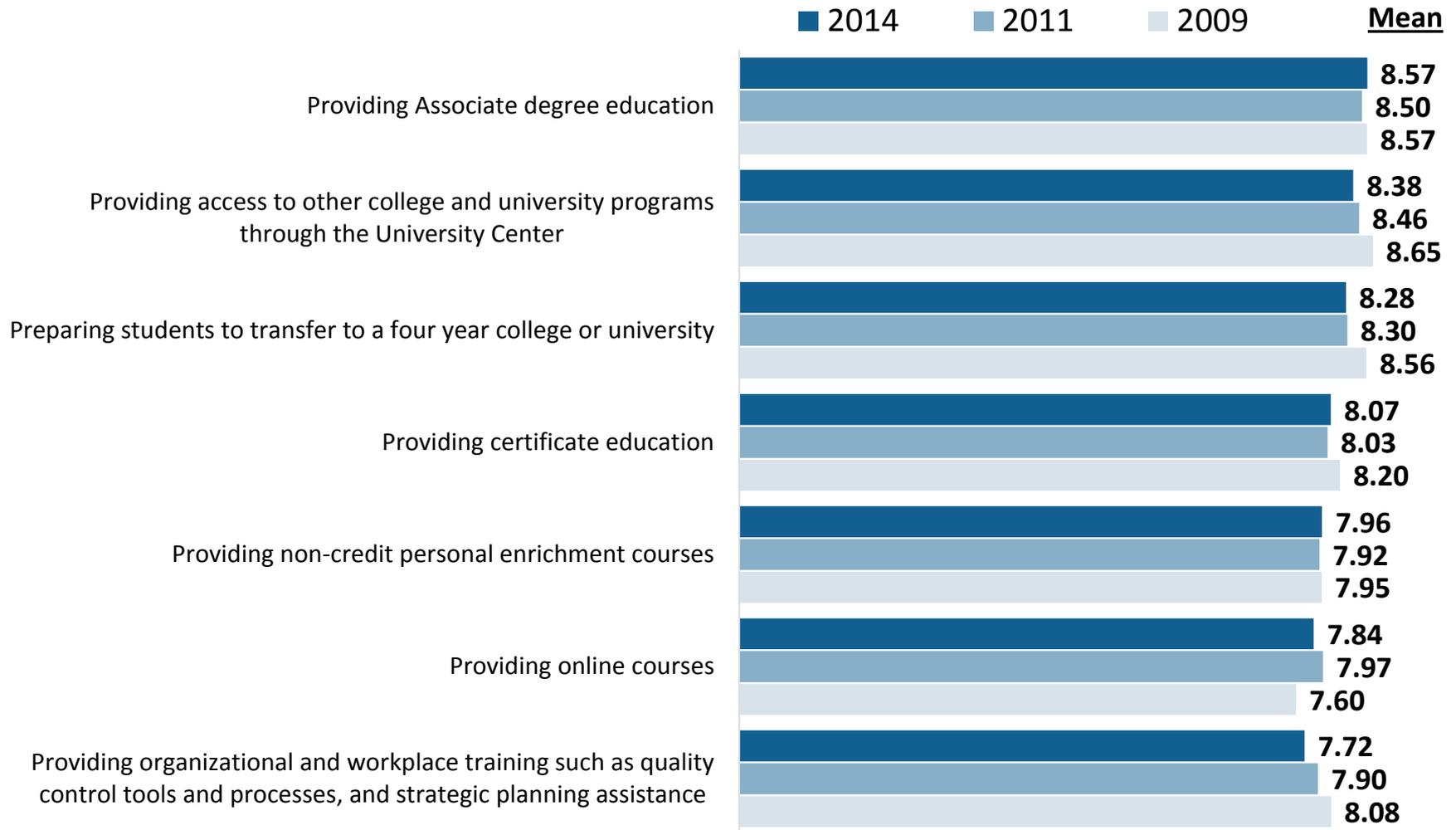
More than 1/3 of residents are unsure about NMC's performance regarding international students and providing global experiences.



Q31-Q44. Using a scale of 1 to 10, where 1 is Extremely Poor and 10 is Outstanding, please rate NMC's performance on each of the following.

Programs and Services Performance Ratings Over Time

Among those who are familiar with NMC, service and performance ratings remain strong.



Q31-Q44. Using a scale of 1 to 10, where 1 is Extremely Poor and 10 is Outstanding, please rate NMC's performance on each of the following. (Mean ratings for respondents who are at least somewhat familiar with NMC ONLY.)

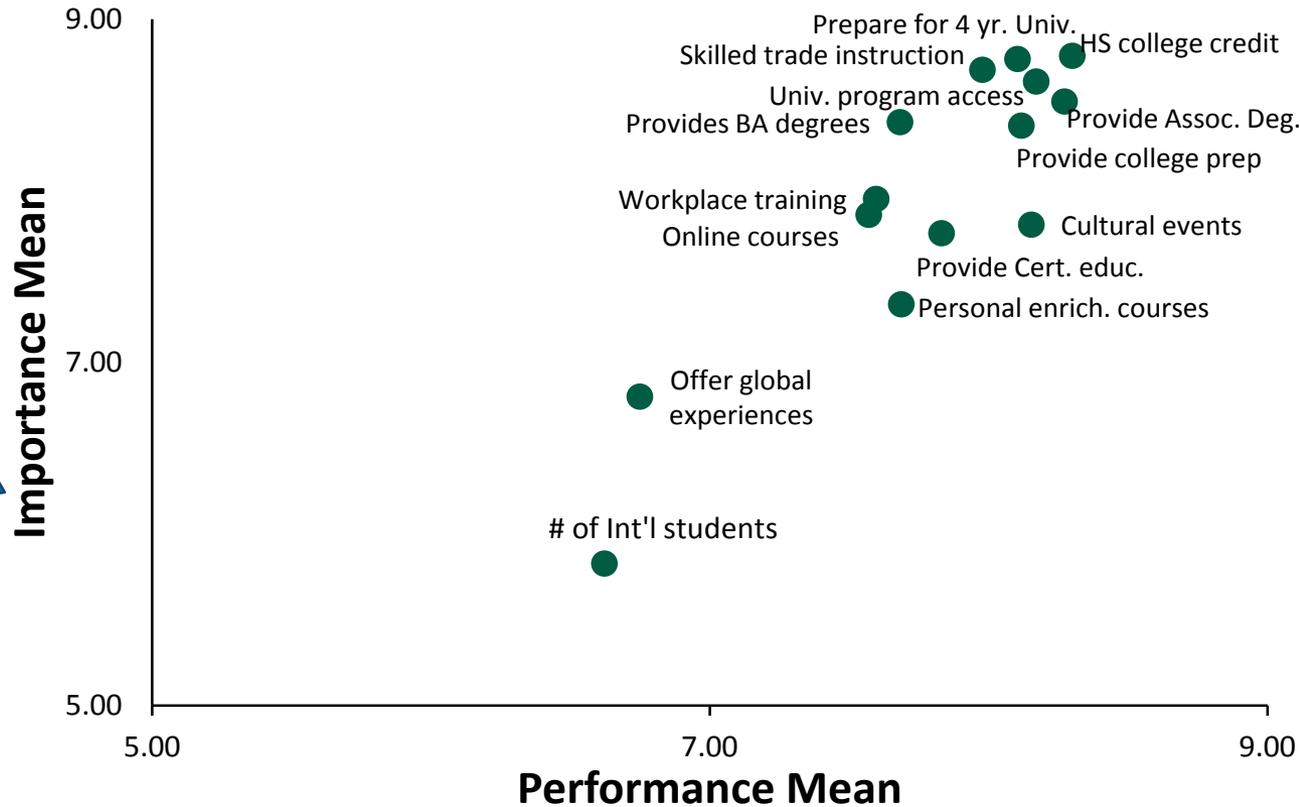
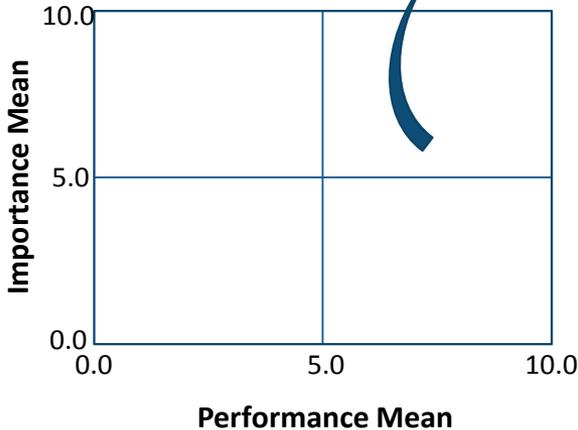


Comparing Performance and Importance Ratings

Performance Matrix

NMC's performance tracks favorably with the programs residents rate as important.

This chart shows the mean values of importance and performance ratings for each program and service area tested. A point in the upper right quadrant suggests that program is considered very important and that NMC is doing a good job in that area. All 14 items tested in the survey are in the upper right quadrant.



Q16-29. Importance ratings.
Q31-44. Job ratings.

Programs and Services Gap Analysis

While performance ratings are all very positive, there are some gaps with respect to Bachelor's degrees, skilled trade instruction, and transfer preparation.

Program or Service Area	Importance Mean	Performance Mean	Difference
Increasing the number of international students on campus	5.83	6.62	0.79*
Providing non-credit personal enrichment courses	7.34	7.69	0.35
Providing cultural events for the community through DennoS	7.80	8.15	0.35
Providing courses that prepare students for college-level classes	8.38	8.12	0.26
Providing certificate education	7.75	7.83	0.08
Offering global experiences for students	6.80	6.75	-0.05
Providing Associate degree education	8.52	8.27	-0.25
Providing online courses	7.86	7.57	-0.29
Providing organizational and workplace training	7.95	7.60	-0.35
Providing access to other university programs	8.64	8.17	-0.47*
Providing opportunities for HS students to receive college credit	8.78	8.30	-0.48*
Preparing students to transfer to a 4 year college	8.77	8.10	-0.67*
Providing instruction in skilled trades career fields	8.70	7.98	-0.72*
Providing Bachelor's degrees in select subjects	8.40	7.68	-0.72*

Q16-29. Importance ratings; Q31-44. Job ratings.

*For these items, there is a 95% chance that the two mean scores are different. For the other items, there is more than a 5% chance that the two mean scores are equivalent.

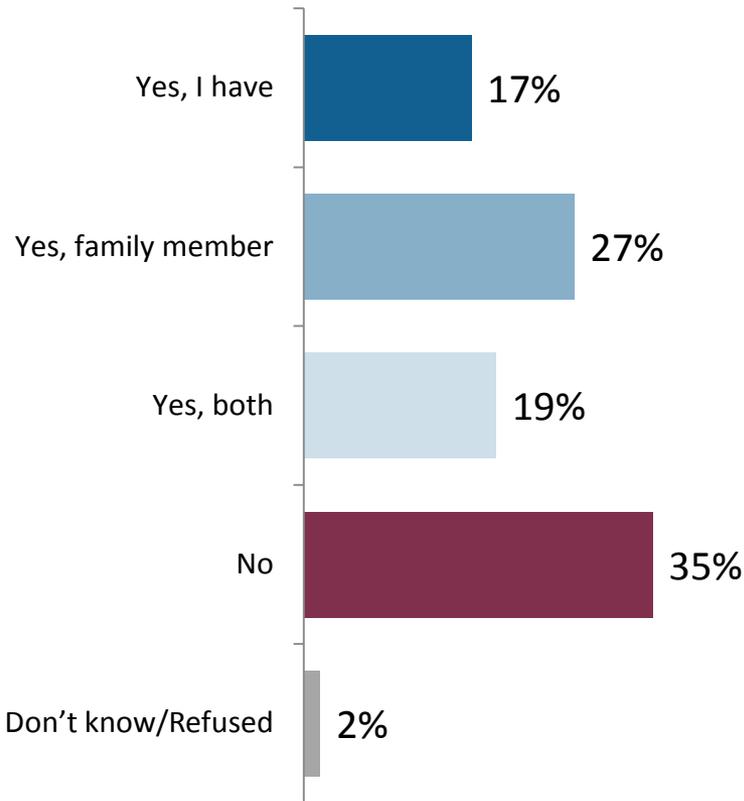


Non-Credit and For Credit Programming

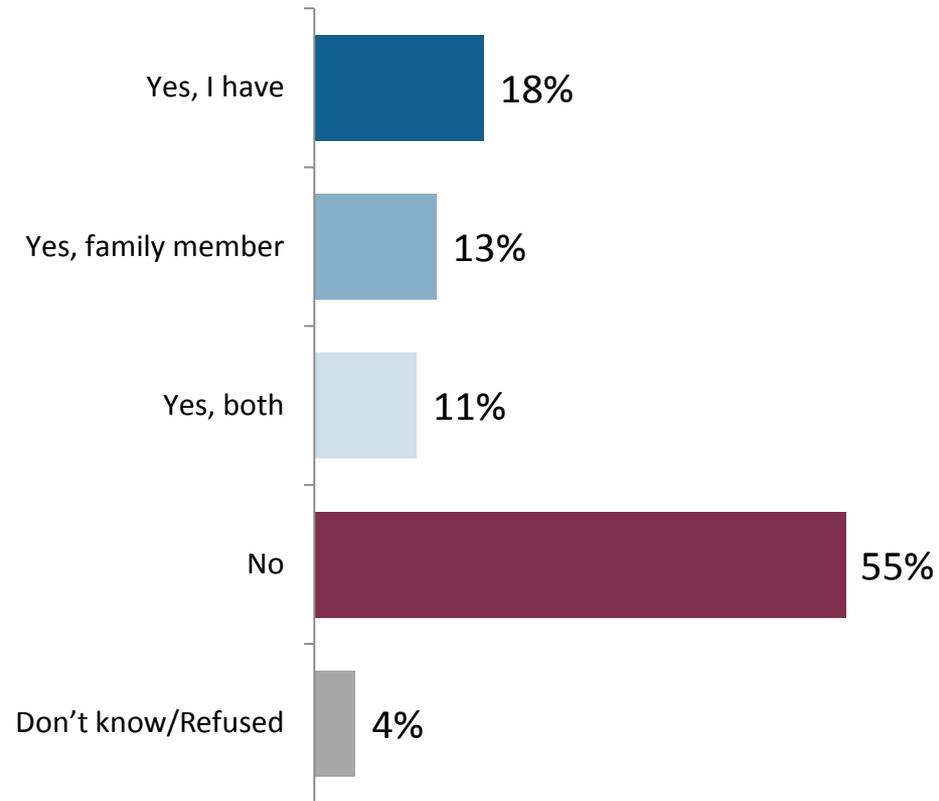
NMC Utilization

Just less than two-thirds of local residents have either taken for-credit courses at NMC, or have had a family member do so.

Q55. Have you, or has anyone in your immediate family ever taken a course for credit at NMC?



Q56. Have you, or has anyone in your immediate family ever taken a non-credit personal enrichment program at NMC?

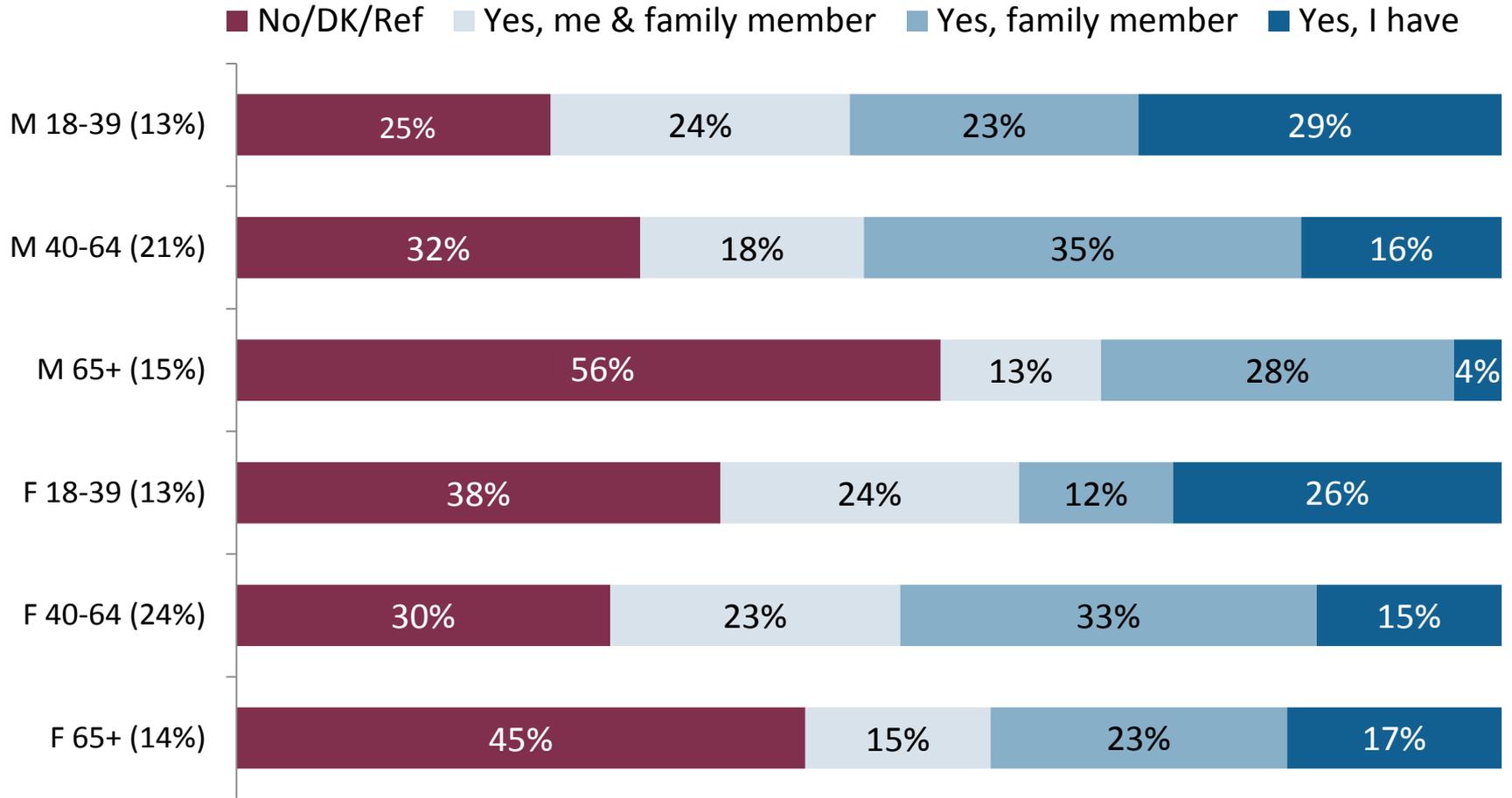


Q55. Have you, or has anyone in your immediate family ever taken a course for credit at NMC?

Q56. Have you, or has anyone in your immediate family ever taken a non-credit personal enrichment program at NMC?

Taken For Credit Course by Sex/Generation

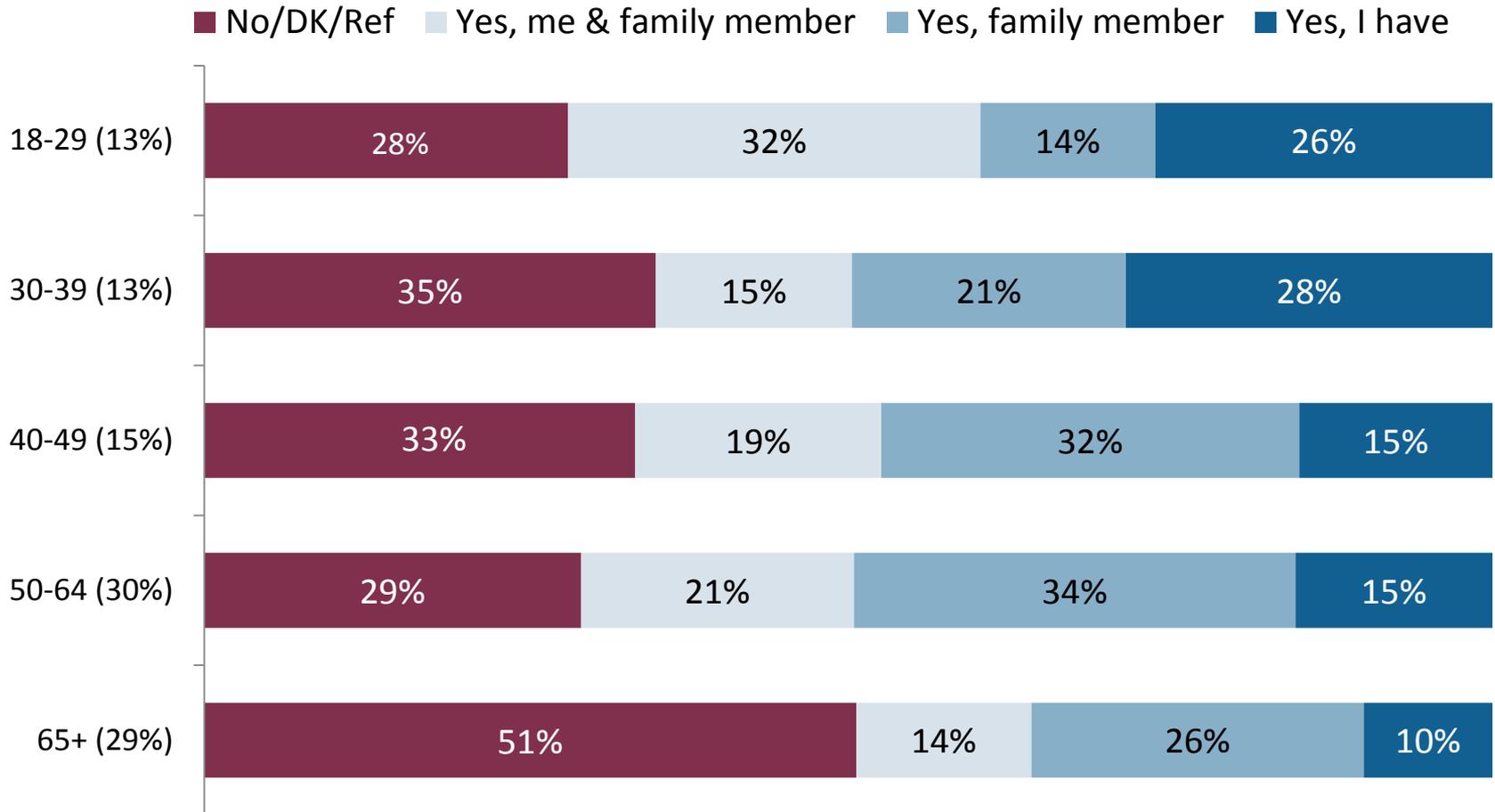
Residents under age 40 are more likely to have taken a for-credit course.



Q55. Have you, or has anyone in your immediate family ever taken a course for credit at NMC?

Taken For Credit Course by Age

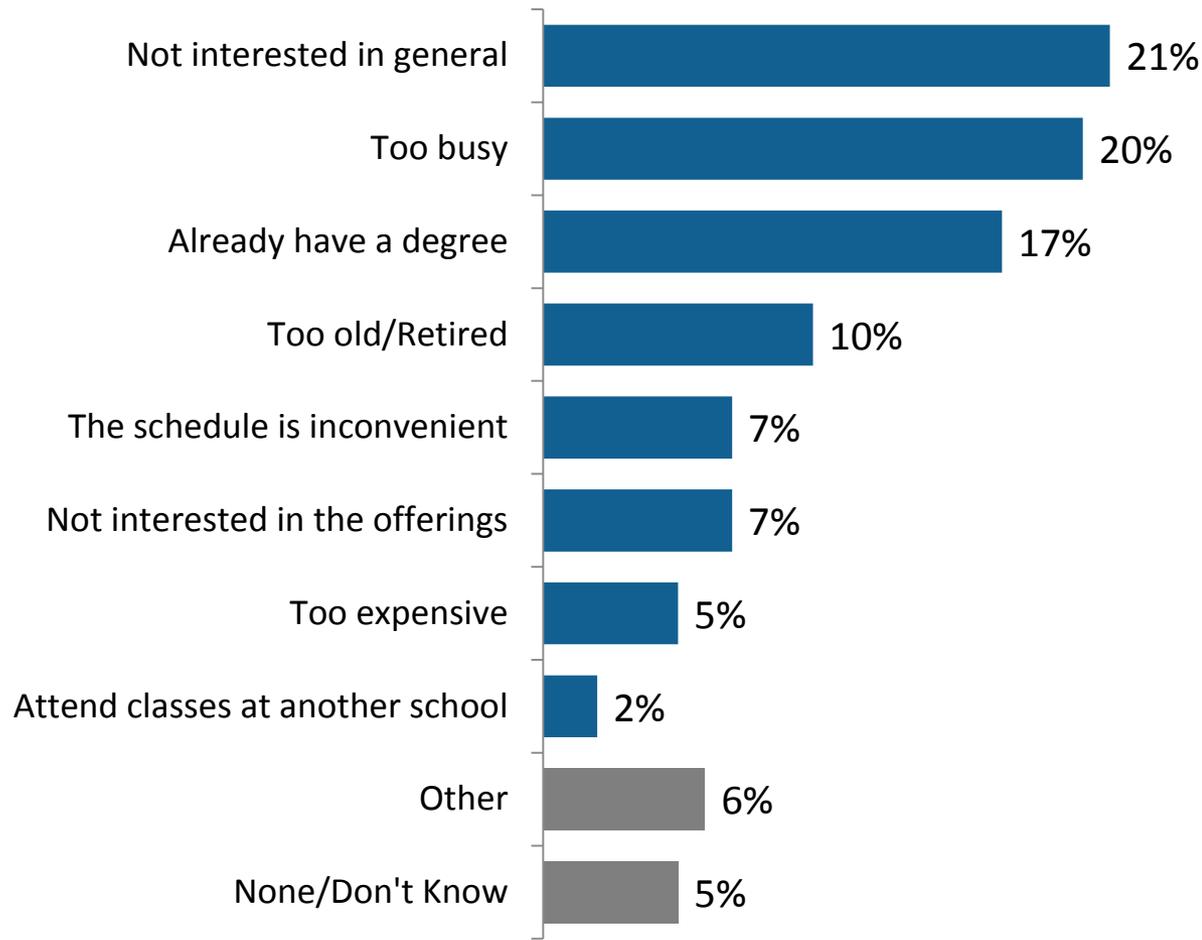
A majority of seniors report neither having taken a course nor having a family member who has taken a for-credit course.



Q55. Have you, or has anyone in your immediate family ever taken a course for credit at NMC?

Reasons for Not Attending For-Credit Programming

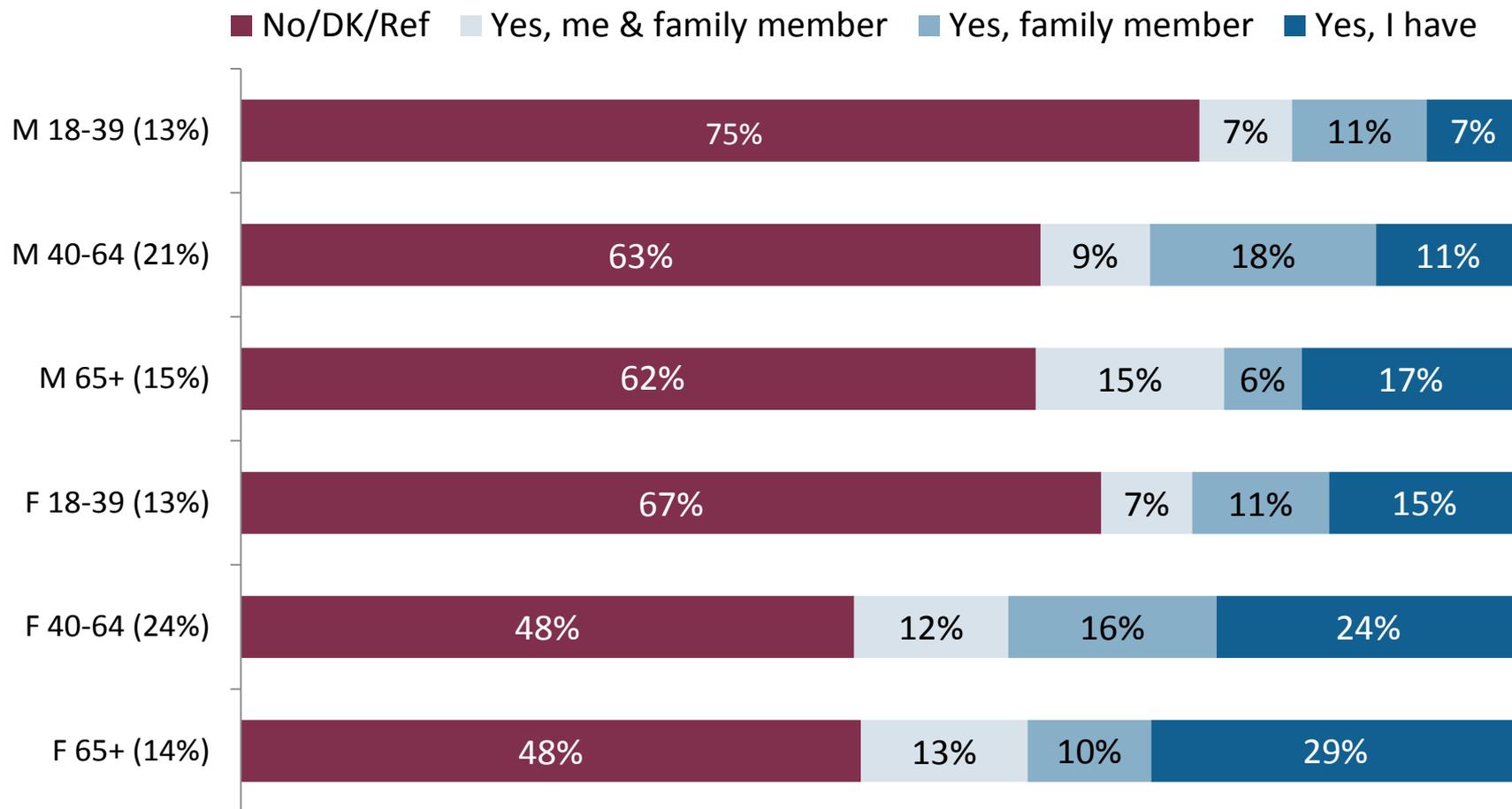
“Too busy,” “not interested in general,” or “already have a degree” were the most common responses for why people don’t take for-credit courses at NMC.



Q60. What would you say is the primary reason that you have not taken a for-credit course from NMC? (N=255)

Taken Non-Credit Course by Sex/Generation

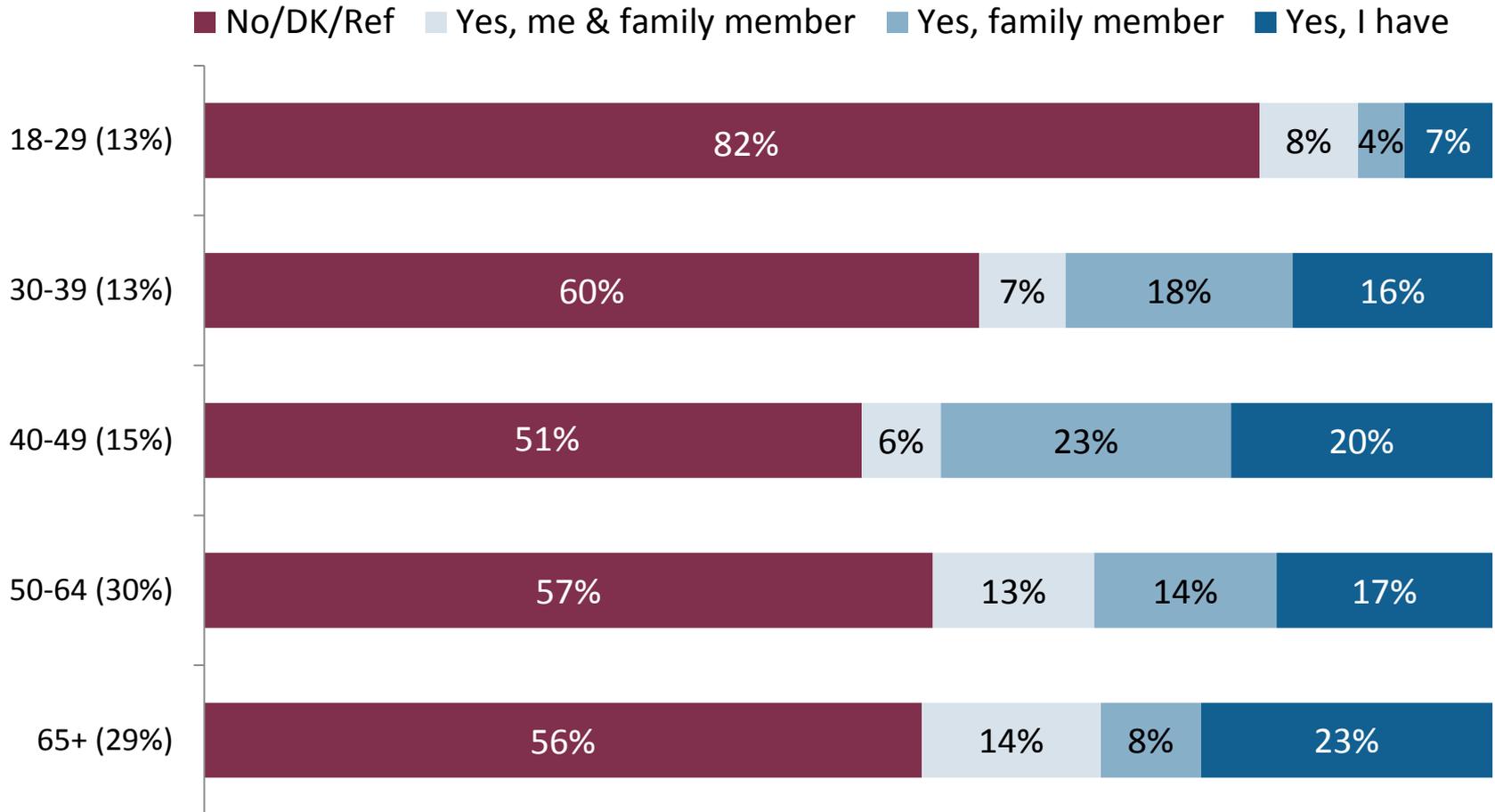
Women are more likely to have taken a non-credit course, particularly women age 65+.



Q56. Have you, or has anyone in your immediate family ever taken a non-credit personal enrichment program at NMC?

Taken Non-Credit Course by Age

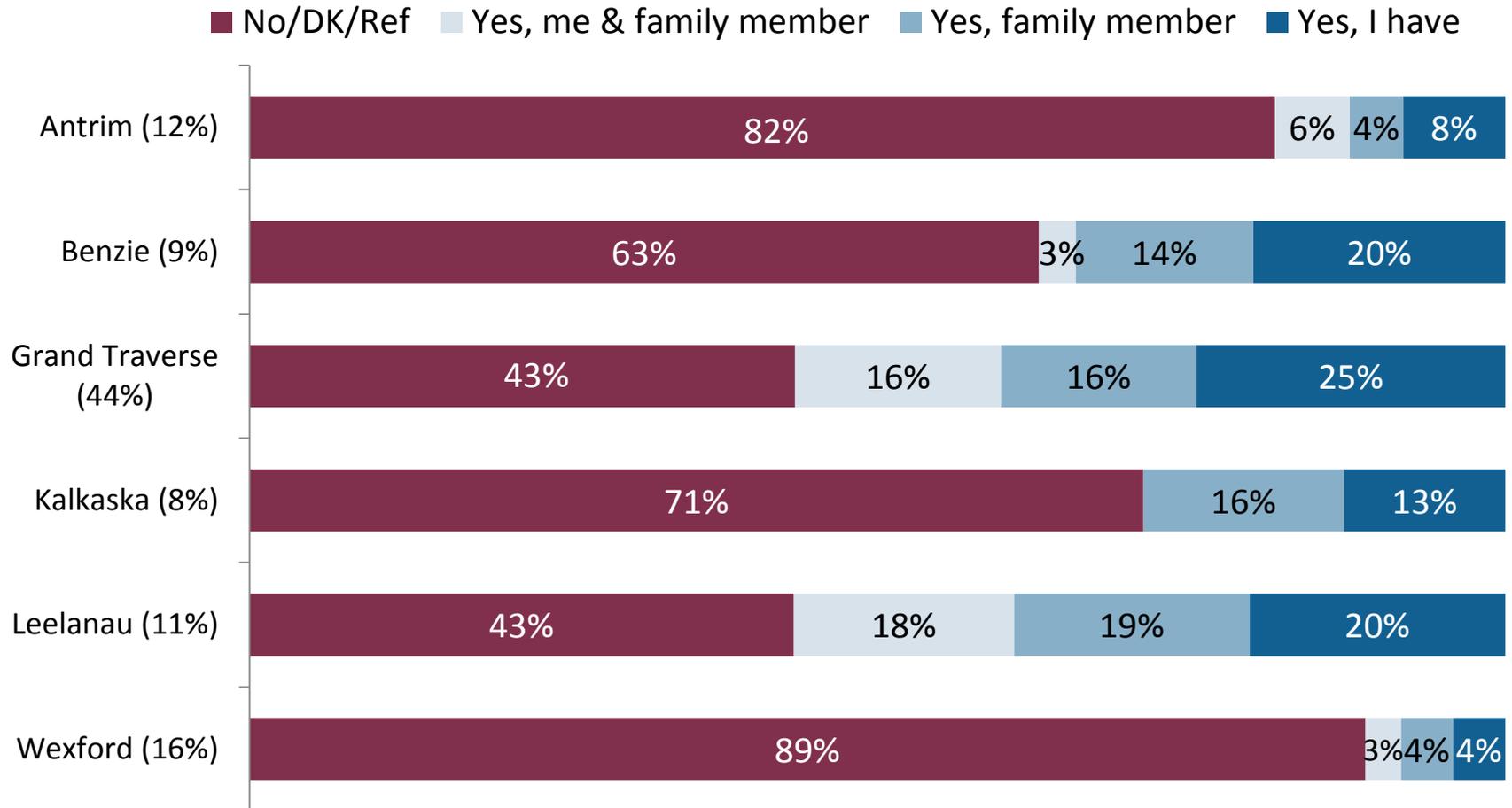
Most residents under 30 report having no connection to someone who has taken a non-credit course at NMC.



Q56. Have you, or has anyone in your immediate family ever taken a non-credit personal enrichment program at NMC?

Taken Non-Credit Course by County

Grand Traverse and Leelanau counties have the most involvement in non-credit courses.



Q56. Have you, or has anyone in your immediate family ever taken a non-credit personal enrichment program at NMC?

Engagement in Non-Credit Learning Experiences by County and Age

Residents in their 30s were most likely to report attending in-person events.

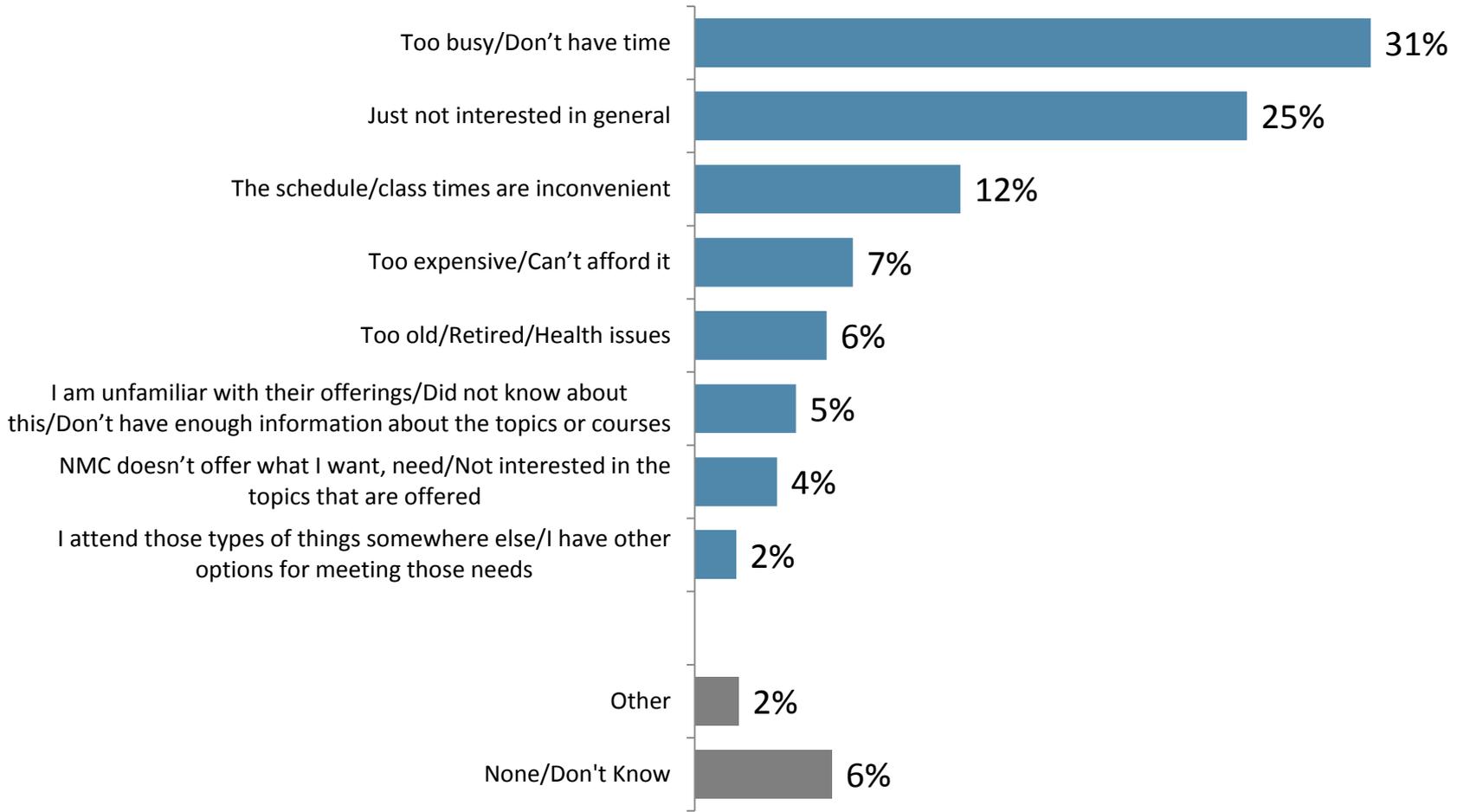
	Antrim	Benzie	Grand Traverse	Kalkaska	Leelanau	Wexford
Online course	5%	8%	8%	7%	8%	14%
In-person courses/events	17%	17%	17%	13%	15%	10%
Internship/Apprenticeship	2%	7%	1%	0%	2%	2%
(Other)	0%	0%	1%	0%	2%	1%
No formal non-credit learning	75%	67%	74%	80%	73%	74%
(Don't know/Refused)	4%	9%	5%	3%	4%	3%

	18-29	30-39	40-49	50-64	65+
Online course	2%	15%	14%	10%	4%
In-person courses/events	5%	30%	20%	16%	11%
Internship/Apprenticeship	3%	6%	0%	1%	1%
(Other)	0%	0%	4%	0%	0%
No formal non-credit learning	84%	53%	65%	76%	80%
(Don't know/Refused)	7%	2%	6%	4%	5%

Q54. In what ways have you engaged in non-credit learning experiences, such as online courses, in-person seminars, or internships, over the previous twelve months that were NOT offered by NMC? **(READ LIST IF NEEDED. ACCEPT MULTIPLE RESPONSES. DO NOT PROBE)**

Reasons for Not Attending Non-Credit Programming

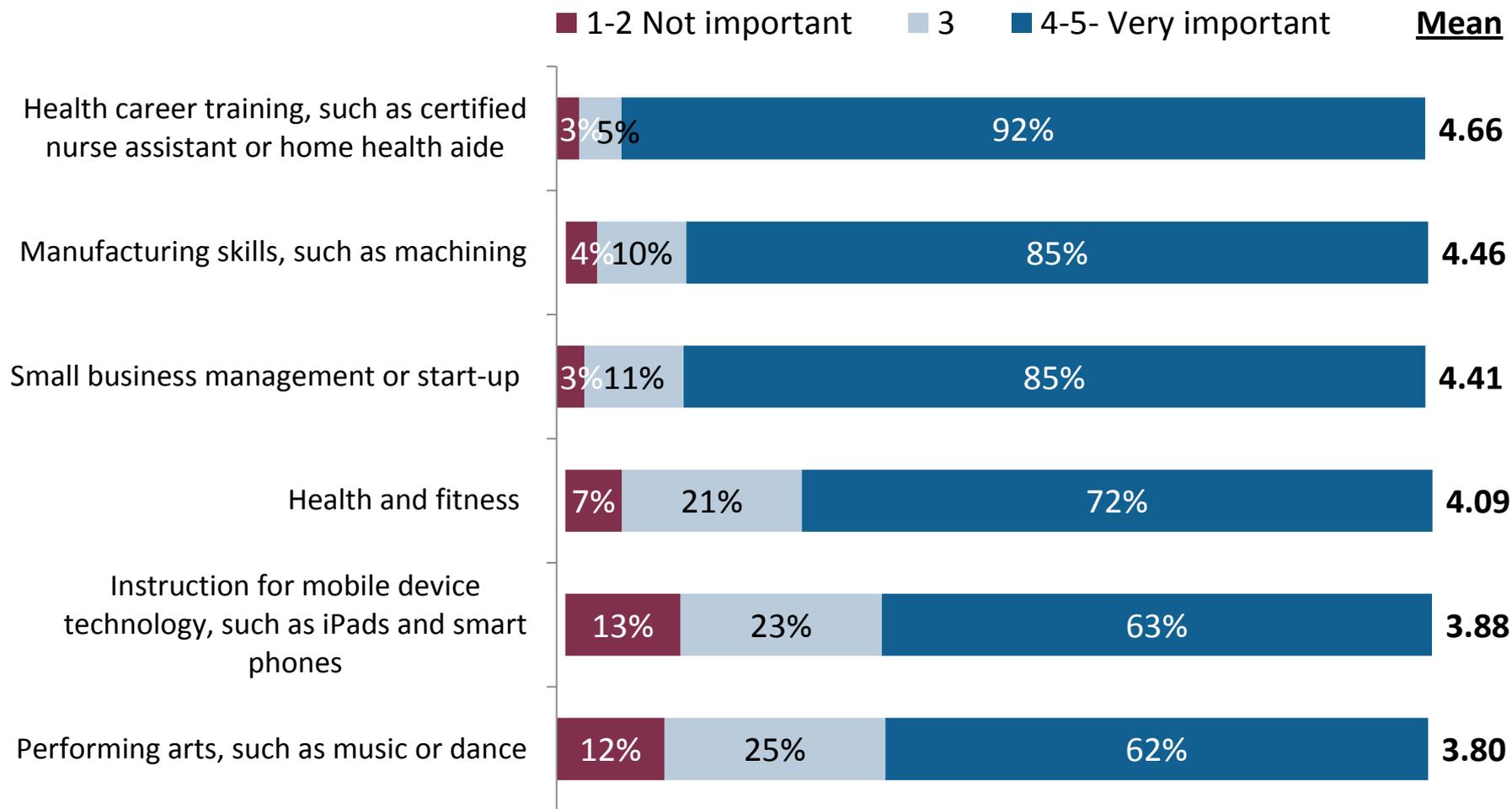
“Too busy” or “just not interested” were the most common responses for why people don’t take non-credit courses at NMC.



Q61. What would you say is the primary reason that you have not attended non-credit personal enrichment programming from NMC? (N=288)

Potential Non-Credit Programming

Health career training, manufacturing skills, and small business management are all rated as very important non-credit offerings.

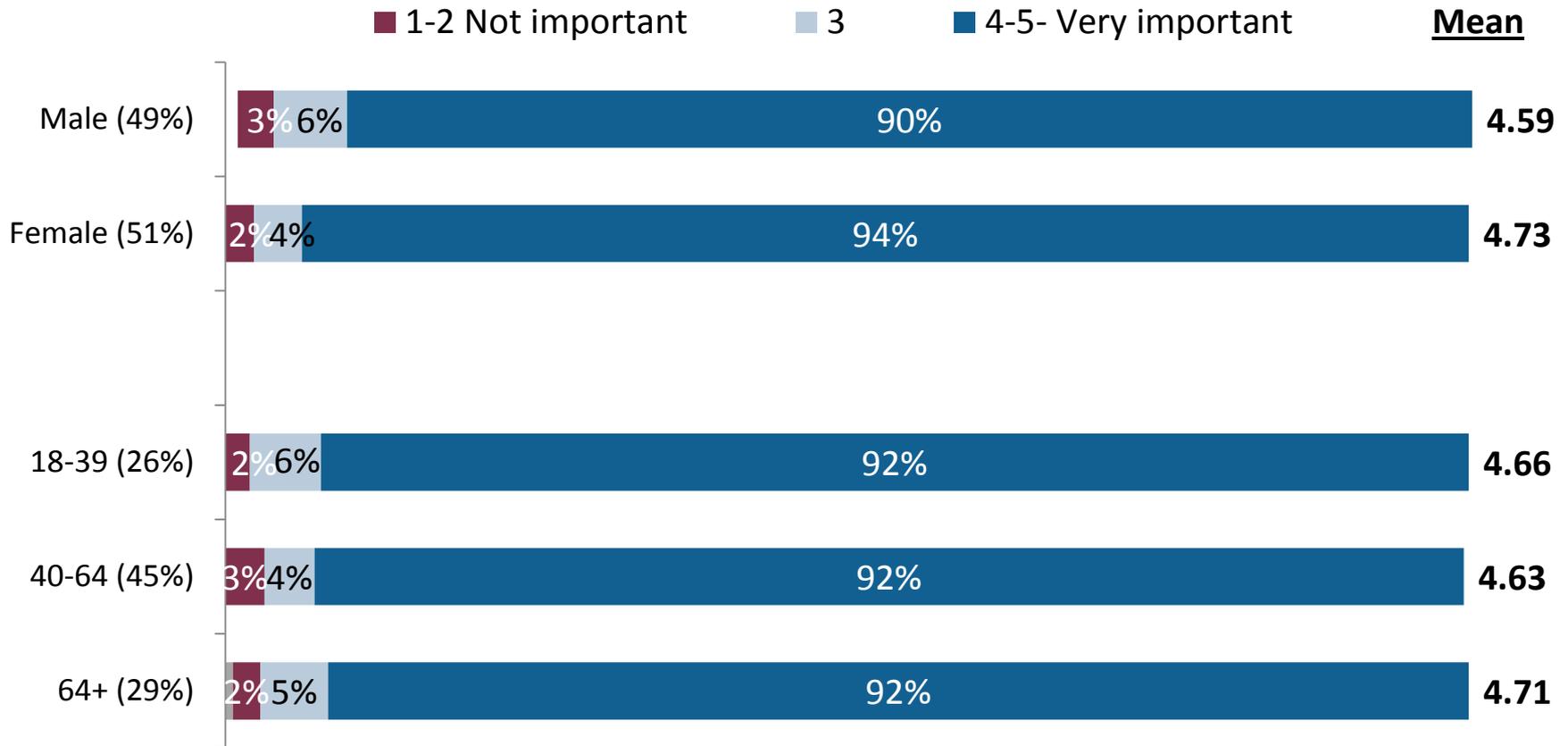


Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.

Health Career Training by Gender, Age

All demos view health career training as an important offering.

Q53. Health career training, such as certified nurse assistant or home health aide.

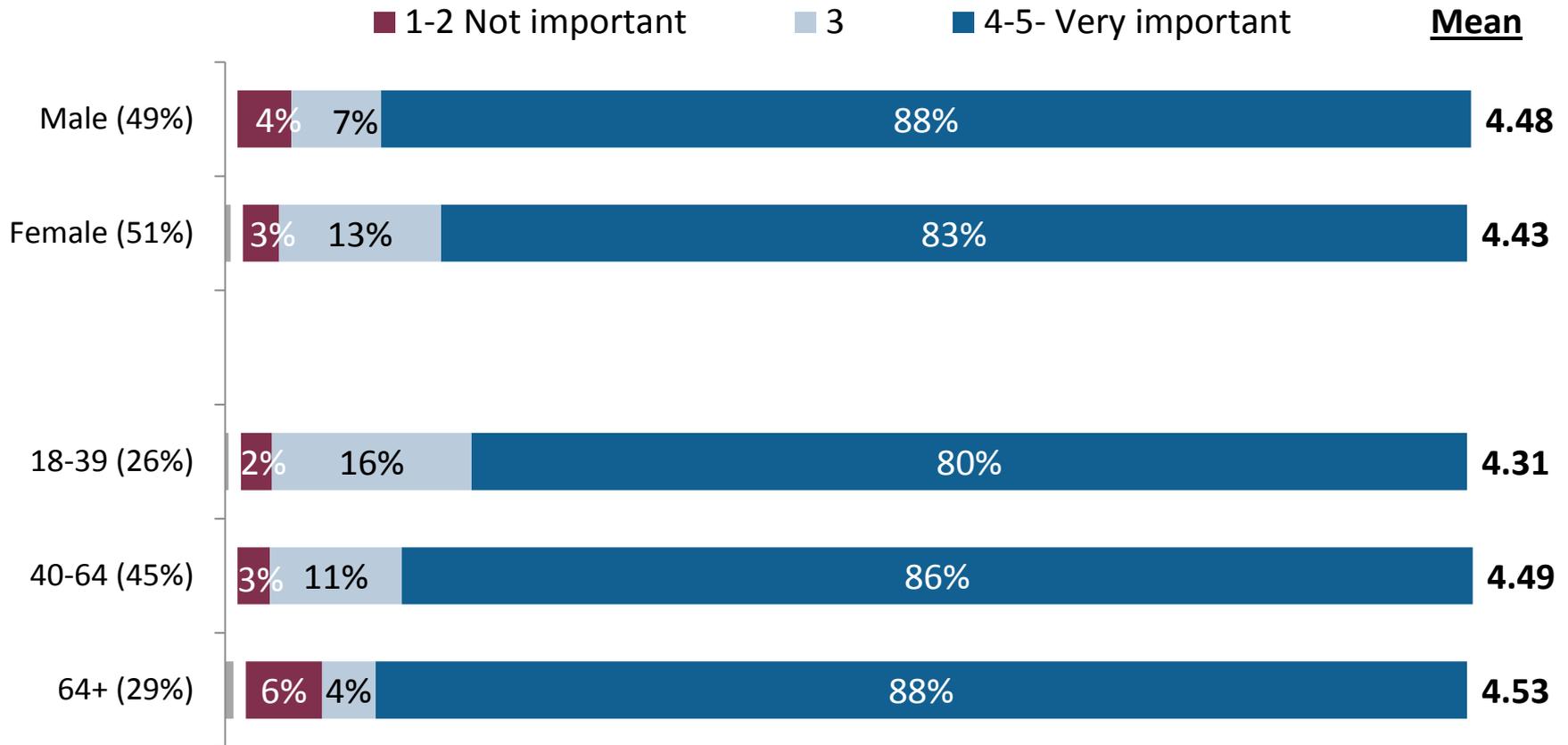


Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.

Manufacturing Skills by Gender, Age

Overall, both gender and all age groups view manufacturing skills as an important offering; men and older residents rate it slightly higher.

Q52. Manufacturing skills, such as machining

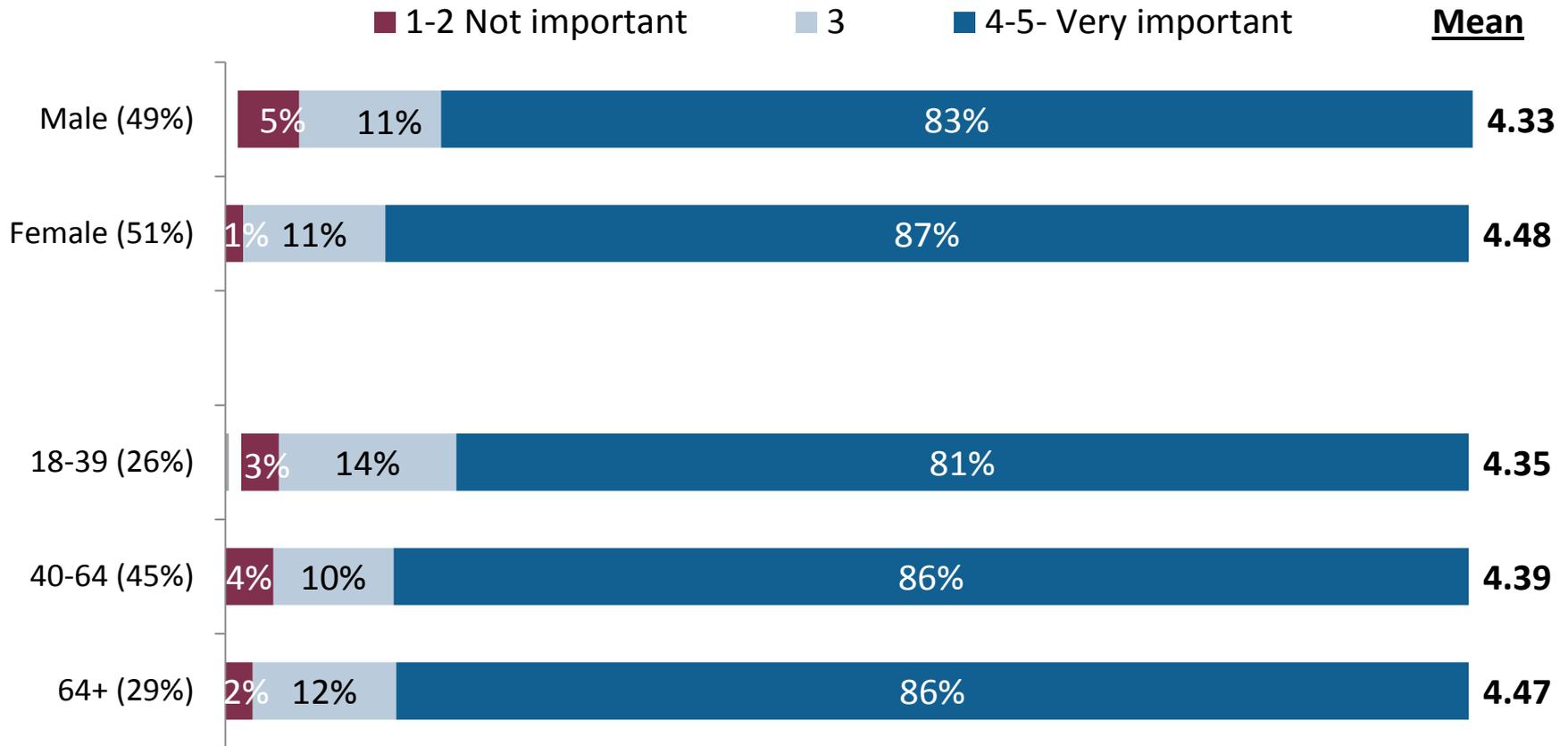


Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.

Small Business Management by Gender, Age

All age groups and both men and women consider small business management or start-up training as an important offering.

Q48. Small business management or start-up

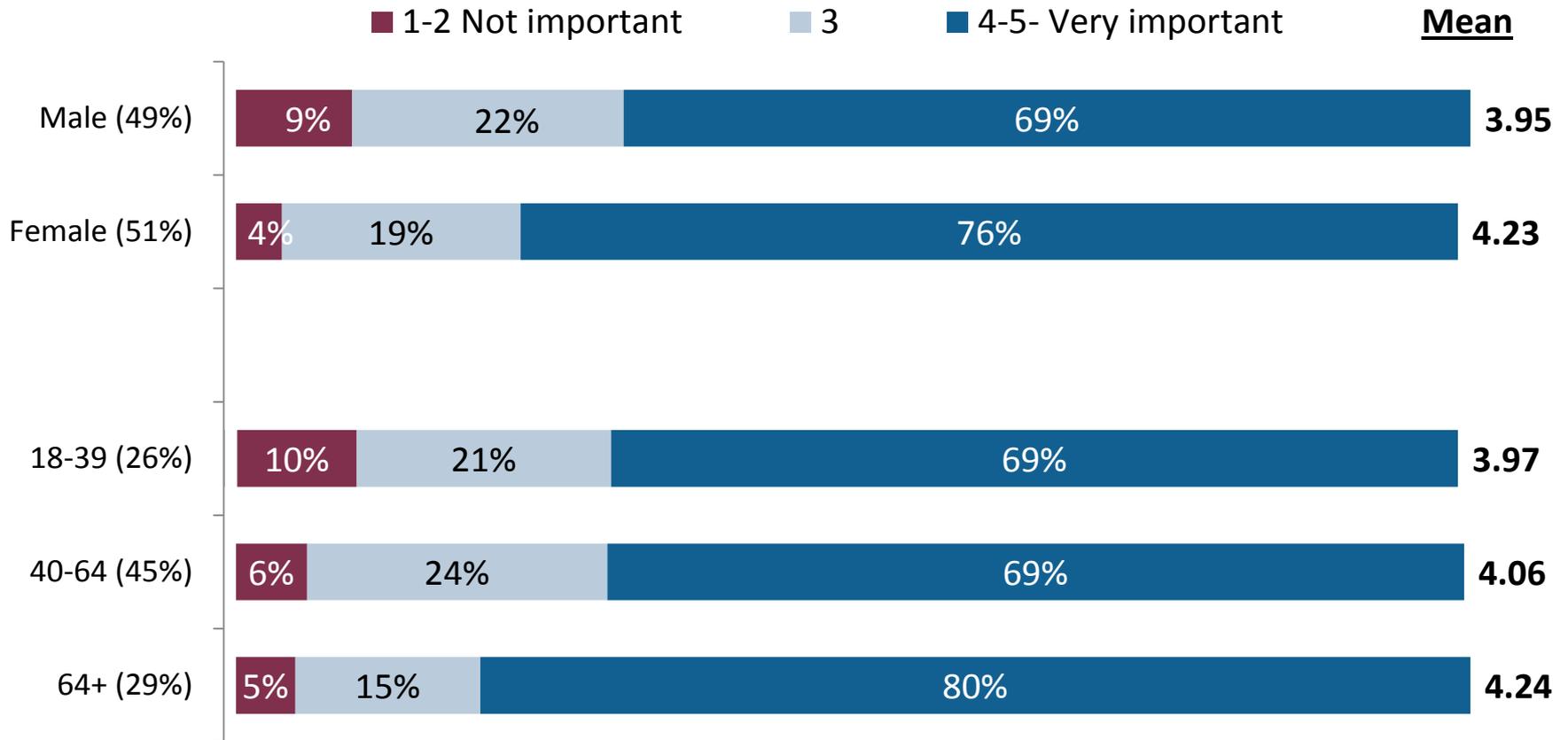


Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.

Health & Fitness by Gender, Age

Women and older residents place more importance on health and fitness offerings, although all groups feel it is at least somewhat important.

Q50. Health and fitness

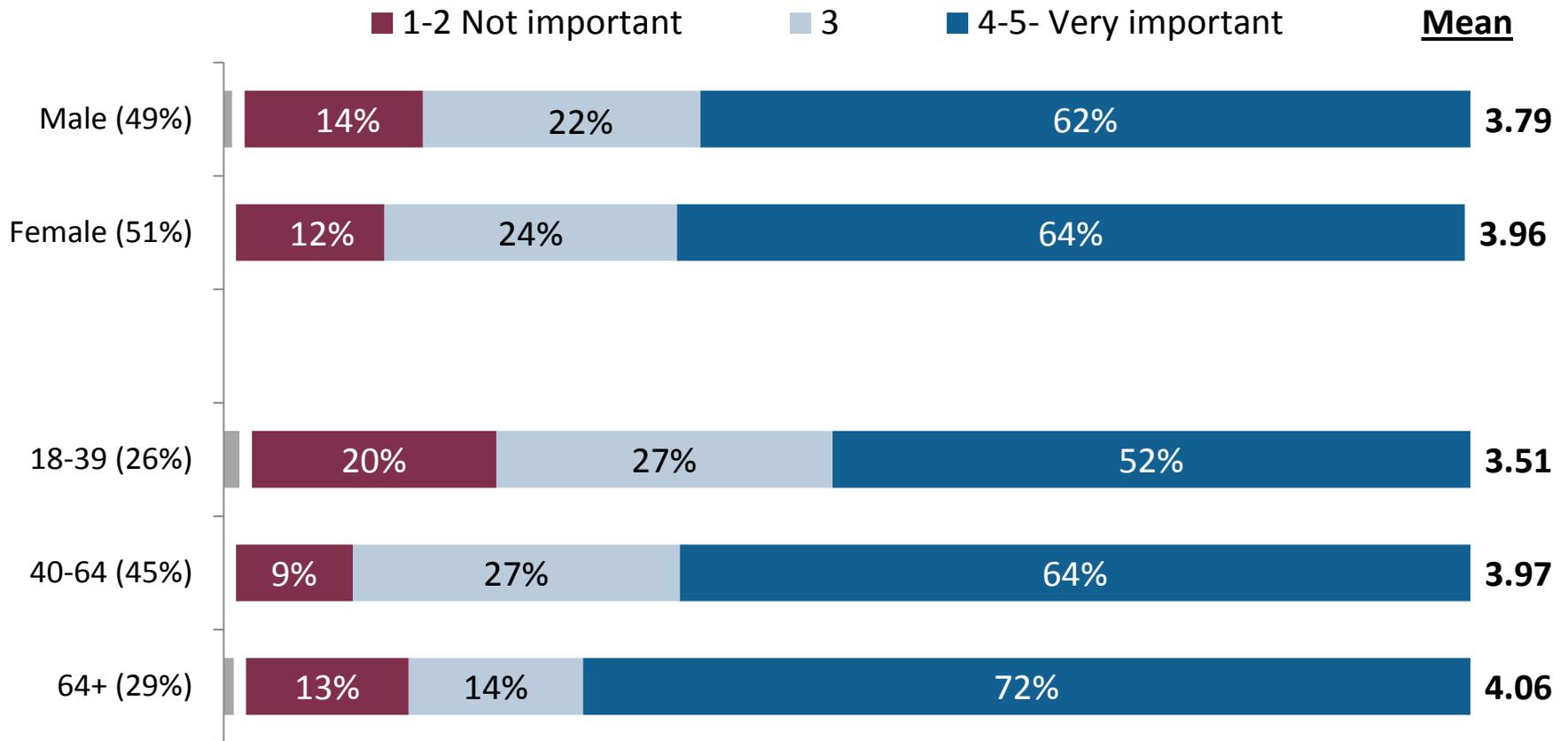


Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.

Mobile Technology Instruction by Gender, Age

Older residents are more likely to show interest in mobile device instruction.

Q49. Instruction for mobile device technology, such as iPads and smart phones

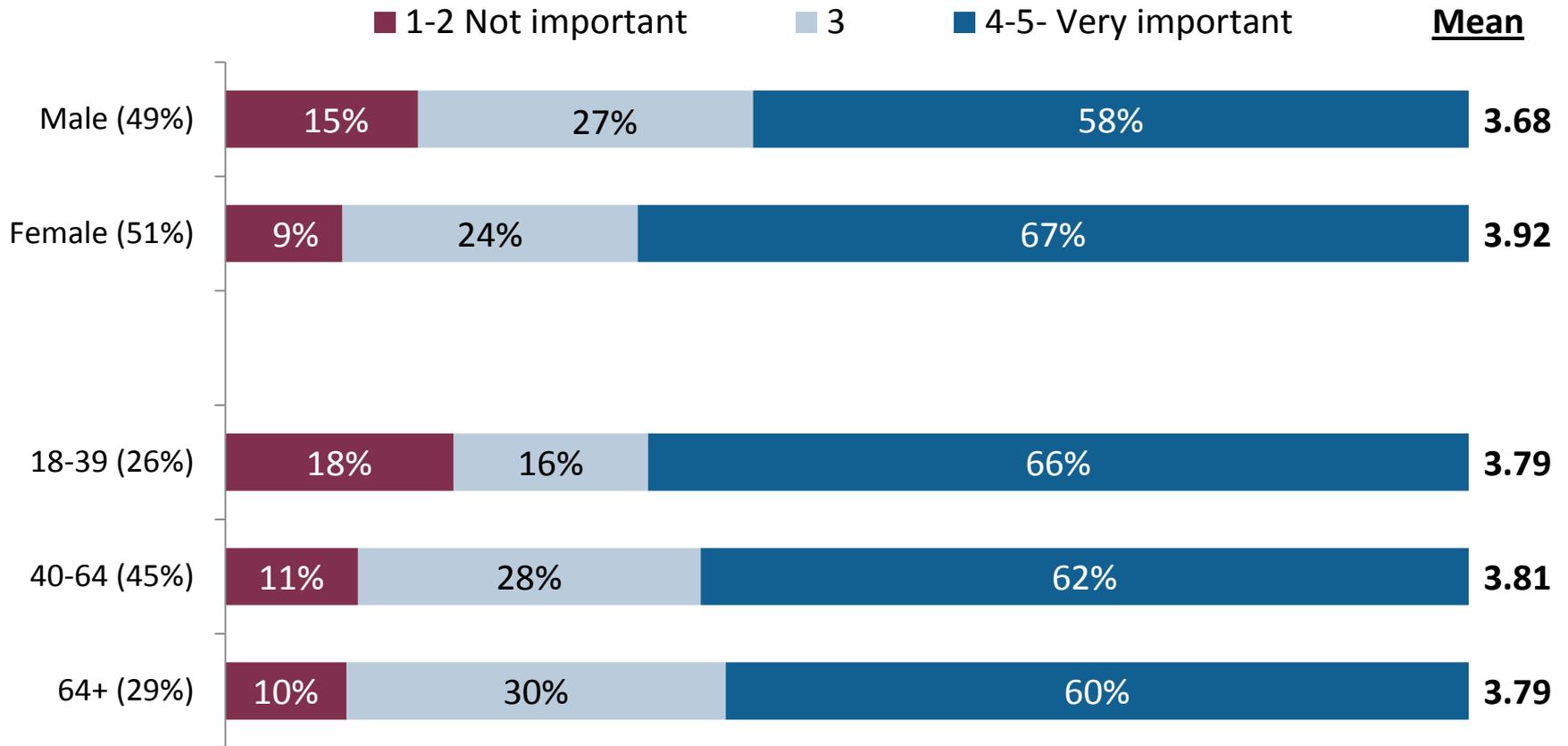


Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.

Performing Arts by Gender, Age

Interest in performing arts offerings is generally consistent across age groups; women rate it higher than men.

Q51. Performing arts, such as music or dance



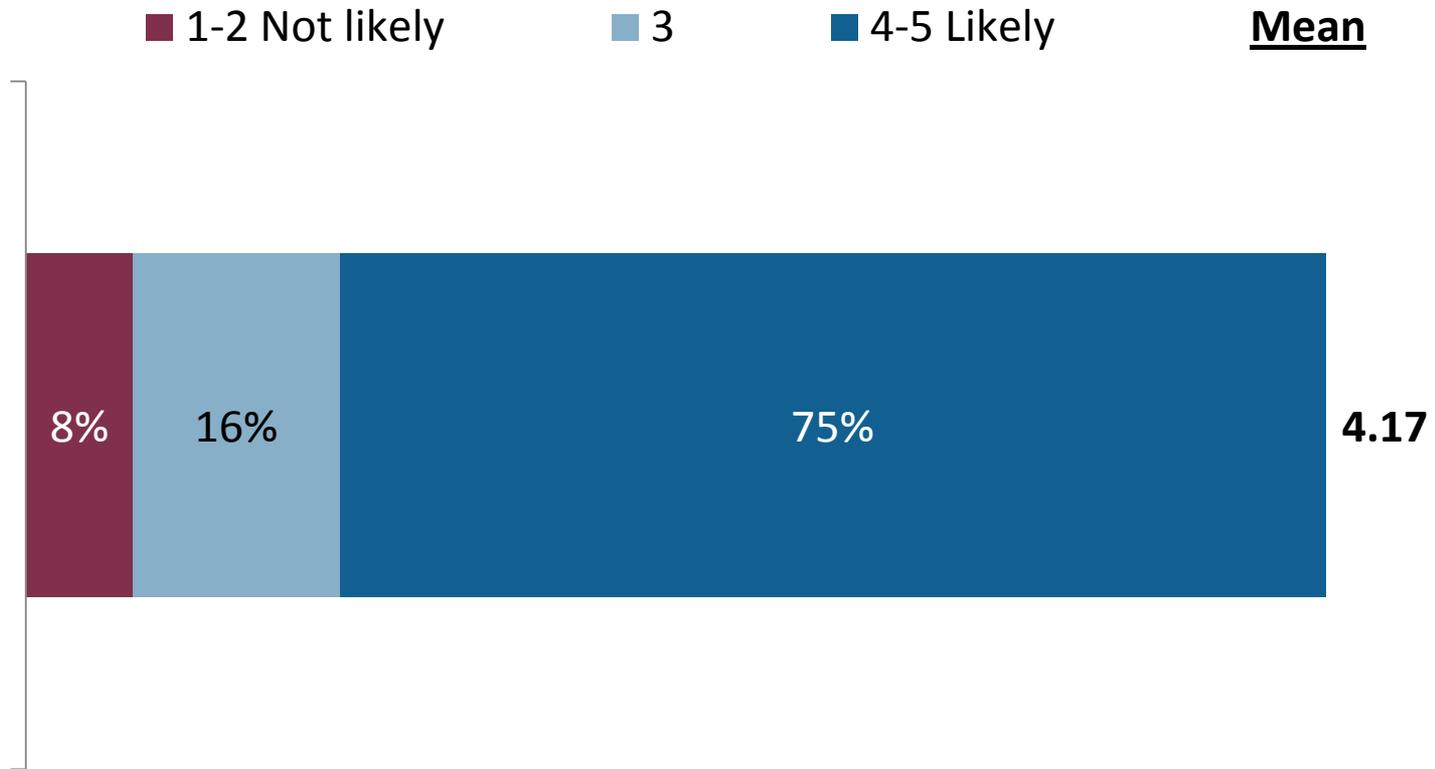
Q48-53. Use a 1 to 5 scale, where 1 means you think the subject area is Not Important At All to offer and 5 means you think it is Very Important to offer programming in this subject area.



Manufacturing

Recommend Manufacturing Career

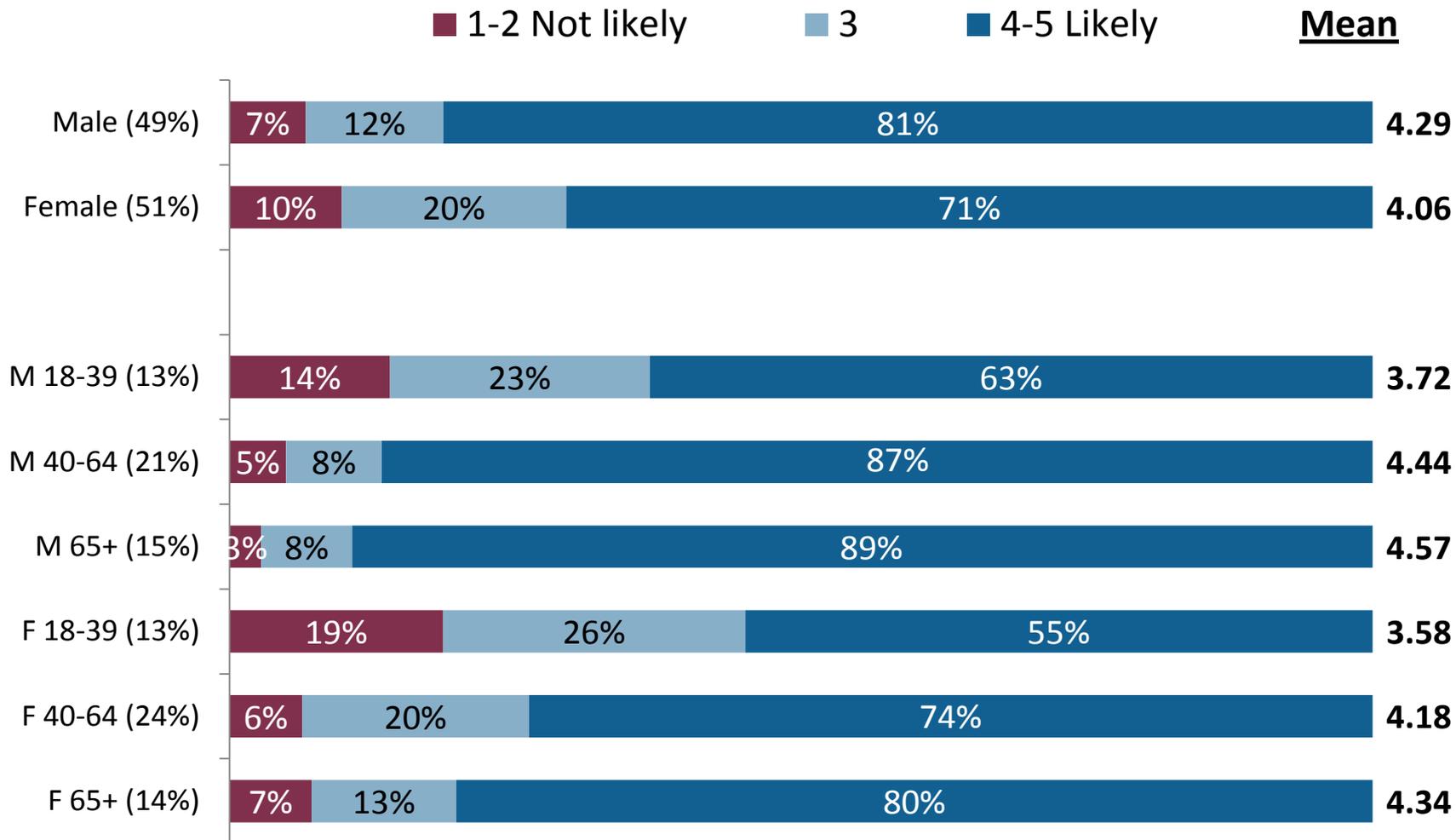
Three-out-of-four respondents say they would be likely to recommend a career in manufacturing.



Q45. Now, using a 1 to 5 scale, where 1 is Not Likely At All and 5 is Very Likely, how likely would you be to encourage someone to pursue a skilled-trade career in manufacturing?

Recommend Manufacturing Career by Sex/Generation

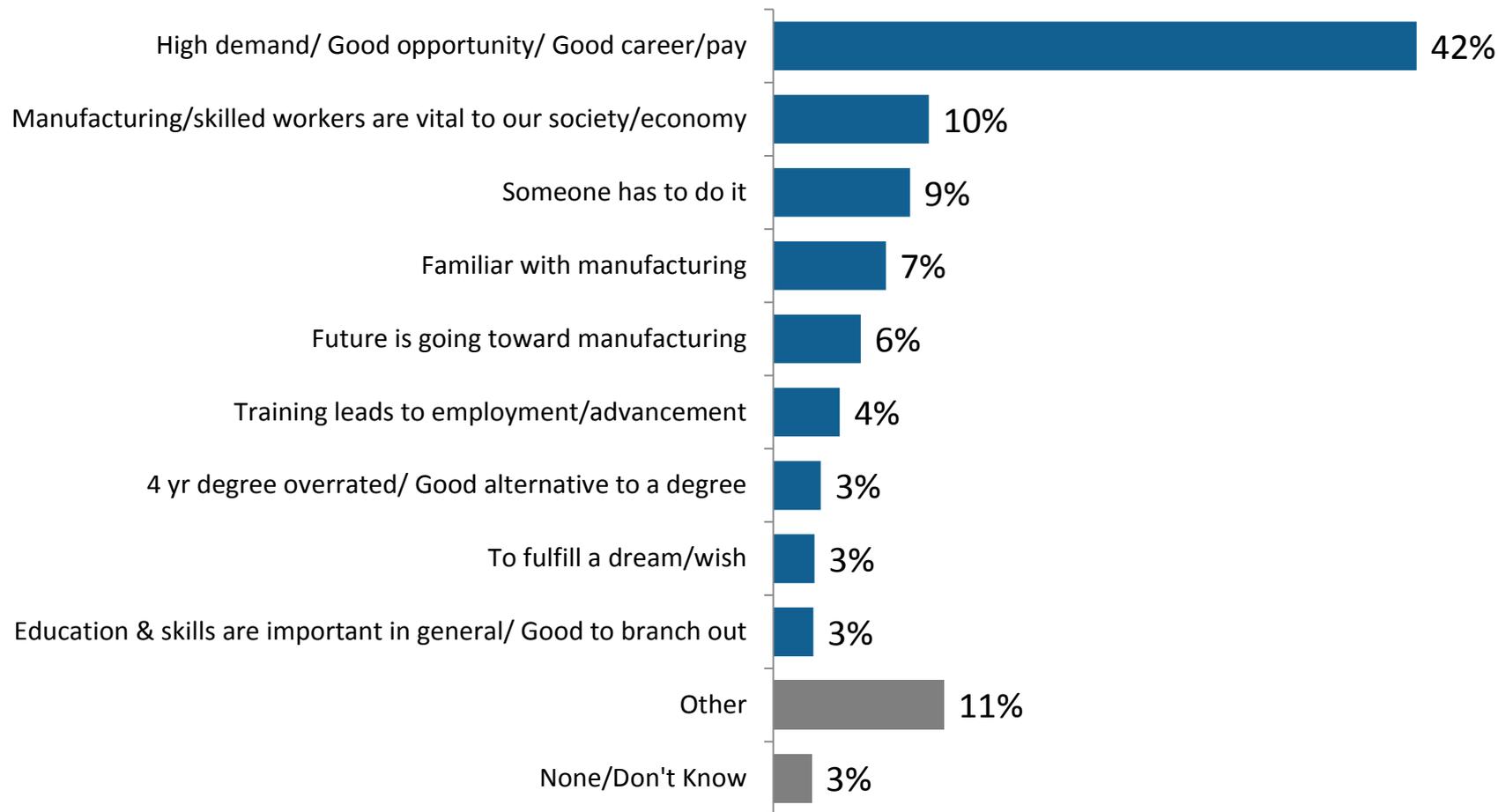
Males 40+ are much more likely to recommend a career in manufacturing.



Q45. Now, using a 1 to 5 scale, where 1 is Not Likely At All and 5 is Very Likely, how likely would you be to encourage someone to pursue a skilled-trade career in manufacturing? (“Don’t know” responses excluded.)

Reasons for Encouraging Manufacturing

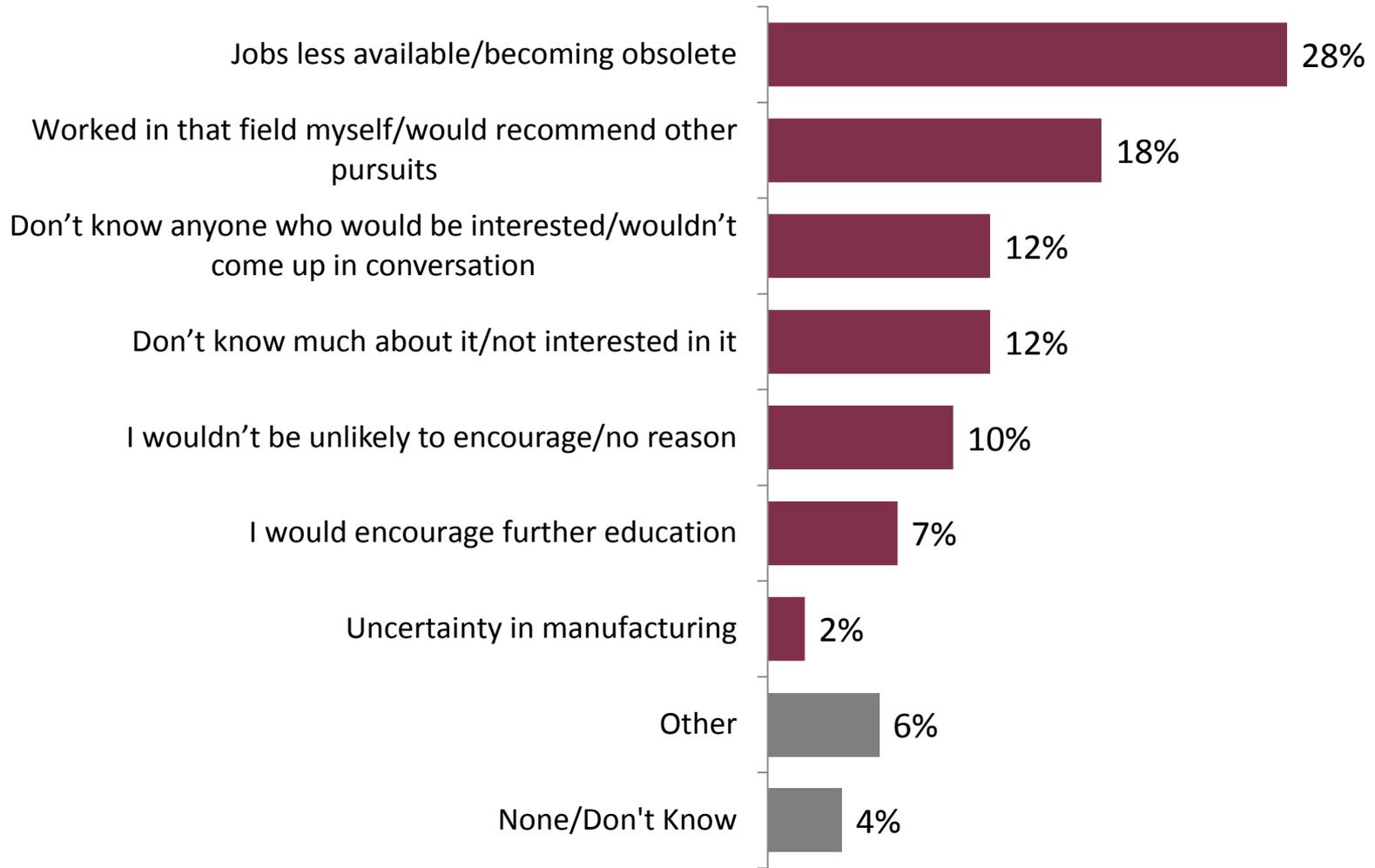
Manufacturing careers are considered to be high demand/good career opportunities by many local residents.



Q46. Can you tell me a little about why you would encourage someone to pursue a skilled-trade career in manufacturing? (OPEN END, ACCEPT ONE RESPONSE) (N=300)

Reasons for NOT Encouraging Manufacturing

Those who do not recommend manufacturing see it as a trade that is becoming obsolete.

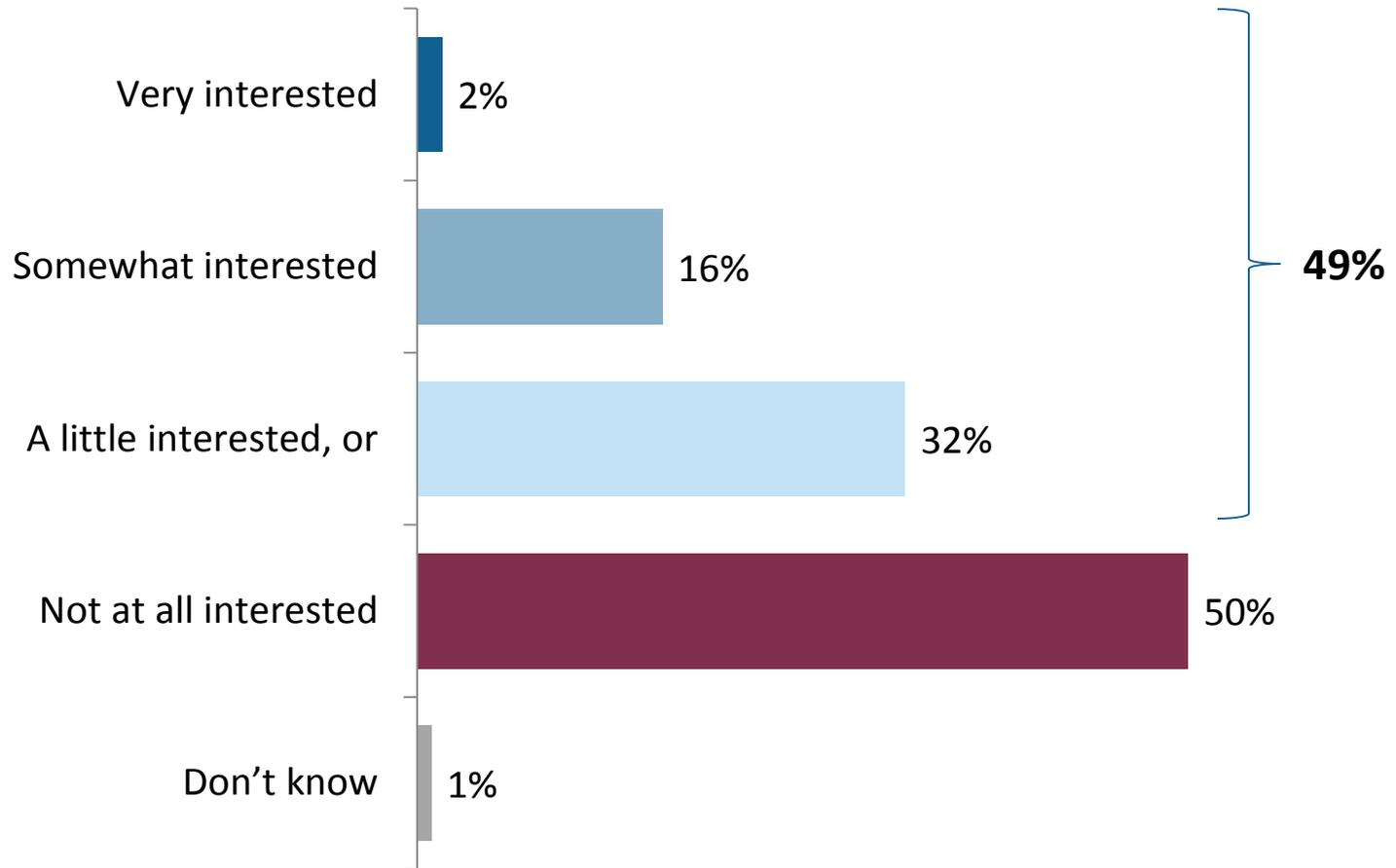




Alumni

Interest in Alumni Activities

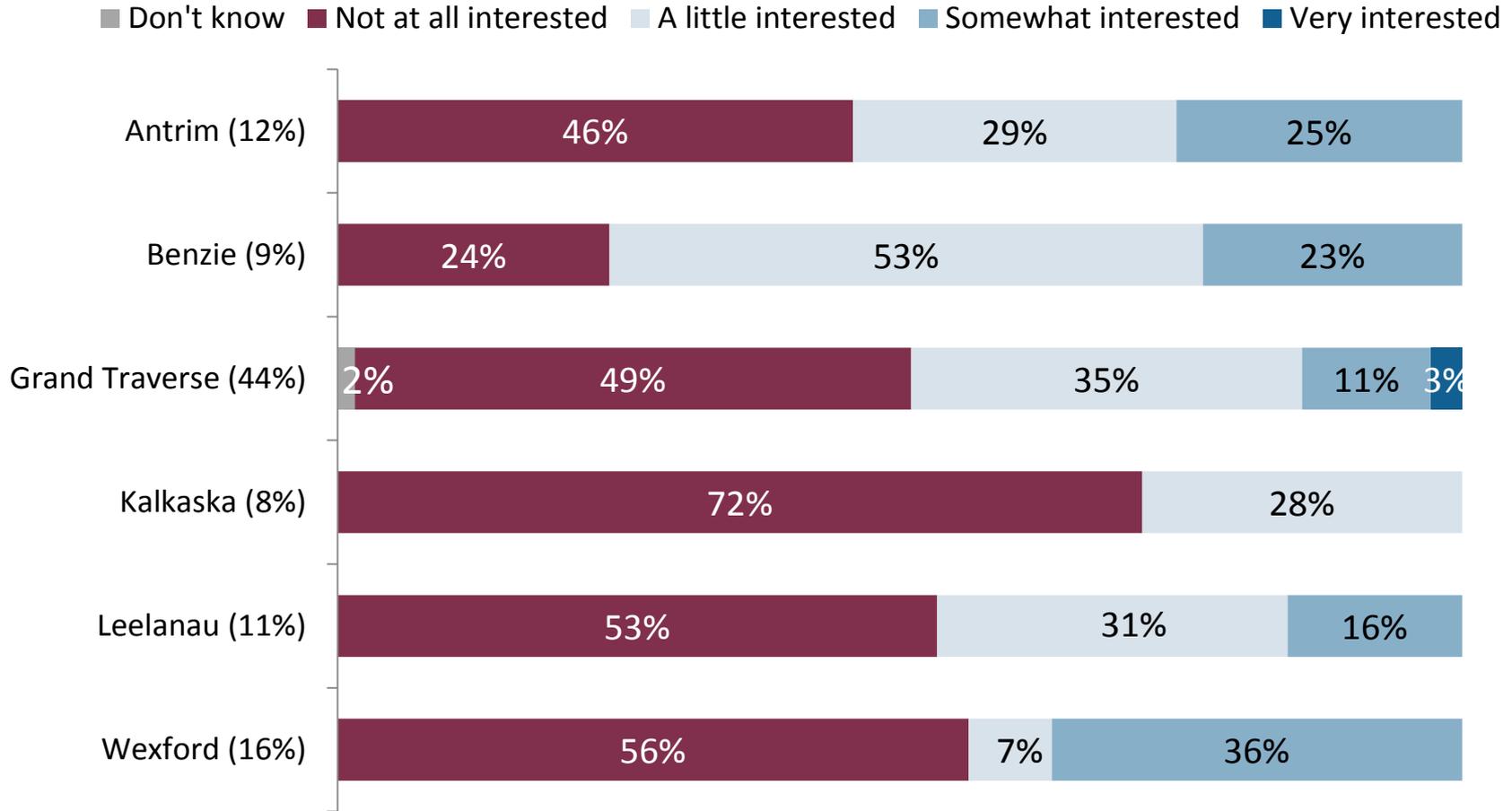
About half of alumni show interest in alumni activities; only 2% are very interested.



Q57. As you may know, you can be considered an alum of NMC after you complete courses, regardless of whether you eventually earn a degree or certificate from the college. How interested are you in participating in NMC alumni activities? Would you say you are very interested, somewhat interested, a little interested, or not at all interested? (n=145)

Interest in Alumni Activities by County

Benzie County has a much higher interest in alumni activities than any other county.

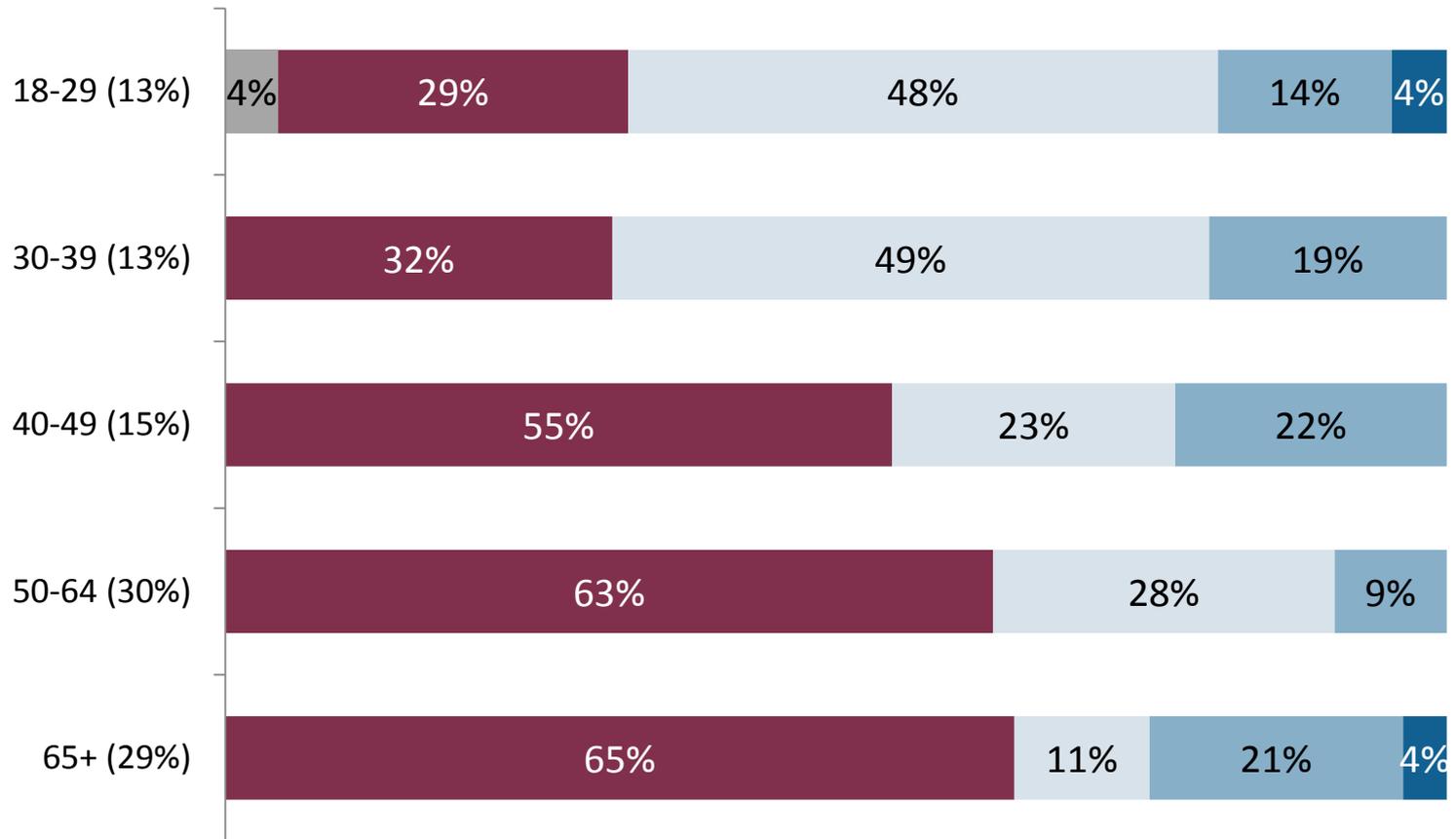


Q57. How interested are you in participating in NMC alumni activities? Would you say you are very interested, somewhat interested, a little interested, or not at all interested?
(n=145)

Interest in Alumni Activities by Age

Younger age groups are more interested in alumni activities than the older age groups.

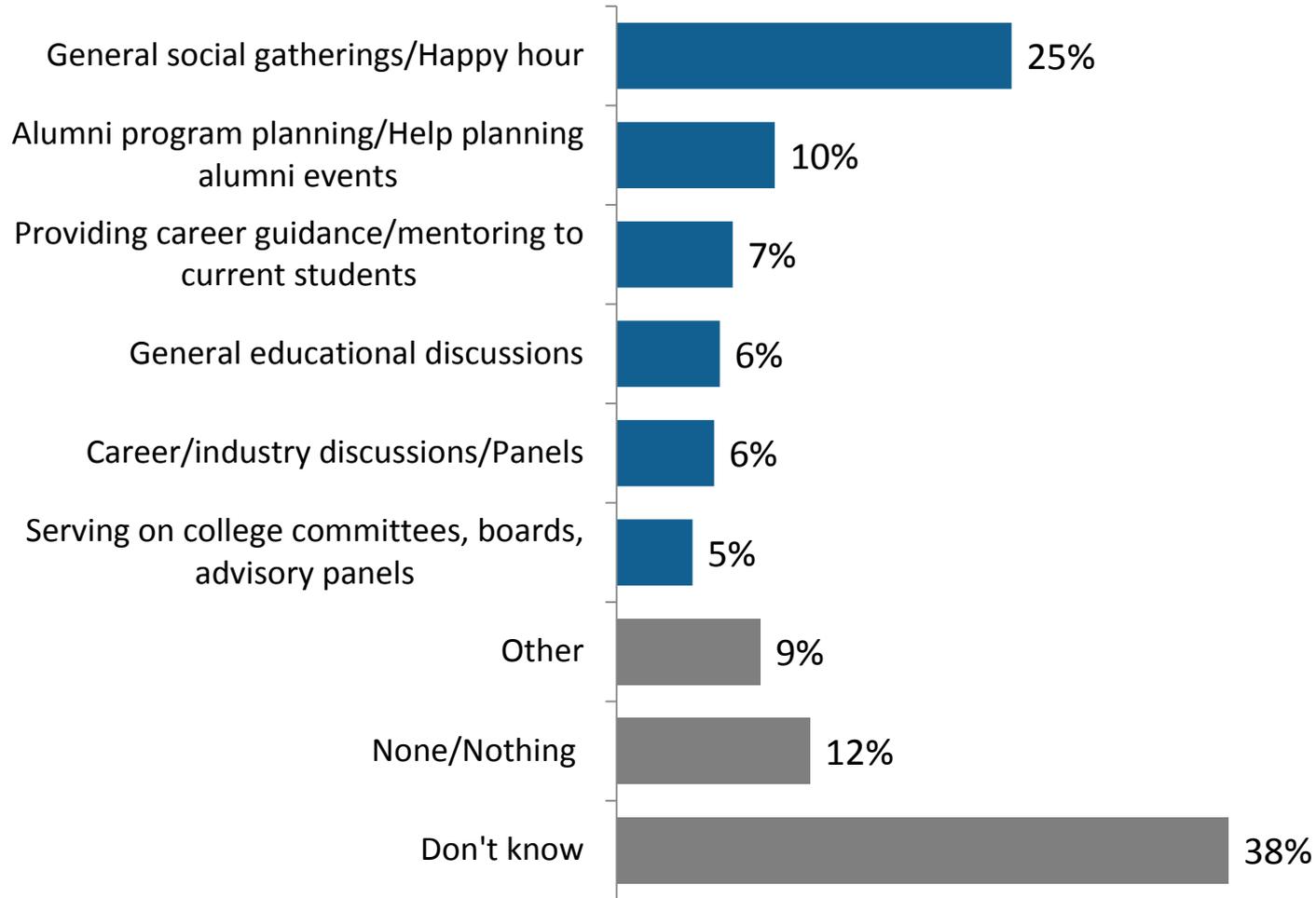
■ Don't know ■ Not at all interested ■ A little interested ■ Somewhat interested ■ Very interested



Q57. How interested are you in participating in NMC alumni activities? Would you say you are very interested, somewhat interested, a little interested, or not at all interested?
(n=145)

Interest in Alumni Activities

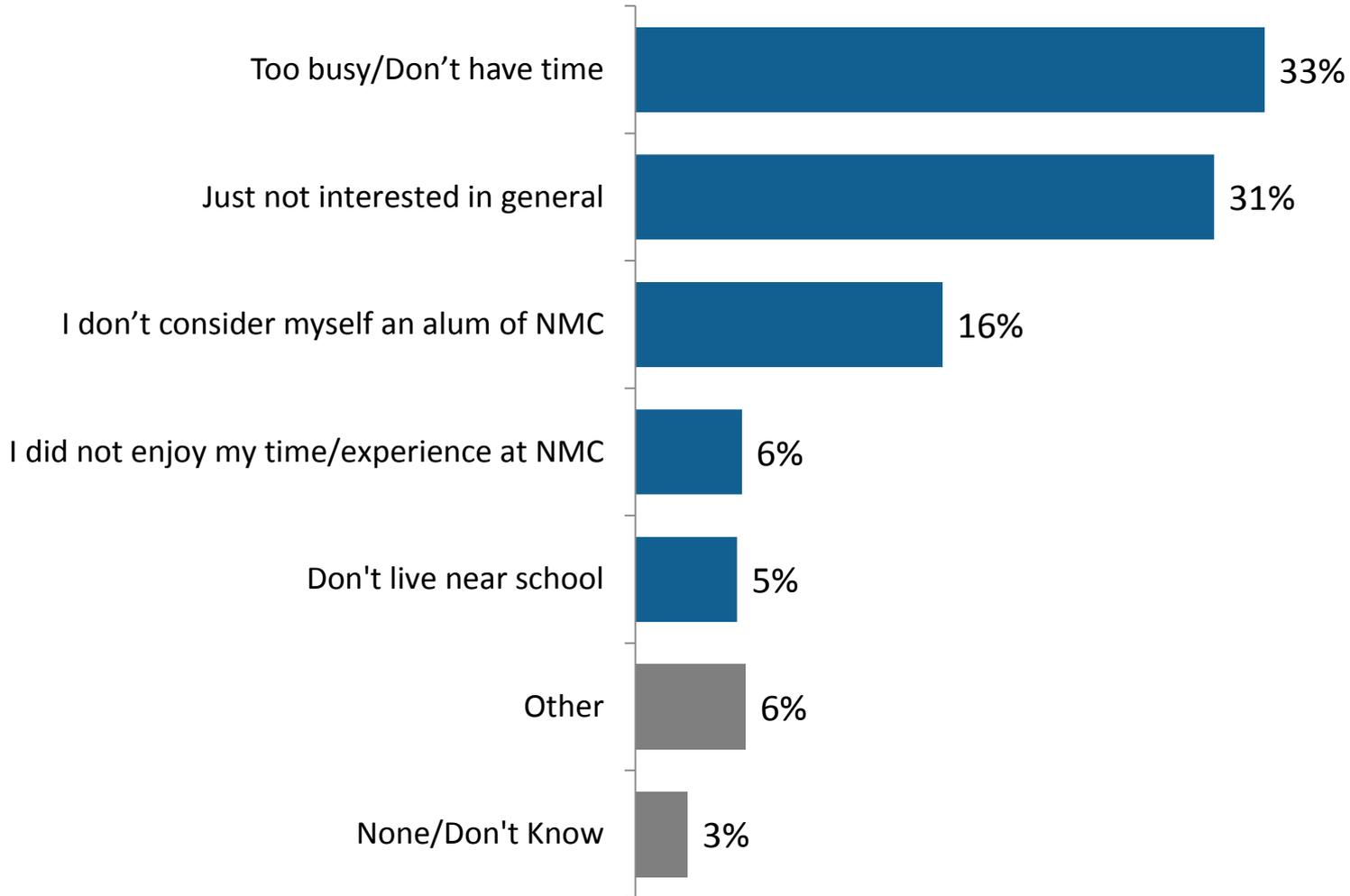
General social gatherings rank highest in desirable Alumni activities.



Q58. NMC is in the process of developing an alumni program. What types of alumni activities would you be interested in participating in? (n=84)

Interest in Alumni Activities

Most of respondents are too busy or generally uninterested in alumni activities.



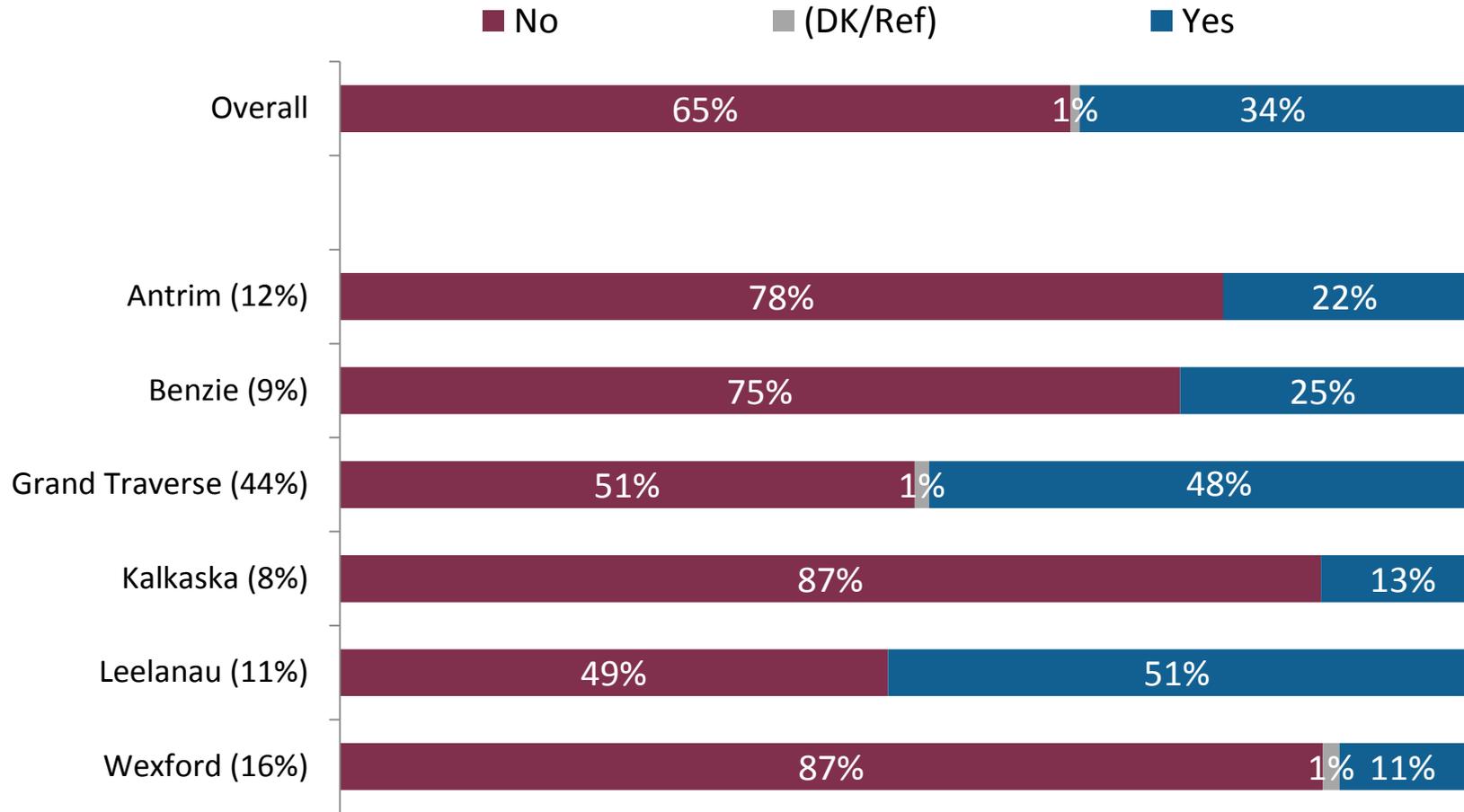
Q59. What would you say is the primary reason you are not interested in NMC alumni activities? (N=72)



Denno Museum Center

Dennos Museum Visitation by County

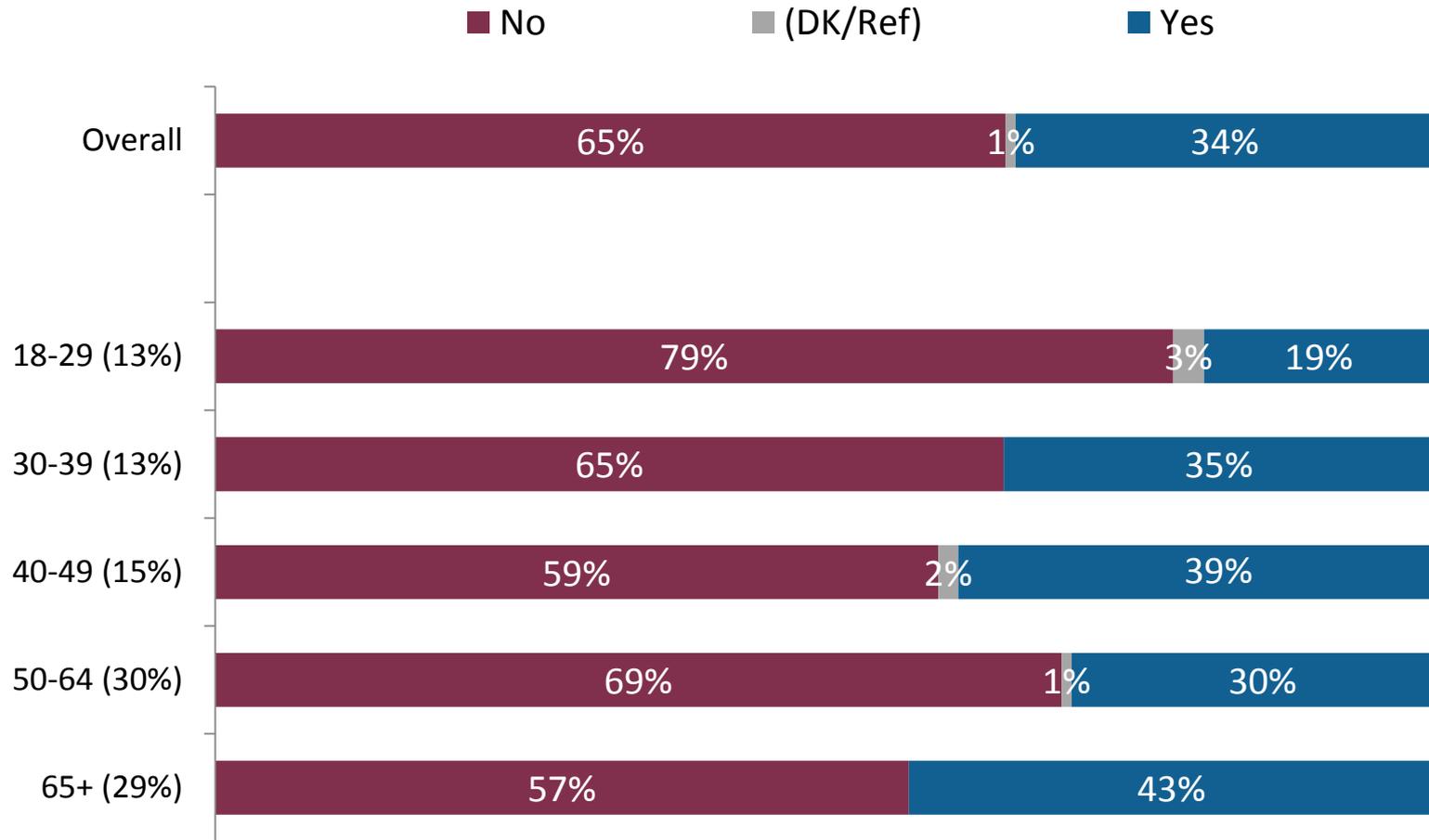
Grand Traverse and Leelanau counties have the highest Dennos attendance rates.



Q63. In the previous twelve months, have you attended an event or visited the Dennos Museum Center?

Dennos Museum Visitation by Age

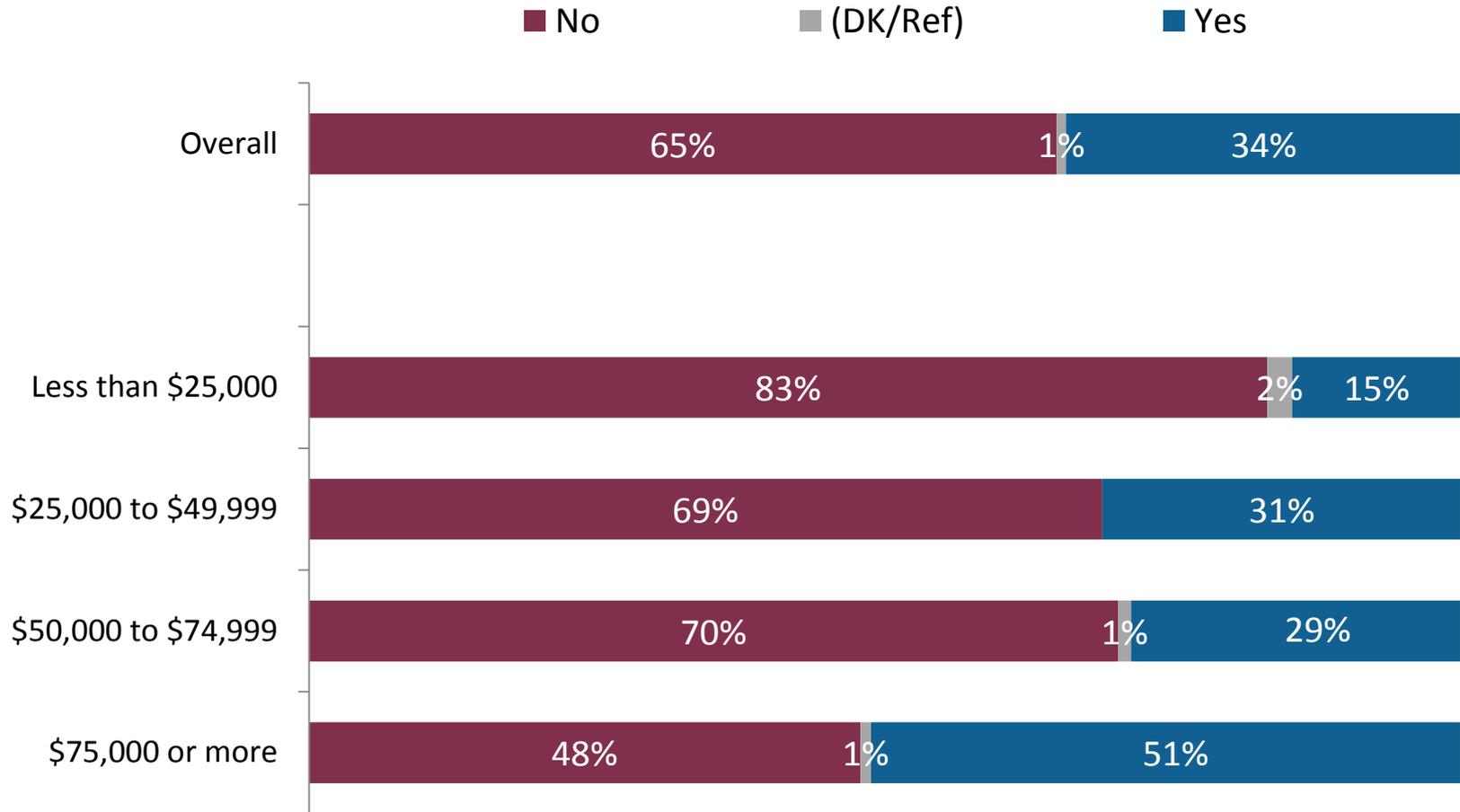
Respondents 65 years of age and older are the most likely to have visited Dennos.



Q63. In the previous twelve months, have you attended an event or visited the Dennos Museum Center?

Dennos Museum Visitation by Income

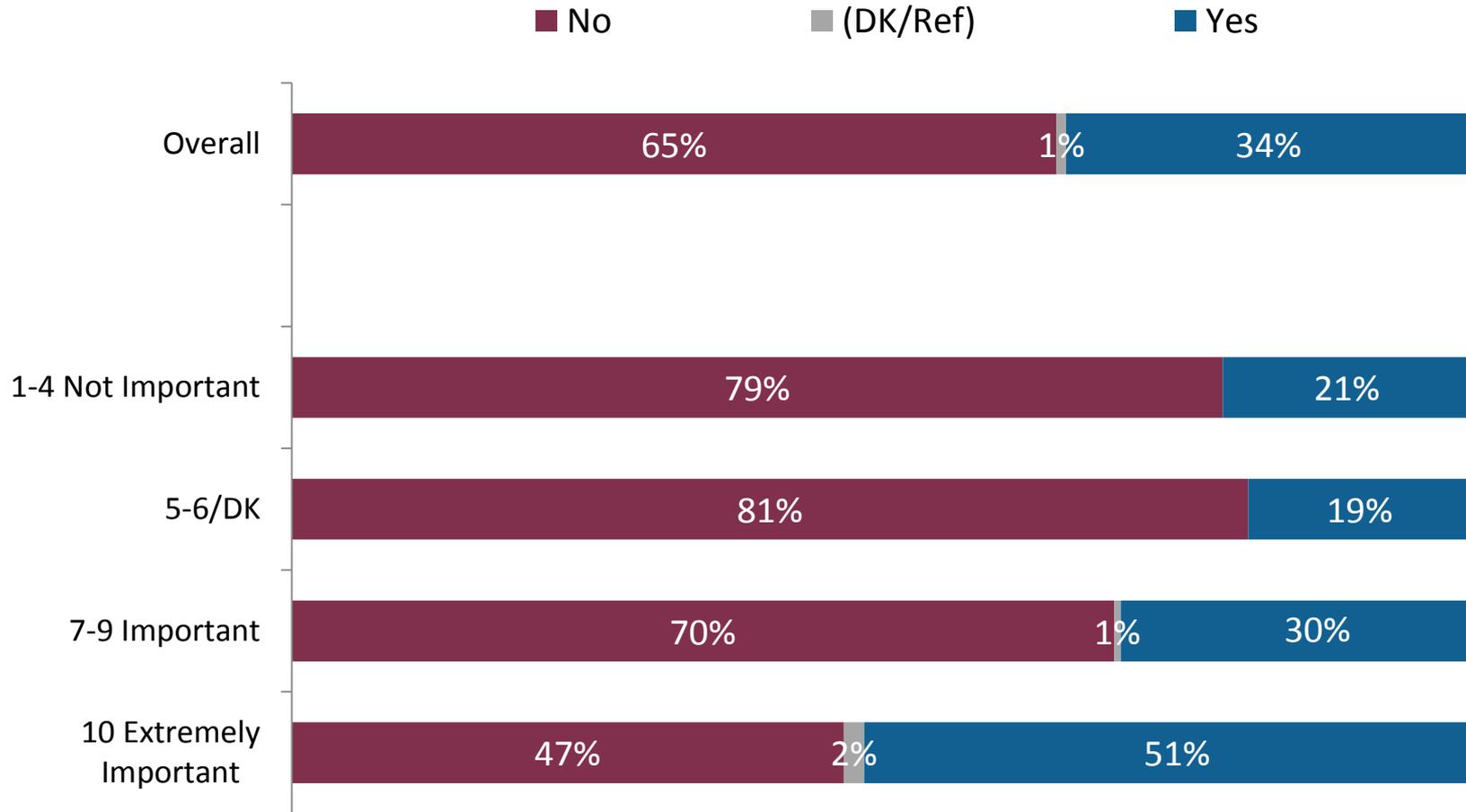
Higher-income residents are more likely to visit Dennos.



Q63. In the previous twelve months, have you attended an event or visited the Dennos Museum Center?

Dennos Museum Visitation by Importance Rating

Respondents who rate Dennos as "Important" are more likely to visit.



Q63. In the previous twelve months, have you attended an event or visited the Dennos Museum Center?

Q25. How important is it you that NMC provides cultural events for the community through the Dennos Museum Center?

Conclusions

Conclusions

- ▶ Northwestern Michigan College is very highly regarded by local residents. Favorability, overall job rating, specific job ratings, and performance ratings are all overwhelmingly positive.
- ▶ Local residents view college prep, transfer prep, skilled-trade career training, and providing Associates and Bachelor's degrees as very important programs provided by NMC.



Demographics

Age by County Demos

Survey respondent demographics generally reflect the overall demographics of the six-county NMC service area.

	Overall			Antrim			Benzie			Grand Traverse		
	Census	2011 Survey	2014 Survey	Census	2011 Survey	2014 Survey	Census	2011 Survey	2014 Survey	Census	2011 Survey	2014 Survey
Overall				12%	12%	12%	9%	9%	9%	44%	44%	44%
18-29	16%	10%	13%	13%	4%	19%	14%	6%	15%	19%	12%	10%
30-39	14%	12%	13%	10%	6%	14%	14%	13%	12%	16%	14%	14%
40-49	16%	17%	15%	16%	16%	12%	17%	18%	8%	16%	19%	15%
50-64	29%	30%	30%	30%	31%	23%	29%	31%	40%	29%	30%	31%
65+	23%	26%	29%	30%	32%	32%	27%	29%	24%	20%	21%	30%
Refused		5%			10%			3%			4%	

	Kalkaska			Leelanau			Wexford		
	Census	2011 Survey	2014 Survey	Census	2011 Survey	2014 Survey	Census	2011 Survey	2014 Survey
Overall	8%	9%	8%	11%	11%	11%	16%	15%	16%
18-29	16%	17%	4%	13%	5%	19%	17%	11%	17%
30-39	14%	6%	14%	9%	9%	9%	15%	14%	13%
40-49	19%	18%	22%	14%	16%	14%	17%	14%	17%
50-64	30%	28%	45%	33%	34%	21%	29%	26%	26%
65+	22%	29%	15%	32%	33%	36%	22%	25%	28%
Refused		2%			3%			10%	

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