

Conduct of Study

This report presents and summarizes the findings of a survey of residents of Northwestern Minnesota, Northeastern North Dakota, and East Central North Dakota. The primary objectives of this study were to measure top-of-mind awareness of Northland Community and Technical College, assess public perception of the college, evaluate awareness of the college's recent merger, and gauge the public's needs and expectations regarding higher education in the area. Northland Community and Technical College sponsored the survey and designed the questionnaire collaboratively with DH Research.

A total of 800 telephone interviews were completed with residents between March 25 and April 21, 2004. The areas included in the survey were chosen by Northland Community and Technical College and were based upon their current and potential client base. The sample used for this survey was selected randomly from current telephone listings for counties included in the survey area. The following Minnesota and North Dakota counties were included in the study:

Beltrami County, Minnesota	Cavalier County, North Dakota
Clearwater County, Minnesota	Grand Forks County, North Dakota
Kittson County, Minnesota	Nelson County, North Dakota
Lake of the Woods County, Minnesota	Pembina County, North Dakota
Mahnomen County, Minnesota	Ramsey County, North Dakota
Marshall County, Minnesota	Steele County, North Dakota
Norman County, Minnesota	Traill County, North Dakota
Pennington County, Minnesota	Walsh County, North Dakota
Polk County, Minnesota	
Red Lake County, Minnesota	
Roseau County, Minnesota	

A mandatory training session was held for interviewers and others working on the project before the interviews began. All interviewing sessions were supervised and periodic inspections of each interviewer's forms were made in order to identify errors and omissions – a practice that ensures early resolution of any problems in the interviewing process. All data was double entered and then compared for discrepancies.

The overall margin of error for this study was $\pm 3.46\%$.

A copy of the questionnaire used for this survey is located in the Appendix.

Survey Overview

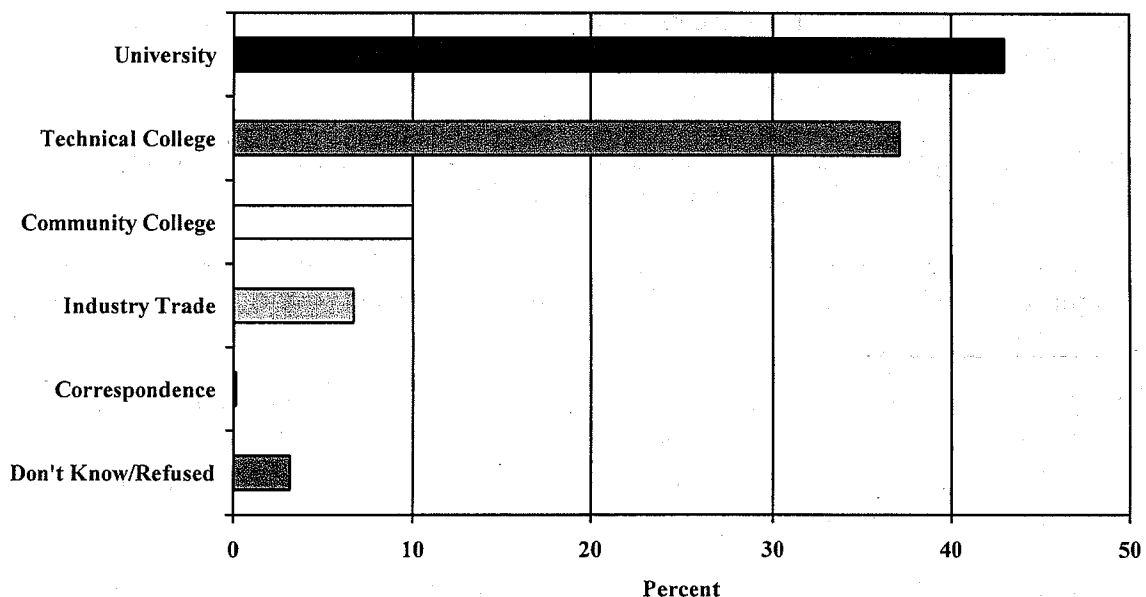
- ❖ Approximately half of the respondents would consider a technical or community college first if they were looking for further training or education.
- ❖ Trades or learning a trade was the most common thing that came to respondents' minds when they thought of a technical or community college.
- ❖ The University of North Dakota in Grand Forks was most frequently mentioned as the first name that came to mind when respondents thought of a higher education facility in their area.
- ❖ Business and health programs were the most popular types of educational programs respondents would be interested in if they were looking for further training or education.
 - Nearly half of the respondents anticipated it taking them less than two years to attain the type of training or education they would be interested in.
- ❖ Many of the respondents did not see themselves being interested in further training or education in the future.
- ❖ Overall, residents agreed that it would be important for them to be able to attend classes while maintaining a job.
 - Residents also agreed that they would prefer smaller class sizes.
- ❖ More than one-fourth of the respondents reported they would recommend a friend or family member pursuing a liberal arts degree attend the University of North Dakota in Grand Forks.
- ❖ A majority of residents had heard of Northland Community and Technical College.
- ❖ Among those who had heard of Northland Community and Technical College, three-fourths knew of both campuses and about one in five had taken classes there.
- ❖ More than one-third of the respondents knew that Northland Community and Technical College offers distance learning opportunities.
- ❖ Over half of those surveyed were aware that Northland Community and Technical College offers career programs that are designed for a person planning to complete training in two years or less.
- ❖ Less than half of residents were aware that Northland Community and Technical College offers a liberal arts program.
 - Overall, respondents felt this fact was somewhat important.
- ❖ About half of the residents were aware of Northland Community and Technical College's high school visits throughout the year.

- ❖ Almost half of the residents had seen, read, or heard something related to Northland Community and Technical College in the past year.
 - Many either read it in the newspaper or saw it on television.
 - The publications they were most apt to have read the information in were the Grand Forks Herald, the Thief River Falls Times, and the Northern Watch.
 - Television stations most commonly named as sources of information were WDAY, KVLV, and a local station.
- ❖ About one-fifth of residents would like to receive information from Northland Community and Technical College concerning careers, programs, and course schedules.
- ❖ Nearly one-third of the respondents thought Northland Community and Technical College should communicate information on the programs they offer twice a year and half thought it should be more often.
- ❖ The newspaper was seen by respondents as the most effective way for Northland Community and Technical College to communicate program information to the public.
- ❖ More than half of the respondents felt that letters in the mail would be the best method for Northland Community and Technical College to maintain contact with prospective students.
- ❖ One in ten respondents recalled receiving literature from Northland Community and Technical College in the last six months.
 - Those who received literature felt it was effective in conveying the information they wanted to know.
- ❖ A large majority of residents had not ever visited the Northland Community and Technical College web site.
- ❖ Among respondents who reported attending at least some college, half did not make their college or university choice until their senior year of high school and one-fifth didn't make the decision until after high school.
- ❖ High school counselors were the most common place respondents who had attended post-secondary schooling looked for information when they were researching colleges.

Executive Summary

Forty-three percent of the respondents indicated they would first consider a university if they were looking for further training or education. Nearly as many (37%) said a technical college and ten percent reported they would consider a community college first. Other responses included industry trade (7%) and correspondence classes (<1%). Three percent of the respondents didn't know which type of learning facility they would consider first or refused to answer. (Figure 1, Table 1)

Figure 1
Type of Facility Considered First
if Looking for Further Training or Education



Respondents more apt to say they would first consider a university included those under 25, those with a college or post-graduate degree, and students. Those more likely than others to name a technical college as their first consideration included men, those 25 or older, respondents who had attended some high school or were high school graduates, and those with technical degrees. Women and those who had completed some high school were more apt than their counterparts to report they would first consider a community college.

Already having a degree and/or attendance at a university were the most popular reasons for choosing a university as a first consideration for further training or education. The most common reason given by respondents for first considering a technical college was the relatively short amount of time required to earn a degree, while proximity to respondents' homes was the reason many would consider a community college. A complete listing of respondents' reasons for selecting a certain type of facility can be found in Table 2 of the Detailed Findings section. (Table 2)

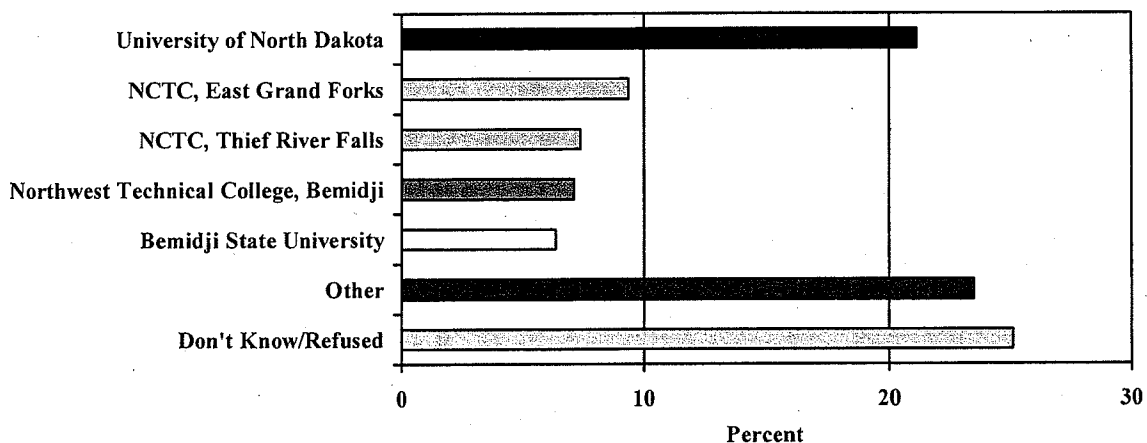
When thinking of a technical or community college, nearly one-fifth (19%) of the respondents said trades or learning a trade was the first thing that came to mind. Other common responses included smaller school (8%), two-year program (7%), hands-on training (6%), shorter term (6%), and the name of a specific program or trade (6%). For a complete listing of responses, refer to Table 3 of the Detailed Findings section. (Table 3)

Approximately half (46%) of the respondents named the University of North Dakota in Grand Forks as the first name that came to mind when they thought of a higher education facility in their area. Thirteen percent named Bemidji State University and about one in ten named Northland Community and Technical College in either East Grand Forks (4%) or Thief River Falls (7%). (Table 4a)

Respondents more apt to name the University of North Dakota in Grand Forks as the first name that came to mind were those under 25, those with a post-graduate degree, and students. Those less likely to say the University of North Dakota in Grand Forks included respondents 45 to 54, those 65 or older, those who completed some high school, high school graduates, and respondents with a technical degree. Respondents from each county were most apt to name the University of North Dakota as the higher education facility that came to mind with the following exceptions: Roseau and Pennington County residents were most apt to name Northland Community and Technical College - Thief River Falls, Beltrami and Clearwater county residents were most likely to name Bemidji State University, and Traill County residents were most likely to say Mayville State University. (Table 4b)

The University of North Dakota in Grand Forks (21%) was the most commonly named specific facility respondents would consider attending if they were looking for further training or education, followed by Northland Community and Technical College in East Grand Forks and Northland Community and Technical College in Thief River Falls. Northwest Technical College in Bemidji and Bemidji State University were also frequently mentioned. Twenty-four percent of the respondents named various other institutions and one-fourth (25%) didn't know what facility they would consider or refused to answer. (Figure 2, Table 5a)

Figure 2
Specific Facility Considered if Looking for Further Training or Education



Respondents who said they would first consider a technical college if they were looking to further their training or education were most likely to name Northland Community and Technical College in East Grand Forks as the specific facility they would consider attending, while those who would first consider a community college were most apt to name Northland Community and Technical College in Thief River Falls. Residents who said a university would be their first consideration were more likely to say the University of North Dakota in Grand Forks would be the specific facility they would consider. (Table 5b)

The University of North Dakota in Grand Forks was more apt to be named as the specific facility a respondent would consider if they were looking for further training or education by those under 25, respondents who would first consider a university for further training or education, those who had attended some college, those with a college or post-graduate degree, students, and residents of Grand Forks and Walsh counties. Residents 65 or older were less likely to name the University of North in Grand Forks. (Table 5b)

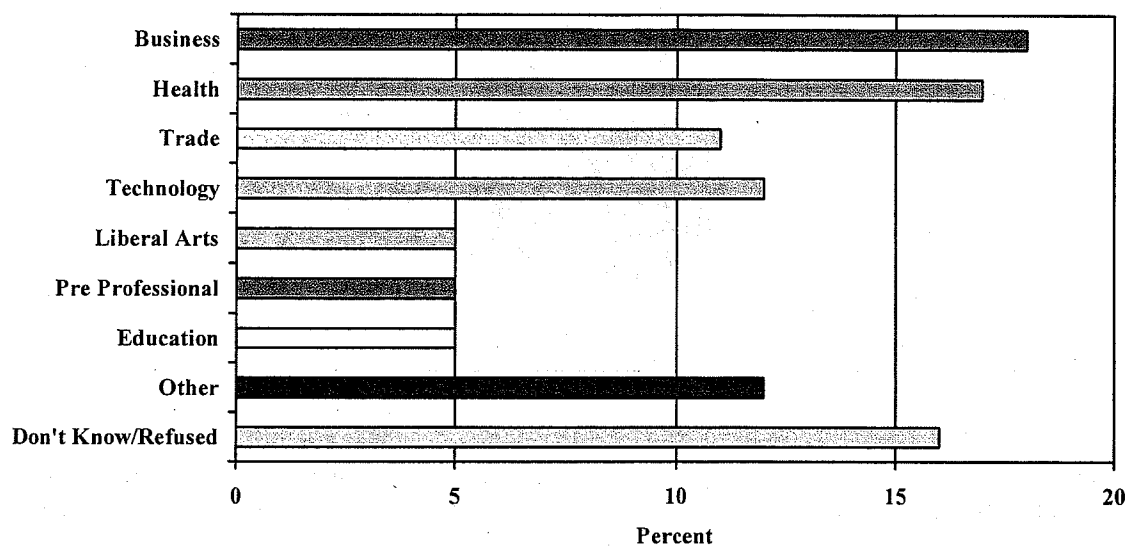
Those more apt to name the East Grand Forks campus of Northland Community and Technical College were those who would first consider a technical college for further training or education and residents of Grand Forks and Walsh counties. Respondents who completed some high school and those with a college or post-graduate degree were less apt than others to name Northland Community and Technical College in East Grand Forks. (Table 5b)

Respondents who would first consider a community college, those who had completed some high school, Marshall County residents, Pennington County residents, and Roseau County residents were more likely than others to name Northland Community and Technical College in Thief River Falls as a specific consideration for further training or education. (Table 5b)

Respondents who would first consider a technical or community college to further their training or education and Beltrami County residents were more likely than others to name Northwest Technical College in Bemidji. Bemidji State University was more frequently named by those who would first consider a university and Beltrami County residents. (Table 5b)

Eighteen percent of the respondents reported that, if they were looking for further training or education, they would be interested in business programs and nearly as many (17%) would be interested in health programs. More than one in ten respondents indicated they would be interested in technology (12%) or trade (11%) programs and 5% would be interested in each liberal arts, pre-professional, and education programs. Various other types of educational programs were mentioned by 12% of the residents and 16% said they didn't know what type they would be interested in or refused to respond. (Figure 3; Table 6)

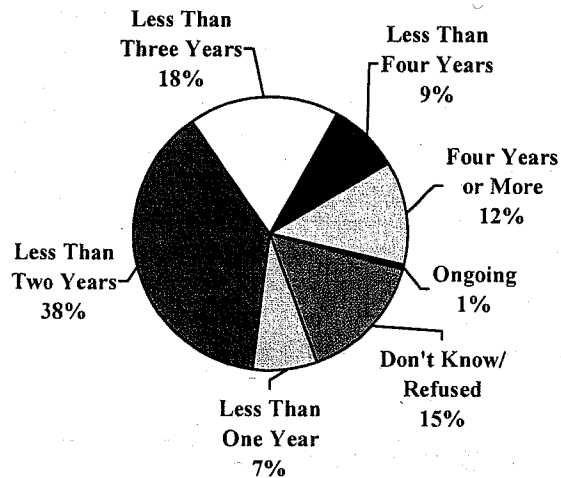
Figure 3
Type of Educational Program Interested In
If Looking for Further Training or Education



Residents more apt to be interested in business programs included those who would first consider a community college or university if they wished to further their training education, high school graduates, those who attended some college, and respondents with a college degree. Women and those between 25 and 54 were more likely than their counterparts to be interested in health programs. Men and those who would first consider a technical college or industry trade were more likely to be interested in trade programs. Technology programs were more frequently mentioned by those 55 to 64 and residents who did not attend high school. (Table 6)

Nearly half of the residents anticipated being able to attain the type of training or education they would be interested in within two years, with 7% saying it would take less than a year and 38% anticipating it taking less than two years. Another fifth (18%) felt it would take them less than three years and 9% thought it would be less than four years. Only 12% of the respondents anticipated the education or training they would be interested in taking four years or longer. Three respondents (1%) said their training or education would be ongoing and 15% didn't know how long it would take or refused to answer. (Figure 4; Table 7)

Figure 4
Anticipated Length of Training or Education



Respondents who did not attend high school were more likely than others to say it would take them less than one year to attain the type of training or education they would be interested in. (Table 7)

Residents who attended some college, as well as those with a technical or college degree, were more likely than their counterparts to indicate they thought it would take less than two years to complete the programs they were interested in. Residents under 25, those 65 or older, and students were less apt than others to feel it would take them less than two years to complete the education or training they were interested in. (Table 7)

Those 25 to 34 were more likely than others to report they anticipated it taking them less than three years to attain the training or education they were interested in. Residents less likely to indicate it would take them less than three years included those employed part-time, respondents who were temporarily unemployed, and retired residents. (Table 7)

Respondents under 25 were more likely than older respondents to feel it would take them three years or more to complete the programs they were interested in. Students more frequently indicated they anticipated it taking them four years or more to attain the training or education they were interested in. Those less likely to report it would take less than four years to complete the programs they were interested in included those employed full-time, respondents who were temporarily unemployed, and retired residents. (Table 7)

More than half (59%) of residents were not interested in further training or education, while one-third indicated they were. Six percent saw themselves being interested in further training or education in the next six months, 5% saw themselves being interested within a year, and 7% reported they would be interested in two years. Four percent indicated it would be three years and 11% said they thought it would be four or more years before they saw themselves being interested. (Table 8)

Men, those who did not attend high school, high school graduates, and retired residents were more likely than their counterparts to report they were not interested in further training or education. Likelihood of not being interested in further training or education increased with age. Students and those under 35 were more likely than others to report being interested in further training or education in the next six months. Those under 25 were more likely than older respondents to say it would be four or more years before they would be interested in further training or education. (Table 8)

Overall, residents felt that it was important to have the ability to attend classes while maintaining a job. Using a scale of one to five, with one being strongly disagree and five being strongly agree, they assigned an average rating of 4.20 to the statement *it is important to me to be able to attend classes while maintaining a job*. Higher agreement ratings came from those with technical degrees and respondents who were employed full-time or part-time. Lower ratings were given by residents under 25 and those 55 or older. (Table 9)

Residents, in general, indicated they would prefer smaller classes. The statement *I would prefer smaller class sizes to allow more one-on-one time with faculty members* received an overall mean rating of 4.23 on a scale of one to five, with one being strongly disagree and five being strongly agree. Higher ratings were assigned by women, those who would consider a community college first if they were looking for further training or education, and respondents who had not attended high school. A lower average rating came from residents who would first consider a university if they wanted to further their training or education. (Table 10)

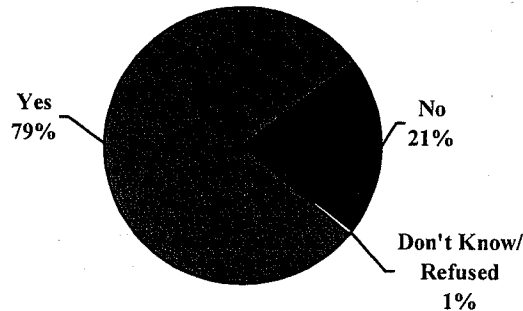
When thinking of distance education, nearly one-fourth (23%) of respondents first thought of the Internet or being online and 36% said nothing came to mind. Traveling (8%), computers (5%), and a wide variety of other responses were mentioned. For a complete listing of responses, refer to Table 11 in the Detailed Findings section. (Table 11)

More than one-fourth (28%) of residents would recommend a friend or family member pursuing a liberal arts degree attend the University of North Dakota in Grand Forks. Another 7% said they would recommend Bemidji State University, 2% would recommend Northland Community College in Thief River Falls, and 1% reported they would suggest Northland Community and Technical College in East Grand Forks. Various other institutions were named by 31% of the respondents and 31% said they didn't know what college they would recommend or refused to answer. Residents who were 55 to 64 and those who had attended some college were more apt than others to name the University of North Dakota in Grand Forks. (Tables 12a and 12b)

Northland Community and Technical College

A majority (79%) of residents have heard of Northland Community and Technical College. One-fifth (21%) reported never having heard of it and 1% weren't sure or refused to indicate whether or not they had heard of the institution. (Figure 5; Table 13)

Figure 5
Heard of Northland Community and Technical College?



Respondents more apt than their counterparts to have heard of Northland Community and Technical College included those 35 to 44 and those residing in the counties of Marshall, Pennington, Polk, and Roseau. Those somewhat less likely to have heard of the institution were respondents under 25, those who had an education level below a high school diploma, and residents of Beltrami, Ramsey, and Traill counties. (Table 13)

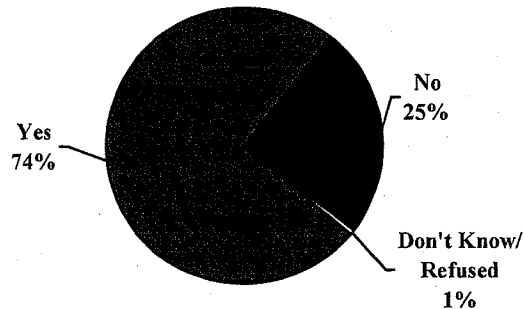
Among residents who had heard of Northland Community and Technical College, 12% said the first word or phrase that came to mind when they thought of the institution was *good school/college*. Other common responses included *the name of a specific program* (7%), *technical school* (6%), *local/close to home* (6%), *trade school/training* (6%), and *Thief River Falls* (5%). One-fifth (19%) of the respondents said they didn't know what came to mind first or refused to respond. A complete listing of responses is located in Table 14 of the Detailed Findings section. (Table 14)

Of the respondents who said they had heard of Northland Community and Technical College, thirty-nine percent reported they were unable to name its best attribute. Those who did identify the best characteristic of the college most commonly said *it's a small school* (12%), *it's local/close to home* (10%), *it's a good school* (5%), or *it offers specialized programs* (4%). For a complete listing of responses, refer to Table 15 of the Detailed Findings section. (Table 15)

Nearly three-fourths (73%) of the residents who had heard of Northland Community and Technical College were unable to provide any suggestions for improvement of the institution. The most frequently mentioned suggestions were *expand the variety of classes/programs* (6%) and *advertising* (5%). Other comments varied greatly. A listing of all responses can be found in Table 16 of the Detailed Findings section. (Table 16)

Among those who had heard of Northland Community and Technical College, three-fourths (74%) were aware of the fact that the institution has campuses in both East Grand Forks and Thief River Falls, while one-fourth (25%) was not. Four respondents (1%) said they didn't know or refused to provide an answer. (Figure 6; Table 17)

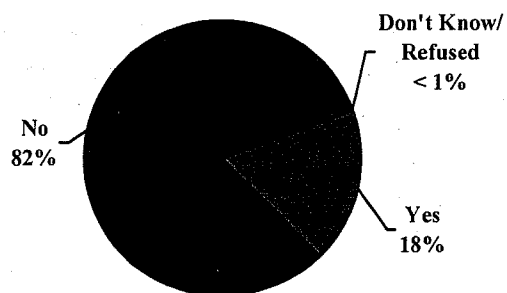
Figure 6
Aware Northland Community and Technical College Has
Campuses in Both East Grand Forks and Thief River Falls?



Residents 45 to 64 and those with a post-graduate degree were more apt to be aware of both campuses. Respondents under 35, on the other hand, were less likely to be aware of them. (Table 17)

About one-fifth (18%) of the respondents who had heard of Northland Community and Technical College reported they had taken classes there. Eighty-two percent reported they had not and one respondent (< 1%) didn't remember or refused to indicate whether or not they had taken any classes at what is known as Northland Community and Technical College. (Figure 7; Table 18)

Figure 7
Taken Any Classes at Northland Community and Technical College?



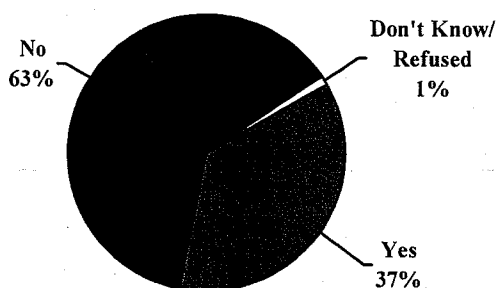
Respondents between 35 and 54, as well as those with a technical degree, were more apt to have taken classes at Northland Community and Technical College, while those under 25 and respondents 65 or older were less likely to have attended classes there. (Table 18)

Approximately half (46%) of the residents who had taken classes at Northland Community and Technical College had considered taking additional classes there. Fifty-three percent reported they had not considered it and 1% didn't know or refused to provide an answer. (Table 19)

Nearly all (89%) of the respondents who had heard of Northland Community and Technical College indicated there were no programs that should be offered by Northland Community and Technical College that weren't already being offered. The suggestions that were offered varied greatly and are listed in Table 20 of the Detailed Findings section. (Table 20)

More than one-third (37%) of the respondents knew that Northland Community and Technical College offers distance learning opportunities with courses offered over the Internet. Sixty-three percent were not aware of the courses and 1% said they didn't know if they were aware or refused to answer. (Figure 8; Table 21)

Figure 8
Aware Northland Community and Technical College
Offers Distance Learning Opportunities?

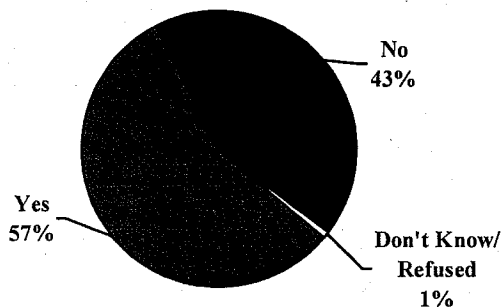


Women and those with technical degrees were more apt to know that Northland Community and Technical College offers distance learning opportunities. (Table 21)

Residents, overall, were not likely to enroll in the distance learning courses offered by Northland Community and Technical College. Using a scale of one, not at all likely, to five, very likely, they assigned their likelihood an average rating of 2.15. While women tended to be slightly more likely to enroll in distance learning courses offered by Northland Community and Technical College, those 65 or older, respondents who had not attended high school, those with a college or post-graduate degree, and retired residents were less likely to. (Table 22)

More than half (57%) of those responding said they knew that Northland Community and Technical College offers career programs that are designed for individuals who are planning to complete training in two years or less. Forty-three percent of the respondents were not aware of these programs being offered and six respondents (1%) said they didn't know or refused to answer. (Figure 9; Table 23)

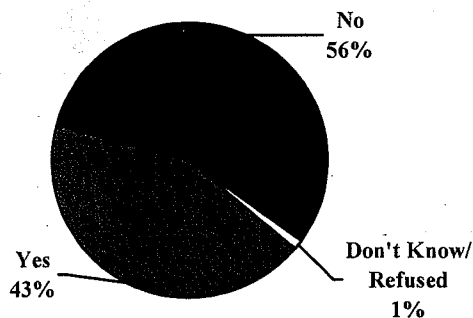
Figure 9
Aware Northland Community and Technical College Offers
Career Programs Designed to be Completed in Two Years or Less?



Residents between 35 and 44 or 55 and 64, those with at least some post-secondary education, respondents employed part-time, and students were more apt than others to know that Northland Community and Technical College offers career programs designed to be completed in two years or less, while those 25 to 34 were less likely to be aware of it. (Table 23)

Forty-three percent of the respondents indicated they knew Northland Community and Technical College offers a liberal arts program that includes the first two years of most degrees and is designed for transfer to a four-year university. A little more than half (56%) said they weren't aware of it and 1% didn't know or refused to respond. (Figure 10; Table 24)

Figure 10
Aware Northland Community and Technical College
Offers Liberal Arts Program?



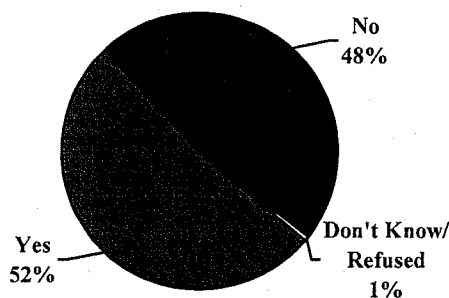
Respondents who were 55 or older, those with a college or post-graduate degree, and retired residents were more likely than others to be aware of Northland Community and Technical College offering a liberal arts program. Those with less than a high school diploma were less likely than their counterparts to be aware of it. (Table 24)

Residents considered it somewhat important that Northland Community and Technical College offers a liberal arts program, assigning it an average rating of 3.36 on a scale of one, not at all important, to five, very important. Women, those 35 to 44, respondents with full or part-time employment, those who were temporarily unemployed, and those residing in the counties of Marshall, Pennington, and Roseau felt it was somewhat more important than did their counterparts. Lower mean importance ratings were assigned by those who had less than a high school diploma and residents of Ramsey and Traill counties. (Table 25)

Overall, respondents would not be likely to enroll in a liberal arts program at Northland Community and Technical College. Using a scale of one to five, with one being not at all likely and five being very likely, they assigned their likelihood an average rating of 1.68. Somewhat higher likelihood ratings came from respondents who had attended some college and those with a technical degree. Lower mean ratings were given by those 65 or older, respondents who had not attended high school, those with a college or post-graduate degree, students, and retired residents. (Table 26)

Residents were about equally split on awareness of Northland Community and Technical College's high school visits throughout the year. A little more than half (52%) said they knew about the visits and only slightly fewer (48%) said they didn't. One percent reported they weren't sure if they were aware of the visits or refused to respond. (Figure 11; Table 27)

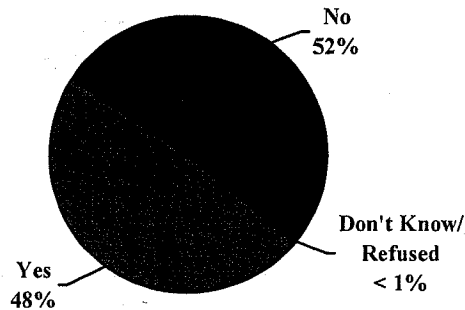
Figure 11
Aware Northland Community and Technical College
Visits High Schools Throughout Year?



Respondents 35 to 64 and those employed full-time were more apt to know of the visits, while those with less than a high school diploma were less likely to be aware of them. (Table 27)

Almost half (48%) of the residents had seen, read, or heard something related to Northland Community and Technical College in the past year, while a little more than half (52%) had not. Three respondents (< 1%) reported they didn't know if they had seen, read, or heard anything or refused to provide a response. (Figure 12; Table 28)

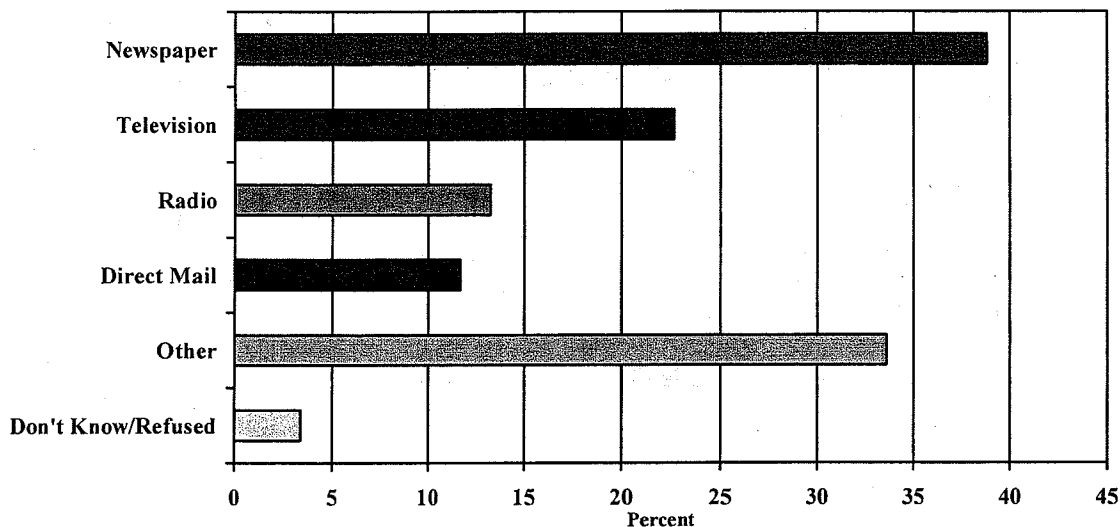
Figure 12
Seen, Read, or Heard Anything Related to
Northland Community and Technical College in Past Year?



Those more likely to have seen, read, or heard something included respondents 35 to 64 and those with a college degree. Respondents less apt to have seen, read, or heard anything were those under 25, respondents 65 or older, residents who did not have any post-secondary education, and retired respondents. (Table 28)

Among those who had seen, read, or heard something related to Northland Community and Technical College, 39% read it in the newspaper, 23% saw it on television, 13% heard it on the radio, and 12% read it in a direct mail piece. Various other mediums were mentioned, including friends (7%), family (7%), web sites (4%), magazines/publications (3%), and billboards (3%). (Figure 13; Table 29a)

Figure 13
Where Was it Seen, Read, or Heard?

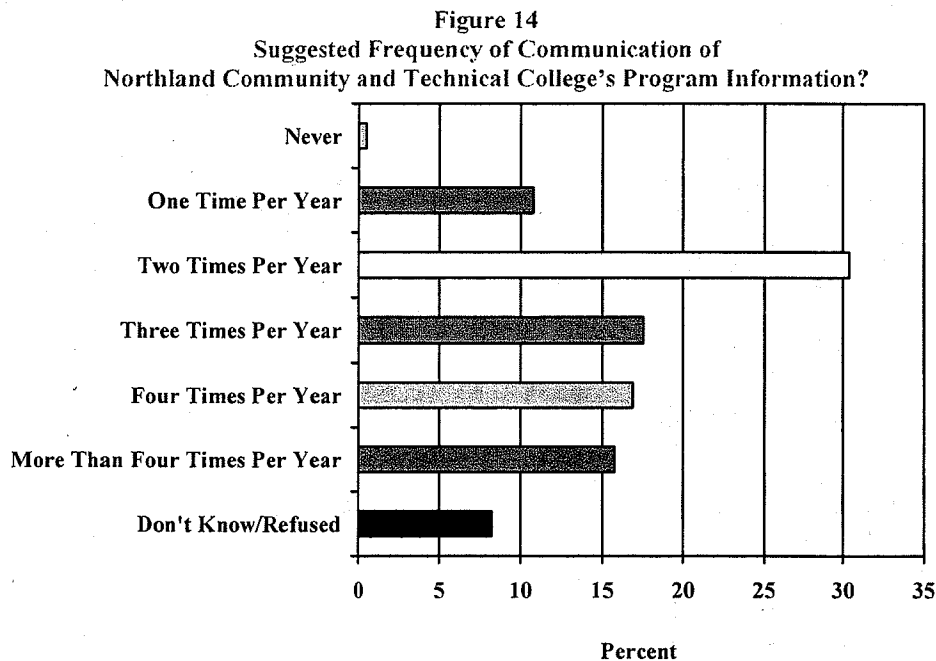


The likelihood of having read something about Northland Community and Technical College in the newspaper increased with age and was higher among retired respondents. Those more apt to have seen something on television included men and those under 25, while those less apt to have seen something on television included respondents 65 or older and those who were retired. Men and those under 25 were more likely than others to say they heard something regarding Northland Community and Technical College on the radio and those 65 or older were less likely to. (Table 29b)

Among those who had read something concerning Northland Community and Technical College in the newspaper, the most common publications they read the information in were the Grand Forks Herald (42%), the Thief River Falls Times (23%), and the Northern Watch (9%). The television stations most commonly cited as the source of information were WDAY (31%), KVLV (17%), and a local station (13%). (Tables 30 and 32)

About one-fifth (19%) of residents would like to receive information from Northland Community and Technical College concerning careers, programs, and course schedules. Eighty-one percent said they did not want to receive the information and one respondent (< 1%) wasn't sure or refused to answer. Those between 25 and 54, along with disabled respondents, were more likely to be interested in the information. Respondents less likely to want to receive the information included those with a college degree, students, and retired residents. (Table 37)

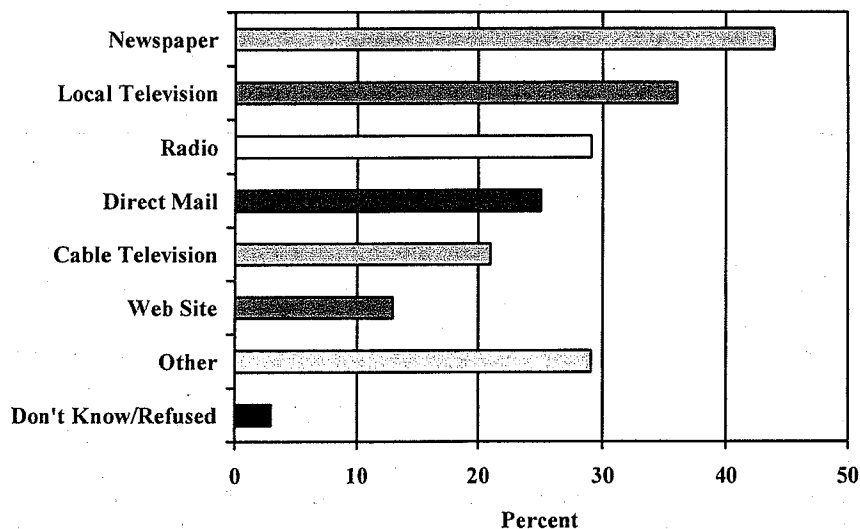
Nearly one-third (30%) of the respondents thought Northland Community and Technical College should communicate information on the programs they offer two times a year. A small number of respondents thought it should be communicated less often (11% once per year; 1% never) and about half thought it should be more often (three times a year 18%; four times a year 17%; more than four times a year 16%). (Figure 14; Table 38)



Respondents 55 or older were less likely than younger respondents to think information on programs should be sent out once a year and those with less than a high school diploma were more apt to say the information should be sent out once each year. High school graduates and those 65 or older were more likely than others to feel the information should be sent out twice per year. Residents 65 or older were less apt than others to believe Northland Community and Technical College should communicate their program information more than four times each year. (Table 38)

The newspaper (44%) was seen by respondents as the most effective way for Northland Community and Technical College to communicate program information to the public, followed by local television (36%) and radio (29%). Direct mail (25%), cable television (21%), and web site (13%) were also commonly mentioned. Other recommended means of communication included visits to high schools (6%), billboards (5%), magazines/publications (5%), electronic mail (5%), and campus visits (3%). Six percent of the respondents offered other communication suggestions and 3% said they didn't know or refused to comment. (Figure 15; Table 39a)

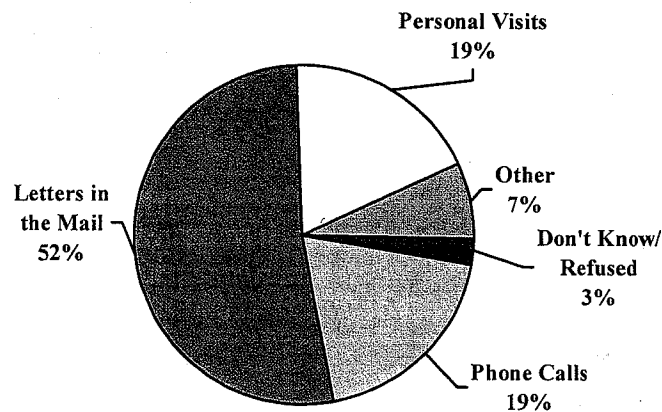
Figure 15
Most Effective Method for Northland Community and Technical College
to Communicate Program Information to the Public



While retired respondents were more likely than others to mention newspapers as an effective communication method, those who did not attend high school, those with a college degree, and students were less likely to. Likelihood of mentioning newspapers increased with age. While those between 55 and 64 were more likely to say local television, those who completed some high school were less likely to. Radio was more commonly named by those with a technical degree and less commonly named by those who did not attend high school. Women were more apt than men to think direct mail would be the most effective way to communicate program information, while those under 25, respondents 65 or older, students, and retired residents were less apt to say direct mail. Respondents under 25, those employed part-time, and students were more inclined than others to say cable television. A web site was less commonly mentioned by those under 25. (Table 39b)

More than half (52%) of the respondents felt that letters in the mail would be the best method for Northland Community and Technical College to maintain contact with a prospective student. Nineteen percent thought contact would best be sustained with telephone calls and another 19% said personal visits would be best. Seven percent had other suggestions and 3% said they didn't know or would not comment. (Figure 16; Table 40)

Figure 16
Best Method for Northland Community and Technical College
to Maintain Contact with Prospective Students?



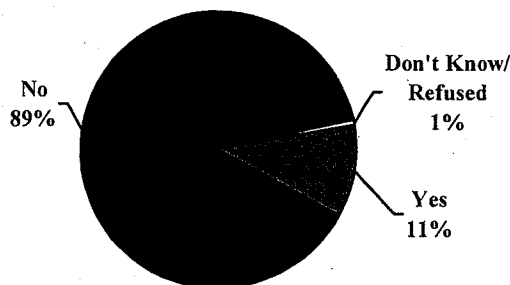
Women, those under 35, students, and temporarily unemployed residents were more apt to feel letters in the mail would be the best method for maintaining contact with prospective students. Respondents with a post-graduate degree, as well as those that were retired, were less likely to think letters were the best method. Telephone calls were more commonly named as the best contact method by men, those who completed some high school, and those who attended some college. Retired residents were less apt to name telephone calls. Respondents more likely to say personal visits were the best way to sustain contact included men, those 65 or older, those with a post-graduate degree, disabled residents, and retired residents. Those who attended some college and those with a technical degree were less likely to name personal visits. (Table 40)

One in ten respondents (10%) recalled receiving literature from Northland Community and Technical College in the last six months. Eighty-nine percent did not recall getting anything and 1% didn't know or refused to provide a response. Respondents between 35 and 64 were more likely to remember receiving literature, while those under 25 were less likely to. (Table 41)

Overall, respondents who recalled receiving literature from Northland Community and Technical College in the past six months felt it was fairly effective in conveying the information they wanted to know. Using a scale of one to five, with one being not at all effective and five being very effective, residents assigned the effectiveness of the literature they received an average rating of 3.87. (Table 42)

Only 11% of residents indicated they had visited the Northland Community and Technical College web site. A large majority (89%) said they had not ever visited it and four respondents (1%) didn't know or refused to answer. (Figure 17; Table 43)

Figure 17
Visited the Northland Community and Technical College Web Site?

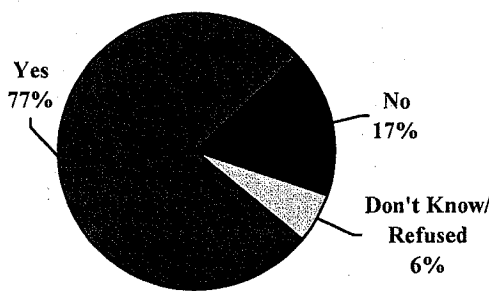


Likelihood of having visited Northland Community and Technical College's web site decreased with age. Those who were temporarily unemployed were somewhat more likely to have visited the web site. (Table 43)

Among those who had visited the web site, about half (48%) were looking for course offerings and 15% were looking for general information. Other information respondents were seeking on the web site varied. A complete listing of their responses can be found in Table 44 of the Detailed Findings section. (Table 44)

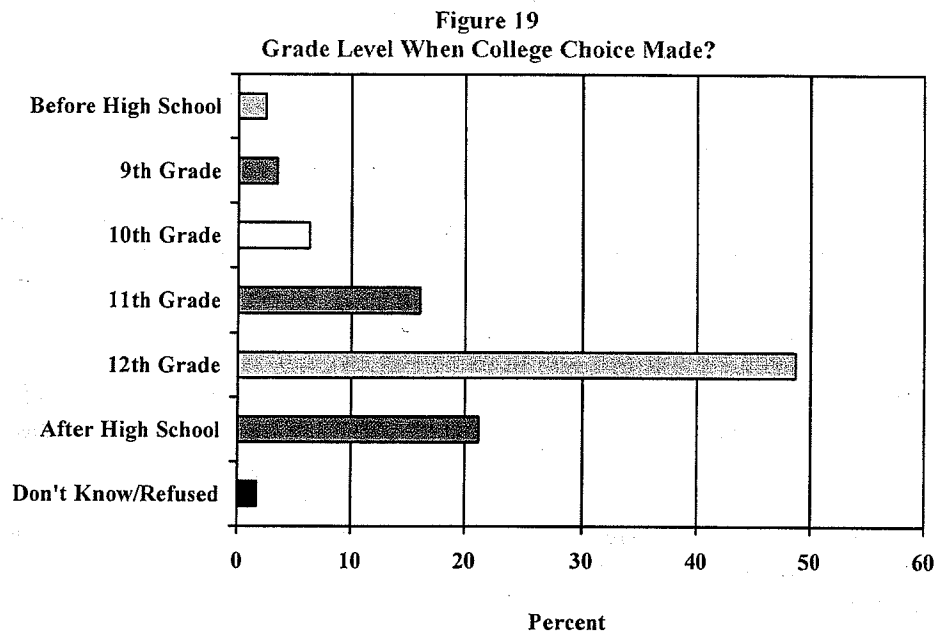
A majority (77%) of those who had visited the Northland Community and Technical College web site were able to find what they were looking for. Seventeen percent reported they weren't able to locate what they wanted and 6% didn't know or refused to respond. (Figure 18; Table 45)

Figure 18
Able to Find What You Were Looking For on Web Site?



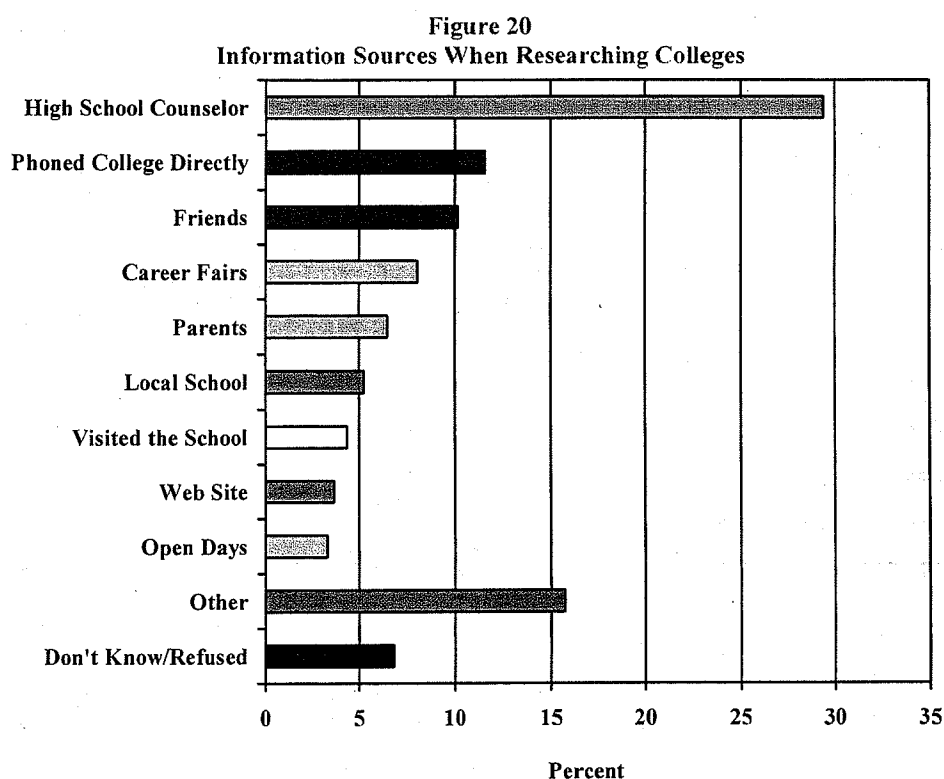
Half of those surveyed reported having a degree, with 16% having a technical degree, 26% having a college degree, and 9% holding a post-graduate degree, and an additional 21% had attended some college. One-fifth (21%) of the respondents indicated their highest level of education was high school, 4% said it was some high school, and 3% reported it was less than high school. (Table 46)

Among respondents who reported attending at least some college, half (49%) did not make their college or university choice until their senior year of high school and another 21% didn't make the decision until after high school. A few respondents reported making their decision earlier in their high school career, with 16% saying it was in 11th grade, 6% reporting it was in 10th grade, and 4% saying they made it in 9th grade. A handful of respondents (2%) made their selection prior to entering high school and 2% said they didn't know or would not say when they made their decision. (Figure 19; Table 47)



Respondents under 25 were more apt to have made their college choice in 11th grade, while those 45 to 54 or 65 or older and residents with a technical degree were less likely to have made the decision their junior year. Residents 55 to 64 were more likely than others to have made their decision in 12th grade and the likelihood of making a college choice in 12th grade tended to increase with education level. Those more apt to have been out of high school before they made their decision regarding what college to attend were respondents 65 or older, those with a technical degree, and retired residents. Residents with a college or post-graduate degree were less likely than their counterparts to have made their choice after high school. (Table 47)

High school counselors (29%) were the most common place respondents who had attended post-secondary schooling looked for information when they were researching colleges. Other information sources they used included telephone calls to colleges (12%), friends (10%), career fairs (8%), and parents (6%). Local schools (5%), school visits (4%), web sites (4%), and open days (3%) were also mentioned. (Figure 20; Table 48a)



Respondents with a post-graduate degree were more apt than those with less education to have looked to their parents for information when researching colleges. Those 65 or older and residents who had attended some college were less likely than others to have gotten information from their high school counselor. (Table 48b)

Table 1
If You Were Looking for Further Training or Education,
Which of These Would You Consider First?

	Technical college		Community college		University		Industry trade		Correspondence		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	297	37.13	80	10.00	344	43.00	53	6.63	1	0.13	25	3.13
Male	167	41.65	23	5.74	165	41.15	34	8.48	.	.	12	2.99
Female	130	32.58	57	14.29	179	44.86	19	4.76	1	0.25	13	3.26
Age												
18 to 24 Years	7	18.42	2	5.26	27	71.05	1	2.63	.	.	1	2.63
25 to 34 Years	34	30.91	12	10.91	60	54.55	4	3.64
35 to 44 Years	68	41.21	15	9.09	65	39.39	10	6.06	.	.	7	4.24
45 to 54 Years	79	40.51	11	5.64	88	45.13	11	5.64	1	0.51	5	2.56
55 to 64 Years	54	37.76	19	13.29	48	33.57	15	10.49	.	.	7	4.90
65 and Over	53	37.06	21	14.69	53	37.06	12	8.39	.	.	4	2.80
Don't Know/Refused	2	33.33	.	.	3	50.00	1	16.67
Level of Education												
Less than high school	10	43.48	3	13.04	6	26.09	3	13.04	.	.	1	4.35
Some high school	17	51.52	9	27.27	5	15.15	2	6.06
High school graduate	90	52.63	23	13.45	31	18.13	17	9.94	1	0.58	9	5.26
Some college	61	36.75	21	12.65	67	40.36	13	7.83	.	.	4	2.41
Vocational/technical degree	68	54.40	12	9.60	30	24.00	10	8.00	.	.	5	4.00
College degree	41	19.81	9	4.35	151	72.95	3	1.45	.	.	3	1.45
Post-graduate degree	9	12.33	2	2.74	54	73.97	5	6.85	.	.	3	4.11
Don't Know/Refused	1	50.00	1	50.00
Level of Employment												
Full-time	174	37.74	30	6.51	210	45.55	34	7.38	1	0.22	12	2.60
Part-time	35	39.33	13	14.61	33	37.08	5	5.62	.	.	3	3.37
Student	3	10.34	.	.	26	89.66
Temporarily unemployed	13	46.43	8	28.57	6	21.43	1	3.57
Disabled	7	53.85	1	7.69	3	23.08	1	7.69	.	.	1	7.69
Retired	61	38.36	21	13.21	57	35.85	12	7.55	.	.	8	5.03
Other	4	23.53	7	41.18	5	29.41	1	5.88
Don't Know/Refused	4	100.0

Table 2
Why Would You Choose This Type of Facility?

Technical College:

- 52-Shorter time for degree
- 22-Offers courses I am looking for
- 21-Specialized field
- 20-Hands-on training
- 18-Better training
- 18-Closer to home
- 15-Age
- 15-Offers the most opportunity for job placement
- 12-Career oriented
- 12-I would like to learn a trade
- 12-Went to a technical school
- 11-Affordable
- 11-Get it done and back to work faster
- 7-Easier
- 6-Smaller class sizes
- 5-College is out of my league
- 4-Less expensive and shorter
- 4-Two-year degree
- 3-It's more practical
- 2-My kids have gone there and enjoyed it
- 2-No extra electives to get your degree
- 2-Variety
 - Bigger bucks faster
 - Blue collar work
 - Convenient
 - High education
 - Lead more directly to a career and it's cheaper
 - Learn what is required to make it in the real world
 - Lower price and had night classes
 - They are the way to go; they are a big help now
 - We need more people to do those kinds of jobs
- 14-Don't know

Community College:

- 25-Close to where we live
- 7-Cheaper
- 7-Like the curriculum
- 6-Smaller class sizes
- 5-Convenient
- 5-Went to one and liked it
- 4-Quicker
- 4-Specialized field
- 3-Easier to get into
- 2-Age
- 2-Gives you a good start
- 2-There is a need
 - Best education
 - Combine work and school
 - Family reasons
 - Get a good job
 - Smaller but more advanced
- 3-Don't know

University:

- 50-Already have a degree
- 46-Went to a university/going to a university
- 35-Wider range of courses there
- 34-Best education
- 26-To get a master's degree
- 25-Get the degree I want
- 23-To further my education
- 18-Four-year degree
- 17-Close to where we live
- 16-A better job with a degree
- 15-Required education for my field
- 6-Career oriented
- 4-Family attends
- 4-Recognition
- 2-I was employed by them
- 2-Our choice
 - A great place to graduate
 - Accessible for handicapped
 - Background
 - Being disabled, a trade would not work out
 - Christian school
 - Cost would be a big factor
 - Direction I would go if I were younger
 - Easier, doing it for convenience
 - Good faculty
 - More credibility
- 11-Don't know

Industry Trade:

- 15-Learn a trade
- 8-Shorter term
- 4-Hands-on training
- 4-More opportunities
- 3-Age
- 3-Better money
- 3-Not college material
- 2-Already have a degree
- 2-Cheaper
- 2-Interest
 - As a hobby
 - Fits into my lifestyle
 - Practical
 - Same as a two-year college
- 3-Don't know

Correspondence:

- I don't want to leave town because of my job

Don't Know/Refused:

- 5-Depends on what I wanted to go into
- I am disabled, limited in what I can do
- I have kids to take care of
- Too old; retired
- 17-Don't know

Table 3
When You Think of a Technical or Community College,
What is the First Thing That Comes to Mind?

151-Trades/Learning a trade	2-Distance
62-Smaller school	2-Diverse
58-Two-year program	2-Flexibility
45-Hands-on training	2-Going back to school
44-Shorter term	2-Junior college
44-Specific program/trade	2-Low paying jobs
34-Cheaper	2-More laid back and easy going
26-Vocational/technical programs	2-Smaller community
25-Job training	Alexandria tech robotics programs
21-Good education	Availability of classes
14-Job placement	Classroom training
14-Our local college	Crookston
13-Good for starting out	Different classes than bigger colleges
12-East Grand Forks	Ease of adjustment, good things and low expense
10-Convenience	Fine alternative
9-A variety of programs	For people who don't care. Students are all stoners
8-Close to home	For people who don't want to invest in a four-year school
8-Higher education	Fun classes
8-Opportunities	Good for people not interested in some subjects
6-Associate's degree	Lake Region Community College
6-More one-on-one time	Mayville
6-Wahpeton	Need a strong liberal arts program
5-Family attended	Non-professional
5-Northland Community	North Dakota has too many of them
4-Easy	Not specialized
4-General requirements offered	Prepares you for University, hands-on
4-Thief River Falls College	Quality of teachers
4-Useful	Respectability
3-AVTI	Serve the economics of the nation
3-Community	Tech school in Wyoming
3-Expensive	The one in Bemidji
3-Hard work	Transferable credits
3-Limited education	UND in Grand Forks
3-Northwest	Wadena
3-Northwest Tech Moorhead	Where I would go
3-Reputation	83-Don't know

Table 4a
When You Think of a Higher Education Facility in Your Area,
What is the First Name That Comes to Mind?

	N	PctN
UND-Grand Forks	368	46.00
Bemidji State University	106	13.25
NCTC-Thief River Falls	53	6.63
NDSU-Fargo	48	6.00
U of M-Crookston	37	4.63
Northwest Technical College-Bemidji	35	4.38
NCTC-East Grand Forks	29	3.63
UND Lake Region-Devils Lake	25	3.13
Mayville State University	22	2.75
Minnesota State University-Moorhead	17	2.13
MSCTC-Moorhead	9	1.13
Concordia College	7	0.88
MSCTC-Detroit Lakes	4	0.50
NDSSS-Wahpeton	4	0.50
MSCTC-Fergus Falls	2	0.25
U of M-Twin Cities	2	0.25
Aaker's Business College	1	0.13
Central Michigan University	1	0.13
Community college in North Dakota	1	0.13
Green River College	1	0.13
Hamline University	1	0.13
Hennepin Tech	1	0.13
Marvin Windows Program	1	0.13

(Continued)

Table 4a (Continued)
When You Think of a Higher Education Facility in Your Area,
What is the First Name That Comes to Mind?

	N	PctN
Northwest Tech-Red Lake, MN	1	0.13
St. John's University	1	0.13
Trade School	1	0.13
Valley City State University	1	0.13
White Earth Community College	1	0.13
Don't Know/Refused	20	2.50

Table 4b
When You Think of a Higher Education Facility in Your Area,
What is the First Name That Comes to Mind?

	NCTC-East Grand Forks		NCTC- Thief River Falls		UND-Grand Forks		Bemidji State Univer- sity		Other		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	29	3.63	53	6.63	368	46.00	106	13.25	224	28.00	20	2.50
Male	11	2.74	27	6.73	186	46.38	50	12.47	113	28.18	14	3.49
Female	18	4.51	26	6.52	182	45.61	56	14.04	111	27.82	6	1.50
Age												
18 to 24 Years	.	.	2	5.26	23	60.53	6	15.79	5	13.16	2	5.26
25 to 34 Years	3	2.73	6	5.45	51	46.36	23	20.91	25	22.73	2	1.82
35 to 44 Years	6	3.64	10	6.06	89	53.94	16	9.70	44	26.67	.	.
45 to 54 Years	8	4.10	11	5.64	76	38.97	29	14.87	63	32.31	8	4.10
55 to 64 Years	6	4.20	9	6.29	71	49.65	17	11.89	36	25.17	4	2.80
65 and Over	5	3.50	15	10.49	55	38.46	15	10.49	49	34.27	4	2.80
Don't Know/Refused	1	16.67	.	.	3	50.00	.	.	2	33.33	.	.
Level of Education												
Less than high school	1	4.35	2	8.70	13	56.52	1	4.35	3	13.04	3	13.04
Some high school	1	3.03	7	21.21	11	33.33	4	12.12	8	24.24	2	6.06
High school graduate	8	4.68	12	7.02	66	38.60	23	13.45	54	31.58	8	4.68
Some college	6	3.61	13	7.83	84	50.60	17	10.24	43	25.90	3	1.81
Vocational/technical degree	7	5.60	12	9.60	51	40.80	23	18.40	31	24.80	1	0.80
College degree	5	2.42	7	3.38	98	47.34	29	14.01	65	31.40	3	1.45
Post-graduate degree	1	1.37	.	.	44	60.27	9	12.33	19	26.03	.	.
Don't Know/Refused	1	50.00	.	.	1	50.00	.	.
Level of Employment												
Full-time	16	3.47	28	6.07	211	45.77	62	13.45	132	28.63	12	2.60
Part-time	4	4.49	4	4.49	42	47.19	15	16.85	24	26.97	.	.
Student	23	79.31	1	3.45	4	13.79	1	3.45
Temporarily unemployed	.	.	2	7.14	12	42.86	2	7.14	9	32.14	3	10.71
Disabled	1	7.69	1	7.69	6	46.15	2	15.38	3	23.08	.	.
Retired	8	5.03	15	9.43	62	38.99	20	12.58	50	31.45	4	2.52
Other	.	.	3	17.65	9	52.94	4	23.53	1	5.88	.	.
Don't Know/Refused	3	75.00	.	.	1	25.00	.	.
Beltrami County	5	4.39	80	70.18	25	21.93	4	3.51
Marshall County	.	.	8	26.67	19	63.33	.	.	3	10.00	.	.
Pennington County	3	7.32	16	39.02	10	24.39	.	.	11	26.83	1	2.44
Polk County	11	11.70	4	4.26	33	35.11	5	5.32	40	42.55	1	1.06
Roseau County	.	.	18	39.13	13	28.26	2	4.35	10	21.74	3	6.52
Grand Forks County	10	4.93	.	.	175	86.21	.	.	16	7.88	2	0.99
Ramsey County	22	61.11	.	.	12	33.33	2	5.56
Traill County	1	2.94	1	2.94	6	17.65	.	.	24	70.59	2	5.88
Walsh County	28	75.68	.	.	8	21.62	1	2.70
Other Counties	4	2.42	6	3.64	57	34.55	19	11.52	75	45.45	4	2.42

Table 5a
If You Were Looking for Further Training or Education,
is There a Specific Facility You Would Consider Attending?

	N	PctN
UND-Grand Forks	169	21.13
NCTC-East Grand Forks*	75	9.38
NCTC-Thief River Falls	59	7.38
Northwest Technical College-Bemidji	57	7.13
Bemidji State University	51	6.38
NDSU-Fargo	29	3.63
U of M-Crookston	27	3.38
Mayville State University	20	2.50
UND Lake Region-Devils Lake	18	2.25
MSCTC-Moorhead	13	1.63
Minnesota State University-Moorhead	11	1.38
MSCTC-Detroit Lakes	9	1.13
NDSSS-Wahpeton	9	1.13
U of M-Twin Cities	7	0.88
Alexandria Tech	4	0.50
Concordia College	3	0.38
Aaker's Business College	2	0.25
Dunwoody in Minneapolis	2	0.25
MSCTC-Fergus Falls	2	0.25
St. John's University	2	0.25
Brown Institute-Minneapolis	1	0.13
Center Point, Minneapolis	1	0.13
Central Michigan University	1	0.13
Closest to home	1	0.13
Community college in North Dakota	1	0.13

(Continued)

Table 5a (Continued)
If You Were Looking for Further Training or Education,
is There a Specific Facility You Would Consider Attending?

	N	PctN
Franciscan in Ohio	1	0.13
Gonzaga University	1	0.13
Green River College	1	0.13
Hamline University	1	0.13
Hibbing Community College	1	0.13
Hilldale College	1	0.13
Liberty University, Virginia	1	0.13
MSCTC-Wadena	1	0.13
Michigan Tech	1	0.13
Minnesota State University-Mankato	1	0.13
MIT	1	0.13
Montana University	1	0.13
North Carolina A&T	1	0.13
North Valley Vocational-Grafton	1	0.13
Online	1	0.13
Private University	1	0.13
School in a warmer climate	1	0.13
Seattle Pacific University	1	0.13
St. Cloud Tech College	1	0.13
U of M-Duluth	1	0.13
University of Hawaii	1	0.13
University of Mary	1	0.13
University of South Dakota	1	0.13
University of St. Louis	1	0.13
Don't Know/Refused	201	25.25

*Includes one respondent who named East Grand Forks AVTI and one respondent who named East Grand Forks Northwest Technical College.

Table 5b
If You Were Looking for Further Training or Education,
is There a Specific Facility You Would Consider Attending?

	NCTC-East Grand Forks		NCTC- Thief River Falls		Northwest Technical College- Bemidji		UND-Grand Forks		Bemidji State Univer- sity		Other		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	75	9.38	59	7.38	57	7.13	169	21.13	51	6.38	188	23.50	201	25.13
Male	40	9.98	30	7.48	26	6.48	84	20.95	15	3.74	98	24.44	108	26.93
Female	35	8.77	29	7.27	31	7.77	85	21.30	36	9.02	90	22.56	93	23.31
Age														
18 to 24 Years	.	.	2	5.26	2	5.26	12	31.58	4	10.53	11	28.95	7	18.42
25 to 34 Years	5	4.55	6	5.45	8	7.27	28	25.45	8	7.27	22	20.00	33	30.00
35 to 44 Years	23	13.94	9	5.45	12	7.27	38	23.03	8	4.85	44	26.67	31	18.79
45 to 54 Years	16	8.21	15	7.69	18	9.23	39	20.00	19	9.74	41	21.03	47	24.10
55 to 64 Years	17	11.89	11	7.69	6	4.20	32	22.38	2	1.40	30	20.98	45	31.47
65 and Over	13	9.09	16	11.19	11	7.69	19	13.29	9	6.29	39	27.27	36	25.17
Don't Know/Refused	1	16.67	1	16.67	1	16.67	1	16.67	2	33.33
Educational Facility														
Technical college	63	21.21	37	12.46	44	14.81	22	7.41	4	1.35	55	18.52	72	24.24
Community college	6	7.50	15	18.75	8	10.00	5	6.25	3	3.75	23	28.75	20	25.00
University	2	0.58	1	0.29	4	1.16	131	38.08	40	11.63	94	27.33	72	20.93
Industry trade	2	3.77	6	11.32	1	1.89	9	16.98	2	3.77	10	18.87	23	43.40
Correspondence	1	100.0
Don't Know/Refused	2	8.00	2	8.00	2	8.00	6	24.00	13	52.00
Level of Education														
Less than high school	4	17.39	3	13.04	2	8.70	4	17.39	.	.	1	4.35	9	39.13
Some high school	2	6.06	8	24.24	3	9.09	1	3.03	1	3.03	7	21.21	11	33.33
High school graduate	20	11.70	17	9.94	23	13.45	20	11.70	6	3.51	40	23.39	45	26.32
Some college	19	11.45	17	10.24	8	4.82	39	23.49	11	6.63	40	24.10	32	19.28
Vocational/technical degree	15	12.00	10	8.00	12	9.60	15	12.00	12	9.60	27	21.60	34	27.20
College degree	11	5.31	2	0.97	6	2.90	67	32.37	19	9.18	52	25.12	50	24.15
Post-graduate degree	4	5.48	2	2.74	3	4.11	23	31.51	2	2.74	20	27.40	19	26.03
Don't Know/Refused	1	50.00	1	50.00
Level of Employment														
Full-time	41	8.89	35	7.59	34	7.38	105	22.78	29	6.29	107	23.21	110	23.86
Part-time	11	12.36	4	4.49	8	8.99	15	16.85	7	7.87	23	25.84	21	23.60
Student	17	58.62	1	3.45	7	24.14	4	13.79
Temporarily unemployed	1	3.57	2	7.14	3	10.71	3	10.71	.	.	6	21.43	13	46.43
Disabled	.	.	1	7.69	2	15.38	3	23.08	.	.	1	7.69	6	46.15
Retired	21	13.21	14	8.81	9	5.66	20	12.58	12	7.55	39	24.53	44	27.67
Other	1	5.88	3	17.65	1	5.88	3	17.65	2	11.76	4	23.53	3	17.65
Don't Know/Refused	3	75.00	.	.	1	25.00	.	.
Beltrami County	39	34.21	4	3.51	35	30.70	12	10.53	24	21.05
Marshall County	2	6.67	11	36.67	1	3.33	7	23.33	1	3.33	2	6.67	6	20.00
Pennington County	.	.	10	24.39	1	2.44	3	7.32	2	4.88	6	14.63	19	46.34
Polk County	11	11.70	9	9.57	6	6.38	14	14.89	2	2.13	31	32.98	21	22.34
Roseau County	2	4.35	14	30.43	2	4.35	1	2.17	3	6.52	8	17.39	16	34.78
Grand Forks County	37	18.23	2	0.99	1	0.49	88	43.35	.	.	34	16.75	41	20.20
Ramsey County	3	8.33	8	22.22	.	.	8	22.22	17	47.22
Traill County	1	2.94	1	2.94	.	.	4	11.76	.	.	26	76.47	2	5.88
Walsh County	9	24.32	1	2.70	.	.	13	35.14	1	2.70	5	13.51	8	21.62
Other Counties	10	6.06	11	6.67	7	4.24	27	16.36	7	4.24	56	33.94	47	28.48

Table 6
If You Were Looking for Further Training or Education,
What Type of Educational Program Would You be Interested In?

	Business programs		Health programs		Trade programs		Technology programs		Liberal arts programs		Other		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	143	17.88	138	17.25	85	10.63	93	11.63	43	5.38	172	21.50	126	15.75
Male	76	18.95	29	7.23	76	18.95	59	14.71	18	4.49	82	20.45	61	15.21
Female	67	16.79	109	27.32	9	2.26	34	8.52	25	6.27	90	22.56	65	16.29
Age														
18 to 24 Years	5	13.16	6	15.79	5	13.16	4	10.53	1	2.63	13	34.21	4	10.53
25 to 34 Years	26	23.64	22	20.00	12	10.91	6	5.45	7	6.36	25	22.73	12	10.91
35 to 44 Years	31	18.79	36	21.82	14	8.48	12	7.27	8	4.85	41	24.85	23	13.94
45 to 54 Years	33	16.92	37	18.97	24	12.31	25	12.82	7	3.59	43	22.05	26	13.33
55 to 64 Years	25	17.48	20	13.99	17	11.89	28	19.58	10	6.99	17	11.89	26	18.18
65 and Over	20	13.99	16	11.19	13	9.09	17	11.89	9	6.29	33	23.08	35	24.48
Don't Know/Refused	3	50.00	1	16.67	.	.	1	16.67	1	16.67
Educational Facility														
Technical college	45	15.15	51	17.17	57	19.19	49	16.50	6	2.02	40	13.47	49	16.50
Community college	17	21.25	16	20.00	3	3.75	11	13.75	6	7.50	14	17.50	13	16.25
University	69	20.06	66	19.19	10	2.91	23	6.69	27	7.85	111	32.27	38	11.05
Industry trade	7	13.21	4	7.55	13	24.53	9	16.98	2	3.77	5	9.43	13	24.53
Correspondence	1	100.0
Don't Know/Refused	4	16.00	1	4.00	2	8.00	1	4.00	2	8.00	2	8.00	13	52.00
Level of Education														
Less than high school	3	13.04	4	17.39	2	8.70	5	21.74	.	.	2	8.70	7	30.43
Some high school	4	12.12	4	12.12	5	15.15	3	9.09	2	6.06	6	18.18	9	27.27
High school graduate	40	23.39	23	13.45	23	13.45	28	16.37	2	1.17	23	13.45	32	18.71
Some college	34	20.48	30	18.07	17	10.24	21	12.65	7	4.22	37	22.29	20	12.05
Vocational/technical degree	14	11.20	31	24.80	22	17.60	14	11.20	5	4.00	14	11.20	25	20.00
College degree	42	20.29	36	17.39	11	5.31	17	8.21	18	8.70	59	28.50	24	11.59
Post-graduate degree	6	8.22	9	12.33	5	6.85	4	5.48	9	12.33	31	42.47	9	12.33
Don't Know/Refused	.	.	1	50.00	.	.	1	50.00
Level of Employment														
Full-time	90	19.52	82	17.79	58	12.58	57	12.36	20	4.34	94	20.39	60	13.02
Part-time	15	16.85	24	26.97	4	4.49	8	8.99	7	7.87	17	19.10	14	15.73
Student	3	10.34	4	13.79	3	10.34	1	3.45	1	3.45	14	48.28	3	10.34
Temporarily unemployed	5	17.86	5	17.86	1	3.57	1	3.57	2	7.14	7	25.00	7	25.00
Disabled	3	23.08	3	23.08	2	15.38	2	15.38	.	.	1	7.69	2	15.38
Retired	21	13.21	17	10.69	17	10.69	22	13.84	12	7.55	33	20.75	37	23.27
Other	5	29.41	3	17.65	.	.	1	5.88	1	5.88	4	23.53	3	17.65
Don't Know/Refused	1	25.00	1	25.00	.	.	2	50.00	.	.

Others:

38-Pre-professional
37-Education
17-Master's degree
13-Online programs
10-Engineering
8-Social work
8-Theology

6-Agriculture
6-Aviation
4-Designer
4-Photography
2-Firefighter
2-Foreign language
2-Law

2-Library Degree
Air frame and power plant
Architecture
Clinical psychology
Communication
Cooking
Cosmetology

Laboratory work
Meteorology
Music
Park and Rec Management
Radiography
Railroad
Technical drafting

Table 7
How Long Would You Anticipate It Taking You to Attain This Training or Education?

	Less than one year		Less than two years		Less than three years		Less than four years		Four years or more		Other		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	59	7.38	307	38.38	142	17.75	68	8.50	98	12.25	3	0.38	123	15.38
Male	28	6.98	160	39.90	69	17.21	34	8.48	49	12.22	.	.	61	15.21
Female	31	7.77	147	36.84	73	18.30	34	8.52	49	12.28	3	0.75	62	15.54
Age														
18 to 24 Years	1	2.63	11	28.95	4	10.53	8	21.05	8	21.05	.	.	6	15.79
25 to 34 Years	9	8.18	40	36.36	27	24.55	12	10.91	11	10.00	.	.	11	10.00
35 to 44 Years	9	5.45	71	43.03	29	17.58	18	10.91	17	10.30	1	0.61	20	12.12
45 to 54 Years	19	9.74	77	39.49	36	18.46	14	7.18	23	11.79	.	.	26	13.33
55 to 64 Years	9	6.29	62	43.36	22	15.38	7	4.90	17	11.89	.	.	26	18.18
65 and Over	12	8.39	43	30.07	22	15.38	8	5.59	22	15.38	2	1.40	34	23.78
Don't Know/Refused	.	.	3	50.00	2	33.33	1	16.67
Level of Education														
Less than high school	4	17.39	6	26.09	1	4.35	.	.	5	21.74	.	.	7	30.43
Some high school	1	3.03	10	30.30	7	21.21	.	.	3	9.09	.	.	12	36.36
High school graduate	14	8.19	60	35.09	35	20.47	16	9.36	18	10.53	1	0.58	27	15.79
Some college	14	8.43	68	40.96	21	12.65	19	11.45	23	13.86	.	.	21	12.65
Vocational/technical degree	10	8.00	52	41.60	21	16.80	9	7.20	11	8.80	1	0.80	21	16.80
College degree	11	5.31	85	41.06	45	21.74	18	8.70	24	11.59	.	.	24	11.59
Post-graduate degree	5	6.85	25	34.25	12	16.44	6	8.22	13	17.81	1	1.37	11	15.07
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment														
Full-time	32	6.94	184	39.91	96	20.82	40	8.68	50	10.85	1	0.22	58	12.58
Part-time	13	14.61	33	37.08	7	7.87	12	13.48	7	7.87	.	.	17	19.10
Student	.	.	7	24.14	6	20.69	5	17.24	9	31.03	.	.	2	6.90
Temporarily unemployed	1	3.57	14	50.00	2	7.14	1	3.57	4	14.29	.	.	6	21.43
Disabled	.	.	6	46.15	1	7.69	3	23.08	1	7.69	.	.	2	15.38
Retired	11	6.92	53	33.33	25	15.72	7	4.40	25	15.72	2	1.26	36	22.64
Other	2	11.76	9	52.94	5	29.41	1	5.88
Don't Know/Refused	.	.	1	25.00	2	50.00	.	.	1	25.00

Others:

3-Ongoing, now and then

Table 8
Do You See Yourself Being Interested in Further Training or Education In The Next....?

	Six months		One year		Two years		Three years		Four or more years		Not interested in further training or education		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	50	6.25	41	5.13	55	6.88	35	4.38	86	10.75	474	59.25	59	7.38
Male	20	4.99	20	4.99	21	5.24	17	4.24	37	9.23	253	63.09	33	8.23
Female	30	7.52	21	5.26	34	8.52	18	4.51	49	12.28	221	55.39	26	6.52
Age														
18 to 24 Years	7	18.42	5	13.16	3	7.89	1	2.63	13	34.21	8	21.05	1	2.63
25 to 34 Years	16	14.55	10	9.09	13	11.82	7	6.36	19	17.27	36	32.73	9	8.18
35 to 44 Years	13	7.88	10	6.06	20	12.12	14	8.48	20	12.12	77	46.67	11	6.67
45 to 54 Years	9	4.62	10	5.13	13	6.67	8	4.10	24	12.31	119	61.03	12	6.15
55 to 64 Years	3	2.10	3	2.10	5	3.50	5	3.50	10	6.99	103	72.03	14	9.79
65 and Over	2	1.40	1	0.70	1	0.70	128	89.51	11	7.69
Don't Know/Refused	.	.	2	33.33	3	50.00	1	16.67
Level of Education														
Less than high school	1	4.35	.	.	1	4.35	16	69.57	5	21.74
Some high school	2	6.06	3	9.09	1	3.03	2	6.06	2	6.06	19	57.58	4	12.12
High school graduate	4	2.34	6	3.51	9	5.26	5	2.92	20	11.70	115	67.25	12	7.02
Some college	16	9.64	13	7.83	13	7.83	6	3.61	20	12.05	90	54.22	8	4.82
Vocational/technical degree	8	6.40	3	2.40	11	8.80	8	6.40	11	8.80	71	56.80	13	10.40
College degree	15	7.25	12	5.80	14	6.76	12	5.80	20	9.66	122	58.94	12	5.80
Post-graduate degree	5	6.85	4	5.48	6	8.22	2	2.74	11	15.07	40	54.79	5	6.85
Don't Know/Refused	1	50.00	1	50.00	.	.
Level of Employment														
Full-time	33	7.16	24	5.21	32	6.94	30	6.51	58	12.58	253	54.88	31	6.72
Part-time	5	5.62	5	5.62	9	10.11	4	4.49	9	10.11	55	61.80	2	2.25
Student	6	20.69	3	10.34	5	17.24	.	.	5	17.24	8	27.59	2	6.90
Temporarily unemployed	3	10.71	1	3.57	4	14.29	1	3.57	4	14.29	9	32.14	6	21.43
Disabled	.	.	2	15.38	2	15.38	.	.	4	30.77	4	30.77	1	7.69
Retired	2	1.26	3	1.89	1	0.63	136	85.53	17	10.69
Other	.	.	2	11.76	3	17.65	.	.	4	23.53	8	47.06	.	.
Don't Know/Refused	1	25.00	1	25.00	1	25.00	1	25.00	.	.

Table 9
Mean Rating: Level of Agreement
It Is Important To Me To Be Able To Attend Classes While Maintaining a Job
 (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	795	4.20
Male	399	4.21
Female	396	4.20
Age		
18 to 24 Years	38	4.11
25 to 34 Years	109	4.36
35 to 44 Years	163	4.44
45 to 54 Years	195	4.33
55 to 64 Years	143	4.06
65 and Over	141	3.79
Don't Know/Refused	6	4.50
Educational Facility		
Technical college	295	4.27
Community college	80	4.29
University	342	4.15
Industry trade	52	4.19
Correspondence	1	5.00
Don't Know/Refused	25	3.84
Level of Education		
Less than high school	22	3.86
Some high school	33	4.00
High school graduate	170	4.02
Some college	165	4.28
Vocational/technical degree	124	4.44
College degree	206	4.24
Post-graduate degree	73	4.12
Don't Know/Refused	2	5.00
Level of Employment		
Full-time	459	4.38
Part-time	88	4.34
Student	29	3.76
Temporarily unemployed	28	4.04
Disabled	13	3.92
Retired	157	3.81
Other	17	3.59
Don't Know/Refused	4	3.75

Table 10
Mean Rating: Level of Agreement
I Would Prefer Smaller Class Sizes To Allow More One-On-One Time With Faculty Members
 (1=Strongly Disagree, 5=Strongly Agree)

	N	Mean Rating
All	795	4.23
Male	398	4.12
Female	397	4.34
Age		
18 to 24 Years	38	4.08
25 to 34 Years	109	4.28
35 to 44 Years	163	4.15
45 to 54 Years	195	4.23
55 to 64 Years	143	4.20
65 and Over	141	4.37
Don't Know/Refused	6	4.00
Educational Facility		
Technical college	296	4.30
Community college	79	4.57
University	342	4.09
Industry trade	52	4.35
Correspondence	1	5.00
Don't Know/Refused	25	3.88
Level of Education		
Less than high school	22	4.64
Some high school	33	4.27
High school graduate	170	4.28
Some college	165	4.18
Vocational/technical degree	125	4.41
College degree	205	4.12
Post-graduate degree	73	4.07
Don't Know/Refused	2	5.00
Level of Employment		
Full-time	459	4.18
Part-time	88	4.42
Student	29	4.03
Temporarily unemployed	28	4.11
Disabled	13	3.92
Retired	157	4.35
Other	17	4.29
Don't Know/Refused	4	3.50

Table 11
When You Think of Distance Education, What is the First Thing That Comes to Mind?

181-Internet/online	2-More opportunities
65-Traveling	2-Quality education
37-Computers	2-Technical college
22-It's a good idea	2-University of Phoenix
19-I don't like the idea	Better paying jobs
18-Convenience	Crookston
16-More expensive	Database development
10-Correspondence	Electronic
9-Close	Financial aid
9-Impersonal	Flexible schedules
9-TV video	Inexpensive and friendly
8-Time	It would be hard to get answers for your questions
7-Difficult	It's a plus not to travel
7-Lesser education	More places towards the Twin Cities offer it
6-Classes I'll take	NDSU
6-Never heard of it	Northland Community
5-Availability	Pain in the butt
5-Family and friends	Personal growth
5-Home studies	Prefer to be on location
5-No teacher contact	Slow Internet connection
5-The way of the future	Special needs
4-Easy	Taking one now and it's going well
4-I'm not computer literate	To attain a degree
4-Shorter duration	Training
3-Easy access	University of Minnesota
3-Interactive learning	Weekend programs
3-Satellite	You get out of it what you put in to it
2-Bemidji State	You're just learning what they tell you
2-Grand Forks	287-Don't know
2-It's a joke	

Table 12a
If a Friend or Family Member Wanted to Pursue a Liberal Arts Degree,
What College Would You Recommend They Attend?

	N	PctN
UND-Grand Forks	223	27.88
Bemidji State University	55	6.88
Concordia College-Moorhead	33	4.13
NDSU-Fargo	30	3.75
Minnesota State University-Moorhead	29	3.63
Northwest Technical College-Bemidji	21	2.63
U of M-Crookston	18	2.25
Mayville State University	17	2.13
NCTC-Thief River Falls	16	2.00
UND Lake Region-Devils Lake	14	1.75
U of M-Twin Cities	13	1.63
NCTC-East Grand Forks	11	1.38
MSCTC-Moorhead	5	0.63
NDSSS-Wahpeton	5	0.63
Hamline University	4	0.50
U of M-Duluth	4	0.50
U of M-Morris	4	0.50
Harvard	3	0.38
St. Cloud State	3	0.38
McCallister	2	0.25
MSCTC-Fergus Falls	2	0.25
St. Benedict's-St. Joseph	2	0.25
St. John's University	2	0.25
Valley City State	2	0.25
Alexandria Tech	1	0.13
Augustana College	1	0.13
Bethany Lutheran College-Mankato	1	0.13
Brainerd Community College	1	0.13

(Continued)

Table 12a (Continued)
If a Friend or Family Member Wanted to Pursue a Liberal Arts Degree,
What College Would You Recommend They Attend?

	N	PctN
Brigham Young University	1	0.13
Carlton	1	0.13
Concordia of St. Paul	1	0.13
Des Moines	1	0.13
Florida State	1	0.13
Gonzaga University	1	0.13
Gustavus Adolphus, St. Peter, MN	1	0.13
Haskell Junior College, Kansas	1	0.13
Hibbing Technical College	1	0.13
Hilldale College	1	0.13
Indiana University	1	0.13
Itasca Community College	1	0.13
Jamestown College	1	0.13
Minneapolis College of Art & Design		
Notre Dame	1	0.13
Penn State	1	0.13
St. Scholastica	1	0.13
San Diego State	1	0.13
Sante Fe, New Mexico	1	0.13
Seattle Pacific University	1	0.13
St. Olaf-Northfield, MN	1	0.13
Truman	1	0.13
UCLA	1	0.13
University of Arkansas	1	0.13
University of Indiana	1	0.13
University of Mary	1	0.13
University of Wisconsin	1	0.13
Don't Know/Refused	251	31.38

Table 12b
If a Friend or Family Member Wanted to Pursue a Liberal Arts Degree,
What College Would You Recommend They Attend?

	NCTC-East Grand Forks		NCTC- Thief River Falls		UND-Grand Forks		Bemidji State Univer- sity		Other		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	11	1.38	16	2.00	223	27.88	55	6.88	245	30.63	250	31.25
Male	2	0.50	8	2.00	106	26.43	20	4.99	130	32.42	135	33.67
Female	9	2.26	8	2.01	117	29.32	35	8.77	115	28.82	115	28.82
Age												
18 to 24 Years	11	28.95	3	7.89	14	36.84	10	26.32
25 to 34 Years	.	.	4	3.64	29	26.36	12	10.91	29	26.36	36	32.73
35 to 44 Years	4	2.42	1	0.61	38	23.03	8	4.85	56	33.94	58	35.15
45 to 54 Years	1	0.51	4	2.05	52	26.67	18	9.23	65	33.33	55	28.21
55 to 64 Years	2	1.40	2	1.40	53	37.06	9	6.29	38	26.57	39	27.27
65 and Over	3	2.10	5	3.50	37	25.87	5	3.50	42	29.37	51	35.66
Don't Know/Refused	1	16.67	.	.	3	50.00	.	.	1	16.67	1	16.67
Level of Education												
Less than high school	.	.	1	4.35	7	30.43	.	.	5	21.74	10	43.48
Some high school	6	18.18	3	9.09	6	18.18	18	54.55
High school graduate	2	1.17	4	2.34	43	25.15	9	5.26	47	27.49	66	38.60
Some college	.	.	5	3.01	60	36.14	7	4.22	50	30.12	44	26.51
Vocational/technical degree	5	4.00	5	4.00	30	24.00	13	10.40	29	23.20	43	34.40
College degree	4	1.93	1	0.48	56	27.05	16	7.73	77	37.20	53	25.60
Post-graduate degree	21	28.77	7	9.59	30	41.10	15	20.55
Don't Know/Refused	1	50.00	1	50.00
Level of Employment												
Full-time	6	1.30	9	1.95	124	26.90	38	8.24	146	31.67	138	29.93
Part-time	1	1.12	3	3.37	28	31.46	5	5.62	28	31.46	24	26.97
Student	9	31.03	.	.	12	41.38	8	27.59
Temporarily unemployed	.	.	1	3.57	8	28.57	3	10.71	7	25.00	9	32.14
Disabled	5	38.46	1	7.69	1	7.69	6	46.15
Retired	4	2.52	3	1.89	43	27.04	7	4.40	45	28.30	57	35.85
Other	5	29.41	1	5.88	6	35.29	5	29.41
Don't Know/Refused	1	25.00	3	75.00

Table 13
Have You Ever Heard of Northland Community & Technical College?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	629	78.63	167	20.88	4	0.50
Male	321	80.05	79	19.70	1	0.25
Female	308	77.19	88	22.06	3	0.75
Age						
18 to 24 Years	24	63.16	14	36.84	.	.
25 to 34 Years	81	73.64	28	25.45	1	0.91
35 to 44 Years	143	86.67	22	13.33	.	.
45 to 54 Years	153	78.46	42	21.54	.	.
55 to 64 Years	115	80.42	26	18.18	2	1.40
65 and Over	109	76.22	33	23.08	1	0.70
Don't Know/Refused	4	66.67	2	33.33	.	.
Level of Education						
Less than high school	13	56.52	9	39.13	1	4.35
Some high school	19	57.58	14	42.42	.	.
High school graduate	133	77.78	37	21.64	1	0.58
Some college	135	81.33	30	18.07	1	0.60
Vocational/technical degree	105	84.00	20	16.00	.	.
College degree	164	79.23	43	20.77	.	.
Post-graduate degree	59	80.82	14	19.18	.	.
Don't Know/Refused	1	50.00	.	.	1	50.00
Level of Employment						
Full-time	377	81.78	82	17.79	2	0.43
Part-time	63	70.79	26	29.21	.	.
Student	23	79.31	6	20.69	.	.
Temporarily unemployed	21	75.00	7	25.00	.	.
Disabled	10	76.92	2	15.38	1	7.69
Retired	120	75.47	38	23.90	1	0.63
Other	11	64.71	6	35.29	.	.
Don't Know/Refused	4	100.0
Beltrami County	69	60.53	44	38.60	1	0.88
Marshall County	29	96.67	1	3.33	.	.
Pennington County	39	95.12	2	4.88	.	.
Polk County	87	92.55	7	7.45	.	.
Roseau County	44	95.65	2	4.35	.	.
Grand Forks County	168	82.76	35	17.24	.	.
Ramsey County	17	47.22	19	52.78	.	.
Traill County	22	64.71	12	35.29	.	.
Walsh County	30	81.08	5	13.51	2	5.41
Other Counties	124	75.15	40	24.24	1	0.61

Table 14
What is the First Word or Phrase That Comes to Mind When You Think of
Northland Community & Technical College?
(Asked Only of Those Who Had Heard of Northland Community & Technical College)

99-Good school/college	CNA training
53-Specified programs/training	Compatible in all aspects
49-Technical school	Easy
46-Local college/close to home	Frequent college name change
45-Trade school/training	Further education
43-Thief River Falls	Good idea to have it in two locations
21-Family and friends go there	Good students
20-Small school	Heard nothing but positive things
16-Two-year degree	Helped me out
10-Convenience	I don't know where it is
9-Where I attended	I would go to a trade school
8-Shorter term	Known by another name
6-Minnesota	Knows director, Gunderson
5-East Grand Forks	More experienced teachers
5-Seen it advertised	National
4-Friendly	No desire to go there
3-Accessibility	Party school
3-Affordable	Positive; they work around schedule
3-AVTI	Practicality
3-Good reputation	Preparing high school students for college
3-Good sports program	Responsible
2-A good place to start out	Ring a bell
2-A.A. degree programs	Rivals of Crookston
2-Bad reputation	Sioux Falls location
2-Good for the community	Student housing
2-Hands-on	Studying
2-Junior college	Supervisor hires students from Northland
2-Located in a cold weather area	Community & Technical College
2-Newer combination of tech	There's a need for trade or technical training
2-Step up from high school	Up north
2-Wide variety of classes	Very intense
Accommodating	Work with Red Lake
Accredible	Youthful
Availability	120-Don't know

Table 15

What is the Best Attribute of Northland Community & Technical College?
(Asked Only of Those Who Had Heard of Northland Community & Technical College)

75-Small school	Backup education
60-Close to home/local college	Combination all tech and community
34-Good school	Concentrated studies and shorter term
28-Specialized program/degree	Daycare for parent's kids
19-Variety of courses offered	Easier registration
19-Very good teachers	Good for a person that won't go to four-year school
16-Get a degree in less time	Good for rural life
15-Do good work with students	Good reputation
12-Affordable	Graduates are doing well
12-Job placement	Less driving
11-Convenience	My friends went there which was nice
8-One-on-one attention	Native Americans
6-Friendly atmosphere	New, first-class facilities
6-Good place to start education	Not clustered in the metro area
5-Hands-on learning	Offer reciprocity
5-Two-year programs	Offers other programs not in competition with other schools
4-Accessible	Personal relationships
4-Availability	Set up curriculum for your industry
4-Community college	Small town advantages
4-Flexible classes	Student teacher ratio
2-Excellent mechanical and technical programs	They don't turn people away
2-Less time invested and the cost	Togetherness
2-Progressing	Transferable classes
2-Reaching out to community	Vocation
2-Serves regional area	245-Don't know
2-Small community	
Aggressive good leadership	

Table 16

What is the Greatest Improvement Northland Community & Technical College Can Make?
(Asked Only of Those Who Had Heard of Northland Community & Technical College)

- 39-Expand the variety of classes/programs
- 29-Advertising
 - 9-Keep tuition down
 - 9-More flexible class schedules
 - 8-Communication with the community
 - 8-Offer more to students
 - 7-Provide student housing
 - 6-Hiring good quality staff
 - 6-Specific courses/programs
 - 4-Assisting in placement after college in their job field
 - 4-More grants and financial aid available
 - 4-More transferable classes
 - 4-Technology in classrooms
 - 3-Higher level of education
 - 3-Keep current with regional needs
 - 3-More distance education
 - 2-Become a four-year school
 - 2-Campus atmosphere
 - 2-Diversity
 - 2-Getting the word out more to high schools
 - Better sports programs
 - Classes off site in smaller cities
 - Control the parties; the dorms are awful
 - Good pay for teachers
 - Hands-on training
 - Image needs a little work
 - Improve web site
 - It takes too long to get a degree
 - Make sure my credits are applicable to my major
 - More classes for kids with special needs
 - Offer different majors at the two separate colleges
 - Offer more workshops
 - Reimbursement
 - Resources for a variety of jobs
 - Rigorous training
 - Testing strategies
- 459-Don't know

Table 17
Were You Aware That Northland Community & Technical College Has
Campuses in Both East Grand Forks and Thief River Falls?
 (Asked Only of Those Who Had Heard of Northland Community & Technical College)

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	468	74.40	157	24.96	4	0.64
Male	243	75.70	76	23.68	2	0.62
Female	225	73.05	81	26.30	2	0.65
Age						
18 to 24 Years	16	66.67	6	25.00	2	8.33
25 to 34 Years	53	65.43	27	33.33	1	1.23
35 to 44 Years	105	73.43	37	25.87	1	0.70
45 to 54 Years	120	78.43	33	21.57	.	.
55 to 64 Years	92	80.00	23	20.00	.	.
65 and Over	78	71.56	31	28.44	.	.
Don't Know/Refused	4	100.0
Level of Education						
Less than high school	11	84.62	2	15.38	.	.
Some high school	15	78.95	4	21.05	.	.
High school graduate	97	72.93	35	26.32	1	0.75
Some college	97	71.85	36	26.67	2	1.48
Vocational/technical degree	75	71.43	29	27.62	1	0.95
College degree	123	75.00	41	25.00	.	.
Post-graduate degree	49	83.05	10	16.95	.	.
Don't Know/Refused	1	100.0
Level of Employment						
Full-time	287	76.13	89	23.61	1	0.27
Part-time	47	74.60	16	25.40	.	.
Student	14	60.87	8	34.78	1	4.35
Temporarily unemployed	14	66.67	7	33.33	.	.
Disabled	4	40.00	5	50.00	1	10.00
Retired	89	74.17	31	25.83	.	.
Other	9	81.82	1	9.09	1	9.09
Don't Know/Refused	4	100.0

Table 18
Have You Ever Taken Any Classes at What is Now Known as
Northland Community & Technical College?
(Asked Only of Those Who Had Heard of Northland Community & Technical College)

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	115	18.28	513	81.56	1	0.16
Male	59	18.38	261	81.31	1	0.31
Female	56	18.18	252	81.82	.	.
Age						
18 to 24 Years	2	8.33	22	91.67	.	.
25 to 34 Years	15	18.52	66	81.48	.	.
35 to 44 Years	34	23.78	109	76.22	.	.
45 to 54 Years	36	23.53	117	76.47	.	.
55 to 64 Years	19	16.52	96	83.48	.	.
65 and Over	8	7.34	100	91.74	1	0.92
Don't Know/Refused	1	25.00	3	75.00	.	.
Level of Education						
Less than high school	.	.	13	100.0	.	.
Some high school	1	5.26	18	94.74	.	.
High school graduate	9	6.77	124	93.23	.	.
Some college	28	20.74	107	79.26	.	.
Vocational/technical degree	43	40.95	62	59.05	.	.
College degree	24	14.63	140	85.37	.	.
Post-graduate degree	9	15.25	49	83.05	1	1.69
Don't Know/Refused	1	100.0
Level of Employment						
Full-time	83	22.02	294	77.98	.	.
Part-time	13	20.63	50	79.37	.	.
Student	1	4.35	22	95.65	.	.
Temporarily unemployed	5	23.81	16	76.19	.	.
Disabled	1	10.00	9	90.00	.	.
Retired	10	8.33	109	90.83	1	0.83
Other	1	9.09	10	90.91	.	.
Don't Know/Refused	1	25.00	3	75.00	.	.

Table 19
Have You Ever Considered Taking Additional Classes at
Northland Community & Technical College?
(Asked Only of Those Who Have Taken Classes at Northland Community & Technical College)

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	53	46.09	61	53.04	1	0.87
Male	27	45.76	31	52.54	1	1.69
Female	26	46.43	30	53.57	.	.
Age						
18 to 24 Years	.	.	2	100.0	.	.
25 to 34 Years	12	80.00	3	20.00	.	.
35 to 44 Years	16	47.06	18	52.94	.	.
45 to 54 Years	13	36.11	23	63.89	.	.
55 to 64 Years	10	52.63	8	42.11	1	5.26
65 and Over	2	25.00	6	75.00	.	.
Don't Know/Refused	.	.	1	100.0	.	.
Level of Education						
Some high school	1	100.0
High school graduate	5	55.56	4	44.44	.	.
Some college	17	60.71	11	39.29	.	.
Vocational/technical degree	15	34.88	27	62.79	1	2.33
College degree	11	45.83	13	54.17	.	.
Post-graduate degree	4	44.44	5	55.56	.	.
Don't Know/Refused	.	.	1	100.0	.	.
Level of Employment						
Full-time	36	43.37	46	55.42	1	1.20
Part-time	8	61.54	5	38.46	.	.
Student	.	.	1	100.0	.	.
Temporarily unemployed	1	20.00	4	80.00	.	.
Disabled	1	100.0
Retired	5	50.00	5	50.00	.	.
Other	1	100.0
Don't Know/Refused	1	100.0

Table 20
Are There Any Programs Not Currently Offered by Northland Community & Technical College
That You Believe Should Be Offered?
(Asked Only of Those Who Had Heard of Northland Community & Technical College)

	N	PctN
Health programs	13	2.07
Trade programs	10	1.59
Technology programs	7	1.11
Pre-professional programs	4	0.64
Business programs	2	0.32
Online programs	2	0.32
Other	31	4.93
Don't Know/Refused	560	89.03

Others:

4-Dental Hygiene

4-Education

3-Social work

2-Art programs

2-Foreign language

Agriculture

Aircraft power plant
license

Cooking

Cosmetology

Culture programs

Dietetic choices

General requirements

Horticulture

Library Science

Manufacturing

MCSE Certification

Music

Nuclear medicine

Occupational Therapy

Radiology

Real Estate

Table 21
Did You Know That Northland Community & Technical College Offers Distance Learning Opportunities with Courses Offered Over the Internet?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	292	36.50	500	62.50	8	1.00
Male	128	31.92	268	66.83	5	1.25
Female	164	41.10	232	58.15	3	0.75
Age						
18 to 24 Years	12	31.58	26	68.42	.	.
25 to 34 Years	38	34.55	70	63.64	2	1.82
35 to 44 Years	63	38.18	102	61.82	.	.
45 to 54 Years	66	33.85	129	66.15	.	.
55 to 64 Years	58	40.56	82	57.34	3	2.10
65 and Over	52	36.36	88	61.54	3	2.10
Don't Know/Refused	3	50.00	3	50.00	.	.
Level of Education						
Less than high school	8	34.78	14	60.87	1	4.35
Some high school	8	24.24	25	75.76	.	.
High school graduate	57	33.33	113	66.08	1	0.58
Some college	55	33.13	110	66.27	1	0.60
Vocational/technical degree	57	45.60	68	54.40	.	.
College degree	79	38.16	124	59.90	4	1.93
Post-graduate degree	27	36.99	46	63.01	.	.
Don't Know/Refused	1	50.00	.	.	1	50.00
Level of Employment						
Full-time	171	37.09	289	62.69	1	0.22
Part-time	36	40.45	52	58.43	1	1.12
Student	12	41.38	16	55.17	1	3.45
Temporarily unemployed	10	35.71	18	64.29	.	.
Disabled	1	7.69	11	84.62	1	7.69
Retired	55	34.59	100	62.89	4	2.52
Other	6	35.29	11	64.71	.	.
Don't Know/Refused	1	25.00	3	75.00	.	.

Table 22
Mean Rating: Level of Agreement
How Likely Would You Be to Enroll in Distance
Learning Courses Offered by Northland Community & Technical College?
 (1=Not At All Likely, 5=Very Likely)

	N	Mean Rating
All	796	2.15
Male	400	2.04
Female	396	2.27
Age		
18 to 24 Years	38	2.18
25 to 34 Years	110	2.14
35 to 44 Years	165	2.32
45 to 54 Years	194	2.35
55 to 64 Years	142	2.19
65 and Over	141	1.69
Don't Know/Refused	6	1.67
Level of Education		
Less than high school	22	1.50
Some high school	33	2.18
High school graduate	170	2.14
Some college	166	2.30
Vocational/technical degree	124	2.47
College degree	207	2.00
Post-graduate degree	72	1.99
Don't Know/Refused	2	1.00
Level of Employment		
Full-time	461	2.30
Part-time	88	2.31
Student	29	1.72
Temporarily unemployed	28	2.36
Disabled	13	2.08
Retired	156	1.67
Other	17	2.18
Don't Know/Refused	4	3.00

Table 23

Did You Know That Northland Community & Technical College Offers Career Programs That Are Designed for a Person Who Is Planning to Complete Training in Two Years or Less?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	452	56.50	342	42.75	6	0.75
Male	220	54.86	177	44.14	4	1.00
Female	232	58.15	165	41.35	2	0.50
Age						
18 to 24 Years	22	57.89	16	42.11	.	.
25 to 34 Years	49	44.55	61	55.45	.	.
35 to 44 Years	103	62.42	61	36.97	1	0.61
45 to 54 Years	106	54.36	89	45.64	.	.
55 to 64 Years	94	65.73	48	33.57	1	0.70
65 and Over	74	51.75	65	45.45	4	2.80
Don't Know/Refused	4	66.67	2	33.33	.	.
Level of Education						
Less than high school	11	47.83	12	52.17	.	.
Some high school	13	39.39	20	60.61	.	.
High school graduate	76	44.44	92	53.80	3	1.75
Some college	106	63.86	60	36.14	.	.
Vocational/technical degree	75	60.00	49	39.20	1	0.80
College degree	127	61.35	80	38.65	.	.
Post-graduate degree	44	60.27	28	38.36	1	1.37
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment						
Full-time	262	56.83	198	42.95	1	0.22
Part-time	56	62.92	32	35.96	1	1.12
Student	19	65.52	10	34.48	.	.
Temporarily unemployed	15	53.57	13	46.43	.	.
Disabled	6	46.15	6	46.15	1	7.69
Retired	86	54.09	70	44.03	3	1.89
Other	6	35.29	11	64.71	.	.
Don't Know/Refused	2	50.00	2	50.00	.	.

Table 24
Did You Know That Northland Community & Technical College Offers a Liberal Arts Program That Includes the First Two Years of Most Degrees and is Designed for Transfer to a Four-Year University?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	344	43.00	448	56.00	8	1.00
Male	169	42.14	227	56.61	5	1.25
Female	175	43.86	221	55.39	3	0.75
Age						
18 to 24 Years	13	34.21	25	65.79	.	.
25 to 34 Years	47	42.73	63	57.27	.	.
35 to 44 Years	69	41.82	94	56.97	2	1.21
45 to 54 Years	75	38.46	119	61.03	1	0.51
55 to 64 Years	69	48.25	72	50.35	2	1.40
65 and Over	68	47.55	73	51.05	2	1.40
Don't Know/Refused	3	50.00	2	33.33	1	16.67
Level of Education						
Less than high school	5	21.74	18	78.26	.	.
Some high school	8	24.24	25	75.76	.	.
High school graduate	59	34.50	110	64.33	2	1.17
Some college	73	43.98	89	53.61	4	2.41
Vocational/technical degree	48	38.40	77	61.60	.	.
College degree	114	55.07	92	44.44	1	0.48
Post-graduate degree	37	50.68	36	49.32	.	.
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment						
Full-time	201	43.60	259	56.18	1	0.22
Part-time	35	39.33	52	58.43	2	2.25
Student	9	31.03	18	62.07	2	6.90
Temporarily unemployed	10	35.71	18	64.29	.	.
Disabled	3	23.08	9	69.23	1	7.69
Retired	80	50.31	77	48.43	2	1.26
Other	6	35.29	11	64.71	.	.
Don't Know/Refused	.	.	4	100.0	.	.

Table 25
Mean Rating: Level of Importance
Northland Community & Technical College Offers a Liberal Arts Program That Includes the First Two Years of Most Degrees and is Designed for Transfer to a Four-Year University
(1=Not At All Important, 5=Very Important)

	N	Mean Rating
All	791	3.36
Male	397	3.23
Female	394	3.49
Age		
18 to 24 Years	36	3.42
25 to 34 Years	110	3.31
35 to 44 Years	164	3.63
45 to 54 Years	194	3.29
55 to 64 Years	141	3.36
65 and Over	140	3.17
Don't Know/Refused	6	2.83
Level of Education		
Less than high school	23	2.13
Some high school	31	2.97
High school graduate	170	3.49
Some college	163	3.46
Vocational/technical degree	125	3.49
College degree	204	3.32
Post-graduate degree	73	3.26
Don't Know/Refused	2	3.00
Level of Employment		
Full-time	459	3.42
Part-time	88	3.43
Student	27	2.96
Temporarily unemployed	27	3.44
Disabled	13	3.08
Retired	156	3.19
Other	17	3.59
Don't Know/Refused	4	3.25
Beltrami County	113	3.32
Marshall County	30	4.00
Pennington County	40	4.13
Polk County	93	3.23
Roseau County	45	3.76
Grand Forks County	199	3.27
Ramsey County	36	2.72
Traill County	34	2.85
Walsh County	37	3.16
Other Counties	164	3.44

Table 26
Mean Rating: Level of Agreement
How Likely Would You Be to Enroll in a Liberal Arts Program
at Northland Community & Technical College?
(1=Not At All Likely, 5=Very Likely)

	N	Mean Rating
All	794	1.68
Male	399	1.63
Female	395	1.72
Age		
18 to 24 Years	38	1.79
25 to 34 Years	108	1.71
35 to 44 Years	165	1.90
45 to 54 Years	193	1.71
55 to 64 Years	143	1.66
65 and Over	141	1.35
Don't Know/Refused	6	1.17
Level of Education		
Less than high school	23	1.39
Some high school	33	1.70
High school graduate	168	1.71
Some college	166	1.90
Vocational/technical degree	123	1.92
College degree	206	1.48
Post-graduate degree	73	1.32
Don't Know/Refused	2	2.00
Level of Employment		
Full-time	459	1.75
Part-time	88	1.67
Student	29	1.48
Temporarily unemployed	27	1.89
Disabled	13	1.92
Retired	157	1.47
Other	17	1.59
Don't Know/Refused	4	1.25

Table 27
Were You Aware That Northland Community & Technical College Visits
Local and Regional High Schools Throughout the Year?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	415	51.88	381	47.63	4	0.50
Male	216	53.87	183	45.64	2	0.50
Female	199	49.87	198	49.62	2	0.50
Age						
18 to 24 Years	15	39.47	23	60.53	.	.
25 to 34 Years	45	40.91	65	59.09	.	.
35 to 44 Years	91	55.15	74	44.85	.	.
45 to 54 Years	118	60.51	76	38.97	1	0.51
55 to 64 Years	84	58.74	57	39.86	2	1.40
65 and Over	61	42.66	81	56.64	1	0.70
Don't Know/Refused	1	16.67	5	83.33	.	.
Level of Education						
Less than high school	7	30.43	15	65.22	1	4.35
Some high school	12	36.36	21	63.64	.	.
High school graduate	93	54.39	78	45.61	.	.
Some college	82	49.40	83	50.00	1	0.60
Vocational/technical degree	65	52.00	59	47.20	1	0.80
College degree	113	54.59	94	45.41	.	.
Post-graduate degree	42	57.53	31	42.47	.	.
Don't Know/Refused	1	50.00	.	.	1	50.00
Level of Employment						
Full-time	276	59.87	184	39.91	1	0.22
Part-time	39	43.82	49	55.06	1	1.12
Student	8	27.59	21	72.41	.	.
Temporarily unemployed	9	32.14	19	67.86	.	.
Disabled	4	30.77	8	61.54	1	7.69
Retired	73	45.91	85	53.46	1	0.63
Other	4	23.53	13	76.47	.	.
Don't Know/Refused	2	50.00	2	50.00	.	.

Table 28
Have You Seen, Read or Heard Anything Related to
Northland Community & Technical College in the Past Year?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	384	48.00	413	51.63	3	0.38
Male	188	46.88	210	52.37	3	0.75
Female	196	49.12	203	50.88	.	.
Age						
18 to 24 Years	14	36.84	24	63.16	.	.
25 to 34 Years	47	42.73	63	57.27	.	.
35 to 44 Years	87	52.73	77	46.67	1	0.61
45 to 54 Years	108	55.38	87	44.62	.	.
55 to 64 Years	77	53.85	65	45.45	1	0.70
65 and Over	47	32.87	95	66.43	1	0.70
Don't Know/Refused	4	66.67	2	33.33	.	.
Level of Education						
Less than high school	6	26.09	17	73.91	.	.
Some high school	13	39.39	20	60.61	.	.
High school graduate	63	36.84	108	63.16	.	.
Some college	78	46.99	88	53.01	.	.
Vocational/technical degree	64	51.20	61	48.80	.	.
College degree	122	58.94	84	40.58	1	0.48
Post-graduate degree	38	52.05	34	46.58	1	1.37
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment						
Full-time	246	53.36	214	46.42	1	0.22
Part-time	36	40.45	53	59.55	.	.
Student	15	51.72	14	48.28	.	.
Temporarily unemployed	14	50.00	14	50.00	.	.
Disabled	6	46.15	6	46.15	1	7.69
Retired	57	35.85	101	63.52	1	0.63
Other	7	41.18	10	58.82	.	.
Don't Know/Refused	3	75.00	1	25.00	.	.

Table 29a
Where Have You Seen, Read or Heard It?
 (Asked of Those Who Had Seen, Read or Heard Anything Related to Northland Community & Technical College)
 (Multiple Responses)

	N	PctN
Newspaper	149	38.80
Television	87	22.66
Radio	51	13.28
Direct Mail	45	11.72
Other	129	33.59
Don't Know/Refused	13	3.39

Others:

28-Friend
 25-Family member
 14-Web site
 12-Magazine/publication
 11-Billboard
 8-Word of mouth
 5-College representative
 3-At the school
 3-Brochure

3-Drives by school
 2-Career fair
 2-Event
 2- Graduated from there
 Bulletin
 Day training for work
 Faculty
 I attend the facility
 Knows instructor

Marketplace of Ideas
 My career's class
 Polaris Industries
 Poster at school
 Students
 Swenson house donated to
 school

Table 29b
Where Have You Seen, Read or Heard It?
 (Asked Only of Those Who Had Seen, Read or Heard Anything Related to NCTC)
 (Multiple Responses)

	Newspaper		Television		Radio		Direct Mail	
	N	PctN	N	PctN	N	PctN	N	PctN
All	149	38.80	87	22.66	51	13.28	45	11.72
Male	70	37.23	49	26.06	34	18.09	17	9.04
Female	79	40.31	38	19.39	17	8.67	28	14.29
Age								
18 to 24 Years	2	14.29	6	42.86	5	35.71	.	.
25 to 34 Years	10	21.28	12	25.53	6	12.77	6	12.77
35 to 44 Years	29	33.33	16	18.39	13	14.94	12	13.79
45 to 54 Years	39	36.11	26	24.07	14	12.96	13	12.04
55 to 64 Years	34	44.16	21	27.27	10	12.99	7	9.09
65 and Over	34	72.34	4	8.51	3	6.38	7	14.89
Don't Know/Refused	1	25.00	2	50.00
Level of Education								
Less than high school	2	33.33	2	33.33
Some high school	11	84.62	1	7.69	.	.	2	15.38
High school graduate	24	38.10	12	19.05	3	4.76	6	9.52
Some college	34	43.59	19	24.36	14	17.95	14	17.95
Vocational/technical degree	24	37.50	12	18.75	8	12.50	8	12.50
College degree	42	34.43	27	22.13	20	16.39	9	7.38
Post-graduate degree	12	31.58	14	36.84	6	15.79	6	15.79
Level of Employment								
Full-time	84	34.15	57	23.17	32	13.01	27	10.98
Part-time	17	47.22	8	22.22	1	2.78	4	11.11
Student	1	6.67	7	46.67	6	40.00	2	13.33
Temporarily unemployed	6	42.86	3	21.43	3	21.43	1	7.14
Disabled	1	16.67	4	66.67	2	33.33	1	16.67
Retired	37	64.91	5	8.77	4	7.02	8	14.04
Other	3	42.86	3	42.86	2	28.57	1	14.29
Don't Know/Refused	1	33.33	1	33.33

Table 30
Which Newspaper?

(Asked Only of Those Who Had Read Anything Related to NCTC in the Newspaper)

62-Grand Forks Herald	7-Bemidji Pioneer	2-Bagley Independent	Kittson County Enterprise
34-Thief River Falls Times	6-Fargo Forum	Baudette	Mahnomen Pioneer
13-Northern Watch	3-Roseau Times Regent	Gonvick Leader	18-Don't know

Table 31
What Station?

(Asked Only of Those Who Had Heard Anything Related to NCTC on the Radio)

4-KTRF	2-KQ92	Bemidji station	MPR
3-Country station	2-XL93	KKCZ	Q107
3-Public 91.3	100.3	KKDQ	23-Don't know
2-KFGO	103 FM	KNOX	
2-KKAQ	108 FM	KTHZ	

Table 32
What Station?

(Asked Only of Those Who Had Seen Anything Related to NCTC on Television)

27-WDAY	11-Local	Channel 27	Satellite
15-KVLY	3-Cable	Fox	28-Don't know

Table 33
Where Was the Billboard?

(Asked Only of Those Who Had Seen Anything Related to NCTC on a Billboard)

2-Marvin Windows	East Grand Forks	Moorhead
2-Roseau	Grand Forks	Thief River Falls
Crookston	Greenbush	Don't know

Table 34
Which Magazine or Publication?

(Asked Only of Those Who Had Read Anything Related to NCTC in a Magazine or Publication)

2-NCTC publication	Avionics Magazine	Radiology Tech	Sports
Ag Week	EGF Record	School magazine	4-Don't know

Table 35
Which Web Site?

(Asked Only of Those Who Had Read Anything Related to NCTC on a Web Site)

10-Northland Community & Technical College	4-Don't know
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Table 36
What Event?

(Asked Only of Those Who Had Seen Anything Related to NCTC at an Event)

Basketball game	High School visit
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Table 37
Would You, Personally, Like to Receive Information From Northland Community & Technical College Concerning Careers, Programs, and Course Schedules?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	153	19.13	646	80.75	1	0.13
Male	69	17.21	331	82.54	1	0.25
Female	84	21.05	315	78.95	.	.
Age						
18 to 24 Years	6	15.79	32	84.21	.	.
25 to 34 Years	27	24.55	83	75.45	.	.
35 to 44 Years	41	24.85	124	75.15	.	.
45 to 54 Years	50	25.64	145	74.36	.	.
55 to 64 Years	19	13.29	123	86.01	1	0.70
65 and Over	10	6.99	133	93.01	.	.
Don't Know/Refused	.	.	6	100.0	.	.
Level of Education						
Less than high school	5	21.74	18	78.26	.	.
Some high school	5	15.15	28	84.85	.	.
High school graduate	42	24.56	129	75.44	.	.
Some college	32	19.28	134	80.72	.	.
Vocational/technical degree	35	28.00	90	72.00	.	.
College degree	21	10.14	186	89.86	.	.
Post-graduate degree	13	17.81	60	82.19	.	.
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment						
Full-time	105	22.78	356	77.22	.	.
Part-time	17	19.10	72	80.90	.	.
Student	3	10.34	26	89.66	.	.
Temporarily unemployed	8	28.57	20	71.43	.	.
Disabled	6	46.15	6	46.15	1	7.69
Retired	10	6.29	149	93.71	.	.
Other	2	11.76	15	88.24	.	.
Don't Know/Refused	2	50.00	2	50.00	.	.

Table 38
How Often Do You Think Northland Community & Technical College Should Communicate
Information on the Programs They Offer?

	Never		One time per year		Two times per year		Three times per year		Four times per year		More than four times a year		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	4	0.50	86	10.75	243	30.38	140	17.50	135	16.88	126	15.75	66	8.25
Male	3	0.75	36	8.98	119	29.68	67	16.71	67	16.71	66	16.46	43	10.72
Female	1	0.25	50	12.53	124	31.08	73	18.30	68	17.04	60	15.04	23	5.76
Age														
18 to 24 Years	.	.	5	13.16	10	26.32	4	10.53	8	21.05	8	21.05	3	7.89
25 to 34 Years	.	.	14	12.73	26	23.64	22	20.00	19	17.27	22	20.00	7	6.36
35 to 44 Years	.	.	23	13.94	49	29.70	28	16.97	26	15.76	27	16.36	12	7.27
45 to 54 Years	3	1.54	25	12.82	51	26.15	26	13.33	39	20.00	35	17.95	16	8.21
55 to 64 Years	1	0.70	9	6.29	46	32.17	25	17.48	25	17.48	24	16.78	13	9.09
65 and Over	.	.	9	6.29	59	41.26	34	23.78	18	12.59	9	6.29	14	9.79
Don't Know/Refused	.	.	1	16.67	2	33.33	1	16.67	.	.	1	16.67	1	16.67
Level of Education														
Less than high school	.	.	6	26.09	6	26.09	3	13.04	2	8.70	3	13.04	3	13.04
Some high school	.	.	7	21.21	6	18.18	7	21.21	3	9.09	3	9.09	7	21.21
High school graduate	.	.	12	7.02	66	38.60	26	15.20	27	15.79	30	17.54	10	5.85
Some college	1	0.60	20	12.05	48	28.92	30	18.07	32	19.28	24	14.46	11	6.63
Vocational/technical degree	.	.	14	11.20	39	31.20	27	21.60	18	14.40	15	12.00	12	9.60
College degree	3	1.45	20	9.66	63	30.43	34	16.43	40	19.32	34	16.43	13	6.28
Post-graduate degree	.	.	7	9.59	14	19.18	13	17.81	13	17.81	17	23.29	9	12.33
Don't Know/Refused	1	50.00	1	50.00
Level of Employment														
Full-time	3	0.65	55	11.93	130	28.20	73	15.84	82	17.79	82	17.79	36	7.81
Part-time	.	.	12	13.48	24	26.97	20	22.47	17	19.10	8	8.99	8	8.99
Student	10	34.48	4	13.79	6	20.69	6	20.69	3	10.34
Temporarily unemployed	.	.	6	21.43	10	35.71	2	7.14	1	3.57	8	28.57	1	3.57
Disabled	4	30.77	2	15.38	5	38.46	.	.	2	15.38
Retired	1	0.63	10	6.29	61	38.36	36	22.64	19	11.95	16	10.06	16	10.06
Other	.	.	3	17.65	3	17.65	3	17.65	5	29.41	3	17.65	.	.
Don't Know/Refused	1	25.00	3	75.00	.	.

Table 39a
**What Do You Think is the Most Effective Way for Northland Community
 & Technical College to Communicate Program Information to the Public?**
 (Multiple Responses)

	N	PctN
Newspaper	349	43.63
Local Television	286	35.75
Radio	232	29.00
Direct Mail	197	24.63
Cable Television	169	21.13
Web Site	103	12.88
Other	234	29.25
Don't Know/Refused	23	2.88

Others:

48-Visits to high school
 41-Billboards
 37-Magazines/publications
 36-E-mail
 25-Go visit the school/college
 14-Job/college fairs
 7-Flyers/pamphlets
 7-Word of mouth
 4-Contact graduates
 2-Counselors in high school

2-Newspaper at the high school
 2-Phone calls
 2-School representatives
 Advertising
 Friends
 Seasonal catalogues and flyers
 Seminars
 Sponsor events
 Sponsorships
 Telegraph

Table 39b
What Do You Think is the Most Effective Way for Northland Community
& Technical College to Communicate Program Information to the Public?
(Multiple Responses)

	Newspaper		Radio		Cable Television		Local Television		Direct Mail		Web Site	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	349	43.63	232	29.00	169	21.13	286	35.75	197	24.63	103	12.88
Male	165	41.15	122	30.42	83	20.70	138	34.41	85	21.20	50	12.47
Female	184	46.12	110	27.57	86	21.55	148	37.09	112	28.07	53	13.28
Age												
18 to 24 Years	12	31.58	14	36.84	11	28.95	14	36.84	7	18.42	1	2.63
25 to 34 Years	36	32.73	35	31.82	25	22.73	39	35.45	30	27.27	15	13.64
35 to 44 Years	67	40.61	54	32.73	34	20.61	56	33.94	48	29.09	24	14.55
45 to 54 Years	78	40.00	47	24.10	43	22.05	68	34.87	52	26.67	29	14.87
55 to 64 Years	67	46.85	40	27.97	30	20.98	59	41.26	35	24.48	16	11.19
65 and Over	86	60.14	40	27.97	26	18.18	46	32.17	25	17.48	18	12.59
Don't Know/Refused	3	50.00	2	33.33	.	.	4	66.67
Level of Education												
Less than high school	8	34.78	4	17.39	4	17.39	9	39.13	7	30.43	3	13.04
Some high school	16	48.48	8	24.24	5	15.15	5	15.15	8	24.24	.	.
High school graduate	76	44.44	48	28.07	37	21.64	62	36.26	43	25.15	17	9.94
Some college	77	46.39	45	27.11	32	19.28	61	36.75	41	24.70	25	15.06
Vocational/technical degree	64	51.20	45	36.00	32	25.60	49	39.20	32	25.60	18	14.40
College degree	73	35.27	64	30.92	39	18.84	74	35.75	48	23.19	29	14.01
Post-graduate degree	35	47.95	18	24.66	20	27.40	25	34.25	18	24.66	11	15.07
Don't Know/Refused	1	50.00
Level of Employment												
Full-time	180	39.05	137	29.72	97	21.04	166	36.01	122	26.46	62	13.45
Part-time	42	47.19	25	28.09	27	30.34	34	38.20	28	31.46	14	15.73
Student	5	17.24	10	34.48	9	31.03	12	41.38	5	17.24	2	6.90
Temporarily unemployed	11	39.29	8	28.57	4	14.29	8	28.57	7	25.00	4	14.29
Disabled	6	46.15	5	38.46	3	23.08	6	46.15	4	30.77	1	7.69
Retired	92	57.86	39	24.53	27	16.98	53	33.33	27	16.98	18	11.32
Other	12	70.59	8	47.06	2	11.76	7	41.18	2	11.76	2	11.76
Don't Know/Refused	1	25.00	2	50.00	.	.

Table 40
Which Do You Feel Would be the Best Method for Northland Community & Technical College to Maintain Contact with a Prospective Student?

	Phone calls		Letters in the mail		Personal visit		Other		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	154	19.25	419	52.38	150	18.75	57	7.13	20	2.50
Male	85	21.20	189	47.13	85	21.20	29	7.23	13	3.24
Female	69	17.29	230	57.64	65	16.29	28	7.02	7	1.75
Age										
18 to 24 Years	8	21.05	24	63.16	4	10.53	1	2.63	1	2.63
25 to 34 Years	19	17.27	71	64.55	13	11.82	6	5.45	1	0.91
35 to 44 Years	29	17.58	92	55.76	21	12.73	19	11.52	4	2.42
45 to 54 Years	39	20.00	93	47.69	42	21.54	18	9.23	3	1.54
55 to 64 Years	37	25.87	72	50.35	19	13.29	10	6.99	5	3.50
65 and Over	22	15.38	63	44.06	49	34.27	3	2.10	6	4.20
Don't Know/Refused	.	.	4	66.67	2	33.33
Level of Education										
Less than high school	4	17.39	11	47.83	6	26.09	.	.	2	8.70
Some high school	8	24.24	17	51.52	7	21.21	1	3.03	.	.
High school graduate	26	15.20	92	53.80	38	22.22	8	4.68	7	4.09
Some college	41	24.70	94	56.63	16	9.64	12	7.23	3	1.81
Vocational/technical degree	22	17.60	74	59.20	15	12.00	10	8.00	4	3.20
College degree	39	18.84	102	49.28	44	21.26	20	9.66	2	0.97
Post-graduate degree	14	19.18	28	38.36	24	32.88	6	8.22	1	1.37
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment										
Full-time	92	19.96	248	53.80	74	16.05	38	8.24	9	1.95
Part-time	20	22.47	50	56.18	13	14.61	5	5.62	1	1.12
Student	6	20.69	19	65.52	2	6.90	2	6.90	.	.
Temporarily unemployed	6	21.43	18	64.29	2	7.14	2	7.14	.	.
Disabled	3	23.08	3	23.08	4	30.77	1	7.69	2	15.38
Retired	23	14.47	70	44.03	50	31.45	9	5.66	7	4.40
Other	4	23.53	8	47.06	4	23.53	.	.	1	5.88
Don't Know/Refused	.	.	3	75.00	1	25.00

Others:

34-E-mail
10-High school visits
5-Job/college fair
3-Internet

2-Newspaper
Booth at the schools
Case to case basis
Television

Table 41
Over the Last Six Months, Do You Recall Receiving Any Literature From
Northland Community & Technical College?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	76	9.50	715	89.38	9	1.13
Male	32	7.98	363	90.52	6	1.50
Female	44	11.03	352	88.22	3	0.75
Age						
18 to 24 Years	.	.	38	100.0	.	.
25 to 34 Years	5	4.55	104	94.55	1	0.91
35 to 44 Years	17	10.30	148	89.70	.	.
45 to 54 Years	28	14.36	165	84.62	2	1.03
55 to 64 Years	19	13.29	121	84.62	3	2.10
65 and Over	7	4.90	133	93.01	3	2.10
Don't Know/Refused	.	.	6	100.0	.	.
Level of Education						
Less than high school	.	.	23	100.0	.	.
Some high school	2	6.06	30	90.91	1	3.03
High school graduate	18	10.53	153	89.47	.	.
Some college	18	10.84	144	86.75	4	2.41
Vocational/technical degree	14	11.20	110	88.00	1	0.80
College degree	20	9.66	186	89.86	1	0.48
Post-graduate degree	4	5.48	68	93.15	1	1.37
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment						
Full-time	52	11.28	405	87.85	4	0.87
Part-time	8	8.99	81	91.01	.	.
Student	1	3.45	28	96.55	.	.
Temporarily unemployed	4	14.29	24	85.71	.	.
Disabled	1	7.69	11	84.62	1	7.69
Retired	10	6.29	145	91.19	4	2.52
Other	.	.	17	100.0	.	.
Don't Know/Refused	.	.	4	100.0	.	.

Table 42
Mean Rating: Level of Agreement
How Effective Do You Feel This Literature Was In Conveying the
Information You Would Like to Know?
 (Asked of Those Who Recalled Receiving Literature From Northland Community & Technical College)
 (1=Not At All Effective, 5=Very Effective)

	N	Mean Rating
All	75	3.87
Male	32	3.88
Female	43	3.86
Age		
25 to 34 Years	5	4.20
35 to 44 Years	17	4.24
45 to 54 Years	27	3.89
55 to 64 Years	19	3.63
65 and Over	7	3.29
Level of Education		
Some high school	2	3.50
High school graduate	17	3.71
Some college	18	4.06
Vocational/technical degree	14	4.21
College degree	20	3.55
Post-graduate degree	4	4.25
Level of Employment		
Full-time	52	3.85
Part-time	7	4.57
Student	1	5.00
Temporarily unemployed	4	3.50
Disabled	1	4.00
Retired	10	3.50

Table 43
Have You Ever Visited the Northland Community & Technical College Web Site?

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	87	10.88	709	88.63	4	0.50
Male	35	8.73	363	90.52	3	0.75
Female	52	13.03	346	86.72	1	0.25
Age						
18 to 24 Years	4	10.53	32	84.21	2	5.26
25 to 34 Years	18	16.36	92	83.64	.	.
35 to 44 Years	25	15.15	140	84.85	.	.
45 to 54 Years	22	11.28	173	88.72	.	.
55 to 64 Years	14	9.79	128	89.51	1	0.70
65 and Over	4	2.80	138	96.50	1	0.70
Don't Know/Refused	.	.	6	100.0	.	.
Level of Education						
Less than high school	.	.	23	100.0	.	.
Some high school	1	3.03	31	93.94	1	3.03
High school graduate	13	7.60	158	92.40	.	.
Some college	21	12.65	143	86.14	2	1.20
Vocational/technical degree	13	10.40	112	89.60	.	.
College degree	28	13.53	179	86.47	.	.
Post-graduate degree	11	15.07	62	84.93	.	.
Don't Know/Refused	.	.	1	50.00	1	50.00
Level of Employment						
Full-time	60	13.02	401	86.98	.	.
Part-time	8	8.99	81	91.01	.	.
Student	4	13.79	23	79.31	2	6.90
Temporarily unemployed	7	25.00	21	75.00	.	.
Disabled	.	.	12	92.31	1	7.69
Retired	7	4.40	151	94.97	1	0.63
Other	1	5.88	16	94.12	.	.
Don't Know/Refused	.	.	4	100.0	.	.

Table 44
What Type of Information are You Looking For?
(Asked Only of Those Who Have Visited the Web Site)

42-Course offerings
 13-General information
 7-Medical field
 3-Looking for job openings
 2-Computer courses
 2-Transfer credits
 Accounting
 Accuplacer
 Basketball pictures
 Financial aid
 Grades
 Looking to finish certification (teaching)
 Loon nesting
 Program costs, tuition, visits and Thief River Falls
 Programs and tuition
 Registered for a test for a friend
 Registration information
 School project
 Something for my son
 Test
 Welding programs
 Which college to enroll
 2-Don't remember

Table 45
Were You Able to Find What You Were Looking For?
(Asked Only of Those Who Have Visited the Web Site)

	Yes		No		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN
All	67	77.01	15	17.24	5	5.75
Male	27	77.14	5	14.29	3	8.57
Female	40	76.92	10	19.23	2	3.85
Age						
18 to 24 Years	3	75.00	1	25.00	.	.
25 to 34 Years	14	77.78	3	16.67	1	5.56
35 to 44 Years	20	80.00	5	20.00	.	.
45 to 54 Years	17	77.27	4	18.18	1	4.55
55 to 64 Years	10	71.43	1	7.14	3	21.43
65 and Over	3	75.00	1	25.00	.	.
Level of Education						
Some high school	1	100.0
High school graduate	11	84.62	.	.	2	15.38
Some college	18	85.71	3	14.29	.	.
Vocational/technical degree	11	84.62	2	15.38	.	.
College degree	18	64.29	7	25.00	3	10.71
Post-graduate degree	8	72.73	3	27.27	.	.
Level of Employment						
Full-time	48	80.00	9	15.00	3	5.00
Part-time	5	62.50	2	25.00	1	12.50
Student	3	75.00	1	25.00	.	.
Temporarily unemployed	5	71.43	2	28.57	.	.
Retired	5	71.43	1	14.29	1	14.29
Other	1	100.0

Table 46
What is the Highest Level of Education You Have Completed?

	Less than high school		Some high school		High school graduate		Some college		Vocation/ Technical degree		College degree		Post- graduate degree		Don't Know/ Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	23	2.88	33	4.13	171	21.38	166	20.75	125	15.63	207	25.88	73	9.13	2	0.25
Male	9	2.24	20	4.99	90	22.44	80	19.95	61	15.21	95	23.69	45	11.22	1	0.25
Female	14	3.51	13	3.26	81	20.30	86	21.55	64	16.04	112	28.07	28	7.02	1	0.25
Age																
18 to 24 Years	.	.	3	7.89	10	26.32	12	31.58	3	7.89	10	26.32
25 to 34 Years	1	0.91	2	1.82	22	20.00	24	21.82	17	15.45	36	32.73	8	7.27	.	.
35 to 44 Years	1	0.61	5	3.03	24	14.55	45	27.27	36	21.82	39	23.64	15	9.09	.	.
45 to 54 Years	2	1.03	5	2.56	37	18.97	39	20.00	34	17.44	59	30.26	18	9.23	1	0.51
55 to 64 Years	6	4.20	2	1.40	30	20.98	28	19.58	19	13.29	37	25.87	20	13.99	1	0.70
65 and Over	13	9.09	15	10.49	47	32.87	17	11.89	16	11.19	23	16.08	12	8.39	.	.
Don't Know/Refused	.	.	1	16.67	1	16.67	1	16.67	.	.	3	50.00
Level of Employment																
Full-time	6	1.30	10	2.17	93	20.17	99	21.48	85	18.44	122	26.46	45	9.76	1	0.22
Part-time	3	3.37	3	3.37	17	19.10	17	19.10	12	13.48	29	32.58	8	8.99	.	.
Student	1	3.45	.	.	1	3.45	16	55.17	.	.	9	31.03	2	6.90	.	.
Temporarily unemployed	1	3.57	3	10.71	5	17.86	7	25.00	7	25.00	5	17.86
Disabled	7	53.85	1	7.69	3	23.08	.	.	1	7.69	1	7.69
Retired	12	7.55	15	9.43	44	27.67	19	11.95	18	11.32	35	22.01	16	10.06	.	.
Other	.	.	1	5.88	4	23.53	6	35.29	.	.	5	29.41	1	5.88	.	.
Don't Know/Refused	.	.	1	25.00	.	.	1	25.00	.	.	2	50.00

Table 47

At About What Grade Level Did You Make Your College or University Choice?
(Asked Only of Respondents Whose Highest Level of Education was Some College, Vocational/Technical Degree, College Degree, or Post-Graduate Degree)

	Before High School		9th Grade		10th Grade		11th Grade		12th Grade		After High School		Don't Know/Refused	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	14	2.45	20	3.50	36	6.30	92	16.11	278	48.69	121	21.19	10	1.75
Male	4	1.42	9	3.20	19	6.76	41	14.59	143	50.89	62	22.06	3	1.07
Female	10	3.45	11	3.79	17	5.86	51	17.59	135	46.55	59	20.34	7	2.41
Age														
18 to 24 Years	1	4.00	1	4.00	.	.	7	28.00	12	48.00	3	12.00	1	4.00
25 to 34 Years	1	1.18	6	7.06	7	8.24	17	20.00	38	44.71	13	15.29	3	3.53
35 to 44 Years	1	0.74	5	3.70	11	8.15	24	17.78	61	45.19	30	22.22	3	2.22
45 to 54 Years	8	5.33	5	3.33	9	6.00	18	12.00	76	50.67	33	22.00	1	0.67
55 to 64 Years	1	0.96	1	0.96	4	3.85	18	17.31	60	57.69	20	19.23	.	.
65 and Over	1	1.47	2	2.94	5	7.35	7	10.29	29	42.65	22	32.35	2	2.94
Don't Know/Refused	1	25.00	1	25.00	2	50.00
Level of Education														
Some college	2	1.20	5	3.01	12	7.23	32	19.28	71	42.77	40	24.10	4	2.41
Vocational/technical degree	2	1.60	1	0.80	8	6.40	12	9.60	58	46.40	43	34.40	1	0.80
College degree	8	3.86	10	4.83	11	5.31	37	17.87	109	52.66	27	13.04	5	2.42
Post-graduate degree	2	2.74	4	5.48	5	6.85	11	15.07	40	54.79	11	15.07	.	.
Level of Employment														
Full-time	10	2.85	14	3.99	24	6.84	54	15.38	175	49.86	69	19.66	5	1.42
Part-time	1	1.52	2	3.03	4	6.06	14	21.21	33	50.00	12	18.18	.	.
Student	1	3.70	2	7.41	.	.	6	22.22	12	44.44	4	14.81	2	7.41
Temporarily unemployed	1	5.26	.	.	1	5.26	4	21.05	9	47.37	4	21.05	.	.
Disabled	1	20.00	1	20.00	3	60.00	.	.
Retired	1	1.14	2	2.27	5	5.68	12	13.64	39	44.32	27	30.68	2	2.27
Other	2	16.67	.	.	7	58.33	2	16.67	1	8.33
Don't Know/Refused	1	33.33	2	66.67

Table 48a
When You Were Researching Colleges, Where Did You Look For Information?
 (Asked Only of Respondents Whose Highest Level of Education was Some
 College, Vocational/Technical Degree, College Degree, or Post-Graduate Degree)
 (Multiple Responses)

	N	PctN
High School Counselor	168	29.42
Phoned College Directly	66	11.56
Friends	58	10.16
Career Fairs	46	8.06
Parents	37	6.48
Other	185	32.40
Don't Know/Refused	39	6.83

Others:

30-Local school
 25-Visited the school
 21-Web site
 19-Open days
 12-Mail
 12-My own decision
 9-Library
 7-At work
 7-College brochure
 7-Teacher
 7-Word-of-mouth
 5-College representative

5-Family went there
 5-On military base
 3-Newspaper
 2-Church
 2-Job service
 2-Yellow Pages
 Class course list
 Counseling center
 Internet
 Law enforcement plan
 Magazine

Table 48b
When You Were Researching Colleges, Where Did You Look For Information?
 (Asked Only of Respondents Whose Highest Level of Education was Some
 College, Vocational/Technical Degree, College Degree, or Post-Graduate Degree)
 (Multiple Responses)

	Phoned College Directly		High School Counselor		Parents		Friends		Career Fairs	
	N	PctN	N	PctN	N	PctN	N	PctN	N	PctN
All	66	11.56	168	29.42	37	6.48	58	10.16	46	8.06
Male	27	9.61	80	28.47	16	5.69	27	9.61	23	8.19
Female	39	13.45	88	30.34	21	7.24	31	10.69	23	7.93
Age										
18 to 24 Years	1	4.00	7	28.00	.	.	1	4.00	2	8.00
25 to 34 Years	11	12.94	23	27.06	6	7.06	11	12.94	7	8.24
35 to 44 Years	13	9.63	44	32.59	6	4.44	17	12.59	12	8.89
45 to 54 Years	18	12.00	45	30.00	9	6.00	14	9.33	13	8.67
55 to 64 Years	10	9.62	36	34.62	11	10.58	10	9.62	9	8.65
65 and Over	13	19.12	10	14.71	4	5.88	5	7.35	3	4.41
Don't Know/Refused	.	.	3	75.00	1	25.00
Level of Education										
Some college	21	12.65	38	22.89	8	4.82	21	12.65	17	10.24
Vocational/technical degree	12	9.60	41	32.80	5	4.00	9	7.20	7	5.60
College degree	22	10.63	67	32.37	14	6.76	19	9.18	13	6.28
Post-graduate degree	11	15.07	22	30.14	10	13.70	9	12.33	9	12.33
Level of Employment										
Full-time	34	9.69	117	33.33	22	6.27	35	9.97	27	7.69
Part-time	9	13.64	18	27.27	4	6.06	11	16.67	6	9.09
Student	1	3.70	4	14.81	1	3.70	1	3.70	2	7.41
Temporarily unemployed	1	5.26	8	42.11	2	10.53	2	10.53	1	5.26
Disabled	.	.	1	20.00	.	.	1	20.00	1	20.00
Retired	17	19.32	14	15.91	8	9.09	8	9.09	7	7.95
Other	3	25.00	6	50.00	1	8.33
Don't Know/Refused	1	33.33	1	33.33

Table 49
Sample Demographics

	N	PctN
All	800	100.0
Male	401	50.13
Female	399	49.88
Age		
18 to 24 Years	38	4.75
25 to 34 Years	110	13.75
35 to 44 Years	165	20.63
45 to 54 Years	195	24.38
55 to 64 Years	143	17.88
65 and Over	143	17.88
Don't Know/Refused	6	0.75
Level of Education		
Less than high school	23	2.88
Some high school	33	4.13
High school graduate	171	21.38
Some college	166	20.75
Vocational/technical degree	125	15.63
College degree	207	25.88
Post-graduate degree	73	9.13
Don't Know/Refused	2	0.25
Level of Employment		
Full-time	461	57.63
Part-time	89	11.13
Student	29	3.63
Temporarily unemployed	28	3.50
Disabled	13	1.63
Retired	159	19.88
Other	17	2.13
Don't Know/Refused	4	0.50

Level of Employment – Others:

14-Homemaker

3-Military

