

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

	N	PctN
University	464	58.06
Technical college	224	27.95
Community college	59	7.35
Industry Trade	32	4.05
Other	1	0.07
Don't know/refused	20	2.52

Table 2
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	427	53.31
Bemidji State University	124	15.54
NCTC-Thief River Falls	44	5.50
Northwest Technical College- Bemidji	41	5.16
UND Lake Region-Devils Lake	34	4.29
NDSU-Fargo	22	2.72
U of M-Crookston	16	1.97
NCTC-East Grand Forks	15	1.90
Mayville State University	9	1.18
Minnesota State University- Moorhead	8	0.95
MSCTC-Moorhead	5	0.57
MSCTC-Detroit Lakes	2	0.30
MSCTC-Fergus Falls	1	0.09
Other	24	2.97
Don't Know/Refused	28	3.54

Table 3
If You Were Looking for Further Training or Education,
is There a Specific Facility You Would Consider Attending?

	N	PctN
UND-Grand Forks	216	27.05
Bemidji State University	69	8.61
Northwest Technical College- Bemidji	51	6.38
NCTC-Thief River Falls	46	5.75
NCTC-East Grand Forks	36	4.57
NDSU-Fargo	35	4.35
UND Lake Region-Devils Lake	31	3.94
U of M-Crookston	30	3.72
Minnesota State University- Moorhead	15	1.90
MSCTC-Moorhead	13	1.61
Mayville State University	9	1.11
MSCTC-Detroit Lakes	5	0.66
MSCTC-Fergus Falls	1	0.09
MSCTC-Wadena	1	0.03
Other	64	7.95
Don't Know/Refused	178	22.26

Table 4
If You Were Looking for Further Training or Education,
What Type of Educational Program Would You be Interested In?

	N	PctN
Business programs	136	16.99
Health programs	142	17.76
Pre professional programs	60	7.43
Trade programs	94	11.78
Technology programs	79	9.81
Online programs	17	2.17
Liberal arts programs	33	4.13
Other	145	18.16
Don't Know/Refused	94	11.79

Table 5
How Long Would You Anticipate It Taking You to Attain This Training or Education?

	N	PctN
Less than 1 year	42	5.22
Less than 2 years	276	34.50
Less than 3 years	126	15.74
Less than 4 years	120	15.00
4 years or more	125	15.58
Other	1	0.09
Don't Know/Refused	111	13.86

Table 6
Do You See Yourself Being Interested in Further Training or Education In The Next....?

	N	PctN
6 months	108	13.46
1 year	79	9.92
2 years	70	8.80
3 years	35	4.37
4 or more years	186	23.30
Not interested in further training or education	280	34.95
Don't Know/Refused	42	5.20

Table 7
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	797	4.23

Table 8
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	797	4.15

Table 9
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	27.82
Bemidji State University	65	8.09
Minnesota State University-Moorhead	41	5.13
NDSU-Fargo	36	4.44
Concordia College-Moorhead	25	3.15
Northwest Technical College-Bemidji	20	2.50
U of M-Crookston	18	2.22
UND Lake Region-Devils Lake	16	2.03
MSCTC-Fergus Falls	10	1.26
Mayville State University	9	1.18
NCTC-Thief River Falls	9	1.16
NCTC-East Grand Forks	5	0.60
MSCTC-Moorhead	3	0.41
Other	87	10.93
Don't Know/Refused	233	29.09

Table 10
Have You Ever Heard of Northland Community & Technical College?

	N	PctN
Yes	570	71.30
No	228	28.45
Don't know/refused	2	0.25

Table 11
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)

	N	PctN
Yes	400	70.11
No	148	26.00
Don't know/refused	22	3.89

Table 12
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)

	N	PctN
Yes	89	15.65
No	481	84.34

Table 13
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)

	N	PctN
Yes	37	41.96
No	51	57.76
Don't know/refused	1	0.27

Table 14
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	9	1.67
Technology programs	4	0.70
Trade programs	4	0.67
Pre-professional programs	3	0.61
Business programs	2	0.26
Online programs	1	0.23
Other	20	3.44
Don't Know/Refused	527	92.41

Table 15
Did You Know That Northland Community & Technical College Offers Distance Learning Opportunities with Courses Offered Over the Internet?

	N	PctN
Yes	271	33.93
No	525	65.59
Don't know/refused	4	0.47

Table 16
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	799	2.21

Table 17

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?

	N	PctN
Yes	446	55.74
No	353	44.13
Don't know/refused	1	0.13

Table 18

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?

	N	PctN
Yes	307	38.34
No	490	61.24
Don't know/refused	3	0.43

Table 19

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	778	3.40

Table 20

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	796	1.77

Table 21
Were You Aware That Northland Community & Technical College Visits
Local and Regional High Schools Throughout the Year?

	N	PctN
Yes	362	45.28
No	437	54.59
Don't know/refused	1	0.13

Table 22
Have You Seen, Read or Heard Anything Related to
Northland Community & Technical College in the Past Year?

	N	PctN
Yes	348	43.49
No	451	56.39
Don't know/refused	1	0.12

Table 23
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
Television	109	31.38
Newspaper	85	24.43
Radio	77	22.24
Website	31	8.85
Direct Mail	26	7.33
Magazine/publications	16	4.57
Billboard	8	2.27
Event	2	0.57
Other	67	19.12
Don't Know/Refused	5	1.34

Table 24
Would You, Personally, Like to Receive Information From Northland Community & Technical College Concerning Careers, Programs, and Course Schedules?

	N	PctN
Yes	158	19.75
No	641	80.22
Don't know/refused	1	0.03

Table 25
How Often Do You Think Northland Community & Technical College Should Communicate Information on the Programs They Offer?

	N	PctN
Never	2	0.23
1 time per year	102	12.81
2 times per year	213	26.64
3 times per year	113	14.12
4 times per year	152	19.06
5 times per year	11	1.32
6 times per year	13	1.66
7 or more times per year	132	16.49
Don't Know/Refused	61	7.67

Table 26
**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
Local Television	290	36.30
Newspaper	281	35.13
Radio	265	33.17
Cable Television	200	25.03
Direct Mail	183	22.83
Web Site	68	8.46
Billboards	53	6.69
Email	39	4.90
Magazine/publications	20	2.47
Other	109	13.61
Don't Know/Refused	21	2.57

Table 27
**Which Do You Feel Would be the Best Method for Northland Community & Technical College
 to Maintain Contact with a Prospective Student?**

	N	PctN
Phone calls	158	19.69
Letters in the mail	478	59.78
Personal visits	104	12.96
Other	43	5.42
Don't know/refused	17	2.15

Table 28
Over the Last Six Months, Do You Recall Receiving Any Literature From Northland Community & Technical College?

	N	PctN
Yes	38	4.77
No	758	94.81
Don't know/refused	3	0.42

Table 29
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	38	3.96

Table 30
Have You Ever Visited the Northland Community & Technical College Web Site?

	N	PctN
Yes	98	12.26
No	682	85.20
Don't know/refused	20	2.54

Table 31
Were You Able to Find What You Were Looking For?
 (Asked Only of Those Who Have Visited the Web Site)

	N	PctN
Yes	75	76.73
No	20	20.50
Don't know/refused	3	2.77

Table 32

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)

	N	PctN
Before high school	18	3.06
9th grade	25	4.36
10th grade	23	4.07
11th grade	126	21.92
12th grade	274	47.63
Other	92	16.00
Don't know/refused	17	2.96

Table 33

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	169	29.34
Website	114	19.79
Career Fairs	47	8.23
Friends	47	8.23
Phoned College Directly	47	8.23
Parents	21	3.71
Open days	12	2.17
Other	138	24.09
Don't Know/Refused	15	2.64

Table 34
Sample Demographics

	N	PctN
All	800	100.0
Male	429	53.65
Female	371	46.35
Age		
18 to 24 Years	381	47.63
25 to 34 Years	161	20.13
35 to 44 Years	109	13.62
45 to 54 Years	102	12.75
55 to 64 Years	35	4.37
65 and Over	6	0.75
Don't Know/Refused	6	0.75
Level of Education		
Less than high school	5	0.65
Some high school	41	5.13
High school graduate	178	22.25
Some college	214	26.77
Vocational/technical degree	102	12.73
College degree	223	27.83
Post-graduate degree	36	4.55
Don't Know/Refused	1	0.10
Level of Employment		
Full-time	431	53.86
Part-time	81	10.14
Student	167	20.90
Temporarily unemployed	51	6.35
Disabled	7	0.89
Retired	18	2.20
Other	32	4.06
Don't Know/Refused	13	1.60