



Ogilvy Public Relations Worldwide



California Community Colleges Career Technical Education

Research Findings 2016

Contents

- Objectives
- Methodology
- Executive Summary
- Implications
- Awareness, Barriers, & Benefits
- Demographics
- Focus On Sections
- Appendix

Objectives

Measure Awareness & Perceptions

- Assess current level of awareness around California Community Colleges' Career Technical Education (CTE) classes and programs in California's 5 economic regions
- Gauge familiarity and knowledge of CTE classes and programs among current and prospective students
- Identify student barriers to enrollment in CTE programs
- Understand key attitudes towards and perceptions of CTE classes and programs

Methodology

Who	<p>N=439 California Community College students and prospective students</p> <ul style="list-style-type: none">▪ N=200 California Community College students▪ N=239 Prospective CCC students (including soft quota of 19% High School Students ages 16-18)▪ Ethnicity: 30% Caucasian, 40% Latino/Hispanic, 16% Asian/Pacific Islander, 12% African American <p><i>Sample was developed to mirror California community colleges student demographics</i></p>
How	<ul style="list-style-type: none">▪ 5 minute quantitative online survey
Where	<ul style="list-style-type: none">▪ Northern California, Bay Area, Central Valley/Coast, Southern California 1, Southern California 2 (See appendix for definition and breakdown)

Executive Summary

- **Overall awareness** of Career Technical Education (CTE) programs or classes in general is **high**.
- **Familiarity and specific understanding** of these programs and classes is **low**, however.
- Most students and prospective students would consider a CTE class or program but **need more information**.
- When it comes to benefits of CTE enrollment, most current and prospective students agree a CTE class or program will **help them financially** and **lead to a job** that interests them.
- **Knowledge surrounding CTE programs** is the **biggest barrier** to enrollment, although current students wanting a four-year degree is also a considerable barrier.
- Students and prospective students are most likely to **seek more information** on a California community college **website or on a web search**.

Implications

1

Current and prospective students react positively to the idea of CTE programs and classes but need more information.

2

This research suggests that key messages can highlight improved job prospects and career opportunities.

3

Desire for a four-year degree is high, and some believe private programs take less time. Consider emphasizing the strengths (e.g., value) of CCC CTE programs and classes relative to these two options.

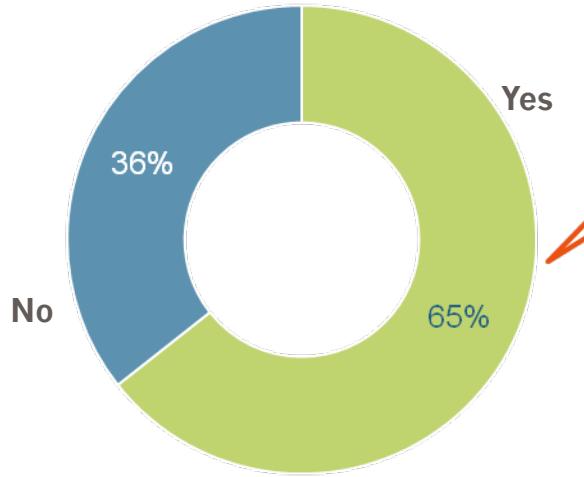
4

California community college websites and internet searches will be the first source of information – make sure website answers students' and prospective students' questions and is optimized for search.

Awareness, Barriers, & Benefits

A majority of students are aware of the phrase “Career Technical Education” – Prospective students are less aware

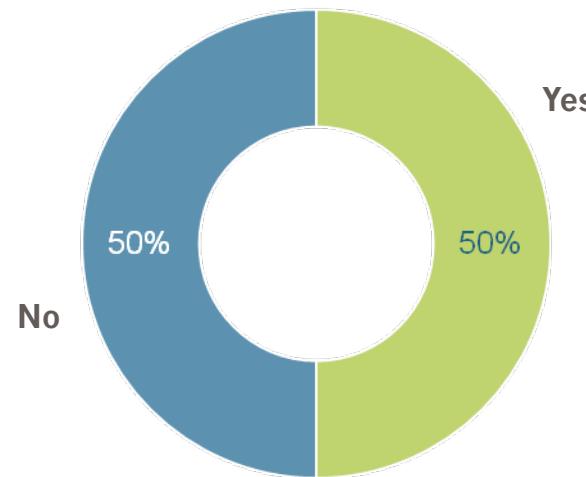
“CTE” Awareness
Current Students



Yes

Current students
are significantly
more aware than
prospective
students.

“CTE” Awareness
Prospective Students



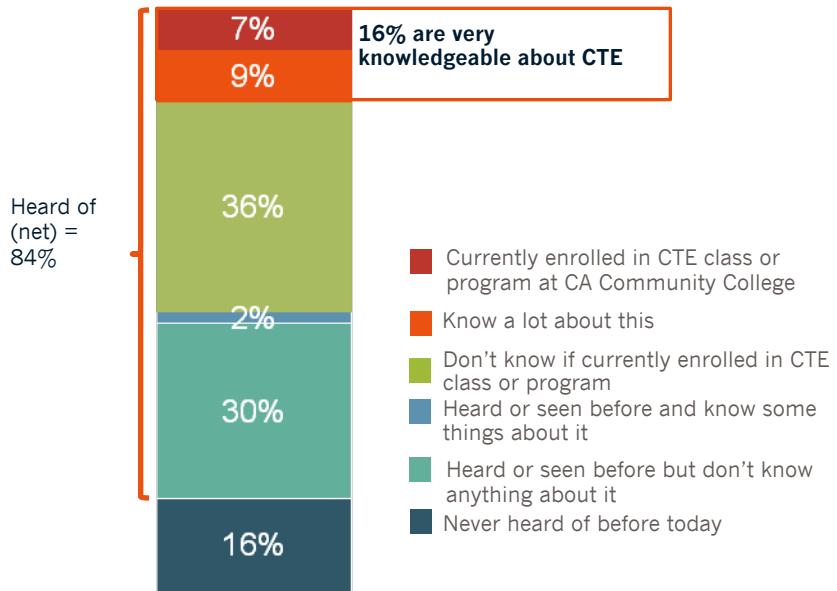
No

Yes

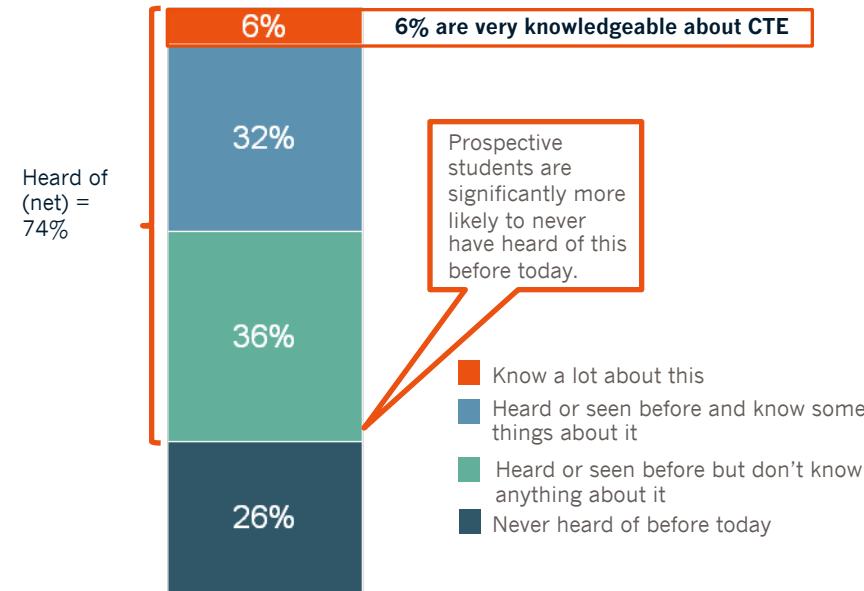
Q1. Have you heard of the phrase, “Career Technical Education” or “CTE” before? (Base: Current Students=200 / Prospective Students=239)

Although awareness of CTE is high, familiarity with CCC's CTE classes or programs is low

Familiarity with “CTE” Current Students

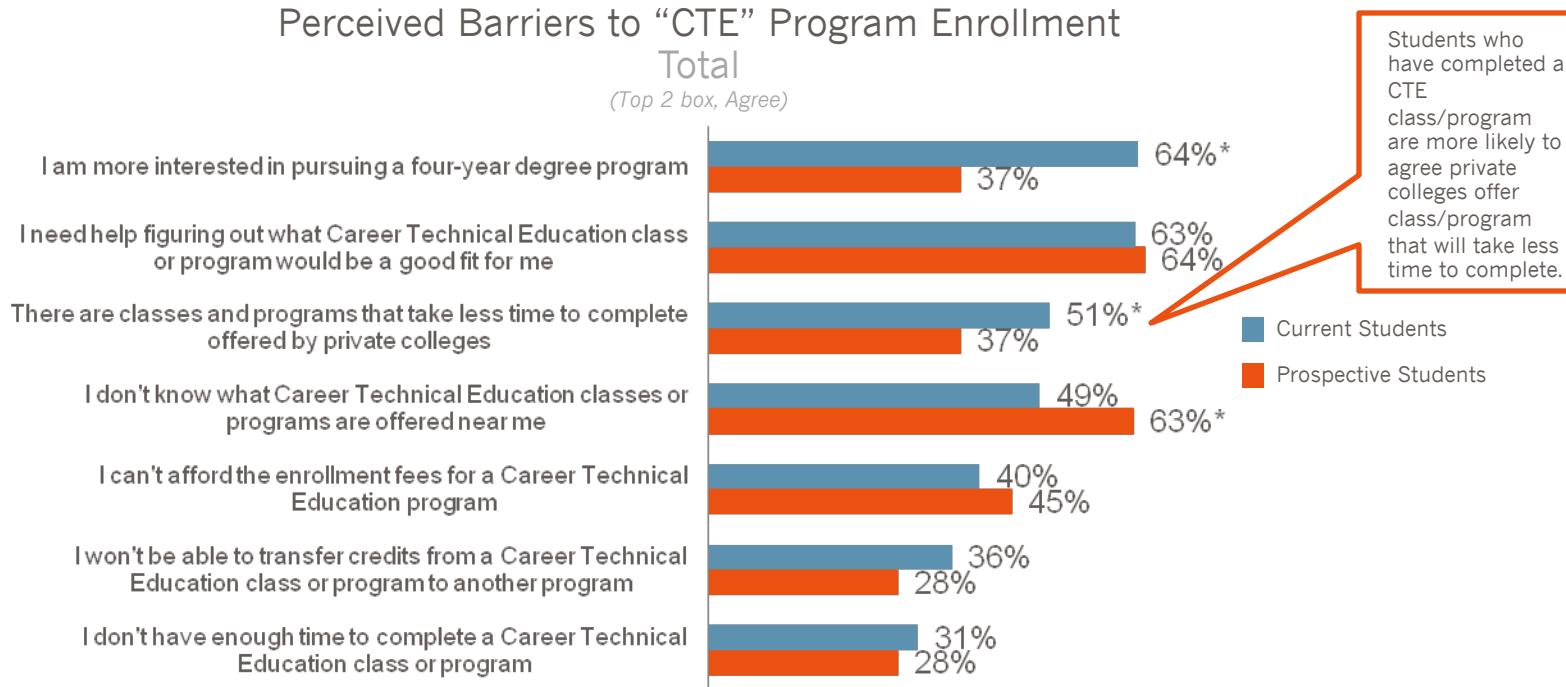


Familiarity with “CTE” Prospective Students



Q2. Which response below best describes your familiarity with Career Technical Education classes or programs at California Community Colleges? (Base: Current Students=200 / Prospective Students=239)

Interest in a four-year degree and knowledge surrounding CTE programs are the biggest barriers to enrollment



Q4. Please indicate your level of agreement or disagreement with each of the statements. (Base: Current Students=200 / Prospective Students=239)

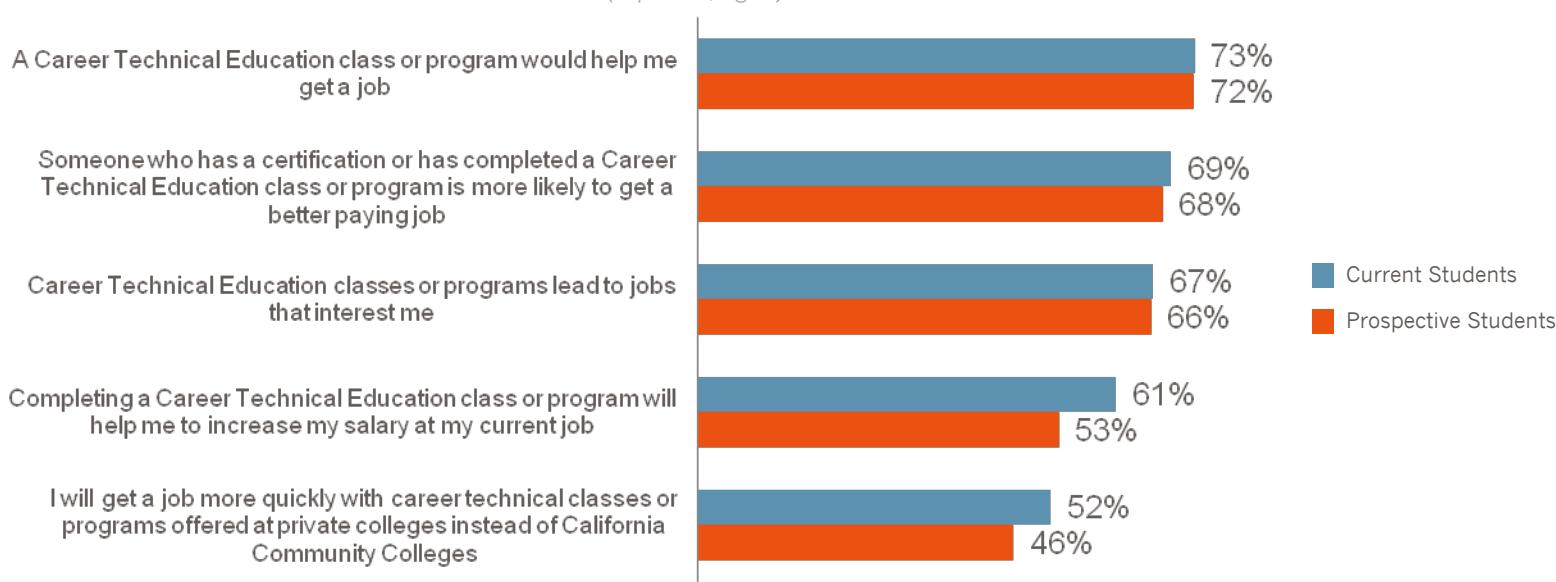
Note: * Denotes a significant difference at the 95% confidence level.

Most students agree a CTE class or program will help them financially and lead to a job of interest

Perceived Benefits to “CTE” Program Enrollment

Total

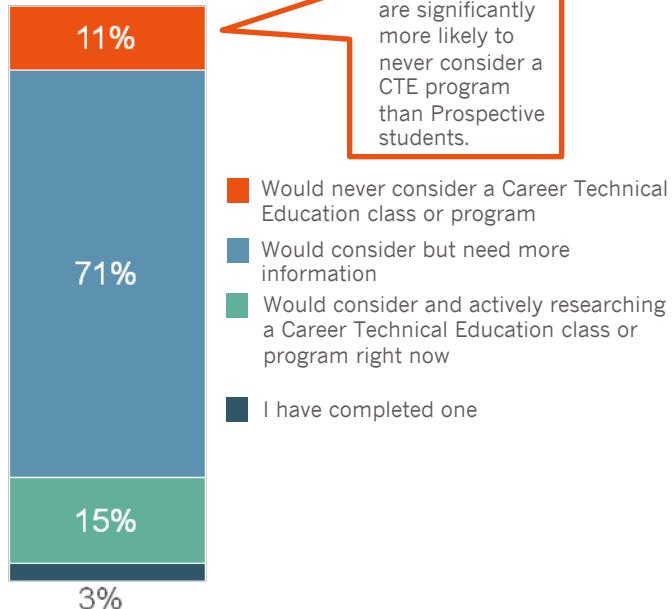
(Top 2 box, Agree)



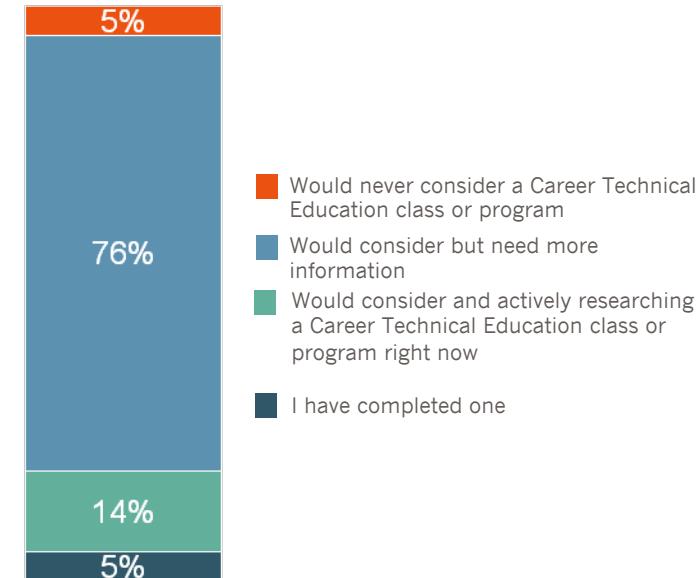
Q4. Please indicate your level of agreement or disagreement with each of the statements. (Base: Current Students=200 / Prospective Students=239)

Most students would consider a Career Technical Education class or program at a CCC but need more information

Consideration of “CTE” at CCC Current Students Not Enrolled

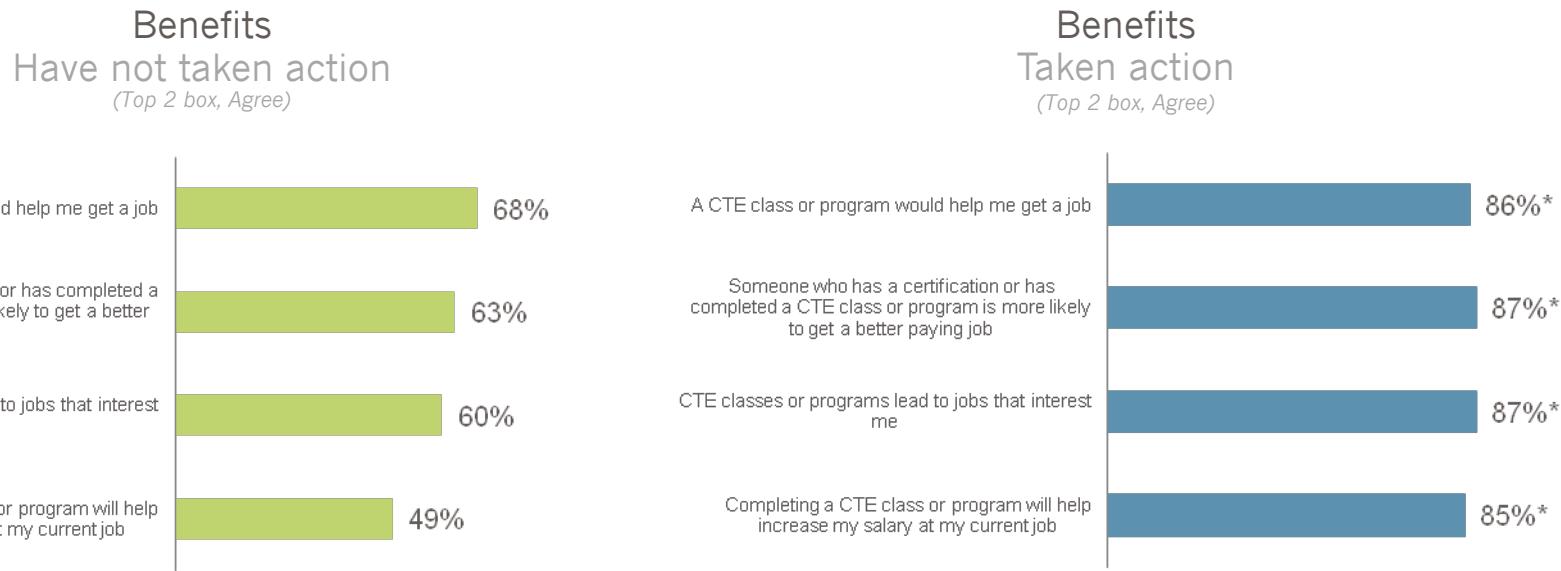


Consideration of “CTE” at CCC Prospective Students



Q3. Which of the following describes your feelings about enrolling in a Career Technical Education class or program at California Community Colleges? (Base: Current Students not currently enrolled in CTE program=186 / Prospective Students=239)

Those who have taken action agree with the benefits of a CTE class or program more so than those who haven't taken action



Haven't taken action students either would not consider a CTE class/program or would consider, but need more information

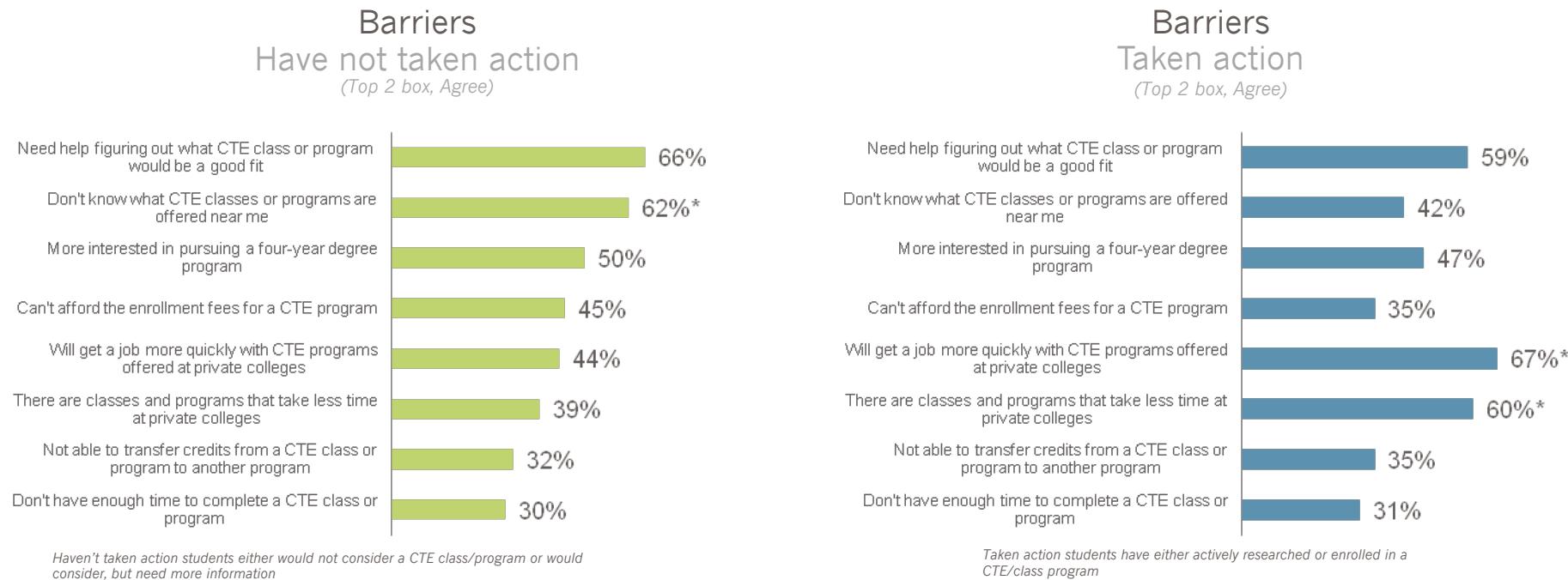
Taken action students have either actively researched or enrolled in a CTE/class program

Q3. Which of the following describes your feelings about enrolling in a Career Technical Education class or program at California Community Colleges? (Base: Those not currently enrolled in CCC CTE=407)

Q4. Please indicate your level of agreement or disagreement with each of the statements (Base: Haven't Taken Action=347 / Taken Action=78)

Note: * Denotes a significant difference at the 95% confidence level.

Knowledge about CTE programs and appeal of four-year degree are the biggest barriers for those who haven't taken action



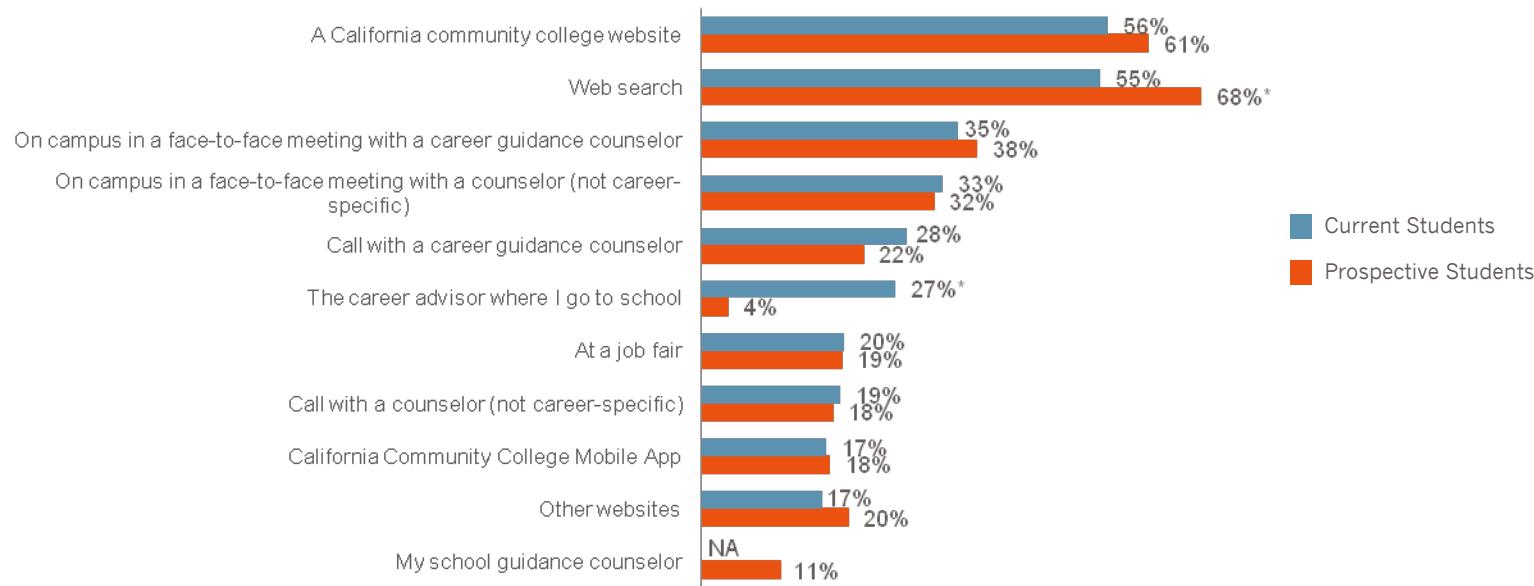
Q3. Which of the following describes your feelings about enrolling in a Career Technical Education class or program at California Community Colleges? (Base: Those not currently enrolled in CCC CTE=425)

Q4. Please indicate your level of agreement or disagreement with each of the statements (Base: Haven't Taken Action=347 / Taken Action=78)

Note: * Denotes a significant difference at the 95% confidence level.

Most students would go to a California community college website or a web search to learn more about a CTE program

Information Sources for “CTE” Program at CCC
Total



Q5. If you wanted to learn more about Career Technical Education classes or programs at California Community Colleges, where would you go? (Base: Current Students=200 / Prospective Students=239)

Note: * Denotes a significant difference at the 95% confidence level.

High School Student Profile

A subsample of high school students was surveyed to get directional feedback from this hard-to-reach group. We've outlined their results separately here.

	Consider California Community College	Of the 38 high school students surveyed, 74% would consider enrolling in the future and 24% are not sure.
	Awareness & Familiarity	Half of high school students have heard of the phrase Career Technical Education or CTE but familiarity is low with 55% having seen or heard it but not knowing what it is. Almost a quarter (24%) say they know something or a lot about CTE.
	Consideration of CTE class or program	Most high school students (84%) would consider a CTE class or program but need more information. One in eight (13%) students say they would never consider a CTE class or program at CCC.
	Barriers to enrollment	A majority of students need to figure out if a CTE class or program would be a good fit or if they are available near them. Another barrier is the appeal of a four-year degree.
	To learn more...	These students would complete a web search or talk to their high school guidance counselor.

Demographics

Demographics

	Current Students (N=200)	Prospective Students (N=239)
Age		
Mean	25 years	33 years*
Gender		
Men	55%*	45%
Women	45%	55%*
Region		
Southern California 1	26%	34%
Bay Area	22%	28%
Central Valley/Coast	24%	16%
Southern California 2	17%	14%
Northern California	11%	8%
Ethnicity		
Hispanic/Latino	51%	31%
Caucasian/White	19%	39%
Asian or Pacific Islander	16%	15%
African-American/Black	12%	12%
American Indian or Alaskan Native	1%	2%
Other	1%	1%
Marital Status		(N=207)
Married	16%	46%*
Separated/Divorced	2%	8%
Single	69%	33%
Other/Prefer not to answer	13%	13%

Note: * Denotes a significant difference at the 95% confidence level.

Demographics

	Current Students (N=200)	Prospective Students (N=239)
Employment Status		
Full-time	27%	34%
Part-time	23%	17%
Full-time student	27%*	12%
Part-time student	10%*	5%
Unemployed	6%	11%
Other	7%	21%*
Considering Attending CCC		
I currently am enrolled in a California Community College	100%	NA
Yes, in the next six months	NA	28%
Yes, in six months to a year	NA	14%
Yes, in a year or more	NA	11%
Yes, but not sure when	NA	19%
Not sure	NA	28%
Income		
Mean	\$37,800	\$42,400

Note: * Denotes a significant difference at the 95% confidence level.

Focus On: Region

Focus On: Region

	Northern CA (N=40) (a)	Bay Area (N=111) (b)	Central Valley/Coast (N=86) (c)	Southern CA 1 (N=134) (d)	Southern CA 2 (N=68) (e)
Familiarity with CTE					
I have heard or seen before and but don't know anything about it	35%	32%	26%	39% c	34%
I have heard or see before and know some things about it	30%	41% d	42% d	28%	28%
Enrollment of CTE					
I have completed a CTE class or program	5%	5%	7% d	2%	4%
CTE Benefits (Top-2 Agree)					
Someone who has a certification or has completed a Career Technical Education class or program is more likely to get a better paying job	85% bcde	64%	66%	69%	68%
CTE Barriers (Top-2 Agree)					
I am more interested in pursuing a four-year degree program	45%	43%	58% b	48%	53%
I don't know what Career Technical Education classes or programs are offered near me	60%	56%	56%	49%	72% bcd
I won't be able to transfer credits from a Career Technical Education class or program to another program	28%	34%	41% d	24%	34%
I can't afford the enrollment fees for a Career Technical Education program	50%	34%	56% bd	37%	46%

Note: Letters denote significant differences at the 95% confidence level.

Focus On: Region

	Northern CA (N=40) (a)	Bay Area (N=111) (b)	Central Valley/Coast (N=86) (c)	Southern CA 1 (N=134) (d)	Southern CA 2 (N=68) (e)
Information sources to learn more about CTE					
CCC website	45%	62%	55%	64% a	54%
On campus F2F meeting with a counselor (not career-specific)	30%	26%	37%	38% b	26%
CCC mobile app	25%	23% d	14%	13%	16%
Career advisor where I go to school	18%	13%	22% d	10%	13%
My school guidance counselor	8%	2%	7%	5%	12% b

Note: Letters denote significant differences at the 95% confidence level.

Focus On: Ethnicity

Focus On: Ethnicity

	Latino (N=174) (a)	Caucasian (N=132) (b)	African American/Black (N=52) (c)	Asian/Pac Islander (N=69) (d)
Familiarity with CTE				
I know a lot about this	9%	5%	13% b	4%
Consideration				
I would consider it but need more information	74%	78% c	63%	73%
CTE Benefits (Top-2 Agree)				
Completing a Career Technical Education class or program will help me to increase my salary at my current job	54%	53%	54%	70% ab
CTE Barriers (Top-2 Agree)				
I am more interested in pursuing a four-year degree program	61% bc	39%	44%	48%
There are classes and programs that take less time to complete offered by private colleges	43%	38%	60% ab	43%
I won't be able to transfer credits from a Career Technical Education class or program to another program	37% b	26%	37%	28%
Information sources to learn more about CTE				
CCC website	51%	61%	67% a	65% a
Call with a counselor (not career-specific)	14%	20%	35% abd	14%
CCC mobile app	13%	19%	13%	26% a
My school guidance counselor	10% b	2%	4%	4%

Note: Letters denote significant differences at the 95% confidence level.

Focus On: Income

Focus On: Income

	Less than \$25K (N=115) (a)	\$25K-\$49K (N=114) (b)	\$50K-99K (N=135) (c)	\$100K+ (N=47) (d)
Familiarity with CTE				
I have never heard of this before today	27% b	15%	21%	21%
I have heard or seen and know some things about it	33%	40% c	28%	43%
Consideration				
I would never consider	15% bc	4%	5%	9%
I would consider and am actively researching a Career Technical Education class or program right now	6%	17% a	20% a	22% a
I have completed one	6% b	1%	6% b	2%
CTE Barriers (Top-2 Agree)				
I don't have enough time to complete a Career Technical Education class or program	37% b	22%	27%	38% b
I won't be able to transfer credits from a Career Technical Education class or program to another program	41% b	26%	33%	28%
I can't afford the enrollment fees for a Career Technical Education program	59% bcd	39%	36%	30%
CCC website	50%	60%	67% a	60%
On campus F2F meeting with a counselor	30%	42% a	43% a	28%

Note: Letters denote significant differences at the 95% confidence level.

Appendix

Regional Sampling Plan

Region	Counties
Northern California	Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Mendocino, Tehama, Plumas, Lake, Glenn, Colusa, Sutter, Yuba, Sierra, Nevada, Placer, El Dorado, Amador, Calaveras
Bay Area	Sonoma, Napa, Yolo, Marin, Solano, Sacramento, Contra Costa, San Joaquin, Alameda, San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito, Stanislaus
Central Valley/Coast	Monterey, San Luis Obispo, Santa Barbara, Merced, Kings, Madera, Fresno, Mariposa, Tuolumne, Alpine, Mono, Inyo, Tulare
Southern California 1	Kern, Ventura, Los Angeles, San Bernardino, Orange, Riverside
Southern California 2	San Diego, Imperial