

## A Message from Napa Valley College

### Governing Board of Trustees President Mary Ann Mancuso and Superintendent Dr. Ronald Kraft

For the past year, as we celebrated our 75<sup>th</sup> year of service to the Napa Valley community, the College has engaged the community and gathered robust community feedback as we continue long-term planning for the future. We are grateful to residents and College students, faculty and staff for their feedback so far. The College has worked internally and externally to solicit feedback for long-term Facilities Master Planning and educational priorities, including campus town halls, 28 external community presentations, direct resident outreach and independent public opinion research, of which key findings can be found in this presentation.

Priorities for Napa Valley College we have heard to date from all audiences include:

- Update classrooms and educational facilities to meet current earthquake, fire and safety codes
- Modernize classrooms for job training in technology, computers and engineering
- Repair and upgrade vocational classrooms and training centers for 21<sup>st</sup> century jobs
- Improve veterans' support services
- Repair or replace leaking roofs, and repair/maintain classrooms, science labs and vocational educational facilities

While the College will not be pursuing an education measure in 2018, we will continue to plan for the future with students, faculty, staff and the community to address -- among other priorities -- expanding services for veteran's returning to civilian life, ensuring our local high school student graduates and residents have access to high quality affordable education, and providing career technical education in fields such as welding, machine tool technology, and other in-demand fields. Again, we are so grateful to the community and the College family for their input.

Sincerely,



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## Napa Valley College: 2018 Napa Valley CCD Educational Priorities Survey

July 2018

Napa Valley Community College District commissioned Godbe Research to conduct a survey with the following research objectives:

- Identify educational priorities;
- Determine what information is important to respondents;
- Use demographic and/or behavioral characteristics to validate the representativeness of the sample.

- Data Collection Landline (165), cell phone (32), text to online (335), and email to online (96) interviewing
- Universe 53,419 likely November 2018 voters in the Napa Valley Community College District
- Fielding Dates June 20 through June 27, 2018
- Interview Length 18 minutes
- Sample Size n=628
- Margin of Error  $\pm 3.89\%$

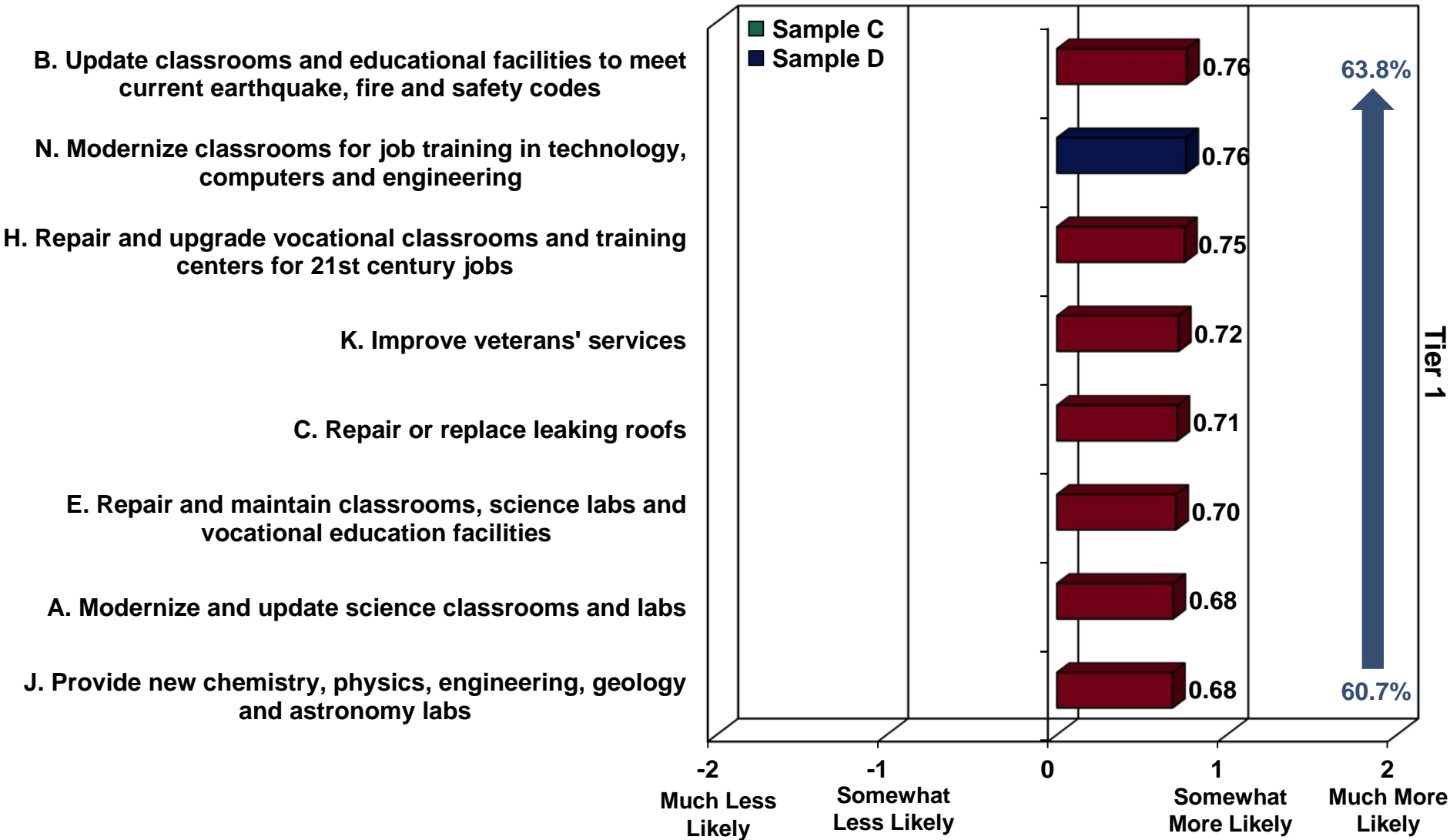


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## Key Findings

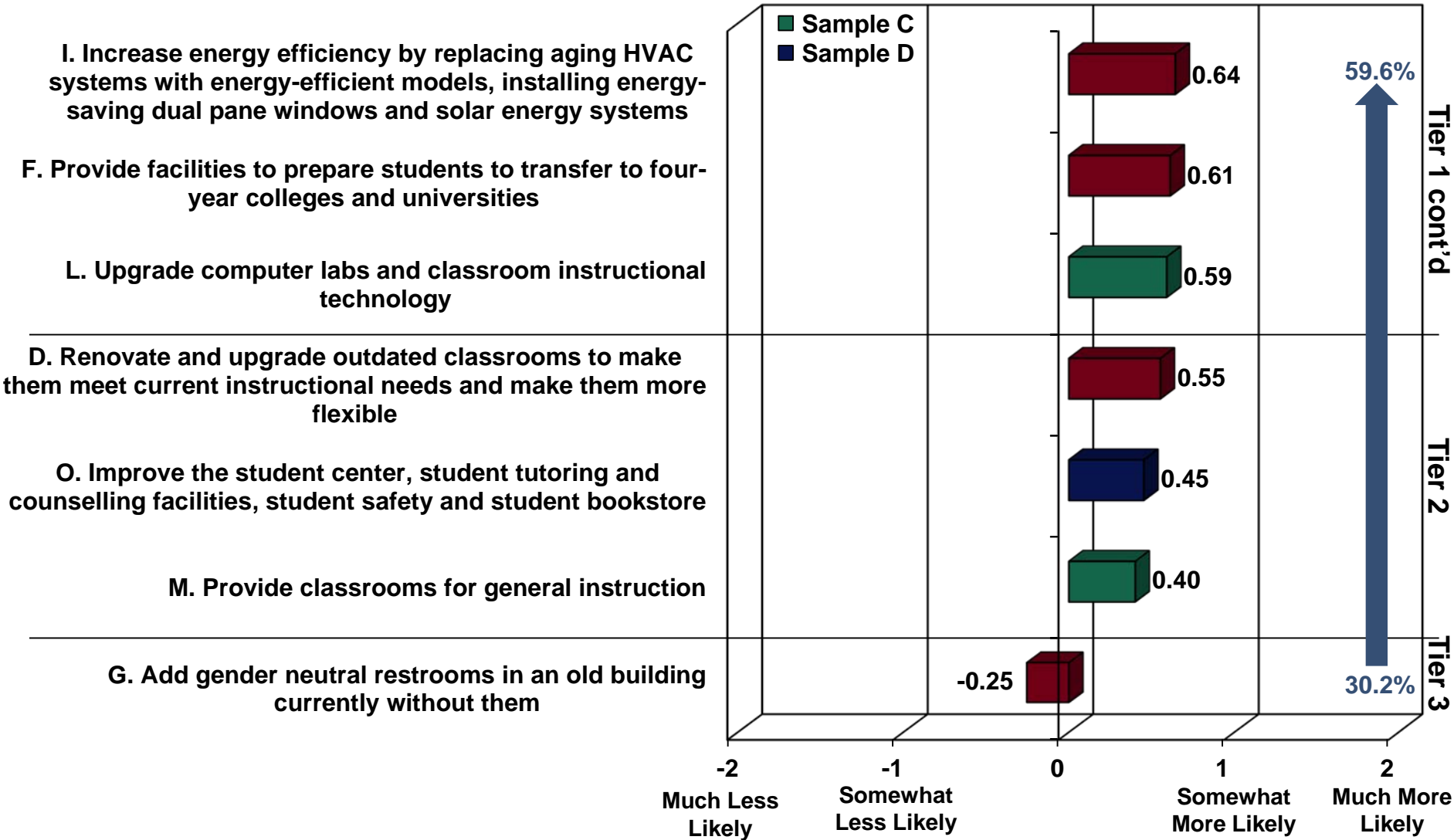
# Respondents' Educational Priorities - I (n=628)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2. The percentage range represented by the blue arrow is the combination of percent much more likely and somewhat more likely.

# Respondents' Educational Priorities - II

(n=628)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2. The percentage range represented by the blue arrow is the combination of percent much more likely and somewhat more likely.

# Information of Importance to Respondents - I (n=628)

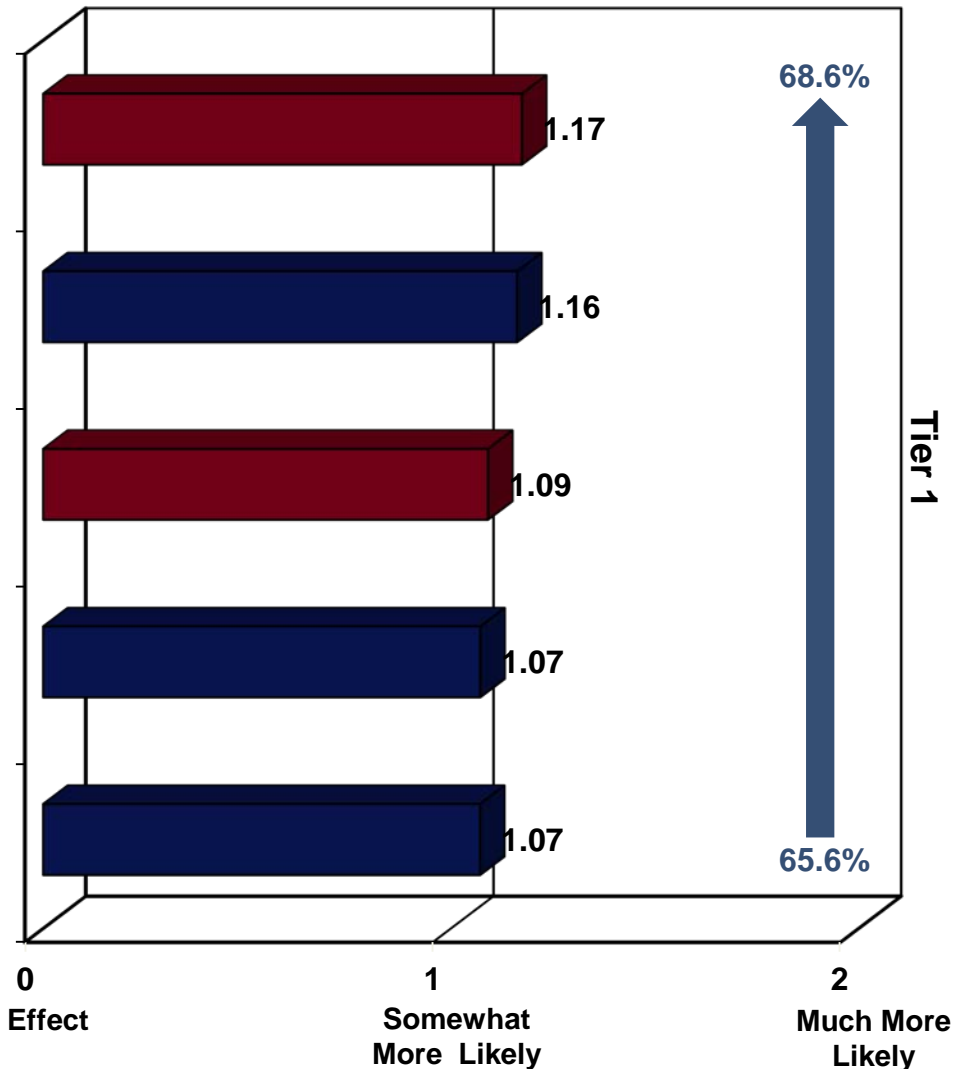
**B. Every penny from this measure will benefit Napa Valley College campuses and educational centers, be controlled locally, and cannot be taken away by Sacramento**

**D. This measure requires citizens' oversight and yearly reports to the community to keep the College accountable for how the funds are spent**

**C. None of the money from this measure can be used to increase salaries, benefits or pensions for administrators, teachers, or any other College employees**

**P. The measure will expand the campus veterans' services to assist veterans returning to civilian life**

**M. This measure will help ensure that our local community college can provide our high school graduates and other local residents with access to high quality, affordable college options**



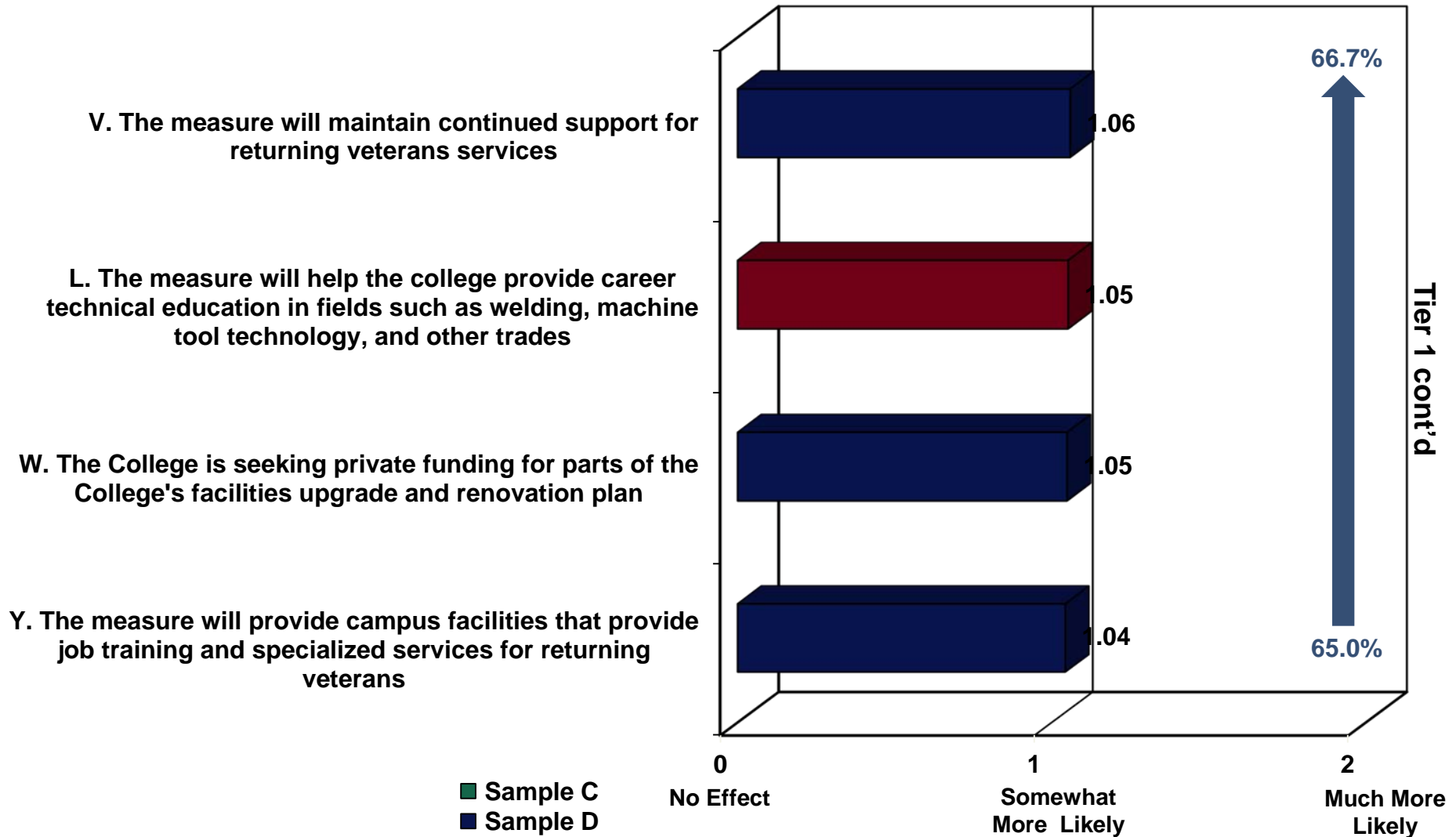
■ Sample C  
■ Sample D

0 No Effect      1 Somewhat More Likely      2 Much More Likely

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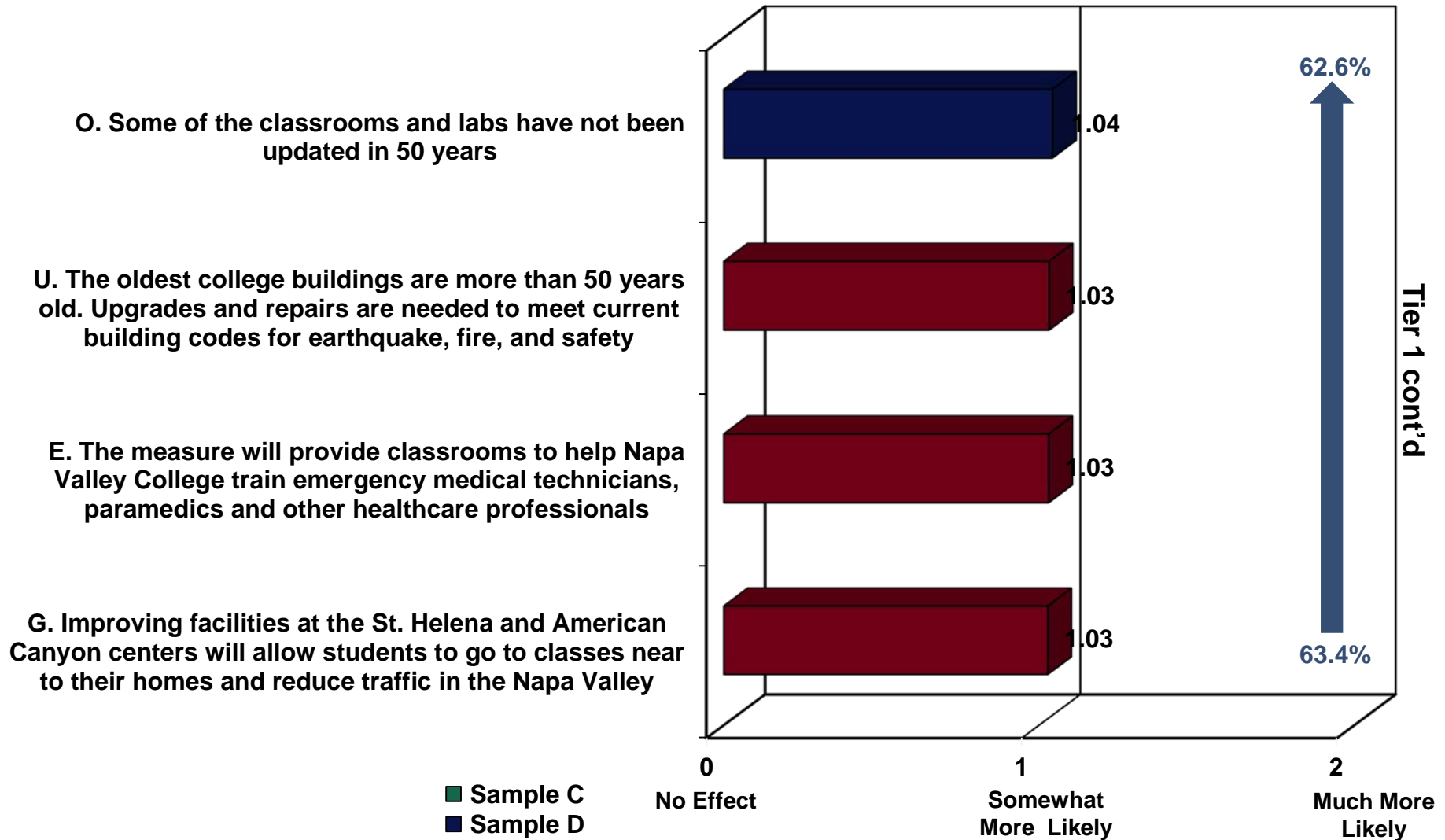


# Information of Importance to Respondents - II (n=628)



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# Information of Importance to Respondents - III (n=628)



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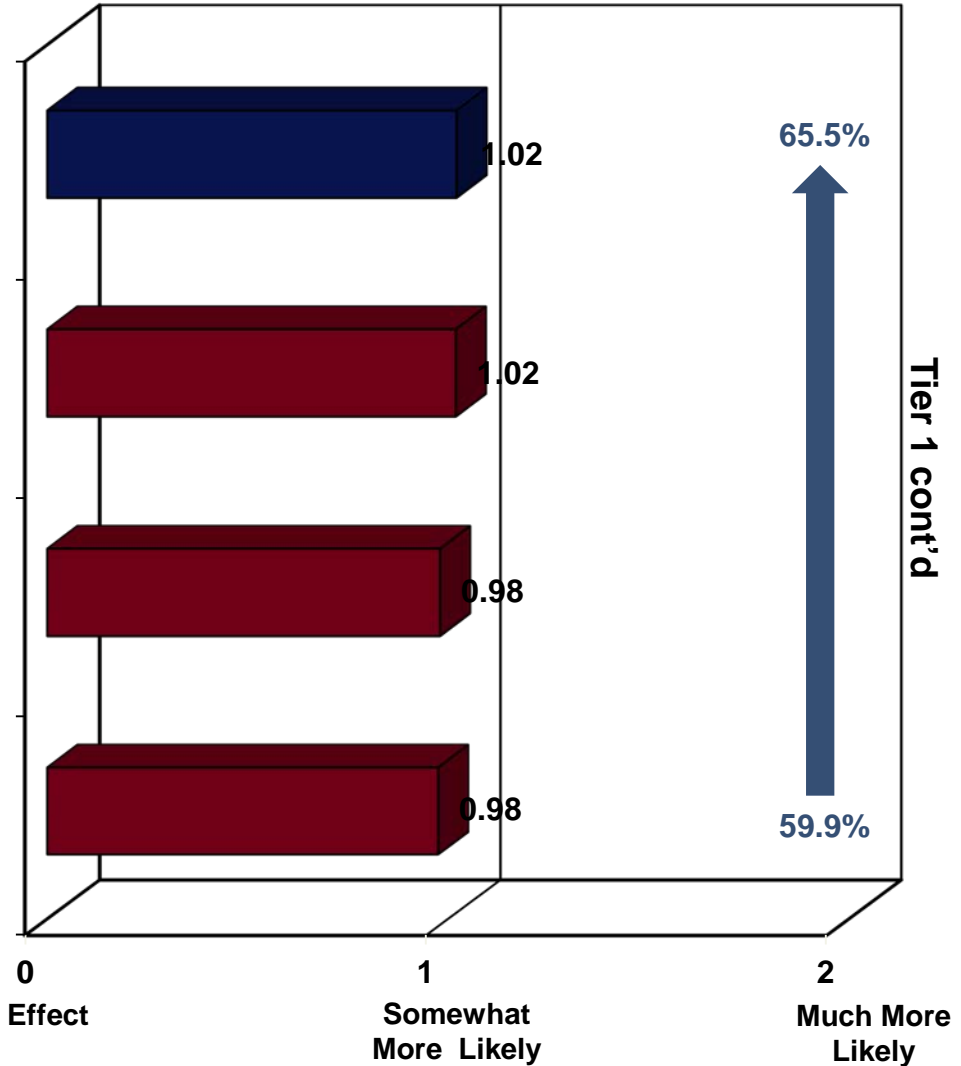
# Information of Importance to Respondents - IV (n=628)

**T. Napa Valley College trains emergency first responders including emergency medical technicians, paramedics, nurses, and police**

**F. The measure will build science labs to meet growing student demand for science, technology, engineering and math classes**

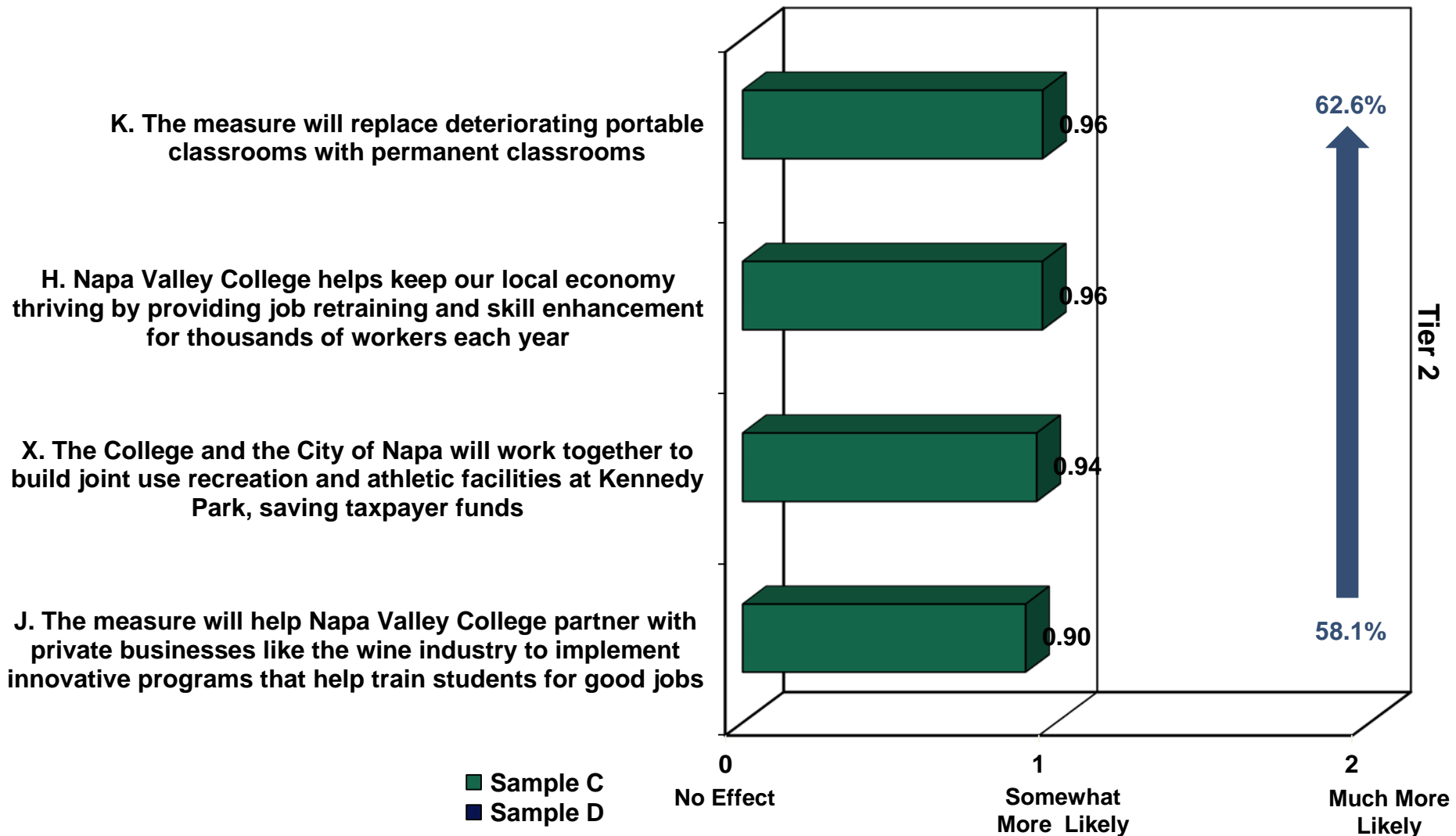
**I. This measure will fund important technology upgrades to classrooms and training centers to equip students with the skills they need to be competitive for today's jobs**

**A. Napa Valley College was recognized as the number one community college in California two years in a row for academic excellence and student success, out of all California community colleges**



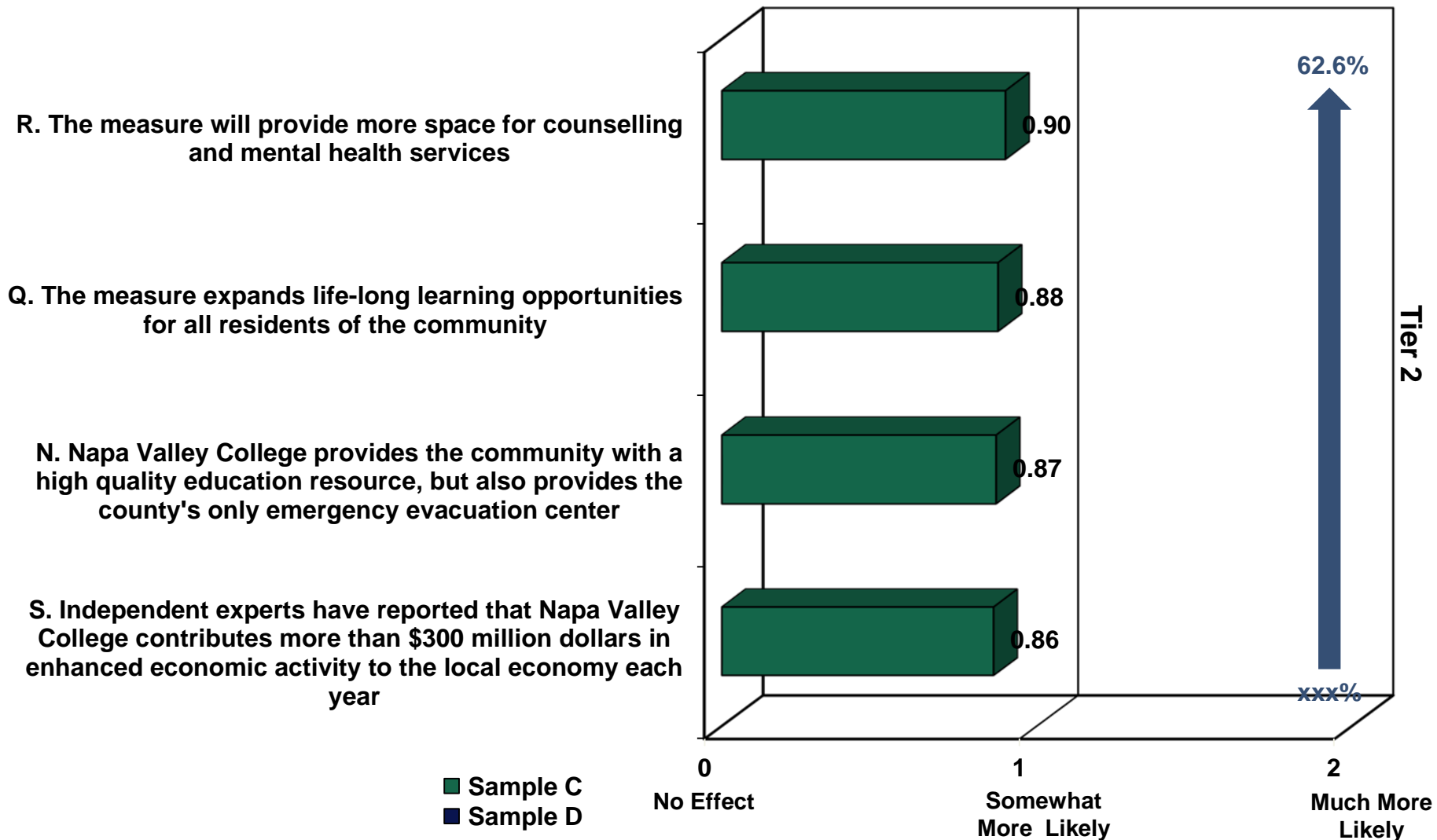
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Information of Importance to Respondents - V (n=628)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Information of Importance to Respondents - VI (n=628)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

- Top tier educational priorities were:
  - Update classrooms and educational facilities to meet current earthquake, fire and safety codes
  - Modernize classrooms for job training in technology, computers and engineering
  - Repair and upgrade vocational classrooms and training centers for 21st century jobs
  - Improve veterans' services
  - Repair or replace leaking roofs
  - Repair and maintain classrooms, science labs and vocational education facilities
  - Modernize and update science classrooms and labs
  - Provide new chemistry, physics, engineering, geology and astronomy labs
  - Increase energy efficiency by replacing aging heating, ventilation and air conditioning systems with energy-efficient models, installing energy-saving dual pane windows and installing solar energy systems
  - Provide facilities to prepare students to transfer to four-year colleges and universities
  - Upgrade computer labs and classroom instructional technology

- Top information of importance for the College to consider if planning for a future bond:
  - Every penny...will benefit Napa Valley College campuses and educational centers, be controlled locally, and cannot be taken away by Sacramento
  - Requires citizens' oversight and yearly reports to the community to keep the College accountable for how the funds are spent
  - None of the money...can be used to increase salaries, benefits or pensions for administrators, teachers, or any other College employees
  - Will expand the campus veterans' services to assist veterans returning to civilian life
  - Help ensure that our local community college can provide our high school graduates and other local residents with access to high quality, affordable college options
  - ...maintain continued support for returning veterans services
  - ...provide career technical education in fields such as welding, machine tool technology, and other trades
  - ...[seek] private funding for parts of the College's facilities upgrade and renovation plan
  - ...provide campus facilities that provide job training and specialized services for returning veterans
  - [Update] classrooms and labs [that] have not been updated in 50 years



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