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Summary of Findings

SDCCD Career Education:
Perception and Market Dynamics
Stitch Marketing + Research

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Today's meeting

Goal

Review Stitch Marketing + Research's findings of San Diego Community College District's (SDCCD) awareness and perceptions within the District's service areas

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RESPONDENT PROFILE

Respondent Profiles, Region Survey July 2022

PROFILE	RESPONDENTS: 478
Prospective students - Career Education (18-40 years old), San Diego and Imperial County (n=48)	321
Parents & guardians (families and caretakers) of regional high school juniors and seniors	62
Employers - San Diego and Imperial County	57
High school counselors - San Diego & Imperial County	38

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Regions of the County

Self-reported place of residence or employment by respondents based on San Diego County and Imperial County map in July 2022 study of San Diego & Imperial Counties Community Colleges Regional Consortium (The Region)
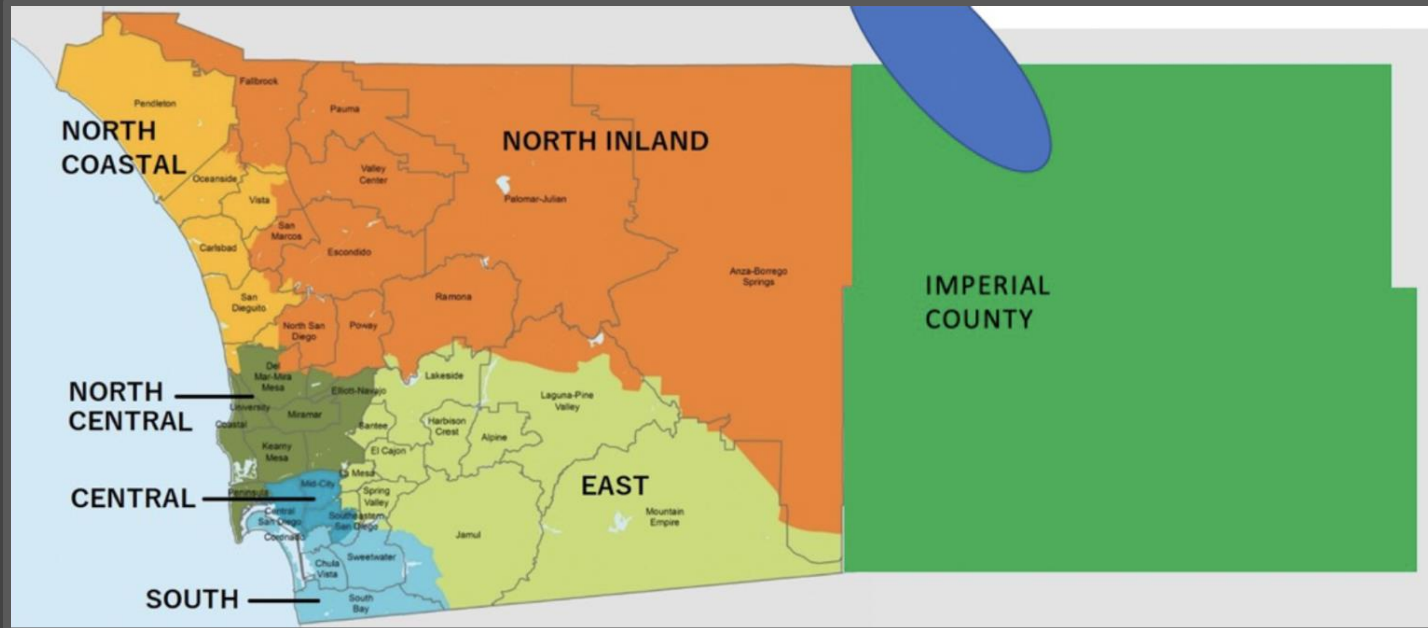
Service Areas by Region

SDCCD Four Colleges' Service Areas

Central Region Respondents [n=51]

+ San Diego City College
+ San Diego College of Continuing Education

North Central Region Respondents [n=60]

+ San Diego Mesa College
+ San Diego College of Continuing Education
+ San Diego Miramar College

HIGHER ED PERCEPTIONS

Defining higher education

To me, higher education is: (mark as many as you feel fit the term "higher education"):

TYPE [sorted by Central Region]	Central Region Service Area	North Central Region Service Area
4-year college or university	96%	94%
Community College	60%	61%
Technical School	52%	50%
Online Courses	44%	44%
Trade School	40%	47%
Vocational School	40%	42%
Job Training	25%	38%

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Defining community college

Next, we'll ask you to tell us which type of schooling matches certain descriptions. For each you can mark as many as you feel fit the description.

COMMUNITY COLLEGE IS… [sorted by Central Region]	Central Region Service Area	North Central Region Service Area
For just about anyone	87%	86%
For someone trying to figure out what to do next	87%	87%
For someone wanting to make smart choices	69%	68%
For someone with a plan	50%	49%
For someone wanting to get right to work–get a job	19%	32%

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Agreement statements
Higher education in 2022

How much do you agree or disagree with the following statements that some people have made about education after high school in 2022?

AGREE WITH STATEMENT [sorted by Central Region]	Central Region Service Area	North Central Region Service Area
You can create your own career without any education at all after high school.	59%	54%
A bachelor's degree is a minimum requirement to get a decent job these days.	55%	59%
It's not worth it to go into a lot of debt for a college education.	49%	28%
A 4-year degree will always be the best education anyone can get after high school.	43%	46%
Job training is more valuable than a general education.	43%	34%

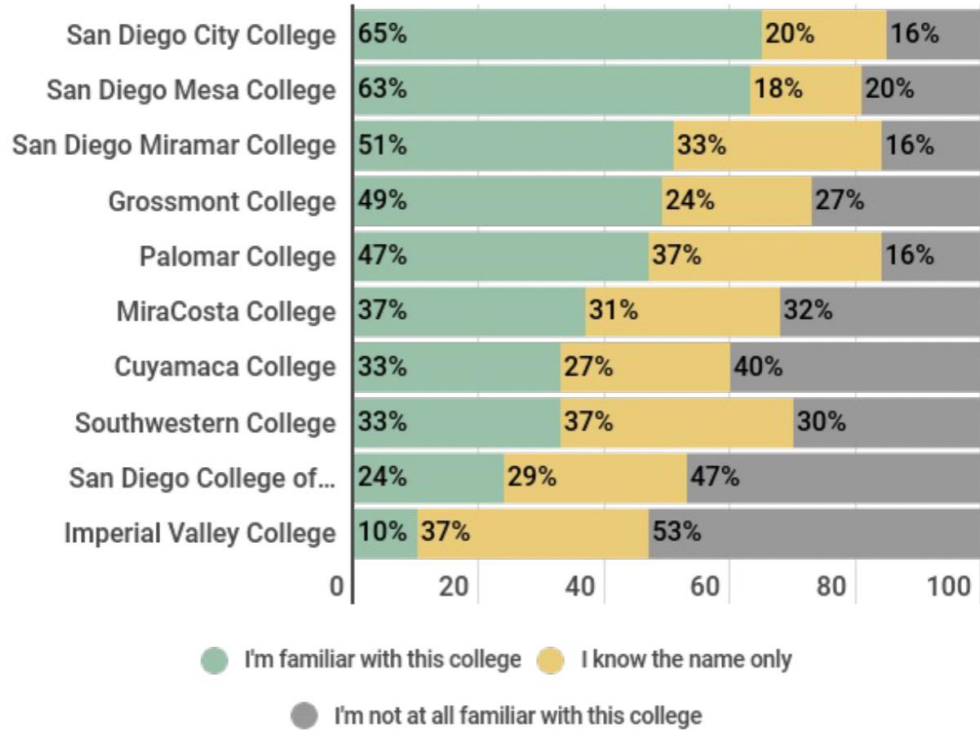3fold

COMMUNITY COLLEGE AWARENESS

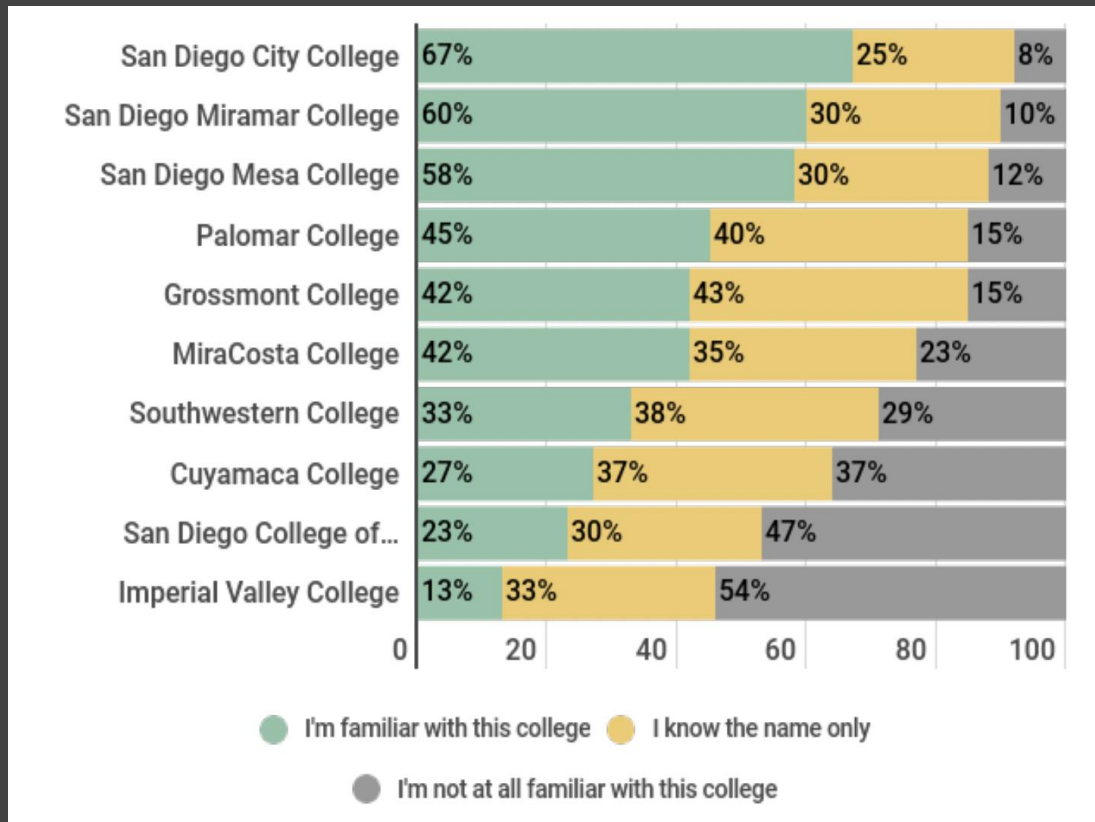# Awareness: Central Region

Profile:

Central Region Service Area

[n=51]

Awareness: North Central Region
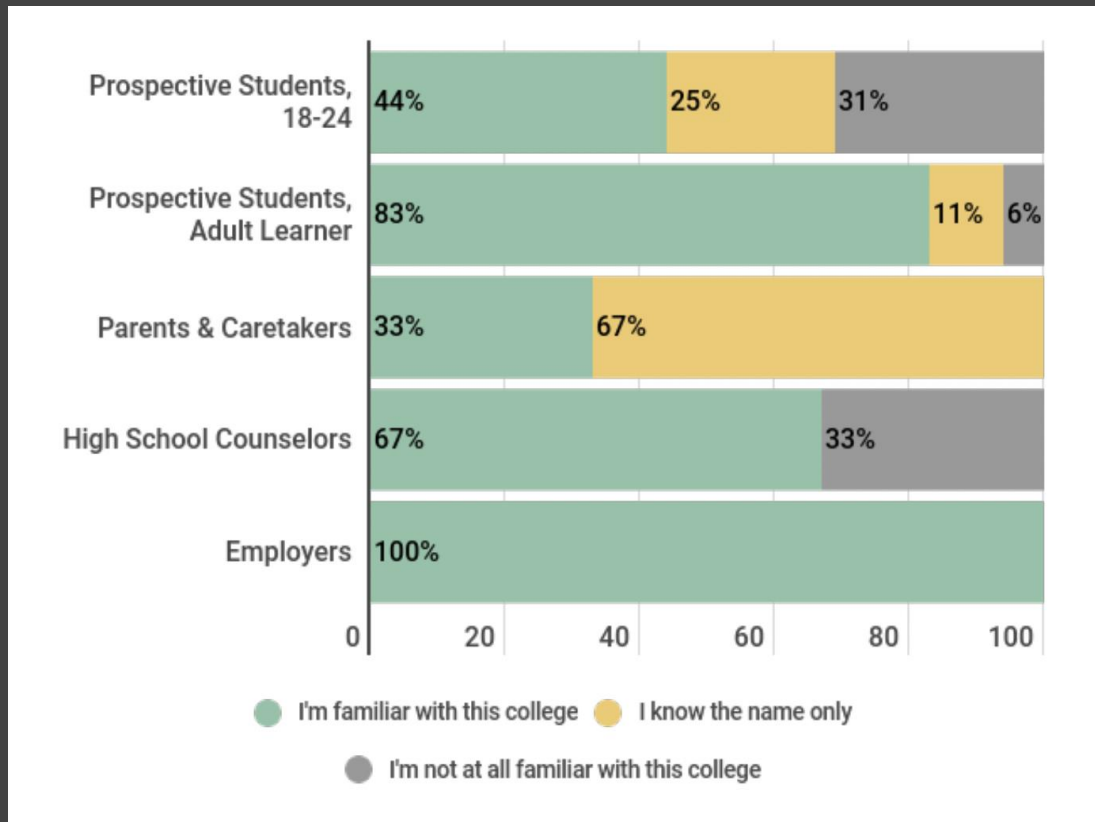
Profile:

North Central Region Service Area

[n=60]

College	I'm familiar with this college	I know the name only	I'm not at all familiar with this college
San Diego City College	67%	25%	8%
San Diego Miramar College	60%	30%	10%
San Diego Mesa College	58%	30%	12%
Palomar College	45%	40%	15%
Grossmont College	42%	43%	15%
MiraCosta College	42%	35%	23%
Southwestern College	33%	38%	29%
Cuyamaca College	27%	37%	37%
San Diego College of…	23%	30%	47%
Imperial Valley College	13%	33%	54%

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Awareness: San Diego City College

Profile:

Central Region Service Area

[n=3-18]

Prospective Students, 18-24: 44% I'm familiar with this college, 25% I know the name only, 31% I'm not at all familiar with this college

Prospective Students, Adult Learner: 83%, 11%, 6%

Parents & Caretakers: 33%, 67%

High School Counselors: 67%, 33%

Employers: 100%

● I'm familiar with this college ● I know the name only
● I'm not at all familiar with this college

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Awareness: San Diego Miramar College

Profile:

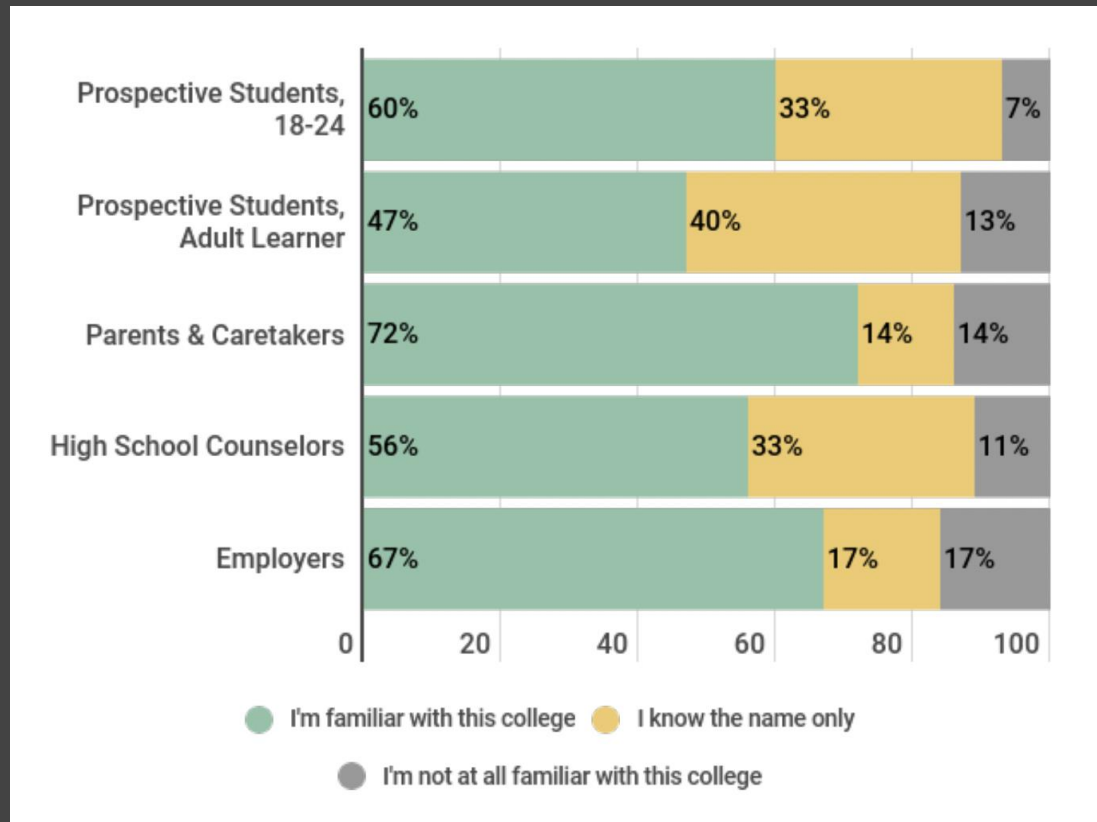**North Central Region Service Area**
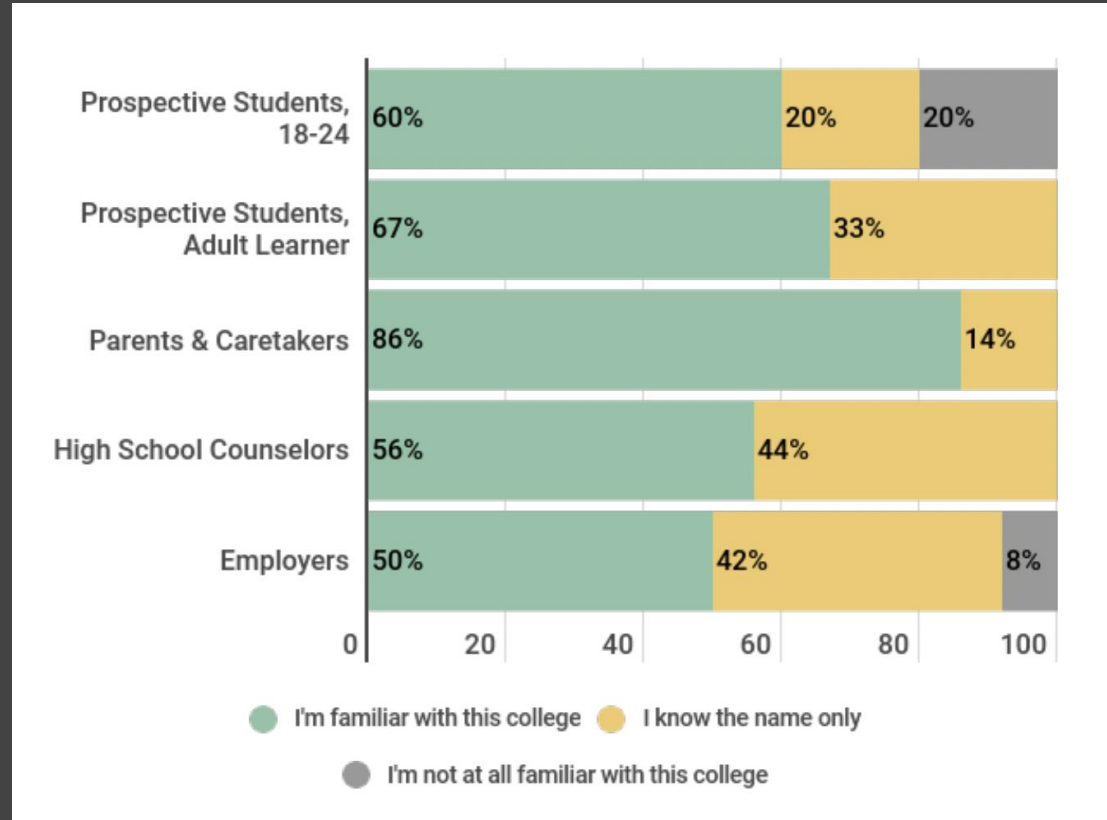
[n=7-15]

Awareness: San Diego Mesa College
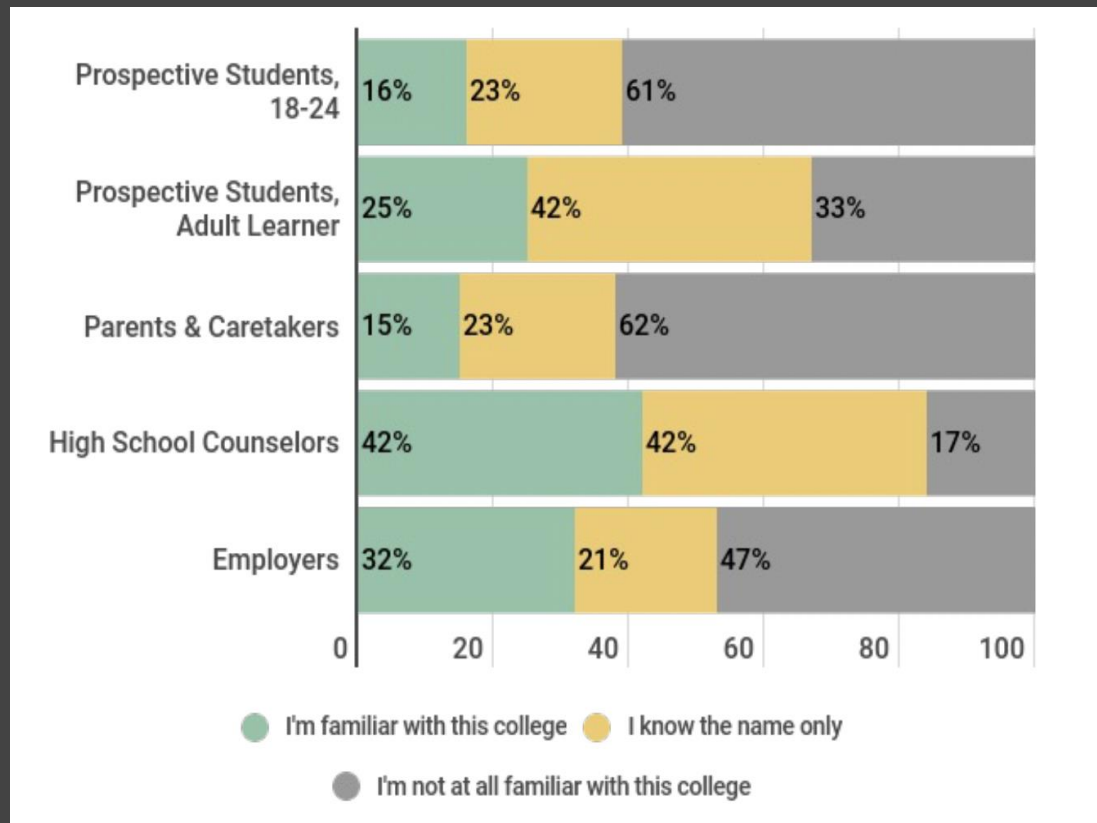
Profile:

North Central Region Service Area

[n=7-15]

Awareness: San Diego College of Continuing Education

Profile:

Central + North Central Region Service Area

[n=12-33]

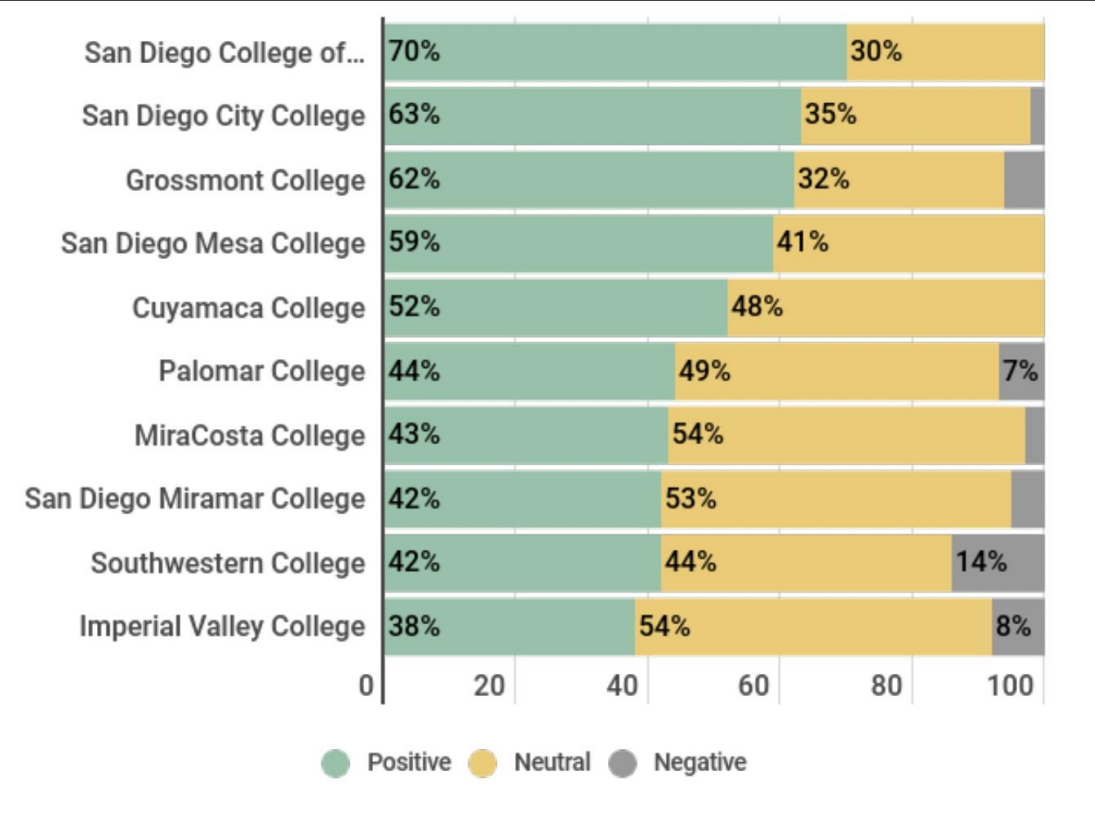|	I'm familiar with this college	I know the name only	I'm not at all familiar with this college
Prospective Students, 18-24	16%	23%	61%
Prospective Students, Adult Learner	25%	42%	33%
Parents & Caretakers	15%	23%	62%
High School Counselors	42%	42%	17%
Employers	32%	21%	47%

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COMMUNITY COLLEGE PERCEPTION

Perceptions: Central Region

Profile:

Central Region Service Area

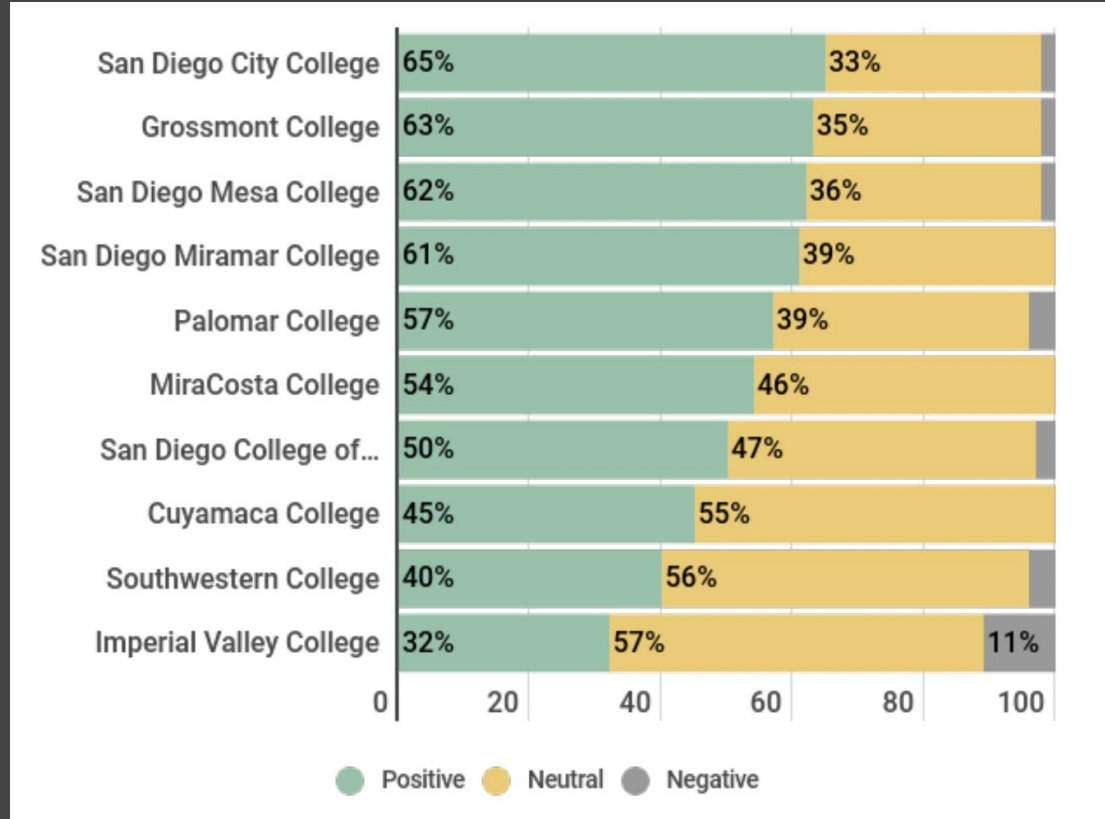[n=24-43]

Perceptions:
North Central Region

Profile:

North Central Region Service Area
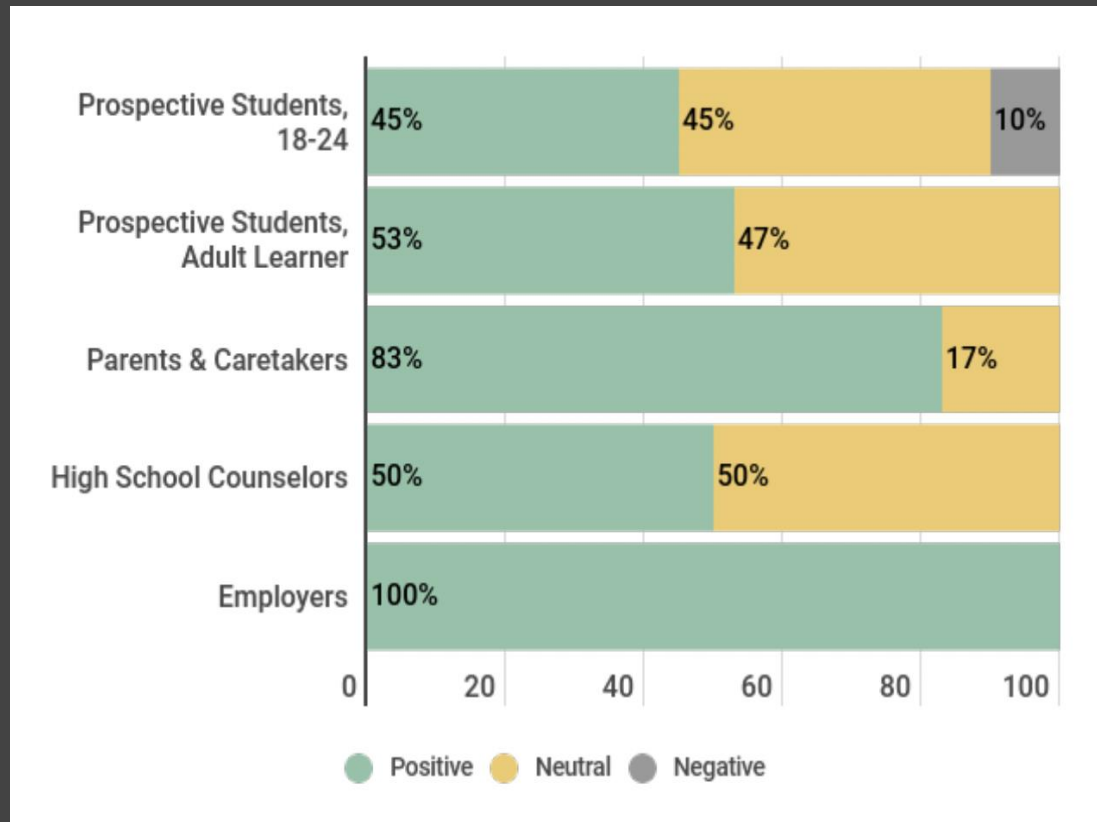
[n=28-55]

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Perceptions: San Diego City College

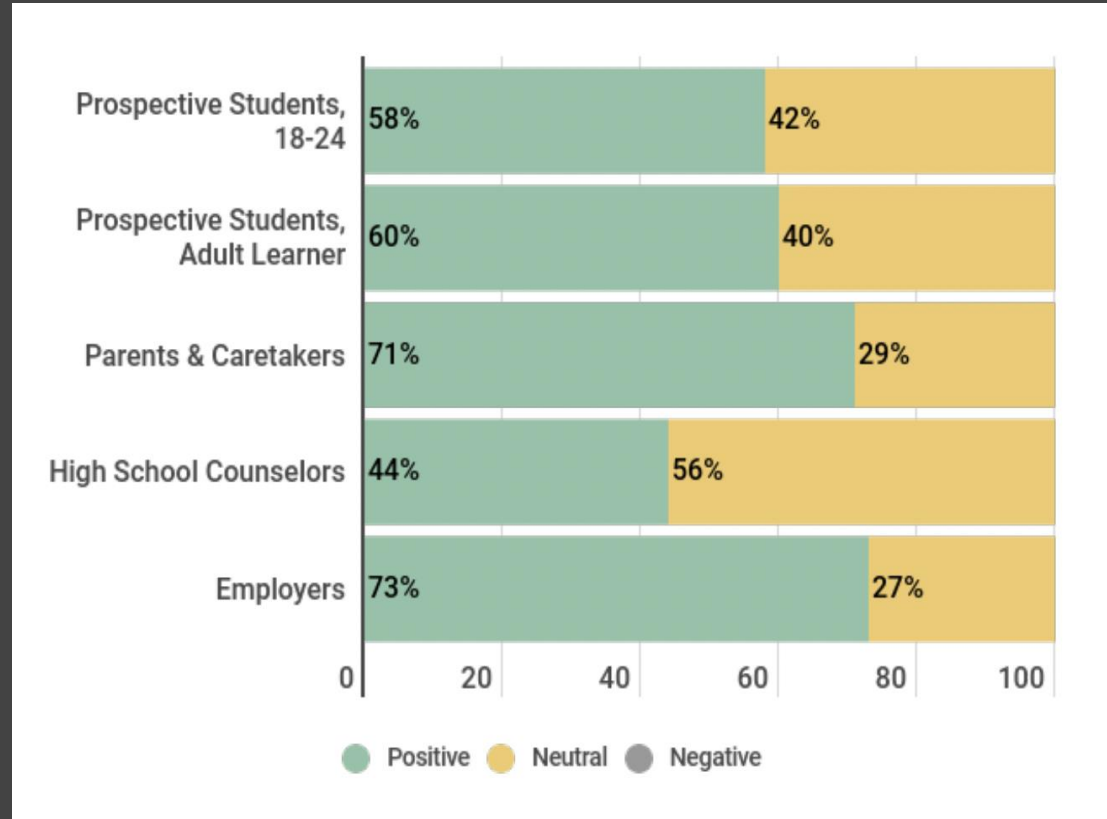Profile:

Central Region Service Area

[n=2-17]

Perceptions: San Diego Miramar College
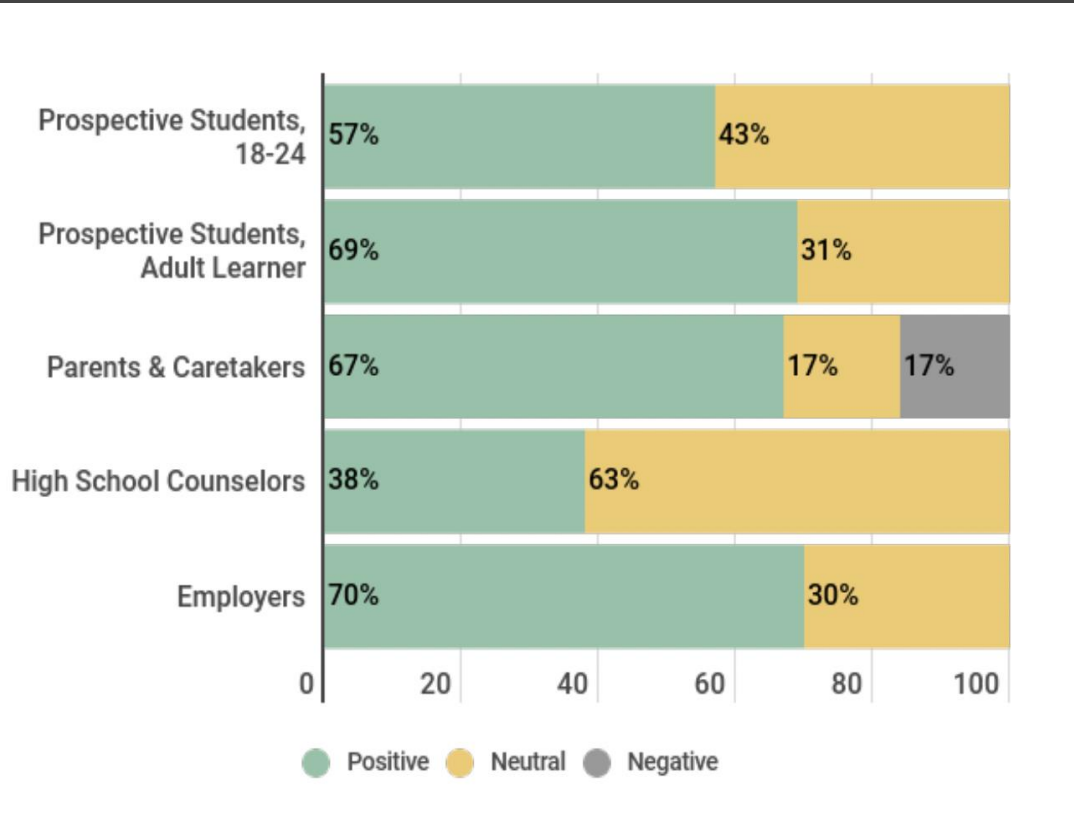
Profile:

North Central Region Service Area

[n=7-15]

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Perceptions: San Diego Mesa College

Profile:

North Central Region Service Area

[n=6-14]

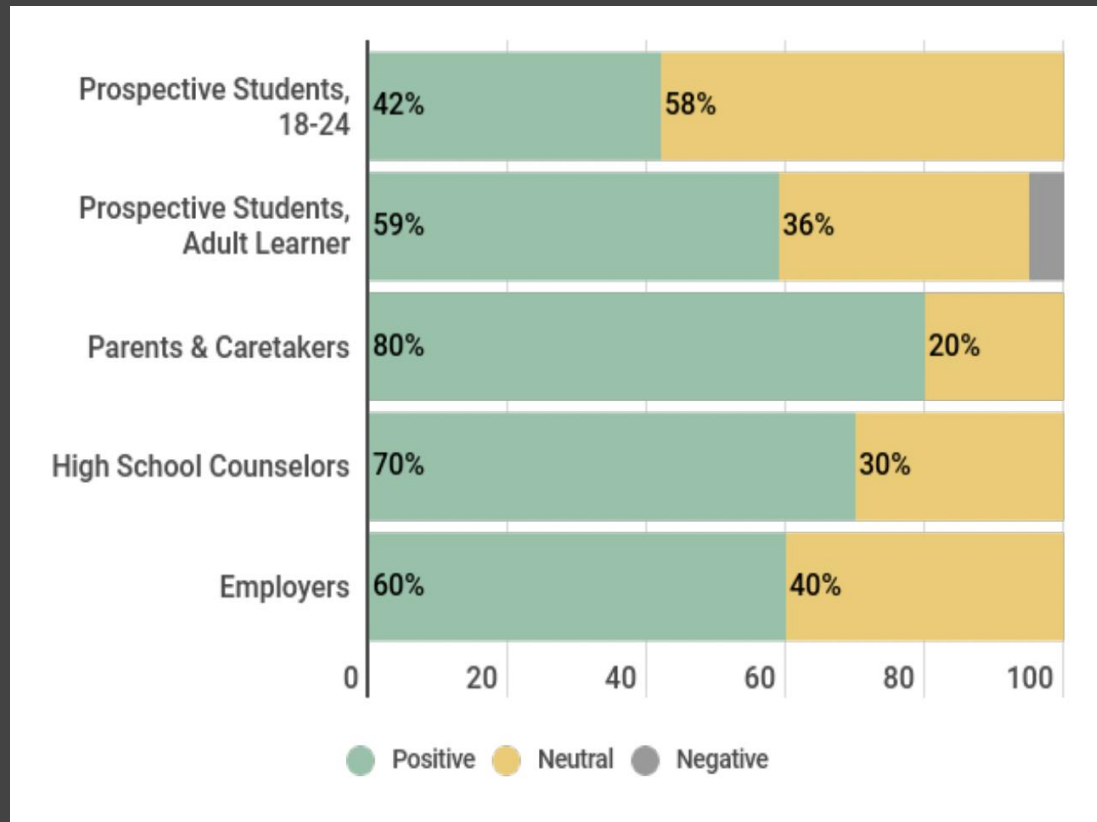|	Positive	Neutral	Negative
Prospective Students, 18-24	57%	43%	
Prospective Students, Adult Learner	69%	31%	
Parents & Caretakers	67%	17%	17%
High School Counselors	38%	63%	
Employers	70%	30%	

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Perceptions:
San Diego College of Continuing Education

Profile:

Central + North Central Region Service Area

[n=5-22]

Group	Positive	Neutral	Negative
Prospective Students, 18-24	42%	58%	
Prospective Students, Adult Learner	59%	36%	
Parents & Caretakers	80%	20%	
High School Counselors	70%	30%	
Employers	60%	40%	

● Positive ● Neutral ● Negative

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EXECUTIVE SUMMARY

Summary

SDCCD campus **awareness levels** within service areas **are strong**

+ College of Continuing Education is the exception.
+ Even with a subset of the larger representative sample, regional awareness levels
+ indicate strong connections with the community.

Perceptions of the SDCCD colleges is **comparable** to the other colleges within The Region

+ Though rarely 'Negative', high levels of neutrality in The Region's subsets reflect sentiments across the county.

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Summary

North Central Region constituents are more perceptive of a **'Career'** education

+   North Central respondents were more likely than Central to view Trade School, Vocational School, and Job Training as higher education.

+   Community College is more likely to be perceived by North Central respondents as a fit for someone looking for a job.

+   Career Education, even if it comes at a cost, is worth it to North Central respondents.

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DISCUSSION