

Miami Dade College

Strategic Plan Community Survey Results (N=68)

Introduction:

The Strategic Plan Coordinating Committee (SPCC) prepared a survey to gather thoughts and ideas about Miami Dade College's performance, reputation, and future focus from community leaders and contacts. The Campus presidents provided lists of contacts for this purpose and an email invitation and subsequent reminder were sent by the Associate Provost for Institutional Effectiveness during January 2010. Of the 700 contacts with email addresses, we received 68 responses (9.7%). Results are presented below and will be used by the SPCC to draft priorities and goals for the [MDC Strategic Plan 2010-2015](#).

Section One: Knowledge of the College

When you think of Miami Dade College, what top three ideas come to mind? Please list in priority order.

Three topics emerged from the ***first idea*** that came to mind when community leaders responded to this question: access/opportunity, quality, and community.

- Access, convenience and opportunity for all were noted by 28% of respondents.
- Quality, excellence and innovation were noted by 25% of respondents.
- MDC as a local "hometown" community college was mentioned by 20%

Two topics emerged from the ***second idea*** that came to mind, although responses were quite varied.

- Community involvement was mentioned by 18% of respondents.
- Access was mentioned by 17% of respondents.

Responses to the ***third idea*** were also quite varied with two topics getting the most mention.

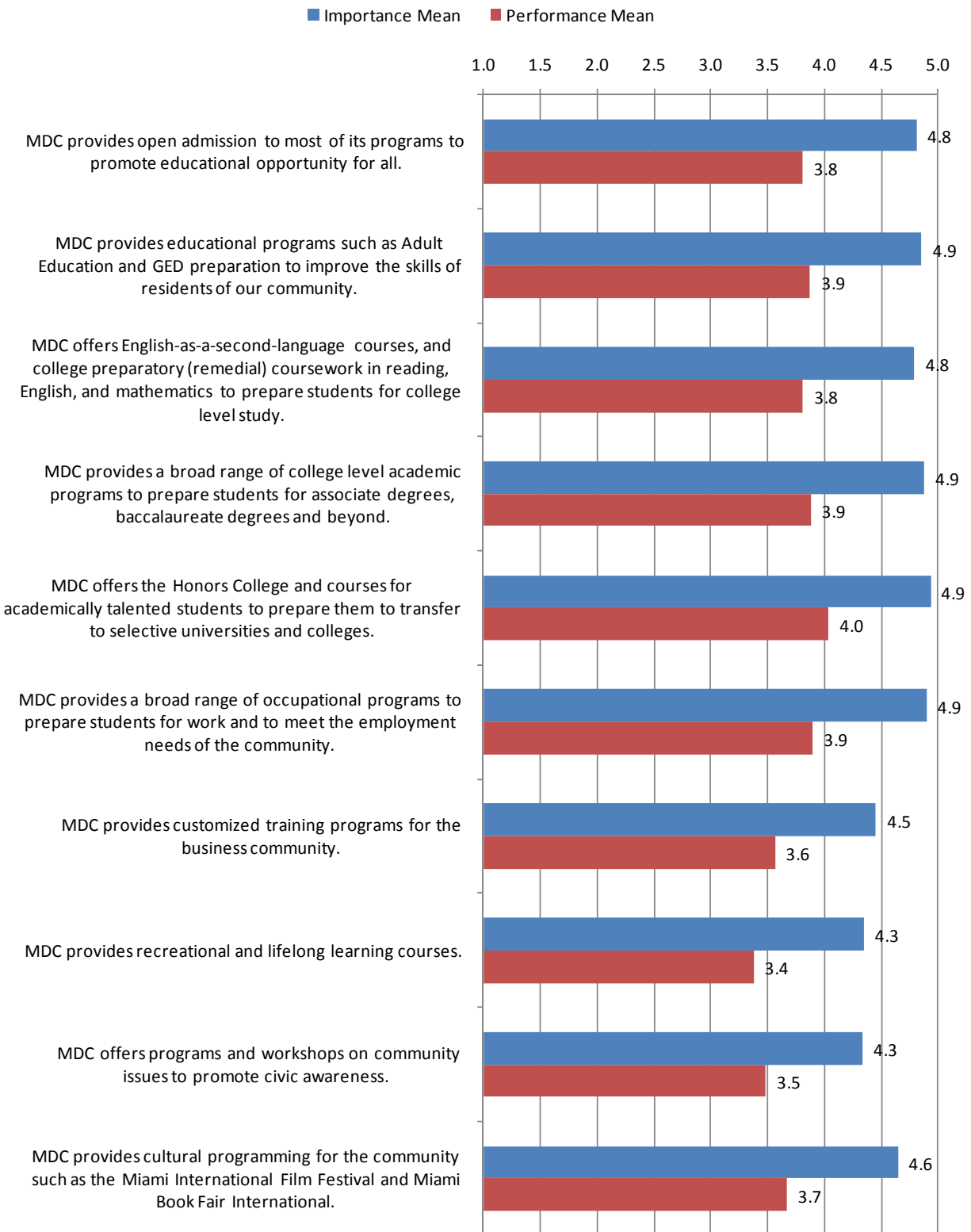
- Access/opportunity was mentioned by 19% of respondents.
- Quality was mentioned by 16%.

Section #2: MDC's Importance to our Community and Performance in Key Areas

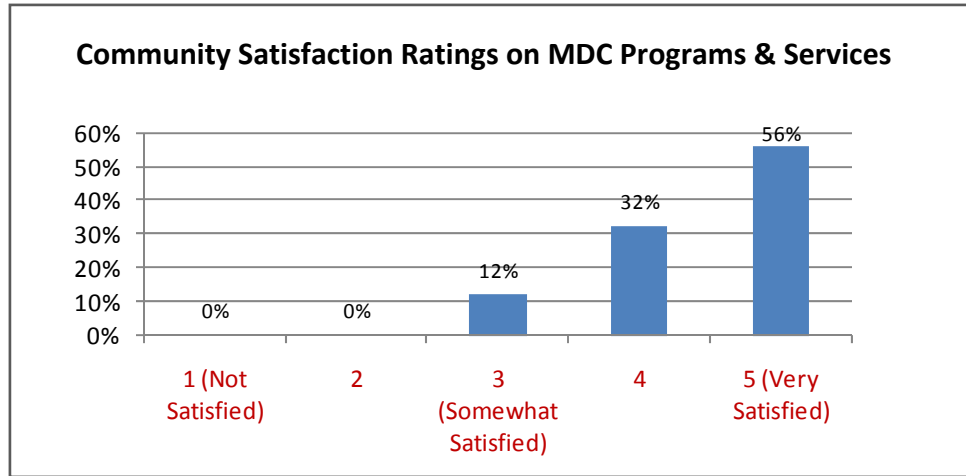
Community leaders were asked to rate the importance of ten key features of the College and our performance in delivering these programs/services.

All of the specific services and programs were rated highly for importance and MDC performance. Three items had relatively lower ratings for both importance and performance (3-4 points lower than the highest ratings): 1) customized training for the business community; 2) recreational and lifelong learning courses; and 3) programs on community issues to promote civic awareness.

Community Ratings of MDC Importance and Performance



Respondents were also asked to indicate how satisfied they are with the programs and services currently being offered by the College. The mean rating for this item was 4.4 on a 5-point scale and response frequencies are shown below.



Section #3: Miami Dade College's Future Focus

From your perspective, on which areas should Miami Dade College focus its efforts over the next five years?

Two major themes emerged among the many, often lengthy comments: focus on workforce training and increased outreach to the community.

- The greatest consensus (38% of respondents) was that MDC should focus on improving the workforce through vocational courses, programs, re-training, and workshops. Some respondents mentioned specific program areas (engineering, renewable energy, game design, medical technologies, aerospace, etc.) while others emphasized the need to help retrain workers.
- The second theme (21% of respondents) can be subsumed under the broad topic of outreach. Respondents mentioned working with high schools to improve readiness and help students transition to college; more involvement in neighborhoods around the campuses; and gaining more community support by promoting the college.

Minor themes that also emerged were: expanding baccalaureate degree offerings (9% of respondents), continuing to provide opportunities for the Spanish speaking community (6%), and maintaining a good curriculum (6%).