

Marketing Analysis

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Executive Summary

The marketing analysis presents the perceptions and preferences of 449 people in and around our service area with respect to higher education in general and Lee College in particular. Some of the key results include:

- People are very, very concerned about cost and going into debt, which is probably a reflection of the national media coverage of the “student debt crisis.” The biggest concern that respondents had about college is that it is expensive. The biggest advantage of going to college is getting a better job and more pay. Being able to afford college without borrowing money, knowing about scholarships, and getting help with financial aid were all identified as very important when selecting a college.
- An overwhelming majority of people in all age groups see themselves going to college, and they say they would like to start college within the next year.
- College goals vary significantly by age and gender. Older students and males are more oriented toward workforce programs, younger students and females toward a four-year degree.
- Lee College is by far the most popular school for people in our area to apply to.
- About 30% to 50% of respondents do not feel well prepared to apply to college, and the number is higher for people who have parents who do not have a college credential or who are caregivers.
- Over 30% of respondents said they never talked to a high school counselor about college.
- When asked to rank seventeen statements according to how well they represent the opportunities that Lee College offers, the top ranked statement was “Lee College cares about me and helps when I am in need,” and the second highest ranked statement was “The college meets me where I am so I can achieve my goals.”
- Respondents said they trust their parents/grandparents and their teachers when they need advice for making college plans. (High school counselors ranked next to last among people they trust.)
- When respondents are looking for information on colleges, they look at the college website, listen to what “other people” are saying about college, and check social media.

These results will help guide the design of marketing campaigns and should result in greater impact and increased numbers of applications and enrollments.

Introduction

The need for market research to inform the development of the college’s brand and effective marketing strategies was identified in discussions by both the board and the administration in the spring of 2020. A Board Workshop on College Branding was conducted on October 29, 2020, that further highlighted the need for market research. A marketing survey that was recently developed at a peer institution provided a starting point, and a committee including marketing, workforce, dual credit, advising/counseling, recruiting, financial aid, student services, the Liberty Center, and faculty reviewed and revised the survey to meet the specific needs of Lee College on February 25, 2021. The college issued an RFQ and

hired a marketing consultant, Twenty-Fifth Hour Communications, to administer the survey and to conduct a campaign to get people in our service area to respond to the survey. The survey was opened on Wednesday, May 5, 2021 and closed on Monday, June 21, 2021.

Survey Questions

The branding survey contains two types of questions: direct questions, such as “What are the advantages of going to college for you?” where we are interested in the answer, and segmenting questions such as “What is your age?” that allow us to segment direct questions to see if one segment, such as students younger than 18, answer differently than another segment, such as adults age 25-34. Some questions are both direct questions and segmenting questions. For example, “Do you think of yourself as someone who would likely go to college?” is a direct question because we are interested in how many people see themselves this way, and it is also a segmenting question because when we ask a direct question such as “What are your concerns or challenges about college?” we want to see if people who say they are likely to go to college answer differently than those who say they are not likely to go to college. Table 1 provides a list of direct and segmenting questions, with some questions appearing in both lists. A copy of the survey itself is attached as Appendix A.

	Question	Direct	Segm.
1	As a High School student, did/do you feel ready to apply to college?	X	
2	Which statement(s) describe your experience(s) in high school?	X	
3	Do you think of yourself as someone who would likely go to college?	X	X
4	Why don't you think of yourself as someone who would likely go to college?	X	
5	What are the advantages of going to college for you?	X	
6	What are your concerns or challenges about college?	X	
7	Which of the following best represents your college education goals, if any?	X	
8	When deciding which college to attend, how important are these <i>Educational Quality and Support</i> for Success factors to you?	X	
9	When deciding which college to attend, how important are these <i>Financial</i> factors to you?	X	
10	When deciding which college to attend, how important are these <i>Convenience and Campus Services</i> factors to you?	X	
11	Do you plan to attend college full-time or part-time?	X	
12	In what time frame are you thinking of attending college?	X	
13	Which colleges are you considering attending or applying to?	X	
14	Which of the following best describes your career area of interest, if any?	X	
15	Which statement bests represents the opportunities Lee College offers?	X	
16	The people who I trust to help me plan for college are:	X	
17	I get most of my information about college from:	X	
18	What is highest degree or level of school you have completed?		X
19	What is highest degree or level of school one or more of your parents have completed?		X
20	What is your age?		X
21	How would you describe your race/ethnicity?		X
22	Are you a care giver for children or adults?		X
23	What is your current employment status?		X

24	Which of the following categories best represents your household income?		X
25	To which gender identity do you most closely identify?		X

Some questions have responses that are naturally ordered. For example, when we ask “Do you think of yourself as someone who would likely go to college?” the responses are naturally ordered from “Not at all likely” to “Somewhat Unlikely” to “Somewhat Likely” to “Always college bound.” Every person sees the same choices in the same order.

Some questions have responses that are not naturally ordered. For example, when we ask “What are the advantages of going to college for you?” responses such as “It would help me get a better job” and “I would meet interesting people” and “I would be proud of myself” can be displayed in any order. When responses do not have a natural order, the order is randomized for each person to avoid response order bias. A copy of the survey is provided in Appendix A.

Number of Responses

Overall, we received 1,247 responses. We provided an incentive to answer the survey, and as a result we got responses from people all over the world who wanted the incentive. We discarded 412 responses that came from IP addresses located more than 100 miles from Baytown, TX in order to minimize the likelihood that the response would come from a person with no knowledge of Lee College. That left 835 responses from people in our region.

Some people did not answer all of the questions in the survey. We discarded 386 of surveys from people who answered fewer than 10 of the 25 questions because people who only answer a few questions may not be paying attention to their answers as much as people who answer at least ten questions. That left 449 responses.

We used the 449 responses that answered at least ten questions and came from within a 100-mile radius of Lee College to conduct our analysis. The number of responses to an individual question may be less than 449 because some questions were skipped by some people.

Characteristics of Respondents

The characteristics of the people who responded to the survey are shown in the table below. Whites are underrepresented at 33% even though they are about 51% of our service area population. Blacks are 14% of the respondents and are about 12% of our service area population. Hispanics are overrepresented at 44% of the respondents and are about 34% of our service area population. Females account for 79% of respondents even though they are only 50% of our service area population. (The over-representation of females in online surveys is very common.) A majority of respondents do not have a college credential and neither do their parents. About 60% of respondents are traditional age (younger than 25). About 30% are caring for children or adults. Almost half of respondents are employed full-time or part-time, and a quarter are students. A majority of respondents have household incomes below \$35K, even though the median household income for our service area is about \$58K. Overall, the people who responded to the survey appear to be representative of the people we want to attract to Lee College: they are young, lack a college credential, live in households earning less than the median for our area, and 90% said it is likely they will go to college.

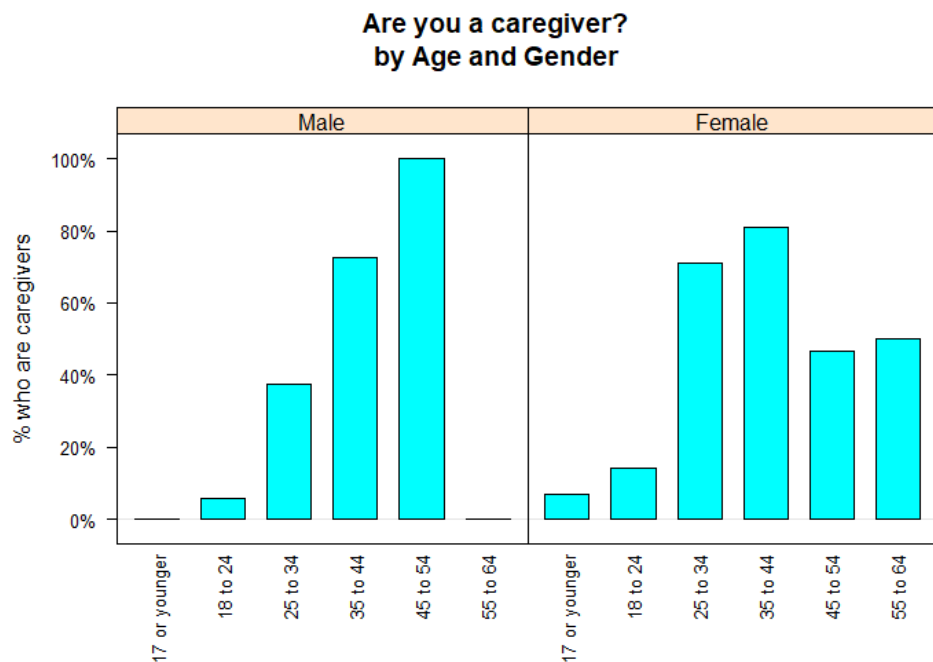
The over-representation of women and Hispanics and the under-representation of Whites could bias the results if we just used global averages of the raw data. In order to avoid this bias, we will analyze the effect of race/ethnicity, gender, and other segmentation variables on the responses to the survey questions. If there is no statistically significant difference between the genders or the race/ethnicities or other variables, then the results will be combined because over- and under-representation will not affect the result. However, if the differences are statistically significant, we will present the responses separately by gender, race/ethnicity, or other variables.

Responses to Segmentation Variables			
Q 3: Do you think of yourself as someone who would likely go to college?		Q 22: Are you a care giver for children or adults?	
Not at all likely	4%	No	67%
Somewhat unlikely	6%	One or two children	20%
Somewhat likely	36%	Three or more children	8%
Always college bound	54%	One or more adults	2%
Q 18: What is highest degree or level of school you have completed?		Children and adults	2%
No Diploma	13%	Q 23: What is your current employment status?	
HS Diploma	26%	Employed full time (40 + hours per week)	27%
Some College	25%	Employed part time (up to 39 hrs per week)	20%
Certificate	6%	Unemployed and currently looking for work	15%
Associate Degree	22%	Unemployed and not looking for work	2%
Bachelor's Degree	6%	Student	25%
Master's	3%	Retired	1%
Doctorate	1%	Stay-at-home parent or care-giver	4%
Q 19: What is highest degree or level of school one or more of your parents have completed?		Self-employed	2%
No Diploma	26%	Unable to work	3%
HS Diploma	27%	Q 24: What is your household income?	
Some College	11%	Less than \$25,000	37%
Certificate	7%	\$25,000 to \$34,999	18%
Associate Degree	12%	\$35,000 to \$49,999	15%
Bachelor's Degree	11%	\$50,000 to \$74,999	17%
Master's	5%	\$75,000 to \$99,999	5%
Doctorate	1%	\$100,000 to \$124,999	5%
Q 20: What is your age?		\$125,000 to \$149,999	1%
17 or younger	16%	\$150,000 or more	1%
18-24	44%	Q 25: To which gender identity do you identify?	
25-34	18%	Male	21%
35-44	12%	Female	77%
45-54	9%	Transgender Male	0%
55-64	2%	Transgender Female	0%
65-74	0%	Gender Variant / Non-conforming	1%
Q 21: What is your race / ethnicity?			
American Indian / Alaskan Native	1%		

Asian	5%		
Black / African American	14%		
Hispanic	44%		
Hawaiian / Pacific Islander	0%		
White	33%		
Unknown	0%		

Caregivers

About 30% of respondents are caregivers to children and/or adults. The figure shows that the likelihood of being a caregiver increases with age but that women become caregivers at younger ages than men. For people younger than 35, who are the most likely to attend college, about 4% of men and 12% of women are caregivers. For people 35 and older, 58% of men and 67% of women are caregivers.



Covariates

In order to test the statistical significance of segmentation variables, we created a set of covariates that are the same as the segmentation variables but the levels of the variables were collapsed to make it easier to detect significant differences.

1. **Q3: Do you think of yourself as someone who would likely go to college?** People who answered “Somewhat likely” or “Always college bound” are coded as TRUE (likely to go to college) and people who answered “Somewhat unlikely” or “Not at all likely” are coded as FALSE.
2. **Q18: What is highest degree or level of school you have completed?** People who answered “Less than a high school diploma” or “High school diploma or equivalent” or “Some college, no degree” are coded as “NO_CRED” (no credential). People who answered “Certificate program”

or “Associate degree” are coded as “CERT_ASSOC.” People who answered “Bachelor’s Degree” or “Master’s Degree” or “Doctorate Degree” are coded “BACH_GRAD”.

3. **Q19: What is highest degree or level of school one or more of your parents have completed?** Is coded the same as the question about the respondent’s education.
4. **Q20: What is your age?** People who answered “17 or younger” or “18 to 24” are coded as TRUE (traditional age). People who answered “25 to 34” or “35 to 44” or “45 or older” are coded as FALSE.
5. **Q21: How would you describe your race / ethnicity?** People who answered “Black” or “White” or “Hispanic” were not changed. People who answered “American Indian / Alaska Native” or “Asian” or “Native Hawaiian or Other Pacific Islander” or “Other” are coded as “Other.” People who answered “Race and Ethnicity Unknown” or “Prefer not to answer” were coded with a blank for this question and are not counted when disaggregating results by race/ethnicity.
6. **Q22: Are you a caregiver for children or adults?** People who answered “One or two children” or “Three or more children” or “One or more adults” or “Children and adults” are coded as TRUE (caregivers). People who answered “Not Applicable” are coded as FALSE (not caregivers).
7. **Q23: What is your current employment status?** People who answered “Employed full time” or “Employed part time” or “Self-employed” are coded “WORKING.” People who answered “Student” are coded “STUDENT.” People who responded “Unemployed and currently looking for work” or “Unemployed and not currently looking for work” or “Retired” or “Stay-at-home parent or care-giver” or “Unable to work” are coded “NOTWORKING.”
8. **Q24: Which of the following categories best represents your household income?** People who answered “Less than \$25,000” or “\$25,000 to \$34,999” or “\$35,000 to \$49,999” are coded TRUE (low income). People who answered “\$50,000 to \$74,999” or “\$75,000 to \$99,999” or “\$100,000 to \$124,999” or “\$125,000 to \$149,999” or “\$150,000 or more” are coded FALSE.
9. **Q25: To which gender identity do you most closely identify?** People who answered “Male” or “Female” are coded as TRUE and FALSE respectively. People who answered “Transgender Male” or “Transgender Female” or “Gender Variant / Non-conforming” or “Prefer not to answer” are coded with a blank and not counted when disaggregating results by gender. The reason for not counting people who are not “Male” or “Female” is because there are only seven responses that are non-binary and that is too small a population to run meaningful statistical tests.

Analysis

In the following paragraphs we examine the responses to the direct questions as well as differences between various segments if the differences are statistically significant¹.

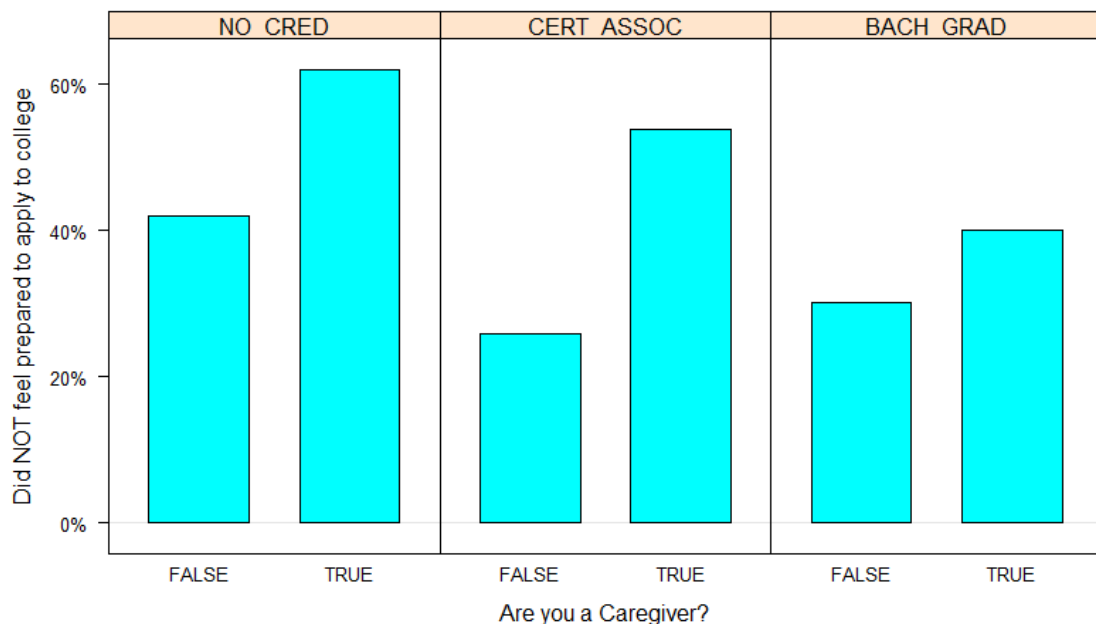
Question 1: As a high school student, did/do you feel ready to apply for college?

Main Point: About 30% to 50% of respondents do not feel prepared to apply to college. People with parents who do not have a college credential report the highest level of feeling unprepared, and about 64% of our respondents indicate their parents do not have a college credential. Being a caregiver increases the likelihood of feeling unprepared by 10 to 20 percentage points. We must recognize that many potential students find the application process mysterious and possibly threatening. We may want to develop marketing that characterizes the application process as a new adventure and we will provide safe guidance through the process.

¹ In general, we use ANOVA with $p < 0.05$ to determine statistical significance.

As shown in the figure, about 30% to 50% of respondents feel somewhat or very unprepared to apply to college. There is a significant correlation with parents' educational level and being a caregiver, so the figure is segmented by those two categories. The "NO CRED" category represents people who said their parents did not have any college credential, and they have the highest level of feeling unprepared. Keeping in mind that 64% of respondents have parents in the "NO CRED" category, this is a large group of potential students. The "CERT ASSOC" category represents people who said the highest educational level for their parents was a certificate or associate degree. The "BACH GRAD" category represents people who said the highest education level for their parents is a baccalaureate or graduate degree. Being a caregiver is correlated with a significantly higher level of feeling unprepared to apply to college at all levels of parental education.

**Q1: As a High School student, did/do you feel ready to apply to college?
Percentage Who Said Somewhat or Very Unprepared
by Parental Education and Caregiver Status**



Question 2: Which statement(s) describe your experience(s) in high school?

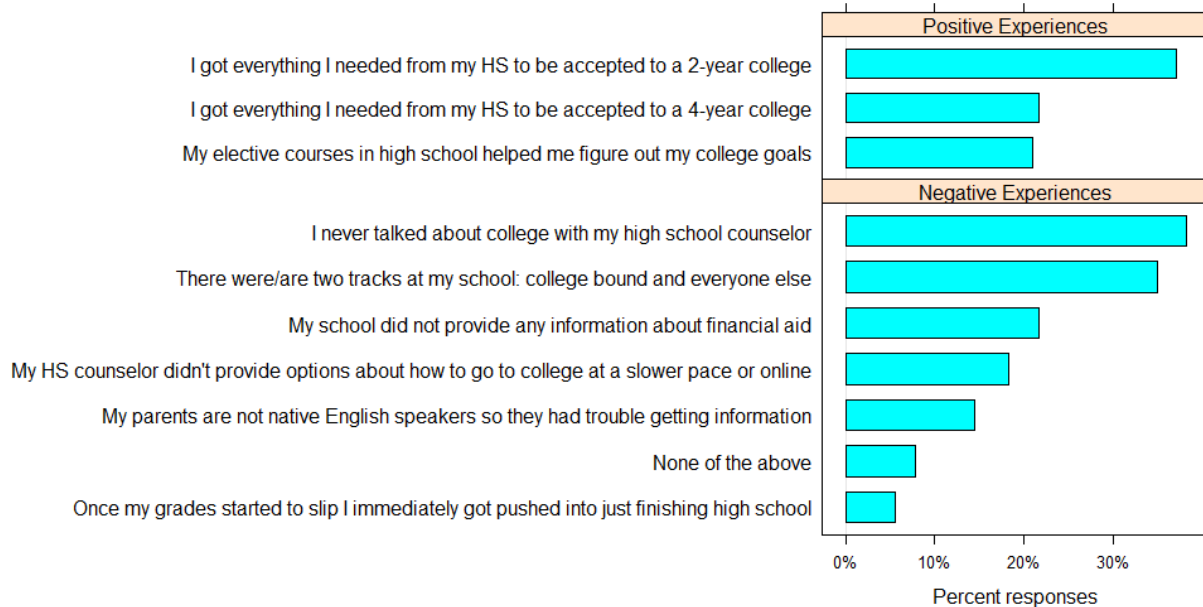
Main Point: Over 30% of respondents said they never talked about college with a high school counselor, which underlines the importance of our recruiters, dual-credit counselors and college coordinators. Over 30% said there are two tracks: college bound and everybody else, which suggests that college is still viewed as a four-year degree, and the full range of opportunities to earn certificates and applied science associate degrees is not well understood. Over 30% said they got everything they needed to be accepted to a two-year college in high school, but people from higher income households were more likely to say so than those from lower income households. It seems likely that students who are not talking about college are actively avoiding the college discussion and may view college only as a bachelor's degree. We need to find ways to broaden their understanding of the opportunities at Lee College.

Question 2 explored a variety of experiences, positive and negative, that students may have had in high school. While a good number of students reported getting everything they needed regarding college, a larger number reported negative experiences as shown in the graph.

There were several correlations with positive and negative experiences:

- People who say they are not likely to go to college or are White were more likely to say "I never talked about college with my high school counselor" (most common negative experience.)
- People who are White were more likely to say "My school did not provide any information about financial aid" (third most common negative experience.)
- People who have parents who don't have a college credential were more likely to say "My HS counselor didn't provide options about how to go to college at a slower pace or online" (fourth most common negative experience.)
- People who have parents who don't have a college credential or who are caregivers were more likely to say "My parents are not native English speakers so they had trouble getting information" (fifth most common negative experience.)
- People age 25 and older were more likely to say "Once my grades started to slip I immediately got pushed into just finishing high school" (seventh most common negative experience.)
- People who have household income more than \$35K were more likely to say "I got everything I needed from my HS to be accepted to a 4-year college" and "I got everything I needed from my HS to be accepted to a 2-year college" (most common positive experiences.)
- People who indicated they are students (not employed) were more likely to say "My elective courses in high school helped me figure out my college goals" (third most common positive experience.)

Q2: Which statement(s) describe your experience(s) in high school?



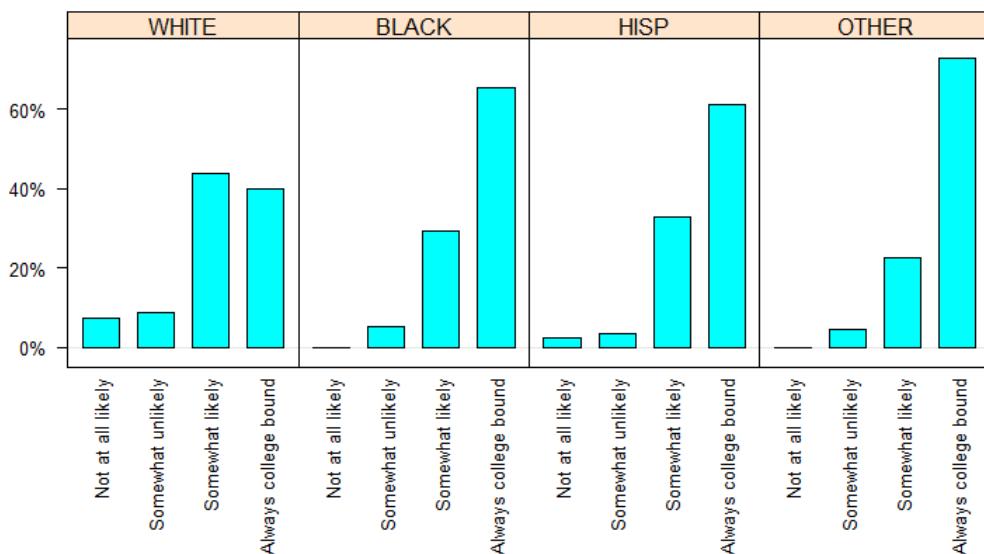
Question 3: Do you think of yourself as someone who would likely go to college?

Main Point: About 90% of respondents said it is “somewhat likely” they will go to college or they have “always been college bound.” This strongly suggests that there is a significant opportunity to recruit many more students to Lee College.

Responses to the question about being someone who would likely go to college are similar across race/ethnicity as shown in the figure. About 20% of people who said they are not working indicated that they are not likely to go to college, which is statistically significantly higher than people who identified as workers or students.

A Gallup Poll presented at the SACSCOC annual meeting in 2017 showed that 97% of Americans say it is very important to somewhat important to have a certificate or degree beyond high school, and 41% of Americans, in the last 12 months, have thought about going back to college to get a certificate or degree. Considering the Gallup results and our results together, it seems likely that our 90% number is high, probably due to self-selection bias, but there is still a large population interested in our certificate and degree programs.

**Q3: Do you think of yourself as someone who would likely go to college?
by Race/Ethnicity**



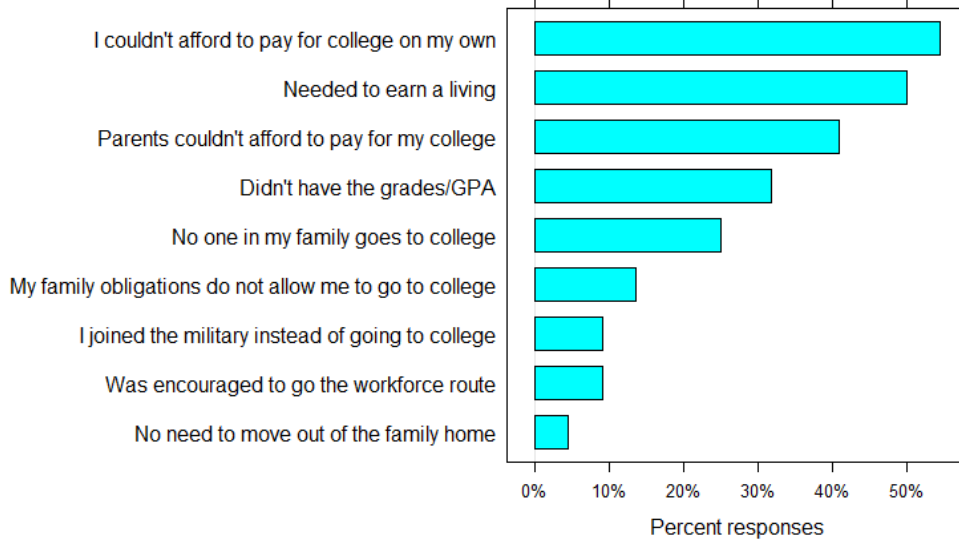
Question 4: Why don't you think of yourself as someone who would likely go to college? (Limited to those who said it was “somewhat unlikely” or “not at all likely” they would go to college.)

Main Point: Money is the most common reason given by people who say it is unlikely they will go to college. Poor grades is also a common reason.

Question 4 is limited to people who said it was “Somewhat unlikely” or “Not at all likely” they would go to college, which is only 44 people. Because of the small number, it is not meaningful to segment the population. Money is the most common reason why people say it is unlikely they will go to college. We will see in later questions that money is also a concern of people who intend to go to college. From a

marketing perspective, it means that we need to be very clear about the affordability of Lee College and the aid that is available.

**Q4: Why don't you think of yourself as someone who would likely go to college?
(Limited to those 'somewhat unlikely' or 'not at all likely' to go to college.)**



Question 5: What are the advantages of going to college for you?

Main Point: Getting a good job with good pay is the biggest reason for going to college, but being proud of yourself, making your family proud, and exploring your interests are also very important, especially for younger people. From a marketing perspective, we already emphasize the value of a degree for your career, but we may want to emphasize the pride that is associated with being in college and the ability to find out what interests you as well.

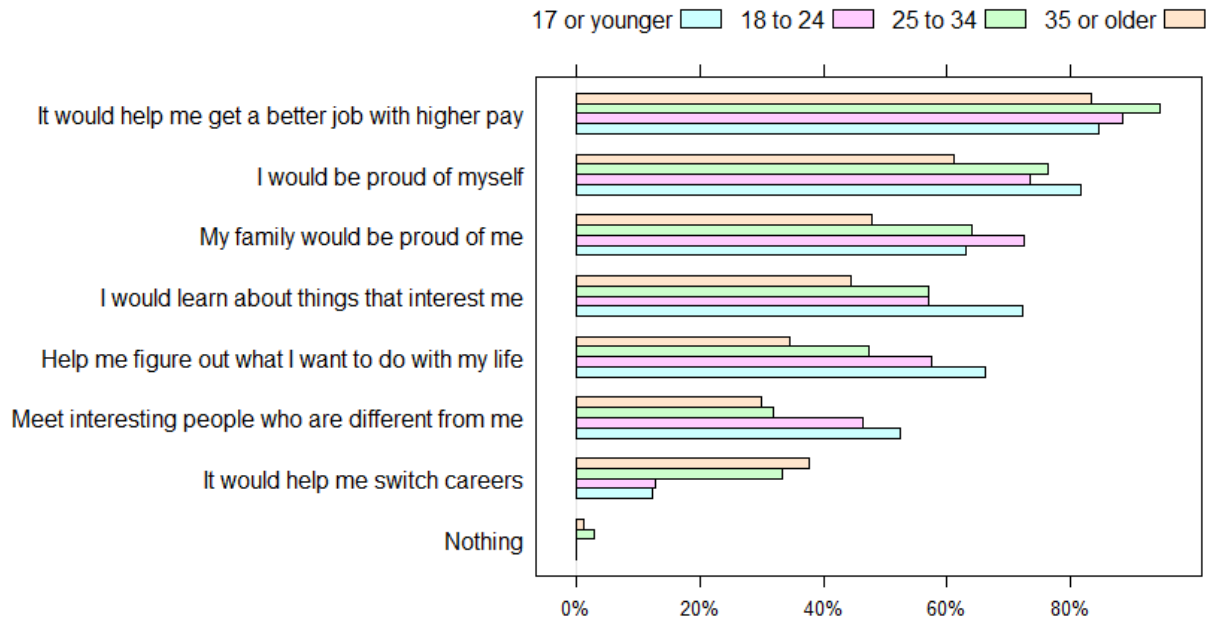
Question 5 explored the advantages of college. As expected, getting a good job with good pay was selected by over 80% of respondents, but being proud of yourself and making your family proud were also very commonly selected reasons. Learning about different things and finding out what interests you were not as common as being proud, but they were still selected by over 50%, and were especially important to young people.

Age was correlated with the importance of being proud of yourself, making your family proud, and exploring your interests. The older you are, the less important these factors become. Age was also correlated with switching careers. The older you are, the more important this factor becomes. Other correlations are:

- People who have parents with a bachelor's or a graduate degree or who identify as being a student were more likely to identify "being proud of myself" as an advantage (second most common response.)
- People who identified as working were more likely to identify "learning about things that interest me" (fourth most common response.)

- People who are Black were more likely to identify “meeting interesting people” as an advantage (sixth most common response.)

Q5: What are the advantages of going to college for you?



Question 6: What are your concerns or challenges about college?

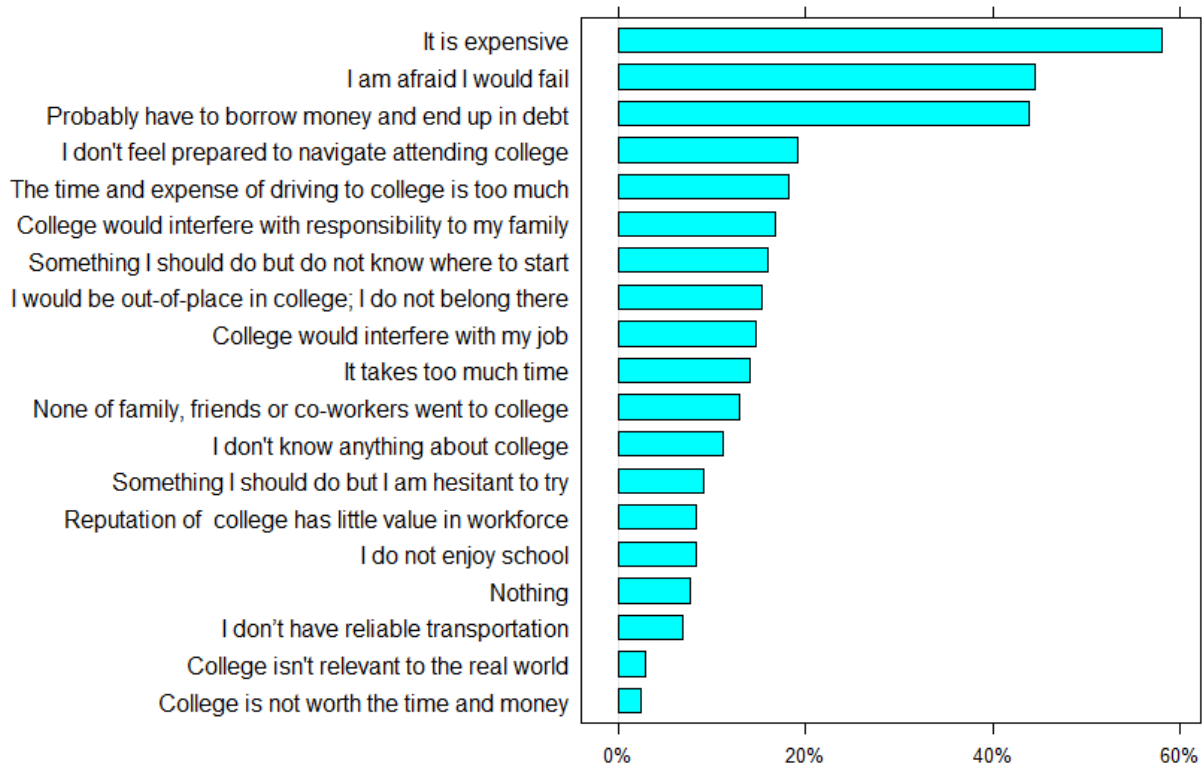
Main Point: The cost of college (including the fear of debt) and the fear of failure are overwhelming concerns; women are significantly more concerned than men, and younger people are more concerned than older people.

Question 6 explored concerns and challenges about college. The large number of people who expressed concern about cost and borrowing money is contrary to the reality of the affordability of Lee College and the availability of support for student basic needs. Correlations between certain segments of the population and different concerns are:

- People who are younger than 25 are more likely to express concern about college being expensive (the most common concern.)
- People who have parents who do not have a bachelor’s or graduate degree, or who are younger than 25, or who are female were more likely to be afraid of failure (2nd most common concern.)
- People who identified as not working were more likely to be concerned about not feeling prepared to attend college (4th most common concern.)
- People who are not working were more likely to express concern about the time and expense of driving (5th most common concern.)
- People who are 25 and older or are White or are not working were more likely to express concern about college interfering with their family (6th most common concern.)
- People who are not working or are students were more likely to express concern that they don’t know where to start (7th most common concern.)

- People who are working were more likely to express concern about college interfering with their job (9th most common concern.)
- People who are Black were less likely to be concerned that college takes too much time (10th most common concern.)
- People who have parents that do not have a college credential, or who are younger than 25, or who are not working or are a student were more likely to be concerned that they don't know anyone who goes to college (11th most common concern.)
- People who are not working or are students are more likely to express concern that they don't know anything about college (12th most common concern.)
- People who are unlikely to go to college were more likely to say that they don't like school (15th most common concern.)
- People who are male were more likely to express concern about not having reliable transportation (17th most common concern.)
- People who are not likely to go to college were more likely to express concern that college is something they ought to do but are hesitant to try and concern that college is not worth the time and money (19th most common concern.)

Q6: What are your concerns or challenges about college?



Question 7: Which of the following best represents your college education goals, if any?

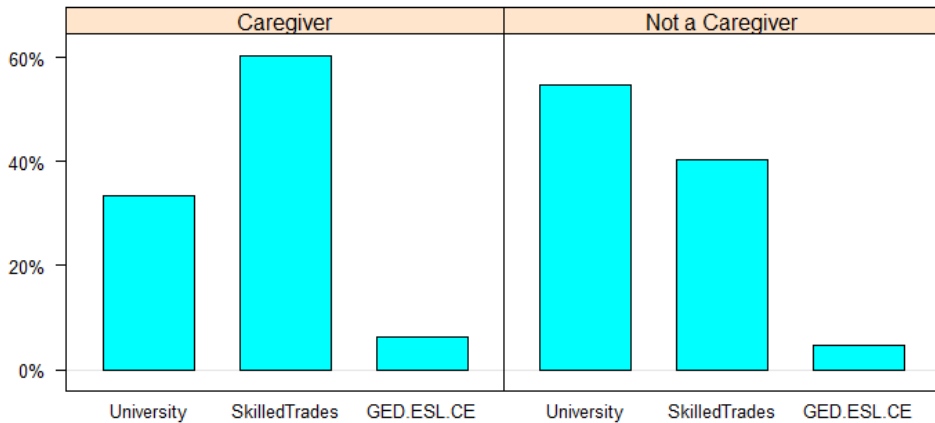
Main Point: Over 90% of respondents want to earn a four-year degree or learn a skilled trade via a certificate or applied science degree. People who are not caregivers are more likely to pursue a four-year degree. People who are caregivers are more likely to pursue a skilled trade.

Question 7 explores college education goals. In the survey, we provided eight choices. For the analysis, we condensed the responses into three categories:

1. "GED.ESL.CE" is the category for those who said their goal was
 - a. GED/Hi-SET (High school equivalency)
 - b. ESL/ELL (English Language Learner)
 - c. Non-credit Career Training, i.e., training to be a dental hygienist
 - d. Community Education, i.e., quick vocational skills like learning Excel
2. "Skilled Trade" is the category for those who said their goal was
 - a. 1-year Certificate Program - full-time enrollment in a specific career like welding or vocational nursing or air conditioning or automotive repair and then get a job.
 - b. 2-year Associate Degree - full-time enrollment in a specific career like chemical process technology or office administration or nursing or early childhood education and then get a job.
3. "University" is the category for those who said their goal was
 - a. I want to start at a community college to get started and then transfer to a college or university to get a bachelor's degree (generally takes four years of full-time enrollment).
 - b. I want to go to straight to a college or university to get a 4-year Bachelor's Degree

Goals were correlated with being a caregiver. People who are caregivers are more likely to pursue a skilled trade, but whether a person is a caregiver or not a significant percentage want a university degree and a significant percentage want a skilled trade.

Q7: Which of the following best represents your college education goals, if any?



Question 8: When deciding which college to attend, how important are these *Educational Quality and Support* for Success factors to you?

Question 9: When deciding which college to attend, how important are these *Financial* factors to you?

Question 10: When deciding which college to attend, how important are these *Convenience and Campus Services* factors to you?

Main Point: Financial factors again show their importance. Other important factors include finding a major that you like, being able to easily register for classes, having a schedule that is compatible with your job, having a clear pathway to transfer to university, and campus safety.

Questions 8-10 explore the importance of educational quality and support, financial factors, and convenience and campus services. The graph shows the percentage of people who identified the factors as “Extremely Important.” Four of the eleven quality and support factors were marked as “Extremely Important” by over 70%, including finding a major that they like, being easy to register for class, creating a schedule that is compatible with their job, and having a clear pathway to transfer to a university. Three of the four financial factors were marked as “Extremely Important” by over 70%, including affordable tuition, scholarships, and getting help with financial aid. One of the eleven convenience and campus services factors was marked as “Extremely Important” by over 70%: campus safety.

Women were more likely to identify the following as extremely important:

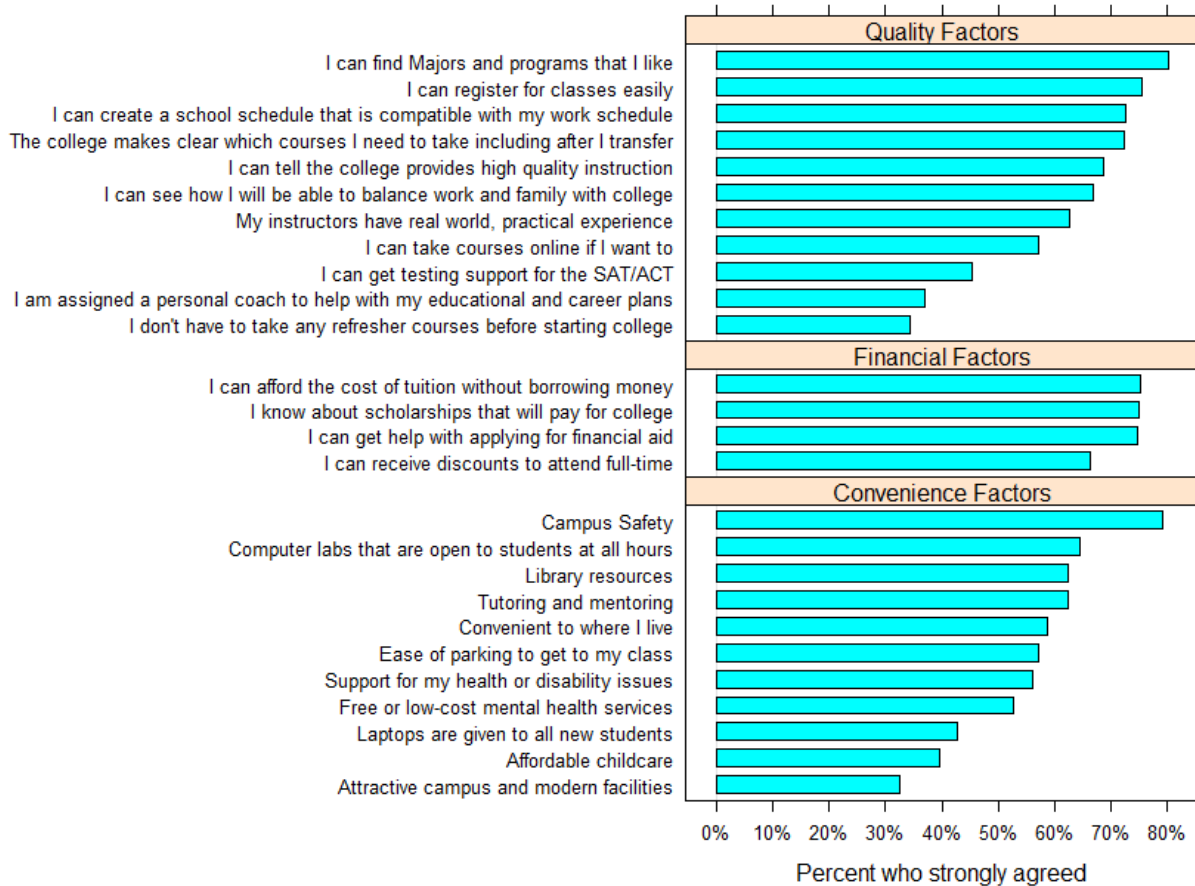
- I can see how I will be able to balance work and family with college
- I can create a school schedule that is compatible with my work schedule
- I can find Majors and programs that I like
- I can take courses online if I want to
- Campus Safety
- Tutoring and mentoring
- Support for my health or disability issues
- Affordable childcare
- Library resources
- Computer labs that are open to students at all hours

Other correlations are:

- Respondents 25 and older were more likely to say not having to take any refresher courses is extremely important.
- Respondents who have parents with a bachelor’s or graduate degree were more likely to say finding majors and programs they like is extremely important.
- Respondents who are Black or who are 25 and older were more likely to say having a personal coach is extremely important.
- Respondents from higher income households were more likely to say being able to register for classes easily is extremely important.
- Respondents who are Black or Hispanic were more likely to say that the availability of mental health care is extremely important.

- Respondents from lower income households were more likely to say that the college being convenient to where they live is extremely important.
- Respondents who are caregivers or from lower income households were more likely to say affordable childcare is extremely important.
- Respondents who are Hispanic or who identify as students were more likely to say the availability of computer labs is extremely important.
- Respondents who are Black or Hispanic or who come from lower income households were more likely to say that laptops given to all students is extremely important.

Q8, Q9 & Q10: When deciding which college to attend, how important are these factors to you?



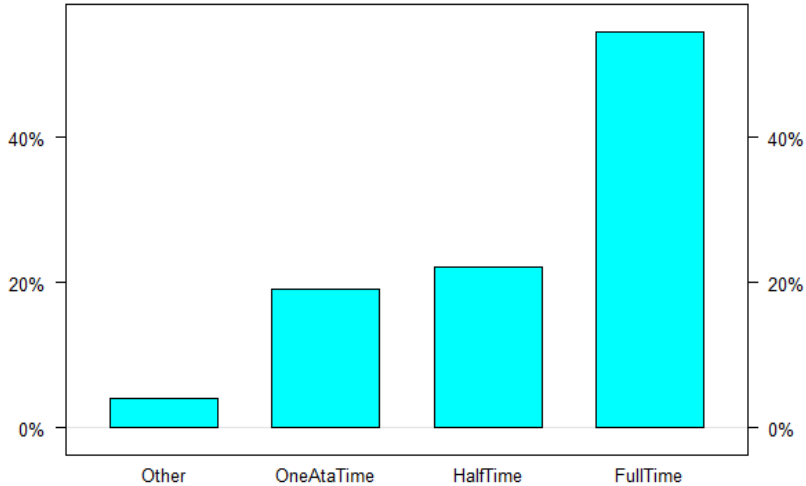
Question 11: Do you plan to attend college full-time or part-time?

Main Point: Over half of respondents want to attend college full-time.

Question 11 asks if the student plans to attend college full time, half time, or one- or two-classes at a time. As the graph shows, almost 60% of students say they intend to study full time, which stands in stark contrast to the fact that only 20% of Lee College students study full time. Considering other responses in this survey, such as concerns about cost and interfering with job and family, the desire to attend full-time may be aspirational, but it suggests that many people would be interested in a plan that

helped them become full-time students. There were no correlations with age, gender, race/ethnicity, or any other variables, so the percentage who want to attend full- or half-time is the same across groups.

Q11: Do you plan to attend college full-time or part-time?

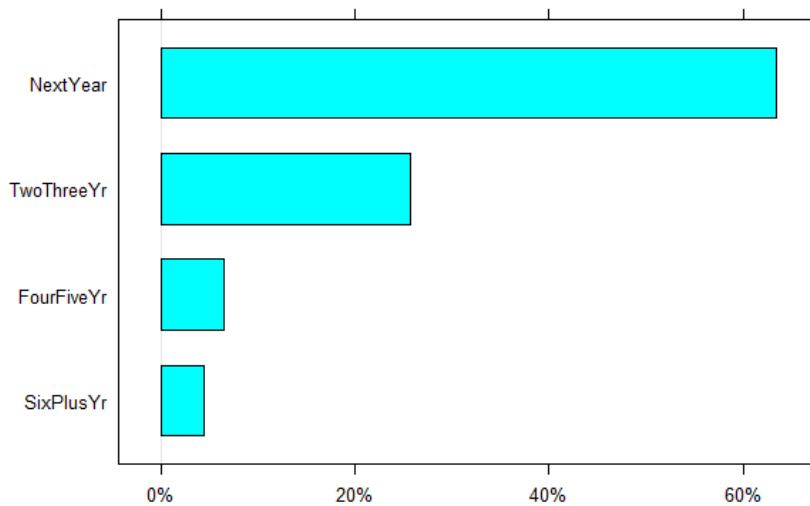


Question 12: In what time frame are you thinking of attending college?

Main Point: The vast majority want to attend college right away.

Question 12 asks whether the respondent plans to attend college right away, in two to three years, in four to five years, or in more than five years. The vast majority indicate that they plan to attend college right away. There are no significant differences between men and women, young and old, or any other variable. Despite the clear desire to attend college right away, we know from historical data that many of these respondents will never attend college. We clearly have a challenge helping these respondents realize their goal of getting a certificate or degree.

Q12: In what time frame are you thinking of attending college?



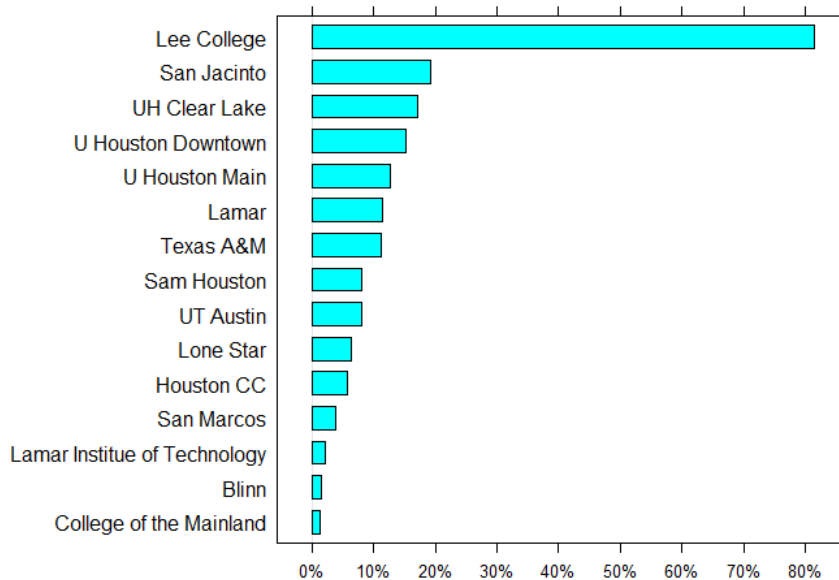
Question 13: Which colleges are you considering attending or applying to?

Main Point: Lee College is favored by the vast majority of respondents.

Question 13 asked about which colleges the student was considering. Lee College was the overwhelming favorite. The next most popular choices were San Jac, UH Clear Lake and UH Downtown. Correlations are:

- People who are caregivers were much more likely to favor Lee College (the most popular choice.)
- People who are Hispanic were more likely to favor UH Clear Lake (the third most popular choice.)
- People who have parents with a bachelor's or graduate degree were more likely to favor UH Downtown (the fourth most popular choice.)

Q13: Which colleges are you considering attending or applying to?

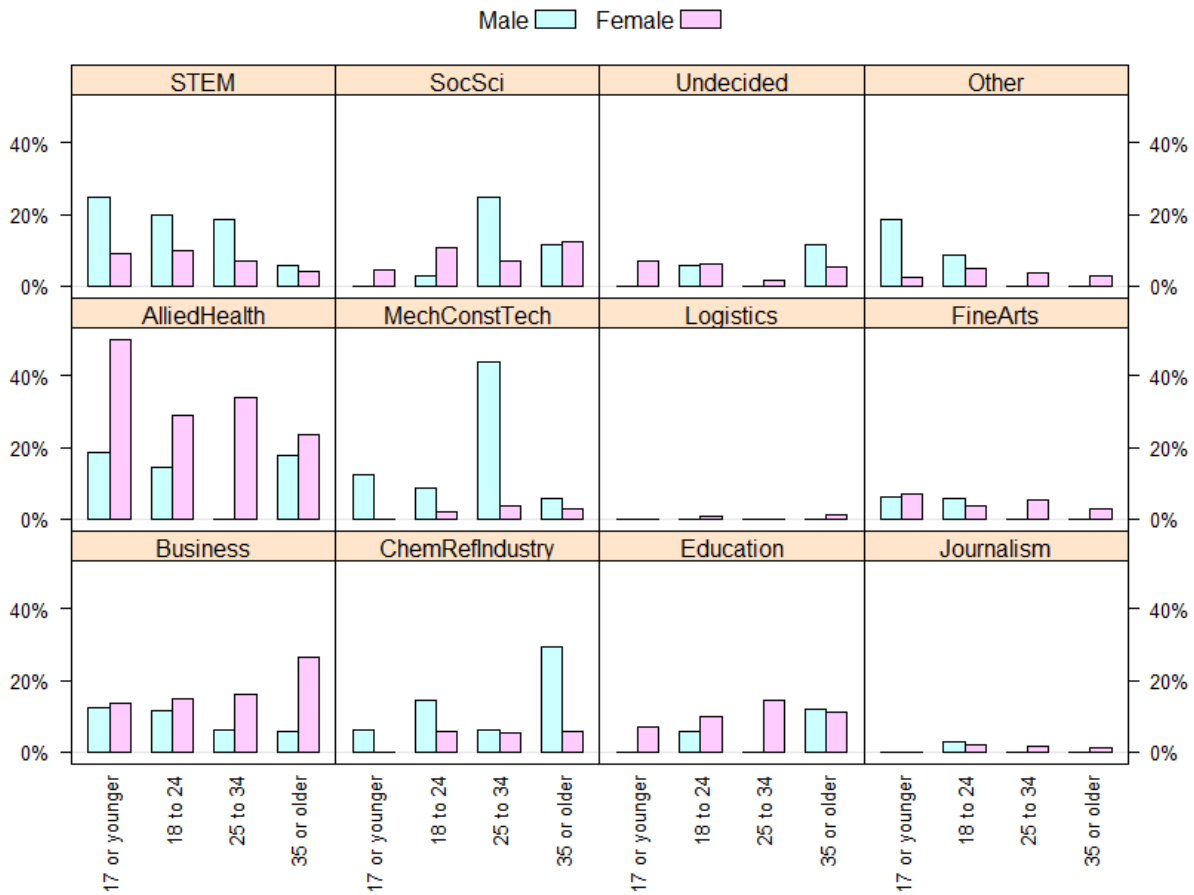


Question 14: Which of the following best describes your career area of interest, if any?

Main Point: Allied health, business and STEM are the most popular career choices. Responses aligned with gender stereotypes. Men favored Mechanical and Construction Trades, Chemical and Refining Industries, and STEM. Women favored Allied Health and Education. Age was also a factor. Interest in Chemical and Refining Industries increased with age. Interest in STEM and Allied Health decreased with Age. The percentage of students who said “undecided” was below 10%.

Question 14 explored career interests. Gender stereotypes were confirmed: women favored allied health and education, men favored construction, the chemical industry, and STEM. Both men and women indicated interest in business and the social sciences. Age was also a factor. Older men showed increasing interest in the chemical and refining industries and decreased interest in STEM. Older women showed increasing interest in business and decreased interest in allied health.

Q14: Which of the following best describes your career area of interest, if any?

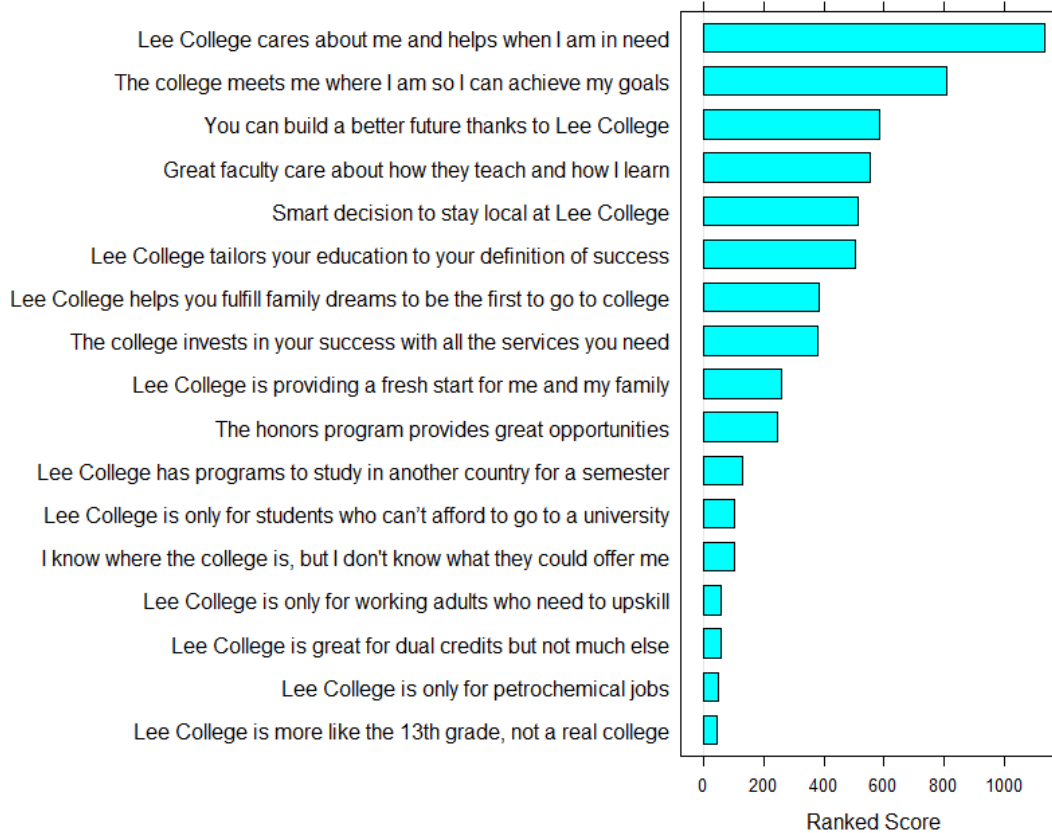


Question 15: Which statement best represents the opportunities Lee College offers?

Main Point: The Lee CARES message has clearly been heard. The statement that “Lee College cares about me and helps when I am in need” was the highest ranked statement by far. Messages that emphasize meeting students where they are, building a better future, and faculty who care about students were also ranked highly.

Question 15 asked people to rank order the top 5 of seventeen possible statements associated with Lee College. Ranks were translated into weights. The top rank received a weight of 5, the second rank got a weight of 4, etc. An unranked statement got a weight of zero. So, if two students gave the top rank to “Lee College cares about me” and a third student gave it the second rank, it would have a score of 14 (5+5+4). The total score across all responses for each statement is graphed below.

Q15: Which statement best represents the opportunities Lee College offers?



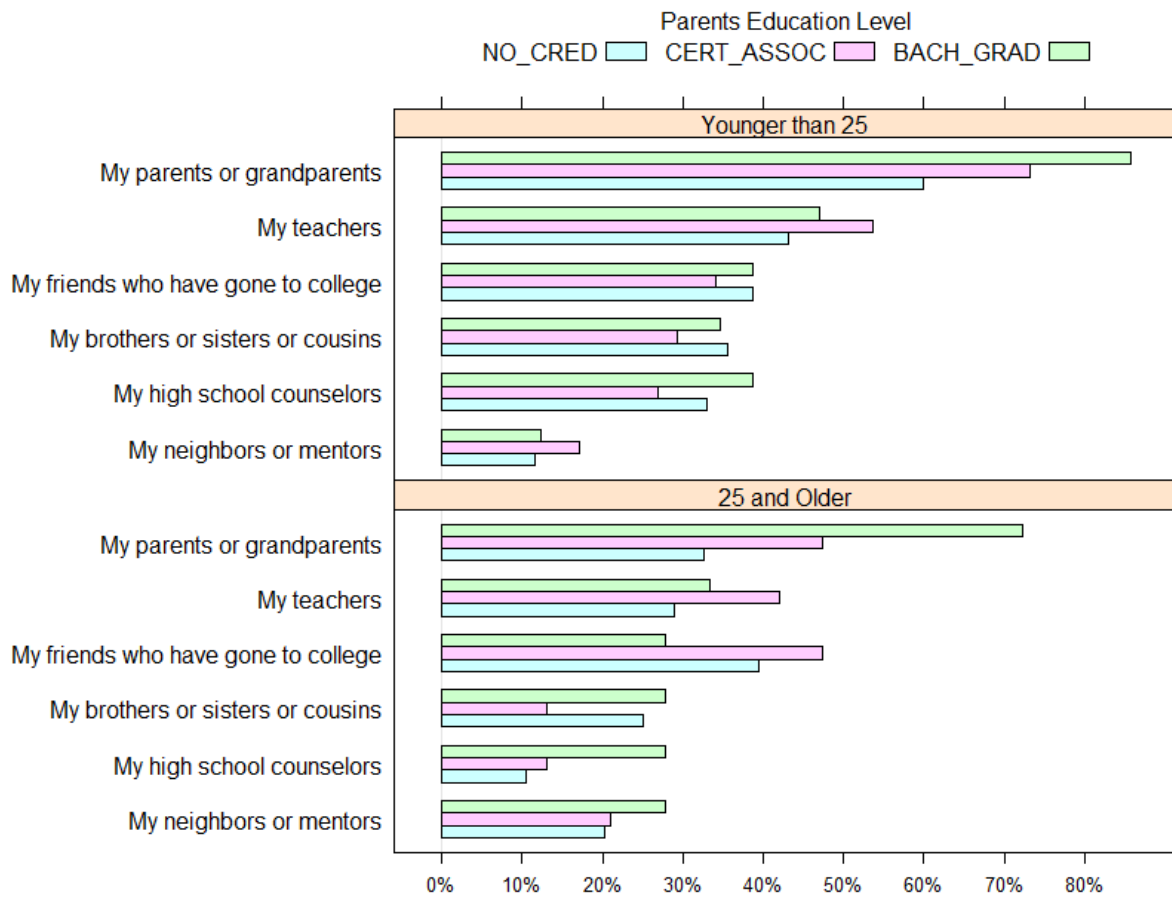
Question 16: The people who I trust to help me plan for college are:

Main Point: Students trust their parents and grandparents more than anyone else. Their teachers are trusted second, followed by friends who have gone to college. Their counselors come in next to last.

Question 16 asked students about who they trust to plan for college. High school counselors were only cited by about 22% of respondents, while parents/grandparents were cited by 50%, teachers by 35%, and friends who have gone to college by 32%. Correlations are:

- People who have parents with a bachelor's or graduate degree or who are younger than 25 were much more likely to say they trust their parents to plan for college (the most popular choice.)
- People who are White were less likely to say they trust their brothers or sisters to plan for college (the third most popular choice.)
- People who have parents with a bachelor's or graduate degree were more likely to say they trust their high school counselor to plan for college (the fifth most popular choice.)
- People who are caregivers were less likely to say they trust their high school counselor to plan for college (the fifth most popular choice.)
- People who are 25 or older or from higher income households were more likely to say they trust their neighbors to help plan for college (the sixth most popular choice.)

**Q16: The people who I trust to help me plan for college are:
by Age and Parent's Education**



Question 17: I get most of my information about college from:

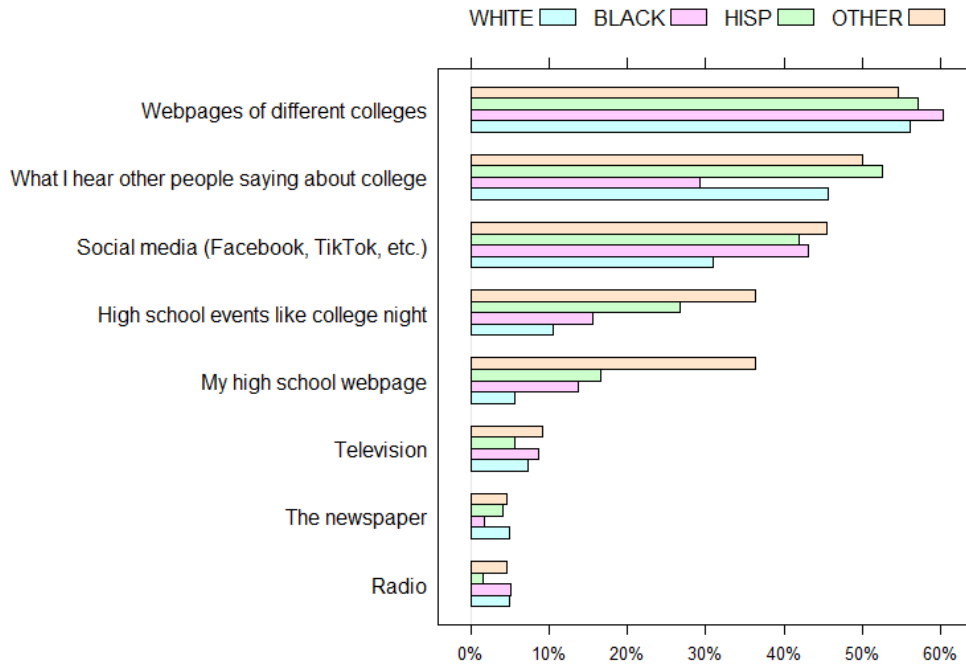
Main Point: Students use the college webpage, social media, and “what other people say” to get information about college. This reinforces the current emphasis on social media for our marketing and the need to have a webpage that is designed for people who don’t know much about going to college.

Question 17 asked students about where they get information about college. In last place are radio, television and newspapers. The most popular sources of information are college webpages, what other people say about college, and social media. It seems surprising that the second most popular source of information is “what other people say.” Correlations are as follows:

- People with higher incomes were more likely to select the college webpage as a source of information (the most popular source.)
- People who are Black or who are caregivers were less likely to say they get information from “what other people say” (the second most popular source.)
- People who identify as students were more likely to say they get information from “what other people say” (the second most popular source.)
- People who are Hispanic were more likely to select social media as a source of information (the third most popular source.)

- People who are Hispanic or who identify as students or who are in a higher income household were more likely to get information from high school events (the fourth most popular source.)

**Q17: I get most of my information about college from:
by Race/Ethnicity**



Conclusions

The branding study provides a large set of data representing the thoughts and preferences of people in our service area with respect to higher education in general and Lee College in particular. Some of the key results include:

- People are very, very concerned about cost and going into debt, which is probably a reflection of the national media coverage of the “student debt crisis.” The biggest concern that respondents had about college is that it is expensive. The biggest advantage of going to college is getting a better job and more pay. Being able to afford college without borrowing money, knowing about scholarships, and getting help with financial aid were all identified as very important when selecting a college.
- An overwhelming majority of people in all age groups see themselves going to college, and they say they would like to start college within the next year.
- College goals vary significantly by age and gender. Older students and males are more oriented toward workforce programs, younger students and females toward a four-year degree.
- Lee College is by far the most popular school for people in our area to apply to.
- About 30% to 50% of respondents do not feel well prepared to apply to college, and the number is higher for people who have parents who do not have a college credential or who are caregivers.
- Over 30% of respondents said they never talked to a high school counselor about college.

- When asked to rank seventeen statements according to how well they represent the opportunities that Lee College offers, the top ranked statement was “Lee College cares about me and helps when I am in need,” and the second highest ranked statement was “The college meets me where I am so I can achieve my goals.”
- Respondents said they trust their parents/grandparents and their teachers when they need advice for making college plans. (High school counselors ranked next to last among people they trust.)
- When respondents are looking for information on colleges, they look at the college website, listen to what “other people” are saying about college, and check social media.

These results will help guide the design of marketing campaigns and should result in greater impact and increased numbers of applications and enrollments.

Appendix A: Lee College Community Survey

Lee College Community Survey

Community Survey Questions

1. As a High School student, did/do you feel ready to apply to college?

Extremely unprepared	Somewhat unprepared	Somewhat prepared	Extremely well- prepared
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

High School Experience

2. Which statement(s) describe your experience(s) in high school? [Please select all that apply.]

- I never talked about college with my high school counselor.
- There were/are two kinds of students at my school: college bound and everyone else.
- Once my grades started to slip I immediately got pushed into getting my GED or doing well enough to graduate high school but not go to college.
- My school did not provide any information about financial aid to help pay for college.
- My parents are not native English speakers so they had trouble getting information from my high school to help me attend college.
- I got everything I needed from my high school to be accepted to a 4-year college.
- I got everything I needed from my high school to be accepted to a community college.
- My elective courses in high school helped me figure out my college goals.
- My high school counselor didn't provide options to go to college at a slower pace or via online learning to address my challenges in attending
- None of the above

College Preparation

3. Do you think of yourself as someone who would likely go to college?

- | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| Not at all likely | Somewhat unlikely | Somewhat likely | Always college bound |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

4. Why don't you think of yourself as someone who would likely go to college?

[Please select all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> Didn't have the grades/GPA | <input type="checkbox"/> My parents couldn't afford to pay for me to go to college |
| <input type="checkbox"/> Needed to earn a living | <input type="checkbox"/> I couldn't afford to pay for college on my own |
| <input type="checkbox"/> Was encouraged to go the workforce route by my high school. | <input type="checkbox"/> I joined the military instead of going to college |
| <input type="checkbox"/> No one in my family goes to college | <input type="checkbox"/> My family obligations do not allow me to go to college |
| <input type="checkbox"/> No need to move out of the family home | <input type="checkbox"/> Other - Write In |

College Attendance Advantages

5. What are the advantages of going to college for you?

[Please select all that apply.]

- | | |
|---|--|
| <input type="checkbox"/> It would help me get a better job with higher pay | <input type="checkbox"/> I would be proud of myself |
| <input type="checkbox"/> I would meet interesting people who are different from me | <input type="checkbox"/> I would learn about things that interest me |
| <input type="checkbox"/> It would help me figure out what I want to do with my life | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> My family would be proud of me | <input type="checkbox"/> Other - Write In |

- It would help me switch careers

6. What are your concerns or challenges about college?

[Please select all that apply.]

- I don't feel prepared to navigate attending college
- I would feel out-of-place in college; I don't belong there
- None of my family, friends or co-workers went to college
- It takes too much time
- I don't enjoy school
- I am afraid I would fail
- It is expensive
- I'm afraid the reputation of the college I would attend would have little value in the workforce
- I don't know anything about college
- I don't have reliable transportation to get back and forth from college
- The time and expense of driving to and from college is too much
- College isn't relevant to the real world
- College would interfere with my job
- College would interfere with my responsibilities to my family
- I will probably have to borrow money to pay for college and end up in debt
- College seems like something I should do but I'm hesitant to try
- College is not worth the time and money in order to get a job
- College seems like something I should do but I don't know where to start
- Nothing
- Other - Write In

7. Which of the following best represents your college education goals, if any?

- Have no plans at all to attend college now or in the future.
- 1-year Certificate Program - enrollment in a specific career like welding or vocational nursing or logistics or cosmetology and then get a job. (Takes one year of full-time enrollment.)
- 2-year Associate Degree - enrollment in a specific career like chemical process technology or office administration or nursing or early childhood education and then get a job. (Takes two years of full-time enrollment or 3-4 years part-time.)
- I want to start at a community college then transfer to a college or university to get a bachelor's degree. (Takes four years of full-time enrollment or 6 years part-time).
- I want to go straight to a college or university to get a 4-year Bachelor's Degree
- GED/Hi-SET: High school equivalency (12 weeks)
- ESL/ELL: English Language Learner (16 weeks)
- Non-credit Career Training, i.e., training to be a dental hygienist or office assistant (6-12 weeks)
- Community Education, i.e., quick vocational skills like learning Excel or QuickBooks (1 or 2 days)
- Other - Write In

Rate Importance

8. When deciding which college to attend, how important are these ***Educational Quality and Support for Success*** factors to you?

Not at all important Somewhat unimportant Neutral Somewhat important Extremely important Not Applicable

My instructors have real world, practical

-

experience

I can see how I will be able to balance work and family with college

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I can create a school schedule that is compatible with my work schedule

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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I don't have to take any refresher courses before starting college

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I can find Majors and programs that I like

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I am assigned a personal coach to help with my educational and career plans

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I can take courses online if I want to

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

The college makes it clear exactly which

--	--	--	--	--	--

courses I need to take including after I transfer to a university

I can register for classes easily

I can get testing support for the SAT/ACT

I can tell the college provides high quality instruction

Services

Tutoring and mentoring, i.e., how to be successful with course work

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Convenient to where I live

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Ease of parking to get to my class

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Support for my health or disability issues

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Affordable childcare

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Library resources

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Computer labs that are open to students at all hours

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Laptops are given to all new students

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

11. Do you plan to attend college full-time or part-time?

- Plan to attend college full-time
- Plan to attend college half-time
- One or two courses when I can in between caring for family and/or working
- Other - Write In

12. In what time frame are you thinking of attending college?

- Next academic year (August 2021)
- Two to three years
- Four to five years
- More than 5 years

13. Which colleges are you considering attending or applying to?

[Please select all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> Lee College | <input type="checkbox"/> UH Main |
| <input type="checkbox"/> San Jacinto (SanJac) | <input type="checkbox"/> UH Clear Lake |
| <input type="checkbox"/> HCC | <input type="checkbox"/> UH Downtown |
| <input type="checkbox"/> Lone Star College | <input type="checkbox"/> Texas State San Marcos |
| <input type="checkbox"/> COM (College of the Mainland) | <input type="checkbox"/> Sam Houston State |
| <input type="checkbox"/> Blinn College | <input type="checkbox"/> Lamar Institute of Technology |
| <input type="checkbox"/> Texas A&M | <input type="checkbox"/> Lamar University |
| <input type="checkbox"/> UT Austin | <input type="checkbox"/> Other - Write In |

Career Interest

14. Which of the following best describes your career area of interest, if any?

- Business (management, accounting, marketing, sales, etc.)
- Logistics and Supply Chain Management (warehousing, inventory, shipping, packaging)
- Petrochemical and Refining Industry (overseeing plant operations, monitoring and protecting health and safety, testing and servicing instrumentation)
- Education (becoming a teacher)
- Journalism / Communication (writer, editor, blogger, public relations, advertising)
- Health Professions (nursing, medicine, physical therapy, EMS, dental, etc.)
- Mechanical and Construction Technology (welding, pipefitting, building construction, commercial electricity, machining, automotive repair, drafting, heating and air conditioning)
- STEM (engineering, science, math, computers / software, technology, data analytics, etc.)
- Social and Behavioral Science (psychological counseling, law enforcement / criminal justice, public policy)
- Fine and Performing Arts (art, architecture, music, graphic design, theater, audio recording)
- I'm undecided on a career at this point
- Other - Write In

Rank Opportunities

15. "Which statement best represents the opportunities Lee College offers? Please rank order your top 5 choices."

Drag items from the left-hand list into the right-hand list to order them.

Lee College cares about me and helps when I am in need →

The honors program provides great →

opportunities

The college
meets me where
I am so I can
achieve my
goals →

Lee College has
programs to
study in another
country for a
semester →

Lee College
tailors your
education to
your definition of
success →

Great faculty
care about how
they teach and
how I learn →

Lee College
helps you fulfill
family dreams to
be the first to go
to college →

You can build a
better future
thanks to Lee
College →

Lee College is
providing a fresh
start for me and
my family →

The college
invests in your
success with all
the services you
need →

Smart decision
to stay local at
Lee College →

Lee College

I know where the college is, but I don't know what they could offer me. ➔

Lee College is only for working adults who need to upskill ➔

Lee College is only for petrochemical jobs ➔

Lee College is great for dual credits but not much else ➔

Lee College is only for students who can't afford to go to a university ➔

Lee College is more like the 13th grade, not a real college ➔

Planning Advice

16. The people who I trust to help me plan for college are:

[Please select all that apply.]

- My parents or grandparents
- My brothers or sisters or cousins
- My teachers
- My high school counselors
- My friends who have gone to college
- My neighbors or mentors

17. I get most of my information about college from:

[Please select all that apply]

- Television
- Radio
- My high school webpage
- Social media (Snapchat, Instagram, Facebook, Twitter, Reddit, YouTube, TikTok, etc.)
- Webpages of different colleges
- The newspaper
- What I hear other people saying about college
- High school events like college night

Demographic Questions

18. What is highest degree or level of school you have completed?

- Less than a high school diploma
- High school diploma or equivalent
- Certificate program
- Some college, no degree
- Associate degree (e.g., AA)
- Bachelor's degree (e.g., B.S., B.A.)
- Master's degree (e.g., M.A., M.S., M-ed)
- Doctorate degree (e.g., Ph.D., Ed.D., J.D.)

19. What is highest degree or level of school **one or more of your parents** have completed?

- Less than a high school diploma
- High school diploma or equivalent
- Certificate program
- Some college, no degree
- Associate degree (e.g., AA)
- Bachelor's degree (e.g., B.S., B.A.)
- Master's degree (e.g., M.A., M.S., M-ed)
- Doctorate degree (e.g., Ph.D., Ed.D., J.D.)

20. What is your age?

- 17 or younger
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

21. How would you describe your race / ethnicity?

[Please select all that apply.]

- American Indian / Alaska Native
 - Asian
 - Black / African-American
 - Hispanic/Latino
 - Native Hawaiian or Other Pacific Islander
 - White / Caucasian
 - Race and Ethnicity Unknown
 - Prefer not to answer
 - Other - Write In
-

22. Are you a care giver for children or adults?

- One or two children
- Three or more children
- One or more adults
- Children and adults
- Not applicable

23. What is your current employment status?

- Employed full time (40 or more hours per week)
- Employed part time (up to 39 hours per week)
- Unemployed and currently looking for work
- Unemployed and not currently looking for work
- Student
- Retired
- Stay-at-home parent or care-giver
- Self-employed
- Unable to work

24. Which of the following categories best represents your household income?

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more
- Prefer not to answer

25. To which gender identity do you most closely identify?

- Male
 - Female
 - Transgender Male
 - Transgender Female
 - Gender Variant / Non-conforming
 - Prefer not to answer
 - Other - Write In
-

Congratulations you have completed the survey!

26. If you are interested in being entered into the raffle for the \$100 gift cards, please enter your valid email address below.