

North Idaho College
Long Range Visioning and Planning
Business Survey
Executive Summary Report
September 2011

Prepared by:

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Statement of Methodology

As part of a multi-methodology study, Robinson Research was commissioned by North Idaho College to conduct a telephone study with businesses in North Idaho. The purpose of the study was to evaluate the business community's attitudes and perceptions regarding NIC, to assist with NIC's Long Range Visioning and Planning.

Fifty surveys were conducted between September 27, 2011 and September 29, 2011.

No fewer than fifteen percent (15%) of the interviews were monitored in their entirety, and an additional ten percent (10%) were called back by a supervisor for verification of key points of the data. Interim trial runs of the data were cross-tabulated by the interviewer as a quality assurance procedure.

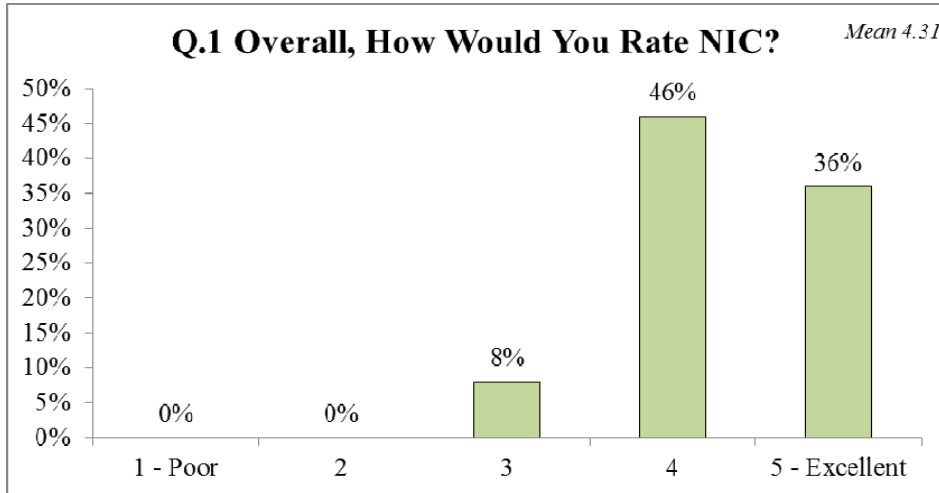
A 50-sample survey, in a universe of 3,000+, has a margin of error of +/- 13.85 percent, which means that, in theory, results have a ninety-five percent (95%) chance of coming within +/- 13.85 percentage points of results that would have been obtained if all businesses had been interviewed.

Questions regarding this survey may be directed to:

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Detailed Observations

Q.1 Overall, how would you rate NIC, using a one to five scale where one is poor and five is excellent?

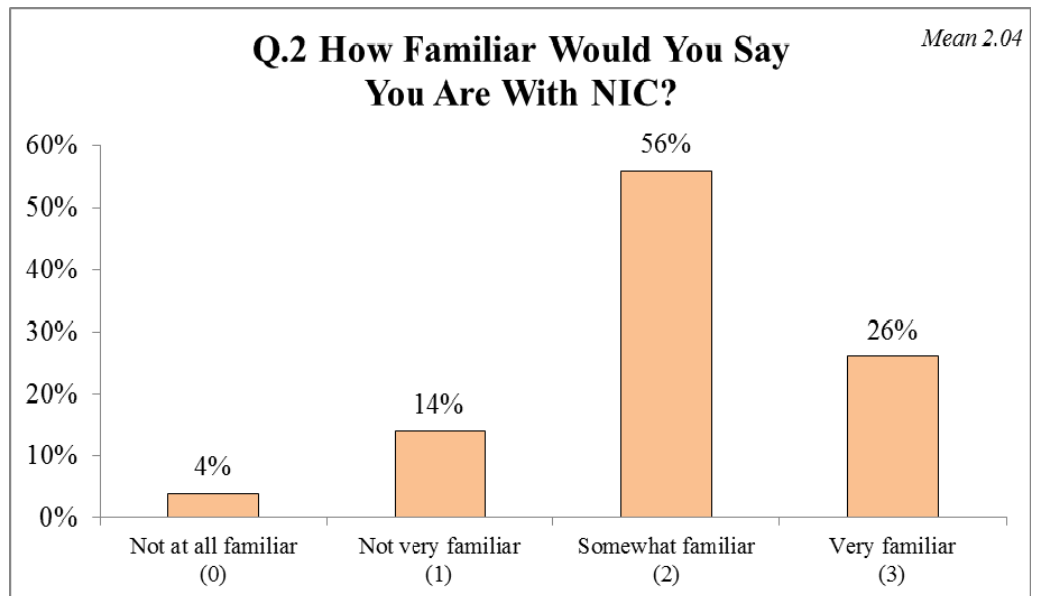


Four-in-five (82%) respondents rated NIC above the mid-point of the scale.

Responses spanned the tested subsets quite evenly.

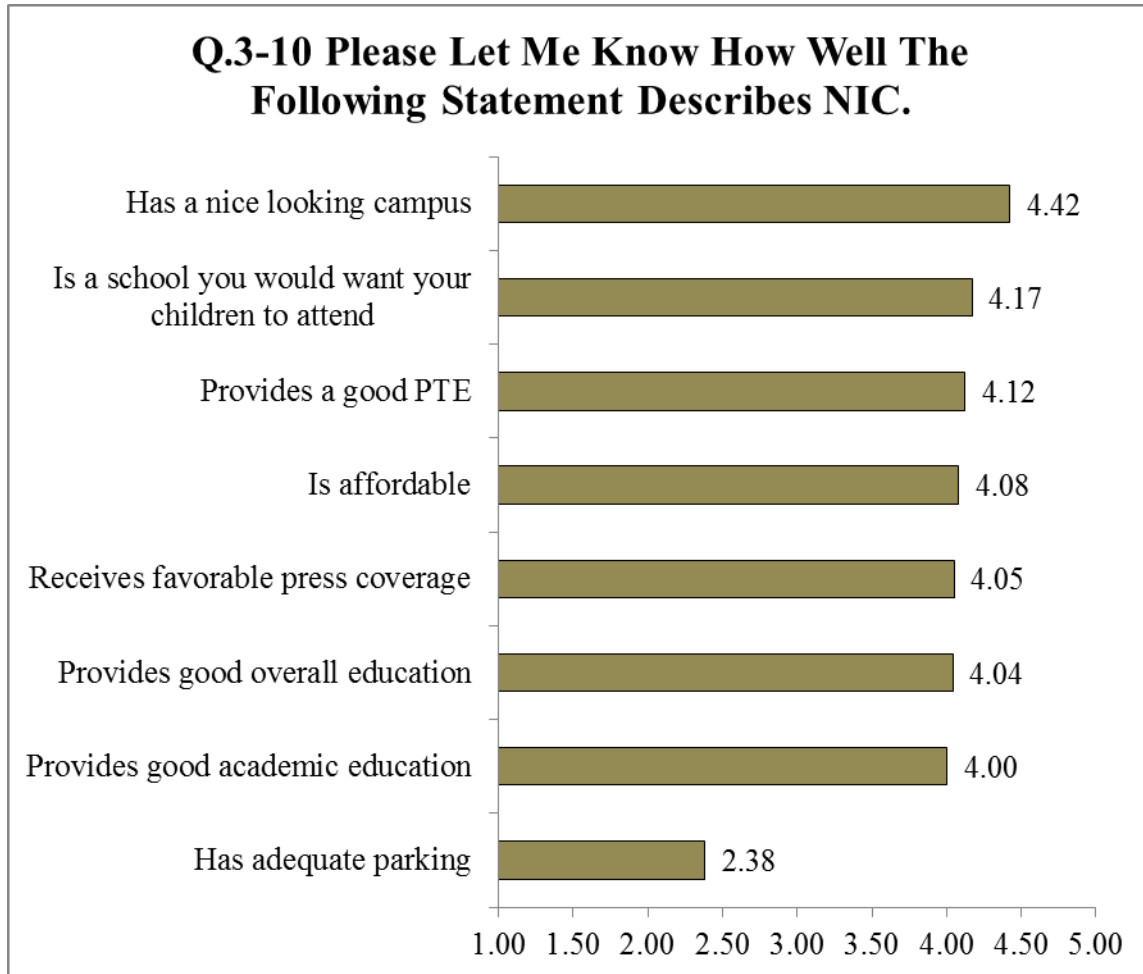
Q.2 How familiar would you say you are with NIC?

Four-in-five (82%) participants reported being somewhat or very familiar with NIC.



I will now read a list of statements, please let me know how well each describes NIC. Please use a scale of one to five where one means does not describe at all and five means describes completely, if you are unfamiliar with that area of the college please let me know and I will move to the next question. The first one is...

The following graph displays the mean score for each tested descriptor.



Q.3 Has adequate parking

This descriptor was ranked last of the eight tested, with a mean score of 2.38.

Respondents who ranked their overall satisfaction with NIC as a 3 were significantly more likely than average to give a lower rating.

Q.4 Has a nice looking campus

This descriptor was ranked first among the eight tested, with a mean score of 4.42.

Participants who reported being very familiar with NIC were more likely than average to give a higher rating.

Q.5 Is a school you would want your children to attend

This descriptor was ranked second of the eight tested, with a mean score of 4.17.

Respondents who cited TV news as their primary source of information about NIC were more likely than average to give a lower rating.

Bonner County respondents were more likely than average to give a higher rating.

Q.6 Is affordable

This descriptor was ranked fourth among the eight tested, with a mean score of 4.08.

Benewah County participants were more likely than average to give a lower rating.

Q.7 Provides good overall education

This descriptor was ranked sixth of the eight tested, with a mean score of 4.04.

Respondents who reported that NIC did enough to reach out to businesses were more likely than average to give a higher rating.

Responses to this question correlated strongly with overall ratings.

Q.8 Provides a good academic education

This descriptor was ranked second to last among the eight tested, with a mean score of 4.00.

Responses to this question correlated strongly with overall ratings.

Boundary County respondents were more likely than average to give a lower rating.

Shoshone County respondents were significantly more likely than average to give a higher rating.

Q.9 Provides a good professional and technical education

This descriptor was ranked third of the eight tested, with a mean score of 4.12.

Responses to this question correlated strongly with overall ratings.

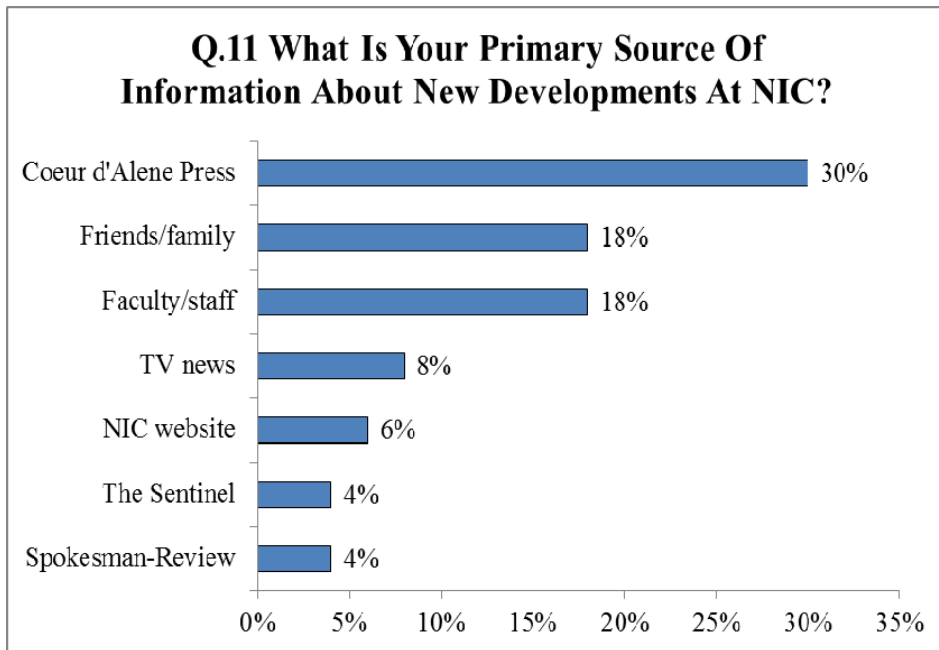
Q.10 Receives favorable press coverage

This descriptor was ranked fifth among the eight tested, with a mean score of 4.05.

Respondents who perceived NIC as focusing too much on academic classes were significantly more likely than average to give a lower rating.

Q.11 What is your primary source of information about new developments at NIC?

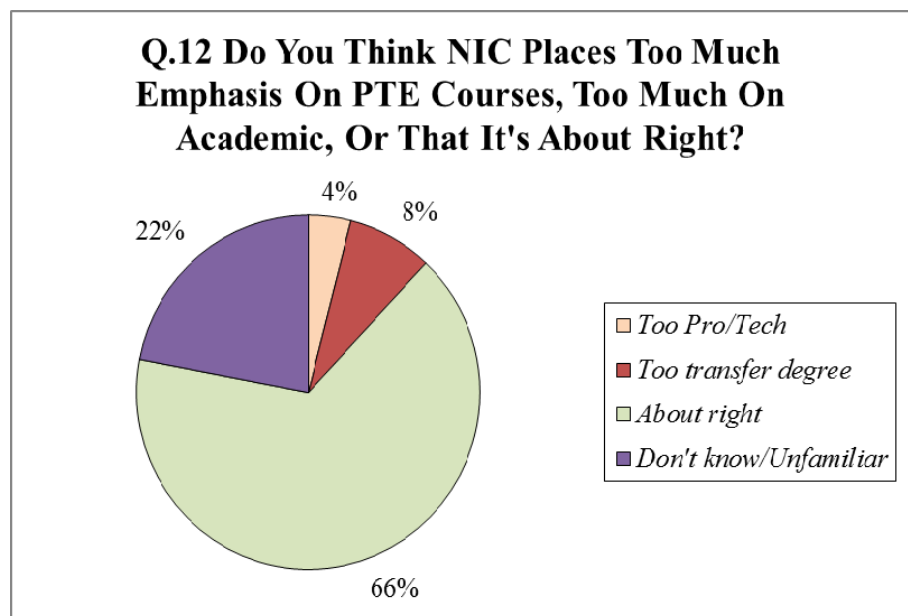
A list of possible responses to this question was not read to respondents. Only one response was accepted.



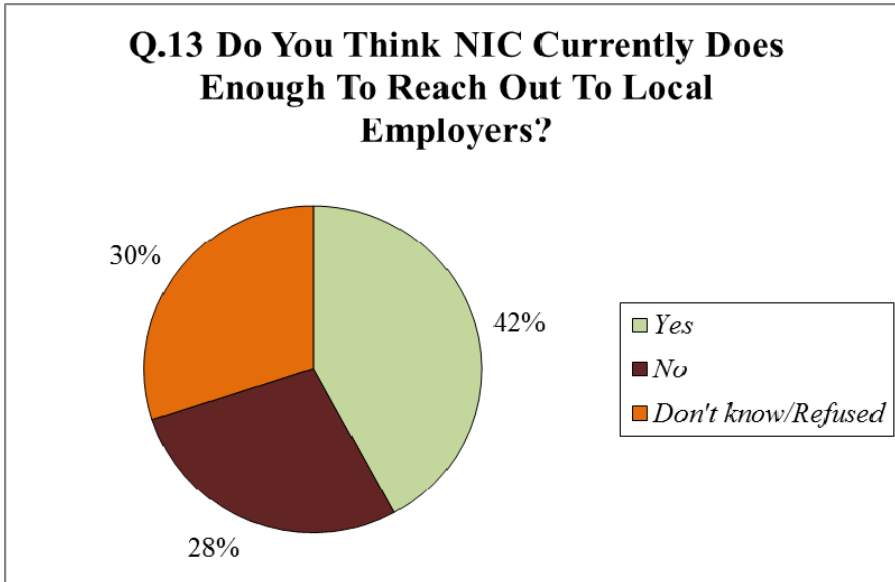
Three-in-ten (30%) respondents reported that the *Coeur d'Alene Press* was their primary source of information about NIC.

Q.12 NIC currently offers Professional Technical Education courses, such as nursing and welding, that prepare students for the workforce and academic courses, such as history and English, that prepare students to transfer to a 4-year university. Do you think NIC places too much emphasis on professional courses, too much emphasis on academic courses or that it's about right?

Two-in-three (66%) respondents reported that it was about right.



Q.13 Do you think that NIC currently does enough to reach out to local employers and understand their needs, or not?



For every two respondents who believed that NIC does not reach out enough, there were three who believed that they did.

Respondents who gave NIC an overall rating of a 3 were more likely than average to respond in the negative.

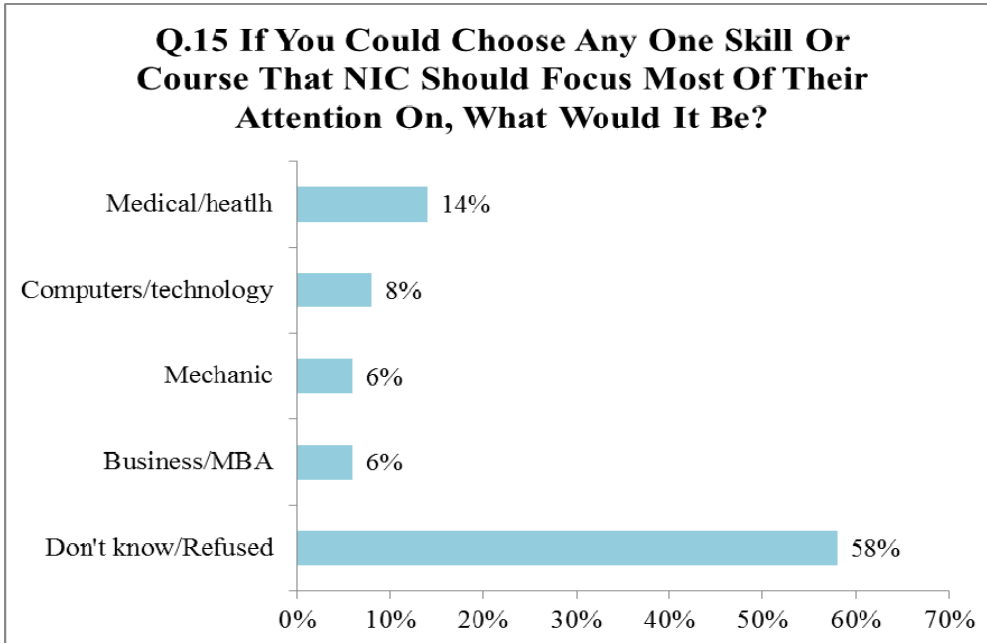
Q.14 Are there any courses or classes that NIC doesn't currently offer but should?

A list of possible responses to this question was not read to respondents. Multiple responses were allowed. There were only six participants who gave a response.

- Aviation/Piloting
- Cafeteria Program
- Graphic Design
- Foreign Languages
- Civil Engineering
- Physical Therapy Assistant

Q.15 If you could choose any one skill or course that NIC should focus most of their attention on, what would it be?

A list of possible responses to this question was not read to respondents. Only one response was accepted.

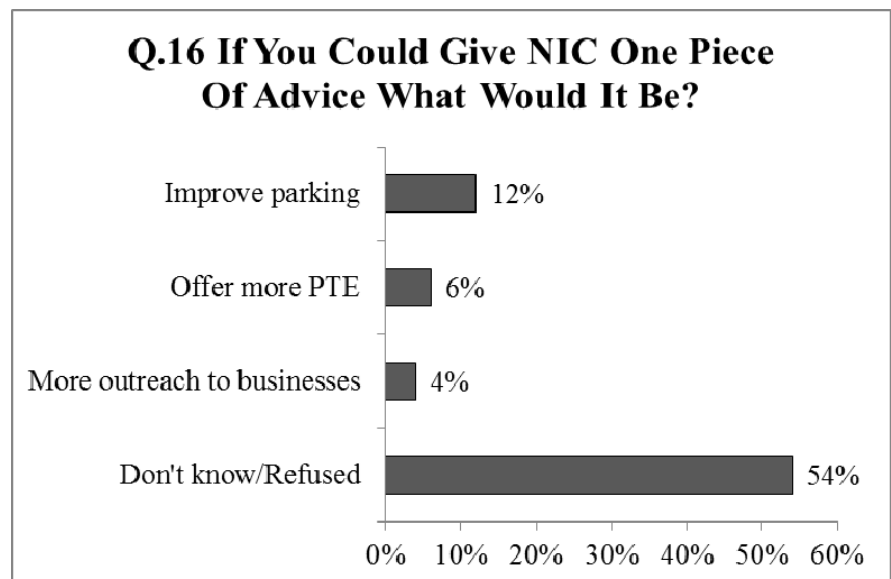


Three-in-five (58%) participants were unable or unwilling to provide a response.

Q.16 If you could give NIC one piece of advice what would it be?

This open-ended question was asked of all 50 respondents. Responses were recorded verbatim and subsequently coded for ease of interpretation. The complete responses can be found under separate cover and are recommended reading.

Because of the small sample size one-in-four (24%) responses were coded as 'other'.



Respondent Profile

- The average number of full-time equivalent employees was 15.84
- The mean number of years in business was 23.29
- Sixty-eight percent of respondents were female
- County Totals:
 - 60% Kootenai
 - 10% Boundary
 - 10% Bonner
 - 10% Shoshone
 - 10% Benewah

Industries Surveyed

12% Business Services
12% Construction
10% Medical
8% Financial Institutions
6% Retail
6% Manufacturing
6% Hospitality
6% Insurance
6% Transportation
4% Design
4% Technology
2% Landscaping
2% Performing Arts
2% Mining
2% Hotels
2% Event Planning
2% Pet Care
2% Photography
2% Mechanic
2% Education