

# Contents of this Report

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## Synopsis:

Research Objectives.....	<i>Page 1</i>
Review of Primary Findings .....	<i>Pages 2 to 3</i>
How the Survey was Conducted .....	<i>Pages 4 to 5</i>
Synopsis of Results .....	<i>Pages 6 to 14</i>

# Research Objectives

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In November 2007, the president of North Idaho College (NIC), Dr. Pricilla J. Bell, commissioned Strategic Research Associates (SRA) to conduct a telephone survey among 40 businesses in Northern Idaho.

These specific measurement areas are addressed in this report:

- **Demographic variables such as gender, age, and other background characteristics**
- **Familiarity with and top-of-mind perceptions about North Idaho College and other area colleges**
- **Perceptions about North Idaho College's current performance**
- **Recommendations about North Idaho College's priorities**
- **Perceptions about NIC Graduates**
- **Perceptions about North Idaho College's media image**

# Review of Primary Findings

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This two page *Executive Review* provides a brief summary of selected survey findings. The *Synopsis of Results* (pages 6 to 14) provides a more thorough summary.

- **How the survey was conducted**

Forty businesses located in five North Idaho counties were interviewed by telephone in January 2008. The population list was developed using multiple Chamber of Commerce Member Directories. Using these directories, businesses were sub-divided into several categories and at least one business was randomly contacted per category to ensure that a variety of industries were represented in the sample. Interviewing was conducted weekdays from 9am-5pm, using a questionnaire script running 15 minutes, on average.

- **Demographic variables such as gender, age, and other background characteristics**

With regard to the businesses selected for the survey, respondents can be categorized as follows: 43% of respondents were owners, 35% managers, 16% presidents or vice presidents, and 8% executive assistants or CEOs. Company size ranged from less than 10 employees to more than 500 employees, with majority (63%) of the businesses surveyed employing less than 10 people.

- **Familiarity with and top-of-mind perceptions about North Idaho College and other area colleges**

Among the 40 business leaders, 43% said they were “very familiar” with the college, 48% “moderately” so, and 10%, “not very.” (Interviews with those who replied “not at all familiar” were politely terminated.) “Very familiar” percentages for University of Idaho (28%) and Lewis-Clark state College (10%) were lower. Respondents’ top of mind images of NIC were rarely negative with “Learn a trade for workplace” as the most common unaided response, followed closely by “Good college” and “Small campus size.” Almost all (95%) were previously aware of the college’s community college status and 37% claimed to have taken classes at the college.

- **Perceptions about North Idaho College’s current performance**

Respondents were asked to rate their perception of North Idaho College’s performance on each of 14 attributes. Of the 14 attributes, an “attractive campus” received the highest mean performance rating, followed by “contributions to the community” which received a mean rating significantly higher than the other 12 attributes. Attributes “high instructional quality” and “athletic programs” received a performance mean rating significantly lower than all other attributes.

The respondents were also asked to rate NIC overall as an institution of higher learning. Twenty-eight percent (28%) rated the college’s overall performance as “outstanding”, “good” 58%, “just okay” 15%, and “not very good” 0%.

# Review of Primary Findings (cont.)

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- **Recommendations about North Idaho College’s priorities**

Respondents were asked to recommend (using a four point scale) how much more priority the college should place on each of the 14 performance areas. The 6 attributes that received the highest average priority rating are as follows: a safe campus, high ethical standards, high instructional quality, current technology for student use, quality of faculty, and preparing students to enter a four year college. The attributes which received significantly lower mean priority ratings were an attractive campus and athletic programs. The three areas, high instructional quality, preparing students to enter the workforce with a trade, and quality of faculty received above–median (50<sup>th</sup> percentile) priority scores but below–median scores for performance, suggesting that the performances in these areas may not be meeting the business community’s expectations.

When asked about the orientation of the college, the majority (65%) thought the college currently emphasizes preparation for entering the workforce with a trade, while 20% said it emphasizes preparing students to enter a four-year university.

- **Perceptions about NIC Graduates**

Respondents were asked a series of questions about North Idaho College graduates. The majority (68%) of the businesses surveyed, indicated that they do not attempt to recruit recent North Idaho College graduates. Business representatives were asked to imagine a job candidate who is a recent graduate of North Idaho College and what impact this would have on his or her hiring. Forty-Eight (48%) stated their business would be more likely to hire the graduate, 8% stated their business would be less likely to hire the graduate, 43% stated it would have no effect on their businesses decision to hire the graduate, and 3% responded “don’t know” or “refused”.

Respondents were asked about the likelihood that they would recommend NIC to a prospective student. Three out of four respondents (75%) stated “very likely” and no one stated “not very likely” to recommend NIC to a prospective student.

- **Perceptions about North Idaho College’s media image**

Regarding media coverage, 85% recalled having read about the college in a newspaper and 45% hearing about it or seeing it on broadcast news. (88% could recall media coverage of any type.) Among those recalling media coverage, about 80% characterized it as “favorable”.

# How the Survey was Conducted

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- **A telephone survey with 40 completed interviews**
  - The population of interest was defined to include businesses within the boundary of any of five North Idaho counties (Kootenai, Benewah, Bonner, Boundary, and Shoshone). None of the selected organizations and participants were affiliated with University of Idaho, Lewis-Clark State College, or North Idaho College; however, in order to complete the interview, they were required to have some familiarity with North Idaho College. Participants who did not meet these criteria were politely terminated.
  - The target sample size was 40 businesses located in the five North Idaho counties.
  - Interviewing was conducted between January 3 and January 9, 2008.
  - Selection of respondents was conducted as follows:
    - The businesses for the interview process came from multiple Chambers of Commerce directories located in the five North Idaho counties. All business were sub-grouped into 140 different business categories. For each business category, phone calls were made randomly until (1) a maximum of three businesses in each category were contacted and asked to participate, and (2) a maximum of one completed interview for each category was achieved. The final sample consisted of 40 completed interviews from 40 different business categories to ensure a variety of business types in the sample.
    - Interviewers asked to speak to the owner, general manager or person in charge of hiring. This measure was taken to ensure that the interview was being conducted with individuals who had the authority to influence hiring. There were 17 owners, 14 managers, 6 presidents or vice presidents and 3 CEOs or executive assistants interviewed.
  - All interviews were conducted between 9AM and 5PM by professionally trained interviewers at Strategic Research Associates. Interviewers used CATI stations (Computer Aided Telephone Interviewing) for this survey which allowed for randomization and rotation of question order, reducing potential bias.
  - To reach a qualified contact, interviewers attempted a maximum of four call attempts per targeted businesses.
- **The questionnaire**
  - The questionnaire included 55 questions, six of which were unaided (requiring respondents to answer in their own words rather than choosing among a list of options.) Because of skip patterns, some respondents did not answer every question. The average interview took 15 minutes to administer.
  - The questionnaire development was a joint collaboration between North Idaho College and Strategic Research Associates; Steven Dean, a research partner with SRA, wrote the questionnaire and Dr. Eric Murray, Vice President for Student Services at North Idaho College, approved it.

# How the Survey was Conducted (cont.)

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- **Presentation of results**

- This report is divided into sections. The presentation includes, in order, *Contents of the Report*, *Research Objectives*, *Executive Review of Primary Findings*, *How the Survey was Conducted*, and *Synopsis of the Results*. Appendices include *Verbatim Responses* section listing word-for-word responses to all unaided survey questions (Q2, Q3, Q4, Q10, Q11, and Q17), the *Questionnaire* and completed *Crosstabulations*.
- Appropriate statistical tests were sometimes conducted to determine whether chance could be excluded from the list of possible causes of differences or associations in the sample data. A probability of 0.10 was used as a criterion to determine a statistically significant result for all statistical tests. Due to the small sample size (n=40), it is not appropriate to make statistical comparisons of sub-groups, such as, gender and age, however, this report will note interesting sub-group findings.



# Synopsis of Results

- **Demographic variables such as gender, age, and other background characteristics**
  - As stated earlier, among the 40 businesses interviewed, 43% of respondents were owners, 35% managers, 16% presidents or vice presidents, and 8% Executive Assistants or CEOs. Of the business leaders interviewed, the majority (68%) were women, three out of four (75%) were between 35 years of age and 54 years of age, and exactly half (50%) were from businesses located in Kootenai County. Company size ranged from less than 10 employees to more than 500 employees, with majority (63%) of businesses surveyed employing less than 10 people. One of the strategies to measure the interviewee’s personal exposure to North Idaho College was to ask the participant if they had ever enrolled in a class at the college. Responding to this question, 37% of the business leaders indicated that he or she had taken a class at North Idaho College. Table 1 displays the counts and percents for each demographic variable.
  - For further detail, see the *Crosstabulations* in the appendix. The *Crosstabulations* divides each of the 55 questions into demographic subgroups.

**Table 1  
Demographic Variables**

Variable	Category	Count	Percent of Sample
Total sample	Total	40	100%
Gender	Males	13	33%
	Females	27	68%
Age	18 to 34	6	15%
	35 to 54	30	75%
	55 and older	4	10%
County	Business of Kootenai County	20	50%
	Business of another county	20	50%
Personal exposure to NIC	Classes personally taken at NIC	14	37%
	No classes personally taken	24	63%
Number of people your company employs	Less than 10	25	63%
	10 to 49	12	30%
	50 or more	3	8%
Current job title	Owner	17	43%
	Manger	14	35%
	President	3	8%
	Vice President	3	8%
	Executive Assistant	2	5%
	CEO	1	3%

*Percentages may not add to 100 due to rounding.*

- **Familiarity with and top-of-mind perceptions about North Idaho College and other area colleges**

- **Familiarity with North Idaho College (Q1a):** Respondents were asked to rate (using a four-point scale) their familiarity with North Idaho College. (Interviews with those who replied “not at all familiar” were politely terminated.) Among those passing the screening, 43% said they were “very familiar” with the college, while 48% were “moderately” so, and 10%, “not very.”

This was also observed:

- **Familiarity with NIC by demographic measurements:** Those most likely to be “very familiar” with NIC included respondents 34 years or under (among whom, 83% were “very familiar”), and those respondents who have enrolled in class at NIC (64%).

- **Familiarity with Lewis-Clark State College (Q1b) and University of Idaho (Q1c):** Respondents were also asked to rate their familiarity with two other North Idaho colleges, produced the results listed in Table 2. As the table indicates, respondents were more likely to be familiar with the University of Idaho than with Lewis-Clark State College.

**Table 2**  
**Familiarity Rating Results**

College	Degree of Familiarity				
	“Very”	“Moderately”	“Not Very”	“Not at All”	Don’t Know
University of Idaho	28%	33%	35%	5%	0%
Lewis-Clark State College	10%	8%	40%	43%	0%

*Base: n=40 for each question*

*Percentages may not add to 100 due to rounding.*

To compare familiarity of these two colleges to North Idaho College “not at all” responses must be excluded from the degree of familiarity for both University of Idaho and Lewis-Clark State College. With the “not at all” responses excluded, the analysis showed that 17% (4/23) responded “very familiar” to Lewis-Clark State College, 29% (11/38) responded “very familiar” to University of Idaho and 43% responded “very familiar” to North Idaho College. The familiarity with Lewis-Clark State College is significantly lower than with NIC. While the difference between the familiarity with NIC and University of Idaho varies (43% vs. 29%), it is not significantly different. (This data manipulation, however, does not quite eliminate the bias in the familiarity rating comparison between North Idaho College and the others.)

This was also observed:

- **Familiarity with Lewis-Clark State College and University of Idaho by demographic measurements:** Those most likely to be “not at all familiar” with Lewis-Clark included females (among whom, 52% were “not at all familiar”), and those respondents not from a business located in Kootenai County (55%). For the University of Idaho, the analysis did not reveal any noteworthy demographic differences.

- **Top-of-mind images for North Idaho College (Q2), Lewis-Clark State College (Q3), and the University of Idaho (Q4):** Those claiming at least some familiarity with each of the three Idaho colleges were asked to describe, unaided, what comes to mind first when they hear each name. Table 3 lists in rank-ordered the top of mind answers for each of the three schools. “Learning a trade for workplace” came to mind most often when asked about North Idaho College and “good

college” came to mind most often when asked about both Lewis-Clark State College and University of Idaho.

**Table 3**  
**Top-of-Mind Descriptions of Each of Three North Idaho Colleges**

<b>North Idaho College (n=40)</b>	<b>Lewis-Clark State College (n=23)</b>	<b>University of Idaho (n=38)</b>
Learn a trade for workplace: 18%	Good college: 13%	Good college: 18%
Good college: 15%	Athletic program: 13%	Engineering program: 13%
Small campus size: 13%	Small campus size: 9%	Athletic program: 8%
Community college: 13%	Program variety: 4%	Important to the community: 5%
Important to the community: 13%	Liberal arts program: 4%	Offers four-year programs: 5%
Attractive campus: 10%	Attended college: 4%	A party school: 5%
Favorable opinion: 8%	Other: 2%	Vandals: 5%
Program variety: 5%	Don't know / no answer: 44%	Large campus: 5%
Limited number of programs: 5%		Program variety: 5%
Located in Coeur d'Alene: 5%		Attractive campus: 3%
Wrestling 3%		Know student/staff at school: 3%
Affordable tuition: 3%		Small campus size: 3%
A two-year college: 3%		Agriculture program: 3%
Know student / staff at school: 3%		Located in Moscow: 3%
Good Location: 3%		Reputable: 3%
Good Education: 3%		Good Staff: 3%
Other: 10%		Other: 11%
Don't know / no answer: 3%		Don't know / no answer: 16%

*Percentages sum to more than 100% within each column because respondents were allowed more than one answer. Those rating themselves “not at all familiar” with a college were not asked to describe it.*

- **Awareness that North Idaho College is a two year community college (Q5):** Almost all (95%) said they were previously aware of the college’s community college status. (These results, however, are biased by the exclusion of those describing themselves as “not at all familiar” with North Idaho College.)
- **Personal exposure to North Idaho College:** Respondents were asked if they had ever seen the North Idaho College campus (Q6) or enrolled for classes (Q7). Almost all (95%) said that they have seen the college and 37% reported having taken a class at the college. (These results, however, are biased by the exclusion of those rating themselves as “not at all familiar” with North Idaho College.)

This was also observed:

- **Personal exposure to by demographic measurements:** Those most likely to have taken a class at NIC included males (among whom, 58% have taken a class) and those respondents younger than 34 years of age (83%).

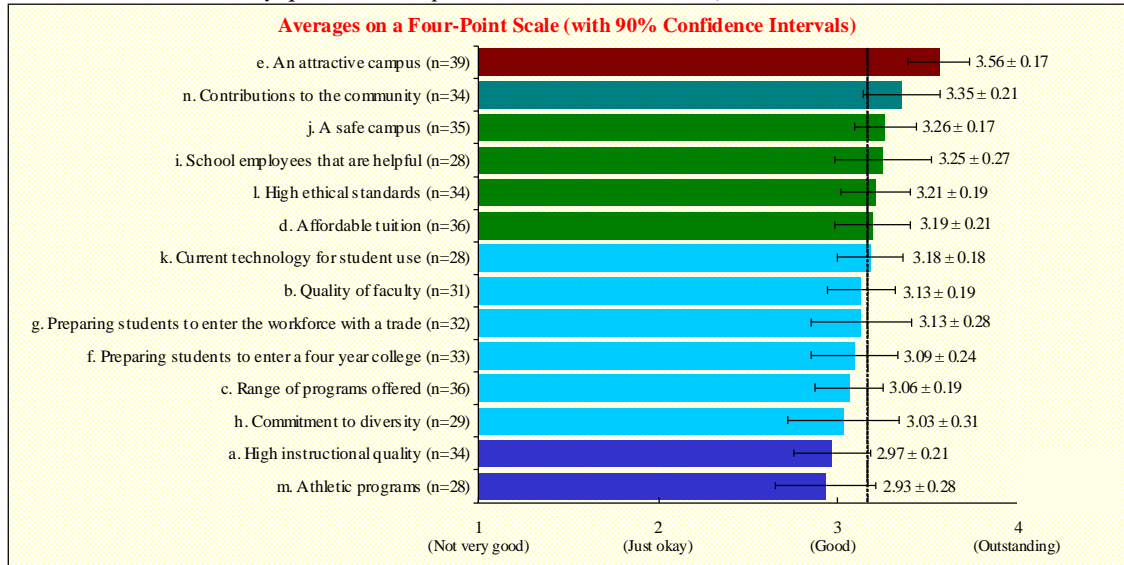
● **Perceptions about North Idaho College’s current performance**

- **North Idaho College’s performance on each of 14 specific attributes (Q8a-n):** Respondents were asked to rate (using a four-point scale ranging from “outstanding” to “not very good”) their perception of North Idaho College’s performance on each of 14 attributes (related to education, service, or program offerings). Figure 1 displays the average for each, with bars color-coded (in standard deviation units, a measure of variability) to indicate degrees of distance above or below the average bar length (the dashed line). The confidence intervals shown in Figure 1 indicate the likely ranges into which the population averages would fall if a census of all adults in the target population were to be conducted.



In Figure 1, a difference of 0.22 of a rating point or more can be considered statistically meaningful.

**Figure 1: Average Performance Ratings for 14 Attributes (Q8a-n)** (Total sample, with “don’t know’s” excluded on any question; sample size are listed in chart.)



Respondents produced these outcomes:

- **Well above-average performance (burgundy):** An attractive campus received a mean rating significantly higher than all others. Sixty three percent (63%) rated the college’s campus as “outstanding”
  - **Moderately above-average performance (turquoise):** Contributions to the community received a mean rating higher than 12 of the 14 performance areas. Forty percent (40%) rated the college’s contributions to the community as “outstanding”.
  - **Slightly above-average performance (green):** Scores on these attributes - a safe campus, school employees that are helpful, high ethical standards, and affordable tuition – were slightly above the overall average indicated in Figure 1 (the dashed line).
  - **Slightly below-average performance (light blue):** Relative to all the items measured, six attributes- current technology for student use, quality of faculty, preparing students to enter the workforce with a trade, preparing students to enter a four year school, range of programs offered, commitment to diversity –produced slightly below-average ratings.
  - **Moderately below-average performance (Medium blues):** Higher instructional quality and athletic programs received mean rating significantly lower than all others. Only 18% and 20%, respectively, rated these attributes as “outstanding”.
- **North Idaho College overall as an institution of higher learning (Q9):** Among all respondents, 28% rated the college overall as “outstanding”; 58%, “good”; 15%, “just okay”; and no one responded “not very good”. The average rating was  $3.13 \pm 0.65$ .
  - **The one positive thing to mention about North Idaho College (Q10) and the area needing most improvement (Q11):** Respondents were asked to name the one positive thing most important to mention about the college, and the area(s) needing the most improvement. Table 4

lists the complete categorization of unaided responses to each question. As Table 4 shows, respondents were most likely to recognize the college’s good location as its best attribute (23%). Conversely, they were most likely to suggest campus expansion (13%) as the area that needs the most improvement.

**Table 4**  
**Top-of-Mind Responses to the One Most Positive Thing to Mention About North Idaho College and the Area Needing the Most Improvement**

<b>The One Most Positive Thing to Mention (n=40)</b>	<b>Area Needing the Most Improvement (n=40)</b>
Good location: 23%	Expand campus: 13%
Attractive campus: 13%	More range in program variety: 10%
Great start to four-year program: 13%	Improve existing programs: 8%
Important to the community: 13%	Improve parking: 5%
Good education: 10%	More affordable tuition: 5%
Quality staff: 8%	Advertise the college more: 5%
Small campus: 8%	Improve athletic programs: 5%
Program variety: 8%	Improve dormitories: 3%
Learn a trade for workforce: 5%	Bring technologies up to date: 3%
Small Class sizes: 3%	Offer four-year programs: 3%
Music program: 3%	More classes for existing programs: 3%
Affordable tuition: 3%	Better academic standards: 3%
Other: 3%	Assistance with grants or finances: 3%
Don’t know / no answer: 2%	Other: 8%
	Don’t know / no answer: 35%

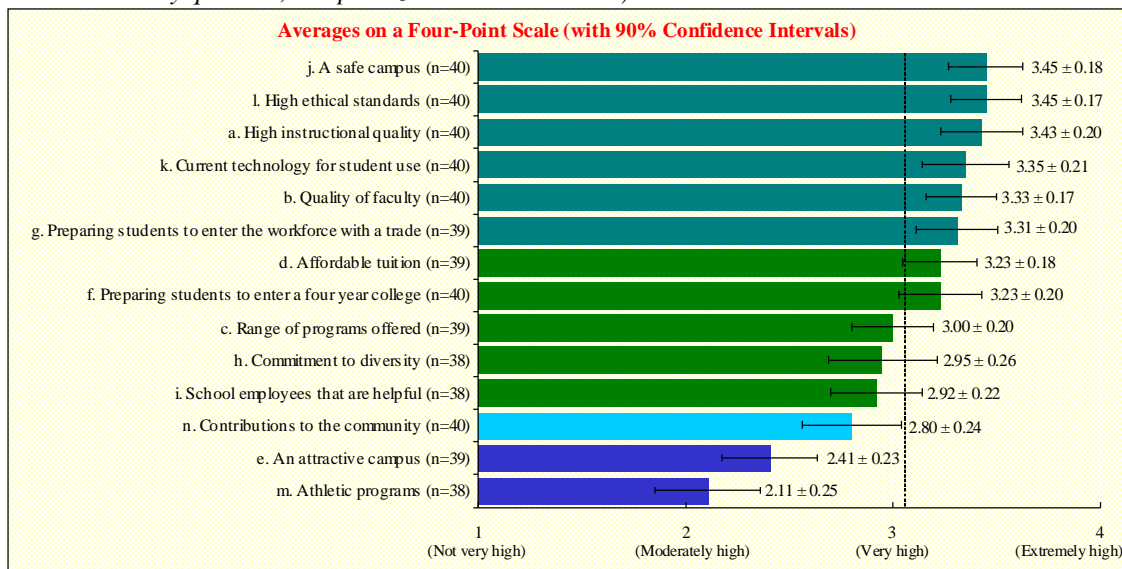
*Percentages sum to more than 100% within each column because respondents were allowed more than one answer.*

- **Recommendations about North Idaho College’s priorities**

- **Priority ratings Averages (Q12a-n):** Respondents were asked to recommend (using a four-point scale ranging from “extremely high” to “not very high”) how much priority North Idaho College should place on each of the 14 education, service, or program areas originally measured for performance. (See Figure 1.) Figure 2 displays average priority ratings for each, with bars again color-coded to indicate degrees of distance above or below the average bar length (the dashed line). The confidence intervals again indicate the likely ranges into which the population averages would fall given a census of the target population.

In Figure 2, a difference of 0.21 of a rating point can be considered meaningful.

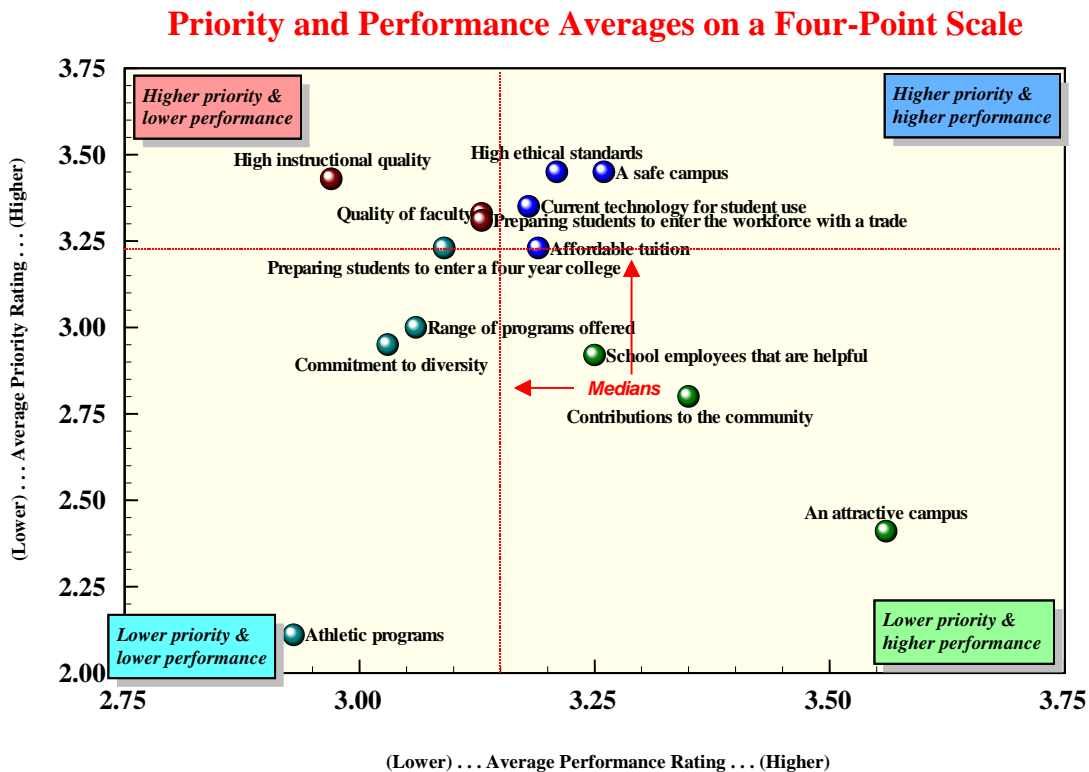
**Figure 2: Average Priority Ratings for 14 Attributes (Q12a-n)** (Total sample, with “don’t know’s” excluded on any question; sample size are listed in chart.)



These results were observed:

- **Above-average priority (turquoise):** Six areas – a safe campus, high ethical standards, high instructional quality, current technology for student use, quality of faculty, and preparing students to enter a four year college – generated rating averages that were above the overall mean (the dashed line) should in Figure 2. Between 58% and 43% recommended these areas receive “extremely high” priority; the average was 51%.
- **Average priority (green):** Respondents, as a group, rated these five areas as average priority –affordable tuition, preparing students to enter a four year college, range of programs offered, commitment to diversity, and school employees that are helpful. Between 25% and 43% recommended these receive “extremely high” priority; the average was 33%.
- **Below-average priority (light blue):** Contributions to the community ranked below average with respect to the overall mean with 28% of respondents recommending that this area should receive “extremely high” priority.
- **Well below-average priority (Medium blues):** An attractive campus and athletic programs ranked well below average with between 10 % and 15% recommended these receive “extremely high priority”.
- **Comparing priority averages with those for performance:** Figure 3 compares average priority ratings (listed in Figure 2) with average ratings for performance (listed in Figure 1). The red solid lines are the median values for priority ratings and performance ratings. The attributes in the upper right quadrant (blue) and the lower left quadrant (teal) of Figure 3 are areas where performance and priority ratings general agree. Conversely, the attributes in the lower right (green) and the upper left (red) are areas where performance and priority ratings generally do not agree. The three attributes, high instruction quality, preparing students to enter the workforce with a trade, and quality of faculty, in the upper left quadrant (red) of Figure 3, may be the greatest concern of all 14 attributes. Their location on Figure 3 suggests that these areas may not be meeting performance expectations for business leaders.

**Figure 3: Priority Averages Matched to Those for Performance for 14 Attributes** (Total sample, excluding “don’t know’s” in any question)



A description of each of the for quadrant follows:

- **Higher priority and higher performance (blue):** Four of fourteen attributes – a safe campus, high ethical standards, current technology for student use and affordable tuition - produced priority and performance scores that were higher-than-median. Respondents, as a group, generally agreed that these areas seemed important and that North Idaho College is generally meeting performance expectations.
  - **High Priority and lower performance (red):** High Instructional quality, preparing students to enter the workforce with a trade, and quality of faculty each received above-median priority scores but below median performance ratings, suggesting that the college’s performance in these areas may not be meeting expectations. The college may want to explore the reasons for the inconsistency between priority and performance.
  - **Lower priority and lower performance (teal):** Athletic programs, commitment to diversity, range of programs offered, and preparing students to enter a four year college each produced lower-than-median performance scores, and overall expectations for this area were also relatively low.
  - **Lower priority and higher performance (green):** The three areas – an attractive campus, contributions to the community, and school employees that are helpful- received above-median rates for performance, but relatively lower priority scores. While respondents appreciated the college’s efforts in these areas, they did not consider them as one of the college’s central priorities.
- **Orientation of North Idaho College (Q13):** Respondents were asked if the college was currently more oriented toward preparing students to enter the workforce with a trade or to enter a four-year

college. 26 out of 40 (65%) said they see the college being more oriented to preparing students to enter the workforce and 20%, to enter a four-year college. (Fifteen percent (15%) did not know.)

This was also observed:

- **Orientation by demographic measurements:** Those most likely to respond “to enter the workforce with a trade” included businesses from Kootenai County (among whom, 80% responded “to enter the workforce with a trade”).

## • Perceptions about NIC Graduates

- **Attempt to Recruit North Idaho College Graduates (Q14):** Respondents were asked (“yes” or “no”) if their business currently attempt to recruit recent North Idaho College graduates. Majority (68%) said “no,” 30% said “yes,” and 3% said “Don’t know” or refused.

This was also observed:

- **Attempt to Recruit NIC Graduates by demographic measurements:** Those most likely to respond “no” included businesses not from Kootenai County (among whom, 85% responded “no”) and those who have taken a class at NIC (86%). (Due to small sample size and other factors, these finding should be interpreted with caution.)
- **Likelihood to recommend North Idaho College to a Prospective Student (Q15):** Respondents were asked (using a four-point scale ranging from “very likely” to “not very likely”) how likely would you be to recommend North Idaho College to perspective students. Among all respondents, 75% stated “very likely”, 23% stated “moderately likely”. While 3% stated “not very likely”, no one responded “not at all likely”, “don’t know”, or refused. The mean score of the 4 point score is  $3.73 \pm 0.51$  with the likely population mean range falling above “moderately likely” to recommend to a prospective student.

This was also observed:

- **Likelihood to recommend North Idaho College to a Prospective Student by demographic measurements:** Those most likely to respond “very likely” included males (among whom, 92% responded “very likely”), individuals 55 years of age or older (100%) and individuals from businesses with 10 or more employees (93%).
- **Impact of a Job Candidate being a Recent Graduate of North Idaho College (Q16):** Respondents were asked “Imagine a job candidate is a recent graduate of North Idaho College. What impact, if any, would that information have on your hiring decision?” Forty-eight (48%) responded that they would be “more likely to hire the graduate,” 8% responded that they would be “Less likely to hire the graduate,” 43% responded “It would have no effect”, and 3% responded “Don’t know” or refused.
  - **Impact of a Job Candidate being a Recent Graduate of North Idaho College Student by demographic measurements** Those most likely to respond “more likely” included individuals 55 years of age or older (among whom, 100% responded “more likely”) and individuals from businesses with 10 or more employees (73%).
  - We asked individuals who indicated that they were “more likely” or “less likely” to hire a NIC graduate to explain the reasons for their opinion. Table 5 displays the top-of-mind responses for question 17.

**Table 5**  
**Top-of-Mind Responses to Why Your Business is More or Less likely to Hire a Recent North Idaho College Graduate**

<b>Reasons Why Your Company is More Likely to Hire the Graduate (n=19)</b>	<b>Reason Why Your Company is Less Likely to Hire the Graduate (n=3)</b>
Quality of education: 32% College programs are industry specific: 21% Candidate will have character: 16% Program variety: 16% Local college: 5% Prefer some education versus none: 5% Don't Know / No Answer: 16%	Specific industry requires additional education: 33% Depends on other factors: 33% Quality of education is lacking: 33%

*Percentages may sum to more than 100% within each column because respondents were allowed more than one answer.*

- **Perceptions about North Idaho College’s media image**

- **Reactions to media coverage of North Idaho College (Q18a-b and Q19a-b):** Respondents were asked whether they could recall media coverage about the college, and if this coverage had been “favorable,” “neutral,” or “unfavorable.” The results are listed in Table 6.

**Table 6**  
**Recall of Communications from North Idaho College and Reactions to Them**

<b>Type of Coverage</b>	<b>“Yes” Within the Last 12 Months</b>	<b>Description of Coverage About the College</b>			<b>Don’t know</b>
		<b>“Favorable”</b>	<b>“Neutral”</b>	<b>“Unfavorable”</b>	
Reading news about the college in a local newspaper	85%	77%	9%	6%	8%
Hearing news about the college on local television or radio news	45%	83%	6%	6%	6%

*Base: n=40 for recall of media. Description sub-sample sizes were, from the top, 34 and 18. Percentages may not add to 100 due to rounding.*

Eighty Five percent (85%) could recall reading something about the college in a newspaper and 45%, hearing or seeing it on broadcast news. (Less than half [43%] recalled coverage in both types of media and 88%, in at least one.) Among those having read or heard news about the college, about 80% characterized it as “favorable”.

This was also observed:

- **Reactions to media coverage of North Idaho College by demographic measurements:** Those most likely to read news about the college in a local paper were 55 and older (among whom, 100% read about NIC in the newspaper) and those least likely to hear about the college on local television or radio news were 34 or younger (among whom, 17% heard news about NIC on local televisions or radio news.)



## Crosstabulated Results Explained

### An example of a table crosstabulating household income (rows) with gender and age (columns)

① Is the total household income for all members in your household, aged 18 and over, above or below \$50,000 a year?		③ ===GENDER== =====AGE=====					
		②					
		Total	Male	Female	18-34	35-54	55+
		-----	-----	-----	-----	-----	-----
		(A)	(B)	(C)	(D)	(E)	(F)
<b>TOTAL</b>	④	500	240	260	144	183	173
		100.0	100	100.0	100.0	100.0	100.0
⑤	⑥						
(1)	<b>UNDER \$20,000</b>	63	22	42	22	10	32
		12.6%	9.0%	16.0%	15.0%	5.4%	18.3%
				B	E		E
(2)	<b>\$20,000 TO JUST UNDER \$35,000</b>	100	44	55	30	33	36
		20.0%	19%	21.3%	21.0%	18.1%	21.1%
(3)	<b>\$35,000 TO JUST UNDER \$50,000</b>	92	43	50	27	33	33
		18.5%	18%	19.1%	18.9%	17.8%	18.8%
(4)	<b>\$50,000 TO JUST UNDER \$75,000</b>	125	63	62	38	58	29
		25.1%	26%	23.8%	26.4%	31.8%	16.8%
					F	F	
(5)	<b>\$75,000 AND ABOVE</b>	61	42	19	12	35	13
		12.1%	17%	7.2%	8.0%	19.4%	7.8%
				⑧C		DF	
*	<b>REFUSED</b>	59	26	33	15	14	30
		11.8%	11%	12.6%	10.7%	7.5%	17.2%
							DE
<b>MEAN</b>		⑦ 3.05	3.28	2.83	2.90	3.45	2.70
			C			DF	

Comparison Groups: BC/DEF  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "REFUSED" responses.

① Question: This is the question being asked of the respondent as it appears on the questionnaire.

② Total Column: This is the number of responses given by all respondents asked the particular question. Of the 500 people asked this question, 63 (or 12.6%) reported incomes under \$20,000, 100 (20.0%) between \$20,000 to under \$35,000, 92 (18.5%) between \$35,000 to just under \$50,000, 125 (25.1%) between \$50,000 to just under \$75,000, 61 (12.1%)

\$75,000 and above, and 59 (11.8%) refused to answer. The banner columns work the same way. Of the 500 sampled, 240 were male. Twenty-two (22 or 9%) males reported incomes under \$20,000, 44 (19%) between \$20,000 to under \$35,000, 43 (18%) between \$35,000 to just under \$50,000, 63 (26%) between \$50,000 to just under \$75,000, 42 (17%) \$75,000 and above, and 26 (11%) refused to answer.

③ Banner Columns: The columns contain information about sub-groups (that is, males and females and age groups 18 to 34, 35 to 54, and 55+). Respondent characteristics of interest can be compared among columns to locate meaningful differences among groups.

④ Total Respondents: The total number of respondents answering the question appears in the "total" row. In this case, 500 people were asked this question. Moving across, 240 (of 500) were male, 260 female, 144 aged 18 to 34, 183 aged 35 to 54, and 173 ages 55+.

⑤ Response Numeric Code: A response numeric code is attached to a response category to allow the calculation of means and other statistics. For example, the response category "under \$20,000" was given the coded value of "1".

⑥ Response Category: These were the response(s) read to the respondent for closed-ended type questions. If the question was open-ended, responses were recorded as given and then categorized. (Responses are sometimes ranked by averages or frequency-of-response.)

⑦ Mean: The mean, or arithmetic average, is equal to the sum of the response codes divided by the number of responses. For example, when moving down the total column, there were 63 one's, 100 two's, 92 three's, 125 four's, and 61 five's. To calculate the mean, the values are totaled and divided by the number of respondents minus those not answering the question.

⑧ Significance Testing: A capital letter appearing under any statistic (percentage or mean) indicates a statistically significant difference between the two categories being compared. A letter indicates the inference (about the difference between the populations) is made with 90% (or 95%) confidence. The letter itself is placed under the larger of the statistics being compared. For instance, the proportion of males (column B) with income of \$75,000 and above was significantly higher than the corresponding proportion for females (C).

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results

TABLE OF CONTENTS

Table 1 Page 1.....S1. RECORD GENDER BY OBSERVATION:

Table 2 Page 2.....S3. What is the zip code of the business location you're talking from now?

Table 3 Page 3.....Mean Summary Table: Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?

Table 4 Page 4.....Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?  
a. North Idaho College

Table 5 Page 5.....Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?  
b. Lewis-Clark State College

Table 6 Page 6.....Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?  
c. University of Idaho

Table 7 Page 7.....Q2. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "North Idaho College"? And this could be anything; a description, an image, favorable or unfavorable.  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

Table 8 Page 9.....Q3. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "Lewis-Clark State College"?  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

Table 9 Page 10.....Q4. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "University of Idaho"?  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

Table 10 Page 12.....Q5. Were you aware before this interview that North Idaho College is a two year community college? Yes or no?

Table 11 Page 13.....Q6. Have you personally ever seen any portion of the North Idaho College campus? Yes or no?

Table 12 Page 14.....Q7. Have you ever taken classes at North Idaho College? Yes or no?  
Total Answering: Those having seen the North Idaho College campus. [Q6 (1,3)]

Table 13 Page 15.....Mean Summary Table: Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
4 pt. scale: (4=Outstanding, 3=Good, 2=Just okay, 1=Not very good)  
Shown in descending order, ranked highest to lowest.

Table 14 Page 17.....Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
a. High instructional quality

Table 15 Page 18.....Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
b. Quality of faculty

Table 16 Page 19.....Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
c. Range of programs offered

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results

TABLE OF CONTENTS

Table 17	Page 20	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? d. Affordable tuition
Table 18	Page 21	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? e. An attractive campus
Table 19	Page 22	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? f. Preparing students to enter a four year college
Table 20	Page 23	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? g. Preparing students to enter the workforce with a trade
Table 21	Page 24	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? h. Commitment to diversity
Table 22	Page 25	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? i. School employees that are helpful
Table 23	Page 26	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? j. A safe campus
Table 24	Page 27	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? k. Current technology for student use
Table 25	Page 28	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? l. High ethical standards
Table 26	Page 29	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? m. Athletic programs
Table 27	Page 30	.....	Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? n. Contributions to the community
Table 28	Page 31	.....	Q9. Considering everything you know about North Idaho College, how would you rate this college overall as an institution of higher learning?
Table 29	Page 32	.....	Q10. If someone not familiar with North Idaho College asked you to describe the college, what one positive thing would be most important to mention? Categorization of open-ended responses. Multiple mentions allowed for each respondent.* Shown in descending order.
Table 30	Page 34	.....	Q11. And in what area or areas, if any, would you say that North Idaho College needs to make the most improvements? Categorization of open-ended responses. Multiple mentions allowed for each respondent.* Shown in descending order.
Table 31	Page 36	.....	Mean Summary Table: Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College? 4 pt. scale: (4=Extremely high, 3=Very high, 2=Moderately high, 1=Not very high) Shown in descending order, ranked highest to lowest.
Table 32	Page 38	.....	Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College? a. High instructional quality

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results

TABLE OF CONTENTS

Table 33 Page 39.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
b. Quality of faculty

Table 34 Page 40.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
c. Range of programs offered

Table 35 Page 41.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
d. Affordable tuition

Table 36 Page 42.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
e. An attractive campus

Table 37 Page 43.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
f. Preparing students to enter a four year college

Table 38 Page 44.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
g. Preparing students to enter the workforce with a trade

Table 39 Page 45.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
h. Commitment to diversity

Table 40 Page 46.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
i. School employees that are helpful

Table 41 Page 47.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
j. A safe campus

Table 42 Page 48.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
k. Current technology for student use

Table 43 Page 49.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
l. High ethical standards

Table 44 Page 50.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
m. Athletic programs

Table 45 Page 51.....Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
n. Contributions to the community

Table 46 Page 52.....Q13. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students <INSERT LIST>?

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results

TABLE OF CONTENTS

Table 47 Page 53.....Q14. Does your business currently attempt to recruit recent North Idaho College graduates? Yes or no?

Table 48 Page 54.....Q15. How likely would you be to recommend North Idaho College to a prospective student?

Table 49 Page 55.....Q16. Imagine a job candidate is a recent graduate of North Idaho College. What impact, if any, would that information have on your hiring decision? Would you be <INSERT LIST>?

Table 50 Page 56.....Q17. And why do you say that?  
Total Answering: Those more or less likely to hire graduate from North Idaho College. [Q16 (1-2)]  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

Table 51 Page 57.....Summary Table: Q18. Within the last 12 months, do you recall <INSERT STATEMENT>? Yes or no?

Table 52 Page 58.....Mean Summary Table: Q19. Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable?  
\* Mean figure calculations do not include "DON'T KNOW" responses.

Table 53 Page 59.....Q19. Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable?  
a. Reading news about the college in a local newspaper

Table 54 Page 60.....Q19. Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable?  
b. Hearing news about the college on local television or radio news

Table 55 Page 61.....D1. Currently, how many people does your company employ in total, at all locations?

Table 56 Page 62.....D2. What is your current job title?  
Categorization of open-ended responses.  
Shown in descending order.

Table 57 Page 63.....D3. Please stop me when I read your correct age category. Are you aged <READ LIST>?

Table 1 Page 1

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

S1. RECORD GENDER BY OBSERVATION:

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	13	13	-	1	10	2	8	5
	32.5%	100.0%		16.7%	33.3%	50.0%	32.0%	33.3%
FEMALE	27	-	27	5	20	2	17	10
	67.5%		100.0%	83.3%	66.7%	50.0%	68.0%	66.7%

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
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Table 2 Page 2

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

S3. What is the zip code of the business location you're talking from now?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
83814	10	5	5	1	9	-	5	5
	25.0%	38.5%	18.5%	16.7%	30.0%		20.0%	33.3%
83815	5	2	3	2	3	-	4	1
	12.5%	15.4%	11.1%	33.3%	10.0%		16.0%	6.7%
83816	1	1	-	-	1	-	1	-
	2.5%	7.7%			3.3%		4.0%	
83835	4	1	3	1	3	-	2	2
	10.0%	7.7%	11.1%	16.7%	10.0%		8.0%	13.3%
83837	2	2	-	-	1	1	1	1
	5.0%	15.4%			3.3%	25.0%	4.0%	6.7%
83841	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
83849	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
83850	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
83852	4	1	3	-	3	1	1	3
	10.0%	7.7%	11.1%		10.0%	25.0%	4.0%	20.0%
83860	1	-	1	-	-	1	1	-
	2.5%		3.7%			25.0%	4.0%	
83864	9	1	8	2	6	1	6	3
	22.5%	7.7%	29.6%	33.3%	20.0%	25.0%	24.0%	20.0%
			B					
83868	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Mean Summary Table: Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. NORTH IDAHO COLLEGE	40	13	27	6	30	4	25	15
	3.33	3.31	3.33	3.83	3.30	2.75	3.28	3.40
				EF				
B. LEWIS-CLARK STATE COLLEGE	40	13	27	6	30	4	25	15
	1.85	1.92	1.81	2.83	1.67	1.75	1.92	1.73
				EF				
C. UNIVERSITY OF IDAHO	40	13	27	6	30	4	25	15
	2.83	3.00	2.74	2.83	2.80	3.00	2.84	2.80

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?  
 a. North Idaho College

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40 100.0	13 100.0	27 100.0	6 100.0	30 100.0	4 100.0	25 100.0	15 100.0
(4) VERY FAMILIAR	17 42.5%	5 38.5%	12 44.4%	5 83.3% E	12 40.0%	-	10 40.0%	7 46.7%
(3) MODERATELY FAMILIAR	19 47.5%	7 53.8%	12 44.4%	1 16.7%	15 50.0% D	3 75.0% D	12 48.0%	7 46.7%
(2) NOT VERY FAMILIAR	4 10.0%	1 7.7%	3 11.1%	-	3 10.0%	1 25.0%	3 12.0%	1 6.7%
(1) NOT AT ALL FAMILIAR	-	-	-	-	-	-	-	-
* DON'T KNOW / NO ANSWER	-	-	-	-	-	-	-	-
MEAN	3.33	3.31	3.33	3.83 EF	3.30	2.75	3.28	3.40

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?  
 b. Lewis-Clark State College

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40 100.0	13 100.0	27 100.0	6 100.0	30 100.0	4 100.0	25 100.0	15 100.0
(4) VERY FAMILIAR	4 10.0%	-	4 14.8%	2 33.3%	2 6.7%	-	4 16.0%	-
(3) MODERATELY FAMILIAR	3 7.5%	2 15.4%	1 3.7%	1 16.7%	2 6.7%	-	1 4.0%	2 13.3%
(2) NOT VERY FAMILIAR	16 40.0%	8 61.5%	8 29.6%	3 50.0%	10 33.3%	3 75.0%	9 36.0%	7 46.7%
			C			E		
(1) NOT AT ALL FAMILIAR	17 42.5%	3 23.1%	14 51.9%	-	16 53.3%	1 25.0%	11 44.0%	6 40.0%
			B					
* DON'T KNOW / NO ANSWER	-	-	-	-	-	-	-	-
MEAN	1.85	1.92	1.81	2.83 EF	1.67	1.75	1.92	1.73

Table 6 Page 6

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?  
 c. University of Idaho

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY FAMILIAR	11	5	6	2	8	1	8	3
	27.5%	38.5%	22.2%	33.3%	26.7%	25.0%	32.0%	20.0%
(3) MODERATELY FAMILIAR	13	3	10	2	9	2	7	6
	32.5%	23.1%	37.0%	33.3%	30.0%	50.0%	28.0%	40.0%
(2) NOT VERY FAMILIAR	14	5	9	1	12	1	8	6
	35.0%	38.5%	33.3%	16.7%	40.0%	25.0%	32.0%	40.0%
(1) NOT AT ALL FAMILIAR	2	-	2	1	1	-	2	-
	5.0%		7.4%	16.7%	3.3%		8.0%	
* DON'T KNOW / NO ANSWER	-	-	-	-	-	-	-	-
MEAN	2.83	3.00	2.74	2.83	2.80	3.00	2.84	2.80

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q2. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "North Idaho College"? And this could be anything; a description, an image, favorable or unfavorable.  
 Categorization of open-ended responses.  
 Multiple mentions allowed for each respondent.\*  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEARN A TRADE FOR WORKFORCE	7	3	4	-	5	2	4	3
	17.5%	23.1%	14.8%		16.7%	50.0%	16.0%	20.0%
GOOD COLLEGE	6	2	4	2	3	1	5	1
	15.0%	15.4%	14.8%	33.3%	10.0%	25.0%	20.0%	6.7%
SMALL CAMPUS SIZE	5	1	4	1	3	1	3	2
	12.5%	7.7%	14.8%	16.7%	10.0%	25.0%	12.0%	13.3%
COMMUNITY COLLEGE	5	2	3	1	4	-	1	4
	12.5%	15.4%	11.1%	16.7%	13.3%		4.0%	26.7%
								G
IMPORTANT TO THE COMMUNITY	5	1	4	-	5	-	3	2
	12.5%	7.7%	14.8%		16.7%		12.0%	13.3%
ATTRACTIVE CAMPUS	4	-	4	2	1	1	2	2
	10.0%		14.8%	33.3%	3.3%	25.0%	8.0%	13.3%
FAVORABLE OPINION	3	2	1	-	2	1	2	1
	7.5%	15.4%	3.7%		6.7%	25.0%	8.0%	6.7%
PROGRAM VARIETY	2	1	1	-	2	-	-	2
	5.0%	7.7%	3.7%		6.7%			13.3%
LIMITED NUMBER OF PROGRAMS	2	-	2	2	-	-	-	2
	5.0%		7.4%	33.3%				13.3%
LOCATED IN COEUR D'ALENE	2	-	2	-	2	-	2	-
	5.0%		7.4%		6.7%		8.0%	

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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Table 7 Page 8  
(Continued)

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results  
Feb. 7, 2008

Q2. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "North Idaho College"? And this could be anything; a description, an image, favorable or unfavorable.  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
WRESTLING	1 2.5%	1 7.7%	-	-	1 3.3%	-	1 4.0%	-
AFFORDABLE TUITION	1 2.5%	-	1 3.7%	-	1 3.3%	-	1 4.0%	-
A TWO-YEAR COLLEGE	1 2.5%	1 7.7%	-	-	1 3.3%	-	1 4.0%	-
KNOW STUDENT / STAFF AT SCHOOL	1 2.5%	1 7.7%	-	-	1 3.3%	-	-	1 6.7%
GOOD LOCATION	1 2.5%	-	1 3.7%	-	1 3.3%	-	1 4.0%	-
GOOD EDUCATION	1 2.5%	-	1 3.7%	-	1 3.3%	-	1 4.0%	-
OTHER	4 10.0%	1 7.7%	3 11.1%	-	4 13.3%	-	4 16.0%	-
DON'T KNOW / NO ANSWER	1 2.5%	-	1 3.7%	-	1 3.3%	-	1 4.0%	-

Comparison Groups: BC/DEF/GH

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 90% level.

\* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.

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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q3. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "Lewis-Clark State College"?  
 Categorization of open-ended responses.  
 Multiple mentions allowed for each respondent.\*  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL ANSWERING	23 100.0	10 100.0	13 100.0	6 100.0	14 100.0	3 100.0	14 100.0	9 100.0
GOOD COLLEGE	3 13.0%	1 10.0%	2 15.4%	-	3 21.4%	-	1 7.1%	2 22.2%
ATHLETIC PROGRAM	3 13.0%	3 30.0%	-	1 16.7%	1 7.1%	1 33.3%	2 14.3%	1 11.1%
SMALL CAMPUS SIZE	2 8.7%	-	2 15.4%	1 16.7%	1 7.1%	-	1 7.1%	1 11.1%
PROGRAM VARIETY	1 4.3%	-	1 7.7%	-	-	1 33.3%	-	1 11.1%
LIBERAL ARTS PROGRAM	1 4.3%	-	1 7.7%	-	1 7.1%	-	1 7.1%	-
ATTENDED COLLEGE / UNIVERSITY	1 4.3%	-	1 7.7%	1 16.7%	-	-	1 7.1%	-
OTHER	2 8.7%	-	2 15.4%	2 33.3%	-	-	1 7.1%	1 11.1%
DON'T KNOW / NO ANSWER	10 43.5%	6 60.0%	4 30.8%	1 16.7%	8 57.1%	1 33.3%	7 50.0%	3 33.3%

D

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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Table 9 Page 10

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q4. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "University of Idaho"?  
 Categorization of open-ended responses.  
 Multiple mentions allowed for each respondent.\*  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL ANSWERING	38	13	25	5	29	4	23	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD COLLEGE	7	4	3	1	5	1	3	4
	18.4%	30.8%	12.0%	20.0%	17.2%	25.0%	13.0%	26.7%
ENGINEERING PROGRAM	5	2	3	-	4	1	4	1
	13.2%	15.4%	12.0%		13.8%	25.0%	17.4%	6.7%
ATHLETIC PROGRAM	3	-	3	-	3	-	3	-
	7.9%		12.0%		10.3%		13.0%	
IMPORTANT TO THE COMMUNITY	2	-	2	1	1	-	1	1
	5.3%		8.0%	20.0%	3.4%		4.3%	6.7%
OFFERS FOUR-YEAR PROGRAMS	2	2	-	1	1	-	2	-
	5.3%	15.4%		20.0%	3.4%		8.7%	
A PARTY SCHOOL	2	-	2	-	2	-	2	-
	5.3%		8.0%		6.9%		8.7%	
VANDALS	2	1	1	-	2	-	2	-
	5.3%	7.7%	4.0%		6.9%		8.7%	
LARGE CAMPUS	2	-	2	-	1	1	1	1
	5.3%		8.0%		3.4%	25.0%	4.3%	6.7%
PROGRAM VARIETY	2	-	2	1	1	-	2	-
	5.3%		8.0%	20.0%	3.4%		8.7%	
ATTRACTIVE CAMPUS	1	-	1	-	1	-	-	1
	2.6%		4.0%		3.4%			6.7%

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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Table 9 Page 11  
(Continued)

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results  
Feb. 7, 2008

Q4. From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "University of Idaho"?  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
KNOW STUDENT / STAFF AT SCHOOL	1 2.6%	1 7.7%	-	-	1 3.4%	-	-	1 6.7%
SMALL CAMPUS SIZE	1 2.6%	-	1 4.0%	1 20.0%	-	-	1 4.3%	-
AGRICULTURE PROGRAM	1 2.6%	-	1 4.0%	-	1 3.4%	-	1 4.3%	-
LOCATED IN MOSCOW	1 2.6%	-	1 4.0%	-	1 3.4%	-	1 4.3%	-
REPUTABLE	1 2.6%	-	1 4.0%	-	1 3.4%	-	-	1 6.7%
GOOD STAFF	1 2.6%	-	1 4.0%	1 20.0%	-	-	-	1 6.7%
OTHER	4 10.5%	2 15.4%	2 8.0%	1 20.0%	1 3.4%	2 50.0% E	1 4.3%	3 20.0%
DON'T KNOW / NO ANSWER	6 15.8%	2 15.4%	4 16.0%	-	6 20.7%	-	4 17.4%	2 13.3%

Comparison Groups: BC/DEF/GH  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 90% level.  
\* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q5. Were you aware before this interview that North Idaho College is a two year community college? Yes or no?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	38	13	25	5	29	4	24	14
	95.0%	100.0%	92.6%	83.3%	96.7%	100.0%	96.0%	93.3%
NO / DON'T KNOW	2	-	2	1	1	-	1	1
	5.0%		7.4%	16.7%	3.3%		4.0%	6.7%
REFUSED	-	-	-	-	-	-	-	-

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q6. Have you personally ever seen any portion of the North Idaho College campus? Yes or no?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	38	12	26	6	28	4	23	15
	95.0%	92.3%	96.3%	100.0%	93.3%	100.0%	92.0%	100.0%
NO / DON'T KNOW	2	1	1	-	2	-	2	-
	5.0%	7.7%	3.7%		6.7%		8.0%	
REFUSED	-	-	-	-	-	-	-	-

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q7. Have you ever taken classes at North Idaho College? Yes or no?  
 Total Answering: Those having seen the North Idaho College campus. [Q6 (1,3)]

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL ANSWERING	38	12	26	6	28	4	23	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	14	7	7	5	7	2	9	5
	36.8%	58.3%	26.9%	83.3%	25.0%	50.0%	39.1%	33.3%
		C		E				
NO / DON'T KNOW	24	5	19	1	21	2	14	10
	63.2%	41.7%	73.1%	16.7%	75.0%	50.0%	60.9%	66.7%
			B		D			
REFUSED	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
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Table 13 Page 15

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Mean Summary Table: Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 4 pt. scale: (4=Outstanding, 3=Good, 2=Just okay, 1=Not very good)  
 Shown in descending order, ranked highest to lowest.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
E. AN ATTRACTIVE CAMPUS	39	13	26	6	29	4	24	15
	3.56	3.62	3.54	3.17	3.62	3.75	3.58	3.53
N. CONTRIBUTIONS TO THE COMMUNITY	34	11	23	5	26	3	22	12
	3.35	3.36	3.35	3.20	3.35	3.67	3.27	3.50
J. A SAFE CAMPUS	35	11	24	5	27	3	23	12
	3.26	3.36	3.21	3.60	3.19	3.33	3.22	3.33
I. SCHOOL EMPLOYEES THAT ARE HELPFUL	28	10	18	4	21	3	16	12
	3.25	3.30	3.22	3.50	3.19	3.33	3.06	3.50
L. HIGH ETHICAL STANDARDS	34	13	21	6	24	4	20	14
	3.21	3.08	3.29	3.33	3.17	3.25	3.25	3.14
D. AFFORDABLE TUITION	36	11	25	6	27	3	23	13
	3.19	3.36	3.12	3.33	3.22	2.67	3.26	3.08
K. CURRENT TECHNOLOGY FOR STUDENT USE	28	9	19	5	20	3	17	11
	3.18	3.11	3.21	3.00	3.20	3.33	3.12	3.27
B. QUALITY OF FACULTY	31	10	21	5	23	3	21	10
	3.13	3.30	3.05	3.00	3.17	3.00	3.05	3.30
G. PREPARING STUDENTS TO ENTER THE WORKFORCE WITH A TRADE	32	11	21	6	23	3	19	13
	3.13	3.09	3.14	3.00	3.17	3.00	3.16	3.08
F. PREPARING STUDENTS TO ENTER A FOUR YEAR COLLEGE	33	11	22	5	24	4	20	13
	3.09	2.91	3.18	2.60	3.17	3.25	3.00	3.23

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 13 Page 16  
(Continued)

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results  
Feb. 7, 2008

Mean Summary Table: Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
4 pt. scale: (4=Outstanding, 3=Good, 2=Just okay, 1=Not very good)  
Shown in descending order, ranked highest to lowest.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
C. RANGE OF PROGRAMS OFFERED	36 3.06	10 3.20	26 3.00	6 2.83	27 3.04	3 3.67	22 3.00	14 3.14
H. COMMITMENT TO DIVERSITY	29 3.03	9 3.22	20 2.95	5 2.60	22 3.23 F	2 2.00	16 2.75	13 3.38 G
A. HIGH INSTRUCTIONAL QUALITY	34 2.97	12 3.00	22 2.95	6 2.83	25 3.04	3 2.67	22 2.91	12 3.08
M. ATHLETIC PROGRAMS	28 2.93	10 2.80	18 3.00	4 3.00	23 2.96	1 2.00	17 3.00	11 2.82

Comparison Groups: BC/DEF/GH  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 90% level.  
\* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 14 Page 17

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 a. High instructional quality

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	7	2	5	2	5	-	3	4
	17.5%	15.4%	18.5%	33.3%	16.7%		12.0%	26.7%
(3) GOOD	20	8	12	2	16	2	15	5
	50.0%	61.5%	44.4%	33.3%	53.3%	50.0%	60.0%	33.3%
							H	
(2) JUST OKAY	6	2	4	1	4	1	3	3
	15.0%	15.4%	14.8%	16.7%	13.3%	25.0%	12.0%	20.0%
(1) NOT VERY GOOD	1	-	1	1	-	-	1	-
	2.5%		3.7%	16.7%			4.0%	
* DON'T KNOW	6	1	5	-	5	1	3	3
	15.0%	7.7%	18.5%		16.7%	25.0%	12.0%	20.0%
MEAN	2.97	3.00	2.95	2.83	3.04	2.67	2.91	3.08

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 15 Page 18

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 b. Quality of faculty

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	8	4	4	1	6	1	4	4
	20.0%	30.8%	14.8%	16.7%	20.0%	25.0%	16.0%	26.7%
(3) GOOD	19	5	14	3	15	1	14	5
	47.5%	38.5%	51.9%	50.0%	50.0%	25.0%	56.0%	33.3%
(2) JUST OKAY	4	1	3	1	2	1	3	1
	10.0%	7.7%	11.1%	16.7%	6.7%	25.0%	12.0%	6.7%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW	9	3	6	1	7	1	4	5
	22.5%	23.1%	22.2%	16.7%	23.3%	25.0%	16.0%	33.3%
MEAN	3.13	3.30	3.05	3.00	3.17	3.00	3.05	3.30

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 16 Page 19

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 c. Range of programs offered

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	9	3	6	1	6	2	5	4
	22.5%	23.1%	22.2%	16.7%	20.0%	50.0%	20.0%	26.7%
(3) GOOD	20	6	14	3	16	1	12	8
	50.0%	46.2%	51.9%	50.0%	53.3%	25.0%	48.0%	53.3%
(2) JUST OKAY	7	1	6	2	5	-	5	2
	17.5%	7.7%	22.2%	33.3%	16.7%	-	20.0%	13.3%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW	4	3	1	-	3	1	3	1
	10.0%	23.1%	3.7%	-	10.0%	25.0%	12.0%	6.7%
MEAN	3.06	3.20	3.00	2.83	3.04	3.67	3.00	3.14

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 d. Affordable tuition

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	12	4	8	2	9	1	9	3
	30.0%	30.8%	29.6%	33.3%	30.0%	25.0%	36.0%	20.0%
(3) GOOD	21	7	14	4	16	1	12	9
	52.5%	53.8%	51.9%	66.7%	53.3%	25.0%	48.0%	60.0%
(2) JUST OKAY	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
(1) NOT VERY GOOD	2	-	2	-	1	1	1	1
	5.0%		7.4%		3.3%	25.0%	4.0%	6.7%
* DON'T KNOW	4	2	2	-	3	1	2	2
	10.0%	15.4%	7.4%		10.0%	25.0%	8.0%	13.3%
MEAN	3.19	3.36	3.12	3.33	3.22	2.67	3.26	3.08

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 e. An attractive campus

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	25	9	16	3	19	3	15	10
	62.5%	69.2%	59.3%	50.0%	63.3%	75.0%	60.0%	66.7%
(3) GOOD	11	3	8	1	9	1	8	3
	27.5%	23.1%	29.6%	16.7%	30.0%	25.0%	32.0%	20.0%
(2) JUST OKAY	3	1	2	2	1	-	1	2
	7.5%	7.7%	7.4%	33.3%	3.3%	-	4.0%	13.3%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW	1	-	1	-	1	-	1	-
	2.5%	-	3.7%	-	3.3%	-	4.0%	-
MEAN	3.56	3.62	3.54	3.17	3.62	3.75	3.58	3.53

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 19 Page 22

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 f. Preparing students to enter a four year college

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	11	2	9	1	9	1	6	5
	27.5%	15.4%	33.3%	16.7%	30.0%	25.0%	24.0%	33.3%
(3) GOOD	15	6	9	1	11	3	9	6
	37.5%	46.2%	33.3%	16.7%	36.7%	75.0%	36.0%	40.0%
						D		
(2) JUST OKAY	6	3	3	3	3	-	4	2
	15.0%	23.1%	11.1%	50.0%	10.0%		16.0%	13.3%
				E				
(1) NOT VERY GOOD	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
* DON'T KNOW	7	2	5	1	6	-	5	2
	17.5%	15.4%	18.5%	16.7%	20.0%		20.0%	13.3%
MEAN	3.09	2.91	3.18	2.60	3.17	3.25	3.00	3.23

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 g. Preparing students to enter the workforce with a trade

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	13	4	9	2	9	2	8	5
	32.5%	30.8%	33.3%	33.3%	30.0%	50.0%	32.0%	33.3%
(3) GOOD	13	5	8	3	10	-	7	6
	32.5%	38.5%	29.6%	50.0%	33.3%		28.0%	40.0%
(2) JUST OKAY	3	1	2	-	3	-	3	-
	7.5%	7.7%	7.4%		10.0%		12.0%	
(1) NOT VERY GOOD	3	1	2	1	1	1	1	2
	7.5%	7.7%	7.4%	16.7%	3.3%	25.0%	4.0%	13.3%
* DON'T KNOW	8	2	6	-	7	1	6	2
	20.0%	15.4%	22.2%		23.3%	25.0%	24.0%	13.3%
MEAN	3.13	3.09	3.14	3.00	3.17	3.00	3.16	3.08

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 21 Page 24

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 h. Commitment to diversity

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	11	4	7	1	10	-	3	8
	27.5%	30.8%	25.9%	16.7%	33.3%		12.0%	53.3%
								G
(3) GOOD	11	4	7	2	8	1	8	3
	27.5%	30.8%	25.9%	33.3%	26.7%	25.0%	32.0%	20.0%
(2) JUST OKAY	4	-	4	1	3	-	3	1
	10.0%		14.8%	16.7%	10.0%		12.0%	6.7%
(1) NOT VERY GOOD	3	1	2	1	1	1	2	1
	7.5%	7.7%	7.4%	16.7%	3.3%	25.0%	8.0%	6.7%
* DON'T KNOW	11	4	7	1	8	2	9	2
	27.5%	30.8%	25.9%	16.7%	26.7%	50.0%	36.0%	13.3%
							H	
MEAN	3.03	3.22	2.95	2.60	3.23	2.00	2.75	3.38
					F			G

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 i. School employees that are helpful

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	13	4	9	2	10	1	6	7
	32.5%	30.8%	33.3%	33.3%	33.3%	25.0%	24.0%	46.7%
(3) GOOD	10	5	5	2	6	2	6	4
	25.0%	38.5%	18.5%	33.3%	20.0%	50.0%	24.0%	26.7%
(2) JUST OKAY	4	1	3	-	4	-	3	1
	10.0%	7.7%	11.1%	-	13.3%	-	12.0%	6.7%
(1) NOT VERY GOOD	1	-	1	-	1	-	1	-
	2.5%	-	3.7%	-	3.3%	-	4.0%	-
* DON'T KNOW	12	3	9	2	9	1	9	3
	30.0%	23.1%	33.3%	33.3%	30.0%	25.0%	36.0%	20.0%
MEAN	3.25	3.30	3.22	3.50	3.19	3.33	3.06	3.50

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 23 Page 26

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 j. A safe campus

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	12	5	7	3	8	1	7	5
	30.0%	38.5%	25.9%	50.0%	26.7%	25.0%	28.0%	33.3%
(3) GOOD	20	5	15	2	16	2	14	6
	50.0%	38.5%	55.6%	33.3%	53.3%	50.0%	56.0%	40.0%
(2) JUST OKAY	3	1	2	-	3	-	2	1
	7.5%	7.7%	7.4%	-	10.0%	-	8.0%	6.7%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW	5	2	3	1	3	1	2	3
	12.5%	15.4%	11.1%	16.7%	10.0%	25.0%	8.0%	20.0%
MEAN	3.26	3.36	3.21	3.60	3.19	3.33	3.22	3.33

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 24 Page 27

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 k. Current technology for student use

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	7	1	6	1	5	1	3	4
	17.5%	7.7%	22.2%	16.7%	16.7%	25.0%	12.0%	26.7%
(3) GOOD	19	8	11	3	14	2	13	6
	47.5%	61.5%	40.7%	50.0%	46.7%	50.0%	52.0%	40.0%
(2) JUST OKAY	2	-	2	1	1	-	1	1
	5.0%		7.4%	16.7%	3.3%		4.0%	6.7%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW	12	4	8	1	10	1	8	4
	30.0%	30.8%	29.6%	16.7%	33.3%	25.0%	32.0%	26.7%
MEAN	3.18	3.11	3.21	3.00	3.20	3.33	3.12	3.27

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 1. High ethical standards

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	11	3	8	2	8	1	7	4
	27.5%	23.1%	29.6%	33.3%	26.7%	25.0%	28.0%	26.7%
(3) GOOD	19	8	11	4	12	3	11	8
	47.5%	61.5%	40.7%	66.7%	40.0%	75.0%	44.0%	53.3%
(2) JUST OKAY	4	2	2	-	4	-	2	2
	10.0%	15.4%	7.4%	-	13.3%	-	8.0%	13.3%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW	6	-	6	-	6	-	5	1
	15.0%	-	22.2%	-	20.0%	-	20.0%	6.7%
MEAN	3.21	3.08	3.29	3.33	3.17	3.25	3.25	3.14

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 m. Athletic programs

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40 100.0	13 100.0	27 100.0	6 100.0	30 100.0	4 100.0	25 100.0	15 100.0
(4) OUTSTANDING	8 20.0%	4 30.8%	4 14.8%	1 16.7%	7 23.3%	-	7 28.0% H	1 6.7%
(3) GOOD	11 27.5%	1 7.7%	10 37.0% B	2 33.3%	9 30.0%	-	4 16.0%	7 46.7% G
(2) JUST OKAY	8 20.0%	4 30.8%	4 14.8%	1 16.7%	6 20.0%	1 25.0%	5 20.0%	3 20.0%
(1) NOT VERY GOOD	1 2.5%	1 7.7%	-	-	1 3.3%	-	1 4.0%	-
* DON'T KNOW	12 30.0%	3 23.1%	9 33.3%	2 33.3%	7 23.3%	3 75.0% E	8 32.0%	4 26.7%
MEAN	2.93	2.80	3.00	3.00	2.96	2.00	3.00	2.82

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 27 Page 30

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q8. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?  
 n. Contributions to the community

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	16	5	11	3	11	2	10	6
	40.0%	38.5%	40.7%	50.0%	36.7%	50.0%	40.0%	40.0%
(3) GOOD	15	5	10	1	13	1	9	6
	37.5%	38.5%	37.0%	16.7%	43.3%	25.0%	36.0%	40.0%
(2) JUST OKAY	2	1	1	-	2	-	2	-
	5.0%	7.7%	3.7%		6.7%		8.0%	
(1) NOT VERY GOOD	1	-	1	1	-	-	1	-
	2.5%		3.7%	16.7%			4.0%	
* DON'T KNOW	6	2	4	1	4	1	3	3
	15.0%	15.4%	14.8%	16.7%	13.3%	25.0%	12.0%	20.0%
MEAN	3.35	3.36	3.35	3.20	3.35	3.67	3.27	3.50

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 28 Page 31

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q9. Considering everything you know about North Idaho College, how would you rate this college overall as an institution of higher learning?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	11	5	6	1	10	-	6	5
	27.5%	38.5%	22.2%	16.7%	33.3%		24.0%	33.3%
(3) GOOD	23	5	18	5	15	3	15	8
	57.5%	38.5%	66.7%	83.3%	50.0%	75.0%	60.0%	53.3%
			B	E				
(2) JUST OKAY	6	3	3	-	5	1	4	2
	15.0%	23.1%	11.1%		16.7%	25.0%	16.0%	13.3%
(1) NOT VERY GOOD	-	-	-	-	-	-	-	-
* DON'T KNOW / REFUSED	-	-	-	-	-	-	-	-
MEAN	3.13	3.15	3.11	3.17	3.17	2.75	3.08	3.20

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q10. If someone not familiar with North Idaho College asked you to describe the college, what one positive thing would be most important to mention?  
 Categorization of open-ended responses.  
 Multiple mentions allowed for each respondent.\*  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40 100.0	13 100.0	27 100.0	6 100.0	30 100.0	4 100.0	25 100.0	15 100.0
GOOD LOCATION	9 22.5%	5 38.5%	4 14.8%	-	9 30.0%	-	6 24.0%	3 20.0%
ATTRACTIVE CAMPUS	5 12.5%	2 15.4%	3 11.1%	1 16.7%	3 10.0%	1 25.0%	4 16.0%	1 6.7%
GREAT START TO FOUR-YEAR PROGRAM	5 12.5%	-	5 18.5%	1 16.7%	4 13.3%	-	1 4.0%	4 26.7% G
IMPORTANT TO THE COMMUNITY	5 12.5%	2 15.4%	3 11.1%	1 16.7%	4 13.3%	-	5 20.0%	-
GOOD EDUCATION	4 10.0%	-	4 14.8%	-	4 13.3%	-	2 8.0%	2 13.3%
QUALITY STAFF	3 7.5%	1 7.7%	2 7.4%	1 16.7%	2 6.7%	-	1 4.0%	2 13.3%
SMALL CAMPUS	3 7.5%	-	3 11.1%	-	3 10.0%	-	2 8.0%	1 6.7%
PROGRAM VARIETY	3 7.5%	1 7.7%	2 7.4%	-	1 3.3%	2 50.0% E	2 8.0%	1 6.7%
LEARN A TRADE FOR WORKFORCE	2 5.0%	1 7.7%	1 3.7%	-	2 6.7%	-	1 4.0%	1 6.7%

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results  
Feb. 7, 2008

Q10. If someone not familiar with North Idaho College asked you to describe the college, what one positive thing would be most important to mention?  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
SMALL CLASS SIZES	1 2.5%	1 7.7%	-	1 16.7%	-	-	1 4.0%	-
MUSIC PROGRAM	1 2.5%	-	1 3.7%	-	1 3.3%	-	1 4.0%	-
AFFORDABLE TUITION	1 2.5%	1 7.7%	-	-	1 3.3%	-	1 4.0%	-
OTHER	1 2.5%	-	1 3.7%	1 16.7%	-	-	-	1 6.7%
DON'T KNOW / NO ANSWER	2 5.0%	1 7.7%	1 3.7%	-	1 3.3%	1 25.0%	1 4.0%	1 6.7%

Comparison Groups: BC/DEF/GH  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 90% level.  
\* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q11. And in what area or areas, if any, would you say that North Idaho College needs to make the most improvements?  
 Categorization of open-ended responses.  
 Multiple mentions allowed for each respondent.\*  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXPAND CAMPUS	5	-	5	1	4	-	3	2
	12.5%		18.5%	16.7%	13.3%		12.0%	13.3%
MORE RANGE IN PROGRAM VARIETY	4	1	3	1	3	-	2	2
	10.0%	7.7%	11.1%	16.7%	10.0%		8.0%	13.3%
IMPROVE EXISTING PROGRAMS	3	1	2	2	1	-	3	-
	7.5%	7.7%	7.4%	33.3%	3.3%		12.0%	
IMPROVED PARKING	2	1	1	-	1	1	-	2
	5.0%	7.7%	3.7%		3.3%	25.0%		13.3%
MORE AFFORDABLE TUITION	2	-	2	1	1	-	2	-
	5.0%		7.4%	16.7%	3.3%		8.0%	
ADVERTISE THE COLLEGE MORE	2	1	1	-	2	-	-	2
	5.0%	7.7%	3.7%		6.7%			13.3%
IMPROVE ATHLETIC PROGRAM	2	-	2	-	2	-	-	2
	5.0%		7.4%		6.7%			13.3%
IMPROVE DORMITORIES	1	1	-	-	1	-	1	-
	2.5%	7.7%			3.3%		4.0%	
BRING TECHNOLOGIES UP TO DATE	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
OFFER FOUR-YEAR PROGRAMS	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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Table 30 Page 35  
(Continued)

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results  
Feb. 7, 2008

Q11. And in what area or areas, if any, would you say that North Idaho College needs to make the most improvements?  
Categorization of open-ended responses.  
Multiple mentions allowed for each respondent.\*  
Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
MORE CLASSES FOR EXISTING PROGRAMS	1 2.5%	-	1 3.7%	-	1 3.3%	-	-	1 6.7%
BETTER ACADEMIC STANDARDS	1 2.5%	1 7.7%	-	-	1 3.3%	-	1 4.0%	-
ASSISTANCE WITH GRANTS OR FINANCES	1 2.5%	-	1 3.7%	1 16.7%	-	-	1 4.0%	-
OTHER	3 7.5%	2 15.4%	1 3.7%	-	1 3.3%	2 50.0%	1 4.0%	2 13.3%
						E		
DON'T KNOW / NO ANSWER	14 35.0%	5 38.5%	9 33.3%	1 16.7%	12 40.0%	1 25.0%	12 48.0%	2 13.3%
							H	

Comparison Groups: BC/DEF/GH

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 90% level.

\* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.

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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Mean Summary Table: Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
 4 pt. scale: (4=Extremely high, 3=Very high, 2=Moderately high, 1=Not very high)  
 Shown in descending order, ranked highest to lowest.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
J. A SAFE CAMPUS	40	13	27	6	30	4	25	15
	3.45	3.31	3.52	3.17	3.50	3.50	3.40	3.53
L. HIGH ETHICAL STANDARDS	40	13	27	6	30	4	25	15
	3.45	3.54	3.41	3.17	3.43	4.00	3.32	3.67
						D		G
A. HIGH INSTRUCTIONAL QUALITY	40	13	27	6	30	4	25	15
	3.43	3.46	3.41	4.00	3.33	3.25	3.40	3.47
				EF				
K. CURRENT TECHNOLOGY FOR STUDENT USE	40	13	27	6	30	4	25	15
	3.35	3.23	3.41	3.17	3.40	3.25	3.40	3.27
B. QUALITY OF FACULTY	40	13	27	6	30	4	25	15
	3.33	3.38	3.30	3.67	3.27	3.25	3.32	3.33
G. PREPARING STUDENTS TO ENTER THE WORKFORCE WITH A TRADE	39	12	27	6	29	4	24	15
	3.31	3.17	3.37	3.17	3.31	3.50	3.38	3.20
D. AFFORDABLE TUITION	39	12	27	6	29	4	24	15
	3.23	3.17	3.26	3.00	3.28	3.25	3.08	3.47
								G
F. PREPARING STUDENTS TO ENTER A FOUR YEAR COLLEGE	40	13	27	6	30	4	25	15
	3.23	3.08	3.30	3.33	3.23	3.00	3.20	3.27
C. RANGE OF PROGRAMS OFFERED	39	13	26	6	29	4	25	14
	3.00	2.85	3.08	3.17	2.90	3.50	2.92	3.14
						E		

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 31 Page 37  
(Continued)

North Idaho College:  
Perceptions about North Idaho College Among Businesses  
Crosstabulated Results  
Feb. 7, 2008

Mean Summary Table: Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
4 pt. scale: (4=Extremely high, 3=Very high, 2=Moderately high, 1=Not very high)  
Shown in descending order, ranked highest to lowest.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
H. COMMITMENT TO DIVERSITY	38 2.95	11 2.82	27 3.00	5 3.00	29 2.93	4 3.00	23 2.83	15 3.13
I. SCHOOL EMPLOYEES THAT ARE HELPFUL	38 2.92	12 2.83	26 2.96	6 2.17	28 3.04 D	4 3.25 D	24 2.83	14 3.07
N. CONTRIBUTIONS TO THE COMMUNITY	40 2.80	13 2.85	27 2.78	6 2.67	30 2.77	4 3.25	25 2.72	15 2.93
E. AN ATTRACTIVE CAMPUS	39 2.41	12 2.58	27 2.33	6 2.33	29 2.41	4 2.50	24 2.21	15 2.73 G
M. ATHLETIC PROGRAMS	38 2.11	12 2.08	26 2.12	5 2.00	29 2.24 F	4 1.25	23 2.09	15 2.13

Comparison Groups: BC/DEF/GH  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 90% level.  
\* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
 a. High instructional quality

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	23	8	15	6	16	1	14	9
	57.5%	61.5%	55.6%	100.0%	53.3%	25.0%	56.0%	60.0%
				EF				
(3) VERY HIGH	11	3	8	-	8	3	7	4
	27.5%	23.1%	29.6%	-	26.7%	75.0%	28.0%	26.7%
						E		
(2) MODERATELY HIGH	6	2	4	-	6	-	4	2
	15.0%	15.4%	14.8%	-	20.0%	-	16.0%	13.3%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	3.43	3.46	3.41	4.00	3.33	3.25	3.40	3.47
				EF				

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

b. Quality of faculty

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	17	6	11	4	12	1	11	6
	42.5%	46.2%	40.7%	66.7%	40.0%	25.0%	44.0%	40.0%
(3) VERY HIGH	19	6	13	2	14	3	11	8
	47.5%	46.2%	48.1%	33.3%	46.7%	75.0%	44.0%	53.3%
(2) MODERATELY HIGH	4	1	3	-	4	-	3	1
	10.0%	7.7%	11.1%	-	13.3%	-	12.0%	6.7%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	3.33	3.38	3.30	3.67	3.27	3.25	3.32	3.33

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

c. Range of programs offered

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	10	3	7	3	5	2	4	6
	25.0%	23.1%	25.9%	50.0%	16.7%	50.0%	16.0%	40.0%
(3) VERY HIGH	19	5	14	1	16	2	15	4
	47.5%	38.5%	51.9%	16.7%	53.3%	50.0%	60.0%	26.7%
					D		H	
(2) MODERATELY HIGH	10	5	5	2	8	-	6	4
	25.0%	38.5%	18.5%	33.3%	26.7%		24.0%	26.7%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	1	-	1	-	1	-	-	1
	2.5%		3.7%		3.3%			6.7%
MEAN	3.00	2.85	3.08	3.17	2.90	3.50	2.92	3.14
						E		

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
 d. Affordable tuition

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	14	3	11	1	12	1	7	7
	35.0%	23.1%	40.7%	16.7%	40.0%	25.0%	28.0%	46.7%
(3) VERY HIGH	20	8	12	4	13	3	12	8
	50.0%	61.5%	44.4%	66.7%	43.3%	75.0%	48.0%	53.3%
(2) MODERATELY HIGH	5	1	4	1	4	-	5	-
	12.5%	7.7%	14.8%	16.7%	13.3%		20.0%	
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	1	1	-	-	1	-	1	-
	2.5%	7.7%			3.3%		4.0%	
MEAN	3.23	3.17	3.26	3.00	3.28	3.25	3.08	3.47
								G

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
 e. An attractive campus

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	6	3	3	1	5	-	2	4
	15.0%	23.1%	11.1%	16.7%	16.7%		8.0%	26.7%
(3) VERY HIGH	7	2	5	-	5	2	4	3
	17.5%	15.4%	18.5%		16.7%	50.0%	16.0%	20.0%
(2) MODERATELY HIGH	23	6	17	5	16	2	15	8
	57.5%	46.2%	63.0%	83.3%	53.3%	50.0%	60.0%	53.3%
				E				
(1) NOT VERY HIGH	3	1	2	-	3	-	3	-
	7.5%	7.7%	7.4%		10.0%		12.0%	
* DON'T KNOW	1	1	-	-	1	-	1	-
	2.5%	7.7%			3.3%		4.0%	
MEAN	2.41	2.58	2.33	2.33	2.41	2.50	2.21	2.73
								G

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

f. Preparing students to enter a four year college

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	17	5	12	2	14	1	10	7
	42.5%	38.5%	44.4%	33.3%	46.7%	25.0%	40.0%	46.7%
(3) VERY HIGH	15	4	11	4	9	2	10	5
	37.5%	30.8%	40.7%	66.7%	30.0%	50.0%	40.0%	33.3%
				E				
(2) MODERATELY HIGH	8	4	4	-	7	1	5	3
	20.0%	30.8%	14.8%		23.3%	25.0%	20.0%	20.0%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	3.23	3.08	3.30	3.33	3.23	3.00	3.20	3.27

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 38 Page 44

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

g. Preparing students to enter the workforce with a trade

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	18	5	13	2	14	2	12	6
	45.0%	38.5%	48.1%	33.3%	46.7%	50.0%	48.0%	40.0%
(3) VERY HIGH	15	4	11	3	10	2	9	6
	37.5%	30.8%	40.7%	50.0%	33.3%	50.0%	36.0%	40.0%
(2) MODERATELY HIGH	6	3	3	1	5	-	3	3
	15.0%	23.1%	11.1%	16.7%	16.7%	-	12.0%	20.0%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	1	1	-	-	1	-	1	-
	2.5%	7.7%	-	-	3.3%	-	4.0%	-
MEAN	3.31	3.17	3.37	3.17	3.31	3.50	3.38	3.20

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

h. Commitment to diversity

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	13	4	9	1	11	1	5	8
	32.5%	30.8%	33.3%	16.7%	36.7%	25.0%	20.0%	53.3%
								G
(3) VERY HIGH	13	3	10	3	8	2	11	2
	32.5%	23.1%	37.0%	50.0%	26.7%	50.0%	44.0%	13.3%
							H	
(2) MODERATELY HIGH	9	2	7	1	7	1	5	4
	22.5%	15.4%	25.9%	16.7%	23.3%	25.0%	20.0%	26.7%
(1) NOT VERY HIGH	3	2	1	-	3	-	2	1
	7.5%	15.4%	3.7%		10.0%		8.0%	6.7%
* DON'T KNOW	2	2	-	1	1	-	2	-
	5.0%	15.4%		16.7%	3.3%		8.0%	
MEAN	2.95	2.82	3.00	3.00	2.93	3.00	2.83	3.13

Comparison Groups: BC/DEF/GH

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 90% level.

\* Mean figure calculations do not include "DON'T KNOW" responses.

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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

i. School employees that are helpful

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	10	2	8	-	8	2	5	5
	25.0%	15.4%	29.6%		26.7%	50.0%	20.0%	33.3%
(3) VERY HIGH	16	6	10	2	13	1	10	6
	40.0%	46.2%	37.0%	33.3%	43.3%	25.0%	40.0%	40.0%
(2) MODERATELY HIGH	11	4	7	3	7	1	9	2
	27.5%	30.8%	25.9%	50.0%	23.3%	25.0%	36.0%	13.3%
							H	
(1) NOT VERY HIGH	1	-	1	1	-	-	-	1
	2.5%		3.7%	16.7%				6.7%
* DON'T KNOW	2	1	1	-	2	-	1	1
	5.0%	7.7%	3.7%		6.7%		4.0%	6.7%
MEAN	2.92	2.83	2.96	2.17	3.04	3.25	2.83	3.07
					D	D		

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
 j. A safe campus

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	22	6	16	1	19	2	13	9
	55.0%	46.2%	59.3%	16.7%	63.3%	50.0%	52.0%	60.0%
					D			
(3) VERY HIGH	14	5	9	5	7	2	9	5
	35.0%	38.5%	33.3%	83.3%	23.3%	50.0%	36.0%	33.3%
				E				
(2) MODERATELY HIGH	4	2	2	-	4	-	3	1
	10.0%	15.4%	7.4%		13.3%		12.0%	6.7%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	3.45	3.31	3.52	3.17	3.50	3.50	3.40	3.53

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

k. Current technology for student use

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	21	7	14	2	17	2	13	8
	52.5%	53.8%	51.9%	33.3%	56.7%	50.0%	52.0%	53.3%
(3) VERY HIGH	13	3	10	3	9	1	9	4
	32.5%	23.1%	37.0%	50.0%	30.0%	25.0%	36.0%	26.7%
(2) MODERATELY HIGH	5	2	3	1	3	1	3	2
	12.5%	15.4%	11.1%	16.7%	10.0%	25.0%	12.0%	13.3%
(1) NOT VERY HIGH	1	1	-	-	1	-	-	1
	2.5%	7.7%	-	-	3.3%	-	-	6.7%
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	3.35	3.23	3.41	3.17	3.40	3.25	3.40	3.27

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

1. High ethical standards

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	21	8	13	1	16	4	11	10
	52.5%	61.5%	48.1%	16.7%	53.3%	100.0%	44.0%	66.7%
					D	DE		
(3) VERY HIGH	16	4	12	5	11	-	11	5
	40.0%	30.8%	44.4%	83.3%	36.7%	-	44.0%	33.3%
				E				
(2) MODERATELY HIGH	3	1	2	-	3	-	3	-
	7.5%	7.7%	7.4%	-	10.0%	-	12.0%	-
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	3.45	3.54	3.41	3.17	3.43	4.00	3.32	3.67
						D		G

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?  
 m. Athletic programs

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	4	1	3	-	4	-	2	2
	10.0%	7.7%	11.1%		13.3%		8.0%	13.3%
(3) VERY HIGH	6	3	3	1	5	-	4	2
	15.0%	23.1%	11.1%	16.7%	16.7%		16.0%	13.3%
(2) MODERATELY HIGH	18	4	14	3	14	1	11	7
	45.0%	30.8%	51.9%	50.0%	46.7%	25.0%	44.0%	46.7%
(1) NOT VERY HIGH	10	4	6	1	6	3	6	4
	25.0%	30.8%	22.2%	16.7%	20.0%	75.0%	24.0%	26.7%
						DE		
* DON'T KNOW	2	1	1	1	1	-	2	-
	5.0%	7.7%	3.7%	16.7%	3.3%		8.0%	
MEAN	2.11	2.08	2.12	2.00	2.24	1.25	2.09	2.13
					F			

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q12. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

n. Contributions to the community

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	11	3	8	1	8	2	7	4
	27.5%	23.1%	29.6%	16.7%	26.7%	50.0%	28.0%	26.7%
(3) VERY HIGH	11	5	6	2	8	1	5	6
	27.5%	38.5%	22.2%	33.3%	26.7%	25.0%	20.0%	40.0%
(2) MODERATELY HIGH	17	5	12	3	13	1	12	5
	42.5%	38.5%	44.4%	50.0%	43.3%	25.0%	48.0%	33.3%
(1) NOT VERY HIGH	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
* DON'T KNOW	-	-	-	-	-	-	-	-
MEAN	2.80	2.85	2.78	2.67	2.77	3.25	2.72	2.93

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q13. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students  
 <INSERT LIST>?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO ENTER A FOUR-YEAR COLLEGE	8	4	4	1	5	2	3	5
	20.0%	30.8%	14.8%	16.7%	16.7%	50.0%	12.0%	33.3%
TO ENTER THE WORKFORCE WITH A TRADE	26	8	18	5	19	2	16	10
	65.0%	61.5%	66.7%	83.3%	63.3%	50.0%	64.0%	66.7%
DON'T KNOW / REFUSED	6	1	5	-	6	-	6	-
	15.0%	7.7%	18.5%		20.0%		24.0%	

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q14. Does your business currently attempt to recruit recent North Idaho College graduates? Yes or no?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	12	4	8	2	9	1	6	6
	30.0%	30.8%	29.6%	33.3%	30.0%	25.0%	24.0%	40.0%
NO	27	9	18	4	20	3	19	8
	67.5%	69.2%	66.7%	66.7%	66.7%	75.0%	76.0%	53.3%
DON'T KNOW / REFUSED	1	-	1	-	1	-	-	1
	2.5%		3.7%		3.3%			6.7%

Table 48 Page 54

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q15. How likely would you be to recommend North Idaho College to a prospective student?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY LIKELY	30	12	18	4	22	4	16	14
	75.0%	92.3%	66.7%	66.7%	73.3%	100.0%	64.0%	93.3%
		C				DE		G
(3) MODERATELY LIKELY	9	1	8	2	7	-	8	1
	22.5%	7.7%	29.6%	33.3%	23.3%		32.0%	6.7%
			B				H	
(2) NOT VERY LIKELY	1	-	1	-	1	-	1	-
	2.5%		3.7%		3.3%		4.0%	
(1) NOT AT ALL LIKELY	-	-	-	-	-	-	-	-
* DON'T KNOW / REFUSED	-	-	-	-	-	-	-	-
MEAN	3.73	3.92	3.63	3.67	3.70	4.00	3.60	3.93
		C						G

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 49 Page 55

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q16. Imagine a job candidate is a recent graduate of North Idaho College. What impact, if any, would that information have on your hiring decision? Would you be <INSERT LIST>?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) MORE LIKELY TO HIRE THE GRADUATE	19	5	14	1	14	4	8	11
	47.5%	38.5%	51.9%	16.7%	46.7%	100.0%	32.0%	73.3%
					D	DE		G
(2) LESS LIKELY TO HIRE THE GRADUATE	3	-	3	1	2	-	2	1
	7.5%		11.1%	16.7%	6.7%		8.0%	6.7%
(3) OR IT WOULD HAVE NO EFFECT	17	7	10	4	13	-	14	3
	42.5%	53.8%	37.0%	66.7%	43.3%		56.0%	20.0%
							H	
* DON'T KNOW / REFUSED	1	1	-	-	1	-	1	-
	2.5%	7.7%			3.3%		4.0%	
MEAN	1.95	2.17	1.85	2.50	1.97	1.00	2.25	1.47
				F	F		H	

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q17. And why do you say that?  
 Total Answering: Those more or less likely to hire graduate from North Idaho College. [Q16 (1-2)]  
 Categorization of open-ended responses.  
 Multiple mentions allowed for each respondent.\*  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL ANSWERING	22 100.0	5 100.0	17 100.0	2 100.0	16 100.0	4 100.0	10 100.0	12 100.0
QUALITY EDUCATION	6 27.3%	1 20.0%	5 29.4%	-	4 25.0%	2 50.0%	2 20.0%	4 33.3%
COLLEGE PROGRAMS ARE INDUSTRY SPECIFIC	4 18.2%	2 40.0%	2 11.8%	-	2 12.5%	2 50.0%	2 20.0%	2 16.7%
CANDIDATE WILL HAVE CHARACTER	3 13.6%	-	3 17.6%	1 50.0%	2 12.5%	-	3 30.0%	-
PROGRAM VARIETY	1 4.5%	-	1 5.9%	-	1 6.3%	-	-	1 8.3%
SPECIFIC INDUSTRY REQUIRES ADDITIONAL EDUCATION	1 4.5%	-	1 5.9%	1 50.0%	-	-	-	1 8.3%
DEPENDS ON OTHER FACTORS	1 4.5%	-	1 5.9%	-	1 6.3%	-	1 10.0%	-
A LOCAL COLLEGE	1 4.5%	-	1 5.9%	-	1 6.3%	-	-	1 8.3%
PREFER SOME EDUCATION VERSUS NONE	1 4.5%	-	1 5.9%	-	1 6.3%	-	-	1 8.3%
EDUCATION QUALITY IS LACKING	1 4.5%	-	1 5.9%	-	1 6.3%	-	1 10.0%	-
DON'T KNOW / NO ANSWER	3 13.6%	2 40.0%	1 5.9%	-	3 18.8%	-	1 10.0%	2 16.7%

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* The sum of the percentages are greater than 100% because respondents were allowed multiple responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Summary Table: Q18. Within the last 12 months, do you recall <INSERT STATEMENT>? Yes or no?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. READING NEWS ABOUT THE COLLEGE IN A LOCAL NEWSPAPER	34	11	23	4	26	4	21	13
	85.0%	84.6%	85.2%	66.7%	86.7%	100.0%	84.0%	86.7%
						DE		
B. HEARING NEWS ABOUT THE COLLEGE ON LOCAL TELEVISION OR RADIO NEWS	18	6	12	1	15	2	9	9
	45.0%	46.2%	44.4%	16.7%	50.0%	50.0%	36.0%	60.0%
					D			

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Mean Summary Table: Q19. Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable?

\* Mean figure calculations do not include "DON'T KNOW" responses.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. READING NEWS ABOUT THE COLLEGE IN A LOCAL NEWSPAPER	31	10	21	3	24	4	19	12
	2.77	3.00	2.67	3.00	2.71	3.00	2.68	2.92
B. HEARING NEWS ABOUT THE COLLEGE ON LOCAL TELEVISION OR RADIO NEWS	17	5	12	1	14	2	8	9
	2.82	3.00	2.75	3.00	2.79	3.00	2.63	3.00

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q19. Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable?  
 a. Reading news about the college in a local newspaper

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL ANSWERING	34	11	23	4	26	4	21	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	26	10	16	3	19	4	15	11
	76.5%	90.9%	69.6%	75.0%	73.1%	100.0%	71.4%	84.6%
		C				E		
(2) NEUTRAL	3	-	3	-	3	-	2	1
	8.8%		13.0%		11.5%		9.5%	7.7%
(1) UNFAVORABLE	2	-	2	-	2	-	2	-
	5.9%		8.7%		7.7%		9.5%	
* DON'T KNOW	3	1	2	1	2	-	2	1
	8.8%	9.1%	8.7%	25.0%	7.7%		9.5%	7.7%
MEAN	2.77	3.00	2.67	3.00	2.71	3.00	2.68	2.92

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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Table 54 Page 60

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

Q19. Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable?  
 b. Hearing news about the college on local television or radio news

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL ANSWERING	18	6	12	1	15	2	9	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	15	5	10	1	12	2	6	9
	83.3%	83.3%	83.3%	100.0%	80.0%	100.0%	66.7%	100.0%
				E		E		G
(2) NEUTRAL	1	-	1	-	1	-	1	-
	5.6%		8.3%		6.7%		11.1%	
(1) UNFAVORABLE	1	-	1	-	1	-	1	-
	5.6%		8.3%		6.7%		11.1%	
* DON'T KNOW	1	1	-	-	1	-	1	-
	5.6%	16.7%			6.7%		11.1%	
MEAN	2.82	3.00	2.75	3.00	2.79	3.00	2.63	3.00

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

D1. Currently, how many people does your company employ in total, at all locations?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) LESS THAN 10	25	8	17	4	20	1	25	-
	62.5%	61.5%	63.0%	66.7%	66.7%	25.0%	100.0%	
					F			
(2) 10 TO 49	12	5	7	2	7	3	-	12
	30.0%	38.5%	25.9%	33.3%	23.3%	75.0%		80.0%
						E		
(3) 50 TO 99	-	-	-	-	-	-	-	-
(4) 100 TO 499	2	-	2	-	2	-	-	2
	5.0%		7.4%		6.7%			13.3%
(5) 500 OR MORE	1	-	1	-	1	-	-	1
	2.5%		3.7%		3.3%			6.7%
* DON'T KNOW / REFUSED	-	-	-	-	-	-	-	-
MEAN	1.55	1.38	1.63	1.33	1.57	1.75	1.00	2.47
								G

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "DON'T KNOW" responses.  
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North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

D2. What is your current job title?  
 Categorization of open-ended responses.  
 Shown in descending order.

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40 100.0	13 100.0	27 100.0	6 100.0	30 100.0	4 100.0	25 100.0	15 100.0
OWNER	17 42.5%	6 46.2%	11 40.7%	1 16.7%	14 46.7%	2 50.0%	14 56.0%	3 20.0%
					D		H	
MANAGER	14 35.0%	4 30.8%	10 37.0%	3 50.0%	9 30.0%	2 50.0%	4 16.0%	10 66.7%
								G
PRESIDENT	3 7.5%	2 15.4%	1 3.7%	-	3 10.0%	-	3 12.0%	-
VICE PRESIDENT	3 7.5%	1 7.7%	2 7.4%	-	3 10.0%	-	2 8.0%	1 6.7%
EXECUTIVE ASSISTANT	2 5.0%	-	2 7.4%	2 33.3%	-	-	1 4.0%	1 6.7%
CEO	1 2.5%	-	1 3.7%	-	1 3.3%	-	1 4.0%	-

North Idaho College:  
 Perceptions about North Idaho College Among Businesses  
 Crosstabulated Results  
 Feb. 7, 2008

D3. Please stop me when I read your correct age category. Are you aged <READ LIST>?

	=====GENDER=====		=====AGE=====			=====EMPLOYEES=====		
	Total	Males	Females	<34	34-54	55+	<10	10+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	40	13	27	6	30	4	25	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) 34 OR YOUNGER	6	1	5	6	-	-	4	2
	15.0%	7.7%	18.5%	100.0%			16.0%	13.3%
(2) 35 TO 54	30	10	20	-	30	-	20	10
	75.0%	76.9%	74.1%		100.0%		80.0%	66.7%
(3) 55 OR OLDER	4	2	2	-	-	4	1	3
	10.0%	15.4%	7.4%			100.0%	4.0%	20.0%
* REFUSED	-	-	-	-	-	-	-	-
MEAN	1.95	2.08	1.89	1.00	2.00	3.00	1.88	2.07

Comparison Groups: BC/DEF/GH  
 Independent T-Test for Means, Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 90% level.  
 \* Mean figure calculations do not include "REFUSED" responses.  
 Strategic Research Associates  
 (888) 554-6960



# Perceptions about North Idaho College Among Businesses in 2007

(November 29, 2007, V1.3 (business), Strategic Research Associates; S.D.)

ID #: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Date: \_\_\_ / \_\_\_ / 07  
 Min.: \_\_\_\_\_

( ) Completed

**Not completed**

- ( ) Refusal
- ( ) Incomplete (respondent terminates)
- ( ) Incomplete (interviewer terminates)

**No contact:**

- ( ) Call back; attempts: \_\_\_\_\_
- ( ) No call back

Checked: _____	Date: ___/___/07 _____
Monitored: _____	Date: ___/___/07 _____
Validated: _____	Date: ___/___/07 _____
Input: _____	Date: ___/___/07 _____

**Interviewer ID:** \_\_\_\_\_

**Respondent First Name:** \_\_\_\_\_

Introduction

**[IF CONTACT NAME IS AVAILABLE:]**

May I speak with \_\_\_\_\_ ?

**[IF CONTACT NAME IS NOT AVAILABLE:]**

My name is \_\_\_\_\_, calling from \_\_\_\_\_. We're conducting an opinion poll among North Idaho business leaders about educational issues important in North Idaho. May I speak with the owner or general manager? **[IF REQUESTED INDIVIDUAL IS NOT AVAILABLE, RECORD NAME AND A BEST CALLBACK TIME]**

**[REPEAT FIRST TWO SENTENCES ABOVE FOR INTERVIEWEE.]**

Your phone number was randomly selected and your responses will be combined with the responses of hundreds of other business leaders to insure confidentiality. The survey takes about ten minutes. Can we proceed? **[IF NOT OKAY, REQUEST A MORE CONVENIENT CALLBACK TIME. IF RESPONDENT EXHIBITS STRAIN OR IRRITATION, REQUEST A MORE CONVENIENT TIME]**

Callback date/time #1: ___ / ___ / 07 ___:___	Comment:
Callback date/time #2: ___ / ___ / 07 ___:___	
Callback date/time #3: ___ / ___ / 07 ___:___	

Screening

S1. **RECORD GENDER BY OBSERVATION**

MALE .....	1
FEMALE .....	2

S2. First, are you or your organization currently employed by, or contracted with, University of Idaho, Lewis-Clark State College, or North Idaho College? Yes or no?

YES .....	<b>POLITELY TERMINATE</b>
NO .....	1
REFUSED .....	<b>POLITELY TERMINATE</b>

S3. What is the zip code of the business location you're talking from now?

**[IF REFUSING, OR IF ZIP IS OUT OF THE NIC SERVICE AREA LIST OF ZIP CODES, POLITELY TERMINATE] . . . .**

**Overall Familiarity with North Idaho Colleges**

Q1. Now, I'm going to name several colleges and universities located in North Idaho and I'm going to ask you how familiar you are with each. And by "familiar," i mean the degree to which you know enough about the school to have an opinion about it. First . . .

How familiar are you with <INSERT NAME; RANDOMIZE b-c; ORDER Q3-Q4 TO MATCH>: very, moderately, not very, or not at all familiar? **[REVERSE SCALE]**

	VERY	MODERATELY	NOT VERY	NOT AT ALL	DK
a. North Idaho College	4	3	2	<b>POLITELY TERM</b>	5
b. Lewis-Clark State College	4	3	2	1	5
c. University of Idaho	4	3	2	1	5

Q2. **[ASK OF ALL RESPONDENTS]**

From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "North Idaho College"? And this could be anything; a description, an image, favorable or unfavorable.

**[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

Q3. **[IF Q1b="NOT AT ALL" THEN SKIP TO Q4]**

From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "Lewis-Clark State College"?

**[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

Q4. **[IF Q1c="NOT AT ALL" THEN SKIP TO Q5]**

From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "University of Idaho"?

**[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

**Exposure to and Perceptions About North Idaho College**

Q5. Now, I'd like to concentrate on just one college, North Idaho College. First . . .

Were you aware before this interview that North Idaho College is a two year community college? Yes or no?

- YES . . . . . 1
- NO . . . . . 2
- REFUSED . . . . . 3

Q6. Have you personally ever seen any portion of the North Idaho College campus? Yes or no?

- YES . . . . . 1
- [SKIP TO Q8] ←** NO . . . . . 2
- REFUSED . . . . . 3

Q7. Have you ever taken classes at North Idaho College? Yes or no?

- YES . . . . . 1
- NO . . . . . 2
- REFUSED . . . . . 3

Q8. Now, I'm going to read some characteristics associated with colleges. From what you've experienced, read, or heard, I'd like you to tell me how well you think North Idaho College is currently performing on each. And if you don't know, just say so.

For **<INSERT STATEMENT; RANDOMIZE>**, is North Idaho College's current performance outstanding, good, just okay, or not very good? **[REVERSE SCALE]**

**[AFTER FIRST STATEMENT JUST SAY:]** Outstanding, good, just okay, or not very good performance?

	OUT- STANDING	GOOD	JUST OKAY	NOT VERY GOOD	DK
a. High instructional quality	4	3	2	1	5
b. Quality of faculty	4	3	2	1	5
c. Range of programs offered	4	3	2	1	5
d. Affordable tuition	4	3	2	1	5
e. An attractive campus	4	3	2	1	5
f. Preparing students to enter a four year college	4	3	2	1	5
g. Preparing students to enter the workforce with a trade	4	3	2	1	5
h. Commitment to diversity	4	3	2	1	5
i. School employees that are helpful	4	3	2	1	5
j. A safe campus	4	3	2	1	5
k. Current technology for student use	4	3	2	1	5
l. High ethical standards	4	3	2	1	5
m. Athletic programs	4	3	2	1	5
n. Contributions to the community	4	3	2	1	5

Q9. Considering everything you know about North Idaho College, how would you rate this college **overall** as an institution of higher learning? **[READ LIST; REVERSE]**

- OUTSTANDING ..... 1
- GOOD ..... 2
- JUST OKAY ..... 3
- NOT VERY GOOD ..... 4
- DON'T KNOW / REFUSED **[DON'T READ]** ..... 5

Q10. If someone not familiar with North Idaho College asked you to describe the college, what one positive thing would be most important to mention? **TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

Q11. And in what area or areas, if any, would you say that North Idaho College needs to make the most improvements? **[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

**Priority of Services**

Q12. How high a priority do you think each of the following should be for North Idaho College? First . . .

Do you think **<INSERT STATEMENT; RANDOMIZE>** should be an extremely high, very high, moderately high, or not very high priority for North Idaho College? **[REVERSE SCALE]**

**[AFTER FIRST STATEMENT JUST SAY:]** An extremely high, very high, moderately high, or not very high priority?

	EXTREMELY HIGH	VERY HIGH	MODERATELY HIGH	NOT VERY HIGH	DK
a. High instructional quality	4	3	2	1	5
b. Quality of faculty	4	3	2	1	5
c. Range of programs offered	4	3	2	1	5
d. Affordable tuition	4	3	2	1	5
e. An attractive campus	4	3	2	1	5
f. Preparing students to enter a four year college	4	3	2	1	5
g. Preparing students to enter the workforce with a trade	4	3	2	1	5
h. Commitment to diversity	4	3	2	1	5
i. School employees that are helpful	4	3	2	1	5
j. A safe campus	4	3	2	1	5
k. Current technology for student use	4	3	2	1	5
l. High ethical standards	4	3	2	1	5
m. Athletic programs	4	3	2	1	5
n. Contributions to the community	4	3	2	1	5

Q13. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students **<INSERT LIST; REVERSE>**?

- TO ENTER A FOUR-YEAR COLLEGE . . . . . 1
- TO ENTER THE WORKFORCE WITH A TRADE . . . 2
- DON'T KNOW / REFUSED **[DON'T READ]** . . . . . 3

**NIC Graduates**

Q14. Does your business currently attempt to recruit recent North Idaho College graduates? Yes or no?

- YES . . . . . 1
- NO . . . . . 2
- DON'T KNOW / REFUSED . . . . . 3

Q15. How likely would you be to recommend North Idaho College to a prospective student? **[READ LIST; REVERSE]**

- VERY . . . . . 1
- MODERATELY . . . . . 2
- NOT VERY . . . . . 3
- NOT AT ALL . . . . . 4
- DON'T KNOW / REFUSED **[DON'T READ]** . . . . . 5

Q16. Imagine a job candidate is a recent graduate of North Idaho College. What impact, if any, would that information have on your hiring decision? Would you be **<INSERT LIST; REVERSE FIRST TWO OPTIONS>**?

- MORE LIKELY TO HIRE THE GRADUATE . . . . . 1
- LESS LIKELY TO HIRE THE GRADUATE . . . . . 2
- [SKIP TO Q18] ←** OR IT WOULD HAVE NO EFFECT . . . . . 3
- [SKIP TO Q18] ←** DON'T KNOW / REFUSED **[DON'T READ]** . . . . . 4

Q17. And why do you say that? **TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

**Communications and Media**

Q18-Q19. Thinking about North Idaho College . . .

Q18a-b. Within the last 12 months, do you recall **<INSERT STATEMENT; RANDOMIZE>**? Yes or no?

Q19a-b. **[IF Q18a-b = "YES," OTHERWISE SKIP:]** Did the **<newspaper / television or radio >** coverage that you recall tend overall to be favorable, neutral, or unfavorable? **[REVERSE SCALE]**

		Q18a-b.			Q19a-b			
		YES	NO	DK	FAVOR- ABLE	NEUTRAL	UNFAVO R-ABLE	DK
a.	Reading news about the college in a local newspaper	1	2	3	3	2	1	4
b.	Hearing news about the college on local television or radio news	1	2	3	3	2	1	4

**Classification**

Finally, I've got a few last questions for classifying your answers, and we're done.

D1. Currently, how many people does your company employ in total, at all locations? **[READ LIST]**

- LESS THAN 10 ..... 1
- 10 TO 49 ..... 2
- 50 TO 99 ..... 3
- 100 TO 499 ..... 4
- 500 OR MORE ..... 5
- DK / REFUSED **[DON'T READ]** ..... 6

D2. What is your current job title?

\_\_\_\_\_ **[-99 = REFUSED]**

D3. Please stop me when I read your correct age category. Are you aged **<READ LIST>**?

- 34 OR YOUNGER ..... 1
- 35 TO 54 ..... 2
- 55 OR OLDER ..... 3
- REFUSED **[DON'T READ]** ..... 4

D4. **[IF FIRST NAME IS NOT KNOWN:]**

Finally, may I ask for your first name only, in case my supervisor decides to call back to verify the courtesy and completeness of this interview?

**[IF FIRST NAME IS KNOWN:]**

Finally, may I verify that your first name is **<INSERT NAME>**, in case my supervisor decides to call back to verify the courtesy and completeness of this interview?

\_\_\_\_\_ **[RECORD FIRST NAME]**

Thank you so much for your time.

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