



**MARKET ANALYSIS OF
NEW MEXICO JUNIOR COLLEGE,
HOBBS**

EXECUTIVE SUMMARY AND ANALYSIS

*PREPARED FOR
NEW MEXICO JUNIOR COLLEGE, HOBBS
OCTOBER, 2004*



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INTRODUCTION AND METHODOLOGY

In September of 2004, RMA Research conducted a quantitative study of residents 17 years and older in Lea County, New Mexico and four Texas cities in Gaines and Yaokum Counties in Texas. The goal of the research was to identify the perceptions of the residents with regards to their knowledge, image, satisfaction level, and future directions of New Mexico Junior College.

RMA Research surveyed 602 respondents in the three counties. The majority (502) of the respondents were in Lea County with the remaining one hundred oversample being in the Texas counties. To insure that all adults aged 17 and older had an equal chance to be interviewed, all working residential phone numbers in the target area were randomly sampled to create a random dial database that was then called, also in a random manner.

These interviews were conducted using RMA Research's Windows Version Computer Assisted Telephone Interviewing (WinCati) system on a proprietary Wide Area Network (WAN) using two of RMA's Telecom Data Collection facilities. A proportionate representation by gender was used by RMA, resulting in a breakdown of 49.2% for women and 50.8% for men.

When the survey was completed, open-ended responses were coded into like categories and the results were cross-tabulated and analyzed. The sampling margin of error is plus or minus **4.4 percentage points at a 95% confidence level. This margin of error only applies to responses of the entire sample population (N=500) for Lea County.**

Differences in the total sample answers of more than ten percentage points should be considered statistically significant. Differences in the total sample of five to seven percentage points should be considered directional rather than statistically significant.

EXECUTIVE SUMMARY

The people in and around Hobbs, NM are fairly familiar with New Mexico Junior College (NMJC), view it in a very positive way, and value it highly. NMJC is viewed as being a good place to receive post-secondary education and is very much associated with post-secondary education in the area. Respondents view NMJC as meeting individuals' needs for job training and improving their work skills. This, coupled with the relatively young population in the area, places NMJC in a prime position for providing post-secondary education. This information also shows that over three-fourths of all respondents are interested in continuing education with that desire being as present in the bordering Texas counties as it is in Lea County, NM.

NMJC is seen as a resource to the community. It provides cultural activities, publications, and other useful services to the citizenry. This includes athletic events, the Cowboy Hall of Fame/Western Heritage Museum, musicals/theatre, and hosting meetings/conferences. Faculty is also seen as a resource and concerned about teaching and learning. Respondents view the faculty as having the training necessary to provide adequate instruction.

Governance of NMJC is not seen as an issue by the respondents. The large combination of favorable and not-knowing responses suggests that the governing board is accessible to those who desire access, particularly with the New Mexico constituency, and governs properly.

Even though very few respondents had a direct connection with NMJC a very high percentage are proud of the institution. Most would send their son or daughter to NMJC or recommend the school to a friend or family member. All-in-all, the information gathered suggests that the people of Lea County (NM) are quite satisfied with what NMJC does. Those in the bordering Texas counties are also pleased, though there are a fair number who lack information in order to answer. The respondents found the overall image of NMJC to be positive.

From the information gathered in this survey several areas merit attention. These are in the areas of advertising/communication, service to the community, and online courses.

Advertising/Communication

In advertising campaigns, many perceive the ads and a fair number know what the ads are about. There are many topics that come to mind when people are asked about the content of the ads. Still, in some instances, only the name of NMJC is remembered and not the general content of the ads. One program that does get remembered is the nursing program. In the area of campus events most respondents indicate that NMJC does a good job in informing the community about such activities. The effect of advertising is greater in New Mexico than in the neighboring Texas counties as a higher percentage of the

latter do not remember NMJC advertising. Respondents indicate that direct mail is the mode they prefer most when it comes to communications from NMJC. Behind that are newspapers, e-mails, and inserts, which, when combined, do not equal the percent who preferred the direct mail. There is also a substantial Spanish speaking population, some of whom have Spanish as the primary language in the home.

The following are some strategies and ideas to consider when examining NMJC's advertising/communication initiatives:

- NMJC is encouraged to identify ways to increase the level at which the community is familiar with the college
- NMJC needs to reexamine its efforts in informing the citizens of the area about NMJC, particularly across the border in Texas
- NMJC is encouraged to review what message(s) it wishes to convey in its advertising campaign and focus the ads on that message as the current messages appear very diffuse.
- NMJC would do well to examine what it is doing to promote nursing programs, as that is a program that does come to mind among respondents, and use that information to help develop promotional material for other programs.
- Strategies should be devised to increase the awareness of NMJC's offerings in the development of work skills
- Another potential message to consider is how NMJC is staying on the cutting edge of post-secondary education as that is an area respondents rated lower or didn't know much about.
- In communicating with potential students NMJC is encouraged to continue with a focused multifaceted approach, using the four media most identified by survey participants—US mail, e-mail, inserts, and newspaper advertising.
- The use of broadcast media needs to be reassessed in light of the respondents noting that TV (4.3%) and radio (3.5%) are not among the best ways to inform potential students about program and class opportunities
- Direct mail, while expensive (even under non-profit, bulk mail permits) merits selective attempts to gain students for classes and programs. In addition, a multifaceted approach toward promoting classes and programs should take place with an emphasis on newspapers and special inserts. In all advertising there should be an e-mail address to which students can write to get additional information.
- If NMJC wants to broaden its student base through the use of distance technology, there is a need to maintain a strong web presence to inform potential students of the online classes and programs available at NMJC.
- Students new to the institution should be asked how they found out about the class or program that they are beginning. The information gained here should be used to develop future communication initiatives.
- NMJC successfully brings in members of the community to various non-education events. Continued publicity on these events will serve to inform the public so they can attend
- NMJC may wish to examine its promotional material and how it responds to the needs of the Spanish speaking community.

- NMJC is encouraged to communicate to faculty the positive public perception of NMJC faculty.

Service

The area of service is another which merits attention from the information gathered in the survey. While NMJC is perceived as serving the community and meeting real community needs, there are some gaps in where that service exists. This presents itself in the general population not being aware of what that service is. Below are the recommendations associated with the concept of service:

- If NMJC desires service to the community to be a priority, visible initiatives in this area are recommended.
- NMJC is encouraged to examine what its expectations are of faculty for service. If service is seen to be a major goal of the institution, sufficient time/resources need to be available for the faculty to carry out this expectation.
- To enhance its image in the community NMJC may wish to consider additional news releases to the local media highlighting projects undertaken by faculty and staff for the benefit of the area. In addition, the school may wish to highlight how the community can have input into what happens at NMJC.
- Faculty should be encouraged to expand their service initiatives to counties bordering NMJC

Programs

The area of online education is one that NMJC is pursuing. This area has the potential of broadening the area from which the school draws students. The following recommendations flow from this and the growing interdependent world in which we live:

- NMJC is encouraged to stay active in addressing tuition differences and identify ways to make programs affordable to out-of-state and out-of-district students.
- This high level of response indicating interest in online education suggests that NMJC should continue, and possibly expand, its online class and degree opportunities.
- As online opportunities increase, the web presence of NMJC becomes even more important. Having the web serve as a portal for all student services (paying bills, library services, buying books, registering for courses, etc) needs to be examined.
- NMJC is encouraged to examine the content of its course offerings to ensure that, where appropriate, the content of the courses draws in concepts that go beyond the immediate geographic area.

ANALYSIS

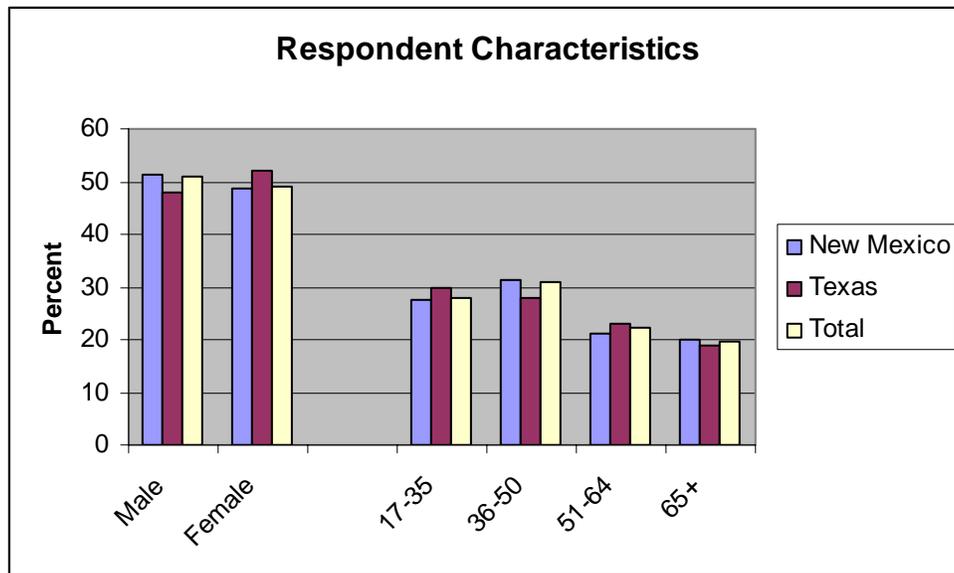
The survey centered on a set of themes of interest to New Mexico Junior College (NMJC). These themes are:

1. The community’s knowledge (both general and specific) about New Mexico Junior College
2. Communication with the public
3. The future of online education
4. The community’s perception of the quality of New Mexico Junior College
5. The community’s perception of NMJC’s governing structure
6. Role of Spanish

Participants

Respondents to the survey represented a cross section of Lea County NM and the two adjoining counties of Gaines and Yoakum in Texas. Figure 1 presents the distribution of the respondents by gender and age. The gender distribution shows a fairly even split between males and females. This distribution in New Mexico reflects the information from the recent census. The age distribution shows a slightly higher presence of 36-50 year olds than what is found in the census when compared to the 17-35 year old age cohort. Otherwise, the distribution is consistent with information in the US census. This distribution shows a younger community which is ripe for post-secondary education.

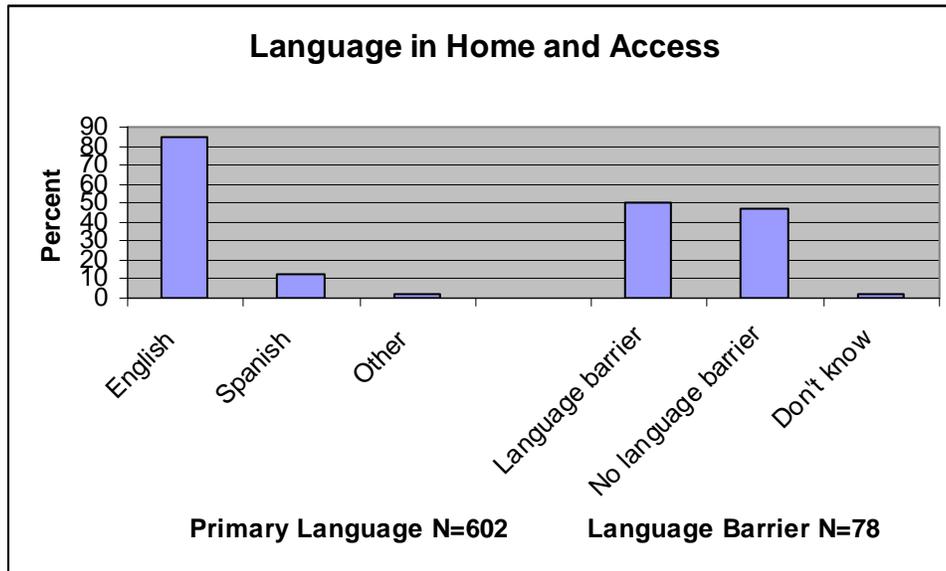
Figure 1



There were 602 individuals participating in the survey. Of these 11 were either employed at NMJC or had a member of their household employed there. From the remaining 591, two dozen were students at a college. Ten of these were students at NMJC.

The primary language of most respondents' households was English, with about one-in-eight reporting Spanish as the primary language. Of those which had Spanish as the primary language, half found it limiting their access to college materials. *NMJC may wish to examine its promotional material and how it responds to the needs of the Spanish speaking community if it wants to better tap that market of potential students.* Figure 2 presents this information.

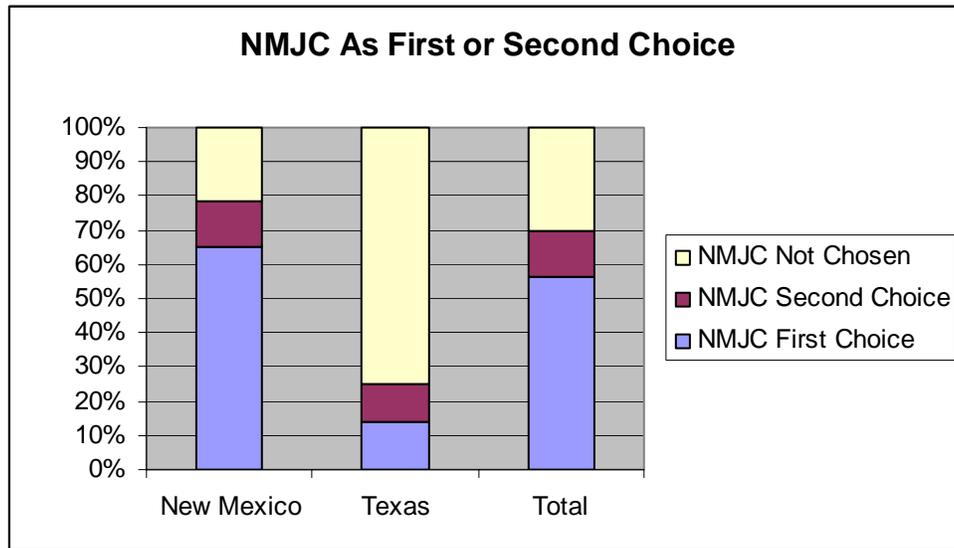
Figure 2



General Knowledge of the Community Regarding New Mexico Junior College

People in and around Lea County, NM are fairly familiar with New Mexico Junior College. When post-high school education is mentioned, NMJC is the first institution that comes to mind in the majority (56.5%) of the respondents. This is particularly true of New Mexico residents with almost two-thirds (64.9%) of the respondents. This percentage increases to almost three of every four (74.9%) New Mexico respondents when those who remain are asked for their second choice. NMJC being identified as the first or second school that comes to mind is less likely among Texas residents who are much more oriented toward Texas Tech in nearby Lubbock. Still, 25% of all Texas participants in the survey identified NMJC as the first or second school that comes to mind when asked about post-secondary institutions. Figure 3 displays this cross-state comparison with respect to what post-secondary institutions are on the forefront of the minds of the community.

Figure 3



Among those who did not identify NMJC as the school that comes to mind first or second, the vast majority (98.4%) had heard of NMJC. This percentage was consistent across the two states. *From this it is quite clear that NMJC is very much associated with post-secondary education in the area.* Even those for whom NMJC is not the first or second school which comes to mind, the school is still known. This identification of NMJC with higher education opportunities provides a great base on which to target initiatives.

This familiarity also exists in respondents’ awareness of advertising regarding NMJC. Almost three of the four people (73.5%) who had some degree of familiarity with NMJC had recalled exposure to advertising from the school. This was slightly truer in New Mexico (74.6%) than in Texas (66.7%).

From those with this recall of advertising a variety of topics were identified as the ads’ content. These topics are reported in Table 1 below. The specific information remembered by just under half of these respondents centered on class offerings, schedules, enrolling, or registering. One in five didn’t know what the ad was about. Another sixth remembered the ad in general terms. The remaining respondents identified a variety of items in very small numbers. It appears that there are multiple messages in the ads with no overarching theme. *NMJC may wish to review what message it wishes to convey in its advertising campaign and focus the ads on that message.*

Table 1

NMJC Advertising Topics Noted by Respondents			
	New Mexico	Texas	Total
	N=302	N=42	N=344
Class offerings/schedule	29.5%	26.2%	29.1%
Enrollment/Fall registration	16.9%	16.7%	16.9%
General, not specific	16.9%	16.7%	16.9%
Affordable	3.6%	2.4%	3.5%
Careers/Nursing	2.3%	2.4%	2.3%
Student life/art	0.3%	0%	0.3%
Continuing education	1.0%	0%	0.9%
Slogan	0.7%	0%	0.6%
Programs	0.3%	0%	0.3%
Other	7.3%	4.8%	7.0%
Don't know	20.9%	28.6%	21.8%

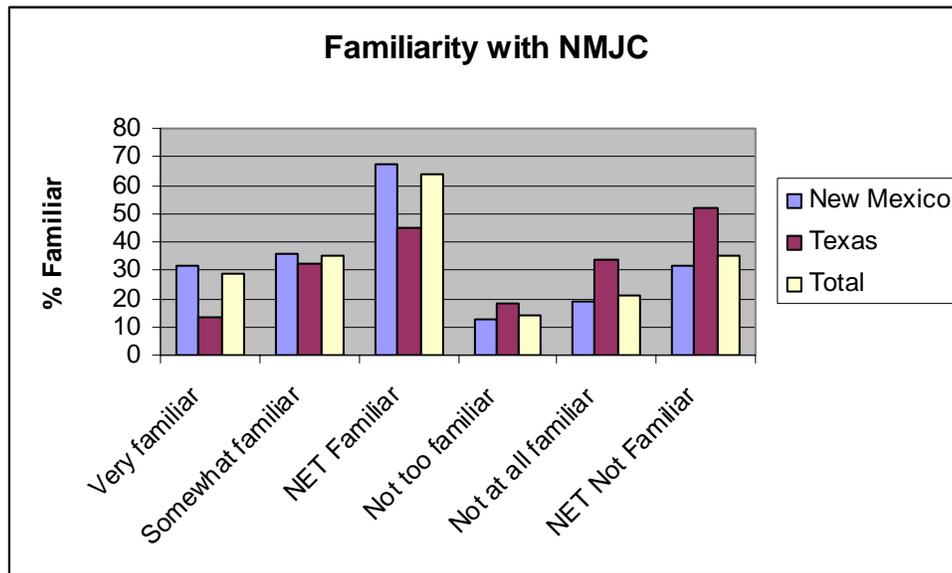
The NMJC ads came through a variety of media. Table 2 represents where these respondents experienced the ads. No one medium rose to the top as making contact with people. Fliers, newspapers, television, and radio all received high mention. Among Texan respondents fliers proved particularly memorable (47.6%) with radio noted by almost a quarter (23.8%). It is clear from this information that no one medium captures the bulk of potential NMJC users, nor should one expect it. The first four (flyer, newspaper, radio, television) have proven affective in connecting NMJC with the public at large. *Continuing with a multifaceted approach, focused on the top four (flyer, newspaper, radio, television), with a focused message appears the best course for NMJC.*

Table 2

Where People Experience NMJC Advertising			
	New Mexico	Texas	Total
	N=302	N=42	N=344
Flyer	24.2%	47.6%	27.0%
Newspaper	27.5%	7.1%	25.0%
Radio	20.9%	23.8%	21.2%
Television	18.5%	11.9%	17.7%
Billboard	3.0%	2.4%	2.9%
Movies	0.7%	4.8%	1.2%
Booth/Fair	1.0%	0%	0.9%
High School	0.7%	0%	0.6%
Other	3%	2.4%	2.9%
Don't know	0.7%	0%	0.6%

From the large number of respondents who had heard of NMJC, identifying those who were familiar with the school was the next step. Sixty-four percent of the total respondents indicated they are somewhat to very familiar with New Mexico Junior College ;with another 13+% noting that they are not too familiar. The remaining 21+% were not at all familiar. This group, those who were not at all familiar, is excluded from much of the remaining analysis (unless noted). Familiarity is higher in New Mexico than in the bordering Texas counties. Still, about one out of three respondents in New Mexico (31.9%) and over half of those in Texas (52%) were not too familiar or not familiar at all with NMJC. This level of familiarity suggests that there are many who could be touched by what NMJC has to offer but, for whatever reason, aren't aware of it solely because they are not familiar with the institution. *NMJC is encouraged to identify ways to increase the level at which the community is familiar with the college.* Figure 4 displays the level of familiarity with NMJC.

Figure 4



From those respondents who were not too familiar to those who were very familiar, additional questions about what New Mexico Junior College was known for were asked. The responses settled around several areas—programs, access, atmosphere, and didn't know with the remaining responses in a smattering of other areas.

The one area that these respondents knew most about was the educational programs/offerings of NMJC. Almost one third (31.6%) of those with some degree of familiarity with NMJC cited specific programs or the nature of the educational program as what NMJC is noted for. This percentage is somewhat higher among those from New Mexico as compared to those from Texas. Table 3 provides a detailed breakdown on these responses. From this information the area of nursing jumps out as the one NMJC academic program that has caught the attention of the respondents. No other program

received this amount of response. *NMJC officials need to examine what they are doing to promote nursing programs and use that information to promote other programs.*

Table 3

Educational Programs			
	New Mexico	Texas	Total
Nursing	13.1%	11.1%	12.8%
Good academics/ education	12.8%	11.1%	12.6%
Good teachers	4.0%	1.6%	3.6%
Continuing education	1.7%	1.6%	1.7%
Automotive	0.7%	1.6%	0.9%
Total percentage	32.3%	27.9%	31.6%
Total Answering	405	63	468

Accessibility was the second highest identified category among these respondents when asked what they saw NMJC as being known for. Having access is critical for students wishing to avail themselves of higher education opportunities. Accessibility was assessed in two forms—cost and proximity. Just fewer than 20% of these respondents saw NMJC as being accessible. Proximity was viewed equally across the two states, with a much larger percentage of New Mexico respondents seeing NMJC as being affordable when compared to those queried in Texas. The difference in responses about affordability between those in Texas and those in New Mexico may be attributable to the increased tuition for out-of-state students or to the lower tuition rate that New Mexico has for its junior colleges when compared to those in Texas. *NMJC is encouraged to stay abreast of these tuition differences and identify ways to make programs affordable to out-of-state students.* Table 4 provides a detailed description of responses to affordability and proximity.

Table 4

Accessibility			
	New Mexico	Texas	Total
Affordable	15.6%	4.8%	14.1%
Close by	4.2%	6.3%	4.5%
Total percentage	19.8%	11.1%	18.6%
Total Answering	405	63	468

The atmosphere of NMJC ranked third among the defined categories among these respondents when asked what they saw NMJC as being known for. Six percent of these respondents identified one of these areas under atmosphere as what comes to mind when

asked about NMJC. All of those noting this were from New Mexico. None were from Texas. Table 5 provides a detailed description of responses to the issue of atmosphere.

Table 5

<i>Atmosphere</i>			
	New Mexico	Texas	Total
Small/local/friendly	3.7%	0.0%	3.4%
Diverse students/classes	2.0%	0.0%	1.7%
Class size	1.0%	0.0%	0.9%
Total percentage	6.7%	0.0%	6.0%
Total Answering	405	63	468

The second largest area of response was from those who just didn't know what NMJC is known for. Almost 20% fit in this category overall with over 40% of those from Texas not knowing what NMJC is noted for. This large percentage, especially in Texas and coupled with the 21.4% of all respondents (34% in Texas) who were not at all familiar with NMJC when initially asked (and not included among those responding here), suggests action on the part of NMJC. *There is a need for NMJC to take initiatives to become more known for specific areas of the institution.* Table 6 presents the data on those who responded "Don't Know".

Table 6

<i>Don't Know</i>			
	New Mexico	Texas	Total
Don't know	16.3%	42.9%	19.9%
Total answering	405	63	468

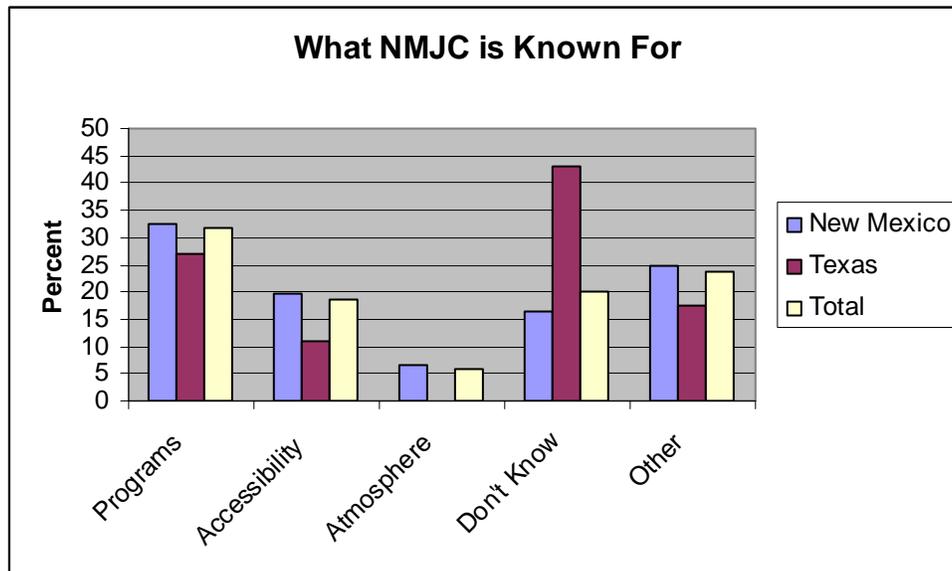
The final theme area was a catch-all area which did not neatly fit into one of the previous categories. These four areas constituted almost one-in-four of the respondents who were not too familiar with NMJC to those who were very familiar. One in twelve New Mexico respondents noted athletics as what NMJC is known for. This shows that athletics at NMJC is on the minds of a fair number of people. *This information suggests that athletics is another area which captures the public's attention with respect to the offerings of NMJC.* Table 7 presents the data on these final items.

Table 7

<i>Other factors</i>			
	New Mexico	Texas	Total
Athletics	8.6%	3.2%	7.9%
2 year/junior	2.2%	0.0%	1.9%
Good start	4.4%	4.8%	4.5%
Other	9.6%	9.5%	9.6%
Total percentage	24.8%	17.5%	23.9%
Total answering	405	63	468

A comparison of these areas can be seen in Figure 5. It can be strikingly seen that those in Texas could not provide a response to this question. *As noted earlier, there is a need for NMJC to take initiatives to become more known for specific areas of the institution, particularly across the border.*

Figure 5



This large subgroup of the total respondents (those who were not too familiar to those who were very familiar with NMJC) received additional questions in this area. When asked further about what NMJC is known for by asking about specific items, very favorable responses were provided by those surveyed. The respondents were asked about their view of NMJC educationally, its environment, how it serves the community at large, how it serves the business community, and other ways NMJC contributes to the community.

Specific Knowledge of New Mexico Community College

Education

The respondents viewed NMJC as being a good place to receive education with positive responses ranging from 85-96%. Most respondents saw NMJC as doing a good job in this area. Table 8 presents this information.

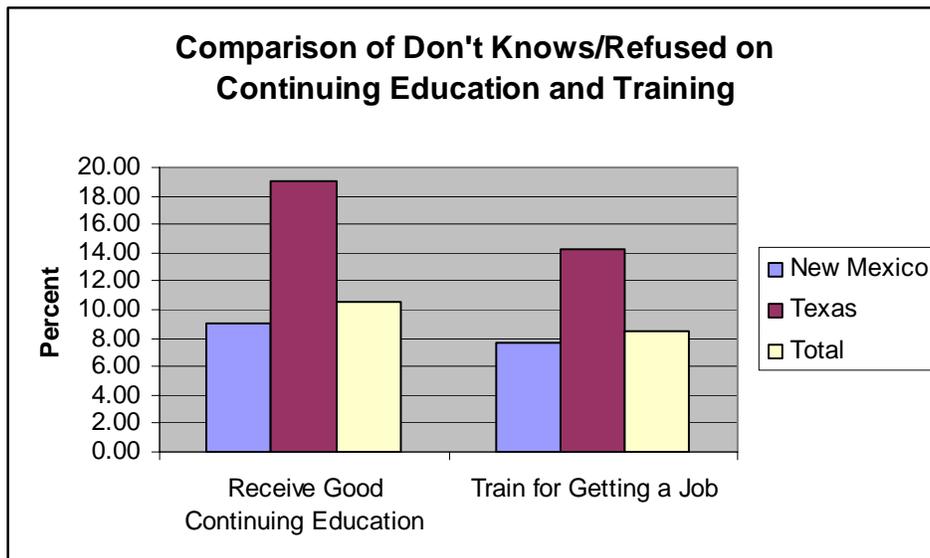
Table 8

<i>View of NMJC Educational Programs</i>			
	Well	Not Well	Don't Know/Refused
Train for Getting a Job	87.0%	4.5%	8.5%
Get a College Education	92.7%	2.6%	4.7%
Start College and then Transfer	95.5%	0.9%	3.2%
Receive Good Continuing Education	86.3%	3.2%	10.5%

N=468

Of those who didn't know or refused there is a marked difference in percentages between the respondents from New Mexico and those from Texas. For every one percent who didn't know/refused in New Mexico, about two percent didn't know or refused in Texas. This reached double digit percentages in two areas. Slightly over 10% of the respondents did not know or refused on the question about NMJC providing a good continuing education programs for improving work skills or bettering one's life. This was particularly true of Texas respondents where almost one in five did not know or refused on this question. The Texas percentage represents a sizeable number of potential students. *Efforts should be considered to continue to inform the citizens of the area about NMJC, particularly those in Texas.* Figure 6 illustrates this difference.

Figure 6



Continuing with this theme, respondents saw NMJC having the necessary supports for educating individuals. In all these categories—good facilities, educational value, friendly environment, and preparing students for a global society—NMJC is perceived as doing pretty to very well. Only in this last category, preparing students for a global society, does NMJC go up somewhat in the Not Well classification. More importantly, is the large increase in those who didn't know or refused to respond to that question and to the one about NMJC having a very friendly educational environment. *NMJC is encouraged to examine the content of its course offerings to ensure that, where appropriate, the content of the courses draws in concepts that go beyond the immediate geographic area.* Table 9 presents this information.

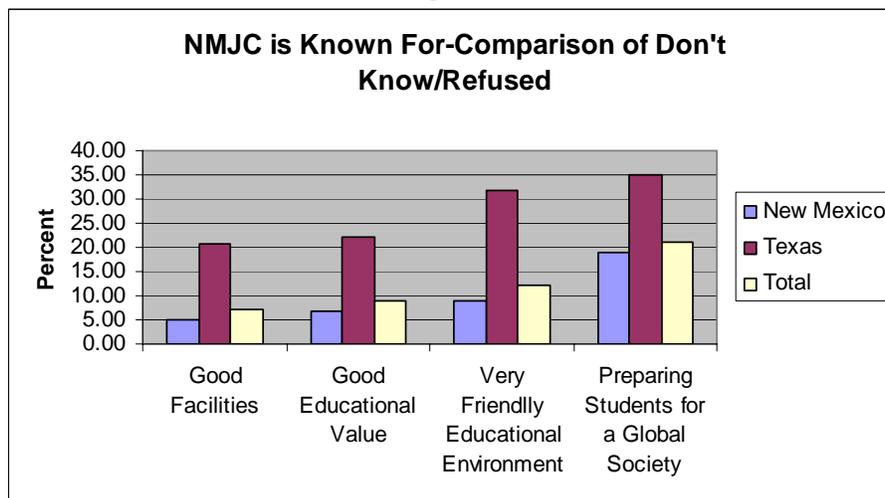
Table 9

NMJC is Known For

	Well	Not Well	Don't Know/Refused
Good Facilities	91.9%	1.1%	7.1%
Good Educational Value	89.5%	1.5%	9.0%
Very Friendly Educational Environment	86.5%	1.3%	12.2%
Preparing Students for a Global Society	72.4%	6.6%	20.9%

Each of these areas has a distinct difference between the respondents living in Texas and those in New Mexico. This presents itself most in the “don't know/refused” comparison. In each of these areas, respondents knew less or refused to respond at rates much higher than those from New Mexico. The tuition differential for the out-of-state individuals can explain the spread on the “good educational value.” The high difference in NMJC being a friendly environment is also one that merits attention. Are out-of-state students viewed differently than in-state students, which leads to out-of-state students viewing the school as being less friendly? *NMJC may wish to examine how out-of-state students are treated on campus more closely.* Figure 7 illustrates this cross-state difference.

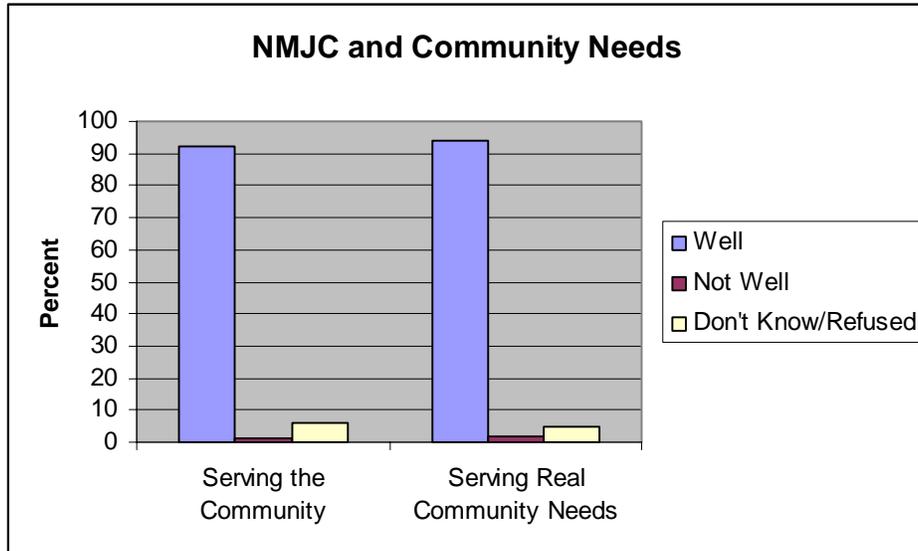
Figure 7



Community Orientation

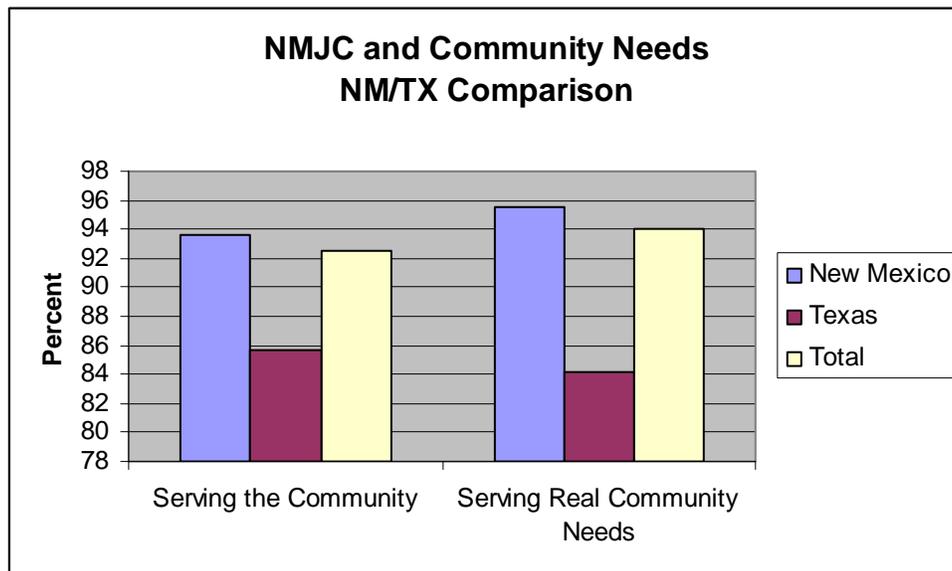
The image that NMJC presents in a variety of other areas is often seen as central to the mission of the institution. Respondents were asked about NMJC’s image in a many areas ranging from its community orientation to its role in local economic development. Five questions explored this area. In two of the four questions,--serving the community and meeting real community needs--the overwhelming response was that NMJC served the community well. Figure 8 presents that information.

Figure 8



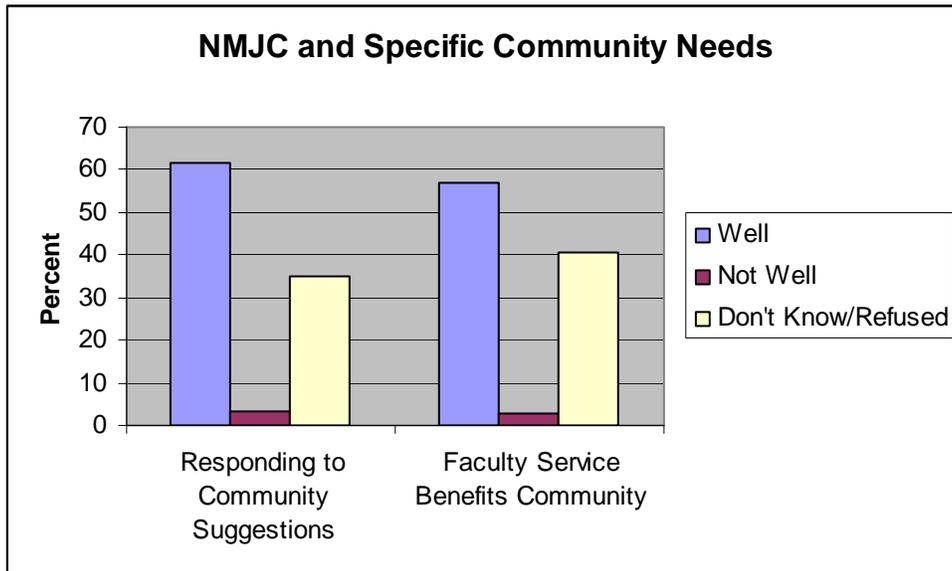
As in other aspects of this report, the respondents from New Mexico rated NMJC higher than those from Texas. Figure 9 displays that information.

Figure 9



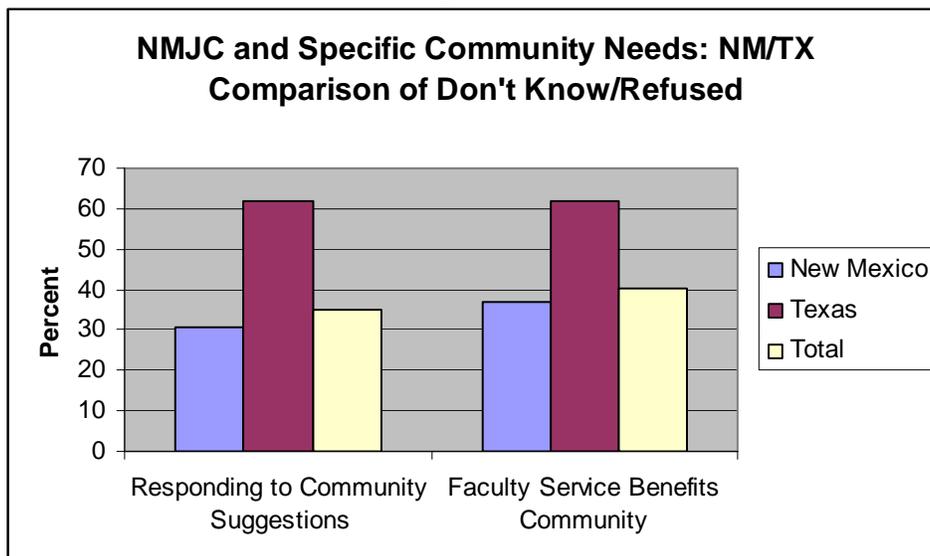
The remaining two questions in this area became more specific and the percentage of respondents who saw NMJC as serving the community well declined. This decrease did not become responses that the institution was not serving the community well. Rather, the change transferred to responses of “don’t know” or “refused”. Figure 10 presents this information.

Figure 10



Again, the respondents from Texas had a higher rate of “don’t know/refused” when compared to those in New Mexico. This suggests that this aspect of community service (and responsiveness) is not well known by the community at large and particularly in Texas. Another possibility is that given the instructional focus that a junior college has, the service opportunities for faculty are limited. Figure 11 shows this difference.

Figure 11



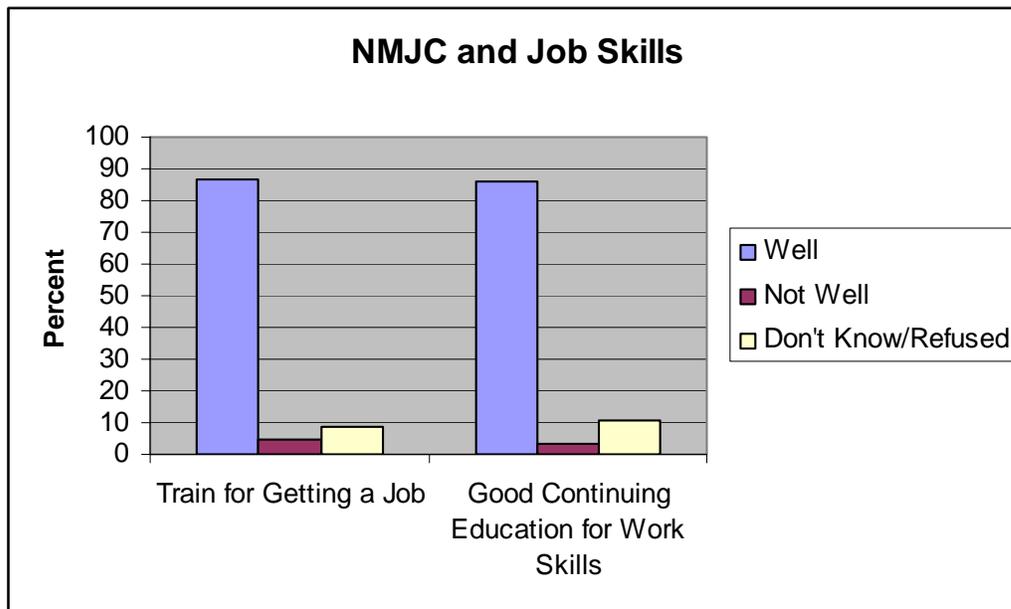
From this information it is clear that NMJC is viewed as providing service to the community, both in general and specific terms. This perception is truer in Lea County, NM than in the bordering counties in Texas. The high percentage of “don’t know” and “refused” responses indicate that people appear less likely to know specifics about how individuals associated with NMJC contribute to the community and how their own voices can be heard. *NMJC is encouraged to examine what its expectations are of faculty for service. If service is seen to be a major goal of the institution, sufficient time/resources need to be available for the faculty to carry out this expectation. To enhance its image in the community NMJC may wish to consider additional news releases to the local media highlighting projects undertaken by faculty and staff for the benefit of the area. In addition, the school may wish to highlight how the community can have input into what happens at NMJC.*

Economic and Workforce Development

One aspect associated with institutions of higher education is their relationship with the local community’s economic needs. Two of the questions looked at individuals and their training for the marketplace. Three questions examined how well NMJC meets the broader economic and workforce development needs of the community.

Respondents viewed NMJC as being meeting individuals’ needs for job training and improving their work skills. NMJC is well regarded in this area by the respondents in this area. Figure 12 presents the information regarding individuals and their training for the marketplace.

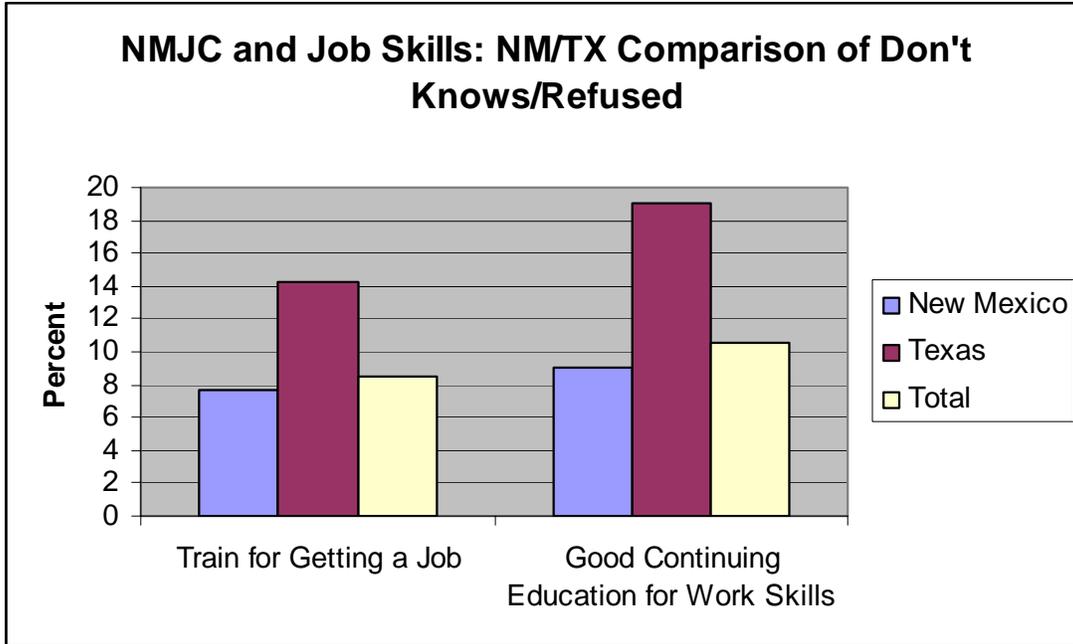
Figure 12



Even with the high positive response, there are still a fair number, particularly in Texas, who don’t know or refused to respond to this question. This suggests that NMJC is not

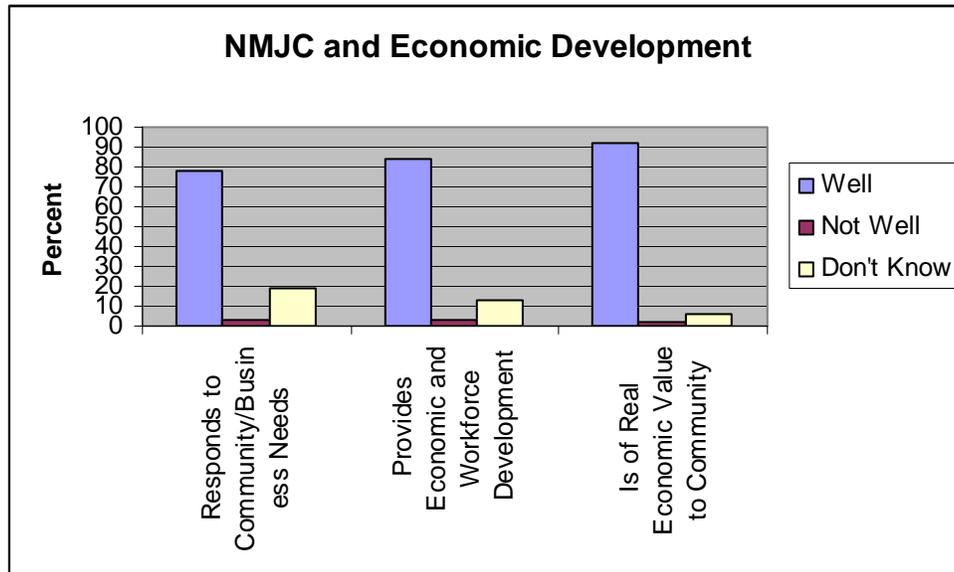
known by a portion of the population for its job training opportunities. *Strategies should be devised to increase the awareness of NMJC's offerings in the development of work skills.* Figure 13 shows the difference between residents of Texas and New Mexico on these questions.

Figure 13



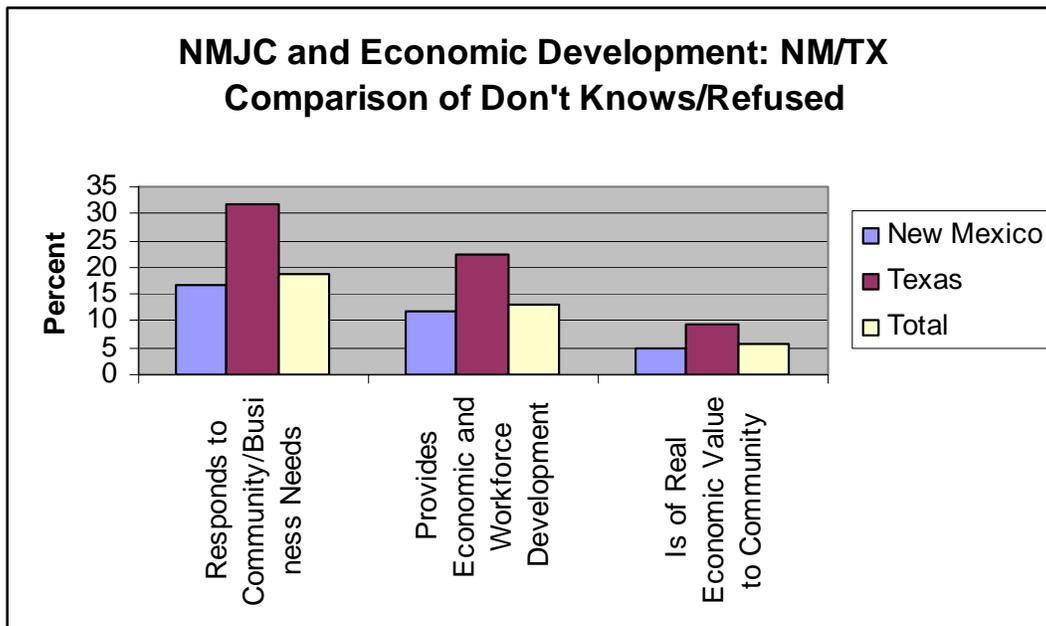
People were asked about how well NMJC addresses the general workforce and economic needs of the community. Moving away from the more personal level to a community level led to responses that were not as strong on the “well” side of the spectrum. As in other aspects of this report, a decrease on the “well” side, was followed by an increase on the “don’t know/refused” side, not on the “not well” side. Even with that decrease, a sizeable majority of the respondents rated NMJC in a positive way. Figure 14 presents this information.

Figure 14



As in other situations, even with the high positive response, there is a difference between respondents in New Mexico and those in Texas. *This suggests that if NMJC wants to pursue the market across the border, an increased awareness by the Texas population is important.* Figure 15 presents the difference between these two populations in the “don’t know/refused” category.

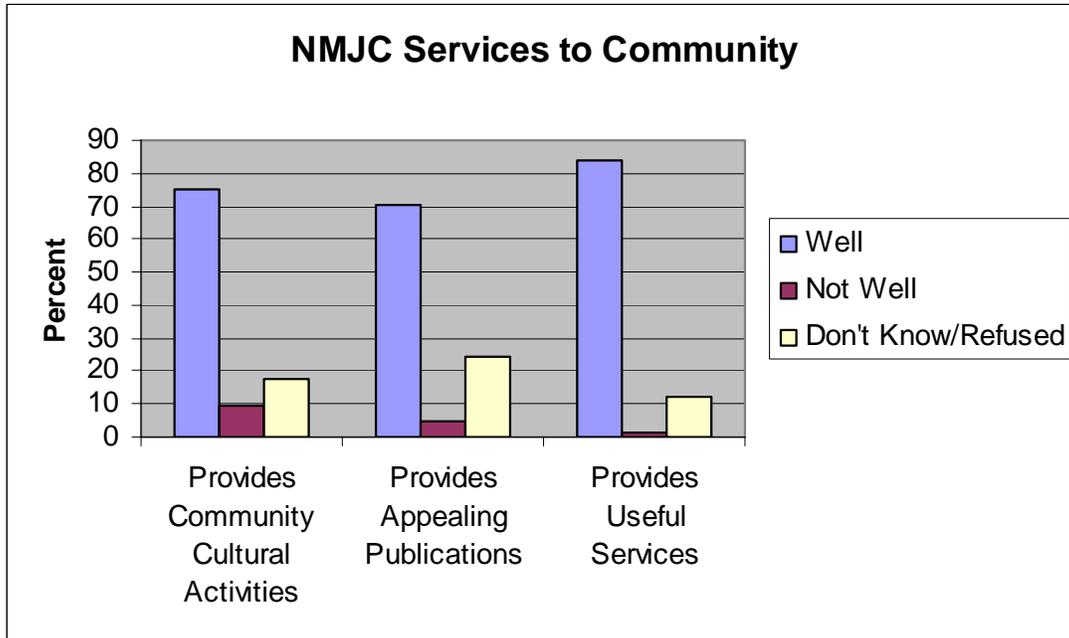
Figure 15



Service to the Community

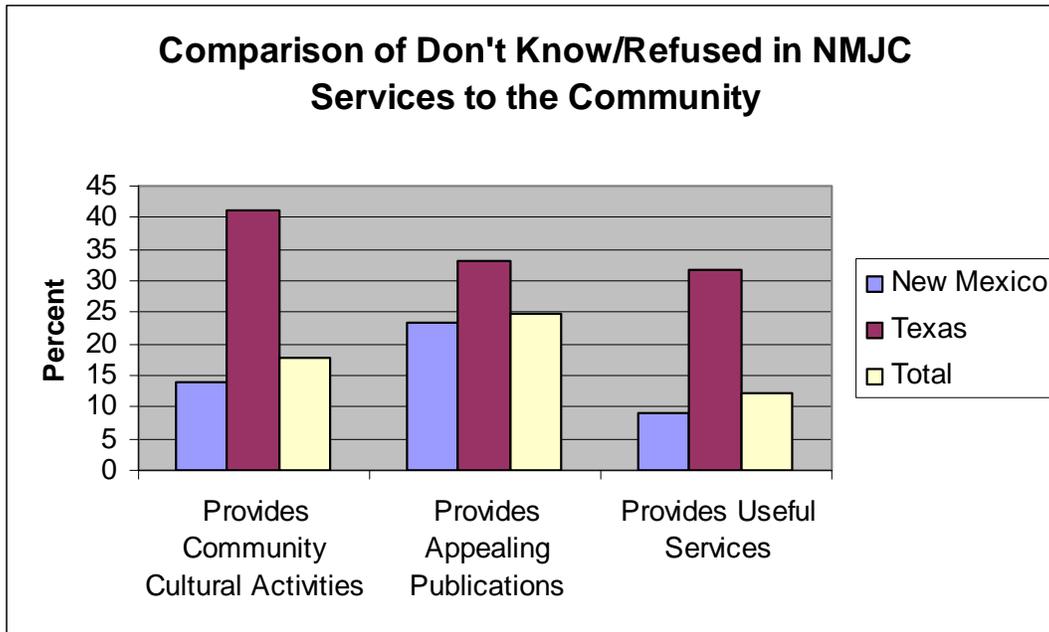
Institutions of higher education have service to the community as part of their mission. This occurs in the areas of cultural activities, publications, and other useful services. Respondents to the survey were asked about these aspects. In each of these areas NMJC is seen by the majority as performing in the pretty-well to very-well range. Figure 16 presents how the respondents viewed NMJC in these areas.

Figure 16



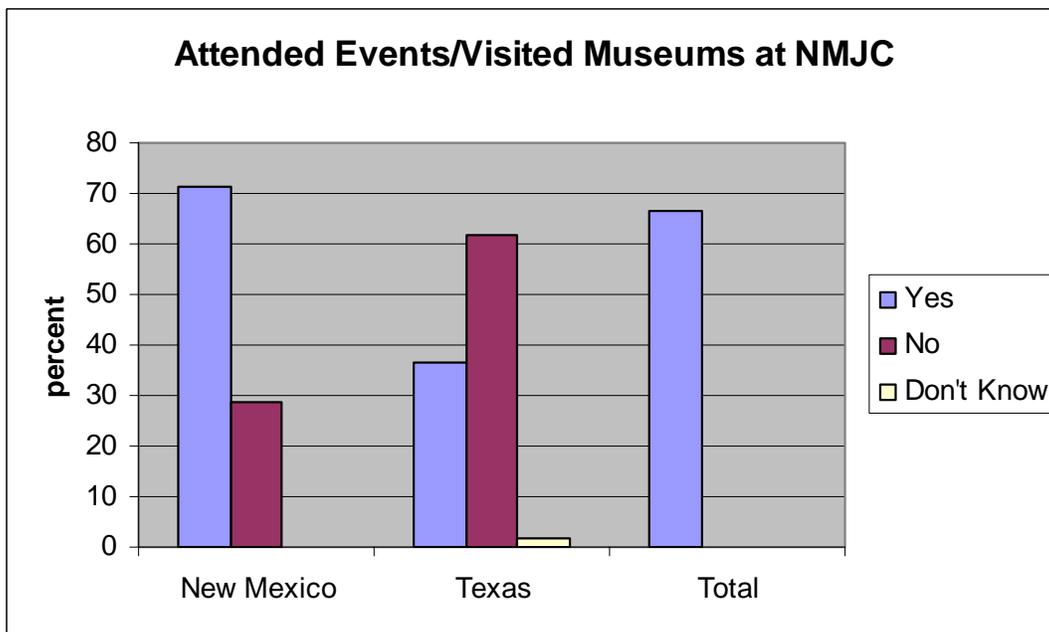
Again, there is the theme noted in previous areas, where NMJC is seen as doing well and the contrasting response is one of “don’t know/refused” instead of “not well.” These service areas have between 15-25% of all the respondents as not knowing or refusing to answer the question. This suggests that the services that NMJC focuses on are targeted to specific populations within the community. Again, as in other area, those in Texas had a greater percentage who responded this way when compared to those in New Mexico. *If NMJC wants to be seen as service oriented in the same way it is thought of when it comes to post-secondary education, visible initiatives in this area are recommended.* Figure 17 presents this difference between respondents from the two states.

Figure 17



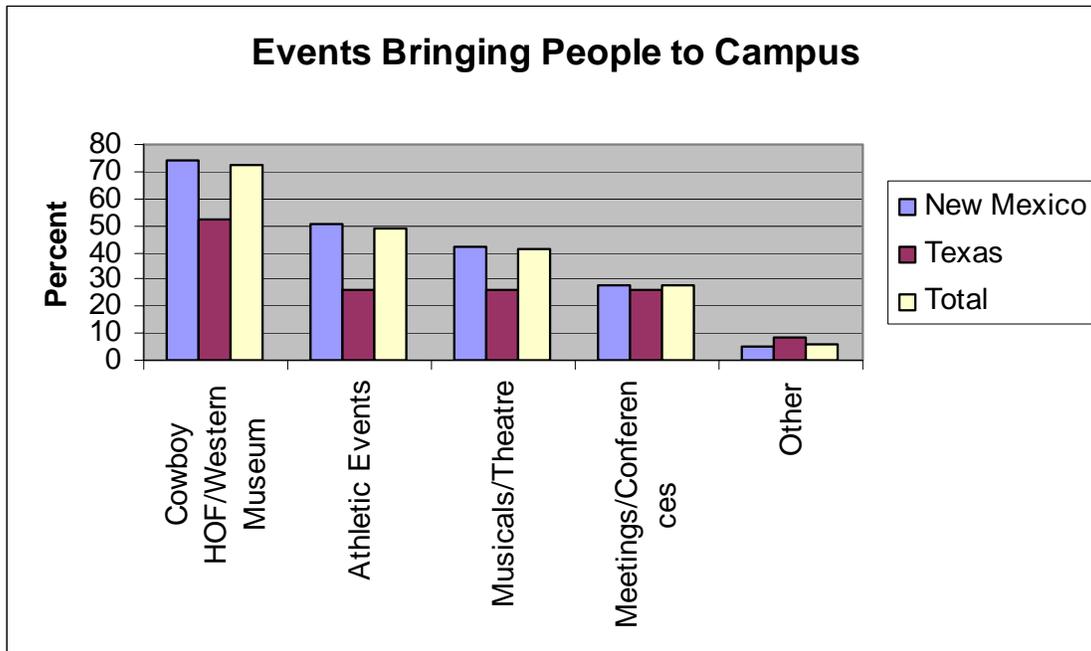
NMJC provides service to the community in the hosting of special events and housing the Cowboy Hall of Fame/Western Heritage Museum. Two-thirds (66.5%) of those who were very to not-too-familiar had visited the Cowboy Hall of Fame/Western Heritage Museum or attended an activity on campus. NMJC does add to the community with these activities. As in other instances, New Mexicans attended such events at a greater percentage than Texans. Figure 18 shows the respondents who had attended such events.

Figure 18



Of those who did visit, the Cowboy Hall of Fame/Western Heritage Museum was the most popular. Almost three-fourths of those who did visit NMJC went to the Cowboy Hall of Fame/Western Heritage Museum. About half went to athletic events. A slightly smaller percentage went to musical or theatrical events. More than a quarter came to campus for meetings or conferences. Again respondents from New Mexico were much more likely to have taken part in these activities than those from Texas. The one exception to this is in the area of meetings/conferences. It seems that NMJC has drawn fairly equally on both sides of the border for this. Figure 19 shows these differences.

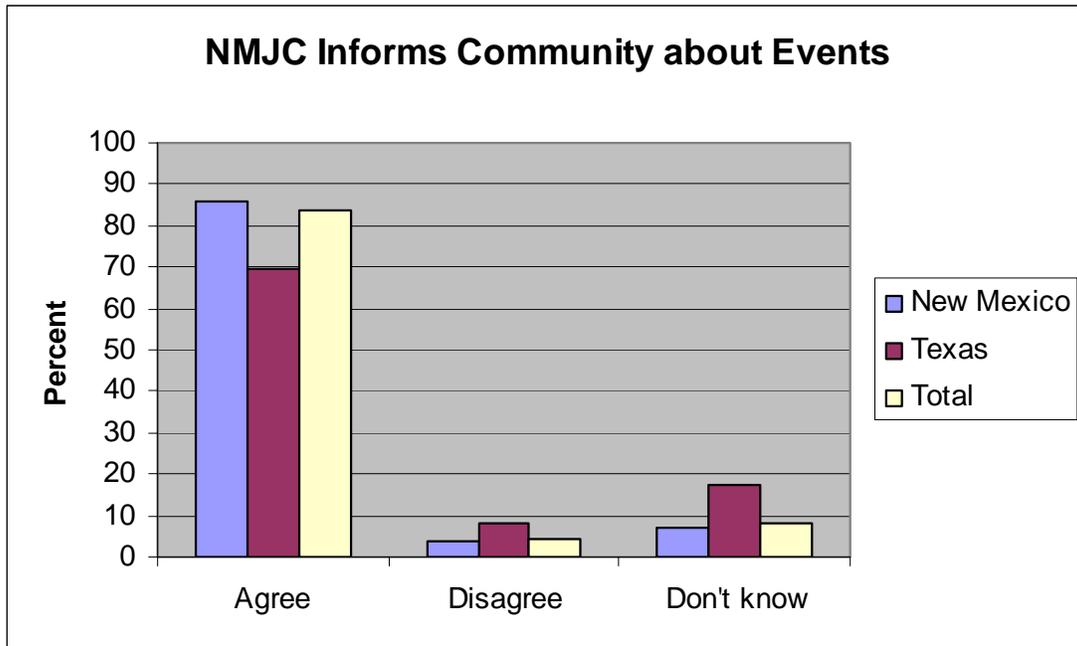
Figure 19



N-311, NM=288, TX=23

Finding out about events on campus is central to getting people not associated with NMJC to attend such events. Respondents generally agreed that NMJC informed the community about special events. Again, there was a bit of a disparity between those in New Mexico and those in Texas. *Continued publicity on these events will serve to inform the public so they can attend.* Figure 20 shows the extent of agreement on this.

Figure 20



Alternative Delivery Modes

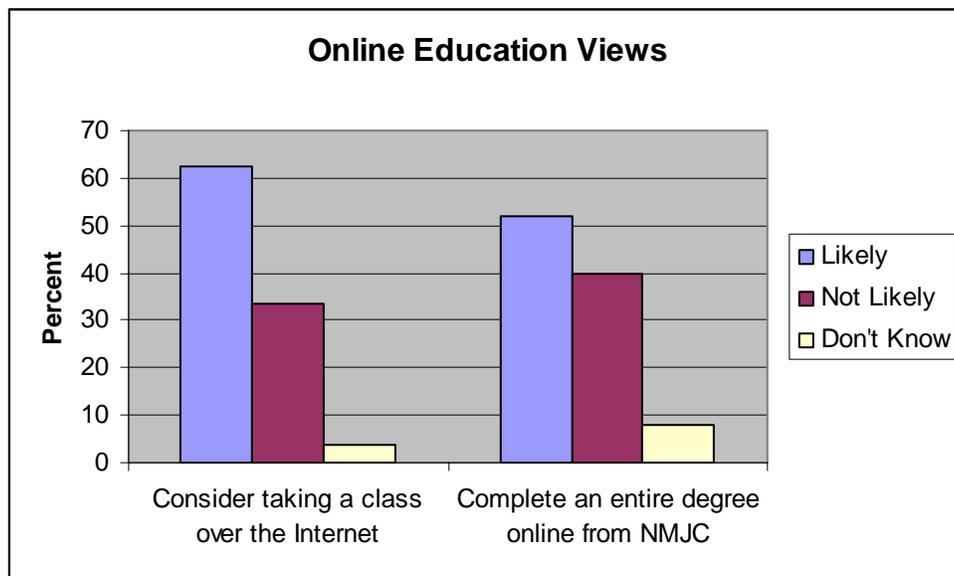
One of the innovations that is being pursued by NMJC is the offering of classes over the Internet. Increasingly institutions of higher education are expanding student access through this medium where one can learn at any time and at any place. Respondents were asked a series of questions regarding classes via the Internet and other electronic media. All 602 respondents were asked about their preferred mode of electronic media for a class. Almost half of all respondents indicated that taking a class on a computer was the preferred mode with programs on cable TV and those on video tape running a distant second and third. *This information also shows that over three-fourths of the respondents are interested in continuing education with that desire being as present in the bordering Texas counties as it is in Lea County.* Table 10 presents this information.

Table 10

<i>Preferred Electronic Class Delivery Mode</i>			
	New Mexico	Texas	Total
Total Answering	502	100	602
Video tape program	14.3%	12.0%	1.0%
Cable TV Channel	17.9%	23.0%	18.8%
On a Computer	44.8%	48.0%	45.3%
Don't Want a Class	19.1%	15.0%	18.4%
Don't Know	3.2%	2.0%	3.0%
All of the Above	0.6%	0%	0.5%

Of those respondents who were not-too-familiar to very familiar with NMJC further questions were asked about online education. Almost two-thirds of this knowledgeable group would consider taking a class over the Internet. In addition, over half stated that they were likely to complete an entire degree program online. This level of response was consistent between respondents in New Mexico and Texas. While online education is not for everyone, the responses here show a strong desire for this approach. *This high level of response suggests that NMJC should continue and possibly expand its online class and degree opportunities. As online opportunities increase, the web presence of NMJC becomes even more important. Having the web serve as a portal for all student services (paying bills, library resource access, buying books, registering for courses, etc) needs to be examined.* Figure 21 presents this information.

Figure 21



Communication

To find out about the program and class opportunities at NMJC all were asked what medium would be the best way for them to be informed. By far, direct mail was seen as the best, exceeding the next three highest (e-mail, newspaper ad, special insert) combined. Other electronic media (TV, radio, website) rated quite low. In promoting programs and classes there is a trade-off between cost of advertising and students gained through that advertising. *Direct mail, while expensive (even under non-profit, bulk mail permits) merits selective attempts to gain students for classes and programs. In addition, a multi-faceted approach toward promoting classes and programs should take place with an emphasis on newspapers and special inserts. In all advertising there should be an e-mail address to which students can write to get additional information.* In that way, e-mail contact between the school and potential students can commence. Given NMJC's initiatives in online education, it is important to realize that such opportunities are borderless. There is a potential for students from anywhere to enroll in NMJC online classes. *If NMJC wants to broaden its student base through online courses/programs,*

there is a need to maintain a strong web presence to inform potential students of the online classes and programs available at NMJC. Students new to the institution should be asked how they found out about the class or program that they are beginning. With this information promotional material and approaches can be refined. Table 11 presents the survey responses which examine the best way to inform potential students.

Table 11

Best Way to Inform about Programs/Classes

	New Mexico	Texas	Total
TOTAL ANSWERING	502	100	602
Mail	40.2%	51.0%	42.0%
Newspaper ad	16.7%	10.0%	15.6%
E-Mail	12.9%	17.0%	13.6%
Special Insert	12.0%	10.0%	11.6%
TV	4.2%	5.0%	4.3%
Radio	3.8%	2.0%	3.5%
Phone	2.6%	0.0%	2.2%
Go to College	1.6%	0.0%	1.3%
Website	1.0%	0.0%	0.8%
Other	0.4%	1.0%	0.5%
All of the above	0.8%	0.0%	0.7%
Don't know	3.8%	4.0%	3.8%

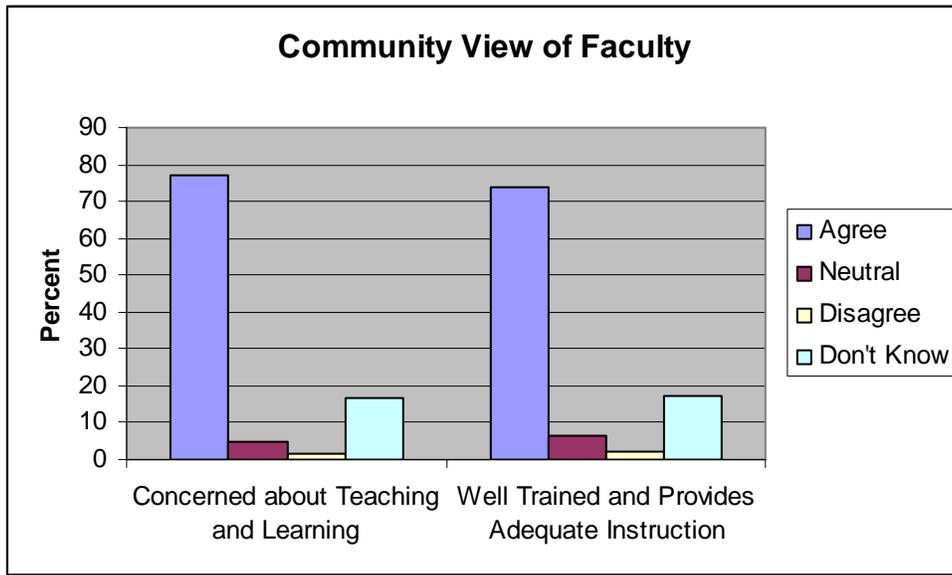
Other Aspects of NMJC’s Image

There are other aspects of NMJC’s image that the survey addressed. These center on how the faculty is perceived, how responsive the college is, the support it receives, the image it projects and what it does and does not do well.

Faculty

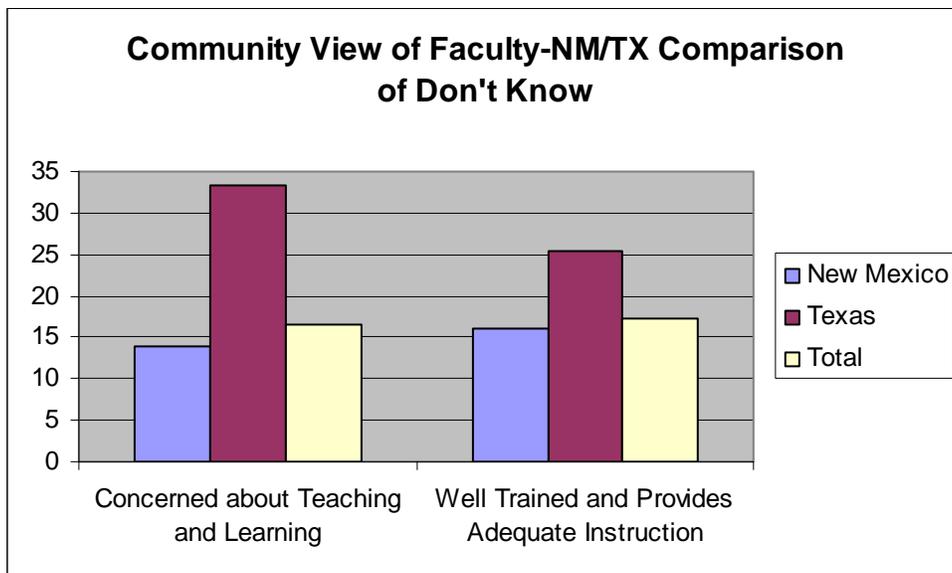
NMJC faculty is viewed positively by the respondents. This is true across both states, with the caveat that a fair percentage just didn’t know how to answer this question. Faculty is perceived as being concerned about teaching and learning as well as having the training necessary to provide adequate instruction. *Faculty would welcome hearing this information and knowing that the public views them as such.* Figure 22 presents this information.

Figure 22



As is present in other parts of this survey, there is a disparity between respondents from New Mexico and those in Texas. Texans respond at a rate more than twice that of New Mexicans when it comes to not knowing about the faculty’s concern about teaching and learning. The percentage rate for Texans not knowing whether faculty is well trained and provides adequate instruction is over 50% that of respondents from New Mexico. This suggests that faculty involvement in the border Texas communities or with students from Texas is limited which leads to this response. *Faculty should be encouraged to expand their service initiatives to counties bordering NMJC.* Figure 23 presents this information.

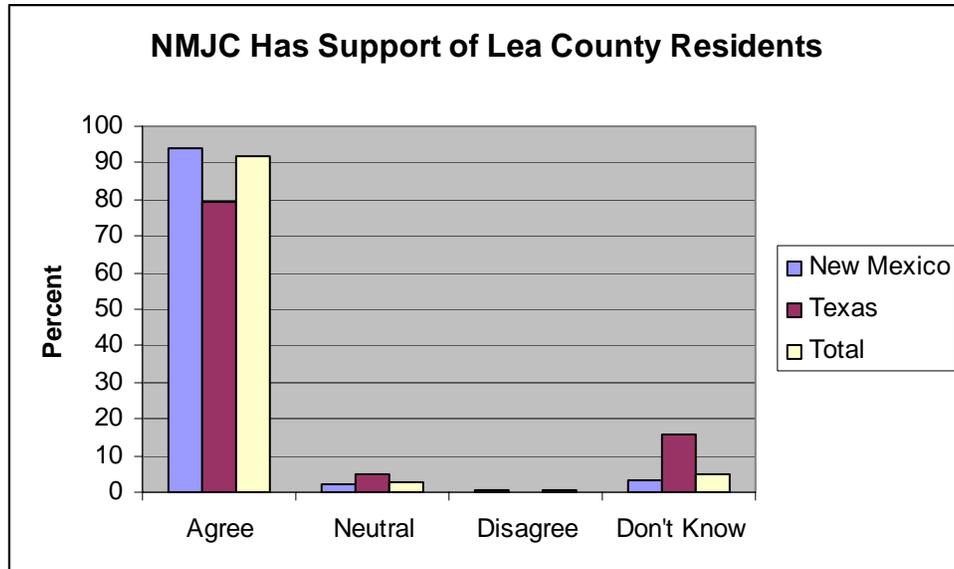
Figure 23



Community Support

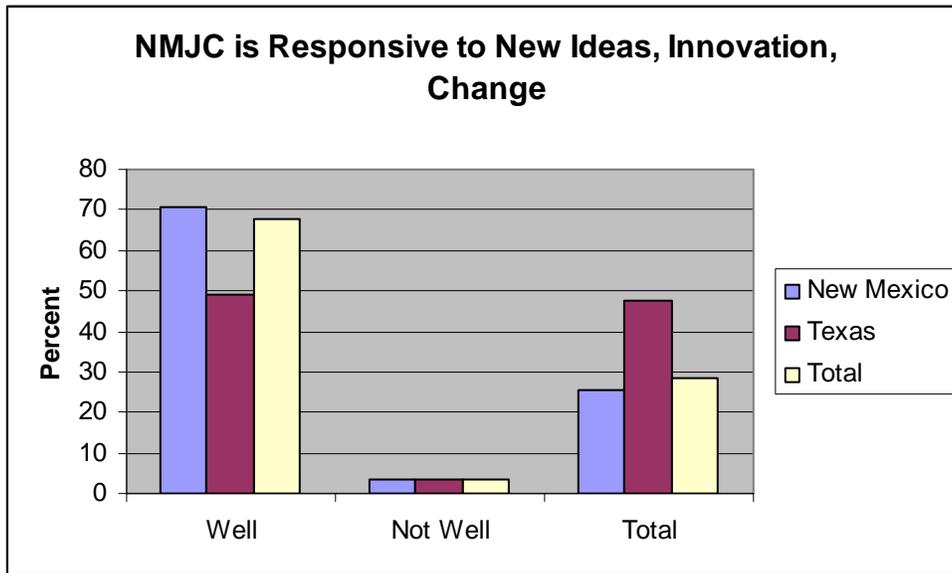
This view of faculty is carried over to an even greater degree when it comes to noting the support of the citizens of Lea County (NM) for NMJC. An overwhelming percentage of respondents (particularly those from Lea County) agree that people in the county support the institution. This suggests that NMJC is highly valued in the community. Figure 24 presents this information.

Figure 24



At the same time there is support to a lesser degree regarding NMJC’s responsiveness to new ideas, innovation, and change. This support is lessened by a very high percentage of respondents who indicated they didn’t know or refused to answer this question. That NMJC is viewed by two-thirds of the respondents as doing well in this area suggests that when changes have occurred at the school it was done in a positive manner. There is a disparity between respondents from Texas and New Mexico with Texans rating less in the “well” area and more in the “don’t know/refused” category. *This information suggests a need for NMJC to communicate even more on how it is staying on the cutting edge of post-secondary education.* Figure 25 displays the survey results in this area.

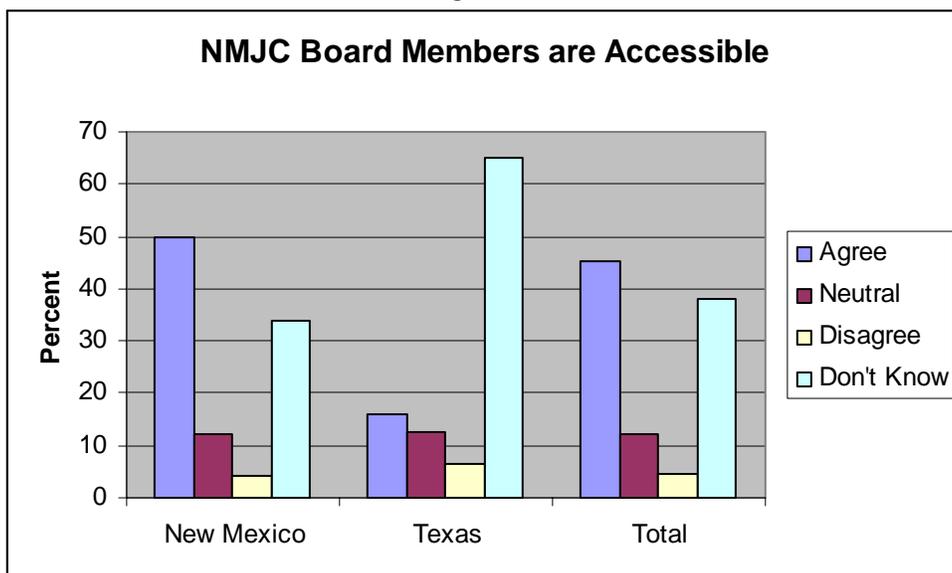
Figure 25



Governance

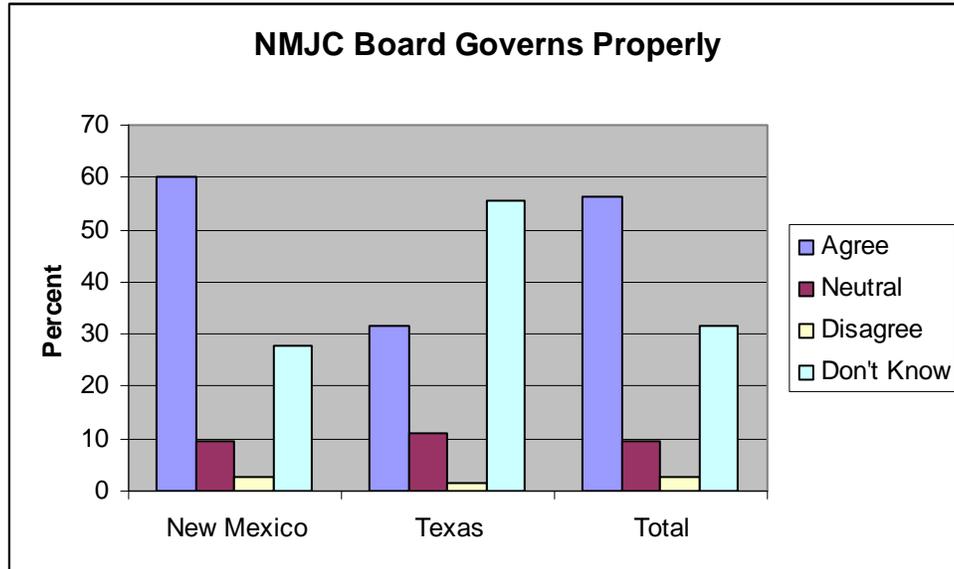
Questions were asked of those with familiarity about the institution about the New Mexico Junior College Board. The two questions looked at the accessibility of the board members and whether the board was governing the institution properly. Board members were perceived as being accessible by 50% of the New Mexico respondents and to a much lesser degree by those in Texas. A very sizeable percentage didn't know an answer to this question. *This large combination of favorable and not-knowing responses suggests that the governing board is accessible to those who desire the access, particularly the public constituency in New Mexico.* Figure 26 presents this information.

Figure 26



A large percentage of New Mexico respondents see the institution as being governed properly. Again, a very sizeable percentage didn't know an answer to this question. *This large combination of agree and not-knowing responses suggests that governance of NMJC is not an issue among the citizenry.* Figure 27 presents this information.

Figure 27



Other Quality Measures

There are several other ways this survey examined the perceptions of citizens about the quality of NMJC. The first of these was what the college does well. While no one thing jumped out, the three defined areas that cluster at the top all are student-oriented, comprising over a third of the respondents. Of concern might be the one-in-six who don't know what NMJC does well. They do not have an image of the school to be able to offer an opinion. *As NMJC examines its public image it may wish to consider what they want the general public to know about the school.* In addition, community involvement is not perceived as something that exists by NMJC in Texas communities. Given that the school is supported by New Mexico taxes, having an orientation toward New Mexico is understandable. Table 12 presents this information.

Table 12

What NMJC Does Well

	New Mexico	Texas	Total
Don't Know	16.5%	31.7%	18.6%
Prepare students for 4 year/career	14.3%	11.1%	13.9%
Quality education	14.6%	9.5%	13.9%
Helps/supports students	10.4%	12.7%	10.7%
Community Involvement	9.1%	0%	7.9%
Affordable/low tuition	6.4%	3.2%	6%
Nursing	4.7%	6.3%	4.9%
Good teachers	4%	1.6%	3.6%
Advertising	3.2%	4.8%	3.4%
Many things	2%	3.2%	2.1%
Variety of classes	1.7%	4.8%	2.1
Continuing education	1.7%	0%	1.5%
Accessible/convenient	1.2%	1.6%	1.3%
Communicate well	1.5%	0%	1.3%
Small class size	1.2%	0%	1.1%
Other	7.4%	9.5%	7.7%

Respondents were also asked what NMJC does not do well. This somewhat shorter list is headed by over three-fourths of the respondents not knowing an answer to this question. *This not knowing suggests that there the community perceives no glaring problems associated with NMJC.* Where there is a need generally it involves having more of something usually associated with a post-secondary institution. Top among there were more classes/programs and being more helpful/communicating better. Table 13 presents this data.

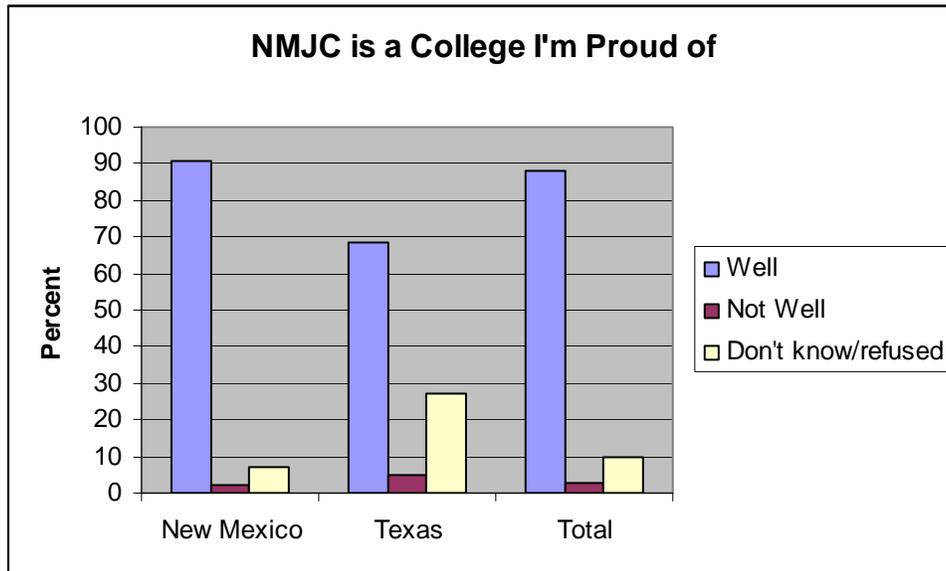
Table 13

What NMJC Does Not Do Well

	New Mexico	Texas	Total
Don't Know	76.2%	79.4%	76.7%
More classes/programs	6.4%	4.8%	6.2%
More helpful/communicate better	2.5%	6.3%	3%
More student housing	2%	0%	1.7%
Advertise more	1.2%	3.2%	1.5%
Better teachers	1.7%	0%	1.5%
Credits don't transfer	1.5%	1.6%	1.5%
Better online programs	1%	0%	0.9%
Better security/supervision	0.7%	1.6%	0.9%
Recruit better	0.2%	3.2%	0.6%
Other	6.4%	1.6%	5.6%

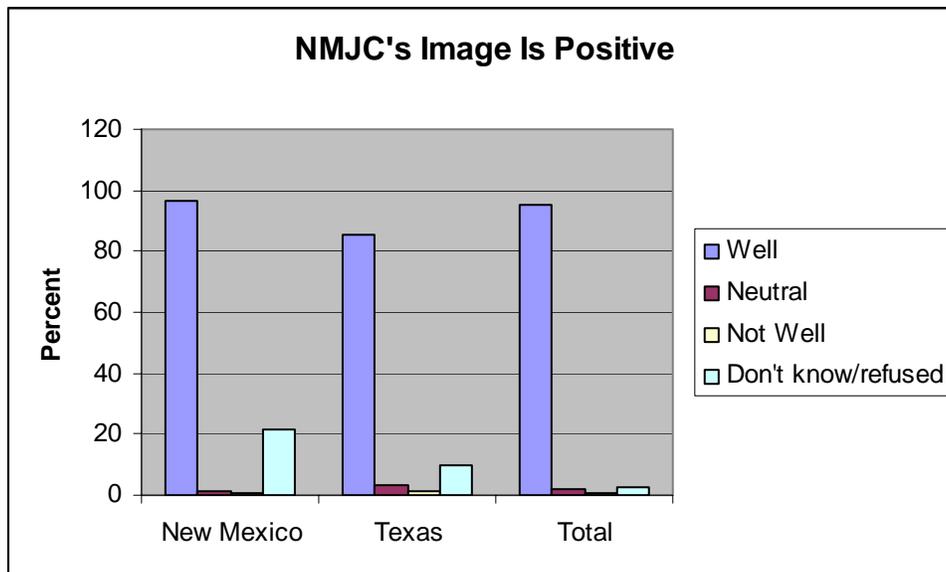
Having pride in an institution that one does not have a direct affiliation with (which is the case with the vast majority of the respondents) is one means of assessing the image of a college. *A very high percentage of respondents were proud of NMJC.* This was truer of respondents from New Mexico than those in Texas where allegiances may gravitate more toward Texas Tech. Figure 28 presents this information.

Figure 28



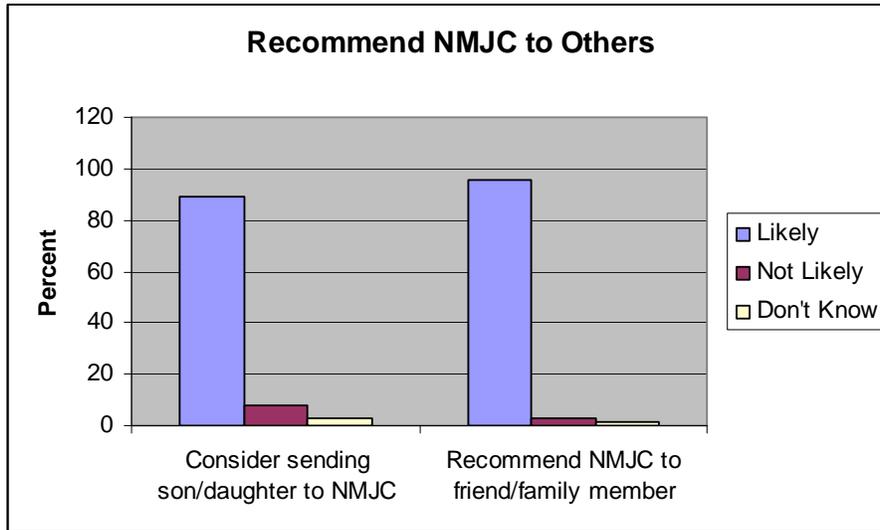
The respondents found the overall image of the college to be positive. While the New Mexico/Texas difference exists, it is minimal compared to other questions. Figure 29 presents this information.

Figure 29



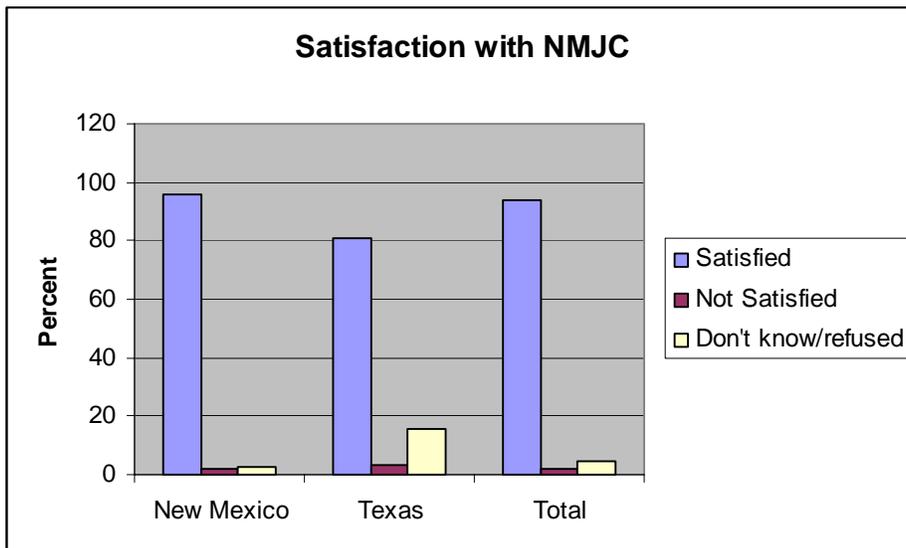
Another measure of the perceived quality of an institution is whether people would send their son or daughter to that school or would recommend that school to a friend or family member. *In both of these measures of sending a child or recommending the school to a friend or family member NMJC is well regarded across both states.* Figure 30 presents this information.

Figure 30



The final measure is an overall measure of satisfaction. Participants were asked how satisfied they were with the job NMJC does for their community or area. The vast majority of New Mexico respondents and a very large number of those from Texas were satisfied with the job NMJC does. About one in seven from Texas didn't know/refused. *This level of satisfaction suggests that the people of Lea County (NM) are quite satisfied with what NMJC does.* Those in bordering Texas counties are also pleased, though there is a fair number who don't know enough to answer. Figure 31 presents this information.

Figure 31



SURVEY MARGINALS

Hello, this is _____, and I'm calling from RMA Research, a national public opinion research firm. We are conducting a brief survey about education in your area. Your individual responses will remain confidential. The survey will take about 10 minutes. Let me stress that we are not selling anything and are only interested in your opinions on these issues.

Gender	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Male	50.8%	51.4%	48.0%
Female	49.2%	48.6%	52.0%

QS1 What is your age?

[SPECIFY ACTUAL AGE OR RF] _____

[Under 17 ASK FOR HOUSEHOLD MEMBER WHO IS 17 OR OLDER, TERMINATE IF NONE]

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
17-35	27.9%	27.5%	30.0%
36-50	30.9%	31.5%	28.0%
51-64	22.4%	21.1%	23.0%
65+	19.8%	19.9%	19.0%
Refused			

QS2 Are you or any member of your household employed by a college as an administrator, teacher or staff?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Yes	1.8%	2.0%	1.0%
No	98.2%	98.0%	99.0%
Don't know/RF			

QS2B What college are you or a member of your household employed at?

	Total	New Mexico	Texas
Base: Employed by college (QS2)	11	10	1
New Mexico Junior College in Hobbs, NM			
Any other college	100.0%	100.0%	100.0%
Don't know/RF			

QS3 Are you currently a student at any college?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
New Mexico Junior College in Hobbs, NM	1.7%	1.8%	1.0%
Any other college	2.3%	2.0%	4.0%
Don't know/RF			
No	96.0%	96.0%	95.0%

QS4 Are you taking courses to pursue a certification or a degree?

	Total	New Mexico	Texas
Base: Student at NMJC (QS)	10	9	1
Yes			
No	100.0%	100.0%	100.0%
Don't know/RF			

Q1 When you think of a college or education beyond High School in your area, which school first comes to mind?

[OPEN] _____

[IF New Mexico Junior College NAMED IN ANY WAY SKIP TO Q2.]

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
New Mexico Junior College NAMED IN ANY WAY] [SPECIFY]	56.5%	64.9%	14.0%
All other mentions [SPECIFY]	0.3%	0.4%	
College of the Southwest	11.0%	12.7%	2.0%
Don't know	5.3%	5.2%	6.0%
Eastern New Mexico	2.3%	2.8%	
Other	5.3%	4.0%	12.0%
ITT			
Texas Tech	15.9%	6.4%	64.0%
University of New Mexico	1.5%	1.8%	
LCU	0.5%	0.2%	2.0%
NMSU	1.3%	1.6%	

Q1B What would be the second college that comes to mind?**[OPEN]**_____**[IF New Mexico Junior College NAMED IN ANY WAY SKIP TO Q2.]**

	Total	New Mexico	Texas
TOTAL ANSWERING	206	141	65
New Mexico Junior College NAMED IN ANY WAY] [SPECIFY]	38.3%	48.2%	16.9%
All other mentions [SPECIFY]	1.0%	0.7%	1.5%
College of the Southwest	8.7%	7.8%	10.8%
Don't know	12.6%	14.2%	9.2%
Eastern New Mexico	4.9%	6.4%	1.5%
Other	20.4%	9.9%	43.1%
ITT	0.5%	0.7%	
Texas Tech	10.2%	7.8%	15.4%
University of New Mexico	2.9%	3.5%	1.5%
LCU			
NMSU	0.5%	0.7%	

Q1C Have you heard of New Mexico Junior College in Hobbs, New Mexico?

	Total	New Mexico	Texas
Base: Did not mention NMJC (Q1 or Q1B)	123	71	52
Yes	98.4%	98.6%	98.1%
No	1.6%	1.4%	1.9%
Don't know/RF			

**Q2 How familiar are you with New Mexico Junior College in Hobbs, New Mexico?
Would you say you are:**

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
NET Familiar	64.0%	67.7%	45.0%
Very familiar	28.7%	31.9%	13.0%
Somewhat familiar	35.2%	35.9%	32.0%
NET Not Familiar	35.2%	21.9%	52.0%
Not too familiar	13.8%	12.9%	18.0%
Not at all familiar	21.4%	18.9%	34.0%
Don't know/Na	0.8%	0.4%	3.0%

Q3 In the last few months have you seen or heard any advertising for New Mexico Junior College?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
Yes	73.5%	74.6%	66.7%
No	26.1%	24.9%	33.3%
Don't know	0.4%	0.5%	

Q3b What was the ad saying?

	Total	New Mexico	Texas
Base: Saw advertising (Q3)	344	302	42
Class offering/schedule	29.1%	29.5%	26.2%
Don't know	21.8%	20.9%	28.6%
Enrollment/Fall registration	16.9%	16.9%	16.7%
Student life/art	0.9%	0.7%	2.4%
Programs	0.3%	0.3%	
Slogan	0.6%	0.7%	
General not specific	16.9%	16.9%	16.7%
Affordable	3.5%	3.6%	2.4%
Careers/Nursing	2.3%	2.3%	2.4%
Other	7.0%	7.3%	4.8%
Continuing Education	0.9%	1.0%	

3c Where did you see or hear the ad?

	Total	New Mexico	Texas
Base: Saw advertising (Q3)	344	302	42
Flyer	27.0%	24.2%	47.6%
Newspaper	25.0%	27.5%	7.1%
Movies	1.2%	0.7%	4.8%
Billboard	2.9%	3.0%	2.4%
Television	17.7%	18.5%	11.9%
Radio	21.2%	20.9%	23.8%
Other	2.9%	3.0%	2.4%
Booth/Fair	0.9%	1.0%	
Don't know	0.6%	0.7%	
High School	0.6%	0.7%	

Q4 If you had to say one thing that New Mexico Junior College is most known for, what would it be?

	Total	New Mexico	Total
Base: Very to Not too familiar (Q2)	468	405	63
Affordable	14.1%	15.6%	4.8%
Good academics/education	12.6%	12.8%	11.1%
Athletics	7.9%	8.6%	3.2%
Accessible/Close by	4.5%	4.2%	6.3%
Don't know	19.9%	16.3%	42.9%
Nursing program	12.8%	13.1%	11.1%
Good teachers	3.6%	4.0%	1.6%
2 year/Junior	1.9%	2.2%	
Other	9.6%	9.6%	9.5%
Automotive	0.9%	0.7%	1.6%
Small/Local/Friendly	3.4%	3.7%	1.6%
Diverse students/classes	1.7%	2.0%	
Good start	4.5%	4.4%	4.8%
Continuing Education	1.7%	1.7%	1.6%
Class size	0.9%	1.0%	

Q5-Q24TEXT. I am going to read you a list of words and phrases that people might use when describing Colleges. Please tell me how well you think each one applies to New Mexico Junior College. Tell me if each describes the school very well, pretty well, not too well or not at all well. If you don't know enough about any description, just say so and we will go to the next.

[RANDOMIZE AND ROTATE]

Q5 Good place to train for getting a job

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	87.0%	87.4%	84.1%
Very well	56.2%	57.8%	46.0%
Pretty well	30.8%	29.6%	38.1%
NET Not Well	4.5%	4.9%	1.6%
Not too well	3.4%	3.7%	1.6%
Not well at all	1.1%	1.2%	
Don't know/refused	8.5%	7.7%	14.3%

Q6 Good place to get a college education

	Total	New Mexico	Total
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	92.7%	93.3%	88.9%
Very well	57.3%	60.2%	38.1%
Pretty well	35.5%	33.1%	50.8%
NET Not Well	2.6%	2.7%	1.6%
Not too well	21.9%	2.0%	1.6%
Not well at all	0.6%	0.7%	
Don't know/refused	4.7%	4.0%	9.5%

Q7 Good place to start a college education and then transfer to a University when ready

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	95.5%	96.3%	90.5%
Very well	71.6%	73.1%	61.9%
Pretty well	23.9%	23.2%	28.6%
NET Not Well	1.7%	1.2%	1.6%
Not too well	0.9%	0.7%	1.6%
Not well at all	0.4%	0.5%	
Don't know/refused	3.2%	2.5%	7.9%

Q8 Responds appropriately to community and business needs

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	78.0%	80.5%	61.9%
Very well	40.6%	43.2%	23.8%
Pretty well	37.4%	37.3%	38.1%
NET Not Well	3.4%	3.0%	6.3%
Not too well	2.8%	2.2%	6.3%
Not well at all	0.6%	0.7%	
Don't know/refused	18.6%	16.5%	31.7%

Q9 Has good facilities for education

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	91.9%	93.8%	79.4%
Very well	63.9%	66.7%	46.0%
Pretty well	28.0%	27.2%	33.3%
NET Not Well	1.1%	1.2%	
Not too well	0.9%	1.0%	
Not well at all	0.2%	0.2%	
Don't know/refused	7.1%	4.9%	20.6%

Q10 Has a good continuing education program for improving work skills or bettering your life

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	86.3%	87.7%	77.8%
Very well	51.3%	53.8%	34.9%
Pretty well	35.0%	33.8%	42.9%
NET Not Well	3.2%	3.2%	3.2%
Not too well	3.0%	3.0%	3.2%
Not well at all	0.2%	0.2%	
Don't know/refused	10.5%	9.1%	19.0%

Q11 Serves a real need in the community

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	94.0%	95.6%	84.1%
Very well	69.2%	71.6%	54.0%
Pretty well	24.8%	24.0%	30.2%
NET Not Well	1.5%	1.0%	4.8%
Not too well	1.1%	0.5%	4.8%
Not well at all	0.4%	0.5%	
Don't know/refused	4.5%	3.5%	11.1%

Q12 Provides good educational value for the money spent

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	89.5%	91.6%	76.2%
Very well	65.0%	67.9%	46.0%
Pretty well	24.6%	23.7%	30.2%
NET Not Well	1.5%	1.5%	1.6%
Not too well	0.6%	0.5%	1.6%
Not well at all	0.9%	1.0%	
Don't know/refused	9.0%	6.9%	22.2%

Q13 The faculty and staff are involved in service projects benefiting the community

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	57.1%	60.2%	36.5%
Very well	31.2%	32.8%	20.6%
Pretty well	25.9%	27.4%	15.9%
NET Not Well	2.6%	2.7%	1.6%
Not too well	1.9%	2.0%	1.6%
Not well at all	0.6%	0.7%	
Don't know/refused	40.4%	37.0%	61.9%

Q14 Very friendly educational environment

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	86.5%	89.4%	68.3%
Very well	62.0%	65.4%	39.7%
Pretty well	24.6%	24.0%	28.6%
NET Not Well	1.3%	1.5%	
Not too well	1.1%	1.2%	
Not well at all	0.2%	0.2%	
Don't know/refused	12.2%	9.1%	31.7%

Q15 Responds well to suggestions from the community

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	61.8%	65.4%	38.1%
Very well	32.1%	35.3%	11.1%
Pretty well	29.7%	30.1%	27.0%
NET Not Well	3.4%	4.0%	
Not too well	2.8%	3.2%	
Not well at all	0.6%	0.7%	
Don't know/refused	34.8%	30.6%	61.9%

Q16 Serves the community

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	92.5%	93.6%	85.7%
Very well	59.6%	62.5%	41.3%
Pretty well	32.9%	31.1%	44.4%
NET Not Well	1.3%	1.2%	1.6%
Not too well	1.3%	1.2%	1.6%
Not well at all			
Don't know/refused	6.2%	5.2%	12.7%

Q17 Provides economic and workforce development for the area

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	84.0%	85.2%	76.2%
Very well	48.1%	49.9%	36.5%
Pretty well	35.9%	35.3%	39.7%
NET Not Well	2.8%	3.0%	1.6%
Not too well	1.9%	2.0%	1.6%
Not well at all	0.9%	1.0%	
Don't know/refused	13.2%	11.9%	22.2%

Q18 Is a real economic value to the community

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	92.5%	93.8%	87.3%
Very well	66.5%	68.4%	54.0%
Pretty well	26.1%	24.9%	33.3%
NET Not Well	1.9%	1.7%	3.2%
Not too well	1.7%	1.7%	1.6%
Not well at all	0.2%		1.6%
Don't know/refused	5.6%	4.9%	9.5%

Q19 Provides the community with cultural activities

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	72.4%	74.8%	57.1%
Very well	35.9%	37.8%	23.8%
Pretty well	36.5%	37.0%	33.3%
NET Not Well	9.8%	11.1%	1.6%
Not too well	7.7%	8.6%	1.6%
Not well at all	2.1%	2.5%	
Don't know/refused	17.7%	14.1%	41.3%

Q20 Provides appealing publications

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	70.5%	71.9%	61.9%
Very well	37.0%	37.5%	33.3%
Pretty well	33.5%	34.3%	28.6%
NET Not Well	4.9%	4.9%	4.8%
Not too well	3.6%	3.5%	4.8%
Not well at all	1.3%	1.5%	
Don't know/refused	24.6%	23.2%	33.3%

Q21 Provides useful services to meet the needs of its constituents?

Base: Very to Not too familiar (Q2)	468	405	63
NET Well	84.2%	85.4%	76.2%
Very well	47.4%	50.1%	30.2%
Pretty well	36.8%	35.3%	46.0%
NET Not Well	2.1%	2.5%	
Not too well	1.3%	1.5%	
Not well at all	0.9%	1.0%	
Don't know/refused	13.7%	12.1%	23.8%

Q22 Is responsive to new ideas, innovation, and change

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	67.9%	70.9%	49.2%
Very well	38.5%	41.5%	19.0%
Pretty well	29.5%	29.4%	30.2%
NET Not Well	3.4%	3.5%	3.2%
Not too well	2.6%	2.5%	3.2%
Not well at all	0.9%	1.0%	
Don't know/refused	28.6%	25.7%	47.6%

Q23 Is a college I am proud of.

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	87.8%	90.9%	68.3%
Very well	59.4%	63.0%	36.5%
Pretty well	28.4%	27.9%	31.7%
NET Not Well	2.6%	2.2%	4.8%
Not too well	1.7%	1.5%	3.2%
Not well at all	0.9%	0.7%	1.6%
Don't know/refused	9.6%	6.9%	27.0%

Q24 Prepares students to live in a diverse global society.

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Well	72.4%	74.3%	60.3%
Very well	30.3%	31.6%	22.2%
Pretty well	42.1%	42.7%	38.1%
NET Not Well	6.6%	6.9%	4.8%
Not too well	5.1%	5.4%	3.2%
Not well at all	1.5%	1.5%	1.6%
Don't know/refused	20.9%	18.8%	34.9%

Q25 How satisfied overall are you with the job New Mexico Junior College does for your community or area?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Satisfied	93.6%	95.6%	81.0%
Very satisfied	57.5%	60.0%	41.3%
Pretty satisfied	36.1%	35.6%	39.7%
NET Not Satisfied	1.9%	1.7%	3.2%
Not too satisfied	1.7%	1.5%	3.2%
Not at all satisfied	0.2%	0.2%	
Don't know/refused	4.5%	2.7%	15.9%

Q26 What do you think should be the main mission for New Mexico Junior College?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
Quality Education	42.9%	41.5%	52.4%
Student Learning	6.6%	6.9%	4.8%
Life long learning	7.5%	7.7%	6.3%
Community Service	3.2%	3.5%	1.6%
Enhance Quality of life for individuals/communities	2.6%	3.0%	
Continuous Assessment	3.4%	3.5%	3.2%
Planning for the future	9.6%	9.4%	11.1%
Ensuring Student Access	1.5%	1.5%	1.6%
Comprehensive community college	1.9%	2.2%	
Learner centered/learning centered	0.6%	0.7%	
Workforce development	6.6%	6.7%	6.3%
Economic development	1.5%	1.5%	1.6%
Other [SPECIFY]	5.1%	5.7%	1.6%
All of the above	1.5%	1.5%	1.6%
Don't know	1.7%	1.7%	1.6%
Growth	1.3%	1.2%	1.6%
Prepare for 4 year degree	2.4%	2.0%	4.8%

Q27-Q30TEXT. I am going to read you some hypothetical actions someone might take with regard to a college. Thinking about New Mexico Junior College please tell me how likely you would be to consider these actions if it applied to you. Tell me if you would be very likely, somewhat likely, not too likely or not at all likely. If you don't have any idea about an action just say so and we will go to the next.

[RANDOMIZE AND ROTATE]

Q27 Consider sending your son or daughter to school there

	Total	New Mexico	Texas
Base: Very to Not too familiar	468	405	63
NET Likely	89.1%	90.9%	77.8%
Very likely	74.1%	77.0%	55.6%
Somewhat likely	15.0%	13.8%	22.2%
NET Not Likely	7.7%	5.9%	19.0%
Not too likely	3.6%	2.5%	11.1%
Not at all likely	4.1%	3.5%	7.9%
Don't know	3.2%	3.2%	3.2%

Q28 Recommend the college to a friend or family member

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Likely	95.7%	95.6%	92.1%
Very likely	79.5%	83.2%	55.6%
Somewhat likely	16.2%	13.1%	36.5%
NET Not Likely	2.8%	2.7%	3.2%
Not too likely	1.3%	1.2%	1.6%
Not at all likely	1.5%	1.5%	1.6%
Don't know	1.5%	1.0%	4.8%

Q29 Consider taking a class over the Internet from the college

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Likely	62.6%	61.7%	68.3%
Very likely	31.6%	30.9%	36.5%
Somewhat likely	31.0%	30.9%	31.7%
NET Not Likely	33.5%	34.1%	30.2%
Not too likely	16.2%	16.3%	15.9%
Not at all likely	17.3%	17.8%	14.3%
Don't know	3.8%	4.2%	1.6%

Q30 Completing an entire degree online from the college

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Likely	52.1%	51.1%	58.7%
Very likely	26.5%	26.4%	27.0%
Somewhat likely	25.6%	24.7%	31.7%
NET Not Likely	39.7%	40.0%	38.1%
Not too likely	18.4%	19.0%	14.3%
Not at all likely	21.4%	21.0%	23.8%
Don't know	8.1%	8.9%	3.2%

Q31-Q37TEXT. Now I am going to read you a series of short statements. After each, please tell me whether you agree, are neutral or disagree with the statement I have just read. If you don't know how you feel about a statement just say so and we will move on.

[FOLLOW ALL AGREE/DISAGREE ANSWERS WITH:] Is that (agree/disagree) strongly or somewhat?

[RANDOMIZE AND ROTATE]

Q31 New Mexico Junior College Board Members are accessible to citizens

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	45.3%	49.9%	15.9%
Agree strongly	22.6%	25.2%	6.3%
Agree	22.6%	24.7%	9.5%
Neutral	12.2%	12.1%	12.7%
NET Disagree	4.5%	4.2%	6.3%
Disagree	2.8%	3.0%	1.6%
Disagree strongly	1.7%	1.2%	4.8%
Don't know	38.0%	33.8%	65.1%

Q32 The Board governs New Mexico Junior College properly

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	56.2%	60.0%	31.7%
Agree strongly	27.4%	28.4%	20.6%
Agree	28.8%	31.6%	11.1%
Neutral	9.6%	9.4%	11.1%
NET Disagree	2.6%	2.7%	1.6%
Disagree	1.1%	1.0%	1.6%
Disagree strongly	1.5%	1.7%	
Don't know	31.6%	27.9%	55.6%

Q33 The image of the college is positive

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	94.9%	96.3%	85.7%
Agree strongly	64.7%	66.4%	54.0%
Agree	30.1%	29.9%	31.7%
Neutral	1.7%	1.5%	3.2%
NET Disagree	0.9%	0.7%	1.6%
Disagree	0.9%	0.7%	1.6%
Disagree strongly			
Don't know	2.5%	1.5%	9.5%

Q34 The citizens of Lea County support New Mexico Junior College

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	91.9%	93.8%	79.4%
Agree strongly	59.6%	62.7%	39.7%
Agree	32.3%	31.1%	39.7%
Neutral	2.6%	2.2%	4.8%
NET Disagree	0.4%	0.5%	
Disagree	0.4%	0.5%	
Disagree strongly			
Don't know	5.1%	3.5%	15.9%

Q35 The faculty is concerned about teaching and learning

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	77.1%	80.0%	58.7%
Agree strongly	43.8%	45.4%	33.3%
Agree	33.3%	34.6%	25.4%
Neutral	4.9%	4.7%	6.3%
NET Disagree	1.5%	1.5%	1.6%
Disagree	1.1%	1.2%	
Disagree strongly	0.4%	0.2%	1.6%
Don't know	16.5%	13.8%	33.3%

Q36 The faculty is well trained and provides adequate instruction

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	74.1%	76.3%	60.3%
Agree strongly	41.0%	42.0%	34.9%
Agree	33.1%	34.3%	25.4%
Neutral	6.2%	5.7%	9.5%
NET Disagree	2.4%	2.0%	4.8%
Disagree	1.7%	1.5%	3.2%
Disagree strongly	0.6%	0.5%	1.6%
Don't know	17.3%	16.0%	25.4%

Q37 New Mexico Junior College informs the community about special events

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
NET Agree	83.8%	85.9%	69.8%
Agree strongly	46.8%	48.6%	34.9%
Agree	37.0%	37.3%	34.9%
Neutral	3.6%	3.5%	4.8%
NET Disagree	4.3%	3.7%	7.9%
Disagree	3.2%	2.7%	6.3%
Disagree strongly	1.1%	1.0%	1.6%
Don't know	8.3%	6.9%	17.5%

Q38 Have you visited the Cowboy Hall of Fame/Western Heritage Museum or attended any events or activities at New Mexico Junior College?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
Yes	66.5%	71.1%	36.5%
No	33.3%	28.9%	61.9%
Don't know	0.2%		1.6%

Q38b What have you visited or attended?

	Total	New Mexico	Texas
Base: Visited campus (Q38)	311	288	23
Cowboy Hall of Fame/Western Heritage Museum	72.7%	74.3%	52.2%
Athletic Events	48.9%	50.7%	26.1%
Musicals/Theatre	41.2%	42.4%	26.1%
Meetings/Conferences	27.9%	27.8%	26.1%
Other (SPECIFY)	5.5%	5.2%	8.7%
Graduation	3.5%	3.8%	
Classes	2.3%	2.1%	4.3%

Q39 Overall, how would you rate the quality of education provided by New Mexico Junior College. Would you say the education is excellent, very good, good, fair or poor?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
Excellent	31.4%	33.1%	20.6%
Very good	47.9%	47.9%	47.6%
Good	13.2%	12.8%	15.9%
Fair	3.4%	3.5%	3.2%
Poor	0.2%	0.2%	
[DO NOT READ] Don't know/RF	3.8%	2.5%	12.7%

Q40 What would you say is one thing that the College does well?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	468	405	63
Don't know	18.6%	16.5%	31.7%
Affordable/Low tuition	6.0%	6.4%	3.2%
Accessible/Convenient	1.3%	1.2%	1.6%
Advertising	3.4%	3.2%	4.8%
Nursing	4.9%	4.7%	6.3%
Prepare students for 4 year/career	13.9%	14.3%	11.1%
Quality education	13.9%	14.6%	9.5%
Many things	2.1%	2.0%	3.2%
Community involvement	7.9%	9.1%	
Other	7.7%	7.4%	9.5%
Helps/supports students	10.7%	10.4%	12.7%
Communicate well	1.3%	1.5%	
Continuing Education	1.5%	1.7%	
Good teachers	3.6%	4.0%	1.6%
Variety of classes	2.1%	1.7%	4.8%
Small class size	1.1%	1.2%	

Q41 What is one thing that the College does NOT do well?

	Total	New Mexico	Texas
Base: Very to Not too familiar (Q2)	467	404	63
Don't know	76.7%	76.2%	79.4%
Advertise more	1.5%	1.2%	3.2%
Recruit better	0.6%	0.2%	3.2%
More student housing	1.7%	2.0%	
Better on-line programs	0.9%	1.0%	
Better security/supervision	0.9%	0.7%	1.6%
Credits don't transfer	1.5%	1.5%	1.6%
Other	5.6%	6.4%	
More helpful/Communicate better	3.0%	2.5%	6.3%
Better teachers	1.5%	1.7%	
More classes/programs	6.2%	6.4%	4.8%

Q42 Is English or Spanish the primary language for your household?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
English	85.2%	84.3%	90.0%
Spanish	13.0%	13.9%	8.0%
Neither/other	1.8%	1.8%	2.0%

Q42B Does a language barrier prohibit your getting college materials?

	Total	New Mexico	Texas
Base: Spanish spoken (Q42)	78	70	8
Yes	50.0%	51.4%	37.5%
No	47.4%	45.7%	62.5%
Don't know	2.6%	2.9%	

Q42C How helpful is it to you or your family that New Mexico Junior College offers radio ads in Spanish?

	Total	New Mexico	Texas
Base: Spanish spoken (Q42)	78	70	8
Very helpful	67.9%	71.4%	37.5%
Pretty helpful	11.5%	12.9%	
Wouldn't matter	14.1%	8.6%	62.5%
Don't know	6.4%	7.1%	

Q42D Would it be helpful to hear these Spanish language ads on stations other than just Spanish language stations?

	Total	New Mexico	Texas
Base: Helpful (Q42C)	62	59	3
Yes	87.1%	86.4%	100.0%
No	6.5%	608%	
Wouldn't matter	4.8%	5.1%	
Don't know	1.6%	1.7%	

Q43 Would you prefer to take a class if it is available at home through a Video tape program, on Cable TV Channel or on a Computer?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Video tape program	14.0%	14.3%	12.0%
Cable TV Channel	18.8%	17.9%	23.0%
On a Computer	45.3%	44.8%	48.0%
Don't want a class	18.4%	19.1%	15.0%
Don't know	3.0%	3.2%	2.0%
All of the Above	0.5%	0.6%	

Q44 For programs or classes that you are interested in, what would be the best way to find out about them: Mail, E-Mail, Newspaper ad or a Special Insert?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Mail	42.0%	40.2%	51.0%
E-Mail	13.6%	12.9%	17.0%
Newspaper ad	15.6%	16.7%	10.0%
Special Insert	11.6%	12.0%	10.0%
TV	4.3%	4.2%	5.0%
Radio	3.5%	3.8%	2.0%
Other (specify)	0.5%	0.4%	1.0%
Don't know	3.8%	3.8%	4.0%
All of the above	0.7%	0.8%	
Website	0.8%	1.0%	
Phone	2.2%	2.6%	
Go to college	1.3%	1.6%	

Q45 What is the highest level of education of your household members?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Less than high school	7.5%	7.6%	7.0%
High school graduate	20.9%	21.3%	19.0%
Vocational training beyond high school	3.7%	3.8%	3.0%
Some college	26.4%	24.9%	34.0%
College graduate	26.9%	27.5%	24.0%
Graduate or professional school	14.1%	14.7%	11.0%
Don't know; ref (VOL)	0.5%	0.2%	2.0%

Q46 How long have you lived in the area?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Less than 5 years	12.6%	13.1%	10.0%
5 to 10 years	10.0%	10.2%	9.0%
11 to 15 years	7.5%	8.2%	4.0%
Greater than 15 years	69.8%	68.3%	77.0%
[DO NOT READ] Don't know	0.2%	0.2%	
[DO NOT READ] Refused			

Q47 Are you white, black or African-American, Hispanic, Asian, Native American or something else?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
White	62.2%	59.9%	74.0%
Black/African-American	4.2%	4.4%	3.0%
Hispanic	31.1%	33.9%	17.0%
Asian	0.3%	0.4%	
Native American	1.5%	1.4%	2.0%
Something else	0.5%		3.0%
Don't Know/ Not Applicable	0.2%		1.0%

Q48 Into which of the following categories does your annual household income fall?

	Total	New Mexico	Texas
TOTAL ANSWERING	602	502	100
Under \$10,000	8.1%	8.4%	7.0%
\$10,000 to less than \$20,000	13.0%	12.5%	15.0%
\$20,000 to less than \$30,000	11.8%	12.4%	9.0%
\$30,000 to less than \$40,000	13.3%	13.9%	10.0%
\$40,000 to less than \$50,000	11.3%	11.8%	9.0%
\$50,000 and above	26.7%	25.3%	33.0%
[DO NOT READ] Don't Know	5.8%	5.8%	6.0%
[DO NOT READ] Refused	10.1%	10.0%	11.0%

Region

	Total	New Mexico	Texas
TOTAL ANSWERING	603	503	100
New Mexico	83.4%	100.0%	
Denver City	5.0%		30.0%
Plains	1.5%		9.0%
Seagraves	2.2%		13.0%
Seminole	8.0%		48.0%