ADVOCACY CENTER SURVEY RESULTS:

COMPREHENSIVE REPORT

EXECUTIVE SUMMARY

In an effort to better understand student perception about services needed at Palo Alto College, the Advocacy Center Task Force commissioned a student survey in the Fall of 2015. The primary goal for this study was to quantify perceived student needs for a range of services. Results indicated that students have slightly stronger preferences for Career Preparation and Financial Assistance services compared to other service example included in this study. Survey results also indicated that a large majority for participating students (79%) endorse the need for a health clinic on campus. Additionally, 38% of participating students indicate they would use on-campus housing were it available.

PARTICIPATION

Survey packets were provided for 2234 participants over 103 unique courses at Palo Alto College during the first week of December, 2015. These paper survey invitations yielded 1449 complete and partial survey responses for a 64.9% response rate across 94 participating courses (91.3% of all courses sample returned at least a single participant packet with at least a single item completed). Out of the 2098 unique on-line students invited to participate, 139 submitted at least a partial survey form, a participation rate of 6.6%.

PARTICIPANT CHARACTERISTICS

Of all respondents providing an answer for the gender demographic item, 63.29% selected the *female* option (n = 967) and 36.71% selected the *male* option (n = 561). This gender breakdown is comparable with that observed in Pal Alto College's (PAC) enrollment for Fall 2015, where the female to male ratio is 61:39.

Where student ethnic and cultural background is considered, evidence in TABLE 1 suggests that Latino students may be slightly overrepresented in the current sample.

Table 1
Demographic Characteristics: Ethnicity

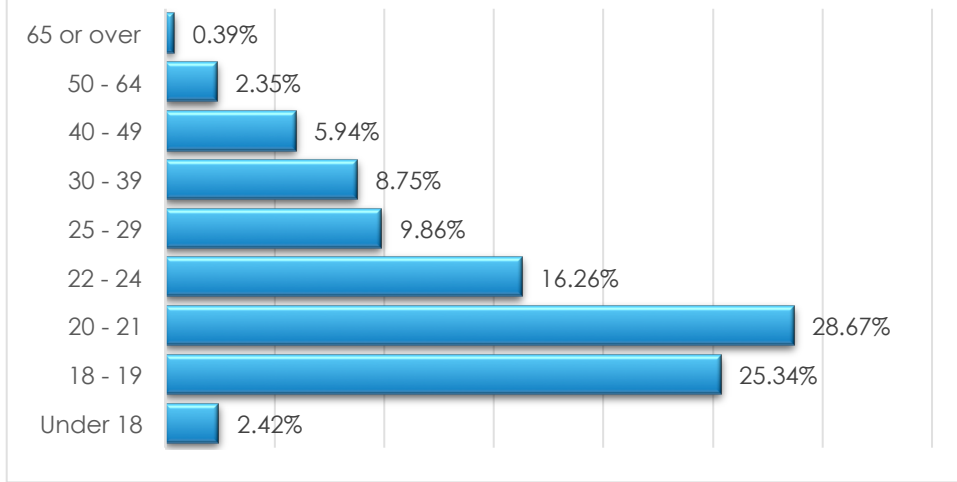|	Survey	Population
Latino/Hispanic	72%	75%
White/Caucasian	13%	19%
Black/African American	2%	3%
Native American	1%	0%
Asian	1%	1%
Multi-ethnic	4%	n/a

Note: Responses are a result of student self-report. Multi-ethnic is a composite category for

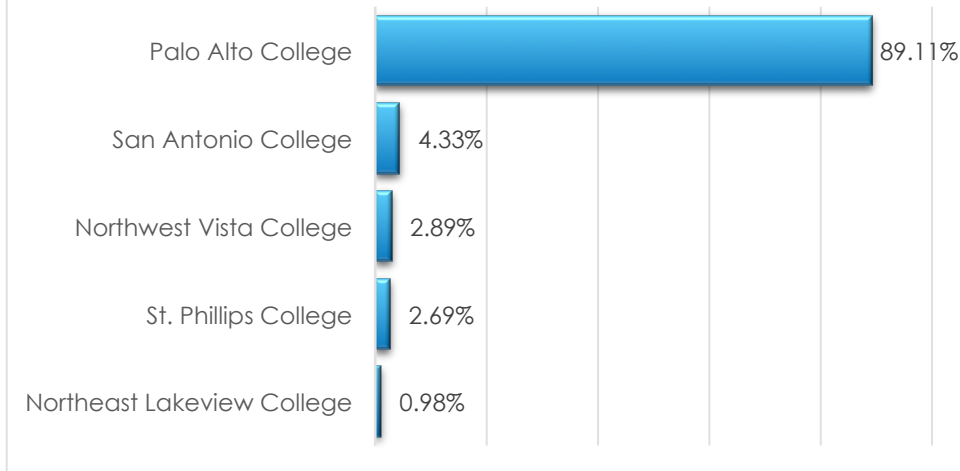*participants selecting more than a single ethnic category.*

Considering participant age, the current sample reports their age as younger than would be expected from observed enrollments (M = 23.1 years old). FIGURE 1 summarizes age categories selected by participants. Examination of reported age responses suggests an average respondent age between 20 and 21 years of age.

Figure 1: Participants by Age Category

Age Category	Percentage
65 or over	0.39%
50 - 64	2.35%
40 - 49	5.94%
30 - 39	8.75%
25 - 29	9.86%
22 - 24	16.26%
20 - 21	28.67%
18 - 19	25.34%
Under 18	2.42%

Survey participants reporting PAC as their home school (89.11%) are over-represented in this sample, relative to the proportion of these students enrolled in Fall 2015 (70.00%). Rank order of these groups are preserved between sample and population, though relative proportions are not. These demographic results are summarized in FIGURE 2.
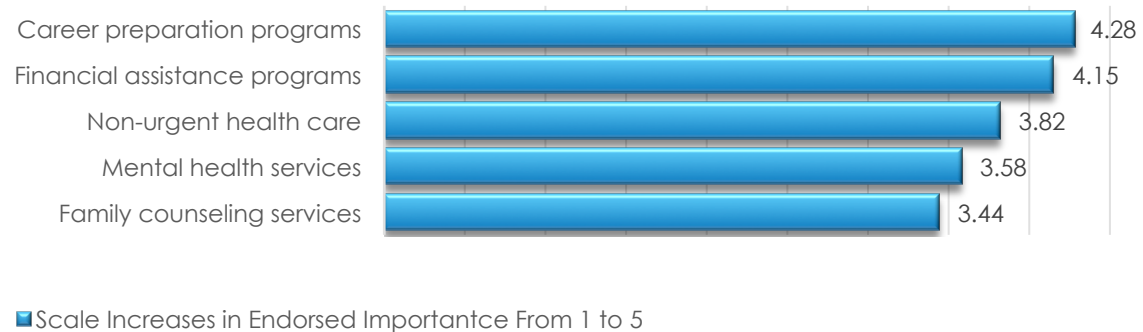
Figure 2: Participants by Home School

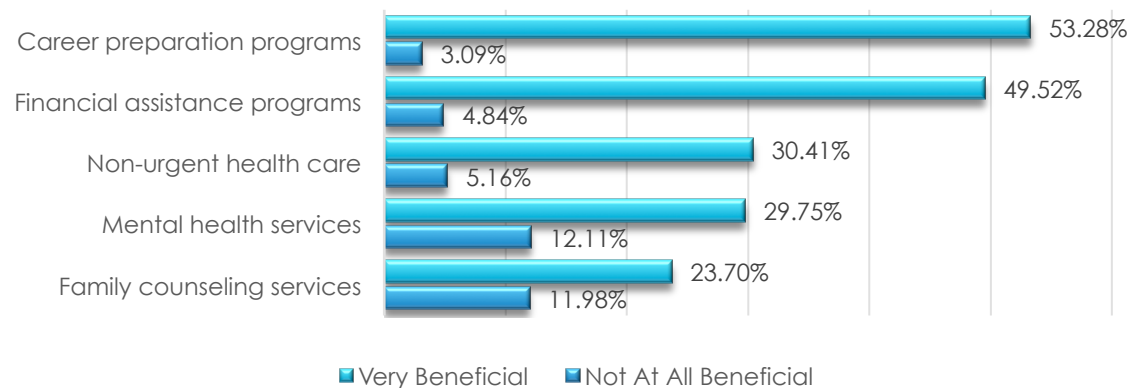| Home School	Percentage
Palo Alto College	89.11%
San Antonio College	4.33%
Northwest Vista College	2.89%
St. Phillips College	2.69%
Northeast Lakeview College	0.98%

ADDITIONAL SERVICES

A set of items asked students to indicate their perceptions on general categories of student services they would like. Visual inspection of weighted averages displayed in FIGURE 3 reveals a 24% difference in preference strength between the most and least preferred services. A clearer image of student preferences is possible when considering only the extremes of the response scale provided. Respondents were more likely to indicate *Financial Assistance* and *Career Preparation* programs were *Very Beneficial*. Similarly, these same categories were less likely to be considered *Not at All Beneficial*. FIGURE 4 displays results for student preferences at each extreme of this scale. Overall, slightly more than half of all students responding to this item indicated they believed additional services were beneficial.

**Figure 3: Additional Service Average Preference**

Career preparation programs	4.28
Financial assistance programs	4.15
Non-urgent health care	3.82
Mental health services	3.58
Family counseling services	3.44

■ Scale Increases in Endorsed Importantce From 1 to 5

Figure 4: Student Service Need Responding at Scale Endpoints

|	Very Beneficial	Not At All Beneficial
Career preparation programs	53.28%	3.09%
Financial assistance programs	49.52%	4.84%
Non-urgent health care	30.41%	5.16%
Mental health services	29.75%	12.11%
Family counseling services	23.70%	11.98%

■ Very Beneficial   ■ Not At All Beneficial

Follow-up analysis by participant gender reveals a statistically significant difference in service endorsement such that females are generally more likely than males to endorse any service. FIGURE 5 presents this response difference across participant gender. For this response group, only the item on financial assistance services fails to exceed traditional levels of statistically significant difference ($p < .05$), though even that item exceeds a slightly more liberal threshold ($p < .10$). Further examination of the magnitude of differences across participant gender reveals

that such differences are relatively small, with the largest of these observed for the item inquiring about additional health services; for this item, females indicated that this service was more beneficial than males by 7%.

Figure 5: Additional Services Endorsement by Gender
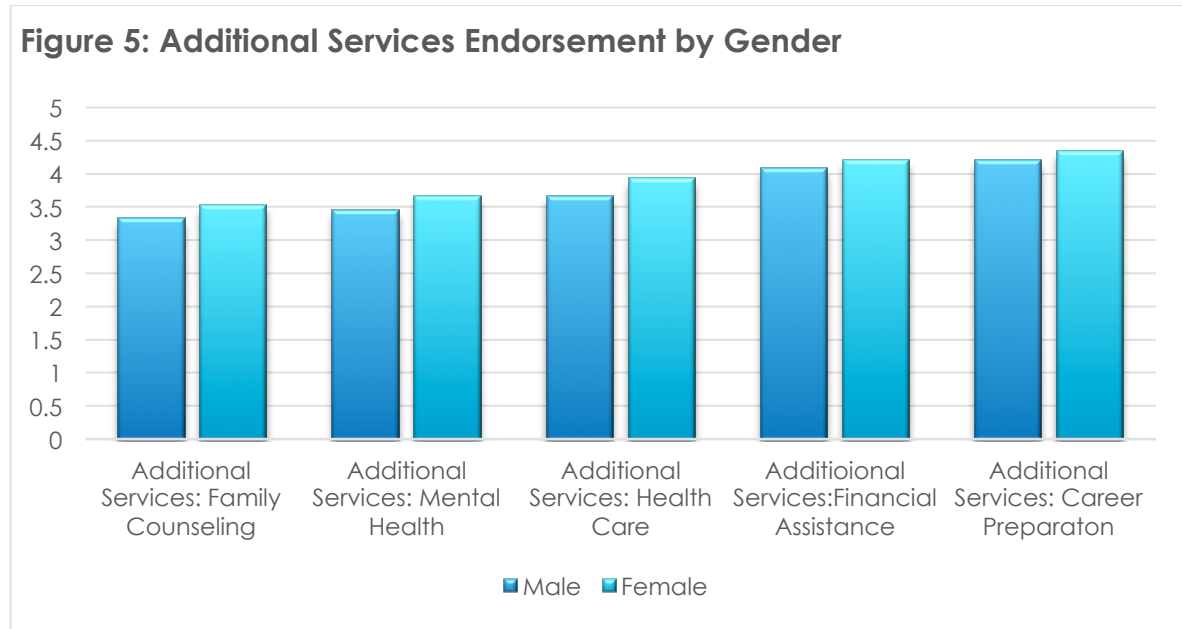
Analysis of preferences for additional services by respondent age revealed statistically significant differences ($p < .05$) for all but one of the additional services categories included in this study. Generally, older participants indicated a higher preference for all but the *Career preparation* service. FIGURE 6 displays average preference for each additional service across the different age groups. Notably, participants in the oldest age category did not display a similar pattern of results, thought this might have been an artifact of small sample size (n = 5).

**Figure 6: Additional Services by Age**
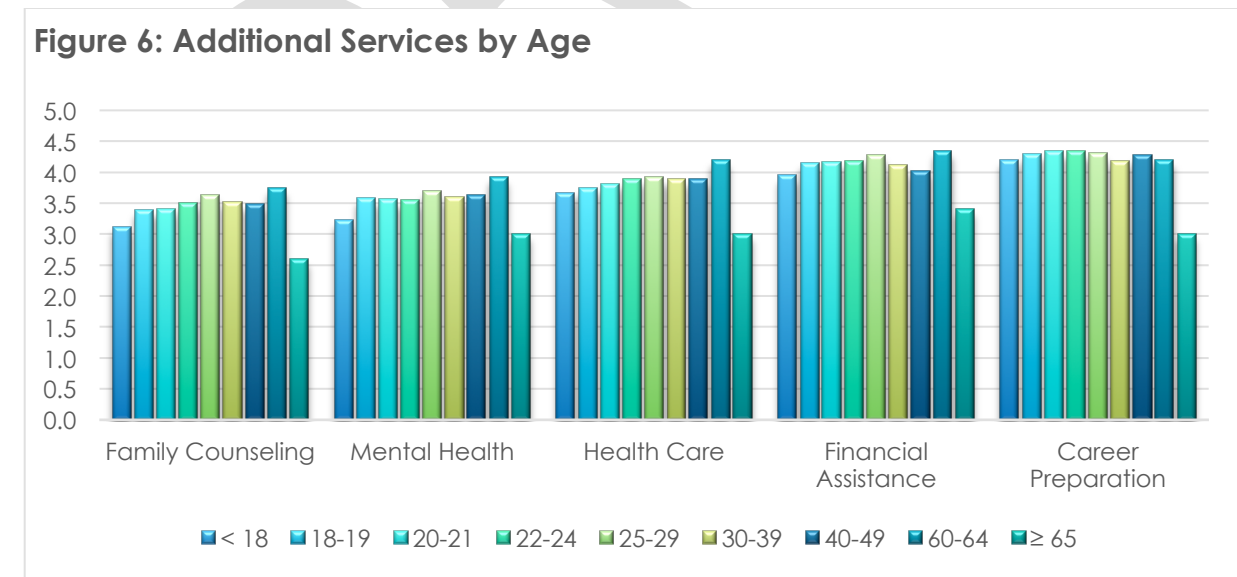
Participating students responding to an item asking if they thought PAC needs an on-campus health clinic indicated a clear preference for such a facility (78.51% answered in the affirmative). Follow up analysis of on-campus clinic endorsement reveals a statistically significant difference in responding across participant gender. FIGURE 7 summarizes differences in responding such that female participants generally indicate a higher rate of endorsement for this service (p < .001).

Figure 7: On-Campus Clinic Endorsement by Gender
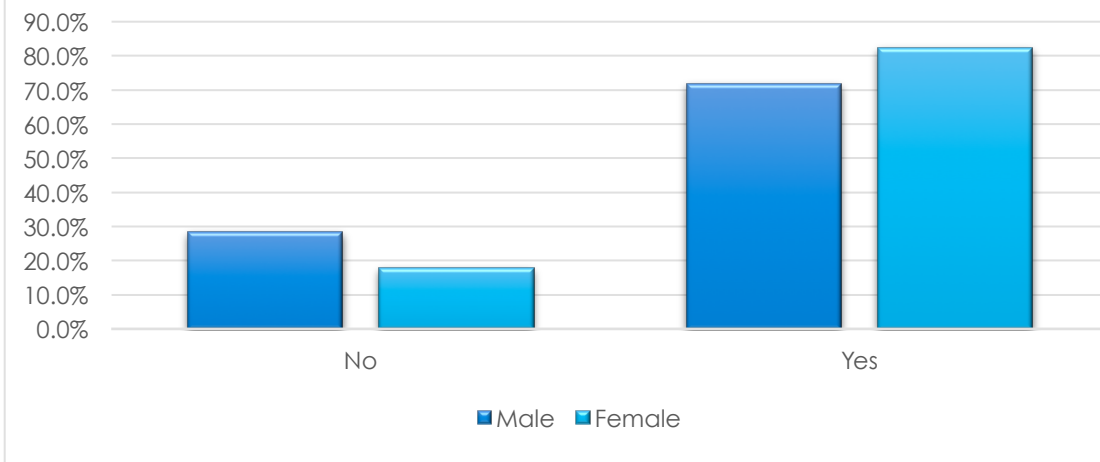
Further analysis reveals that participant age does not influence likelihood of endorsement of an on-campus clinic (p > .05). Participants were more likely to endorse this service than to not endorse it across all age groups. FIGURE 8 displays on-campus clinic endorsement across participant age groups. Follow-up analyses by ethnicity failed to reveal significant differences in clinic endorsement.

**Figure 8: Clinic Endorsement by Age**
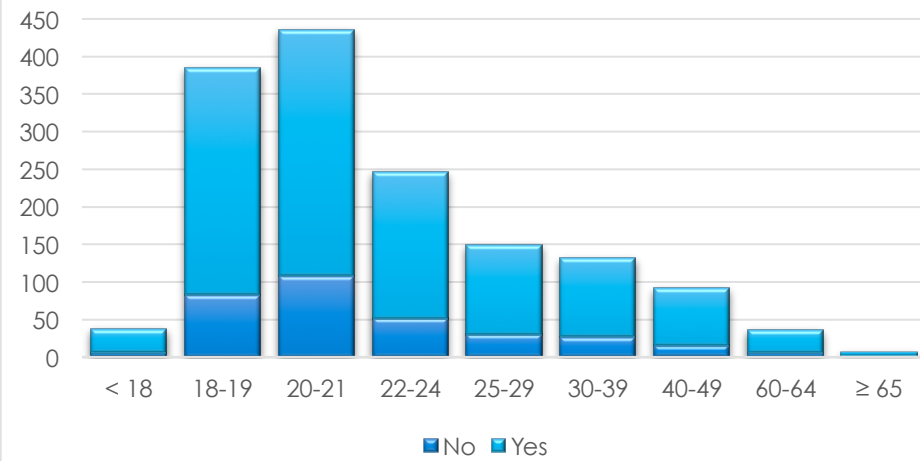
Additional analysis on this item reveals that endorsement of an on-campus clinic is significantly related to whether or not a participant indicated they currently held health insurance (p < .001). Response pattern summarized in FIGURE 9 indicates that participants with health insurance were slightly less likely to endorse an on-campus clinic relative to participant indicating they did not have health insurance.

Figure 9: Clinc Endorsement by Insurance Holding
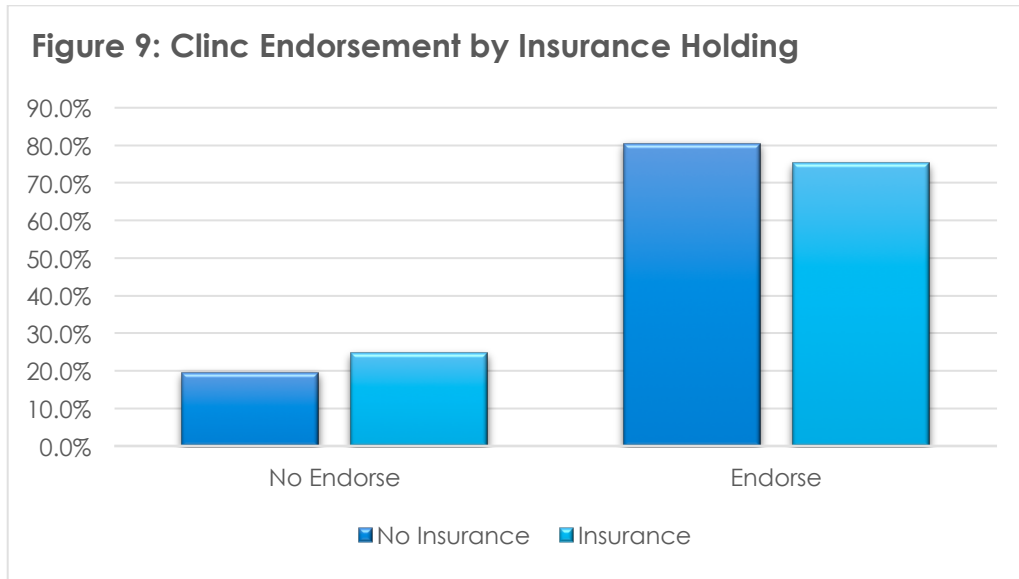
ON-CAMPUS CLINIC ANTICIPATED USE

Results of a follow up item asking about foreseen frequency of use suggests students did not anticipate using such a facility with any regularity. A majority of students (57.01%) indicated they foresaw visiting an on-campus clinic once a year of less. The highest anticipated service use option was endorsed by 16.86% of individuals. Results summary for this item are summarized in FIGURE 10.
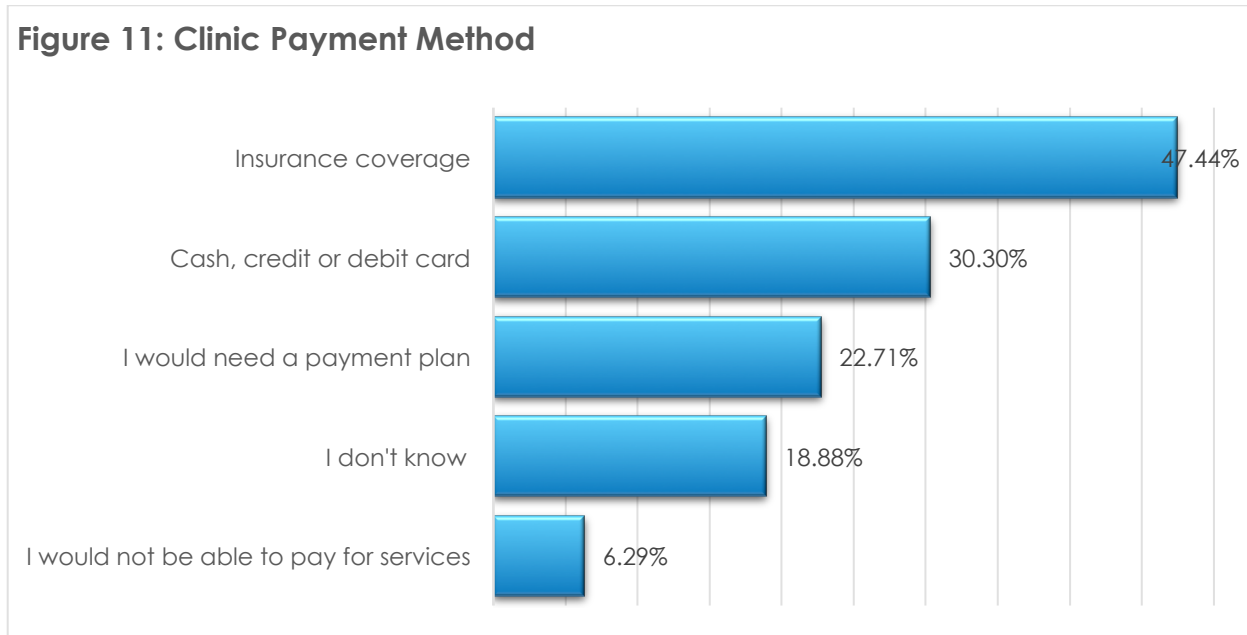
Figure 10: Anticipated Frequency of Use
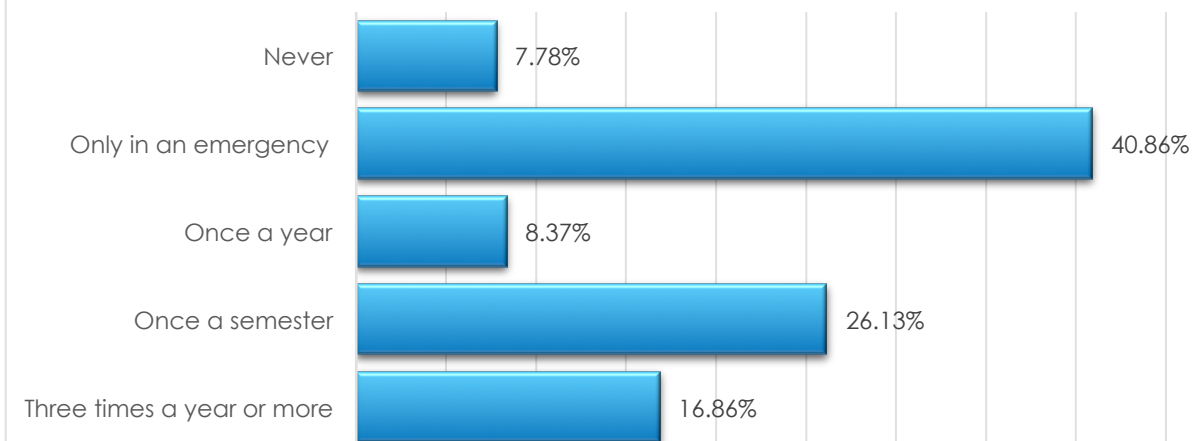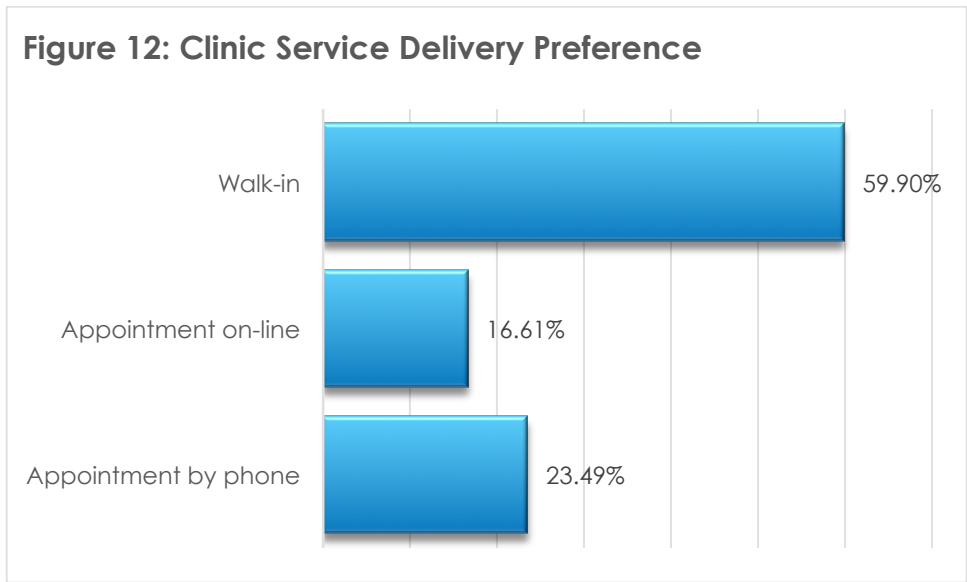
ON-CAMPUS CLINIC PAYMENT METHODS

Two items related to potential payment methods were included in this survey. The first of these asked if students currently held medical insurance coverage. The majority of participants indicated they did have medical coverage (69.84%). The second payment item suggests a majority of participants felt a measure of payment confidence (77.74%). Detailed results are displayed in FIGURE 11.

Figure 11: Clinic Payment Method

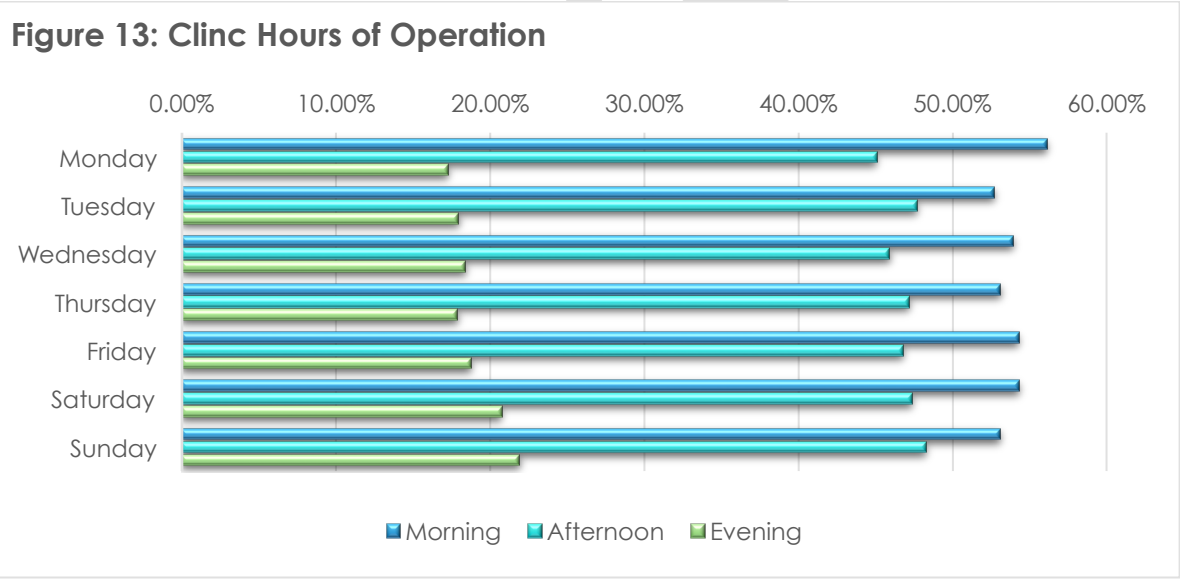| Category	Percentage
Insurance coverage	47.44%
Cash, credit or debit card	30.30%
I would need a payment plan	22.71%
I don't know	18.88%
I would not be able to pay for services	6.29%

ON-CAMPUS CLINIC SERVICE DELIVERY

Survey items asking about preferred clinic availability indicated students have a strong preference towards the less structured, walk-in visit method (59.90%), with the remainder endorsing some sort of appointment system. Results for this item are available in FIGURE 12. During data entry, a substantial fraction of participants selected more than the single response survey instructions called for; as this survey item was not originally configured to accept more than one answer, these additional selections were not captured during data entry. However, this observation provided evidence that students prefer to have multiple service options both options; walk-in availability as well as a remote appointment setting method.

Figure 12: Clinic Service Delivery Preference

- Walk-in — 59.90%
- Appointment on-line — 16.61%
- Appointment by phone — 23.49%

When asked about health clinic hours of operation, participants expresses a strong preference for service availability during normal hours of operation (8am to 5pm) every weekday (generally over 80% of respondents). Preferences for specific weekdays of operation varied slightly, a range of no more than 3%. Additionally, participants indicated a moderate preference toward morning availability compared to afternoon availability. Detailed results are displayed in FIGURE 13.
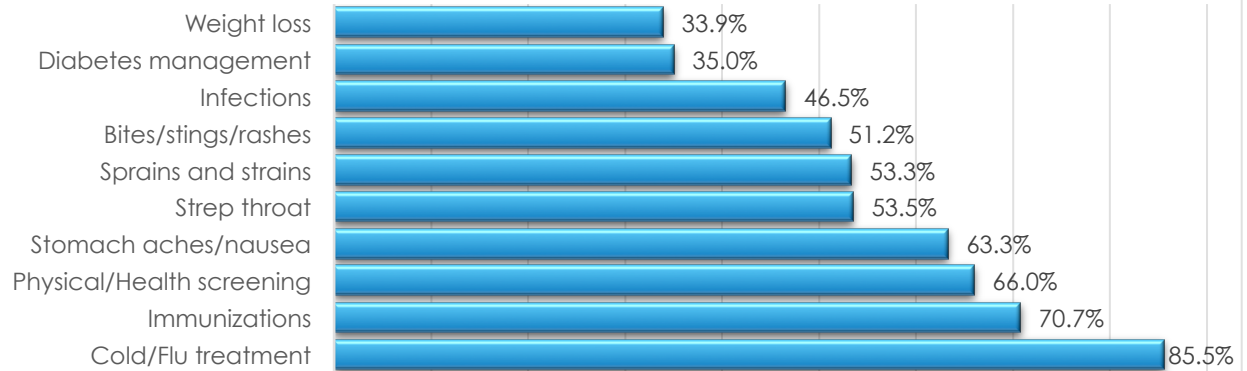
Figure 13: Clinc Hours of Operation

Legend: Morning, Afternoon, Evening

Days: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

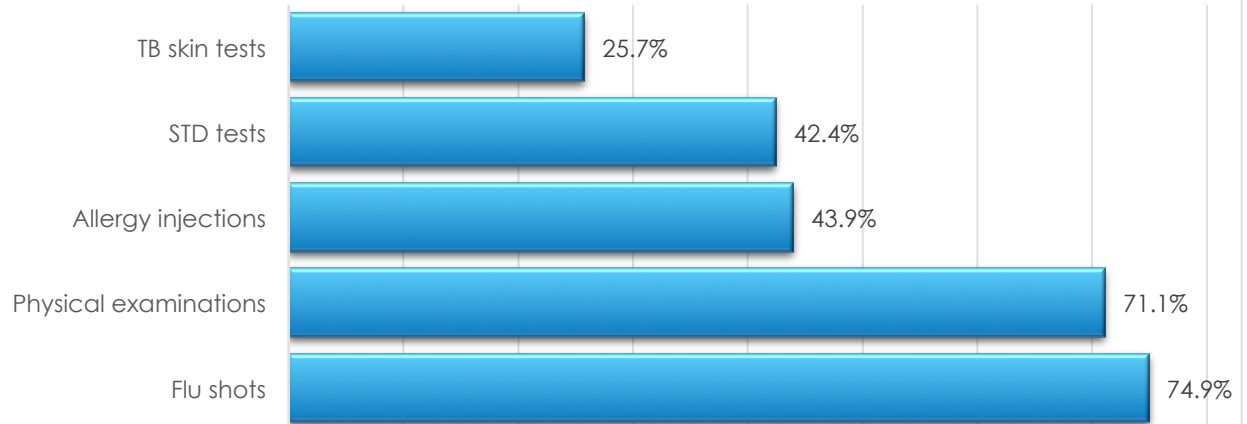## ON-CAMPUS HEALTH CLINIC TREATMENT PREFERENCES

Participants were also asked about the specific nature of services available at an on-campus health clinic. Responses to these items do not reveal a distinct pattern; detailed results are summarized in FIGURES 14, 15, 16 AND 17. Figure 13 includes two (2) categories not originally included in the survey instrument and was derived from aggregation of similar responses to the open-ended *Other* response option.
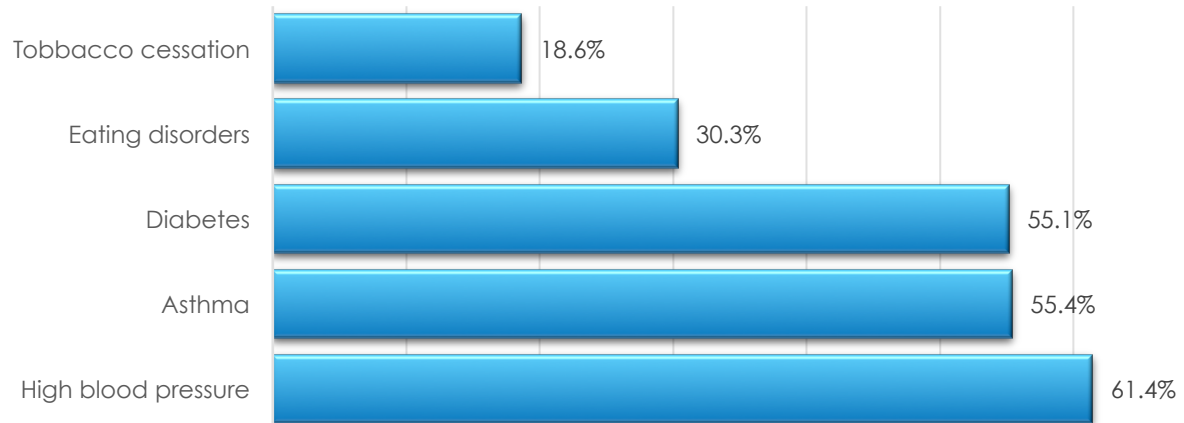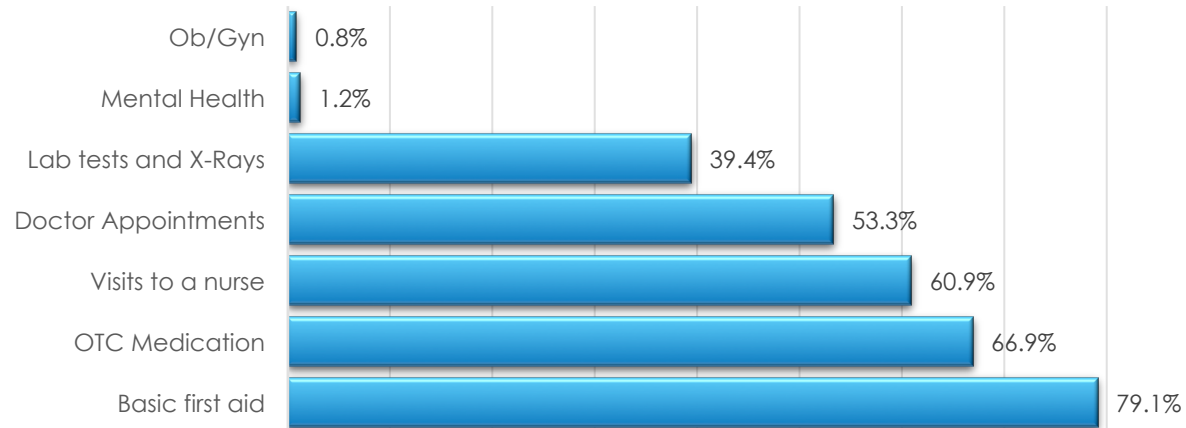
Figure 14: Most Useful Treatments

Treatment	Percentage
Weight loss	33.9%
Diabetes management	35.0%
Infections	46.5%
Bites/stings/rashes	51.2%
Sprains and strains	53.3%
Strep throat	53.5%
Stomach aches/nausea	63.3%
Physical/Health screening	66.0%
Immunizations	70.7%
Cold/Flu treatment	85.5%

Figure 15: Health Maintenance Preferences

Preference	Percentage
TB skin tests	25.7%
STD tests	42.4%
Allergy injections	43.9%
Physical examinations	71.1%
Flu shots	74.9%

Figure 16: Chronic Condition Preferences

Condition	Percentage
Tobbacco cessation	18.6%
Eating disorders	30.3%
Diabetes	55.1%
Asthma	55.4%
High blood pressure	61.4%

Figure 17: Basic Care Preferences

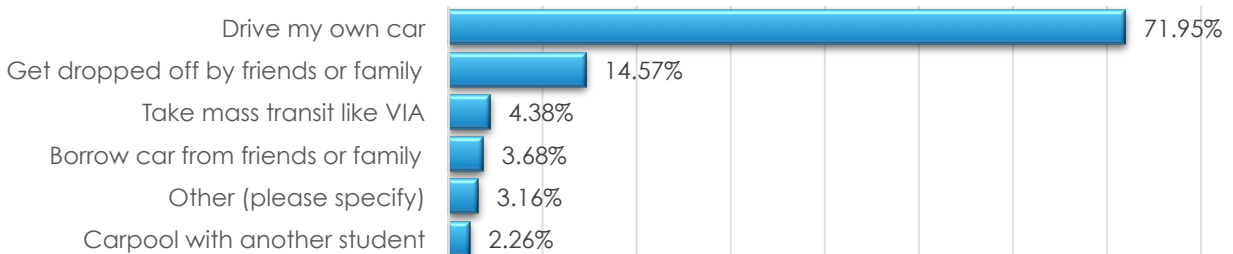| Category	Percentage
Ob/Gyn	0.8%
Mental Health	1.2%
Lab tests and X-Rays	39.4%
Doctor Appointments	53.3%
Visits to a nurse	60.9%
OTC Medication	66.9%
Basic first aid	79.1%

TRANSPORTATION AND HOUSING

Participants were asked to provide information on a number of items related to transportation and housing while they attend Palo Alto College. A large majority of participants indicate they drive their own vehicles to campus (71.95%). The second most commonly endorsed option indicates that 14.57% of respondents had someone else drop them off. This survey item was designed such that participants were forced to select a single response choice, however a number of students selected multiple options on the paper survey forms. These were coded as having selected *Other*. Only 3.16% of all respondents endorse the *other* category (many, but not all of these selected multiple options, so these responses are insufficient to alter the rank order of the most popular response choices. FIGURE 18 summarizes all results for this item. Follow-up analysis failed to reveal a statistically significant difference in responding to this item across participant gender.

Figure 18: Mode of Transportation to Campus

Category	Percentage
Drive my own car	71.95%
Get dropped off by friends or family	14.57%
Take mass transit like VIA	4.38%
Borrow car from friends or family	3.68%
Other (please specify)	3.16%
Carpool with another student	2.26%

Follow-up analysis reveals a statistically significant difference in selected transportation mode across participant-selected age category. FIGURE 19 displays the proportion of transportation mode across age categories. Generally, students across all age groups were most likely to
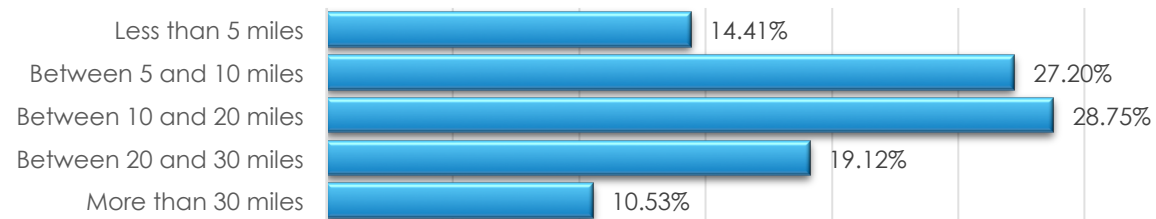
indicate they traveled to PAC in their personally-owned vehicles. This transportation method was selected more often as participant age increased. The second most popular transportation method was *Dropped off by friends or family*. This option was reported most often in younger participants, with an exception in the oldest age category, though the sample size for this last age category was very small (n = 5).

Figure 19: Transportation Mode by Age Category
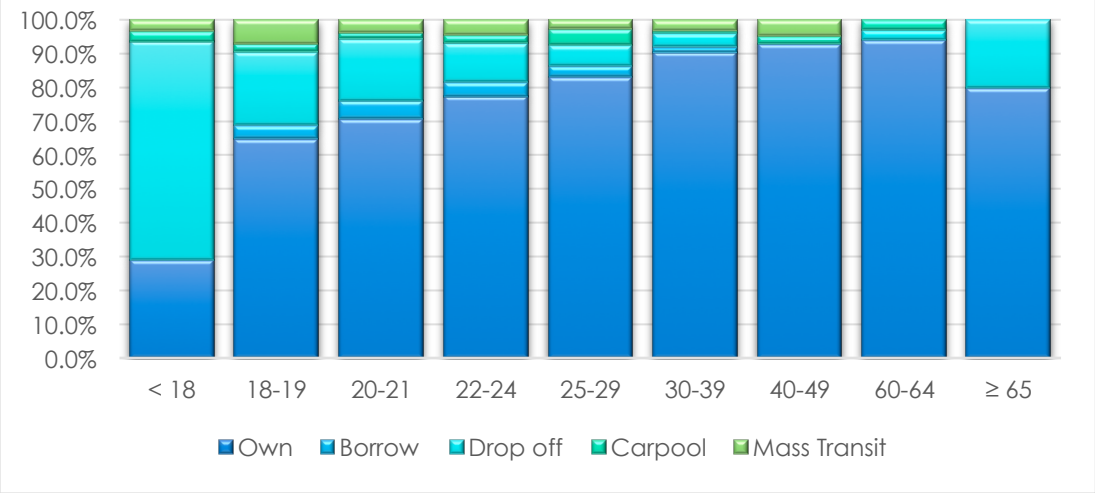
A related survey item asked students for the approximate distance for their commute. More than half of all respondents indicated they lived between 5 and 20 miles away from campus. Only 10.53% of respondents report traveling in excess of 30 miles. Visual examination of FIGURE 20 reveals that travel distances are distributed along a normal curve with a moderate skew favoring shorter distances.

Figure 20: Commute Distance

|	
Less than 5 miles	14.41%
Between 5 and 10 miles	27.20%
Between 10 and 20 miles	28.75%
Between 20 and 30 miles	19.12%
More than 30 miles	10.53%

ON-CAMPUS HOUSING

When asked if they would consider living in on-campus housing were it available, 38% of survey participants indicated that they would. This finding is consistent with the relatively short travel distances reported by the typical student. Follow-up analysis failed to reveal a statistically significant difference in responding across participant gender, but respondent age was associated with support for on-campus housing. FIGURE 21 summarizes this data for each age group. The youngest participant age group evinced the most support for on campus housing,

approaching 60% of all participants in this age group. Participants between 20 and 24 years of ae were the second most likely group to support on-campus housing, with just over 40% of participants indicating they would live on-campus if they had the opportunity.

Figure 21: On-Campus Housing Endorsement by Age
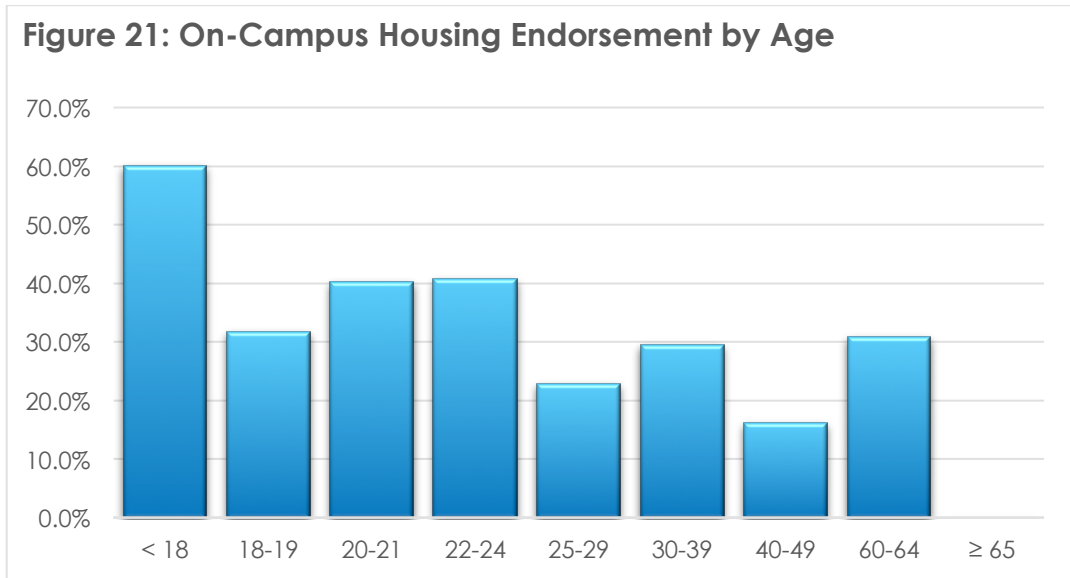
Examining support for on-campus housing revealed a statistically significant difference across participant ethnicity (p < .001). Multi-ethnic participants were most likely to endorse on-campus housing, though this group was relatively small (n = 61). Latino students were the most numerous respondents in this sample (n = 1136) and 39% of these indicated interest in on-campus housing. FIGURE 22 summarizes housing endorsement data by participant ethnicity.

Figure 22: On-Campus Housing Endorsement by Ethnicity
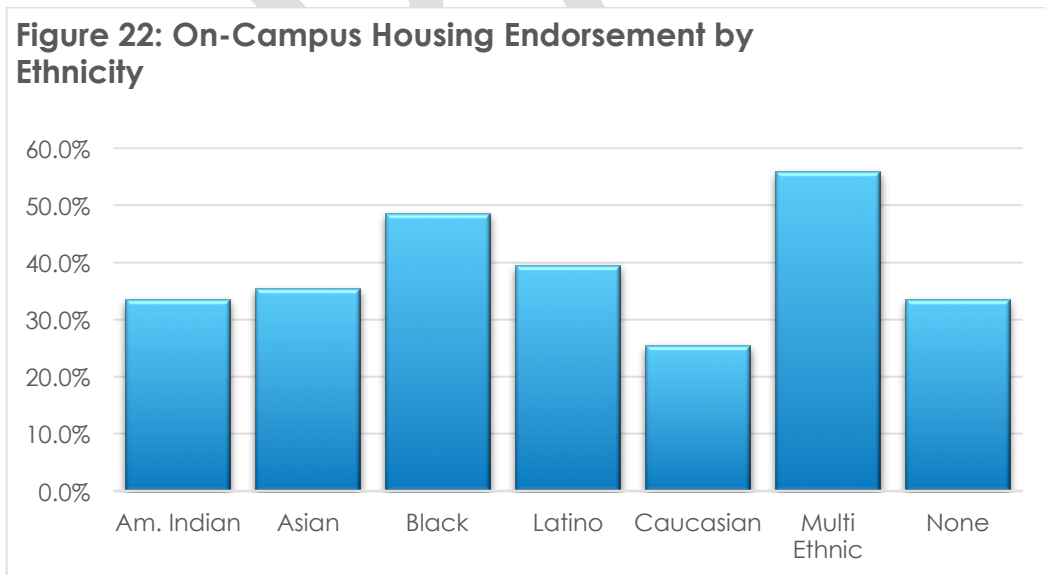
All participants were asked about what they would consider a reasonable price point for a single bedroom apartment on campus. A large majority (69.07%) endorsed the least expensive price point of less than $500 a month. FIGURE 23 displays the full response pattern.

Figure 23: Price Point Preferences
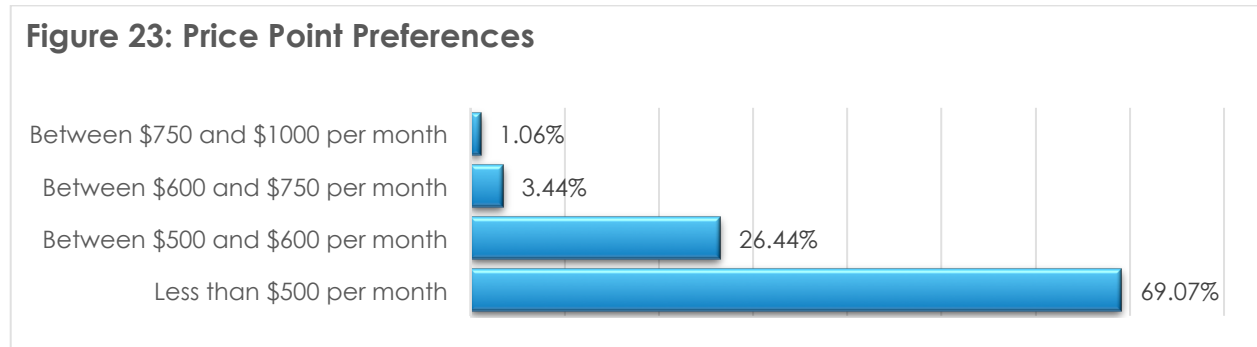
Students were asked to indicate which of a number of on-campus housing value propositions were most relevant to them. Results indicate that the most important of these options was affordability; 61.75% of respondents indicated this statement was *very important*. A weighted average of all responses suggests that students generally found at least some value in each of these statements. Small variation in the import of these statements is illustrated in FIGURE 24.

Figure 24: Popular Value Propositions
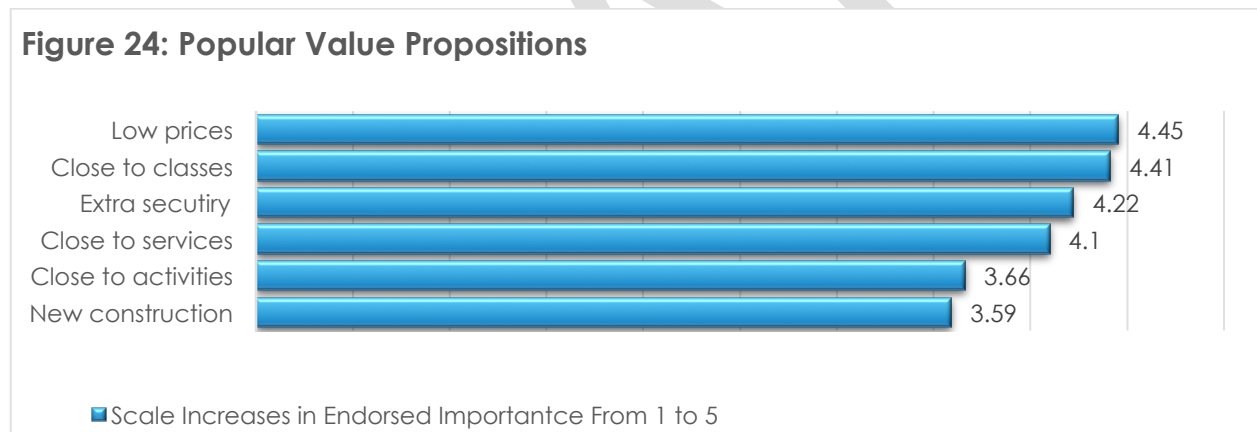
Follow-up analysis reveals a small difference in response patterns across participant gender for certain on-campus housing value statements. Specifically, statistically significant differences are observed for *Close to campus, Close to campus services, Low Price* and *Security* value propositions. In each case female participants indicated these were slightly more important ($p < .01$) than their male counterparts. However, the magnitude of difference in each case were small. FIGURE 25 displays response differences for this set of survey items.

**Figure 25: Importance of Value Propositions by Gender**
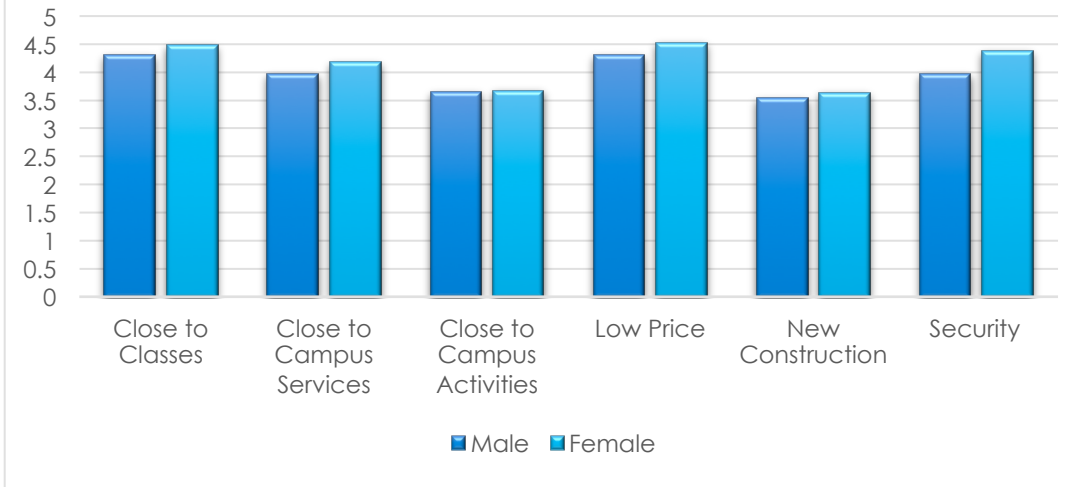
Similar follow-up analysis revealed statistically significant differences in value proposition importance across participant age category (P < .05). FIGURE 26 displays average reported import of each value statement for each age category. No clear pattern of preference can be applied to the value statements as a whole, however age seems to influence perceived importance within some statements. For instance, proximity to campus is generally equally important for all age groups, with an exception for the 65 and older group characterized with a small sample size. By contrast the importance of price seems curvilinear with age, such that it seems less important at each extreme of the age category continuum.

Figure 26: Value Proposition Importance by Age
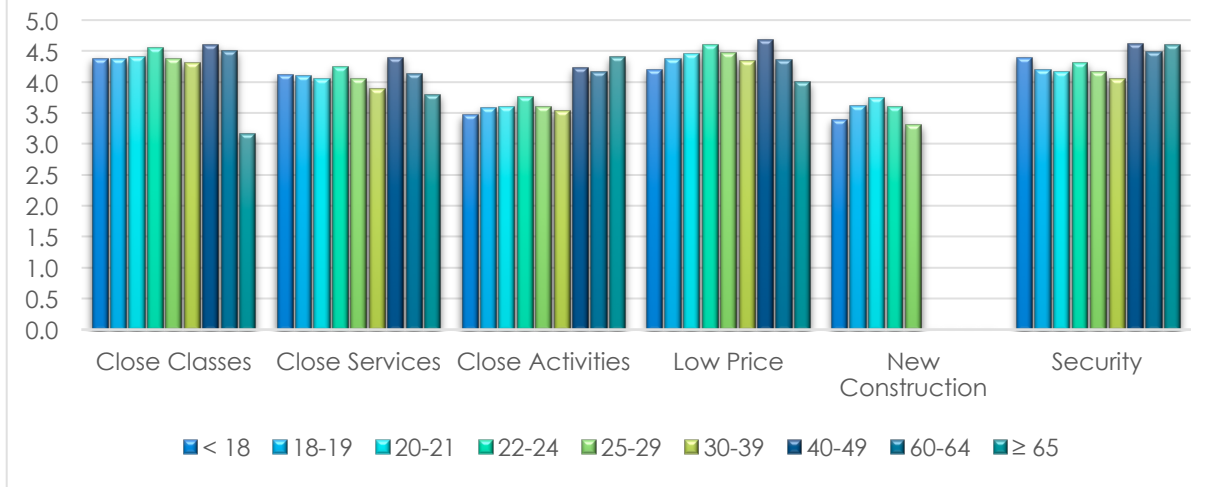
Analysis of on-campus housing value proposition statements revealed statistically significant differences across participant ethnicity for two statements (p < .05), *Close to classes* and *Low price*. The *Close to classes* statement appeared slightly more important for Latino and Multi-Ethnic students than for other ethnic groups. The *Low* price value statement was similarly slightly

more important for Black and students not selecting an ethnicity. Response patterns for these value statements across ethnicity are displayed in FIGURE 27.

Figure 27: Value Proposition Importance by Ethnicity
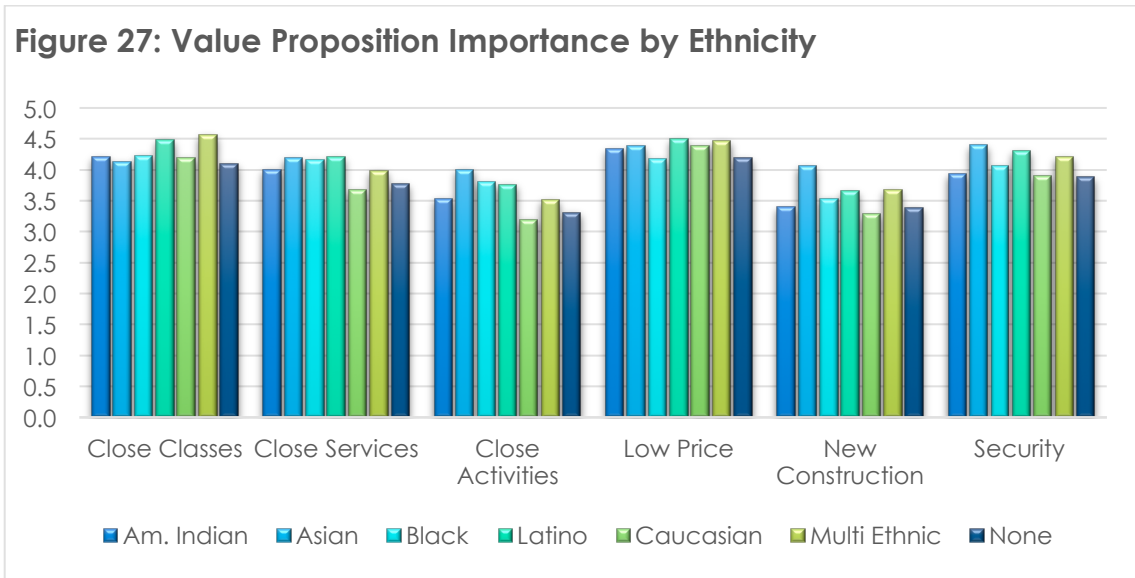
Students were also asked what they believed would be the most important amenities for campus housing. The most commonly endorsed feature is *high speed internet*, with 93.7% participants selecting this option. Interestingly, given how often internet and cable service are offered together, significantly fewer students indicated interest in cable television (54.52%). Other amenity options demonstrated a great deal of variability in endorsement, with the common theme of convenience being the most commonly selected. FIGURE 28 summarizes student amenity preferences.

Figure 28: Housing Amenity Preference

Amenity	Percentage
High speed internet	93.77%
In-unit laundry	85.39%
Study facilities	83.22%
Bills included	81%
Fitness center	69.59%
Furnished apartments	60.81%
Cable included	54.52%
Controlled access	53.74%
Outdoor common areas	53.54%
Recreation lounge	48.69%
Patio	44.10%
Pool	35.53%
Clubhouse	23.46%
Other (please specify)	4.26%