

Qualtrics Report - RRN-2398

FA21 Crafton Hills Perceptions Survey Results – Faculty & Staff

Note: Each survey question was voluntary, and the response total(s) may vary per question.

What terms best describe the college's personality? (Check all that apply)	#
Friendly	43
Helpful	37
Optimistic	33
Casual	32
Aspirational	30
Enthusiastic	30
Fun	27
Progressive	25
Leader	21
Imaginative	20
Serious	18
Traditional	18
Curious	15
Formal	10
Lighthearted	10
Gregarious	9

What is your age?	#	%
19 or younger	0	0.0
20 – 24	3	6.3
25-29	2	4.2
30-34	5	10.5
35-39	6	12.6
40 or older	32	67.2
<b>Total</b>	<b>48</b>	<b>100.0</b>

Please identify your gender:	#	%
Female	30	53.6
Male	20	35.7
Decline to state	6	10.7
<b>Total</b>	<b>56</b>	<b>100.0</b>

Are you familiar with advertising done by other community colleges?	#	%
Yes	32	51.0
No	31	49.0
<b>Total</b>	<b>63</b>	<b>100.0</b>

Please identify your ethnicity:	#	%
Caucasian	19	33.9
Hispanic	15	26.8
Decline to state	8	14.3
Native American	5	8.9
More than one ethnicity	4	7.1
African American	3	5.4
Asian	2	3.6
<b>Total</b>	<b>56</b>	<b>100.0</b>

**Attendance - Using no more than two sentences, tell us why a potential student should attend Crafton Hills College over any other school: (n=37)**

A <b>good value and high quality</b> education.
<b>Amazing teachers</b> working with students in a gorgeous setting
Being a smaller campus, you receive <b>more individualized attention</b> here at CHC. You will be well supported by the campus.
CHC is a <b>great place for student to get college experience</b> and then some...
CHC is <b>affordable</b> and has many options for students.
CHC provides students with a <b>solid educational experience through smaller class sizes and opportunities to directly engage with dedicated faculty, staff, and administrators.</b>
Classes are taught by prominent professors in their fields, and <b>will help you grow personally and professionally.</b> Campus <b>support will help guide you from your first day through graduation/transfer/your personal goal.</b>
Crafton College has <b>superior instructors and superb access to educational materials</b> that give students the best opportunities for success.
Crafton has a <b>long standing history of providing students with a quality education.</b>
Crafton Hills is here to help <b>create a successful educational experience tailored for each student.</b>
Crafton is a <b>beautiful campus</b> , has <b>great instructors who really care about their students</b> , and has an <b>excellent student success rate</b> with many academic programs that would interest all.
Crafton is a <b>place that accepts and welcomes everyone.</b> Crafton has <b>great teachers that care.</b>
Crafton is a <b>smaller campus with more opportunity with one- one services</b> in student services.
Crafton is a <b>smaller college that offers more individualized support</b> and is recognized regionally as a <b>leader in transfer rates to four-year universities.</b>
Crafton is a <b>smaller school which makes it less overwhelming.</b> It also makes it easier to develop strong relationships with peers and professors.
Crafton is <b>cost effective for students seeking a quality education</b> , in a <b>safe environment</b> , on a <b>beautiful campus.</b>
Crafton offers an excellent education in a small, personal environment for a fraction of the cost of a university. It's retention rates and other measures of success mark it as one of the best community colleges in the area.
<b>Dedicated instructors</b> and variety of course offerings
<b>Excellent programs</b> on a beautiful and serene campus.
<b>Friendly, helpful,</b> and small community where everyone belongs.
Great Education, <b>Low Cost, Locally Convenient.</b>
<b>Great teachers and staff.</b>
<b>Helpful, caring faculty and staff.</b> We want our students to succeed.
If you are not an aquatic student-athlete committed to you athletic development CHC is a <b>great college to attend.</b>
<b>Individualized attention,</b> beautiful surroundings
It has a good community because it's a <b>small school.</b>
<b>Less expensive</b> than a university and a close-knit community campus.
<b>Location, affordable, beautiful campus</b>
Offer pre-requisites to many healthcare professional programs. Offer career programs.
Parents with children in school wanting to bring up employment skills. Offer classes for personal enrichment, digital photography ,photoshop, food microbiology, basic computer skills using excel, etc.
<b>Small campus community</b> that is set in a beautiful environment.
<b>Small,</b> easy to access and <b>affordable campus.</b> Modernized buildings with an attention to student success.
<b>Smaller campus</b> = stronger sense of community. Crafton not only has a beautiful campus but also has wonderful and friendly faculty and staff who are dedicated to help and guide students towards achieving their academic and career goals.
<b>Smaller campus</b> leads to greater access and success.
Sometimes the cheapest alternative has the highest quality.
<b>Students who attend Crafton feel comfortable. They will feel heard and guided through their educational journey.</b>
The teachers, administration, and staff care about their students and the act of learning. The students are serious about their classes, work hard, and form communities in class to help one another.

<b>Strengths - What are the strengths of Crafton Hills College? (n=41)</b>
All management, faculty & staff put their heart and souls to see students goals fulfilled.
<b>Beautiful campus, dedicated and supportive faculty, staff, and administrators.</b>
<b>Beautiful location.</b>
<b>Caring and supportive</b> professionals!
Caring faculty and staff; <b>Numerous resources available for students;</b>
CHC has a <b>friendly atmosphere</b> and is <b>student-centered</b> in everything from extracurriculars to academics.
CHC strengths are that the <b>culture is laid back</b> with <b>faculty and staff that genuinely have a passion</b> for students.
Close knit community, <b>student focused, equity minded</b>
<b>Close knit community.</b> Beautiful campus. Set goals high. Faculty and staff really care about student success.
<b>Collaboration among faculty</b> to increase student success
Crafton is very <b>caring, supportive and inclusive.</b>
<b>Dedicated instructors and staff; accessible layout; variety of classes and services</b>
Faculty
<b>Faculty, staff, students, admin, foundation, all are dedicated to success!</b> Small, local, focused!
Flexibility, collaboration and friendly
Friendly staff, attractive campus, technology increasing.
<b>Geographic location, student support outside of academics,</b> good teachers
Good teachers. <b>Supportive atmosphere.</b>
Great Education, <b>Low Cost, Locally Convenient.</b>
<b>Helpful and friendly staff, dedicated faculty (especially adjuncts),</b> organized and detail oriented (especially with Covid), and dedicated to creating responsible adults for the workforce.
It is a <b>small campus</b> with friendly staff. It has great resources and a beautiful campus. It has a diverse student population.
Its <b>welcoming and friendly environment.</b>
Location, beauty, class offerings, great teachers and staff.
<b>Location, small class sizes.</b>
Most of the staff and instructors have the greatest strengths to offer all students. The talent is amazing.
Our <b>faculty really cares for students success,</b> not just push them through the system.
People are eager to help students. <b>Strong sense of community and campus pride.</b>
<b>Phenomenal professors</b> who are experts in their fields. Student centered focus. Unrivaled accessibility for students. Educational flexibility. Beautiful location!
<b>Small campus,</b> better chance to get to know professors and other students. Easier to get involved in the campus clubs, programs, etc. Easier to enroll, more parking is available. High transfer and pass rates.
<b>Small campus,</b> more access to resources and classes
<b>Small class sizes</b> taught by professors
Small intimate liberal arts feel with excellent faculty and career ready programs.
<b>Small size campus and classes,</b> very welcoming; CHC has lots of personalized programs and assistance for students. Very student focused!
Support programs for students such as EOPS and Honors. Excellent faculty. Smaller classes. Certificate programs
Technology, <b>small campus size,</b> incredible and friendly faculty and staff, and community driven CTE programs,
The BEST faculty and staff in the I.E.
<b>The faculty and staff</b>
The people who work at Crafton view their jobs vocationally and work hard to help students in any way they can.
<b>They care about their students</b>
<b>Tight-knit community, approachable, friendly</b>
We score <b>high in transfer rates</b>

**Weaknesses - What are the weaknesses of Crafton Hills College? (n=41)**

**Accessibility of most online courses is not truly compliant.** There is **no accountability for CHC instructors to ensure they are offering accessible content for ALL students, especially online PDF's and Powerpoints, and many videos still lack captioning at the required ADA compliant level of 98% accuracy.** Instructors do not have the necessary motivation, support or training to convert their own courses. Most instructors only have lip-service knowledge, which still puts CHC at a high risk level of an ADA OCR 508 complaint or lawsuits. True accessibility needs to be mandated and a proactive plan to enforce and to stay accessible, is needed. The early reopening of the campus even though Covid-19 and the Delta strain are climbing fast, is alarming to me. I work at another CC that wisely quickly decided to wait until next Spring to open up classes on-site again, due to the sudden onset of the Delta variant. In addition, there is not a vaccination requirement at CHC (unlike UCR and CSUSD), so I really do not feel safe returning at this point. There should be more flexibility with maintaining mostly remote work schedules for this Fall.

**At times some events are very childish and students still feel like they are in high school.** They want to feel like they are going to "college" and are adults now.

Breadth of academic and athletic opportunities.

CHC gets caught up in all of the current and ever-changing drama- both social and political- instead of focusing on education and much-needed educational reform.

CHC weaknesses are that we have to **many barriers when it comes to matriculation steps. Too many apps for everything.**

**Communication within the organization** (so much to share), **inconsistencies with processes, lack of sufficient funding/employees.**

[service area] and [service area] have been notoriously difficult to work with.

**Difficult to enroll (from what I hear). Limited course offerings**

**Diversity**

Enrollment is difficult, **website needs to be more user friendly**

I can't think of many. Too many emails.

I do not see any weakness.

I don't know of any particular weaknesses.

It has a diverse student population.

It seems intimidating at first, the **campus look-and-feel feels cold and uninviting at first. Students may perceive a lack of diversity.**

**Lack of front-line staff** can lead to slow response time.

**Lack of some classes**

**Less choice of programs and variation of class times/methods than some larger nearby campuses.** The **faculty is not as diverse as other campuses.** Students of color have limited role models on campus.

**Limited course offerings**

Making sure we don't just push students through, make sure they have enough time to really learn and apply the subject material.

**Materials are not always current.** The bureaucracy of trying to sometimes get things done.

**No big sports or social clubs events to provide students with interaction.**

No serious weaknesses specific to CHC.

Not a personal experience, but I've heard some students say it is hard to speak with counselors easily.

**Not enough parking for students** and the need for more funding and connection with the surrounding communities.

Not every one is transparent even though they say they are.

**Not staying up on current trends and interests of students**

Our people are both our best and worst quality. Morale among some who choose to only see the negative, assume favoritism, and believe administrators are covertly following their own agendas, weighs on others.

Parking, shade and setting for students to sit and relax, make social connections. **Need more short term class offerings.** Increase distance learning, selection is somewhat limited.

**Provincial, not progressive**

Relatively small size

Some buildings are outdated and need upgrading.
<b>Some limitations in the number of course offerings</b>
Steep hills! Makes for great cardio though.
<b>Systems (registration, financial aid) which are not always easy for students to navigate.</b> How information is communicated to students - often contradictory, not always delivered in a way that is useful to them.
<b>The ideas are slow to be implemented.</b>
There are some professors and student services that are not student friendly.
<b>There can be procedural things that complicate processes for students, may create barriers</b>
<b>Too many administrative hurdles to register and enroll in the college, programs, and courses.</b>
Top heavy, how many deans do we need?
<b>Training of staff in some areas.</b> Learning as you go can be challenging for some people

<b>Reasons - What are the top 3 reasons students give for choosing Crafton Hills College? (n=42)</b>
1. <b>Crafton is close to home.</b> 2. Crafton take all students 3. <b>It has a good transfer rate.</b>
1. Local, 2. personal relationships with faculty, staff, admin and foundation 3. <b>supportive environment</b>
<b>Affordability, close to home, supportive campus</b>
<b>Affordability</b> , proximity, setting
<b>Affordable, Availability of courses Beautiful and safe campus</b>
<b>Affordable, Nurturing, and Commitment to students.</b>
Available classes, get to know professors, <b>easy access to counseling and support services</b>
<b>Beautiful campus</b> , great programs, friendly environment.
<b>Beautiful campus</b> , live close, <b>CTE programs</b>
<b>Beautiful environment</b> to learn in; academic programs with a strong reputation; helpful support services.
<b>Cheap tuition</b> Easy to access or get in Friendly surrounding/people
<b>Close to home</b> Financial savings <b>Quality of education</b>
<b>Close to home, affordable</b> , our CTE programs
<b>Close to home</b> , program they liked, <b>beautiful campus</b>
Convenience, cost, programs of study
<b>Cost</b> Close to home Smaller classes
<b>Cost, location</b> , environment
<b>Cost, Location</b> , Fits schedule
<b>Cost, location</b> , transfer credits
<b>Cost.</b> The instructors. Flexibility with schedules.
<b>Diverse Helpful Success</b>
<b>Great Education, Low Cost, Locally Convenient.</b>
High course standards, rigorous education, and a relaxing and beautiful campus.
I don't know.
It's close to...home, work, etc.
Local Variety of courses( esp EMT, Fire, respiratory) Cost
<b>Location</b> , classes offered, programs offered
<b>Location</b> , cost, relevant programs.
<b>Location.</b> Classes offered. Heard about this "great teacher" for a class.
More classes, smaller & Nice campus, good instructors
Nearby, affordable, and <b>program reputation.</b>
Not sure.
Positive word of mouth about instructors/ staff, newer classrooms, campus is attractive.
<b>Price location specific programs</b>
<b>Small, inexpensive</b> , lots of programs and support.

<b>Smaller campus</b> , friendly employees and close to home
<b>Smaller class sizes, location</b> , campus beauty
<b>Supportive faculty</b> , the encouragement they receive from faculty and staff, beautiful environment.
Teachers, <b>support</b> , and convenience.
They had the programs they wanted, <b>tuition assistance, reputation</b>
<b>Transfer center</b> , supportive staff and class availability
<b>Transfer rates, small campus, convenient location.</b>

<b>Misconception - What is the biggest misconception about Crafton Hills College? (n=36)</b>
A private school up on the hill
Associates degree has no hiring power for graduates.
<b>Because we are a smaller college, we don't offer as much.</b>
Classes are easier than a 4 year college or university
Community college means "less" in terms of quality education. Community college is an extension of high school.
Crafton is only a fall back school. That an AA from a junior college and a BA from another is somehow not equal to a 4 year BA from another school.
Difficult to get a degree, no support
I don't know.
I'm not sure.
It is a community college, so the education is not as good.
<b>It is elitist, lacks diversity, and its location is largely unknown to many people outside of the Yucaipa/Redlands area.</b>
It is not well known, may be considered to not have as many resources
It is only for students who don't qualify for a university
It's 13th and 14th grade. The education is sub-par. It's embarrassing to come to Crafton rather than a four-year.
<b>It's just a community college.</b>
It's not a "real" college
I've heard students say they had a hard time getting classes and they didn't know we offered certain classes. Other colleges offered the classes they wanted and we didn't.
<b>Maybe that it is less rigorous than other institutions?</b>
New to campus, unfamiliar with community ideas about CHC
Not a desirable place for local high school students to attend, all the students are rich, not enough parking
Not sure
People think that CHC is part of SBVC
<b>Some people believe Crafton is not accredited and therefore credits won't transfer.</b>
Sometimes students feel they need to start their education in a University vs a Community College.
<b>Stereotype: "Harvard on the hill"</b>
<b>Students are snobby</b>
<b>That it doesn't have modern amenities.</b>
<b>That it doesn't offer online classes</b>
That it is "just" a community college. Crafton is so much more!
<b>That it is only for Fire fighters or paramedics</b>
That it's not a serious school
<b>That we are the privilege "white campus" on the hill.</b>
That you cannot finish your goals in 2-3 years.
<b>The college is not interested in diversity.</b>
Unsure
We are easy, just an extension of high school.

**Advertising - You indicated that you are familiar with advertising by other community colleges. Please name the community colleges you believe do a good job of advertising to students: (n=18)**

Chaffey College (2)
La City college, radio, RCC radio, SBVC on buses
Long Beach CC
MSJC and some other campuses have billboards along the freeway.
MSJC does OK
MSJC mail postcards and career program booklets.
MSJC, Bakersfield, Coastline
MSJC, Chaffey
Mt Sac, Saddleback, Rio Hondo
Mt. San Antonio College (3)
RCC
RCC, Santa Rosa JC, Yuba CC, San Diego CC
Shasta College, Mt. SAC
The biggest competitor to Crafton Hills College are the private trade colleges, not four-year universities. Some of the best institutions that tap into Crafton's market share of students are West Coast University, American Career College, UEI College, and Summit College.
Victor Valley College

<b>Below are taglines used by different colleges and universities. Please check up to three taglines that you believe best reflect Crafton Hills College.</b>	<b>#</b>
Knowledge to go places.	38
Learning lives forever.	29
Minds move mountains.	27
Fulfilling the promise.	22
Think big. We do.	21
Greatness within our grasp.	17
Wisdom is eternal.	17
Other	16
A legacy of leading.	14
Life, sweetness, hope.	13
The wind of freedom blows.	12
World class. Face to face.	11
Let it all hang out.	7

**Tagline Other- You indicated other tagline. Please feel free to offer that tagline below. (n=3)**

Fulfilling the dream.
Guiding and empowering a community of leaders
Made in Crafton. Built for the World.