FOOTHILL COLLEGE
Institutional Research and Planning

DATE: December 20, 2016
TO: Moaty Fayek, Interim Vice President of Workforce Development & Institutional Advancement
          Andrew LaManque, Interim Vice President of Instruction & Institutional Research
FROM: Lisa Ly, Acting College Researcher
RE: Fall 2016 Sunnyvale Center Student Survey

The purpose of the Sunnyvale Center student survey is to learn how students first heard about the Center as well as their primary motivation to enroll at the Center. Students' course preference was also solicited in order to make improvements to course offerings and scheduling. The survey was administered on November 22 to December 9, 2016. A total of 1,658 students who enrolled in at least one face-to-face/hybrid section as of November 18, 2016 were sent the online survey link. A total of 205 respondents completed the survey for a response rate of 12%.

Summary

- **First heard about Center:** 68% of respondents indicated they first heard about Sunnyvale Center through Foothill's website, email or communication material.
- **Primary reason enrolled at Center:** 36% of respondents enrolled at the Center because it offers classes that fit their schedule, 31% stated the Center offers the program they are interested in and 18% stated the Center is conveniently located to their residence or workplace.
- **Primary mode of transportation:** 90% of respondents rely on an automobile to get to the Center.
- **Distance from Center (residence/workplace):** 62% of respondents reside within 10 miles of the Center; 59% of respondents work within 10 miles of the Center.
- **Work industry:** 20% work in educational services, 16% work in health care or social services and 14% stated Other.
- **Plan to enroll winter 2017:** 36% of respondents plan to enroll, 36% are unsure and 28% do not plan to enroll at the Center.
- **Recommend the Center:** 86% would recommend the Center to a family, friend or coworker.
- **Course schedule (preferred meeting day):** most respondents prefer to meet on Wednesday (20%), Thursday (20%), Monday (19%) and Tuesday (19%).
- **Course schedule (preferred meeting time):** 44% of respondents prefer to meet in the evening hours, particularly between 6:00 PM and 8:59 PM.
- **Preferred course subjects:** the top 3 course subjects respondents would like to see offered at the Center are Math (12%), Computer Science (9%) and English (6%). For a list of specific courses respondents would like to see offered at the Center, refer to page 9 of this report.

First Heard about Sunnyvale Center

- Respondents first heard about the Center via Foothill's website, email or communication material (68%), followed by an instructor, counselor or staff member (16%) and Other (9%).

Figure 1

Q: How did you first hear about Sunnyvale Center?
(N=201)
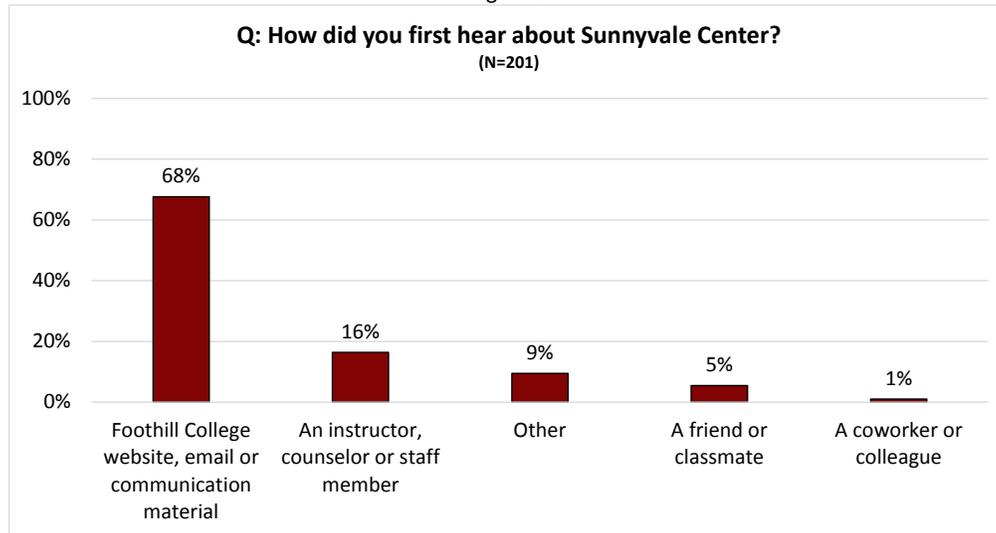
- Among the 19 respondents who selected "Other":
  - 5 reported they enrolled in their class and saw that it was at Sunnyvale Center.
  - 5 specified they became aware of the Center by accident, as they enrolled in their class and then later realized it was located in Sunnyvale.
  - 5 indicated they learned about the Center via marketing materials such as a mailer ad, radio, Pandora commercial and poster on Palo Alto campus.
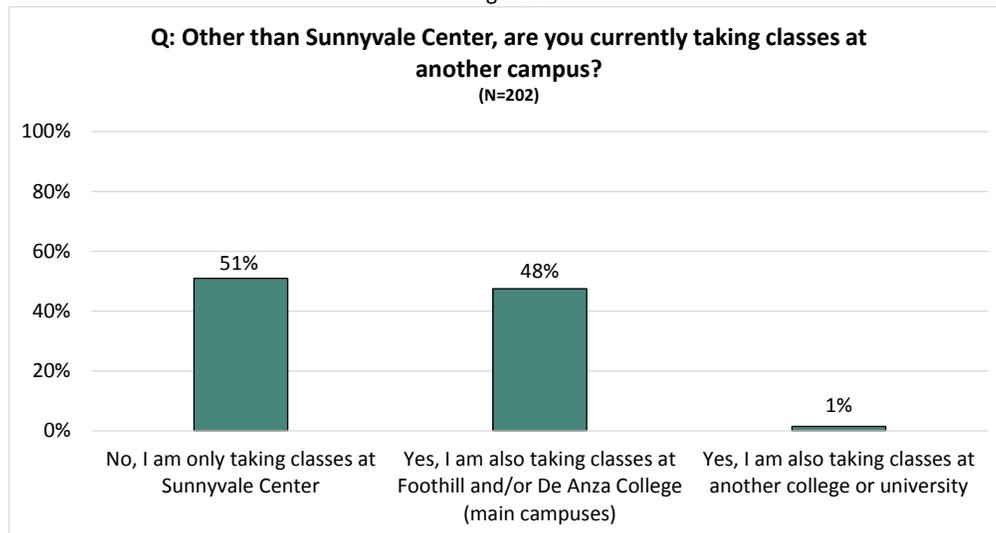
Table 1: First Hear about Sunnyvale Center "Other" Responses

	Count	Percent
Enrolled in class and saw it was at Center	5	26%
Accident; enrolled in class and was not aware it was at Center	5	26%
Mailer ad	2	11%
Pandora commercial	1	5%
Poster on Palo Alto campus	1	5%
Radio	1	5%
Website (did not specify)	1	5%
Near workplace and saw construction of Center	1	5%
Chose the wrong class	1	5%
Did not specify	1	5%
Total	19	100%

Enrolled at another Campus

- 51% of respondents stated they are enrolled exclusively at Sunnyvale Center.
- 48% of respondents stated they are also enrolled at Foothill and/or De Anza main campuses.
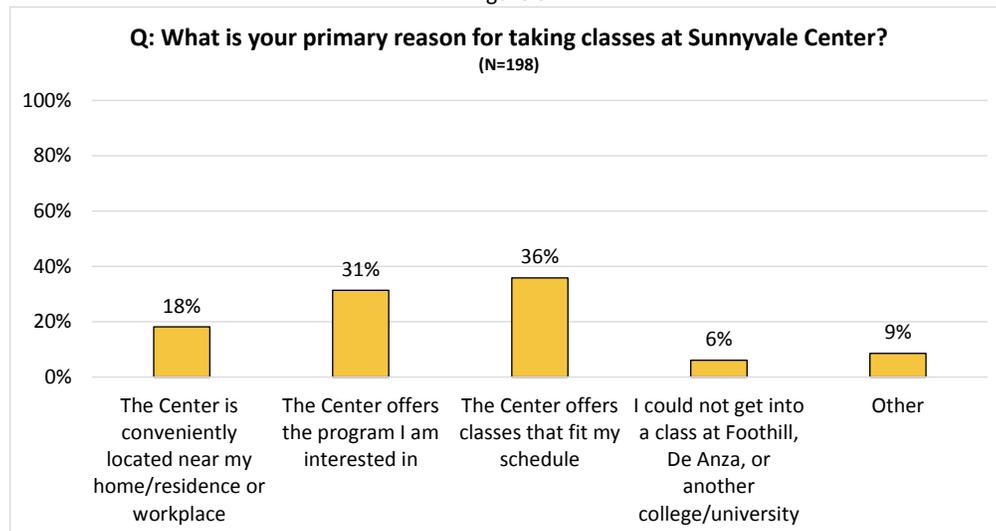
Figure 2

Q: Other than Sunnyvale Center, are you currently taking classes at another campus?
(N=202)

Category	Percentage
No, I am only taking classes at Sunnyvale Center	51%
Yes, I am also taking classes at Foothill and/or De Anza College (main campuses)	48%
Yes, I am also taking classes at another college or university	1%

Primary Reason Enrolled at Sunnyvale Center

- 36% of respondents enrolled at the Center because it offers classes that fit their schedule.
- 31% of respondents reported the Center offers the program they are interested in.
- 18% of respondents indicated the Center is conveniently located near their home/residence or workplace.

Figure 3

Q: What is your primary reason for taking classes at Sunnyvale Center?
(N=198)

Category	Percentage
The Center is conveniently located near my home/residence or workplace	18%
The Center offers the program I am interested in	31%
The Center offers classes that fit my schedule	36%
I could not get into a class at Foothill, De Anza, or another college/university	6%
Other	9%

- Among the 17 respondents who selected "Other":
  - 4 specified the Center is the only location that offered the class they needed.
  - 3 repeated they accidently enrolled and did not realize class was located in Sunnyvale.
  - 2 indicated they enrolled because the class and instructor they wanted are at the Center.
  - 2 reported the Center offered evening classes.
 - 2 stated the Center had the class they wanted.

Table 2: Primary Reason Enrolled at Sunnyvale Center "Other" Responses

	Count	Percent
Only location that offered the class I needed	4	24%
Accident; enrolled in class and was not aware it was at Center	3	18%
Class and instructor I wanted are at the Center	2	12%
Offered night classes	2	12%
Offered the class I wanted	2	12%
Class was scheduled at the Center	2	12%
ESL classes are free and I need to learn English first, then I can find a job or study	1	6%
Program and schedule	1	6%
Total	17	100%

Primary Mode of Transportation to Sunnyvale Center
- 90% respondent reported they rely on an automobile to get to the Center, followed by public transportation (4%) and bicycle (2%).
- Among the 3 respondents who selected "Other," 2 specified they use Uber rideshare service and 1 indicated a mixture of public transportation modes (e.g. BART, bus, etc.).

Figure 4
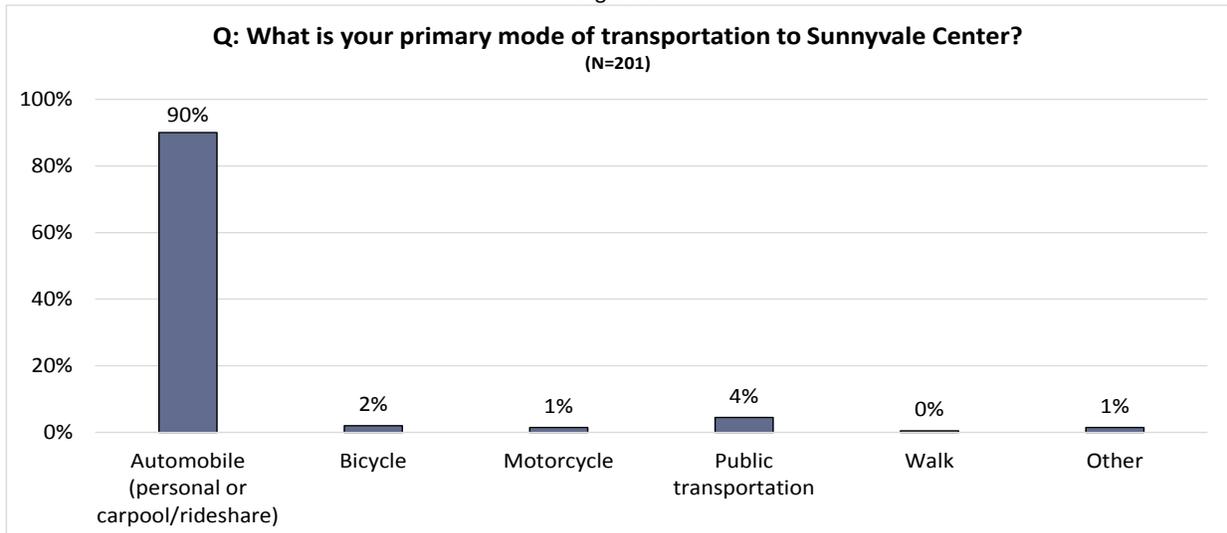
## Distance from Sunnyvale Center: Home/Residence and Workplace
- The majority of respondents reside (62%) and work (59%) within 10 miles of Sunnyvale Center.

Table 3: Distance from Sunnyvale Center

	Home/Residence		Workplace	
	Count	Percent	Count	Percent
Less than 1 mile away	1	0%	6	4%
1 to 5 miles away	45	22%	23	16%
6 to 10 miles away	80	40%	57	39%
11 to 20 miles away	50	25%	38	26%
21 or more miles away	26	13%	21	14%
Total	202	100%	145	100%

- A 10-mile radius map of Sunnyvale Center (figure 5) and a zip code grouping (table 4) are provided.
  - About 80 zip codes fall within the 10-mile radius and most are from Santa Clara and Alameda Counties:
    - 38% are from San Jose, Santa Clara, Morgan Hill, Gilroy and Campbell.
    - 31% are from San Jose East of 880, Alviso, Milpitas, Fremont, Union City, Newark, Hayward and East Palo Alto.
    - 28% are from Cupertino, Sunnyvale, Los Altos, Mountain View, Palo Alto, Los Gators and Saratoga.

Figure 5: Sunnyvale Center 10-Mile Radius Map

Source: https://www.freemaptools.com/find-zip-codes-inside-radius.htm
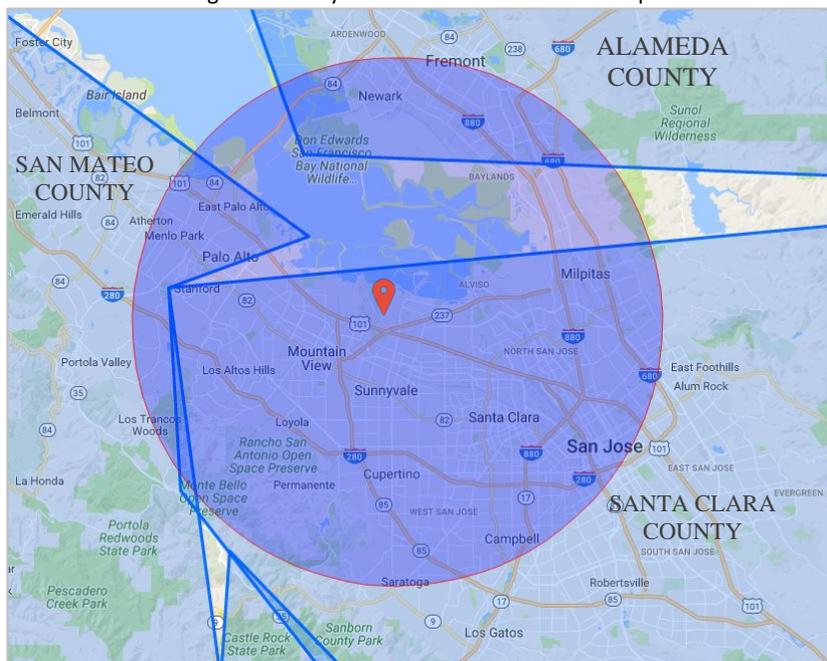
Table 4: Zip Code Grouping

	Zip Codes	Percent
San Jose Other, Santa Clara, Morgan Hill, Gilroy, Campbell	30	38%
San Jose East of 880, Alviso, Milpitas, Fremont, Union City, Newark, Hayward, East Palo Alto	24	31%
Cupertino, Sunnyvale, Los Altos, Mountain View, Palo Alto, Los Gatos, Saratoga	22	28%
San Mateo County Other	2	3%
Total	78	100%

Work Industry

The majority of the respondents (73%) reported they work, whether paid or unpaid.
- 20% of respondents reported their work is in educational services.
- 16% of respondents indicated they are in health care or social services.
- 14% of respondents stated "Other," and based on their specified responses, most appear to work in the service industry (e.g. au pair/babysitter, food delivery driver, fitness, luxury retail, pet services and fire public safety).

Table 5: Work Industry

	Count	Percent
Educational services	29	20%
Health care, social services	23	16%
Other	20	14%
Accommodations, food services	18	12%
Professional, scientific, technical services	16	11%
Arts, entertainment, recreation	11	8%
Wholesale trade, retail trade	8	6%
Information	5	3%
Construction	4	3%
Finance, insurance	3	2%
Transportation, warehousing	3	2%
Did not specify	3	2%
Manufacturing	1	1%
Real estate, rental, leasing	1	1%
Agriculture, forestry, fishing, hunting, mining	0	0%
Total	145	100%

Winter 2017 Enrollment and Recommend Sunnyvale Center

- Winter 2017 Enrollment
    - 36% of respondents do plan to enroll
    - 36% of respondents are unsure if they will enroll
    - 28% of respondents do not plan to enroll
- Recommend Center
    - Overall, 174 (86%) of respondents would recommend the Center to a family, friend or coworker.
    - Even those who reported they do not plan to enroll at Sunnyvale Center for Winter 2017 term stated they would recommend the Center (74%).

Table 6: Plan to Enroll Winter 2017 and Recommend Sunnyvale Center

Plan to Enroll Winter 2017	Recommend Center	Count	Percent (Plan to Enroll)	Percent (Recommend)
Plan to enroll				
	Yes	68	-	94%
	No	2	-	3%
	Not sure	2	-	3%
	Subtotal	72	36%	100%
Do not plan to enroll				
	Yes	42	-	74%
	No	5	-	9%
	Not sure	10	-	18%
	Subtotal	57	28%	100%
Not sure if enroll				
	Yes	63	-	88%
	No	2	-	3%
	Not sure	7	-	10%
	Subtotal	72	36%	100%
Total		201	100%	-

Course Schedule: Preferred Meeting Day & Time

- Meeting Day
    - Most respondents prefer to take classes on Wednesday (132 or 20%) and Thursday (129 or 20%), followed by Monday (123 or 19%) and Tuesday (121 or 19%).

- Some respondents indicated they prefer to take classes on Friday (11%) and even fewer respondents prefer Saturday (7%) or Sunday (4%).
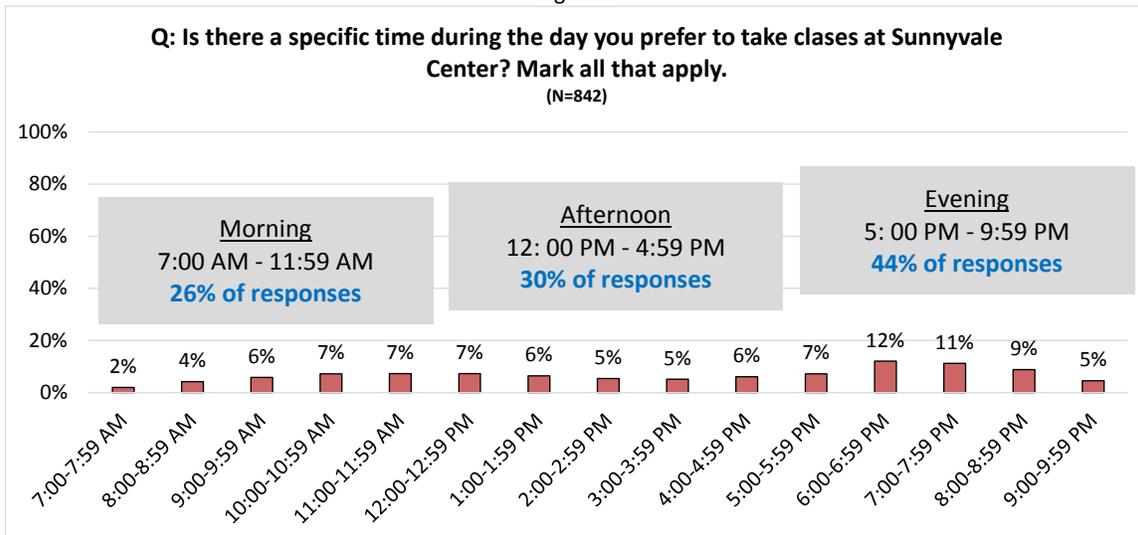
Figure 6

Q: Which day of the week do you prefer to take classes at Sunnyvale Center?
Mark all that apply
(N=644)
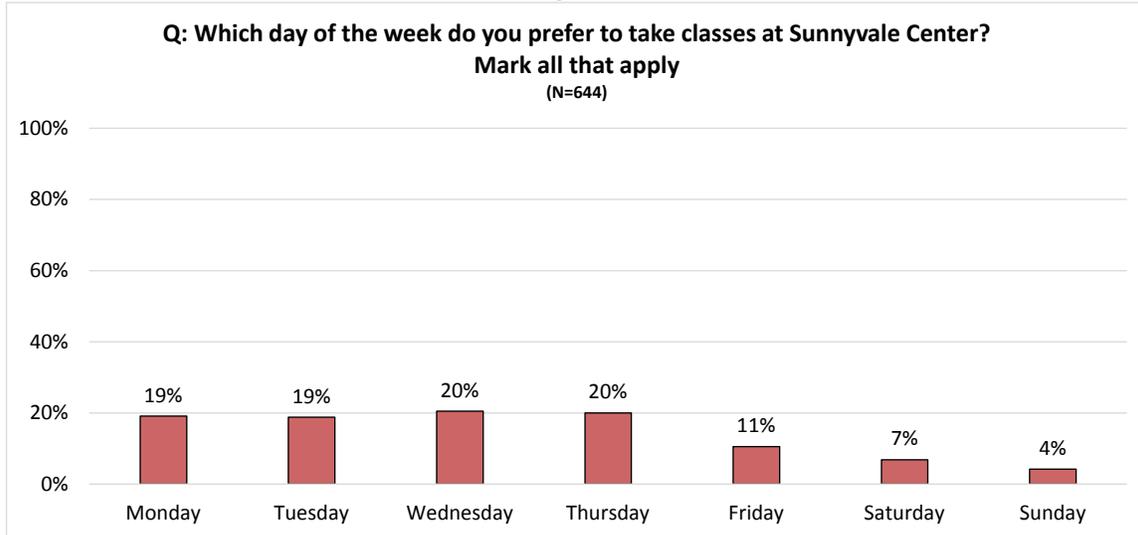
- Meeting Time
  - 44% of respondents prefer to have classes meet during evening hours, particularly between 6:00 PM and 8:59 PM.
  - 30% of respondents indicated they would like to have classes meet in the afternoons, with preference to meet either early in the afternoon (12:00 PM to 1:59 PM) or late in the afternoon at 4:00-4:59 PM.
  - 26% of respondents stated they would like to have classes meet in the mornings, with most preferring classes starting at 10:00 AM or later.

Figure 7

Q: Is there a specific time during the day you prefer to take classes at Sunnyvale Center? Mark all that apply.
(N=842)

Preferred Course Subjects
- Course subjects that respondents would like to see offered at the Center include:
  - Math (12%)
  - Computer Science (9%)

- English (6%)
- General Education (GE), Early Childhood and Biology (each 5%)
- Other feedback respondents chose to provide include:
    - Meeting space to practice more English
    - Paramedicine (bachelor's degree); Data Science (certification)
    - Professional development courses (hybrid or meet one day for ease of attendance)
    - Same subjects offered at Foothill Main campus offered at Center

Table 7: Preferred Course Subjects

		Count	Percent
1	Math	20	12%
2	Computer Science*	14	9%
3	English	10	6%
4	Main/General courses	9	5%
5	Early Childhood Education	9	5%
6	Biology	8	5%
7	Art	7	4%
8	Business	7	4%
9	Spanish	6	4%
10	Chemistry	5	3%
11	Communications	4	2%
12	Economics	4	2%
13	Emergency Medial Technician/Paramedic	4	2%
14	History	4	2%
15	Physics	4	2%
16	Psychology	4	2%
17	Anatomy	3	2%
18	ESL	3	2%
19	Geographic Information Systems, Geography	3	2%
20	Physiology	3	2%
21	Accounting**	2	1%
22	UC/CSU transferrable courses	2	1%
23	Exercise, Fitness, Nutrition	2	1%
24	French	2	1%
25	IT	2	1%
26	Law	2	1%
27	Marketing	2	1%
28	Physical Education	2	1%
29	Political Science	2	1%
30	Anthropology	1	1%
31	Computer Information Systems	1	1%
32	CPR and First Aid	1	1%
33	Cyber security program	1	1%
34	Dance	1	1%
35	Dental Hygiene	1	1%
36	Emergency Medical Services continuing studies	1	1%
37	Japanese	1	1%
38	Media	1	1%
39	Motorcycling building	1	1%
40	Philosophy	1	1%
41	Respiratory	1	1%
42	Sign language	1	1%
43	Special education	1	1%
44	Vocal	1	1%
Total		164	100%

*Respondent denoted Python, theory of quantum computing, artificial intelligence, data science automotive electronics, R language, SQL, data modeling and professional development.

**Respondent denoted finance, tax and investment.

Preferred Courses

Respondents were asked to specify which course(s) they would like to see offered at the Center. In table 8, the courses are listed in order of preference, based on the subjects listed in table 7.

Table 8: Preferred Courses

		Count	Percent (of Total)
Math			
10	Elementary Statistics	3	4%
48A	Precalculus 1	2	2%
48B	Precalculus 2	1	1%
48C	Precalculus 3	1	1%
1A	Calculus	1	1%
1B	Calculus	1	1%
1C	Calculus	2	2%
N/A	More math courses (did not specify course number)	1	1%
	Subtotal	12	14%
Computer Science			
3A	Object-oriented Programming Methodologies in Python	1	1%
85A	Ruby & Functional Programming	1	1%
40	Software Engineering Methodologies	1	1%
N/A	Any computer science courses (did not specify course number)	1	1%
	Subtotal	4	5%
English			
1A	Composition & Reading	1	1%
1B	Composition, Critical Reading & Thinking Through Literature	1	1%
1C	Argumentative Writing & Critical Thinking	1	1%
12	African American Literature	1	1%
17	Introduction to Shakespeare	1	1%
22	Women Writers	1	1%
39A	Introduction to Short Fiction Writing	1	1%
40	Asian American Literature	1	1%
	Subtotal	8	10%
Child Development			
53N	Supporting Children with Special Needs in Children's Programs (53NC) or Development of Children with Special Needs (53NP)	1	1%
91	Administration & Supervision: Adult Supervision & Leadership	1	1%
N/A	All child development courses (did not specify course number)	1	1%
	Subtotal	3	4%
Biology			
40A	Human Anatomy & Physiology 1	2	2%
40B	Human Anatomy & Physiology 2	2	2%
40C	Human Anatomy & Physiology 3	2	2%
41	Microbiology	1	1%
45	Introduction to Human Nutrition	1	1%
6A*	Form and Function in the Biological World	1	1%
6B*	Cell and Molecular Biology	1	1%
6C*	Ecology and Evolution	1	1%
	Subtotal	11	13%
Art			
1	Introduction to Art	1	1%
33	Graphic Design Studio 1	1	1%
34	Graphic Design Studio 2	1	1%
35	Graphic Design Studio 3	1	1%
	Subtotal	4	5%
Business			
19	Business Law 2	1	1%
N/A	All business courses (did not specify course number)	1	1%
	Subtotal	2	2%

*Respondent denoted Biology 6A, 6B, 6C; however, Foothill does not offer BIOL 6A-6C. Since nearly half of all survey respondents are also enrolled at Foothill and/or De Anza main campus, the course name listed in table is derived from De Anza course catalog.

Table 8: Preferred Courses (continued)

		Count	Percent (of Total)
Spanish			
1	Elementary Spanish 1	2	2%
2	Elementary Spanish 2	3	4%
3	Elementary Spanish 3	4	5%
4	Intermediate Spanish 1	2	2%
5	Intermediate Spanish 2	1	1%
6	Intermediate Spanish 3	1	1%
13A	Intermediate Conversation 1	1	1%
13B	Intermediate Conversation 2	1	1%
14A	Advanced Conversation 1	1	1%
14B	Advanced Conversation 2	1	1%
51	Spanish for Health Care Workers	1	1%
N/A	Intermediate Spanish and Spanish Conversation (did not specify course number)	1	1%
	Subtotal	19	23%
Chemistry			
25	Fundamentals of Chemistry	1	1%
	Subtotal	1	1%
Communications			
1A	Public Speaking	1	1%
	Subtotal	1	1%
Economics			
1A	Principles of Macroeconomics	1	1%
1B	Principles of Microeconomics	2	2%
	Subtotal	3	4%
Physics			
2B	General Physics	1	1%
	Subtotal	1	1%
Psychology			
1	General Psychology	2	2%
4	Introduction to Biopsychology	1	1%
40	Human Development	1	1%
	Subtotal	4	5%
Accounting			
1C	Managerial Accounting	1	1%
	Subtotal	1	1%
Political Science			
1	Introduction to American Government & Politics	1	1%
	Subtotal	1	1%
Anthropology			
13L	Forensic Anthropology Laboratory	1	1%
15	Medical Anthropology: Methods & Practice	1	1%
	Subtotal	2	2%
Japanese			
2	Elementary Japanese 2	1	1%
3	Elementary Japanese 3	1	1%
	Subtotal	2	2%
Astronomy			
10A	General Astronomy: Solar System	1	1%
	Subtotal	1	1%
Miscellaneous			
	Pharmacology (did not specify course number)	1	1%
	Arts in Education (did not specify course number)	1	1%
	Geographic Information Systems (all courses in certificate program)	1	1%
	Child Care (non-credit courses)	1	1%
	Subtotal	4	5%
Total		84	

Miscellaneous Feedback

Respondents opted to share the following feedback regarding the Center:

- Need to fix heating and air conditioning; some classrooms are very hot and others are very cold
- Need to provide paper towels in the restroom
- Need to provide public transit directions to the Center; the following link only provides directions if one is in a motor vehicle and does not accommodate those who take public transportation: https://www.foothill.edu/news/transportation.php
- FC103 desks are too small to fit both chairs under them at the same time without some awkward maneuvers

Appendix: Fall 2016 Sunnyvale Center Survey

Greeting

Sunnyvale Center recently opened fall 2016, and we would like to gather your feedback to make improvements to the Center. Your responses will help inform course and student support services offerings.

Participation in this survey is completely voluntary and all responses will remain confidential.

Survey

This section of the survey is to help us get to know you better and identify any needs you may have at Sunnyvale Center.

1. **How did you first hear about Sunnyvale Center?**
   - ○ Foothill College website, email or communication material
   - ○ Mission Valley College website, email or communication material
   - ○ An instructor, counselor, or staff member
   - ○ A friend or classmate
   - ○ A coworker or colleague
   - ○ Other: _____

2. **Other than Sunnyvale Center, are you currently taking classes at another campus?**
   - ○ Yes, I am also taking classes at Foothill and/or De Anza College (main campuses)
   - ○ Yes, I am also taking classes at another college or university
   - ○ No, I am only taking classes at Sunnyvale Center

3. **What is your primary reason for taking classes at Sunnyvale Center?**
   - ○ The Center is conveniently located near my home/residence or workplace
   - ○ The Center offers the program I am interested in
   - ○ The Center offers classes that fit my schedule
   - ○ I could not get into a class at Foothill, De Anza, or another college/university
   - ○ Other: _____

4. **What is your primary mode of transportation to Sunnyvale Center?**
   - ○ Automobile (personal or carpool/rideshare)
   - ○ Bicycle
   - ○ Motorcycle
   - ○ Public transportation
   - ○ Walk
   - ○ Other: _____

5. **How far is your home/residence from Sunnyvale Center?**
   - ○ Less than 1 mile away
   - ○ 1 to 5 miles away
   - ○ 6 to 10 miles away
   - ○ 11 to 20 miles away
   - ○ 21 or more miles away

6. **Are you currently working, whether paid or unpaid?**
   - ○ Yes
   - ○ No

7. **If you answered "yes" to question 6, how far is your workplace from Sunnyvale Center?**
   - ○ Less than 1 mile away
   - ○ 1 to 5 miles away
   - ○ 6 to 10 miles away
   - ○ 11 to 20 miles away
   - ○ 21 or more miles away

8. **If you are currently working, whether paid or unpaid, what industry best describes your work?**
   - ○ Agriculture, forestry, fishing, hunting, mining
   - ○ Construction
   - ○ Manufacturing
   - ○ Wholesale trade, retail trade
   - ○ Transportation, warehousing
   - ○ Utilities
   - ○ Information
   - ○ Finance, insurance
   - ○ Real estate, rental, leasing
   - ○ Professional, scientific, technical services
   - ○ Educational services
   - ○ Health care, social services
   - ○ Arts, entertainment, recreation
   - ○ Accommodations, food services
   - ○ Other: _____

[page break]

Take a moment to reflect on your experience thus far at Sunnyvale Center and answer the following questions.

9. **For the winter 2017 term, do you plan to take classes at Sunnyvale Center?**
   - ○ Yes
   - ○ No
   - ○ Not sure

10. **Would you recommend taking classes at Sunnyvale Center to a family, friend, or coworker?**
    - ○ Yes
    - ○ No
    - ○ Not sure

[page break]

This section of the survey will help us understand your preference for course offerings and scheduling at Sunnyvale Center.

11. **Which day of the week do you prefer to take classes at Sunnyvale Center? Mark all that apply.**
    - ❑ Monday
    - ❑ Tuesday
    - ❑ Wednesday
    - ❑ Thursday
    - ❑ Friday
    - ❑ Saturday
    - ❑ Sunday

12. **Is there a specific time during the day you prefer to take classes at Sunnyvale Center? Mark all that apply.**

- ❑ 7:00-7:59 AM
- ❑ 8:00-8:59 AM
- ❑ 9:00-9:59 AM
- ❑ 10:00-10:59 AM
- ❑ 11:00-11:59 AM
- ❑ 12:00-12:59 PM
- ❑ 1:00-1:59 PM
- ❑ 2:00-2:59 PM
- ❑ 3:00-3:59 PM
- ❑ 4:00-4:59 PM
- ❑ 5:00-5:59 PM
- ❑ 6:00-6:59 PM
- ❑ 7:00-7:59 PM
- ❑ 8:00-8:59 PM
- ❑ 9:00-9:59 PM

13. **What course subjects would you like to see offered at Sunnyvale Center? You may list subjects that are already offered and/or not yet offered at the Center.**

_____

14. **If there are specific courses you would like to see offered, please provide the course number (example: Accounting 1A).**

_____

[end of survey]