



## Institutional Research and Planning

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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

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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%.

- **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.

- 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

- 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

- 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

- 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

- Among the 17 respondents who selected "Other":
  - 4 specified the Center is the only location that offered the class they needed.
  - 3 repeated they accidentally 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 offer

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

|   | Count | Percent |
|---|-------|---------|
| Only location that offered the class I needed | 4     | 24%     |

- 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

- The majority of respondents reside (62%) and work (59%) within 10 miles of Sunnyvale Center.

Table 3: Distance from Sunnyvale Center

- 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

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**

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

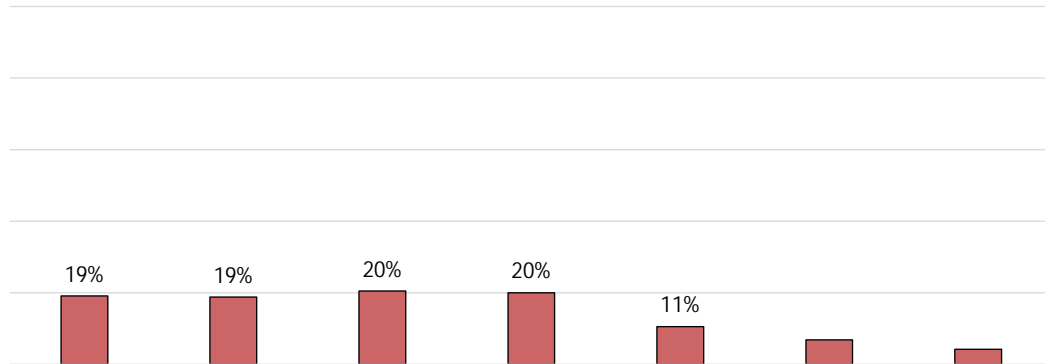
| Plan to Enroll Winter 2017   | Recommend Center | Count | Percent (Plan to Enroll) | Percent (Recommend) |
|------------------------------|------------------|-------|--------------------------|---------------------|
| <b>Plan to enroll</b>        |                  |       |                       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

- **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



- **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

- 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







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



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: \_\_\_\_\_

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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

3:00-3:59 PM

8:00-8:59 AM

4:00-4:59 PM