



TO: Interested Parties
FROM: Andrew Thibault, EMC Research
RE: WA Community and Technical College Survey Results
DATE: August 2018

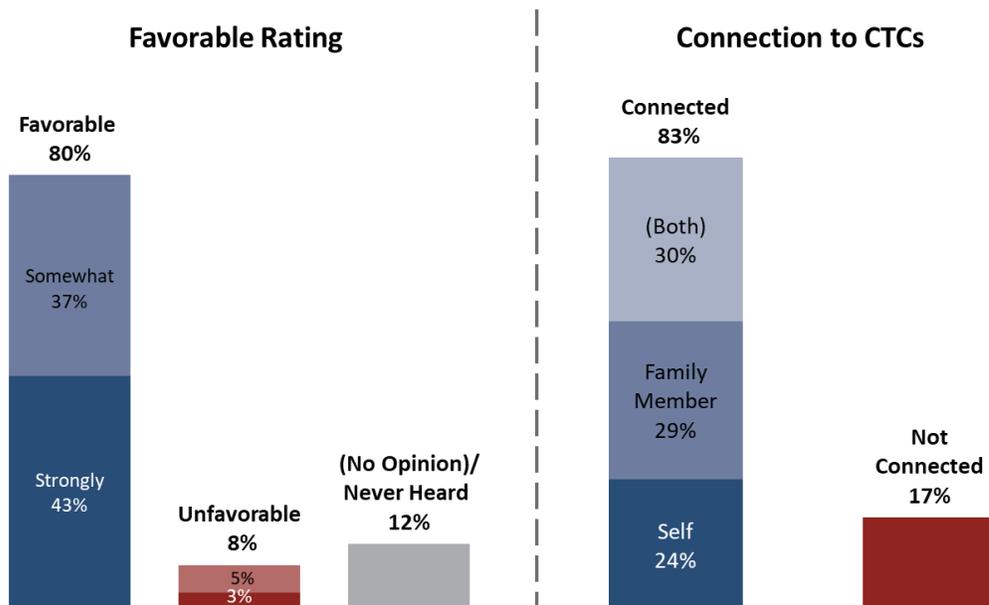
Methodology

This memo outlines the results of a recent live telephone survey among 701 respondents in the State of Washington conducted June 14-24, 2018. Survey respondent data was weighted to be demographically and geographically representative. The margin of error for overall results is ± 3.9 percentage points.

Key Findings

- Washington residents have overwhelmingly positive views of the state’s community and technical colleges (CTCs) and recognize the benefits they bring to the students and communities they serve, as well as to our economy**
- Nearly 9-in-10 Washingtonians agree that it is important for the state legislature to increase funding for CTCs**
- CTCs are seen as filling a vital role in higher education, providing a critical path to the post-secondary education that is seen as absolutely necessary in today’s economy**
- More than 8-in-10 Washingtonians have some connection with CTCs, either because they themselves or a family member attended classes and this personal connection leads to very strong support for CTCs**

CTC Favorable and Connection to CTCs

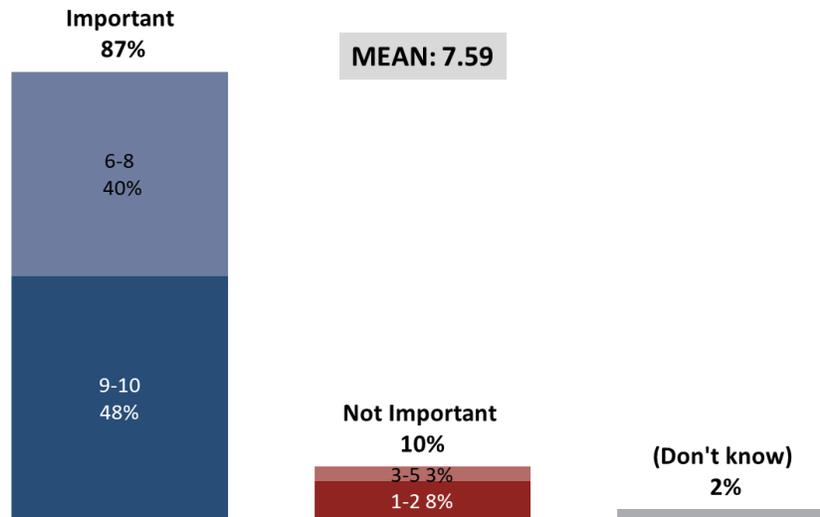


Q. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of public community and technical colleges in Washington state?

Q. Have you, or has anyone in your immediate family, ever taken classes at a Washington state community or technical college?

Even before hearing any messaging about CTCs, nearly 9 out of 10 want the legislature to increase funding for the state’s public community and technical college system. Half feel it is very important to increase funding.

Importance of Increasing CTC Funding



Q. Do you think it is important for the state legislature to increase funding for Washington state’s public community and technical college system or not? Use a scale of 1 to 10, where 1 means you feel it is not at all important and 10 means you feel it is extremely important.

There is near unanimous agreement that CTCs provide a host of benefits to students and the broader community. Washingtonians strongly agree that post-secondary education is necessary in today’s job market and that CTCs provide a critical path to that additional education.

Attitudes about CTCs

	Strongly Agree	Somewhat Agree	Total Agree
Not everybody needs to go to a university to get where they want to go and our 2-year CTCs provide a critical path to more education or training for these people	74%	22%	96%
In today’s job market, students need some education or training beyond high school if they want to succeed	73%	17%	90%
Washington state’s public CTCs have a positive impact on local communities	68%	24%	92%
Washington state’s public CTCs fill an important gap with education programs that focus on directly preparing people for job and career opportunities	62%	30%	92%
Washington state’s CTCs offer an important path for people to get the education and training they need for today’s jobs	59%	32%	91%
Washington state’s CTCs are a good value for students and their families	59%	28%	86%
Local CTCs fill a vital role by preparing people for the jobs that are available in their local communities	56%	33%	89%
Washington state’s CTCs help businesses grow our economy	54%	32%	86%
Washington state’s public CTCs offer a good-quality education	52%	36%	87%



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