








State Center Community College District Community Survey



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Specifics and Methodology

Dates	September 19-25, 2023
Survey Type	Dual-mode Voter Survey
Research Population	State Center Community College District Voters
Total Interviews	716
Margin of Sampling Error	(Full Sample) $\pm 3.7\%$ at the 95% Confidence Level (Half Sample) $\pm 5.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	February 2016
Languages	English & Spanish

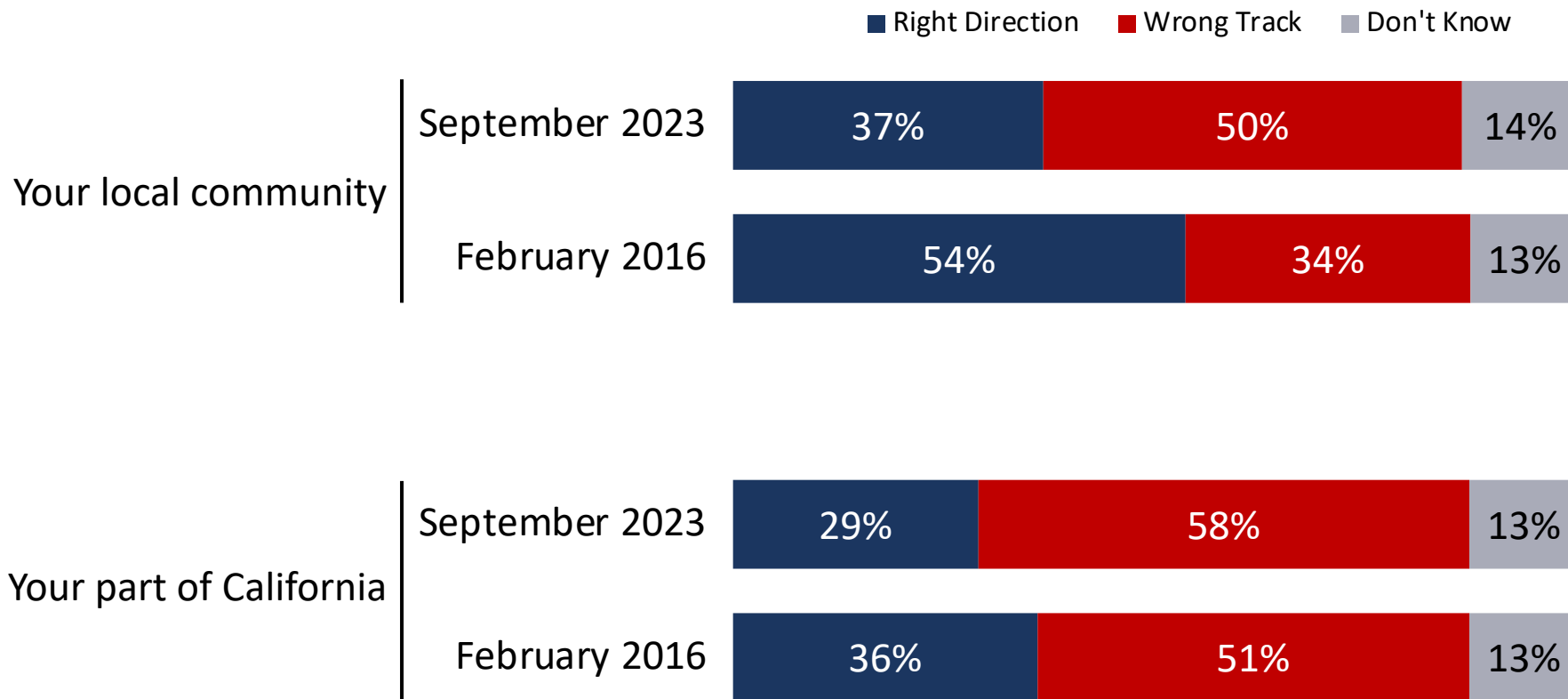
(Note: Not All Results Will Sum to 100% Due to Rounding)



The Mood of State Center CCD Voters

Similar to many communities across the state, State Center CCD voters are in a pessimistic mood regarding their community and region.

Overall, do you think things in _____ are headed in the right direction, or do you feel that they are off on the wrong track?

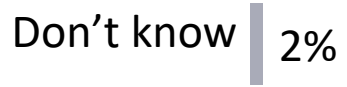
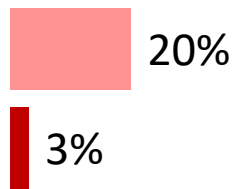
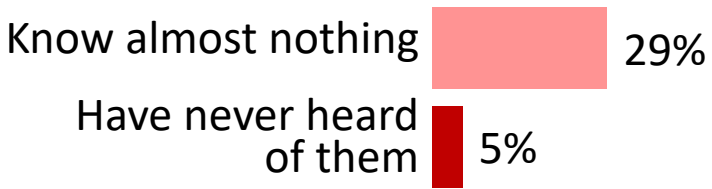
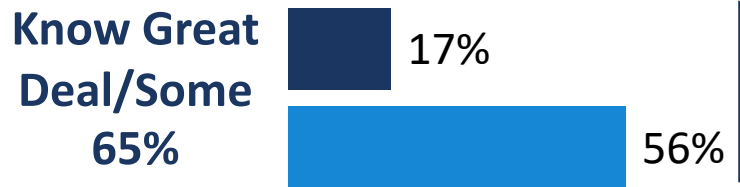
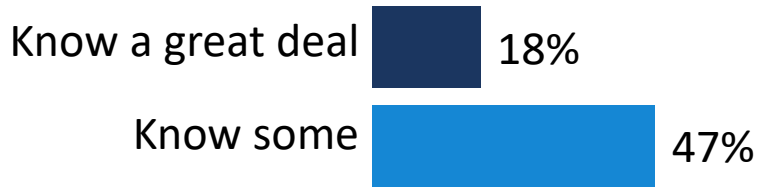


Three in four voters say they are familiar with SCCCD.

*As you may know, you live in the State Center Community College District.
How much do you know about your local community college?*

February 2016

September 2023



Voters say they or a member of their household has attended a school within the SCCCD system.

Have you or someone in your immediate family ever attended a State Center Community College or local education center?

Local Community College	February 2016	September 2023	Difference
Yes, Clovis Community College	5%	28%	+23%
Yes, Reedley College	12%	27%	+15%
Yes, Fresno City College	56%	68%	+12%
*Yes, Madera Community College	3%	12%	+9%
Yes, Career and Technology Center	0%	4%	+4%
*Yes, Madera Community College @Oakhurst	0%	2%	+2%
Yes, First Responders Campus	--	4%	--
Yes, West Fresno Center Campus	--	1%	--
No	19%	15%	-4%
Don't know	4%	1%	-3%



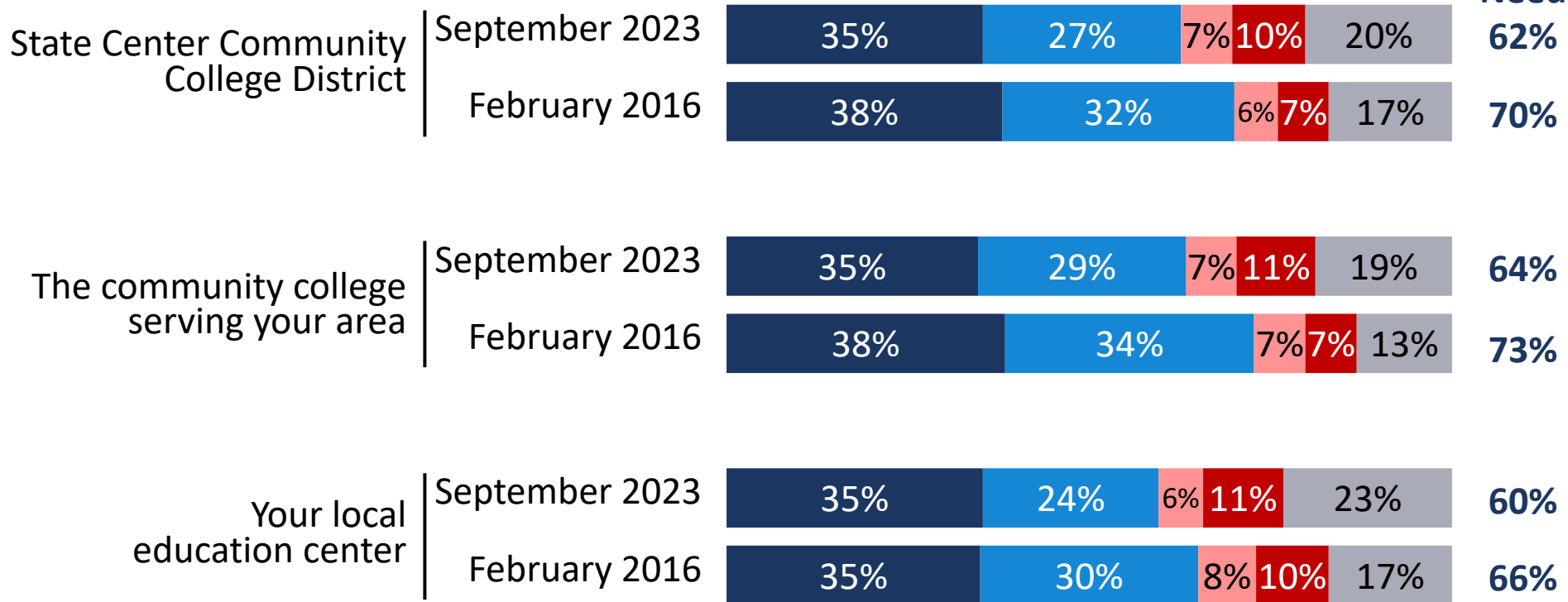
State Center CCD Need for Local Funding

Most voters believe SCCCD and their local community colleges have a need for additional funding.

Generally speaking, would you say that _____ has a great need for additional funding, some need, a little need or no real need for additional funding?

■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ Don't Know

**Great/
Some
Need**

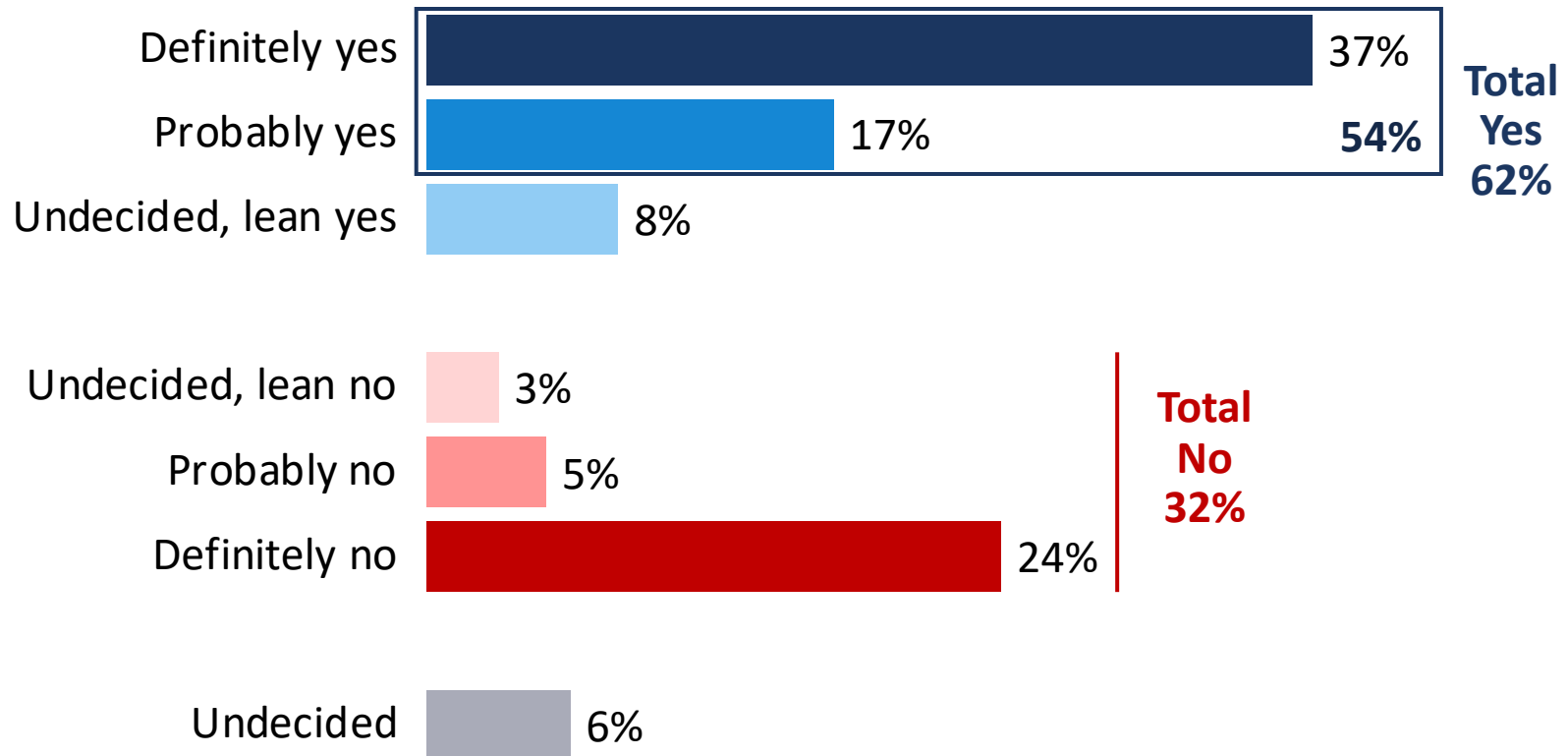


Mock Local Funding Measure Ballot Question

LOCAL COMMUNITY COLLEGE CAMPUS SAFETY, CLASSROOM REPAIR AND CAREER EDUCATION IMPROVEMENT MEASURE.

To upgrade Fresno City, Clovis, Reedley, Madera colleges/classrooms/ education centers; increase security fencing/door locks/ emergency communications; improve labs/technology/ healthcare/ public safety/ agricultural career education programs; remove asbestos, lead paint; provide student/faculty housing; acquire, construct, repair facilities, replace sites, equipment; shall State Center Community College District's measure authorizing \$700,000,000 in bonds at legal rates, levying \$25 per \$100,000 of assessed valuation, generating \$47,000,000 annually while bonds are outstanding be adopted, with oversight, all funds used locally?

Six in ten vote in favor of the bond measure, surpassing the 55% threshold needed for passage





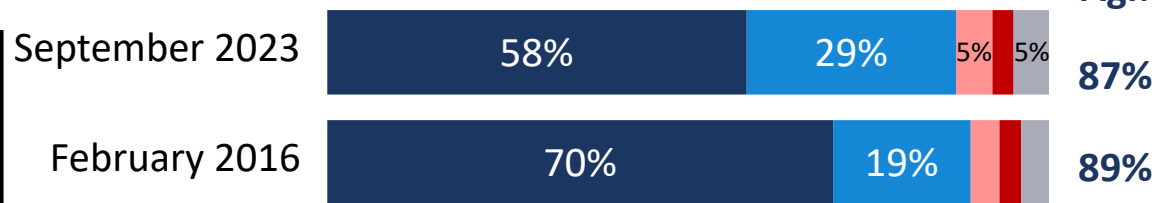
Perceptions of State Center CCD Colleges & Funding Priorities

Voters continue to recognize the role local community colleges play in providing access to affordable education, career skills and training for first-responders.

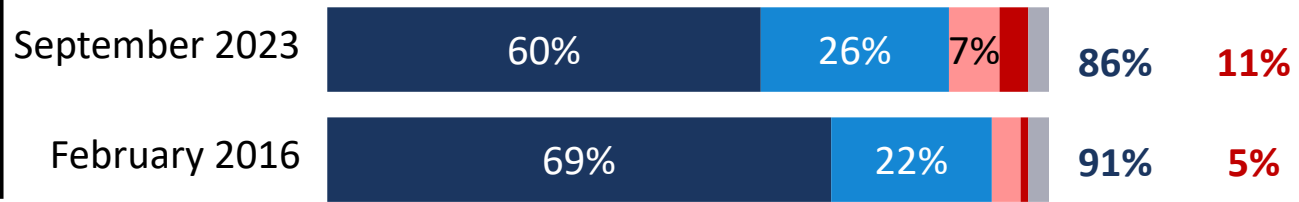
■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ Don't Know

Total Agr. **Total Disagr.**

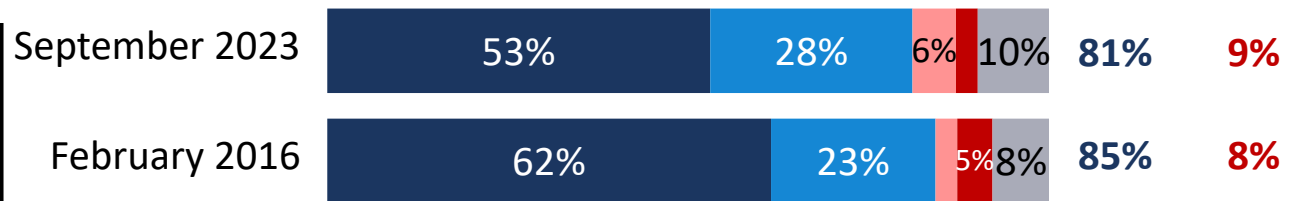
Because the University of California and California State systems have become so expensive, more students are relying on local community colleges for their education



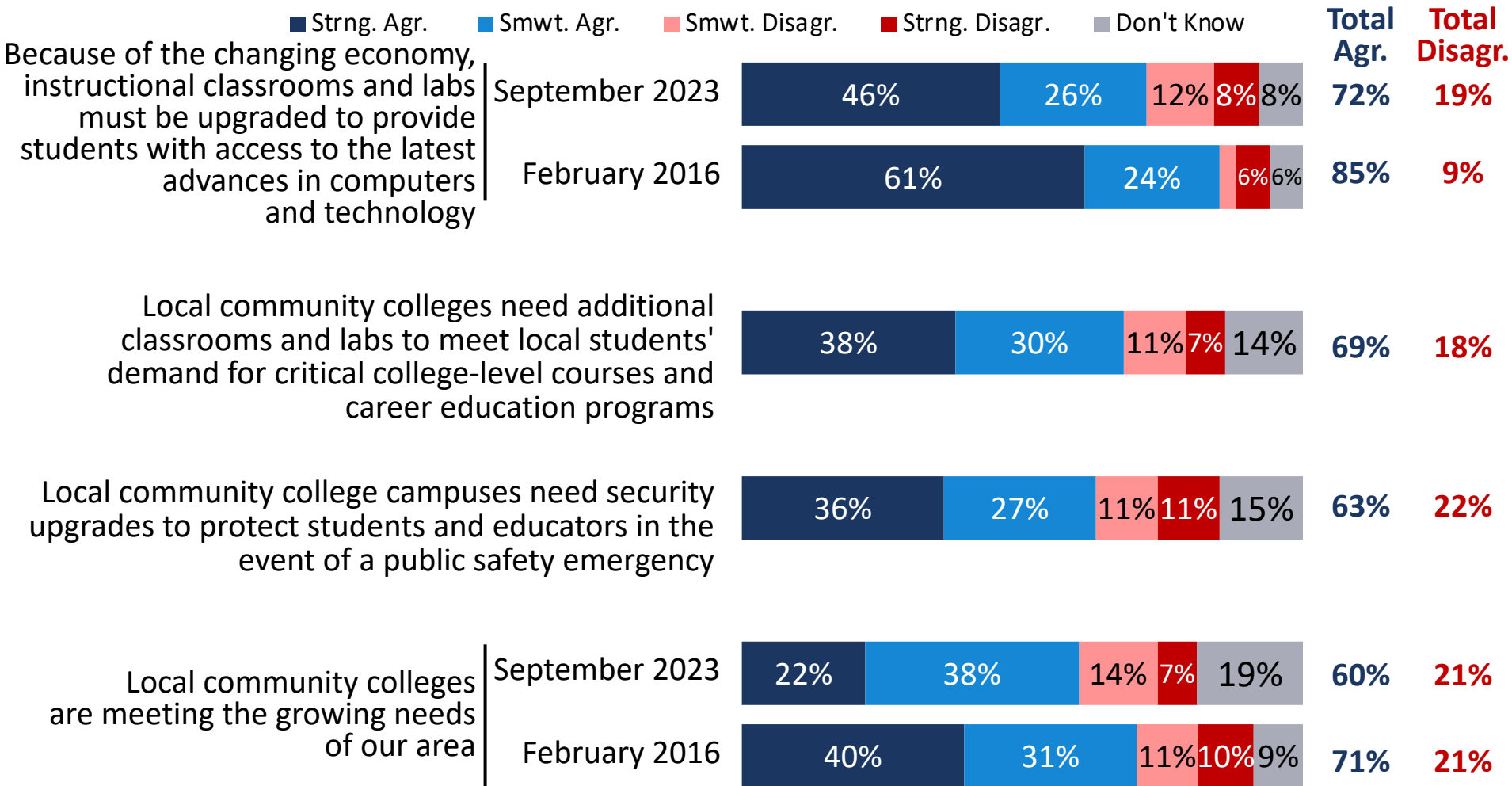
The College is an important resource for the community because it provides training and support for students who need higher-paying or skilled jobs



^Our local community colleges play a critical role in keeping our community healthy and safe by training local police, firefighters, paramedics and nurses



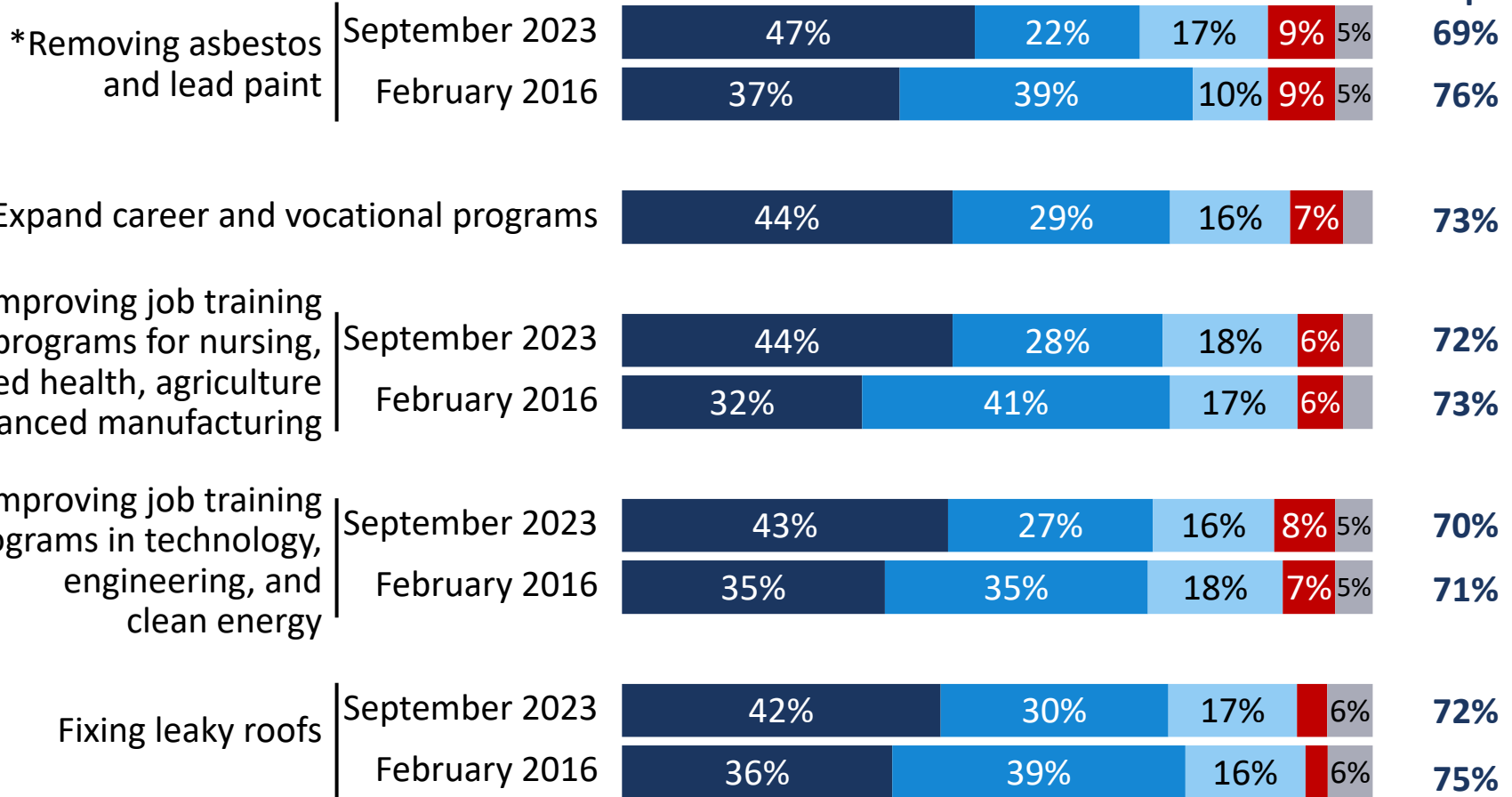
There is also a recognition that community colleges must be improved to meet education changes, ensure safety and meet demand for classes.



Top educational priorities are addressing health and safety issues and improving career education programs.

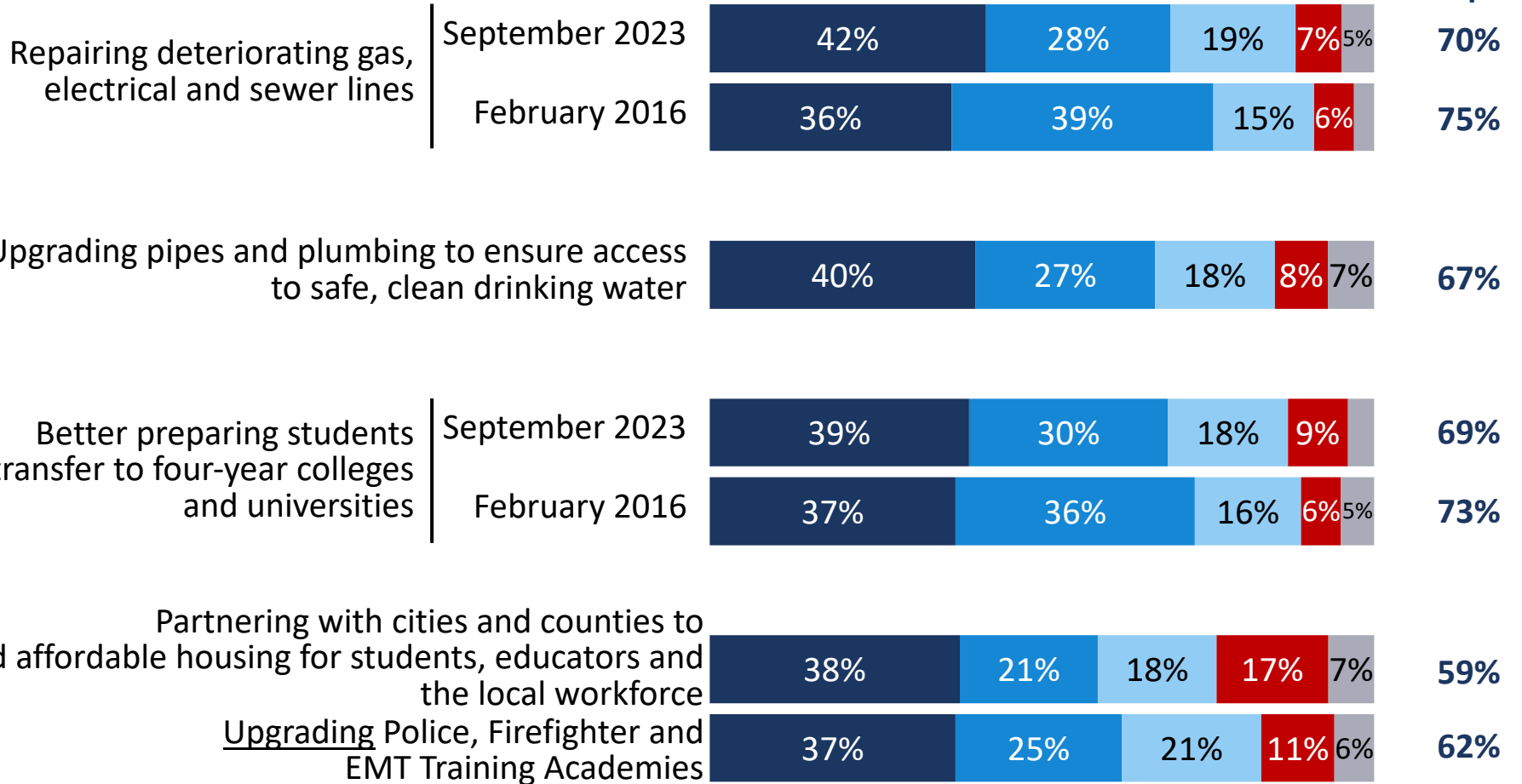
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



Repairing college infrastructure and helping students transfer to 4-year schools are also highly important.

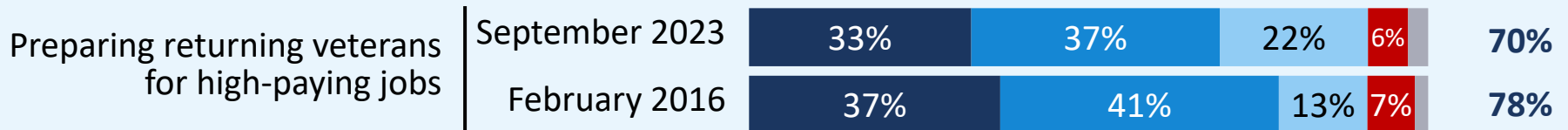
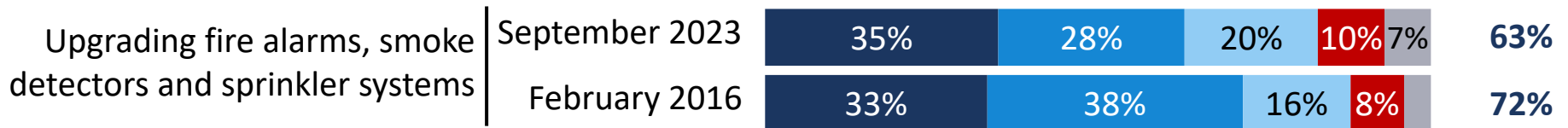
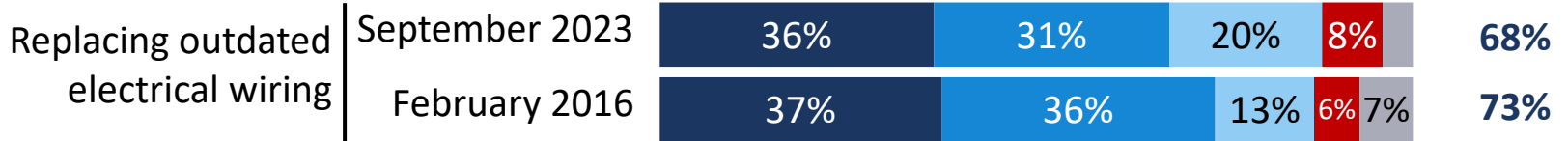
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Seven in ten voters identify helping veterans to enter the workforce.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.



Six in ten support using funds for safety upgrades and other improvement projects.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

Upgrading security including lighting, fencing, gates, locks, alarms and cameras on school campuses



*Upgrading vocational/career education programs and facilities



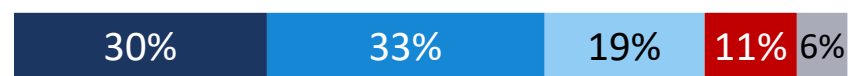
Upgrading water, sewer and gas lines



Improving handicap accessibility



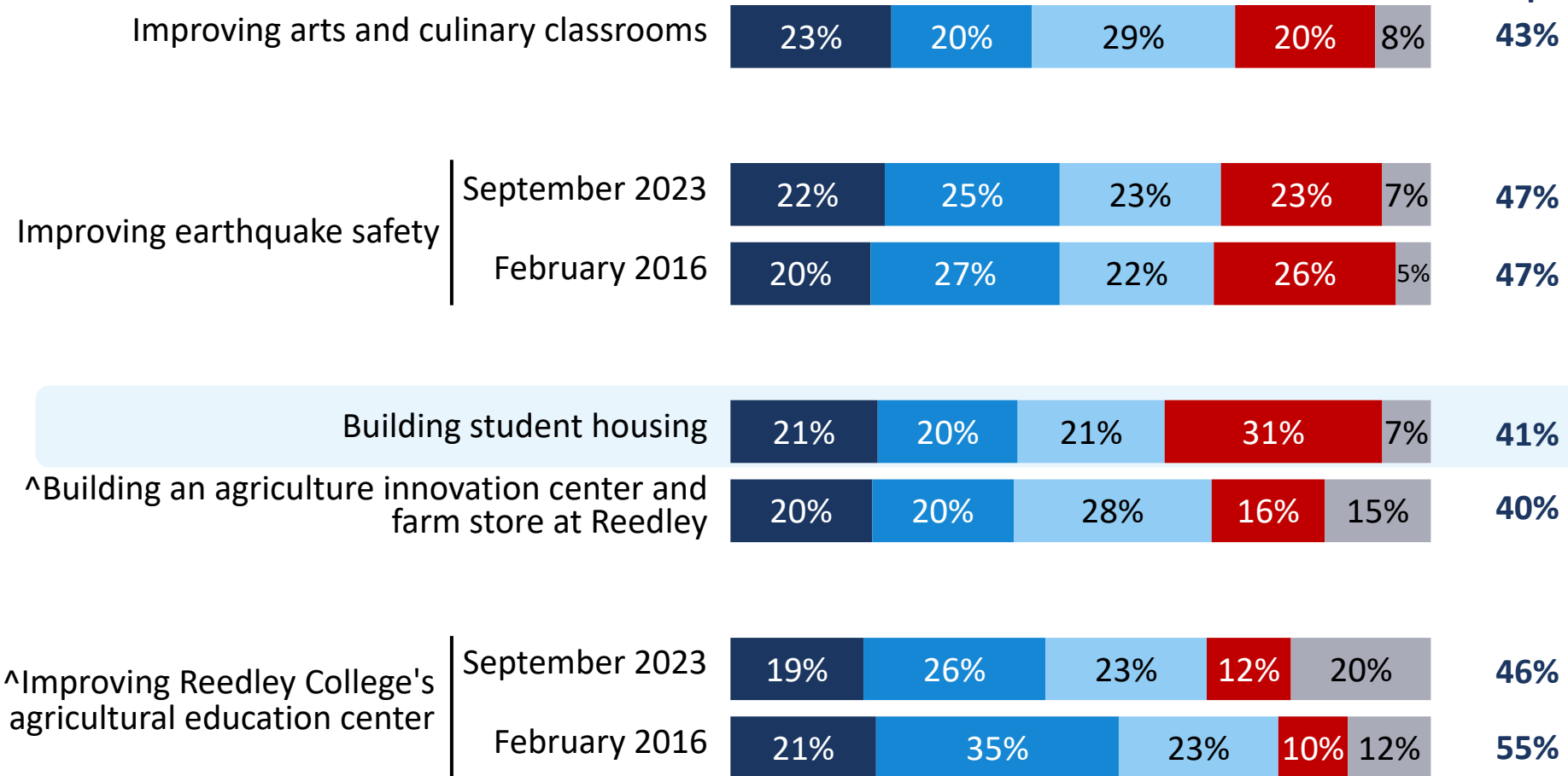
Upgrading heating, ventilation, and air conditioning systems



Voter Reaction to Additional Educational Priorities

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

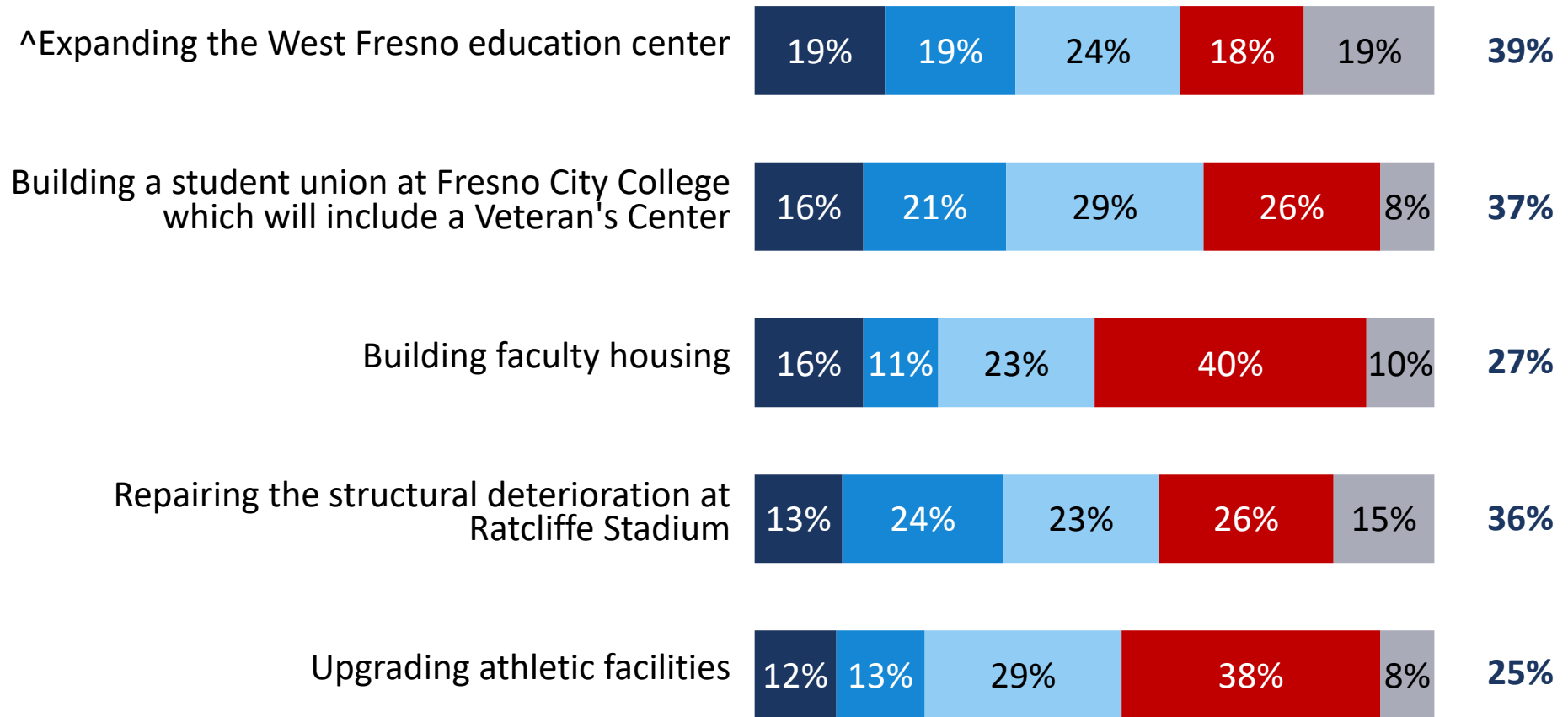
Ext./Very Impt.



Voter Reaction to Additional Educational Priorities

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Ext./Very Impt.



For more information, contact:



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