

# 2015 PACFEST COMMUNITY ASSESSMENT SURVEY



ALAMO  
COLLEGES

PALO ALTO COLLEGE

# 2015 PACfest Survey Methodology

- ❖ The purpose of this survey is to improve PACFest activities and gain insight from the attending students, faculty, employees and the community as means of complying with \*SACS 3.3.1.5.
- ❖ From 12:30 PM to 06:30 PM, the Office of Institutional Research obtained 761 surveys with assistance of 12 student volunteers. Surveys needed to be filled at least 50% in key areas (demographics and Q6 -8).
- ❖ Individuals who completed surveys secured a give away prize (T-Shirts & PAC merchandise)

*\*SACS 3.3.1.5: The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas: (Institutional Effectiveness). Community/public service within its mission, if appropriate*



# GENDER:

GENDER	2014		2015	
	N	PERCENTAGE	N	PERCENTAGE
MALE	214	30%	239	32 %
FEMALE	493	70%	499	68%
<b>TOTAL</b>	<b>707</b>	<b>100%</b>	<b>738</b>	<b>100.00%</b>

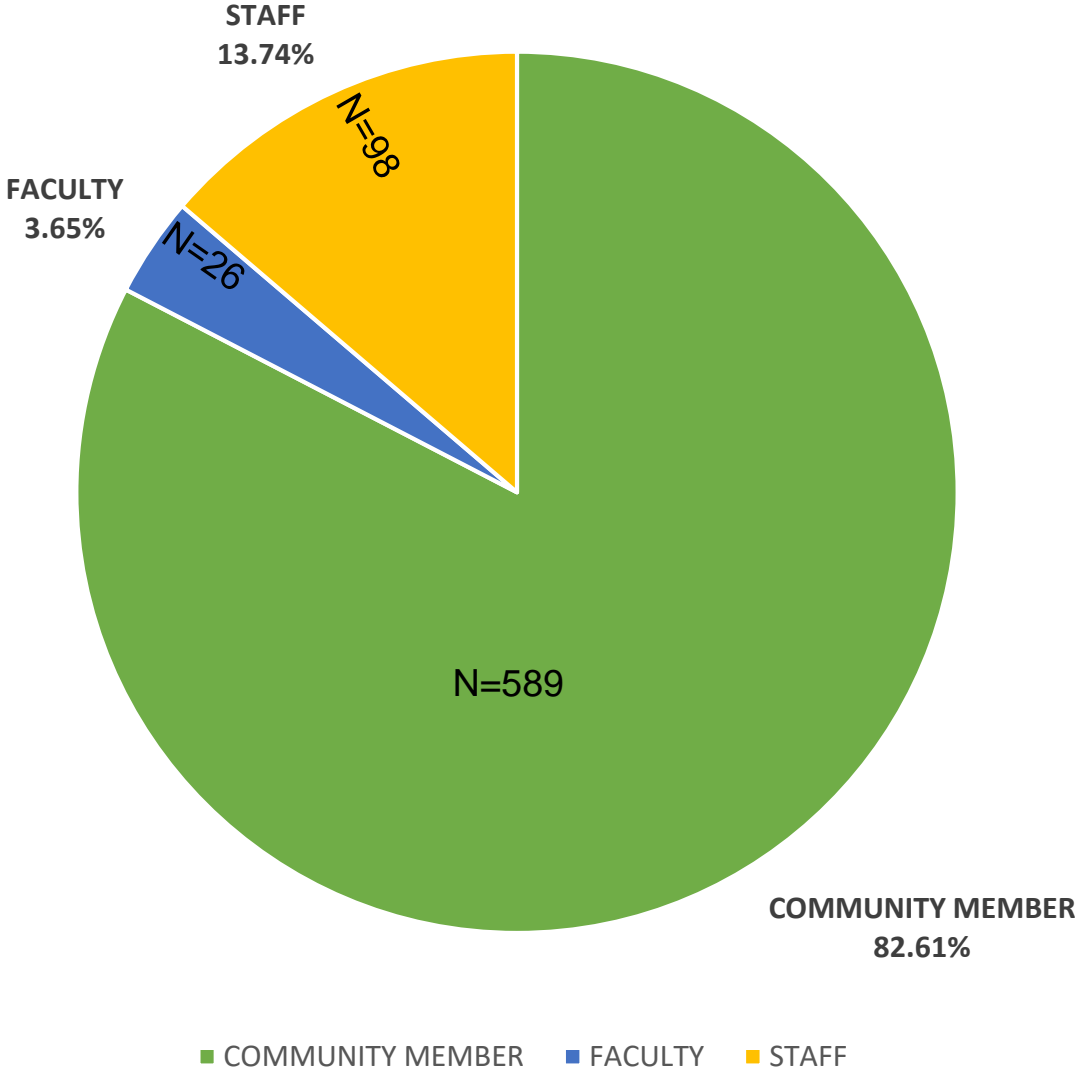


# AGE:

AGE	2014		2015	
	N	PERCENTAGE	N	PERCENTAGE
17 AND UNDER	4	0%	36	5%
18-24	246	35%	286	39%
25-35	147	21%	128	17%
36-50	153	22%	147	20%
51-64	119	17%	105	14%
65 AND OVER	39	5%	36	5%
<b>TOTAL</b>	<b>708</b>	<b>100%</b>	<b>738</b>	<b>100.00%</b>

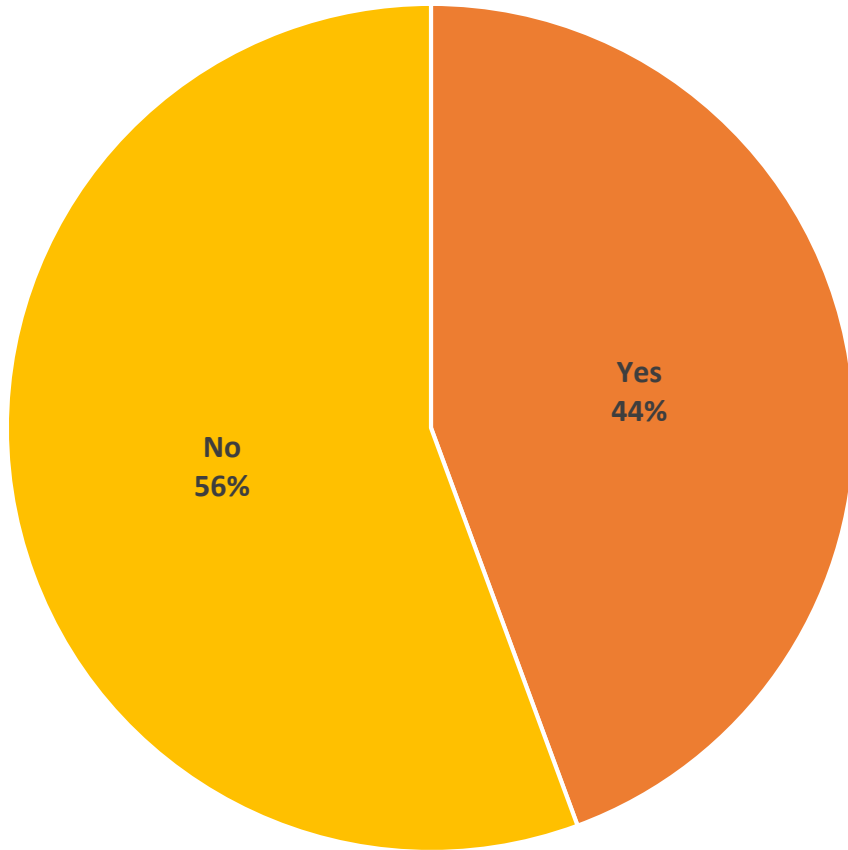


# ARE YOU? (N = 713)



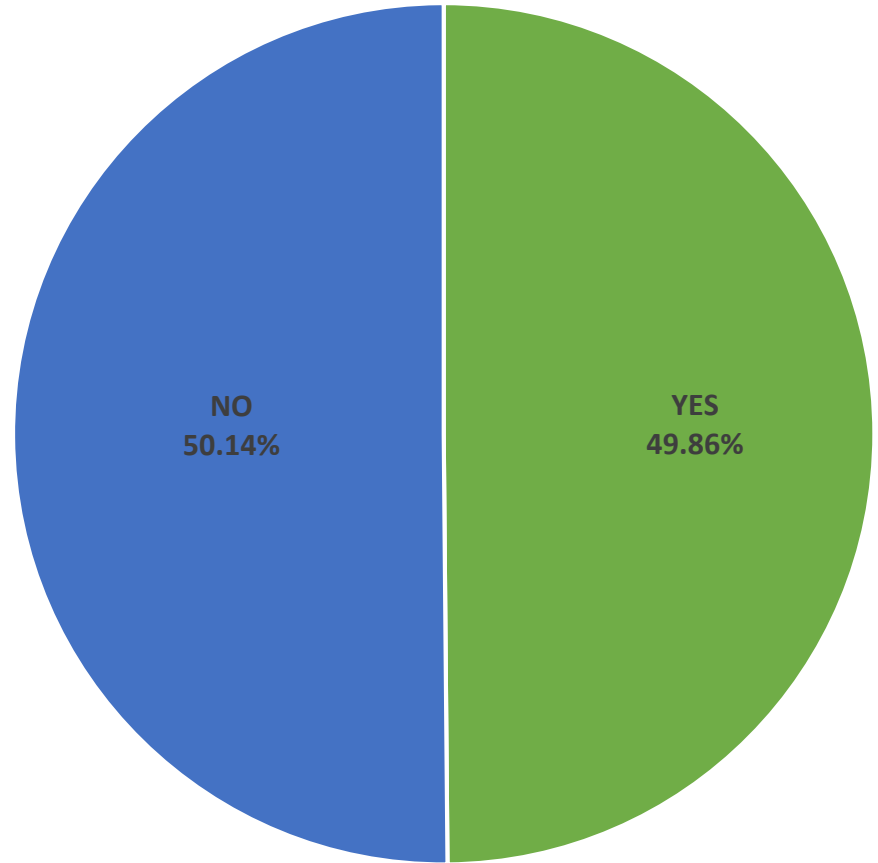
# ARE YOU CURRENTLY ENROLLED AT A COLLEGE OR UNIVERSITY?

**YEAR 2014**  
(N=704)



■ Yes ■ No

**YEAR 2015**  
(N = 730)

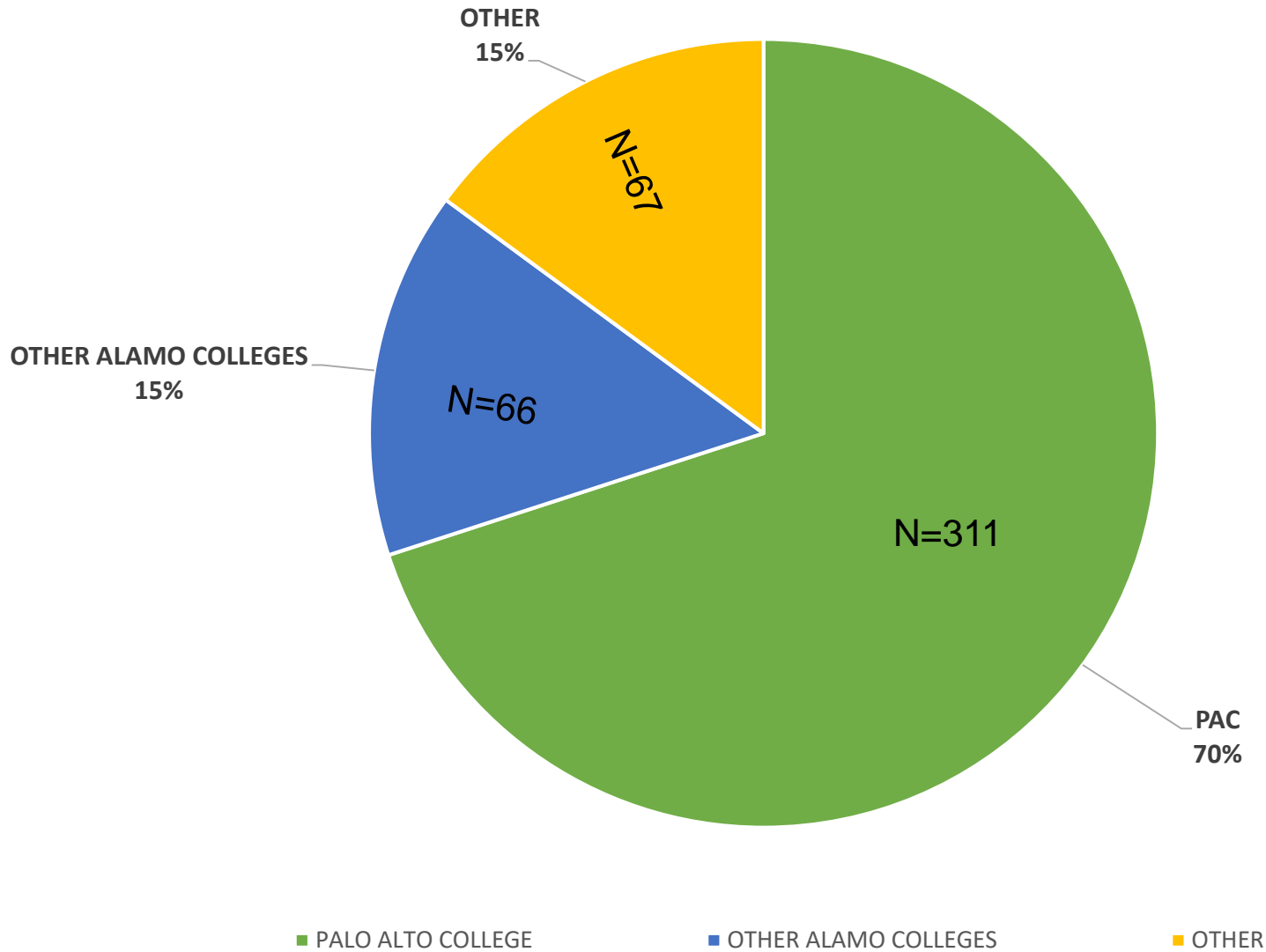


■ YES ■ NO



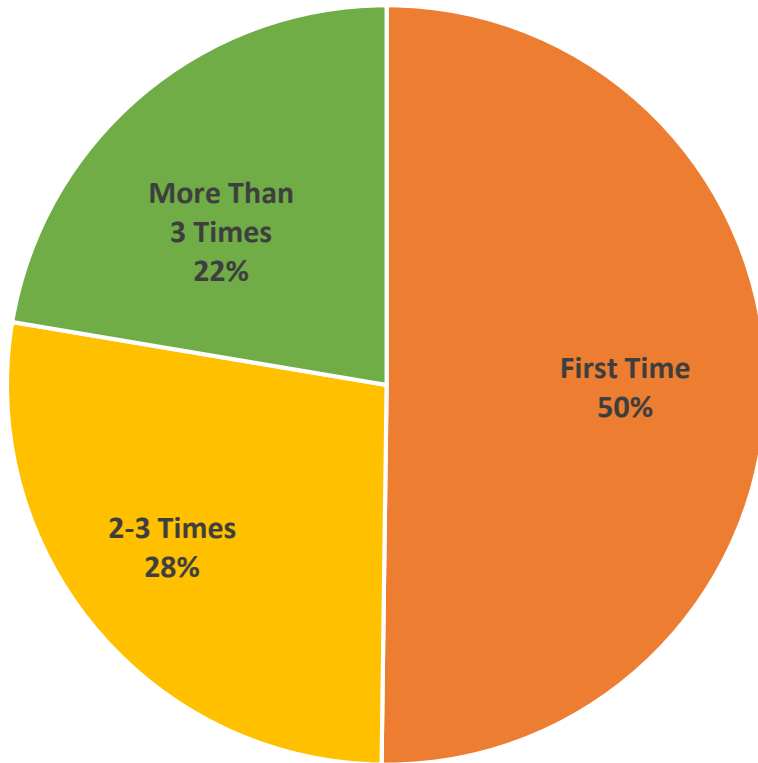
# IF ANSWERED YES, WHICH COLLEGE/ UNIVERSITY DO YOU ATTEND?

(N= 444)

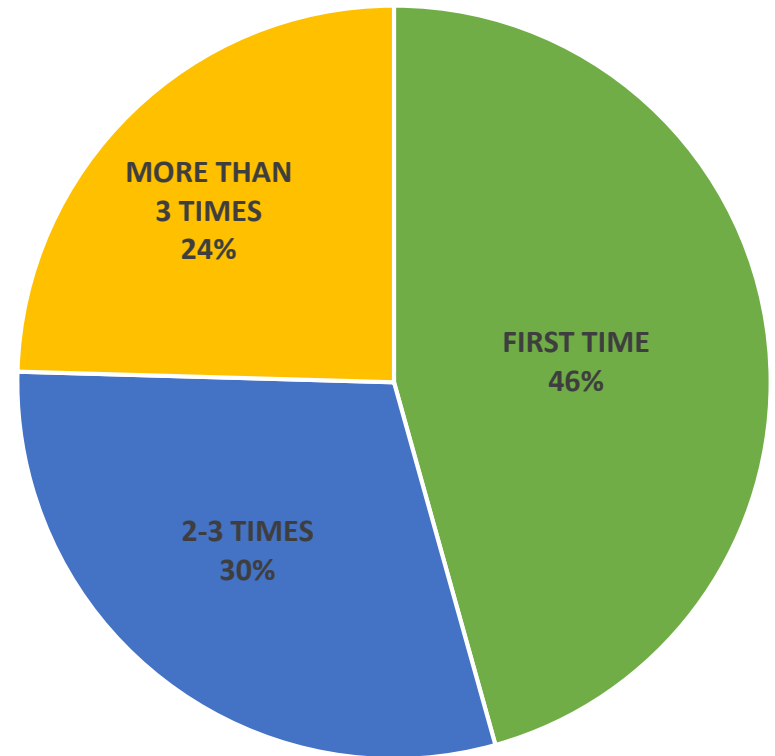


# HOW MANY TIMES HAVE YOU ATTENDED TO PACFEST?

**YEAR 2014**  
(N=707)



**YEAR 2015**  
(N=725)



■ First Time   ■ 2-3 Times   ■ More Than 3 Times

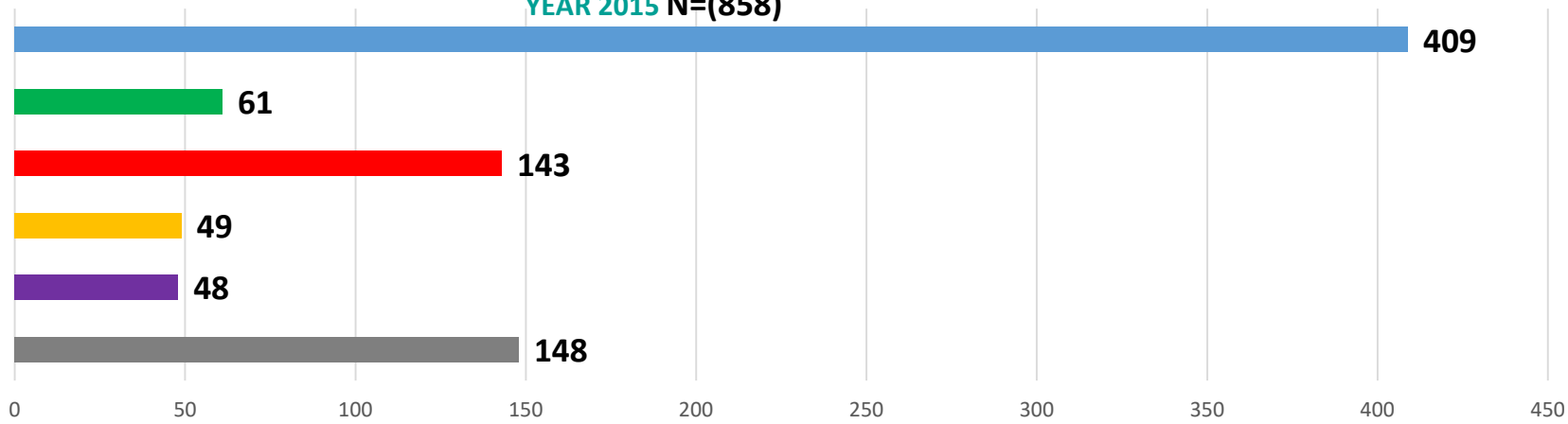
■ FIRST TIME   ■ 2-3 TIMES   ■ MORE THAN 3





# HOW DID YOU HEAR ABOUT THIS YEAR'S PACFEST?

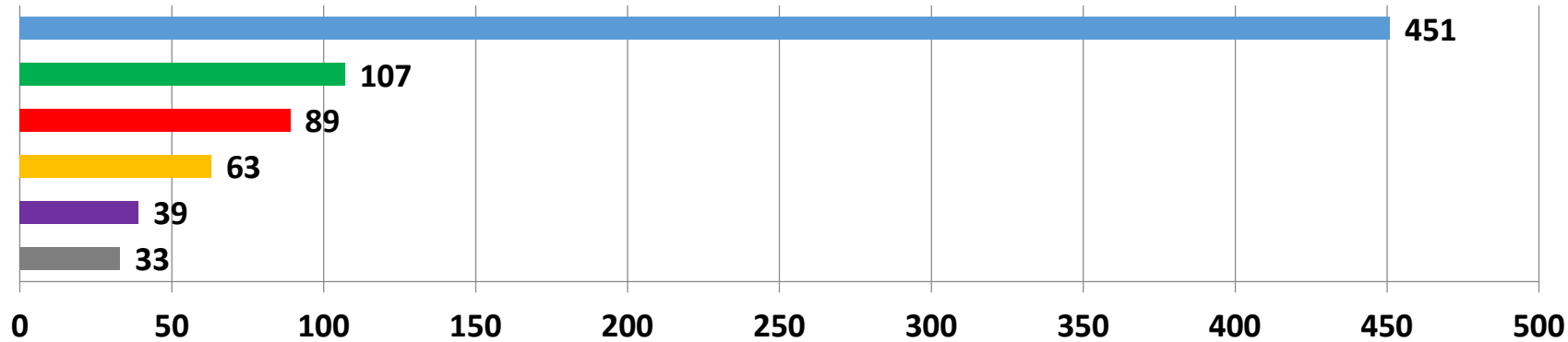
YEAR 2015 N=(858)



	INTERNET	NEWSPAPER	RADIO	STREET BANNER	TV	OTHER
■ Respondents	148	48	49	143	61	409

NOTE: WE ACCEPTED MULTIPLE ANSWERS THIS YEAR

YEAR 2014 (N=782)



	Radio	Postcard	TV	Street Banner	Internet	Other
Respondents	33	39	63	89	107	451



# HOW DID YOU HEAR ABOUT THIS YEAR'S PACFEST? (ANSWERED OTHER)

## YEAR 2015 (N=335)

Top 5 Responses		
Category	N	Percentage
Social Media, Email and Fiesta Information	34	10.15%
Student or Alumni mentioned the event	140	41.79%
Community Member, Working at PACfest or Volunteer	21	6.27%
Staff or Faculty mentioned the event	51	15.22%
Family and Friends mentioned the event	89	26.57%

NOTE: WE ACCEPTED MULTIPLE ANSWERS THIS YEAR

## YEAR 2014 (N=360)

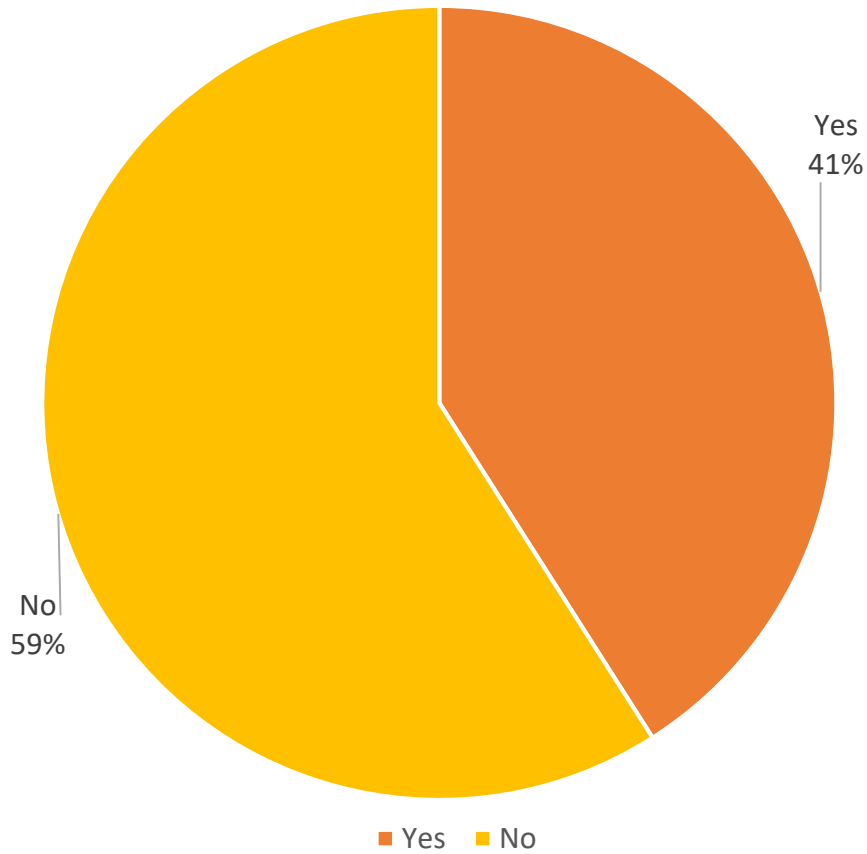
Top 5 Responses		
Category	N	Percentage
School/College Reference	80	22.2%
Students	54	15.0%
Family	48	13.3%
Friends	45	12.5%
Advertisement	41	11.4%

NOTE: 91 INDIVIDUALS MARKED 'OTHER' BUT DID MARK AN INDIVIDUALIZED RESPONSE

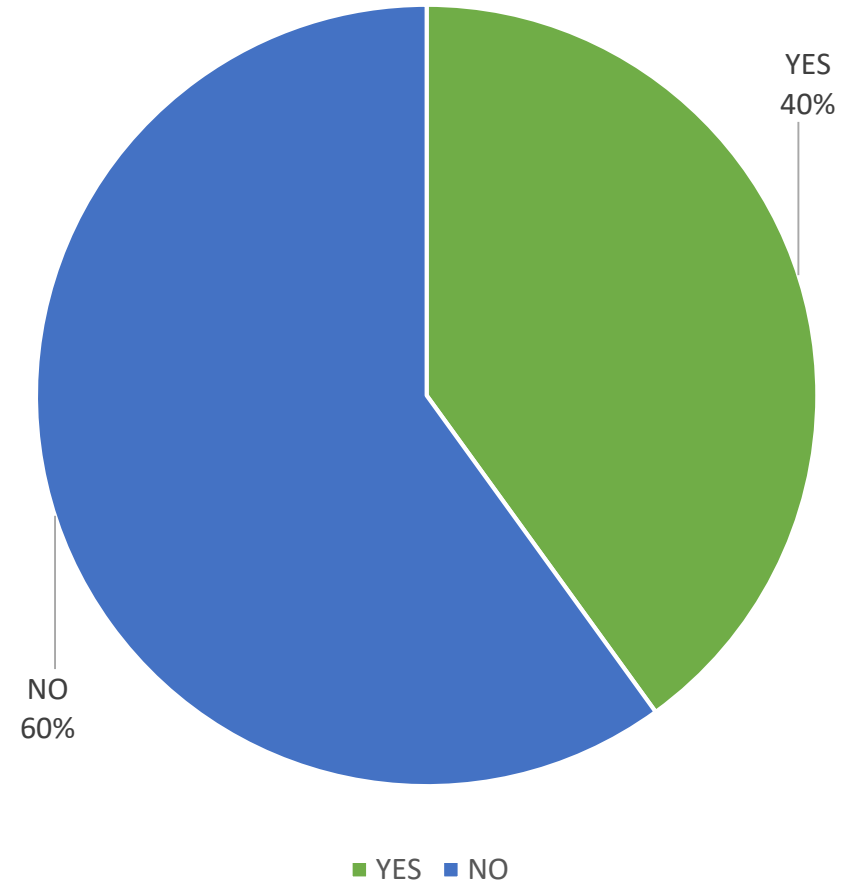


Other than PACfest, have you ever attended any events at Palo Alto College or used any services on campus?

**YEAR 2014**  
(N=698)



**YEAR 2015**  
(N=732)



IF YOU ANSWERED YES, WHICH EVENT OR SERVICE DID YOU USE AT PAC?

**YEAR 2015 (N=215)**

EVENT/SERVICE	N	PERCENTAGE
No Answer	49	22.8%
Academic Events	74	34.4%
Community Services and Adult Education	21	9.8%
Recreation, Social and Sport Events and Services	71	33.0%

**YEAR 2014 (N=180)**

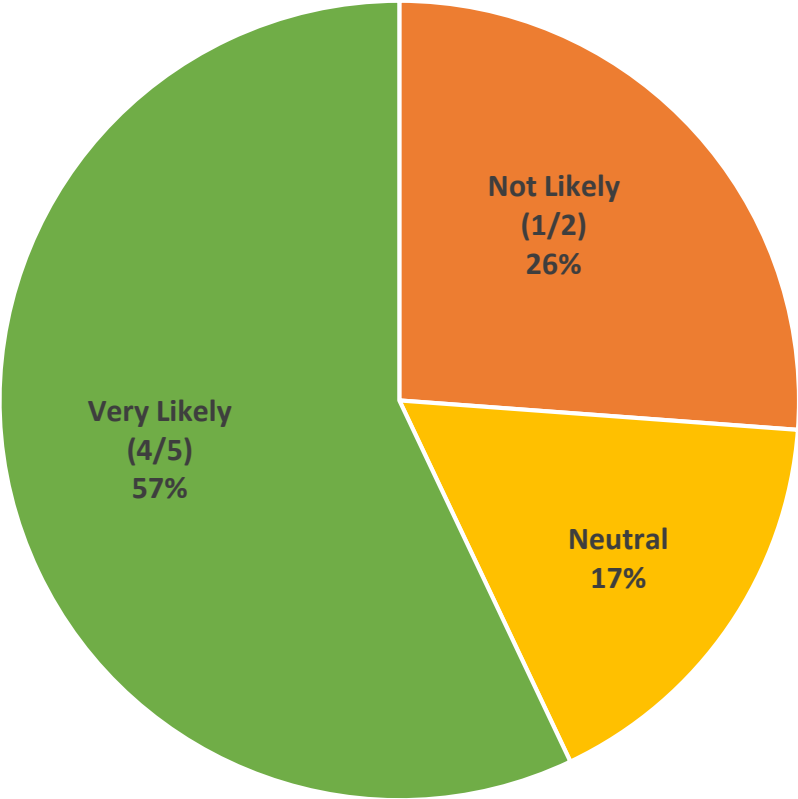
EVENT/SERVICE	N	PERCENTAGE
No Answer	2	1.2%
PAC Events	90	50.0%
PAC Organizations/Services	53	29.4%
Students	17	9.4%
Alumni	10	5.6%
School/College Reference	8	4.4%



PACfest has historically been a non-alcoholic event. If alcohol was served in a restricted area at PACfest, how likely would you be to attend next year on a scale of 1 [Not Likely at All] to 5 [Very Likely]?

**YEAR 2014**

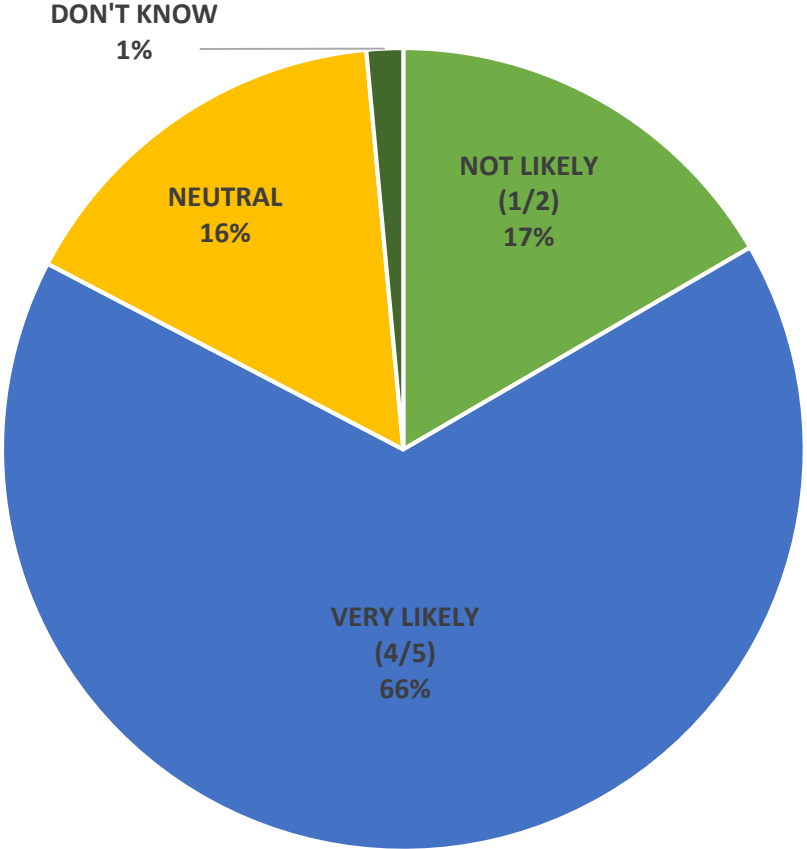
(N=555/Age 21 and over)



Not Likely (1/2) Neutral Very Likely (4/5)

**YEAR 2015**

N =542/ AGE 21 AND OVER



NOT LIKELY (1/2) VERY LIKELY (4/5) NEUTRAL DON'T KNOW



**BASED ON YOUR  
PERCEPTION OF PALO ALTO  
COLLEGE, HOW WOULD YOU  
RATE THE COLLEGE ON A  
SCALE OF 1 (POOR) TO 5  
(EXCELLENT) IN THE  
FOLLOWING AREAS:**

# REACHING OUT TO THE COMMUNITY WITH SPECIAL PROGRAMS AND EVENTS

	YEAR 2014		YEAR 2015	
	N	PERCENTAGE	N	PERCENTAGE
<b>POOR</b>	19	3%	19	3%
<b>NEUTRAL</b>	102	14%	64	9%
<b>EXCELLENT</b>	581	83%	610	78%
<b>DON'T KNOW</b>	*	*	43	10%
<b>TOTAL</b>	<b>702</b>	<b>100%</b>	<b>736</b>	<b>100%</b>



# IMPROVING THE CULTURE OF THE REGION THROUGH THE FINE AND PERFORMING ARTS

	YEAR 2014		YEAR 2015	
	N	PERCENTAGE	N	PERCENTAGE
<b>POOR</b>	19	3%	18	2%
<b>NEUTRAL</b>	107	15%	53	7%
<b>EXCELLENT</b>	576	82%	600	82%
<b>DON'T KNOW</b>	*	*	65	9%
<b>TOTAL</b>	<b>702</b>	<b>100%</b>	<b>736</b>	<b>100%</b>





# REACHING OUT TO THE YOUTH IN THE COMMUNITY WITH SPECIAL PROGRAMS AND EVENTS

	YEAR 2014		YEAR 2015	
	N	PERCENTAGE	N	PERCENTAGE
<b>POOR</b>	37	5%	23	3%
<b>NEUTRAL</b>	114	16%	69	9%
<b>EXCELLENT</b>	549	79%	588	80%
<b>DON'T KNOW</b>	*	*	56	8%
<b>TOTAL</b>	<b>700</b>	<b>100%</b>	<b>736</b>	<b>100%</b>



# PROVIDING THE COMMUNITY WITH PROFESSIONAL AND WORKFORCE DEVELOPMENT

	YEAR 2014		YEAR 2015	
	N	PERCENTAGE	N	PERCENTAGE
<b>POOR</b>	22	3%	19	3%
<b>NEUTRAL</b>	109	16%	64	9%
<b>EXCELLENT</b>	570	81%	610	83%
<b>DON'T KNOW</b>	*	*	43	6%
<b>TOTAL</b>	701	100%	736	100%



**Thank You.**