

EXECUTIVE SUMMARY AND KEY FINDINGS

INTRODUCTION AND METHODOLOGY

Figure I: Distribution of Respondents by High School

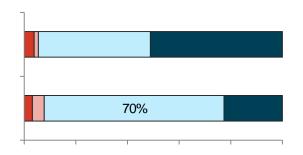
HIGH SCHOOL	NUMBER OF RESPONDENTS

PERCEPTIONSOF IVC

Overall, Imperial Valley College is well-known in the area, and respondents generally have favorable impressions of the College.

IVC is well-known among Imperial County residents an education at IVC is a good value for the cost.

Figure IV: Perceptions of IVC



Students plan to enroll at IVC to continue their education affordably or use it as a stepping stone before transferring to a four-year university.

continue their education affordably gain some college credits before transferring to a four-year university

Despite high rates of favorable impressions of IVC, the likelihood of recommending IVC to prospective students is lukewarm.

FIGURES AND TABLES

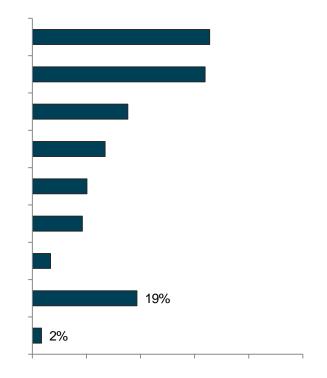
COLLEGE PLANS

Figure 1: Do You Plan on Attending College Right After Completing High School?

Figure 2: What Type of Postsecondary Institution Do You Plan to Attend Right After

N=1

Figure 3: Why Do You Plan on Not Attending/ Are You Not Sure About College Right After Completing High School?



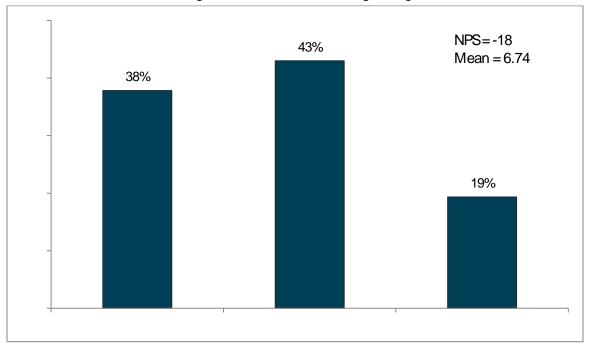


Figure 6: On a Scale from 0 to 10, How Likely Are You to Recommend Imperial Valley College to Someone Considering College?

LIKELIHOOD TO RECOMMEND	REASON FOR BEING LIKELY TO RECOMMEND IVC
8	

Figure 8: Please Explain Why You Are _____ to Recommend Imperial Valley College.

Example Responses from Respondents who Rate Their Likelihood a Four or Lower

LIKELIHOOD TO RECOMMEND	REASONS FOR BEING UNLIKELY TO RECOMMEND IVC
4	
4	
4	
4	
4	* <

LIKELIHOOD TO RECOMMEND	REASONS FOR BEING UNLIKELY TO RECOMMEND IVC
3	
2	
2	

ATTENDING IM PERIAL VALLEY COLLEGE

Figure 9: What Are Your Main Expectations for Your Education at Imperial Valley College?

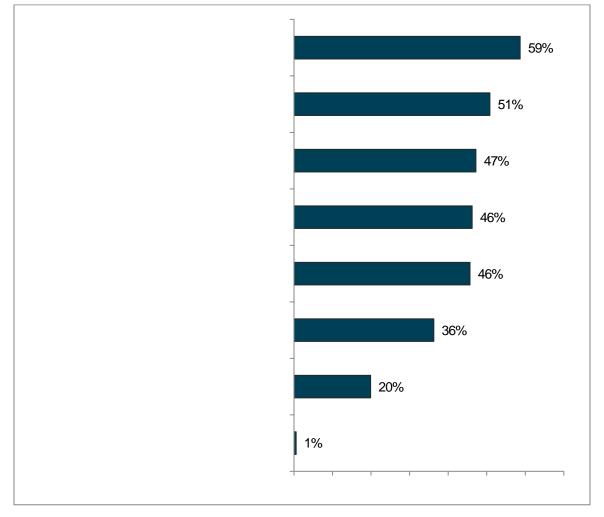
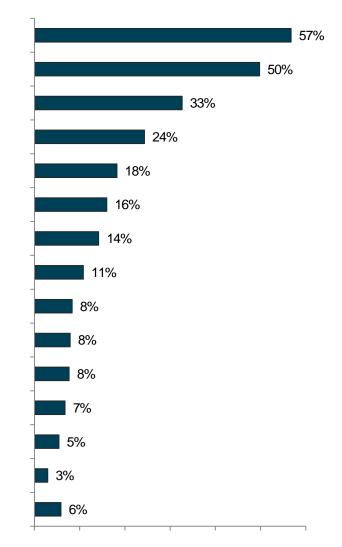


Figure 10: Which of the Following Factors Would Prevent You from Enrolling at Imperial Valley College?



FINANCING A HIGHER EDUCATION

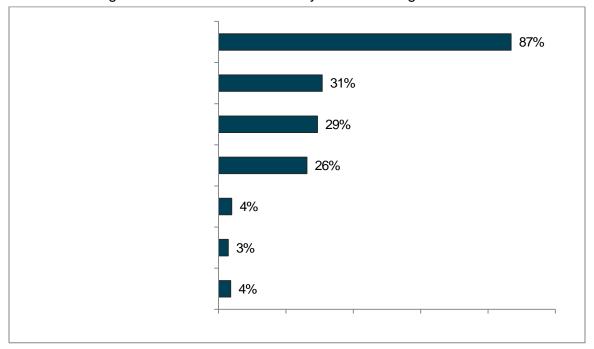
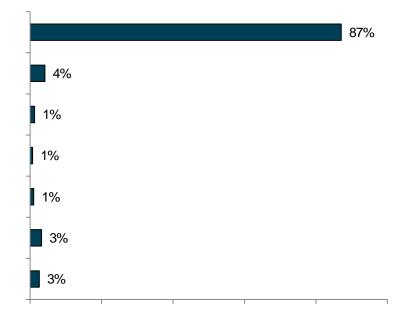


Figure 11: How Do You Plan to Pay for Your College Education?

Figure 15: Race/ Ethnicity



PROJECT EVALUATION FORM