

## Appendix A: Discussion Guide for Key Stakeholder Interviews

### Belmont Technical College / Monroe County Research Project Discussion Guide for Key Stakeholder Interviews

Interviewer needs to be familiar with the following information on Belmont County:

- Current population, total
- Population trends since 1850
- Population of 18 to 34 year olds
- Education stats for area, (# of high schools, % who take post-secondary courses, etc)
- Income stats for area
- Map of BTC service area and existing facilities
- BTC enrollment trends, by county
- What if any role this interviewee has had in previous discussions about higher education in Monroe County.

1. Thanks for making time for this interview. First, give me your perceptions of Monroe County.
2. Briefly, what do you know about Belmont Technical College?
3. Tell me what you know or have heard about postsecondary education needs in Monroe County. [By post secondary, I mean education beyond high school including college courses as well as business and industry training courses.]  
Probes:
  - For potential students?
  - For employers?
4. To the best of your knowledge, how are these needs currently being met?  
Probes:
  - What entities are supplying these needs?
  - Which needs are being met within the county? How?
  - For which needs must people and employers go outside the area?
  - What are the advantages of going outside the county?
  - And the disadvantages?
5. Knowing the area as you do, what additional educational opportunities, if any, do you think are desirable to meet the needs of Monroe County's individuals, organizations and businesses?
6. When you first heard of the idea of higher education in Monroe County, what was your initial reaction to the idea?
7. And, what are your hopes concerning the possibility of higher education in Monroe County?  
Probes:
  - Who or what stands to gain, if a Monroe County facility is created?
  - Do you believe higher education presence might help "turn things around" in Monroe County? Why?
  - Do you believe more residents of Monroe County would choose to stay in the County if there was a higher education presence here? Why?

8. What are your concerns when you think about that possibility?  
Probes:
  - Who or what stands to “lose” if it built? That is, what are the downsides of higher education in Monroe County.
9. How do you think these concerns should be addressed?
10. What do you see as the impact on [interviewee’s organization] if a new higher education presence is created in Monroe County? How about the impact on other entities such as [mention organizations of other interviewees]?
11. What other considerations should BTC take into account?
12. How do you think the student body, the courses and possibly the degrees offered in Monroe County would look like?
13. Many education funds, such as those that would be used to build a Monroe County facility, would come from the state budget. As such, higher education is a steward of public money and must be sure there is public input. It must also be as sure it is addressing current and future educational needs. A facility cannot be built in Monroe County simply because it would be nice to have a facility there.

The question I have for you is this: If there is a decision to pursue higher education in Monroe County, what can help ensure the facility and classes offered are well utilized and meet local needs?

Probes:

- With whom is it critical to speak?
  - How can a higher education presence best integrate itself into the fabric of the community so it is aligned with needs?
14. What about declining population in Monroe County? If that trend continues, what are the implications for higher education?
  15. What about interest in higher education in Monroe County? Is it there now? If not, how can it be fostered?
  16. What other questions do you have about this issue? I may be able to answer some, but I will get back to you with answers I don’t have.
  17. [If needed] Knowing what you know now, would you support or oppose a new higher education facility in Monroe County, or would you recommend something else?
  18. What would make you [support/oppose – give opposite view expressed in previous question] a higher education facility for Monroe County?
  19. [Supporters only] If a Monroe County facility is created, what would you and your organization be willing to do to help ensure its success? The most important measure of success, of course, is growing enrollment.

## Appendix B: Additional Comments from Key Stakeholder Interviews

### 1. Key Stakeholders impressions of BTC

Respondents ranged from very familiar to only a little familiar with BTC, with most being somewhat familiar. Those with a good deal of familiarity felt it was well established, well run, has nice facilities and good programs. The president was cited as being active in Monroe County, and the college was praised for its trustee scholarships and good working relationship with Ohio University Eastern (OUE).

About half were aware that BTC offers limited courses at the local high school (Monroe County High) outside Woodsfield, a fairly central location in the county. There were negative perceptions among several of the interviewees about offering college courses at a high school – *“It still feels like a high school, not college.”*

Other perceptions of BTC include:

- \* *It has a place in the educational system for those who can't or don't want to leave. Provides education at an economical price and is apropos for this area – people are likely to be able to use two-year degrees here locally. Facilities there used for a multitude of purposes – dance lessons, economic development meetings, etc.*
- \* *Two-year institution offering different degrees or certifications. Similar to Washington State Community College in Washington County. Have some evening classes.*
- \* *They have provided electrical training programs for us. (We get this from WCCC, too.) Work with business and industry to increase Perkins grants.*
- \* *Nice physical facility, nice people. People who have gone there like it.*
- \* *My gut feeling is that there is not an advantage for BTC to expand higher education into MC. They don't have to do a lot to get our students (to come to them)..*
- \* *There is an increasing need for technical training. BTC seems interested in providing quality solutions.*
- \* *BTC and OUE are excited about higher education, but is not an advantage for them to come to Monroe County. It's inconvenient and costly for them to come here.*

### 2. Stakeholders concerns regarding higher education in Monroe County

- \* *No one would lose except those individuals who want to control others, especially the less educated. This county is 20 years behind. More education would reduce that situation.*
- \* *With more education, the only loser is the one who doesn't take advantage of it. I would hate to see a facility here go to waste. The people need to want it.*
- \* *Our county commissioners do not cooperate fully with the schools. Cooperation is needed for economic development.*
- \* *TANF guy brought money to county, and there are some new jobs because of it – but there were many problems, too.*
- \* *Who loses? The good ol' boys lose power. The winners must be the people and the economy. We will be swallowed regionally if we don't get our act together. Our Swiss/German heritage would not let that set well with us.*
- \* *There is no strategic planning for the county – we need it.*
- \* *Industry and government must buy in. Many think a facility here is a means to an end. I'm not so sure. We may be setting BTC up to fail. Some people are disingenuous – trying to pass the buck on this issue. Want an excuse.*
- \* *Must communicate over and over that BTC or a higher-education conglomerate is coming to Monroe County. Must tell it at all venues – football games, Know Show, etc.*
- \* *The county is in the red and I believe we're maxed out regarding unvoted taxes. We're losing funds for economic development – TANF funds that were used are drying up. Maybe Buckeye Hills, ODJFS and GMN can help fund this effort.*

### Appendix C: Belmont Technical College RDD Survey

Hello. This is \_\_\_\_\_. I'm calling on behalf of the Monroe County Commissioners about issues important to Monroe County residents. This is not a sales call. We are only interested in your opinions, and all of your responses are anonymous. First, let me ask: Am I speaking to an individual in the household who is 16 years of age or older? [If YES, continue. If no, ask for an individual 16 or over.]

[When individual comes to phone or is on the phone]

- A. Is this household located in Monroe County?
- |                 |             |
|-----------------|-------------|
| 1. Yes          | [GO TO B]   |
| 2. No / DK / RF | [TERMINATE] |
- B. And, what is the zip code of this household?
1. 43716
  2. 43747
  3. 43752
  4. 43754
  5. 43757
  6. 43773
  7. 43786
  8. 43788
  9. 43789
  - 10. 43793 [Most frequent zip]**
  11. 43914
  12. 43915
  13. 43931
  14. 43942
  15. 43946
  16. 45734
  17. 45745
  18. 45767
  19. DK/Not sure
  20. Other (TERMINATE)

[Confirm Monroe County area zip code, TERMINATE ALL OTHERS]

- C. Let me ask: Is there anyone in your household 16 or older who is planning to take any higher education courses in the next three years? Higher education courses include college courses, additional training or work toward professional certification.
- |                      |                            |
|----------------------|----------------------------|
| 1. Yes, self         | [PROSPECT: SKIP TO 1]      |
| 2. Yes, someone else | [PROSPECT; CONTINUE TO C1] |
| 5. No / DK           | [GO TO D]                  |
| 6. RF                | [TERMINATE]                |

*Important Note: If PROSPECT in HH does not want to complete the survey, terminate household's participation and track with relevant disposition code (Term – Prospect).*

- C1. We need to speak with that person. Is he or she available right now?
1. Yes (Get on phone and start from beginning)
  2. No (Obtain name and callback information. Start from beginning)
  3. RF (TERMINATE, BEING SURE YOU ASSIGN CORRECT "PROSPECT" DISPOSITION CODE)

- D. That's OK. We also need to speak with others who aren't planning on taking higher education courses. How many individuals, including yourself, live in this household?
  - a. One, me [SKIP TO 7]
  - b. \_\_\_\_\_ [INSERT NUMBER OF HOUSEHOLD RESIDENTS]
  
- E. And how many of those individuals, including yourself, are 16 years of age or older?
  - a. \_\_\_\_\_ [INSERT NUMBER OF RESIDENTS 16 OR OLDER]
  
- F. So I know whom to interview, think about the birthdays of the [INSERT NUMBER FROM ABOVE] individuals in your household who are 16 or older. Who most recently had a birthday?
  - 1. Me [SKIP TO 7]
  - 2. Someone else [CONTINUE]
  - 3. DK/RF [TERMINATE]

May I speak to him/her please?  
[IF R IS AVAILABLE, BEGIN AGAIN AT A]  
[IF R IS NOT AVAILABLE, SCHEDULE CALLBACK]

**STUDENT AND PROSPECT**

1) How likely are you to enroll in college courses, take additional training or work toward professional certification in the next three years? Would you say you are very likely, somewhat likely, somewhat unlikely or not likely at all to take a higher education course like those just mentioned in the next three years?

- |                      |             |
|----------------------|-------------|
| 1. Very likely       | [CONTINUE]  |
| 2. Somewhat likely   | [CONTINUE]  |
| 3. Somewhat unlikely | [SKIP TO 4] |
| 4. Very unlikely     | [SKIP TO 4] |
| 98. DK               | [SKIP TO 4] |
| 99. RF               | [SKIP TO 4] |

2) Where do you plan on taking higher education courses? (DO NOT READ RESPONSE OPTIONS)

1. Belmont Technical College
2. Bethany College in West Virginia
3. Franciscan University of Steubenville
4. Marietta College
5. Ohio University Eastern
6. Washington State Community College
7. West Liberty State College (in West Virginia)
8. West Virginia Northern Community College (New Martinsville Campus)
9. Wheeling Jesuit University (in West Virginia)
10. Youngstown State University
11. Other: Specify: \_\_\_\_\_
12. Don't know

2a) Any other places? (DO NOT READ RESPONSE OPTIONS)

1. Belmont Technical College
2. Bethany College in West Virginia
3. Franciscan University of Steubenville
4. Marietta College
5. Ohio University Eastern
6. Washington State Community College
7. West Liberty State College (in West Virginia)
8. West Virginia Northern Community College (New Martinsville Campus)
9. Wheeling Jesuit University (in West Virginia)
10. Youngstown State University
11. Other: Specify: \_\_\_\_\_
12. Don't know
13. No (SKIP TO Q3)

2b) Any other places? (DO NOT READ RESPONSE OPTIONS)

1. Belmont Technical College
2. Bethany College in West Virginia
3. Franciscan University of Steubenville
4. Marietta College
5. Ohio University Eastern
6. Washington State Community College
7. West Liberty State College (in West Virginia)
8. West Virginia Northern Community College (New Martinsville Campus)
9. Wheeling Jesuit University (in West Virginia)
10. Youngstown State University
11. Other: Specify: \_\_\_\_\_
12. Don't know
13. No

- 3) And would you be a full time or part time student?
1. Full time
  2. Part time
- 4) Are you currently taking any higher education courses?
1. Yes [CONTINUE]
  2. No [SKIP TO 7]
  3. DK/RF
- 5) Where are you now taking these college courses? (DO NOT READ RESPONSE OPTIONS)
1. Belmont Technical College
  2. Bethany College in West Virginia
  3. Franciscan University of Steubenville
  4. Marietta College
  5. Ohio University Eastern
  6. Washington State Community College
  7. West Liberty State College (in West Virginia)
  8. West Virginia Northern Community College (New Martinsville Campus)
  9. Wheeling Jesuit University (in West Virginia)
  10. Youngstown State University
- Other: Specify: \_\_\_\_\_

- 5a) Any other places? (DO NOT READ RESPONSE OPTIONS)
1. Belmont Technical College
  2. Bethany College in West Virginia
  3. Franciscan University of Steubenville
  4. Marietta College
  5. Ohio University Eastern
  6. Washington State Community College
  7. West Liberty State College (in West Virginia)
  8. West Virginia Northern Community College (New Martinsville Campus)
  9. Wheeling Jesuit University (in West Virginia)
  10. Youngstown State University
  11. Other: Specify: \_\_\_\_\_
  12. Don't know
  13. No (SKIP TO Q6)

- 5b) Any other places? (DO NOT READ RESPONSE OPTIONS)
1. Belmont Technical College
  2. Bethany College in West Virginia
  3. Franciscan University of Steubenville
  4. Marietta College
  5. Ohio University Eastern
  6. Washington State Community College
  7. West Liberty State College (in West Virginia)
  8. West Virginia Northern Community College (New Martinsville Campus)
  9. Wheeling Jesuit University (in West Virginia)
  10. Youngstown State University
  11. Other: Specify: \_\_\_\_\_
  12. Don't know
  13. No

- 6) Are you a full time or part time student?
1. Full time
  2. Part time

**[ALL PARTICIPANTS ANSWER]**

7) To the best of your knowledge, where do people who live in Monroe County generally go for higher-education courses or other classes or training? (DO NOT READ RESPONSE OPTIONS)

1. Belmont Technical College
2. Bethany College in West Virginia
3. Franciscan University of Steubenville
4. Marietta College
5. Ohio University Eastern
6. Washington State Community College
7. West Liberty State College (in West Virginia)
8. West Virginia Northern Community College (New Martinsville Campus)
9. Wheeling Jesuit University (in West Virginia)
10. Youngstown State University
11. Other: Specify: \_\_\_\_\_
12. DK [SKIP TO 9]
13. RF [SKIP TO 9]

7a) Any other places? (DO NOT READ RESPONSE OPTIONS)

1. Belmont Technical College
2. Bethany College in West Virginia
3. Franciscan University of Steubenville
4. Marietta College
5. Ohio University Eastern
6. Washington State Community College
7. West Liberty State College (in West Virginia)
8. West Virginia Northern Community College (New Martinsville Campus)
9. Wheeling Jesuit University (in West Virginia)
10. Youngstown State University
11. Other: Specify: \_\_\_\_\_
12. Don't know
13. No (SKIP TO Q8)

7b) Any other places? (DO NOT READ RESPONSE OPTIONS)

1. Belmont Technical College
2. Bethany College in West Virginia
3. Franciscan University of Steubenville
4. Marietta College
5. Ohio University Eastern
6. Washington State Community College
7. West Liberty State College (in West Virginia)
8. West Virginia Northern Community College (New Martinsville Campus)
9. Wheeling Jesuit University (in West Virginia)
10. Youngstown State University
11. Other: Specify: \_\_\_\_\_
12. Don't know
13. No

8) And why do you think they go there/those places?  
[Open-ended response]

9) How would you rate the current quality of education in Monroe County for children in Kindergarten through the 12<sup>th</sup> grades? Would you say the quality of education is excellent, good, fair, poor or don't you know?

1. Excellent
2. Good
3. Fair
4. Poor
5. DK – no kids in school
6. DK
7. RF

10) On a scale of 1 to 5, where 1 is not important and 5 is very important, how important do you think higher education – that is, education after high school -- is to the people in Monroe County? You may use 1, 5 or any number in between.

\_\_\_\_\_ [INSERT NUMBER 1 TO 5]

1. DK
2. RF

11) On the same scale of 1 to 5, where 1 is not important and 5 is very important, how important is higher education to you and members of your family?

\_\_\_\_\_ [INSERT NUMBER 1 TO 5]

1. DK
2. RF

12) In general, how prepared are Monroe County's high school graduates to compete for good jobs with other high school graduates? Would you say they are better prepared, worse prepared or prepared about the same as others? [IF BETTER OR WORSE] and is that a lot or a little better/worse prepared?

1. A lot better
2. A little better
3. About the same
4. A little worse
5. A lot worse
6. DK
7. RF

13) Now I am going to read some statements to you and I want you to tell me whether you agree or disagree with each one. The first / next is...

[GO TO FIRST ITEM IN RANDOMIZATION, THEN READ PROBE AFTER EACH STATEMENT]

(RANDOMIZE)	ASt	ASm	IB	DSm	DSt	DK	RF
a. Before higher-education classes are brought to Monroe County, the county needs to improve the quality of its schools in Kindergarten through 12 <sup>th</sup> grade.	1	2	3	4	5	8	9
b. Most people in Monroe County would <b>not</b> be interested in taking higher-education classes even if they were offered right here in the county.	1	2	3	4	5	8	9
c. Today, most people need higher education after high school to get good-paying jobs.	1	2	3	4	5	8	9
d. There are many colleges and universities close to Monroe County. It would be wasteful to create a higher-education center here in the county.	1	2	3	4	5	8	9
e. Having a place in Monroe County to take higher-education classes would help the county attract business, industry and more jobs.	1	2	3	4	5	8	9

(PROBE) Do you agree or disagree with that statement, or are you somewhere in between?

(IF "AGREE" OR "DISAGREE") And, do you (agree / disagree) strongly or somewhat?

14) As you may have heard, there is some discussion about a higher-education center being created in Monroe County, perhaps in Woodsfield. This center would offer high-tech classrooms and a variety of courses, perhaps taught by faculty from a mix of colleges and universities here in eastern Ohio.

Overall, is your opinion toward a possible higher-education center in Monroe County positive, negative, or doesn't it matter to you one way or another? [IF POSITIVE / NEGATIVE] And is that very or somewhat (positive/negative)?

- 1. Very positive
- 2. Somewhat positive
- 3. Doesn't matter one way or another
- 4. Somewhat negative
- 5. Very negative
- 98. DK
- 99. RF

15) How much would you, personally, want to take higher-education classes at a center in Monroe County, assuming the courses were of interest to you? Would you want to take courses...

- 1. Very much
- 2. A lot
- 3. Moderately
- 4. A little
- 5. Or not at all?
- 98. DK
- 99. RF

16) Many higher-education courses are four-credit hour courses that meet at least twice a week for a quarter. If you were to consider taking a four-credit-hour course, how much would you be willing to pay for it? (If say "DK", encourage a best guess)

\_\_\_\_\_ [RECORD RESPONSE IN DOLLARS]

- DK
- RF

- 17) (Prior version of question 16, deleted after first night of surveying)
- 18) How likely or unlikely are you, personally, to enroll in a course at a higher education center in Monroe County, assuming the courses were of interest to you? Are you...
1. Very likely
  2. Somewhat likely
  3. Somewhat unlikely
  4. Very unlikely
  98. DK
  99. RF
- 19) In your own words, please tell me more about your answer to this last question. Why are you (PIPE IN RESPONSE FROM Q18) to enroll in a course there?) [Open-ended response]
- 20) **(If Q18=VERY LIKELY OR SOMEWHAT LIKELY, CONTINUE. OTHERWISE, SKIP TO 21)** What types of courses might be of interest to you? (DO NOT READ RESPONSE OPTIONS. ACCEPT UP TO THREE RESPONSES. IF CATEGORY IS NOT OBVIOUS, ENTER ANSWER UNDER "OTHER" FOR LATER CODING)
1. Computer science
  2. Business
  3. Education
  4. Health-care related
  5. Arts and sciences
  6. Law / medicine
  7. Performing arts
  8. Fine arts
  9. Engineering
  97. Other: \_\_\_\_\_
  98. DK
  99. RF
- 21) Higher-education courses can be taken in ways that save time and travel. Three of these ways include videoconferencing, the Internet, and condensed courses—that is, one four-hour course a week instead of two 2-hour courses. Does knowing this make you more likely to consider taking a higher-education course, less likely, or does this not really matter to you?
1. More likely
  2. Less likely
  3. Does not really matter
  4. DK/RF
- [IF D=A FROM SCREENER, SKIP TO Q.24]
- 22) Are there any other members in your household 16 or over who would be VERY or SOMEWHAT LIKELY to enroll in a course at a higher education center in Monroe County if one is created?
1. Yes
  2. No [SKIP TO 24]
- 23) How many members of your household 16 years of age or older do you think would be VERY or SOMEWHAT LIKELY to enroll in a course at a higher education center in Monroe County?  
\_\_\_\_\_ [ENTER A DISCRETE NUMBER]
- 24) Do you have any other comments about a possible higher-education center in Monroe County?  
[Open-ended response.]

25) We're almost finished. Now, for statistical purposes, I need to ask you some additional questions. If you don't wish to answer a question, just say so and we'll move on. About how far away would you say you live from the town center of Woodsfield, in miles?

\_\_\_\_\_ [ENTER NUMBER OF MILES]

1. Live in Woodsfield
98. DK
99. RF

26) And about how far away would you say you live from the town center of Woodsfield, in minutes?

\_\_\_\_\_ [ENTER NUMBER OF MINUTES]

98. DK
99. RF

27) How many years total have you lived in Monroe County?

\_\_\_\_\_ [ENTER NUMBER OF YEARS] (98 = LESS THAN 1 YEAR)

28) In what high-school district is this household located?

1. Beallsville High School
2. Monroe Central
3. River High School
4. Swiss Hills Career Center
5. Switzerland of Ohio School District
6. Other (please specify): \_\_\_\_\_
7. Don't know / Not sure

29) What is your age? \_\_\_\_\_

30) What is the highest level of education you have completed?

1. Grade school [SKIP TO 32]
2. Still in high school [SKIP TO 32]
3. High school graduate OR equivalency (GED)
4. Vocational or technical programs
5. Two-year college programs
6. Some college
7. College graduate (four-year)
8. Graduate degrees (e.g., MA, MBA, PhD, JD, DO, MD)
9. DK / RF

31) Did you go to high school in Monroe County?

1. Yes
2. No

32) What is your current employment status: are you...

1. Employed full-time
2. Employed part-time
3. Unemployed
4. A student
5. A homemaker, or
6. Retired?
7. (Other)
8. (DK / RF)

33) [IF EMPLOYED FULL OR PART TIME, CONTINUE. OTHERWISE, SKIP TO 34] Approximately how many miles is it from where you live to where you work?

(ENTER MILES) \_\_\_\_\_

34) Are you...

1. Married
2. Separated
3. Divorced
4. Widowed, or
5. Have you never been married?
6. (Do not read: A member of an unmarried couple)
8. (Do not read: DK / RF)

[IF C = PROSPECT [1 OR 2], CONTINUE; IF C=5, SKIP TO 36]

34) How many people, including yourself, live in your household?  
\_\_\_\_\_ (99 = RF)

[IF 1, SKIP TO 36)

35) And how many, including yourself, are 16 years of age or older?  
\_\_\_\_\_ (98=NONE) (99 = RF)

36) Do you or your family own or rent your home?

1. Own
2. Rent
3. Other Specify: \_\_\_\_\_

37) In your opinion, how skilled are you with computers? Are you...

1. Very
2. A lot
3. Moderately
4. A little
5. Or not at all skilled?
98. DK
99. RF

38) Do you have a computer in your household?

1. Yes
2. No [SKIP TO 40]

39) Is the computer in your household connected to the Internet? [IF YES] What type of Internet connection do you usually use?

1. No, computer is not connected to the Internet
2. Yes, dial-up (phone line only)
3. Yes, cable broadband
4. Yes, DSL
5. Yes, Something else (please specify)
98. DK
99. RF

40) What race or ethnic group do you consider yourself to be? (RECORD AS RESPONDENT SAYS)

1. African-American
2. Alaskan Native
3. American Indian
4. Asian
5. Black
6. Caucasian
7. Hispanic
8. Latino
9. Mexican
10. Pacific Islander
11. Somalian
12. White
97. Other: \_\_\_\_\_
98. DK / RF

41) Which of the following categories best describes the combined yearly income before taxes of all individuals living in your household in 2006? Just stop me when I reach the appropriate number ...

1. Less than \$15,000
2. \$15,000 to under \$30,000
3. \$30,000 to under \$50,000
4. \$50,000 to under \$75,000
5. \$75,000 or more?
8. DK / RF

42) Are any members of your household on public assistance? Do not include Social Security for retirees as public assistance.

1. Yes
2. No
3. DK
4. RF

That was my last question. Thank you for sharing your opinions with me. Good-bye. (TERMINATE)

LENGTH: \_\_\_\_\_

43) GENDER:

1. Male
2. Female

44) INTERVIEWER EVALUATION OF THE RESPONDE NT'S ABILITY TO UNDERSTAND QUESTIONS:

Overall, the respondents understanding of the questions was...

1. Poor
2. Fair
3. Good
4. Excellent
5. DK

## Appendix D: Method and Demographics

**Method and Demographics.** A description of the method used to conduct this survey is discussed below.

- **Population under study.** All households within Monroe County, Ohio.
- **Survey parameters.** Telephone interviews for the Monroe County Market Potential Survey were conducted from May 29, 2007 to June 10, 2007. The survey was designed to take 15 minutes and used computer-assisted telephone interviewing (CATI). Venture Data conducted the surveys to the specifications and with the oversight of The Strategy Team, Ltd. The survey included both closed and open-ended questions, with the latter allowing respondents to answer in their own words while the former provides response options for the participant.
- **Sample size, stratification, and sampling error estimate.** Overall, 600 surveys were completed with randomly selected Monroe County households. This random sample allows BTC and Monroe County commissioners to project the results from the telephone surveys to the general, countywide population. The sampling error for a survey with an  $n=600$  is  $\pm 3.9\%$  at the 95% confidence level.<sup>46</sup>
- **Respondent selection.** Within each household surveyed during the course of the random sample, all potential respondents 16 years and older were screened into one of two categories: potential students (i.e., those who plan to enroll in a college course in the next three years), and influencers (i.e., those who are not planning to enroll in the next three years). When a potential student was not present within a household, the particular respondent to be interviewed was randomly selected using the last birthday method – i.e. the qualified respondent who last celebrated a birthday was asked to participate.
- **Demographics of survey respondents.** Tables D-1 and D-2 (next page) present the participant demographics for this survey of Monroe County households. Data were weighted by age and educational attainment so as to more closely match 2000 U.S. Census estimates on these variables; the survey estimates for race, employment, and household income also closely match 2000 U.S. Census data.

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<sup>46</sup> Sampling error will vary within subgroups and among questions, depending upon the number of cases included in each subgroup as well as the distribution of responses.

Table D-1: Respondent Demographics

	Total (n=584)		Potential students (n=234)		Not potential students (n=345)	
	No.	%	No.	%	No.	%
<b>Gender</b>						
Female	338	57.8%	155	66.2%	180	52.3%
Male	247	42.2%	79	33.8%	164	47.7%
<b>Age</b>						
16 to 24	54	9.2%	46	19.7%	8	2.3%
25 to 44	198	33.9%	91	39.1%	105	30.4%
45 to 64	207	35.5%	76	32.6%	127	36.8%
65 years old and up	125	21.3%	20	8.6%	105	30.4%
Average age	49.4		42		54.4	
<b>Education</b>						
Less than high school	125	21.4%	36	15.4%	89	25.9%
High school or equiv	286	49.0%	92	39.3%	188	54.7%
Some college	126	21.6%	82	35.0%	44	12.8%
College graduate and up	47	8.1%	24	10.3%	23	6.7%
<b>Employment status (n=581)</b>						
Employed Full-time	225	38.7%	85	36.5%	140	40.8%
Employed Part-time	48	8.3%	29	12.4%	19	5.5%
Unemployed	39	6.6%	25	10.7%	12	3.5%
Student	19	3.3%	18	7.7%	1	0.3%
Homemaker	72	12.4%	30	12.9%	42	12.2%
Retired	141	24.3%	29	12.4%	111	32.4%
Other	37	6.4%	17	7.3%	18	5.2%
<b>Marital Status</b>						
Married	341	58.4%	129	55.1%	207	60.2%
Separated / Divorced	82	13.9%	32	13.6%	48	14.0%
Widowed	62	10.7%	14	6.0%	48	14.0%
Never Been Married	99	17.0%	59	25.2%	41	11.9%
<b>Race (n=578)</b>						
Caucasian	546	94.5%	221	94.4%	321	94.4%
Other (e.g., African American, Hispanic, "American")	32	5.5%	13	5.6%	19	5.6%

Note: "Potential students" includes respondents from those households that likely contain a potential student, after one combines Estimates A, B, C, or D. Unless otherwise noted, all figures and tables report "valid responses" (e.g. responses of "I don't know" or refusal to answer are not included in the analysis). In the figures and tables throughout the report, the percentages may not add up to 100% because of rounding error.

Table D-2: Respondent Demographics

	Total (n=584)		Potential students (n=234)		Not potential students (n=345)	
	No.	%	No.	%	No.	%
<b>Own / Rent</b>						
Own	495	84.7%	191	82.0%	298	86.6%
Rent	89	15.3%	42	18.1%	46	13.4%
<b>Geographic location</b>						
Miles from Woodsfield (average)	11.1		10.4		11.5	
Minutes from Woodsfield (average)	17.5		16.6		18.1	
<b>Household Income (n=492)</b>						
Less than \$15,000	117	23.9%	42	21.2%	75	25.8%
\$15,000 to under \$30,000	145	29.5%	59	29.8%	86	29.6%
\$30,000 to under \$50,000	115	23.3%	50	25.3%	65	22.3%
\$50,000 to under \$75,000	66	13.4%	29	14.6%	37	12.7%
\$75,000 or more	49	9.9%	18	9.1%	28	9.6%
<b>Computer in household?</b>						
Yes	391	66.9%	181	77.7%	205	59.6%
No	193	33.1%	52	22.3%	139	40.4%
<b>Computer connected to Internet? (n=379)</b>						
No, not connected to Internet	74	19.5%	31	17.4%	42	21.3%
Yes, dial-up	178	46.9%	89	50.0%	89	45.2%
Yes, DSL	68	18.0%	22	12.4%	19	9.6%
Yes, cable broadband	41	10.9%	30	16.9%	39	19.8%
Yes, some other means	17	4.6%	6	3.4%	8	4.1%

## Appendix E: Details of Market Estimation Calculations

	% of HHs in sample	HHs in Co	Lower bound Estimate	# of HHs with "others"	Mean # of "others" in HH	Additional prosects	Upper bound estimate
% of HHs containing at least one person who "very much" or "a lot" wants to take classes at a higher education center in Monroe Co	35.1%	6030	<b>2118</b>	64	1.75	112	<b>2230</b>
% of HHs containing at least one person who at beginning of survey is currently considering classes	15.1%	6030	<b>912</b>	32	1.71	54.72	<b>966</b>
% of HHs containing at least one person who is currently considering classes and who "very much" or "a lot" wants to take classes at a higher education center in Monroe Co	10.1%	6030	<b>609</b>	26	1.74	45.24	<b>655</b>
% of HHs containing at least one person who is currently considering classes and who is "very likely" to take classes at a higher education center in Monroe Co	8.2%	6030	<b>494</b>	21	1.73	36.33	<b>530</b>

### Legend:

% of HHs in sample: Derived from sample data. Equal to the percentage of households who answered as the description of the estimate indicates (e.g. for the last estimate, the number of respondents who were both considering classes and very likely to enroll at a higher education center in Monroe County) divided by the total number of households with valid responses to the question.

HHs in Co: Total number of households in Monroe County (always equal to 6,030 per Census estimates)

Lower bound estimate: Equal to the % of HHs in sample column, multiplied by the number of HHs in County column.

# of HHs with others: Derived from sample data. Equal to the number of households who say there are others aged 16 and over who are "very" or "somewhat" likely to take classes at an education center in Monroe County.

Mean # of "others" in HHs: Derived from sample data. Equal to the average number of people aged 16 and over per household who respondents indicate are "very" or "somewhat" likely to take classes at an education center in Monroe County.

Additional prospects: Equal to the # of HHs with others column, multiplied by the Mean # of others column.

Upper bound estimate: Equal to sum of the Lower Bound Estimate and the Additional prospects column.