

2008 Community Outreach Survey

Highlights

In relation to a request from the President, the OIR conducted a Community Outreach Survey between July and August of 2008. This survey was administered to gauge whether changes had occurred, with regard to Sacramento State University's impact in the region, since the surveys previous administration in 2000. To make the response data comparable, we used the same survey instrument as implemented in 2000 (with minor modifications). Results from the 2000 and 2008 surveys were then compared based on a Chi-Square Test ($p < .05$).

753 online survey questionnaires were distributed to local leaders within the region in terms of government, business, education, community and cultural organizations. 303 surveys were returned, for an overall response rate of 40.2%.

The survey questions were divided into four sections: Interaction, Visibility, Contribution and Impact. The survey findings were as follows:

Interaction: In relation to the six survey questions which related to interactions with Sac State faculty, administrators, students and staff, an average of 90% of the respondents related a positive experience. More people felt that Sac State was easy to deal with (89.8%) and got things done quickly (84.4%) than compared to the results obtained in 2000 (76.9% and 75.2% respectively).

Visibility: In 2008, four of the eight questions relating to the visibility of Sac State's community activities had significantly higher positive responses than those from 2000. In other words, Sac State has become more visible within the region than when assessed eight years ago. However, when asked specifically about "publicizing athletic events," the rate of visibility dropped from 78.9% in 2000 to 61.8% in 2008.

Contribution: There were ten questions with regard to whether or not Sac State had made a difference within the region. Responses to two of those questions (*very welcoming of visitors* and *easy to find way around campus*) were significantly more positive in 2008 than those from 2000. Ratings also increased for *the quality of faculty research, faculty contribution to the regional issues* and *Sac State as a leader in public policy making*, although those differences were not statistically significant. The only decreased rating pertained to *athletic teams add to the quality of life in the regions* which fell from 84.4% in 2000 to 76% in 2008.

Impact: All ratings but one within this area significantly increased from 2000 to 2008. An average of 95% of the respondents said that Sac State had a positive impact on *the quality of public policy decision making, the quality of k-12 education, the richness of cultural offerings, the quality of community health and social services, community pride* and the *overall quality of life*. However, 39% of the respondents either had no idea or were uncertain with regard to questions pertaining to this topic and so their responses were subsequently excluded from the rating calculation.

Community Outreach Survey

Personal Experience with Sacramento State

	2000		2008	
	<i>Count*</i>	<i>% Yes**</i>	<i>Count</i>	<i>% Yes</i>
Are you or have you been a Sacramento State student, staff member, or faculty member (full-time or part-time) for a period of at least one full academic year? (Check all that apply)				
Student	175	39.4%	93	30.8%
Faculty	3	0.7%	5	1.7%
Staff	4	0.9%	4	1.3%
None of above	262	59.0%	206	68.2%
Within the past 5 years, have you been a member of a Sacramento State advisory board or committee?				
	57	12.3%	27	8.9%
Have any members of your immediate family (spouse, children, parents, siblings) been a Sacramento State student, staff member, or faculty member (full-time or part-time) for a period of at least one full academic year? (Check all that apply)				
Student	167	36.7%	94	31.1%
Faculty	5	1.1%	8	2.6%
Staff	1	0.2%	8	2.6%
None of above	282	62.0%	NA	NA
How long have you lived in the Sacramento area?				
Less than 2 years	15	3.2%	16	5.3%
2-5 years	32	6.9%	13	4.3%
6-10 years	41	8.9%	33	10.9%
11-15 years	49	10.6%	29	9.6%
16-20 years	56	12.1%	34	11.3%
More than 20 years	270	58.3%	177	58.6%

Community Outreach Survey
Personal Experience with Sacramento State



	2000		2008	
	<i>Count*</i>	<i>% Yes**</i>	<i>Count</i>	<i>% Yes</i>
In the past 12 months, approximately how many times, if any, have you been on the Sacramento State campus?				
Not at all	127	27.4%	86	28.5%
Once	71	15.3%	64	21.2%
2-4 times	142	30.6%	97	32.1%
5-9 times	62	13.4%	28	9.3%
10 or more times	62	13.4%	27	8.9%
In the past 12 months, for which of the following reasons have you been on the Sacramento State campus? (Check all that apply)				
U.S. Olympic trails	139	29.7%	NA	NA
Athletic event (as a spectator)	77	16.5%	40	13.2%
Theater, music, art, or other cultural event	99	21.2%	35	11.6%
Conference or workshop	110	23.5%	82	27.2%
Academic class that you taught	18	3.8%	13	4.3%
Academic class in which you were a student	21	4.5%	9	3.0%
Used the library	44	9.4%	16	5.3%
Used athletic facilities (e.g., pool, playing fields)	13	2.8%	5	1.7%
Meeting	178	38.0%	112	37.1%
Fundraising	3	0.6%	7	2.3%
Child Camp	3	0.6%	2	0.7%
Biking/visiting	22	4.7%	12	4.0%
Bookstore	5	1.1%	4	1.3%
Not applicable/Does not apply	NA	NA	78	25.8%

*Count includes those who chose "Yes". Another response was "No". Respondents could mark all that applied.

**% Yes calculated by those who choose "Yes" divided by total number of respondents.

Community Outreach Survey

Interactions with Sacramento State





	2000		2008	
	All Respondents	% Yes	All Respondents	% Yes
In the past 12 months, have you interacted with any Sacramento State faculty, students, administrators, or other staff as part of a Sacramento State-sponsored program or Sacramento State committee? (Check all that apply)				
Student	NA	NA	278	44.6%
Faculty	NA	NA	278	43.2%
Administrator	NA	NA	278	26.6%
Staff	NA	NA	278	36.7%
Regarding your interactions with Sacramento State faculty, staff, etc, over the past 12 months, please indicate how much you agree or disagree with each of the following statements.				
	All Respondents*	% Agree**	All Respondents	% Agree
On the whole, my interactions with Sacramento State over the past 12 months have been positive	211	97.6%	182	95.6%
The people at Sacramento State that I've worked with have been responsive to my/my organization's needs.	199	93.5%	167	93.4%
Sacramento State is easy to deal with	156	76.9%	167	89.8% 
Sacramento State gets things done quickly.	161	75.2%	141	84.4% 
My interactions with Sacramento State have been beneficial to my organization	192	92.2%	164	93.9%
My interactions with Sacramento State have been a rewarding experience for me personally.	177	90.4%	165	91.5%
Students that I've worked with from Sacramento State have made a positive contribution to my organization.	NA	NA	154	91.6%
Faculty that I've worked with from Sacramento State have made a positive contribution to my organization.	NA	NA	138	87.7%
Administrators that I've worked with from Sacramento State have made a positive contribution to my organization.	NA	NA	112	87.5%
Staff that I've worked with from Sacramento State have made a positive contribution to my organization.	NA	NA	122	93.4%

* All respondents excluded those who choose "not applicable" or did not respond to a particular question.

** % Agree included those who chose "Strongly agree" or "Moderately agree". Other responses were "Strongly disagree" and "Moderately disagree".

Community Outreach Survey

Visibility of Sacramento State

Please indicate how much you agree or disagree with each of the following statements.				
	2000		2008	
	<i>All Respondents*</i>	<i>% Agree**</i>	<i>All Respondents</i>	<i>% Agree</i>
Sacramento State does a good job of publicizing its athletic events.	393	78.9%	173	61.8% 
Sacramento State does a good job of publicizing its cultural events (music, art, dance, theater, lectures, etc.).	408	60.0%	202	57.9%
I feel that I am well informed about events at Sacramento State that are open to the public.	420	38.8%	206	45.1%
Sacramento State does a good job of publicizing its community service activities.	381	28.3%	204	47.1% 
Sacramento State cares about improving the quality of life in the Sacramento area.	373	90.6%	179	87.7%
All in all, Sacramento State has a high profile in the Sacramento community.	426	66.4%	227	74.0% 
Are you aware following?				
	<i>All Respondents</i>	<i>% Yes</i>	<i>All Respondents</i>	<i>% Yes</i>
Many Sacramento State faculty conduct applied research that addresses the needs and concerns of the Sacramento area	458	36.0%	272	39.0%
Many Sacramento State courses include requirements for students to provide services to community agencies and organizations?	459	41.4%	272	49.3% 




* All respondents excluded those who chose "not applicable" or did not respond to a particular question.

** % Agree included those who chose "Strongly agree" or "Moderately agree". Other responses were "Strongly disagree" and "Moderately disagree".

Community Outreach Survey

Contribution of Sacramento State

Please indicate how much you agree or disagree with each of the following statements.

	2000		2008	
	All Respondents*	% Agree**	All Respondents	% Agree
There are always interesting events open to the public taking place at Sacramento State.	342	84.5%	151	85.4%
Sacramento State seems to be very welcoming of visitors to its campus.	343	78.4%	182	86.3% 
It's easy to find my way around the Sacramento State campus.	401	57.9%	210	68.1% 
Sacramento State athletic teams add to the quality of life in the Sacramento area.	372	84.4%	167	76.0% 
Sacramento State is working actively to help make the community better.	351	91.7%	176	88.6%
Generally speaking, the quality of Sacramento State graduates is high.	345	91.0%	190	94.2%
Generally speaking, the quality of Sacramento State faculty research is high.	202	82.2%	107	89.7%
All in all, Sacramento State has a positive reputation in the Sacramento community.	423	93.4%	233	95.3%
Sacramento State faculty provide important contributions to the public's knowledge about regional	330	72.4%	150	80.0%
Sacramento State is a leader/partner in shaping the region's economic development.	NA	NA	147	76.2%
Sacramento State is a leader/partner in shaping the region's intellectual development.	NA	NA	183	85.8%
Sacramento State is a leader/partner in shaping the region's cultural development.	NA	NA	163	73.6%
Sacramento State is a leader/partner in the development of public policy. (2000: Play an active role in public policy issues)	249	65.1%	142	73.2%

* All respondents excluded those who choose "not applicable" or did not respond to a particular question.

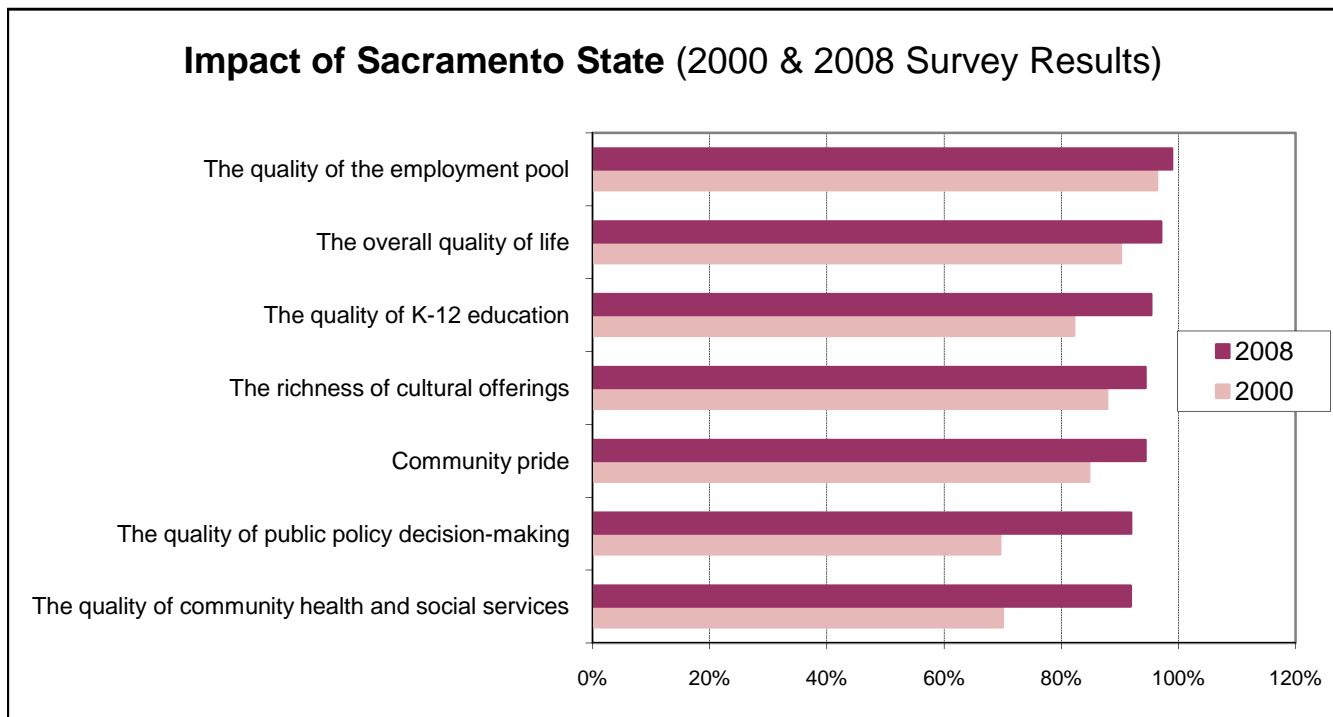
** % Agree included those who chose "Strongly agree" or "Moderately agree". Other responses were "Strongly disagree" and "Moderately disagree".

Community Outreach Survey

Impact of Sacramento State

Please indicate how much you agree or disagree with each of the following statements.

	2000		2008	
How do you think each of the following aspects of life in the Sacramento area is affected by the presence of Sacramento State?				
	<i>All Respondents*</i>	<i>% Positive**</i>	<i>All Respondents*</i>	<i>% Positive***</i>
The quality of the employment pool	382	96.3%	186	98.9%
The quality of public policy decision-making	276	69.6%	124	91.9% ↑
The quality of K-12 education	332	82.2%	151	95.4% ↑
The richness of cultural offerings (music, art, dance, theater, lectures)	369	87.8%	161	94.4% ↑
The quality of community health and social services	270	70.0%	135	91.9% ↑
Community pride	374	84.8%	178	94.4% ↑
The overall quality of life	376	90.2%	170	97.1% ↑

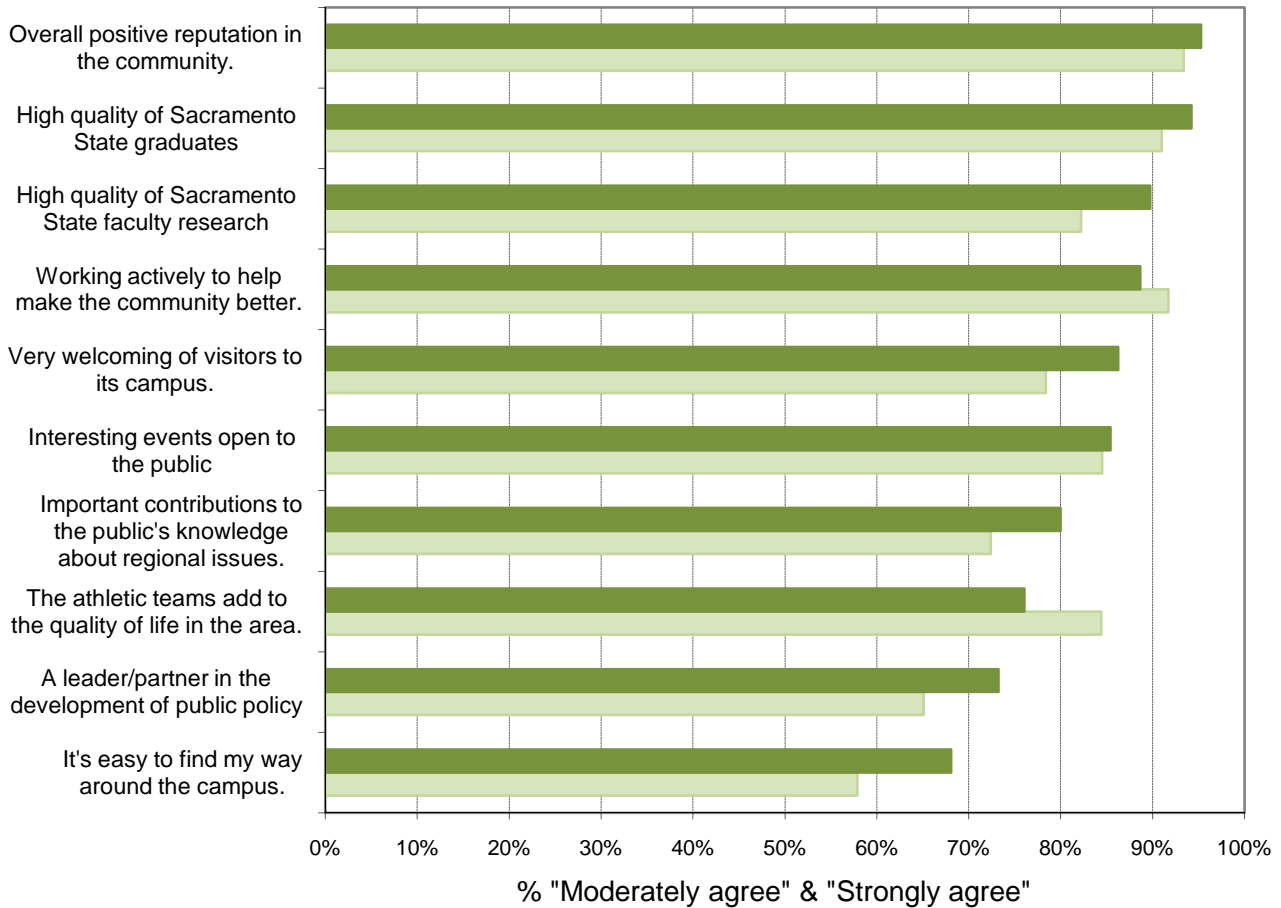
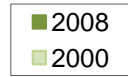


* All respondents excluded those who choose "No idea" or "Uncertain" or did not respond to a particular question.

** % Agree included those who choose "Much better" or "Somewhat better". Other responses were "not affected" and "Worse" for 2000 survey.

*** % Agree included those who choose "Positive impact" or "Somewhat positive impact". Other responses were "Negative impact" or "Somewhat negative impact" for 2008 survey.

Contribution of Sacramento State (2000 and 2008 Survey Results)



Visibility of Sacramento State (2000 & 2008 Survey Results)

