

NHCC Site Concepts: Supportive Off-Campus Services



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In partial fulfillment of the degree requirements for the Master of Public Affairs and Master of Urban and Regional Planning programs at the Hubert H. Humphrey School of Public Affairs

Prepared on Behalf of

City of Brooklyn Park Community Development Department and
North Hennepin Community College

Spring 2017



Resilient Communities Project

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The project on which this report is based was completed in collaboration with the City of Brooklyn Park as part of the 2016–2017 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

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NHCC Site Concepts -
Supportive Off-Campus Services

Capstone Paper

In Partial Fulfillment of Degree Requirements
The Hubert H. Humphrey School of Public Affairs
The University of Minnesota

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19 May 2017

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Author Note

Citation guide: Johnson, A., Lohse, A., & Secola, M. (2017). "NHCC Site Concepts – Supportive Off-Campus Services." Completed for the City of Brooklyn Park and the North Hennepin Community College as part of the Resilient Communities Project with the University of Minnesota, Minneapolis, MN. PA 8081 capstone project report, Hubert H. Humphrey School of Public Affairs, Minneapolis, MN.

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Executive Summary

The results from a student survey consisting of 841 responses were analyzed to determine student preferences for the development of a parcel of land adjacent to North Hennepin Community College in Brooklyn Park, MN. There were 5 key findings:

1. Among overall responses, the highest preference is for food
2. Among parent responses, the highest preference is for childcare
3. Lower overall preferences for housing
4. Price sensitivity influences student preferences
5. Two areas need further research: comparisons between parents and non-parent students at NHCC and the role of students' financial dependency in their housing preferences

Development Opportunity for Supportive Services Near NHCC

North Hennepin Community College (NHCC) owns a vacant parcel of land on the northeast corner of its campus in the City of Brooklyn Park, MN. The parcel of land is located near the North Hennepin County Library, and the future Blue Line Light Rail Transit Stop on 85th Avenue. NHCC would like to explore private development opportunities that will balance the unique needs of the NHCC student population and maximize opportunities that will assist students to succeed. In order to determine appropriate development options, NHCC is partnering with the City of Brooklyn Park to identify off-campus student services that will enhance the NHCC community and promote student life.

Under the guidance of the Resilient Communities Project (RCP), our group will conduct focus groups and a survey of student preferences to guide NHCC and the City of Brooklyn Park in future development plans. Our group will perform an analysis of the survey results which will be used by NHCC and the City of Brooklyn Park in the identification of desired student services that will be considered for the future development near NHCC.

Support Services Help Community College Students Succeed

Student support services help community college students succeed by encouraging retention and involvement. Extensive research on the subject of student retention from two- and four-year colleges and universities has found that student involvement, or engagement, is imperative to student retention (Tinto, 2006). The more involved students are, the more likely they are to persist. Academic institutions are in a unique position to promote student success by bolstering the availability and utilization of student support services offered on and near campus to keep students involved and engaged.

Strong evidence supports the notion that student retention is, indeed, impacted by the availability of support services. One of the primary factors which influences students' decisions to persist is related to the social aspect of college – a students' relationships with fellow students (Tinto, 1997). In fact, the quality of fit of a student's college environment – which is impacted by the frequency and quality of interactions with peers – has been identified as the most important determinant of student persistence and degree completion (Pascarella & Terenzini, 2005). To foster a positive college environment for students, community colleges must consider revamping support services that cultivate socialization among students –including the amount of spaces available for students to gather and interact with their peers.

Frequency and quality of interactions with peers is also indicative of a student's involvement, which is, by definition, the amount of physical and psychological energy that the student devotes to the academic experience (Astin, 1984). Research has shown the most impactful environmental factors contributing to student degree completion are factors that reflect higher rates of involvement. One of the most significant environmental factors is a student's residence; living in a campus residence or near the college campus is positively related to retention because it increases the likelihood that the student will be involved on his/her college campus. The positive effect from living on or near campus was found in all types of academic institutions and among all students regardless of sex, race, ability, or family background (Astin, 1984).

Other environmental factors that reflect high rates of involvement and, in turn, have the potential to contribute significantly to retention include gathering spots for students (like cafes, eateries, and restaurants), sports and other fitness-related extracurricular activities, and other activities that entice students to spend time on campus (i.e., increase involvement) (Astin, 1984). Students who spend time on campus, participate in campus activities, and interact frequently with other students are more likely to be academically successful due to their high involvement.

The research behind the correlation between high involvement and student persistence postulates that simply by spending time on or near their college campus, students have a greater chance of developing a strong identification and attachment to their college and, because of this, students are more likely to eventually complete their degree (Astin, 1975). The more involved the student is, the more persistent he/she is likely to be.

Student support services at community colleges do more than just provide basic necessities for students - they augment students' academic experiences and lead to academic success by promoting student involvement and retention.

Student Survey Development

Using the information from the client discussions and the student focus groups, the primary survey focus areas were narrowed to four topics: food options, fitness center options, housing, and childcare. All current NHCC students were recruited to take the survey through a campus-wide email and the survey was available from March 14 - April 7, 2017. The survey consisted of 27 items and garnered 841 student responses, representing a response rate of 8.4%. The survey used different measures to assess student behaviors and characteristics, and student preferences. To measure student characteristics and behaviors, multiple choice and multi-choice instruments were used, and to measure student preferences, ranking instruments and Likert instruments were employed (Table 1 & 2, Appendix C.)

Table 1

Topics from Focus Groups	
Food Options	Fitness Center
4 Questions	3 Questions
Dimensions: affordability, quality, availability	Dimensions: access & quality

Table 2

Topics from BP/NHCC Planning Meetings	
Housing	Childcare
5 Questions	4 Questions
Dimensions: current housing preference, affordability	Dimensions: current childcare, preference, affordability

NHCC Student Preferences

Distinctions Between NHCC Student Factbook vs. Student Survey Responses

Researchers relied on the 2015 NHCC Student Factbook as a guide to define appropriate demographic categories, and to provide a valuable point of comparison for our sample. While the student survey results closely track the student profile in the 2015 Factbook, notable exceptions arose, including enrollment status, gender, age, and ethnicity.

Fifty-three percent of survey respondents are enrolled full-time, (Figure 2) compared to the NHCC Factbook, where full-time students make up only 16% of the student body. Females made up the majority of survey respondents at 76%, which is 16 percentage points higher than the female student representation in the Factbook (Figure 3). The age ranges reflect an overrepresentation of 18-21 year old student respondents, and there was an underrepresentation of African Americans.

The differences between the student survey sample and the NHCC Factbook sample likely represent a selection bias amongst the respondents. As with many voluntary email surveys, the responses reflect the demographics and opinions of those most motivated to respond.

A final notable limitation of the student survey is that it failed to collect direct data on the socio-economic or current employment status of the students. While these topics were not specifically addressed within the survey, both were indirectly measured through items addressing price sensitivity and current housing and childcare arrangements.

Figure 2

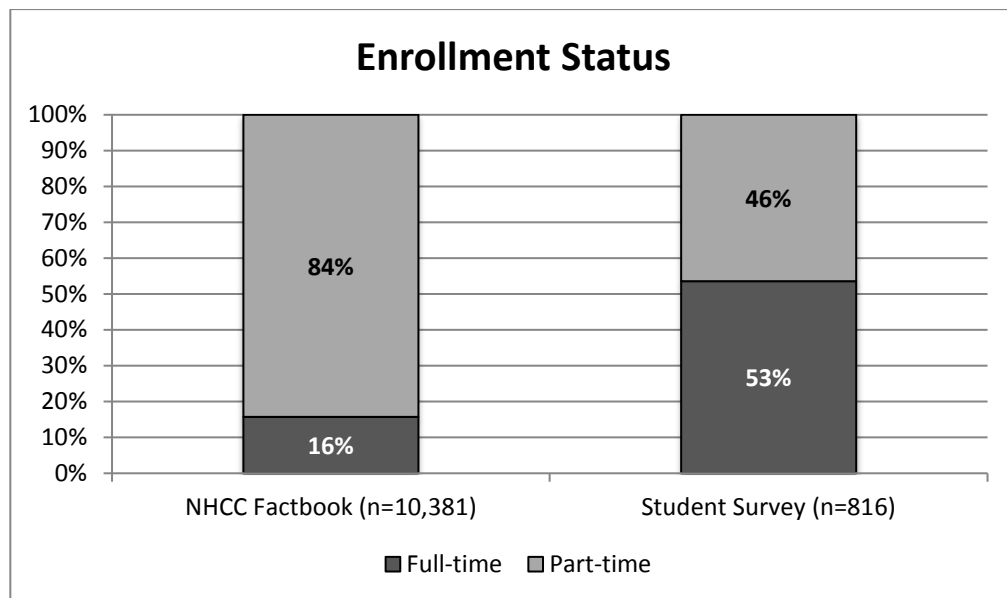


Figure 3

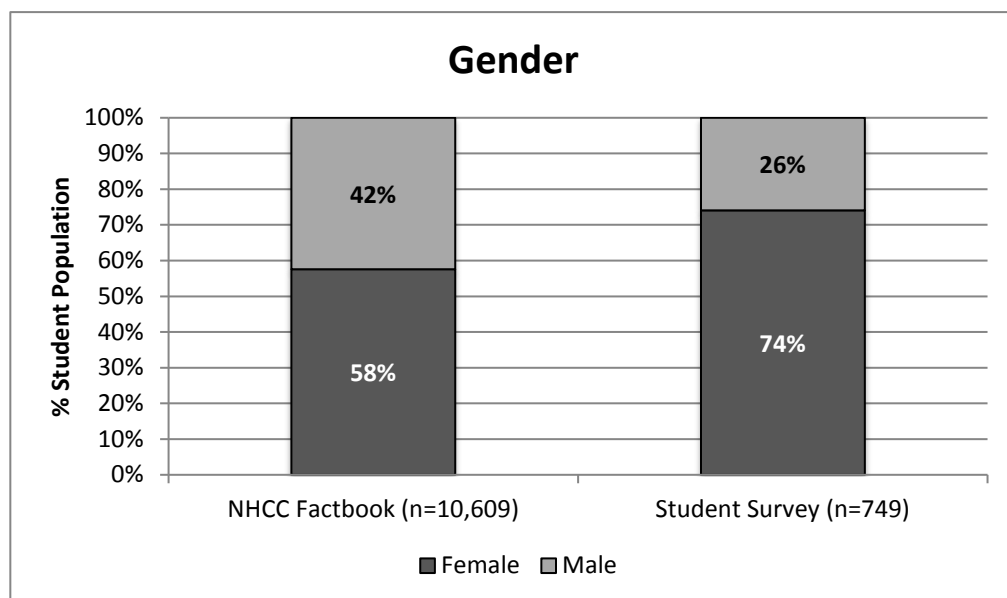


Figure 4

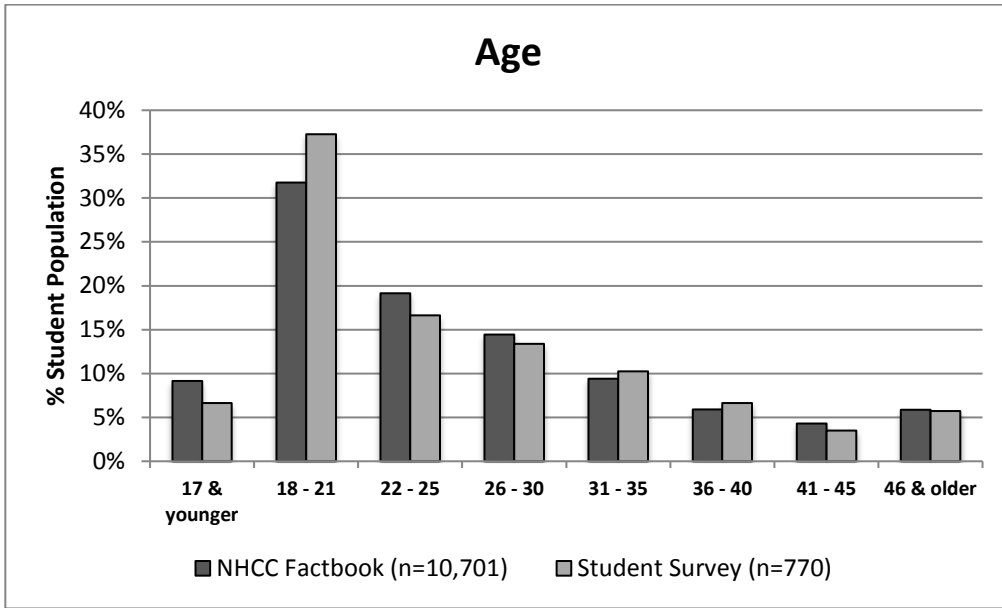
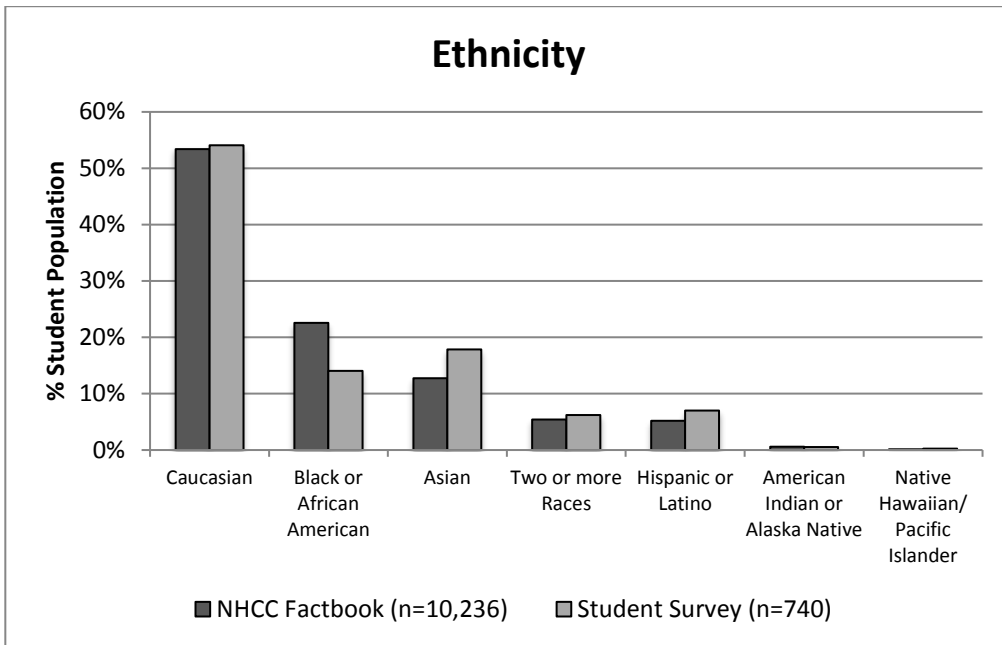


Figure 5



NHCC Students Want More Food Options Near Campus

As seen in Figure, the results show that respondents purchase food on the NHCC campus infrequently. In fact, most respondents rarely, if ever, purchase food on the NHCC campus: 51% of respondents did not purchase food on the NHCC campus within the last seven days, while 27% purchased food only once on campus within the last seven days.

The frequency of food purchasing on campus, unsurprisingly, has a direct relationship with how frequently respondents are physically on campus, i.e., the more time a student spends on campus, the more likely they are to purchase food on campus (Figure 7). Out of 801 total responses on this item, 231 respondents are on campus two days per week; 227 respondents are on campus four days per week. The rest of the responses are dispersed. Given that most respondents are only on campus either two or four days per week, it is understandable that respondents indicated infrequent purchasing of food on campus.

Sixty-five percent of respondents would like a student-friendly food venue with extended hours within walking distance of NHCC, only 5% of respondents indicated that a student-friendly food venue did not appeal to them. Once again, a relatively high proportion of respondents, 30%, responded that they do not have an opinion (Figure 8).

When the results for desire for student-friendly food options with extended hours within walking distance are compared to the respondents' residence's total miles from the NHCC campus, no clear relationship emerges (Figure 9). Respondents who live within 0-5 miles were almost equally split between a strong desire for a student-friendly food venue near campus and not having an opinion about it at all (each approximately 30%). Additionally, less than 5% of the respondents who live 0-5 miles from campus indicated that they do not want a student-friendly food venue near campus.

On the other end, Figure 9 displays that respondents who live more than 21 miles from campus have the highest percentage of respondents who indicated they do not want a student-friendly food venue near campus - around 12%. They also responded with the second highest rate of "No opinion" responses - around 34%.

79% of survey respondents indicated a desire for additional affordable food options within walking distance of the NHCC campus (Figure 10). Similarly, a large proportion of respondents, 81%, desire additional healthy food options within walking distance of campus (Figure 11). These results reflect a strong preference for more food that is affordable and food that is healthy, i.e. not fast food. The range of food pricing and quality among potential vendors is broad, and our results reflect a desire for greater options in both dimensions near NHCC.

Figure 6

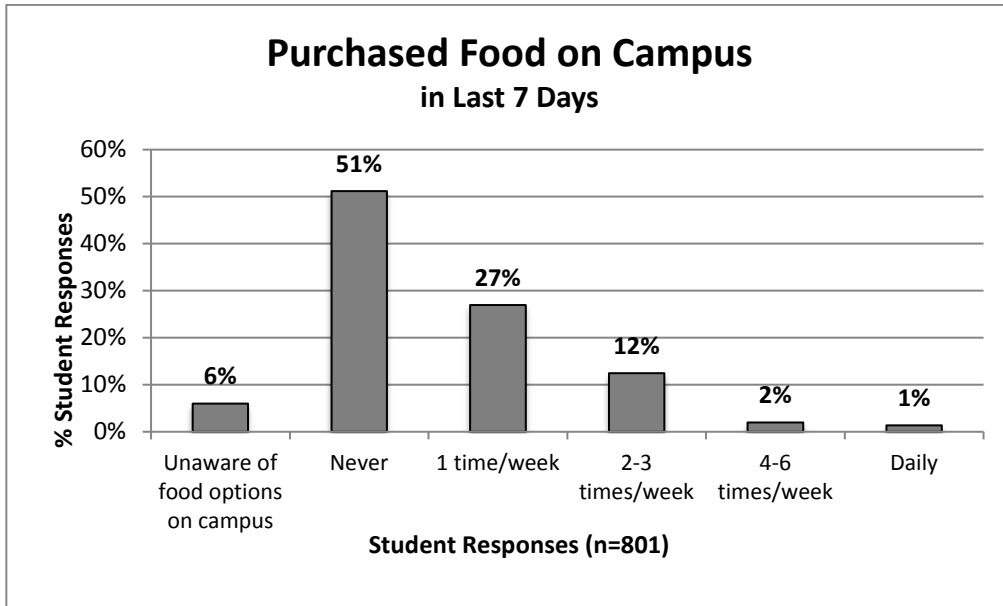


Figure 7

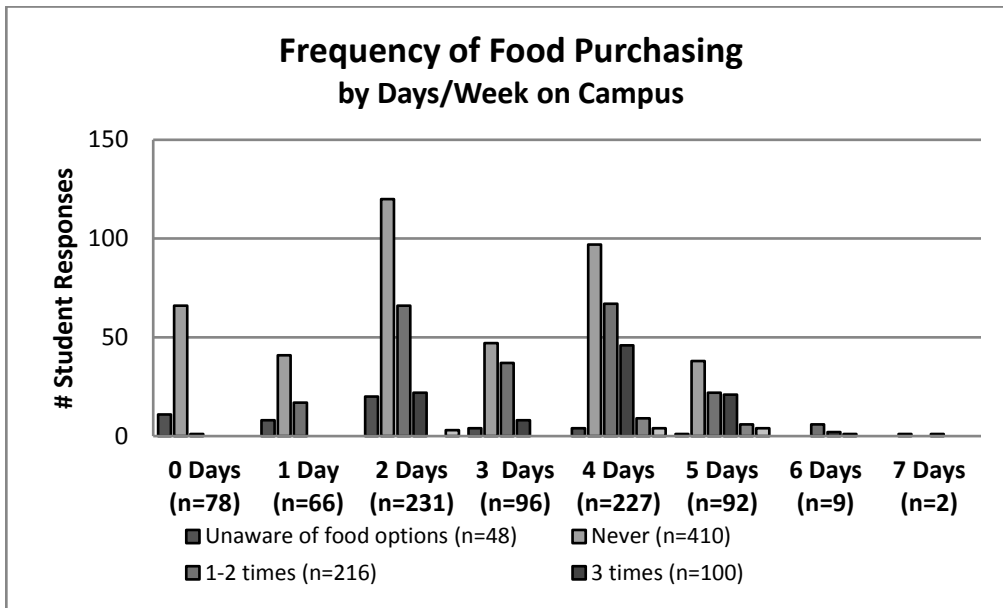


Figure 8

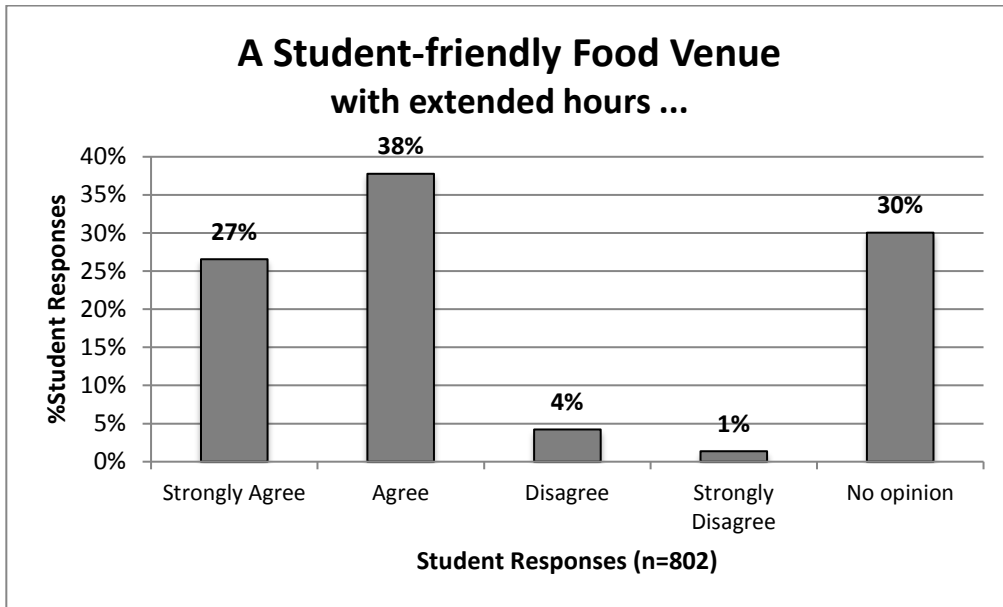


Figure 9

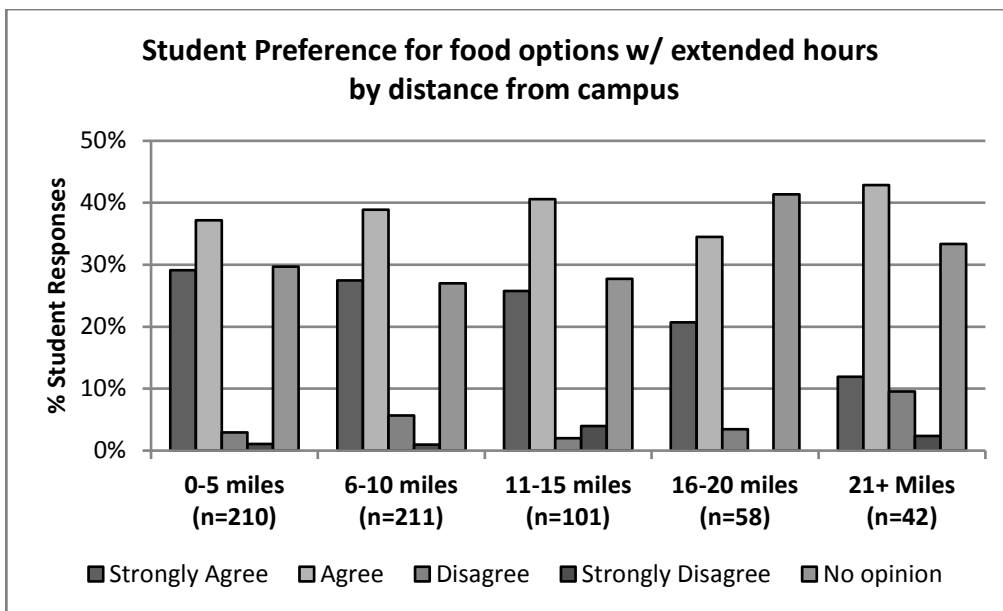


Figure 10

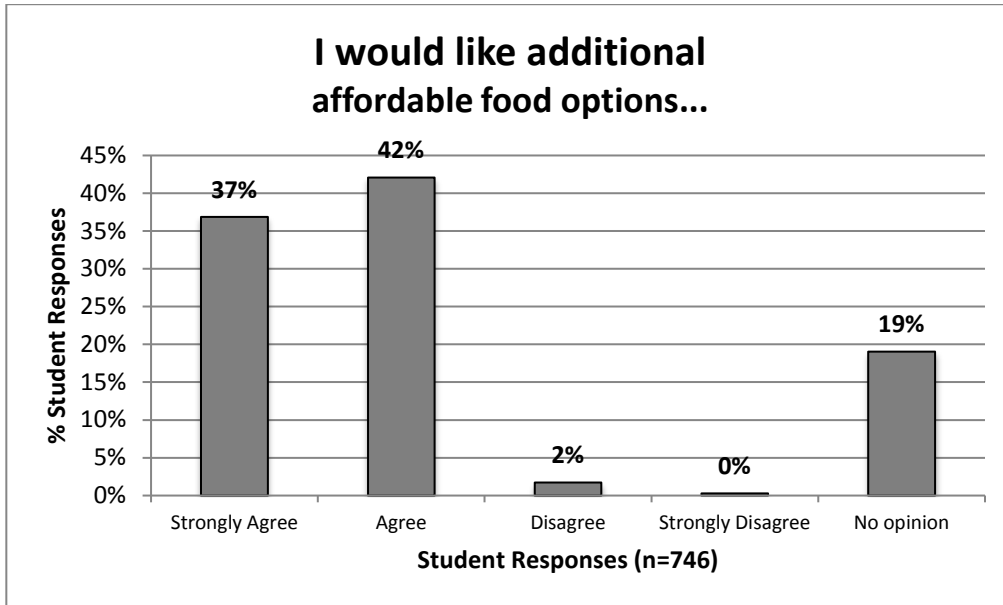
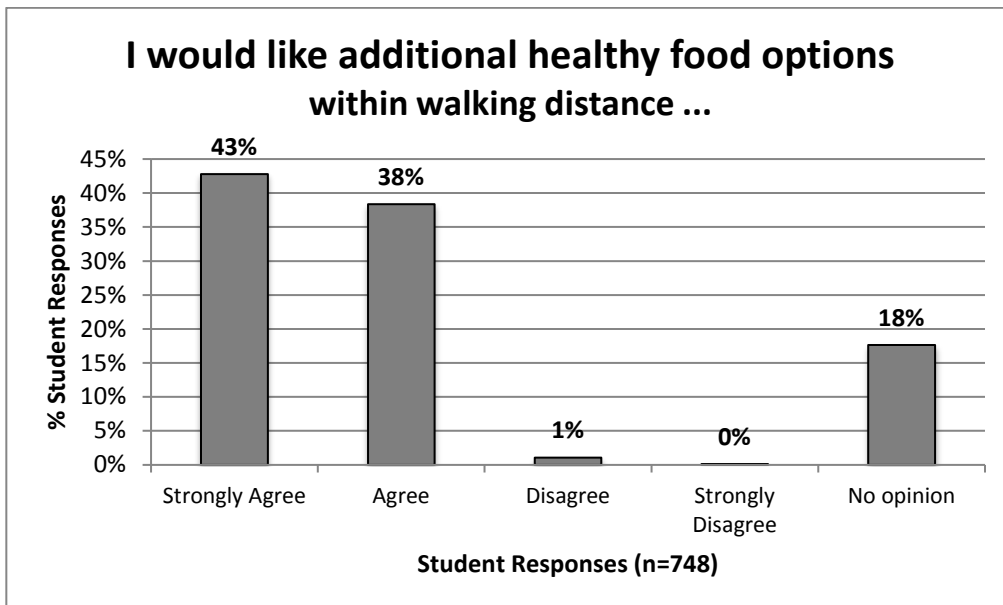


Figure 11



The Strange Popularity of the Fitness Center

Eighty percent of respondents have not used the NHCC fitness center in the last seven days or are unaware it exists (Figure 12). This high percentage of low fitness center utilization might be partially explained by the 52% of respondents who would like to see a better, larger fitness center within walking distance of NHCC (Figure 13); however, 40% of respondents have no opinion about a better, larger fitness center (Figure 13).

Figure 14 below shows that 54% of respondents would use the NHCC fitness center if it offered extended hours, while 32% of respondents had no opinion on the hours of operation of the fitness center.

The results of the items that focused on the fitness center reflect low current utilization of the NHCC fitness center and fairly high rates of non-opinion responses. Yet, the fitness center was reported as the third highest preferred service for the development of the site near NHCC (Figure 33).

Figure 12

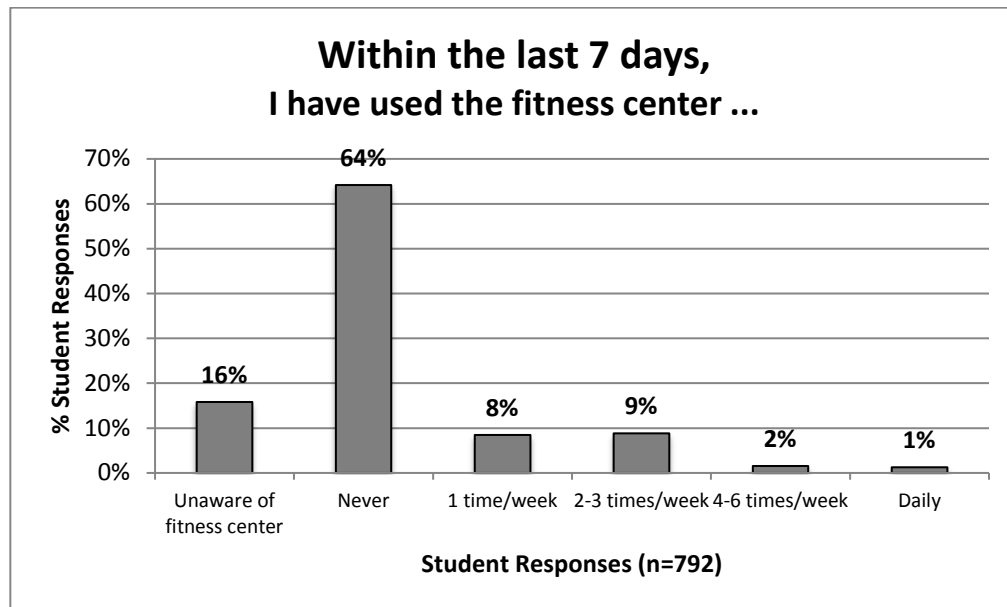


Figure 13

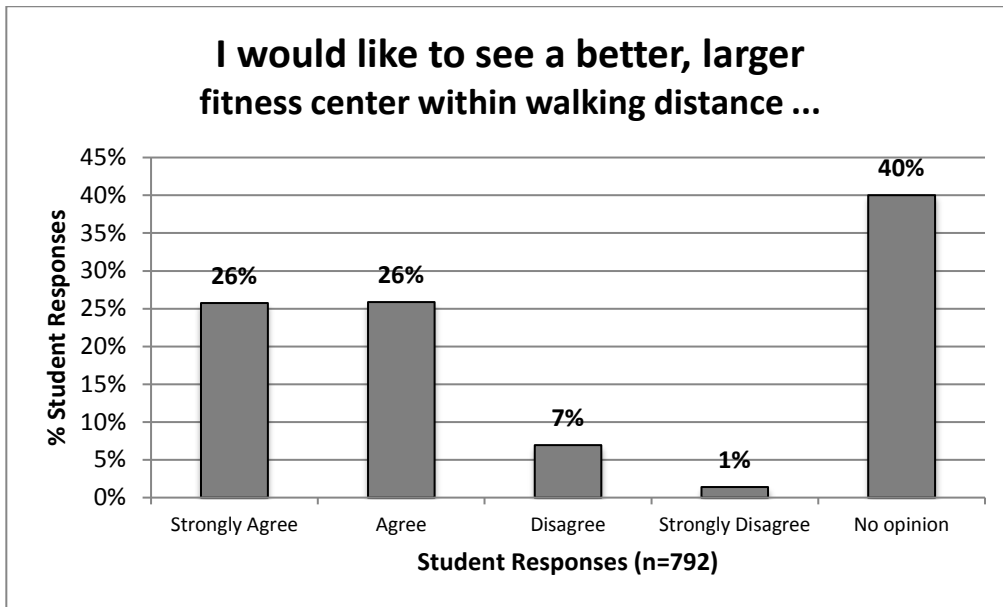
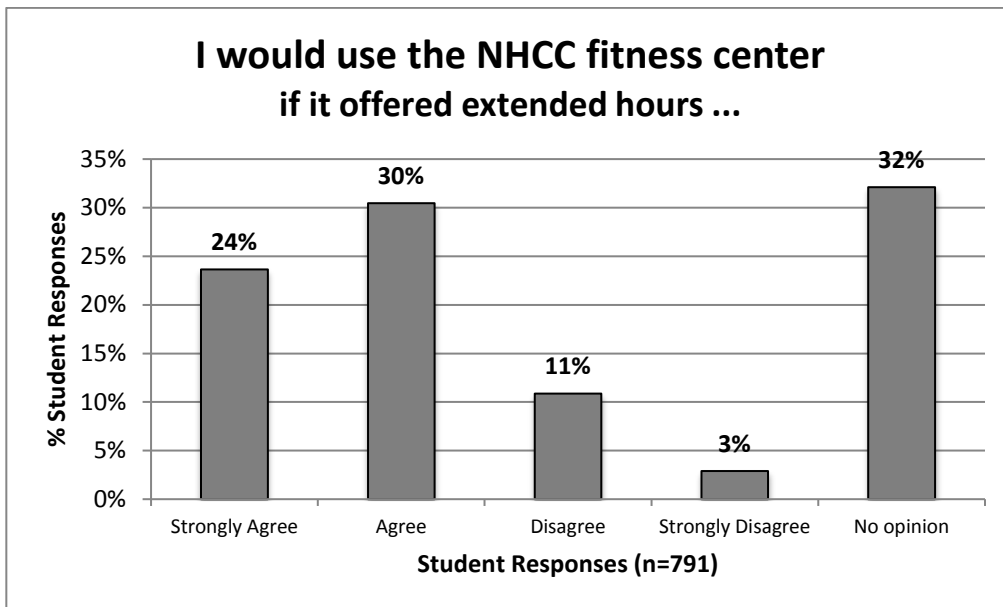


Figure 14



Overall NHCC Students Don't Have Strong Preferences for Housing

Respondents were asked to describe their current living situation and 54% indicated that they live with parents or family, while 17% live with a spouse or partner and 14% either rent alone or with roommates (Figure 15). Skip logic was used during this segment of the survey to help exposed some of the respondent's motivations for living at home. If students selected that they lived with parents/family, they were then directed to a question that asked them to describe the reasoning behind their current housing choice. Figure 16 shows that 52% of respondents who live with parents/family, are doing so to save money on housing costs.

Figure 17 illustrates that 59% of respondents agree that housing within walking distance of campus is appealing, while 36% of respondents have no opinion. When asked about preference for dorm or apartment housing near campus, 71% of respondents would prefer living in a private apartment (Figure 18)

Figure 19, shows that 30% of respondents would be willing to pay up to \$200-400 and 28% responded that they would be willing to spend up to \$401-600 on off-campus housing, however 19% of respondents indicate that they are not willing to pay for housing. Figure 20 breaks down the maximum monthly rent respondents are willing to pay by age range. Respondents in the age range of 18-20 show the greatest preference for housing cost between \$200-400.

Despite an interest in off-campus housing, over half of respondents currently live at home with parents or family to save on housing costs. If off-campus housing were to become available to students, there is clear overall preference for private apartments over dormitories. Additionally, the maximum amount most students are willing to pay is between \$200-400 a month for rent.

Figure 15

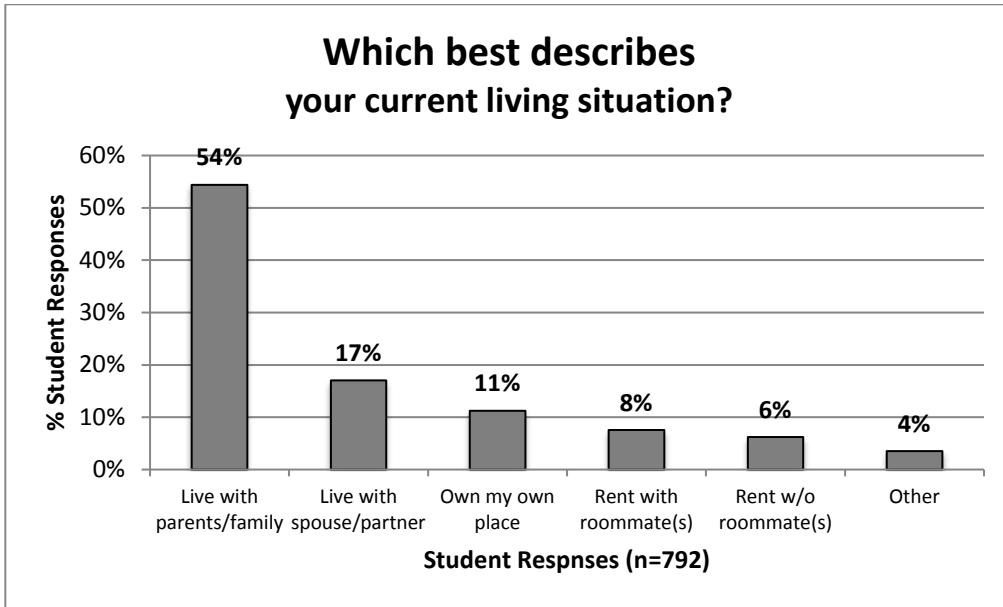


Figure 16

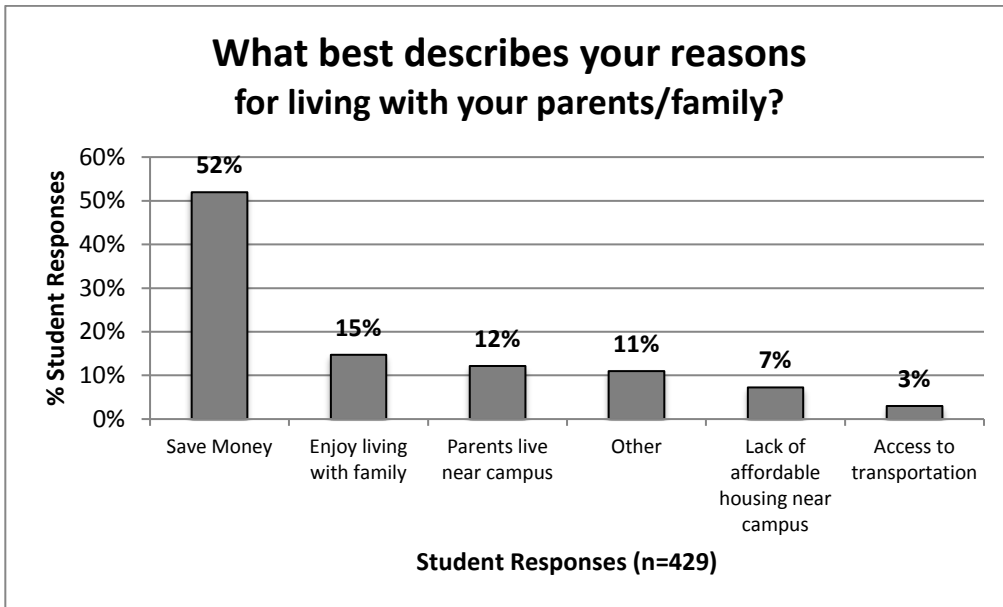


Figure 17

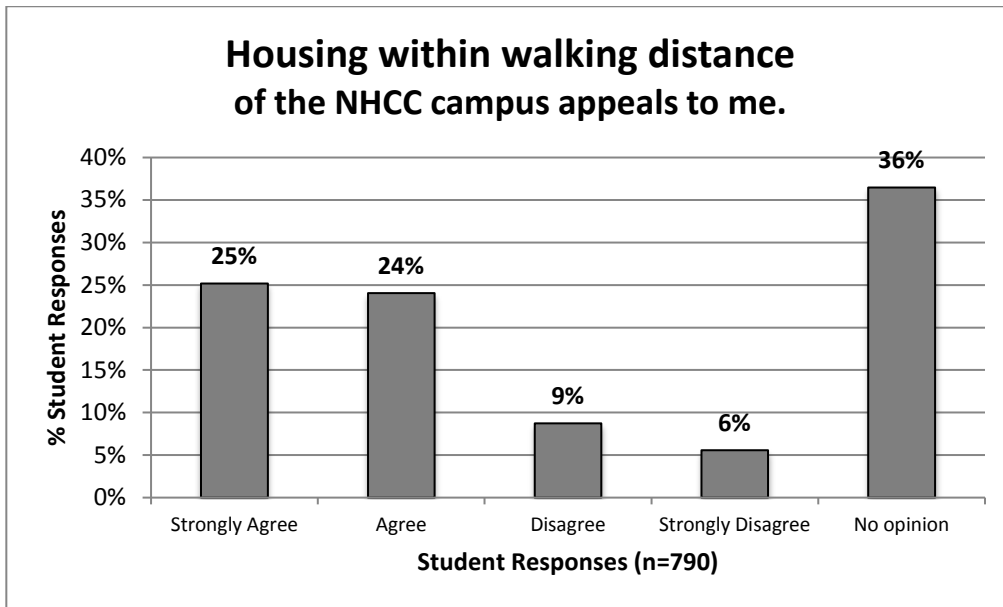


Figure 18

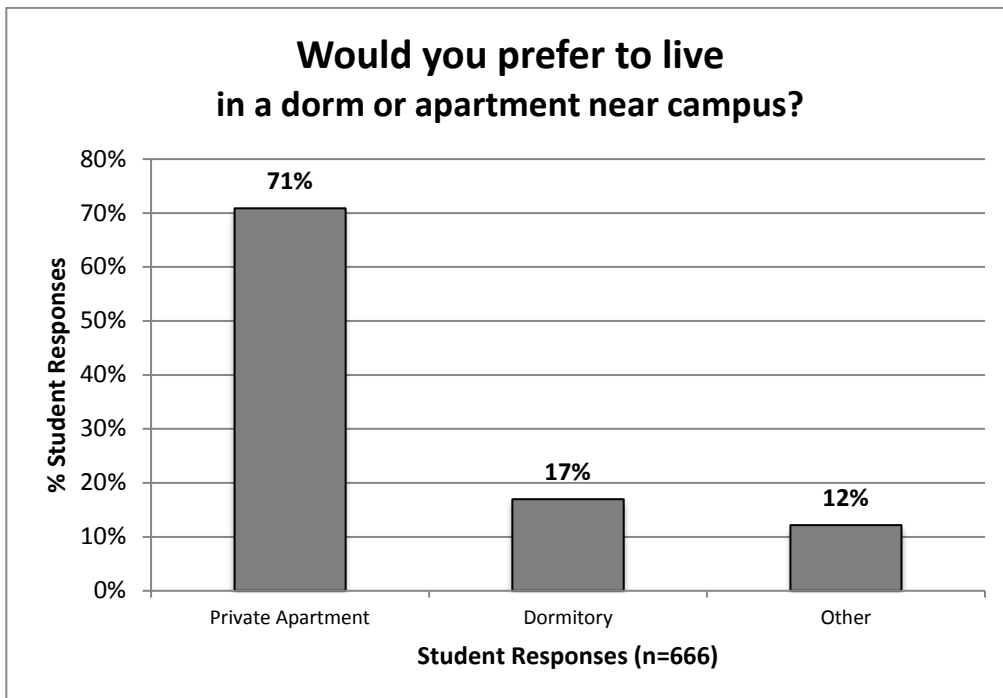


Figure 19

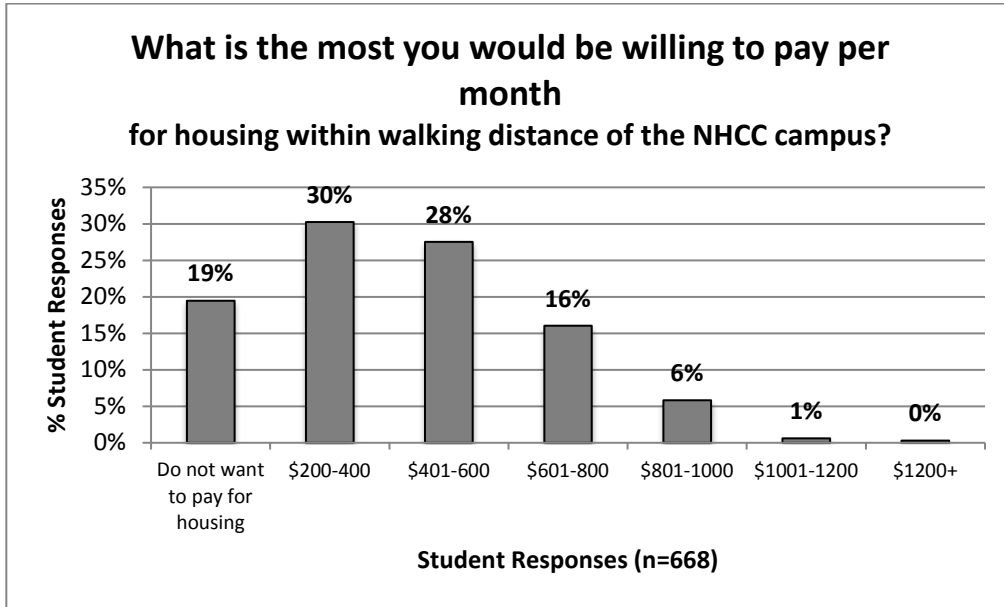
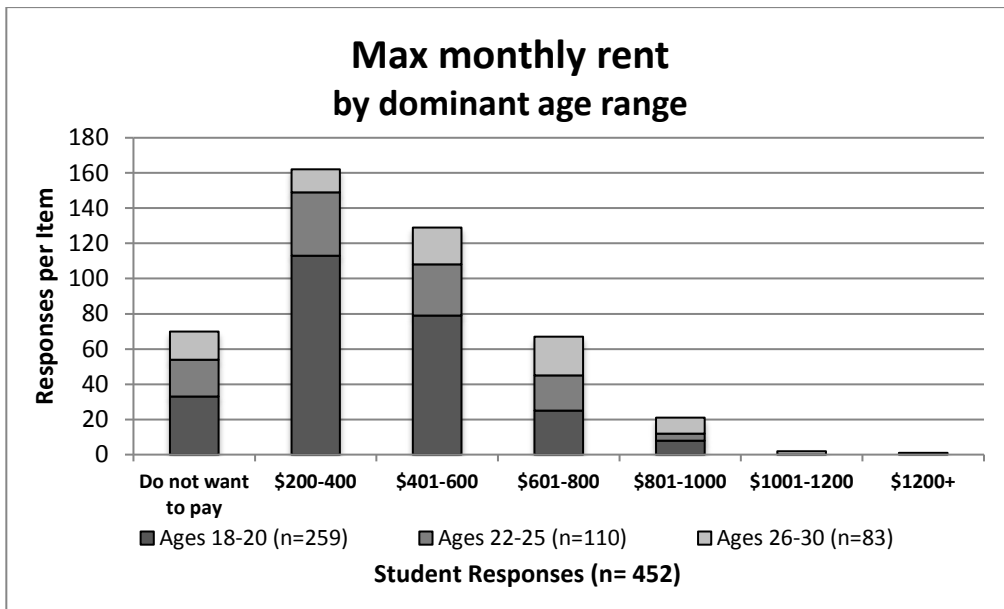


Figure 20



Students of Color Have a Higher Preference for Housing

When we cross-tabulate housing with ethnicity we can see similar trends emerge between the current living situation of Caucasian respondents and respondents of color. However, respondents of color are more likely to live with family or parents and less likely to rent alone or with roommates or own their own place (Figure 21).

Figure 22 compares responses for living with parents between Caucasian and students of color. Although the top answer is to save money for both groups, students of color are more likely to live at home because they enjoy it and to live with parents to take advantage of their proximity to campus and transportation. Students of color also indicate that there are less affordable housing options compared to Caucasian respondents.

Figure 23 shows that students of color indicate a higher preference for off-campus housing close to campus. Figure 24 indicates that the majority of students of color are willing to pay a maximum of \$200-400 a month for housing and are more willing to pay for housing compared to Caucasian students.

Figure 21

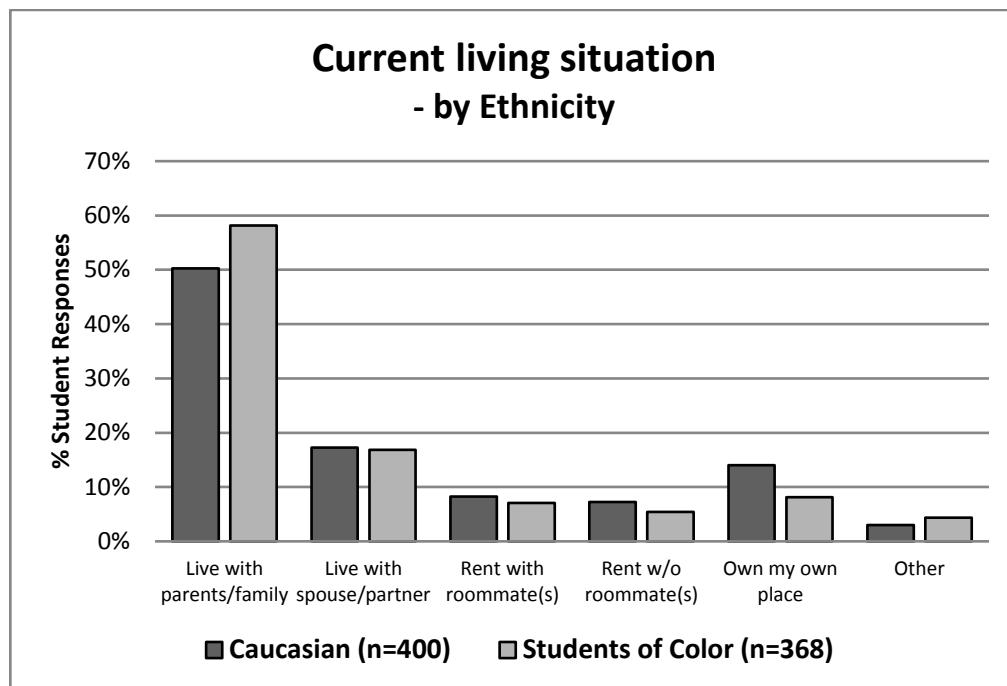


Figure 22

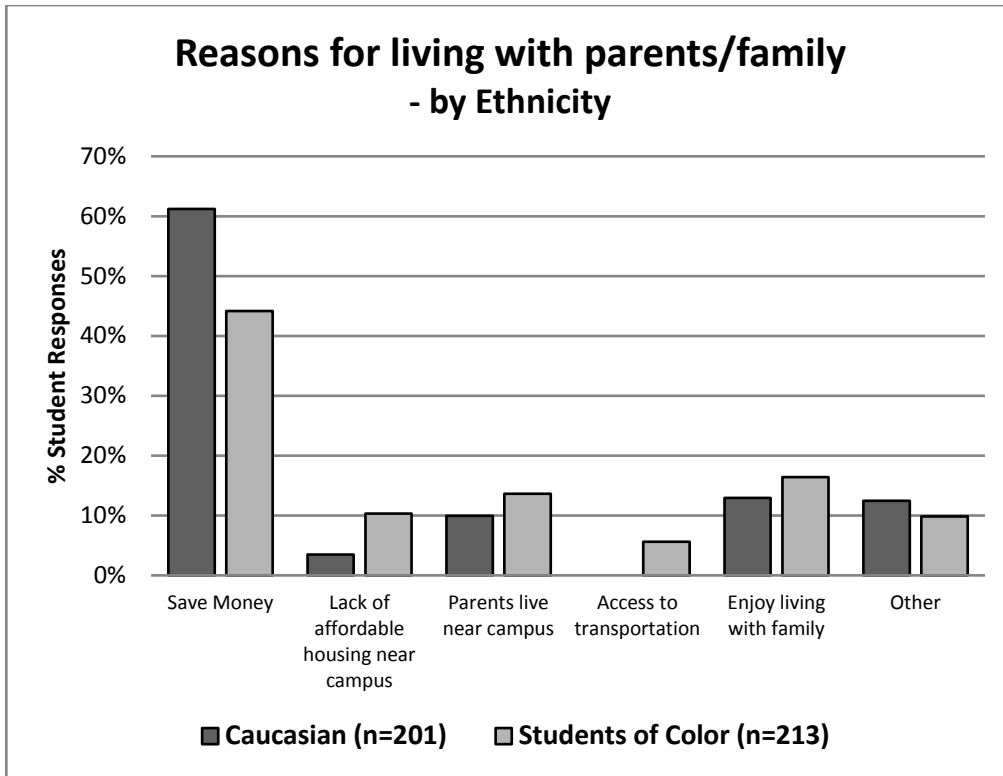


Figure 23

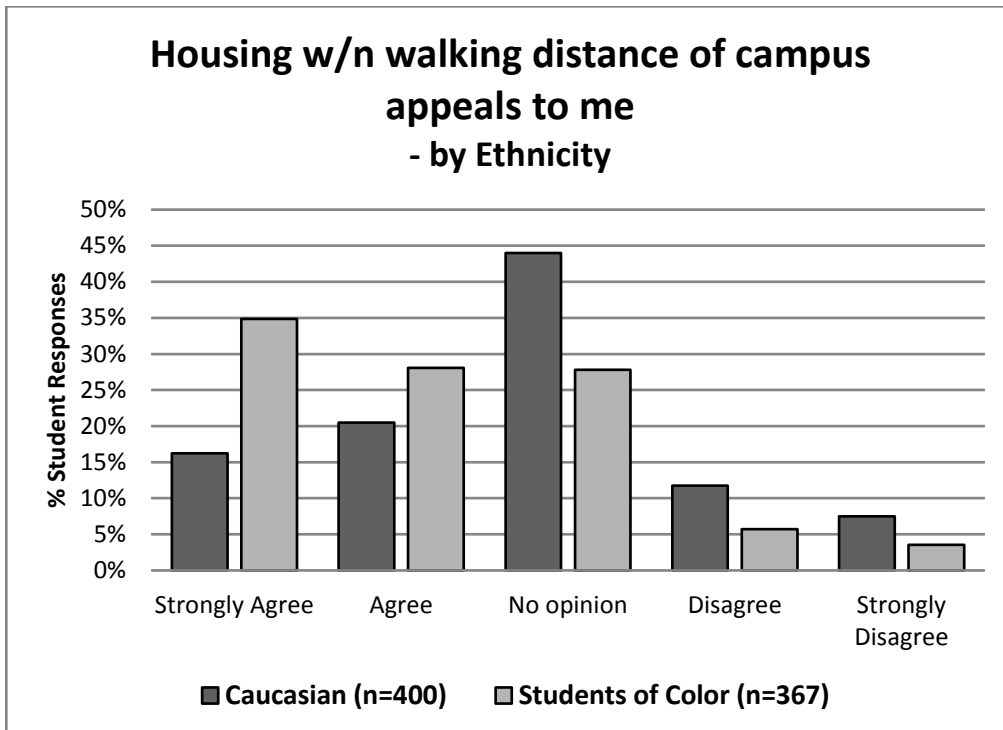
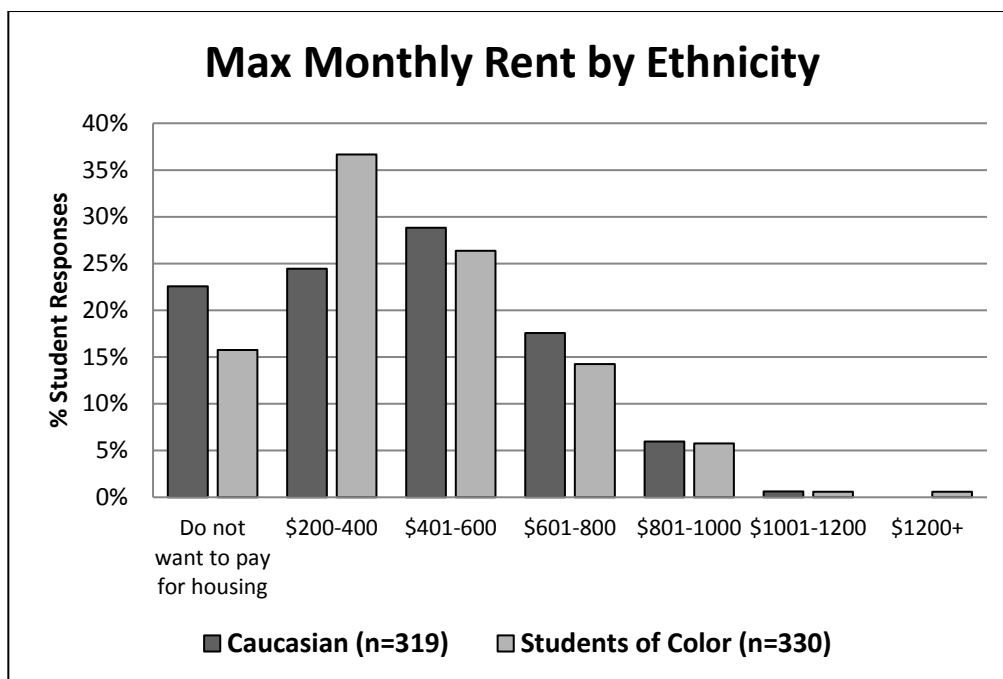


Figure 24



Most Student Parents Want Childcare

Figure 25 shows that 84% of respondents do not have children that require childcare. If respondents answered yes, they were directed to a series of questions that asked in more detail about their childcare preferences.

Fifty-six percent of parent respondents indicated that they currently receive childcare from family or friends, while 33% say that their current childcare provider is convenient (Figure 26).

Eighty-five percent of respondents agree that childcare within walking distance would improve their student experience, while only 3% disagreed and 12% had no opinion (Figure 27).

Figure 29 shows that 51% of all parent respondents are willing to pay between \$100-200 per week for childcare, while 33% report that they don't want to pay for childcare.

When we look at the results for childcare it is clear that the majority of student respondents do not require childcare. For those who responded that they have childcare needs (18%), feel strongly that childcare close to campus would improve their experience as students. The majority of parent-respondents indicated that they use a family or friend as their current childcare provider and also reported a willingness to pay a maximum of \$100-200 a week for childcare.

Figure 25

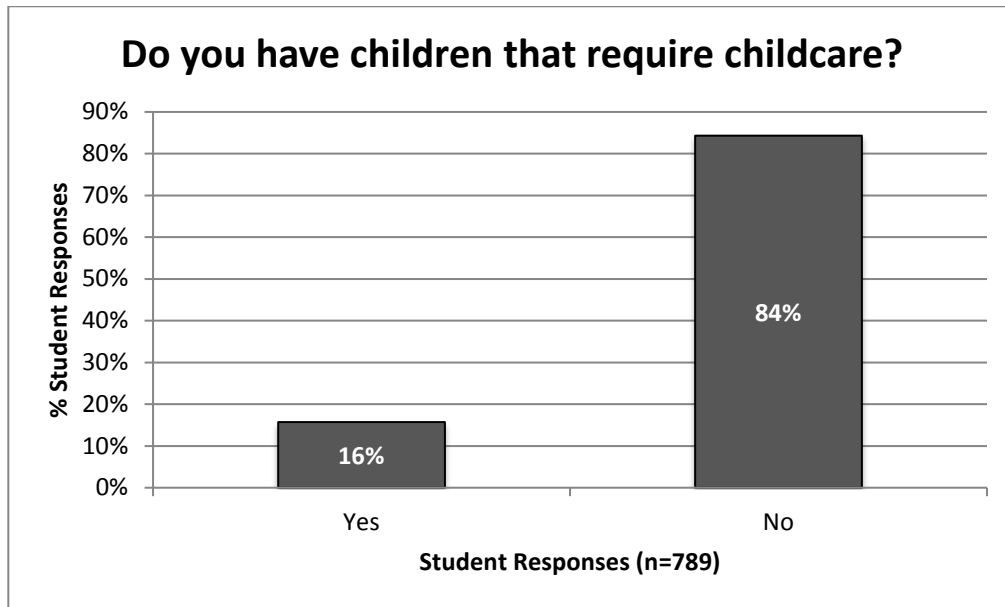


Figure 26

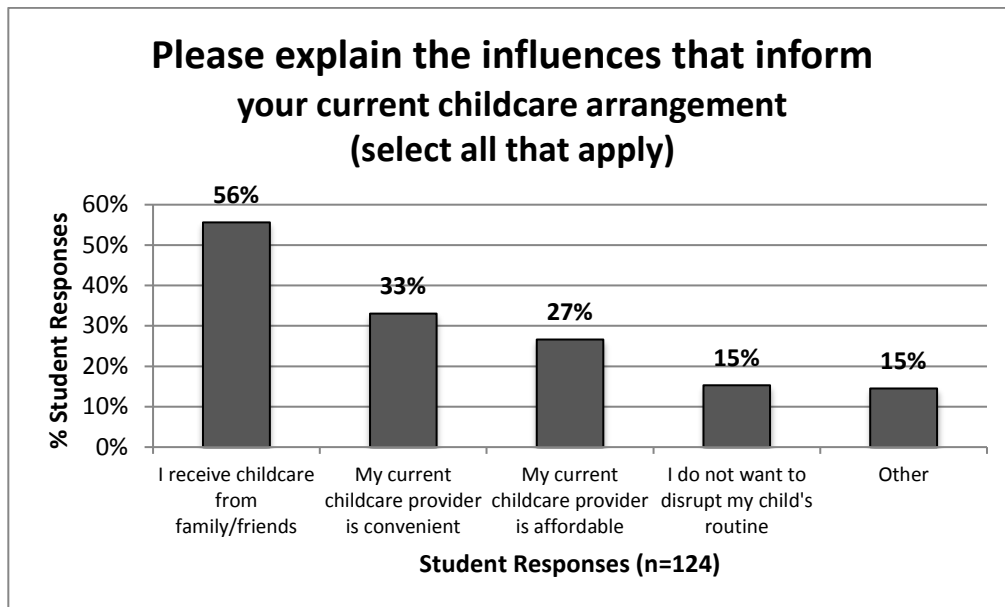


Figure 27

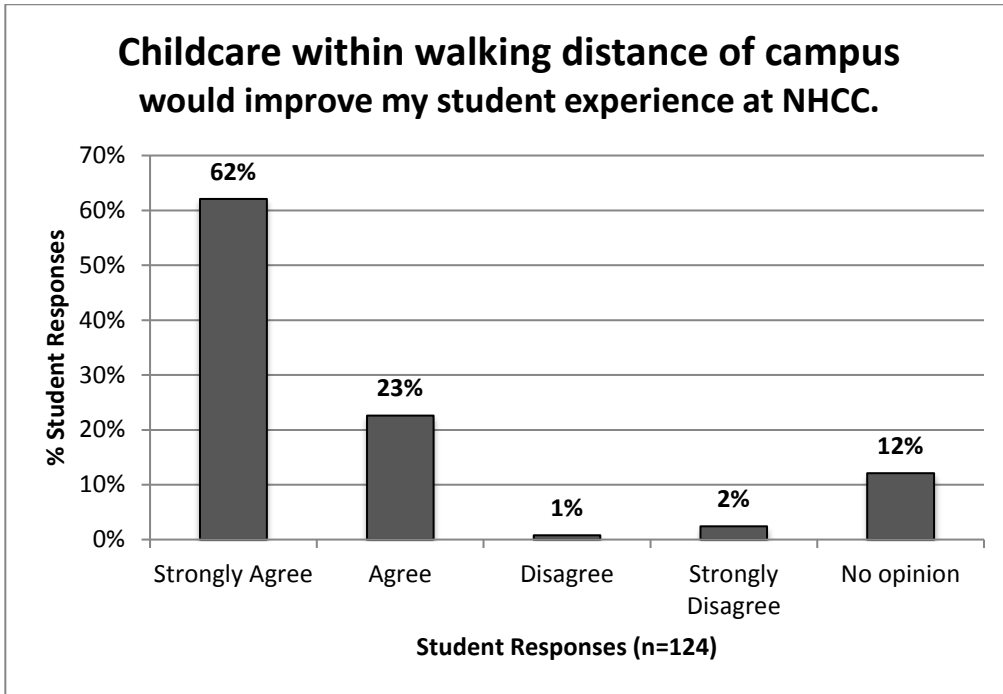
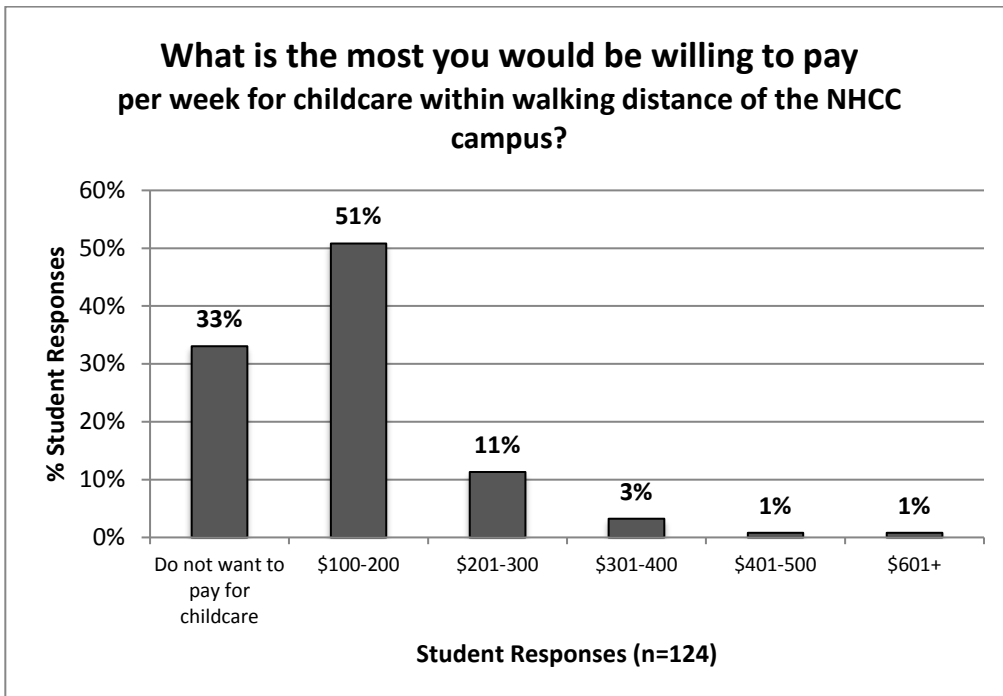


Figure 28



Childcare x Ethnicity

Figure 29 shows the parent-respondents by ethnicity compared to the overall ethnic makeup of survey respondents. For example, African American students make up 14% of total respondents and 19% of the total parent respondents. Additionally, in all ethnic categories except Caucasian, there is a higher representation of students-parents with children who require childcare compared to non-parents.

Figure 30 compares respondents who require childcare by students of color and Caucasian students. 42% of students of color are parents with children who require childcare, compared to 29% who are non-parents.

Fifty-eight percent of respondents who are students of color are willing to pay a maximum of between \$100-200 for childcare compared to 48% of Caucasian students (Figure 31). Only 26% of students of color indicate that are not willing to pay for childcare compared to 39% of Caucasian students.

Survey results indicate that students of color are more likely to be parents that require childcare compared to Caucasian students. Respondents who are students of color also show a greater willingness to pay for childcare services and are most willing to pay a maximum of \$100-200 per week.

Figure 29

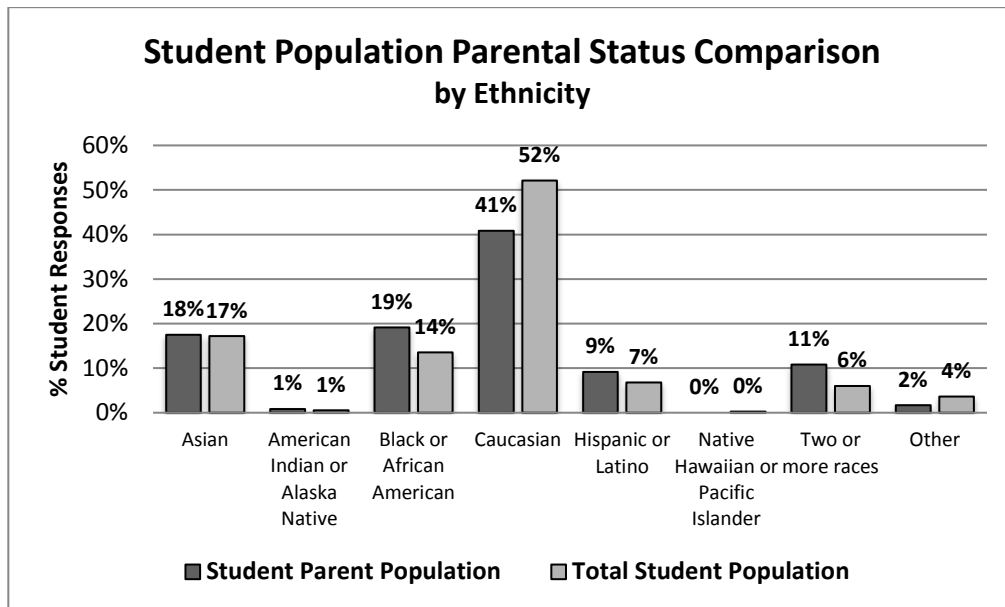


Figure 30

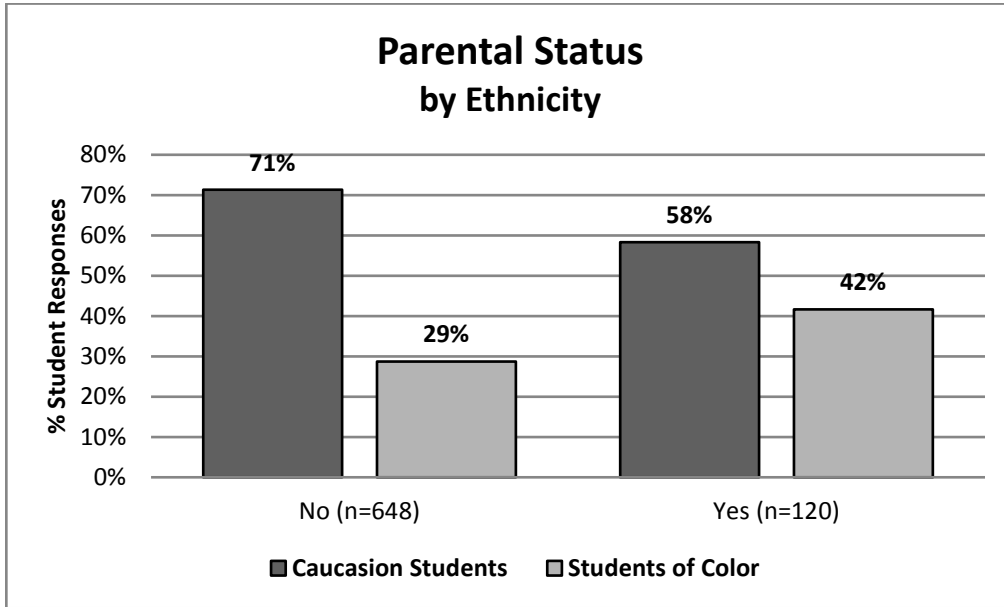
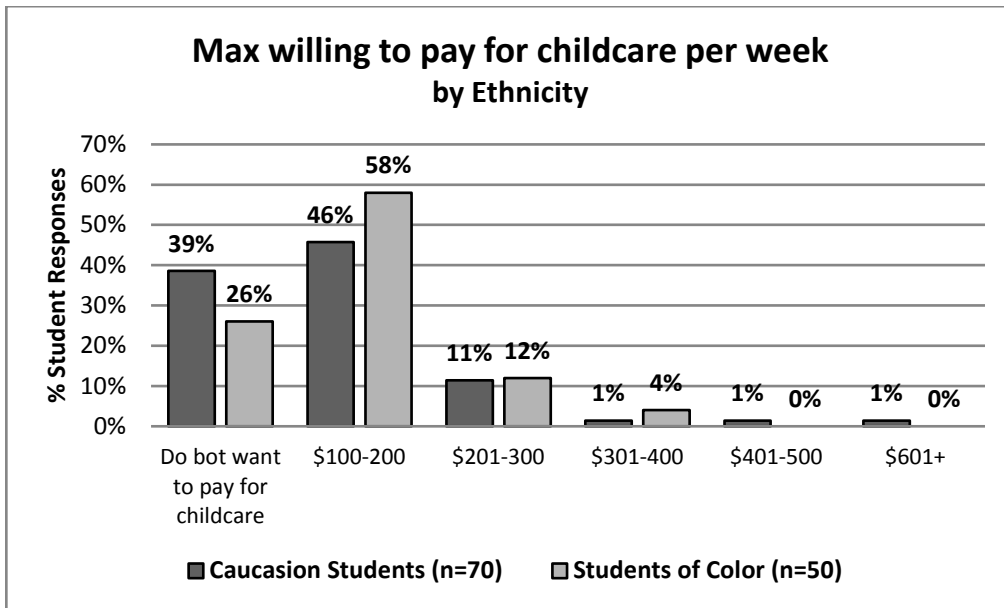


Figure 31



NHCC Students' Top Preferences

The final survey item asked the respondent to rank their top three preferences for the site development. The respondent was given a list of ten services to rank from one to three, one as the highest preferred service, three as the lowest. To understand the value placed on the various service options, we measured both the raw vote count for each service (Figure 32) and also used a weighted index (Figure 33) that reflected the higher value expressed through the preference rankings. To analyze the top preferences using a weighted index, we recoded the responses to give them a weighted value; first place votes were coded as "3" giving each first place vote a higher value than a third place vote, which was coded as "1". After the new weights were summed, the weighted responses were divided by the weighted totals, and multiplied by 100 to give the weighted index values reflected in Figure 33.

The two measures, counts and weighted values, both resulted in the same top three preferences: first choice is Restaurant/eatery, second choice is Coffee shop/cafe, and third choice is Fitness center.

Restaurant/eatery received ~325 total picks; the coffee shop/cafe received ~300 total picks; the fitness center received ~275 total picks. The bars in Figure indicate the rank choice order by the colors - first choice is the darkest color, second choice the lighter grey, and third choice the lightest color. Apartment complex received the highest amount of first choice picks, approximately 130 picks. However, when the total amount of picks were calculated (to include the amount of first and second place picks that each item received), the apartment complex came in fifth place overall for respondents' top preferences by count. Childcare is the least preferred service with a total of about 120 picks.

When the respondents' first, second, and third choice ranks were weighted according to our weighted index, the results show the same top three preferences as seen in Figure 34. Restaurant/eatery has the highest weighted value, which is ~46; coffee shop/cafe has a weighted value of ~42; and the fitness center has a weighted value of ~39. Apartment complex came in fifth place again with a weighted value of ~33. Childcare is also in last place again with a weighted value of ~16.

Parent-respondent's preferences were isolated to determine if there were deviations from overall trends. Figure 35 indicates that parent-respondents rank childcare as their top preference, followed by restaurant/eatery and apartment complex.

Using the same weighted scale, parent-respondents are compared to non-parent respondents, when asked to rank supportive services. Figure 36 further illustrates a clear preference for childcare services amongst student parents.

Figure 32

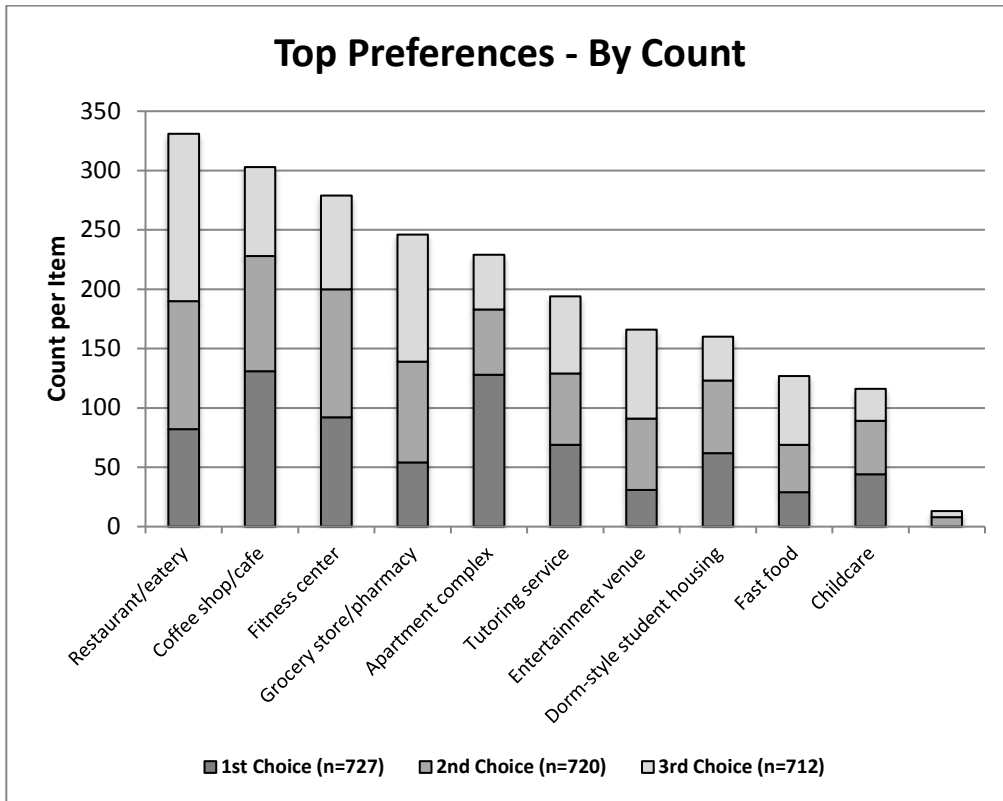


Figure 33

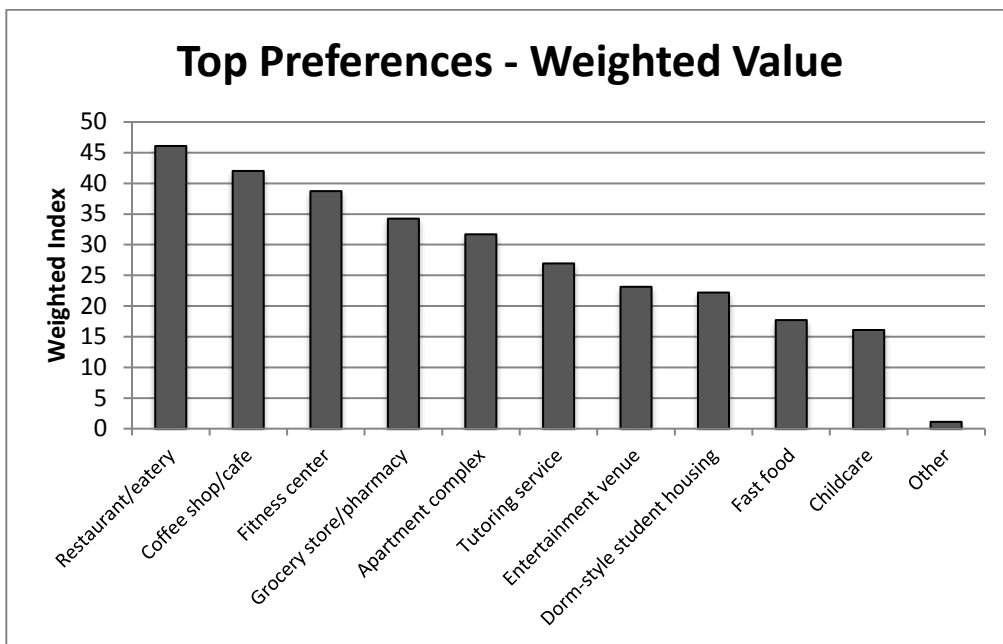


Figure 34

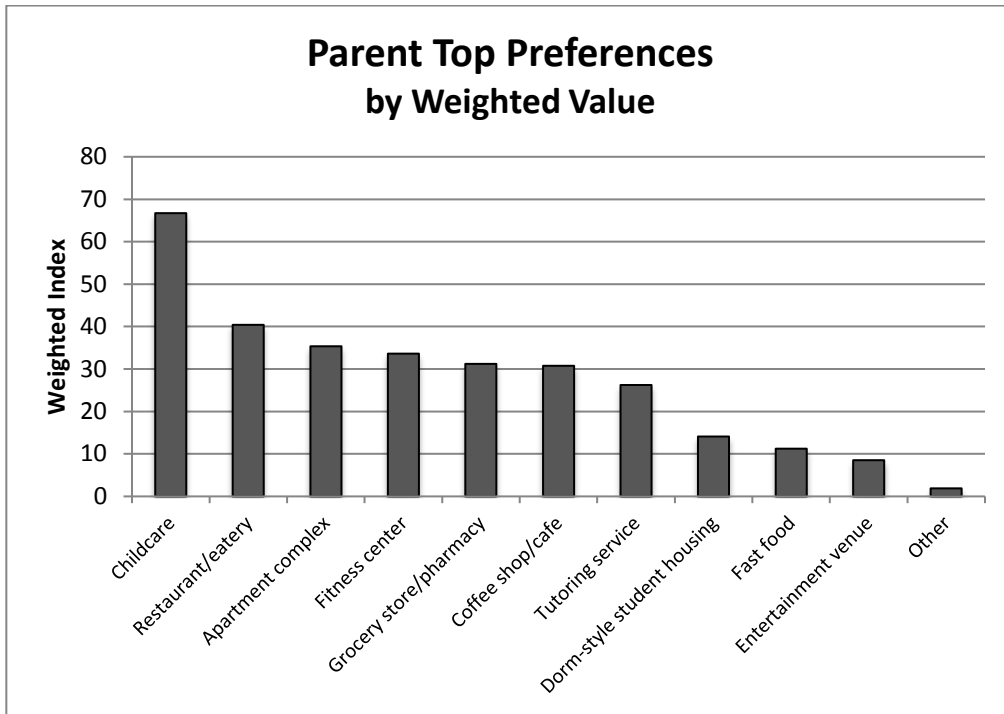


Figure 35

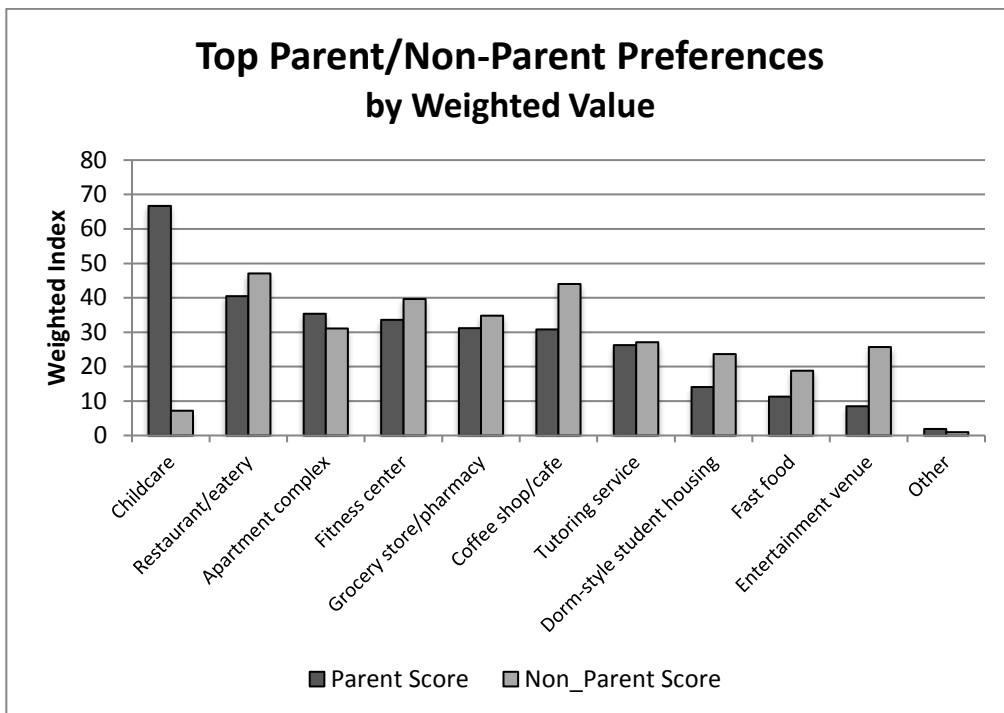


Figure 36

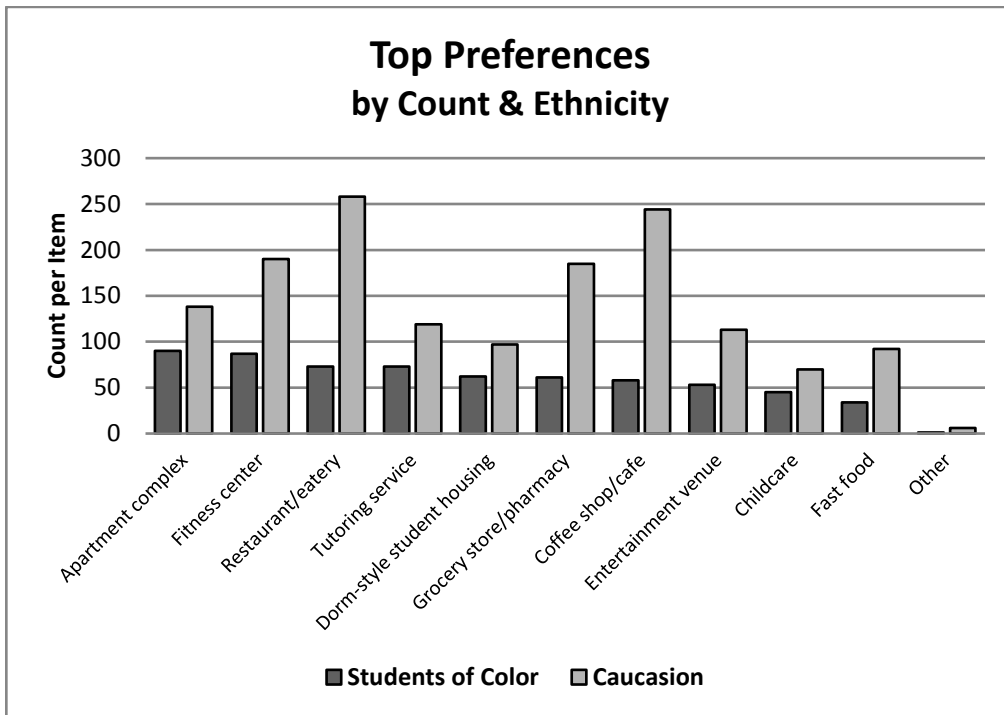
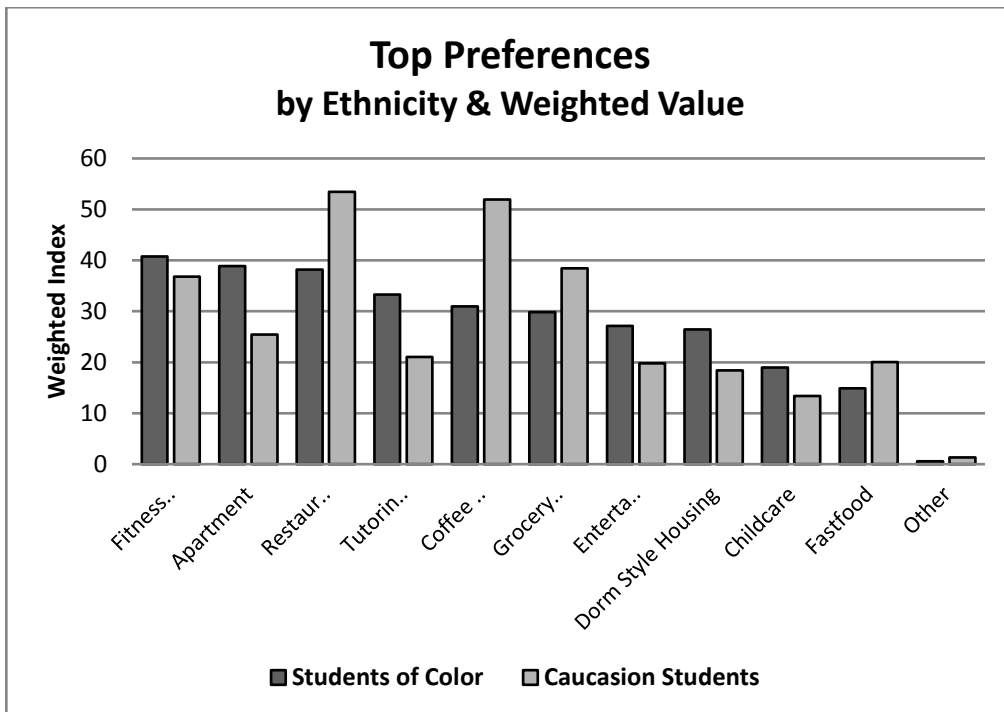


Figure 37



Final Insights for Future Development and Further Research

Analyses of the results of our focus groups and survey yielded important insights for future development and areas for further research. The 5 key findings are:

1. Among overall responses, the highest preference is for food
2. Among parent responses, the highest preference is for childcare
3. Lower overall preferences for housing
4. Price sensitivity influences student preferences
5. Two areas need further research: comparisons between parents and non-parent students at NHCC and the role of students' financial dependency in their housing preferences

The results show that among overall responses, the highest preference is for food. The top two preferences, both by votes and by weighted value, were both food-related services (restaurant/eatery and coffee shop/cafe). The third highest-rated preference, by total votes and weighted value, was for a fitness center. However, when the responses are separated based on characteristics that respondents self-identified, the preferences differ.

Among respondents who have children that require childcare, the highest preference for the future development is for childcare. Respondents felt strongly that childcare would enhance their student experience but reported a \$100-200 weekly maximum willingness to pay or do not want to pay for childcare at all. Parent-respondents are also more likely to be students of color.

The fitness center was the third highest overall preference, but the top preference for students of color, despite the results reflecting low overall current utilization of the NHCC fitness center and high rates of "No opinion" responses for a better larger fitness center or a fitness center with extended hours within walking distance to NHCC.

The results indicate that among respondents, there is a low overall preference for housing, whether it's an apartment complex or dorm-style student housing. The majority of respondents live at home with parents or family to take advantage of location, transportation and most importantly, the cost of housing.

Another important trend that emerged from an analysis of the data was respondents' sensitivity to price. With respect to childcare and housing, respondents were asked to indicate the maximum amount that they would be willing to pay for the respective service. For both services, the majority of respondent's' maximum willingness to pay is below the average price for the service in Brooklyn Park, MN. Plans for future development should consider the fact that community college students are sensitive to price.

The sensitivity to price can aid in explaining why the fitness center was ranked as the third highest overall preference and why food-related services were in the top two. For community college students who are likely dependents of their parents, not anticipating attending the college for more than two years, or just sensitive to price in general, a fitness center near campus is an appealing option, especially because the current fitness center on campus has narrow hours of operation. A fitness center is a relatively inexpensive service for community college students and less of a commitment for students than an apartment or other kind of housing, even if students do have a desire to live closer to campus. A fitness center is universally appealing because, in theory, it can be utilized by all students, regardless of personal characteristics. This same reasoning can also explain why food-related services took the top two spots for preference - food is also universally appealing independent of personal characteristics.

Further research

During the analysis our team identified additional areas for future research that our teams believes would provide greater insight into the preferences of the NHCC student body.

- ***Parent/non-parent comparisons between the survey results and enrolled students.***
In order to determine if our survey results were representative of the sample of the NHCC parent-student population, more data needs to be collected on this sub-group of students. Since no current data was available in the NHCC factbook on student parents, it is difficult to derive accurate insights from our study.
- ***Housing questions that isolate students' financial dependence.***
During our study we asked students about their current living situation but failed to properly address whether students incur cost while living at home with family or friends. In order to fully determine how cost affects students preference for off campus housing, further research should be considered to help determine how income affects student preferences.

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Appendix A – NHCC Fact Book & Student Survey Comparison

Enrollment Status				
	Survey	NHCC	NHCC Factbook (n=10,381)	Student Survey (n=816)
Full-time	435	1636	16%	53%
Part-time	377	8745	84%	46%
Total	816	10381	100%	100%
Ethnicity				
	Survey	NHCC	NHCC Factbook (n=10,236)	Student Survey (n=740)
Caucasian	400	5468	53%	54%
Black or African American	104	2309	23%	14%
Asian	132	1303	13%	18%
Two or more Races	46	553	5%	6%
Hispanic or Latino	52	533	5%	7%
American Indian or Alaska Native	4	58	1%	1%
Native Hawaiian/ Pacific Islander	2	12	0%	0%
Total	740	10236	100%	100%
Gender				
	Survey	NHCC	NHCC Factbook (n=10,609)	Student Survey (n=749)
Female	555	6105	58%	74%
Male	194	4504	42%	26%
Total	749	10609	100%	100%
Age				
	Survey	NHCC	NHCC Factbook (n=10,701)	Student Survey (n=770)
17 & younger	51	981	9%	7%
18 - 21	287	3401	32%	37%
22 - 25	128	2047	19%	17%
26 - 30	103	1545	14%	13%
31 - 35	79	1007	9%	10%
36 - 40	51	632	6%	7%
41 - 45	27	461	4%	4%
46 & older	44	628	6%	6%
Total	770	10702	100%	100%

Appendix B – Top Preferences Calculations

Top Preferences – By Count	Total Picks per Item	1st Choice (n=727)	2nd Choice (n=720)	3rd Choice (n=712)
Restaurant/eatery	331	82	108	141
Coffee shop/cafe	303	131	97	75
Fitness center	279	92	108	79
Grocery store/pharmacy	246	54	85	107
Apartment complex	229	128	55	46
Tutoring service	194	69	60	65
Entertainment venue	166	31	60	75
Dorm-style student housing	160	62	61	37
Fast food	127	29	40	58
Childcare	116	44	45	27
Other	8	5	1	2

Top Preferences – By Weighted Value	1st Choice	1 st Choice Weighted	2nd Choice	2 nd Choice Weighted	3rd Choice	3 rd Choice Weighted	Total Weighted Score
Restaurant/eatery	82	246	108	216	141	141	46
Coffee shop/cafe	131	393	97	194	75	75	42
Fitness center	92	276	108	216	79	79	39
Grocery store/pharmacy	54	162	85	170	107	107	34
Apartment complex	128	384	55	110	46	46	32
Tutoring service	69	207	60	120	65	65	27
Entertainment venue	31	93	60	120	75	75	23
Dorm-style student housing	62	186	61	122	37	37	22
Fast food	29	87	40	80	58	58	18
Childcare	44	132	45	90	27	27	16
Other	5	15	1	2	2	2	1
Total	727	2181	720	1440	712	712	300

Appendix C - Qualtrics Survey Guide

Q1.1 Introduction

This questionnaire explores student service preferences for development of a site adjacent to the NHCC campus. The City of Brooklyn Park identified student housing and privately-owned daycare for development options; to obtain additional information about student preferences, we conducted exploratory focus groups with students at NHCC. Potential developments discussed included student housing, childcare, a fitness center, student-friendly food venues, and other entertainment-related venues. The responses from the focus groups have informed this anonymous survey. The results garnered here will inform decision-makers about what students would prefer to see on this site that is within walking distance of the NHCC campus.

Completion of the survey is anonymous. However, if you wish to be entered in a drawing to win one of two \$25 iTunes cards, you will be asked to provide your email address at the end of the survey. Your responses will not be tied to your email address.

Q2.1 What is your enrollment status?

- Full-time
- Part-time
- Non-credit enrollment
- Not currently enrolled

STATA Variables
[Enroll_Status]

Q2.2 How many years have you attended NHCC (including this year)?

- 1
- 2
- 3
- 4
- Other:

STATA Variables
[Yrs_NHCC]
[Yrs_NHCC_Other]

Q2.3 When do you take classes? Check all that apply.

- Morning, between 8 am - noon
- Afternoon, between 12:15 pm - 5:00 pm
- Evening, after 5 pm
- Weekend classes
- Online classes

STATA Variables
[Class_Sched_Morning] [Class_Sched_Evening]
[Class_Sched_Afternoon] [Class_Sched_Wknd]
[Class_Sched_Online]

Q2.4 How many days per week are you on campus?

- 0
- 1

STATA Variables
[Days_Campus]

- 2
 3
 4
 5
 6
 7

Q2.5 Which city do you live in?

- Brooklyn Park
 Maple Grove
 Minneapolis
 Brooklyn Center
 Plymouth
 Champlin
 New Hope
 Crystal
 Coon Rapids
 Other

STATA Variables

[City_Residence]	[Distance_Total]
[City_Residence_Other]	[Distance_Category]

Q3.1 The next questions are about availability of and preference for services.

Which of the following services have you utilized since starting at NHCC? Check all that apply.

- Fitness center
 Game room
 Cafe
 Food shelf
 Health clinic
 Tutoring
 Other:

STATA Variables

[Svcs_Used_FitnessCtr]	[Svcs_Used_HealthClnc]
[Svcs_Used_GameRm]	[Svcs_Used_Tutor]
[Svcs_Used_Cafe]	[Svcs_Used_Other]
[Svcs_Used_FoodShelf]	[Svcs_Used_OtherText]

FOOD QUESTIONS

Q3.2 Within the last 7 days, I have purchased food on campus:

- Daily
- 4-6 times a week
- 2-3 times a week
- Once a week
- Never
- Unaware of food options on campus

STATA Variables

[Food_Freq]

Q3.3 A student-friendly food venue with extended hours (after 6 pm) and within walking distance of the NHCC campus would enhance my student experience:

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

STATA Variables

[Food_Xtnd_Hrs]

[Food_Xtnd_Hrs2] (recode for order)

Condition: **Disagree Is Selected**. Skip To: **Within the last 7 days, I have used t...**

Condition: **Strongly disagree Is Selected**. Skip To: **Within the last 7 days, I have used t...**

Q3.4 I would like additional affordable food options within walking distance of the NHCC campus.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

STATA Variables

[Food_Afford]

[Food_Afford2] (recode for order)

Q3.5 I would like additional healthy food options within walking distance of the NHCC campus.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

STATA Variables

[Food_Healthy]

[Food_Healthy2] (recode for order)

FITNESS QUESTIONS

Q3.6 Within the last 7 days, I have used the fitness center on the NHCC campus:

- Daily
- 4-6 times
- 2-3 times
- Once a week
- Never
- Unaware of fitness center

STATA Variables
[Fitness_Freq]

Q3.7 I would use the NHCC fitness center if it offered extended hours from 6 pm - 10 pm.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

STATA Variables
[Fitness_Xtnd_Hrs]
[Fitness_Xtnd_Hrs 2] (recode for order)

Q3.8 I would like to see a better, larger fitness center within walking distance of the NHCC campus.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

STATA Variables
[Fitness_Prox_Pref]
[Fitness_Prox_Pref 2] (recode for order)

HOUSING QUESTIONS

Q4.1 Which best describes your current living situation?

- Live with parents/family
- Live with spouse/partner
- Rent with roommate(s)
- Rent with no roommate(s)
- Own my own place
- Other

STATA Variables
[Housing_Current]
[Housing_Current_Other]

Condition: **Live with parents/family Is Not Selected.** Skip To: **Housing within walking distance of th...**

Condition: **Own my own place Is Selected.** Skip To: **End of Block.**

Q4.2 What best describes your reasons living with your parents/family?

- Save money
- Lack of affordable housing near campus
- Parents live near NHCC
- Access to transportation
- Enjoy living with family
- Other:

STATA Variables
 [Housing_Current_Why]
 [Housing_Current_Why_Parents]

Q4.3 Housing within walking distance of the NHCC campus appeals to me.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

STATA Variables
 [Housing_Possible_Prox]
 [Housing_Possible_Prox2] (recode for order)

Condition: **Strongly disagree Is Selected**. Skip To: **End of Block**.

Condition: **Disagree Is Selected**. Skip To: **End of Block**.

Q4.4 Would you prefer to live in a dorm or apartment near campus?

- Dormitory
- Private apartment
- Other:

STATA Variables
 [Housing_Dorm_Apt]
 [Housing_Dorm_Apt_Other]

Q4.5 What is the most you would be willing to pay per month for housing within walking distance of the NHCC campus?

- \$200-400
- \$401-600
- \$601-800
- \$801-1000
- \$1001-1200
- \$1201 +
- Do not want to pay for housing

STATA Variables
 [Housing_Max_Rent]

CHILDCARE

Q5.1 Do you have children that require childcare?

- Yes
- No

STATA Variables
 [Parent_Status]

Condition: **No Is Selected**. Skip To: **End of Block**.

Q5.2 Childcare within walking distance of campus would improve my student experience at NHCC.

- Strongly agree
- Agree
- Disagree
- Strongly Disagree
- No opinion

STATA Variables

[Childcare_Prox]

[Childcare_Prox2] (recode for order)

Q5.3 Please explain the influences that inform your current childcare arrangement (select all that apply):

- I receive childcare from family/friends
- My current childcare provider is convenient
- My current childcare provider is affordable
- I do not want to disrupt my child's routine
- Other

STATA Variables

[Childcare_Current_Why_FriendsFam]

[Childcare_Current_Why_Convenient]

[Childcare_Current_Why_Affordable]

[Childcare_Current_Why_Disrupt]

[Childcare_Current_Why_Disrupt]

[Childcare_Current_Why_Other]

Q5.4 What is the most you would be willing to pay per week for childcare within walking distance of the NHCC campus?

- \$100-200
- \$201-300
- \$301-400
- \$401-500
- \$501-600
- \$601 +
- Do not want to pay for childcare

STATA Variables

[Childcare_Max_Pay]

Q6.1 From the list below, please rank your top three (3) preferences (with #1 being the most preferred) for new development close to campus by dragging your selections into their corresponding boxes:

Items

Coffee shop/café

Grocery store/pharmacy

Restaurant/eatery

Fast food

STATA Variables

[Pref_Coffeeshopcafe] [Pref_Grocerystorepharmacy]

[Pref_Restauranteatery] [Pref_Fastfood]

[Pref_ApartmentComplex] [Pref_DormHousing]

[Pref_TutoringSvc] [Pref_Childcare]

[Pref_FitnessCtr] [Pref_EntertainmentVenue]

[Pref_Other] [Pref_Other_Text]

Apartment complex
 Dorm-style student housing
 Tutoring service
 Childcare
 Fitness center
 Entertainment venue
 Other:

Preferences

Q6.2 Please use this space to tell us your opinion about support services that would make you more successful at NHCC.

STATA Variables

[Gender]

[Gender SelfDescribe]

Q6.3 Gender:

- Male
 Female
 Non-binary/third gender
 Prefer to self-describe:
 Prefer not to say

Q6.4 Age:

- 17 and under
 18 - 21
 22 - 25
 26 - 30
 31 - 35
 36 - 40
 41- 45
 46 and older

STATA Variables

[Age]

Q6.5 Ethnicity:

- Asian
- American Indian or Alaska Native
- Black or African American
- Caucasian
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- Two or more races
- Other

STATA Variables

[Ethnicity]

[Ethnicity_Other]

[Ethnicity_Category]

Q7.1 Thank you for participating in this survey. To be eligible for the giftcard drawing, please provide your email address.

Your survey responses will be kept separate and anonymous from the email address.