

## South Seattle Community College Website Survey

For the past 7 months SSCC has been conducting an ongoing survey on the college website to assess viewers' interest in completing a bachelor's degree at South Seattle Community College. The continuing survey is available for online viewing at <http://southseattle.edu/>. Survey results to date demonstrate the enthusiasm of local residents in choosing South to complete a bachelor's degree.

With results aggregated through December, 2005, of 441 respondents, 87.8 percent of respondents were "very interested" in completing a bachelor's degree. Of the 28 choices of degree programs, 6 percent (31 people) expressed an interest in Hotel and Restaurant Management and 29.6 percent (152 people) expressed an interest in Business / Accounting and Business / Administration. The largest single category of the 28 choices was "other" with 26 percent (136). The Business Programs combined with Hotel and Restaurant Management closely parallel SSCC proposed B.A.S. degree in Hospitality Management.

A total of 83.2 percent of the respondents reported "very interested" in enrolling within the next 12 months. 66 percent of the 437 respondents were between 18 and 34 and 63 percent classify themselves as "hourly paid employees" further substantiating the need for a local education institution to offer programs with flexible scheduling that lead to career mobility. Indeed, 82 percent of respondents were "very interested" or "somewhat interested" in Saturday classes and 62.3 percent would like to see classes offered at 4:30 PM.

Two respondents demonstrate typical potential students of the proposed BAS depress program and clearly express why the BAS program in Hospitality Management is an obvious choice for SSCC.

*"I'm very interested in seeing a Hotel and Tourism Management, four year program at South Seattle Community College. I have wanted a four degree in that field for some time but the closest four year program is in Pullman at Washington State University. I have an Associates or Arts from Seattle Central Community which I received in June of 2003. I started a Business Administration program with WA State University through their distance degree program but I had to drop out for personal reasons in Jan., 2004. I'm anxious to finish a BA in either Business or Hotel Management fields and at a college closer and in a community environment would be so awesome. The UW is just too big and intimidating. I'm an adult learner and not 18 year old freshmen. I'd like to see more community colleges offer four year programs to give working adults a chance to finish their college education. Also, offer degrees that are in demand for the real world."*

*"I like a solid Hotel and Management program. Washington State University, had a great hospitality program, but now it's focused only on the Management side of Hospitality and this is very useful part of the program, but focus on all aspects of hospitality. I like the idea of offering a several options in the hospitality program. I like the idea of any community college, offering a Bachelors program, but cost is a real concern. I am very interested in a program that is focused in Human Resources; most programs only offer a Minor, with a Major in Business. A program that was very focused in this area only and offered a Bachelors or certified, can be a great interest to many."*