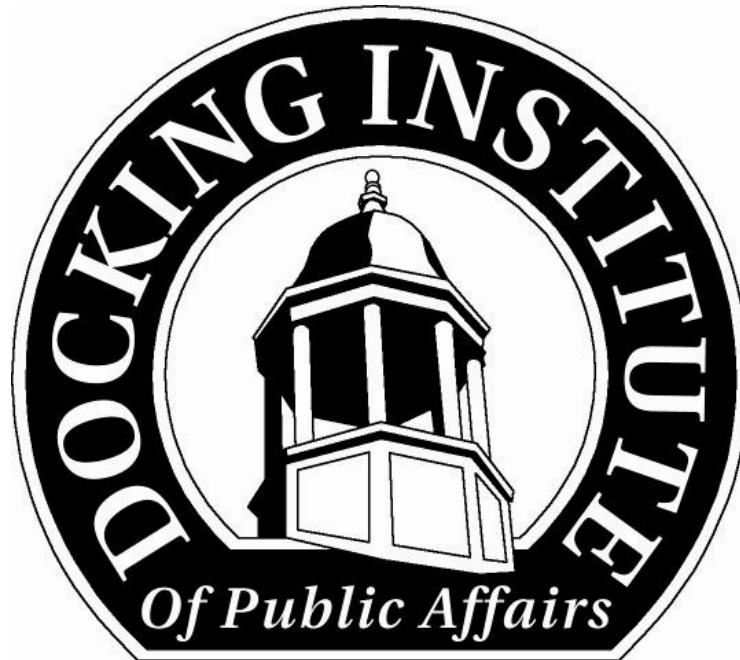


Feasibility Study for the
Proposed FHSU Satellite Campus
In Dodge City



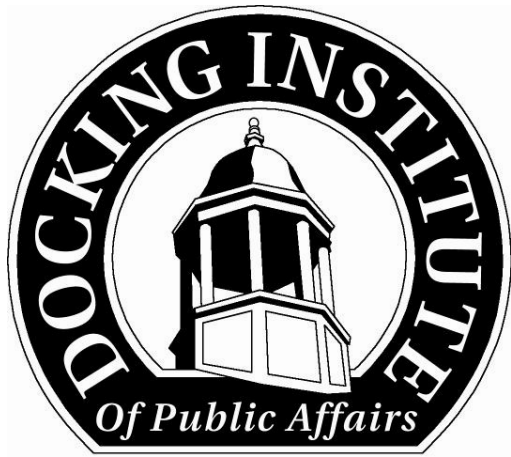
Prepared For

FHSU Office of the President

Prepared By

The Docking Institute of Public Affairs

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Mission:

To Facilitate Effective Public Policy Decision-Making.

The staff of the Docking Institute of Public Affairs and its University Center for Survey Research are dedicated to serving the people of Kansas and surrounding states.

Feasibility Study for the Proposed FHSU Satellite Campus Dodge City

Prepared By:

Gary Brinker, Ph.D.
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Docking Institute of Public Affairs

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Executive Summary

Regional Telephone Survey

- The study estimates conservatively that 2,488 (+/- 4.3%) persons within the catchment area are “very interested” in a satellite campus in Dodge City that would offer upper level courses in a classroom format. Further, an additional 3,512 (+/- 4.3%) persons are “somewhat interested” in this type of program. During the Spring 2012 semester, 563 students with permanent addresses within the catchment area were attending on-campus classes in Hays.
- Liberal estimates place the number that are “very interested” in the program at 3,582 (+/- 4.3%) and the number “somewhat interested” at 5,057 (+/- 4.3%). See estimation methodology for a detailed description of the formulas used to make the liberal and conservative estimates.
- The most commonly desired fields of study among those expressing an interest in the program are agriculture, animal science, business and nursing. Other majors desired include accounting, English literature, technology and wildlife biology.
- The most commonly cited reason for no interest in the program was that it was not feasible to live or commute to Dodge City, followed by the desire to get one’s entire degree at a four-year institution.

On-Line Survey of Community College Students

- The study conservatively estimates that at least 220 students at DCCC, PCC and SCCC have a strong interest in FHSU’s proposed satellite campus in Dodge City. Further, well over 100 additional students at these schools express moderate interest in the program.
- At least three-fourths of the respondents indicating plans to continue their education at a four-year institution after graduating from community college expressed interest in the proposed program.
- Among respondents indicating no interest in the proposed program, most said that living in or commuting to Dodge City was not a feasible option for them. The second most common reason cited was a desire to pursue an on-line Bachelors Degree.
- The most commonly cited fields of study by respondents expressing an interest in the program were nursing, business and education.

Limitations of the Study

- The estimates cited in this report represent the demand for upper level, undergraduate courses that has accumulated in the absence of a four-year institution in the region. It

is anticipated that demand for the proposed program would decline somewhat as the accumulated need was met, then stabilize at some unknown level to meet the ongoing demand from new high school graduates and developing interest among post-high school graduates in pursuing traditional programs in higher education.

- The study was designed to measure demand for upper division courses in traditional university majors. Estimates of demand for these types of programs may not be congruent with demand for degrees in accelerated programs in the more technical fields of study.

Methodology

On May 8, 2012, Fort Hays State University President Edward Hammond commissioned a feasibility study to determine the potential demand for a FHSU satellite campus in Dodge City designed to deliver on-campus, upper-division courses in targeted major fields of study to students who had completed Associates Degrees at the regional community colleges. In order to obtain highly reliable results, the methodology triangulates measures of demand for this proposed program via two surveys; a telephone survey of residents in Southwest Kansas, Southeast Colorado and the panhandle of Oklahoma and an on-line survey of students attending Dodge City Community College, Pratt Community College and Seward County Community College.

The telephone survey was conducted between May 15 and June 9, 2012 in the Docking Institute's computer-assisted telephone interviewing lab using best practices surveying methods. An RDD sample of land-line phone numbers of random households within a predefined boundary based on the likely catchment area was purchased from Scientific Telephone Samples (See Appendix D for a list of counties). This sample includes unlisted phone numbers, but not cell phone numbers. The questionnaire (Appendix A) was designed to measure interest in a Bachelors Degree, interest in the proposed program, if not interested why not, and if interested what field of study the respondent prefers. A total of 534 respondents were interviewed, yielding a margin of error of +/- 4.3% and a response rate of 67%.

The on-line survey was conducted between May 15 and June 21, 2012 using the Qualtrics on-line survey software. Samples of current students were acquired from administrators of Dodge

City Community College, Pratt Community College and Seward County Community College. The questionnaire (Appendix B) was designed to measure interest in pursuing a Bachelors Degree, interest in the proposed program, if not interested why not, and if interested what field of study the respondent preferred. A total of 473 surveys were completed, 351 from DCCC, 77 from PCC and 45 from SCCC, yielding response rates of 19%, 14%, and 8%, respectively. This report contains the results of these two surveys. Because the entire population of interest was surveyed, there is no margin of error.

Regional Telephone Survey

Estimation Methodology

The purpose of this study is to estimate demand for a Fort Hays State University satellite campus that would be located in Dodge City and offer only upper division courses delivered in traditional on-campus classrooms. The primary purpose of the satellite campus would be to enable graduates of the regional community colleges to obtain a Bachelors Degree from FHSU at a more convenient location.

The method used for estimating demand for the program described above utilizes measurements on a random sample of households within a defined catchment area. The catchment area was subjectively defined based on the location of the regional community colleges, as well as the location of major universities in the region. The method assumes that the average number of persons in randomly sampled households interested in such an educational program is equal to the average number interested in all households within the catchment area. The formula used to compute the total number of people interested in the program is:

Number Interested within the 534 Random HH X [1 / (HH Interviewed / Total HH in Pop.)]

(HH interviewed / Total HH in Pop.) yields the proportion of households in the catchment area that were surveyed. Total HH in the catchment area were obtained from U.S. Census data and provided by the sampling vendor (Scientific Telephone Samples). Multiplying the reciprocal of the proportion of households in the catchment area surveyed by the number of interested persons measured in the sample yields an estimate of the total number of people in the catchment area who would express an interest in the program if all households in the catchment area were surveyed.

Non-Response Bias

The potential for non-response bias occurs when a significant number of the sampled households refuse to participate. A total of 233 households sampled and contacted refused to participate in the survey. If these non-respondents are similar to respondents in their educational aspirations, no bias will occur. However, if the non-respondents differ from respondents in the measured variables, the estimates based on only respondents will be biased. Response bias cannot be estimated based on empirical observation. It can, however, be estimated theoretically. In this case, a logical theory might be that people who refuse to participate in a survey to measure interest in higher education would tend to have little interest in higher education and be unlikely to have interest in the proposed program. If this theory is valid, estimates based on only respondent data are likely to overestimate the total number of people interested in the program.

For this reason, the methodology will create two sets of estimates. A “liberal estimate” based on strictly the respondent data assumes that interest in the program among non-respondents is the same as interest among respondents. A “conservative estimate” assumes that non-respondents have absolutely no interest in the program. In reality, the actual level of interest in the population should be somewhere in between these two ideal estimates. The formula used to make liberal estimates is presented above. The formula used to make conservative estimates is shown below, with HH Contacted being the number of households participating and refusing to participate in the survey.

$$\text{Total Interested in 534 Random HH} \times [1 / (\text{HH Contacted} / \text{Total HH in Pop.})]$$

Cell-Phone Bias

Because the sample was generated using a Random-Digit-Dialing method, cell phone-only households were not included. Research has shown that cell phone-only households tend to contain younger members of the population, and since young people are more likely to be in or considering college, it suggests that interest in the program might be higher than estimated by the study.

Analysis

Households Surveyed = 534

HH with 1 Attending/Interested (66)	HH with 0 Attending/Interested (439)
HH with 2 Attending/Interested (22)	
<u>HH with 3 Attending/Interested (7)</u>	
HH w/at least 1 attending/int. 95	% HH w/ at least 1 attending/int. 21%

Total People Attending/Interested = 66 + 44 + 21 = 131
 Data Acquired from 114

Currently Attending College	(53)
Community College	(15)
University	(34)
Technical College	(4)
Planning/Considering Attending	(61)
Currently in HS	(36)
Not in HS	(24)
Missing	(1)
	114

	Attempted to Interview	Interviewed
Currently Attending Community College	15	9
Currently Attending 4-Year College	34	22
Currently in HS	36	27
<u>Not in school</u>	<u>24</u>	<u>17</u>
Total	109	75

Response Rate = 67%

Are you interested in on-campus courses or online courses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online	24	4.3	32.0	32.0
	On Campus	25	4.5	33.3	65.3
	Not sure/Either one	26	4.7	34.7	100.0
	Total	75	13.5	100.0	
Missing	System	482	86.5		
Total		557	100.0		

Asked only if respondent indicated they would only be interested in on-line courses.

If on-campus courses available in DC, would you be interested?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	1.6	36.0	36.0
	No	16	2.8	64.0	100.0
	Total	25	4.4	100.0	
Missing	System	546	95.6		
Total		571	100.0		

Asked of respondents who said they are interested in on-campus courses (25), either on-campus or on-line courses (26) or would be interested in on-campus courses if offered in Dodge City (9).

If FHSU had a campus in Dodge how interested would you be in attending?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	17	3.1	28.3	28.3
	Somewhat Interested	24	4.3	40.0	68.3
	Not Interested	16	2.9	26.7	95.0
	DK	3	.5	5.0	100.0
	Total	60	10.8	100.0	
Missing	System	497	89.2		
Total		557	100.0		

Estimates

Total HH in Catchment Area (Total HH)	112,531
Total HH in Catchment Area Interviewed (HH Interviewed)	536
Total HH Refusing to Participate	233
Total HH in Catchment Area Contacted (HH Contacted)	769
Proportion of Households in Catchment Area Interviewed	.0047
Proportion of Households in Catchment Area Contacted	.0068

Liberal Estimates

Total Interested =

Total Interested in 534 Random HH X [1 / (HH Interviewed / Total HH in Pop.)]

Total Very Interested = 17 X [1 / (534 / 112,531)] = 3,582 (+/- 154)

Total Somewhat Interested = 24 X [1 / (534 / 112,531)] = 5,057 (+/- 217)

Total Expressing Some Level of Interest = 3,582 + 5,057 = 8,639 (+/- 371)

Conservative Estimates

Total Interested =

Total Interested in 534 Random HH X [1 / (HH Contacted / Total HH in Pop.)]

Total Very Interested = 17 X [1 / (769 / 112,531)] = 2,488 (+/- 107)

Total Somewhat Interested = 24 X [1 / (769 / 112,531)] = 3,512 (+/- 151)

Total Expressing Some Level of Interest = 2,488 + 3,512 = 6,000 (+/- 258)

***During the Spring 2012 semester, 563 students with permanent addresses within the catchment area were attending FHSU classes on-campus in Hays. (See Appendix D)**

Why does this not interest you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Want to get my entire degree at a four year university	4	.7	21.1	21.1
	Not feasible for me to move or commute to Dodge City	7	1.2	36.8	57.9
	Other	5	.9	26.3	84.2
	DK	3	.5	15.8	100.0
	Total	19	3.3	100.0	
Missing	System	552	96.7		
Total		571	100.0		

Other:

- Doesn't like the town.
- Already at Fort Hays State
- Too close to home
- Working on Masters
- Considering a technical school

Do you know what subject or field you would like to major in?

Ag/Animal Science	5	Music	1
Business	5	Personal Hygiene	1
Nursing	5	Public Service	1
Accounting	2	Science	1
English/Literature	2	Theatre	1
Technology	2	Welding	1
Wildlife/Biology	2		
Architecture	1	Don't Know	3
Automotive Tech	1		
Biology	1		
Counseling	1		
Early Childhood Ed.	1		
Electronics	1		
Engineering	1		
Graphic Design	1		
Lab Sciences	1		

On-Line Survey of Community College Students

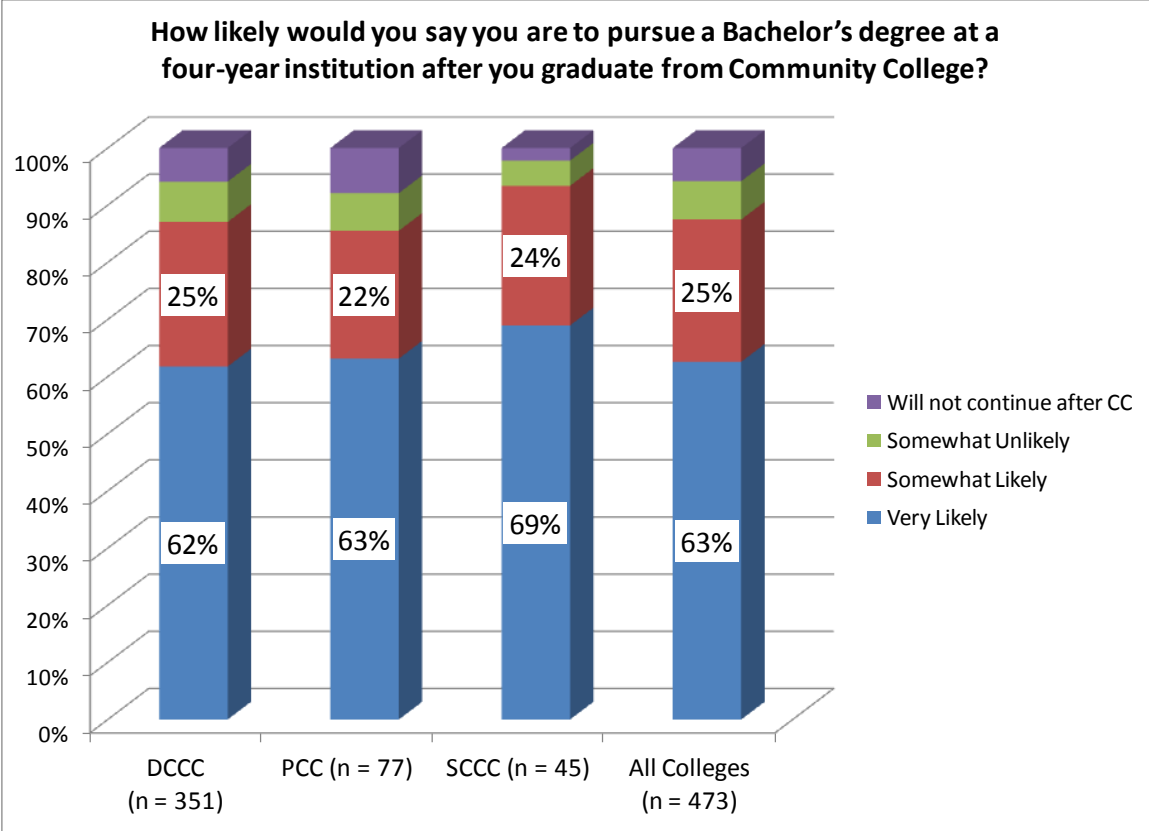
Estimation Methodology

In contrast to the telephone survey, which measured demand for the proposed program via a random-sample household survey, the on-line survey solicited participation from all members of the target population. The target population for the on-line survey is students currently attending Dodge City Community College, Pratt Community College and Seward County Community College. DCCC also included some recent graduates. Because all members of the population were included in the survey, there is no sampling error, and frequencies can be interpreted as the actual number of students from the target population interested in the program.

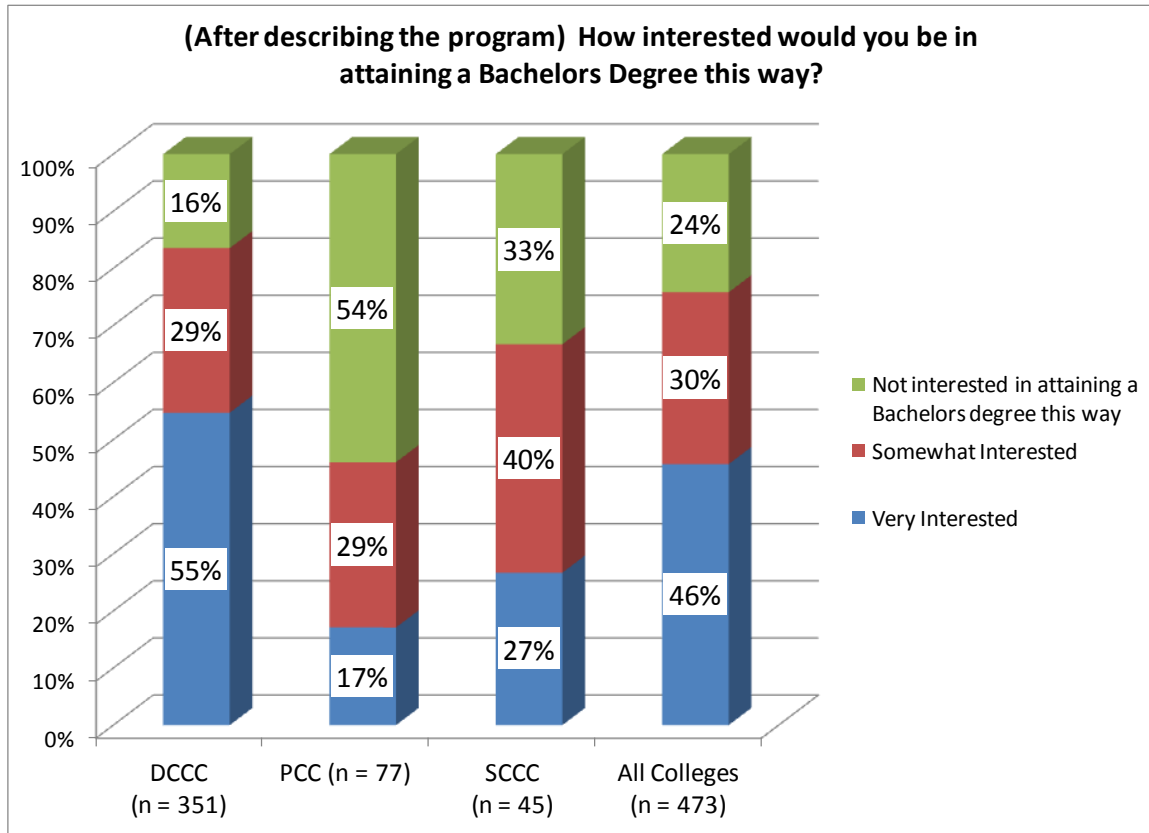
Non-Response Bias

As with the telephone survey, a certain proportion of solicited subjects did not respond to the survey, creating the potential for non-response bias. Similarly, an apt theory for handling non-response bias for this survey is that students who did not take the time to respond to the survey are unlikely to be interested in the proposed program. Although this may tend to inflate the percentages in the survey results, precluding the validity of assuming the percentages reflects all community college students, it will not affect the accuracy of the frequency estimates for interest in the program. In fact, because many students may not check their school-related email in-boxes as regularly during the Summer, it is possible that some students who would be interested did not get an opportunity to respond, so the frequencies may be slight underestimates of the true number that would express interest.

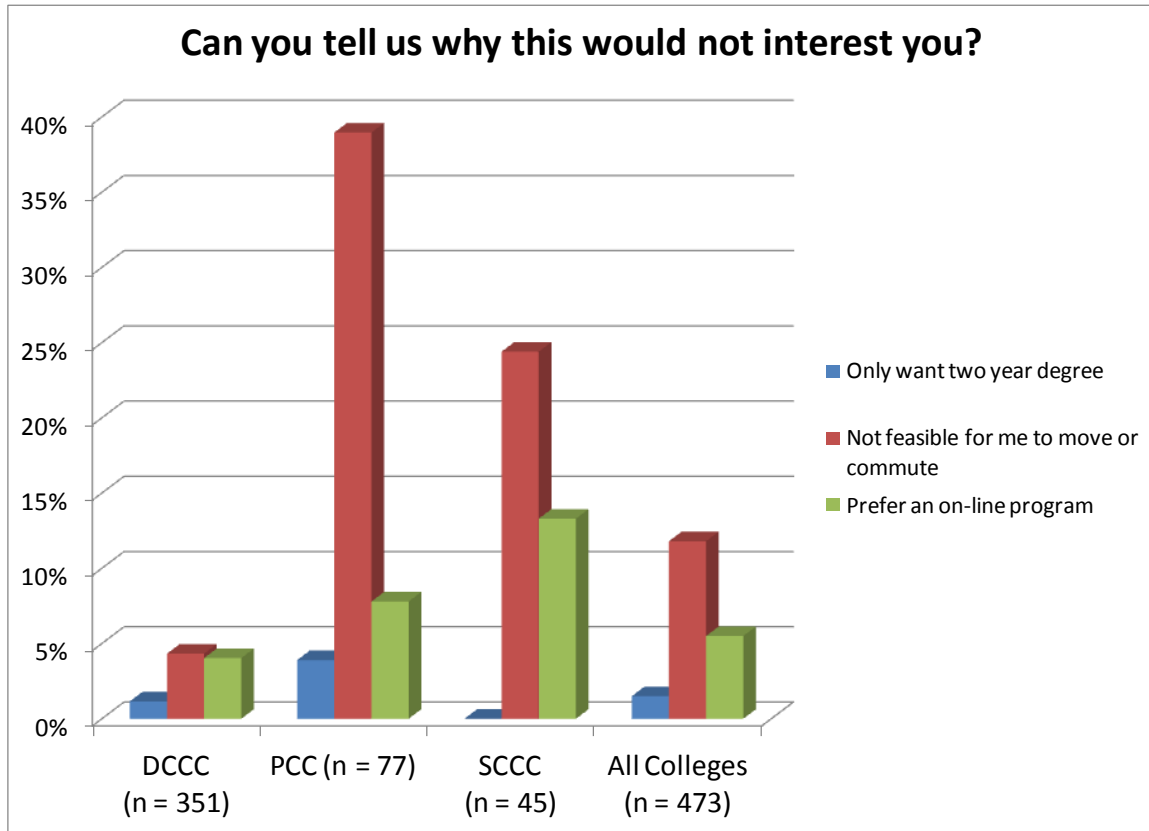
On-line Survey Results



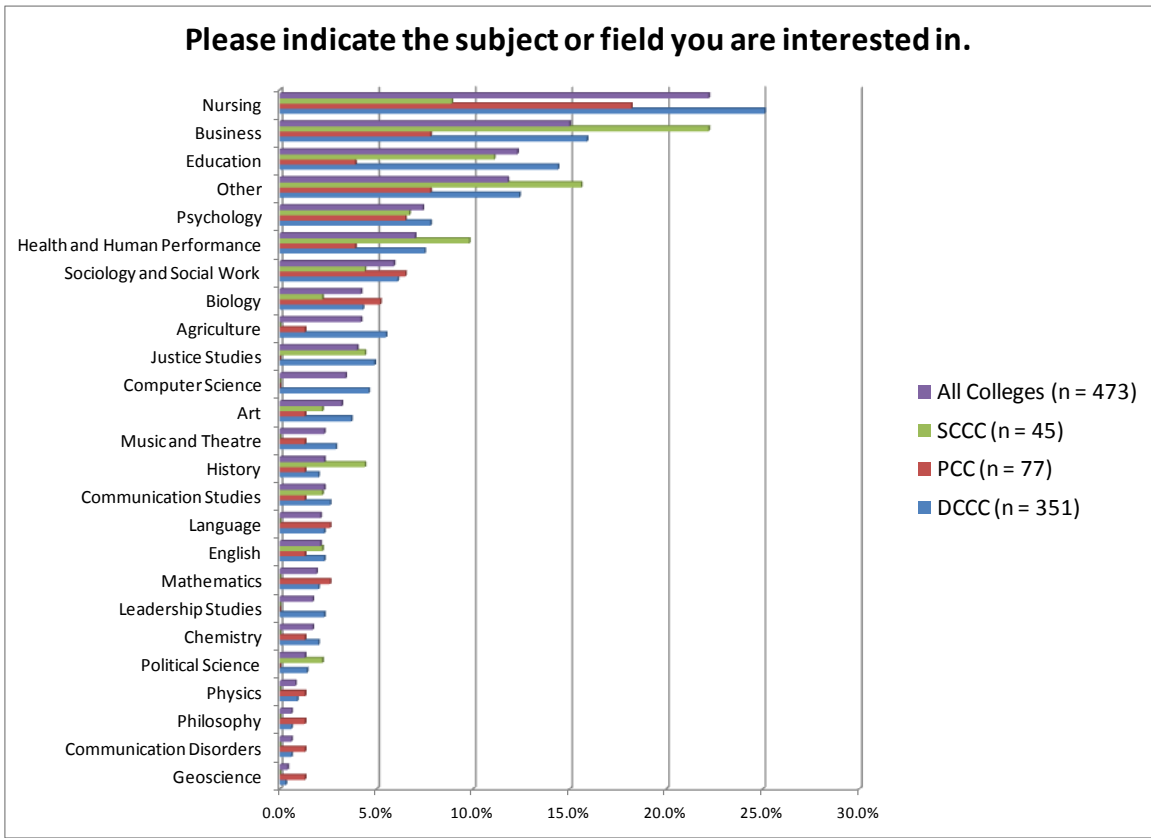
Almost two-thirds (n = 298) of respondents indicated they would “very likely” continue their education by pursuing a Bachelors Degree at a four-year institution after completing their programs at their community college. Another one-fourth (n = 118) of respondents said they would be “somewhat likely” to do so. This trend was fairly consistent across all schools.



After a brief description of the proposed satellite campus in Dodge City, respondents were asked how interested they would be in the program. Almost half (n = 218) indicated that they would be “very interested” in the proposed program, while an additional one-third (n = 142) said they would be “somewhat interested.” As may be expected, expressed interest was considerably higher among students attending Dodge City Community College.



Among the approximately 100 respondents who indicated they would not be interested in the proposed program, most said that it would not be feasible for them to move or commute to Dodge City. About 5% said they preferred an on-line academic program. Other reasons given can be found in Appendix C.



Respondents expressing an interest in the program were asked to indicate the field of study they were most interested in. Responses are presented above in the order of popularity, with nursing, business and education being the most popular.

Appendix A

Telephone Survey Questionnaire

Hello. I am calling from Fort Hays State University. We are exploring the feasibility of extending our campus to better serve Kansans.

Q1 Can you tell us how many people in your household are attending college at the present time or considering attending college within the next few of years?

0 None (Thank you. Good bye)

1

2

3

Q2 Is this person (first of these potential college students) currently attending college or considering attending college within the next few of years?

1 Currently Attending College

2 Interested in Attending College (Skip to Q4)

Q2a Is this person currently attending a community college or a four-year university?

Community College (Skip to Q3b)

Four-year university (Skip to Q3b)

Technical College (Thank you. Good bye)

Other _____ (Thank you. Good bye)

Q4 Is the person planning to attend college currently in High School?

1 Yes (go to Q2a)

2 No (go to Q2b)

Q3a. Can I speak with this person's parent?

1 Yes (Skip to Q3)

2 Not home (Schedule Call back/Get person's phone number)

Q3b. Can I speak with this person?

1 Yes

2 Not Home (Schedule Call back/Get person's phone number)

Q4. If new person on the phone:

Hello. I am calling from Fort Hays State University. We are exploring the feasibility of extending our campus to better serve Kansans.

We understand you are (your child is) interested in attending college. Were you interested in a program with on-campus classes, or are you interested in a program allowing courses to be taken online?

1. Online
2. On campus (Skip to Q4)
3. Not sure/Either one (Skip to Q4).

Q4a. If a program were available that would allow you to attend classes on-campus, would you be interested in this program over an online program?

1. Yes
2. No (Thank you. Good buy)

Q5 At the present time, students wishing to take on-campus (face-to-face) college courses while living in or near Southwest Kansas may complete a two-year college degree program at the community colleges in Dodge City, Garden City, Liberal and Pratt. They also have the option of completing a Bachelors degree at one of the 4 year institutions in the region. A third option is to complete their first two years at a community college, then finish their bachelors degree at a four-year college. Are you considering:

1. Obtaining only a 2 year degree at a community college? (Yes/No)
2. Obtaining a bachelors degree at a 4 year college? (Yes/No)
3. Obtaining a 2 year degree at a community college, then complete the last 2 years at a 4 year college (Yes/No)
4. Not sure

Q6. If Fort Hays State University opened a branch campus in Dodge City that offered on-campus upper division courses, enabling graduates of 2 year community colleges to either move to Dodge City or commute there to earn a Bachelors degree from Fort Hays State, how interested would you be in pursuing this degree track? Would you say:

- 1 Very interested (Skip to Q7)
- 2 Somewhat interested, or would you (Skip to Q7)
- 3 Not be interested in attaining a Bachelors degree this way?

Q6a. Can you tell us why this would not interest you?

1. Want to get my entire degree at a four year university
2. Only want a two year degree
3. Not feasible for me to move or commute to Dodge City
4. Other _____

Thank you. Good bye.

Q7. Do you know what subject or field you would like to major in?

Don't Know

Q8. I'm going name a few subject areas. Please tell me whether you would be very interested, somewhat interested or not interested in majoring in each.

Business Administration (Yes/Maybe/No)

Nursing (Yes/Maybe/No)

Psychology (Yes/Maybe/No)

???

If Q1 > 1 Repeat Q2 – Q8 for second person

If Q1 > 2 Repeat Q2 – Q8 for third person

Q9. Please confirm the state in which you currently reside.

1. Kansas
2. Colorado
3. Oklahoma
4. Texas

Appendix B

On-line Survey Questionnaire

As a student of _____ Community College, you will have the option of continuing your education after completing your two year program by pursuing a Bachelors degree at a four year institution.

1. How likely would you say you are to pursue a Bachelor's degree at a four year institution after you graduate from _____ Community College?

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely
- 4 Definitely will not continue my college education after _____

2. If Fort Hays State University opened a branch campus in Dodge City that offered on-campus upper division courses, enabling graduates of 2 year community colleges to either move to Dodge City or commute there to earn a Bachelors degree from Fort Hays State, how interested would you be in pursuing this degree track? Would you say:

- 4 Very interested (Skip to Q3)
- 5 Somewhat interested, or would you (Skip to Q3)
- 6 Not be interested in attaining a Bachelors degree this way?

Q2b. Can you tell us why this would not interest you?

- 5. Only want a two year degree
- 6. Not feasible for me to move or commute to Dodge City
- 7. Other _____

Thank you. Good bye.

3. Do you know what subject or field you would like to major in?

Don't Know

Appendix C

On-Line Survey Open Ended Responses

Why are you not interested?

And have a way too busy work schedule currently to have to commute.
Already have a bachelors degree
Already have a bachelor's plus I am just taking courses on the side
I graduated from another 4 year institution this spring.
I would not want to live in Dodge City
I am going to Colby for the dental hygiene program
I would never live in Dodge City or commute there it is not a good environment.
Going into colbys dental hygiene program for two years
Not planning on pursuing any more education at this time
I am not a student any more so this is not applicable to me.
Already have plans for another college.
Attending K-State
Want a college experience
Time constraints, My job does not require a degree
Live in Gorham so won't want to drive to dodge city anymore.
I live in wichita, ks
Retired and not interested in continuing my education at this time, but a good idea!!!
I already have an earned Ph.D.
I already have a masters degree
You do not offer a dental hygiene program
I would rather attend FHSU itself for all future schooling
Attending a different university
I can't wait to go out of Dodge City
Attending ku
I already have a Bachelors degree.
I have a BS degree,
I am already enrolled in an online program
Would rather real in class education
I will be attending a 4 year university.
Depends on what programs are offered
I hold a Master's Degree from FHSU already.
I have no plans to complete a degree at this time.
I've already graduated from Dodge City Community College and I will be attending
Wichita State University in the Fall.
I chose to attend Kansas State University on campus
I am not seeking a degree

Appendix D

List of Counties Included in Telephone Survey

(Number of FHSU students with permanent addresses in the county attending classes on-campus in Hays during Spring 2012)

Kansas Counties: (532)

Wallace	(11)
Logan	(14)
Greeley	(9)
Wichita	(11)
Scott	(19)
Lane	(22)
Ness	(32)
Hamilton	(5)
Kearny	(15)
Finney	(80)
Hodgeman	(23)
Pawnee	(26)
Stanton	(4)
Grant	(13)
Haskell	(13)
Gray	(17)
Ford	(68)
Edwards	(21)
Stafford	(26)
Kiowa	(11)
Pratt	(19)
Morton	(11)
Stevens	(6)
Seward	(28)
Meade	(9)
Clark	(8)
Comanche	(11)

Colorado Counties: (30)

Kit Carson	(15)
Lincoln	(0)
Cheyenne	(8)
Crowley	(0)
Kiowa	(1)
Otero	(3)
Bent	(1)
Prowers	(0)
Las Animas	(1)
Baca	(1)

Oklahoma Counties: (1)

Woods	(0)
Woodward	(1)
Harper	(0)
Beaver	(0)

Total: 563