

## 2026 CCC Annual Community Survey Report

**Survey Objective:** To measure community satisfaction and loyalty using the Net Promoter Score (NPS) framework and gather actionable feedback to improve CCC’s reputation and services.

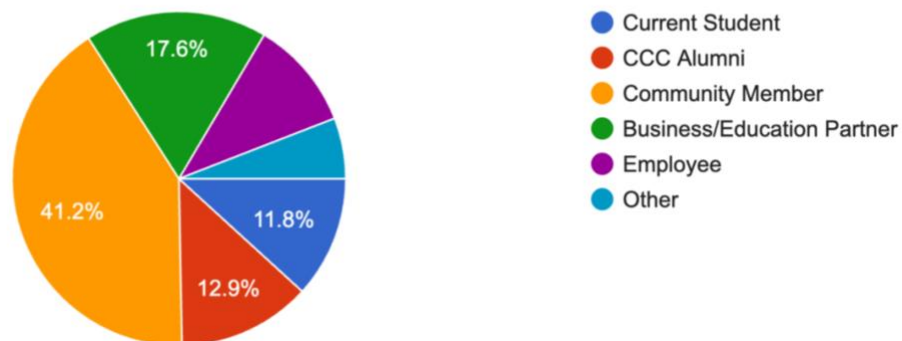
### Survey Execution

- **Survey Period:** February 2- 27, 2026
- **Number of Respondents:** 87
- **Methods of Outreach:**
  - Emails to Employees, Students, Foundation Contacts, local school districts, and community leaders
  - Ad with QR Code in Spring Schedule mailed to all residents in Clatsop County and Washington service area
  - Social Media posts
  - Website slider ad
  - Chamber Newsletter blurb
  - Flyers handed out at local leadership/community meetings
  - 2026 Survey redirect URL’s captured how people got to the survey:
    - Direct Email Request- 34 hits
    - Website- 76 hits
    - Social media- 80 hits
    - Printed Schedule and flyers- 60 hits

### Respondents were asked “what is your primary relationship with Clatsop Community College?”

What is your primary relationship with Clatsop Community College?

85 responses



Students-11.8%  
Alumni- 12.9%  
Community Members- 41.2%  
Business/Community Partners- 17.6%  
Employees- 10.6%  
Other- 5.9%

## NPS Results

- **Overall NPS Score for 2026: 39**
- **Key Insights Regarding NPS score selection by respondents:**
  - Many respondents cited quality instruction, supportive faculty, and small class sizes as reasons for giving higher scores.
  - Affordable education and access to local workforce training opportunities were frequently mentioned as strengths.
  - Respondents emphasized the importance of CCC as a community resource and educational hub for the region.
  - Positive comments highlighted nursing, maritime, and career technical education programs as valuable community assets.
  - Some respondents indicated concerns regarding leadership stability, communication, and organizational consistency.
  - Several comments referenced the need for expanded program offerings, additional flexible scheduling options, and modernization of facilities or technology resources.
  - Student support services and community engagement efforts were generally viewed positively by respondents.

## NPS Benchmarking:

- **Year-over-Year Comparison:**
  - 2024 NPS Score: -34
  - 2025 NPS Score: 20

## NPS Calculation

- **Promoters (score 9-10):** Customers who are highly satisfied and likely to recommend.
  - **Passives (score 7-8):** Customers who are satisfied but not enthusiastic.
  - **Detractors (score 0-6):** Customers who are dissatisfied and may discourage others.
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- **Breakdown of 2026 Responses:**
    - Promoters (9-10): **52**
    - Passives (7-8): **17**
    - Detractors (0-6): **18**

**Respondent Scores:**

- Score **0**: **1** respondent
- Score **1**: **0** respondents
- Score **2**: **1** respondent
- Score **3**: **1** respondent
- Score **4**: **3** respondents
- Score **5**: **5** respondents
- Score **6**: **7** respondents
- Score **7**: **7** respondents
- Score **8**: **10** respondents
- Score **9**: **16** respondents
- Score **10**: **36** respondents

**NPS Calculation:**

- Total Respondents: 87
- % Promoters (9-10): 59.77%
- % Detractors (0-6): 20.69%
- **NPS: 39**

**NPS Meaning**

What does this score mean: A Net Promoter Score (NPS) of 39 is considered a positive score and indicates that more respondents are likely to recommend Clatsop Community College than discourage others from engaging with the institution.

Here's how to interpret it:

**General NPS Benchmarking:**

- **Above 50** → Excellent
- **30 to 50** → Good
- **0 to 30** → Average/Needs Improvement
- **Below 0** → Poor

**CCC's Score of 39:**

This indicates that CCC currently has more promoters than detractors, suggesting generally favorable public sentiment. The results indicate growing confidence in the college's educational programs and community role.

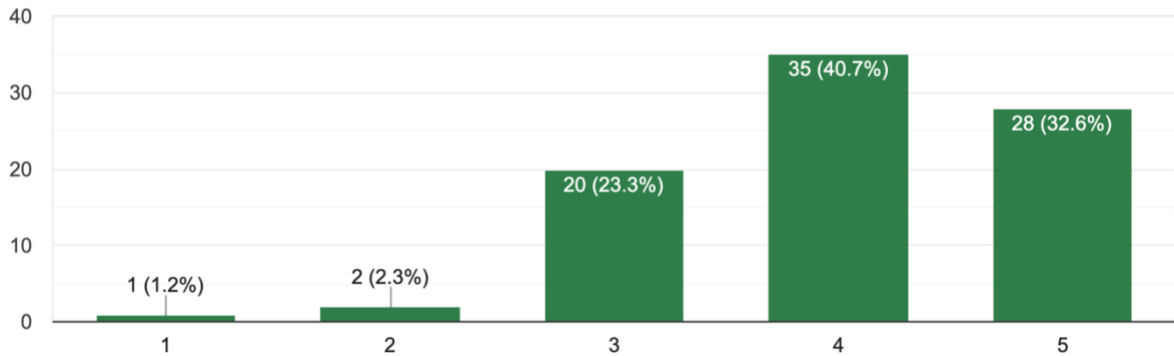
- Our **detractors (20.69%)** could be negatively impacting word-of-mouth reputation.
- Our **promoters (59.77%)** are strong, but increasing this percentage could significantly boost overall satisfaction.

**Mission: Empowering all students to reach their full potential.**

**Mission Fulfillment Average Rating 4.0**

Mission: Empowering all students to reach their full potential. To what extent do you believe CCC lives up to its mission?

86 responses

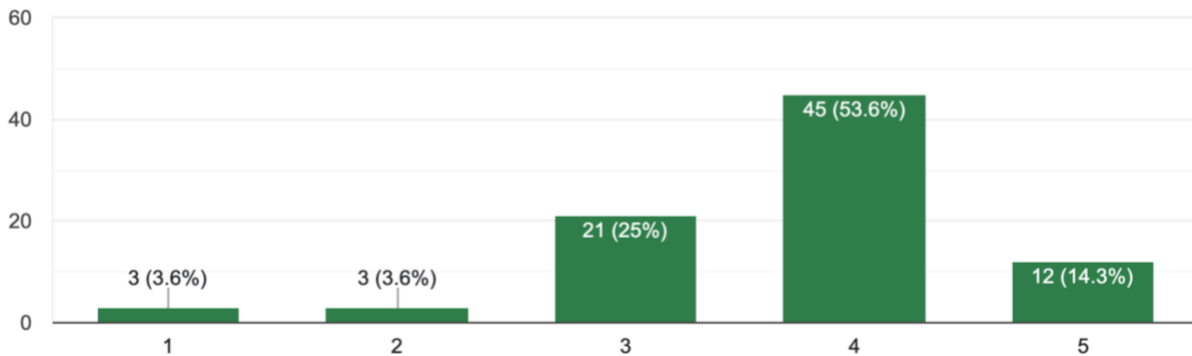


**Vision: We envision Clatsop Community College as a diverse, dynamic center for education, workforce development, and community enrichment.**

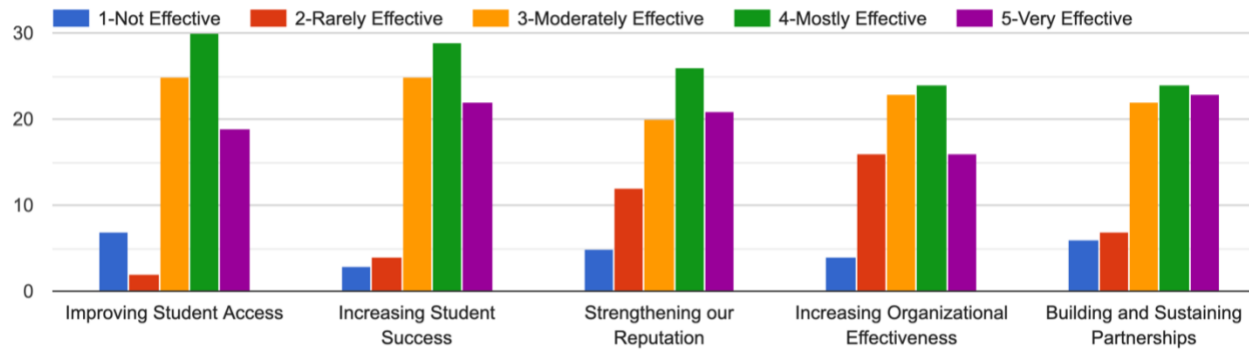
**Vision Progress: Average Rating 3.7**

Vision: We envision Clatsop Community College as a diverse, dynamic center for education, workforce development, and community enrichment. ...ou believe CCC is on track to achieve its vision?

84 responses



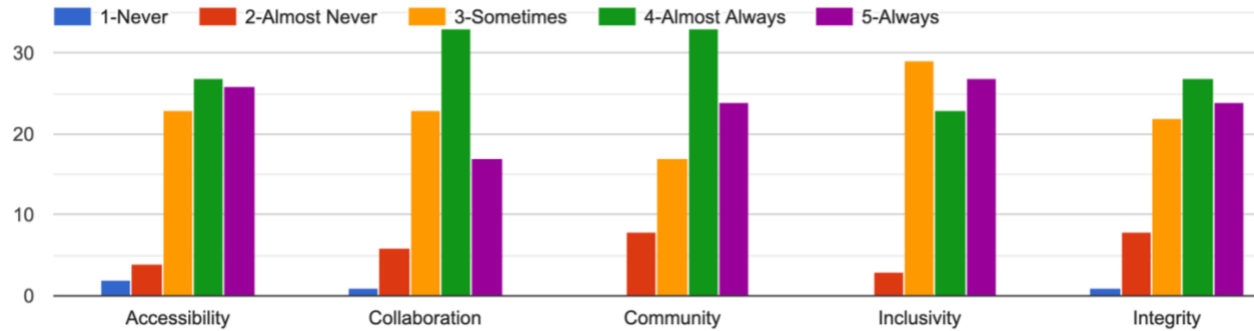
**Strategic Priorities Performance Ratings:**



**Strategic Priorities Performance Average Rating:**

- Improving Student Access: 3.6
- Increasing Student Success: 3.8
- Strengthening our Reputation: 3.5
- Increasing Organizational Effectiveness: 3.4
- Building and Sustaining Partnerships: 3.6

**How well does CCC reflect the following values in its operations?**



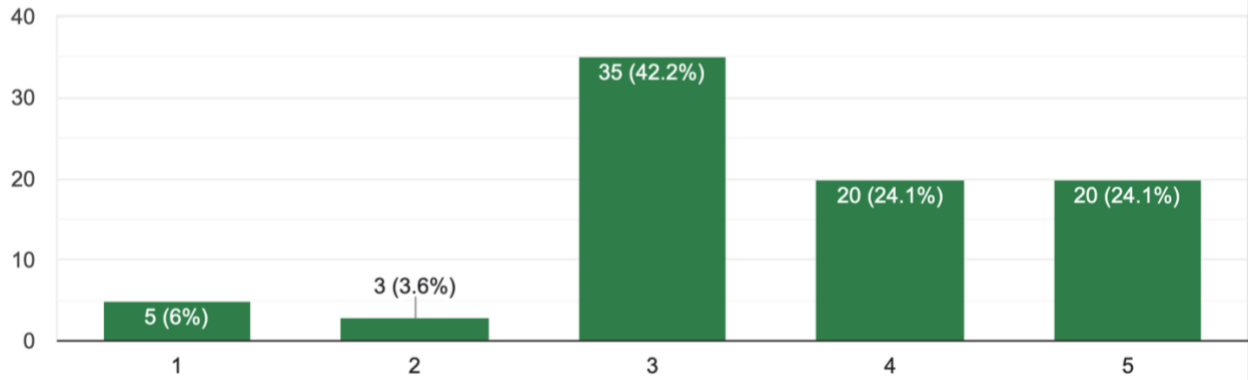
**Values in Operations Average Rating:**

- Accessibility: 3.9
- Collaboration: 3.7
- Community: 3.9
- Inclusivity: 3.9
- Integrity: 3.8

**Community Engagement and Underserved Populations Average Rating: 3.6**

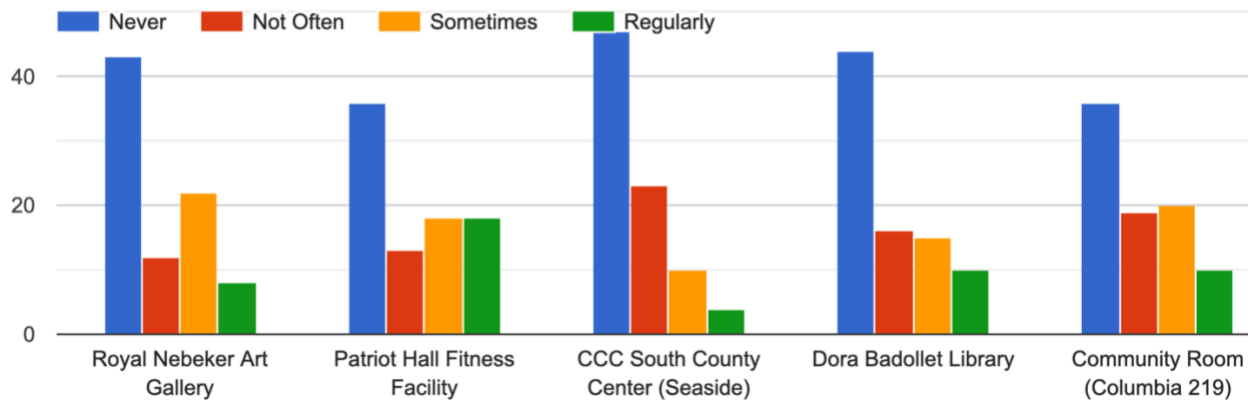
How well does CCC engage with the local community and underserved populations?

83 responses



**Use and Engagement of Campus Resources by Community:**

Do you use or attend events at any of the following college resources:



Patriot Hall Fitness Facility had the highest regular usage rate at 21.2%. CCC South County Center had the highest “Never” response at 56.0%, suggesting opportunities for increased outreach and awareness. Royal Nebeker Art Gallery showed strong occasional engagement, with 25.9% reporting they attend “Sometimes.”

The Community Room (Columbia 219) demonstrated moderate engagement overall, with nearly 58% of respondents reporting at least occasional participation.

Across all resources, the results suggest that community-facing spaces are valuable assets, though several locations could benefit from expanded visibility, programming, and outreach efforts.

**Open-Ended Feedback Analysis Common Themes by Question:****Summarized answers to “What should CCC offer to support our community better?”:**

- **Expand Career Technical Education (CTE) and Workforce Training** – Many respondents requested additional workforce-focused programs tied to local industries such as healthcare, maritime, trades, emergency services, and technical careers.
- **Increase Flexible Learning Options** – Community members expressed interest in more online, hybrid, evening, weekend, and remote learning opportunities to better support working adults and nontraditional students.
- **Improve Outreach and Community Visibility** – Respondents encouraged CCC to become more visible in the community through stronger participation in community events, and direct outreach to schools and underserved populations.
- **Strengthen High School Engagement and Recruitment** – Several responses suggested more visits to local high schools, clearer communication about programs and financial aid, and stronger dual-enrollment pathways.
- **Expand Access and Affordability** – Many participants emphasized the need for additional scholarships, financial support, accessible programming, and services for lower-income and underserved community members.
- **Offer Programs Aligned with Local Workforce Needs** – Respondents wanted CCC to focus more intentionally on programs that support regional employment demands, including healthcare, maritime, fishing, forestry, and public safety careers.
- **Increase South County and Rural Offerings** – Multiple comments highlighted the importance of expanding course offerings and community engagement in South County and rural areas.
- **Provide More Community and Lifelong Learning Opportunities** – Respondents expressed interest in additional enrichment classes, language courses, arts programs, fitness classes, and community education opportunities for all ages.
- **Improve Communication and Organizational Coordination** – Several comments reflected a desire for clearer communication, better planning, stronger internal coordination, and follow-through regarding programs and services.
- **Enhance Inclusivity and Multilingual Support** – Some responses identified opportunities to improve accessibility for diverse populations, including better Spanish-language materials and more inclusive outreach efforts.
- **Strengthen Partnerships with Community Organizations** – Respondents encouraged stronger collaboration with local employers, nonprofit organizations, OSU Extension, and regional partners to better serve community needs.
- **Improve Student and Community Experience** – Comments also pointed toward improving teaching consistency, customer service, campus culture, and creating a more welcoming and supportive environment overall.

**Summarized answers to “What is one word you would use to describe CCC’s reputation today”:**

- Improving (15 mentions)
- Better (5 mentions)
- Good (5 mentions)
- Growing (2 mentions)
- Average (2 mentions)
- Poor (2 mentions)
- Mediocre (2 mentions)
- Developing (2 mentions)
- Reliable (2 mentions)
- Improved (2 mentions)

**Summarized answers to “What do you believe is CCC’s most significant opportunity for growth?”:**

- **Career Technical Education (CTE) and Workforce Development-** This was the strongest recurring theme throughout the responses. Many respondents want CCC to continue expanding hands-on workforce training programs that directly connect students to living-wage jobs in fields such as maritime, healthcare, trades, welding, emergency services, and technical careers.
- **Strengthening Relationships with Local High Schools-** Respondents repeatedly emphasized the importance of building stronger pipelines with local high schools through dual enrollment, career exploration, and early college opportunities. Many saw this as essential for increasing enrollment and student success.
- **Community Engagement and Public Visibility-** A significant number of comments reflected the belief that CCC needs to become more visible, active, and connected within the community. Respondents encouraged stronger marketing, outreach, storytelling, and participation in community events to improve public awareness and trust.
- **Expanding Flexible Learning Opportunities-** Many respondents highlighted the need for more online, hybrid, evening, and weekend classes to better serve working adults, parents, and rural students.
- **Healthcare and Nursing Program Expansion-** Healthcare-related education stood out as a major opportunity area. Respondents recognized the local workforce demand for nurses and healthcare workers and viewed expansion of these programs as both economically and socially important for the region.
- **Rebuilding Reputation and Trust-** A strong undercurrent throughout the responses involved improving CCC’s reputation through leadership stability, transparency,

communication, and consistent decision-making. Some respondents specifically referenced past instability and believed the college has an opportunity to rebuild confidence and community trust.

- **Partnerships with Industry and Employers**- Respondents frequently mentioned the importance of collaborating more closely with local employers, businesses, and industries to ensure programs align with workforce needs and provide students with clear career pathways.
- **Improving Student Support and Campus Experience**- Several responses focused on the opportunity to improve advising, mental health support, accessibility, student engagement, and overall campus culture to help students feel more connected and supported.
- **Program Expansion and Innovation**- Many respondents expressed interest in CCC offering additional academic programs, certifications, arts opportunities, extracurricular activities, and innovative educational pathways that attract a broader range of students.
- **Serving the Entire Region More Effectively**- Some responses specifically identified opportunities to expand services and access in South County and rural communities, ensuring CCC is seen as a truly regional resource.

#### **Summarized answers to “What is the biggest challenge facing CCC today?”:**

- **Enrollment Decline and Student Recruitment** – Many respondents identified declining enrollment and attracting new students as one of CCC’s biggest challenges, particularly as demographics and competition for students continue to change.
- **Reputation and Public Perception** – A major recurring theme was concern about CCC’s reputation in the community. Respondents referenced rebuilding trust, improving visibility, and overcoming negative perceptions created by past instability or leadership issues.
- **Leadership Stability and Organizational Trust** – Numerous comments pointed to leadership turnover, governance concerns, communication challenges, and internal instability as significant obstacles facing the college.
- **Funding and Financial Sustainability** – Respondents frequently mentioned budget limitations, declining public funding, and the challenge of maintaining programs, staffing, and facilities with limited financial resources.
- **Expanding and Maintaining Programs** – Several comments highlighted concerns about program cuts, limited course availability, and the need to expand workforce-aligned educational offerings while maintaining quality.
- **Workforce and Staffing Challenges** – Respondents noted difficulties related to hiring and retaining faculty and staff, burnout, morale, and maintaining consistent institutional knowledge.

- **Student Access and Affordability** – Accessibility issues, transportation, affordability, childcare, and barriers for nontraditional students were identified as ongoing challenges.
- **Communication and Transparency** – Many responses emphasized the need for clearer communication with students, employees, and the broader community regarding decisions, priorities, and changes at the college.
- **Keeping Pace with Workforce and Community Needs** – Respondents expressed concern about ensuring CCC remains responsive to changing local workforce demands and emerging educational trends.
- **Facilities, Technology, and Infrastructure** – Some respondents identified aging facilities, deferred maintenance, outdated technology, and limited resources as barriers to growth and student experience.
- **Building Community Partnerships and Engagement** – Several comments reflected the challenge of strengthening relationships with local schools, employers, and community organizations to better support regional development.
- **Balancing Community Expectations with Limited Resources** – A noticeable theme was the difficulty of meeting diverse community expectations while managing financial and operational constraints.

**Summarized answers to “Please share any additional feedback or suggestions to help CCC better serve its community”:**

- **Improve Communication and Transparency** – Many respondents emphasized the need for clearer, more consistent communication with students, employees, and the broader community regarding programs, leadership decisions, and college initiatives.
- **Increase Community Outreach and Visibility** – Respondents encouraged CCC to become more active and visible throughout the community through partnerships, events, marketing, and stronger public engagement efforts.
- **Expand Workforce and Career-Focused Programs** – Numerous comments supported continued investment in workforce development, career technical education (CTE), healthcare, maritime, trades, and programs aligned with local employment needs.
- **Strengthen Relationships with Local High Schools** – Many respondents suggested increasing outreach to high school students through dual-credit opportunities, recruitment efforts, career exploration, and stronger K–12 partnerships.
- **Increase Flexible Learning Options** – Community members frequently requested more online, evening, weekend, and hybrid course offerings to better support working adults and nontraditional students.
- **Support Students Holistically** – Respondents highlighted the importance of improving advising, tutoring, mental health services, accessibility, food support, and other wraparound student services.

- **Continue Building a Welcoming and Inclusive Environment** – Several responses emphasized creating an environment where all students and community members feel respected, included, and supported.
- **Invest in Reputation and Public Trust** – Some respondents noted that CCC has strong potential but must continue rebuilding trust and strengthening its reputation through consistency, leadership stability, and positive community engagement.
- **Enhance Facilities and Campus Experience** – Comments included suggestions for facility improvements, modernization, campus beautification, technology upgrades, and creating more inviting spaces for students and the public.
- **Expand Community Education and Enrichment Opportunities** – Respondents expressed interest in additional noncredit classes, arts programming, lifelong learning opportunities, and community enrichment activities.
- **Strengthen Partnerships with Local Employers and Organizations** – Many comments encouraged CCC to collaborate more deeply with businesses, nonprofits, healthcare providers, and industry partners to create stronger pathways for students.
- **Maintain Focus on Student-Centered Decision Making** – Several respondents encouraged the college to continue prioritizing students when making operational, financial, and programmatic decisions.

## **Strategic Plan Actions Encouraged and Supported by Survey Results:**

### **1. Improve Student Access**

Survey respondents consistently emphasized the importance of increasing accessibility, flexibility, and outreach opportunities, directly supporting Priority 1 of the Strategic Plan.

#### **Survey themes supporting this priority:**

- Expand online, hybrid, evening, and weekend classes
- Increase affordability and financial support opportunities
- Expand outreach to underserved and rural populations
- Strengthen dual-credit and high school pathways
- Simplify access for working adults and nontraditional students

#### **Strategic Plan actions reinforced by survey feedback:**

- 1.1 Increase regular presence at high schools
- 1.3 Expand programs and course offerings
- 1.4 Outreach to underrepresented communities

#### **Why this stood out:**

Many respondents viewed access and flexibility as critical barriers or opportunities for community growth. Flexible scheduling and regional accessibility were recurring themes throughout the survey.

### **2. Increase Student Success**

Survey responses strongly aligned with CCC's focus on student belonging, support systems, and overall student experience.

#### **Survey themes supporting this priority:**

- Improve advising and student support services
- Enhance mental health and belonging efforts
- Increase student engagement and connection
- Improve communication and responsiveness
- Expand opportunities for student employment and workforce preparation

#### **Strategic Plan actions reinforced:**

- 2.1 Enhance student belonging efforts
- 2.2 Expand student employment opportunities
- 2.3 Leverage resources for basic needs support
- 2.4 Create ongoing student satisfaction survey

#### **Why this stood out:**

Respondents repeatedly described CCC as an important community resource but emphasized that continued success depends on students feeling supported, connected, and prepared for careers.

### **3. Strengthen Our Reputation**

This was one of the strongest themes reflected throughout the survey results. Many respondents identified communication, visibility, trust, and public perception as major opportunities for improvement.

#### **Survey themes supporting this priority:**

- Increase public awareness of CCC programs and successes
- Share more student success stories
- Improve communication and transparency
- Rebuild trust and confidence in leadership
- Increase community engagement and visibility

**Strategic Plan actions reinforced:**

- 3.1 Strengthen relationships with high schools
- 3.2 Promote student success stories
- 3.3 Conduct annual staff and NPS surveys
- 3.4 Implement facilities maintenance plan

**Why this stood out:**

The survey clearly showed that respondents believe CCC has strong potential and valuable programs, but public reputation and communication remain critical areas for continued growth and attention.

#### **4. Increase Organizational Effectiveness**

Survey comments about leadership stability, communication, institutional consistency, and internal processes strongly support Priority 4.

**Survey themes supporting this priority:**

- Desire for stronger leadership stability
- Improve transparency and communication
- Increase organizational consistency
- Improve responsiveness and coordination
- Modernize systems and processes

**Strategic Plan actions reinforced:**

- 4.1 Sustain effective leadership structure
- 4.3 Implement a strategic budgeting process
- 4.4 Streamline workflows and approvals

**Why this stood out:**

A significant portion of respondents connected institutional effectiveness directly to trust and reputation. Comments suggest the community sees operational consistency as essential to CCC's future success.

#### **5. Build and Sustain Partnerships**

This priority was heavily reinforced by survey responses focused on workforce development, high school partnerships, industry collaboration, and regional economic alignment.

**Survey themes supporting this priority:**

- Expand partnerships with local employers and industries
- Strengthen workforce pipelines
- Increase high school engagement and dual credit
- Expand university transfer opportunities
- Collaborate more deeply with community organizations

**Strategic Plan actions reinforced:**

- 5.1 Expand advisory committee participation
- 5.2 Add university and accelerated programs
- 5.3 Expand high school dual credit opportunities
- 5.4 Launch and maintain student job board

**Why this stood out:**

Respondents consistently described CCC as a key regional workforce and economic development partner. Workforce alignment was one of the most dominant themes in the survey.

## Questions on the 2026 Annual Community Survey:

### Section 1: Net Promoter Score

1. On a scale of 0 to 10, how likely are you to recommend Clatsop Community College to a friend, family member, or colleague?
  - 0 = Not at all likely | 10 = Extremely likely
2. What is the primary reason for your score?  
(Open-ended)

### Section 2: Alignment with Mission and Vision

**Mission:** Empowering all students to reach their full potential.

**Vision:** We envision Clatsop Community College as a diverse, dynamic center for education, workforce development, and community enrichment.

3. To what extent do you believe CCC lives up to its mission?
  - 1 = Never | 5 = Always
4. To what extent do you believe CCC is on track to achieve its vision?
  - 1 = Very far away | 5 = Already there

### Section 3: Strategic Priorities

**CCC's strategic priorities are to: improve student access, increase student success, strengthen our reputation, increase organizational effectiveness, and build and sustain partnerships.**

5. Please rate how well CCC is performing in each of the following areas:
  - Improving student access
  - Increasing student success
  - Strengthening our reputation
  - Increasing organizational effectiveness
  - Building and sustaining partnerships  
(1 = Not at all effective | 5 = Very effective)
6. What should CCC offer to support our community better?  
(Open-ended)

### Section 4: Community Engagement and Values

7. How well does CCC reflect the following values in its operations?  
(1 = Never | 5 = Always)
  - Accessibility
  - Collaboration
  - Community
  - Inclusivity
  - Integrity
8. How well does CCC engage with the local community and underserved populations?  
(1 = Not well at all | 5 = Extremely well)
9. What is one word you would use to describe CCC's reputation today?  
(Open-ended)

### Section 5: Opportunities and Challenges

10. What do you believe is CCC's most significant opportunity for growth?

*(Open-ended)*

11. What is the biggest challenge facing CCC today? *(Open-ended)*

12. Do you use or attend events at any of the following college resources:

- Royal Nebeker Art Gallery
- Patriot Hall Fitness Facilities
- CCC South County Building
- Dora Badollet Library
- Community Room Columbia 219

*(Never, Not often, Sometimes, Regularly)*

### **Section 6: Demographics**

13. What is your primary relationship with Clatsop Community College?

*(Select one)*

- Current Student
- Alumni
- Employee
- Community Member
- Business/Community Partner
- Other

14. Optional: Please share any additional feedback or suggestions to help CCC better serve its community.

*(Open-ended)*