

2013

Virginia Western Community College Strategic Plan: Data and Trend Analysis

An initial investigation into data and trends
impacting the college's service area.

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TABLE OF CONTENTS

	<u>Page</u>
A Note on Geographies, Data Collection, and the Virginia Western Community College Service Area.....	1
Summary.....	1
Demographic Trends.....	3
Current Service Area Population and Population Trends.....	4
Age.....	4
Race and Ethnicity.....	6
Limited English Proficiency.....	10
Household Demographics.....	13
Educational Attainment.....	13
Poverty and Income.....	15
Technology and Usage.....	17
Commuting Patterns.....	18
Economic Data and Trends.....	19
Gross Metropolitan Product.....	19
Cost of Living.....	20
Taxable Sales.....	20
Annual Building Permits.....	21
Annual Home Sales.....	21
Unemployment.....	22
Employment.....	23
Underemployment.....	24
Number of Employers by Size of Establishment.....	25
Top 50 Employers.....	26
Employment and Average Wage by Industry.....	27
Occupational Projections and Annual Average Openings.....	27
New Startup Firms.....	29
Nonemployer Statistics.....	30
New Hires and Turnover by Industry.....	31
Age of Workers by Industry.....	32
Science Technology Engineering Math and Health (STEM-H) Occupations.....	33
Clusters and Industry Change.....	35
Institutional Data.....	39
Trends in Enrollment.....	39
Distance Learning Headcount and FTES.....	39
High School Dual Enrollment.....	40
Career and Technical Enrollment.....	40
Developmental Course Enrollment.....	41
Retention and Graduation Rates.....	41
Financial Aid.....	42
STEM Degree Production.....	45
Completions Data.....	45
Transfers to 4-Year Institutions.....	46
Licensure and Certification Pass Rates.....	47
Student Demography.....	48

Student Survey Data.....	50
Other Educational Data.....	51
Regional Enrollment and Dropouts.....	51
Continuing Education Plans.....	52
Enrollment Projections (Public School).....	53
Appendix.....	55
Occupational Employment Projections.....	56
Virginia Western Community College Survey of Student Engagement.....	65
Alumni Survey Trends.....	72
SDV Survey Trends.....	78
Graduation Survey Trends.....	84
Campus Employee Survey Trends.....	88

A Note in Regards to Data Sources and Geography

Virginia Western Community College (VWCC) serves an area including Craig and Roanoke Counties, the Cities of Roanoke and Salem as well as southern Botetourt and northern Franklin Counties. The service area very closely approximates the boundaries of the Roanoke Metropolitan Statistical Area (MSA). Given the large amount of data available for Metropolitan Statistical Areas in the federal statistical agencies, this definition has been used throughout the report. Particularly since VWCC serves the most densely populated portions of Franklin and Botetourt Counties, adopting the Roanoke MSA geography for purposes of this report should lend accurate and descriptive results.

Summary

A great deal has changed since the last strategic planning process was undertaken for Virginia Western Community College. A largely unforeseen national economic downturn, termed by many the Great Recession, drastically changed the national economic landscape. While Roanoke remained largely unscathed early in the downturn due to the lack of a pronounced housing boom and relatively strong consumer credit conditions, effects eventually trickled down. Large employers serving distressed markets all over the nation were impacted and were forced to cut positions. State institutions including Virginia Western Community College were impacted by statewide budgetary problems.

The region's economic recovery has begun to speed up in the latest data available. Population growth has again begun to trend strongly positive. Sales and home-building activity are beginning to recover while unemployment has begun to trend in a downwards direction. Virginia Western Community College meanwhile has seen enrollments begin to decline slightly (down only -0.6 percent from 2007 when the last strategic plan was developed and down 4.7 percent from 2010 when headcounts peaked). Growth in the Community College Access Program and increased funding for STEM-H tuition grants will hopefully support enrollment moving ahead.

Projected flat to slightly negative change in traditional young adult populations increasingly suggests that VWCC will have to find ways of increasing demand for enrollment among nontraditional populations. Exploration of concepts related to support of elderly entrepreneurship and other courses of interest to the elderly population may be a timely exercise.

Trends in entrepreneurial business creation and earnings show weaker than normal growth in earnings and overall decline in the number of businesses who lack employees since the onset of the recession.

The college should consider studying gaps that exist in the regional entrepreneurship support environment. Many community colleges across the country have identified ways of developing facilities and programs that simultaneously encourage development of a regional economic sector and drive growth in demand for enrollment in noncredit and credit opportunities related to that sector. Jobs incubators and accelerator concepts based in food production appear to be an emerging trend across the country allowing tenants use of specialized equipment and providing needed training opportunities. Evidence can be found in the performance of nonemployer businesses suggesting that entrepreneurs are struggling in the Roanoke market. This may pose an opportunity for the college, particularly if a niche can be found in a particular industry.

There is a growing trend that incoming students require additional educational support as indicated by an increase in developmental enrollment and a concern voiced among faculty in the faculty survey.

Partnerships with regional public school systems continue to be important. Data from the Virginia Department of Education indicate more graduating students intend to pursue two-year degrees in recent years than 5 years ago. Meanwhile, partnerships like the one involving Mechatronics between Virginia Western Community College and the secondary schools in the region emphasize the importance of math education among participants, which hopefully leads to stronger math students and less of a demand for developmental enrollment among future enrollees.

Regional employment has been slow to recover. Occupational employment projections support further growth in the employment engines that have continued to support economic growth in the region in recent history – advanced technical manufacturing, health care, business and financial employment, and distribution. Occupations in the following areas are expected to see high levels of annual openings as a result of sector growth and pending retirements - office and administrative occupations, sales and related occupations, food preparation and serving occupations, transportation and material moving occupations, healthcare practitioners and technical occupations, and production occupations. STEM-H occupations, and particularly health occupations, are expected to see strong growth in the region.

Demographic Trends

To better understand the direction of a region, it is helpful to examine recent trends in population, household demographics, and income. Regions are in a constant state of change. Recent economic upheaval has wrought significant change upon Virginia Western Community College's service area as have demographic changes that are reflective of national trends. The following section is an interesting study into the changing nature of the service area and the population served.

Population

The latest figures from the Weldon Cooper Center for Public Service suggest that population growth is returning to the region after a period of stagnant growth surrounding the Great Recession and the slow economic recovery period that resulted.

Locality	Census Count	Cooper Center Estimates			% Change 2010 to 2011	% Change 2011 to 2012
	April 1, 2010 Census	July 1, 2010 Estimate	July 1, 2011 Estimate	July 1, 2012 Estimate		
Virginia	8,001,024	8,025,514	8,096,604	8,185,867	0.9%	1.1%
Alleghany County	16,250	16,222	16,180	15,937	-0.3%	-1.5%
Botetourt County	33,148	33,209	33,399	33,293	0.6%	-0.3%
Craig County	5,190	5,191	5,241	5,258	1.0%	0.3%
Franklin County	56,159	56,387	56,300	56,616	-0.2%	0.6%
Roanoke County	92,376	92,524	92,687	93,256	0.2%	0.6%
Roanoke City	97,032	97,061	97,206	98,641	0.1%	1.5%
Salem City	24,802	24,797	24,970	25,267	0.7%	1.2%
Roanoke MSA	308,707	309,169	309,802	312,331	0.2%	0.8%

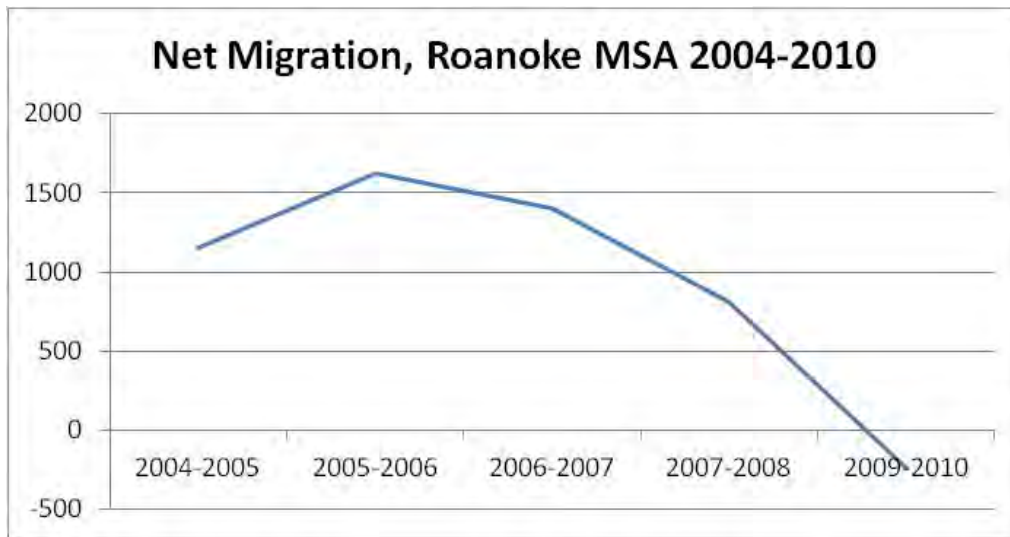
Source: Weldon Cooper Center for Public Service, 2013.

In recent years, growth had slowed across the entire region and migration statistics show that the recession caused a significant decline in the amount of net in-migration into the region. In spite of a slowing in demographic growth and a cessation of migration in the time immediately following the Great Recession, the City of Roanoke began to see positive population growth once again. Newest figures suggest growth is returning to pre-recessionary levels, likely due to the national housing correction coming to a close and continued household deleveraging of debt. These two trends have loosened migration activity nationally. Unlike the previous decade, growth is concentrated in the urban core of the region. Only time will tell if this is a long term trend reversal, but this growth pattern is in stark contrast to the previous decade when exurban and suburban growth was the norm.

Metropolitan Areas	April 1, 2010 Census	July 1, 2010 Estimate	July 1, 2011 Estimate	July 1, 2012 Estimate	% Change 2010 to 2011	% Change 2011 to 2012
Blacksburg	162,958	163,227	163,441	164,425	0.1%	0.6%
Bristol combined	95,888	95,968	96,233	96,626	0.3%	0.4%
Charlottesville	201,559	202,258	205,373	206,615	1.5%	0.6%
Danville	106,561	106,453	106,318	106,525	-0.1%	0.2%
Harrisonburg	125,228	125,658	127,354	128,412	1.3%	0.8%
Lynchburg	252,634	253,210	254,240	255,759	0.4%	0.6%
NoVa	2,623,079	2,637,471	2,679,985	2,727,657	1.6%	1.8%
Richmond	1,258,251	1,262,355	1,271,099	1,282,509	0.7%	0.9%
Roanoke	308,707	309,169	309,802	312,331	0.2%	0.8%
Virginia Beach	1,648,136	1,650,209	1,661,279	1,679,326	0.7%	1.1%
Winchester	104,508	105,100	105,323	107,326	0.2%	1.9%

Source: Weldon Cooper Center for Public Service.

The Roanoke metro area is seeing growth rebound more quickly than several surrounding areas. Roanoke grew faster than Blacksburg, Lynchburg, and Charlottesville in 2012.

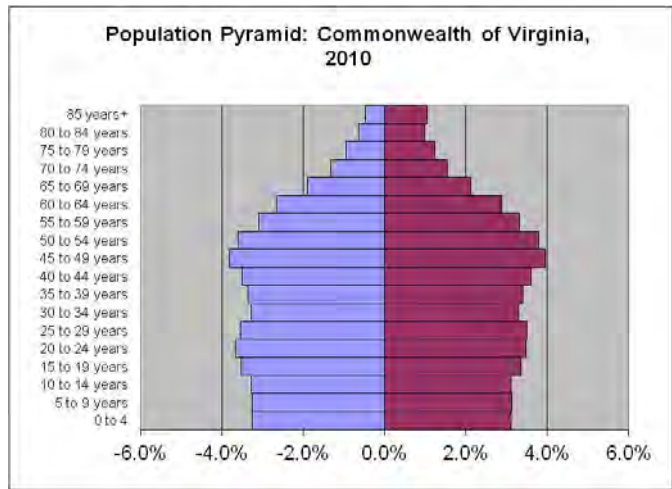
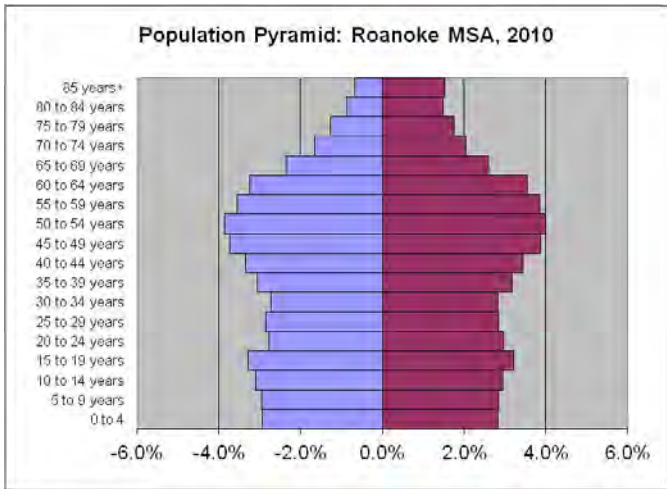


Source: IRS, Migration Data, 2004-2010.

Migration figures above are the latest available from the Internal Revenue Service but lag significantly behind the most recent population estimates and illustrate the trend in migration heading into the recession and early recovery period. The newest population estimates data showing a recovery in population growth are encouraging. Hopefully, this growth will hopefully benefit Virginia Western Community College and serve to lift enrollments.

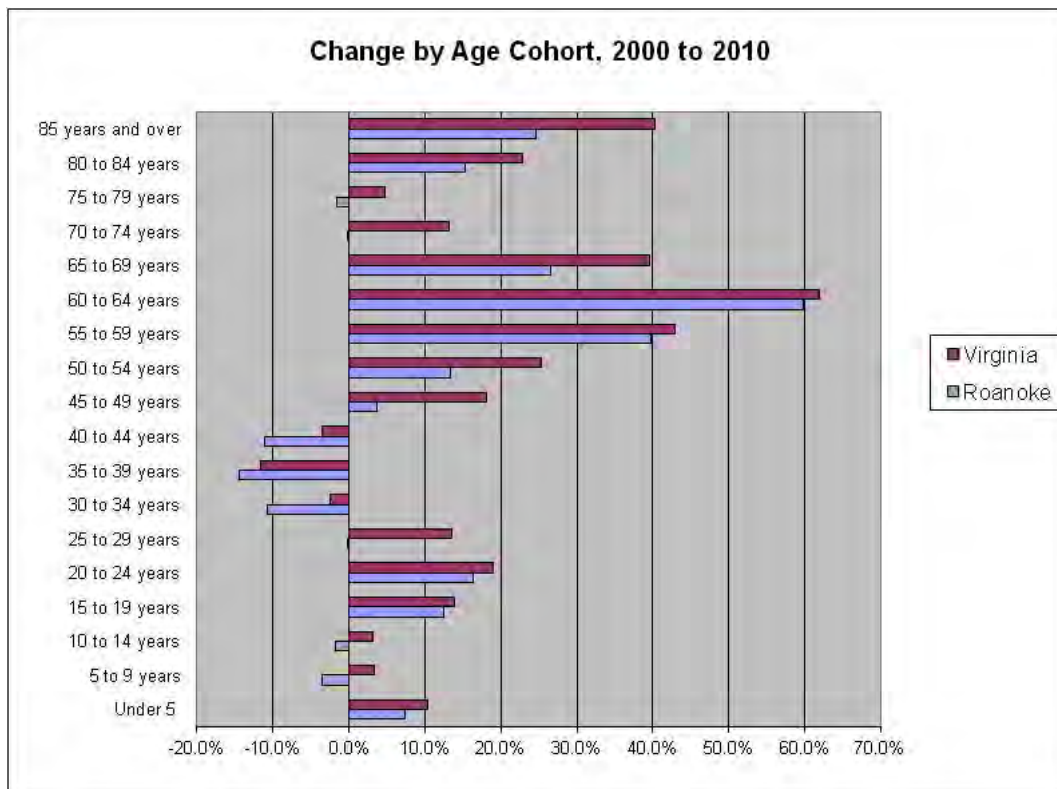
Age

The Roanoke Region (42.0) has a median age well above those of the state (37.5) and nation (37.2) indicating an older population base. The population pyramid figures below illustrate the differences in the age composition of the Roanoke MSA when compared to the Commonwealth of Virginia. Blue bars represent males and red bars represent female population percentages.



The Roanoke MSA has comparatively fewer residents between the ages of 20 and 39 and a significantly higher proportion of residents 60 years and older. While younger cohorts 19 and below appear roughly on par with state percentages, Roanoke has proportionally fewer young adults aged 20 to 34.

Growth by Age Cohort, 2000 to 2010



Roanoke's fastest growing age groups are the ages 55 to 69, the cohorts nearing retirement and the cohort immediately following retirement age. Roanoke is experiencing slower population growth than the state and this translates to lower growth across the board for all age groups, though Roanoke is nearly meeting the state rate of growth of those between 60 and 64.

The continued aging of Roanoke's population can be clearly seen in these data. Virginia Western Community College may consider expanding entrepreneurship and lifelong learning opportunities to appeal to newly retired or to individuals who will find re-entering the workforce after a layoff or other work disruption more

difficult due to advanced age. There is some thought that elderly entrepreneurship could be a new emerging trend as older, skilled individuals take up running their own businesses. Ting Zhang's book *Elderly Entrepreneurship in An Aging US Economy* goes into great detail as to the potential trend of elderly entrepreneurship and its potential impacts.

Age Cohort Projections, 2010 to 2040

	2010	2020	2030	2040	CAGR 2010-2040	% Chg 2010 to 2040
Total Population	308,707	326,759	343,777	359,954	0.5%	16.6%
0 to 4	17,784	17,151	18,160	18,872	0.2%	6.1%
5 to 9	17,940	17,690	18,847	19,849	0.3%	10.6%
10 to 14	18,690	20,527	20,137	21,737	0.5%	16.3%
15 to 19	20,045	19,846	19,715	21,391	0.2%	6.7%
20 to 24	17,677	17,408	19,484	19,258	0.3%	8.9%
25 to 29	17,574	19,514	19,210	19,459	0.3%	10.7%
30 to 34	17,137	19,424	19,390	21,922	0.8%	27.9%
35 to 39	19,222	19,297	21,844	22,043	0.5%	14.7%
40 to 44	20,960	18,647	21,494	21,969	0.2%	4.8%
45 to 49	23,487	20,295	20,534	23,649	0.0%	0.7%
50 to 54	24,255	21,929	19,644	22,999	-0.2%	-5.2%
55 to 59	22,834	23,984	20,895	21,391	-0.2%	-6.3%
60 to 64	20,926	24,097	22,092	19,991	-0.2%	-4.5%
65 to 69	15,345	21,696	23,153	20,417	1.0%	33.1%
70 to 74	11,420	18,344	21,334	19,871	1.9%	74.0%
75 to 79	9,334	11,825	16,862	18,223	2.3%	95.2%
80 to 84	7,296	7,386	12,000	14,095	2.2%	93.2%
85 and Over	6,781	7,700	8,982	12,815	2.1%	89.0%

Source: 2010 figures are from 2010 Census. All others, Weldon Cooper Center for Public Service, 2012.

The figures above illustrate that the population over 65 is expected to grow by over 70 percent between 2010 and 2040. The number of young adults is expected to remain largely stable growing by between seven and nine percent over a 30 year period. Adults between 25 to 39 are expected to see modest growth while cohorts representing today's Baby Boom generation are expected to see declines as smaller following generations age into their 50's. These projections suggest that there will be an increasingly large cohort of elderly in the region. Present trends suggest that this generation will likely have been conditioned for lifelong learning and career switching. It is important for the college to consider ways it can serve this population which is considered by many to be an untapped resource of skills, knowledge, and potential entrepreneurialism in many communities.

Race and Ethnicity

In terms of racial and major ethnic group characteristics, the study area has seen significant change since 2000. Most notably, the Hispanic population has grown significantly – nearly 200 percent in a ten year period. Projections show that Asian, Hispanic, and the 'Other Race' which is made up mostly of individuals belonging to multiple races are expected to see significant growth in the region.

Racial and Ethnic Projections, 2010 to 2040

		2000	2010	2020	2030	2040	% Change 2000 to 2010	% Change 2010 to 2040
Total Population		288,309	308,707	326,759	343,777	359,954	7.1%	16.6%
#	White	244,942	248,968	260,204	262,055	260,113	1.6%	4.5%
	Black	35,214	39,101	41,620	42,747	42,680	11.0%	9.2%
	Asian	3,035	4,962	8,237	12,482	17,876	63.5%	260.3%
	Other	5,108	5,963	16,698	26,493	39,284	16.7%	558.8%
	Hispanic	3,269	9,713	17,027	28,108	43,531	197.1%	348.2%
%	White	85.0%	80.6%	79.6%	76.2%	72.3%		
	Black	12.2%	12.7%	12.7%	12.4%	11.9%		
	Asian	1.1%	1.6%	2.5%	3.6%	5.0%		
	Other	1.8%	1.9%	5.1%	7.7%	10.9%		
	Hispanic	1.1%	3.1%	5.2%	8.2%	12.1%		

The region's Hispanic population is still somewhat small but growing at an incredible pace according to the latest data available. The following two maps show that overall Hispanic concentration in the region is not strong but that the growth in the study area is some of the fastest in the United States from 2000 to 2010.

Figure 5.
Hispanic or Latino Population as a Percent of Total Population by County: 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sfl.pdf)

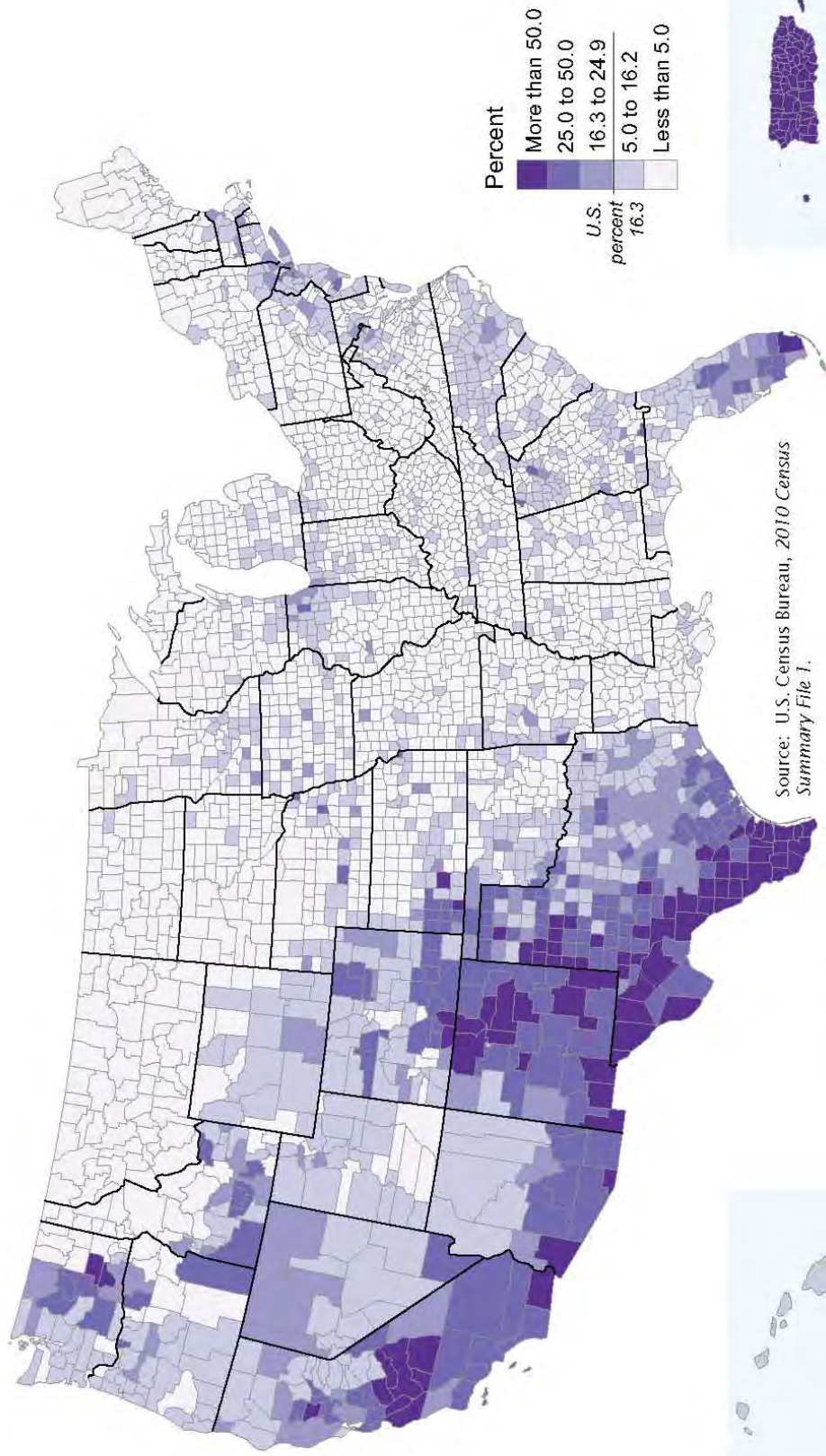
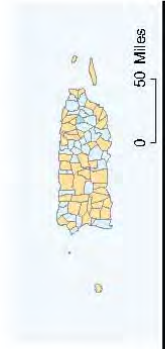
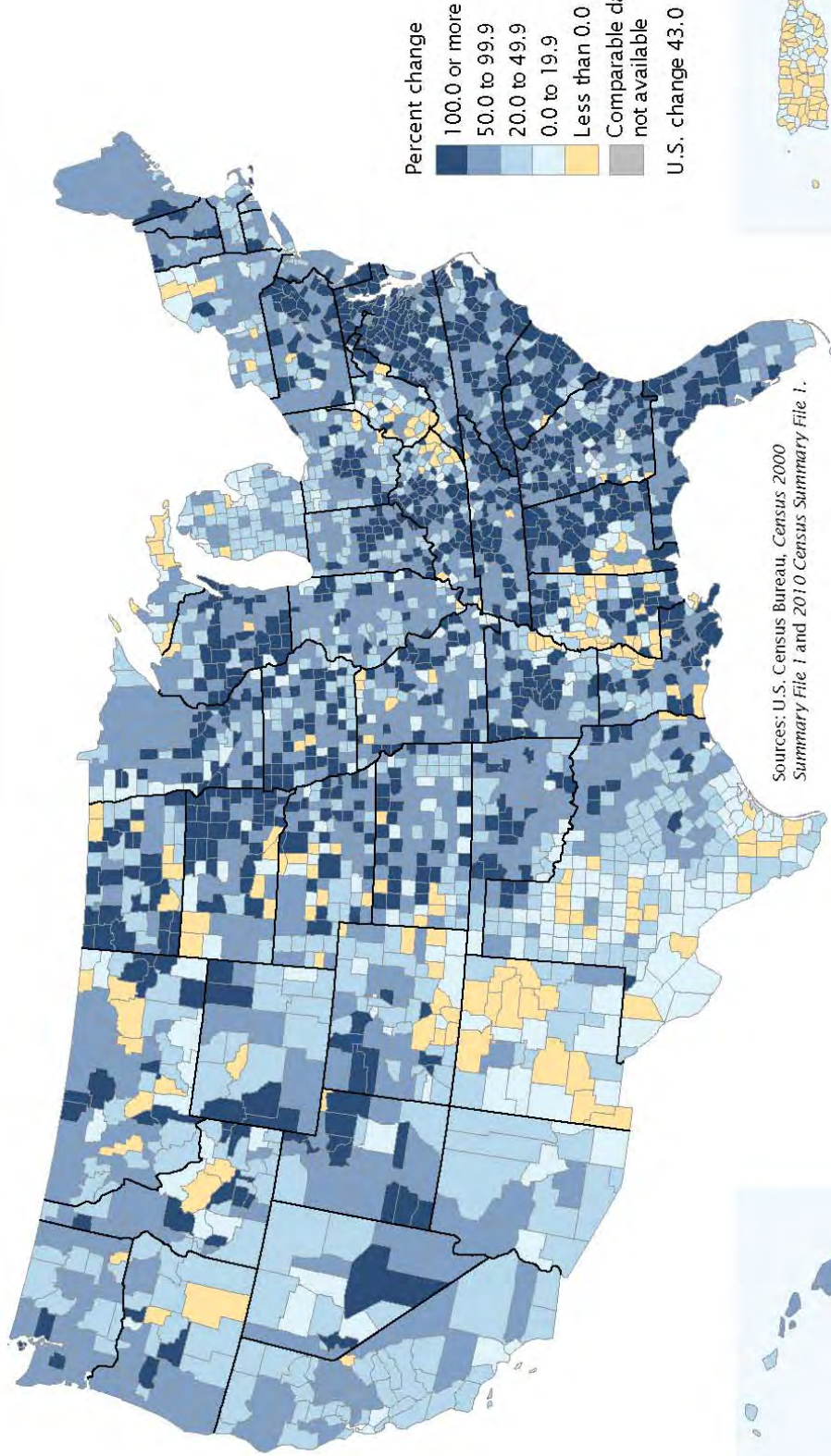
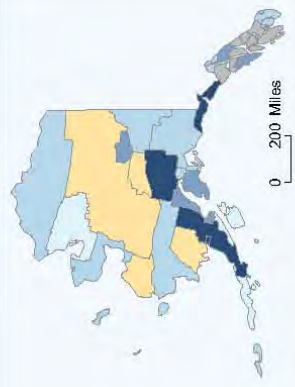


Figure 6.
Percent Change in Hispanic or Latino Population by County: 2000 to 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)



- Percent change
- 100.0 or more
 - 50.0 to 99.9
 - 20.0 to 49.9
 - 0.0 to 19.9
 - Less than 0.0
 - Comparable data not available
 - U.S. change 43.0

Sources: U.S. Census Bureau, Census 2000 Summary File 1 and 2010 Census Summary File 1.

The table below shows data available on the foreign-born population within the Roanoke MSA. Unfortunately, data are not directly comparable to Census 2000 data included in the previous report due to a change in the methodology. However, it can be said that the data suggests an increasing amount of diversity throughout the region. In 2000, only 2.42% of the Roanoke MSA population was foreign-born. These most recent data suggest that the percentage has increased to 4.6 percent of the regional population. Regional growth in the foreign-born population appears to be faster than the growth of this cohort at the state and national level. Most of the region's growth in foreign-born populations appears to be coming from growth in Asian and Latin American immigration. Immigrants from Africa have grown considerably and represent one of the fastest growing foreign-born populations in the metro on a percentage basis, though total numbers remain small.

Foreign Born Population by Major Region of the World, Decennial Census and 2007-2011 Estimates

	Census 2000	2007-2011 Estimates	
		Estimate	Margin of Error
Total:	7,002	14,218	+/-901
Europe:	2,261	2,774	+/-429
Northern Europe:	497	853	+/-254
Western Europe:	718	597	+/-171
Southern Europe:	160	183	+/-106
Eastern Europe:	886	1,141	+/-388
Asia:	2,395	4,289	+/-436
South Central Asia:	463	1,191	+/-306
South Eastern Asia:	1,004	1,551	+/-367
Western Asia:	329	373	+/-212
Africa:	382	1,092	+/-382
Eastern Africa:	33	402	+/-273
Middle Africa:	0	33	+/-48
Northern Africa:	78	349	+/-224
Southern Africa:	153	95	+/-100
Western Africa:	58	170	+/-130
Oceania:	16	145	+/-107
Australia and New Zealand	16	133	+/-105
Fiji	0	0	+/-95
Americas:	1,948	5,918	+/-520
Latin America:	1,647	5,542	+/-509
Northern America:	301	376	+/-157

US Census Bureau. Census 2000 and ACS. 2007-2011 Estimates

Limited English Proficiency

Another topic worthy of consideration is the size of the area's Limited English Proficiency population. The most recent data available on this topic is from the American Community Survey, 2007-2011 Estimates. The following table shows that proportion of the region's population that speaks English less than well is nearly half the proportion of the same population at the state level and significantly smaller than the national

proportion. However, one should consider that that population appears to be growing rapidly. The Limited English Proficiency population has increased by 88.5 percent since 2000 in the Roanoke MSA. Approximately 48 percent of the Roanoke Limited English Proficiency population is made up of primarily Spanish speakers. The Spanish-speaking Limited English Proficiency community has increased 122 percent since 2000. There are significant concentrations of Chinese, Vietnamese, Hindi, Serbo-Croatian, among other languages represented in the study area.

If this trend continues there may be a need for outreach through various regional partners that have regular contact with the Limited English Proficiency Community like Refugee and Immigration Services to market English as a Second Language Courses.

Limited English Proficiency Data: Population Over 5 Years of Age, 2007-2011 Estimates

	Botetourt County, Virginia	Craig County, Virginia	Franklin County, Virginia	Roanoke County, Virginia	Roanoke city, Virginia	Salem city, Virginia	Roanoke MSA, Virginia	Virginia	United States
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Total:	31,346	4,791	52,695	87,287	89,606	23,421	289,146	7,419,283	286,433,395
Speaks English less than 'very well'	163	8	914	2,166	3,711	701	7,663	418,124	24,950,788
% Speaks English less than "very well"	0.5%	0.2%	1.7%	2.5%	4.1%	3.0%	2.7%	5.6%	8.7%
Spanish or Spanish Creole:	322	40	1,164	2,122	3,645	738	8,031	483,452	36,170,544
Speak English less than "very well"	36	8	542	683	1,983	429	3,681	219,794	16,433,118
French (incl. Patois, Cajun):	115	0	109	339	363	66	992	33,752	1,320,191
Speak English less than "very well"	13	0	20	42	64	32	171	7,087	275,178
French Creole:	0	0	0	0	410	0	410	5,211	688,675
Speak English less than "very well"	0	0	0	0	178	0	178	1,221	303,794
Italian:	2	0	30	47	54	0	133	10,390	747,439
Speak English less than "very well"	0	0	14	0	13	0	27	1,976	207,989
Portuguese or Portuguese Creole:	0	0	0	45	61	0	106	8,082	682,323
Speak English less than "very well"	0	0	0	0	20	0	20	2,219	276,342
German:	111	0	0	347	157	78	693	28,787	1,102,500
Speak English less than "very well"	0	0	0	81	8	12	101	4,815	188,003
Yiddish:	0	0	0	13	0	0	13	322	154,939
Speak English less than "very well"	0	0	0	0	0	0	0	78	51,484
Other West Germanic languages:	0	0	12	68	0	77	157	3,595	282,668
Speak English less than "very well"	0	0	0	18	0	33	51	564	65,604
Scandinavian languages:	10	10	10	0	9	0	39	3,014	132,959
Speak English less than "very well"	0	0	0	0	0	0	0	273	15,039
Greek:	19	0	0	59	29	0	107	7,287	311,136
Speak English less than "very well"	0	0	0	0	9	0	9	1,628	79,339
Russian:	0	1	0	169	0	10	180	13,878	851,367
Speak English less than "very well"	0	0	0	34	0	0	34	5,151	418,278
Polish:	0	0	11	254	11	13	289	4,335	598,130
Speak English less than "very well"	0	0	0	154	0	0	154	976	251,305
Serbo-Croatian:	0	0	0	277	161	57	495	4,029	264,723
Speak English less than "very well"	0	0	0	151	161	19	331	1,456	104,845
Other Slavic languages:	0	0	0	34	27	0	61	4,228	313,323
Speak English less than "very well"	0	0	0	0	11	0	11	1,128	117,759
Armenian:	0	0	0	18	0	0	18	1,569	230,450
Speak English less than "very well"	0	0	0	0	0	0	0	492	103,001
Persian:	27	0	47	14	43	0	131	23,135	374,457
Speak English less than "very well"	27	0	12	0	0	0	39	7,816	140,695
Gujarati:	0	0	0	122	26	101	249	7,273	348,796
Speak English less than "very well"	0	0	0	26	0	46	72	2,309	123,444
Hindi:	19	0	0	327	0	23	369	25,136	606,174
Speak English less than "very well"	0	0	0	195	0	12	207	4,156	128,749
Urdu:	0	0	0	0	51	162	213	23,122	372,994
Speak English less than "very well"	0	0	0	0	0	69	69	6,892	110,645
Other Indic languages:	0	0	0	211	142	38	391	28,163	717,797
Speak English less than "very well"	0	0	0	56	142	0	198	9,033	278,259
Other Indo-European languages:	0	0	2	57	0	7	66	10,610	428,011
Speak English less than "very well"	0	0	2	50	0	0	52	3,146	154,920
Chinese:	52	0	0	501	190	72	815	47,491	2,723,002
Speak English less than "very well"	23	0	0	227	130	45	425	22,165	1,502,917
Japanese:	13	0	0	24	11	51	99	9,683	455,107
Speak English less than "very well"	0	0	0	0	11	0	11	3,591	201,588
Korean:	25	0	41	143	45	0	254	57,821	1,122,760
Speak English less than "very well"	15	0	41	114	27	0	197	31,743	633,792
Mon-Khmer, Cambodian:	0	0	0	92	0	92	92	4,599	206,648
Speak English less than "very well"	0	0	0	0	38	0	38	2,355	107,587
Hmong:	0	0	0	0	0	0	0	74	204,745
Speak English less than "very well"	0	0	0	0	0	0	0	51	92,891
Thai:	0	0	0	52	15	0	67	6,153	154,551
Speak English less than "very well"	0	0	0	52	0	0	52	3,018	81,479
Laotian:	0	0	0	21	9	30	30	2,895	153,469
Speak English less than "very well"	0	0	0	0	21	0	21	1,425	76,753
Vietnamese:	45	0	158	155	409	0	767	47,221	1,330,171
Speak English less than "very well"	45	0	158	127	235	0	565	25,734	800,436
Other Asian languages:	0	0	0	245	160	4	409	32,139	790,746
Speak English less than "very well"	0	0	0	77	152	4	233	8,309	240,781
Tagalog:	0	0	0	93	47	0	140	41,544	1,566,544
Speak English less than "very well"	0	0	0	0	0	0	0	11,252	494,741
Other Pacific Island languages:	0	0	0	0	20	0	20	4,950	403,803
Speak English less than "very well"	0	0	0	0	0	0	0	1,374	153,548
Navaio:	0	0	0	0	6	0	6	154	168,146
Speak English less than "very well"	0	0	0	0	0	0	0	9	39,118
Other Native North American languages:	0	0	0	21	0	0	21	1,004	199,130
Speak English less than "very well"	0	0	0	0	0	0	0	231	30,204
Hungarian:	0	0	0	44	19	0	63	1,942	90,976
Speak English less than "very well"	0	0	0	36	19	0	55	423	27,023
Arabic:	0	0	189	6	288	77	560	32,739	810,169
Speak English less than "very well"	0	0	125	0	166	0	291	9,533	293,793
Hebrew:	0	0	0	0	8	0	8	1,397	206,969
Speak English less than "very well"	0	0	0	0	0	0	0	186	36,040
African languages:	4	0	0	140	375	10	529	43,640	798,306
Speak English less than "very well"	4	0	0	43	166	0	213	14,099	257,750
Other and unspecified languages:	0	0	0	0	157	0	157	1,522	131,841
Speak English less than "very well"	0	0	0	0	157	0	157	416	52,557

Source: US Census Bureau, American Community Survey, 2007-2011 Estimates.

Household Demographics

Much has been written regarding the changing nature of the household. This has great potential to impact the nature of society and of the economy in the future. Institutions will likely need to consider how they approach education and workforce development to ensure that the maximum number of individuals is impacted and to help ensure a strong, healthy workforce. In spite of data that suggests that the number of single parent households is decreasing in the study area, there remain significant numbers of single parent households. Students with parenting responsibilities will likely need specialized support services that are not typically required by students without such responsibilities. This population may be better served through distance learning and other hybrid offerings that allow a more flexible schedule to completing assignments.

The table below illustrates the trend in household demographics from 2000 to 2011. When reading the table below please keep in mind that a family household consists of a householder and at least one other person related to the householder by birth, marriage, or adoption and a nonfamily household may contain only one person or additional people who are not of any relation to the householder. By Census definition, a householder must be at least 15 years of age.

Roanoke MSA: Household Demographics

	2000	2005	2011	% Change: 2000 to 2005	% Change: 2005 to 2011
Total Households	119,366	120,962	124,612	1.3%	3.0%
Family Households	80,041	77,115	83,228	-3.7%	7.9%
With Own Children Under 18 Years of Age	34,076	31,964	30,171	-6.2%	-5.6%
Married-Couple Family	62,022	59,050	63,517	-4.8%	7.6%
With Own Children Under 18 Years of Age	24,230	21,600	21,150	-10.9%	-2.1%
Female Householder, No Husband Present	13,772	12,629	15,184	-8.3%	20.2%
With Own Children Under 18 Years of Age	7,707	7,455	7,046	-3.3%	-5.5%
Male Householder, No Wife Present	4,247	5,436	4,527	28.0%	-16.7%
With Own Children Under 18 Years of Age	2,139	2,909	1,975	36.0%	-32.1%
Nonfamily Households	39,325	43,847	41,384	11.5%	-5.6%
Householder Living Alone	33,716	38,151	34,394	13.2%	-9.8%
Householder 65 Years and Over	12,887	14,114	13,709	9.5%	-2.9%
Households with Individuals Under 18 Years	37,513	36,088	35,245	-3.8%	-2.3%
Households with Individuals 65 Years and Over	31,087	32,339	35,248	4.0%	9.0%
Average Household Size	2.33	2.31	2.41	--	--
Average Family Size	2.87	2.9	2.95	--	--

Source: US Census Bureau, Census 2000 and American Community Survey, 2005 and 2011.

Educational Attainment

The educational attainment of the overall service area population as well as how the service area population compares to other communities are important variables to consider.

The following table includes educational attainment data for the Roanoke MSA from the US Census Bureau.

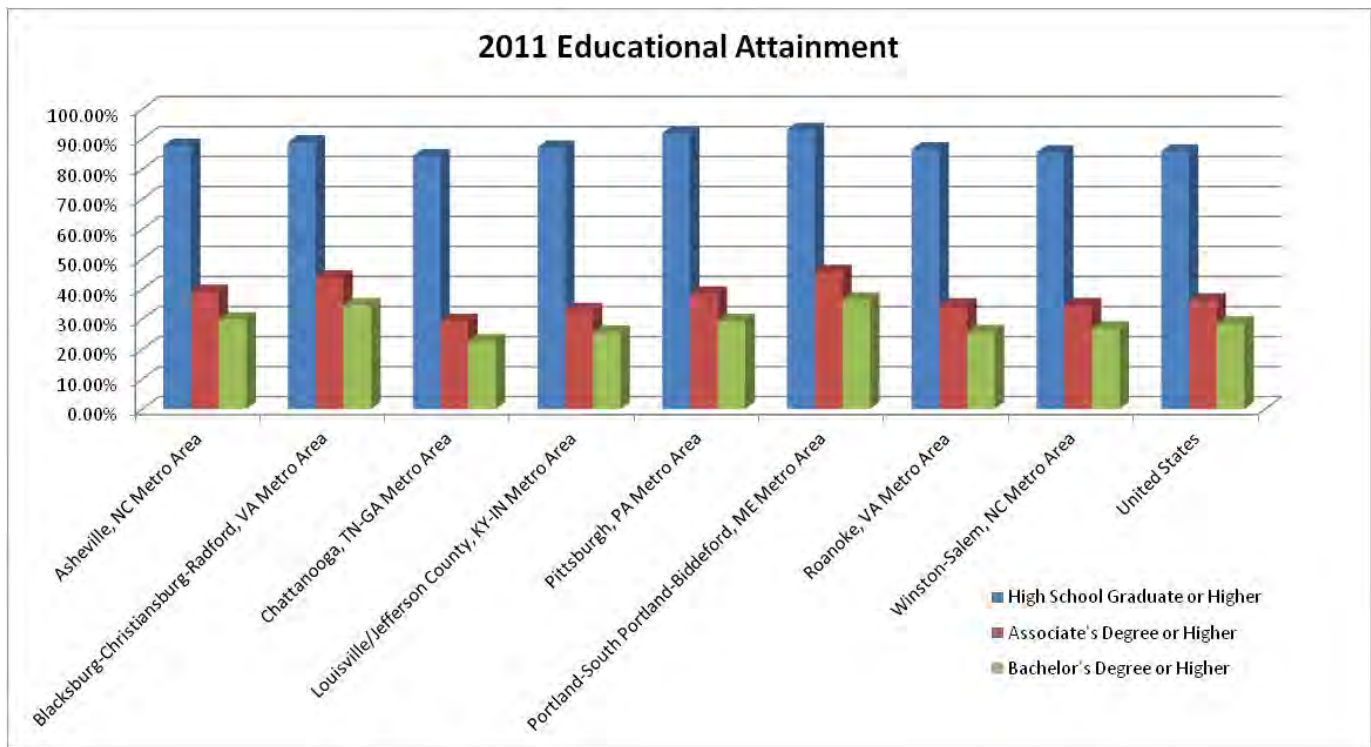
Roanoke MSA: Educational Attainment for Population 25 Years and Over

	2000		2005		2011		Percent Change 2000-2011
	Number	Percent	Number	Percent	Number	Percent	
High School Diploma or Higher	159,799	79.4%	163,207	83.3%	188,086	86.6%	17.7%
Associate's Degree or Higher	55,857	27.8%	61,544	31.4%	75,033	34.6%	34.3%
Bachelor's Degree or Higher	42,249	21.0%	45,965	23.5%	55,797	25.7%	32.1%

Source: US Census Bureau, 2000 Census, American Community Survey, 2005 and 2011.

The table shows there have been continual improvements in the number of adults over 25 with diplomas, Associate's Degrees and Bachelor's Degrees over the past 11 years. The most impressive increase over the long term has been the number high school graduates. More than 86 percent of the area's residents over 25 now have at least a diploma and more than a third have earned as Associate's Degree. The large increase in the number of those over 25 who have earned a diploma but have not pursued higher educational opportunities suggests there may be a growing market for training since most jobs paying a living increasingly require some training/education above a high school diploma.

Please consult the following chart to see how the Roanoke MSA compares to several comparison regions. These regions were picked because they are often cited in benchmarking studies.



The Roanoke MSA is comparable to most of the communities in the analysis but is still slightly lower than nearly all of the communities.

The following table illustrates educational attainment by locality in 2007-2011, the most recent data available for every locality in the study area.

Educational Attainment by Locality for Population Over 25 in 2007-2011

	% High School Diploma or Higher	% Associate's Degree or Higher	% Bachelor's Degree or Higher
Botetourt County	89.5%	33.4%	22.9%
Craig County	89.2%	23.8%	15.0%
Franklin County	81.1%	24.6%	17.6%
Roanoke County	90.4%	41.7%	32.8%
City of Roanoke	81.5%	29.6%	22.4%
City of Salem	87.9%	38.4%	30.1%

Source: US Census Bureau, American Community Survey, 2007-2011

Poverty and Income

Statistics available on poverty show that the regional poverty rate is slightly higher than the state rate but below the national rate. The number of individuals in poverty has increased approximately 28 percent over estimates available when the strategic plan was last updated. This is an effect of the economic downturn and ongoing levels of elevated unemployment experienced since 2009.

Study Area Poverty Statistics in 2011

	All Ages in Poverty		Under 18 in Poverty	
	Number	Percent	Number	Percent
Botetourt County	2,432	7.5	715	10.1
Craig County	619	12.2	214	19.9
Franklin County	7,171	13.1	2,460	21.7
Roanoke County	7,274	8	2,013	10.3
Roanoke city	18,565	19.5	6,126	29.6
Salem city	2,578	11.1	721	14.9
Roanoke MSA	38,639	12.8	12249	19.0
Virginia	912,779	11.6	284,561	15.6
United States	48,452,035	15.9	16,386,500	22.5

Source: US Census Bureau, Small Area Income and Poverty Estimates, 2011.

The following statistics show that Botetourt and Roanoke Counties have the highest household and family incomes in the region and that the incomes in those counties approach the level of incomes in the Commonwealth. The study area's overall household and family incomes lag behind the state and national incomes. It is important to note however that the cost of living does help raise the relative levels of overall regional income to a level much closer to parity with state and national numbers.

Income Statistics for the Study Area, 2011

	Median Household Income, 2011	Percent of US MHI	Median Family Income, 2011	Percent of US MFI
Botetourt County	65,633	124.4%	75,018	116.7%
Craig County	54,120	102.6%	66,066	102.8%
Franklin County	47,606	90.2%	55,049	85.6%
Roanoke County	62,895	119.2%	77,545	120.6%
City of Roanoke	37,753	71.6%	47,842	74.4%
City of Salem	48,050	91.1%	61,488	95.6%
Roanoke MSA	49,540	93.9%	62,359	97.0%
Virginia	63,302	120.0%	75,962	118.1%
United States	52,762	100.0%	64,293	100.0%

Source: US Census Bureau, American Community Survey, 2007-2011 Estimates.

As noted previously, once price differences are taken into account, regional incomes are much closer to state and national averages. Per capita personal income statistics show that per capita income surpasses the national average when the region's lower cost of living is considered. The region's income growth rate is higher than that of the overall nation. The region has not kept pace with the state however both in terms of income level and growth rate.

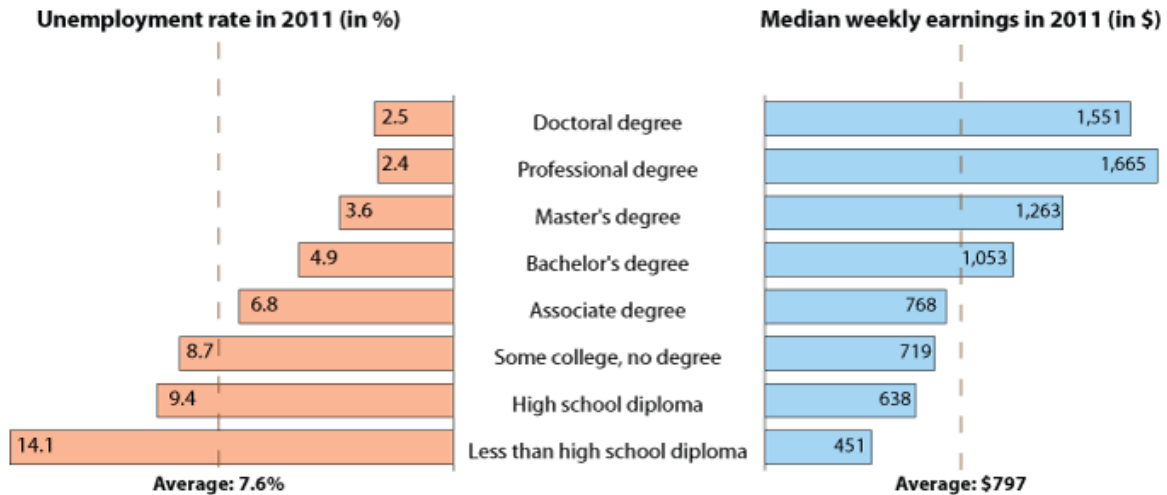
BEA Per Capita Personal Income and Regional Price Parities

	Per Capita Personal Income (Thousands of Dollars)				Adj. Per Capita Personal Income (Thousands of Dollars)				% Change 2007-2010
	2007	2008	2009	2010	2007	2008	2009	2010	
Roanoke MSA	36.9	38.4	37.3	37.6	40.2	41.7	40.4	40.9	1.7%
Virginia	43.3	44.7	43.2	44.3	42.1	43.4	42	43	2.1%
United States	39.5	40.9	38.8	39.9	39.5	40.9	38.8	39.9	1.0%

Source: Aten, Figueroa, Martin, Regional Price Parities for States and Metro Areas, 2006-2010, Bureau of Economic Analysis.

No one can deny the importance of educational attainment in increasing the earnings of a population. Consider the following chart from the Bureau of Labor Statistics describing unemployment rates and earnings by educational attainment. Increasing educational attainment appears to be the most direct way of increasing prosperity and incomes. And, particularly if a region is able to capture these trained individuals and provide them with meaningful work opportunities, education and training is a direct support of wage growth.

Education Pays



Source: Bureau of Labor Statistics, Current Population Survey

Technology Usage

With technological changes increasingly impacting society, workforce, employers, and higher education, it is important to consider the level of technology usage in the Roanoke MSA as it compares to the nation and to the Commonwealth. The table below includes data produced for a regional study on broadband technology deployment and was developed from a statistically valid survey instrument covering the urban core of the Roanoke Region.

The percentage of households in Roanoke with computer access is lower than in the state and nation. The percentage of households having access to internet in the home lacks significantly behind the state and is slightly lower than the national average. This may be at least partially a reflection of the older population in the Roanoke Region.

Computer and Broadband Usage in the Study Area Region

	% - Households with Computer Access	%- Households without Computer Access	% - Households with Internet Access	% - Households without Internet Access
Roanoke Region	68.0%	32.0%	64.0%	36.0%
Virginia	79.8%	20.2%	73.0%	27.0%
United States	76.7%	23.3%	67.0%	33.0%

Source: Design Nine, Inc., Broadband Survey for the Roanoke Valley Region, 2012; Current Population Survey, US Census Bureau, 2010.

Information from the Pew Internet and American Life Project suggests that internet adoption increased steadily from 2000 at about 37 percent nationally until early 2009 when the rate of internet users approached 70%. The rate has remained at a similar level over the past three years.

Data sources are woefully inadequate in describing the most current trends which include among other things the proliferation of smart phones. Households with desktop computer access may not be expected to increase over the next few years as the popularity of tablets, smart phones, and other mobile data viewing devices increases. Data quoted across several publications online note that sales of smart phones outnumber

sales of more basic cell phones. As consumers rapidly adopt this technology, it can be assured that demand for web sites and web content maximized for smart phones will rise as well.

Commuting Patterns

Virginia Western Community College serves a region consisting of the Counties of Botetourt, Craig, Franklin and Roanoke as well as the Cities of Roanoke and Salem. Located, however, in the City of Roanoke in the core of the metropolitan statistical area, it is worthwhile to note that the college attracts students from other counties near the Roanoke metro area. The Roanoke area has strong economic and employment relationships with several adjacent counties that are outside of the typical metro definition and of the VCCS defined community college service area. Commuting data helps reveal some of these spatial relationships.

The development of additional unique programming as well as further shifts in the commuting relationships with outlying areas may mean that Virginia Western Community College could expect to gain additional enrollment from outside of its service area.

Commuting Data, Roanoke MSA, 2010

Top 10 Places Residents are Commuting To

Area	Workers
Montgomery County, VA	3,101
Lynchburg City, VA	1,681
Henrico County, VA	1,663
Fairfax County, VA	1,340
Henry County, VA	1,069
Richmond City, VA	1,044
Martinsville City, VA	984
Chesterfield County, VA	954
Bedford County, VA	870
Danville City, VA	806

Top 10 Places Workers are Commuting From

Area	Workers
Bedford County, VA	8,315
Montgomery County, VA	5,117
Henry County, VA	2,253
Lynchburg City, VA	1,670
Pulaski County, VA	1,469
Fairfax County, VA	1,385
Campbell County, VA	1,365
Floyd County, VA	1,270
Henrico County, VA	1,223
Augusta County, VA	1,189

Source: US Census Bureau, LEHD, 2010.

Economic Data and Trends

Gross Metropolitan Product

Data on the economies of the metropolitan areas in Virginia suggest that the Roanoke area is growing at a slower pace than the state overall and most of the metros in the Commonwealth with the exception of Blacksburg-Christiansburg-Radford, Danville, and Winchester. Roanoke remains the fourth largest metro economy in Virginia, ranking only behind Northern Virginia, Hampton Roads, and Richmond. Of small to mid-size metros in the Commonwealth, Roanoke remains the economic leader.

GDP by Metropolitan Area (millions of current dollars)

Area	2006	2007	2008	2009	2010	% Change 2006-2010
Blacksburg-Christiansburg-Radford, VA (MSA)	4,834	5,174	5,090	5,141	5,285	9.3%
Charlottesville, VA (MSA)	8,418	8,772	9,114	9,246	9,478	12.6%
Danville, VA (MSA)	2,833	2,844	2,809	2,882	2,957	4.4%
Harrisonburg, VA (MSA)	5,077	5,440	5,516	5,921	6,211	22.3%
Kingsport-Bristol-Bristol, TN-VA (MSA)	8,937	9,197	9,328	9,395	9,755	9.2%
Lynchburg, VA (MSA)	7,838	8,045	8,326	8,443	8,740	11.5%
Richmond, VA (MSA)	58,099	60,348	62,223	62,676	64,321	10.7%
Roanoke, VA (MSA)	12,141	12,674	13,060	13,206	13,304	9.6%
Virginia Beach-Norfolk-Newport News, VA-NC (MSA)	72,813	76,564	78,644	79,396	80,518	10.6%
Washington-Arlington-Alexandria, DC-VA-MD-WV (MSA)	366,628	384,014	401,160	408,144	425,167	16.0%
Winchester, VA-WV (MSA)	4,689	4,694	4,644	4,832	5,069	8.1%
Virginia	374,566	389,570	397,894	404,955	419,365	12.0%
United States	13,289,235	13,936,199	14,193,120	13,834,700	14,416,601	8.5%

Source: Bureau of Economic Analysis

Cost of Living

The Roanoke MSA maintains a lower cost of living when compared to many other metropolitan areas. Its cost of living when compared to other metropolitan areas in the south does fluctuate periodically, but usually Roanoke has a lower cost of living than a large number of southeast US metros. The most recent data indicated that only 29 metros had a lower cost of living in the entire United States. The area's cost of doing business was recently lowered by Moody's as well, which is now at roughly 83 percent the national average.

Cost of Living Index

Region	Index
Washington, D.C.	150.8
Boston, MA	142.8
Newark, NJ	129.4
Chicago, IL	118.6
Richmond, VA	100.6
National Average	100
Asheville, NC	99.4
Chattanooga, TN	93.7
Roanoke Region	88.7

Source: ACCRA, Third Quarter, 2012.

Taxable Sales

Growth in taxable sales appears to be fairly stagnant across the region in more recent years, having come out of a precipitous decline in the years including and immediately following the Great Recession. Most of the commercial development appears to be occurring in Roanoke County and the City of Salem. Franklin County and Botetourt, which had seen stronger levels of growth leading up to the recession have yet to recover from the recession's impacts as is true for most of the region and for the Commonwealth as a whole, though the state has outperformed the region in the most recent data.

Taxable Sales during the Year Ending December 31

	2006	2007	2008	2009	2010	2011	% Change 2009-2011	% Change 2010-11
Alleghany County	\$60,889,587	\$71,814,959	\$63,184,416	\$63,621,550	\$64,618,043	\$68,464,820	7.6%	6.0%
Botetourt County	\$188,191,922	\$184,202,641	\$181,654,656	\$166,563,450	\$168,568,628	\$178,813,071	7.4%	6.1%
Craig County	\$11,643,044	\$12,251,839	\$13,283,296	\$12,886,883	\$12,473,955	\$12,414,939	-3.7%	-0.5%
Franklin County	\$398,807,407	\$397,420,312	\$379,937,250	\$340,399,968	\$355,992,663	\$353,790,485	3.9%	-0.6%
Roanoke County	\$868,219,813	\$930,227,142	\$912,912,931	\$890,021,337	\$883,346,323	\$956,706,722	7.5%	8.3%
City of Covington	\$107,214,692	\$109,441,565	\$113,538,910	\$107,984,326	\$107,724,643	\$111,363,867	3.1%	3.4%
City of Roanoke	\$1,876,508,609	\$1,900,930,872	\$1,925,487,309	\$1,692,267,903	\$1,676,331,018	\$1,649,614,469	-2.5%	-1.6%
City of Salem	\$494,023,931	\$492,277,031	\$497,506,054	\$460,591,278	\$470,303,708	\$512,984,089	11.4%	9.1%
Roanoke MSA	\$3,837,394,726	\$3,917,309,837	\$3,910,781,496	\$3,562,730,818	\$3,567,016,295	\$3,664,323,774	2.9%	2.7%
Virginia	\$89,478,625,283	\$92,043,248,947	\$90,106,122,080	\$85,869,132,300	\$86,420,963,843	\$89,070,341,371	3.7%	3.1%

Source: Virginia Department of Taxation, Weldon Cooper Center of Public Service

Annual Building Permits

Residential construction activity is returning in the Roanoke MSA. Roanoke’s residential sector appears to be improving more rapidly than the state and nation in recent years. The decline, however, was so severe that the marginal improvements seen in recent years will not be a tremendous help to the construction sector which saw severe employment declines in the region following the Great Recession. Several analysts have noted that credit conditions remain strong in the Roanoke metro and so continued improvements in the national and regional economy may translate to more home-building in future years. The region is extremely unlikely to see activity return to pre-recessionary levels in the near future.

Single Family Building Permits

Year	2006	2007	2008	2009	2010	2011	% Change 2007-2011	% Change 2009-2011	% Change 2010-2011
Botetourt	194	137	104	63	66	55	-47.1%	-12.7%	-16.7%
Craig	34	26	23	18	19	64	178.3%	255.6%	236.8%
Franklin	475	374	244	119	115	114	-53.3%	-4.2%	-0.9%
Roanoke City	80	89	140	80	47	46	-67.1%	-42.5%	-2.1%
Roanoke	396	347	219	138	137	176	-19.6%	27.5%	28.5%
Salem City	65	50	44	29	20	17	-61.4%	-41.4%	-15.0%
Roanoke MSA	1,244	1,023	774	447	404	472	-39.0%	5.6%	16.8%
Virginia	38,977	30,944	19,939	21,452	16,149	15,625	-21.6%	-27.2%	-3.2%
United States	1,378,200	979,900	575,600	441,100	447,300	418,500	-27.3%	-5.1%	-6.4%

Annual Home Sales

Home sales remain well below levels seen prior to the Great Recession. Median sales prices are also down significantly. The region saw marginal year-over-year improvements in 2011 in the number of houses sold. This improvement has not yet translated in improvement in median sales prices. Further improvement and a reduction in the inventory of foreclosures and distressed properties will likely be required before upward pressure is exerted upon housing prices in the region.

Selected Home Sales Statistics, Roanoke VA MLS

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	% Change 2001-11	% Change 2009-11	% Change 2010-11
Median Sales Price - Roanoke Region	126,110	129,318	136,120	145,450	156,200	164,475	168,449	165,820	157,000	155,000	149,194	18.3	-5.0	-3.7
Number Sold - Roanoke Region	4,859	4,896	5,259	5,393	5,831	5,556	4,964	3,732	3,707	3,269	3,432	-29.4	-7.4	5.0
Median Sales Price - VA	NA	NA	NA	NA	NA	NA	247,395	244,483	240,809	236,900	226,569	NA	-5.9	-4.4
Number Sold - VA MLS														
Total	103,209	110,517	123,621	137,195	138,433	112,699	94,662	85,275	83,409	82,809	83,739	-18.9	0.4	1.1

Source: Virginia Association of Realtors and US Statistical Abstract.

Unemployment

The study area experienced a large increase in unemployment associated with the Great Recession. Unemployment has decreased since its peak in 2009 but there remains significant numbers of unemployed in the region. Since the last strategic plan was produced for Virginia Western Community College, the unemployment rate in the study area surpassed the state rate and has remained higher than the overall Commonwealth rate of unemployment since. The unemployment rate remains below the national rate but there remain significant numbers of unemployed individuals in the study area. Job growth has been anemic in the Roanoke Region in more recent years and layoffs returned, impacting several large employers in late 2011 and throughout 2012. Marginal improvements in the unemployment rate continue and should be expected throughout the near term. As the nation approaches a faster economic growth rate, lower unemployment should once again impact the Roanoke Region.

Unemployment Trends, 2006-2011

Roanoke MSA

Year	Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)
2006	153,498	148,808	4,690	3.1
2007	154,249	149,433	4,816	3.1
2008	157,073	150,840	6,233	4
2009	159,056	147,309	11,747	7.4
2010	160,945	148,968	11,977	7.4
2011	161,690	150,970	10,720	6.6

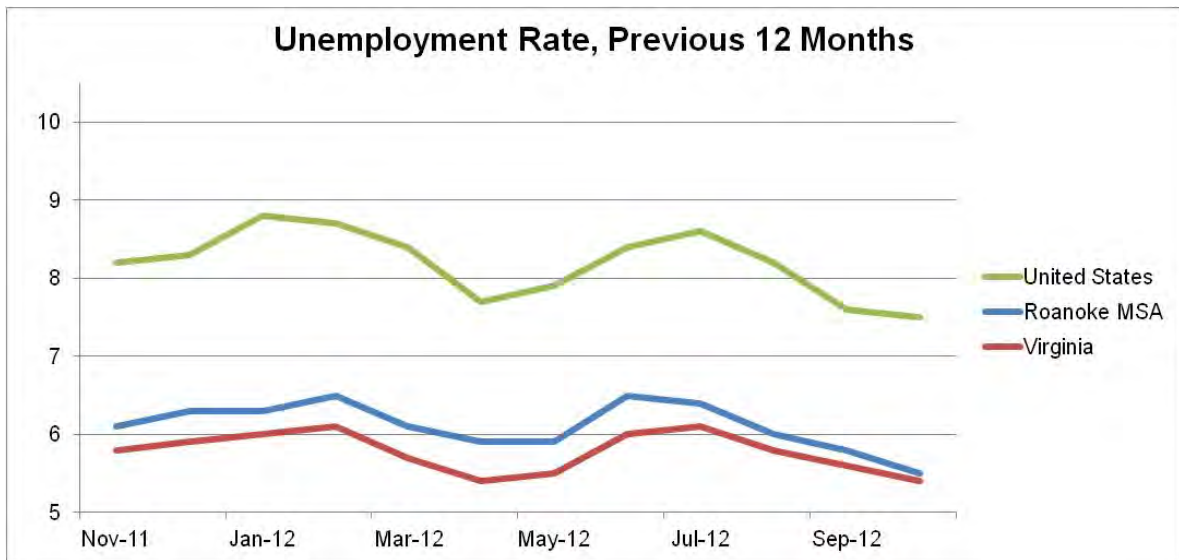
Virginia

Year	Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)
2006	3,983,717	3,862,508	121,209	3
2007	4,017,176	3,894,111	123,065	3.1
2008	4,111,322	3,947,186	164,136	4
2009	4,203,839	3,915,856	287,983	6.9
2010	4,255,162	3,960,416	294,746	6.9
2011	4,306,174	4,037,341	268,833	6.2

United States

Year	Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)
2006	151,428,000	144,427,000	7,001,000	4.6
2007	153,124,000	146,047,000	7,078,000	4.6
2008	154,287,000	145,362,000	8,924,000	5.8
2009	154,142,000	139,877,000	14,265,000	9.3
2010	153,889,000	139,064,000	14,825,000	9.6
2011	153,617,000	139,869,000	13,747,000	8.9

Source: Virginia Employment Commission, 2012.



Employment

That statistics immediately preceding this discussion were from the Local Area Unemployment Statistics program and based off of a survey of households. The following statistics are based off of a survey of employers located in the study area. There are surprising differences including a decline in employment of 1.3 percent within the last year. It is possible the other table reflects an increase in entrepreneurial employment as well as an increase in out-commuting to surrounding localities to find employment. Of course, since both sources are produced used statistically-sampled data, it is possible that errors have been introduced. Regardless, both sources paint a picture of weaker than normal employment growth stemming from the recession and continuing into the recovery period.

Manufacturing employment has been surprisingly stable over the past five years plotting only a minor decline during the Great Recession. The intervening years since 2009 have been years marked by growth in the sector with the most growth in manufacturing seen in at least the last decade at least. Manufacturing had stable employment from 2011 to 2012 in spite of layoffs from ITT Exelis. Increase in demand for goods used in construction (steel, doors/windows) and other goods manufacturing in Roanoke has been cited as a reason for strong performance in the sector.

Employment Trends, Roanoke MSA

	Nov-12	Nov-11	Nov-07	% Change 2011 to 2012	% Change 2007 to 2012
Total nonfarm	156,000	158,000	164,400	-1.3%	-5.1%
Total private	133,600	135,500	142,200	-1.4%	-6.0%
Manufacturing	16,700	16,700	16,900	0.0%	-1.2%
Trade, transportation, and utilities	35,900	36,500	37,100	-1.6%	-3.2%
Information	1,700	1,800	2,500	-5.6%	-32.0%
Financial activities	7,800	7,800	8,700	0.0%	-10.3%
Professional and business services	19,600	19,900	22,500	-1.5%	-12.9%
Education and health services	24,600	24,700	23,300	-0.4%	5.6%
Leisure and hospitality	12,600	13,000	13,700	-3.1%	-8.0%
Other services	7,000	7,100	7,000	-1.4%	0.0%
Government	22,400	22,500	22,200	-0.4%	0.9%

Underemployment

The Virginia Economic Development Partnership produces underemployment estimates for local areas based off results from the Current Population Survey. Several economic studies produced for the region have found that there was a significant problem within the region in terms of underemployment. Because of a lack of statistics on the matter at the state and federal levels it is unknown how the region compares but it is thought that regional underemployment is generally higher than at the state level particularly.

An individual is considered underemployed they are not actively seeking employment currently and are not included in unemployment numbers due to this reason but have sought work in the last 12 months; when he or she is not currently looking for work due to lack of child care, transportation, or some other similar reason; when someone is working part-time but desires full-time work and cannot find it; when he or she holds multiple jobs; and when he or she is employed in a position that does not sufficiently use their skillsets or when a job underpays the worker given his/her contribution to output.

Roanoke MSA: Underemployment Statistics

Locality	Labor Force	Employed	Unemployed	Underemployment Rate	Underemployed
Botetourt County, VA	17964	17007	957	9.8	1761
Craig County, VA	2557	2407	150	9.8	251
Franklin County, VA	28742	27129	1613	9.8	2818
Roanoke County, VA	49829	47216	2613	9.8	4886
Roanoke city, VA	48552	45210	3342	9.8	4760
Salem city, VA	13065	12335	730	9.8	1281
Roanoke MSA	160,709	151,304	9,405	9.8%	15,757

Source: Virginia Economic Development Partnership, 2012

Number of Employers by Size of Establishment

The bulk of employers within the region are smaller establishments employing fewer than 20 employees. Establishments employing fewer than 20 represent 84.2 percent of employers in the study area.

Roanoke MSA: Employers by Size of Establishment

	Roanoke MSA		Virginia	
	Number	%	Number	%
0 to 4 employees	4,630	53.5%	138,491	59.1%
5 to 9 employees	1,537	17.8%	37,362	16.0%
10 to 19 employees	1,114	12.9%	26,898	11.5%
20 to 49 employees	337	3.9%	19,291	8.2%
50 to 99 employees	303	3.5%	6,862	2.9%
100 to 249 employees	162	1.9%	3,671	1.6%
250 to 499 employees	47	0.5%	992	0.4%
500 to 999 employees	13	0.2%	354	0.2%
1,000 and over employees	8	0.1%	239	0.1%
Total	8,651	100.0%	234,160	100.0%

Source: VEC, QCEW, 2nd Quarter 2012.

Top 50 Employers

50 Largest Employers, 2nd Quarter 2012.

Rank	Employer	Industry	Size Class
1	Roanoke Memorial Community Hospital	Hospitals	1000 and over employees
2	Roanoke County School Board	Educational Services	1000 and over employees
3	Roanoke City School Board	Educational Services	1000 and over employees
4	Veterans Affairs	Administration of Human Resource Programs	1000 and over employees
5	Kroger	Food and Beverage Stores	1000 and over employees
6	Wells Fargo Bank NA	Credit Intermediation and Related Activities	1000 and over employees
7	HCA Virginia Health System	Hospitals	1000 and over employees
8	City of Roanoke	Executive, Legislative, and Other General Government Support	1000 and over employees
9	Wal Mart	General Merchandise Stores	1000 and over employees
10	Franklin County School Board	Educational Services	1000 and over employees
11	County of Roanoke	Executive, Legislative, and Other General Government Support	1000 and over employees
12	Carilion Services	Management of Companies and Enterprises	1000 and over employees
13	Warsaw Health Care Center	Nursing and Residential Care Facilities	1000 and over employees
14	Allstate Insurance Company	Insurance Carriers and Related Activities	1000 and over employees
15	M.W. Manufacturers	Wood Product Manufacturing	1000 and over employees
16	Yokohama Tire Corporation	Plastics and Rubber Products Manufacturing	500 to 999 employees
17	Botetourt County School Board	Educational Services	500 to 999 employees
18	Advance Auto Parts	Motor Vehicle and Parts Dealers	500 to 999 employees
19	Postal Service	Postal Service	500 to 999 employees
20	U.P.S.	Couriers and Messengers	500 to 999 employees
21	City of Salem	Executive, Legislative, and Other General Government Support	500 to 999 employees
22	City of Salem School Board	Educational Services	500 to 999 employees
23	Virginia Western Community College	Educational Services	500 to 999 employees
24	Lowe's Home Centers, Inc.	Building Material and Garden Equipment and Supplies Dealers	500 to 999 employees
25	General Electric Company	Electrical Equipment, Appliance, and Component Manufacturing	500 to 999 employees
26	Food Lion	Food and Beverage Stores	500 to 999 employees
27	Friendship Manor	Nursing and Residential Care Facilities	500 to 999 employees
28	Carilion Consolidated Lab	Ambulatory Health Care Services	500 to 999 employees
29	Advance Auto Business Support	Management of Companies and Enterprises	500 to 999 employees
30	Anthem	Insurance Carriers and Related Activities	500 to 999 employees
31	Roanoke College	Educational Services	500 to 999 employees
32	Bright Personnel and Business	Administrative and Support Services	500 to 999 employees
33	Dynax America Corporation	Transportation Equipment Manufacturing	250 to 499 employees
34	MKG Operations Inc	Food Services and Drinking Places	250 to 499 employees
35	VDOT	Heavy and Civil Engineering Construction	250 to 499 employees
36	Securities Security Service USA Inc	Administrative and Support Services	250 to 499 employees
37	Adams Construction Company	Heavy and Civil Engineering Construction	250 to 499 employees
38	County of Franklin	Executive, Legislative, and Other General Government Support	250 to 499 employees
39	US Foodservice	Merchant Wholesalers, Nondurable Goods	250 to 499 employees
40	Orvis	Nonstore Retailers	250 to 499 employees
41	HSN Fulfillment	Warehousing and Storage	250 to 499 employees
42	Carilion Healthcare	Ambulatory Health Care Services	250 to 499 employees
43	Liberty Medical Supply Inc	Nonstore Retailers	250 to 499 employees
44	Steel Dynamics Roanoke Bar Div	Primary Metal Manufacturing	250 to 499 employees
45	Hollins University	Educational Services	250 to 499 employees
46	Altec Industries Inc	Merchant Wholesalers, Durable Goods	250 to 499 employees
47	Ferrum College	Educational Services	250 to 499 employees
48	Carter Machinery Company	Merchant Wholesalers, Durable Goods	250 to 499 employees
49	Blue Ridge Behavioral Health Care	Ambulatory Health Care Services	250 to 499 employees
50	Coca Cola Bottling Company	Beverage and Tobacco Product Manufacturing	250 to 499 employees

Source: Virginia Employment Commission, 2012.

Employment and Average Wage by Industry

Healthcare and social assistance, retail trade, manufacturing, accommodation and food services are the largest sectors in terms of employment in the study area. Management of companies and enterprises (headquarters and regional offices for companies), wholesale trade, finance insurance, and manufacturing are the sectors paying the highest wages.

Employment and Wages by Industry

Industry	Average Establishments	Employment	Average Weekly Wage
Total, All Industries	8,651	148,171	\$720
Agriculture, Forestry, Fishing and Hunting	49	326	\$578
Mining, Quarrying, and Oil and Gas Extraction	4	151	\$981
Utilities	21	640	\$933
Construction	878	8,053	\$749
Manufacturing	334	14,780	\$934
Wholesale Trade	551	6,943	\$974
Retail Trade	1,137	18,170	\$461
Transportation and Warehousing	254	7,524	\$732
Information	124	2,042	\$911
Finance and Insurance	521	5,957	\$972
Real Estate and Rental and Leasing	348	1,653	\$605
Professional, Scientific, and Technical Services	866	7,158	\$931
Management of Companies and Enterprises	99	4,682	\$1,248
Administrative and Support and Waste Management	445	8,529	\$462
Educational Services	91	11,815	\$644
Health Care and Social Assistance	1,132	25,070	\$853
Arts, Entertainment, and Recreation	118	2,131	\$319
Accommodation and Food Services	613	12,153	\$283
Other Services (except Public Administration)	849	5,007	\$460
Public Administration	217	5,389	\$872

Source: Virginia Employment Commission, QCEW, 2nd Quarter 2012.

Occupational Projections and Annual Average Openings

It is vitally important for the community college to consider which job groupings will see the highest levels of growth in the future. The following statistics suggest that the following occupational groupings will see the highest percentage growth over the next decade: community and social service occupations, personal care and service occupations, computer and mathematical occupations, and healthcare support occupations. Occupational groupings vary in size however and so more important is the data on annual average openings. The following occupational groupings will see the highest levels of annual job openings due to both replacements and industry growth – office and administrative occupations, sales and related occupations, food preparation and serving occupations, transportation and material moving occupations, healthcare

practitioners and technical occupations, and production occupations. Please note that given current trends and data on wages by industry the highest wages/best employment benefits, among groupings likely to see the highest annual job openings, will likely be found among the healthcare practitioners and technical occupations, production occupations, and transportation and material moving occupations.

Occupational Employment and Projections, WIA Area III

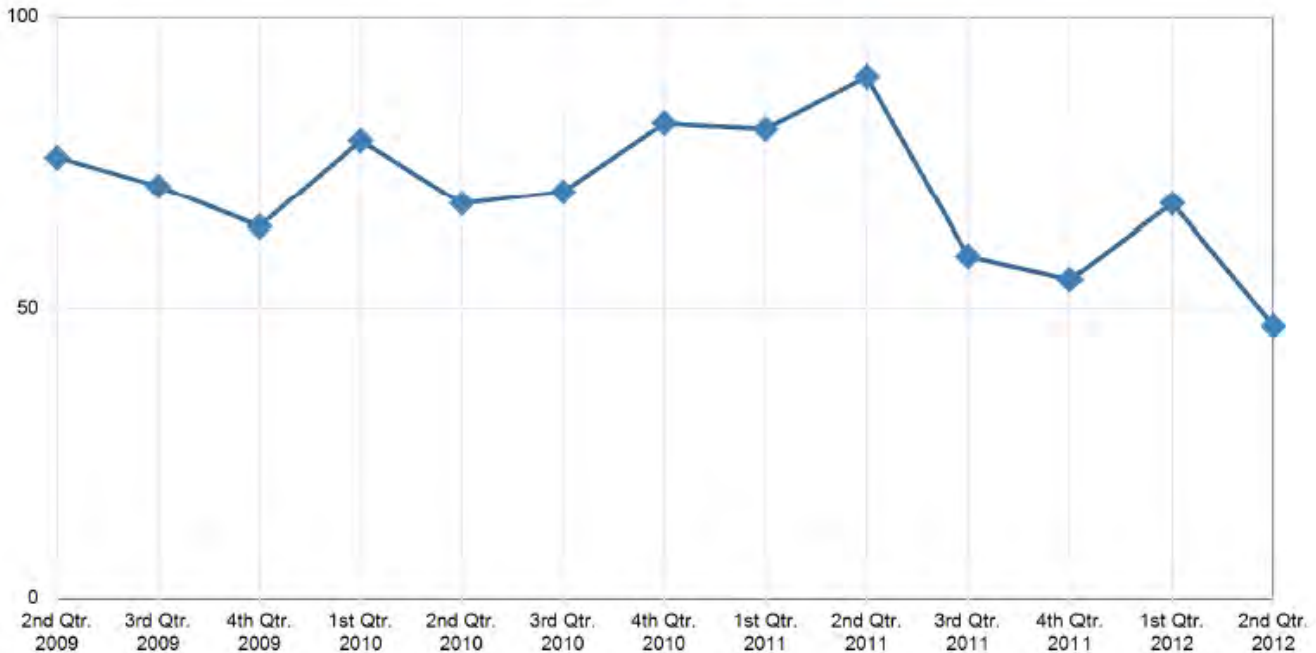
	Employment			Annual Average Openings		
	Estimated 2010	Projected 2020	% Change	Replacements	Growth	Total
Total, All Occupations	163,520	185,868	13.67%	3,890	2,308	6,198
Office and Administrative Support Occupations	27,893	30,340	8.77%	620	274	894
Sales and Related Occupations	17,825	20,046	12.46%	547	224	771
Food Preparation and Serving Related Occupations	13,865	15,950	15.04%	516	209	725
Transportation and Material Moving Occupations	12,294	14,225	15.71%	303	197	500
Healthcare Practitioners and Technical Occupations	11,629	13,657	17.44%	234	203	437
Production Occupations	12,215	12,893	5.55%	240	94	334
Construction and Extraction Occupations	8,208	9,357	14%	178	116	294
Installation, Maintenance, and Repair Occupations	7,627	8,749	14.71%	171	115	286
Education, Training, and Library Occupations	8,121	9,058	11.54%	178	94	272
Personal Care and Service Occupations	4,852	6,210	27.99%	115	136	251
Business and Financial Operations Occupations	6,763	7,874	16.43%	140	111	251
Healthcare Support Occupations	5,118	6,391	24.87%	72	127	199
Management Occupations	6,588	7,027	6.66%	135	45	180
Community and Social Service Occupations	2,962	3,832	29.37%	66	87	153
Building and Grounds Cleaning and Maintenance Occupations	4,790	5,450	13.78%	86	66	152
Computer and Mathematical Occupations	3,176	4,021	26.61%	58	85	143
Protective Service Occupations	3,833	4,311	12.47%	92	49	141
Arts, Design, Entertainment, Sports, and Media Occupations	2,205	2,489	12.88%	59	31	90
Architecture and Engineering Occupations	1,809	1,978	9.34%	40	19	59
Legal Occupations	957	1,124	17.45%	17	17	34
Life, Physical, and Social Science Occupations	593	678	14.33%	18	9	27
Farming, Fishing, and Forestry Occupations	197	208	5.58%	5	1	6

Source: Virginia Employment Commission, Annual Average Openings and Occupational Projections. Data unavailable for MSA. Data presented for WIA III, which is closest data geography available.

New Startup Firms

As noted earlier, the majority of employers in the region are small operations. It is helpful when looking at the state of the regional economy to consider the numbers of new startup firms. There has been a slowdown in startup activity starting in the latter part of 2011 and heading into 2012. These figures do not describe changes in the number of overall businesses but are however descriptive of employer business creation, since the data is based on new Unemployment Insurance account creation activity. The slowdown in startup corresponds with a slowdown in employment growth and is therefore likely an indicator of weakness in the regional economy.

New Startup Firms



	Roanoke MSA	Virginia
2nd Qtr. 2009	76	2,424
3rd Qtr. 2009	71	2,436
4th Qtr. 2009	64	2,135
1st Qtr. 2010	79	2,633
2nd Qtr. 2010	68	2,475
3rd Qtr. 2010	70	2,767
4th Qtr. 2010	82	2,580
1st Qtr. 2011	81	3,090
2nd Qtr. 2011	90	3,023
3rd Qtr. 2011	59	2,405
4th Qtr. 2011	55	2,518
1st Qtr. 2012	68	3,079
2nd Qtr. 2012	47	2,164

Source: Virginia Employment Commission, QCEW, 2nd Quarter 2012.

Nonemployer Statistics

The following statistics are descriptive of nonemployer business trends. Nonemployer establishments are businesses that have no employees and are subject to income taxes. The majority of these 'nonemployer establishments' are sole proprietorships and the business may or may not be the proprietors' only source of income. The data is published by the US Census Bureau using records from the Internal Revenue Service.

Nonemployer Establishments

	2002	2003	2004	2005	2006	2007	2008	2009	2010	% Change 2002-2010	% Change 2007-2010
Botetourt County	1,831	1,997	2,079	2,201	2,280	2,335	2,233	2,201	2,199	20.1%	-5.8%
Craig County	202	208	209	222	279	307	296	305	297	47.0%	-3.3%
Franklin County	3,125	3,310	3,477	3,579	3,782	3,940	3,760	3,683	3,754	20.1%	-4.7%
Roanoke County	4,630	4,950	5,175	5,247	5,425	5,430	5,266	5,148	5,191	12.1%	-4.4%
City of Roanoke	4,545	4,798	5,077	4,972	5,063	5,228	5,073	5,057	5,129	12.8%	-1.9%
City of Salem	1,301	1,370	1,393	1,524	1,418	1,459	1,381	1,387	1,410	8.4%	-3.4%
Roanoke MSA	15,634	16,633	17,410	17,745	18,247	18,699	18,009	17,781	17,980	15.0%	-3.8%
Virginia	398,777	426,247	448,023	469,878	478,718	502,174	494,516	500,911	510,297	28.0%	1.6%
United States	17646062	18,649,114	19,523,741	20,392,068	20,768,555	21,708,021	21,351,320	21,695,828	22,110,628	25.3%	1.9%

Source: US Census Bureau, Nonemployer Statistics Program, 2012

Nonemployer Receipts (\$1,000)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	% Change 2002-2010	% Change 2007-2010
Botetourt County	\$69,491	\$80,289	\$93,548	\$100,938	\$99,061	\$102,730	\$94,881	\$81,316	\$75,096	8.1%	-26.9%
Craig County	\$5,300	\$5,652	\$6,016	\$6,226	\$9,224	\$9,389	\$8,108	\$9,820	\$9,986	88.4%	6.4%
Franklin County	\$103,378	\$112,569	\$129,303	\$138,861	\$155,350	\$156,656	\$148,813	\$125,553	\$129,559	25.3%	-17.3%
Roanoke County	\$168,705	\$194,135	\$204,279	\$208,175	\$231,747	\$241,598	\$221,044	\$205,988	\$202,525	20.0%	-16.2%
City of Roanoke	\$235,319	\$246,546	\$249,123	\$238,682	\$245,871	\$253,981	\$238,623	\$225,708	\$230,914	-1.9%	-9.1%
City of Salem	\$54,685	\$56,416	\$64,956	\$67,985	\$60,191	\$65,375	\$59,742	\$59,329	\$57,909	5.9%	-11.4%
Roanoke MSA	\$636,878	\$695,607	\$747,225	\$760,867	\$801,444	\$829,729	\$771,211	\$707,714	\$705,989	10.9%	-14.9%
Virginia	\$16,129,955	\$17,646,841	\$19,341,198	\$20,705,173	\$21,326,246	\$21,936,826	\$21,321,886	\$20,586,858	\$21,157,362	31.2%	-3.6%
United States	\$770,032,328	\$829,819,228	\$887,001,820	\$951,206,297	\$970,384,137	\$991,791,563	\$962,791,527	\$923,018,039	\$950,813,840	23.5%	-4.1%

Source: US Census Bureau, Nonemployer Statistics Program, 2012

The number of nonemployer establishments is down in the Roanoke MSA from the peak as are nonemployer receipts or sales. Particularly alarming is the rate at which the MSA lags in nonemployer growth both in terms of establishments and receipts. This combined with weakness in startup creation may suggest that the region is lacking in an entrepreneurial support network that fosters strong small business creation. Virginia Western Community College should consider ways in which it can support and stimulate small, entrepreneurial development in addition to providing basic business skills training. It might be worthwhile to consider which sectors lend themselves to growth and basic gaps that could be filled. For instance, the Asheville NC region has an excellent food-based business incubator and accelerator fully equipped with a commercial kitchen which helps lower the effective barrier for entry in to that industry for potential entrepreneurs without sufficient capital to establish their own kitchen. Users of this facility, of course, also have the opportunity to enroll in credit and noncredit courses to learn more about business and their specific industry. More analysis and study is needed to determine which entrepreneurial gaps the college could fill and simultaneously drive more demand for credit and noncredit business/entrepreneurial courses.

New Hires and Turnover by Industry

It is also useful to know which industries are hiring new workers and which industries suffer from turnover issues.

The accommodation and food industry, a miscellaneous category including clerical/administrative services firms and waste disposal firms, and the construction industry are all industries that hire a lot of new workers but suffer from turnover rates in excess of 15%. Turnover is computed as one half of the total of accessions or new employment and separations divided by stable jobs.

$$\text{Turnover Rate} = (1/2) * (\text{accessions} + \text{separations}) / \text{employment stable jobs}$$

Age of Workers by Industry

	New Hires	Turnover Rate
Agriculture, Forestry, Fishing and Hunting	34	11.5%
Mining, Quarrying, and Oil and Gas Extraction	6	5.0%
Utilities	30	7.4%
Construction	899	15.7%
Manufacturing	1,023	9.6%
Wholesale Trade	487	9.1%
Retail Trade	1,934	12.3%
Transportation and Warehousing	1,157	20.0%
Information	145	6.0%
Finance and Insurance	398	7.0%
Real Estate and Rental and Leasing	169	11.4%
Professional, Scientific, and Technical Services	835	9.2%
Management of Companies and Enterprises	758	7.7%
Administrative and Support and Waste Management	2,947	21.5%
Educational Services	751	6.1%
Health Care and Social Assistance	3,486	8.9%
Arts, Entertainment, and Recreation	202	13.3%
Accommodation and Food Services	2,888	18.4%
Other Services (except Public Administration)	760	13.5%
Public Administration	214	7.6%

Source: US Census Bureau, Local Employment Dynamics Program, 4th Quarter 2011, 1st Quarter 2012.

Age of Workers by Industry

As a region with a higher median age and an aging population, it should be no surprise that there will be significant replacement needs in the future as workers age out of the workforce. It is expected that there will be significant replacement needs in the healthcare, education, and advanced production/manufacturing sectors due to the sizes of these sectors and advanced age of staff.

According to a recent study by the Roanoke Regional Partnership, healthcare and advanced manufacturing pose significant concerns for different reasons. Healthcare's labor pipeline of completions appears robust but may not keep pace with the number of pending retirements and industry growth. The labor pipeline for advanced production appears to need development. Enhancing STEM-H training programs in the region but also encouraging youth to pursue careers in the technical fields will both be vital measures to encourage success in the future of the region.

Age of Workers by Industry

	14-18	19-21	22-24	25-34	35-44	45-54	55-64	65+	% 55+	%65+
Total, All Industries	2,290	6,133	8,060	27,408	29,429	33,778	24,855	7,830	23.4%	5.6%
Agriculture, Forestry, Fishing and Hunting	20	10	14	58	73	50	68	26	29.5%	8.2%
Mining, Quarrying, and Oil and Gas Extraction				21	28	39	32	4	29.0%	3.2%
Utilities		7	17	96	156	259	155	27	25.4%	3.8%
Construction	43	205	335	1,517	1,755	2,113	1,407	366	22.9%	4.7%
Manufacturing	52	323	570	2,616	3,520	4,763	3,236	651	24.7%	4.1%
Wholesale Trade	28	104	223	1,206	1,727	2,131	1,559	425	26.8%	5.7%
Retail Trade	395	1,450	1,642	3,757	3,219	3,864	2,946	1,246	22.6%	6.7%
Transportation and Warehousing	17	232	309	1,149	1,538	1,910	1,302	463	25.5%	6.7%
Information	22	64	115	516	620	575	351	86	18.6%	3.7%
Finance and Insurance	16	70	247	1,280	1,577	1,751	1,135	217	21.5%	3.4%
Real Estate and Rental and Leasing	33	34	72	287	300	387	290	170	29.2%	10.8%
Professional, Scientific, and Technical Services	42	155	433	1,918	1,915	1,884	1,332	398	21.4%	4.9%
Management of Companies and Enterprises	27	115	170	716	853	911	669	161	22.9%	4.4%
Administrative and Support and Waste Management	92	405	594	1,983	1,779	1,784	1,158	431	19.3%	5.2%
Educational Services	53	342	417	1,899	2,578	2,997	3,079	970	32.8%	7.9%
Health Care and Social Assistance	158	522	927	3,542	3,810	4,302	3,291	949	24.2%	5.4%
Arts, Entertainment, and Recreation	93	94	117	314	336	343	264	140	23.8%	8.2%
Accommodation and Food Services	1,066	1,650	1,386	2,798	1,744	1,474	838	361	10.6%	3.2%
Other Services (except Public Administration)	99	301	321	900	880	1,051	812	418	25.7%	8.7%
Public Administration	34	49	150	835	1,023	1,189	931	323	27.7%	7.1%

Source: US Census Bureau, Local Employment Dynamics Program, 1st Quarter 2012.

Science Technology Engineering Math and Health (STEM-H) Occupations and Projections

The importance of students for technical employment must be emphasized. There is a need to cultivate an interest in young students in math and science curriculum to cultivate a future pipeline of talent for the technical fields. In the study area, it is expected that health occupations will grow the most of any STEM-H field. Information technology occupations are also expected to see strong growth. Nursing and health technician occupations which represent a majority of employment within the occupational group are expected to see the most growth regionally.

Growth at the Virginia Tech Carilion Medical School and Research Institute is an unknown factor that may not have been accurately accounted for in these projections. These data predict a meager growth of 56 employees within the life, social, and physical sciences. As the Research Institute grows and spinoff life science companies are formed, there may be a greater need for laboratory technicians and other research-support services than these data predict.

Please note also that while the federal data programs do not typically consider production occupations to be STEM-H related, there are several occupations notably computer-numeric control machine technicians and other machine technicians that are heavily dependent upon mathematics skills. Projections show that production occupations are expected to grow by 5.5 percent and see an average of 334 openings each year. It is reasonable to expect that the majority of these openings will require entrants to have a grasp on mathematics skills necessary at a technician-level.

STEM-H Occupational Employment and Projections

Occupational Code	Occupational Title	2011 Employment	2020 Employment Projection	Difference 2011 to 2020
11-3021	Computer and Information Systems Managers	160	180	20
11-9041	Architectural and Engineering Managers	70	76	6
11-9111	Medical and Health Services Managers	330	375	45
15-0000	Computer and Mathematical Occupations	2,260	2,748	488
15-1121	Computer Systems Analysts	350	426	76
15-1131	Computer Programmers	210	255	45
15-1132	Software Developers, Applications	390	474	84
15-1133	Software Developers, Systems Software	140	170	30
15-1141	Database Administrators	80	97	17
15-1142	Network and Computer Systems Administrators*	210	255	45
15-1150	Computer Support Specialists	550	669	119
15-1179	Information Security Analysts, Web Developers, and Computer Network Architects	210	255	45
15-2031	Operations Research Analysts	40	49	9
17-0000	Architecture and Engineering Occupations	1,800	1,946	146
17-1011	Architects, Except Landscape and Naval	60	74	14
17-1022	Surveyors	110	138	28
17-2051	Civil Engineers	310	360	50
17-2081	Environmental Engineers	50	54	4
17-2112	Industrial Engineers	180	195	15
17-2141	Mechanical Engineers	250	255	5
17-3011	Architectural and Civil Drafters	90	97	7
17-3013	Mechanical Drafters	60	65	5
17-3022	Civil Engineering Technicians	150	170	20
17-3023	Electrical and Electronics Engineering Technicians	120	108	-12
17-3026	Industrial Engineering Technicians	50	54	4
17-3027	Mechanical Engineering Technicians	40	43	3
17-3029	Engineering Technicians, Except Drafters, All Other	30	32	2
17-3031	Surveying and Mapping Technicians	50	54	4
19-0000	Life, Physical, and Social Science Occupations	480	536	56
29-0000	Healthcare Practitioners and Technical Occupations	10,620	12,149	1,529
29-1021	Dentists, General	90	100	10
29-1031	Dietitians and Nutritionists	70	83	13
29-1051	Pharmacists	380	445	65
29-1062	Family and General Practitioners	80	83	3
29-1067	Surgeons	40	46	6
29-1069	Physicians and Surgeons, All Other	840	885	45
29-1071	Physician Assistants	120	130	10
29-1111	Registered Nurses*	3,990	4,421	431
29-1122	Occupational Therapists	100	117	17
29-1123	Physical Therapists	230	282	52
29-1124	Radiation Therapists	50	57	7
29-1125	Recreational Therapists	30	34	4
29-1126	Respiratory Therapists	170	199	29
29-1127	Speech-Language Pathologists	130	150	20
29-1131	Veterinarians	70	95	25
29-2011	Medical and Clinical Laboratory Technologists	140	154	14
29-2012	Medical and Clinical Laboratory Technicians	290	355	65
29-2021	Dental Hygienists	230	284	54
29-2031	Cardiovascular Technologists and Technicians	60	69	9
29-2032	Diagnostic Medical Sonographers	70	86	16
29-2037	Radiologic Technologists and Technicians*	270	304	34
29-2041	Emergency Medical Technicians and Paramedics	210	270	60
29-2051	Dietetic Technicians	40	46	6
29-2052	Pharmacy Technicians	450	563	113
29-2055	Surgical Technologists	210	231	21
29-2061	Licensed Practical and Licensed Vocational Nurses	1,100	1,219	119
29-2071	Medical Records and Health Information Technicians	320	340	20
29-2081	Opticians, Dispensing	160	179	19
29-2799	Health Technologists and Technicians, All Other*	210	225	15
29-9011	Occupational Health and Safety Specialists	70	80	10
29-9799	Healthcare Practitioners and Technical Workers, All Other*	90	97	7

Source: BLS Occupational Employment Statistics, 2011. Projections based on occupational or occupational group annual growth rates (most specific available) from the VEC projections series for the Western Virginia Workforce Investment Area.

Clusters and Industry Change

The industry clustering approach to analysis is a useful method to examine the structure of a regional economy. The concept is based on the notion that industries with similar resource needs tend to aggregate in proximity to those needed resources – whether they be manufacturing inputs, workforce skills, infrastructure advantages, logistical advantages, etc. Several cluster analyses have been conducted for the region in the last 10 years including an analysis conducted for the NewVA Region of Virginia (Roanoke and New River Valleys) and several cluster analyses conducted as a part of an annual regional economic development planning process - the Roanoke Valley – Alleghany Regional Comprehensive Economic Development Strategy. Cluster analysis documents have identified Mechatronics and advanced manufacturing, transportation-related manufacturing, packaging, finance and insurance, and metals as having a significant presence in the region.

An industry analysis conducted by the Roanoke Regional Partnership looking at trends between 2002 and 2012 made the following findings:

At the individual industry level, the largest industries are predominantly in health care and education. Service sector industries dominate the top industry listing. Headquarters and regional management offices are well represented as is the financial services and insurance industry. Construction, traditional retail, and nonstore retail (customer fulfillment/distribution centers) are also included in the list of largest industries.

The largest manufacturing industries in the region include wood products, electrical equipment manufacturing, and motor vehicle parts manufacturing.

Industries with the highest levels of concentration (in comparison with national proportions of employment) include electrical equipment manufacturing, wood product manufacturing and other wood-based industries, specialized furniture manufacturing, nonstore retail (customer fulfillment), highway construction, distribution, and beverage manufacturing. The strength in these industries likely represented from some form of local competitive advantage that has supported their growth.

Highest growth industries seem to be focused in the health care sector with growth occurring also in select manufacturing and service sectors. Human services and social assistance have also seen growth. Communications equipment and motor vehicle parts manufacturing have also seen growth.

The following information is a breakdown of data on the occupations most commonly linked to the advanced manufacturing/production, distribution, and business/finance industry groupings. Making information available at the individual occupational level is helpful because it will allow an interested individual to cross-reference to O-Net to determine skills, educational requirements, and employment outlook for each occupation.

Advanced Manufacturing and Skilled Production is an important industrial and occupational cluster in the Roanoke market. Employers like General Electric, TMEIC, Virginia Transformer, Altec, Metalsa, among others are important basic sector employers bringing high wage opportunities with benefits to the citizens of the Roanoke Valley. Virginia Western Community College plays an important role in assisting the sector by providing trained workers both through its regular curriculum and through specialized training provided to industry partners. The Mechatronics initiative is a vital program supporting growth in the sector. In the Advanced Manufacturing and Skilled Production occupational cluster, data is available for the following occupational codes in the Roanoke metro area. It is expected that there will be a high level of growth in industrial machinery mechanics, computer-controlled machine tool operators, and welders. These statistics

represent net gains. Actual annual replacements will be significantly higher owing to replacement needs caused by retirements and turnover. Location quotients vary. Estimates show that Roanoke has a strong specialization in industrial maintenance and repair, electronic equipment assembly, computer-controlled machine tool operators, and tool and die makers. Overall, Roanoke has an average level of employment of the grouping as a whole with less than average levels of employment in the industrial and mechanical engineering groups, quality assurance technicians, welders, machinists, and electricians. Growth is expected to average around 7 percent in this occupational grouping overall.

Advanced Manufacturing and Skilled Production

Occupational Title	2008 Estimated Employment	2011 Estimated Employment	2011 Location Quotient	2020 Projected Employment	Change, 2008-2011		Projected Change 2011-2020	
					#	%	#	%
Industrial Engineers	140	180	0.70	195	40	28.6%	15	8.3%
Mechanical Engineers	170	250	0.86	255	80	47.1%	5	2.0%
Electricians	950	540	0.87	589	-410	-43.2%	49	9.1%
First-Line Supervisors/Managers of Mechanics, Installers, and Repa	490	560	1.10	610	70	14.3%	50	8.9%
Industrial Machinery Mechanics	210	420	1.18	503	210	100.0%	83	19.8%
Maintenance Workers, Machinery	180	190	2.00	211	10	5.6%	21	11.1%
First-Line Supervisors/Managers of Production and Operating	790	770	1.13	812	-20	-2.5%	42	5.5%
Electrical and Electronic Equipment Assemblers	430	400	1.75	350	-30	-7.0%	-50	-12.5%
Computer-Controlled Machine Tool Operators, Metal and Plastic	270	210	1.34	255	-60	-22.2%	45	21.4%
Cutting, Punching, and Press Machine Setters, Operators	270	200	0.91	214	-70	-25.9%	14	7.0%
Machinists	370	420	0.94	435	50	13.5%	15	3.6%
Tool and Die Makers	80	110	1.28	116	30	37.5%	6	5.5%
Welders, Cutters, Solderers, and Brazers	390	360	0.93	412	-30	-7.7%	52	14.4%
Inspectors, Testers, Sorters, Samplers, and Weighers	600	530	1.00	573	-70	-11.7%	43	8.1%
Helpers--Production Workers	440	460	0.90	484	20	4.5%	24	5.2%
Total	5,780	5,600	1.04	6,014	-180	-3.1%	414	7.4%

Distribution is an industry of significant importance to the Roanoke market. As the largest metro in Western Virginia and along the Interstate 81 corridor between Knoxville, Tennessee and Harrisburg, Pennsylvania, Roanoke has traditionally been a center for transportation and distribution related industry. From trucking, traditional warehousing, rail to nonstore retail/customer fulfillment, Roanoke is a center for distribution. While wages in this sector are not typically at the level of most manufacturing firms, most employers in the sector offer benefits and a defined career pathway to management for those who build a career in the industry. Employers such as Home Shopping Network, Advance Auto, Cooper Crouse Hinds, Orvis, among others are some of the largest employers in this cluster. Though hit hard in the recession, the sector is expected to see robust growth averaging 11.1 percent overall.

Distribution and Transportation

Occupational Title	2008 Estimated Employment	2011 Estimated Employment	2011 Location Quotient	2020 Projected Employment	Change, 2008-2011		Projected Change 2011-2020	
					#	%	#	%
First-Line Supervisors/Managers of Helpers, Laborers, and Material	180	220	1.08	250	40	22.2%	30	13.5%
First-Line Supervisors/Managers of Transportation	300	350	1.45	394	50	16.7%	44	12.6%
Truck Drivers, Heavy and Tractor-Trailer	2,590	2,560	1.39	2,975	-30	-1.2%	415	16.2%
Truck Drivers, Light or Delivery Services	1,350	1,290	1.37	1,476	-60	-4.4%	186	14.4%
Industrial Truck and Tractor Operators	1,040	670	1.09	766	-370	-35.6%	96	14.4%
Laborers and Freight, Stock, and Material Movers, Hand	2,920	2,760	1.10	3,157	-160	-5.5%	397	14.4%
Packers and Packagers, Hand	1,240	690	0.85	740	-550	-44.4%	50	7.2%
Industrial Machinery Mechanics	210	420	1.18	503	210	100.0%	83	19.8%
Maintenance Workers, Machinery	180	190	2.00	211	10	5.6%	21	10.8%
Shipping, Receiving, and Traffic Clerks	1,430	1,040	1.24	1,059	-390	-27.3%	19	1.8%
Stock Clerks and Order Fillers	2,430	2,840	1.31	2,942	410	16.9%	102	3.6%
Total	13,870	13,030	1.23	14,473	-840	-6.1%	1,443	11.1%

The health care sector has grown significantly in the Roanoke market. Roanoke serves as a regional center for health care, anchored by the Carilion Clinic. Carilion Clinic is the largest employer in the Roanoke area and the health care sector is among the largest sectors in the region. As the largest metro area in Western Virginia, Roanoke has traditionally been a center for commerce, trade, and health care for a large area encompassing much of central and southwestern Virginia. Occupational growth in health care is expected to be robust in the future as baby boomers continue to age and demand more health care services. These approaching retirements will also hit the industry as older workers retire from their jobs. There will be significant replacement needs in this industry which has become an economic engine for the area. Significant growth rates are expected in technician-level health occupations.

Health

Occupational Title	2008 Estimated Employment	2011 Estimated Employment	2011 Location Quotient	2020 Projected Employment	Change, 2008-2011		Projected Change 2011-2020	
					#	%	#	%
Dentists, general	100	90	0.81	100	-10	-10.0%	10	10.8%
Dietitians and nutritionists	60	70	1.02	83	10	16.7%	13	18.0%
Pharmacists	350	380	1.15	445	30	8.6%	65	17.1%
Family and general practitioners	180	80	0.65	83	-100	-55.6%	3	3.6%
Physicians and surgeons, all other	570	840	2.26	885	270	47.4%	45	5.4%
Physician assistants	60	120	1.18	130	60	100.0%	10	8.1%
Registered Nurses	3,620	3,990	1.20	4,421	370	10.2%	431	10.8%
Occupational therapists	140	100	0.79	117	-40	-28.6%	17	17.1%
Physical therapists	200	230	1.02	282	30	15.0%	52	22.5%
Respiratory therapists	150	170	1.22	199	20	13.3%	29	17.1%
Speech-language pathologists	130	130	0.91	150	0	0.0%	20	15.3%
Veterinarians	80	70	1.04	95	-10	-12.5%	25	35.1%
Medical and clinical laboratory technologists	410	140	0.70	154	-270	-65.9%	14	9.9%
Medical and clinical laboratory technicians	180	290	1.52	355	110	61.1%	65	22.5%
Dental hygienists	230	230	1.03	284	0	0.0%	54	23.4%
Diagnostic medical sonographers	80	70	1.05	86	-10	-12.5%	16	23.4%
Emergency medical technicians and paramedics	480	210	0.75	270	-270	-56.3%	60	28.8%
Pharmacy technicians	420	450	1.08	563	30	7.1%	113	25.2%
Licensed practical and licensed vocational nurses	1,150	1,100	1.24	1,219	-50	-4.3%	119	10.8%
Medical records and health information technicians	190	320	1.46	340	130	68.4%	20	6.3%
Opticians, dispensing	70	160	2.17	179	90	128.6%	19	11.7%
Occupational health and safety specialists	70	70	0.99	80	0	0.0%	10	14.4%
Home health aides	630	410	0.36	469	-220	-34.9%	59	14.4%
Occupational therapist assistants	90	30	0.85	34	-60	-66.7%	4	14.4%
Physical therapist assistants	140	80	0.97	103	-60	-42.9%	23	28.8%
Dental assistants	240	180	0.50	212	-60	-25.0%	32	18.0%
Medical assistants	470	370	0.56	410	-100	-21.3%	40	10.8%
Medical transcriptionists	120	170	1.82	170	50	41.7%	0	0.0%
Pharmacy aides	110	80	1.46	92	-30	-27.3%	12	14.4%
Veterinary assistants and laboratory animal caretakers	150	230	2.60	265	80	53.3%	35	15.3%
Insurance claims and policy processing clerks	730	530	1.99	573	-200	-27.4%	43	8.1%
Total	11,600	11,390	1.08	12,848	-210	-1.8%	1,458	12.8%

The business and financial cluster is another important economic engine for the Roanoke Valley. Traditionally a center of commerce, several regional banking offices and company management/regional offices/headquarters may be found in the region. In addition, several back office functions and customer support centers operate in this area. Employers like Wells Fargo, UnitedHealth Group, Kroger Mid-Atlantic and Allstate head up a sector that provides opportunity to scores of Roanoke Valley citizens. Growth is expected to be brisk across the board in this grouping.

Financial

Occupational Title	2008 Estimated Employment	2011 Estimated Employment	2011 Location Quotient	2020 Projected Employment	Change, 2008-2011		Projected Change 2011-2020	
					#	%	#	%
Wholesale and Retail Buyers, Except Farm Products	120	170	1.32	190	50	41.7%	20	11.7%
Purchasing Agents, Except Wholesale, Retail, and Farm Products	300	230	0.69	236	-70	-23.3%	6	2.7%
Claims Adjusters, Examiners, and Investigators	560	540	1.68	559	-20	-3.6%	19	3.6%
Compliance Officers, Except Agriculture, Construction, Health	200	210	0.82	242	10	5.0%	32	15.3%
Cost Estimators	310	300	1.31	365	-10	-3.2%	65	21.6%
Accountants and Auditors	1,060	1,040	0.79	1,180	-20	-1.9%	140	13.5%
Appraisers and Assessors of Real Estate	310	130	1.75	135	-180	-58.1%	5	3.6%
Budget Analysts	60	60	0.86	68	0	0.0%	8	13.5%
Credit Analysts	80	90	1.25	102	10	12.5%	12	13.5%
Financial Analysts	130	180	0.63	219	50	38.5%	39	21.6%
Personal Financial Advisors	150	80	0.41	99	-70	-46.7%	19	23.4%
Insurance Underwriters	120	60	0.53	68	-60	-50.0%	8	13.5%
Financial Examiners	40	30	0.88	34	-10	-25.0%	4	13.5%
Loan Officers	310	450	1.30	519	140	45.2%	69	15.3%
Insurance Sales Agents	440	370	0.94	440	-70	-15.9%	70	18.9%
Securities, Commodities, and Financial Services Sales Agents	260	300	0.80	359	40	15.4%	59	19.8%
Bill and Account Collectors	740	590	1.24	638	-150	-20.3%	48	8.1%
Billing and Posting Clerks and Machine Operators	700	660	1.12	725	-40	-5.7%	65	9.9%
Bookkeeping, Accounting, and Auditing Clerks	2,140	2,330	1.16	2,603	190	8.9%	273	11.7%
Brokerage Clerks	40	80	1.08	91	40	100.0%	11	13.5%
Customer Service Representatives	3,280	3,760	1.40	4,234	480	14.6%	474	12.6%
Loan Interviewers and Clerks	180	410	1.81	414	230	127.8%	4	0.9%
Total	11,530	12,070	1.14	13,520	540	4.7%	1,450	12.0%

Institutional Data

Trends in Enrollment

One of the most important trends to consider when planning for the future of a community college is that involving enrollment. Of particular importance also is examining enrollment in the various programs (occupational/technical and transfer, etc) and the special formats offered to students (synchronous and asynchronous distance learning).

Growth in overall headcount is down only slightly and has been largely flat since 2006-2007. Full-time equivalent enrollment, however, has increased. The announced expansion of the Community College Access Program to serve all counties in the Virginia Western Community College service area will support continued growth in the full-time equivalent segment.

Academic Year	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	Change 2007-2012	CAGR 2007-2012
VWCC Headcount (HC)	12,677	12,788	12,676	13,224	12,844	12,601	-0.6%	-0.1%
VWCC Full Time Equivalent (FTEs)	4,177	4,303	4,542	4,893	4,974	4,899	17.3%	2.7%
VCCS Headcount	240,342	249,295	262,444	281,239	286,920	288,834	20.2%	3.1%
VCCS Full Time Equivalent	96,856	101,889	108,572	122,479	128,416	129,652	33.9%	5.0%

Source: Virginia Western Community College and Virginia Community College System.

Distance Learning Enrollment

Virginia Western Community College continues to see growth in distance learning headcounts and full-time equivalents. Growth seems to have stalled in recent years but it should be noted that growth statistics in distance learning enrollments outperform overall enrollment statistics for the college. Distance learning is continuing to grow as an important mode of content and instructional delivery, particularly among Virginia community colleges. A student population that commonly works for pay while pursuing educational opportunities as well as, in many cases, cares for dependents will find increased scheduling flexibility to be helpful in many cases.

	2007	2010	2011	2012	% Change 2007-2012	CAGR 2007-2012
VWCC Distance Learning Headcount	3,497	4,957	4,790	5,072	45.0%	6.4%
VWCC Distance Learning FTEs	657	953	930	1,025	56.0%	7.7%
VCCS Distance Learning Headcount	73,871	122,974	135,481	143,097	93.7%	11.7%
VCCS Distance Learning FTEs	15,815	28,242	32,123	34,572	118.6%	13.9%

Source: Virginia Community College System.

Dual Enrollment

Dual enrollment growth has stalled, and dual enrollment numbers have decreased for Virginia Western Community College. The same has occurred at the state level though 2012 dual enrollment remains higher than enrollments five years ago at the statewide level.

	2007	2010	2011	2012	% Change	CAGR
					2007-2012	2007-2012
VWCC Dual Enrollment Headcount	2,427	2,511	2,381	2,318	-4.5%	-0.8%
VWCC Dual Enrollment FTEs	643	634	614	607	-5.6%	-1.0%
VCCS Dual Enrollment Headcount	28,731	31,962	31,285	31,100	8.2%	1.3%
VCCS Dual Enrollment FTEs	8,098	8,950	8,884	9,059	11.9%	1.9%

Source: Virginia Community College System.

Career and Technical Enrollment

Enrollments in career and technical programs experienced significant growth from 2008 to 2011. These programs experienced significant decline in 2012. More information is needed to determine the cause for declining career and technical enrollment. It is possible that declining unemployment may be the cause. This could be due to an improvement in job prospects for career and technical enrollees or perhaps those enrollees are beginning to exhaust unemployment benefits that may have enabled them to take advantage of training.

Career and Technical Enrollments

	2008	2009	2010	2011	2012	% Change	% Change
						2008 to 2011	2011 to 2012
VWCC Headcount	3,702	3,819	4,109	4,162	3,544	12.4%	-14.8%
VWCC FTEs	1,716	1,814	2,002	2,091	1,793	21.9%	-14.3%
VCCS Headcount	74,442	18,083	88,363	91,173	92,331	22.5%	1.3%
VCCS FTEs	35,203	36,826	43,352	45,734	45,430	29.9%	-0.7%

Source: Virginia Community College System.

Developmental Course Enrollment

The trend referenced in the last environmental scan referenced an increasing level of developmental course enrollments. This trend has continued. Developmental enrollments are at a high level when compared to the previous decade. Course enrollment and total developmental head count is down slightly from last year.

Developmental math remains the area with the highest developmental course enrollments at Virginia Western Community College.

Developmental Enrollment

	2000	2005	2011	2012	% Change 2005-2012
Developmental Math Course Enrollment Total	680	683	2,362	2,182	219.5%
Developmental English Course Enrollment Total	201	389	960	846	117.5%
Total Developmental Headcount Enrollment	734	830	2,248	2,104	153.5%

Source: Virginia Western Community College.

Retention and Graduation Rates

Retention rates are approaching parity with the statewide system but remain slightly lower than the VCCS system overall. This data is figured among total headcount student populations. Cohort graduation rates which factor only program-placed students show that, among degree-seeking students, Virginia Western has a higher completion rate than the VCCS system overall.

Retention and Graduation Rates

	2000	2005	2007	2010	2011
VWCC Fall to Spring Retention*	59.1%	63.7%	64.3%	67.4%	68.1%
VWCC Fall to Fall Retention**	34.8%	38.1%	39.1%	42.1%	42.7%
VWCC Cohort Graduation Rate	14.6%	15.6%	17.5%	17.5%	19.0%
VCCS Fall to Spring Retention*	61.3%	64.2%	64.6%	68.4%	68.5%
VCCS Fall to Fall Retention**	38.0%	39.9%	40.0%	43.0%	42.8%
VCCS Cohort Graduation Rate	13.7%	16.2%	16.0%	17.4%	18.2%

*Reference year for fall to spring retention data is the year in which spring term ends. For instance, 2000 data is for Fall 1999 to Spring 2000.

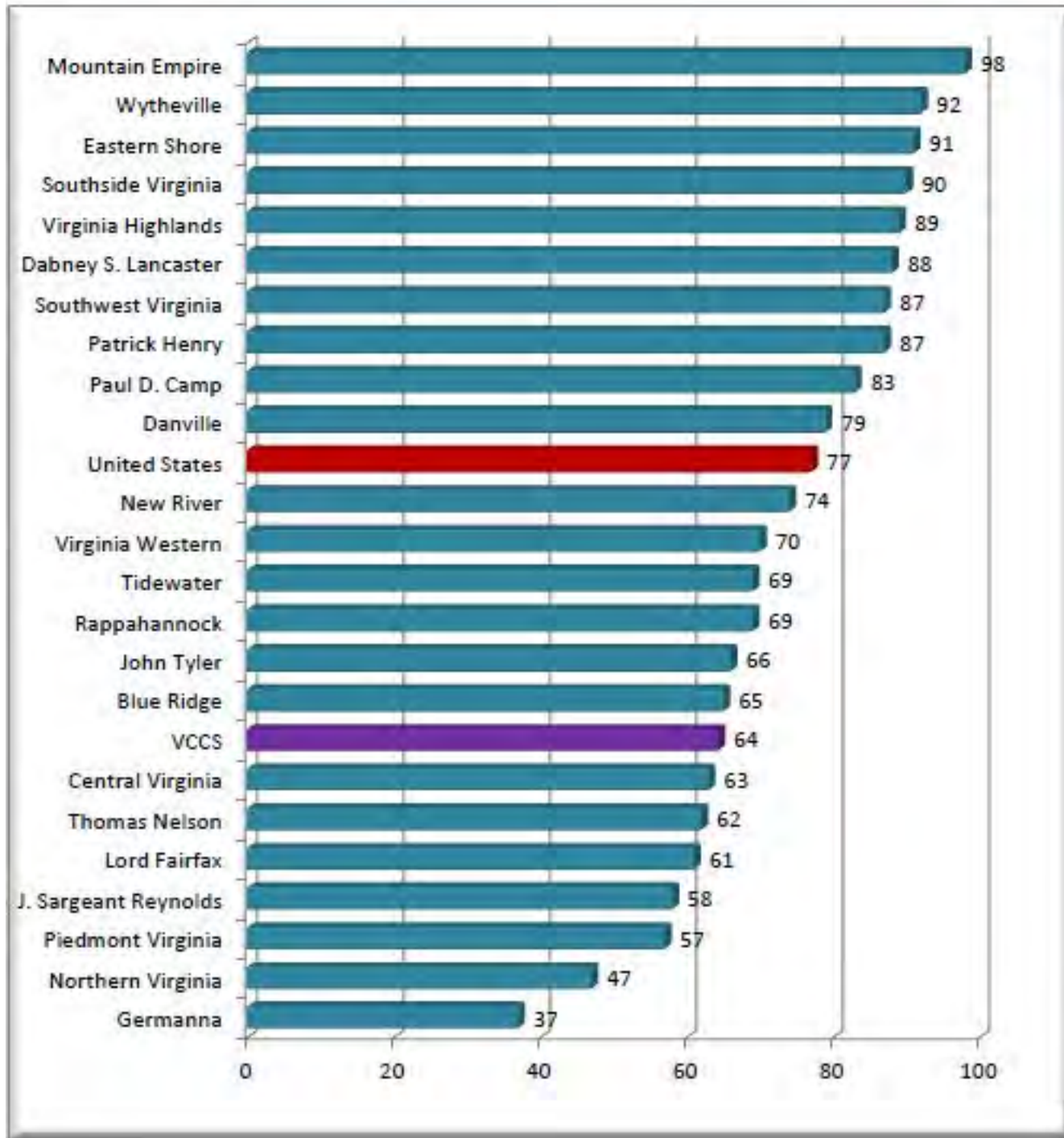
**Reference year for fall to fall retention data is the year in which the second fall term begins. For instance, 2000 data is data for Fall 1999 to Fall 2000.

Source: Virginia Community College System, 2012.

Financial Aid, Academic Year 2010/2011

Virginia Western Community College students attending with a full-time course load receive more financial aid than the average Virginia Community College System overall. VWCC falls below the national average of all full-time students. The following data is sourced from the National Center for Education Statistics, IPEDS Data Center as compiled by the Virginia Community College System in its High Performance Metrics series.

Percentage of Full-Time Student Students Receiving Any Financial Aid, 2010/2011



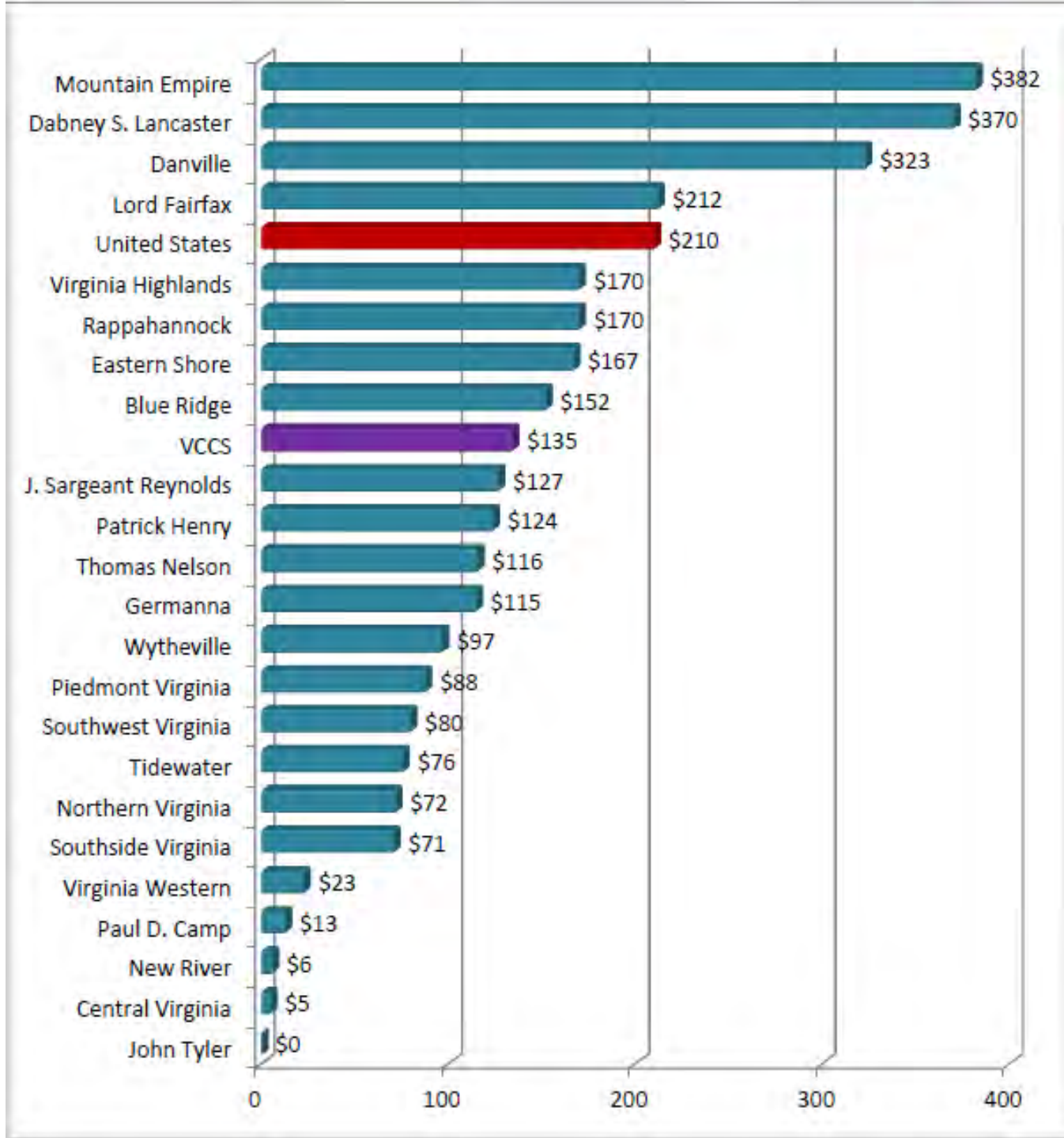
Among full-time, first-time students, Virginia Western Community College has a higher percentage of students receiving any aid, federal/state/local aid than at the statewide level. The proportion of state/local grant aid is considerably higher for VWCC. Institutional grant aid lags slightly behind the statewide level. When all students are considered regardless of course load, slightly fewer receive aid than at the statewide level with the exception of federal student loans.

Percentage of Students Receiving Financial Aid by Source, 2010/2011

College	Full-time First-time Students ^A							All Students ^B		
	Any financial aid ^C		Federal, state/local, or institutional grant aid ^D	Federal grant aid ^E	Pell grants	State/local grant aid ^F	Institutional grant aid ^G	Federal, state/local, institutional, or other sources of grant aid ^H	Pell grants	Federal student loans ^I
	N	%	%	%	%	%	%	%	%	%
Blue Ridge	365	65	54	46	46	19	14	44	33	16
Central Virginia	353	63	61	54	54	25	2	30	26	0
Dabney S. Lancaster	153	88	83	68	66	27	23	45	36	15
Danville	363	79	71	66	66	28	9	46	40	5
Eastern Shore	100	91	91	79	79	27	10	55	48	0
Germanna	283	37	31	28	28	18	4	25	20	2
J. Sargeant Reynolds	541	58	50	47	47	9	4	42	34	16
John Tyler	567	66	56	52	52	19	2	37	28	13
Lord Fairfax	375	61	52	44	43	28	10	32	27	0
Mountain Empire	513	98	98	80	79	76	44	61	49	0
New River	344	74	65	58	58	28	14	39	32	17
Northern Virginia	2,145	47	38	32	32	11	19	28	18	12
Patrick Henry	327	87	82	78	78	23	0	60	53	0
Paul D. Camp	123	83	79	78	78	26	3	48	44	0
Piedmont Virginia	182	57	48	44	44	21	3	33	24	11
Rappahannock	205	69	69	52	52	22	17	27	22	0
Southside Virginia	406	90	90	78	77	30	13	45	39	0
Southwest Virginia	358	87	87	70	70	61	40	51	39	0
Thomas Nelson	579	62	51	46	46	14	3	49	37	19
Tidewater	2,276	69	58	54	54	22	3	51	40	21
Virginia Highlands	353	89	82	71	70	64	15	51	43	0
Virginia Western	623	70	61	52	52	33	10	37	28	12
Wytheville	427	92	91	73	71	44	29	46	38	3
VCCS	11,961	64	56	50	50	23	12	39	30	11
United States		77	71	58	57	33	13	55	41	20

Virginia Western Community College lags behind the Virginia Community College System in revenues from private gifts, grants, and contracts. Of course, this data was prepared using a reference year prior to the announcement of the \$5 million gift from the Fralin Trust to support STEM-H training. Continued progress in attracting private funds will certainly improve VWCC's standing in these rankings.

Revenues from private gifts, grants, contracts in 2010/2011, Revenues per FTE



STEM Degree Production

There has been tremendous growth in the production of Science, Technology, Engineering, and Mathematics degrees at Virginia Western Community College. STEM completions are up 189 percent from 2007 and STEM degrees made up 21 percent of those produced at the college in 2012, according to statistics from the State Council for Higher Education. Virginia Western Community College is leading the state in the proportion of STEM degrees it is producing and in terms of the growth in STEM degree production.

	2000	2005	2007	2010	2011	2012	% Change 2007-2012
Virginia Western Community College	75 (14.5%)	86 (14.0%)	83 (13.6%)	94 (10.9%)	195 (19.8%)	240 (21.0%)	189.2%
Virginia Community College System	1,763 (14.5%)	1,832 (12.2%)	1,728 (11.1%)	1,975 (9.4%)	2,994 (11.2%)	3,469 (11.1%)	100.8%

Source: State Council for Higher Education.

Completions Data

The last five years has seen incredible growth in the number of degrees awarded by Virginia Western Community College, likely fueled at least partially by a recessionary economy and also by growth in the college's Community College Access Program (CCAP) tuition assistance program. This sort of growth will be difficult to maintain in future years. Flat enrollment growth and slight decline in overall headcount dictates that there will likely be some years of flat to slightly declining completion activity. Expansion of CCAP and additional resources being dedicated to STEM-H education should help in the attraction of additional students in future years.

Completions Trends

Academic Year	College Transfer A.S.	Career Technical A.A.S.	Career Studies Certificates		Total Awards	Change in Total Awards
			1 year and over	less than 1 year		
2006-07	236	261	39	74	610	
2007-08	250	252	48	96	646	6%
2008-09	266	262	101	171	800	24%
2009-10	404	275	46	139	864	8%
2010-11	493	255	53	184	985	14%
2011-12	475	343	59	266	1,143	16%

Percent Change, 2007-2012

Degree	% Change
College Transfer (A.S.)	101.3%
Career Technical (A.S.)	31.4%
Career Studies Certificates	187.6%
Total Awards	87.4%

Source: Virginia Western Community College.

College transfer has led the growth in awards, followed closely by engineering and industrial technologies. The community has taken opportunity of savings afforded by college transfer degrees offered by Virginia Western Community College. The economy likely fueled demand as families sought to save money on college expenses.

Growth in engineering and industrial technology is likely a result of Virginia Western's strong and burgeoning partnerships with secondary school career and technical education programs as well as demand for training and retraining in Mechatronics and advanced manufacturing skills.

Completions by Program Area

Academic Year	Agricultural and Natural Resources Technology	Arts and Design Technology	Business Technology	College Transfer	Engineering and Industrial Technology	Health Technology	Public Service Technology
2006-07	6	18	71	236	22	132	125
2007-08	6	13	55	261	23	137	151
2008-09	5	12	77	266	27	115	192
2009-10	6	16	97	404	26	126	189
2010-11	7	20	109	502	152	143	52
2011-12	2	30	109	475	43	148	336

Percent Change, 2007-2012

Degree	% Change
Ag./Natural Resources	-66.7%
Arts/Design Tech.	66.7%
Business Tech.	53.5%
College Transfer	101.3%
Engineering/Industrial Tech	95.5%
Health Tech.	12.1%
Public Service Tech.	168.8

Source: Virginia Western Community College.

Transfer Rates

Transfer rates have increased significantly, mirroring data showing large growth in the college transfer segment of Virginia Western Community College's overall enrollment.

Cohort Three-Year Graduation and Transfer Rates

Cohort	Outcome as of Year:	Original Full-Time	Graduates	Transfers	Graduation Rate	Transfer Rate
Fall 2002	2005	891	139	86	15.60%	9.70%
Fall 2003	2006	856	134	84	15.70%	9.80%
Fall 2004	2007	889	156	81	17.50%	9.10%
Fall 2005	2008	846	134	147	15.80%	17.40%
Fall 2006	2009	849	132	166	15.50%	19.60%
Fall 2007	2010	942	165	290	17.50%	30.80%
Fall 2008	2011	942	179	283	19.00%	30.00%

Source: Virginia Western Community College.

Licensure and Certification Pass Rates

Licensure and certification pass rates suggest the college's programs in health technologies are high quality and produce students with knowledge demanded by industry. Rates as shown below in terms of the percentage of test-takers who pass the certification test seem to have seen improvement overall and most meet or exceed national averages. Overall, Virginia Western Community College's health technology programs appear to be competitive.

Licensure/Certification Pass Rates

Program	2007	2008	2009	2010	2011	5-Yr Avg	Nat'l Avg
							2011
Dental Hygiene	100	100	97	100	100	99.4	92
Nursing	90	93	85	96	96	92.2	87
Practical Nursing	59	100	80	83	84	81.3	84.8
Radiography	100	100	100	100	100	100	92.7
Radiation Oncology	88	92	--	87	89	88.9	92.7

Source: Virginia Western Community College, first-time test taker passage rates.

Student Demography

It is important to consider the demographic makeup of the student body. The following table illustrates the demographic breakdown. The most recent data available from the Department of Institutional Effectiveness were used for the 2011-2012 academic year.

Student Demographics

Demographic	Headcount	% of Total HC	FTEs	% of TotalFTEs
by Gender				
Male	5,539	44%	2,169	44%
Female	7,062	56%	2,730	56%
by Ethnicity				
American Native	50	0%	21	0%
Asian	378	3%	166	3%
Black	1,434	11%	643	13%
Hispanic	206	2%	94	2%
White	10,413	83%	3,928	80%
Unknown	120	1%	47	1%
by Load				
Full Time	2,059	16%	1,952	40%
Part Time	10,542	84%	2,946	60%
<i>Full-Time students are enrolled in at least 24 credit hours for the academic year.</i>				
by Residency				
In State	12,369	98%	4,822	98%
Out of State	232	2%	77	2%
by Dual Status				
Dual	2,318	18%	607	12%
Non-Dual	10,283	82%	4,292	88%
by First Generation				
First Generation student	2,729	22%	1,044	21%
Not First Generation	9,872	78%	3,854	79%
by Age				
<=17	2,070	16%	541	11%
18-19	2,257	18%	1,251	26%
20-21	1,644	13%	793	16%
22-24	1,322	10%	540	11%
25-29	1,404	11%	578	12%
30-34	991	8%	399	8%
35-39	736	6%	255	5%
40-49	1,220	10%	366	7%
50-64	913	7%	171	3%
>=65	44	0%	5	0%
Average Age:	27			

Source: Virginia Western Community College.

Data on minority enrollment trends reveal an increasing proportion of minority enrollment. Minority enrollment increased from 13 percent in 2001 to 18.3 percent in fall 2012. Hispanic enrollment has seen significant growth, mirroring overall demographic growth in the community.

Minority Enrollment Trends, Virginia Western Community College, Fall-Term

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
All Non-White	1,039	1,164	1,025	1,024	1,003	1,077	1,157	1,205	1,396	1,450	1,513	1,538
% Enrollment	13.2%	13.8%	12.6%	12.2%	12.2%	12.9%	13.4%	14.2%	15.7%	16.6%	17.8%	18.3%
Black/African-American	774	907	782	769	720	761	825	827	983	941	907	907
% Enrollment	9.8%	10.7%	9.6%	9.2%	8.7%	9.1%	9.6%	9.7%	11.0%	10.8%	10.7%	10.8%
Hispanic	54	62	59	164	75	100	107	122	156	170	193	222
% Enrollment	0.7%	0.7%	0.7%	2.0%	0.9%	1.2%	1.2%	1.4%	1.8%	1.9%	2.3%	2.6%

Source: State Council of Higher Education Virginia.

The majority of enrollment still comes from Roanoke City and Roanoke County, the two largest localities in the Virginia Western Community College service area. However, enrollment growth was highest among the Botetourt County and Franklin County segments, localities on the fringes of the college's service area.

Virginia Community College Enrollment by Locality of Residence, Virginia Western Community College District, 2011

College	Botetourt Co.	Craig Co.	Franklin Co.	Roanoke City	Roanoke Co.	Salem City	Grand Total
Blue Ridge	7		7	6	9	3	32
Central Virginia	7		5	4	11	3	30
Danville			5				5
Dabney Lancaster	140	7	2	5	11	1	166
Germanna					1	1	2
John Tyler			1		4	1	6
Lord Fairfax	1						1
Mountain Empire			1	2	2		5
New River	7	18	6	21	47	20	119
Northern VA	3	1	7	4	7	1	23
Paul D. Camp			3				3
Patrick Henry	3		308	12	8	3	334
Piedmont VA			3	2	1		6
Rappahannock					1		1
J. Sargeant Reynolds			3	4	7	4	18
Southside VA			2	2	2		6
Tidewater	3		1	4	3	2	13
Thomas Nelson			1	1	2	1	5
Virginia Highlands			2	1	1		4
Virginia Western	776	68	791	1,810	3,127	859	7,431
Wytheville				3	7	1	11
Grand Total	947	94	1,148	1,881	3,251	900	8,221

% Captured VWCC	81.9%	72.3%	68.9%	96.2%	96.2%	95.4%	90.4%
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Enrollment by Residence, Change 2006-2011

	2006	2011	% Change 2006-2011	% of Total In-District Enrollment 2011
Botetourt County	581	776	33.6%	10.4%
Craig County	107	68	-36.4%	0.9%
Franklin County	703	791	12.5%	10.6%
Roanoke City	1,825	1,810	-0.8%	24.4%
Roanoke County	3,287	3,127	-4.9%	42.1%
Salem City	916	859	-6.2%	11.6%
Total In-District	7,419	7,431	0.2%	100.0%

Source: Virginia Western Community College.

Student Survey Data

Please see the appendix for the latest student and alumni survey results from the VWCC Department of Institutional Effectiveness.

2011 Survey of Student Engagement

The survey of student engagement shows that Virginia Western Community College students reported less academic involvement than students at other colleges; however, VWCC students made more class presentations than other colleges in the Virginia Community College System.

Questions involving mental activities involved in the curriculum taught at Virginia Western Community College revealed no significant differences between VWCC and the VCCS.

VWCC students reported having to read fewer books and write fewer papers and reported less challenging exams than students at other participating colleges.

VWCC students reported spending more time working for pay than did students at other institutions. VWCC's average was high even when compared against only the participating VCCS colleges. VWCC students reported spending less time caring for dependents than students at other participating colleges.

Other findings include students at VWCC rate relationships with other students, instructors and administrative personnel higher, students give VWCC high marks for speaking, community service, and career goal development, students at VWCC rate the institution's ability to develop critical job skills higher than students at other VCCS institutions, VWCC students reported higher rates of use of the computer lab, higher rates of satisfaction of services and a higher likelihood of transferring for a 4-year degree.

Overall, the survey reflects a population of students who overwhelmingly must work while pursuing their education and that has a fairly strong tendency to consider transfer to a 4-year institution as a goal.

Survey of Alumni Trends

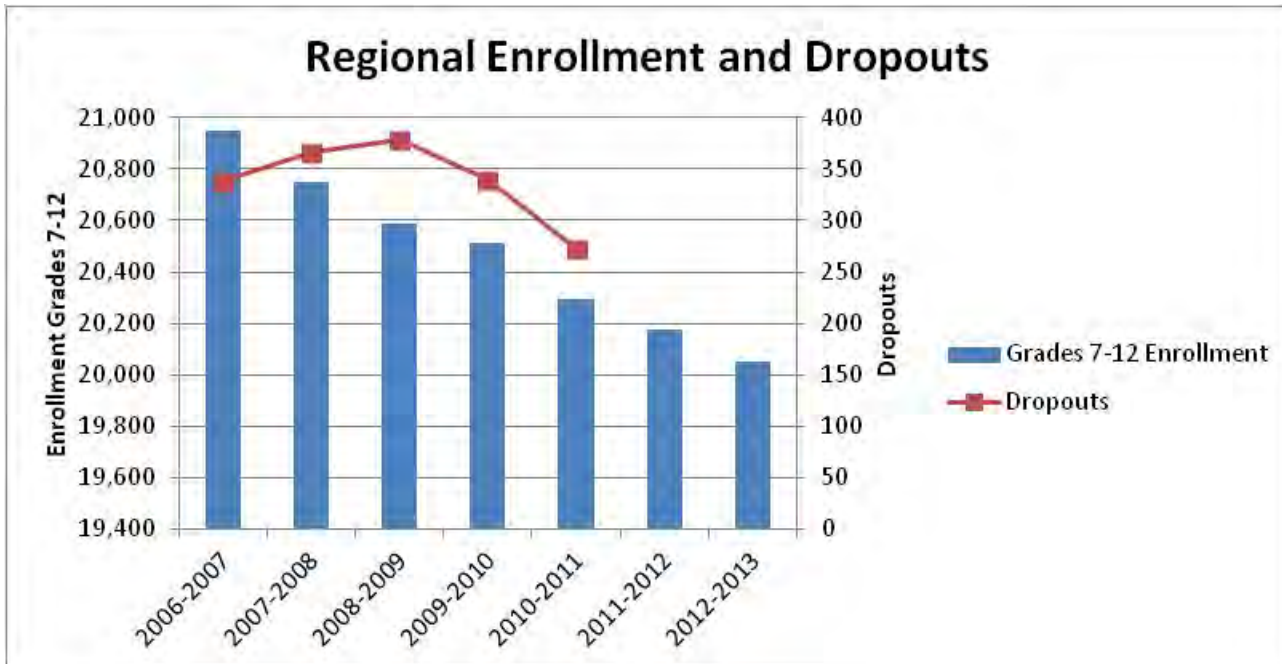
While the survey overall indicates alumni give Virginia Western Community College very high marks and more than 90 percent of alumni taking the survey would recommend Virginia Western Community College. There are troubling trends. It appears that rates of satisfaction with various aspects of the experience at Virginia Western Community College have declined in the last two years. More alumni reported an unlikelihood of recommending the college, fewer alumni report that VWCC prepared them well for transfer, and more reported problems transferring credits.

Other Surveys

Survey of graduates and employees are also included in the appendix. One area consistently cited as needing improvement include food selection. The faculty/employee survey seemed to indicate concerns with quality of newly entering students. Trends in developmental enrollment seem to support the assertion that increasingly the student population may have needs for additional educational support. Faculty also increasingly cited concern over the ratio of full-time to adjunct faculty at VWCC.

Other Educational Data

Trends impacting local public school districts are important to consider since the overwhelming majority of students eventually served in the VWCC program are local residents. Many current high school seniors in local school districts will consider VWCC among other competitors when determining where to start their higher educational career. Data from the Virginia Department of Education indicate that enrollments are down in the middle to high school cohorts. Dropouts increased briefly in 2007-2009 to again decrease continuing a trend for continued declines seen in dropout activity in the five years preceding the previous strategic plan.



School districts in the Virginia Western Community College Service Area admitted 3,105 high school seniors in the fall of 2012, which was up slightly (4.5%) over high school senior enrollment in the fall of 2006.

Postsecondary Education Activity

A significantly higher number of high school seniors graduating from high school indicated they planned to pursue a two-year degree in 2010 than in 2006.

Graduates and Completers By Continuing Education Plans

Regular Term Plus Summer Term

Source: Virginia Department of Education, 2013.

2009-2010

	Total Graduates and Completers	Attending Two-Year		Attending Four-Year		Other		Employment*		Military*		No Plans*	
		Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Botetourt County	361	124	34.3%	139	38.5%	27	7.5%	58	16.1%	7	1.9%	6	1.7%
Craig County	43	14	32.6%	23	53.5%	4	9.3%	1	2.3%	1	2.3%	0	0.0%
Franklin County	586	247	42.2%	247	42.2%	27	4.6%	71	12.1%	27	4.6%	29	4.9%
Roanoke County	1,227	321	26.2%	321	26.2%	33	2.7%	175	14.3%	30	2.4%	87	7.1%
City of Roanoke	822	384	46.7%	384	46.7%	28	3.4%	100	12.2%	35	4.3%	62	7.5%
City of Salem	324	107	33.0%	107	33.0%	9	2.8%	35	10.8%	6	1.9%	9	2.8%
VWCC Service Area	3,363	1197	35.6%	1,221	36.3%	128	3.8%	440	13.1%	106	3.2%	193	5.7%

2005-2006

	Total Graduates and Completers	Attending Two-Year		Attending Four-Year		Other		Employment*		Military*		No Plans*	
		Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Botetourt County	301	121	40.2%	109	36.2%	25	8.3%	41	13.6%	2	0.7%	3	1.0%
Craig County	52	10	19.2%	27	51.9%	3	5.8%	2	3.8%	1	1.9%	9	17.3%
Franklin County	512	170	33.2%	161	31.4%	26	5.1%	114	22.3%	20	3.9%	21	4.1%
Roanoke County	1,028	276	26.8%	577	56.1%	18	1.8%	123	12.0%	19	1.8%	15	1.5%
City of Roanoke	666	215	32.3%	200	30.0%	30	4.5%	143	21.5%	29	4.4%	49	7.4%
City of Salem	260	90	34.6%	118	45.4%	2	0.8%	41	15.8%	6	2.3%	3	1.2%
VWCC Service Area	2,819	882	31.3%	1,192	42.3%	104	3.7%	464	16.5%	77	2.7%	100	3.5%

2000-2001

	Total Graduates and Completers	Attending Two-Year		Attending Four-Year		Other Plans*		No Plans*	
		Number	%	Number	%	Number	%	Number	%
Botetourt County	303	102	33.7%	111	36.6%	24	7.9%	66	21.8%
Craig County	53	9	17.0%	13	24.5%	5	9.4%	26	49.1%
Franklin County	478	139	29.1%	132	27.6%	16	3.3%	191	40.0%
Roanoke County	933	319	34.2%	459	49.2%	37	4.0%	118	12.6%
City of Roanoke	609	179	29.4%	211	34.6%	58	9.5%	161	26.4%
City of Salem	258	103	39.9%	105	40.7%	6	2.3%	44	17.1%
VWCC Service Area	2,634	851	32.3%	1,031	39.1%	146	5.5%	606	23.0%

Percent Change 2006-2010

	Attending Two-Year Colleges	Attending Four-Year Colleges
Botetourt County	2.5%	27.5%
Craig County	40.0%	-14.8%
Franklin County	45.3%	53.4%
Roanoke County	16.3%	-44.4%
City of Roanoke	78.6%	92.0%
City of Salem	18.9%	-9.3%
VWCC Service Area	35.7%	2.4%

*The following categories are not comparable between the two sets of data due to changes in the categorization of students by future plans.

The next chart shows degree attainment among 2008 high school graduate cohorts. Around 65 percent of those students graduating and matriculating to a public institution of higher learning in Virginia earned at least one year of college credit within two years of enrollment.

2008 Federal Graduation Indicator Cohort

	Students Earning a Diploma and Enrolling in a Public Institution of Higher Learning Within 16 Months	Students Earning One Year of College Credit Within 2 Years of Enrollment	% Earning One Year of College Credit Within 2 Years of Enrollment
Botetourt County	162	99	61.1%
Craig County	15	10	66.7%
Franklin County	153	100	65.4%
Roanoke County	496	347	70.0%
Roanoke City	155	86	55.5%
Salem City	124	75	60.5%
VWCC Service Area	1,105	717	64.9%
Commonwealth of Virginia	31,579	21,102	66.8%

Source: Virginia Department of Education.

School Age Projections

The following projections were prepared using five-year age projections from ESRI for each locality served by Virginia Western Community College and current fall headcount data from the Virginia Department of Education.

Using 2012 fall enrollments from the Virginia Department of Education and projecting forward using projections by age group from ESRI Business Analyst, the following school age projections were developed. These data indicate enrollments are expected to decline particularly in most high school cohorts throughout the region. Enrollments through grades 9-12 are projected to decline 5.4 percent in five years. This data point once again suggests that Virginia Western Community College needs to find ways to serve more students in need of retraining, potential entrepreneurs, as well as older individuals who may desire to learn skills or take classes to learn more about business or hobbies. The population of young adults requiring traditional dual enrollment and college transfer classes isn't likely to see growth and is actually projected to decline. These projections, which are based heavily on previous growth trends, may not prove to be accurate particularly as newer population estimates show growth returning to higher levels. The return of in-migration may stem the tide of young adult population losses. Even so, growth is likely to be slight for this demographic if it occurs at all.

School Age Projections

2012 Fall Membership

Division Name	Grade PK	Grade KG	Grade 01	Grade 02	Grade 03	Grade 04	Grade 05	Grade 06	Grade 07	Grade 08	Grade 09	Grade 10	Grade 11	Grade 12	Total
Botetourt County	59	309	327	345	379	362	393	393	379	354	463	404	413	382	4,962
Craig County	15	80	9	46	45	48	59	69	65	56	44	56	51	51	694
Franklin County	328	588	546	546	542	547	540	601	577	533	612	589	467	504	7,520
Roanoke City	654	1,232	1,119	1,039	1,070	993	978	958	970	909	964	887	796	753	13,322
Roanoke County	298	997	983	1,010	983	1,018	1,065	1,057	1,156	1,150	1,279	1,107	1,124	1,142	14,369
Salem City	34	265	275	281	280	286	293	320	303	294	305	335	306	273	3,850
VWCC Service Area	1,388	3,471	3,259	3,267	3,299	3,254	3,328	3,398	3,450	3,296	3,667	3,378	3,157	3,105	44,717

2017 Fall Membership

Division Name	Grade PK	Grade KG	Grade 01	Grade 02	Grade 03	Grade 04	Grade 05	Grade 06	Grade 07	Grade 08	Grade 09	Grade 10	Grade 11	Grade 12	Total
Botetourt County	62	303	323	342	385	372	394	401	371	358	470	377	382	350	4,889
Craig County	14	76	9	44	44	44	56	67	65	53	41	45	47	45	649
Franklin County	338	604	557	560	547	544	542	616	591	542	626	544	437	472	7,518
Roanoke City	663	1,225	1,126	1,041	1,050	987	967	955	982	914	954	803	730	696	13,092
Roanoke County	300	1,005	985	1,011	985	1,020	1,062	1,065	1,163	1,167	1,288	1,025	1,030	1,056	14,160
Salem City	36	271	277	290	281	298	304	327	319	301	303	308	298	256	3,869
VWCC Service Area	1,413	3,485	3,276	3,288	3,291	3,264	3,324	3,430	3,491	3,334	3,681	3,102	2,924	2,875	44,178

2012-2017 Percent Change

Division Name	Grade PK	Grade KG	Grade 01	Grade 02	Grade 03	Grade 04	Grade 05	Grade 06	Grade 07	Grade 08	Grade 09	Grade 10	Grade 11	Grade 12	Total
Botetourt County	4.3%	-1.8%	-1.2%	-0.7%	1.5%	2.8%	0.2%	2.0%	-2.1%	1.0%	1.5%	-6.7%	-7.6%	-8.4%	-1.5%
Craig County	-6.1%	-5.0%	-3.3%	-3.6%	-3.1%	-9.3%	-5.6%	-3.2%	0.0%	-4.7%	-7.9%	-18.8%	-7.6%	-12.0%	-6.5%
Franklin County	3.1%	2.8%	2.0%	2.5%	0.9%	-0.6%	0.3%	2.4%	2.4%	1.7%	2.2%	-7.6%	-6.4%	-6.4%	0.0%
Roanoke City	1.4%	-0.6%	0.6%	0.2%	-1.9%	-0.6%	-1.1%	-0.3%	1.2%	0.5%	-1.0%	-9.5%	-8.3%	-7.5%	-1.7%
Roanoke County	0.8%	0.8%	0.2%	0.1%	0.2%	0.2%	-0.3%	0.7%	0.6%	1.4%	0.7%	-7.4%	-8.4%	-7.5%	-1.5%
Salem City	5.0%	2.4%	0.7%	3.3%	0.3%	4.3%	3.7%	2.2%	5.4%	2.3%	-0.7%	-8.1%	-2.6%	-6.4%	0.5%
VWCC Service Area	1.8%	0.4%	0.5%	0.7%	-0.3%	0.3%	-0.1%	0.9%	1.2%	1.1%	0.4%	-8.2%	-7.4%	-7.4%	-1.2%

Source: 2012 Enrollments, Virginia Department of Education; Projections by age, ESRI Business Analyst, 2013.

APPENDIX

Occupational Employment Projections in Western Virginia (LWIA III), VA for Multiple Occupations for a base year of 2010 and a projected year of 2020

Occupation Code (SOC)	Occupational Title	2010 Estimated Employment	2020 Projected Employment	Total 2010-2020 Employment Change
0	Total, All Occupations	163,520	185,868	22,348
430000	Office and Administrative Support Occupations	27,893	30,340	2,447
410000	Sales and Related Occupations	17,825	20,046	2,221
350000	Food Preparation and Serving Related Occupations	13,865	15,950	2,085
290000	Healthcare Practitioners and Technical Occupations	11,629	13,657	2,028
530000	Transportation and Material Moving Occupations	12,294	14,225	1,931
353000	Food and Beverage Serving Workers	8,724	10,180	1,456
390000	Personal Care and Service Occupations	4,852	6,210	1,358
310000	Healthcare Support Occupations	5,118	6,391	1,273
291000	Health Diagnosing and Treating Practitioners	7,330	8,585	1,255
412000	Retail Sales Workers	9,633	10,854	1,221
470000	Construction and Extraction Occupations	8,208	9,357	1,149
490000	Installation, Maintenance, and Repair Occupations	7,627	8,749	1,122
130000	Business and Financial Operations Occupations	6,763	7,874	1,111
399000	Other Personal Care and Service Workers	2,634	3,686	1,052
533000	Motor Vehicle Operators	5,737	6,681	944
311000	Nursing, Psychiatric, and Home Health Aides	3,205	4,147	942
250000	Education, Training, and Library Occupations	8,121	9,058	937
210000	Community and Social Services Occupations	2,962	3,832	870
211000	Counselors, Social Workers, and Other Community and Social S	2,873	3,723	850
150000	Computer and Mathematical Occupations	3,176	4,021	845
434000	Information and Record Clerks	7,365	8,207	842
537000	Material Moving Workers	5,413	6,229	816
412031	Retail Salespersons	4,960	5,758	798
472000	Construction Trades Workers	6,043	6,828	785
353021	Combined Food Preparation and Serving Workers, Including Fas	4,115	4,898	783
292000	Health Technologists and Technicians	4,087	4,847	760
131000	Business Operations Specialists	4,203	4,891	688
510000	Production Occupations	12,215	12,893	678
370000	Building and Grounds Cleaning and Maintenance Occupations	4,790	5,450	660
439000	Other Office and Administrative Support Workers	6,027	6,668	641
399021	Personal and Home Care Aides	793	1,432	639
439061	Office Clerks, General	4,379	4,987	608

499000	Other Installation, Maintenance, and Repair Occupations	3,917	4,464	547
434051	Customer Service Representatives	3,651	4,181	530
433000	Financial Clerks	4,422	4,943	521
537062	Laborers and Freight, Stock, and Material Movers, Hand	2,980	3,487	507
330000	Protective Service Occupations	3,833	4,311	478
252000	Primary, Secondary, and Special Education School Teachers	4,058	4,533	475
110000	Management Occupations	6,588	7,027	439
372000	Building Cleaning and Pest Control Workers	3,535	3,970	435
132000	Financial Specialists	2,560	2,983	423
352000	Cooks and Food Preparation Workers	2,742	3,125	383
339000	Other Protective Service Workers	1,767	2,143	376
413000	Sales Representatives, Services	2,105	2,476	371
433031	Bookkeeping, Accounting, and Auditing Clerks	2,506	2,846	340
412011	Cashiers	4,027	4,367	340
519000	Other Production Occupations	4,100	4,440	340
339032	Security Guards	1,474	1,787	313
414000	Sales Representatives, Wholesale and Manufacturing	2,205	2,511	306
270000	Arts, Design, Entertainment, Sports, and Media Occupations	2,205	2,489	284
319000	Other Healthcare Support Occupations	1,756	2,036	280
372011	Janitors and Cleaners, Except Maids and Housekeeping Cleaner	2,078	2,340	262
414012	Sales Representatives, Wholesale and Manufacturing, Except T	1,853	2,110	257
399011	Child Care Workers	894	1,122	228
472061	Construction Laborers	1,295	1,513	218
434171	Receptionists and Information Clerks	1,193	1,408	215
431011	First-Line Supervisors/Managers of Office and Administrative	1,755	1,965	210
431000	Supervisors, Office and Administrative Support Workers	1,755	1,965	210
119000	Other Management Occupations	2,768	2,971	203
514000	Metal Workers and Plastic Workers	2,204	2,402	198
493023	Automotive Service Technicians and Mechanics	1,199	1,395	196
436000	Secretaries and Administrative Assistants	2,636	2,830	194
132011	Accountants and Auditors	1,171	1,361	190
252021	Elementary School Teachers, Except Special Education	1,378	1,567	189
411000	Supervisors, Sales Workers	2,524	2,713	189
373000	Grounds Maintenance Workers	824	1,009	185
373011	Landscaping and Groundskeeping Workers	790	974	184
170000	Architecture and Engineering Occupations	1,809	1,978	169
471011	First-Line Supervisors/Managers of Construction Trades and E	984	1,151	167
230000	Legal Occupations	957	1,124	167
259000	Other Education, Training, and Library Occupations	1,406	1,573	167
519399	Production Workers, All Other	658	825	167

471000	Supervisors, Construction and Extraction Workers	984	1,151	167
472031	Carpenters	1,378	1,538	160
411011	First-Line Supervisors/Managers of Retail Sales Workers	1,843	2,001	158
292052	Pharmacy Technicians	500	658	158
211014	Mental Health Counselors	439	595	156
352014	Cooks, Restaurant	860	1,013	153
211093	Social and Human Service Assistants	383	531	148
372012	Maids and Housekeeping Cleaners	1,379	1,526	147
413099	Sales Representatives, Services, All Other	1,068	1,214	146
259041	Teacher Assistants	1,305	1,451	146
292061	Licensed Practical and Licensed Vocational Nurses	1,153	1,295	142
512000	Assemblers and Fabricators	2,244	2,385	141
473000	Helpers, Construction Trades	515	656	141
251000	Postsecondary Teachers	1,037	1,177	140
253000	Other Teachers and Instructors	1,345	1,484	139
492000	Electrical and Electronic Equipment Mechanics, Installers, a	694	831	137
419000	Other Sales and Related Workers	1,358	1,492	134
351000	Supervisors, Food Preparation and Serving Workers	1,051	1,182	131
531000	Supervisors, Transportation and Material Moving Workers	619	748	129
395000	Personal Appearance Workers	992	1,120	128
253999	Teachers and Instructors, All Other	1,218	1,340	122
211021	Child, Family, and School Social Workers	464	583	119
319799	Healthcare Support Workers, All Other	583	702	119
113000	Operations Specialties Managers	1,100	1,219	119
352012	Cooks, Institution and Cafeteria	485	601	116
537051	Industrial Truck and Tractor Operators	658	774	116
413021	Insurance Sales Agents	511	627	116
499021	Heating, Air Conditioning, and Refrigeration Mechanics and I	523	638	115
499041	Industrial Machinery Mechanics	462	577	115
359000	Other Food Preparation and Serving Related Workers	1,348	1,463	115
435081	Stock Clerks and Order Fillers	2,875	2,984	109
131111	Management Analysts	599	707	108
395012	Hairdressers, Hairstylists, and Cosmetologists	818	923	105
392000	Animal Care and Service Workers	305	407	102
352021	Food Preparation Workers	946	1,046	100
231000	Lawyers, Judges, and Related Workers	629	728	99
537061	Cleaners of Vehicles and Equipment	657	755	98
292041	Emergency Medical Technicians and Paramedics	266	364	98
131078	Human resources, labor relations, and training specialists,	476	573	97
231011	Lawyers	579	676	97
271000	Art and Design Workers	826	921	95
111000	Top Executives	2,383	2,478	95
211015	Rehabilitation Counselors	223	316	93
353022	Counter Attendants, Cafeteria, Food Concession, and Coffee S	823	913	90
111021	General and Operations Managers	2,038	2,128	90

272000	Entertainers and Performers, Sports and Related Workers	452	541	89
492011	Computer, Automated Teller, and Office Machine Repairers	319	407	88
419022	Real Estate Sales Agents	708	795	87
292012	Medical and Clinical Laboratory Technicians	313	399	86
252022	Middle School Teachers, Except Special and Vocational Educat	636	722	86
399032	Recreation Workers	461	547	86
190000	Life, Physical, and Social Science Occupations	593	678	85
291051	Pharmacists	409	494	85
172000	Engineers	1,000	1,083	83
533041	Taxi Drivers and Chauffeurs	466	549	83
211023	Mental Health and Substance Abuse Social Workers	270	351	81
433021	Billing and Posting Clerks and Machine Operators	676	756	80
131051	Cost Estimators	303	383	80
399031	Fitness Trainers and Aerobics Instructors	292	369	77
435000	Material Recording, Scheduling, Dispatching, and Distributin	5,538	5,614	76
436013	Medical Secretaries	389	464	75
493031	Bus and Truck Mechanics and Diesel Engine Specialists	508	580	72
413031	Securities, Commodities, and Financial Services Sales Agents	290	362	72
292021	Dental Hygienists	243	313	70
436011	Executive Secretaries and Administrative Assistants	732	802	70
291123	Physical Therapists	251	320	69
472111	Electricians	649	717	68
232000	Legal Support Workers	328	396	68
512092	Team Assemblers	1,153	1,221	68
252011	Preschool Teachers, Except Special Education	244	311	67
132051	Financial Analysts	247	313	66
491011	First-Line Supervisors/Managers of Mechanics, Installers, an	617	683	66
491000	Supervisors of Installation, Maintenance, and Repair Workers	617	683	66
519041	Extruding, Forming, Pressing, and Compacting Machine Setters	318	383	65
232011	Paralegals and Legal Assistants	246	308	62
132072	Loan Officers	334	395	61
211022	Medical and Public Health Social Workers	226	287	61
291069	Physicians and Surgeons, All Other	985	1,045	60
472152	Plumbers, Pipefitters, and Steamfitters	522	582	60
171000	Architects, Surveyors, and Cartographers	202	260	58
172051	Civil Engineers	292	350	58
119111	Medical and Health Services Managers	366	424	58
412021	Counter and Rental Clerks	476	533	57
472073	Operating Engineers and Other Construction Equipment Operato	332	388	56
537064	Packers and Packagers, Hand	674	730	56

514011	Computer-Controlled Machine Tool Operators, Metal and Plasti	201	256	55
531031	First-Line Supervisors/Managers of Transportation and Materi	379	434	55
273000	Media and Communication Workers	557	611	54
272022	Coaches and Scouts	193	246	53
319092	Medical Assistants	424	477	53
131199	Business Operations Specialists, All Other	711	763	52
433011	Bill and Account Collectors	538	589	51
435032	Dispatchers, Except Police, Fire, and Ambulance	249	300	51
312000	Occupational and Physical Therapist Assistants and Aides	157	208	51
359021	Dishwashers	473	523	50
511011	First-Line Supervisors/Managers of Production and Operating	869	919	50
511000	Supervisors, Production Workers	869	919	50
211012	Educational, Vocational, and School Counselors	272	321	49
519061	Inspectors, Testers, Sorters, Samplers, and Weighers	554	603	49
439041	Insurance Claims and Policy Processing Clerks	544	593	49
414011	Sales Representatives, Wholesale and Manufacturing, Technica	352	401	49
473015	Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	167	215	48
499098	Helpers--Installation, Maintenance, and Repair Workers	208	255	47
333000	Law Enforcement Workers	1,306	1,352	46
274000	Media and Communication Equipment Workers	370	416	46
474000	Other Construction and Related Workers	525	571	46
211013	Marriage and Family Therapists	91	135	44
292037	Radiologic Technologists and Technicians	300	344	44
332000	Fire Fighting and Prevention Workers	494	537	43
359031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	530	573	43
131041	Compliance Officers, Except Agriculture, Construction, Healt	225	267	42
393000	Entertainment Attendants and Related Workers	332	374	42
339092	Lifeguards, Ski Patrol, and Other Recreational Protective Se	160	201	41
472071	Paving, Surfacing, and Tamping Equipment Operators	163	204	41
333051	Police and Sheriff's Patrol Officers	613	653	40
252031	Secondary School Teachers, Except Special and Vocational Edu	961	1,001	40
371000	Supervisors, Building and Grounds Cleaning and Maintenance W	431	471	40
319091	Dental Assistants	182	221	39
193000	Social Scientists and Related Workers	247	285	38
493093	Tire Repairers and Changers	202	240	38
291126	Respiratory Therapists	177	214	37

371012	First-Line Supervisors/Managers of Landscaping, Lawn Service	173	209	36
119151	Social and Community Service Managers	123	159	36
393091	Amusement and Recreation Attendants	217	252	35
273031	Public Relations Specialists	143	178	35
536031	Service Station Attendants	131	166	35
413011	Advertising Sales Agents	198	232	34
435021	Couriers and Messengers	134	168	34
119021	Construction Managers	578	611	33
171022	Surveyors	103	136	33
435061	Production, Planning, and Expediting Clerks	316	348	32
419799	Sales and Related Workers, All Other	167	199	32
436014	Secretaries, Except Legal, Medical, and Executive	1,369	1,401	32
411012	First-Line Supervisors/Managers of Non-Retail Sales Workers	681	712	31
536000	Other Transportation Workers	360	391	31
271024	Graphic Designers	224	254	30
434081	Hotel, Motel, and Resort Desk Clerks	301	331	30
472141	Painters, Construction and Maintenance	471	501	30
132052	Personal Financial Advisors	101	131	30
312021	Physical Therapist Assistants	81	111	30
472051	Cement Masons and Concrete Finishers	128	157	29
113021	Computer and Information Systems Managers	196	225	29
533031	Driver/Sales Workers	322	351	29
173000	Drafters, Engineering, and Mapping Technicians	607	635	28
513000	Food Processing Workers	273	301	28
519198	Helpers--Production Workers	457	485	28
499043	Maintenance Workers, Machinery	216	244	28
113011	Administrative Services Managers	160	186	26
493021	Automotive Body and Related Repairers	151	177	26
194000	Life, Physical, and Social Science Technicians	194	220	26
412022	Parts Salespersons	170	196	26
292055	Surgical Technologists	215	241	26
433071	Tellers	428	454	26
434199	Information and Record Clerks, All Other	431	456	25
292071	Medical Records and Health Information Technicians	345	370	25
291127	Speech-Language Pathologists	138	163	25
131031	Claims Adjusters, Examiners, and Investigators	612	636	24
537032	Excavating and Loading Machine and Dragline Operators	105	129	24
113031	Financial Managers	375	399	24
119199	Managers, All Other	591	615	24
292032	Diagnostic Medical Sonographers	77	100	23
252012	Kindergarten Teachers, Except Special Education	171	194	23
112000	Advertising, Marketing, Promotions, Public Relations, and Sa	337	359	22

119032	Education Administrators, Elementary and Secondary School	345	367	22
499094	Locksmiths and Safe Repairers	88	110	22
291122	Occupational Therapists	106	128	22
292081	Opticians, Dispensing	161	183	22
499052	Telecommunications Line Installers and Repairers	196	218	22
173022	Civil Engineering Technicians	133	154	21
499799	Installation, Maintenance, and Repair Workers, All Other	171	192	21
493042	Mobile Heavy Equipment Mechanics, Except Engines	202	223	21
492022	Telecommunications Equipment Installers and Repairers, Excep	135	156	21
274021	Photographers	134	154	20
212000	Religious Workers	89	109	20
291031	Dietitians and Nutritionists	86	105	19
514041	Machinists	466	485	19
433051	Payroll and Timekeeping Clerks	183	202	19
514031	Cutting, Punching, and Press Machine Setters, Operators, and	208	226	18
172112	Industrial Engineers	198	216	18
291021	Dentists, General	140	157	17
292799	Health Technologists and Technicians, All Other	214	231	17
434161	Human Resources Assistants, Except Payroll and Timekeeping	188	205	17
113051	Industrial Production Managers	139	156	17
436012	Legal Secretaries	146	163	17
112022	Sales Managers	208	225	17
435071	Shipping, Receiving, and Traffic Clerks	1,034	1,051	17
132082	Tax Preparers	156	173	17
394000	Funeral Service Workers	266	282	16
254000	Librarians, Curators, and Archivists	275	291	16
391000	Supervisors, Personal Care and Service Workers	271	287	16
274012	Broadcast Technicians	102	117	15
473013	Helpers--Electricians	117	132	15
292011	Medical and Clinical Laboratory Technologists	135	150	15
272012	Producers and Directors	95	110	15
193031	Clinical, Counseling, and School Psychologists	116	130	14
518000	Plant and System Operators	242	256	14
517011	Cabinetmakers and Bench Carpenters	189	202	13
331000	First-Line Supervisors/Managers, Protective Service Workers	266	279	13
271026	Merchandise Displayers and Window Trimmers	117	130	13
299000	Other Healthcare Practitioners and Technical Occupations	212	225	13
291071	Physician Assistants	135	148	13
537081	Refuse and Recyclable Material Collectors	115	128	13
439799	Office and Administrative Support Workers, All Other	339	351	12
434151	Order Clerks	220	232	12
532000	Air Transportation Workers	165	176	11
513021	Butchers and Meat Cutters	112	123	11

333012	Correctional Officers and Jailers	472	483	11
519032	Cutting and Slicing Machine Setters, Operators, and Tenders	117	128	11
450000	Farming, Fishing, and Forestry Occupations	197	208	11
454000	Forest, Conservation, and Logging Workers	135	146	11
472211	Sheet Metal Workers	139	150	11
211798	Community and Social Service Specialists, All Other	100	110	10
475000	Extraction Workers	141	151	10
119051	Food Service Managers	286	296	10
299799	Healthcare Practitioners and Technical Workers, All Other, i	96	105	9
254021	Librarians	163	172	9
192000	Physical Scientists	95	104	9
119031	Education Administrators, Preschool and Child Care Center/Pr	98	106	8
434061	Eligibility Interviewers, Government Programs	322	330	8
131023	Purchasing Agents, Except Wholesale, Retail, and Farm Produc	239	247	8
132021	Appraisers and Assessors of Real Estate	161	168	7
254031	Library Technicians	104	111	7
435031	Police, Fire, and Ambulance Dispatchers	119	126	7
514111	Tool and Die Makers	96	102	6
111011	Chief Executives	315	320	5
434031	Court, Municipal, and License Clerks	128	133	5
172141	Mechanical Engineers	263	268	5
419041	Telemarketers	257	262	5
291062	Family and General Practitioners	109	113	4
371011	First-Line Supervisors/Managers of Housekeeping and Janitori	258	262	4
394021	Funeral Attendants	148	151	3
434131	Loan Interviewers and Clerks	281	284	3
119141	Property, Real Estate, and Community Association Managers	142	145	3
516011	Laundry and Dry-Cleaning Workers	284	286	2
472181	Roofers	278	280	2
519111	Packaging and Filling Machine Operators and Tenders	325	326	1
333021	Detectives and Criminal Investigators	188	181	-7
474051	Highway Maintenance Workers	167	160	-7
536021	Parking Lot Attendants	190	183	-7
439011	Computer Operators	103	92	-11
439021	Data Entry Keyers	501	488	-13
173023	Electrical and Electronic Engineering Technicians	129	116	-13
533022	Bus Drivers, School	345	326	-19
434071	File Clerks	171	150	-21
435052	Postal Service Mail Carriers	362	328	-34
432000	Communications Equipment Operators	150	113	-37
432011	Switchboard Operators, Including Answering Service	150	113	-37
512022	Electrical and Electronic Equipment Assemblers	374	325	-49
516031	Sewing Machine Operators	268	215	-53

516000	Textile, Apparel, and Furnishings Workers	1,279	1,167	-112
435053	Postal Service Mail Sorters, Processors, and Processing Mach	271	143	-128

Source: Virginia Employment Commission, Western Virginia Workforce Development Board WIB Service Area, 2013.

Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

Items more than 0.10 different from the VCCS results are highlighted in red.

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Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

Item	VWCC		VCCS*		Large Colleges		All Participants	
	Responses:	Mean	Mean	Mean	Mean	Mean	Mean	
	914		4290		101,722		442,303	

4. In your experiences at this college during the current school year, about how often have you done each of the following?

Summary: Our responding students reported less academic involvement with other students than students at other colleges did. Our average scores on these items were slightly less than for the participating VCCS colleges. However, our students reported making more class presentations than average among the VCCS respondents.

1 = Never, 2 = Sometimes, 3 = Often, 4 = Very often

a . Asked questions in class or contributed to class discussions (ACTCOL)	2.93		2.87		2.89		2.92
b . Made a class presentation (ACTCOL)	2.15		2.03		2.09		2.08
c . Prepared two or more drafts of a paper or assignment before turning it in (STUEFF)	2.48		2.49		2.50		2.50
d . Worked on a paper or project that required integrating ideas or information from various sources (STUEFF)	2.69		2.78		2.77		2.77
e . Came to class without completing readings or assignments (STUEFF)	1.84		1.83		1.85		1.82
f . Worked with other students on projects during class (ACTCOL)	2.32		2.41		2.49		2.50
g . Worked with classmates outside of class to prepare class assignments (ACTCOL)	1.79		1.82		1.90		1.90
h . Tutored or taught other students (paid or voluntary) (ACTCOL)	1.25		1.28		1.38		1.38
i . Participated in a community-based project as a part of a regular course (ACTCOL)	1.19		1.23		1.31		1.32
j . Used the Internet or instant messaging to work on an assignment	2.94		2.97		2.98		2.97
k . Used email to communicate with an instructor (STUFAC)	2.95		2.97		2.77		2.76
l . Discussed grades or assignments with an instructor (STUFAC)	2.60		2.58		2.54		2.56
m . Talked about career plans with an instructor or advisor (STUFAC)	2.00		1.91		2.01		2.05
n . Discussed ideas from your readings or classes with instructors outside of class (STUFAC)	1.77		1.73		1.74		1.75
o . Received prompt feedback (written or oral) from instructors on your performance (STUFAC)	2.72		2.68		2.67		2.68
p . Worked harder than you thought you could to meet an instructor's standards or expectations (ACCHALL)	2.61		2.55		2.57		2.59
q . Worked with instructors on activities other than coursework (STUFAC)	1.36		1.36		1.40		1.42
r . Discussed ideas from your readings or classes with others outside of class (students, family members, co-workers, etc.) (ACTCOL)	2.56		2.52		2.56		2.57
s . Had serious conversations with students of a different race or ethnicity other than your own	2.50		2.48		2.47		2.41
t . Had serious conversations with students who differ from you in terms of their religious beliefs, political opinions, or personal values	2.43		2.40		2.38		2.35
u . Skipped class	1.51		1.51		1.58		1.54

Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

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Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

Item	VWCC		VCCS*		Large Colleges		All Participants	
	Responses:	Mean	Responses:	Mean	Responses:	Mean	Responses:	Mean
	914		4290		101,722		442,303	

5. During the current school year, how much has your coursework at this college emphasized the following mental activities?

Summary: There are no significant differences between the averages for our responding students and those from other institutions.

1 = Very little, 2 = Some, 3 = Quite a bit, 4 = Very much

a . Memorizing facts, ideas, or methods from your courses and readings so you can repeat them in pretty much the same form	2.86	2.81	2.86	2.85
b . Analyzing the basic elements of an idea, experience, or theory (ACCHALL)	2.88	2.89	2.90	2.89
c . Synthesizing and organizing ideas, information, or experiences in new ways (ACCHALL)	2.76	2.73	2.76	2.76
d . Making judgments about the value or soundness of information, arguments, or methods (ACCHALL)	2.54	2.57	2.59	2.59
e . Applying theories or concepts to practical problems or in new situations (ACCHALL)	2.63	2.63	2.69	2.69
f . Using information you have read or heard to perform a new skill (ACCHALL)	2.70	2.72	2.79	2.80

6. During the current school year, about how much reading and writing have you done at this college?

Summary: Our responding students reported having to read fewer books and write fewer papers than did students at other colleges both overall and at participating VCCS colleges.

1 = None, 2 = Between 1 and 4, 3 = Between 5 and 10, 4 = Between 11 and 20, 5 = More than 20

a . Number of assigned textbooks, manuals, books, or book-length packs of course readings (ACCHALL)	2.71	2.85	2.88	2.90
b . Number of books read on your own (not assigned) for personal enjoyment or academic enrichment (STUEFF)	2.14	2.13	2.11	2.10
c . Number of written papers or reports of any length (ACCHALL)	2.65	2.82	2.89	2.89

7. Mark the box that...

Summary: Our responding students reported less challenging exams than did students at other colleges overall. However, our average was about the same as for the participating VCCS colleges.

1 = Extremely easy ... 7 = Extremely challenging

7. Mark the box that best represents the extent to which your examinations during the current school year have challenged you to do your best work at this college (ACCHALL)	4.87	4.88	4.96	4.99
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Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

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Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

Item	VWCC		VCCS*		Large Colleges		All Participants	
	Responses:	Mean	Mean	Mean	Mean	Mean	Mean	
	914		4290		101,722		442,303	

9. How much does this college emphasize each of the following?

Summary: There are no significant differences between the averages for our responding students and those from other institutions.

1 = Very little, 2 = Some, 3 = Quite a bit, 4 = Very much

a . Encouraging you to spend significant amounts of time studying (ACCHALL)	2.94	2.95	2.99	3.01
b . Providing the support you need to help you succeed at this college (SUPPORT)	2.99	2.89	2.96	2.99
c . Encouraging contact among students from different economic, social, and racial or ethnic backgrounds (SUPPORT)	2.52	2.48	2.55	2.53
d . Helping you cope with your non-academic responsibilities (work, family, etc.) (SUPPORT)	1.92	1.86	1.93	1.95
e . Providing the support you need to thrive socially (SUPPORT)	2.14	2.07	2.15	2.17
f . Providing the financial support you need to afford your education (SUPPORT)	2.53	2.46	2.47	2.54
g . Using computers in academic work	3.12	3.16	3.17	3.18

10. About how many hours do you spend in a typical 7-day week doing each of the following?

Summary: Our responding students reported spending more time working for pay than did students at other institutions. Our average was significantly high even among the participating VCCS colleges. Surprisingly, our responding students reported spending LESS time caring for dependents than did students at other institutions and at participating VCCS colleges.

0 = None, 1 = 1-5 hours, 2 = 6-10 hours, 3 = 11-20 hours, 4 = 21-30 hours, 5 = More than 30 hours

a . Preparing for class (studying, reading, writing, rehearsing, doing homework, or other activities related to your program) (STUEFF)	1.91	1.89	1.99	2.00
b . Working for pay	3.21	3.07	2.85	2.80
c . Participating in college-sponsored activities (organizations, campus publications, student government, intercollegiate or intramural sports, etc.)	0.21	0.20	0.27	0.28
d . Providing care for dependents living with you (parents, children, spouse, etc.)	1.70	1.76	1.67	1.82
e . Commuting to and from classes	1.36	1.30	1.35	1.34

11. Mark the number that best represents the quality of your relationships with people at this college.

Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

Items more than 0.10 different from the VCCS results are highlighted in red.

Other items more than 0.10 different from the "All Participants" results are highlighted in blue.

Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

	VWCC	VCCS*	Large Colleges	All Participants
Responses:	914	4290	101,722	442,303
Item	Mean	Mean	Mean	Mean

Summary: Our responding students reported a higher quality of relationships with other students, instructors, and administrative personnel than did students at participating VCCS colleges.

1 = Unfriendly, unsupportive, sense of alienation ... 7 = Friendly, supportive, sense of belonging

a . Other students	5.43	5.30	5.41	5.49
b . Instructors	5.78	5.62	5.61	5.67
c . Administrative personnel and offices	5.03	4.87	4.83	4.97

12. How much has your experience at this college contributed to your knowledge, skills, and personal development in the following areas?

Summary: Our responding students gave higher marks on average for speaking, community service, and career goal development than did students at participating VCCS colleges. Although our students' rating on acquiring job skills was lower than for all participating institutions, our average was still higher than for the participating VCCS colleges.

1 = Very little, 2 = Some, 3 = Quite a bit, 4 = Very much

a . Acquiring a broad general education	2.95	2.90	2.97	2.98
b . Acquiring job or work-related knowledge and skills	2.45	2.41	2.49	2.57
c . Writing clearly and effectively	2.67	2.71	2.72	2.75
d . Speaking clearly and effectively	2.71	2.58	2.63	2.66
e . Thinking critically and analytically	2.89	2.86	2.90	2.92
f . Solving numerical problems	2.62	2.53	2.62	2.64
g . Using computing and information technology	2.77	2.70	2.73	2.77
h . Working effectively with others	2.71	2.64	2.73	2.76
i . Learning effectively on your own	2.92	2.88	2.91	2.93
j . Understanding yourself	2.58	2.55	2.62	2.64
k . Understanding people of other racial and ethnic backgrounds	2.31	2.35	2.42	2.41
l . Developing a personal code of values and ethics	2.33	2.31	2.38	2.41
m . Contributing to the welfare of your community	2.04	1.93	2.01	2.04
n . Developing clearer career goals	2.68	2.56	2.65	2.70
o . Gaining information about career opportunities	2.50	2.41	2.51	2.56

13.1. How often you use the following services?

Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

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Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

Item	VWCC		VCCS*		Large Colleges		All Participants	
	Responses:	Mean	Mean	Mean	Mean	Mean	Mean	
	914		4290		101,722		442,303	

Summary: Our responding students reported using the computer lab more frequently than did students at participating VCCS colleges.

1 = Rarely/Never, 2 = Sometimes, 3 = Often

a . Frequency: Academic advising/planning	1.75	1.66	1.74	1.78
b . Frequency: Career counseling	1.40	1.40	1.42	1.43
c . Frequency: Job placement assistance	1.20	1.17	1.22	1.24
d . Frequency: Peer or other tutoring	1.44	1.36	1.48	1.48
e . Frequency: Skill labs (writing, math, etc.)	1.62	1.59	1.70	1.73
f . Frequency: Child care	1.10	1.14	1.15	1.17
g . Frequency: Financial aid advising	1.81	1.78	1.81	1.87
h . Frequency: Computer lab	2.16	1.98	2.07	2.09
i . Frequency: Student organizations	1.35	1.30	1.33	1.36
j . Frequency: Transfer credit assistance	1.61	1.55	1.52	1.52
k . Frequency: Services for people with disabilities	1.28	1.27	1.28	1.30

13.2. How satisfied you are with the services?

Summary: Our responding students reported higher satisfaction with most services than did students at participating VCCS colleges. Although our students' satisfaction with child care was lower than for institutions overall, it was about the same as for participating VCCS colleges.

1 = Not at all, 2 = Somewhat, 3 = Very

a . Satisfaction: Academic advising/planning	2.27	2.14	2.18	2.23
b . Satisfaction: Career counseling	2.07	2.02	2.02	2.05
c . Satisfaction: Job placement assistance	1.85	1.71	1.79	1.81
d . Satisfaction: Peer or other tutoring	2.20	2.09	2.17	2.18
e . Satisfaction: Skill labs (writing, math, etc.)	2.32	2.21	2.26	2.27
f . Satisfaction: Child care	1.66	1.65	1.76	1.78
g . Satisfaction: Financial aid advising	2.28	2.17	2.17	2.23
h . Satisfaction: Computer lab	2.57	2.48	2.48	2.49
i . Satisfaction: Student organizations	2.10	1.94	1.98	1.99
j . Satisfaction: Transfer credit assistance	2.18	2.05	2.05	2.07

Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

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Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

Item	VWCC		VCCS*		Large Colleges		All Participants	
	Responses:	Mean	Responses:	Mean	Mean	Mean	Mean	Mean
k . Satisfaction: Services for people with disabilities		2.09		1.97	101,722	2.02	442,303	2.03

13.3. How important the services are to you?

Summary: Our responding students also reported many of these services as being more important to them than did students at participating VCCS colleges.

1 = Not at all, 2 = Somewhat, 3 = Very

a . Importance: Academic advising/planning	2.49	2.50	2.54	2.55
b . Importance: Career counseling	2.25	2.30	2.31	2.32
c . Importance: Job placement assistance	2.02	2.01	2.07	2.08
d . Importance: Peer or other tutoring	2.14	2.04	2.14	2.14
e . Importance: Skill labs (writing, math, etc.)	2.24	2.12	2.21	2.22
f . Importance: Child care	1.72	1.63	1.73	1.75
g . Importance: Financial aid advising	2.48	2.34	2.43	2.46
h . Importance: Computer lab	2.49	2.37	2.43	2.45
i . Importance: Student organizations	1.85	1.82	1.85	1.86
j . Importance: Transfer credit assistance	2.30	2.31	2.26	2.24
k . Importance: Services for people with disabilities	2.09	1.99	2.04	2.05

14. How likely is it that the following issues would cause you to withdraw from class or from this college?

Summary: Our responding students reported being more likely to withdraw due to a 4-year college than did students at participating VCCS colleges.

1 = Not likely, 2 = Somewhat likely, 3 = Likely, 4 = Very likely

a . Working full-time	2.19	2.20	2.20	2.19
b . Caring for dependents	1.90	1.89	1.91	1.92
c . Academically unprepared	1.64	1.69	1.70	1.67
d . Lack of finances	2.44	2.41	2.48	2.50
e . Transfer to a 4-year college	2.67	2.56	2.56	2.44

15. How supportive are your...

Summary: Our responding students reported more support for their college attendance from immediate family and from friends than did students at participating VCCS colleges.

Community College Survey of Student Engagement 2011 Means Summary Report - Virginia Western Community College

Items more than 0.10 different from the VCCS results are highlighted in red.

Other items more than 0.10 different from the "All Participants" results are highlighted in blue.

Participating VCCS colleges in 2011: John Tyler Community College, Lord Fairfax Community College, Northern Virginia Community College, Piedmont Virginia Community College, Virginia Western Community College

Item	VWCC		VCCS*		Large Colleges		All Participants	
	Responses:	Mean	Mean	Mean	Mean	Mean	Mean	
1 = Not very, 2 = Somewhat, 3 = Quite a bit, 4 = Extremely								
15. How supportive are your friends of your attending this college?		3.30	3.21	3.22	3.22	3.25	3.25	
16. How supportive is your immediate family of your attending this college?		3.61	3.51	3.48	3.48	3.51	3.51	
23. How many TOTAL credit...								
0 = None, 1 = 1-14 credits, 2 = 15-29 credits, 3 = 30-44 credits, 4 = 45-60 credits, 5 = Over 60 credits								
23. How many TOTAL credit hours have you earned at this college, not counting the courses you are currently taking this term?		2.14	1.89	2.03	2.03	2.04	2.04	
25. How many classes are ...								
1 = None, 2 = 1 class, 3 = 2 classes, 4 = 3 classes, 5 = 4 classes or more credits								
25. How many classes are you presently taking at OTHER institutions?		1.35	1.31	1.40	1.40	1.40	1.40	
27. How would you evaluate...								
1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent								
27. How would you evaluate your entire educational experience at this college?		3.15	3.10	3.12	3.12	3.14	3.14	

VWCC Alumni Survey Trends				
	Mean scores < 3.0 are marked as areas needing improvement.			
	Mean scores <3.25 are marked as areas of concern.			
Item #	Year of Survey:	2011	2010	2009
	Alumni who graduated in:	2009-10	2008-09	2007-08
	# Respondents:	67	77	134
General Information				
1	What type of award(s) did you receive from Virginia Western?			
	- Career Studies Certificate	11.9%	12%	5%
	- Certificate	13.4%	7%	10%
	- AAS Degree	34.3%	40%	36%
	- AA or AS "transfer" degree	49.3%	49%	49%
Satisfaction by Topic				
	<i>Responses were rated on a four-point scale where Very Satisfied= 4, Satisfied = 3, Dissatisfied = 2, and Very Dissatisfied = 1. Mean scores are shown here.</i>			
2	Please indicate your satisfaction with the following during your education at Virginia Western.			Rated on a 5-point scale
	Academic advising	3.03	3.19	3.33
	Access to student services	3.25	n/a	4.03
	Availability of needed courses	3.09	3.35	3.43
	Campus facilities (building, rooms, grounds)	3.40	3.48	3.61
	Library/Learning Technology Center	3.36	n/a	4.00
	Interaction with other students	3.17	n/a	4.05
	Willingness of faculty to help you succeed in your classes	3.45	3.51	3.63
	Overall interaction with faculty	3.42	n/a	4.23
	Quality of instruction	3.30	n/a	4.30
	Overall quality of academic program	3.38	3.50	3.63
General Education Learning Outcomes				
	<i>Responses were rated on a four-point scale where Very Much= 4, Somewhat = 3, Very Little = 2, and Not at all = 1. Mean scores are shown here.</i>			

VWCC Alumni Survey Trends			
	Mean scores < 3.0 are marked as areas needing improvement.		
	Mean scores <3.25 are marked as areas of concern.		
	Year of Survey:	2011	2010
3	Please rate how your educational experience contributed to your academic development in the following areas:		
	Communication: Communicating with others to understand and be understood	3.50	3.43
	Critical Thinking: Thinking critically by evaluating evidence to decide what to believe and how to act	3.48	3.42
	Cultural Understanding: Understanding and appreciating different societies and cultures	3.37	3.32
	Information Literacy: Recognizing when information is needed and being able to locate, evaluate, and use it effectively	3.44	3.51
	Personal Development: Developing yourself both physically and emotionally	3.19	3.12
	Quantitative Reasoning: Applying math and logic to deal with common problems and issues	3.31	3.31
	Scientific Reasoning: Relying on evidence to understand natural phenomena	3.25	n/a
	Computer Skills: Having the computer skills for successful transfer or employment	3.48	n/a
	Distance Learning		
4	Did you take any distance learning courses at Virginia Western?		
	- Yes	66.7%	n/a
	- No	31.8%	n/a
	- I don't remember	1.5%	n/a
5	While you were at Virginia Western, did you take any distance learning courses at another college?		
	- Yes. Virginia Western did not offer the course(s) I wanted to take.	4.5%	n/a
	- Yes. Virginia Western offered the course(s), but not through distance learning.	3.0%	n/a
	- No. I did not take distance learning courses through another college.	86.6%	n/a

VWCC Alumni Survey Trends			
	Mean scores < 3.0 are marked as areas needing improvement.		
	Mean scores <3.25 are marked as areas of concern.		
	Year of Survey:	2011	2010
	- Several problems	24.0%	2.6%
	- Not Applicable	9.8%	n/a
12	If yes: Please indicate the institution(s) where you are enrolled. Check all that apply.		
	- Radford	10.4%	12%
	- Roanoke College	6.0%	4%
	- Virginia Tech	3.0%	8%
	- VCU	3.0%	incl in Other
	- ODU	1.5%	2.7%
	- Other	32.8%	27%
	Main "Other" responses: Jefferson College of Health Sciences (7); James Madison University (3); Liberty University (2)		incl in Other 2.2% 19%
	<u>Employment</u>		
13	Are you currently employed?		
	- Yes	75.8%	79.7%
	- No	24.2%	20.3%
14	If yes: Are you employed full-time or part-time?		
	- Full-time	53.2%	60.3%
	- Part-time	46.8%	39.7%
15	If yes: Are you employed in a field related to your degree from Virginia Western?		
	- Yes	43.8%	55.9%
	- No	56.3%	44.1%
16	If yes: How long after graduation did you begin your employment?		
	- Before graduation	53.2%	30.9%
	- within 1 month of completing coursework	8.5%	incl in above
	- within 3 months of completing coursework	8.5%	21.8%
	- within 6 months of completing coursework	4.3%	7.3%
	- within 9 months of completing coursework	2.1%	1.8%
			incl in above 10.6% 4.8% 1.0%

VWCC Alumni Survey Trends			
	Mean scores < 3.0 are marked as areas needing improvement.		
	Mean scores <3.25 are marked as areas of concern.		
	Year of Survey:	2011	2010
	- within 1 year of completing coursework	10.6%	12.7%
	- Other	12.8%	25.5%
17	If yes: How well do you feel your courses at Virginia Western prepared your current employment?		
	- Well Prepared	38.3%	50.0%
	- Somewhat Prepared	42.6%	41.1%
	- Very Little Prepared	14.9%	-
	- Not Prepared	4.3%	8.9%
18	If yes: Have you had additional training to help prepare you for your current employment?		
	- Yes	38.8%	50.0%
	- No	61.2%	50.0%
	<u>Satisfaction with Field of Study</u>		
19	How satisfied are you with the field of study you chose?	3.40	3.48
	<i>Responses were rated on a four-point scale where Very Satisfied= 4, Satisfied = 3, Dissatisfied = 2, and Very Dissatisfied = 1. Mean scores are shown here.</i>		
20	Do you plan to take course work in a different field?		
	- Yes	28.4%	39.2%
	- No	47.8%	29.7%
	- Maybe	23.9%	31.1%
	<u>Alumni Communication</u>		
21	What do you believe is the best way Virginia Western can share college updates with you and the community?		
	- Magazine	7.8%	10.8%
	- Newspaper	10.9%	2.7%
	- Email	51.6%	35.1%
	- Radio	3.1%	4.1%
	- Social Network	15.6%	33.8%
			23.6%
			7.9%
			45.7%
			2.4%
			13.4%

VWCC Alumni Survey Trends				
	Mean scores < 3.0 are marked as areas needing improvement.			
	Mean scores <3.25 are marked as areas of concern.			
	Year of Survey:	2011	2010	2009
	- TV	6.3%	9.5%	3.9%
	- Other	4.7%	4.1%	3.1%
22	Are you a member of any of the following Virginia Western or Virginia Western Alumni social networks?			
	- YouTube	6.0%	3.9%	-
	- Facebook	31.3%	40.3%	27.6%
	- Linked In	3.0%	1.3%	1.5%
	- Twitter	6.0%	0.0%	0.7%
	- Other	1.5%	2.6%	3.7%
23	Do you plan to be involved in the Virginia Western Alumni Association and Alumni Activities?			
	- Yes	10.6%	9.5%	11.1%
	- Maybe	65.2%	54.1%	56.3%
	- No	24.2%	36.5%	32.5%

VWCC SDV Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.									
Mean scores <3.25 are marked as areas of concern.									
Item	Year:	2011	2010	2009	AVG	Curr Yr vs. Prior Yr			
	# SDV Students	1227	1318	1296	1280	-91			
	# Responding:	422	467	139	343	-45			
	Response Rate:	34%	35%	11%	27%	-1%			
3	What is your primary goal as a student at Virginia Western? (Choose one)								
	- to prepare for transfer to another college	54%	n/a	69%	62%	n/a			
	- to prepare for employment or advancement in a particular field	38%	n/a	26%	32%	n/a			
	- personal interest and self-enrichment	3%	n/a	4%	3%	n/a			
	- other/not sure	4%	n/a	1%	3%	n/a			
4	Which of the following had the most influence on your decision to attend Virginia Western? (Check all that apply)								
	- advice of family and/or friends	51%	56%	42%	49%	-5%			
	- advice of high school teacher and/or counselor	25%	25%	11%	20%	0%			
	- previous positive experiences with Virginia Western personnel	11%	10%	8%	10%	1%			
	- information provided to me through the college's marketing efforts	8%	9%	7%	8%	-1%			
	- located close to home	63%	60%	50%	58%	4%			
	- low cost of tuition	68%	67%	25%	53%	0%			
	- CCAP program	10%	n/a	n/a	10%	n/a			
	- academic opportunities	39%	43%	15%	32%	-5%			
	- reputation of faculty and staff	10%	10%	4%	8%	1%			
	- other	8%	4%	33%	15%	4%			
5	What other alternatives were you considering when you began at Virginia Western? (Check all that apply)								
	- Other Community College	17%	n/a	n/a	n/a	n/a			
	- Four year College or Universities	59%	n/a	n/a	n/a	n/a			
	- Technical Colleges	16%	n/a	n/a	n/a	n/a			
	- Other	11%	n/a	n/a	n/a	n/a			
6	Why did you enroll at Virginia Western?								

VWCC SDV Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.								
Mean scores <3.25 are marked as areas of concern.								
	Year:	2011	2010	2009	AVG	Curr Yr vs. Prior Yr		
	- to complete a program	84%	82%	82%	83%	2%		
	- to take a few classes	16%	18%	18%	17%	-2%		
7	Please indicate your enrollment status							
	- full time (12 or more credits)	65%	64%	73%	68%	0%		
	- at least half-time (6-11 credits)	28%	30%	18%	25%	-2%		
	- less than half time (1-5 credits)	8%	6%	9%	7%	2%		
8	Please indicate the highest education level achieved by your parents.							
	Mother:							
	- Graduated college	24%	27%	n/a	26%	-3%		
	- Attended college	24%	22%	n/a	23%	2%		
	- Graduated high school	30%	30%	n/a	30%	0%		
	- Attended high school	22%	21%	n/a	21%	1%		
	- I don't know	7%	7%	n/a	7%	0%		
	Father:							
	- Graduated college	21%	27%	n/a	24%	-6%		
	- Attended college	23%	22%	n/a	23%	1%		
	- Graduated high school	30%	29%	n/a	30%	1%		
	- Attended high school	27%	22%	n/a	24%	4%		
	- I don't know	14%	10%	n/a	12%	3%		
9	Approximately how often do you work outside the home?							
	Full-time - 40 or more hours per week	22%	20%	22%	21%	2%		
	Part-time - between 20-39 hours per week	32%	35%	33%	33%	-3%		
	Part-time - less than 20 hours per week	19%	20%	22%	20%	-1%		
	None - not employed this semester	27%	25%	24%	25%	2%		
10	Please indicate your main source of financial support for college expenses this semester.							
	Self	15%	18%	17%	17%	-3%		
	Family	25%	25%	37%	29%	0%		

VWCC SDV Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.									
Mean scores <3.25 are marked as areas of concern.									
	Year:	2011	2010	2009	AVG	Curr Yr vs. Prior Yr			
	Need-based federal Financial Aid	40%	38%	38%	39%	2%			
	Student loans	9%	9%	n/a	9%	-1%			
	Scholarships	4%	3%	n/a	4%	1%			
	Other	7%	7%	8%	7%	1%			
11	Please indicate the statement that best explains your federal Financial Aid situation.								
	I have not applied because I don't think I would qualify for aid	10%	14%	16%	13%	-4%			
	I have not applied for other reasons	7%	11%	12%	10%	-3%			
	I applied and was determined to be ineligible (denied financial aid)	18%	16%	21%	18%	3%			
	I applied and I am eligible, but I declined the financial aid that was offered.	2%	1%	1%	1%	1%			
	I applied and am receiving financial aid	63%	59%	51%	58%	4%			
12	How did you register for classes this semester?								
	Registered myself online from home	42%	40%	66%	49%	2%			
	Registered during Discover orientation	26%	22%	incl	24%	4%			
	Registered myself online in a campus computer lab	1%	1%	2%	2%	0%			
	Registered on campus with assistance	30%	36%	29%	32%	-6%			
13	Are you enrolled in developmental English or Math courses this semester?								
	Yes, I am enrolled in a developmental course	52%	55%	45%	51%	-3%			
	No, but I have been advised to take a developmental course	13%	13%	12%	13%	0%			
	No, I have not been advised to take a developmental course	36%	33%	42%	37%	3%			
14	Have you withdrawn from any of your classes this semester?								
	Yes	19%	17%	25%	20%	2%			
	No	82%	83%	76%	80%	-2%			
15	Please indicate your usage of Virginia Western student email.								
	I regularly check my student email account	71%	75%	70%	72%	-5%			
	I regularly check my student email account that is forwarded to a personal account	7%	4%	24%	12%	3%			

VWCC SDV Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.								
Mean scores < 3.25 are marked as areas of concern.								
	Year:	2011	2010	2009	AVG	Curr Yr vs. Prior Yr		
I do not regularly check my student email		22%	21%	6%	16%	2%		
16 Do you plan to take courses at Virginia Western next semester?								
Yes		92%	94%	91%	92%	-2%		
No		2%	2%	2%	2%	-1%		
Undecided		6%	4%	7%	6%	2%		
17 Are you a veteran?								
Yes		4%	n/a	n/a	n/a	n/a		
No		96%	n/a	n/a	n/a	n/a		
Responses were rated on a four-point scale where Excellent = 4, Good = 3, Fair = 2, and Poor = 1. Mean scores are shown here. "Did not use this service" responses are reported separately and only for the current year.								
18	Please rate your satisfaction with the quality of Veteran's Services at Virginia Western. (only for those who answered "yes" to the prior item)	3.07	n/a	n/a	n/a	n/a		
19	Please rate your satisfaction with the quality of the following college services:							% not using this service
	- Admissions Office	3.35	3.43	3.34	3.37	-0.08	11%	10%
	- Bookstore	3.26	3.35	3.23	3.28	-0.09	7%	5%
	- Cashier	3.27	3.35	3.27	3.30	-0.08	20%	17%
	- Computer Labs	3.44	3.47	3.33	3.41	-0.03	25%	22%
	- Financial Aid	3.06	3.35	3.30	3.24	-0.29	20%	21%
	- Fitness Center	3.11	3.22	n/a	3.17	-0.11	64%	64%
	- Food Selections	2.28	2.35	3.07	2.57	-0.07	43%	41%
	- Hall Associates Career Center	3.34	3.39	n/a	3.37	-0.05	58%	58%
	- Help Desk	3.29	3.44	n/a	3.37	-0.15	55%	57%
	- Learning Technology Center	3.42	3.42	n/a	3.42	0.00	43%	36%
	- Writing Center	3.36	3.49	n/a	3.43	-0.13	61%	55%
	- Drop-In Math Tutoring Center	3.29	3.41	n/a	3.35	-0.12	75%	70%

VWCC SDV Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.							
Mean scores < 3.25 are marked as areas of concern.							
	Year:	2011	2010	2009	AVG	Curr Yr vs. Prior Yr	
- Power-Hour One-on-One Tutoring		3.31	3.42	n/a	3.37	-0.11	79%
- Library		3.36	3.33	3.33	3.34	0.03	37%
- Reach/Student Support Services		3.43	3.47	n/a	3.45	-0.04	70%
- Retention Services		3.29	n/a	n/a	3.29	n/a	77%
- Student Activities		3.28	3.38	3.08	3.25	-0.10	64%
- Overall quality of College Services		3.31	3.34	n/a	3.33	-0.03	7%
20	What is your experience with the Hall Association Career and Employment Assistance Center?						
	I have used the Career Center	18%	18%	5%	14%	0%	
	I am aware of the Career Center, but have not used it.	55%	59%	63%	59%	-4%	
	I am not aware of the Career Center	27%	24%	32%	27%	4%	
21	Please rate your satisfaction with college facilities:						
	Responses were rated on a four-point scale where Excellent = 4, Good = 3, Fair = 2, and Poor = 1. Mean scores are shown here.						
	- Campus appearance and cleanliness	3.53	3.57	3.52	3.54	-0.04	
	- Classrooms	3.39	3.48	n/a	3.44	-0.09	
	- Laboratories	3.30	3.38	n/a	3.34	-0.08	
	- Availability of areas to study	3.17	3.18	n/a	3.18	-0.01	
	- Availability of areas to interact with other students	3.32	3.31	n/a	3.32	0.01	
	- Campus safety and security	3.47	3.47	n/a	3.47	0.00	
	- Overall satisfaction with college facilities	3.43	3.48	n/a	3.46	-0.05	
22	Please rate your satisfaction with your academic program(s) at Virginia Western:						% "Not Applicable"
	Responses were rated on a four-point scale where Excellent = 4, Good = 3, Fair = 2, and Poor = 1. Mean scores are shown here. "Not Applicable" responses are reported separately and only for the current year.						Curr Year:
	- Academic advising	3.21	3.25	n/a	3.23	-0.04	8%
	- Course availability	2.99	3.05	n/a	3.02	-0.06	2%

VWCC SDV Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.							
Mean scores < 3.25 are marked as areas of concern.							
	Year:	2011	2010	2009	Avg	Curr Yr vs. Prior Yr	
- Distance learning courses		3.18	3.22	n/a	3.20	-0.04	35%
- Hybrid courses		3.18	3.23	n/a	3.21	-0.05	53%
- Weekend college		3.16	3.27	n/a	3.22	-0.11	64%
- Blackboard		3.30	3.33	n/a	3.32	-0.03	0%
- Course materials		3.24	3.28	n/a	3.26	-0.04	1%
- Equipment and other resources for learning		3.27	3.29	n/a	3.28	-0.02	11%
- Learning environment		3.30	3.36	n/a	3.33	-0.06	2%
- Instruction		3.28	3.37	n/a	3.33	-0.09	1%
- Faculty availability for assistance outside of class		3.22	3.27	n/a	3.25	-0.05	6%
- Relationship with faculty		3.20	3.26	n/a	3.23	-0.06	3%
- Helpfulness of staff		3.32	3.33	n/a	3.33	-0.01	1%
- Overall quality of your academic program(s)		3.35	3.38	n/a	3.37	-0.03	1%

VWCC Graduation Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.		Mean scores <3.25 are marked as areas of concern.							
Item #	Year:	2012	2011	2010	2009	Average	Curr Yr vs. Prior Yr		
	# Spring Graduates:	588	529	469	395	495	60		
	# Responding:	441	390	385	354	393	5		
	Response Rate:	75%	74%	82%	90%	82%	-8%		
1	What type of award are you receiving today? (Check all that apply)								
	- AA or AS degree "transfer" program	36.5%	43.3%	42.5%	40.3%	40.7%	0.8%		
	- AAS degree program	45.1%	37.2%	46.2%	49.4%	44.5%	-9.0%		
	- Certificate	8.2%	14.6%	10.8%	9.7%	10.8%	3.8%		
	- Career Studies Certificate	12.7%	7.7%	incl	incl	10.2%	incl		
2	How long have you been enrolled at Virginia Western for this award? (Choose one)								
	- less than two years	10.5%	12.0%	8.4%	6.8%	9.1%	3.6%		
	- two years	44.2%	41.3%	41.3%	37.9%	40.2%	0.0%		
	- three	25.1%	51.9%	54.3%	58.0%	54.7%	-2.4%		
	- four years	8.6%	incl	incl	incl	incl	n/a		
	- more than four years	11.6%	incl	incl	incl	incl	n/a		
3	Did you take any dual enrollment courses through Virginia Western while you were in high school? (Choose one)								
	- Yes	30.4%	33.2%	22.6%	24.5%	26.8%	10.6%		
	- No	69.3%	66.8%	77.4%	75.5%	73.2%	-10.6%		
4	What are your plans after graduation? (check all that apply)								
	- Continue at Virginia Western	17.0%	20.0%	n/a	n/a	20.0%	n/a		
	- Transfer to another two-year college	2.5%	1.5%	n/a	n/a	1.5%	n/a		
	- Transfer to a four-year college or university	47.2%	56.7%	59.8%	57.3%	57.9%	-3.1%		
	- Continue with my current employment	11.6%	13.8%	9.6%	7.8%	10.4%	4.2%		
	- Begin a new job	17.5%	33.8%	32.6%	24.1%	30.2%	1.2%		
	- Search for a new job	18.4%	18.2%	n/a	n/a	18.2%	n/a		
	- Undecided	7.9%	6.2%	7.0%	4.4%	5.9%	-0.8%		
	- Other	5.2%	1.8%	6.7%	6.4%	5.0%	-4.9%		
5	Please rate your satisfaction with your academic program(s) at Virginia Western:							Curr Year:	
	<i>Responses were rated on a four-point scale where Excellent = 4, Good = 3, Fair = 2, and Poor = 1. Mean scores are shown here. "Not Applicable" responses are reported separately and only for the current year.</i>	3.25	3.18	3.25		3.23	-0.07	% "Not Applicable"	
	- Academic advising							5.9%	

VWCC Graduation Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.		Mean scores <3.25 are marked as areas of concern.					
	Year:	2012	2011	2010	2009	Average	Curr Yr vs. Prior Yr
	- Course availability	3.26	3.12	3.14		3.17	-0.02
	- Hybrid courses	3.25	3.25	3.25		3.25	0.00
	- Weekend college	3.28	3.23	3.24		3.25	-0.01
	- Blackboard	3.37	3.18	3.30		3.28	-0.12
	- Course materials	3.34	3.28	3.31		3.31	-0.03
	- Equipment and other resources for learning	3.30	3.28	3.32		3.30	-0.04
	- Learning environment	3.43	3.32	3.42		3.39	-0.10
	- Instruction	3.49	3.38	3.40		3.42	-0.02
	- Faculty availability for assistance outside of class	3.39	3.38	3.35		3.37	0.03
	- Relationship with faculty	3.51	3.46	3.45		3.47	0.01
	- Helpfulness of staff	3.48	3.42	3.41		3.44	0.01
	- Overall quality of your academic program(s)	3.47	3.44	3.45		3.45	-0.01
6	Please rate your distance learning experience in regards to the following:						Curr Year:
	- course design and content	3.33	n/a	n/a	n/a	n/a	n/a
	- communication and interaction	3.29	n/a	n/a	n/a	n/a	n/a
	- evaluation/assessment	3.28	n/a	n/a	n/a	n/a	n/a
	- use of technology	3.32	n/a	n/a	n/a	n/a	n/a
	- learner support	3.25	n/a	n/a	n/a	n/a	n/a
	- overall satisfaction	3.31	n/a	n/a	n/a	n/a	n/a
7	Please rate your satisfaction with the quality of the following college services:						Curr Year:
	- Admissions Office	3.31	3.43	3.44		3.39	-0.01
	- Bookstore	3.20	3.14	3.05		3.13	0.09
	- Cashier	3.27	3.26	3.16		3.23	0.10
	- Computer Labs	3.37	3.40	3.44		3.40	-0.04
	- Financial Aid	3.22	3.22	3.36		3.27	-0.14
	- Fitness Center	3.14	3.26	3.15		3.18	0.11
	- Food Selections	2.43	2.10	2.62		2.38	-0.52
	- Hall Associates Career Center	3.28	3.19	3.18		3.22	0.01
	- Help Desk	3.22	3.25	3.30		3.26	-0.05
	- Learning Technology Center	3.36	3.38	3.46		3.40	-0.08
	- Writing Center	3.32	3.33	3.44		3.36	-0.11
	- Drop-in Math Tutoring Center	3.31	3.34	3.26		3.30	0.08
	- Power-Hour One-on-One Tutoring	3.38	3.44	3.21		3.34	0.23
	- Library	3.45	3.34	3.38		3.39	-0.04

VWCC Graduation Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.		Mean scores < 3.25 are marked as areas of concern.						
	Year:	2012	2011	2010	2009	Average	Curr Yr vs. Prior Yr	
	- Reach/Student Support Services	3.38	3.34	3.49		3.40	-0.15	
	- Retention Services	3.28	3.32	3.35		3.32	-0.03	
	- Student Activities	3.24	3.21	3.26		3.24	-0.05	
	- Overall quality of College Services	3.31	3.34	3.37		3.34	-0.03	
8	Please rate how well your educational experience at Virginia Western has prepared you to do the following:							
	<i>Responses were rated on a four-point scale where Very Much = 4, Somewhat = 3, Very Little = 2, and Not At All = 1. Mean scores are shown here.</i>							
	- Information Literacy	3.62	3.33	3.55		3.44	-0.22	
	- Critical Thinking	3.68	3.38	3.59		3.49	-0.21	
	- Computer Skills	3.55	3.41	3.61		3.51	-0.20	
	- Quantitative Reasoning	3.52	3.36	3.49		3.43	-0.13	
	- Communication	3.69	3.29	3.50		3.39	-0.21	
	- Cultural Understanding	3.49	3.22	3.36		3.29	-0.14	
	- Personal Development	3.63	3.41	3.64		3.53	-0.23	
	- Information Literacy	3.62	3.45	n/a	n/a	3.45	n/a	
	- Scientific Reasoning	3.49	3.38	n/a	n/a	3.38	n/a	
9	What is your experience with the Hall & Associates Career and Employment Assistance Center?							
	- I have used the Career Center	22.6%	n/a	n/a	n/a	n/a	n/a	
	- I am aware of the Career Center	59.7%	n/a	n/a	n/a	n/a	n/a	
	- I am not aware of the Career Center	17.7%	n/a	n/a	n/a	n/a	n/a	
10	Are you a veteran?							
	- Yes	5.7%	n/a	n/a	n/a	n/a	n/a	
	- No	94.3%	n/a	n/a	n/a	n/a	n/a	
	<i>Of those answering "Yes":</i>							
11	Please rate your satisfaction with the quality of Veteran's Services at Virginia Western.	3.89	n/a	n/a	n/a	n/a	n/a	
	<i>Responses were rated on a four-point scale where Excellent = 4, Good = 3, Fair = 2, and Poor = 1. Mean scores are shown here.</i>							
12	Please rate your satisfaction with college facilities:							
	- Campus appearance and cleanliness	3.56	3.54	3.61	n/a	3.57	-0.07	
	- Classrooms	3.44	3.37	3.41	n/a	3.41	-0.04	
	- Laboratories	3.60	3.27	3.29	n/a	3.39	-0.02	
	- Availability of areas to study	3.34	3.18	3.26	n/a	3.26	-0.08	

VWCC Graduation Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.	Mean scores < 3.25 are marked as areas of concern.						
	Year:	2012	2011	2010	2009	Average	Curr Yr vs. Prior Yr
- Availability of areas to interact with other students		3.41	3.24	3.32	n/a	3.32	-0.08
- Campus safety and security		3.52	3.44	3.50	n/a	3.49	-0.06
- Overall satisfaction with college facilities		3.52	3.42	3.51	n/a	3.48	-0.09

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.					
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.					
Changes of +/- 0.30 or more versus the prior year are considered significant					
Item #	Year:	2011	2009	Curr Yr vs. Prior Yr	
	# Employee:				
	# Responding:	251	237		
	Response Rate:	#DIV/0!			
1	Please indicate your position.				
	Full-time Faculty	21.6%			
	Adjunct Faculty	31.2%			
	Full-time Classified Staff	29.6%			
	Part-time Classified Staff	8.8%			
	Administrative Faculty	8.8%			
2	Please indicate the types of courses you teach at Virginia Western. Check all that apply.				
	I teach credit courses	53.4%			
	I teach developmental courses	8.8%			
	I teach noncredit courses	3.6%			
	I do not teach at VWCC	39.4%			
3	Please indicate how long you have been employed at Virginia Western.				
	Less than 5 years	42.2%			
	5-9 years	27.5%			
	10-14 years	12.4%			
	15-19 years	4.8%			
	20 or more years	13.1%			
4-5	Please identify the area of the college in which you are employed.				
	Finance and Administrative Services	13.5%			
	Academic & Student Affairs	23.7%			
	Human Resources	2.0%			
	President's Office / Institutional Advancement	2.0%			
	Workforce Development Services	4.9%			
	School of Business, Engineering & Technology	12.7%			

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.				
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.				
Changes of +/- 0.30 or more versus the prior year are considered significant				
	Year:	2011	2009	Curr Yr vs. Prior Yr
	School of Liberal Arts & Social Sciences	24.1%		
	School of Science, Mathematics, and Health Professions	17.1%		
	Responses for the following items were rated on a five-point scale where Very Satisfied = 5 and Very Dissatisfied = 1. Mean scores are shown here.			
6	If you teach developmental classes, please respond to the following statements concerning students at Virginia Western.			
	Preparedness of new students	2.91	3.0	-0.1
	General student interest and motivation	3.38	3.3	0.1
7	If you teach credit classes, please respond to the following statements concerning student characteristics at Virginia Western.			
	Preparedness of new students	3.05	3.1	0.0
	General student interest and motivation	3.43	3.4	0.0
	General competence level of continuing students	3.72	3.7	0.0
	Overall quality of graduates	4.00	4.0	0.0
8	Please indicate your satisfaction with the following statements concerning faculty involvement at Virginia Western.			
	Overall level of faculty involvement in campus decision-making	3.67	3.4	0.3
	Role of faculty in setting campus priorities regarding academic plans	3.71	3.6	0.1
	Role of faculty in setting campus priorities regarding strategic plans	3.57	3.8	-0.2
	Role of faculty in setting campus priorities regarding facility plans	3.42	3.5	-0.1
	Level of faculty involvement in hiring	3.59	3.8	-0.2
	Level of faculty involvement in department scheduling	4.07	4.2	-0.1
	Level of faculty involvement in departmental budgeting	3.51	3.2	0.3
	Level of faculty involvement in the curriculum approval process	3.90	3.9	0.0
	Faculty interaction with students	4.37	4.4	0.0
	Interaction among faculty within disciplines	3.81	4.0	-0.2
	Interaction among faculty across disciplines	3.03	3.2	-0.2
	The value placed on teaching in my department	4.37	4.4	0.0
	The value placed on teaching at the college	4.23	4.2	0.0

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.					
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.					
Changes of +/- 0.30 or more versus the prior year are considered significant					
	Year:	2011	2009	Curr Yr vs. Prior Yr	
	<i>Responses for the following items were rated on a five-point scale of Daily, Weekly, Monthly, Once per Semester, and Never. Percent of respondents using these methods at least monthly is shown.</i>				
9	Please indicate how often you use each of the following in your classes at Virginia Western.	At least monthly			
	Class Discussion	95.2%			
	Lecture	95.2%			
	Essays	38.6%			
	Student Presentations	22.6%			
	Research Papers	5.6%			
	Group Projects	28.8%			
	Individual Projects	46.8%			
	Written Assignments	75.5%			
	Portfolios	5.7%			
	On-line discussion among students or between students and faculty	38.9%			
	Social Media	25.5%			
	Electronic Classroom Equipment (ELMO, Computer, DVD player, etc.)	88.4%			
	Lecture Capture (such as Panopto)	19.6%			
	Other (Please specify in Comments section below)	28.3%			
	<i>Responses for the following items were rated on a five-point scale where Very Satisfied = 5 and Very Dissatisfied = 1. Mean scores are shown here.</i>				
10	Please indicate your satisfaction with the following statements concerning staff involvement at Virginia Western.				
	Overall level of staff involvement in campus decision-making	3.32	3.1	0.2	
	Role of staff in setting campus priorities regarding academic plans	3.11	2.8	0.3	
	Role of staff in setting campus priorities regarding strategic plans	3.31	3.4	-0.1	
	Role of staff in setting campus priorities regarding facility plans	3.05	2.9	0.2	
	Level of staff involvement in hiring	3.18	3.3	-0.1	

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.					
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.					
Changes of +/- 0.30 or more versus the prior year are considered significant					
	Year:	2011	2009	Curr Yr vs. Prior Yr	
	Level of staff involvement in department scheduling	3.41	3.4	0.0	
	Level of staff involvement in departmental budgeting	3.17	3.1	0.1	
	Level of staff involvement in the curriculum process	3.08	3.0	0.1	
	Staff interaction with students	4.04	4.1	-0.1	
	Interaction among staff within my division	4.00	4.1	-0.1	
	Interaction among staff across divisions	3.32	3.3	0.0	
11	Please indicate your satisfaction with academic quality at Virginia Western by responding to the statements below.				
	Overall quality of education provided by Virginia Western	4.32	4.4	-0.1	
	Overall quality of education in my department	4.37	4.5	-0.1	
	Overall quality of graduates	4.07	4.1	0.0	
	Overall teaching competency of faculty in my department	4.41	4.5	-0.1	
	Overall teaching competency of faculty at Virginia Western	4.17	4.2	0.0	
	The use of relevant and current curriculum in my department	4.36	4.5	-0.1	
	Range of delivery systems and modes of instruction	4.23	4.3	-0.1	
	Evaluation of educational programs	3.91	4.1	-0.2	
	Approaches used to improve programs and related services	3.85	3.9	-0.1	
12	Please respond to the following statements concerning teaching and learning at Virginia Western.				
	Curricula and courses meet the needs of the community	4.11	4.1	0.0	
	Curricula and courses are continuously improved	4.14	4.1	0.0	
	Innovative teaching and learning techniques are used	4.05	4.0	0.0	
	Innovative technology is utilized	4.11	4.1	0.0	
	Dual enrollment options meet the need of the community	3.88	4.2	-0.3	
	Dual enrollment courses are equivalent to the respective campus courses	3.64	4.0	-0.4	
	The Honor's Institute provides appropriate opportunities for students	3.92	4.1	-0.2	
	The Virginia Western Academy for Advanced Technology meets the needs of the community	4.02	4.0	0.0	

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.					
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.					
Changes of +/- 0.30 or more versus the prior year are considered significant					
	Year:	2011	2009	Curr Yr vs. Prior Yr	
	Workforce Development Services meets the needs of the community	3.69	3.7	0.0	
	Current programs and services for improving retention and graduation serve the needs of the campus community	3.64	3.8	-0.2	
	Virginia Western provides an opportunity for student engagement	4.06	4.0	0.1	
	There is a satisfactory level of student engagement on campus	3.70	3.7	0.0	
	There are ample opportunities for student enrichment on campus	3.93	3.8	0.1	
	Academic advising opportunities meet the needs of the students	3.47	3.5	0.0	
	Counseling and mental health services for students help provide a safe and secure campus environment	3.56	3.8	-0.2	
	Student Activities programs promote co-curricular opportunities and personal growth	3.94	4.0	-0.1	
	The hours of operation for the Learning Technology Center are appropriate	4.23	n/a	n/a	
	The availability of tutors in the Learning Technology Center is sufficient	3.73	n/a	n/a	
	The Institutional Effectiveness continuous implementation cycle helps to promote quality programs and student success	3.88	3.9	0.0	
13	Please indicate your agreement with the following statements about Facilities Management Services at Virginia Western.				
	Parking safety meet my expectations	3.90	3.8	0.1	
	Building safety meets my expectations	4.16	4.1	0.1	
	Cleanliness of buildings meets my expectations	3.73	3.6	0.1	
	Maintenance of buildings meets my expectations	3.98	4.1	-0.1	
	Maintenance of grounds meets my expectations	4.47	4.6	-0.1	
	Facilities staff engages in future planning that meets the needs of the campus community	3.85	4.1	-0.3	
	Facilities staff communicates with college employees concerning their facility needs	3.53	3.8	-0.3	

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.					
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.					
Changes of +/- 0.30 or more versus the prior year are considered significant					
	Year:	2011	2009	Curr Yr vs. Prior Yr	
	Facilities staff provides a mechanism for college employees to provide input concerning the needs of the campus community	3.32	3.6	-0.3	
14	Please indicate your agreement with the following statements regarding Instructional and Educational Technologies at Virginia Western.				
	Help desk calls and requests for services are handled effectively and within a reasonable time	4.61	4.6	0.0	
	Training for the use of computers and software meets my needs.	4.33	4.3	0.0	
	Replacement of college computers and software is consistent with current technology	4.07	4.1	0.0	
	Computer equipment in my work area meets my needs	4.27	4.2	0.1	
	IETS (Instructional and Educational Technology Services) provides a mechanism for campus personnel to provide input concerning the technology needs of the campus community	4.02	3.9	0.1	
	As an instructor, my teaching and learning needs in the classroom are being met.	4.37	4.3	0.1	
15	Please indicate your agreement with the following statements concerning distance learning and instructional technology at Virginia Western.				
	VWCC offers an adequate number of distance learning courses	4.04	4.2	-0.2	
	VWCC offers an adequate number of hybrid courses	3.94	4.1	-0.2	
	Training provided to prepare faculty to teach distance learning courses meet my expectations	3.84	3.7	0.1	
	Student orientation measures for distance learning courses meet their needs	3.61	3.8	-0.2	
	Blackboard questions are handled effectively and within a reasonable time	4.11	4.0	0.1	
	Available instructional technology meets my needs.	4.16	4.0	0.2	
16	Please indicate your satisfaction with the following services and programs at Virginia Western.				

VWCC Campus Employee Survey Trends

Mean scores < 3.0 are marked as areas needing improvement.				
Mean scores <3.5 or changes of 0.30 or greater versus the prior year are marked as areas of concern.				
Changes of +/- 0.30 or more versus the prior year are considered significant				
	Year:	2011	2009	Curr Yr vs. Prior Yr
Academic Advising		3.63	n/a	n/a
Admissions		4.13	4.2	-0.1
Alliance for Excellence		3.72	3.8	-0.1
Hall Associates Career & Employment Assistance Center		3.87	n/a	n/a
Financial Aid		3.50	3.9	-0.4
REACH/Student Support Services		3.94	4.0	-0.1
Records		4.26	4.2	0.1
Retention		3.63	3.7	-0.1
Student Activities		4.22	4.1	0.1
Library		4.23	4.4	-0.2
Testing Center		4.41	4.3	0.1
Tutoring Lab		4.16	4.1	0.1
Open computer labs		4.14	3.9	0.2
Placement Testing Process		3.99	3.9	0.1
Articulation agreements with four year institutions		4.21	4.1	0.1
Guaranteed admissions with four year institutions		4.32	4.2	0.1
Accessibility and accommodation for students with disabilities		3.76	3.9	-0.1
Distance learning program		3.99	3.9	0.1
Honors Institute		4.02	4.0	0.0
Instructional support staff		4.09	4.0	0.1
Internship opportunities		3.48	3.5	0.0
Financial and Administrative Services		3.91	3.9	0.0
Bookstore		3.79	3.3	0.5
Campus Security		4.43	4.5	-0.1
Printing services		4.07	4.2	-0.1
Food quality and variety		2.57	2.8	-0.2
Community college access program (CCAP)		4.00	3.9	0.1
Other Foundation Scholarships		4.05	n/a	n/a
Innovation Grants		4.02	n/a	n/a
Grants Development and Special Projects		3.98	4.2	-0.2

WVCC Campus Employee Survey Trends

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	Year:	2011	2009	Curr Yr vs. Prior Yr	
	Office of Communications	3.70	3.7	0.0	
	Human Resources	3.94	3.8	0.1	
	Institutional Effectiveness	3.99	4.2	-0.2	
17	Please indicate your satisfaction with the following statements concerning leadership at Virginia Western.				
	Overall effectiveness of the President and Vice Presidents	4.19	4.2	0.0	
	Overall effectiveness of the Deans	4.21	4.2	0.0	
	Overall effectiveness of the campus administrative organization	4.04	4.0	0.0	
	Overall effectiveness of communication channels to resolve campus problems	3.78	3.6	0.2	
	Overall effectiveness of Faculty Senate	3.63	3.7	-0.1	
	Overall effectiveness of Staff Senate	3.63	n/a	n/a	
	Overall effectiveness of the revised Governance Structure	3.69	n/a	n/a	
	Overall effectiveness of the Activity Hour	3.44	n/a	n/a	
18	Please indicate your satisfaction with personnel policies at Virginia Western.				
	Quality of full-time faculty hiring process	3.94	3.9	0.0	
	Quality of adjunct faculty hiring process	3.95	n/a	n/a	
	Quality of classified staff hiring process	3.74	3.7	0.0	
	Quality of administration hiring process	3.81	3.8	0.0	
	Quality of new employee orientation	3.85	n/a	n/a	
	Ratio of full-time faculty to adjunct faculty	2.32	2.6	-0.3	
	Diversity among faculty	3.50	3.4	0.1	
	Diversity among staff	3.62	3.6	0.0	
	Retention of employees	3.90	4.0	-0.1	
	Professional development opportunities for employees	3.63	3.7	-0.1	
	Internal communication and information dissemination	3.58	3.5	0.1	
	External communication and information dissemination	3.65	3.6	0.0	
19	Please indicate your satisfaction with the organizational culture of Virginia Western.				

VWCC Campus Employee Survey Trends

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	Year:	2011	2009	Curr Yr vs. Prior Yr	
	Student-evaluation-of-faculty process	3.25	3.4	-0.2	
	Campus support for educational innovation	3.77	3.7	0.1	
	Opportunity and support to pursue scholarship	3.57	3.6	0.0	
	Administrative recognition of faculty excellence	3.56	3.7	-0.1	
	Administrative recognition of staff excellence	3.62	n/a	n/a	
	Support to attend professional meetings	3.62	3.3	0.3	
	Degree of overall academic freedom	4.02	4.0	0.0	
	Collegiality among faculty	3.95	4.1	-0.1	
	Collegiality between faculty and administrators	3.79	3.8	0.0	
	Collegiality among staff	3.88	n/a	n/a	
	Collegiality between staff and administrators	3.69	n/a	n/a	
	Collegiality between faculty and staff	3.86	n/a	n/a	
	Quality of service provided to students college-wide	4.08	4.1	0.0	
	Professional Development opportunities	3.64	3.4	0.2	
	Responses for the following items were rated on a five-point scale where Strongly Agree= 5 and Vstrongly Disagree= 1. Mean scores are shown here.				
20	Please indicate your agreement with the following statements.				
	Virginia Western does enough to foster a safe and secure environment for students and employees	4.27	4.4	-0.1	
	The VW Alert System effectively provides safety warnings	4.52	n/a	n/a	
	Virginia Western operates using ethical and professional standards	4.41	4.3	0.1	
	Virginia Western provides quality instructional services	4.41	4.4	0.0	
	The college is interested in my opinion	3.77	3.6	0.2	
	The college asks for my opinion	3.71	3.6	0.1	
	As an employee, I am valued by my division	4.20	4.3	-0.1	
	As an employee, I am valued by the college	3.93	3.9	0.0	
	My position is respected and valued by other members of the campus community	3.89	4.0	-0.1	

VWCC Campus Employee Survey Trends

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		Year:	2011	2009	Curr Yr vs. Prior Yr
	Virginia Western consistently adheres to the Core Values of the college		4.18	n/a	n/a
21	Please indicate which of the following you attended/completed in the last academic year.				
	Local Conference		34.3%		
	State Conference		36.3%		
	National Conference		12.4%		
	International Conference		1.2%		
	A course at VWCC		21.9%		
	A course at another community college		2.0%		
	A course at a four-year college		9.6%		
	Other (please specify)		10.8%		