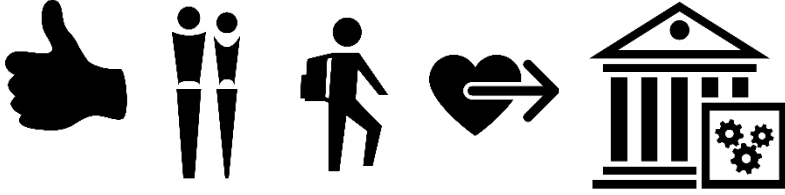


# What do Southwest Floridians think about technical education?



Most people in SWFL agree that technical education is a viable education option that can lead to a livable income



Parents are agreeable to sending their children to technical school



Moms are more agreeable to technical education overall



Young women view technical education more favorably

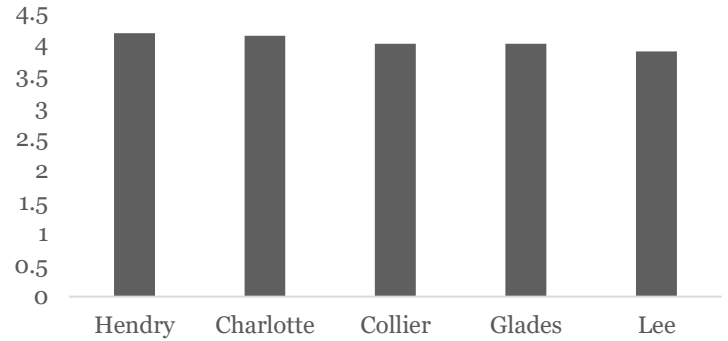


But young men are slightly more willing to say they'll go



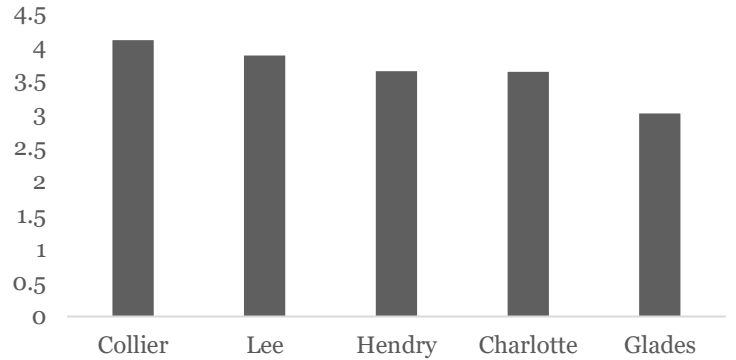
Technical colleges are seen slightly more favorably than technical schools, but people often recognize they are the same

I would send my children to a technical school



Parents in Charlotte and Hendry are most agreeable to sending their students

I would consider going to a technical school



Youth in Collier and Lee are most agreeable to attending

5.05% error  
95% confidence  
Regionally proportional respondents  
All responses were gathered from July-November 2015  
Survey conducted and analyzed by Dr. C. Banyai

## **Technical School Survey Rationale**

The FutureMakers Coalition is working to increase post-secondary certification completion in Southwest Florida and promote the knowledge and skills needed for success in the workplace and in life. Formed in 2015 around existing regional collaborations, the Coalition's goal is to transform the workforce by increasing the number of college degrees and post-secondary certifications from 27 percent to 40 percent by 2025 throughout Charlotte, Collier, Glades, Hendry and Lee counties.

As one of Lumina Foundation's 75 national Community Partners for Attainment, the FutureMakers Coalition is a regional partnership involving education, government, business, nonprofit and citizen stakeholders, and advocates committed to creating a cradle-to-career pathway to ensure success for traditional students and adult learners. Community Partners for Attainment commit to work toward Goal 2025 – the national goal to reach 60% post-secondary attainment by 2025.

The Southwest Florida Community Foundation serves as the anchor organization for the Coalition. As such, the foundation is charged with implementing the region's Lumina Charter, connects national resources to FutureMakers partners, and provides the baseline data for the activities within the Charter and the outcomes of the Coalition.

One of the goals in the Charter is to improve the perception of technical education around the region. In order to know the progress that is being made toward that goal, a baseline understanding of people's perception of technical education is needed. This survey serves as that baseline, providing the foundation for further discussion on the perception of technical education and to guide future activities around it.

The Southwest Florida Community Foundation commissioned Dr. Cindy Banyai, their research and evaluation specialist, to design, implement, and report on the survey.

## **Technical Education Perception Survey Implementation**

This survey was designed to be implemented by a survey administrator at a community "focal point". This was done with the understanding that youth, ages 15-24, would be difficult to reach through email-based surveys. Going to the places where youth and parents were most likely to be seen as the best way to reach these particular populations.

**Focal Points:** These are places where the administrator is likely to encounter the target population of parents and students (aged 15-24).

**Sample size:** 377 participants from across the region for 5.05% error and 95% confidence.

**Timeframe:** All responses were gathered between July and November 2015. The survey was administered at a highly trafficked focal point, at a time it is likely to encounter parents and students.

**Incentives:** A token gift, Foundation button, was offered to participants who take survey.

**Implementation:** The survey administrator asked the respondent questions and input their response directly into a tablet device. Each respondent was asked to respond to the prompt statement using the following scale: strongly disagree, disagree, neutral, agree, strongly agree. The statements were read by the survey administrator and the responses directly inputted into

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the survey by the administrator. This was done to make the survey administration process as quick as possible, as well as to avoid any potential literacy issues among respondents. The survey administrator also clarified any parts of the statement, as requested, in particular defining technical education as the pursuit of a certificate or certification, and gave examples such as nursing assistant or IT support. A youth survey administrator was used for part of the process to help elicit truer response, particularly from youth respondents.

### Implementation Report

County	Focal Point	Date	Time	Total #	M/F	Parents/ Youth
Charlotte	Punta Gorda Farmer's Market	August 8	11:10am – 12:00pm	9	2M/7F	5P/4Y
	Port Charlotte Town Center	Oct 9	2:30pm – 5:20pm	34	16M/17F/ 1 no ans	3P/ 31Y
Collier	Mercato	Sept 27	2:30 – 3:30 pm	16	4M/11F/1 no ans	1P/15Y
	Coastland Center	Sept 13	11:30 am – 2:00pm	79	33M/37F/ /9 no ans	38P/41Y
	Naples Walmart	Oct 2	1:00 – 2:10pm	12	5M/ 6F/ 1 no ans	4P/8Y
Glades	Moore Haven Fourth of July celebration	July 4	4:30-5:39 pm	7	4M/3F	2P/5Y
Hendry	LaBelle Fourth of July celebration	July 4	6:00 – 7:00 pm	14	11M/3F	7P/7Y
Lee	Sun Splash	June 27	2:00-3:00pm	6	1M/ 5F	5 P/ 1 Y
	Gulf Coast Town Center	Sept 26	- 5:00 pm	36	15M/21F	5P/31Y
	Coconut Point	Sept 27	4:00 – 5:30pm	31	9M/21F/1 no ans	5P/25Y
	Edison Mall	Aug 8	2:30 – 5:30pm	42	18M/24F	12P/30Y
	Edison Mall	Sept 16	4:00 – 6:00 pm	49	26M/21F/ 2 no ans	13P/36Y
	Fort Myers YMCA Event	Aug 15	10:00 – 11:30am	10	2M/8F	7P/3Y
	Miromar	Oct 2	2:15 - 3:45pm	32	11M/11F/ 10 no ans	9P/ 23Y

### Analysis of survey results

Each response was then coded using the following scale: strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, strongly agree = 5. Using this scale, the margin of error is 0.25 for the general analysis (not for the county breakdowns, because the confidence and error are calculated to the region).

Scores for each prompt were then averaged to demonstrate the average agreeableness to each statement. Across all demographics, there was a high level of agreeableness to each statement. Below are some graphs that break this down further.

*Figure 1 - Analysis of all responses*  
Technical Education Perception

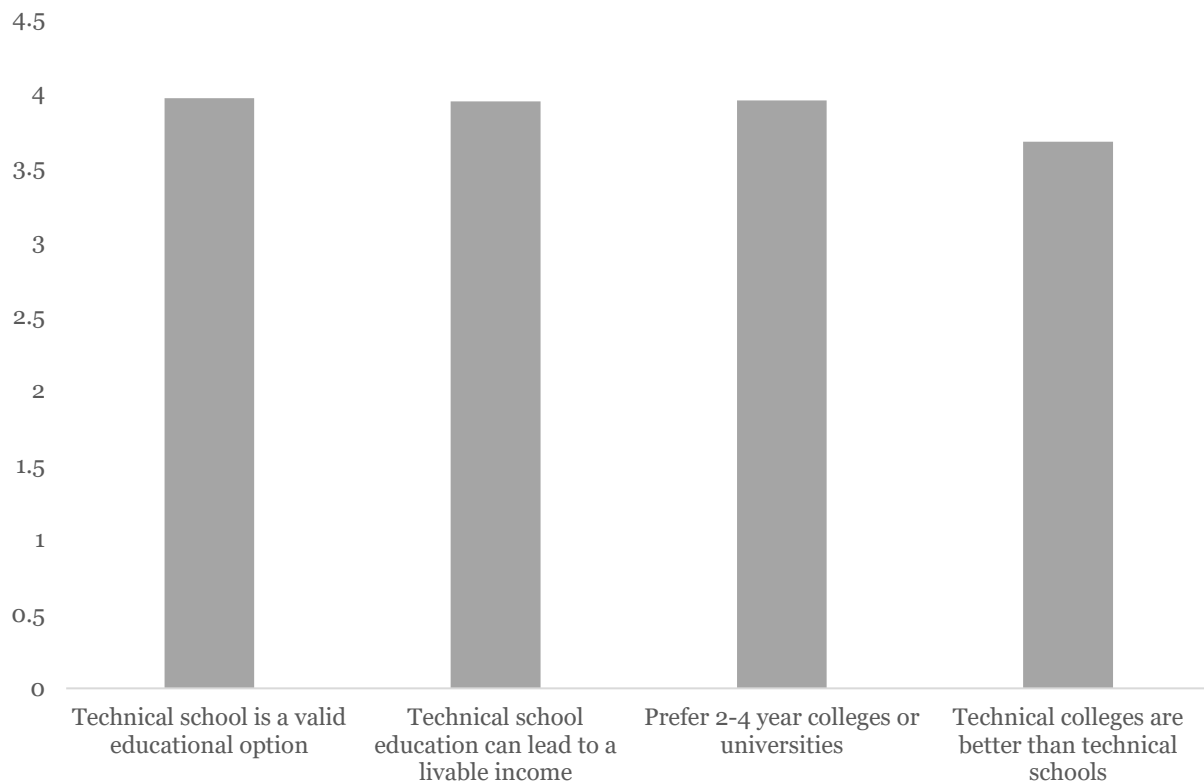


Figure 2 - Comparative analysis of parents and youth on technical education as a valid option

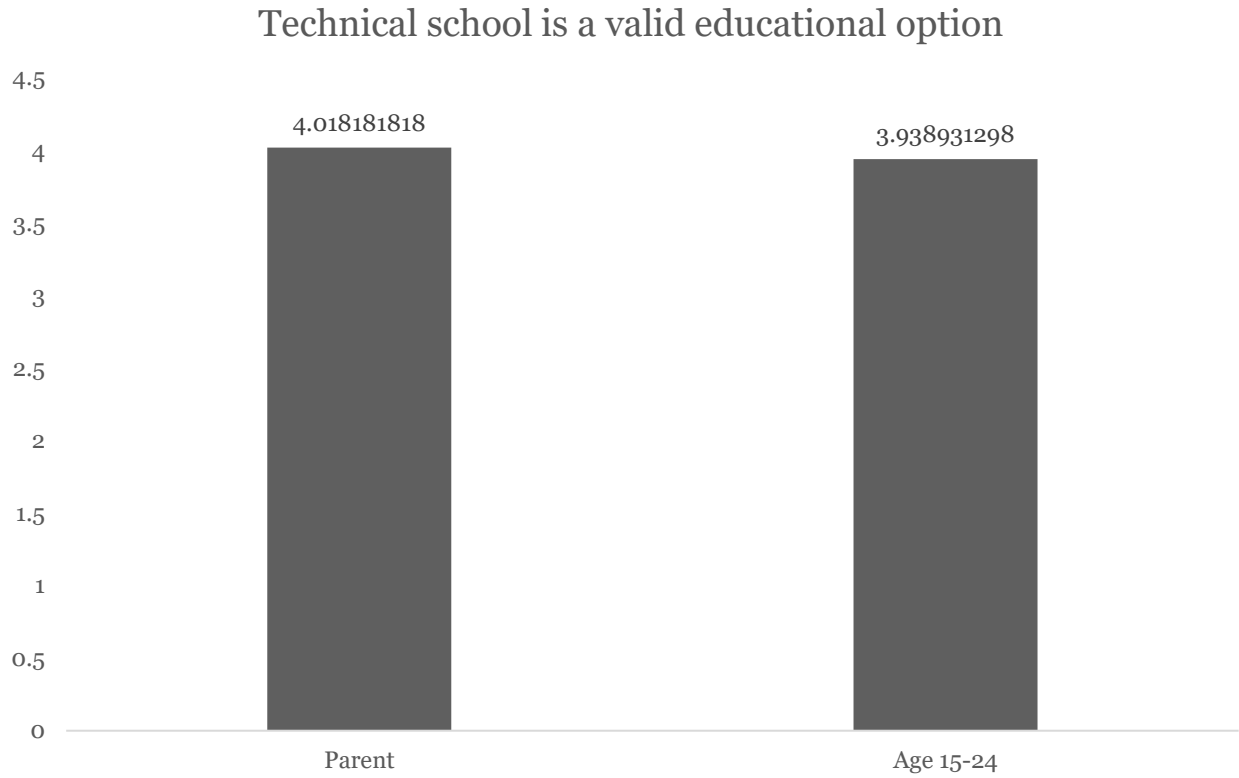


Figure 3 - Comparative analysis of parents and youth on technical education for livable income

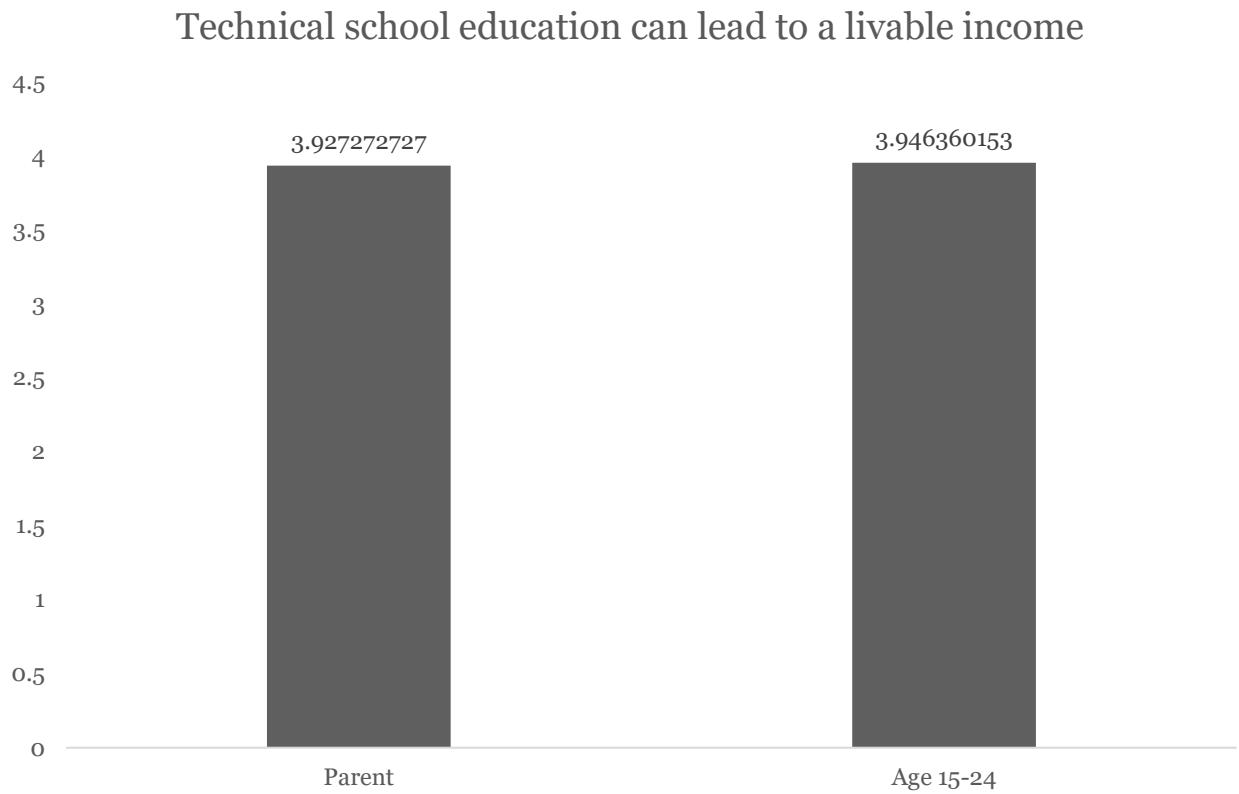


Figure 4 - Parents' willingness to send students for technical education by county

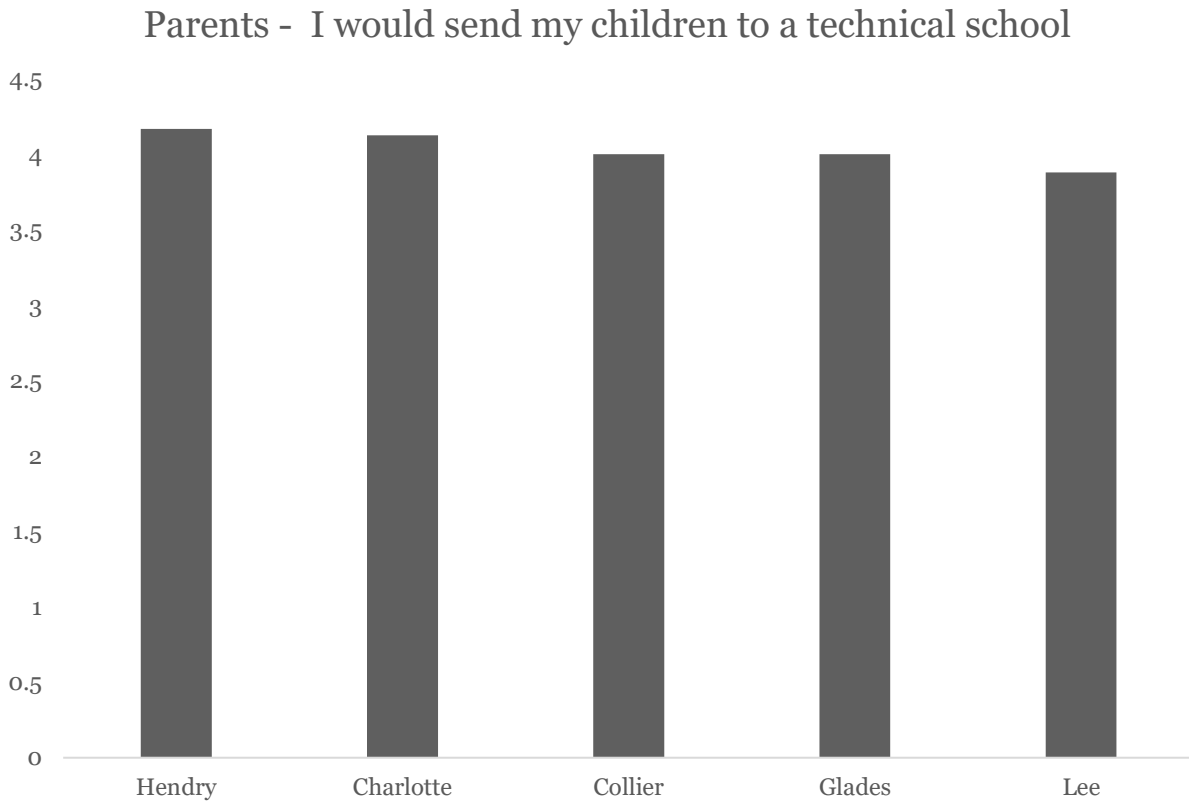


Figure 5 - Comparative analysis of parent opinions by gender

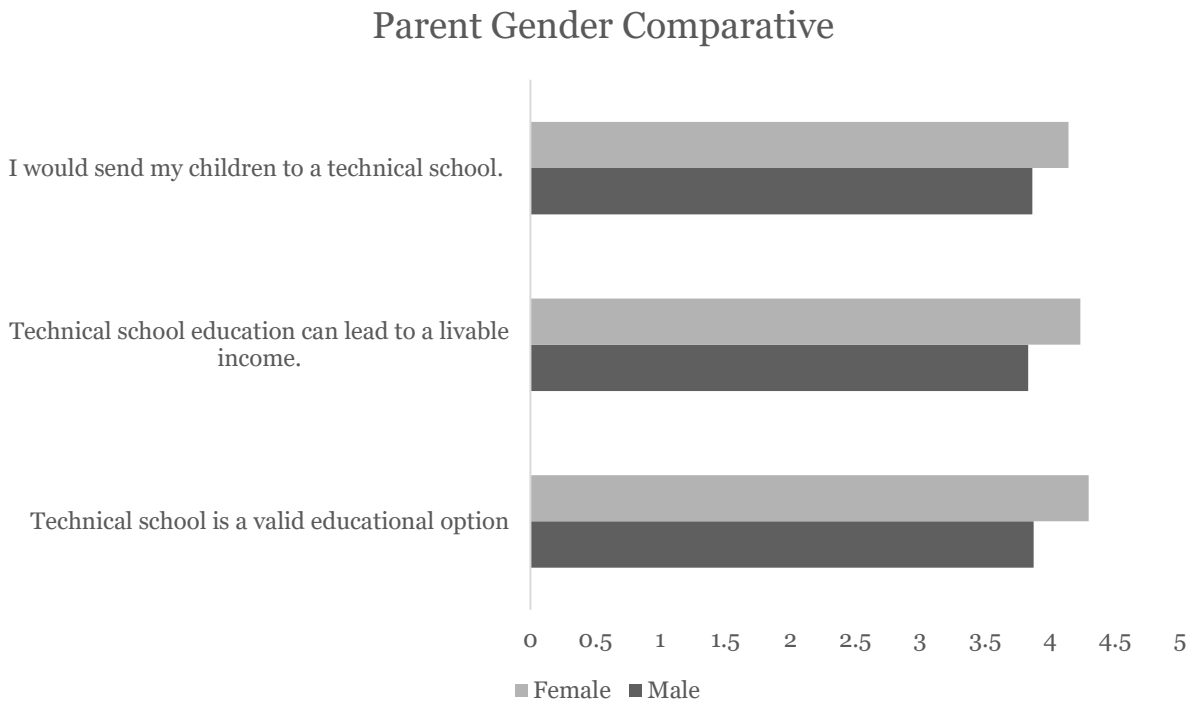


Figure 6- Student willingness to engage in technical education by county

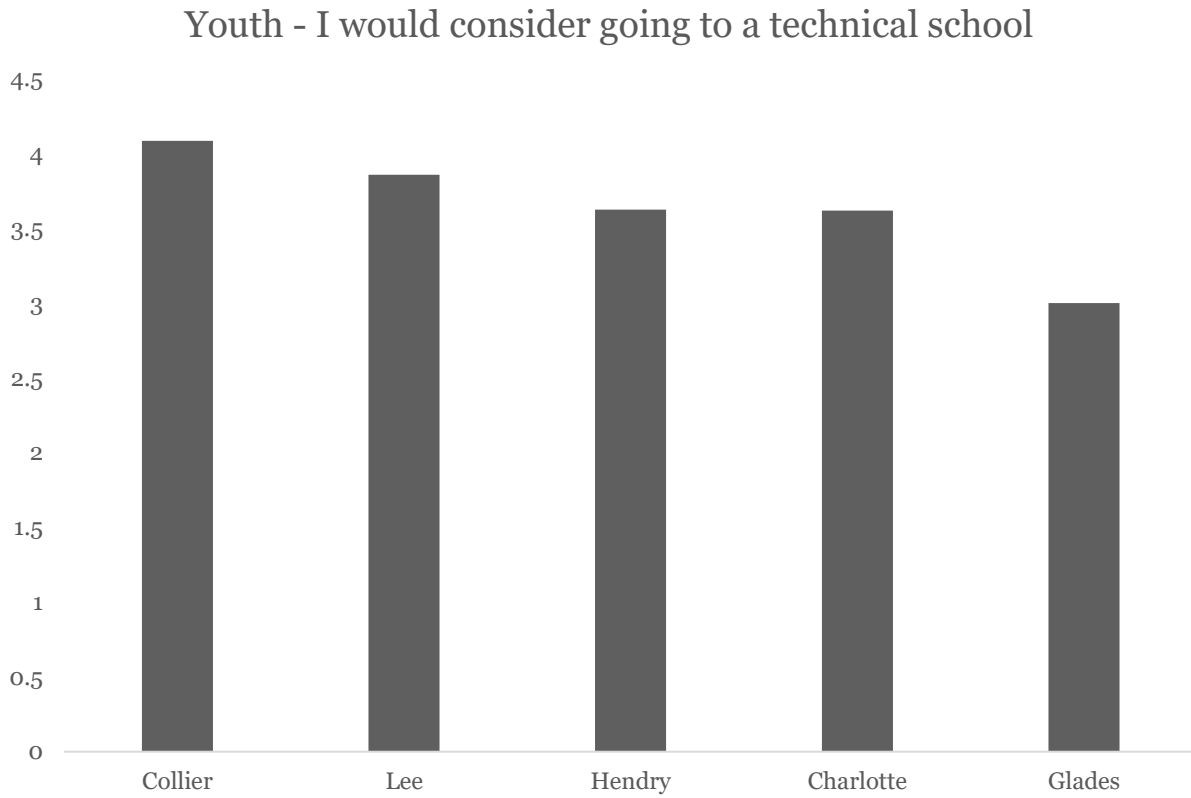


Figure 7 - Comparative analysis of youth responses by gender

