



MEMORANDUM

TO: Alliance for Community College Innovation CEOs

FROM: Terry O'Banion, ^{TOB} President and CEO

RE: Survey Results: *"What Do CEOs Want to Know About . . . Community Service?"*

DATE: April 1, 1999

Enclosed are results of our recent survey of Alliance for Community College Innovation members about the involvement of CEOs in community service. Of the 367 CEOs responding, 92 percent report spending six or more hours per month attending and participating in activities related to community organizations. More than 82 percent of the CEOs hold membership in four or more community groups.

Respondents indicate that their boards of trustees attach a high value to CEO involvement in community organizations and that they, in turn, place a high value on the involvement of their staff in the community.

Thank you for your responses, and we hope you enjoy the survey results attached.



What Do CEOs Want to Know About . . . Community Involvement?

*A Quarterly Survey of the League for Innovation's
Alliance for Community College Innovation*

This survey explored the involvement of community college CEOs in volunteer (social, economic, civic, and cultural) services to the community. These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance for Community College Innovation's quarterly CEO survey service. The response rate for this survey was 55% (n=367).

1. In how many community organizations do you hold membership or participate actively?	0	1-3	4-6	7-9	10-12	13 or more
	1%	17%	43%	26%	8%	5%
2. How many hours do you spend <u>monthly</u> attending and participating in activities related to community organizations?	0	1-5	6-10	11-15	16-20	21 or more
	0	8%	28%	30%	21%	13%
3. What is the approximate <u>annual</u> compensation you receive for service on community boards (hospital, bank, corporate, etc.)?	0	\$1-5,000	\$5,001-10,000	\$10,001-15,000	\$15,001-20,000	\$20,001 or more
	81%	12%	4%	1%	1%	1%
4. What is the value to your college of your membership/participation in community organizations?	<i>Low Value</i>			<i>High Value</i>		
	1	2	3	4	5	6
5. What level of personal enjoyment do you receive from membership/participation in community organizations?	0	2%	5%	10%	43%	40%
	<i>Low Enjoyment</i>			<i>High Enjoyment</i>		
6. What is the level of expectation of your board of trustees regarding your participation in community organizations?	1	2	3	4	5	6
	1%	3%	17%	34%	32%	13%
7. What is your level of expectation for other key college administrators regarding their participation in community organizations?	<i>Low Expectation</i>			<i>High Expectation</i>		
	1	2	3	4	5	6
8. What is the <u>most important</u> community organization a new community college president should join?	0	4%	13%	19%	42%	22%
	<i>Low Expectation</i>			<i>High Expectation</i>		
	1	2	3	4	5	6
	0	4%	13%	32%	38%	13%
Chamber of Commerce 42% Service Clubs (e.g., Rotary, Kiwanis) 19% Economic Development Group 18%						

----- Thank you for taking the time to complete this survey -----
 Survey #14: Community Involvement
 March 29, 1999