



Growing Together- Learning Forever

# **Community Input into Programming Survey Report February 2007**



In Collaboration with the Town of Olds,  
Mountain View County and the  
University of Alberta

## **EXECUTIVE SUMMARY**

When the concept of the Community Learning Campus was developed and a submission made to the Government of Alberta in March, 2005, two of the design goals included access and community services. In September, 2006, the Executive and Programming committees made the decision to conduct a survey of the residents of the Town of Olds to ask for input into the creation of programs that will be relevant to needs of the community. Community input has been on going throughout the development of the CLC and is highly valued.

The survey was available at the Community Open House held at the Olds College Alumni Centre on the evening of October 18, 2006. By the same date the survey was available on the CLC website: [www.communitylearningcampus.ca](http://www.communitylearningcampus.ca). In early November 3000 surveys were distributed to the residents of Olds. The closing date for the submission of the survey to the CLC office was Friday, November 30, 2007. Participants who completed the paper survey were able to drop it off at the Olds High School, the CLC office, room 810, Learning Resources Centre, Olds College, the Town of Olds office, the Mountain View County office or the surveys could be mailed.

The results of the survey will be used to guide programming decisions in the eLearning Core, the Health & Wellness Facility and the Fine Arts & Multi Media Centre. The results of the survey will help determine times of access to the buildings, the types of programming that will be available in the Fitness Centre and the gymnasiums, how programming could be offered in eLearning, the possible development of a Coaching Centre for excellence and the availability of health practitioners.

### **Findings:**

#### **1. Response rate**

There was only a 6% response rate. To be considered a valid representation of the population, a 25% response rate would be acceptable. However, the 6% response rate does give us a focus group that enable us to get a sense of what the population thinks about community use of the CLC. It does represent 172 responses from individuals who took the time to fill out a lengthy survey of facilities that will not be available for one to three years.

#### **2. Respondents**

Respondents were predominately female and with the strongest age category almost evenly divided between categories of ages 26-40 and 41-55. This may be more of an indication of who picks up the mail or who organizes family recreation time and may be an indication of a target communication audience. To reach other community members, the best avenue may be through phone survey with a cap on category responses or targeted age, gender or interest focus groups.

### **3. Health and Wellness**

The majority of the survey focused on the Health and Wellness Facility. Most respondents engaged in some form of physical activity with the highest reasons being personal fitness, stress management and fun and enjoyment. In terms of specific fitness activities, weight training out ranked all other responses. In sport and recreation activities, hockey was identified as the first choice, followed by soccer, hiking and school sports. Respondents did indicate they would pay fees for a fitness centre and specific programs. The best time for participating in activities was 5:00 PM to 11:00 PM during the week and 9:00 AM to 5:00 PM during the weekend. Respondents indicated an interest in advanced physical training or higher level of sports activity, but their interests were spread over all variety of sports. At this time, few respondents are accessing athletic training outside the community or would be interested in a regional training centre or centre of excellence in coaching. In the area of health, the greatest area of interest was massage therapy followed by nutrition and physiotherapy.

### **4. Integrated Career Centre**

Continuing education opportunities was the highest area of interest followed by information on post-secondary education, scholarship information, and career counseling, assessments and accessing job postings.

### **5. e Learning**

Respondents indicated an interest in pursuing continuing education opportunities particularly using online courseware. Interest was indicated in basic computer skills and software, as well as, GPS and GIS mapping and data service. The majority of respondents felt they were at intermediate technology skill level followed by beginning and advanced. Few considered their skills to be at the far ends of the continuum as expert or nonexistent. The majority of respondents favored live lecture, followed by one-on-one instruction and online learning. However, because the technology skill level of the respondents is not particularly high, this may be a lack of experience or confidence in elearning.

### **6. Fine Arts and Multi Media Centre**

The majority of respondents indicated they enjoyed concerts, followed closely by theatre, crafts, and photography. There was a strong response for activities ranging from dance and music lessons to weaving. Cost was not a barrier for many, but it was the top barrier for those who did not participate in activities, followed by too busy and lack of skills. About half of the respondents have participated or attended a theatre performance in their community and a strong majority would attend a performance of a sponsored entertainer not from the community. Thirty-nine percent had attended an Olds High School performance, 26% participated or had a family member who participated in the Kiwanis Music Festival and 10% participated or had a family member who participated in the local dance school.