

**2022 Membership Survey Results  
New Frontiers for Lifelong Learning  
Mesa Community College  
December 2022**

**Executive Summary**

New Frontiers for Lifelong Learning members predominantly live in the Mesa/East Valley service area and attend classes and activities based on the topic and location. No distinct preference for one of the two campuses was shown by the results. Classes and social activities are the most frequently attended activities with requests for additional in-person hands-on and active movement classes. NFLL members feel their expectations for lifelong learning are being met or exceeded. Communication by email is preferred on a monthly or more frequent basis. Over half of respondents to the survey were already involved in NFLL volunteer activities or interested in participating. Comments to improve the website and organization focused on procedural and technical issues and accessibility for those with visual impairments among other suggestions.

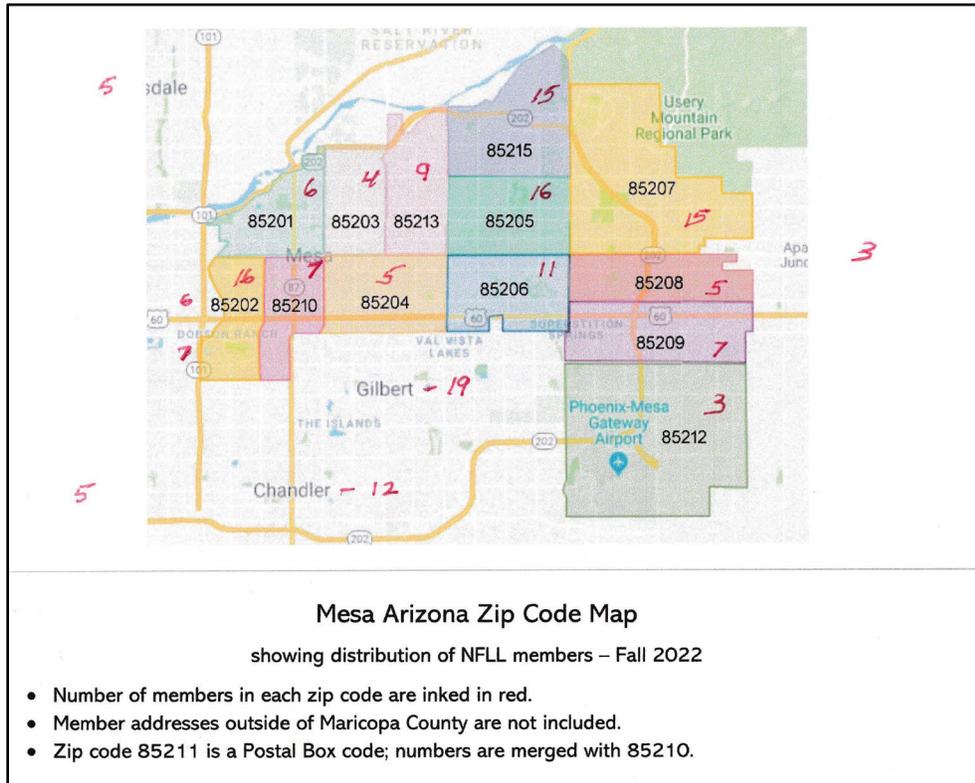
**Detailed Results**

**Demographics**

Survey was sent to 525 email addresses compiled from membership lists of New Frontiers for Lifelong Learning from January 2017 to October 2022. Current members (n = 209) comprised 40% of those surveyed and 37.7% of all respondents. The survey was initially deployed November 8, 2022, with one reminder email November 20, 2022. Ninety (90) completed and useable surveys were returned. Total survey return rate was 17.1%. (Note: general customer satisfaction surveys have response rates in the 10% -30% range.) The survey consisted of 15 items, 13 multiple choice, and 2 open-ended comment.

*(Question 1)* The majority of respondents indicated they were members of NFLL (75.6%, n = 67) and *(Question 2)* lived in the Mesa or East Valley area (87.8%, n = 79). These results align with an analysis of zip codes for mailing addresses of NFLL members as recorded in the ProClass student registration system in September 2022 (Figure 1).

Figure 1. Zip code distribution of NFLL members September 2022

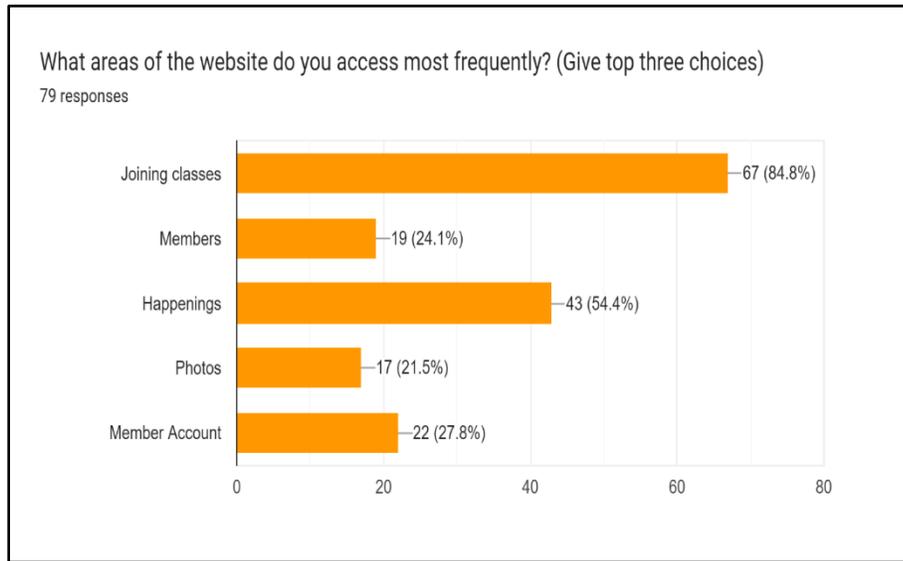


## Website Knowledge

(Question 3) The NFLL website ([newfrontiers.mesacc.edu](http://newfrontiers.mesacc.edu)) had been accessed by 87.6% (n = 79) of all respondents. Of NFLL members responding, 100% had accessed the website. The frequency of access to the website (Question 4) was varied with 48% of respondents accessing the website multiple times each month, while 16.5% reported only accessing the website to download the schedule of classes.

Multiple tab locations on the website were accessed by respondents (Question 5) as shown in Figure 2 below. An open-ended question on the website was posed in Question 6. Responses to Question 6 and Question 13, another open-ended question are analyzed in a separate section of this report.

Figure 2. Areas of NFLL website accessed most frequently.



## NFLL Participation

Participation in NFLL activities was queried in three questions. Attendance at activities (*Question 7*) was varied with classes and social activities being the most frequent participation (Figure 3). Preference on location for attending events (*Question 8*) showed equal preference for the two campus locations (Figure 4). Factors that promote participation (*Question 12*) were also varied with topic, time, and accessible location being the main factors driving participation in activities (Figure 5).

Results are shown in the chart below. Respondents were allowed multiple responses to each question, so percentages reported exceed 100%.

Figure 3. Activities attended by respondents.

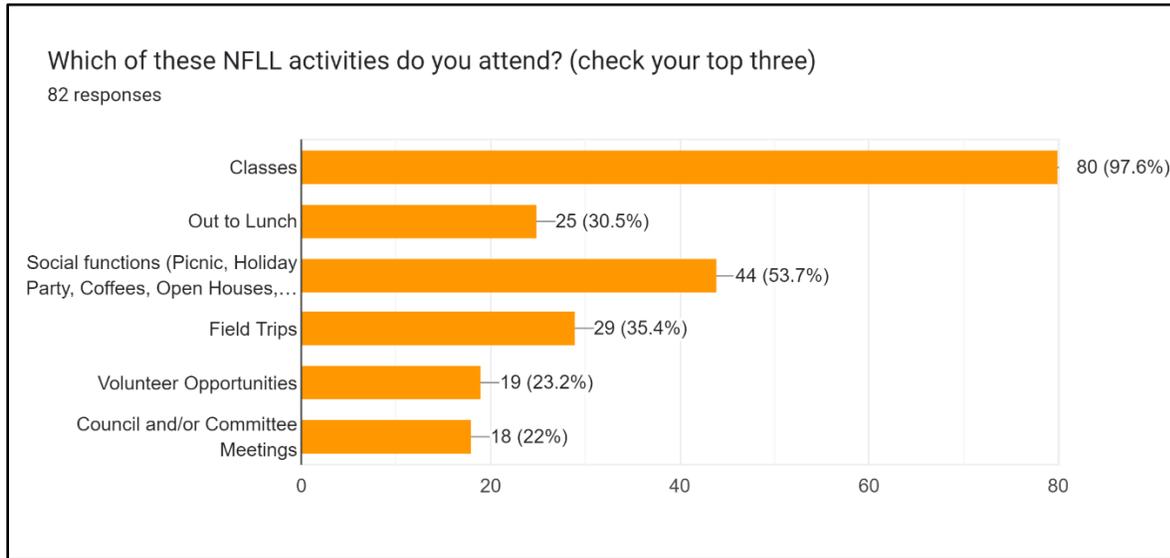


Figure 4. Preferred locations for attending NFLL activities.

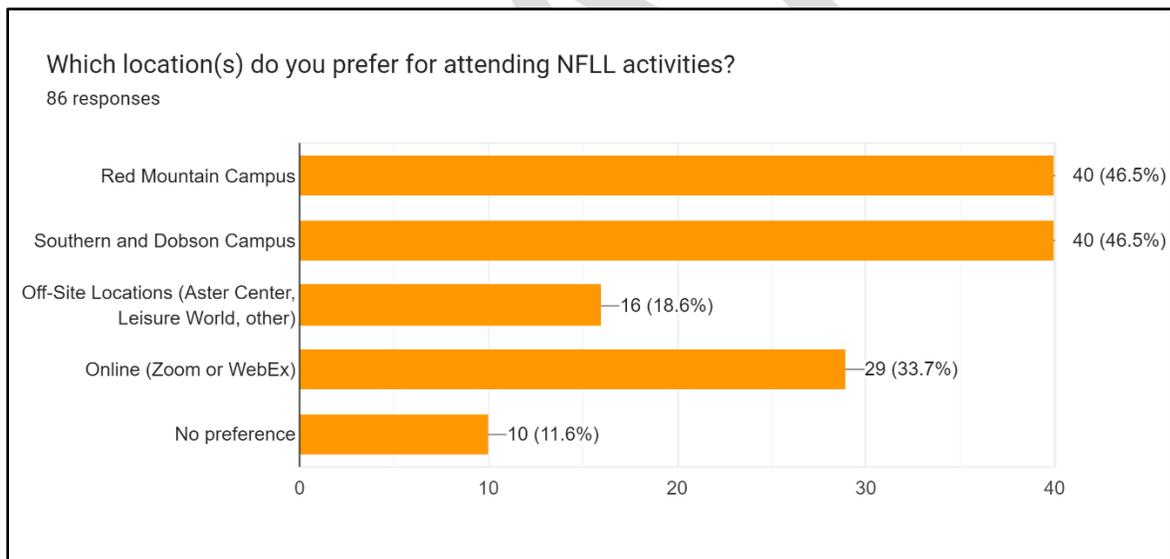
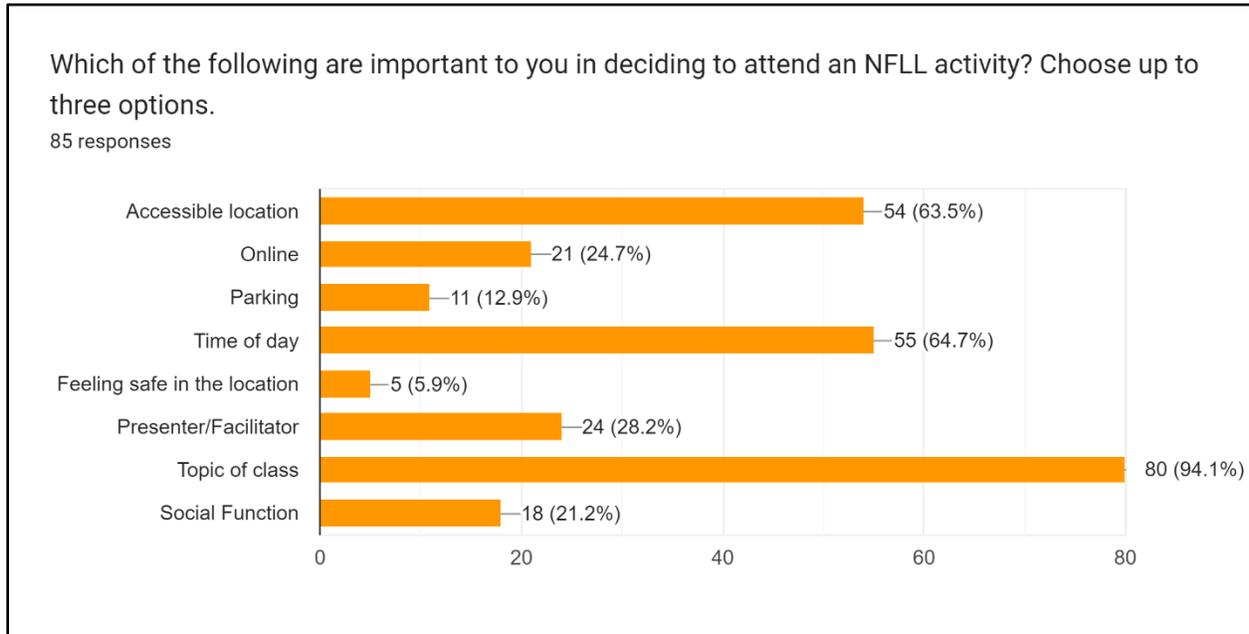


Figure 5. Factors in attending NFLL activities



## Communication

Four questions queried respondents on preferences to receive information about NFLL and how NFLL information is shared. An overwhelming majority preferred email communications (*Question 9*-Figure 6), sent monthly or more frequently (*Question 10*-Figure 7). Over half (51.2%) of those responding mention NFLL to friends, family, or acquaintances monthly (*Question 11 – Figure 8*).

Figure 6. Preference on information acquisition

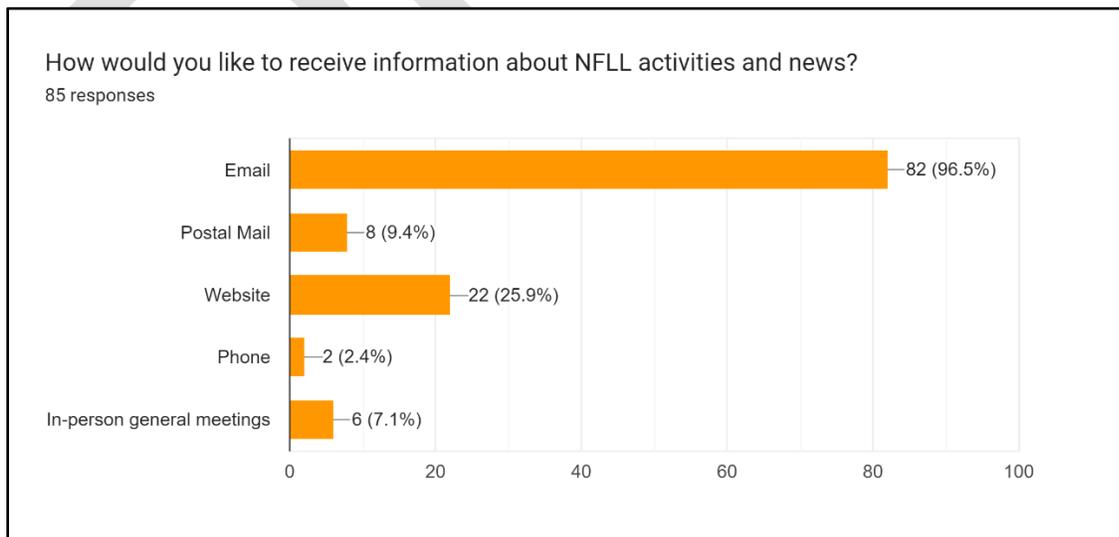


Figure 7. Frequency of desired communications

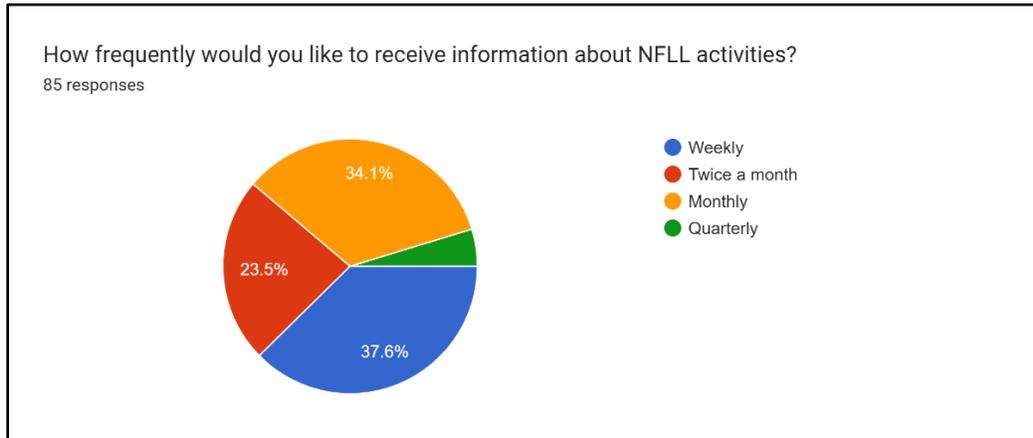
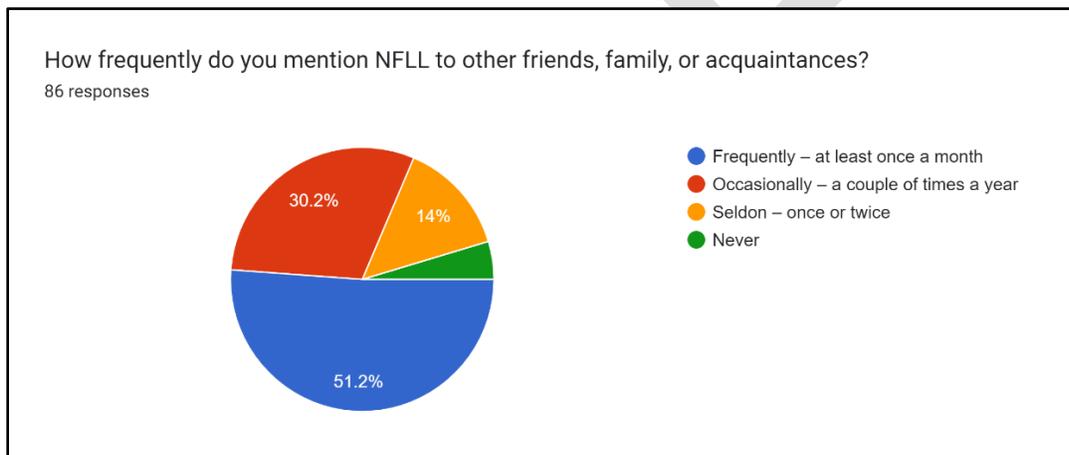


Figure 8. Frequency of sharing information about NFLL



### Opinions on NFLL

Overall, respondents have positive opinions of NFLL with 90.3% responding that NFLL meet or exceeds their expectations for lifelong learning (*Question 13*). Respondents are mixed on volunteering with NFLL with 41.2% already involved with NFLL activities and 9.4% indicating a desire to get involved. Nearly half, 49.4%, are unable to commit to volunteering at the present time (*Question 14*).

### Open Ended Questions

Two open-ended questions were included in the survey: (*Question 6*) “How can the website be improved to increase your user experience?” and (*Question 15*) “What comments would you like to share with the NFLL Council?” Question 6 had 33 responses, while Question 15 had 36

responses. In addition to survey responses, one former member chose to not answer the survey items but respond to the survey with a narrative email. After review by the NFLL President and survey developers, the opinions given in the email have been included in the narrative comments analysis.

Each question response was analyzed separately and then combined due to similarity of themes. Six themes were identified in the 70 total comments reviewed: website format, technical, curriculum, scheduling, benefits, and satisfaction. An analysis of all change suggestions and the negative comments from the survey was performed.

**Website Format** comments focused on the layout of pages (less banners, font size) and navigation within the website (tab location, wording). **Technical** comments offered suggestions which require software changes such as a search engine, autofill, text size, and currency of information. **Curriculum** comments requested a space to submit course suggestions, frequency of class repetitions, additional active or exercise classes, hands-on classes, and visual and mobility impaired accessible classes and choice of location of classes. Comments on **Scheduling** were mixed with an equal number of comments both for online courses and for in-person offerings. **Benefit** comments requested more information on benefits offered and instructions on how to use software provided in the benefits package. **Satisfaction** comments included positive comments such as “all seems good” and comments which offered no relevant additional information. Four comments expressed multiple points of dissatisfaction with registration/enrollment procedures, leadership conflicts, repetitive programming, residing outside the service area, and policy/procedural issues (email, lack of single point of contact for facilitators).

Satisfaction comments were the most frequently given open-ended response with 52 (74%) of all comments given. The overwhelming majority of comments (92%) were positive with only 4 (8%) individual comments indicating dissatisfaction.