



MEMORANDUM

TO: Presidents, Alliance for Community College Innovation
FROM: Terry O'Banion, President and CEO
RE: CEO Survey of Political Activity
DATE: February 27, 1998

I am enclosing the results of our recent survey on community college CEOs and their political activity.

Not surprisingly, the most important involvement for CEOs is with state/provincial politics related to institutional funding. The second most important involvement is with city and county politics related to developing partnerships followed closely by involvement with state/provincial politics related to educational quality of the institution. Ten percent of all respondents indicated that it was "unimportant" to spend time on national politics for any of the reasons listed.

I hope these quick-response surveys on targeted issues are useful to you. We are pleased to provide these surveys as one of the benefits of your membership in the League's Alliance for Community College Innovation and welcome your suggestions for survey topics.

The enclosed order form lists a number of new publications in which you might be interested; ACCI members receive a 20 percent discount.

TO'B:ma
Enclosure



What Do CEOs Want to Know About . . . Political Activity?

*A survey of and for
Alliance for Community College Innovation institutions*

These survey results are composed of responses submitted by your fellow presidents as part of the Alliance for Community College Innovation's presidential survey service. The response rate for this survey was 50% (n=258).

1. Your demographic information: Male **78%** Female **22%** Age **54** (mean) Tenure as CEO in Years **11** (mean)

You directly report to a:

District/System Leader **9%** State/Province Leader **10%** Local Board **74%** State/Province Board **4%** Other **3%**

For the following questions, you filled in the percentage estimate and then circled the appropriate scale item in response to the question.

2. What percentage of your time per month is devoted to working with city and county politics? Average (mean) **11.8%**

	Crucial	5	4	3	2	1	Unimportant
• How important is this involvement to the continued educational quality of your institution?		24%	32%	22%	17%	5%	
• How important is this involvement to the funding of your institution?		25%	16%	20%	19%	20%	
• How important is this involvement to developing useful partnerships?		48%	34%	12%	4%	2%	

3. What percentage of your time per month is devoted to working with state/provincial politics? Average (mean) **14.7%**

	Crucial	5	4	3	2	1	Unimportant
• How important is this involvement to the continued educational quality of your institution?		42%	42%	11%	4%	1%	
• How important is this involvement to the funding of your institution?		76%	17%	6%	1%	1%	
• How important is this involvement to developing useful partnerships?		29%	36%	25%	9%	1%	

4. What percentage of your time per month is devoted to working with national politics? Average (mean) **3.1%**

	Crucial	5	4	3	2	1	Unimportant
• How important is this involvement to the continued educational quality of your institution?		5%	25%	34%	26%	10%	
• How important is this involvement to the funding of your institution?		7%	24%	32%	27%	10%	
• How important is this involvement to developing useful partnerships?		4%	22%	33%	28%	13%	