

BOARD OF REGENTS
BRIEFING PAPER

1. AGENDA ITEM TITLE: Nevada State College Renaming

MEETING DATE: September 8-9, 2022

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

Higher education is necessary for economic mobility in Nevada. Persistent inequities by race and income leave some students – especially black, Latino, and students from low-income backgrounds – without equal access to higher education. Students of all backgrounds deserve access to the same educational programs, as well as the “university designation,” to reflect the full value of their work. According to research, students experience increased earnings of about \$1,500 per year when their college is converted to a university. Similarly, 67% of Nevada State students agreed a degree from a “university” is more valuable than a “college” degree.

A new university will also facilitate economic growth and diversification in Nevada. Among its western competitors for business investment (Utah, Arizona, and Colorado), Nevada ranks last in economic diversification (Hachman Index). Increased enrollment as a result of the renaming will strengthen Nevada’s economic competitiveness and help overcome the state’s top challenge in recruiting new companies: the availability of an educated workforce.

Among its national peers, only one other school similar to Nevada State in the western United States still uses “College.” 95 percent of similar western region schools use “University.” Nationally, 317 out of 334 of its peers’ use “University” – while only 16 use “College.” Students nationally and in Nevada have difficulty distinguishing between two-year community colleges (which have increasingly dropped the word “community” from their names) and four-year colleges. Similarly, students and families from outside of the U.S. associate colleges with secondary or high school education, rather than higher education.

Nevada State College was founded in 2002 to provide access to a wide range of baccalaureate degrees for a diverse population of students and meet the workforce needs of the state especially in high-need areas such as healthcare, education, and business. When Nevada State started, the role of the college was well defined. At that time, the designation of “community college” was prevalent at both the state and national level. Since then, the landscape has changed nationally – and in Nevada. In January 2007, the Community College of Southern Nevada and Western Nevada Community College changed their names, removing “community” and taking on the “college” only designation. Nationally, “college” has come to define community colleges and small liberal arts institutions. For example, when looking at regional factors, less than 1% (3/309) of schools within Nevada State’s current Carnegie Classification in the west use “college” (including Nevada State).

Over the last decade, this shift has created confusion in the higher education space - specifically, between the College of Southern Nevada and Nevada State College, their mission, and degree offerings. Moreover, Nevada State has a significant transfer population, and it is perplexing to students as to why they begin their studies at a “college” only to transfer to a “college.” Nevada State has no aspiration to become a research university. Nevada State has no desire to use the renaming to obtain Land Grant status. Nevada State also does not contemplate any change in tuition or fee structure as a result of the renaming and remains committed to a goal of being an affordable and accessible option. If approved, the Board of Regents would continue to maintain oversight of the educational offerings of Nevada State College.

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

Approve the renaming of the Nevada State College at Henderson to Nevada State University effective July 1, 2023.

4. IMPETUS (WHY NOW?):

Changing the institution's name from “College” to “University” is part of a natural progression to better reflect Nevada State as the youngest, most diverse, and fastest growing institution in a state. Over the last 20 years, Nevada State College has grown to 7,200 students, now offers a master's degree, and graduated its largest class ever in 2022. Between 2001 and 2016, 122 four-year colleges in America changed their name from “College” to “University.” According to research, colleges that change their name to “University” experience a 5.2% increase in first-time students within five years and an increase of 7.2% after six years. Schools that have made the college-to-university change include Southern Utah University, San Diego State University, Portland State University, Northern Arizona University, and George Mason University (VA). In addition, a university name change increases yield rates, meaning more admitted students choose to enroll once an institution uses “university” in its name.

This request is brought before the Board with strong support of the Nevada State College community. Support for the proposed renaming is consistent across the groups surveyed including students, faculty, alumni and other members of the campus community. Overall, 82% of the Nevada State campus community were “Supportive” or “Very Supportive” of the renaming. Supporting documents from the Nevada State College community as well as external audiences’ views concerning a name change are included herein. Over 900 individuals were surveyed (400 of which were students).

Finally, in 2018 Nevada State College started an online RN-BSN degree to compete regionally. While the program has done well within the state, it has not been as successful regionally. For Nevada State programs to compete regionally, it is critically important that the state and region understand our mission. A university designation better clarifies Nevada State’s standing regionally, without altering its mission, focus, Carnegie classification or commitment as a mid-tier, teaching focused institution.

5. CHECK THE NSHE STRATEGIC PLAN GOAL THAT IS SUPPORTED BY THIS REQUEST:

- ☒ **Access (Increase participation in post-secondary education)**
- ☐ **Student Success (Increase student access)**
- ☒ **Close the Achievement Gap (Close the achievement gap among underserved student populations)**
- ☒ **Workforce (Collaboratively address the challenges of the workforce and industry education needs of Nevada)**
- ☐ **Research (Co-develop solutions to the critical issues facing 21st century Nevada and raise the overall research profile)**
- ☐ **Not Applicable to NSHE Strategic Plan Goals**

INDICATE HOW THE PROPOSAL SUPPORTS THE SPECIFIC STRATEGIC PLAN GOAL

Access: The renaming will increase access through increased enrollment. According to research, colleges that change their name to “University” experience a 5.2% increase in first-time students within five years and an increase of 7.2% after six years. The renaming will also help Nevada State’s online RN-BSN degree to compete regionally. Finally, a university renaming increases yield rates, meaning more admitted students choose to enroll once an institution uses “university” in its name.

Close the Achievement Gap: A name change to university will expand access to higher education from underrepresented groups. Students of all backgrounds deserve access to the same educational programs, as well as the “university” designation, to reflect the full value of their work. According to research, students experience increased earnings of about \$1,500 per year when their college is converted to a university. Similarly, 67% of Nevada State students agreed a degree from a “university” is more valuable than a “college” degree. As only 2% of Nevada State students of color are considered “traditional” students, an enrollment increase will greatly expand opportunities for non-traditional students in higher education.

Workforce: Southern Nevada has one of the lowest educational attainment rates of adults with bachelor’s degrees in the United States. Overall, Nevada is 46th in the nation in terms of college-going rates. Less than a quarter of adults hold a bachelor’s degree or more. As the southern Nevada region has continued to grow to 2.3 million residents, it is more urgent than ever to offer clear educational choices and expand access to higher education. A new university will also facilitate economic growth and diversification in Nevada by expanding the amount of diverse and qualified students graduating from Nevada State. Increased enrollment and graduates as a result of the name change will strengthen Nevada’s economic competitiveness and help the state expand its available workforce.

6. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

There is minimal cost associated with the change as we now brand around “Nevada State” and “NS” and the timing allows efficiency in planning for the change, informing the community and using up resources such as business cards and letterhead stock. However, one can anticipate that costs and challenges with transitioning to a new name will grow as Nevada State goes beyond 10,000 students, 15,000 students, and more. Nevada State commits to implementing the renaming in the most cost-effective manner, as well as pursuing private funds.

Nevada State College conducted surveys to three distinct audiences in order to assess the community’s overall perception of the school and, more specifically, to gauge the level of support for the proposed renaming. These groups included the Nevada State campus – including faculty, students, alumni, administrators and classified staff; local business and community leaders, with a focus on Henderson, NV; and Clark County School District High School Principals and Counselors who would be in a position to recommend Nevada State to students looking to continue their education after

graduation. 907 surveys were completed in total. 768 surveys were completed by the Nevada State campus community. Of those, there were 392 students (51%), 115 faculty (15%), 70 administrators (9%), 13 Foundation Board members (2%), 32 classified staff (4%) as well as 140 alumni and other remaining participants (18%).

When asked about support for changing the name of the school to Nevada State University, the results were consistent across the board, with 82% of NSC Campus members, 75% of Community leaders and 88% of CCSD members being “Supportive” or “Very Supportive” of the change. In addition, when asked whether or not a degree from a University might be considered “more valuable” than a degree from a College, 69% of the respondents agreed: with students at 67%, faculty 77%, and administrators 66%.

It is clear that this community is supportive of Nevada State College, but what is also evident is that more work needs to be done by the school to educate business and community leaders on the mission and contributions of the institution. For example, only 11% responded that they were “very familiar” with Nevada State College; 45% were only “somewhat familiar” and 44% were “not familiar. A renaming will provide an opportunity for Nevada State to distinguish its brand and degree offerings from those with a two-year mission in the community.

It appears time for a change to better define Nevada State’s four year and niche master’s degree mission as we compete in the region with institutions such as Touro University, Roseman University, National University, the University of Phoenix and Western Governors University, Dixie State University, California State University – Bakersfield and the like. Nevada State is the only primarily four-year institution in the state that still uses the term college to represent its mission.

The Carnegie Classification has been the leading framework for recognizing and describing institutional diversity in U.S. higher education for the past four and a half decades. As of 2021, there are 309 institutions within Nevada State’s current Carnegie Classification. In total, only 46% (141/309) of all institutions within Nevada State’s Carnegie Classification use the term “college.” However, when excluding private institutions, only 4% (13/309) use the term “college” over “university.” When looking at regional factors, less than 1% (3/309) of schools within Nevada State’s Carnegie Classification in the west use “college” (including Nevada State).

Nevada State is a member of the American Association of State Colleges and Universities (AASCU), which represents middle-tier institutions across the country. Of the 334 state and territory members, 317 are universities, and just 16 are colleges (Montana Tech does not define a designation). Of the 40 AASCU colleges and universities in the Western Region (Washington, Oregon, California, Idaho, Nevada, Utah, and Arizona), there is only one other college besides Nevada State, and that is Lewis-Clark State College in Idaho, which also grants associates degrees but no master’s degrees. All the rest are universities.

When comparing universities and examining key factors such as associate degree programs, Masters only (no PhD) and size of the institution, it is clear that Nevada State is comparable. For example, when compared to State of Oregon institutions, Nevada State’s use of “university” would be comparable to Western Oregon University, Southern Oregon University and Eastern Oregon University – middle tier institutions in a state that also includes large research universities at University of Oregon and Oregon State University.

7. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

Potential arguments include that the change is not necessary, would require resources that may be utilized for other needs – or that it could be delayed until a future date.

8. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:

Take no action.

9. RECOMMENDATION FROM THE CHANCELLOR’S OFFICE:

The Chancellor’s Office does not oppose the renaming of the state college. If the renaming of the institution is approved by the Board, the Chancellor will present for the Board’s consideration *Handbook* revisions defining the “state college” as Nevada State University.

10. COMPLIANCE WITH BOARD POLICY:

☐	Consistent With Current Board Policy: Title # _____ Chapter # _____ Section# _____
	Amends Current Board Policy: Title #4 Chapter #16 Section #36
☐	Amends Current Procedures & Guidelines Manual: Chapter # _____ Section # _____
☐	Other: _____
X	Fiscal Impact: Yes ___X___ No _____
	Explain: _____

Nevada State College Survey Final Report

Prepared on Oct 28, 2020 by Purdue Marion & Associates



Purdue Marion
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Background

Nevada State College was founded in 2002 to provide access to a wide range of baccalaureate degrees for a diverse population of students and meet the workforce needs of the state, especially in high-need areas such as healthcare, education, and business. Positioned between the two-year community colleges and doctorate-granting research universities, the first and only state college in Nevada has served as the middle tier in the Nevada System of Higher Education (NSHE), similar to the California three-tiered system between research universities, state universities, and community colleges.

When Nevada State started, the role of the college was well defined. At that time, the designation of “community college” was prevalent at both the state and national level. Consequently, it made sense to create a niche for Nevada State as a “college.” However, the landscape has begun to change nationally – and in Nevada. In January 2007, the Community College of Southern Nevada and Western Nevada Community College changed their names, removing “community” and taking on the “college” only designation.

Over the last decade, this change has created confusion in the higher education space - specifically, between the College of Southern Nevada and Nevada State College, their mission, and degree offerings. Moreover, Nevada State has a significant transfer population and it is perplexing to students as to why they begin their studies at a “college” only to transfer to a “college.” That same issue has more recently arisen in Northern Nevada as Nevada State tries to build stronger relationships across the state.

During the period of October 13-22, 2020, Nevada State College conducted surveys to three distinct audiences in order to assess the community's overall perception of the school and, more specifically, to gauge the level of support for the proposed name change. These groups included the NSC campus -- including faculty, students, administrators and classified staff; local business and community leaders, with a focus on Henderson, NV; and Clark County School District High School Principals and Counselors who would be in a position to recommend Nevada State to students looking to continue their education after graduation.



Results

We asked several questions related to the reputation and value of Nevada State College, and the results were relatively consistent across all three surveys. When asked about NSC's value compared to other institutions of higher learning, the vast majority in all three groups rated the school's value as Good and Exceptional, with 88% of NSC campus respondents, 59% from the community (with 34% not sure) and 84% from CCSD high school principals and counselors.

Value	NSC Campus	Community	CCSD
Exceptional Value	49%	21%	42%
Good Value	39%	38%	42%
Comparable Value	8%	5%	4%
Less Value	1%	1%	
Don't Know	2%	34%	8%

Before asking about support for a name change, respondents were also asked about their general impression of Nevada State College's reputation. NSC campus members and CCSD respondents shared strong majorities indicating that the school has a great or good reputation, with 83% and 86% respectively. In a slightly different question, business and community leaders were asked about the value of the College to the state and community, with 83% responding Highly Valuable.

Reputation	NSC Campus	CCSD
Great Reputation	47%	49%
Good Reputation	34%	37%
Average Reputation	13%	4%
Poor Reputation	2%	4%
Don't Know	4%	4%

Value to Nevada	Community
Highly Valuable	83%
Somewhat Valuable	9%
Not Valuable	0%
Don't Know	8%

When asked about support for changing the name of the school to Nevada State University, the results were again consistent across the board, with 82% of NSC Campus members, 75% of Community leaders and 88% of CCSD members being Supportive or Very Supportive.

Name Change	NSC Campus	Community	CCSD
Very Supportive	67%	53%	70%
Supportive	15%	22%	12%
Neutral	9%	16%	7%
Not Supportive	7%	4%	7%
Don't Know	1%	4%	4%

Additional Results

Before being asked about their attitude toward a name change, respondents were also asked questions about Nevada State College's strengths and if they would be likely to recommend the institution to others. The results of these additional issues are evaluated below and in the appendix.

NSC Campus Survey

Not surprisingly, the NSC survey of students, faculty, alumni and other members of the campus community registered the largest response, with 768 completed surveys. Of those, there were 392 students (51%), 115 faculty (15%), 70 administrators (9%), 13 Foundation Board members (2%), 32 classified staff (4%) and 146 other (18%).

With regard to a proposed name change, the results were again consistent across all groups.

Name Change	Students	Faculty	Admin	Foundation	Staff	Other
Very Supportive	70%	72%	61%	84%	53%	61%
Supportive	13%	12%	16%	8%	22%	23%
Neutral	9%	10%	10%	8%	9%	6%
Not Supportive	7%	4%	13%	0%	16%	9%
Don't Know	1%	<1%	0%	0%	0%	1%

In addition, when asked whether or not a degree from a University might be considered more valuable than a degree from a College, 69% of the respondents agreed: with students at 67%, faculty 77%, and administrators 66%.

It is also evident that campus members are proud of their affiliation with the institution with 93% of students, 93% of faculty, 94% of administrators and 99% of others (which we believe may include a significant number of alumni) indicating that they would be highly likely or likely to recommend the school to others, with the weight of 3 to 1 for highly likely.

Campus members were also asked to choose the two best features of Nevada State College. Quality of instruction and cost of tuition were the two dominant choices, followed by diversity, scheduling and support services.

Business and Community Leader Survey

We reached out to the Henderson Chamber of Commerce, the Latin Chamber of Commerce, the Urban Chamber and other known Henderson leaders, and received 112 completed surveys. 67% of respondents either work, live and/or do business in the City of Henderson.

It is clear that this community is supportive of Nevada State College, but what is also evident is that more work needs to be done by the school to educate business and community leaders on the mission and contributions of the institution. For example, only 11% responded that they were very familiar with NSC; 45% were only somewhat familiar and 44% were not familiar.

And more tellingly, when asked what the difference is between Nevada State College and the College of Southern Nevada, only half of the respondents answered. The majority of those correctly identified that NSC is a four-year degree granting institution, as one respondent said: "NSC is more of a University and CSN is more like a community college." However, there were a significant number, about one-third, who couldn't distinguish between the two: sample responses included: "I think they are very similar," "I do not know the principle difference between the school's missions," and "Not much difference other than programs offered and location."

A new name that better reflects the school's mission and offerings, such as the proposed change to Nevada State University, would go a long way in eliminating the confusion and provide better positioning in the community as the school grows and matures.

CCSD Administrator/Counselor Survey

This survey of high school administrators and counselors was never intended to draw a statistically significant number of responses, because the sampling size is small to begin with. In addition, with schools operating under Covid-19 restrictions, it is more difficult to reach and engage on issues that are not directly related to their own immediate needs and concerns.

That being said, we know that administrators and counselors play a large role in advising students on life after graduation, and they are in a unique position to provide information and options for those who are looking to continue their education. This is particularly true for students who are the first in their family to pursue a college degree.

The 27 responses that we received provide a snapshot, though an admittedly incomplete one, that shows Nevada State College's message and mission is resonating in that key demographic.

40% of respondents said that they Always Recommend NSC as a choice for a student to consider, with an additional 40% who said they Usually Recommend. Only one respondent indicated that he/she never recommends Nevada State.

In a related follow-up question, when asked if they would recommend Nevada State in the future, 59% said Highly Likely, 41% said Likely, and no one responded Not Likely.

And by an equally strong margin, 70% were Very Supportive and 12% Supportive of the change in name to Nevada State University.

In a less tense environment, we would recommend conducting a more thorough survey of this critical audience.



Next Steps

To provide more depth and context to the survey results, Purdue Marion will conduct two focus groups in early November with respondents who indicated an interest in participating. Each focus group will be comprised of eight to ten individuals, representing a variety of perspectives, from being supportive to neutral and not supportive of Nevada State's proposed name change.

One focus group will have a balance of members from the NSC campus and participants representing local business and leadership interests, with an emphasis on how the institution is perceived by the community and what the school can do to become more fully integrated in community life. The second focus group will be comprised of high school administrators/counselors and members of the NSC campus, concentrating on the College's mission and its effectiveness in reaching out to prospective students with diverse backgrounds.

Appendix A



NSC Campus Survey

Question 1

Which of the following best reflects your role at the College:

- Student
- Faculty
- Administration
- Classified Staff
- Foundation Member
- Other

Question 2

What do you think are the best features of Nevada State College?

Choose up to 2.

- Quality of instruction
- Diversity of program offerings
- Scheduling flexibility

- Campus life
- Cost
- Admissions criteria
- Support services, such as the library, labs and learning centers

Question 3

How would you rate the financial value of Nevada State College vis-à-vis other higher education institutions in the state and region?

- Exceptional Value
- Good Value
- Comparable Value
- Less Value
- Don't know

Question 4

How would you rank the reputation of Nevada State College in the community?

- Great reputation
- Good reputation
- Average reputation
- Poor reputation
- Don't know

Question 5

How likely would you be to recommend Nevada State College to others?

- Highly likely
- Likely
- Not likely
- Don't know

Question 6

Do you think that a degree from an institution designated as a university rather than as a college would carry more value in applying for a job or for graduate school?

- Yes
- No
- Don't know

Question 7

If Nevada State College sought to change its name to Nevada State University and kept its current mission, admissions policy and cost structure, how would you respond?

- Very supportive
- Supportive
- Neutral
- Not supportive
- Don't know

Question 8

If you are a student, are you the first in your family to attend college?

- Yes
- No
- Not relevant

Question 9

What zip code do you live in?

Question 10

**Would you be interested in participating in a virtual focus group for Nevada State College?
If so, please enter your name and e-mail address here:**

NSC Campus Survey Tabulations

NSC Campus Survey Tabulations														
	Total	%	Student	%	Faculty	%	Admin	%	Foundation	%	Classified	%	Other	%
Respondents	768	100%	392	51%	115	15%	70	9%	13	2%	32	4%	146	19%
How would you describe NSC's value in relation to other institutions in Nevada														
Exceptional Value	377	49%	172	44%	71	62%	37	53%	9	69%	15	46%	82	57%
Good Value	295	38%	160	41%	43	38%	29	41%	3	23%	8	25%	52	34%
Comparable value	58	7%	37	10%			1	1%	1	8%	5	15%	8	6%
Less value	7	1%	5		1	>1%	3	4%			1	3%		
Don't Know	31	4%	18	4%							1	3%	4	3%
How would you describe NSC's Reputation														
Great Reputation	362	47%	208	53%	45	39%	16	23%	5	38%	14	44%	75	52%
Good Reputation	264	34%	122	31%	41	36%	34	48%	7	54%	14	44%	47	32%
Average Reputation	98	13%	42	11%	19	16%	13	18%	1	8%	4	12%	15	10%
Poor Reputation	13	2%	2	0%	5	4%	3	4%					6	4%
Don't Know	29	4%	17	4%	5	4%	5	7%					3	2%
How Likely would you be to recommend NSC to others														
Highly likely	610	79%	309	79%	90	78%	49	70%	13	100%	24	75%	125	86%
Likely	136	18%	71	18%	22	19%	17	24%			7	22%	19	13%
Not Likely	12	2%	6	1%	2	2%	1	1%					1	>1%
Don't know	10	1%	6	1%			3	4%			1	3%	1	>1%
Do you think a degree from a university carries more weight than from a college														
yes	531	69%	269	67%	88	77%	46	66%	10	77%	24	75%	94	65%
no	161	21%	69	17%	22	19%	22	31%	2	15%	5	16%	41	27%
don't know	76	10%	54	14%	5	4%	2	3%	1	8%	3	9%	11	8%
Do you support a name change to Nevada State University														
Very Supportive	519	67%	276	70%	83	72%	43	61%	11	84%	17	53%	89	61%
Supportive	115	15%	50	13%	14	12%	11	16%	1	8%	7	22%	32	23%
Neutral	68	9%	39	10%	9	8%	7	10%	1	8%	3	9%	8	6%
Not Supportive	56	7%	19	4%	9	8%	9	13%			5	16%	14	9%
Don't know	10	1%	7	0									3	1%
What do you think are the best features of NSC (choose 2)														
Quality of Instruction	445	58%	209	53%	88	76%	43	61%	10	77%	11	34%	83	57%
Diversity	144	19%	79	20%	20	17%	5	7%	4	31%	8	25%	28	19%
Scheduling	161	21%	97	25%	16	14%	3	4%	3	23%	6	19%	35	24%
Campus Life	42	6%	21	5%	0		4	6%	0		5	16%	8	6%
Cost	422	55%	219	54%	54	47%	42	60%	5	38%	16	50%	85	59%
Admissions criteria	46	6%	20	5%	4	4%	7	10%	3	23%	1	3%	10	7%
Support Services	158	21%	73	18%	27	23%	26	37%	0		10	31%	21	14%

Community/Business Survey

Question 1

Which of the following best reflects your role in the community?

- Business Owner
- Business Executive
- Community Leader
- Elected Official/Government Representative
- Other

Question 2

In your view what is the principal difference between the missions of Nevada State College and the College of Southern Nevada?

Question 3

How familiar are you with the mission of Nevada State College?

- Very Familiar
- Somewhat Familiar
- Not Familiar

Question 4

If you are familiar with Nevada State College, what do you think are the best features of the school?

Choose up to 2.

- Quality of instruction
- Diversity of program offerings
- Scheduling flexibility
- Campus life
- Cost
- Admissions criteria
- Support services, such as the library, labs and learning centers
- Don't know

Question 5

How would you rate the financial value of Nevada State College vis-à-vis other higher education institutions in the state and region?

- Exceptional Value
- Good Value
- Comparable Value
- Less Value
- Don't know

Question 6

How valuable is it for the state and region to have an institution of higher education like Nevada State College within its borders?

- Highly valuable
- Somewhat valuable
- No added value
- Don't know

Question 7

If Nevada State College sought to change its name to Nevada State University and kept its current mission, admissions policy and cost structure, how would you respond?

- Very supportive
- Supportive
- Neutral
- Not supportive
- Don't know

Question 8

Do you live or work in the City of Henderson?

- I live in Henderson
- I work in Henderson
- I do business in Henderson
- I do not have any affiliation with Henderson
- Don't know

Question 9

**Would you be interested in participating in a virtual focus group for Nevada State College?
If so, please enter your name and e-mail address here:**

Community/Business Survey Tabulations

Community/Business Survey Tabulations		
	Total	%
Respondents	112	100%
Business Owner	37	33%
Business Executive	19	17%
Community Leader	16	14%
Elected Official	14	12%
Other	26	23%
How Familiar are you with Nevada State College		
Very Familiar	12	11%
Somewhat Familiar	50	45%
Not Familiar	49	43%
No Answer	1	1%
How would you describe NSC's value in relation to other institutions in Nevada		
Exceptional Value	24	21%
Good Value	42	38%
Comparable Value	6	5%
Less Value	1	1%
Don't Know	38	34%
How would you rate the value of Nevada State to the community		
Highly Valuable	93	83%
Somewhat Valuable	10	9%
Not Valuable	0	0%
Don't Know	9	8%

Do you support a name change to Nevada State University		
Very Supportive	59	53%
Supportive	25	22%
Neutral	18	16%
Not Supportive	5	4%
Don't know	5	4%

Do you live/work/do business in Henderson		
Live in Henderson	37	33%
Work in Henderson	21	19%
Do Business in Hende	43	38%
None of the above	37	33%

What do you think are the best features of NSC (choose 2)		
Quality of Instruction	39	35%
Diversity	27	24%
Scheduling	14	12%
Campus Life	0	
Cost	32	28%
Admissions criteria	9	8%
Support Services	6	5%
Don't Know	45	40%

COMMENTS
Nevada State College appears to have a better defined mission than CSN.
Nevada State College is more of a University and College of Southern Nevada is more like a Community College
Nevada State College should offer more 4 year degrees while CSN should serve as a feeder with 2 year degrees and vocational education
Nevada State gives a much broader selection of a 4 year degree and professionalism.
Nevada State offers 4 year degrees
Not much difference other than programs offered and location.
Not sure, but I believe Nevada State College focuses more on providing 4-year degrees
NSC focuses on 4-year degrees and higher; CSN offers predominantly 2-year programs, certificates and a few 4-year degrees.
NSC is a college focused on students to earn a four year degree and CSN is for students to transition into a four year college
NSC is a college same as UNLV. CSN is a community college offering classes in non-college fields
NSC is a four year college CSN is not
NSC is a four-year university... CSN is a two-year community college.
NSC is charged with educating students to receive a baccalaureate degree, with its original goal of focusing on teaching and nursing in meeting community needs. Its mission has since expanded. CSN is more technically oriented with a goal of training for various occupations.
NSC just has different majors but both are great at helping high school Students and Hs graduates continue their education
.NSC is more bachelor's prep; CSN most vocational
NSC provides a four year degree
One is a real university the other glorified high school, respectively.
one is private vs public funded
One us to award bachelors and graduate degrees and one is to award certificates and associates degrees
Perception
The mission of Nevada State College is to offer Bachelor and advanced degrees, while the mission of CSN is to offer Associate degrees
Specific degree focus NSC v More general CSN
The completion of a degree at NSC is the difference.
Similar missions
Uncertain
To me, I think Nevada State College offers a more personalized education
This would depend on the needs of each student, but what I see they are both great Institutions.
4 year degree vs 2 year degree, CSN more technical
4 year versus 2 year
A/A

Associates degree vs bachelors or masters
Better education
Both ther missions are to educate
Completion of a 4 year degree versus 2 year degree or prerequisites to enter into a 4 year college/university.
College of SN is more vocational
Community college vs. State College
Cant distinguish a difference
CSN - trade school type training and transfer ed
NSC - professional careers, higher level careers, potential, students can go on to get graduate degrees from unlv or other universities
CSN is a two-year community college, NSC is a 4-year school
CSN is focused on 2 year program and technical education Nevada State is a 4 year focused Institution
CSN is more of a community college and NSC has more of a national draw.
CSN onboards students that may not be ready for a full college experience and NSC nurtures that want a full integration into a real college experience.
Degrees offered
Diversity in all aspects
Educate students
Full academic degree programs vs associate degrees and workforce training
Higher education versus vocational
I am not aware of either
I believe CSN is a junior college. NSC was created to directly respond to professional shortages in So NV.
I believe the missions of both colleges begin with the end in mind of getting students from all diverse backgrounds educated and degreed.
I do not know the principle difference between the schools' missions
I do not know.
I don't know if there is a principal difference between the two.
I don't know the mission of either one.
I don't know the missions of either school.
I have no idea
I think they are very similar
I thought NSC was geared toward producing more graduates in the teaching and nursing fields.
I would hope Nevada State College offers more bachelor's degrees and caters to students with higher academics.
In my opinion, College is Southern Nevada is more of a 2 year trade school type education - where NSC offers more professional career focused education, both are necessary in our community but offer different solutions.
In my opinion, they are similar Missions- Nevada State College just used many words to emphasize their mission.
It offers affordable 4 year degrees rather than two year degress
NSC - offering four-year baccalaureate degree fully preparing students for a lifetime of professional pursuit. CSN - offering fully accredited two-year technical and administrative courses of study that prepare students to be qualified for professional work place positions. Also, offering lower cost prerequisite fulfillment for transfer to four-year colleges/universities.

CCSD Survey

Question 1

Which of the following best reflects your role in education?

- High School Counselor
- High School Teacher
- High School Administrator
- Other

Question 2

What do you think are the best features of Nevada State College?

Choose up to 2.

- Quality of instruction
- Diversity of program offerings
- Scheduling flexibility
- Campus life
- Cost
- Admissions criteria
- Support services, such as the library, labs and learning centers
- Don't know

Question 3

How would you rate the financial value of Nevada State College vis-à-vis other higher education opportunities in the state and region?

- Exceptional Value
- Good Value
- Comparable Value
- Less Value
- Don't know

Question 4

How would you rank the reputation of Nevada State College in the community?

- Great reputation
- Good reputation
- Average reputation
- Poor reputation
- Don't know

Question 5

Have you ever recommended Nevada State College to your students?

- I always recommend
- I usually recommend
- I sometimes recommend
- I rarely recommend
- I don't recommend

Question 6

How likely would you be in the future to recommend Nevada State College to your students?

- Highly likely
- Likely
- Not likely
- Don't know

Question 7

If Nevada State College sought to change its name to Nevada State University and kept its current admission policy and cost structure, how would you respond?

- Very supportive
- Supportive
- Neutral
- Not supportive
- Don't know

Question 8

What zip code is your school located?

Question 9

**Would you be interested in participating in a virtual focus group for Nevada State College?
If so, please enter your name and e-mail address here:**

CCSD Survey Tabulations

CCSD Survey Tabulations		
	Total	%
Respondents	27	100%
Administrators	9	35%
Counselors	11	42%
Other	7	23%
How would you describe NSC's value in relation to other institutions in Nevada		
Exceptional Value	12	42%
Good Value	11	42%
Comparable value	1	4%
Don't Know	3	12%
How would you describe NSC's reputation		
Great Reputation	13	49%
Good Reputation	10	37%
Average Reputation	1	4%
Poor Reputation	1	4%
Don't Know	1	4%
Do you recommend NSC to your students		
Always recommend	11	40%
Usually recommend	11	40%
Sometimes recommend	3	12%
Rarely recommend	1	4%
Never recommend	1	4%
How likely would you be to recommend NSC in the future		
Highly likely	16	59%
Likely	11	41%
Not Likely		
Don't Know		
Do you support a name change to Nevada State University		
Very Supportive	19	70%
Supportive	3	12%
Neutral	2	7%
Not Supportive	2	7%
Don't know	1	4%
What do you think are the best features of NSC (choose 2)		
Quality of Instruction	10	37%
Diversity	8	30%
Scheduling	4	15%
Campus Life		
Cost	17	63%
Admissions criteria	5	19%
Support Services		
Don't Know	3	12%