

PARKLAND READS *GARBAGE LAND* FEEDBACK - SURVEY RESULTS - JUNE 25, 2009

Who survey participants were: (87 respondents)

53.8% were Parkland students, 46.2% were Parkland employees.

How they heard about Parkland Reads *Garbage Land*: (83 respondents)

50.6% had read an email announcements, 26.5% had seen it on their Angel home page, 25.3% had read the library web page, 19.3% had seen a display in the College Center, 15.7% had seen a library display, 15.7% had read the Parkland Reads blog, 12% had read about it in Prospectus, 6% had seen it on Facebook, and 4.8% had seen it on PCTV – Threads. (No one saw it on Cobra Vision or saw it on Craig's List.)

How much of the book they read: (82 respondents)

14.6% had read the entire book, 11% had read some of the book, 74.4% had read none of the book.

Their experience of the program: (45 respondents)

19.5% strongly agreed that they enjoyed reading the book, 22% agreed, 46.3% were neutral, 2.4% disagreed and 9.8% strongly disagreed.

32.5% strongly agreed that they had learned something new from reading the book, 17.5% agreed, 40% were neutral and 10% strongly disagreed.

7.3% strongly agreed that they had changed a habit after reading this book, 31.7% agreed, 46.3% were neutral, 4.9% disagreed and 9.8% strongly disagreed.

28.9% thought this was a valuable experience for the Parkland community, 31.1% agreed, 31.1% were neutral, 8.9% strongly disagreed.

19% talked about the book a lot with family and friends, 14.3% talked about it somewhat, 19% a little, and 47.6% not at all.

16.7% talked about the book somewhat with people they didn't know before, 14.3% a little, 69% not at all.

Classroom use of the book:

Of 47 students responding, 10.6% had been involved in a classroom discussion, 89.4% had not.

Of 23 instructors responding, 17.4% had incorporated the book into their teaching, 82.5% had not.

Participation in Campus-Wide Events - students (46 respondents)

Of the 28.3% of student respondents who participated in at least one event, 10.9% participated in a college clean-up, 6.5% attended Elizabeth Royte's talk, 4.3% attended the movie "Garbage! The Revolution Begins at Home," 2.2% attended Heather Rogers' talk, 2.2% viewed Threads on PCTV, 2.2% attended the World of Science Lecture, 10.9% participated in Other (I am guessing something related to the classroom, but do not really know.)

Of the 71.7% of student respondents who did not participate in any events, reasons given were: 11% - not enough time, 11% - did not know about them, 3.6% - not interested, 3.6% - taking online course and doesn't come to campus

Participation in Campus-Wide Events - employees (41 respondents)

Of 58.5% employee respondents who did participate in at least one event, 41.5% attended Elizabeth Royte's talk, 29.3% attended Heather Rogers' talk, 26.8% attended the luncheon with Elizabeth Royte in the Center, 14.6% participated in a college clean-up, 7.3% viewed Threads on PCTV, 7.3% attended the movie "Garbage! The Revolution Begins at Home," 7.3% also participated in Other (Don't know what this could be.).

Of the 41.5% who didn't participate in any campus-wide events, reasons given were: 82% - didn't have time, 12% - not aware of these events, 6% - not interested.

How the program could have been better: (18 respondents)

50.5% - more advertising, 11% - keep doing what you are doing, 5.5% - earlier announcement, 5.5% - choosing a book about a current U.S. war, 5.5% - more interesting book, 5.5% - more well-known book, 5.5% - less expensive book, 5.5% - do a campus-wide survey to determine book, 5.5% book clubs