

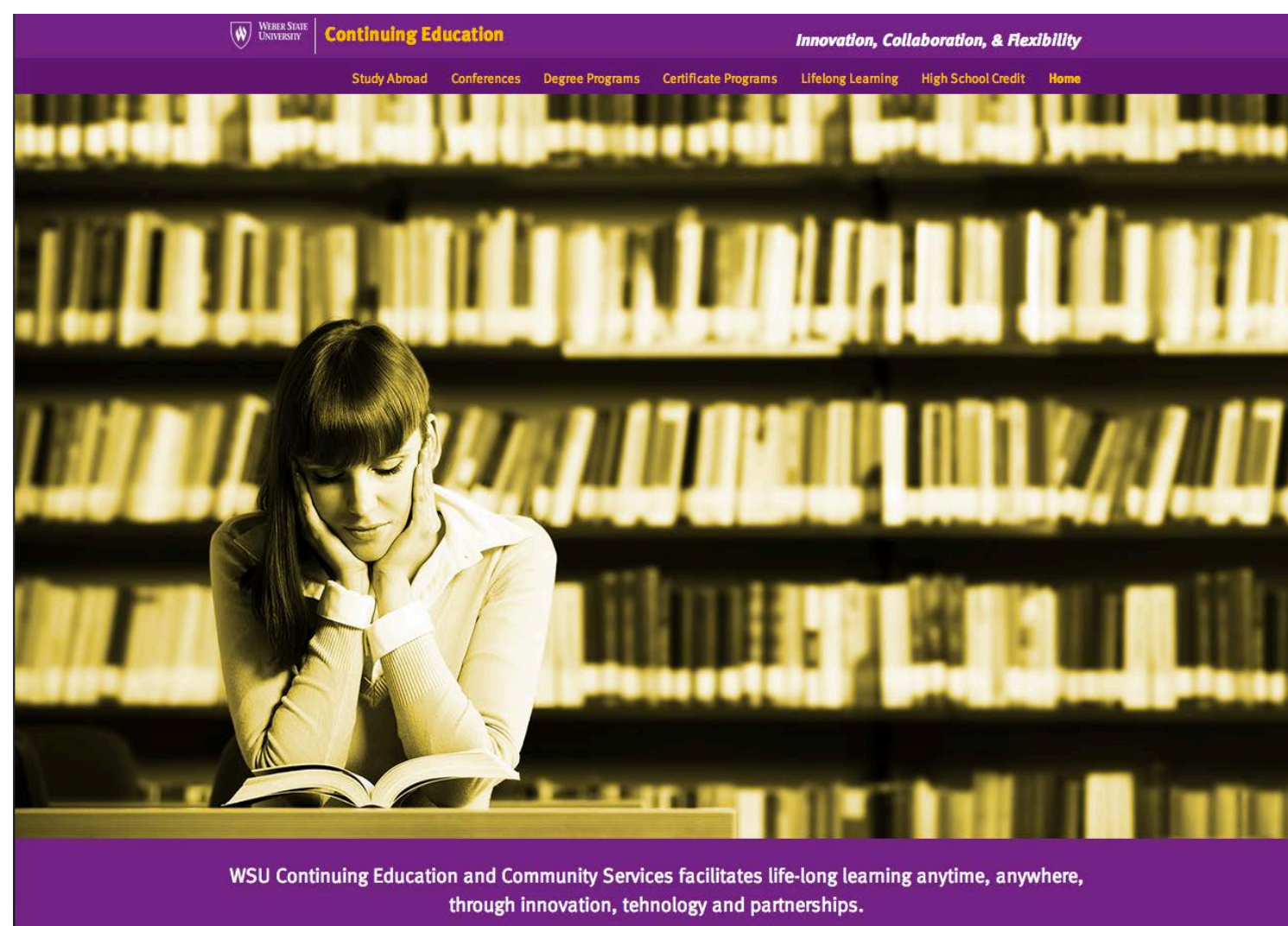


Continuing Education: A Survey to Improve the West Center at Weber State

A project by Ariel Hayes & David Garcia

Led by James Zagrodnik

WSU's Continuing Education Department tasked the Community Engaged Research Team with one simple challenge: Understand the needs of the local community and gather data for the purposes of allowing Weber's West Campus in Roy to grow and adapt.



CERT (Community Engaged Research Team) is a new program and this is the first community engaged research survey that has ever been conducted by the Continuing Education department. To reach our first population, we gathered input from a Roy based grocery store and went to Clearfield and Syracuse Library Branches. With 6 volunteers and 2 researchers on a Saturday morning at Kent's, we ended up with a total of 175 surveys in just the first day of physical surveying, and an additional 260 online survey responses. This turnout teaches us of the mutually beneficial importance of being physically present in our local businesses and communities.



Another attempt to reach the public was made at the North Davis and Syracuse Library branches. Volunteers met up with the researchers on a Wednesday afternoon and split up to survey both branches on the same day. However, despite the ease of gaining permission from the North Davis branch in Clearfield, the Syracuse branch had much stricter regulations about surveying. We were only able to gather 10 surveys during this public outreach.

We chose to answer their need by making three, highly peer reviewed, one page surveys that concerned the educational needs of 3 separate populations:

Pop 1: Never attended the West Center

Pop 2: Came to Weber's West Center and left

Pop 3: Still attending Weber's West Center



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Projects such as these educate students and give them experience in the role of research, in marketing and how important business decisions are made with the help of community engaged social psychology. This also familiarizes student researchers with strategies used for the recruitment process involved in future large scale research, which is an especially useful skill potentially used in graduate school programs.



Survey results are currently being analyzed and will be provided at the symposium.

ARIEL'S EXPERIENCE / LEARNING: I have learned as a CERT leader about engaging ways to set up community-based research and how to conduct that research in a meaningful way that improves local education and ways to effectively use community assets.

DAVID'S EXPERIENCE / LEARNING I have learned that we all have a responsibility to be engaged in the community and all the aspects of what a research study requires.