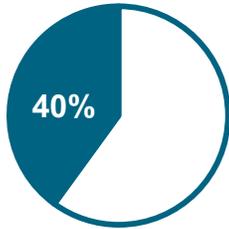


Oregonians recognize that a four-year university isn't for everyone. Students who choose other educational opportunities aren't compromising chances for success.



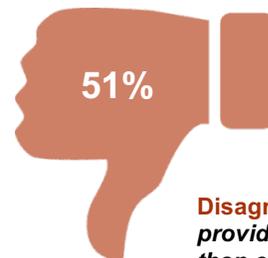
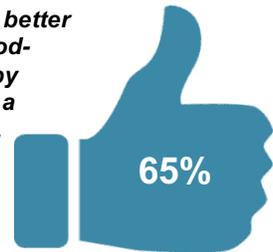
Four years ago, Oregon set forth its goals for educational attainment in the state. Known informally as “40-40-20,” the aspiration rests on the idea that every Oregon student graduates high school. Among these graduates, 40% would go on to earn a bachelor’s degree, while another 40% would earn an associate’s degree, study a trade or vocation, or obtain a certificate.

The role of the “middle 40” has been the topic of much discussion ever since, with many focusing on the importance of programs aimed at preparing students for success in the modern economy. But does the average Oregonian see the value of investing in this “middle 40”? Our recent DHM Panel results show that they do.

First off, a large majority of Oregonians say success isn't dependent on high school graduates heading straight for the dorms. Nearly two-thirds agree that *there are better ways to get a good-paying job than by going straight to a four-year university or college*. Importantly, residents under 30 are the most likely of any age group to agree with this statement: nearly three-quarters of them did so (72%).

Furthermore, the majority of Oregonians don't pooh-pooh the quality of education community colleges offer. More than half of Oregonians denounce the statement *universities provide better education than community colleges* (51%). Current students were less convinced, and 60% of them say they did in fact agree that universities provide better education.

Agree: *There are better ways to get a good-paying job than by going straight to a four-year degree.*

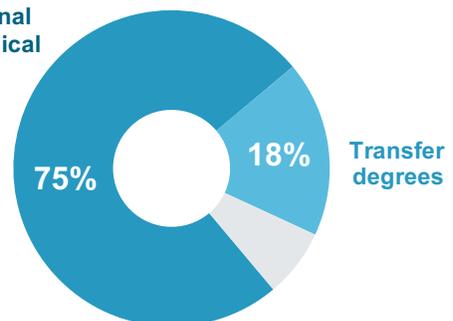


Disagree: *Universities provide better education than community colleges.*

Oregon's community colleges play an important role in workforce development that is distinct from universities' contributions to education.

Perhaps Oregonians' support for community colleges stems from the unique value they provide to our workforce. The vast majority of Oregonians view community colleges as a way to prepare students for the jobs our economy needs. Three-quarters of respondents said the main purview of community colleges should be *professional and technical training for immediate job placement*, rather than *providing opportunities where students can transfer to four-year universities*.

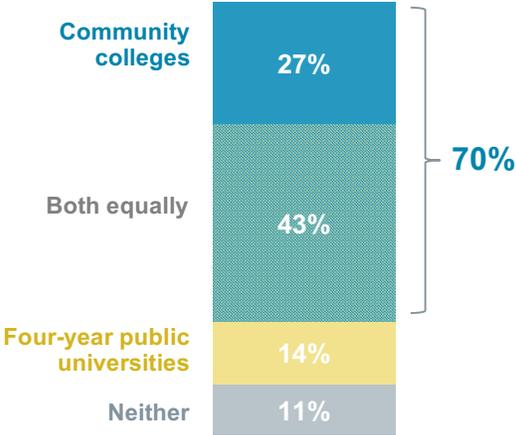
Professional and technical training



The above findings are from a DHM Panel survey on public education fielded from August 11-17, 2016. The survey reached 598 Oregonians and results were weighted by age, gender, area of the state, political party, and level of education to ensure a representative sample. The margin of error for this survey ranges from +/-3.7% to +/-4.1%.

As such, many residents believe community colleges deserve at least as much, if not more, investment as four-year universities receive from the legislature.

Is it more important to invest in...



A plurality of Oregonians think it's important that the legislature invest in both community colleges and four-year public universities equally. But the remaining residents are more likely to prioritize community colleges over public universities when it comes to funding.

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