



**ADVISORY – March 27, 2012**

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**College of Western Idaho to Conduct Public Survey**

As part of College of Western Idaho's strategic planning process, the College has contracted with Riley Research Associates, a northwest marketing research firm, to conduct a survey of people within its service district. The intent of the survey is to gather the current perception of CWI and assess the unmet needs of the community.

Ada and Canyon County residents will be contacted at random by phone on March 28-April 15, 2012 by the research team. The survey is not a solicitation, nor will the results be used to assess the willingness of taxpayers to increase support.

In addition to the public survey, CWI will be conducting student and employee surveys through the month of April. The results of all three surveys will be gathered and used as key components in the development of the comprehensive strategic plan for the College.

As a person living within the CWI service district, we appreciate your time and value your opinions. If you are not contacted by the research team and would like to contribute to the survey please complete the [online survey](#).

For more information about College of Western Idaho please visit our website at [cwidaho.cc](http://cwidaho.cc) or call 208.562.3000.

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**About the College of Western Idaho:**

The College of Western Idaho is a public, open-access, and comprehensive community college committed to providing affordable access to quality teaching and learning opportunities to the residents of its service area in western Idaho. CWI has seven campus locations throughout Southwest Idaho providing higher education and 21st Century technical skills acquisition. The college is dedicated to improving the community's economic well-being by responding with highly-educated and productive graduates. The foundation for the area's only community college was created by a supermajority of voters in Ada and Canyon counties on May 22, 2007.

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