

Hello, my name is \_\_\_\_\_ with CLARUS Corporation. We're conducting an important opinion survey about higher education in your area. We'd like very much to include your household. We are not selling or advertising anything, during this call or afterward. All of your responses will be strictly confidential. We will need only around 10 minutes of your time.

Confirm: Are you 18 years of age or older?

- 1 Yes (CONTINUE)
- 2 No -> May I speak with an adult in the household?
  - 1 Yes -> (WHEN NEW PERSON ON LINE, REPEAT INTRODUCTION)
  - 2 No -> (THANK FOR TIME AND GO TO ANOTHER NUMBER)

Confirm: Are you willing to participate?

- 1 Yes -> (CONTINUE)
- 2 No -> May I speak with an adult in the household?
  - 1 Yes -> (WHEN NEW PERSON ON LINE, REPEAT INTRODUCTION)
  - 2 No -> (THANK FOR TIME AND GO TO ANOTHER NUMBER)

Your zip code of residence is:

- 60004 Arlington Hts
- 60005 Arlington Hts
- 60006 Arlington Hts
- 60007 Elk Grove Vlg
- 60008 Rolling Mdws
- 60009 Elk Grove Vlg
- 60010 Barrington
- 60011 Barrington
- 60016 Des Plaines
- 60017 Des Plaines
- 60018 Des Plaines
- 60021 Fox River Grv
- 60056 Mt Prospect
- 60067 Palatine
- 60070 Prospect Hts
- 60074 Palatine
- 60078 Palatine
- 60084 Wauconda
- 60089 Buffalo Grove
- 60090 Wheeling
- 60110 Carpentersvle
- 60133 Hanover Park
- 60159 Schaumburg
- 60168 Schaumburg
- 60169 Hoffman Est
- 60172 Roselle
- 60192 Hoffman Est
- 60193 Schaumburg

60194 Schaumburg  
60195 Schaumburg

Correct? Yes -> CONTINUE  
No -> What is it? \_\_\_\_\_ MARK ABOVE

TERMINATE IF NOT ON LIST ABOVE

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**SECTION A. AWARENESS**

Q1. When you think of colleges and universities in your area, which come to mind? Any others? (DO NOT READ – AFTER THREE MENTIONS, STOP PROBE)

FOR EACH COLLEGE MARKED, ASK:

Q2. If you were to describe those colleges, what word or phrase would you use?

(NOTE VERBATIM RESPONSE IN KEYWORD DESCRIPTOR - BE EXACT)

School	First Mention	Other Mentions	Keyword Descriptor
01 College Of Dupage			
02 Depaul University			
03 Devry University			
04 Elgin Community College			
05 Harper College			
06 Loyola University			
07 National-Lewis			
08 Northwestern University			
09 Oakton Community College			
10 Roosevelt University			
11 University Of Illinois – Chicago			
97 Other (__ LIST __)			

Q3. Which community college serves your area? (DO NOT READ LIST)

1. Elgin Community College
2. College Of Dupage
3. Harper College– (RECORD AND SKIP TO Q10)
4. Waubonsee
5. McHenry
6. Oakton
7. Other (Specify) \_\_\_\_\_
8. DK

IF HARPER COLLEGE NOT CHECKED, READ: The name of the Community College for your area is Harper College. (CONTINUE TO Q10)

IF HARPER COLLEGE CHECKED: CONTINUE TO Q10

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**SECTION B. ENGAGEMENT**

Q10. Have you ever taken courses at Harper College?

1 Taken courses

Q10A. Did you complete a degree or certificate at Harper College?

1 Degree

What degree program area? LIST: Q10B \_\_\_\_\_

2 Certificate

What degree program area? LIST: Q10C \_\_\_\_\_

3 No

2 No (SKIP TO Q11)

Q11. Have you ever attended an event at Harper College?

1 Yes -> What event? LIST: Q11A \_\_\_\_\_

2 No

Q12. Have you ever participated in a job training program at Harper College for credit or noncredit, or an employee training provided by Harper College at your place of business?

1 Yes

Q12A. Location was: (READ CHOICES)

1 On-site at Harper

2 At place of business

Q12B. What training? LIST: \_\_\_\_\_

Q12C. Was it for credit or noncredit

1 Credit

2 Noncredit

2 No

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**SECTION C. INTEREST IN EDUCATION**

NQA. Now we'd like to understand how interested you are in education over the next couple of years. In the next year or two, which of the following would you be most likely to do: (CHOOSE ONE)

1 Enroll in a college class (BRANCH TO NQB)

2 Seek or finish a college degree – BRANCH NQ2A and NQ2B

NQ2A. What degree?

1 Certificate

2 Associate

3 Bachelor's

4 Master's

5 Graduate or Professional

6 Do not know/ Not sure

NQ2B. Colleges can deliver degrees in various ways to make it more convenient for you to attend. How likely would you be to enroll in degree programs offered in each of these formats? For each, please mark if you are likely or unlikely to enroll in that degree format.

(Coding: 1 = Likely, 2 = Unlikely, 3 = Do Not Know)

Accelerated degree programs – less than half the time of the traditional degree program

Online degree programs

Degree programs meeting locally once a month with online work

Degree programs offered on Friday, Saturday, Sunday  
 Degree program with a class offered the same night each week for a year  
 THEN (BRANCH TO NQB)

- 3 Job training class for current job or new job (BRANCH TO NQB)
- 4 Earn a professional certification or credential (BRANCH TO NQB)
- 5 Recreational or leisure class for fun, not related to job (BRANCH TO NQB)
- 6 NONE OF THE ABOVE  
 ASK: Is there anything that would change your mind about seeking education or training?  
 (PROBE) LIST  
 GO TO Q4

NQB. What program area would you major in? LIST

NQC. What educational institution are you planning to attend?

- 1 Harper College  
 NQC1. Why are you planning to attend Harper College?  
 LIST
- 2 Another College  
 NQC2. What college? LIST  
 NQC3. Why are you planning to attend that college? LIST  
 NQC4. Why not attend Harper College? LIST

**SECTION D. ATTITUDES**

Q4. In your opinion, what is Harper College best known for? (ASK OPEN ENDED – VERBATIM)  
 LIST

Q5. Is there anything else it's known for? (PROBE FOR MULTIPLE MENTIONS)  
 LIST

Q7. Harper College offers many program and activities for the residents in the District. Now, using a 7 point scale, where 7 means **Extremely Important**, and 1 **Not At All Important**, or you can choose any number in between, please tell me how important the following items are to you. I am going to read a list of about 15 items. (ROTATE. REPEAT SCALE AS NECESSARY)

Attribute	Not At All Important to Extremely Important								
Academic Reputation	1	2	3	4	5	6	7	DK	
Convenient Locations	1	2	3	4	5	6	7	DK	
Successful Transfer To A Four-Year College After Attending Harper	1	2	3	4	5	6	7	DK	
Personal Attention	1	2	3	4	5	6	7	DK	
The Right Courses	1	2	3	4	5	6	7	DK	
Teachers With Real World Experience	1	2	3	4	5	6	7	DK	

Well-Known Faculty	1	2	3	4	5	6	7	DK
Well-Known Students	1	2	3	4	5	6	7	DK
A Specific Academic Program LIST: _____	1	2	3	4	5	6	7	DK
Cost/ Value For Money/ Affordable/ Financial Aid	1	2	3	4	5	6	7	DK
Classes And Programs Offered At The Times Needed	1	2	3	4	5	6	7	DK
Meeting adults' educational needs	1	2	3	4	5	6	7	DK
Computer Training	1	2	3	4	5	6	7	DK
Professional Development	1	2	3	4	5	6	7	DK
Variety Of Programs	1	2	3	4	5	6	7	DK
Flexible Course Scheduling – Day , Evening, Weekend, Online	1	2	3	4	5	6	7	DK
Career Development	1	2	3	4	5	6	7	DK
Continuing Education	1	2	3	4	5	6	7	DK
Job Training Ties to Job Opportunities for Adults in the Community	1	2	3	4	5	6	7	DK
Offering College Courses to High School Students to Jump Start Their College Career	1	2	3	4	5	6	7	DK
Providing Programs That Lead To Jobs In High Demand Occupations In-Demand Associate	1	2	3	4	5	6	7	DK
Source Of Employee Training For Employers In The District	1	2	3	4	5	6	7	DK
Developing Community Partnerships	1	2	3	4	5	6	7	DK
Collaborating With K-12 Schools	1	2	3	4	5	6	7	DK
Welcoming To All Residents Of The District	1	2	3	4	5	6	7	DK
DK/Nothing – DO NOT READ LIST IF THIS IS FIRST RESPONSE	1	2	3	4	5	6	7	DK

Q8. Now, please tell me how well Harper College performs in each of these areas using same 7 point scale, where 1 is **Poor** and 7 is **Excellent**. (ROTATE. REPEAT SCALE AS NECESSARY)

Attribute	Poor							Excellent
Academic Reputation	1	2	3	4	5	6	7	DK
Convenient Locations	1	2	3	4	5	6	7	DK
Successful Transfer To A Four-Year College After Attending Harper	1	2	3	4	5	6	7	DK
Personal Attention	1	2	3	4	5	6	7	DK
The Right Courses	1	2	3	4	5	6	7	DK

Teachers With Real World Experience	1	2	3	4	5	6	7	DK
Well-Known Faculty	1	2	3	4	5	6	7	DK
Well-Known Students	1	2	3	4	5	6	7	DK
A Specific Academic Program LIST: _____	1	2	3	4	5	6	7	DK
Cost/Value For Money/Affordable/Financial Aid	1	2	3	4	5	6	7	DK
Classes And Programs Offered At The Times Needed	1	2	3	4	5	6	7	DK
Meeting adults' educational needs	1	2	3	4	5	6	7	DK
Computer Training	1	2	3	4	5	6	7	DK
Professional Development	1	2	3	4	5	6	7	DK
Variety Of Programs	1	2	3	4	5	6	7	DK
Flexible Course Scheduling – Day , Evening, Weekend, Online	1	2	3	4	5	6	7	DK
Career Development	1	2	3	4	5	6	7	DK
Continuing Education	1	2	3	4	5	6	7	DK
Job Training Ties To Job Opportunities For Adults In The Community	1	2	3	4	5	6	7	DK
Offering College Courses To High School Students To Jump Start Their College Career	1	2	3	4	5	6	7	DK
Source Of Employee Training For Employers In The District	1	2	3	4	5	6	7	DK
Providing Programs That Lead To Jobs In High Demand Occupations	1	2	3	4	5	6	7	DK
Developing Community Partnerships	1	2	3	4	5	6	7	DK
Collaborating With K-12 Schools	1	2	3	4	5	6	7	DK
Welcoming To All Residents Of The District	1	2	3	4	5	6	7	DK
DK/Nothing – DO NOT READ LIST IF THIS IS FIRST RESPONSE	1	2	3	4	5	6	7	DK

Q9. Which programs, opportunities, or offerings do you wish were available at Harper College, but are not currently available? PROBE

List Verbatim:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

QND. I am going to read a few statements about Harper College. Please tell me whether you Strongly Agree, Agree, Disagree, or Strongly Disagree with each statement.

Residents' opinions are considered important when Harper College makes decisions about new programs and services.

Harper College is an important contributor to the economy of my community.

Harper College manages its resources well

Harper College collaborates and coordinates with community organizations regarding allocation of available resources.

The financial resources are well managed at Harper College.

Q13. Have you ever provided support to Harper College by providing funds for scholarships or giving to the College's foundation?

- 1 Yes
- 2 No

Q13A. Would you be likely to support the College in the future?

- 1 Yes

What types of programs would you provide support for?

Q13B List:

- 2 No

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## SECTION E. DEMOGRAPHICS

We're almost done, but I do have a few questions for classification purposes.

Q17. Approximately how long have you lived in the Harper District?

- 1. Less than 5 years
- 2. 5-10 years
- 3. 11-20 years
- 4. 21 years or more
- 5. DK/NA/REFUSE

Q18. Are you: READ CHOICES

- 1. 18-24
- 2. 25-40
- 3. 41 to 54
- 4. 55 to 64
- 5. 65 and over
- 6. DK/NA/REFUSE

Q19. What is the highest level of education you have completed so far? [READ]

- 1. Less than high school
- 2. High school graduate
- 3. Some college/ vocational or technical school
- 4. Associates degree
- 5. College graduate/ Four-year degree
- 6. Post graduate
- 7. DK/NA/REFUSE

Q20. Are you employed full-time or part-time?

- 1 Full-time (GO TO Q21)
- 2 Part-time (GO TO Q21)

FOR BELOW ANSWERS SKIP TO Q22

- 3 Self-employed
- 4 Not employed, looking for work
- 5 Not employed, not looking for work
- 6 Student

- 7 Retired
- 8 Other -> LIST: \_\_\_\_\_

Q21. Does your employer provide tuition reimbursement?

- 1 Yes → Full Reimbursement  
Partial Reimbursement
- 2 None

Q22. Do you consider yourself: (READ LIST)

- 1. Caucasian
- 2. African-American
- 3. Hispanic or Latino
- 4. South Asian (Indian, Pakistani, Sri Lankan, other Indian subcontinent)
- 5. East Asian (Chinese, Korean, Japanese, Vietnamese, other East Asian)
- 6. Pacific Islander (Filipino, Indonesian, other Pacific Islanders)
- 7. Arabic (North African, Middle Eastern, Iraqi, Iranian)
- 8. Eastern, Western, or Southern African
- 9. Other: \_\_\_\_\_
- 10. NA/REFUSED/DK

Q23. Which is the dominant language spoken in your home?

- 1. English
- 2. Spanish or Portuguese
- 3. Eastern European language, such as Russian, Czech, German, Romanian, or other
- 4. South Asian language such as Hindi, Gujarati, Punjabi, Bengali, Tamil, Telugu, or other
- 5. Asian Language, such as Urdu, Hindi, Japanese, Korean, Thai, Chinese, Vietnamese, Laotian, or other
- 6. Arabic
- 7. Eastern, Western, or Southern African language
- 8. Other (SPECIFY) \_\_\_\_\_
- 9. DK/NA/REFUSE

Q24. Which of the following best describes your family's household income? (READ LIST)

- 1. Under \$30,000
- 2. \$30-49,000
- 3. \$50-74,000
- 4. \$75-99,000
- 5. \$100,000 or over
- 6. DK/NA/REFUSE

Thank you very much for your help with this survey. The college will use this valuable information to help with their planning process over the next several months.

Q25. BY OBSERVATION (DO NOT ASK)

- \_\_\_ Male
- \_\_\_ Female
- \_\_\_ Can't Determine